

## 2004 PRSA TOTEMS TOP AWARD WINNERS

**Best of Show Award:** Neil Neroutsos of the Snohomish County Public Utilities District for “2003 PUD Community Affairs.”  
**The Outstanding Young Professional Award:** Jennifer Riendeau of Edelman for “Microsoft Puts a New Spin on Innovation.”

### 2004 PRSA TOTEMS PUBLIC RELATIONS COMPONENTS AWARD WINNERS

Writing, Editorials/Op-ed columns: COE to Pete Delaunay and Jaclynn Grife of Delaunay Communications and Lola O'Rourke of American Dietics Association for “School Milk Vending Advocacy” on behalf of the Dairy Farmers of Washington

External Publications, Magazines 3+ colors: Totem to Pete Delaunay of Delaunay Communications and Pat Chestnut of the Washington Farm Bureau for “Neighbors”

External Publications, Newsletters: COE to Alice Collingwood, Janet Peterson White and Richard Wisti of Puget Sound Clean Air Agency for “Clean Air Matters Quarterly Newsletter”

Special Publications, Brochures: COE to Yessica Bolanos of KPPF Consulting Engineers for “Sustainability Brochure”

Special Publications, Direct Mailers: COE to Laura Butorac of Edelman for “REI Holiday Mailer”

Special Publications, Direct Mailers: COE to Alice Collingwood, Richard Wisti, Janet Peterson of Puget Sound Clean Air, Marina Cofer-Wildsmith of American Lung Association of Washington for “State of the Air in Washington 2003”

Special Publications, Direct Mailers: Totem to Kelly Lavin-Potter, Jon Dietrich, Brett Siemen and John Livengood of DDB Direct for “Seattle Supersonics Multi-Game Campaign”

Special Publications, Direct Mailers: Totem to Jennifer Riendeau, Jolene Cramer and Jim Bak of Edelman for “Microsoft Holiday Mailer 2003-2004”

Special Publications, Direct Mailers: Totem to Karmen Johnson, Katie Goldberg, Agnes Hansdorfer and Eric Kwan of Edelman for “What's Your Game Face Holiday Mailer”

Special Publications, Advertising, TV: Totem to Pamela Long, Larry Olson, Jason Stanfield and Fred Hammerquist of DDB Bass & Howes for “NYSERDA, New Pet”

Special Publications, Advertising, TV: Totem to Mike Rosen and Dale Hammond of PRR, Inc.; Judy Law of Judy Law Creative & Production; and White Rain Films for “Informed”

Emerging Technologies, Intranet: COE to Chrissy Faessen, Dane Estes and Romi Neustadt, DDB Bass & Howes for “United States Industry Coalition Intranet”

Emerging Technologies, E-zines/Newsletters/On-Line Publications: Totem to Deborah Bergh of Russell Investment Group for “Soundings”

Media Relations Components, News Releases, Consumer Media: COE to Arlene Fairfield and Pamela Long, DDB Bass & Howes for “Women's Capital Corporation Plan B News Release” on behalf of the Women's Capital Corporation

Media Relations Components, News Releases, Consumer Media: COE to Bob Frause, Christian Anderson and Leslie Larson of The Frause Group for “Train Accident Victim Changes Mayor's Position” on behalf of William, Kastner & Gibbs

Media Relations Components, News Releases, Trade: COE to Sue Gillespie of The Frause Group and Alexi Venneri of Who's Calling, Inc. for “Launch of Call Safe Service” on behalf of Who's Calling, Inc.

Media Relations Components, News Releases, Business Financial Media: Totem to Bryan Cohen, Keri Shoemaker, Carey Evenson and Evan Pham of PRR, Inc. for “Best Workplaces for Commuters” on behalf of U.S. Environmental Protection Agency

Media Relations Components, Media Kits: COE to Karmen Johnson, Rebecca Holmes, and Stone Chin of Edelman for “Next Milestone in Aviation Creative Mailer” on behalf of Microsoft Game Studios

Media Relations Components, Media Kits: Totem to Jen Scott of Cole & Weber/Red Cell for “Gold Toe Emergency Sock Kit” on behalf of Gold Toe Brands, Inc.

Communications Audits: COE to Lori Zue McNeil and Rachel Mills of First Heritage Bank, and Andrew Ballard of Marketing Solutions, Inc. for “SBA Loan Marketing Efforts Due for a Check-up”

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COE – Certificate of Excellence  
Totem – Totem Award

## PUBLIC RELATIONS PROGRAMS AWARD WINNERS

Institutional Programs, Business Manufacturing: COE to Davina Gruenstein, Jeremy Bartram, Meredith Woolsey and Susan Veninga of Publicis Dialog for “The Chocolate Chronicles – Nestle USA Food Editor Outreach”

Institutional Programs, Government: Totem to Neil Neroutsos of Snohomish County Public Utilities District for “2003 PUD Community Affair”

Special Events, <7 Days, Business/Services: COE to Dan McConnell of DDB Public Relations, Bob Collins of World Wrestling Entertainment and Melissa Montero of MD Productions for “WrestleMania XIX [19]” for World Wrestling Entertainment

