

**Writing**  
that **Works**<sup>®</sup>

**News**

Communications Concepts, Inc.  
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Springfield, Virginia 22153-1648

The Business Communications Report

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Announcing the Winners of

**APEX 2011**



## The Twenty-third Annual Awards for Publication Excellence A Competition For Communications Professionals

Dear APEX Entrant:

Thank you for participating in APEX 2011, the Twenty-third annual awards program recognizing excellence in publications work by professional communicators.

APEX Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence. APEX Grand Awards honor the outstanding works in each main category, while APEX Awards of Excellence recognize exceptional entries in each of the individual categories.

With more than 3,300 entries, competition was exceptionally intense.

100 Grand Awards were presented to honor outstanding work in 11 major categories, with 957 Awards of Excellence recognizing exceptional entries in 130 subcategories.

The panel of judges for APEX 2011 included John De Lellis, Concepts Editor and Publisher, Carolyn Mulford, Senior Evaluator for the Publication Evaluation Program and Senior Writer & Editor of Writing That Works, Christine Turner, Contributing Editor of Writing That Works, and Bill Londino, Consulting Editor of Writing That Works.

The APEX 2011 award winners are listed on the following pages. If you won an Award of Excellence, it is enclosed and shown in this Winners' List. Grand Awards also are shown, but are being shipped under separate cover.

Should you wish to order additional award certificates—to recognize co-workers, colleagues or vendors who helped prepare a winning entry—see the order form on the back page of this brochure.

If your entry did not win an award this year, please accept our thanks for participating, and our best wishes for success in next year's APEX Competition.

Cordially,

A handwritten signature in black ink that reads 'John De Lellis'.

John De Lellis  
Editor & Publisher



Helping communicators write, edit and manage more effective business publications



# Questions and Answers About APEX 2011

## The Twenty-third Annual Awards for Publication Excellence Competition

## Sponsored by the Editors of Writing That Works: The Business Communications Report

### How were awards presented?

APEX 2011 awards were based on excellence in graphic design, editorial content and the success of the entry—in the opinion of the judges—in achieving overall communications effectiveness and excellence.

Naturally, entries in design categories were judged solely on the basis of their graphic design, and writing entries were evaluated primarily on the basis of editorial quality.

### How many entries were there? How many awards were given?

3,329 entries were evaluated, in the following distribution:

Newsletters: 311; Magazines & Journals: 529; Magapapers & Newspapers: 144; Annual Reports: 105; Brochures, Manuals & Reports: 265; Video & Electronic Publications: 296; Web & Intranet Sites: 181; Campaigns, Programs & Plans: 302; Writing: 643; Design & Illustration: 306; One-of-a-Kind Publications: 247.

A total of 100 APEX Grand Awards were presented in 11 major categories to honor the outstanding works in those categories. 957 APEX Awards of Excellence recognize excellence in 130 individual categories.

For the number of awards presented in each main category, please refer to the list of winning entries on the following pages.

### How competitive were the entries?

Very. Each year, the quality of entries increases. Overall, this year's entries displayed an extraordinary level of quality. The APEX judges saw only the most promising publications that professional communicators could enter. From them, they had the truly difficult task of selecting the award-winning entries.

### Did low-budget entries stand a chance?

Yes. Many of the winning entries in APEX 2011 were inexpensively produced. The APEX judges often were more impressed by the quality of creative ideas and concepts shown by entries than they were by the expense entailed in their execution.

Many of the award-winning entries in this and earlier APEX competitions are classic examples of good ideas, imaginatively executed, despite limitations due to tight budgets, limited resources and small staff.

### Who are the APEX judges?

The panel of judges included John De Lellis, Concepts Editor & Publisher, Carolyn Mulford, Senior Evaluator for the Publication Evaluation Program and Senior Writer & Editor of *Writing That Works*, Christine Turner, Contributing Editor of *Writing That Works: The Business Communications Report*, and Bill Londino, Consulting Editor of *Writing That Works*.

### What does Communications Concepts, the APEX sponsor, do?

Communications Concepts, Inc. helps publishing, PR and marketing professionals improve publications and communications programs through a series of focused services:

- Concepts publishes *Writing That Works: The Business Communications Report*, a bimonthly newsletter covering business writing, editing and publishing for communicators in corporate, nonprofit, agency and independent settings.

- Concepts also publishes [www.writingthatworks.com](http://www.writingthatworks.com), a Web site for business writers and communicators. In addition, *Concepts* publishes reports on business writing and communications, and provides consulting services to organizations in the communications field.

### How is the list of winning entries organized?

Grand Award winners are listed by main category. Award of Excellence winners are listed within each subcategory, alphabetically by organization. Winning entries from individuals are listed alphabetically by last name at the end of each subcategory.

### How can I order more award certificates?

See the order form on the **outside back cover** to order additional certificates for co-workers, supporting vendors or clients. Or download a pdf order form from <http://www.apexawards.com>.

# GRAND AWARDS

## NEWSLETTERS

### FOR PROFIT

*Smart Publishing - Fall 2010*  
Stratton Publishing  
& Marketing Inc.  
Alexandria, VA

Steven Clark  
*Tron - December 17, 2010*  
The Walt Disney Company  
Burbank, CA

Isabelle Cohen-DeAngelis  
*Natural Gas & Electricity - January 2011*  
Wiley  
Hoboken, NJ

### FOR PROFIT SMALL OFFICE

Lise Lapointe  
*SecurInfo Information Security Awareness Newsletter*  
Terranova Training Inc.  
Laval, QC

### NONPROFIT

AICPA Insiders Team  
*AICPA Insiders Redesign*  
American Institute of CPAs  
Durham, NC

### NONPROFIT SMALL OFFICE

Mark Thomas  
*Bullet Points Newsletter*  
The National Shooting Sports Foundation  
Newtown, CT

## MAGAZINES & JOURNALS

### FOR PROFIT

*On Investing - Winter 2010*  
Custom Solutions from SmartMoney  
New York, NY

Riley Bandy  
*Orange Magazine*  
Imagination Publishing  
Chicago, IL

Laura Petrides Wall and Brian Cook  
*Toyota Connections - Spring/Summer 2011*  
Pace Communications  
Greensboro, NC

*fresh - July/August 2010*  
*Special Food Festival Issue*  
The Pohly Company  
Boston, MA

Custom Publishing  
*SilverKris - November 2010*  
SPH Magazines Pte Ltd  
Singapore

### FOR PROFIT SMALL OFFICE

Warren Miller and Karen Kramer  
*BergerWorld - Disaster & Emergency Services: Preparedness, Response & Recovery*  
The Berger Group of Companies  
Morristown, NJ

McKnight's Long-Term Care News Staff  
*McKnight's Long-Term Care News - October 2010*  
McKnight's Long-Term Care News  
Northfield, IL

### NONPROFIT

Anne Elizabeth Powell  
*Civil Engineering Magazine - March 2010*  
American Society of Civil Engineers  
Reston, VA

Edith Rianzares  
*American Spirit*  
Daughters of the American Revolution  
Washington, DC

### NONPROFIT SMALL OFFICE

Mary Koik  
*Hallowed Ground - Summer 2010*  
Civil War Trust  
Washington, DC

Anna Stubna  
*Ruffed Grouse Society Magazine - 50th Anniversary Issue*  
Ruffed Grouse Society  
Coraopolis, PA

## MAGAPAPERS & NEWSPAPERS

### FOR PROFIT

Eric Raible  
*Cardiology Today - March 2011*  
Cardiology Today  
Thorofare, NJ

### FOR PROFIT SMALL OFFICE

Lisa Hoffman  
*Emergency Medicine News - October 2010*  
Wolters Kluwer  
New York, NY

### NONPROFIT

Sandia Lab News Team  
*Sandia Lab News - January 14, 2011*  
Sandia National Laboratories  
Albuquerque, NM

### NONPROFIT SMALL OFFICE

Anne Hegland and AAP News Staff  
*AAP News - March 2011*  
American Academy of Pediatrics  
Elk Grove Village, IL

## ANNUAL REPORTS

### FOR PROFIT

Timothy Sommer  
*Graybar 2009 Annual Report*  
Graybar  
St. Louis, MO

*MSA Annual Report 2010*  
Lockheed Martin - Creative & Strategic Services  
Richland, WA

### FOR PROFIT SMALL OFFICE

No awards presented.

### NONPROFIT

Amanda Jackman  
*A Community of Care - 2010 Annual Report*  
St. Joseph's Health Care  
London  
London, ON

UPMC Marketing Communications  
*UPMC 2009 Community Benefits Report*  
UPMC  
Pittsburgh, PA

### NONPROFIT SMALL OFFICE

Megan Schade  
*The Way We Work: 2009-2010 Report to the Community*  
New York Methodist Hospital  
Brooklyn, NY

Peel Board Communications  
*Share the Smile - 2010 Report to the Community*  
Peel District School Board  
Mississauga, ON

## BROCHURES, MANUALS & REPORTS

### FOR PROFIT

Jill Mahnane  
*Personal Choice Retirement Account Welcome Kit*  
Charles Schwab & Co., Inc.  
San Francisco, CA

Michael Mazanec  
*Perspectives*  
RED GmbH  
Krailling, Germany

Kohl's  
*Kohl's Spring 2011 - In the Know*  
Time Inc. Content Solutions  
New York, NY

Greg Spears  
*How to Turn Your Retirement Savings Into Retirement Income*  
Vanguard  
Malvern, PA

**FOR PROFIT  
SMALL OFFICE**

*Life Gets Better®  
Marketing Brochure*  
Country Meadows  
Retirement Communities  
Hershey, PA

Yvonne W. Pover  
*Manage Your Practice Well,*  
by Dianne Glasscoe Watterson, MBA  
Skardon Pover, Inc.  
Visual Communications  
Alexandria, VA

**NONPROFIT**

Rob Seide  
*The California Pacific Heart  
& Vascular Center's Guide  
to Heart Health Services*  
California Pacific  
Medical Center  
San Francisco, CA

CUES Marketing Department  
*CUES Golden Mirror Awards -  
Call for Entries*  
Credit Union Executives Society  
Madison, WI

**NONPROFIT  
SMALL OFFICE**

Jacklyn P. Boice  
*AFP 50th Anniversary  
Scrapbook*  
Association of Fundraising  
Professionals  
Arlington, VA

