

06 District Six

14 AAF Michiana

**SALES PROMOTION****01 A Catalog**

**Award:** Gold ADDY® Award  
**Entrant:** Burston Marketing, Inc.  
**Advertiser:** General Motors Company  
**Title:** Corvette C6 Collection 2010 Catalog  
**Contributors:**  
 C. Todd Meziere, Creative/Art Director  
 Tom Stout, President/Account Executive  
 Julie Line, Mark Smith - Big Event Studios, Photographers

**Award:** Gold ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Amana  
**Title:** Amana 2010 Product Catalog  
**Contributors:**  
 Fonda Seifert, Copy Writer  
 Rich Valha, Art Director  
 Melissa Grow-Cusumano, Creative Director  
 Danielle Trapp, Account Director

**01 B Sales Kit**

**Award:** Silver ADDY® Award  
**Entrant:** Villing & Company  
**Advertiser:** McDonalds  
**Title:** McDonalds Angus Promotion  
**Contributors:**  
 Jeannine Villing, Account Executive  
 Thom Villing, Writer/Creative Director  
 Ellen Imbur, Art Director  
 Diane Cunningham, Production Manager

**Award:** Silver ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Maytag  
**Title:** Maytag Laundry Launch Kit  
**Contributors:**  
 Fonda Seifert, Copy Writer  
 Daniel Van Beek, Copy Director  
 Jason Sabo, Art Director  
 Craig Tollenaar, Creative Director  
 Angela Snyder, Copy Writer  
 Joe Mellott, Account Director

**03 A Point-of-Purchase**

**Award:** Silver ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Maytag  
**Title:** Maytag Laundry POP  
**Contributors:**  
 Thad Rita, Production Director  
 Daniel Van Beek, Copy Director  
 Craig Tollenaar, Creative Director  
 Joe Mellott, Account Director

**03 D Point-of-Purchase Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Amana  
**Title:** Amana POP Campaign  
**Contributors:**  
 Fonda Seifert, Copy Writer

06 District Six

14 AAF Michiana

**SALES PROMOTION****03 D Point-of-Purchase Campaign**

Rich Valha, Art Director  
 Melissa Grow-Cusumano, Creative Director  
 Danielle Trapp, Account Director

**Award:** Silver ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Whirlpool / Maytag / Amana  
**Title:** Whirlpool / Maytag / Amana American Pride POP  
**Contributors:**  
 Daniel Van Beek, Copy Director  
 Steve Saylor, Art Director  
 Michael Davis, Senior Creative Director  
 Beth Johnson, Senior Account Director

**04 Video Sales Presentation**

**Award:** Silver ADDY® Award  
**Entrant:** Pathfinders Advertising and Marketing Group  
**Advertiser:** Whirlpool Corporation  
**Title:** Cabrio POP Interactive Video  
**Contributors:**  
 Richard Abbott, Creative Director/Producer  
 Bob Owens, Producer  
 Andrew Sears, Art Director  
 Protokulture, Motion Graphics  
 Overdun, Video Production

**Award:** Silver ADDY® Award  
**Entrant:** Villing & Company  
**Advertiser:** Elkhart Brass  
**Title:** Elkhart Brass - Value Points Video  
**Contributors:**  
 Thom Villing, Writer/Creative Director/Account Executive  
 Ellen Imbur, Art Director  
 Brad Rosier, Video Editing/Motion Graphics

**COLLATERAL MATERIAL****07 B Brochure, Color**

**Award:** Gold ADDY® Award  
**Entrant:** Pathfinders Advertising and Marketing Group  
**Advertiser:** Harman International  
**Title:** Harman High Performance Audio/Video Brand Catalog  
**Contributors:**  
 Richard Abbott, Creative Director  
 Andrew Sears, Art Director  
 Jeff Staley, Art Director  
 Jeff Andvik, Graphic Designer  
 Mike Johnson, Copywriter  
 Lisa Eubank, Account Strategist  
 Tirota Photo Productions, Photography

**Award:** Gold ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Maytag  
**Title:** Maytag Dishwasher Brochure  
**Contributors:**  
 Angela Snyder, Copy Writer  
 Jason Sabo, Art Director  
 Craig Tollenaar, Creative Director  
 Joe Mellott, Account Director

06 District Six

14 AAF Michiana

**COLLATERAL MATERIAL****07 B Brochure, Color****Award:** Silver ADDY® Award**Entrant:** Pathfinders Advertising and Marketing Group**Advertiser:** Harman International**Title:** Harman High Performance Audio/Video Home Theater Catalog**Contributors:**

