

**2008-2009  
ADDY<sup>®</sup> AWARDS**

**WINNERS BOOK**

Great ideas can come from anywhere.



## JUDGES FOR 2008-2009 ADDYS®

**Kevin Burke – Atlanta Falcons.** Kevin Burke currently works with the Atlanta Falcons (NFL) in Business Development where he is in charge of creating and negotiating unique marketing and advertising partnerships with regional and national companies. Kevin has been in the sports marketing industry since he graduated from LSU with a BA in Mass Communications/Advertising and has previously worked for LSU Sports Properties under the umbrella of CBS Collegiate Sports Properties and for the New Orleans Hornets (NBA). Kevin is a past member of the Advertising Federation of Greater Baton Rouge where he was a board member in 2007. Kevin was also a judge for the 2007 LSU Student ADDY Awards.

**Laura Donnes – Standard Press.** Laura Donnes is a Account Executive with Standard Press in Atlanta, Georgia. Earning a BFA in Graphic Design from Savannah College of Art and Design (SCAD), she began her career as a designer with MMI Creative in Roswell, Georgia working on accounts such as Komatsu Forklift and IBM. After 3 years with MMI Creative, she decided to make a transition into sales with Standard Press. Her expertise and passion is in printing. She works with design firms, ad agencies, freelancers and corporate marketing departments in managing their printing. She's been with Standard Press for 4 years. Laura devotes her time working for Standard Press in Midtown Atlanta and serving as the SCAD Atlanta Alumni Chapter President.

**Emily Burke – RedPepper Agency.** After graduating from LSU with a BA in Mass Communications/Advertising, Emily Burke worked in the Baton Rouge market and has recently moved to the Atlanta area in 2007. While in Baton Rouge, Emily was a member of the Advertising Federation of Greater Baton Rouge where she served as a board member prior to her move. Emily is currently an Account Executive with RedPepper, an award-winning full-service agency in Lawrenceville, Georgia. Emily's industry experience includes printing and web, and she is a current member of the Atlanta Ad Club. Her agency, RedPepper, has locations in Atlanta, Georgia and Nashville, Tennessee. [www.redpepperland.com](http://www.redpepperland.com) ... check it out!



American Advertising Federation of Central Georgia (AAF) is the local voice for the advertising and communications industry. Through its professional education, public service and government relations programs, it serves as an essential part of our culture. The AAF promotes the highest standards of quality by recognizing excellence and encouraging self-regulation in the industry and economy.

# ADDY® AWARDS

## SALES PROMOTION CATALOG 01 A

Award: Gold ADDY® Award  
Entrant: Ascension Design Group  
Title: Manhu Designs Booklet  
Advertiser: Manhu Designs  
Credits: Stephanie McGuire,  
Graphic Designer  
Kathy Brantley,  
Owner of Manhu Designs  
Ascension Design Group, Printer

Award: Gold ADDY® Award  
Entrant: Burt & Burt Studio  
Title: Community Foundation  
Annual Report  
Advertiser: Community Foundation of  
Central Georgia  
Credits: Mary-Frances Burt, Creative  
Director, Designer, & Photographer  
Steve Schroeder, Photographer  
Leah Yetter, Photographer  
Mark Strozier, Photographer

## SALES PROMOTION, PACKAGING 02 B

Award: Silver ADDY® Award  
Entrant: The Big Picture  
Title: Wild and Crazy School:  
Laura Edwards Music  
Advertiser: Laura Edwards Music  
Credits: Laurel Manross, Designer  
Kathryn Nichols, Creative Director

## COLLATERAL MATERIAL, BROCHURE, COLOR 07 B

Award: Gold ADDY® Award  
Entrant: The Big Picture  
Title: LINC Folder and Inserts  
Advertiser: Georgia Logistics  
Innovation Center  
Credits: Kim Bancroft, Lead Designer  
Valerie Touchstone,  
Agency Principal