E. Thomas Hall  
*Pocket Program:  
National Leadership  
and Skills Conference*  
SkillsUSA  
Leesburg, VA

**ELECTRONIC MEDIA  
& VIDEO**

**FOR PROFIT**

Kristen Smolen  
*2011 Lincoln MKX Product  
Launch DVD*  
Ford Motor Company  
Dearborn, MI

Nicole Durham  
*City of Baltimore  
Testimonial Video*  
Great-West Retirement Services  
Greenwood Village, CO

*Freedom Flex Multimedia -  
Retirement is Personal.  
Your Clients' Retirement Plans  
Should Be Too.*  
Jackson National  
Life Insurance  
Denver, CO

John von Brachel  
*Merrill Lynch Advisor -  
www.ml.com/mladvisor*  
Merrill Lynch  
Pennington, NJ

*Coal is the Future:  
Peabody is the Partner Video*  
Peabody Energy  
St. Louis, MO

Donald Winters  
*TD Ameritrade Investment  
Education Campaign*  
TD Ameritrade  
Omaha, NE

**FOR PROFIT  
SMALL OFFICE**

Adele Sommers, Ph.D.  
*Bob's Excellent  
Presentation Adventures*  
Business Performance Inc.  
Atascadero, CA

**NONPROFIT**

Barbara McBreen  
*Biorenewable Research*  
Iowa State University College  
of Agriculture and Life Sciences  
Ames, IA

**NONPROFIT  
SMALL OFFICE**

Mensa Staff  
*Mensa for Kids Educational  
Resources: Online Activity Plans  
and Lesson Plans*  
Mensa Education  
& Research Foundation  
Arlington, TX

Terry Simzer  
*Advanced Instructional Tools*  
Upper Canada District  
School Board  
Brockville, ON

**WEB & INTRANET  
SITES**

**FOR PROFIT**

Kris Kurtenbach  
*Department of Defense  
Education Activity -  
Students at the Center Web Site*  
Collaborative Communications  
Group  
Washington, DC

Robyn Leung and  
Julianne O'Daniel  
*www.everygenome.com*  
Illumina, Inc.  
San Diego, CA

Kathryn DeMott  
*InternalMedicineNews.com*  
Internal Medicine News,  
International Medical  
News Group  
Rockville, MD

InterWorks Web Team  
*www.interworks.com*  
InterWorks, Inc.  
Stillwater, OK

**FOR PROFIT  
SMALL OFFICE**

Jennifer Loftus  
*www.AstronSolutions.jobs*  
Astron Solutions  
New York, NY

*Driving Dynamics Website -  
www.drivingdynamics.com*  
Driving Dynamics, Inc.  
Newark, DE

Tom Ceconi  
*HR360.com*  
HR 360, Inc.  
Stamford, CT

**NONPROFIT**

*InfoZone Intranet Redesign*  
NCCI Holdings, Inc.  
Boca Raton, FL

Helen Mosher  
and SIGNAL Staff  
*www.afcea.org/signal/*  
SIGNAL Magazine  
Fairfax, VA

**NONPROFIT  
SMALL OFFICE**

Chip Boyd  
*www.stc.org*  
Society for Technical  
Communication  
Fairfax, VA

**CAMPAIGNS,  
PROGRAMS & PLANS**

**FOR PROFIT**

Bill LaViolette  
*The Do-It-Yourself Workbook*  
I&MI Media  
Les Issambres, France

IEEE Long Term Care  
*Marsh U.S. Consumer*  
Urbandale, IA

Linda Yoakum  
*Retirement Education:  
Plan, Save, Invest, Retire*  
FedEx Corporation  
Memphis, TN

Andy Schulz  
*Comcast Benefits Guide*  
IFRACTAL  
Philadelphia, PA

*Transamerica's Total Plan  
Management Program*  
Transamerica Retirement  
Services  
Los Angeles, CA

**FOR PROFIT  
SMALL OFFICE**

Norris Murray  
*Telling Amy's Story*  
DAWSON + MURRAY +  
TEAGUE Communications  
Dallas, TX

**NONPROFIT**

Arthritis Today  
*Arthritis Today  
Body Part Look-Up Tool*  
Arthritis Foundation  
Atlanta, GA

Bonita Brodt  
*Excellence Matters  
Magnet Campaign*  
Northwestern Memorial  
Hospital  
Chicago, IL

**NONPROFIT  
SMALL OFFICE**

Peter Birt  
*2010 Campaign -  
Valuing Registered Nurses*  
Ontario Nurses' Association  
Toronto, ON

## WRITING

### FOR PROFIT

Maureen Shawn Kennedy  
*The Role of the Nurse in  
Combating Human Trafficking*  
American Journal of Nursing  
New York, NY

Thomas L. Singleton  
*Sustainable Water Resource  
Management Plan*  
PBS&J, an Atkins Company  
Tallahassee, FL

*Financial Education Articles -  
Supporting Military Families  
with Financial Knowledge  
and Education*  
Pioneer Services  
Kansas City, MO

### FOR PROFIT SMALL OFFICE

Chris Abbruzzese  
*Is Your Bond Fund a Wolf  
in Sheep's Clothing?*  
Arnerich Massena, Inc.  
Portland, OR

Barbara F. Orwig  
*ACK! - American Careers  
for Kids*  
Career Communications, Inc.  
Overland Park, KS

Gary Halpern  
*Louie Psihoyos: Weapon of Mass  
Construction - PhotoMedia,  
Fall 2010*  
The PhotoMedia Group, Inc.  
Seattle, WA

### NONPROFIT

Boe Workman  
*Live Your Best Life*  
AARP  
Washington, DC

Cathy McNamara  
*Special Needs: Treating Patients  
with Fetal Alcohol Spectrum  
Disorders*  
Academy of General Dentistry  
Chicago, IL

Robert F. Black  
*Hammer, Brush, & Sickle*  
American Society for  
Engineering Education  
Washington, DC

Mark Tarallo  
*2010 in Politics: A Momentous -  
and Moneyed - Year*  
CEO Update  
Washington, DC

### NONPROFIT SMALL OFFICE

Christopher Murphy  
*International Educator  
Magazine's Series on  
International Development and  
International Higher Education*  
NAFSA: Association of  
International Educators  
Washington, DC

Valerie Hunt  
*Keep My Neck Stable!*  
National Athletic  
Trainers' Association  
Dallas, TX

## DESIGN & ILLUSTRATION

### FOR PROFIT

Erik Mausser  
*Ahead in the Cloud Advertorial*  
Bloomberg L.P.  
New York, NY

Cerner Marketing  
*Cerner.com Web Standards*  
Cerner Corporation  
Kansas City, MO

*Howard Magazine -  
Winter 2011*  
TMG Custom Media  
Washington, DC

*U.S. Trust Capital Acumen -  
Fall 2010*  
U.S. Trust, Bank of America  
Private Wealth Management  
New York, NY

### FOR PROFIT SMALL OFFICE

Technical Publications Group  
*2011 Pella Architectural  
Design Manual*  
Pella Corporation  
Pella, IA

### NONPROFIT

Reece Quiñones  
*ASCD New Member Calendar*  
ASCD  
Alexandria, VA

Will Henderson  
*2011 iBeat Cancer Calendar*  
Ball Memorial Hospital  
Muncie, IN

Candice Taylor  
*Stealth Fighters*  
Military Officers Association  
of America  
Alexandria, VA

Isabella Mathews  
and Julie Fournier  
*Your Best Ideas - REALTOR®  
Magazine, April 2010*  
National Association  
of REALTORS®  
Chicago, IL

### NONPROFIT SMALL OFFICE

Robert Cao-Ba  
*ASU Magazine -  
Robots Robots Everywhere*  
Arizona State University  
Alumni Association  
Tempe, AZ

Maureen Wisener  
*Feather River Hospital  
2011 Calendar*  
Feather River Hospital  
Paradise, CA

Connie Conklin  
*SWE Magazine - Fall 2010*  
Society of Women Engineers  
Cleveland Heights, OH

## ONE-OF-A-KIND PUBLICATIONS

### FOR PROFIT

Marc Sirockman  
*Understanding Multiple  
Sclerosis Interactive Easel*  
Artcraft Health Education  
Flemington, NJ

*Dominion's First Century:  
A Legacy of Service*  
Dominion Resources, Inc./  
CorporateHistory.net/  
CDI, Inc.  
Richmond, VA

Andreau T. Blanchard  
*Aéropostale 2011 Annual*  
*Enrollment Clickable PDF*  
Mercer  
New York, NY

*2010 US Open Tournament  
Magazine*  
USTA/ H.O. Zimman, Inc.  
Lynn, MA

### FOR PROFIT SMALL OFFICE

Marian Calabro  
*Soap in the Veins:  
50 Years at Dempsey Uniform  
and Linen Supply*  
CorporateHistory.net LLC  
Hasbrouck Heights, NJ

*Van Cott - The Energy Issue*  
newsLINK Marketing &  
Professional Publishing  
Services, LLC and  
Van Cott, Bagley, Cornwall  
& McCarthy, P.C.  
Salt Lake City, UT

### NONPROFIT

Elena Thompson  
*Haiti Earthquake Relief -  
One Year Report*  
American Red Cross  
Washington, DC

Kathryn Buettner  
*Today's Challenges - Tomorrow's  
Solutions - The Power of NIU*  
Northern Illinois University  
DeKalb, IL

### NONPROFIT SMALL OFFICE

Rachel Coker  
*Binghamton Research:  
A Shot of Innovation*  
Binghamton University  
Binghamton, NY

Dave Bourne  
*Celebrating 73 Success Stories*  
The Scarborough Hospital  
Scarborough, ON

# AWARDS OF EXCELLENCE

## Newsletters

### 1. Newsletters - Print

Shirley Williams  
AARP - Legal Counsel  
for the Elderly  
Washington, DC

Communications and  
Marketing Department  
American Society of  
Anesthesiologists  
Park Ridge, IL

Brad Pokorny  
Bahá'í International  
Community  
New York, NY

Blue Cross and Blue Shield  
of Nebraska  
Omaha, NE

Proposals, Media, and  
Marketing Department  
C4IT Business Unit, SAIC  
Lexington Park, MD

