

SIAA

Ninth Annual Service Industry Advertising Awards Winners by Institution

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
AAA Washington	GOLD	Radio Series		There's Only One
AAA Washington	GOLD	Magazine Series		Keep Your Bearings
AAA Washington	GOLD	Publication External		Journey
AAA Washington	GOLD	Outdoor		There's Only One
AAA Washington	GOLD	Imprinted Materials		1 Million Members
AAA Washington	GOLD	Employee Communication		Revved Up For Success
AAA Washington	BRONZE	Radio Single		Stadiums-200 miles
AAA Washington	BRONZE	Annual Report		2010 Annual Report
AAA Washington	MERIT	Radio Single		Sports-Friend's car
AAA Washington	MERIT	Logo/Letterhead		1 Million Members
AAA Washington	MERIT	Magazine Series		AAA Battery Service
Ace Hardware	BRONZE	Website	Aviatech	"My Ace" Website
Adelphi University	GOLD	Newspaper Series		Success Campaign
Adelphi University	SILVER	Magazine Single		Think About It
Adelphi University	MERIT	Outdoor		Success Train
Adena Health System	BRONZE	Total AD Campaign	Knox Marketing	Living Proof Campaign
Adena Health System	MERIT	Television Single	Knox Marketing	Living Proof Cardiac
Adventist Medical Center	BRONZE	Newspaper Series	Coates Kokes	Open Heart
Adventist Medical Center	MERIT	Logo/Letterhead	Coates Kokes	Heros of the Heart
Adventist Medical Center	MERIT	Outdoor	Coates Kokes	Urgent Care Sandy
Adventist Medical Center	MERIT	Special Video	Coates Kokes	Rounding Queen
Adventist Medical Center	MERIT	Newspaper Single	Coates Kokes	Aches and Pains
AgStar Financial Services, ACA	BRONZE	Brochure	Lime Valley Advertising, Inc.	AgStar Internet Banking Brochure
Aircraft Owners & Pilots Association	SILVER	Poster	Silver Marketing	Employee Vision Poster
Aire Serv Heating & Air Conditioning	GOLD	New Media	Aviatech	Sweepstakes
Akron Children's Hospital	BRONZE	New Media	Marcus Thomas, LLC	Facebook Page
Akron Children's Hospital	MERIT	Annual Report	Knox Marketing	
Albuquerque Convention & Visitors Bureau	BRONZE	Website	Aristotle Interactive	Albuquerque CVB Website
Alexian Brothers Health System	BRONZE	Television Series	St. Claire Group	Imminent Health
AMC Health	SILVER	Logo/Letterhead	Levinson Block, LLC	AMC Health Logo
American Lung Association	GOLD	Newsletter	GillespieHall	VOICE
Amerimar West Ohio Management Company	SILVER	New Media	MillerWhite Marketing	Logo in Lights Uploader
Amerimar West Ohio Management Company	MERIT	Miscellaneous	MillerWhite Marketing	Join the Top
Amerisure Insurance	GOLD	Annual Report	Group 55 Marketing	Amerisure Annual Report 2010
Anaconda.mt Chamber of Commerce	SILVER	Website	Vauthier Ferguson	Discover Anaconda
Androscoggin Valley Hospital	MERIT	Website	Burgess Advertising	

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Arkansas Department of Parks & Tourism	GOLD	Special Video	Aristotle Interactive	Arkansas Dining's Linguine Pescatore Recipe
Arrowhead Foundation	BRONZE	Total AD Campaign	Vauthier Ferguson	Possibilities
Asbury United Methodist Church	SILVER	Special Video	Matcha Design	Breakaway Student Ministry Video
Asbury United Methodist Church	MERIT	Special Video	Matcha Design	Traditions Worship Service Video
Asbury United Methodist Church	MERIT	Special Video	Matcha Design	Faithzone Children's Ministry Video
ASNOA National Headquarters	SILVER	Magazine Single	Dotzler Creative Arts	ASNOA
Aspen Park Baptist Church	GOLD	Logo/Letterhead	Matcha Design	One Plus One Logo
Auburn University	GOLD	Miscellaneous		Echoes Strong and Clear
Auburn University	SILVER	Television Single		This is Auburn
Auburn University	SILVER	New Media		Crystal Capers
Auburn University	BRONZE	Poster		Toomer's Trees & Traditions
Austen Riggs Center	MERIT	Annual Report		Finding the Time to Engage
Ball Mark Caddy, LLC	GOLD	Television Single	InfoWorx Direct	Ballmark Caddy
Barrel House	SILVER	Total AD Campaign	TAG Communications	
Bash Events	BRONZE	Logo/Letterhead	McClain Marketing	
Bay Regional Medical Center	GOLD	Radio Single	Publicom, Inc.	Pause to Play
Bay Regional Medical Center	BRONZE	Outdoor	Publicom, Inc.	Pause to Play
Baylor Health Care System	SILVER	Website		BaylorHealth.com
Baylor University Medical Center at Dallas	SILVER	Publication External	Wax Custom Communications	Baylor Innovations Winter 2011
BCCS	GOLD	Total PR Campaign	GillespieHall	You-Front & Center Campaign
BCCS	GOLD	Poster	GillespieHall	Hello
Bellwether Design	BRONZE	Brochure	Matcha Design	Bellwether Design Brochure
Bergeron Creative Studios	SILVER	Special Video	Bergeron Creative Studios	Bergeron Creative Studios Video
Bernardone's Trattoria	BRONZE	Total AD Campaign	Bergeron Creative Studios	
Besso's	GOLD	Logo/Letterhead	Levine & Associates	Besso's Logo
Big Time Softwear	MERIT	Miscellaneous	UpShift Creative Group	
BlueCross BlueShield of Delaware	SILVER	Newsletter	Wax Custom Communications	Delaware Blue Winter 2011
Booyango	MERIT	Logo/Letterhead	Bonci Design, LLC	Booyango Logo
Boyscouts of America, Los Angeles Council	MERIT	Total AD Campaign	Pasadena Advertising	Character Counts Gala Dinner
Capital Health	SILVER	Brochure	Taft and Partners	Digital Technologies Brochure
Capital Health	MERIT	Total AD Campaign	Taft and Partners	Hopewell Opening Teaser Campaign
CarolinaEast Health System	MERIT	Outdoor	The Sumner Group	Momisms
Catholic Charities Maine	SILVER	Television Series	Burgess Advertising	Charolic Charities Maine TV
CEFLI	BRONZE	Brochure	Taft and Partners	General Information Brochure