Richard Abbott, Creative Director

Andrew Sears , Art Director

Jeff Andvik, Graphic Designer

Mike Johnson, Copywriter

Lisa Eubank, Account Strategist

Tirota Photo Productions, Photography

**Award:** Silver ADDY® Award**Entrant:** Villing & Company**Advertiser:** South Bend Civic Theater**Title:** South Bend Civic Theater - Subscription Brochure**Contributors:**

Jeannine Villing, Account Executive

Thom Villing, Writer/Creative Director

Ron Doyle, Art Director

Diane Cunningham, Production Manager

**07 C Brochure, Campaign****Award:** Gold ADDY® Award**Entrant:** Richard Harrison Bailey/The Agency**Advertiser:** Rollins College**Title:** Rollins College Viewbook, Travel Brochure and Campus Visit Brochure**Contributors:**

Rick Bailey, Principal, Creative Director

Kerry Prugh, Art Director

Ryan Millbern, Copywriter

Julianne Butler, Account Executive

Brian Ross, Art Director

Tom Galliher, Photographer

**08 E Book Design****Award:** Gold ADDY® Award**Entrant:** Richard Harrison Bailey/The Agency**Advertiser:** Post University**Title:** Post Coherence Manifest**Contributors:**

Rick Bailey, Principal, Creative Director

Brian Ross, Art Director

Sam Waterson, Account Executive

Ryan Millbern, Copywriter

**Award:** Silver ADDY® Award**Entrant:** Richard Harrison Bailey/The Agency**Advertiser:** Denison University**Title:** Denison Gift Book**Contributors:**

Rick Bailey, Creative Director

Tom Walker, Art Director

Sam Waterson, Account Executive

Mary Frazell, Project Manager

Paul Pegher, Editor

James Hale, Editor

John Hire, Consulting Editor

**08 E Book Design**

06 District Six

14 AAF Michiana

**COLLATERAL MATERIAL****09 A Poster**

**Award:** Silver ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Amana  
**Title:** Amana 2010 Promo Calendar  
**Contributors:**  
 Cat Muncey, Copy Writer  
 Rich Valha, Art Director  
 Melissa Grow-Cusumano, Creative Director  
 Danielle Trapp, Account Director

**09 B Poster Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** Villing & Company  
**Advertiser:** South Bend Civic Theater  
**Title:** South Bend Civic Theater - Poster Series  
**Contributors:**  
 Jeannine Villing, Account Executive  
 Thom Villing, Creative Director  
 Mathew Siecker, Art Director  
 Ron Doyle, Art Director  
 Ellen Imbur, Art Director  
 Brad Rosier, Art Director  
 Diane Cunningham, Production Manager

**10 B Special Event Invitation**

**Award:** Silver ADDY® Award  
**Entrant:** Memorial Health System  
**Advertiser:** Memorial Health Foundation  
**Title:** Circles of Excellence 2009 Invitation  
**Contributors:**  
 Deborah Good, graphic designer  
 Maggie Scroope, writer  
 Rink Printing Company, printer

**10 D Special Event Campaign**

**Award:** Silver ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** KitchenAid  
**Title:** KitchenAid Sweet Celebration  
**Contributors:**  
 Hollie Harris, Copy Writer  
 Sara Murzyn, Art Director  
 Renee Martin, Creative Director  
 Michael Davis, VP/Creative Director

**Award:** Silver ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** KitchenAid  
**Title:** KitchenAid Sparkling Spring  
**Contributors:**  
 Hollie Harris, Copy Writer  
 Sara Murzyn, Art Director  
 Renee Martin, Creative Director  
 Michael Davis, VP/Creative Director

**DIRECT MARKETING****10 D Special Event Campaign**

06 District Six

14 AAF Michiana

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**DIRECT MARKETING****11 A Direct, B-to-B or Consumer**

**Award:** Gold ADDY® Award  
**Entrant:** Memorial Health System  
**Advertiser:** Memorial Hospital & Health System  
**Title:** Online Annual Report Direct Mail  
**Contributors:**  
 Deborah Good, graphic designer  
 Maggie Scroope, writer  
 ShipShapes, printer

**12 A Direct Campaign, B-to-B or Consumer**

**Award:** Gold ADDY® Award  
**Entrant:** Richard Harrison Bailey/The Agency  
**Advertiser:** Denison University  
**Title:** Denison Annual Fund Postcards  
**Contributors:**  
 Rick Bailey, Principal, Creative Director  
 Kerry Prugh, Art Director  
 Meg Barrett, Senior Copywriter  
 Sam Waterson, Account Executive