Dr. Dana M. Barry  
CAMP / Clarkson University  
Potsdam, NY

Kelly Ann Doktor  
City of Holyoke/Holyoke High  
School Media Center  
Holyoke, MA

Kelly S. Kuntz &  
Gisela V. McBride  
Country Meadows Retirement  
Communities  
Hershey, PA

Norris Murray  
DAWSON + MURRAY +  
TEAGUE Communications  
Dallas, TX

Ric Edelman  
Edelman Financial  
Services, LLC  
Fairfax, VA

Jennifer M. Davis  
Georgia Defense Lawyers  
Association  
Atlanta, GA

Martha Moss  
Gloucester County  
Gloucester, VA

John Sandy  
High Real Estate Group LLC  
Lancaster, PA

Institute for Continuing  
Healthcare Education  
Philadelphia, PA

Larry Gray  
Institutional Real Estate, Inc.  
San Ramon, CA

Margaret Townsley  
KET, Enterprise Division  
Lexington, KY

Dominique Blouin  
Morneau Shepell Ltd.  
Montreal, QC

Clement Ducro  
Nanyang Junior College  
Singapore

Lynne Harris  
NISH  
Vienna, VA

Peter Birt  
Ontario Nurses' Association  
Toronto, ON

Jill Antonides  
Palo Alto Medical Foundation  
Mountain View, CA

Corporate Communications  
Department  
SHAZAM, Inc.  
Johnston, IA

Tom Lunde  
STC Chicago  
Palatine, IL

Venetia L. Miles  
Township High School District  
214  
Arlington Heights, IL

UPMC Marketing  
Communications  
UPMC  
Pittsburgh, PA

Nicholas King  
Wiley  
Hoboken, NJ

Wendy Goldstein  
Winthrop University Hospital  
Department of Public Affairs  
Mineola, NY

### 2. Newsletters - Electronic & Web

Carolina Chapter of Society for  
Technical Communication  
Cary, NC

Child Welfare  
Information Gateway  
Children's Bureau/ACF/HHS,  
ICF International  
Fairfax, VA

Chute Gerdeman  
Columbus, OH

Jill Galinski  
Excellus BlueCross BlueShield  
Rochester, NY

Hollister Creative  
Wynnewood, PA

Mari Dini, Larry Edwards,  
& Sandra Thomas  
The JMML Foundation  
Mililani, HI

Steven E. Sacks, CPA  
Moore Stephens  
North America, Inc.  
Saddle Brook, NJ

Lois McBean  
National Dairy Council  
Ann Arbor, MI

Katrina Holt  
National Maternal and Child  
Oral Health Resource Center  
Washington, DC

Frank Belluscio  
New Jersey School Boards  
Association  
Trenton, NJ

UnitedHealthcare/Carrot  
Vienna, VA

Kandis R. Fuller  
Univera Healthcare  
Buffalo, NY

Rhonda Shappert  
Winning Through Pageantry  
Grove City, OH

Erin Ryan  
WorldatWork  
Scottsdale, AZ

Janet DeSaverio  
Xcel Energy, Inc.  
Denver, CO

### 3. Newsletters - E-Mail

Rick Allen  
ASCD  
Alexandria, VA

Lori Feldman  
Aviva, LLC  
Wildwood, MO

Suzanne Rovick  
Bank of America  
Boston, MA

Peter Radowick  
City of Houston Convention  
& Entertainment Facilities  
Department  
Houston, TX

Rachel Phillips  
Intelligence and National  
Security Alliance  
Arlington, VA

Eddie Stowe  
McKesson Provider  
Technologies  
Alpharetta, GA

MEADS International  
Communications  
MEADS International  
Maitland, FL

Web Team  
Military Officers  
Association of America  
Alexandria, VA

Tim Fulton  
TCF Business Development  
Atlanta, GA

#### **4. Custom-Published Newsletters**

Custom Solutions from  
SmartMoney  
New York, NY

Mahap Msiza  
New Media Publishing  
Cape Town, South Africa

Pace Communications  
Wells Fargo Advisors  
Greensboro, NC

Carol Worthington-Levy  
Worthington Levy Creative  
San Jose, CA

#### **5. Newsletter Writing**

Brightworth  
Atlanta, GA

Christina Johnson  
California Sea Grant  
La Jolla, CA

CEO Update  
Washington, DC

Drew Campbell  
Institutional Real Estate, Inc.  
San Ramon, CA

Todd L. Herman  
Todd Herman Associates  
Greensboro, NC

Jeff Stratton  
Wiley  
Hoboken, NJ

WordSouth  
Public Relations, Inc.  
Rainsville, AL

#### **6. Newsletter Design & Layout**

Patient News  
Niagara Falls, NY

Karen Ow  
Texas Medical Liability Trust  
Austin, TX

#### **7. One to Two Person-Produced Newsletters**

Chrissy Kiernan  
American Institute of  
Certified Public Accountants  
New York, NY

Suzy Logan  
American Thoracic Society  
New York, NY

Phillip C. Giles  
Artex Risk Solutions, Inc.  
Pinehurst, NC

C.F. Evans Construction  
Orangeburg, SC

Corporate Communications  
CardWorks  
Woodbury, NY

Brenda J. Proffitt  
Clarity Communications  
Albuquerque, NM

Linda A. Olson  
Eastern University  
St. Davids, PA

Fluor HSE Communications  
Fluor Corporation  
Greenville, SC

Rana Abbas  
Global Linguist Solutions  
Falls Church, VA

Stephen M. Monroe,  
Jane Zarem  
Irving Levin Associates, Inc.  
Norwalk, CT

Heather Hibshman  
PA Breast Cancer Coalition  
Ephrata, PA

Nicholas Smith,  
Akilah Dressekie  
Rouge Valley Health System  
Toronto, ON

Gene Manfra  
Secaucus Public Schools  
Secaucus, NJ

Cynthia Gomez  
Wiley  
Hoboken, NJ

Carole K. Liston  
Write Solutions  
Joplin, MO

#### **8. 'Green' Newsletters**

Kristin Clarke  
American Society of  
Association Executives  
Dunn Loring, VA

Louise Poirier  
Hart Energy  
Houston, TX

Edward Hutchinson  
Hutchinson Mechanical  
Services, LLC  
Cherry Hill, NJ

#### **9. New Newsletters**

Association of  
Corporate Counsel  
Washington, DC

Institute for Continuing  
Healthcare Education  
Philadelphia, PA

Kendall SummerHawk  
KendallSummerHawk.com  
Tucson, AZ

Mitch Goldich  
Sigma Phi Epsilon  
Richmond, VA

#### **10. Most Improved Newsletters**

Anita K. Parran  
AARP Missouri  
Kansas City, MO

George Francy, Peggy Talbot  
ADD Systems/Graphics 88  
Flanders, NJ

Anthony J. Jannetti, Inc.  
Pitman, NJ

Liz Massey, Robert Cao-Ba  
Arizona State University  
Alumni Association  
Tempe, AZ

Alison Mallouk  
Continuum Health Partners  
New York, NY

Richard Cordray  
Hewlett Packard Company  
Plano, TX

Heather Evans  
Human Resources Association  
of New York  
Trenton, NJ

Jessica Chappell  
IFRACTAL  
Philadelphia, PA

Niki Pace  
MS/AL Sea Grant  
Legal Program  
University, MS

NEHS News Team  
National Association of  
Secondary School Principals  
Reston, VA

Reliv International  
Chesterfield, MO

Kathi Elliott  
Seattle Children's Hospital  
Seattle, WA

Donna Kutt Nahas  
South Nassau Communities  
Hospital  
Oceanside, NY

Deanna Kehler  
The Vanguard Group  
Malvern, PA

Russ Bleemer  
Wiley  
Hoboken, NJ

## Magazines & Journals

### 11. Magazines & Journals - Print

Liz Spittler  
American Dietetic Association  
Chicago, IL

Bahá'í National Center  
Evanston, IL

Warren Miller, Karen Kramer  
The Berger Group of Companies  
Morristown, NJ

Jill Langer  
Boeing Commercial Airplanes  
Seattle, WA

Lavenia A. Norford  
Bridgewater Retirement  
Community  
Bridgewater, VA

Doug Heidrick  
Calvert Hall College  
High School  
Baltimore, MD

Cindy Stevens  
Consumer Electronics  
Association  
Arlington, VA

Andrea M. Pearman  
Diversified Marketing  
Strategies  
Crown Point, IN

Cynthia McCurren, Ph.D., RN  
Grand Valley State University  
Grand Rapids, MI

Cellular Analysis Business Unit  
Life Technologies  
Eugene, OR

Michael W. Fincham,  
Erica Goldman  
Maryland Sea Grant  
College Park, MD

Clinton R. Coleman  
Morgan State University  
Baltimore, MD

Sandra E. Shumway  
National Shellfisheries  
Association  
Groton, CT

NC Sea Grant  
Communications Team  
North Carolina Sea Grant  
Raleigh, NC

Soroptimist International  
of the Americas  
Philadelphia, PA

John H. Tibbetts  
South Carolina Sea Grant  
Consortium  
Charleston, SC

Lauren S. McClintock  
TD Bank, America's Most  
Convenient Bank®  
Mt. Laurel, NJ

Lisa Yamada  
Toyota Motor Sales, USA, Inc.  
Torrance, CA

Michelle Tiernan  
Wake Forest University  
Baptist Medical Center  
Winston-Salem, NC

Ruth Papazian  
Wolters Kluwer Health  
New York, NY

Kevin Graham  
Xcel Energy  
Denver, CO

### 12. Magazines & Journals - Print Over 32 Pages

Christine Spiegel  
Alpha Phi International  
Evanston, IL

Sarah Reiss  
The American Academy  
of Anti-Aging Medicine  
Boca Raton, FL

Suzette van der Sterre  
American Academy of Audiology  
Reston, VA

American Industrial Hygiene  
Association  
Fairfax, VA

Noelle A. Boughanmi, MS  
American Podiatric  
Medical Association  
Bethesda, MD

Beth Smiley  
American Rose Society  
Shreveport, LA

American Society  
of Clinical Oncology  
Alexandria, VA

Liz Massey, Robert Cao-Ba  
Arizona State University  
Alumni Association  
Tempe, AZ

