

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.”