Centris Federal Credit Union	SILVER	Publication External		In Touch
Centris Federal Credit Union	SILVER	New Media		Social Media
Centris Federal Credit Union	BRONZE	Television Series	Redstone	Centris "Be Centered" Campaign
Centris Federal Credit Union	MERIT	Website		Centriscu.org
Centris Federal Credit Union	MERIT	Total AD Campaign		Mortgage Campaign
Centris Federal Credit Union	MERIT	Logo/Letterhead		Identity
Chapman University	GOLD	Publication External		Day One
Chapman University	SILVER	Outdoor	Orange Label Art + Advertising	Billboard-John Wayne Airport
Chapman University	MERIT	Newspaper Series	Orange Label Art + Advertising	Information Session-Ad Series
Chesapeake Regional Medical Center	SILVER	Imprinted Materials	DIA, Inc.	The Bra-Ha-Ha "June Cleavage" T-Shirt
Children's National Medical Center	MERIT	Brochure	Levine & Associates	Children's National Hospital Brochure
Christus Santa Rosa Children's Hospital	MERIT	Website		Children's Hospital Website

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Church Extension Plan	GOLD	Imprinted Materials	Creative Company	General Council Promo Bag
Church Extension Plan	SILVER	Direct Mail	Creative Company	CEP Investment
Church Extension Plan	MERIT	Brochure	Creative Company	Overview Brochure
City of Valparaiso	SILVER	Logo/Letterhead	Morse & Company Advertising, Inc.	Chicago Dash Logo
Clearspire	MERIT	Brochure	Levine & Associates	Clearspire Brochure
Clearspire	MERIT	Website	Levine & Associates	Clearspire Website
Cliffhanger's Guide	BRONZE	New Media	Rethink Creative	Cliffhangers Guide
Cliffs Commercial District	BRONZE	Logo/Letterhead	ReThink Creative	Cliffs Commercial District Logo
Colemen Associates	BRONZE	Logo/Letterhead	Dotzler Creative Arts	Rapid DPI
Colorado Christian University	SILVER	Brochure		Viewbook
Columbia International University	BRONZE	Magazine Single		No Pads, No Helmet, Real Impact
Columbia International University	MERIT	Direct Mail		More Than I Ever Dreamed
Compass Rose Events	GOLD	Direct Mail	McClain Marketing	Holiday Mailer
Computer Generated Solutions	GOLD	Magazine Series	McClain Marketing	CGS Magazine Campaign
Concord Engineering Group	MERIT	Logo/Letterhead	The Marcus Group, Inc.	Logo
Connex Credit Union	SILVER	Television Series	Mason, Inc.	Connex Better Than Banking, What It Takes, Auto Loan
Connex Credit Union	MERIT	New Media	Mason, Inc.	Connex V.P. of Unbanking Microsite & Facebook Page
Cooper University Hospital	GOLD	Television Single	Jennings	Infinite Numbers-Heart
Corporate America Family Credit Union	GOLD	Direct Mail	UpShift Creative Group	
Crawford Company	SILVER	Television Series	TAG Communications	Crawford
Creative Center, College of Art & Design	MERIT	Imprinted Materials	Dotzler Creative Arts	Creative Center Hoodle
Creative Center, College of Art & Design	MERIT	Website	Dotzler Creative Arts	Creative Center Website-Flash Intro
Credit Union of Southern California	GOLD	Special Video		Food Distribution: Building Better Lives
Credit Union of Southern California	BRONZE	Website		CU Social Website Home Page
Credit Union of Southern California	BRONZE	Annual Report		Building Better Lives
Credit Union of Southern California	MERIT	New Media		Podcast: Building Better Lives Through Customer Service
CVS Caremark	GOLD	Annual Report	Davidson & Belluso/Nilsson Works	Insights Magazine
CVS Caremark	GOLD	Newspaper Single	Davidson & Belluso/Nilsson Works	Adherence Print Ad
Dana Hotel	GOLD	Outdoor	Point B Communications	Vertigo (Fire & Ice)
Department of Veteran Affairs	SILVER	Total PR Campaign	Reingold, Inc.	Veterans Crisis Line
Department of Veteran Affairs Homeless Office	MERIT	Total PR Campaign	Reingold, Inc.	Report on Homeless Veteran Outreach Initiative
Dr. Hoasjoe	MERIT	Logo/Letterhead	Newton Design & Marketing	Dr. Hoasjoe Logo
Drexel University	MERIT	Website		Virtual Tour (drexel.edu/virtualtour)
DTGAGS	GOLD	Magazine Single	Matcha Design	FOCUSED
DTGAGS	SILVER	Magazine Single	Matcha Design	We Can Be There
E.J. Prescott	SILVER	Magazine Series	Burgess Advertising	Counterfeit Print Ads
EarthLink Business	GOLD	Website	Matcha Design	EarthLinkBusiness.com
EarthLink Business	GOLD	Newspaper Single	Matcha Design	Secure Connectivity
Emergency Care Specialists	GOLD	Logo/Letterhead	Kantorwassink	ECS Logo
Envista Credit Union	MERIT	Total AD Campaign	Redstone	Declare Freedom
Evergreen USA	BRONZE	Direct Mail	Burgess Advertising	Lawyer Mailer
Exclusive Beauty Supplies	MERIT	Publication External	Wax Custom Communications	xfactor Summer 2011
Family Resource Centers	SILVER	Radio Series	Obstructed View Studios	When I Grow Up/Recipe for Success/The Plan
Ferris State University	BRONZE	Television Single	Kantorwassink	FSU 2011-2012 TV
Ferris State University	BRONZE	Newspaper Series	Kantorwassink	FSU 2011-2012 Print Campaign
Ferris State University	MERIT	New Media	Kantorwassink	FSU 2011-2012 Web Banner 1

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Ferris State University	MERIT	Total AD Campaign	Kantorwassink	FSU 2011-2012 Campaign
Ferris State University	MERIT	New Media	Kantorwassink	FSU 2011-2012 Web Banner 2
First County Bank	GOLD	Newspaper Series	Creative Partners	"Tasty" HELOC Advertising
First County Bank	GOLD	Total AD Campaign	Creative Partners	Tasty Campaign
First County Bank	GOLD	Outdoor	Creative Partners	"Tasty" Bus Shelter Advertising