Matthew Seelinger  
The Army Historical Foundation  
Arlington, VA

Marge Scherer  
ASCD  
Alexandria, VA

Association for Career and  
Technical Education  
Alexandria, VA

Association of  
Corporate Counsel  
Washington, DC

Maryann Gorman  
ASTM International  
West Conshohocken, PA

Hong Zhao  
Beaches Living  
Toronto, ON

Paula Lykins  
California Pacific  
Medical Center  
San Francisco, CA

Construction Financial  
Management Association  
Princeton, NJ

Credit Union  
Management Team  
CUES  
Madison, WI

Timothy Wilkinson,  
Howard Prince  
Elayn Hunt Correctional Center  
St. Gabriel, LA



Lance Ritchlin  
Financial Planning Association  
Denver, CO

Jonathan Jarashow  
H. Crimson Inc.  
Spring Valley, NY

Suzanne Lopez-Isa  
Hispanic Outlook in Higher  
Education Magazine  
Paramus, NJ

Peter Sztatmary  
The Honor Society  
of Phi Kappa Phi  
Baton Rouge, LA

Geoff Bilau, Jeff Ortiz  
IAPMO  
Ontario, CA

Keyana Tennant  
IEEE  
Piscataway, NJ

Judy Giannetto  
Illinois CPA Society  
Chicago, IL

Katherine Judge  
Institute of Scientific &  
Technical Communicators  
Croydon, United Kingdom

Ron Clark  
LOMA Resource  
Atlanta, GA

LP Gas Magazine Staff  
Cleveland, OH

Jenn Michaels  
MGM Resorts International  
Las Vegas, NV

Col. Warren S. Lacy, USA-Ret.  
Military Officers  
Association of America  
Alexandria, VA

Deb Kirchner  
Millikin University  
Decatur, IL

National Association of  
Certified Valuation Analysts  
Salt Lake City, UT

NFL / H.O. Zimman, Inc.  
Lynn, MA

Marilyn Ranson, Diane Barney  
NorthBay Healthcare  
Fairfield, CA

Deborah Feldman  
Northeastern Law Magazine  
Boston, MA

Mitzi Lutz  
Northwest Missouri  
State University  
Maryville, MO

Michele Reed  
Oswego Alumni Association  
Oswego, NY

Staff, Pennsylvania  
Township News  
Pennsylvania State Association  
of Township Supervisors  
Enola, PA

Gary Halpern  
The PhotoMedia Group, Inc.  
Seattle, WA

Jonathan Kersting  
Pittsburgh Technology Council  
Pittsburgh, PA

Peggy Edwards  
Professional Tennis Registry  
Hilton Head Island, SC

Registry of Interpreters  
for the Deaf, Inc.  
Alexandria, VA

Stephani Hawkins  
Sabre Airline Solutions  
Southlake, TX

Gay-Lynn Carpenter  
Sigma Phi Epsilon  
Richmond, VA

Mark Arend  
Site Selection Magazine  
Norcross, GA

Patrick E. Spencer, Joy Jacob  
Symantec Corporation  
San Ramon, CA

Jack Morgan  
Textile Rental Services  
Association  
Alexandria, VA

TMG Custom Media  
Washington, DC

Janice M. Fink  
The University of Alabama  
National Alumni Association  
Tuscaloosa, AL

Terri Stubblefield  
The University of Oklahoma  
Norman, OK

Isabelle Cohen-DeAngelis  
Wiley  
Hoboken, NJ

Willamette Management  
Associates  
Chicago, IL

Young Adult Library  
Services Association/  
American Library Association  
Chicago, IL

Baseline Staff  
Ziff Davis Enterprise  
New York, NY

### **13. Magazines & Journals - Electronic & Web**

CEO Advisors, LLC  
Redford, MI

The Krell Institute  
Ames, IA

Kelley Johnson  
Novell Inc.  
Provo, UT

Nancy Fitzpatrick  
Quota International  
Washington, DC

Elizabeth Pohland  
Society For Technical  
Communication  
Fairfax, VA

Anne Perusek  
Society of Women Engineers  
Cleveland Heights, OH

Patrick E. Spencer  
Symantec Corporation  
San Ramon, CA

### **14. Custom-Published Magazines & Journals**

Jacqueline W.M. Wong  
Digital Impressions  
Bandar Seri Begawan,  
Brunei Darussalam

GLC Custom Media  
Northbrook, IL

Marilyn Barnett  
MARS Advertising  
Southfield, MI

Tom Martinelli  
Martinelli-Slocum Publishing  
Poughkeepsie, NY

John von Brachel  
Merrill Lynch  
Pennington, NJ

Mahap Msiza  
New Media Publishing  
Cape Town, South Africa

NFL / H.O. Zimman, Inc.  
Lynn, MA

The Pohly Company  
Boston, MA

Theresa L. Houck  
Putman Media, Inc.  
Itasca, IL

Pace Communications  
Seminole Gaming  
Greensboro, NC

Custom Publishing  
SPH Magazines Pte Ltd  
Singapore

Marvin K. Gardner  
Stowaway Magazine  
Provo, UT

Isabelle Cohen-DeAngelis  
Wiley  
Hoboken, NJ

### **15. Magazine & Journal Writing**

Julia Lobaco  
AARP VIVA  
Washington, DC

Gabriella Daley Klatt  
American Correctional  
Association  
Alexandria, VA

Dean Holzkamp  
Colorado Medical Society  
Denver, CO

Ford Product Team, Retailer  
Education & Training  
Ford Motor Company  
Troy, MI

Peter Szatmary  
The Honor Society  
of Phi Kappa Phi  
Baton Rouge, LA

Strategic Finance Staff  
IMA  
Montvale, NJ

Beth Elkin  
JDA Software  
Dallas, TX

Md.MD for Life Editorial Team  
LifeBridge Health  
Baltimore, MD

Tina Snyder  
Manufacturing Jewelers  
& Suppliers of America  
Attleboro Falls, MA

Sheri W. Greenhoe  
Michigan State Medical Society  
East Lansing, MI

Communications Department  
Multiple Sclerosis Association  
of America  
Cherry Hill, NJ

Kathy Hart  
NC State Alumni Association  
Raleigh, NC

Communications Department  
Pennsylvania Bar Association  
Harrisburg, PA

USTA / H.O. Zimman, Inc.  
Lynn, MA

Adam Jablonowski  
Wayne County Medical Society  
of Southeast Michigan  
Detroit, MI

Frances Hesselbein  
Wiley  
Hoboken, NJ

Mike Santarini  
Xilinx, Inc.  
San Jose, CA

### **16. Magazine & Journal Design & Layout**

Robert Cao-Ba  
Arizona State University  
Alumni Association  
Tempe, AZ

Arthritis Foundation  
Atlanta, GA

Warren Miller, Karen Kramer  
The Berger Group of Companies  
Morristown, NJ

Barbara Burrows  
Home Digest  
Oakville, ON

The Humane Society  
of the United States  
Gaithersburg, MD

Riley Bandy  
Imagination Publishing  
Chicago, IL

Catherine Morris  
The John Marshall Law School  
Chicago, IL

Sophie Hanson  
MCG - newsLINK and  
Utah Manufacturers Association  
Salt Lake City, UT

Angela Anderson  
Mills-Peninsula Health Services  
Mountain View, CA

Becky Keeling  
The National Alliance  
for Insurance Education  
& Research  
Austin, TX

NFL / H.O. Zimman, Inc.  
Lynn, MA

Anne Loftin Weston  
Pace Communications  
Greensboro, NC

Carol Yachanin  
Penton Custom Solutions,  
Penton Media, Inc.  
Cleveland, OH

Lorenzo Wilkins  
SD33/Art Direction & Design  
Silver Spring, MD

Louisa Beckett  
Southern Boating Magazine  
Fort Lauderdale, FL

Texas Monthly  
Custom Publishing  
Austin, TX

The Design Center  
Towson University  
Towson, MD

William J. Pepicello  
Wiley  
Hoboken, NJ

Mike Santarini  
Xilinx, Inc.  
San Jose, CA

### **17. One to Two Person-Produced Magazines & Journals**

Joseph Kelly, Larry Price  
ABA Bank Compliance  
Magazine  
Washington, DC

Collin R. Bakse  
Airlift/Tanker Association  
Belleville, IL

Stacey L. Bell  
American Gas Association  
Riverview, FL

Kenneth E. Spence  
Association of Healthcare  
Internal Auditors  
Wheat Ridge, CO

Amanda Holdsworth  
Cleary University  
Howell, MI

Sharon Laidlaw, Bill Dimmick  
Dairy Farmers of Ontario  
Mississauga, ON

Misti Huedepohl  
Henry B. Tippie  
College of Business  
Iowa City, IA

April W. Klimley  
Klimley Communications  
Red Bank, NJ

Denise Gable  
National Parking Association  
Washington, DC

Courtney Accurti  
Pennsylvania State Association  
of Boroughs  
Harrisburg, PA

## **18. Magazine Series**

Flow Control Magazine  
Grand View Media Group  
Philadelphia, PA

## **19. 'Green' Magazines & Journals**

Jeffrey M. Allen  
American Bar Association  
Chicago, IL

Margaret Van Patten  
Connecticut Sea Grant  
Groton, CT

Dickinson College  
Carlisle, PA

Curt Robinson, Ph.D.  
Geothermal Resources Council  
Davis, CA

BizVoice Magazine  
Indiana Chamber of Commerce  
Indianapolis, IN

Monica Allard Cox  
Rhode Island Sea Grant  
Narragansett, RI

Rocky Mountain Water  
Environment Association/  
Rocky Mountain Section AWWA  
Englewood, CO

Matthew Monaghan  
SAE International  
Warrendale, PA

SAGE  
Thousand Oaks, CA

Isabelle Cohen-DeAngelis  
Wiley  
Hoboken, NJ

## **20. New Magazines & Journals**

Joseph E. Criscuoli  
Eta Alumni Association  
of Phi Sigma Kappa  
Laurel, MD

Riley Bandy  
Imagination Publishing  
Chicago, IL

Laura Jean Whitcomb  
Kearsarge Magazine LLC  
Grantham, NH

Tom Martinelli  
Martinelli-Slocum Publishing  
Poughkeepsie, NY

NISH Marketing  
NISH  
Vienna, VA

Cara Hvisdas  
SLACK Incorporated  
Thorofare, NJ

University of La Verne  
College of Education and  
Organizational Leadership  
Los Angeles, CA