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**OUT-OF-HOME****14 A Outdoor Board**

**Award:** Gold ADDY® Award  
**Entrant:** Fish Marketing, Inc.  
**Advertiser:** Hacienda Mexican Restaurants  
**Title:** Hacienda Mexican Restaurants outdoor board - Triple Dog Dare  
**Contributors:**  
 Lisa Metros, Account Executive  
 Ryan Fish, Creative Director  
 Randall Fish, President

**19 B Out-of-Home Self-Promotion, Campaign**

**Award:** Silver ADDY® Award  
**Entrant:** Burkhart Advertising, Inc.  
**Advertiser:** Burkhart Advertising, Inc.  
**Title:** Burkhart Advertising 45 Years  
**Contributors:**  
 Rob Miller, Account Executive  
 Rob Jackson, Creative Director  
 Adam Comrie, Art Director  
 Patrick Duncan, Copywriter

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**CONSUMER OR TRADE PUBLICATION****22 B Consumer/Trade, Full Page, Color**

**Award:** Gold ADDY® Award and Best of Show - Print Advertising  
**Entrant:** ARS Advertising  
**Advertiser:** Gladiator  
**Title:** Gladiator National Ad  
**Contributors:**  
 Matt Orlando, Copy Writer  
 Angela Snyder, Copy Writer  
 Michael Finnigan, Art Director  
 Steve Lage, Creative Director  
 Julie LeRoy, Account Director

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**INTERACTIVE MEDIA****22 B Consumer/Trade, Full Page, Color**

06 District Six

14 AAF Michiana

**INTERACTIVE MEDIA****36 D Online Games**

**Award:** Silver ADDY® Award  
**Entrant:** Villing & Company  
**Advertiser:** Villing & Co.  
**Title:** The Great Gobbler Getaway - Game  
**Contributors:**  
 Nathan DeSelm, Illustrator/Art Director  
 Brad Rosier, Concept/Writer  
 Adam Kizer, JavaScript/Flash

**TELEVISION****44 B Local TV**

**Award:** Silver ADDY® Award  
**Entrant:** Explore Media  
**Advertiser:** South Bend Regional Airport  
**Title:** "More or Less"  
**Contributors:**  
 Michael Murphy, Creative Director  
 Jeremy Pinckert, Executive Producer  
 Ian Bennett, Illustrator/Editor/Animator  
 Kevin DeCloedt, Producer

**45 Local TV Campaign**

**Award:** Gold ADDY® Award and Best of Show - Broadcast Advertising  
**Entrant:** Memorial Health System  
**Advertiser:** Memorial Hospital of South Bend  
**Title:** Memorial Hospital of South Bend - Saving Lives Campaign  
**Contributors:**  
 Diane Stover, VP Marketing & Innovation Memorial Health  
 Sue Neuffer, Director of Marketing  
 BVK, Media Production

**Award:** Silver ADDY® Award  
**Entrant:** Explore Media  
**Advertiser:** Goshen College  
**Title:** "Goshen College"  
**Contributors:**  
 Jeremy Pinckert, Executive Producer/Director  
 Ian Bennett, Editor  
 Chris Rejano, Director of Photography  
 Richard Aguirre, Director of Public Relations  
 Jodi Beyeler, Associate Producer

**47 C National TV, Consumer Services**

**Award:** Silver ADDY® Award  
**Entrant:** Todd Allen Design  
**Advertiser:** Goshen Health System  
**Title:** Goshen Center for Cancer Care "One Vision" :30 TV Spot  
**Contributors:**  
 Todd Allen, Executive Creative Director  
 Jeff Middaugh, Creative Director  
 Allen Recording, Music  
 Overdun Productions Inc., Production Company

**48 C National TV Campaign**

**Award:** Gold ADDY® Award  
**Entrant:** Explore Media  
**Advertiser:** Goshen College  
**Title:** 'Peace by Peace'  
**Contributors:**

06 District Six

14 AAF Michiana

**TELEVISION**

**48 C National TV Campaign**

Jeremy Pinckert, Executive Producer/Director  
 Kevin DeCloedt, Producer/Director  
 Mike Dicken, Editor  
 Chris Rejano, Director of Photography  
 Richard Aguirre, Director of Public Relations