First County Bank	SILVER	Magazine Single	Creative Partners	"Tasty" Fresh Banking Ad
First County Bank	SILVER	Annual Report	Creative Partners	Executive Management Report
First County Bank	SILVER	Outdoor	Creative Partners	"Tasty" Golf Course Advertising
First County Bank	BRONZE	Magazine Single	Creative Partners	"Tasty" Savory Loans Ad
First County Bank	BRONZE	Outdoor	Creative Partners	"Tasty" Bus Route Advertising
First County Bank	MERIT	Direct Mail	The Verdi Group, Inc.	Business Banking Cake Campaign
First County Bank	MERIT	Outdoor	Creative Partners	"Tasty" Fresh Banking
First Financial FCU	SILVER	Newsletter		Fall 2011 First Edition Newsletter
First Financial FCU	MERIT	New Media		First Scoop Blog
First National Bank	GOLD	Television Series	Bozell	Born and Raised
Florida Atlantic University	SILVER	Miscellaneous		FAU 50th Anniversary Commemorative Book
Florida Atlantic University	MERIT	Special Video		FAU 50th Anniversary Gala Event Video
Foundation Supportworks/Thrasher	GOLD	Television Series	Redstone	Foundation Dealer Lead-Gen Campaign
Fraier & Maillet, P.C.	SILVER	Total AD Campaign	Bergeron Creative Studios	
Franciscan Alliance, Northern Indiana Region	SILVER	Publication Internal	Moran Design	Regional Rounds
Franciscan Alliance, Northern Indiana Region	MERIT	Miscellaneous		Mall Window Advertising
Franciscan Alliance, Northern Indiana Region	MERIT	Calendar	Moran Design	2012 Calendar
Franciscan Alliance, Northern Indiana Region	MERIT	Imprinted Materials		Walk For Diabetes T-shirt
Franciscan Alliance, Northern Indiana Region	MERIT	Newspaper Single		September 11 Remembrance Ad
Franciscan Alliance, Northern Indiana Region	MERIT	Publication External		Franciscan Focus
Franciscan Alliance, Northern Indiana Region	MERIT	Employee Communication		Franciscan Spirit
Franciscan Health System	SILVER	Magazine Series	GA Creative	Primary Care Advertising Series
Franciscan Health System	MERIT	Outdoor	GA Creative	Prompt Care
Franklin Mint Federal Credit Union	GOLD	Newsletter		Choices, Spring 2011-Giving Back
Freedom Honor Flight	MERIT	Total PR Campaign	Vendi Advertising	Freedom Honor Flight Campaign
Geisinger Health Plan	MERIT	Television Series	Havrilla Group	I Want
Genesis Wealth Advisors	BRONZE	Total AD Campaign	Bergeron Creative Studios	
Glendale Community College	GOLD	Newspaper Single		Graduation Thank You!
Glendale Community College	BRONZE	New Media		Facebook "Career Me" App
Glendale Community College	MERIT	Poster		It's About Me
Global Crossing	SILVER	Direct Mail	The Verdi Group, Inc.	Security Solutions Campaign
Grant Regional Health Center	MERIT	Calendar		2011 Calendar
Greater Valparaiso Chamber of Commerce	GOLD	Publication External	Morse & Company Advertising, Inc.	Valparaiso Magazine
Greenwell Farms	MERIT	New Media	Orange Label Art + Advertising	Holiday Promotion E-blast
Gislason & Hunter, LLP	GOLD	Calendar	Lime Valley Advertising, Inc.	2012 Calendar
Grove City Nazarene	MERIT	Special Video		Letters From Death Row
GRREC	BRONZE	Website	Hitcents	grrec.ky.gov
Guthrie Clinic	GOLD	Special Video	Pinpoint Strategies, LLC	Choose Guthrie
Hammond Port Authority	BRONZE	Logo/Letterhead	VIA Marketing	The Pavilion at Wolf Lake Memorial Park
HAVlife	GOLD	Poster	TAG Communications	Golf Outing Driving Potential
HCA East-North Florida Division	SILVER	Direct Mail	CPM	ER Campaign

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HCR Manor Care	MERIT	Total AD Campaign	Hart	Memory Care
Henry County Health Center	MERIT	Poster	Pura Vida Creative Design Studio	Mission, Vision, Values
Henry Ford Community College	SILVER	Direct Mail		You Define Success
Henry Ford Community College	MERIT	Newspaper Series		Success Is ...
Henry Ford Community College	MERIT	Brochure		Student Success Tablet
Highland Risk Services	SILVER	Logo/Letterhead	UpShift Creative Group	
Highland Risk Services	SILVER	Website	UpShift Creative Group	
Hitcents	GOLD	Website	Hitcents	Hitcents.com
Holland Hosptial	GOLD	Calendar	Krames StayWell	Holland Community Hospital Calendar
Holy Spirit Health System	SILVER	Radio Series	TCG Advertising & Design	Quality/Cardiac Radio Campaign
Holy Spirit Health System	BRONZE	Newspaper Single	TCG Advertising & Design	Capital Cardiovascular Associates Ad
Holy Spirit Health System	MERIT	Newsletter	TCG Advertising & Design	For Your Life
Home Instead Senior Care	SILVER	Employee Communication	Sterling-Rice Group	Welcome Home/Living Home Instead
Hoosier Energy	GOLD	Annual Report	St. Claire Group	
Humana Active Outlook	GOLD	Publication Internal	Wax Custom Communications	HAO Magazine Summer 2011
Humana Active Outlook	MERIT	Publication Internal	Wax Custom Communications	HAO Magazine Fall 2011
Huntington Beach Marketing & Visitors Bureau	GOLD	Website	Aristotle Interactive	Huntington Beach Film Commission
Huntington Hospital	MERIT	Newspaper Series	Terry Griest Design	Experience Advertising Campaign
IES Abroad	GOLD	Newsletter		Exchange Alumni Newsletter
IES Abroad	BRONZE	Imprinted Materials		You World (Redefined) T-Shirt
IES Abroad	BRONZE	Publication External		You World (Redefined) Catalog
IES Abroad	MERIT	New Media		blogs.IESabroad.org
IES Abroad	MERIT	Outdoor		(Redefined) Transit & Kiosk Ads
Imagine Health	GOLD	Brochure	Lucky Dog Communications	PEHP Ice Cream Brochure
Independence Blue Cross	GOLD	Annual Report		2010 Annual Report
Independence Blue Cross	MERIT	New Media		IBX Healthy Steps-Get Out, Get Fit!