Pace Communications  
Wells Fargo  
Greensboro, NC

Charlita Shelton  
Wiley  
Hoboken, NJ

## **21. Most Improved Magazines & Journals**

Walt Albro, Larry Price  
ABA Bank Marketing Magazine  
Washington, DC

Publications Department  
American Academy  
of Periodontology  
Chicago, IL

Nader Rifai  
American Association  
for Clinical Chemistry  
Washington, DC

Roger Brooks  
American Mensa, Ltd.  
Arlington, TX

Carolyn Schmid  
The Association for Advanced  
Life Underwriting  
Reston, VA

Cygnus Business Media  
Fort Atkinson, WI

Pubic Affairs Division  
Defense Threat  
Reduction Agency  
Dulles, VA

Kristen Smolen  
Ford Motor Company  
Dearborn, MI

Faye Porter  
HealthTrust  
Brentwood, TN

Benefits Magazine Team  
International Foundation  
of Employee Benefit Plans  
Brookfield, WI

Phyllis Cheah Yit Chow  
MediaCorp Pte Ltd  
Singapore

The College Store Staff  
National Association  
of College Stores  
Oberlin, OH

Mark Jordan  
National Association of  
Secondary School Principals  
Reston, VA

Northwest Center for  
Public Health Practice,  
University of Washington  
Seattle, WA

Pace Communications  
Seminole Gaming  
Greensboro, NC

Anne Perusek  
Society of Women Engineers  
Cleveland Heights, OH

Lori Marchetti  
Towson University  
Towson, MD

Publications Staff  
University of Medicine and  
Dentistry of New Jersey  
Newark, NJ

## **Magapapers & Newspapers**

### **22. Magapapers & Newspapers - Print**

ASCO Integrated Media  
& Technology Department  
American Society  
of Clinical Oncology  
Alexandria, VA

TCT Daily Editorial Staff  
Cardiovascular Research  
Foundation  
New York, NY

DBA Publications Committee  
& Jessica D. Smith  
Dallas Bar Association  
Dallas, TX

Bill Roebuck  
Machinery & Equipment MRO  
Toronto, ON

The Nation's Health  
Washington, DC

Office of Public Affairs  
Northern Arizona University  
Flagstaff, AZ

Peabody Energy  
St. Louis, MO

**23. Custom-Published  
Magapapers &  
Newspapers**

Orthopedics Today Staff  
SLACK Incorporated  
Thorofare, NJ

Custom Publishing  
SPH Magazines Pte Ltd  
Singapore

**24. Magapaper &  
Newspaper Writing**

Michelle Hogan  
Nephrology Times  
New York, NY

Mark Michelson  
Printing Impressions  
Philadelphia, PA

Bridgette Blair  
Public Citizen  
Washington, DC

Endocrine Today Editorial Staff  
SLACK Incorporated  
Thorofare, NJ

**25. Magapaper &  
Newspaper Design &  
Layout**

Darrick Hurst, Michael Lanigan  
Sandia National Laboratories  
Albuquerque, NM

**26. One to Two Person-  
Produced Magapapers  
& Newspapers**

*No awards presented.*

**27. Most Improved  
Magapapers &  
Newspapers**

Publishing & Communications  
American Association  
of Critical-Care Nurses  
Aliso Viejo, CA

Stephanie Cajigal  
John Wiley & Sons  
Hoboken, NJ

Nancy Hemphill, ELS  
Primary Care Optometry News -  
January 2011  
Thorofare, NJ

**Annual Reports**

**28. Annual Reports -  
Print**

Christy Petterson  
Georgia World Congress Center  
Atlanta, GA

Public Affairs Staff  
Idaho Housing and Finance  
Association  
Boise, ID

Lisa Mayles  
LifeShare Community  
Blood Services  
Elyria, OH

Prescott College  
Prescott, AZ

Salesforce.com Foundation  
San Francisco, CA

Western Reserve Land  
Conservancy  
Novelty, OH

Constituent Communications/  
Creative Services  
WGBH  
Boston, MA

**29. Annual Reports -  
Print Over 32 Pages**

The Humane Society  
of the United States  
Gaithersburg, MD

Bruce Swart  
The John Marshall Law School  
Chicago, IL

Clay Dillingham, Barbara Maes  
Los Alamos National Laboratory  
Los Alamos, NM

Northern Virginia Electric  
Cooperative & CM Advertising  
Manassas, VA

St. John's University  
Queens, NY

Ingrid Griesel  
Words'worth  
Parkview, South Africa

**30. Annual Reports -  
Electronic & Web**

Healthcare of Ontario  
Pension Plan  
Toronto, ON

Chrisie Scott  
Meridian Health  
Wall, NJ

Kim Kosko, Rory Joyce  
New Jersey Sea Grant  
Consortium  
Fort Hancock, NJ

Bonita Brodt  
Northwestern Memorial  
Hospital  
Chicago, IL

Julie Harrison Blissert  
State University of New York  
at Oswego  
Oswego, NY

**31. Annual Report  
Writing**

Peabody Energy  
St. Louis, MO

WordSouth  
Public Relations, Inc.  
Rainsville, AL

**32. Annual Report  
Design & Layout**

Mary Bevan  
Concurrent Technologies  
Corporation  
Johnstown, PA

Cari Weller, Heather Hise  
Goodwill Industries  
of Kentucky, Inc.  
Louisville, KY

Holland Hospital  
Holland, MI

Rachel Kort  
MRIGlobal  
Kansas City, MO

Communications  
The United Church of Canada  
Toronto, ON

Ryke Cordisco  
University of South Florida  
Alumni Association  
Tampa, FL

Dana Ausec  
USA Hockey, Inc.  
Colorado Springs, CO

### **33. One to Two Person– Produced Annual Reports**

Cushman & Wakefield, Inc.  
New York, NY

Rae A. Todd  
Platte River Power Authority  
Fort Collins, CO

Ann Marie R. Harvie  
U.S. Army Corps of Engineers,  
New England District  
Concord, MA

### **34. Most Improved Annual Reports**

*No awards presented.*

## **Brochures, Manuals & Reports**

### **35. Education & Training Brochures, Manuals & Reports**

Ascensus  
Brainerd, MN

Jill Mahnane  
Charles Schwab & Co., Inc.  
San Francisco, CA

Technical Publications  
Datron World  
Communications, Inc.  
Vista, CA

Kimberly Lopez  
Ford Motor Company  
Troy, MI

Marketing Department  
Great-West Retirement Services  
Greenwood Village, CO

Jackson National Life Insurance  
Denver, CO

United Educators  
Chevy Chase, MD

Duncan McNiff  
The Vanguard Group  
Valley Forge, PA

### **36. Marketing & Public Relations Brochures, Manuals & Reports**

Marketing and Communications  
Department  
Adventist Health/  
Central Valley Network  
Hanford, CA

Robert Pankratz, Pat Daley  
Elsevier  
Maryland Heights, MO

Jackson National Life Insurance  
Denver, CO

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

The Rashi School  
Dedham, MA

Kathy Malanowski  
Towson University  
Design Center  
Towson, MD

UPMC Marketing  
Communications  
UPMC  
Pittsburgh, PA

### **37. Public Service Brochures, Manuals & Reports**

IBJ Custom Publishing  
Indianapolis, IN

Hugh R. Furneaux  
Lantana Consulting Group  
Toronto, ON

Heather Clark, Randy Montoya,  
Darrick Hurst  
Sandia National Laboratories  
Albuquerque, NM

### **38. Media Kits**

Carlos Soto  
American Counseling  
Association  
Alexandria, VA

Arthritis Foundation  
Atlanta, GA

Karin Pitrone, Brent Miller  
BNP Media  
Troy, MI

Stratton Publishing  
& Marketing Inc.  
for Professional Housing  
Management Association  
Alexandria, VA

### **39. Corporate Capability & Identity Materials**

Mari Abrams, Kelly Hauck,  
Danny Huybrechts  
Glendale Adventist  
Medical Center  
Glendale, CA

OR&R Outreach Group  
NOAA's Office of Response  
and Restoration  
Seattle, WA

### **40. Product & Software Manuals**

Frank Advertising  
Cranbury, NJ

Carl Olson  
IneoQuest Technologies Inc.  
Mansfield, MA

Lynn Burge  
Master-Bilt  
New Albany, MS

Catherine Zlomek  
National Association of  
Criminal Defense Lawyers  
Washington, DC

Technical Communications  
SMART Technologies ULC  
Calgary, AB

### **41. Employee & Benefit Materials**

Communication Consulting  
Aon Hewitt  
Irvine, CA

Compensation & Benefits  
BB&T  
Winston-Salem, NC

Diane Thorne  
Mehigan, Bellone  
& Associates, Inc.  
Schenectady, NY

Jean O'Leary  
Memorial Sloan-Kettering  
Cancer Center  
New York, NY

Jared Spencer  
Mercer  
New York, NY

SAIC/Vanguard Participant  
Education Team  
SAIC & Vanguard  
Wayne, PA

Rebecca L. DeLuccia  
Hawthorne, NJ

## **42. Member & Customer Materials**

Pennsylvania School Boards Association  
Mechanicsburg, PA

Ann P. Schreiber  
SkillsUSA  
Leesburg, VA

Joan Wallner  
UnitedHealthcare  
Edina, MN

## **43. Financial & Investment Materials**

Jill Mahnane  
Charles Schwab & Co., Inc.  
San Francisco, CA

Suzanne Spisak  
Comerica Bank  
Dallas, TX

Linda Seaton  
Illumina, Inc.  
San Diego, CA

## **44. Health & Medical Materials**

Marc Sirockman  
Artcraft Health Education  
Flemington, NJ

Terri Knapp, Pat Daley  
Elsevier  
Maryland Heights, MO

Wendy Haan  
Hope Health  
Kalamazoo, MI

Peter Sonnenreich  
Kikaku America International  
Washington, DC

PRM Consulting Group  
Atlanta, GA

Kathleen McConnell, RPh, MBA  
SciStrategy Communications  
West Conshohocken, PA

