

ADDY® Winners Book with Credits

American Advertising Federation - Dubuque - District Nine

SALES PROMOTION

Catalog

Award: Silver ADDY

Entrant: Mi-T-M Corporation

Advertiser: Mi-T-M Corporation

Title: Mi-T-M 2009 Catalog

Contributors:

Karen Anderson, Marketing Manager, Mi-T-M Corporation

Teresa Gottschalk, Designer, Mi-T-M Corporation

Julie Schueller, Designer, Mi-T-M Corporation

Sales Kit

Award: Gold ADDY

Entrant: McCullough Creative

Advertiser: Allsteel

Title: Everyday Advantage Sales Kit

Contributors:

Brian Parrott, Coordination

McCullough Creative Team, Design

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Mr. Goodcents Franchise Development/Kelly Mullinax

Title: Mr. Goodcents, Fresh

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Jason Alley, Copy Writer

Newsletter

Award: Silver ADDY

Entrant: Dupaco Community Credit Union

Advertiser: Dupaco Community Credit Union

Title: 60th Anniversary Owner's Manual

Contributors:

Dupaco Marketing Team, Concept and Direction

Refinery Design Company, Creative and Execution

Union-Hoermann Press, Printing

Packaging – Single Unit

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Potosi Brewing Company/David Fritz

Title: Princess Potosa Root Beer, Growler

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Art Director

Jason Alley, Copy Writing

Betsy McCloskey, Managing Director

Michelle Woolf, Account Executive

David Fritz, CEO

Steve Zuidema, Brew Master

Packaging – CD, DVD, VHS or Cassette

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Finders and Youngberg/Mike Finders

Title: Finders and Youngberg, Keep Your Suitcase Packed

Contributors:

Tom Culbertson, Creative Director

Mike Finders, Guitar, Harmonica, Vocals

Amy Finders, Mandolin, Vocals

Erin Youngberg, Bass, Vocals

Aaron Youngberg, Banjo, Pedal Steel, Vocals

Packaging - Campaign

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Potosi Brewing Company/David Fritz

Title: Potosi Brewing Company, Beer Labels

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Betsy McCloskey, Managing Director

Michelle Woolf, Account Executive

Steve Zuidema, Brew Master

David Fritz, CEO

Dennis David, President

Video Sales Presentation

Award: Silver ADDY

Entrant: Kendall Hunt Publishing

Advertiser: Kendall Hunt Publishing

Title: Math Trailblazers Digital Resources Demo

Contributors:

Jeff Simon, Project Manager, Copy

Michael Schmalz Jr., Designer

McCullough Creative, Inc., Animator

Lynn Molony, Editorial Development Manager

Sheri Glew, Digital Learning Manager

Marilyn Kupferschmidt, Cover layout

COLLATERAL MATERIAL

Stationery Package

Award: Silver ADDY

Entrant: McCullough Creative

Advertiser: Every Child / Every Promise

Title: Every Child / Every Promise Identity

Contributors:

Mae Hingtgen, Coordination

McCullough Creative Team, Design

Union-Hoermann Press, Printing

Annual Report – Less than four-color

Award: Silver ADDY

Entrant: Mercy Medical Center

Advertiser: Mercy Medical Center

Title: Mercy Honor Roll of Donors

Contributors:

Kelly Fassbinder, Design
Barbara Runde, Project Coordinator
Welu Printing, Printing

Annual Report – four-color

Award: Silver ADDY
Entrant: McCullough Creative
Advertiser: Community Foundation of Greater Dubuque
Title: Your Community. Your Foundation.
Contributors:
M. J. Smith, Coordination
Nancy Van Milligen, Coordination
McCullough Creative Team, Design
Paul Lange, Illustration
Union-Hoermann Press, Printing

Award: Silver ADDY
Entrant: McCullough Creative
Advertiser: Heartland Financial USA, Inc.
Title: Great Things Happen Annual Report
Contributors:
Dawn Oelke, Coordination
McCullough Creative Team, Design
Elite Images, Photography
Union-Hoermann Press, Printing

Brochure – four-color

Award: Silver ADDY
Entrant: McCullough Creative
Advertiser: John Deere Construction and Forestry Company
Title: Shape Your World
Contributors:
Scott Ford, Coordination
McCullough Creative Team, Design

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Grand River Center/Sue Moran
Title: Grand River Center, Weddings
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Designer
Betsy McCloskey, Managing Director
Sue Moran, Director of Marketing
Elite Images, Photography
Welu Printing, Printing

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Potosi Brewing Company/David Fritz
Title: Potosi Brewing Company, Rack Brochure
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Designer
Jason Alley, Copy Writer
Betsy McCloskey, Managing Director
Michelle Woolf, Account Executive
David Fritz, CEO
Dennis David, President
Woodward Printings Services, Printing
Roger Scholbrock, Logo Design