Independence Blue Cross	MERIT	Total AD Campaign		Within Reach
Indiana State University	SILVER	Radio Single	MillerWhite Marketing	ISU Chicago Solution
Indiana University Foundation	SILVER	Poster		Matching the Promise
Indiana University Foundation	SILVER	Website		Homepage
Indiana University Foundation	SILVER	Newsletter		Women's Philanthropy at Indiana University
Indiana University Health Ball Memorial Hospital	GOLD	Employee Communication		Employee Engagement Survey
Indiana University Health Ball Memorial Hospital	BRONZE	Special Video		Employee Engagement Survey
Infinity Healthcare	GOLD	Website	Point B Communications	Infinity Website
Ingham Regional Medical Center	BRONZE	Television Single	Publicom, Inc.	Ingham Cardiovascular Group TV
Integrity Federal Credit Union	MERIT	Website	Evolve Creative Group	
Itex	BRONZE	Brochure	Point B Communications	Harmony Healthcare & Rehab Center
Jay Buckley Baseball Tours	SILVER	Total AD Campaign	Vendi Advertising	
John McMaster	MERIT	Total AD Campaign	Bergeron Creative Studios	John McMaster, Attorney at Law
Kelly MarCom	MERIT	Miscellaneous	Kelly MarCom	Kelly MarCom Holiday Mailer
Kent County Office of Emergency Management	SILVER	Total AD Campaign	Kantorwassink	Kent County Disaster Preparedness Campaign
Koshland Science Museum	GOLD	Outdoor	Levine & Associates	Interact with the Issues Campaign
Kyriba	GOLD	Logo/Letterhead	McClain Marketing	
La Cross Floral	MERIT	Website	Vendi Advertising	La Crosse Floral Website
Lahey Clinic	MERIT	Imprinted Materials		Lahey Pen
Lake Havasu Convention & Visitors Bureau	GOLD	Website	Aristotle Interactive	Lake Havasu Website

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Lake Washington Institute of Technology	GOLD	Imprinted Materials		Glass Paperweight
Lake Washington Institute of Technology	MERIT	Miscellaneous		Presentation Folder
Lake Washington Institute of Technology	MERIT	Poster		Missions & Core Themes Poster
Lansing Education Advancement Foundation	GOLD	Total AD Campaign	Publicom, Inc.	A Night at the Museum
Lansing Education Advancement Foundation	MERIT	Brochure	Publicom, Inc.	
La-Z-Boy	GOLD	Website	Hart	The Brooke Review
League of Southeastern Credit Unions	GOLD	Direct Mail		Title Auctions Postcard
League of Southeastern Credit Unions	BRONZE	Miscellaneous	Pomegranate Agency	LSCU Annual Convention & Exposition
League of Southeastern Credit Unions	MERIT	Publication External		Signal
League of Southeastern Credit Unions	MERIT	Logo/Letterhead		SECUF
League of Southeastern Credit Unions	MERIT	Total AD Campaign	Scout Branding Company	Image Campaign
Legmedic, LLC	GOLD	Special Video	InfoWorx Direct	Legmedic Vapor Disk
Lehigh Valley Health Network	GOLD	Total PR Campaign	Springboard Brand & Creative Strategy, Ltd.	Think It Over
Lifestyle Lift	GOLD	Magazine Single	Publicom, Inc.	ENT Journal Dr. Whitaker
Lincoln Financial Group	GOLD	Publication External	Wax Custom Communications	Partner Volume 9 Issue 1
Lionel Collectors Club of America	MERIT	Website	Aristotle Interactive	Lionel Collectors Website
Lowell General Hospital	MERIT	Miscellaneous	Jennings	Play Area
Madonna Rehabilitation Hospital	SILVER	New Media	Redstone	Madonna Now You Can Campaign
Maine Department of Environmental Protection	BRONZE	Television Single	Burgess Advertising	Devil Ducks TV
MAISD	SILVER	Radio Single	Obstructed View Studios	Torpor
Make a Wish Illinois Chapter	SILVER	Miscellaneous	Point B Communications	Make a Wish 25th Anniversary
Marian Court College	MERIT	Logo/Letterhead	Bergeron Creative Studios	
McKinley Marketing Partners, Inc.	BRONZE	Website	Design Army	Web Site
McKinley Marketing Partners, Inc.	BRONZE	Direct Mail	Design Army	
McLaren Regional Medical Center	SILVER	Total AD Campaign	Publicom, Inc.	Fighting Chance
Members Advantage Credit Union	MERIT	Total AD Campaign	Morse & Company Advertising, Inc.	We're Not A Bank
Meridian Health	GOLD	Newsletter	Krames StayWell	Meridian Health Views
Metro Goldline Foothill Construction Authority	MERIT	Website	Pasadena Advertising	www.metrogoldline.org
Metropolitan Utilities District	GOLD	Total PR Campaign	Redstone	Drive Natural Campaign
Metropolitan Utilities District	BRONZE	Television Series	Redstone	Drive Natural Campaign
Michael D. Lane	MERIT	Total AD Campaign	Bergeron Creative Studios	
Michigan Opera Theatre	GOLD	Poster	Real Integrated	FATE
Middleburg Bank	GOLD	Television Single	SmithGifford	Fox Free Checking-TV
Middleburg Bank	GOLD	Newspaper Single	SmithGifford	Space Fox
Middleburg Bank	MERIT	Television Single	SmithGifford	Segway
Middleburg Bank	MERIT	Television Single	SmithGifford	Chairs
MidFirst Bank	BRONZE	Special Video	Matcha Design	MidFirst Backyard Bowl Stadium Animation Logo
MillerWhite	MERIT	Website	MillerWhite Marketing	Yapheads Website
Mobile Health	MERIT	Miscellaneous	Ad Lib Unlimited	Mobile Health Portfolio
Monmouth University	MERIT	Radio Single	The Marcus Group, Inc.	Excuses
Mr. Rooter Plumbing	BRONZE	Television Series	Aviatech	Mr. Rooter TV Campaign
Mr. Rooter Plumbing	BRONZE	New Media	Aviatech	Scout & Drip Games
Mr. Rooter Plumbing	BRONZE	Total AD Campaign	Aviatech	Integrated Campaign
Mt. Sinai Medical Center	MERIT	Annual Report	Wax Custom Communications	Community Benefit Report
Muskegon County Airport	GOLD	Radio Single	Obstructed View Studios	Wake Up Call
My Chihauhau Bites (Jewelry)	GOLD	Logo/Letterhead	Lucky Dog Communications	Business Card & Earring Cord

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Myrick Hixon EcoPark	GOLD	Brochure	Vendi Advertising	EcoPark Brochure (and insert)
National Institute on Aging	BRONZE	Publication External	Levine & Associates	What's On Your Plate?