## **45. Meeting & Event Materials**

Brian Ferrell, CMP  
factor 110  
Oklahoma City, OK

FSA Management Group  
Louisville, KY

The DOJ Team  
Kauffman & Associates, Inc.  
Spokane, WA

Beverly Valdez  
Social & Scientific Systems, Inc.  
Silver Spring, MD

VIA Marketing Team  
VIA Marketing  
Merrillville, IN

## **46. Catalogs, Directories & Guides**

Marketing Communications  
Graybar Electric  
St. Louis, MO

Lisa Wentzell  
Oswego Visitors Bureau  
Oswego, IL

Society of American Archivists  
Chicago, IL

## **47. Books & eBooks**

Gabriella Daley Klatt  
American Correctional Association  
Alexandria, VA

Association of Jesuit Colleges and Universities  
Washington, DC

Marisa Vancos  
Direct Supply  
Milwaukee, WI

Ric Edelman  
Edelman Financial Services, LLC  
Fairfax, VA

Emily Webber  
Emily A. Webber LLC  
Yacolt, WA

Enrique Azevedo  
Illumina, Inc.  
San Diego, CA

Jackson National Life Insurance  
Denver, CO

Randy White  
National Council of Teachers of Mathematics  
Reston, VA

Kathleen A. Calzone,  
Agnes Masny, Jean Jenkins  
Oncology Nursing Society  
Pittsburgh, PA

Upside Learning Solutions  
Pune, India

## **48. 'Green' Materials**

Automotive Aftermarket Industry Association  
Bethesda, MD

Irene Miles  
Illinois-Indiana Sea Grant  
Urbana, IL

Marketing Department  
KMC Controls  
New Paris, IN

Gloria Putnam and E-Ching Lee  
North Carolina Sea Grant  
Raleigh, NC

James Burgin  
Pendulum Management Company and U.S. Army ARMS Program  
Charlestown, IN

Dr. Natalie Carroll  
Purdue University, Youth Development and Ag Education  
West Lafayette, IN

Jeff Zack  
RF|Binder  
New York, NY

Dawn-Marie De Four-Gill  
The University of the West Indies  
Port of Spain, West Indies

## **49. Special Purpose Brochures, Manuals & Reports**

Pace Communications  
AAA Northern California, Nevada & Utah  
Walnut Creek, CA

John Rodgers  
American Red Cross - National Headquarters  
Washington, DC

Publications & Communications  
CARF International  
Tucson, AZ

John Dedeke, Anna Kummer  
Elsevier  
Maryland Heights, MO

Funk/Levis & Associates  
Eugene, OR

Lila Ivey  
Hospice of Marion County  
Ocala, FL

MailerMailer  
Khera Communications  
Rockville, MD

Peter Sonnenreich  
Kikaku America International  
Washington, DC

Legal Services Society  
Vancouver, BC

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

Diane Thorne  
Mehigan, Bellone  
& Associates, Inc.  
Schenectady, NY

Melodie Wisniewski  
National Organization of  
Mothers of Twins Clubs, Inc.  
Franklin, TN

Publix Super Markets, Inc. -  
Corporate Communications  
Lakeland, FL

Stephanie Sulmer  
Sheltering Arms Physical  
Rehabilitation Centers  
Mechanicsville, VA

Ronald F. Pol  
Team Factors Ltd.  
Wellington, New Zealand

Publications Department  
University of Medicine and  
Dentistry of New Jersey  
Newark, NJ

Charmain Lines  
Words'worth  
Parkview, South Africa

Candice Kiel  
The Write Type  
Reno, NV

### **50. Most Improved Brochures, Manuals & Reports**

Mark Tschirhart  
ARPAC  
Schiller Park, IL

Timothy Sommer  
Graybar  
St. Louis, MO

Healthcare of Ontario  
Pension Plan  
Toronto, ON

Hospital for Special Surgery  
New York, NY

Technical Publications Group  
Pella Corporation  
Pella, IA

### **Electronic Media & Video**

### **51. Education & Training Electronic Media & Video Publications**

AKLearning  
Portland, OR

APTECH LIMITED  
Mumbai, India

Kelly Sarmiento  
Centers for Disease Control  
and Prevention, Division of  
Injury Response  
Atlanta, GA

Documentation Team  
Children's Hospital Boston  
Boston, MA

Leila Ortega, Chris Basiaga,  
Dusti Mrotek  
Cisco WebEx University  
Rancho Cordova, CA

C&DS Learning  
Solutions Group  
Cognizant  
Groton, CT

Jim Mandler  
Continuum Health Partners  
New York, NY

Matthew Gaubert, Tony Garner  
DM Petroleum Operations  
New Orleans, LA

Mark Beagle  
Lockheed Martin  
Richland, WA

Barbara Lewis  
Lutheran Social Services  
of Michigan  
Detroit, MI

New Level Partners  
Princeton, NJ

Ava Crawford, Christine Rogers  
North Carolina Healthy Start  
Foundation  
Raleigh, NC

Pioneer Services  
Kansas City, MO

Larry Port  
Rocket Matter, LLC  
Boca Raton, FL

Tij Nerurkar  
Tata Interactive Systems  
Edison, NJ

Lisa Wall, David van  
Hoogenhuize, Emily Leung  
Toronto Real Estate Board  
Don Mills, ON

Bruce Haghighat  
Tricore Interactive  
Princeton, NJ

Diane Haltigan  
The Vanguard Group  
Wayne, PA

WordSouth  
Public Relations, Inc.  
Rainsville, AL

### **52. Marketing & Public Relations Electronic Media & Video Publications**

Josh Pfenning  
Lockheed Martin  
Richland, WA

Angela Marshall  
Nassau BOCES  
Garden City, NY

Thomas Kercheval  
SkillsUSA  
Leesburg, VA

Transamerica Retirement  
Services  
Los Angeles, CA

### **53. Public Service Electronic Media & Video Publications**

Terry Simzer  
Upper Canada District  
School Board  
Brockville, ON

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**54. Electronic & Web Publications**

Ralph A. Chaump, Jr.,  
Carl W. Rosst  
The Guardian Life Insurance  
Company of America  
New York, NY

Howard University - Office of  
University Communications  
Washington, DC

National Institute on Aging  
JBS International, Inc.  
North Bethesda, MD

Mark A. Thompson  
National Educator Program  
Denver, CO

Pace Communications  
AAA Living  
Greensboro, NC

Michelle Franzen Martin,  
Sarah Freeman  
Wayne State University  
Alumni Association  
Detroit, MI

**55. Multimedia & Interactive Publications**

C&DS Learning  
Solutions Group  
Cognizant  
Groton, CT

Freedom Fertility Pharmacy  
Byfield, MA

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

Katherine Lowe  
The Vanguard Group  
Valley Forge, PA

**56. Slide Shows**

American Specialty Health  
San Diego, CA

Willow Nero  
Military Officers  
Association of America  
Alexandria, VA

Nina Cosgriff  
Northern Virginia  
Electric Cooperative  
Manassas, VA

Peabody Energy  
St. Louis, MO

**57. Web Videos**

American Honda Motor Co., Inc.  
Torrance, CA

Alissa Pierson  
Arizona State University  
Alumni Association  
Tempe, AZ

Mary Jo Dales  
IMNG/GMNN  
Rockville, MD

MetLife Retirement Marketing  
Irvine, CA

Lise Lapointe  
Terranova Training Inc.  
Laval, QC

Upside Learning Solutions  
Pune, India

John Karl  
UW Water Resources Institute  
Madison, WI

Don Shearer  
The Vanguard Group  
Malvern, PA

**58. Blogs, Forums & Wikis**

Jennifer Loftus  
Astron Solutions  
New York, NY

Cathy Streiner  
The Corporate Pen  
Fleming Island, FL

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

REALTOR® Magazine/National  
Association of REALTORS®  
Chicago, IL

Charley Moore  
Rocket Lawyer, Inc.  
San Francisco, CA

Dave Bourne  
The Scarborough Hospital  
Scarborough, ON

Chris Gardner  
U.S. Army Corps of Engineers,  
New York District  
New York, NY

Lisa Manyon  
Write On - Creative Writing  
Services, LLC  
Lewiston, ID

**59. Apps & Social Media**

Crystal Gustavson  
Arizona State University  
Alumni Association  
Tempe, AZ

Rachael Bell  
New Jersey Society of CPAs  
Roseland, NJ

**60. 'Green' Electronic Media & Video Publications**

Marine Public Education Office  
Delaware Sea Grant  
College Program  
Newark, DE

Oregon Sea Grant  
Oregon State University  
Corvallis, OR

**61. Special Purpose Electronic Media & Video Publications**

Mary Ellen Abraham  
Ford Motor Company  
Troy, MI

Deanna Rockefeller  
Lockheed Martin  
Richland, WA

Andreau T. Blanchard  
Mercer  
New York, NY

Mark Thomas  
The National Shooting Sports  
Foundation  
Newtown, CT

Terry Simzer  
Upper Canada District  
School Board  
Brockville, ON

William Baird  
The Vanguard Group  
Wayne, PA

Ann Hopkins  
Wake Forest University  
Baptist Medical Center  
Winston-Salem, NC

Pace Communications  
Wells Fargo  
Greensboro, NC



## Web & Intranet Sites

### 62. Web Sites

Gayane Minasyan  
American Association  
of School Administrators  
Arlington, VA

Wick Davis  
American Society of  
Consultant Pharmacists  
Alexandria, VA

Electronic Communications  
Association of American  
Medical Colleges  
Washington, DC

Michael D. O'Neill  
BioQuick Online News  
Vienna, VA

CDC-Healthy Aging Research  
Network  
Seattle, WA

City of Portage  
Portage, MI

Dark Horse  
Marketing Group Inc.  
New Rochelle, NY

The Green Sheet, Inc.  
Rohnert Park, CA

Emmanuel Sullivan  
Gypsy Media Group  
New York, NY

Bill LaViolette  
I&MI Media  
Les Issambres, France

Dan Kruse  
IFRACTAL  
Philadelphia, PA

The Marcus Group, Inc.  
Little Falls, NJ

Marsh U.S. Consumer  
Urbandale, IA

Karen Abbas, RN, MS, AOCN  
Meniscus Educational Institute  
West Conshohocken, PA

SUID/SIDS Resource  
Center Staff  
National Center for Education  
in Maternal and Child Health at  
Georgetown University  
Washington, DC