**ADVERTISING FOR THE ARTS & SCIENCES**

**55 C Arts, Brochure**

**Award:** Silver ADDY® Award  
**Entrant:** Saint Mary's College  
**Advertiser:** Saint Mary's College  
**Title:** DanceArts 2009 Playbill  
**Contributors:**  
 Christopher A. Sallak, Patron Services and Marketing  
 Matt Cashore, Photographer  
 Mary Klemczewski, Staff Assistant

**55 D Arts, POP or POS**

**Award:** Silver ADDY® Award  
**Entrant:** Saint Mary's College  
**Advertiser:** Saint Mary's College  
**Title:** DanceArts 2009 Postcard  
**Contributors:**  
 Christopher A. Sallak, Patron Services and Marketing  
 Matt Cashore, Photographer

**55 E Arts, Poster**

**Award:** Silver ADDY® Award  
**Entrant:** Saint Mary's College  
**Advertiser:** Saint Mary's College  
**Title:** DanceArts 2009 Poster  
**Contributors:**  
 Christopher A. Sallak, Patron Services and Marketing  
 Matt Cashore, Photographer

**ELEMENTS OF ADVERTISING**

**72 Logo**

**Award:** Silver ADDY® Award  
**Entrant:** Richard Harrison Bailey/The Agency  
**Advertiser:** Sigma Kappa  
**Title:** Sigma Kappa Identity  
**Contributors:**  
 Brian Ross, Creative Director  
 Kerry Prugh, Art Director  
 Julianne Butler, Account Executive  
 Meg Barrett, Senior Copywriter

**74 B Photography, Color**

**Award:** Gold ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Maytag  
**Title:** Maytag Photography  
**Contributors:**  
 Clarence Sormin, Photographer  
 David Hammer, Photographer  
 Tom Fritsch, Photographer  
 Craig Tollenaar, Creative Director

06 District Six

14 AAF Michiana

**ELEMENTS OF ADVERTISING**

**74 B Photography, Color**

Jason Sabo, Art Director  
 Kate Yahr, Art Director  
 Joe Mellott, Account Director  
 Johanna Lowe, Stylist

**Award:** Silver ADDY® Award  
**Entrant:** ARS Advertising  
**Advertiser:** Amana  
**Title:** Amana Photography  
**Contributors:**  
 Jeremy Hildebrandt, Photographer  
 Tom Fritsch, Photographer  
 Melissa Grow-Cusumano, Creative Director  
 Danielle Trapp, Account Director  
 Michael Davis, VP/Creative Director  
 Johanna Jowe, Stylist  
 Elka Wyse, Stylist

**STUDENT ADDY Categories**

**S03 Direct Marketing**

**Award:** Student Gold ADDY®  
**Entrant:** Michael Nemeth  
**Advertiser:** Ivy Tech Community College  
**Title:** Dominos Pizza  
**Contributors:**  
 Angela Boembeke, Professor

**S04 Out-of-Home**

**Award:** Student Silver ADDY®  
**Entrant:** Chanel Cheney  
**Advertiser:** Ivy Tech Community College  
**Title:** Hey Knucklehead  
**Contributors:**  
 Margaret Eggleston, Professor

**S14 A Illustration**

**Award:** Student Gold ADDY®  
**Entrant:** Denise Kozlowski  
**Advertiser:** Ivy Tech Community College  
**Title:** Notre Dame Illustration  
**Contributors:**  
 Mary Tuthill, Professor

**S15 A Photography**

**Award:** Student Gold ADDY®  
**Entrant:** Justin Huxhold  
**Advertiser:** Ivy Tech Community College  
**Title:** Sprocket  
**Contributors:**  
 Craig Sheaks, Professor

**Award:** Student Gold ADDY® and Best of Show - Student  
**Entrant:** Justin Huxhold  
**Advertiser:** Ivy Tech Community College  
**Title:** Home Theater  
**Contributors:**  
 Craig Sheaks, Professor

06 District Six

14 AAF Michiana

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**STUDENT ADDY Categories**

**S15 A Photography**

**Award:** Student Silver ADDY®  
**Entrant:** Justin Huxhold  
**Advertiser:** Ivy Tech Community College  
**Title:** Infinity  
**Contributors:**  
Craig Sheaks, Professor

**Award:** Student Silver ADDY®  
**Entrant:** Tracy Rose  
**Advertiser:** Ivy Tech Community College  
**Title:** Watch  
**Contributors:**  
Craig Sheaks, Professor