## SALES PROMOTION, VIDEO SALES PRESENTATION 04

Award: Gold ADDY® Award  
Entrant: Bright Blue Sky Productions  
Title: Durwood Fincher  
Advertiser: Ed Grisamore/Durwood Fincher  
Credits: Elliott Dunwody, Producer/DP  
Beth Dunwody, Producer  
Stephanie Shadden, Asst. Producer  
Stephanie Shadden, Editor

Award: Gold ADDY® Award  
Entrant: The Big Picture  
Title: AIC Folder & Inserts  
Advertiser: Ag Innovation Center  
Credits: Kim Bancroft, Lead Designer  
Valerie Touchstone,  
Agency Principal

## COLLATERAL MATERIAL, ANNUAL REPORT, COLOR 06 B

Award: Silver ADDY® Award  
Entrant: Tri-County EMC  
Title: Our Energy Our Future  
Advertiser: Tri-County EMC  
Credits: Greg Mullis, Vice President  
of Energy Services

## DIRECT MARKETING, DIRECT CAMPAIGN, B-TO-B OR CONSUMER 12 A

AAward: Gold ADDY® Award  
Entrant: Burt & Burt Studio  
Title: Music Matters Campaign  
for GMHF  
Advertiser: Georgia Music Hall of Fame  
Credits: Jim Burt, Art Director  
Mary-Frances Burt,  
Creative Director

## **INTERACTIVE MEDIA, WEBSITE, B-TO-B FLASH 32 A**

Award: Silver ADDY® Award  
Entrant: Najera Design, Inc.  
Title: ActionMed Solutions Website  
Advertiser: ActionMed Solutions  
Credits: Larry Najera, Design Director,  
3D Artist & Programmer

Award: Gold ADDY® Award  
Entrant: Tri-County EMC  
Title: No Sweat TV Ad  
Advertiser: Tri-County EMC  
Credits: Greg Mullis, Vice President  
of Energy Services  
Heather McCroan, Producer  
TV Showcase, Production Services

## **INTERACTIVE MEDIA, WEBSITE, CONSUMER FLASH 33 A**

Award: Silver ADDY® Award  
Entrant: Third Wave Advertising  
Title: Florida Keys Community College  
Advertiser: Florida Keys Community College  
Credits: Bart Campione, President  
Myron Bennett,  
Production Director  
Carla Schwab, Project Manager  
Bo Griffin, Web Master  
Elizabeth Spear, Assistant

## **TELEVISION, TV SELF-PROMOTION 44 A**

Award: Silver ADDY® Award  
Entrant: The Walden Agency  
Title: Town & Country Motorsports,  
Just Ride It  
Advertiser: Town & Country Motorsports  
Credits: The Walden Agency, Producer  
Tosha Walden, Voiceover &  
Talent Director  
Chris Hicks, Vocals on Tag,  
Just Ride It

## **INTERACTIVE MEDIA, WEBSITE, CONSUMER HTML 33 B**

Award: Silver ADDY® Award  
Entrant: SPINEN Inc  
Title: Cover Networks Web Site  
Advertiser: Cover Networks  
Credits: Dmitriy Uchakin, Graphic Designer

Award: Silver ADDY® Award  
Entrant: WGXA Fox 24  
Title: Judgemental  
Advertiser: WGXA Fox 24  
Credits: Allan Hutchinson, Producer,  
Editor, Graphics, & Script  
Eric Gordon, Voice Talent

Award: Gold ADDY® Award  
Entrant: SPINEN Inc  
Title: Two Friends Cafe Web Site  
Advertiser: Two Friends Cafe & Market  
Credits: Dmitriy Uchakin, Graphic Designer

## **TELEVISION, NATIONAL TV, CONSUMER SERVICES 45 C**

## **TELEVISION, LOCAL TV 42 B**

Award: Gold ADDY® Award  
Entrant: Bright Ideas Group  
Title: I Discovered Rock N Roll  
Advertiser: Greater Macon Chamber  
of Commerce  
Credits: Kathy Hoskins, Creative Director  
Penny Kojak, Art Director  
Mechel McKinley-Aiello,  
Account Manager  
Bright Blue Sky Productions

