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**JOURNAL**  
From Rockwell Automation and Our Partners

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## ***The Journal Wins BMA Excellence Award Again***

April 2009, Itasca, Ill. — How do you stuff a giant into a print magazine?

With award-winning consistency.

For the second time in the past four years, *The Journal from Rockwell Automation and Our Partners* has won the Business Marketing Association (BMA) Excellence Award for Outstanding Custom Magazine.

In its 16th year of publication, *The Journal* is published six times per year by Putman Media, Inc. for industry giant Rockwell Automation, Milwaukee, in collaboration with Padilla Speer Beardsley Public Relations, Minneapolis. Presented in the External Magazines category, the 2009 award recognizes the magazine for content, design and fulfillment of its mission for its targeted business audience. The BMA Milwaukee chapter bestowed the honor at its Bell Awards celebration April 7.

*The Journal* helps managers, industrial engineers, manufacturing equipment operators, maintenance staff, software programmers and other personnel to maximize their return on investment in products and services from Rockwell Automation and its partners. To meet this goal, the magazine provides valuable hands-on information on how to select, configure, install, maintain and optimize these technologies for readers' specific applications. This knowledge is delivered via how-to articles, case studies, trend updates and new technology applications. As a result, *The Journal* helps manufacturers to minimize risk, decrease time-to-market, implement sustainable production programs, improve worker safety, boost data security and better serve customers—all while maintaining a competitive edge.

Members of the award-winning Putman Media team are Publisher Mike Brenner, Executive Editor Theresa Houck, Managing Editor Ken Schnepf, Group Art Director Steve Herner, Art Directors Jason Vargas and Jennifer Dakas, Senior Production Manager Anetta Gauthier and Global Sales Manager Scott Walters.

They work for Rockwell Automation under the direction of Rebecca Archibald, *The Journal's* executive publisher and Rockwell Automation commercial marketing campaign manager. The Padilla Speer Beardsley team is led by Senior Vice President Kathy Burnham.

Putman Media, Inc. ([www.putman.net](http://www.putman.net)) strives to be an exceptional media company as judged by the communities it serves. Putman consistently delivers unique, relevant and integrated media services and solutions that enable its customers to compete in an aggressive, high-speed environment.

The BMA ([www.bma-milwaukee.org](http://www.bma-milwaukee.org)) is a leading professional resource for business-to-business marketers and communicators.

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