National Space Society	SILVER	Publication External	Silver Marketing	Ad Astra. Spring 2011
Network Health	BRONZE	Radio Series	Kelliher Samets Volk	Commonwealth Care Open Enrollment
Network Health	MERIT	Brochure		Network Health Overview
Network Health	MERIT	Newsletter		Member Care
New Rochelle Humane Society	SILVER	Television Single	jodyanddiane Creative Communications	From Our Home to Yours
New Rochelle Humane Society	BRONZE	Special Video	jodyanddiane Creative Communications	Centennial Video
New York Institute of Technology	GOLD	Brochure		AOB Brochure
New York Institute of Technology	SILVER	Imprinted Materials		Lady Gaga Promotional T-shirt
New York Institute of Technology	BRONZE	Special Video		Jeopardy Video
NexTraq	BRONZE	Website	Trevelino/Keller	NexTraq Website
Northern Michigan University	GOLD	Radio Single	Obstructed View Studios	Family Conference
NYU Langone Medical Center	BRONZE	Imprinted Materials		NYU School of Medicine-C21 Initiative
NYU Langone Medical Center	BRONZE	Newsletter		News & Views-Sept/Oct 2011
NYU Langone Medical Center	BRONZE	Magazine Series		Any Given Moment
NYU Langone Medical Center	BRONZE	Annual Report		365 Days of Excellence
NYU Langone Medical Center	MERIT	Publication External		Rusk-Capturing the Momentum of Rehabilitation Medicine
Oak Street Funding	GOLD	Magazine Series	Wax Custom Communications	Oak Street Magazine Ads
Ogunquit Playhouse	GOLD	Total AD Campaign	McClain Marketing	Summer of Love
Ogunquit Playhouse	BRONZE	Television Single	McClain Marketing	Summer of Love
Olga's Kitchen	GOLD	Television Single	Real Integrated	Sandwich Perfection
Orange Label Art + Advertising	SILVER	Magazine Series	Orange Label Art + Advertising	Smart Business
Orange Label Art + Advertising	MERIT	Logo/Letterhead	Orange Label Art + Advertising	Refreshed
PA Insurance Fraud Prevention Authority	GOLD	Television Single	PPO&S	Asking for Trouble
PA Insurance Fraud Prevention Authority	GOLD	Television Series	PPO&S	IFPA Fall TV Campaign
PA Insurance Fraud Prevention Authority	MERIT	Annual Report	PPO&S	IFPA Annual Report
PA Insurance Fraud Prevention Authority	MERIT	Television Single	PPO&S	Permanent Record
Paramount Elite	SILVER	Total AD Campaign	Hart	Paramount Elite Campaign
Paramount Insurance Company	GOLD	Website	Hart	Paramount Corporate Website
Peirce College	GOLD	Special Video		Peirce Brand Video
Peirce College	SILVER	Newspaper Series		You Can Do This
Peirce College	BRONZE	Outdoor		Prospectus & New Student
Peirce College	MERIT	Miscellaneous		Prospectus-You Can Do This
Peirce College	MERIT	Radio Single		Peirce Brand Radio Commercial
Pennsylvania Alliance to Control Tobacco	MERIT	Logo/Letterhead	GillespieHall	Clean Indoor Air for All
Peyton Manning Children's Hospital	SILVER	Television Series	St. Claire Group	Doc Speak
Physicians United Plan	GOLD	Direct Mail		My Medicare Story (Real Members)
Physicians United Plan	SILVER	Newspaper Series		My Medicare Story Real Members
Physicians United Plan	BRONZE	Miscellaneous		Benefit Guide
Port of Walla Walla	GOLD	Brochure	CM Bell Company	Port of Walla Walla Brochure
Porters Network	GOLD	Radio Single	VIA Marketing	Porters Remodeling
Portland International Jetport	SILVER	Outdoor	Burgess Advertising	Pardon Our Appearance
Princeton HealthCare System	GOLD	Outdoor		UMCP CHOP Billboard
Princeton HealthCare System	GOLD	New Media		UMCP CHOP Flash
Princeton HealthCare System	BRONZE	Publication External		Health Focus

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Princeton HealthCare System	MERIT	Special Video		UMCP Ulympics Video
Promontory Interfinancial Network, LLC	GOLD	Magazine Single		It Pays to Play it Safe: CDARS
Promontory Interfinancial Network, LLC	GOLD	Miscellaneous		3000 Strong
Promontory Interfinancial Network, LLC	GOLD	Employee Communication	Michael Lors Design	Passport
Promontory Interfinancial Network, LLC	SILVER	Miscellaneous		ICS: Web Tools-in-a-Box
Promontory Interfinancial Network, LLC	SILVER	Special Video	Discovering Oz/Ignition 72	How ICS Works
Promontory Interfinancial Network, LLC	SILVER	Employee Communication		Promontory Interfinancial Network Intranet
Promontory Interfinancial Network, LLC	BRONZE	New Media		It Pays to Play it Safe: CDARS
Promontory Interfinancial Network, LLC	BRONZE	Newsletter		Marketing Minute
Promontory Interfinancial Network, LLC	MERIT	Brochure		IND: Insured Network Deposits
Protrade Financial	GOLD	New Media	Bergeron Creative Studios	Protrade Financial Social Media
Protrade Financial	BRONZE	Logo/Letterhead	Bergeron Creative Studios	
Purdue University	GOLD	Website		Difference Makers Web Site
Purdue University	GOLD	Calendar		Family Calendar
Purdue University	GOLD	Magazine Single		Tradition Makers
Purdue University	GOLD	Publication Internal		Negishi Symposium Program
Purdue University	GOLD	Poster		Side Winder Poster