Energy Challenge  
Communication Team  
Otter Tail Power Company  
Fergus Falls, MN

UBM TechWeb  
UBM  
San Francisco, CA

Web Services  
UCF College of Medicine  
Orlando, FL

### 63. Intranet Sites

*No awards presented.*

### 64. Home Pages

Rod J. Rohrich, M.D.  
American Society  
of Plastic Surgeons  
Dallas, TX

REALTOR® Magazine  
Chicago, IL

### 65. Microsites & Individual Web Pages

Hanser & Associates  
West Des Moines, IA

Kendall SummerHawk  
KendallSummerHawk.com  
Tucson, AZ

Lehigh Valley Health Network  
Allentown, PA

Dave Van Etten  
Los Alamos National Laboratory  
Los Alamos, NM

Annie Haste  
National Athletic  
Trainers' Association  
Dallas, TX

John Roy  
Northern Virginia  
Electric Cooperative  
Manassas, VA

Stetson Law Web Team  
Stetson University  
College of Law  
Gulfport, FL

U.S. Trust, Bank of America  
Private Wealth Management  
New York, NY

### 66. Web & Intranet Site Content & Writing

Billhighway  
Troy, MI

Alison Hau  
The Creative Group  
Menlo Park, CA

Lehigh Valley Health Network  
Allentown, PA

Lisa Angelettie  
LisaAngelettieBlog.com  
Jenkintown, PA

Joanna Pineda  
Matrix Group International, Inc.  
Arlington, VA

Al M. Fleming  
Office of Family Assistance,  
Administration for Children  
and Families  
Washington, DC

### 67. Web & Intranet Site Design & Illustration

Leigh Raque  
Humana Military  
Healthcare Services  
Louisville, KY

Kim Woodard  
InterWorks, Inc.  
Stillwater, OK

Sheila McCallum  
Sheila McCallum Fundraising  
Online  
Durban, South Africa

### 68. One to Two Person-Produced Web & Intranet Sites

Tanya Alexander, Sterling Tulk  
College of the North Atlantic  
Stephenville, NL

Debra Woog  
connect2 Corporation  
Arlington, MA

Drexel University  
Alumni Association  
Philadelphia, PA

Debra Finkel  
Finkel & Binder  
Communications LLC  
Creve Coeur, MO

Eleanor B. Meredith,  
Christie Liberante  
Irving Levin Associates, Inc.  
Norwalk, CT

Paul V. Arnold  
Noria Corporation  
Fort Atkinson, WI

Monica Allard Cox  
Rhode Island Sea Grant  
Narragansett, RI

Sheila McCallum  
Sheila McCallum Fundraising  
Online  
Durban, South Africa

The Technical Editing SIG  
of STC  
Society for Technical  
Communication  
Sanford, NC

Ruxandra Giura  
The Wildlife Society  
Bethesda, MD

Ranger Kidwell-Ross  
WorldSweeper.com  
Bow, WA

### **69. Special Purpose Web & Intranet Sites**

Robin Hicks  
Aon Hewitt  
Winston-Salem, NC

Patricia Strong  
BLH Technologies, Inc.  
Rockville, MD

Dean Bruce  
Ford Motor Company  
Troy, MI

O'Neill Institute Staff  
Georgetown Law and  
Georgetown School of  
Nursing & Health Studies  
Washington, DC

Jane L. Hillhouse  
Hillhouse Graphic Design, LLC  
Kingsport, TN

Karen Abbas, RN, MS, AOCN  
Meniscus Educational Institute  
West Conshohocken, PA

Michelin, Vanguard and  
Jackson Marketing Group  
Wayne, PA

Lois Trench-Hines  
OncUView.tv  
West Conshohocken, PA

Transamerica Retirement  
Services  
Los Angeles, CA

### **70. New Web & Intranet Sites**

American Institute of  
Certified Public Accountants  
New York, NY

American Specialty Health  
San Diego, CA

Jennifer Carsen  
Employer Resource Institute  
Alameda, CA

Taha Ebrahimi  
The Navigators Group, Inc.  
Rye Brook, NY

Harvey Golomb  
Nxt1 Inc.  
Boulder, CO

### **71. Most Improved Web & Intranet Sites**

Jennifer Loftus  
Astron Solutions  
New York, NY

BoatU.S. Magazine  
Alexandria, VA

Cerner Marketing  
Cerner Corporation  
Kansas City, MO

CUES Marketing Department  
Credit Union Executives Society  
Madison, WI

Maria Casini, Camille DeSantis  
Guard Dog Brand Development  
New York, NY

Heather Evans  
Human Resources Association  
of New York  
Trenton, NJ

Military Housing  
and Lodging Institute  
Leesburg, VA

National Association of  
Neonatal Nurses  
Glenview, IL

Noelle Wojciehowski  
NoWater Communications  
Loxley, AL

Web Site Development Team  
Pennsylvania State System  
of Higher Education  
Harrisburg, PA

PIK Creative Team  
Projects In Knowledge  
Little Falls, NJ

### **Campaigns, Programs & Plans**

#### **72. Education & Training Campaigns, Programs & Plans**

Marketing Communications  
Graybar Electric  
St. Louis, MO

The Center for Sales Excellence  
Prudential Annuities  
Shelton, CT

Molly A. Luffy  
Revenue Revolution  
Hilliard, OH

Hugo Fortier  
SoBel Communication Inc.  
Longueuil, QC

Karen Edgar  
Tilcon  
Wharton, NJ

### **73. Marketing & Public Relations Campaigns, Programs & Plans**

Anna J H Fang  
Anna Fang Public Relations  
Central Hong Kong

Robert Cao-Ba  
Arizona State University  
Alumni Association  
Tempe, AZ

Jeff Jacomowitz  
Continuum Health Partners  
New York, NY

Marketing & Communications  
Credit Union Association  
of New York  
Albany, NY

Eric Miller  
Eric Miller & Associates  
Lawrenceville, NJ

Hanser & Associates  
West Des Moines, IA

Ms Susanne Ho  
KMB  
Hong Kong

MSR Communications  
San Francisco, CA

Neville Gomes  
Multimedia Aquarius PVT. LTD.  
Mumbai, India

Maria Robertson  
School Nutrition Association  
National Harbor, MD

Sibson Communications  
Sibson Consulting  
New York, NY

#### **74. Public Service Campaigns, Programs & Plans**

The Arthritis Foundation  
Atlanta, GA

Jane Christyson  
Cleveland Metroparks  
Cleveland, OH

Colorado Municipal League  
Denver, CO

Vanguard Participant  
Education  
The Vanguard Group  
Valley Forge, PA

#### **75. Employee & Benefit Communications**

Sara Rutherford  
Aon Hewitt  
Winston-Salem, NC

Chevron Phillips Chemical  
and Hill, Barolet & Associates  
Katy, TX

Gabino Cabanilla  
Coachella Valley Water District  
Coachella, CA

Marketing & Public Relations  
Florida Hospital DeLand  
DeLand, FL

Robert Colbert  
ON Semiconductor  
Gilbert, AZ

Kelly Ponko  
OneAmerica  
Indianapolis, IN

Pioneer Services  
Kansas City, MO

Katie McGlade  
The Vanguard Group  
Wayne, PA

#### **76. Member & Customer Communications**

AAPG Communications  
Department  
American Association  
of Petroleum Geologists  
Tulsa, OK

Meeghan De Cagna  
American Medical  
Student Association  
Reston, VA

#### **77. Financial & Investment Campaigns, Programs & Plans**

David Lynch  
Commonwealth  
of Massachusetts  
Boston, MA

MetLife Retirement Marketing  
Irvine, CA

Mike Trainer  
S+A Cherokee  
Cary, NC

Joseph Russo  
The Vanguard Group  
Valley Forge, PA

#### **78. Health & Medical Campaigns, Programs & Plans**

Ashley Miller  
Alere Health  
McKinney, TX

Nancy Sander  
Allergy & Asthma Network  
Mothers of Asthmatics  
McLean, VA

Safety Net Clinical Services  
Excellus BlueCross BlueShield  
Syracuse, NY

Angela Anderson  
Mills-Peninsula Health Services  
Mountain View, CA

David Trudell  
Porter Adventist Hospital  
Denver, CO

Social & Scientific Systems, Inc.  
Silver Spring, MD

Iva Keene  
Swiss Infertility Solutions  
Valais, France

Diane Slayton  
UnitedHealthcare  
Edina, MN

#### **79. Meeting & Event Campaigns, Programs & Plans**

Bret Lovejoy  
American Council on the  
Teaching of Foreign Languages  
Alexandria, VA

RERS Event Team  
BRTRC  
Fairfax, VA

Mark McMullen  
Georgia State Council  
of the Knights of Columbus  
Mableton, GA

Janice Mauren,  
Margaret Trietsch  
Health Care Service  
Corporation  
Richardson, TX

#### **80. Government Agency Communications**

Kellie O'Connell Miller  
Chicago Housing Authority  
Chicago, IL

Flinn Fagg, AICP  
City of Las Vegas Planning  
Department  
Las Vegas, NV

City of West Richland  
and Ashbeck Design  
West Richland, WA

Carroll Harrington  
Harrington Design  
Palo Alto, CA

National Energy Technology  
Laboratory  
Pittsburgh, PA

### **81. Total Publication Programs**

Knowledge and Learning  
Products Division  
ASI Government, Inc.  
Arlington, VA

Manufacturing Jewelers  
& Suppliers of America  
Attleboro Falls, MA

Communications Team  
National Athletic  
Trainers' Association  
Dallas, TX

PRM Consulting Group  
Atlanta, GA

### **82. 'Green' Campaigns, Programs & Plans**

Ellen Fisher  
City of New Smyrna Beach  
Utilities Commission  
New Smyrna Beach, FL

Neville Gomes  
Multimedia Aquarius PVT. LTD.  
Mumbai, India

WellCare Health Plans, Inc.  
Tampa, FL

### **83. Special Purpose Campaigns, Programs & Plans**

Dan Crandall  
Cleveland Metroparks  
Cleveland, OH

Ann Fox  
Defense Threat  
Reduction Agency  
Dulles, VA

Carrie L. Geer  
Elmira College  
Elmira, NY

Beth Erickson, Lisa Houghton  
Jobe Communications/  
Lisa Houghton Design  
La Crosse, WI

