

## **PUGET SOUND CHAPTER, PUBLIC RELATIONS SOCIETY OF AMERICA 2007 TOTEM AWARD WINNERS**

### **BEST OF SHOW**

**Steve Poole**, Smith Bucklin Associates; and **Lisa Kelly, Diana Steeble, Adrienne Matthews, and Brienne Baltzell**, Publicis Consultants | PR; for “Taking out the Trans: U.S. Soybean Growers Deliver Healthy Options to the Food Industry,” developed on behalf of The United Soybean Board.

### **PEOPLE’S CHOICE**

**Jennifer Gamelin, Greta Smoke, Dane Estes, Eric Walter, and Dan McConnell**, DDB Seattle, for “Paint the State Contest for Montana Meth Project, developed on behalf of the Montana Meth Project.

### **YOUNG PROFESSIONAL**

**Joy Radford**, PRR, for “Sara Gabriel Veiling and Headpieces.”  
**Karla Lindula**, Seattle Southside, for “Every Map Leads to a Treasure.”

### **PUBLIC RELATIONS COMPONENTS**

#### **WRITING – EDITORIAL AND OP-ED COLUMNS**

Totem Award: **Heather Snavely**, Cranium, Inc., for “Richard Tait ‘Let’s Play’ Parade Op-Ed.”

#### **INTERNAL PUBLICATIONS – MAGAZINES/THREE OR MORE COLORS**

Certificate of Excellence: **Rose Abello** and **Mary Schimmelman**, Holland America Line; **Jan Hinman**, Communication Concepts; and **Tahne Davis**, Design; for “Inside Passages.”

#### **EXTERNAL PUBLICATIONS – MAGAZINES 3+ COLORS**

Certificate of Excellence: **Gail Neubert**, Evergreen Healthcare; **Sara Patillo**, GA Creative; and **Larry Gill**, Photography by Larry Gill; for “Be Healthy,” developed for Evergreen Healthcare.

#### **SPECIAL PUBLICATIONS – DIRECT MAIL**

Totem Award: **Kerry Gentes, Heidi Hutchinson, Kristen Woody, Liz DeBoard, and Brittany Turner**, Edelman, for “Microsoft Hardware Holiday Mailer FY06,” developed for Microsoft Hardware.

Certificate of Excellence: **The Frause Group, Skanska in Seattle**, and **kick spark creative**, for the “Skanska ‘Let’s You...’ Direct Mail Marketing Piece,” created for Skanska in Seattle.

#### **EMERGING TECHNOLOGIES – INTERNET**

Certificate of Excellence: **Sue Schmitz, Nathan Misner, Kevin Murphy, and Dave Hanon**, Waggener Edstrom Worldwide; and the **HTC/Waggener Edstrom Team**; for “HTC Community Wiki,” developed for HTC.

#### **MEDIA RELATIONS COMPONENTS – BYLINED ARTICLES/ BUSINESS & FINANCIAL MEDIA**

Totem Award: **Sam Butler** and **Roger van Oosten**, Edelman, for “China Now!” developed for Preston Gates & Ellis LLP.

#### **MEDIA RELATIONS COMPONENTS – MEDIA KITS**

Certificate of Excellence: **Kimberly Brandner, Stuart Hanson, and Troy Brown**, Brandner Communications, Inc., for “The ‘One Solution’ for Home Structural Framing: iLevel by Weyerhaeuser Brand Launch,” developed for Weyerhaeuser Company.

## **PUBLIC RELATIONS PROGRAMS**

### **COMMUNITY RELATIONS – BUSINESS/SERVICES**

Certificate of Excellence: **Jody Norwood**, Evergreen Speech & Hearing Clinic, for “Turn It Down: Hearing Awareness Concert.”

### **COMMUNITY RELATIONS – GOVERNMENT**

Certificate of Excellence: **Denise Walz, Keri Shoemaker, Leigh-ann Eng, Joy Radford, and Patricia Yi**, PRR, for “Clean Air Partners—Air Quality Action Days 2006,” developed on behalf of the Metropolitan Washington Council of Governments.

### **COMMUNITY RELATIONS – ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Totem Award: **Kathleen Deakins, Kathryn Schwarz, Shari Campbell, and Barbie Pratt**, Jay Ray; and **The Humane Society for Tacoma and Pierce County**; for “End the Heartache,” developed for The Humane Society for Tacoma and Pierce County.

### **INSTITUTIONAL PROGRAMS – BUSINESS/MANUFACTURING**

Totem Award: **Heather Snavely**, Cranium, Inc.; and the **Ketchum West Cranium Team**; for “Let’s Play,” developed for Cranium, Inc.

### **INSTITUTIONAL PROGRAMS – ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Certificate of Excellence: **Boyd Vander Houwen, Heidi Hall, and Heather Reynolds**, Vander Houwen Public Relations, Inc., for “Pacific Northwest Salmon Center Re-launch Campaign,” developed for the Pacific Northwest Salmon Center.