Purdue University	SILVER	Annual Report		IMPRINTS
Purdue University	MERIT	Brochure		Intro to Purdue-Viewbook
Quad Cities Chamber of Commerce	SILVER	Poster	TAG Communications	River Roots Live
Rafferty's	SILVER	Website	Hitcents	montanagrille.com
Rainbow International	MERIT	Brochure	Aviatech	Rainbow Brochure Series
Ray Braun Design	SILVER	Miscellaneous	Ray Braun Design	Space Shuttle
Rex Healthcare	MERIT	Television Series	Neathawk Dubuque & Packett	Rex Healthcare TV Campaign
Ribbons Galore	MERIT	Website	Hitcents	Ribbonsgalore.com
Richmond University Medical Center	SILVER	Poster	Wax Custom Communications	RUMC Hospital Poster
Rodeo Austin	GOLD	Website		RodeoAustin.com
Rodeo Austin	GOLD	Annual Report		2011 Annual Report
Rodeo Austin	GOLD	Radio Series		Rodeo Austin Radio Spots
Rodeo Austin	GOLD	New Media		Social Media@ New Media
Rodeo Austin	SILVER	Television Series		Rodeo Austin TV Spots
Roth & Company, LLP	SILVER	Brochure	Ad Lib Unlimited	Roth & Company, LLP
Saint Francis Hospital-Memphis	SILVER	Outdoor	G Design	Feeling Like You Just Don't Fit In ...
Saint Francis Hospital-Memphis	SILVER	Magazine Single	G Design	Smaller Incisions. Bigger Possibilities
Saint Francis Hospital-Memphis	BRONZE	Poster	G Design	Be Bold ... Beat Breast Cancer
Saint Francis Hospital-Memphis	MERIT	Poster	G Design	You Can Choose
Saint Francis Medical Center	GOLD	Miscellaneous	The Roberts Group	New Physician Reception Invite
Saint Francis Medical Center	GOLD	Newspaper Single	The Roberts Group	Family Birthplace Expansion Ad
Saint Francis Medical Center	SILVER	Annual Report	The Roberts Group	
Saint Francis Medical Center	SILVER	Special Video	The Roberts Group	Pink Up Cape Video
Saint Francis Medical Center	SILVER	Calendar	The Roberts Group	Level III NICU Calendar
Saint Francis Medical Center	BRONZE	Calendar	The Roberts Group	2012 Calendar
Saint Francis Medical Center	MERIT	Newsletter	The Roberts Group	Fitness Focus
Saint Francis Medical Center	MERIT	Employee Communication	The Roberts Group	Power Line Employee Newsletter
Saint Francis Medical Center	MERIT	Direct Mail	The Roberts Group	Center for Digestive Diseases
San Isabel Land Protection Trust	SILVER	Newsletter	Rethink Creative	Benchmark

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Scotttrade	GOLD	Annual Report	4orce Digital	Scotttrade Annual Report
Seraphim Ranch	SILVER	Miscellaneous	Flottman Company	Seraphim Ranch Experience Collateral
Seres Smith	GOLD	Logo/Letterhead	Matcha Design	Seres Smith Logo
Sg2	MERIT	Miscellaneous	UpShift Creative Group	
Shepherd Center	SILVER	Publication External	SoloFlight Design	The Apex of Trauma Care, Spring 2011
Signature Bank	MERIT	Website	Celtic Marketing, Inc.	You Should Talk To My Banker
Smilow Cancer Hospital at Yale-New Haven	GOLD	Television Series	Mason, Inc.	Closer to Free Anthem, Research & Expertise
Smilow Cancer Hospital at Yale-New Haven	MERIT	Magazine Series	Mason, Inc.	Closer to Free
Soaring Eagle Casino & Resort	GOLD	Miscellaneous	Real Integrated	Wild Winnings Slot Tournament
Soaring Eagle Casino & Resort	SILVER	Television Single	Real Integrated	Experience More
Soaring Eagle Casino & Resort	BRONZE	Miscellaneous	Real Integrated	72,000 VIP Invitational
Soaring Eagle Casino & Resort	MERIT	Miscellaneous	Real Integrated	Classic Casino
Soaring Eagle Casino & Resort	MERIT	Miscellaneous	Real Integrated	Carnival of Cash
Soaring Eagle Casino & Resort	MERIT	Miscellaneous	Real Integrated	Payday in Paradise
Solomon Consulting Group	SILVER	Website	Matcha Design	Solomonbi.com
Southeast Anesthesiology Consultants	SILVER	Total PR Campaign		A Better Colon Campaign
Southeast Anesthesiology Consultants	MERIT	Website		www.resetyourlimits.com
Southeast Anesthesiology Consultants	MERIT	New Media		Southeast Pain Care-Social Media
Southeast Anesthesiology Consultants	MERIT	Logo/Letterhead		A Better Colon
Southeast Anesthesiology Consultants	MERIT	Imprinted Materials		Reset Your Limits T-Shirts
Southeast Texas Medical Associates	MERIT	Newspaper Series	Newton Design & Marketing	SETMA Joslin Ad Campaign
Southern Foods, Inc.	SILVER	Website	Hitcents	Southernfoodsinc.com
Southwest Baptist University	BRONZE	Direct Mail		A Life of Direction Starts at Southwest
Southwest Tennessee Community College	SILVER	Newspaper Single		Registration Ad
Southwest Tennessee Community College	MERIT	Magazine Single		Your Best Choice Recruitment Ad
Southwest Tennessee Community College	MERIT	Special Video		Southwest Now
Southwest Tennessee Community College	MERIT	Website		www.southwest.tn.edu
Southwest Tennessee Community College	MERIT	Direct Mail		FLEX Term Postcard
Southwestern Illinois College	MERIT	Direct Mail		Training Schedules Selsius
Southwestern Illinois College	MERIT	Logo/Letterhead		Blue Storm Snow Leopard
Southwestern Vermont Medical Center	GOLD	Poster	Jennings	
Southwestern Vermont Medical Center	SILVER	Newspaper Single	Jennings	