Special Events, <7 days, Business/Services: Totem to Pat Fearey and Linnea Westerlind of The Fearey Group for “TimberHawk opens for thrills”

Public Service Programs, Government: Totem to Mike Rosen, Dale Hammond and Dave Resnick of PRR, Inc., and Leslie Thorpe of Washington State Department of Ecology for “Dare to Care About the Air”

Public Service Programs, Business Manufacturing: COE to Mary Hanson of The Boeing Company for “7E7 Final Assembly Site Selection Communications Program”

Public Service Programs, Business Manufacturing: Totem to Erika Schmidt of The Frause Group and Chris Caron, Sarah Solari and Jean Cline of Duraflame, Incorporated for “Fire Logs and San Joaquin Wood Burning Restrictions”

MarComm, Consumer Products, Technology: COE to Angie Schneider, Ross Camp and Maria Poulos of Porter Novelli for “Big Bang II – HP’s Largest Consumer Launch”

MarComm, Consumer Products, Technology: Totem to Holly Sommer, Kristin Mattison, Jim Bak and Amy Gutmann of Edelman for “Microsoft Voice Command Launch”

MarComm, Consumer Products, Technology: Totem to Jennifer Riendeau, Jolene Cramer, Jim Bak and Amy Gutmann of Edelman for “Microsoft Puts a New Spin on Innovation”

MarComm, Consumer Products, Technology: Totem to Nick Leahy, Karmen Johnson, Agnes Hansdorfer and Katie Goldberg of Edelman for “Lolla Palooza Sponsorship”

MarComm, Consumer Products, Technology: Totem to Greg Eppich, Brooke Shepard, Jeremy Bartram and Tiffany Cho of Publicis Dialog for “Wonka Makes a Splash with the ‘Wonka Wave’”

MarComm, Consumer Products, Food and Beverage: COE to Meredith Woolsey, Hannah Coan and Brooke Shepard of Publicis Dialog for “From Feng Shui to Frozen Entrees”

MarComm, Consumer Products, Packaged Goods: COE to Karmen Johnson, Rebecca Holmes, Stone Chine and Agnes Hansdorfer of Edelman for “Launch of Microsoft Flight Simulator 2004”

MarComm, Consumer Products, Packaged Goods: Totem to Jen Scott and Vicky Hastings of Cole & Weber/Red Cell for “Reinvigorating the Gold Toe Brand”

MarComm, Consumer Products, Other: Totem to Scott Janzen, Heidi Happonen, Sunny Charlebois and April Matson of DDB Public Relations for “America Discovers Babooshkahs”

MarComm, Consumer Products, Other: Totem to Amanda Foley, Jackson Holtz and Sean Marshall of Edelman for “Savers Halloween PR Campaign”

MarComm, Consumer Products, Other: Totem to Pat Fearey and Erin Frause of The Fearey Group for “Cristalla – Seattle’s Fastest Selling Condominiums”

MarComm, Travel & Hospitality: COE to Brandie Ahlgren of BSA Communications for “Launch of New Sternwheeler, Empress of the North”

MarComm, Consumer Services, Technology: COE to Karmen Johnson, Carrie Morris and Katie Goldberg of Edelman for “Operation: Live Connections”

MarComm, Financial Services: COE to Ann Marie Coe, Michelle Gettle, Amy Wilson and Tim Fry of Weber Shandwick for “No taxation without representation”

MarComm, Business to Business, Products: COE to Wayne Hickey, John Conroy and Tim Fry of Weber Shandwick and Nancy Sullivan of Rogers & Cowan/Weber Shandwick for “Digital Cinema Evolves: Microsoft Holds the Missing Piece”

MarComm, Business to Business, Products: Totem to Brenda South and Bruce Jacobs of Weber Shandwick and Laura Norman of Microsoft TV for “Building a Success for Foundation”

Global PR: Totem to Chrissy Faessen, Dane Estes, Romi Newstadt, Erin McCarty and Amanda Finger of DDB Bass & Howes for “USIC ‘Partnerships for Prosperity and Security’”

Global PR: Totem to Mary Jean Olsen and Susan Davis of Boeing Commercial Airplanes Communications and Bob Kelley-Wickemeyer of Boeing Commercial Airplanes Engineering for “Airplanes 101 and 201”

Internal Comm: Totem to Deborah Bergh of Russell Investment group for “Russell Investment Group”

Internal Comm: Totem to Elizabeth DeLima of The Boeing Company for “Boeing Benefits Campaign: 2003 Fall Enrollment”

Investor Relations: Totem to Lori Zue McNeill and Rachel Mills of First Heritage Bank and Steve Breeden of Global Designs for “Maintaining Quality in a Reduced-Budget Environment”

Multicultural Comm: COE to Greg Eppich, Hannah Coan, Margaret Steck and Tiffany Cho of Publicis Dialog for “Publicis Dialog Encourages Kids to Shout ‘Quiero Mas Wonka!’”

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COE – Certificate of Excellence  
Totem – Totem Award

Statistics:  
71 entries; 49 winners  
28 Totem Awards; 21 Certificates of Excellence