Award: Silver ADDY® Award  
Entrant: Haynes Marketing Network  
Title: Cockroach  
Advertiser: Allgood Pest Solutions  
Credits: Phillip Haynes, Creative Director  
& Copywriter  
Amelia Haynes, Art Director  
David Bennett Productions,  
Voice Over  
Ground Floor Video, Video  
Marc Farley, Voice Over

## **MIXED/MULTIPLE MEDIA, MIXED-MEDIA, LOCAL CONSUMER 51**

Award: Silver ADDY® Award  
Entrant: The Big Picture  
Title: Money Talks. We Listen.  
Advertiser: South Georgia Banking Company  
Credits: Kathryn Nichols,  
Lead Designer  
Valerie Touchstone,  
Agency Principal  
Staci Williams,  
Account Representative  
Molly Huff, Account Representative

Award: Silver ADDY® Award  
Entrant: Bright Ideas Group  
Title: Macon. Discover It Campaign  
Advertiser: Greater Macon Chamber  
Credits: Kathy Hoskins, Creative Director  
Penny Kojak, Art Director,  
& Photographer  
Leah Yetter, Photographer  
Bright Blue Sky Productions

Award: Silver ADDY® Award  
Entrant: The Big Picture  
Title: Crosby for State Senate  
Advertiser: John Dickie Crosby  
Credits: Kathryn Nichols,  
Lead Designer  
Valerie Touchstone,  
Agency Principal  
Staci Wright,  
Account Representative  
Molly Huff, Account Representative

Award: Gold ADDY® Award  
Entrant: The Big Picture  
Title: Cypress Delicious  
Advertiser: Cypress Restaurant  
Credits: Kathryn Nichols,  
Lead Designer  
Valerie Touchstone,  
Agency Principal

## **ADVERTISING FOR THE ARTS & SCIENCES, ARTS, AUDIO / VISUAL 55 C**

Award: Silver ADDY® Award  
Entrant: Bright Blue Sky Productions  
Title: Neva Fickling  
Advertiser: Museum of Arts and Sciences  
Credits: Elliott Dunwody, Producer  
& Camera  
Beth Dunwody, Producer  
Jennifer Styles, Editor  
Stephanie Shadden, DP

## **PUBLIC SERVICE, BROCHURE 60 C**

Award: Silver ADDY® Award  
Entrant: Imedia Group  
Title: Stella's Wish  
Advertiser: Alpha Omicron Pi Foundation  
Credits: Rebecca Davis, Designer  
Imedia Group, Printer

## **ELEMENTS OF ADVERTISING, LOGO 70**

Award: Silver ADDY® Award  
Entrant: SPINEN Inc  
Title: RiverWoods Logo  
Advertiser: RiverWoods Behavioral  
Health System  
Credits: Chuck Ezell, Project Manager

Award: Silver ADDY® Award  
Entrant: The Big Picture  
Title: Tift is On  
Advertiser: Tift County Development Authority  
Credits: Kathryn Nichols, Lead Designer

## **ELEMENTS OF ADVERTISING, PHOTOGRAPHY, BLACK AND WHITE 72 A**

Award: Silver ADDY® Award  
Entrant: SSP Models  
Title: Sexy & Somber  
Advertiser: SSP Models, LLC  
Credits: Kayla, Model  
Christie, Model  
Sabrina Sikora, Photographer

## ELEMENTS OF ADVERTISING, PHOTOGRAPHY, COLOR 72 B

Award: Silver ADDY® Award  
Entrant: SSPmodels  
Title: At The Fair  
Advertiser: SSP Models, LLC  
Credits: Models: Dana, Bonnie, & Hyatt  
Sabrina Sikora, Photographer

Award: Silver ADDY® Award  
Entrant: SSPmodels  
Title: Head Shots  
Advertiser: SSP Models, LLC  
Credits: Models: Tallulah, Whitney,  
Luci, & Kayla  
Sabrina Sikora, Photographer