Award: Silver ADDY
Entrant: Kendall Hunt Publishing
Advertiser: Kendall Hunt Publishing
Title: Kendall Hunt Corporate Brochure
Contributors:
Marilyn Kupferschmidt, Design/Concept
Welu Printing, Printing

Brochure - Campaign

Award: Gold ADDY
Entrant: McCullough Creative
Advertiser: Heartland Financial USA, Inc.
Title: Does Your Bank Know Who You Are?
Contributors:
Dawn Oelke, Coordination
McCullough Creative Team, Design
Cedar Graphics, Printing
Union-Hoermann Press, Printing

Publication Design (Magazine or Book) - Cover

Award: Silver ADDY
Entrant: Loras College
Advertiser: Loras College
Title: Loras College Alpha
Contributors:
Mary Kay Mueller, Design
Michala Lensing ('11), Artwork
Fidlar Printing Co., Printing

Award: Silver ADDY
Entrant: Kendall/Hunt Publishing Company
Advertiser: Kendall/Hunt Publishing Company
Title: Forensic Science for High School
Contributors:
Jeni Chapman, Designer

Award: Gold ADDY
Entrant: Kendall/Hunt Publishing Company
Advertiser: Kendall/Hunt Publishing Company
Title: Dancing from the Heart
Contributors:
Suzanne Millius, Designer

Series (Covers or spreads or features)

Award: Gold ADDY
Entrant: McGraw-Hill Companies
Advertiser: McGraw-Hill Higher Education
Title: The Miller Mathematics Series
Contributors:
Laurie Janssen, Designer
Imagineering Media Services, Inc., Illustrator

Award: Gold ADDY
Entrant: McGraw-Hill Companies
Advertiser: McGraw-Hill Higher Education
Title: The Coburn Algebra Series
Contributors:
Laurie Janssen, Designer

Award: Gold ADDY
Entrant: McGraw-Hill Companies
Advertiser: McGraw-Hill Higher Education
Title: The Bello Mathematics Series
Contributors:
David Hash, Senior Designer
Asylum Studios, Design Studio

Special Event Card

Award: Silver ADDY
Entrant: Loras College
Advertiser: Loras College
Title: Marketing Christmas Card
Contributors:
Mary Kay Mueller, Design
Marketing Team, Copy
Printers Plus, Inc., Printing

Special Event Invitation

Award: Gold ADDY
Entrant: SAO D-ZYNZ, Inc.
Advertiser: Matthew Thate and Jennifer Berg
Title: Thate "Green" Wedding Invitations
Contributors:
Stephonie A. Ogden, Graphic Designer
Stephonie A. Ogden, Printer

Award: Gold ADDY
Entrant: McCullough Creative
Advertiser: Jan Sigwarth
Title: Twice As Nice- Baby Shower Invite
Contributors:
Sara Bye, Design

Award: Silver ADDY
Entrant: McCullough Creative
Advertiser: John Deere Construction and Forestry Company
Title: Forestry Demo International Invitation
Contributors:
Xenya Mucha, Coordination
McCullough Creative Team, Design

Award: Silver ADDY
Entrant: Loras College
Advertiser: Loras College
Title: Homecoming 2008 Invitation
Contributors:
Mary Kay Mueller, Design
Fidlar Printing Co., Printing

Award: Silver ADDY
Entrant: Heartland Financial
Advertiser: Dubuque Bank & Trust
Title: DB&T Holiday Party Invitation
Contributors:
Heartland Financial USA, Inc., Marketing Department

Award: Silver ADDY
Entrant: Imagine That!

Advertiser: University of Dubuque
Title: University of Dubuque Founders Day Invitation
Contributors:
Kelly Jo Fassbinder, Designer
University of Dubuque, Client

DIRECT MARKETING

Direct, B-to-B or Consumer

Award: Gold ADDY
Entrant: McCullough Creative
Advertiser: John Deere Construction and Forestry Company
Title: ThinK K-Series Loader Direct Mail
Contributors:
Holly McAvoy, Coordination
McCullough Creative Team, Design

Direct Campaign, B-to-B or Consumer

Award: Silver ADDY
Entrant: McCullough Creative
Advertiser: John Deere Construction and Forestry Company
Title: Skid Steer Campaign
Contributors:
Holly McAvoy, Coordination
McCullough Creative Team, Design

Award: Gold ADDY
Entrant: McCullough Creative
Advertiser: Allsteel
Title: Premium Perks Furniture Sales Promotion
Contributors:
Brian Parrott, Coordination
McCullough Creative Team, Design

OUT-OF-HOME

Outdoor Board

Award: Silver ADDY
Entrant: Diamond Jo Casino
Advertiser: Diamond Jo Casino
Title: Cherry Lanes Billboard Campaign

Site, Interior Static

Award: Gold ADDY
Entrant: McCullough Creative
Advertiser: Potosi Brewery Foundation
Title: Potosi Brewery Exhibit
Contributors:
Steve Freese, Coordination
McCullough Creative Team, Design/Production