### **BUSINESS/ MANUFACTURING – PRODUCTS / CONSUMER GOODS**

Certificate of Excellence: **Tim Fry and Brooke Shepard**, Weber Shandwick, for “Microsoft PR at 3GSM World Congress 2006,” developed for Microsoft.

### **SPECIAL EVENTS AND OBSERVANCES (SEVEN OR FEWER DAYS) – BUSINESS & MANUFACTURING/ PRODUCTS AND CONSUMER GOODS**

Certificate of Excellence: **Karen Brux and Karin Gardner**, ZESPRI Kiwifruit; and **Steve Bryant, Jennifer Hawton, and Andrea Clark** of Publicis Consultants | PR; for “‘Buddakiwi’ Creates Buzz with Consumer Editors,” developed for ZESPRI Kiwifruit.

### **SPECIAL EVENTS AND OBSERVANCES (SEVEN OR FEWER DAYS) – ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Totem Award: **Natalie Price, Traci Paulk, Aaron Blank, and Deborah Bach**, The Fearey Group; and **Vulcan, Inc.**; for “The Allen Institute for Brain Science Completes Allen Brain Atlas Project,” developed for The Allen Institute for Brain Science and Vulcan, Inc.

Totem Award: **Allison Broadgate, Elizabeth Austen, and Sara Becker**, Children’s Hospital & Regional Medical Center, for “Melinda French Gates Ambulatory Care Building opening events.”

### **PUBLIC SERVICE – BUSINESS**

Totem Award: **Bridget Russell and Deb Trevine**, Getty Images; **Jay Porter, Cara Jacobson, and Elise Chisholm**, Edelman Seattle, for “Change Me Online Activism Forum,” developed for Getty Images.

### **PUBLIC SERVICE – GOVERNMENT**

Certificate of Excellence: **Pete Delaunay and Mark Leader**, Delaunay Communications, Inc; and **Blair Thompson**, Washington Dairy Products Commission; for “Washington Interscholastic Nutrition Forum,” developed on behalf of the Washington Dairy Products Commission.

## **PUBLIC SERVICE – ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Certificate of Excellence: **Hannah Coan, Shaun Perkins, and Mollie Peterson**, Publicis Consultants | PR; and **Roz O'Hearn and Harry Jones**, Nestlé Lean Cuisine; for the “Lean Cuisine and the Komen Foundation ‘Do Something Good for the Cure’ campaign, developed for Nestlé Lean Cuisine.

Totem Award: **Eric Gutierrez, Jason Stanfield, Ray Page, and Diane West**, DDB Seattle, for “Martin Luther King Jr. Day Remember Segregation,” developed for RememberSegregation.org.

## **PUBLIC SERVICE – PARTNERSHIPS**

Totem Award: **Jennifer Gamelin, Greta Smoke, Dane Estes, Eric Walter, and Dan McConnell**, DDB Seattle, for “Paint the State Contest for Montana Meth Project,” developed on behalf of the Montana Meth Project.

## **PUBLIC AFFAIRS – ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Certificate of Excellence: **Jodi Hamm, Greg Koller, Karen Blasdel, Judy Graybeal, Geoff Harvey, Shannon Neely, Chris DeGraaf, Tyler Borders, Mike Perkins, and Nathan Johnson**, Pacific Northwest National Laboratory, for “Building Pacific Northwest National Laboratory's Research Campus of the Future.”

Certificate of Excellence: **Rich Murphy**, Pacific Northwest Research Institute; **Jake Johnston**, APCO Worldwide; for “The Magnuson Diabetes Alliance Federal Funding Campaign.”

## **MARKETING COMMUNICATIONS – CONSUMER PRODUCTS/HEALTHCARE**

Totem Award: **Arlene Fairfield, Margaret Conway, Diane West, and Chrissy Faessen**, DDB Issues & Advocacy; and **Scott Battishill**, DDB Seattle; for “HopeLab: Re-mission,” developed on behalf of HopeLab.

## **MARKETING COMMUNICATIONS – CONSUMER PRODUCTS/TECHNOLOGY**

Certificate of Excellence: **Elizabeth Griffin**, Weber Shandwick, for “Windows Mobile Maximizes Outreach to Mobile Information Workers,” developed for Microsoft Windows Mobile.

Certificate of Excellence: **Wayne Hickey, Michelle Blaya, and Randi London**, Weber Shandwick, for “HD DVD - From Out of the Running to Leading the Pack,” developed for the HD DVD Promotional Group.

Totem Award: **Kristen Woody, Heidi Hutchinson, Liz DeBoard, Kerry Gentes, and Brittany Turner**, Edelman, for “eXperience the Difference: FY07 Product Launch and International Media Event,” developed for Microsoft Hardware.

## **MARKETING COMMUNICATIONS – CONSUMER PRODUCTS/FOOD & BEVERAGE**

Totem Award: **Pete Delaunay and Mark Leader**, Delaunay Communications, Inc.; and **Blair Thompson**, Washington Dairy Products Commission; for “Sea Gals Healthy Game Day Snacks,” developed for the Washington Dairy Products Commission.