Southwestern Vermont Medical Center	MERIT	Newspaper Series	Jennings	
Sparhawk Group	MERIT	Website	McClain Marketing	
Special Days Camps	SILVER	Imprinted Materials	Publicom, Inc.	T-Shirt Logo
Special Days Camps	BRONZE	Poster	Publicom, Inc.	Poster
Special Days Camps	MERIT	Miscellaneous	Publicom, Inc.	Wish Boat
Spectrum Health Gerber Memorial	SILVER	Radio Single	Obstructed View Studios	Passion-Kayaking
Spyglass Printing	GOLD	Brochure	Bergeron Creative Studios	
Spyglass Printing	MERIT	Total AD Campaign	Bergeron Creative Studios	
St. Gregory's University	SILVER	Logo/Letterhead	Matcha Design	St. Gregory's University Logo
St. John of God Community Services	BRONZE	Annual Report	Maher & Mignella	Where Everyday a New Dream Unfolds
St. Vincent Medical Center	GOLD	Newspaper Insert	Orange Label Art + Advertising	Best Of
St. Vincent Medical Center	MERIT	Newspaper Single	Orange Label Art + Advertising	Spine Institute Post Launch
Strategic Workspaces	BRONZE	Total AD Campaign	Bergeron Creative Studios	
Summa Health System	GOLD	Newspaper Series	Knox Marketing	Crystal Clinic

INSTITUTION	AWARD CATEGORY	AGENCY	ENTRY TITLE
Summa Health System	BRONZE Direct Mail	Knox Marketing	Wadsworth-Rittman ED
Summit Chapter of the Ohio Credit Union League	BRONZE Television Single	Evolve Creative Group	Summit Chapter OCUL
Summitt Medical Group	BRONZE Total PR Campaign	GraficaGroup	
Sure Payroll	GOLD Radio Series	Point B Communications	Sure Payroll Test Radio
TAG Communications	BRONZE Miscellaneous	TAG Communications	TAG Collateral Material
TARTA	GOLD Total AD Campaign	Hart	Gas Guzzler Campaign
TCBY	GOLD New Media	Trevelino/Keller	30th Anniversary Facebook Sweepstakes
Tennessee Arts Academy	SILVER Website	Aristotle Interactive	Tennessee Arts Academy Website
Texas Tech University Hospitality Services	GOLD New Media		Telling Our Story/Facebook Series
Texas Tech University Hospitality Services	GOLD Logo/Letterhead	Price Group	Top Tier Catering
Texas Tech University Hospitality Services	BRONZE Total AD Campaign		Telling Our Story
Texas Tech University Hospitality Services	MERIT Outdoor		Telling Our Story/CitiBus Vehicle Wrap
The Bellevue Hospital	MERIT Magazine Series		I Am The Bellevue Hospital
The Children's Museum of Indianapolis	GOLD Television Single	St. Claire Group	A Day Will Last a Lifetime
The Christ Hospital	GOLD Publication External	Krames StayWell	Heart Matters
The Christ Hospital	MERIT Direct Mail		Cardiovascular Direct Mail Series to Physicians
The Christ Hospital	MERIT Direct Mail	Ten Adams	Two Locations-Imaging
The Detroit Area Diaper Bank	MERIT Television Single	Publicom, Inc.	The Detroit Area Diaper Bank TV
The Henry Ford	GOLD Television Series	Real Integrated	The Only Place
The International Council on Hotel & Restaurant	MERIT Website	Silverpoint	www.chrie.org
The Iowa Clinic	GOLD Imprinted Materials		Women's Center Shopping Bag
The Iowa Clinic	SILVER Miscellaneous		Wipe Out Colon Cancer
The Iowa Clinic	MERIT Television Single		Take One for the Team
The Jefferson Hotel	SILVER Direct Mail	Neathawk Dubuque & Packett	Picasso Promotion Summer Mailer
The Palliative Care Center at Sundale	MERIT Special Video	Blaine Turner Advertising	
The Parenting Place	SILVER Logo/Letterhead	Vendi Advertising	The Parenting Place
The Pratt Pavilion at Glengaliff Healthcare Center	BRONZE Total PR Campaign	Ad Lib Unlimited	
The Provident Bank Foundation	GOLD Publication Internal	The Marcus Group, Inc.	Charitable Giving Booklet
The Right Thing	GOLD Magazine Single	Hart	Perfect Match
The Right Thing	BRONZE Magazine Single	Hart	Strength
The Source	MERIT Total AD Campaign	BOLD! Marketing	The Source Yora N' More
The University of Akron	GOLD Annual Report		Report to the Community
The University of Akron	BRONZE Miscellaneous		Holiday E-Card
The University of Akron	MERIT Television Single		Energy to Gold
The University of Akron	MERIT Miscellaneous		Holiday Card
The Woodlands Development Company	GOLD Miscellaneous	Newton Design & Marketing	The Woodlands Realtor Event Invite
The Woodlands Development Company	GOLD Direct Mail	Newton Design & Marketing	The Woodlands Jeff Paul Builder
The Woodlands Development Company	GOLD Special Video	Newton Design & Marketing	The Woodlands A Sustainable Vision Video
The Woodlands Township	BRONZE Magazine Series		Got Watch-Get Watch Celebrity Ads
The Woodlands Township	MERIT Publication External		The Woodlands Community Magazine
The Woodlands Township	MERIT Brochure		Splash Brochure
Tidewater Community College	GOLD Television Series	DIA, Inc.	Popular Series
Total Fitness Connection	MERIT Website	Hitcents	TotalFitnessConnection.com
Trinity Regional Health System	MERIT Television Series	TAG Communications	
Troy University	GOLD Total AD Campaign	Seventh Point	1887 Motto Campaign