NON-TRADITIONAL ADVERTISING

Non-Traditional Campaign

Award: Silver ADDY
Entrant: Clarke College

Advertiser: Clarke College
Title: Clarke College Summer School Campaign: Phase 1
Contributors:
Gayle McAllister, Lead Designer
Shea Herbst, Creative Director
Jamie Specht, Project Manager
Mike Cyze, Copywriter
Tricia Pitz, Web Developer
Printers Plus, Printer

Award: Silver ADDY
Entrant: Clarke College
Advertiser: Clarke College
Title: Clarke College Trayless Campaign
Contributors:
Gayle McAllister, Lead Designer
Tricia Pitz, Creative Director
Jamie Specht, Project Manager
Mike Cyze, Copywriter
Printers Plus, Printer

Award: Silver ADDY
Entrant: Clarke College
Advertiser: Clarke College
Title: Clarke College Summer School Campaign: Phase 2
Contributors:
Gayle McAllister, Lead Designer
Shea Herbst, Creative Director
Jamie Specht, Project Manager
Mike Cyze, Copywriter
Tricia Pitz, Web Developer
Printers Plus, Printer

NEWSPAPER

Newspaper, Spread, Color

Award: Silver ADDY
Entrant: Telegraph Herald
Advertiser: Potosi Brewery Foundation
Title: Potosi Brewing Company Grand ReOpening
Contributors:
Jan Averkamp, National Advertising
Jessica Daack, Advertising Representative
Cathy Dawson, Creative Artist

Newspaper Campaign, Color

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Greater Dubuque Development Corporation/Sarah Harris
Title: Your baby is all grown up. GET'EM HOME.
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Designer/Model
Sean's Mom, Photographer
Sarah Harris, Director of Workforce Development
Michelle Woolf, Account Executive
Molly Murphy, Model

INTERACTIVE MEDIA

Website, Consumer HTML

Award: Silver ADDY
Entrant: Mission Creative
Advertiser: Grand Harbor Resort & Waterpark/Sue Moran
Title: Grand Harbor Resort & Waterpark, Website
Contributors:
Jennifer Belvel, Interactive Media Director
Matt Connolly, Programmer
Sue Moran, Director of Marketing
Steve Geisz, General Manager
Betsy McCloskey, Managing Director

E-Mails / E-Cards

Award: Gold ADDY
Entrant: McCullough Creative
Advertiser: Kendall/Hunt Publishing Company
Title: Professional Meeting Management Direct Email
Contributors:
Jodi Standorf, Coordination
McCullough Creative Team, Design/Animation

Award: Silver ADDY
Entrant: McCullough Creative
Advertiser: Deere and Company
Title: Expo Invitation
Contributors:
Kathy Begyn, Coordination
Ken Sevigny, Coordination
McCullough Creative Team, Design/Animation

Award: Silver ADDY
Entrant: Clarke College
Advertiser: Clarke College
Title: Clarke College Easter E-greeting
Contributors:
Tricia Pitz, Lead Designer
Jamie Specht, Project Manager
Mike Cyze, Copywriter

TELEVISION

Local TV

Award: Silver ADDY
Entrant: Dupaco Community Credit Union
Advertiser: Dupaco Community Credit Union
Title: Money Makeover: Young Driver
Contributors:
Dupaco Marketing Team, Concept and Direction
Refinery Design Company, Creative and Production
Amy Albright, Copywriting
Accent Media, Final Video Editing
The Bridge, Final Audio Editing

National TV, Consumer Outlets

Award: Silver ADDY
Entrant: Diamond Jo Casino
Advertiser: Diamond Jo Casino

Title: Grand Opening Television Ad

National TV, Consumer Services

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Chestnut Mountain Resort/Mike Murphy

Title: Chestnut Mountain Resort. The definition of family fun.

Contributors:

Tom Culbertson, Creative Director
Christy Streight, Interactive Media Designer
Sean Murphy, Art Director
Vicki Dirksen, Director of Media Communication
Mike Murphy, General Manager
Erin Murphy, General Manager
Stewart Stoffregen, Marketing Director
LC Productions, B Reel
M-Studios, Sound Design

MIXED/MULTIPLE MEDIA

Mixed-Media, National B-to-B

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Accord Racing/Joe Horbas

Title: It's Traction Time.

