

HONORING EXCELLENCE IN ADVERTISING

ad fed TREASURE COAST

4th District American Advertising Federation



ADDY® AWARDS

March 17, 2007
Willoughby Golf Club,
Stuart

BEST OF SHOW

PRINT

**DHI Advertising & Design
for The Ranch**

The Ranch Brochure

BROADCAST

**Charchin Creative for Enmark
Stations, Inc./Debbie Cannon**

Enmark '06 radio

INTERACTIVE

**Christian Probst for Martin County
Department of Engineering -
Coastal Division**

Martin Reefs - Kids Section

JUDGE'S AWARDS

**Martin Memorial Health Systems for
Martin Memorial Health Systems**

Center for Joint Replacement T-Shirts

**The Palm Beach Post for
The Palm Beach Post**

*Ask A Local Treasure Coast
Columnist Campaign*

**DHI Advertising & Design for
DHI Advertising & Design**

DHI Web site

SPONSORS

EMERALD

The Palm Beach Post

Florida Pennysaver

La Palma

Palm Beach Daily News

SHAMROCK

WPEC News 12

Solid Waste Authority

Squared Studios

Toyota of Stuart

Photography by Tiffany Richards

RAY MARSH AWARD

John Matthews

WPEC News 12

SALES PROMOTION

**Product or Service Sales
Presentation, Catalog**

GOLD

Black Raven Designs for
David Francis Furniture

Kim Sargent, Photographer

Southeastern Printing, Printer

COLLATERAL MATERIAL

Stationery Package, Flat Printed

GOLD

Squared Studios for Calvetti &
Company Hair and Body Salon

Calvetti & Company Hair and Body
Salon Stationery

Amanda Ridenoure, Principal & Lead Designer

Brochure, Four-color

SILVER

Martin Memorial Health Systems for
Martin Memorial Health Systems

MMHS Services Brochure

Laurie VanName, Creative Design Supervisor

Lisa McCluskey, Director

SILVER

DHI Advertising & Design for
Abercrombie & Kent, Inc.

A&K Celebrations Brochure

Carl Miller, President/Creative Director

Marjorie Shropshire, Art Director

Natasha Walters, Senior Designer

GOLD

McNicholas & Associates
for Lucido & Associates

Lucido Brochure

Chris Deutschmann, Designer

Ike Crumpler, Copy Writer

Southeastern Printing, Printer

Wendy Voliva, Account Executive

GOLD

DHI Advertising & Design for
The Laughing Dog Gallery

The Laughing Dog Gallery Brochure

Marjorie Shropshire, Senior Creative Director

Marjorie Shropshire, Designer

GOLD

DHI Advertising & Design for
Reflections on the River

Reflections on the River Brochure

Michael Adamson, Senior Art Director

Michael Adamson, Designer

Darim Kim, Illustrator

GOLD & BEST OF SHOW

PRINT

DHI Advertising & Design for
The Ranch

The Ranch Brochure

Brianne Bridwell, Art Director

Brianne Bridwell, Designer

Dolf Kahle, Copywriter

Brochure, Campaign

SILVER

tara bieck creative for YMCA
of the Treasure Coast

2006 YMCA Summer Camp Guide
and Parent Handbook

Tara Bieck, Art Director

Jamie Grasso, Graphic Design

SILVER

Martin Memorial Health Systems for
Martin Memorial Health Systems

MMHS Total Rewards Benefits
Program

Laurie VanName, Creative Design Supervisor

Lisa McCluskey, Director

Publication Design, Cover

SILVER

Scripps Treasure Coast Newspapers
for Scripps Treasure Coast
Newspapers

Forever Young

Evelyn Esperanca, Design Associate

GOLD

Black Raven Designs for
Geoffrey C. Smith

Geoffrey C. Smith Sculptor

Geoffrey Smith, Photographer

Michael Sabbath, Copywriter

Southeastern Printing, Printer

Special Event Material, Invitation

SILVER

Black Raven Designs for Law Offices
of Gary, Williams, Parenti et Al

Willie E. Gary Christmas Party Invite

SILVER

Black Raven Designs for
Gary Financial Group

Freddie Gary Celebrity Cruise

Perter Gorman, Photographer

Southeastern Printing, Printer

DIRECT MARKETING

Specialty Advertising, Apparel

GOLD & JUDGES AWARD

Martin Memorial Health Systems for
Martin Memorial Health Systems

Center for Joint Replacement T-Shirts

Laurie VanName, Creative Design Supervisor

CONSUMER OR TRADE PUBLICATION

Fractional Page, Four-color

SILVER

Solid Waste Authority of
Palm Beach County for
Solid Waste Authority of
Palm Beach County

Bin Wagon Motorcycle Ad

Christine Christofek, Creative Director

Patricia Fallon, Graphic Designer/Photographer

Joe Romano, Talent

Frank Romano, Talent

Roxy Weiss, Talent

Full Page, Four-color

GOLD

BB Jones Communications, Inc. for
Eventmakers International, Inc.

Charity

Pamela Hoke, Creative Director

Pamela Hoke, Graphic Designer

Beverly Bevis Jones, Copywriter

Spread, Multiple Page or Insert, Four-color

SILVER

Scripps Treasure Coast
Newspapers for Scripps
Treasure Coast Newspapers

Luminaries - Season Preview

Evelyn Esperanca, Design Associate

GOLD

DHI Advertising & Design for
Piper Aircraft, Inc.