## ELEMENTS OF ADVERTISING, PHOTOGRAPHY, DIGITALLY ENHANCED 72 C

Award: Gold ADDY® Award  
Entrant: Najera Design, Inc.  
Title: Craig Hamilton Studio 360  
Advertiser: Craig Hamilton  
Credits: Larry Najera, Photographer,  
Design Director & Programmer  
Rhonda Coons,  
Graphic Designer & Programmer  
Matthew Webb,  
Web Designer & Programmer  
Craig Hamilton,  
Art Director & Model

## STUDENT ADDY, DIRECT MARKETING S 03

Award: Gold ADDY®  
Entrant: April Bethany Giddens Orrell  
Title: GEICO A-CALL T-Shirt  
Advertiser: Wesleyan College  
Credits: April Bethany Giddens, Designer



## BEST OF SHOW ELECTRONIC

Entrant: Bright Ideas Group  
Title: I Discovered Rock N Roll  
Advertiser: Greater Macon Chamber  
Credits: Kathy Hoskins, Creative Director  
Penny Kojak, Art Director  
Mechel McKinley-Aiello,  
Account Manager  
Bright Blue Sky Productions

## BEST OF SHOW PRINT

Entrant: Ascension Design Group  
Title: Manhu Designs Booklet  
Advertiser: Manhu Designs  
Credits: Stephanie McGuire,  
Graphic Designer  
Kathy Brantley,  
Owner of Manhu Designs  
Ascension Design Group, Printer

## BEST OF SHOW ADDY®

Entrant: Burt & Burt Studio  
Title: Music Matters Campaign  
for GMHF  
Advertiser: Georgia Music Hall of Fame  
Credits: Jim Burt, Art Director  
Mary-Frances Burt,  
Creative Director

## ARE YOU A MEMBER? IF NOT... JOIN TODAY!

All members receive: Discounted ADDY® Awards Entry Fees & Discounted meals and special events

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YEARS IN THE BUSINESS

- INDIVIDUAL MEMBERSHIP - \$100
- CORPORATE MEMBERSHIP - \$75 PER MEMBER (4 OR MORE)
- NON-PROFIT MEMBERSHIP - \$75 PER MEMBER
- STUDENT MEMBERSHIP - \$30 PER MEMBER

Membership for 12 month period January thru December. Membership dues will be pro-rated depending on enrollment date. Lunch meetings: Members with RSVP \$15, Non-members or non-RSVP members \$25, Students \$15.



AAF Central Georgia thanks Terrell Sandefur and SoChi Gallery for accommodating our 2008-2009 ADDY® Awards. Thank you to Third Wave Advertising for hosting our ADDY Drop off Party and to Staples Business Advantage for hosting our judging weekend. A special thank you to our Board Members and their employers who allow them to graciously donate their time and efforts to our organization and our industry: Kristy Andrews – Ascension Design Group, Pat Cline – Staples Business Advantage, Vicki Mills – Imedia Group, Larry Najera – Najera Design, Elizabeth Spear – Third Wave Advertising, Jessica Walden – Imedia Group, Allana Wilson, FOX 24.



AMERICAN ADVERTISING FEDERATION  
CENTRAL GEORGIA

By joining AAF Central Georgia you become a member of the American Advertising Federation (AAF). As the "Unifying Voice for Advertising," the AAF, headquartered in Washington, D.C., with a Western Regional office in Newport Beach, CA, is the trade association that represents 50,000 professionals in the advertising industry. AAF's 130 corporate members are advertisers, agencies, and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters.

For current program information and other information, go to  
[www.aafcentralgeorgia.org](http://www.aafcentralgeorgia.org)

For more information about the American Advertising Federation (AAF)  
visit [www.aaf.org](http://www.aaf.org).

**Editor: Jessica Walden, Imedia Group**  
**Design: Kristy Andrews, Ascension Design Group**  
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**Video Presentation: SPINEN**