Contributors:

Tom Culbertson, Creative Director
Sean Murphy, Art Director
Jennifer Belvel, Interactive Media Director
Christy Streight, Interactive Media Designer
Matt Connolly, Programmer/Systems Administrator
Vicki Dirksen, Director of Media Communication
Joe Horbas, President
Anne Bushke, Project Coordinator
Union-Hoermann Press, Printing

Mixed-Media, Local Consumer

Award: Silver ADDY

Entrant: Mercy Medical Center

Advertiser: Mercy Medical Center

Title: Mercy Medical Center ER Campaign

Contributors:

Barbara Runde, Project Coordinator
Hult Fritz Matuszak, Design

Award: Silver ADDY

Entrant: Dupaco Community Credit Union

Advertiser: Dupaco Community Credit Union

Title: 60th Anniversary Celebration

Contributors:

Dupaco Marketing Team, Concept and Direction
Refinery Design Company, Creative and Execution
Hickie Smith Productions, Television Production
Union-Hoermann Press, Newsletter Printing
Digital Designs, Large Format Printing
Studio Center, Television Voiceover Talent
Accent Media, Television Editing
The Bridge, Radio Editing

Award: Silver ADDY
Entrant: McCullough Creative
Advertiser: Heartland Financial USA, Inc.
Title: Big Fat Interest
Contributors:
Dawn Oelke, Coordination
McCullough Creative Team, Design/Copywriting
2 Dogs Digital Audio, Radio Production

Mixed-Media, National Consumer

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Dubuque County Historical Society/John Sutter
Title: Venom
Contributors:
Tom Culbertson , Creative Director
John Sutter, Marketing Director
Heather Ames, Designer
Vicki Dirksen, Director of Media Communication
Sunspots, Sound Design
Johnny Mackin, Copy Writer

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: King's Pointe Waterpark Resort
Title: Kings Pointe: A Waterpark Resort, Campaign
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Designer
Heather Ames, Designer
Betsy McCloskey, Managing Director
Vicki Dirksen, Director of Media Communication
Katie Schwint, Director of Sales
Woodward Printing Services, Printing
Paul Lange, Illustration

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Potosi Brewing Company/David Fritz
Title: The good ol' days are back....
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Designer
Betsy McCloskey, Managing Director
Michelle Woolf, Account Executive
Jason Alley, Copy Writer
David Fritz, CEO
Steve Zuidema, Brew Master
Dennis David, President
Woodward Printing Services, Printing
Lange Sign Group, Signage
Roger Scholbrock, PBC Logo Design
Ed Turner, Beer Box Brander

Award: Silver ADDY
Entrant: Mission Creative
Advertiser: Grand Harbor Resort & Waterpark/Sue Moran
Title: Grand Harbor: In the Center of it All, Campaign
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Designer
Jennifer Belvel, Interactive Media Director

Matt Connolly, Programmer/Systems Administrator
Sue Moran, Director of Marketing
Steve Geisz, General Manager
Christy Streight, Interactive Media Designer
Betsy McCloskey, Managing Director
Vicki Dirksen, Director of Media Communication
Sunsports Productions, Sound Design
Woodward Printing Services, Printing
LC Productions, B Reel

ADVERTISING FOR THE ARTS & SCIENCES

Arts, Brochure

Award: Final Fifteen and Gold ADDY

Entrant: Clarke College

Advertiser: Clarke College

Title: Arts at Clarke Brochure

Contributors:

Tricia Pitz, Lead Designer

Mike Cyze, Copywriter

Jamie Specht, Project Support

Welu Printing Company, Printer

Award: Silver ADDY

Entrant: Imagine That!

Advertiser: Dubuque Symphony Orchestra

Title: Dubuque Symphony Orchestra Season Brochure

Contributors:

Kelly Jo Fassbinder, Designer

Dubuque Symphony Orchestra, Client

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Dubuque County Historical Society/John Sutter

Title: A New Adventure at Every Turn, Rack Brochure

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Heather Ames, Designer

Vicki Dirksen, Director of Media Communication

Union-Hoerman Press, Printing

John Sutter, Marketing Director

Arts, Poster

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Dubuque County Fine Arts Center

Title: Metamorphosis

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Paula Neuhaus, Administrative Director

Gene Tully, Consultant/Guru/Brainchild/Muse

Aaron Hefel, Entertainment Director

Rich Rossignol, Gallery Director

Tim McNamara, Founding Father

Woodward Printings Services, Printing

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Dubuque County Historical Society/John Sutter

Title: Here comes the Taste.

Contributors:

Tom Culbertson, Designer/Illustrator
Mission Creative Staff, Creative Direction
John Sutter, Project Coordination
Union-Hoermann Press, Printing

Arts, TV

Award: Silver ADDY

Entrant: Mission Creative

Advertiser: Dubuque County Historical Society/John Sutter

Title: A New Adventure at Every Turn, TV

Contributors:

Tom Culbertson, Creative Director
John Sutter, Marketing Director
Chris Lenart, Producer/Editor
Craig Schaefer, Producer
Phil Dingeldein, Director of Photography
Sunspots, Sound Design
Vicki Dirksen, Director of Media Communication

PUBLIC SERVICE

Public Service, Annual Report

Award: Silver ADDY

Entrant: Two Dames Design

Advertiser: City of Dubuque

Title: City of Dubuque 2008 Annual Report

Contributors:

Jane Buse, Two Dames Design
Tricia Pitz, Two Dames Design
Randy Gehl, City of Dubuque
Michael Van Milligen, City of Dubuque
Jenny Larson, City of Dubuque

Public Service, Brochure

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Two by Two Animal Campus/Kristin Woodward

Title: Two by Two, Pet Legacy Program

Contributors:

Tom Culbertson, Creative Director
Sean Murphy, Designer
Kristen Woodward, Educator and Founder
Amanda Cottrell, Project Coordinator
Carlisle Ryan Digital Services, Printing

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Two by Two Animal Campus/Kristin Woodward

Title: Two by Two, Changing Lives

Contributors:

Tom Culbertson, Creative Director
Sean Murphy, Art Director/Designer
Heather Ames, Designer
Kristen Woodward, Educator and Founder
Amanda Cottrell, Project Coordinator
Union-Hoermann Press, Printing
Carlisle Ryan Digital Services, Printing

Award: Silver ADDY
Entrant: Two Dames Design
Advertiser: City of Dubuque
Title: City of Dubuque Comprehensive Plan
Contributors:
Jane Buse, Two Dames Design
Tricia Pitz, Two Dames Design
Laura Carstens, City of Dubuque
Randy Gehl, City of Dubuque

Public Service, Newsletter

Award: Silver ADDY
Entrant: Dubuque Area Chamber of Commerce
Advertiser: Dubuque Area Chamber of Commerce
Title: Chamber Source Newsletter
Contributors:
Kelley Schiesl, Director of Marketing
Annie Koelker, Graphic Designer
Steve Fisher of the Telegraph Herald, Print Partner

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Two by Two Animal Campus/Kristin Woodward
Title: The Adventures of Two by Two
Contributors:
Sean Murphy, Designer
Kristen Woodward, Educator and Founder
Amanda Cottrell, Project Coordinator
Union-Hoermann Press, Printing

ADVERTISING INDUSTRY SELF-PROMOTION

Self Promotion, Collateral

Award: Silver ADDY
Entrant: Two Dames Design
Advertiser: Two Dames Design / Welu Printing Company
Title: Imagine. Create. Explore. Insert
Contributors:
Jane Buse, Two Dames Design
Tricia Pitz, Two Dames Design
Julie Frommelt, Welu Printing Company

Self Promotion, Print

Award: Gold ADDY
Entrant: Mission Creative
Advertiser: Potosi Brewing Company/David Fritz
Title: Please Advertise Responsibly.
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Art Director
Betsy McCloskey, Managing Director
Michelle Woolf, Account Executive
Tom Yunt, President/COO
Woodward Printing Services, Printing

Self Promotion, Invitation

Award: Silver ADDY

Entrant: McCullough Creative

Advertiser: McCullough Creative

Title: Need a Little Scotch?

Contributors:

McCullough Creative Team,

Carlisle Ryan Digital Services, Printing

Self Promotion, Mixed Media Campaign

Award: Gold ADDY

Entrant: McCullough Creative

Advertiser: American Advertising Federation - Dubuque

Title: Think Green

Contributors:

Tasha Lippold, Coordination

Jill Busch, Coordination

McCullough Creative Team, Design

Union-Hoermann Press, Invitation Printing

Woodward Printing Services, Tabloid Printing

ELEMENTS OF ADVERTISING

Logo

Award: Gold ADDY

Entrant: Mission Creative

Advertiser: Clarke College/Jamie Specht

Title: Clarke Crusaders Identity

Contributors:

Tom Culbertson , Creative Director

Sean Murphy, Designer

Jamie Specht, Director of Marketing

Tricia Pitz, Director of Creative Services

Mike Cyze, Executive Director of Communications

Gayle McCallister, Graphic Designer

Michelle Woolf, Account Executive

Paul Lange, Illustration

Award: Silver ADDY

Entrant: Two Dames Design

Advertiser: City of Dubuque

Title: Sustainable Dubuque Logo

Contributors:

Jane Buse, Two Dames Design

Tricia Pitz, Two Dames Design

Randy Gehl, City of Dubuque

Cindy Steinhauser, City of Dubuque

Award: Gold ADDY

Entrant: Two Dames Design

Advertiser: Two Dames Design

Title: Two Dames Design Logo

Contributors:

Jane Buse, Two Dames Design

Tricia Pitz, Two Dames Design

Award: Silver ADDY
Entrant: Dupaco Community Credit Union
Advertiser: Dupaco Community Credit Union
Title: netWork Deposit Logo
Contributors:
Dupaco Marketing Team, Concept and Direction
Refinery Design Company, Creative

Illustration

Award: Silver ADDY
Entrant: Guy Green Illustrations
Advertiser: Riverview Center
Title: Paint a Pair for Charity
Contributors:
Guy Green, Illustrator

Award: Silver ADDY
Entrant: Refinery Design Company
Advertiser: Dubuque Main Street
Title: Dubuque...And All That Jazz
Contributors:
Michael Schmalz, Illustrator