Troy University	GOLD Magazine Series	Seventh Point	1887 Motto Print Ad Series

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Troy University	SILVER	Special Video	Seventh Point	Rosa Parks Promotional Video
Troy University	BRONZE	Television Series	Seventh Point	1887 Motto Series Television Advertisement
Troy University	MERIT	Publication External		TROY Magazine
TTI, Inc.	GOLD	Special Video	Schafer Advertising	The Spokesperson
Tyler School of Art, Temple University	BRONZE	Brochure		Tyler Folio/Poster 2011
Tyler School of Art, Temple University	MERIT	Publication External		Tyler Viewbooks 2011
Tyler School of Art, Temple University	MERIT	Poster		Weekend Workshops Poster
UAP Clinic	SILVER	Television Single	MillerWhite Marketing	UAP Posty Notes
UAP Clinic	MERIT	Television Single	MillerWhite Marketing	UAP I'm Sick
UC Davis Health System	GOLD	Total AD Campaign	SPM Marketing & Communications	What Do You See
UCare	GOLD	Radio Series	Initio Advertising	UCare for Seniors/Healthcare That Starts With
Ulster County Tourism	GOLD	Publication External	Focus Media, Inc.	Ulster County Travel Guide
UnitedHealthcare	GOLD	Magazine Series	CRC Marketing Solutions	Women's Day Ad Campaign
UnitedHealthcare	BRONZE	Website	CRC Marketing Solutions	www.uhc.tv
UnitedHealthcare	MERIT	Brochure		Feds OE Brochure
UnitedHealthcare	MERIT	New Media	CRC Marketing Solutions	www.uhc.tv
UnitedHealthcare, Consumer Communications	GOLD	Total AD Campaign		Hertz - A Credit to Your Health
UnitedHealthcare, Consumer Communications	MERIT	Employee Communication		Well Power-Health and Wellness Guide for Exide
Unity College	GOLD	Direct Mail		Guidance Counselor Packet
University of California, Irvine	MERIT	Publication External	Vince Rini Design	Emergence Magazine
University of Maryland College Europe	BRONZE	Calendar		Wall Calendar
University of South Carolina Aiken	GOLD	Total PR Campaign		50th Anniversary Campaign
University of South Carolina Aiken	MERIT	Special Video		50th Anniversary History Video
University of South Carolina Beaufort	BRONZE	Logo/Letterhead		Soceer Shield Logo
University of Southern California	BRONZE	Employee Communication		Hand Hygiene Initiative
University of Southern California	MERIT	Publication External		Keck Medicine
University of St. Mary of the Lake	MERIT	Total AD Campaign	Celtic Marketing, Inc.	Mundelein Seminary Seminary Support
Valley Republic Bank	GOLD	Brochure	Satterfield Consulting, Inc.	Local. Responsive. Reliable-
Vanguard University	BRONZE	Newsletter		Shire Newsletter
Vanguard University	MERIT	Brochure		Undergraduate Admissions Viewbook
Virginia College	GOLD	Television Single	Darden Tatum	"V" TV Spot-Holly
Virginia College	GOLD	Outdoor	Darden Tatum	"V" Billboard - Proven
Virginia College	SILVER	Total AD Campaign	Darden Tatum	"V" Campaign
Virginia College	SILVER	Television Series	Darden Tatum	"V" TV Series
Virginia State Police Insurance Fraud Program	GOLD	Miscellaneous	Neathawk Dubuque & Packett	IFP Flash Drive Mailer
Virtus Fiduciary Consulting	MERIT	Logo/Letterhead	Evolve Creative Group	
Visions Federal Credit Union	SILVER	Television Single	RVSA Advertising, Inc.	Visions-Phone Multi
Wabash Valley Community Foundation	SILVER	Annual Report	MillerWhite Marketing	
Wacker Chemical Corp	GOLD	Total AD Campaign	Hart	You Know Us
Wagic, Inc.	SILVER	Television Single	InfoWorx Direct	Resolve Multi Tool
Wake Forest Baptist Medical Center	BRONZE	Publication Internal		insight
Wake Forest Baptist Medical Center	MERIT	Poster		Hand Washing Campaign Poster
Walsh College	SILVER	Magazine Series	Perich Advertising & Design	Expand IQ/Business Champions/We Dare You
Walsh College	MERIT	Radio Single	Perich Advertising & Design	Groupies
Walsh College	MERIT	Television Single	Perich Advertising & Design	Spray Paint
Washington Post	GOLD	Newspaper Series	Silver Marketing	Add a Little Post to Your Life

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Washington Wizards	GOLD	Direct Mail	Silver Marketing	"Roar" Tube Mailer
Waterford County School	SILVER	Calendar	Miranda Creative	2012 Calendar
Weber Grill Restaurant	SILVER	New Media	UpShift Creative Group	
Webster University	GOLD	Radio Series	hughesleahykarlovic	Undergraduate Campaign-Philosophy/Guitar
Webster University	BRONZE	Radio Single	hughesleahykarlovic	Undergraduate Campaign: Guitar
Webster University	MERIT	Television Single	hughesleahykarlovic	Undergraduate Campaign: Guitar
Webster University	MERIT	Radio Single	hughesleahykarlovic	Undergraduate Campaign: Philosophy
Weisman Art Museum	SILVER	Total AD Campaign	Yamamoto Moss Mackenzie	WAM! Now That's Art!
Westcliffe Center for the Performing Arts	BRONZE	Poster	ReThink Creative	WCPA Poster
Wow! Zone Family Entertainment Center	SILVER	Logo/Letterhead	Lime Valley Advertising, Inc.	Wheels@Wow!
Yukon Delta Fisheries Development Association	GOLD	Calendar	Ray Braun Design	2011 Calendar