PiperJet Ad

Marjorie Shropshire, Senior Creative Director

Cindi Cox, Copywriter

NEWSPAPER

Fractional Page, Black & White

SILVER

Palm Beach Post for
Jewelry Design Studio

Creative, alluring, full-of-fun gifts!

Sandra Carille, Graphic Artist

SILVER

Martin Memorial Health Systems for
Martin Memorial Health Systems

Preemie Reunion Ad

Lisa McCluskey, Director of Marketing

Communications

Dan Perlmutter, Creative Designer

Fractional Page, Color

SILVER

Palm Beach Post for
Simple Pleasures

relax indulge enjoy -
Simple Pleasures

Sandra Carille, Graphic Artist

SILVER

BB Jones Communications, Inc. for
Willoughby Crescent

Willoughby Crescent Stones

Pamela Hoke, Creative Director

Aaron Chapman, Graphic Designer

Aaron Chapman, Copywriter

Beverly Bevis Jones, Art Director

Aaron Chapman, Copywriter

SILVER

Scripps Treasure Coast Newspapers
for Jensen Beach Bowl

Bowling is Fun

Jean Sanders, Design Associate

GOLD

BB Jones Communications, Inc. for
Willoughby Crescent

Willoughby Crescent Turtle

Pamela Hoke, Creative Director

Aaron Chapman, Graphic Designer

Aaron Chapman, Copywriter

Beverly Bevis Jones, Art Director

Beverly Bevis Jones, Copywriter

GOLD

Scripps Treasure Coast Newspapers
for Jewelry Design Studios

X Marks the Spot

Kathleen Zipsir, Design Associate

GOLD

Scripps Treasure Coast Newspapers
for Treasure Coast Business Journal

Some Leaders

Evelyn Esperanca, Design Associate

Full Page, Color

SILVER

Florida Pennysaver for Dodge
El Mejor Gol Del Mundial

Henry Fondeur, Graphic Designer

**Newspaper Specialty Advertising,
Single Insert**

SILVER

Martin Memorial Health Systems for
Martin Memorial Health Systems

Nurse's Tab

Lisa McCluskey, Director

Karen Ripper, VP and Chief Nursing Officer

Dan Perlmutter, Creative Designer

Bob Leathers, Photography

Campaign, Color

GOLD

BB Jones Communications, Inc. for
Willoughby Crescent

Willoughby Crescent Campaign

Pamela Hoke, Creative Director

Aaron Chapman, Graphic Designer

Aaron Chapman, Copywriter

Beverly Bevis Jones, Art Director

Beverly Bevis Jones, Copywriter

Newspaper Self-Promotion, Single

SILVER

The Palm Beach Post for
The Palm Beach Post

Ask A Local Treasure Coast ad -
Eldridge

Jim Beriau, Senior Marketing Designer

Lisa Dolinger, Senior Writer

Jeanne Martin, Senior Creative Services Manager

Laura Cunningham, Marketing Director

Newspaper Self-Promotion, Campaign

GOLD & JUDGES AWARD

The Palm Beach Post for
The Palm Beach Post

Ask A Local Treasure Coast
Columnist Campaign

Jim Beriau, Senior Marketing Designer

Lisa Dolinger, Senior Writer

Jeanne Martin, Senior Creative Services Manager

Laura Cunningham, Marketing Director

**INTERACTIVE
MEDIA**

Web Sites, B-to-B, HTML/Other

SILVER

Global Design, Inc. for
Stuart Jet Center, LLC.

Stuart Jet Center Web site

Global Design, Project Team

Christian Probst, Project Director

Linda Probst, Project Director

David Lindsey, Flash & Web Development

Jeremy Savard, Graphic Design

SILVER

McNicholas & Associates for Floridian
Natural Gas Storage Company, LLC

FNGS Web site

Jeff Dietrich, Web Designer

Maureen Salzer-Gawel, Copy Writer/Account Executive

Web Sites, Consumer, Flash-Based

GOLD

Write Idea Communications for
RCL Development, Inc.

RCL Development Web Site

Denise Belizar, Write Idea Communications, Writer/Account Exec.

Laura Fadden, Heavy Duty Graphics, Graphic Design

Creative Network Innovations, Programming

Web Sites, Consumer, HTML/Other

SILVER

Global Design, Inc. for
Sew Preppy, LLC.

Sew Preppy Web site

Global Design, Project Team

Christian Probst, Project Director

Linda Probst, Project Director

David Lindsey, Web Development

Jeremy Savard, Graphic Design

SILVER

Global Design, Inc. for
Lemongrass Studio

Lemongrass Studio Web site

Global Design, Project Team

Christian Probst, Project Director

Linda Probst, Project Director

David Lindsey, Web Development

Jeremy Savard, Graphic Design

GOLD

DHI Advertising & Design for
The Laughing Dog Gallery

The Laughing Dog Gallery Web site

Allee Harmon, Art Director

Allee Harmon, Designer

Online, Micro or Mini Sites

**GOLD & BEST OF SHOW
INTERACTIVE**

Christian Probst for Martin County
Department

of Engineering - Coastal Division

Martin Reefs - Kids Section

Christian Probst, Project Director

Linda Probst, Project Director

David Lindsey, Flash Development

Carmen Lucia Solares, Graphic Design

Robert Ray, Graphic Design

RADIO

Local (one metro), 30

SILVER

The Palm Beach Post for
Florida Pennysaver

Pennysaver 30

Nina Kaplan, Marketing Copywriter

Bob Fitzgerald, Senior Marketing Designer