STUDENT ADDY Categories

Packaging

Award: Student Silver ADDY
Entrant: Alejandra Monroy
Advertiser: Loras College
Title: Nouveau Wine Label
Contributors:
Alejandra Monroy, Design

Award: Student Gold ADDY
Entrant: Nate Smith
Advertiser: Clarke College
Title: Album Package
Contributors:
Nate Smith, Student

Point of Purchase

Award: Student Gold ADDY
Entrant: Alea Broshous
Advertiser: Clarke College
Title: Blue Mermaid Seafood Menu

Stationery Package

Award: Student Silver ADDY
Entrant: Alejandra Monroy
Advertiser: Loras College
Title: Dentistry and Alternative Therapy Office Stationery Package
Contributors:
Alejandra Monroy, Design

Award: Student Gold ADDY
Entrant: Krystal Kennicker
Advertiser: Loras College
Title: Development Winter Letterhead

Contributors:

Krystal Kennicker, Design
Mary Kay Mueller, Art Direction

Award: Student Gold ADDY**Entrant:** Taylor Kellogg**Advertiser:** Clarke College**Title:** Gala Dinner Invitation**Brochure****Award:** Student Silver ADDY**Entrant:** Michele Gelaude**Advertiser:** Loras College**Title:** Moments of Grace brochure**Contributors:**

Michele Gelaude, Designer

Mary Kay Mueller, Print Production Supervisor

Loras College Catholic Identity Committee, Copy

Award: Student Silver ADDY**Entrant:** Amber Brothers**Advertiser:** Clarke College**Title:** Travel With A Cause**Award:** Student Silver ADDY**Entrant:** Kristina Nesteby**Advertiser:** Clarke College**Title:** Mountain Top Ministries Brochure**Award:** Student Gold ADDY**Entrant:** Taylor Kellogg**Advertiser:** Clarke College**Title:** Vacation Package Brochure**Poster****Award:** Student Gold ADDY**Entrant:** Chris Read**Advertiser:** Loras College**Title:** Call of Duty Video Game Poster**Contributors:**

Chris Read, Designer

Award: Student Silver ADDY**Entrant:** Michele Gelaude**Advertiser:** Loras College**Title:** 'Be Well, Be Healthy' Poster**Contributors:**

Michele Gelaude ('10), Design

Printers Plus, Inc., Printing

Award: Student Silver ADDY**Entrant:** Erin Cowan**Advertiser:** Clarke College**Title:** Myriad Pro Font Poster**Award:** Student Silver ADDY**Entrant:** Ivonne Simonds**Advertiser:** Clarke College**Title:** Courier Type Poster**Award:** Student Silver ADDY

Entrant: Rebecca Bernhardt
Advertiser: University of Dubuque
Title: UD Gospel Choir
Contributors:
Rebecca Bernhardt, Digital Designer

Award: Student Silver ADDY
Entrant: Tim Hillenbrand
Advertiser: University of Dubuque
Title: You Could Be Next: Alcohol Awareness Poster
Contributors:
Tim Hillenbrand, Digital Designer

Out-of-Home

Award: Student Silver ADDY
Entrant: Adam Demers
Advertiser: University of Dubuque
Title: Tabasco Ad
Contributors:
Adam Demers, Digital Designer

Single Consumer / Trade Magazine

Award: Student Gold ADDY
Entrant: Alejandra Monroy
Advertiser: Loras College
Title: Class Project -Coke Ad
Contributors:
Alejandra Monroy, Design

Award: Student Gold ADDY
Entrant: Natalie R Deutmeyer
Advertiser: Clarke College
Title: Dole Advertisement

Interactive, Web Site

Award: Student Gold ADDY
Entrant: Matt Cesaretti
Advertiser: University of Dubuque
Title: Cesaretti Portfolio
Contributors:
Matt Cesaretti, Webmaster

Interactive, CD / DVD

Award: Student Gold ADDY
Entrant: Tyson Cremeens
Advertiser: University of Dubuque
Title: Halloween Greeting
Contributors:
Tyson Cremeens, Animator

Cover

Award: Student Silver ADDY
Entrant: Chris Read
Advertiser: Loras College
Title: Football Media Guide
Contributors:
Chris Read, Cover Design

Jon Denham, Project Coordinator
Mary Kay Mueller, Art Director

Award: Student Silver ADDY

Entrant: Michele Gelaude

Advertiser: Loras College

Title: The Outlet 2008

Contributors:

Michele Gelaude ('10), Cover Design

Kyle Calvert ('08), Photography

Mary Kay Mueller, Art Director

Fidlar Printing Co., Printing

Series

Award: Student Gold ADDY

Entrant: Natalie R Deutmeyer

Advertiser: Clarke College

Title: Face Magazine: Wellness for the Twenty-Something Woman

Mixed Media Campaign

Award: Student Silver ADDY

Entrant: Michele Gelaude

Advertiser: Loras College

Title: Homecoming 2009 Save-the-Date postcard campaign

Contributors:

Michele Gelaude, Designer

Alana Calaguirri, Copy

Alumni Relations, Copy

Award: Student Silver ADDY

Entrant: Chris Read

Advertiser: Loras College

Title: Fall Sports Campaign

Contributors:

Chris Read, Designer/Illustrator

Jon Denham, Project Coordinator

Mary Kay Mueller, Art Director

Logo

Award: Student Silver ADDY

Entrant: Abby McIntosh

Advertiser: Loras College

Title: CORE Team Logo

Contributors:

Abby McIntosh, Designer

Award: Student Silver ADDY

Entrant: Kathryn Uelner

Advertiser: University of Dubuque

Title: Story Bubble

Contributors:

Ashley Uelner, Digital Designer

Award: Student Silver ADDY

Entrant: Tyler Owen

Advertiser: University of Dubuque

Title: The Urban Experience

Contributors:

Tyler Owen, Digital Designer

Illustration

Award: Student Silver ADDY
Entrant: Kristen Wubben
Advertiser: University of Dubuque
Title: Walden
Contributors:
Kristen Wubben, Digital Designer

Award: Student Silver ADDY
Entrant: Bjorn Johann Bjornstad
Advertiser: Clarke College
Title: Falling Rocks

Award: Student Silver ADDY
Entrant: Bjorn Johann Bjornstad
Advertiser: Clarke College
Title: False Anatomy
Contributors:

Award: Student Gold ADDY
Entrant: Kevin James
Advertiser: University of Dubuque
Title: Snowboarder
Contributors:
Kevin James, Digital Designer

Photography

Award: Student Gold ADDY
Entrant: Alexandria Herbst
Advertiser: Clarke College
Title: Absolut Advertisement
Contributors:
Alexandria Herbst, Photographer
Alexandria Herbst, Designer

Award: Student Silver ADDY
Entrant: Alexandria Herbst
Advertiser: Clarke College
Title: Johnson & Johnson Advertisement
Contributors:
Alexandria Herbst, Photographer
Alexandria Herbst, Designer

Award: Student Silver ADDY
Entrant: Mark Neyens
Advertiser: University of Dubuque
Title: Sunset catch
Contributors:
Mark Neyens, Photographer

Award: Student Silver ADDY
Entrant: Jason Kinney
Advertiser: University of Dubuque
Title: Mississippi Pavilion
Contributors:
Jason Kinney, Photographer

Final Fifteen Winners and Best of Show

Arts, Poster

Award: BEST OF SHOW and Final Fifteen

Entrant: Mission Creative

Advertiser: Dubuque County Fine Arts Center

Title: Metamorphosis

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Paula Neuhaus, Administrative Director

Gene Tully, Consultant/Guru/Brainchild/Muse

Aaron Hefel, Entertainment Director

Rich Rossignol, Gallery Director

Tim McNamara, Founding Father

Woodward Printings Services, Printing

Packaging - Campaign

Award: Final Fifteen

Entrant: Mission Creative

Advertiser: Potosi Brewing Company/David Fritz

Title: Potosi Brewing Company, Beer Labels

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Betsy McCloskey, Managing Director

Michelle Woolf, Account Executive

Steve Zuidema, Brew Master

David Fritz, CEO

Dennis David, President

Publication Design (Magazine or Book) – Cover

Award: Final Fifteen

Entrant: Kendall/Hunt Publishing Company

Advertiser: Kendall/Hunt Publishing Company

Title: Dancing from the Heart

Contributors:

Suzanne Millius, Designer

Series (Covers or spreads or features)

Award: Final Fifteen

Entrant: McGraw-Hill Companies

Advertiser: McGraw-Hill Higher Education

Title: The Miller Mathematics Series

Contributors:

Laurie Janssen, Designer

Imagineering Media Services, Inc., Illustrator

Award: Final Fifteen

Entrant: McGraw-Hill Companies

Advertiser: McGraw-Hill Higher Education

Title: The Coburn Algebra Series

Contributors:

Laurie Janssen, Designer

Special Event Invitation

Award: Final Fifteen

Entrant: SAO D-ZYNZ, Inc.

Advertiser: Matthew Thate and Jennifer Berg

Title: Thate "Green" Wedding Invitations

Contributors:

Stephonie A. Ogden, Graphic Designer

Stephonie A. Ogden, Printer

Direct Campaign, B-to-B or Consumer

Award: Final Fifteen

Entrant: McCullough Creative

Advertiser: Allsteel

Title: Premium Perks Furniture Sales Promotion

Contributors:

Brian Parrott, Coordination

McCullough Creative Team, Design

Newspaper Campaign, Color

Award: Final Fifteen

Entrant: Mission Creative

Advertiser: Greater Dubuque Development Corporation/Sarah Harris

Title: Your baby is all grown up. GET'EM HOME.