## **MARKETING COMMUNICATIONS – CONSUMER PRODUCTS/OTHER PACKAGED GOODS**

Certificate of Excellence: **Heather Snavely**, Cranium Inc.; and the **Ketchum West Cranium Team**; for “Cranium POP5 Buzz Building: If They Play, They'll Shine.”

Totem Award: **Joy Radford**, PRR, for “Sara Gabriel Veiling and Headpieces.”

## **MARKETING COMMUNICATIONS – CONSUMER PRODUCTS/NON-PACKAGED GOODS**

Certificate of Excellence: **April Matson and Scott Battishill**, DDB Seattle, for “Allrecipes.com—The Voice of American Home Cooks.”

## **MARKETING COMMUNICATIONS – CONSUMER PRODUCTS/OTHER**

Certificate of Excellence: **The Frause Group; The Schuster Group;** and **kick spark creative**; for “Mosler Lofts Marketing Campaign,” developed for The Schuster Group.

## **MARKETING COMMUNICATIONS – CONSUMER SERVICES/TRAVEL AND TOURISM**

Totem Award: **Tom Phillips, Eric Walter, Dane Estes, Katie Lindstrom, and Dan Miller**, DDB Seattle, for “Exclusive Resorts: When Solving Vacation Pain Isn't Enough,” developed for Exclusive Resorts.

Totem Award: **Karla Lindula**, Seattle Southside, for “Every Map Leads to a Treasure.”

#### **MARKETING COMMUNICATIONS – CONSUMER SERVICES/HEALTHCARE**

Certificate of Excellence: **Mike Rosen, Leigh-Ann Eng, Katrina Williams, Joy Radford, and Katherine Diers**, PRR, for “Northwest Weight Loss Surgery Media Relations Campaign,” developed for Northwest Weight Loss Surgery.

#### **MARKETING COMMUNICATIONS – CONSUMER SERVICES/TECHNOLOGY**

Totem Award: **Christine Stepherson, Eric Nobis, Andrew Krueger, and Nate Cole-Daum**, Soapbox Communications, for “Laptops Replace Trapperkeepers at Online High School,” was developed for Insight Schools.

#### **MARKETING COMMUNICATIONS – PROFESSIONAL AND FINANCIAL SERVICES**

Certificate of Excellence: **Heidi Haponen**, MILA, Inc., for “MILA: An E-commerce Company that Happens to Do Mortgages.”

#### **MARKETING COMMUNICATIONS – BUSINESS TO BUSINESS/ PRODUCTS**

Certificate of Excellence: **Kathy Porada, Emilia Palaveeva, Michelle Gettle, and Amy Bauer**, Weber Shandwick, for “Microsoft Tunes in to German TV Sets,” developed for Microsoft TV.

Totem Award: **Erin Isselmann and Lisa Weaver, Xerox Corporation; and Jill Peterson, Tracey Fitzgerald, and Katie Hoyne**, Text 100; for “Xerox's WorkCentre 4150 Launch at the U.S. Open Tennis Championships,” developed for the Xerox Corporation.

#### **MARKETING COMMUNICATIONS – BUSINESS TO BUSINESS/OTHER CATEGORY**

Totem Award: **David Farrimond**, Cranberry Marketing Committee; and **Lisa Kelly, Diana Steeble, Adrienne Matthews, and Kaulani Ostrem**, Publicis Consultants | PR, for “Improving Patient Care with Cranberries' Round-the-Clock Bacteria Protection,” developed for the Cranberry Marketing Committee.

Totem Award: **Steve Poole**, Smith Bucklin Associates; and **Lisa Kelly, Diana Steeble, Adrienne Matthews, and Brienne Baltzell**, Publicis Consultants | PR, for “Taking out the Trans: U.S. Soybean Growers Deliver Healthy Options to the Food Industry,” developed on behalf of The United Soybean Board.

#### **GLOBAL PUBLIC RELATIONS**

Certificate of Excellence: **Richard Saunders and Sue Hotelling**, Microsoft Corporation; and **Robin Ginn, Mike Wussow, and Isabel Richter**, Waggener Edstrom Worldwide; for “Combating Phishing: Launch of the Global Phishing Enforcement Initiative,” developed for the Microsoft Corporation.

Totem Award: **Mary Hanson**, 787 Communications Team, Boeing Commercial Airplanes; and **The Production Network**, Seattle, Washington; for “787 Global Road Show.”

#### **CRISIS COMMUNICATIONS**

Certificate of Excellence: **Tom Phillips, Dan Miller, and April Matson**, DDB Seattle, for “Norwalk Virus on the Mississippi Queen,” developed for Majestic America Line.

Totem Award: **Jennifer Seymour, Susan Macek, Melissa Hughes, and the Media Relations Team**, Children's Hospital & Regional Medical Center, for “Patient Kidnapping at Children's Hospital.”