

## Tooting ...

our own horn. We're celebrating a bit here at *T+D* because we won a national and a regional award for Publication Redesign from ASBPE, the American Society of Business Publication Editors.

As you may recall, we launched the redesign with the May 2001 issue, and the responses from you—the readers—were overwhelmingly positive. And now we also have an industry award that “confirms our instincts,” as one feedback contributor said. The criteria for the award were not only a new look, but also how the publication as a whole supports its mission, its significance to readers, and how the editor's role in graphic treatment supports the designer's role in editorial treatment; the look and content collaborate. Definitely, *T+D*'s art director Liz Jones deserves to take a special bow.



And we've learned from the recent online *T+D* reader survey that you've given us even higher satisfaction ratings than last year. We thank you. More important, you told us what topics you'd like to hear more about and how you'd like them covered. Learning that is the main reason we conduct regular reader surveys, and we use the information in planning the editorial calendar. The readers and the editors collaborate.

And we promise not to rest on our laurels. *Darn tootin'!*

A handwritten signature in black ink that reads "Haidee Allerton". The signature is fluid and cursive, with the first name being more prominent.

Haidee E. Allerton  
Editor



Publication Redesign  
ASBPE  
2001

Editorial Excellence  
ASBPE  
1998

Gold Circle Awards  
ASAE  
(American Society of  
Association Executives)  
1994

Best Design  
OZZIE Bronze Award of  
Excellence 1992

Magazine Column  
"Working Life"  
Clarion Award  
Women in  
Communications  
1992