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer/Model

Sean's Mom, Photographer

Sarah Harris, Director of Workforce Development

Michelle Woolf, Account Executive

Molly Murphy, Model

E-Mails / E-Cards

Award: Final Fifteen

Entrant: McCullough Creative

Advertiser: Kendall/Hunt Publishing Company

Title: Professional Meeting Management Direct Email

Contributors:

Jodi Standorf, Coordination

McCullough Creative Team, Design/Animation

Mixed-Media, National Consumer

Award: Final Fifteen

Entrant: Mission Creative

Advertiser: King's Pointe Waterpark Resort

Title: Kings Pointe: A Waterpark Resort, Campaign

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Heather Ames, Designer

Betsy McCloskey, Managing Director

Vicki Dirksen, Director of Media Communication

Katie Schwint, Director of Sales

Woodward Printing Services, Printing

Paul Lange, Illustration

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: Potosi Brewing Company/David Fritz
Title: The good ol' days are back....
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Designer
Betsy McCloskey, Managing Director
Michelle Woolf, Account Executive
Jason Alley, Copy Writer
David Fritz, CEO
Steve Zuidema, Brew Master
Dennis David, President
Woodward Printing Services, Printing
Lange Sign Group, Signage
Roger Scholbrock, PBC Logo Design
Ed Turner, Beer Box Brander

Arts, Brochure

Award: Final Fifteen
Entrant: Clarke College
Advertiser: Clarke College
Title: Arts at Clarke Brochure
Contributors:
Tricia Pitz, Lead Designer
Mike Cyze, Copywriter
Jamie Specht, Project Support
Welu Printing Company, Printer

Public Service, Brochure

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: Two by Two Animal Campus/Kristin Woodward
Title: Two by Two, Changing Lives
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Art Director/Designer
Heather Ames, Designer
Kristen Woodward, Educator and Founder
Amanda Cottrell, Project Coordinator
Union-Hoermann Press, Printing
Carlisle Ryan Digital Services, Printing

Self Promotion, Print

Award: Final Fifteen
Entrant: Mission Creative
Advertiser: Potosi Brewing Company/David Fritz
Title: Please Advertise Responsibly.
Contributors:
Tom Culbertson, Creative Director
Sean Murphy, Art Director
Betsy McCloskey, Managing Director
Michelle Woolf, Account Executive
Tom Yunt, President/COO
Woodward Printing Services, Printing

Self Promotion, Mixed Media Campaign

Award: Final Fifteen

Entrant: McCullough Creative

Advertiser: Advertising Club of Dubuque

Title: Think Green

Contributors:

Tasha Lippold, Coordination

Jill Busch, Coordination

McCullough Creative Team, Design

Union-Hoermann Press, Invitation Printing

Woodward Printing Services, Tabloid Printing

Special Recognition/Judges Choices

Award: Special Recognition/Judges Choice

Entrant: McGraw-Hill Companies

Advertiser: McGraw-Hill Higher Education

Title: The Miller Mathematics Series

Contributors:

Laurie Janssen, Designer

Imagineering Media Services, Inc., Illustrator

Award: Special Recognition/Judges Choice

Entrant: Mission Creative

Advertiser: King's Pointe Waterpark Resort

Title: Kings Pointe: A Waterpark Resort, Campaign

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Designer

Heather Ames, Designer

Betsy McCloskey, Managing Director

Vicki Dirksen, Director of Media Communication

Katie Schwint, Director of Sales

Woodward Printing Services, Printing

Paul Lange, Illustration

Award: Special Recognition/Judges Choice

Entrant: Mission Creative

Advertiser: Two by Two Animal Campus/Kristin Woodward

Title: Two by Two, Changing Lives

Contributors:

Tom Culbertson, Creative Director

Sean Murphy, Art Director/Designer

Heather Ames, Designer

Kristen Woodward, Educator and Founder

Amanda Cottrell, Project Coordinator

Union-Hoermann Press, Printing

Carlisle Ryan Digital Services, Printing

Student Best of Show

Stationery Package

Award: Student BEST OF SHOW

Entrant: Taylor Kellogg

Advertiser: Clarke College

Title: Gala Dinner Invitation

Student Special Recognition/Judges Choices

Interactive, CD / DVD

Award: Student Special Recognition/Judges Choice

Entrant: Tyson Cremeens

Advertiser: University of Dubuque

Title: Halloween Greeting

Contributors:

Tyson Cremeens, Animator

Series

Award: Student Special Recognition/Judges Choice

Entrant: Natalie R Deutmeyer

Advertiser: Clarke College

Title: Face Magazine: Wellness for the Twenty-Something Woman

Illustration

Award: Student Special Recognition/Judges Choice

Entrant: Kevin James

Advertiser: University of Dubuque

Title: Snowboarder

Contributors:

Kevin James, Digital Designer