Elena Fernandez  
Los Alamos Neutron  
Science Center  
Los Alamos, NM

Sharon Moen, Chris Benson  
Minnesota Sea Grant  
Duluth, MN

Sapna Parekh  
Palo Alto Medical Foundation  
Mountain View, CA

Kirk Maurer  
The Vanguard Group  
Wayne, PA

## **Writing**

### **84. Education & Training Writing**

Robert F. Black  
American Society for  
Engineering Education  
Washington, DC

Child Welfare  
Information Gateway  
Children's Bureau/ACF/HHS,  
ICF International  
Fairfax, VA

Kim Freeman  
Ford Motor Company  
Troy, MI

Elena Cohen  
JBS International, Inc.  
North Bethesda, MD

Bonnie Love  
WorldWide Drilling  
Resource, Inc.  
Bonifay, FL

### **85. Marketing & Public Relations Writing**

Cerner Marketing  
Cerner Corporation  
Kansas City, MO

Kathryn Buettner  
Northern Illinois University  
DeKalb, IL

Peabody Energy  
St. Louis, MO

### **86. Public Service Writing**

Jennifer Johnson  
Massachusetts Nurses  
Association  
Canton, MA

Lynne Harris  
NISH  
Vienna, VA

Herb Lupton  
Northern Virginia  
Electric Cooperative  
Manassas, VA

### **87. Media Kit, News Release & Publicity Writing**

Clifton Barnes  
CB3Media  
Cary, NC

### **88. Web Writing**

Kristin Clarke  
American Society of  
Association Executives  
Dunn Loring, VA

Cerner Marketing  
Cerner Corporation  
Kansas City, MO

Illumina Science Writers  
Illumina, Inc.  
San Diego, CA

John Vance  
Levine & Associates  
Washington, DC

Steve Williams  
Wilson Monnig Creative LLC  
St. Peters, MO

### **89. Feature Writing**

Raina Keefer  
American College of Radiology  
Reston, VA

Jonathan Rollins  
American Counseling  
Association/ Counseling Today  
Alexandria, VA

Man-Chung Tang, Dr.-Ing.,  
P.E., Hon.M.ASCE  
American Society  
of Civil Engineers/  
Civil Engineering Magazine  
Reston, VA

Milton N. Burgess, P.E.  
American Society of  
Plumbing Engineers  
Des Plaines, IL

ACC Docket  
Association of  
Corporate Counsel  
Washington, DC

Jacklyn P. Boice  
Association of  
Fundraising Professionals  
Arlington, VA

Ann Dermody  
BoatU.S. Magazine  
Alexandria, VA

Daniel L. Crouch  
CAMICO IMPACT  
San Mateo, CA

Patricia L. Harman  
Cleaning & Restoration  
Magazine  
Cockeysville, MD

Rich Rosfelder  
Commercial Investment  
Real Estate Magazine  
Chicago, IL

T. Foster Jones Costco Wholesale Issaquah, WA	Dorothy Wagener National Association of College and University Business Officers Washington, DC	Alison Knopf Wiley Hoboken, NJ	Sandra Guy Society of Women Engineers Cleveland Heights, OH
Mike Hubert, Dave Branch Dental Product Shopper Manalapan, NJ	Kimberly Jenkins National Association of State Boating Law Administrators Lexington, KY	Jennifer Hicks Woodshop News Dayville, CT	Christine Esposito Terracom Public Relations Chicago, IL
Joanne M. Lozar Glenn EduInk Alexandria, VA	Mike Price National Ground Water Association Westerville, OH	Ranger Kidwell-Ross WorldSweeper.com Bow, WA	Michele Drayton Turnaround Management Association Chicago, IL
Jack MacRae Forest Preserve District of DuPage County Wheaton, IL	Martha King National Multiple Sclerosis Society New York, NY	Julie Jacobs Scotch Plains, NJ	Janie Blankenship VFW Magazine Kansas City, MO
Timothy Sommer Graybar St. Louis, MO	Priscilla B. Knight Northern Virginia Electric Cooperative Manassas, VA	<b>90. Feature Series Writing</b>	<b>91. How-to Writing</b>
The Green Sheet, Inc. Rohnert Park, CA	Brian Cook Pace Communications Greensboro, NC	Pace Communications AAA Northern California, Nevada & Utah Walnut Creek, CA	Lynne Shallcross American Counseling Association/ Counseling Today Alexandria, VA
Brady L. Kay Houseboat Magazine Idaho Falls, ID	Brandy Rollins Penton Custom Solutions Cleveland, OH	Lois A. Bowers Advanstar Communications North Olmsted, OH	Monica Reinagel, Liz Spittler American Dietetic Association Chicago, IL
Jed Scheuermann IAPMO Ontario, CA	Brian McCurdy Podiatry Today Malvern, PA	Tanya Alexander College of the North Atlantic Stephenville, NL	Suzy Logan American Thoracic Society New York, NY
Jacqui Cook Illinois College of Optometry Chicago, IL	Erica Christoffer REALTOR® Magazine Chicago, IL	D. Teddy Diggs EDUCAUSE Boulder, CO	Nicholas L. Hayes The Risk Management Association Philadelphia, PA
Tabatha Wethal Law Enforcement Technology Fort Atkinson, WI	Stephanie Z. Pavlou SLACK Incorporated/ O&P Business News Thorofare, NJ	John von Brachel Merrill Lynch Pennington, NJ	Dr. Jacqueline V. Parham Virginia University of Lynchburg Lynchburg, VA
Michael W. Fincham Maryland Sea Grant College Park, MD	Jim Olsztynski Supply House Times/ BNP Media Deerfield, IL	Martha King National Multiple Sclerosis Society New York, NY	Pace Communications Wells Fargo Greensboro, NC
Jessie States Meeting Professionals International Dallas, TX	Robert Widener VFW Magazine Kansas City, MO	Fay Ellis, Orly Avitzur, M.D. Neurology Today New York, NY	Kelly Sullivan Wiley Hoboken, NJ
Don Vaughan Military Officers Association of America Alexandria, VA	Steven Clark The Walt Disney Company Burbank, CA	David Plaskow New Jersey Society of CPAs Roseland, NJ	

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**92. How-to Series Writing**

Walt Albro  
ABA Bank Marketing Magazine  
Washington, DC

Denise Fay  
Achieve Marketing  
Drogheda, Ireland

American Institute of  
Certified Public Accountants  
New York, NY

Willona Sloan  
ASCD  
Alexandria, VA

David L. Perkins, Jr.  
The Business Owner Journal  
Tulsa, OK

Podiatry Today Staff  
HMP Communications  
Malvern, PA

Frances Strassman  
More Than Order  
Berkeley, CA

**93. News Writing**

Clifton Barnes  
ABA Bar Leader Magazine  
Cary, NC

Shawn Farley  
American College of Radiology  
Reston, VA

Steven Johnson  
Electric Co-op Today, ECT.coop  
Arlington, VA

Miriam Cintron  
Gazette  
Chicago, IL

Tom Schuman  
Indiana Chamber of Commerce  
Indianapolis, IN

Cheryl Y. Bradley  
NASW Press  
Washington, DC

Hanna Goss  
NOAA Coastal Services Center  
Charleston, SC

Donna Snellings  
Northern Virginia  
Electric Cooperative  
Manassas, VA

Rabiya S. Tuma, Ph.D.  
Oncology Times  
New York, NY

Kurt Ullman  
The Rheumatologist  
Hoboken, NJ

Beth Rosenberg  
Soundings Trade Only  
Gainesville, FL

Colleen Gallagher  
The Vanguard Group  
Valley Forge, PA

Mary Lynn Rose  
WorldWide Drilling  
Resource, Inc.  
Bonifay, FL

**94. News Series Writing**

Daniel M. Keller,  
Eric T. Rosenthal  
Oncology Times  
New York, NY

**95. Interviews & Personal Profiles**

Robert King  
Association for the  
Advancement of Medical  
Instrumentation  
Arlington, VA

Louise Arnheim, Kelly Mahon  
Association of American Medical  
Colleges  
Washington, DC

USPHS Partners in  
Recruitment Outreach Team  
Booz Allen Hamilton  
Rockville, MD

Allan Richter  
Energy Times  
Melville, NY

Keyana Tennant  
IEEE  
Piscataway, NJ

Bill Githens  
The Risk Management  
Association  
Philadelphia, PA

John J. Fried  
The Vanguard Group  
Malvern, PA

Claudine McCarthy  
Wiley  
Hoboken, NJ

Mike Berriochoa  
Pasco, WA

**96. Regular Departments & Columns**

Robert Hall  
ABA Bank Marketing Magazine  
Washington, DC

American Journal  
of Critical Care  
American Association  
of Critical-Care Nurses  
Aliso Viejo, CA

Laurie A. Shuster, Jenny Jones  
American Society  
of Civil Engineers/  
Civil Engineering Magazine  
Reston, VA

Association for  
Library Service to Children  
Chicago, IL

Marianne M. Jennings, J.D.  
Association of Healthcare  
Internal Auditors  
Wheat Ridge, CO

Katherine Russo, Cindy Moser  
Institute for Work & Health  
Toronto, ON

James M. Berklan  
McKnight's Long-Term Care  
News  
Northfield, IL

Thad Plumley  
National Ground Water  
Association  
Westerville, OH

Wes Isley  
Pace Communications  
Greensboro, NC

Jessica Pupillo  
St. Louis Sprout & About  
Ballwin, MO

Ronald F. Pol  
Team Factors Ltd.  
Wellington, New Zealand

Steven Clark  
The Walt Disney Company  
Burbank, CA

Frances Hesselbein  
Wiley  
Hoboken, NJ

Edwin Leap, M.D.  
Wolters Kluwer  
New York, NY

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## **97. Editorial & Advocacy Writing**

Alan Armstrong, Joseph Kelly  
ABA Trust & Investments  
Magazine  
Washington, DC

Sandy Smith  
EHS Today, Penton Media Inc.  
Cleveland, OH

Barbara Spector  
Family Business Magazine  
Philadelphia, PA

Healthcare of Ontario  
Pension Plan  
Toronto, ON

John O'Connor  
McKnight's Long-Term Care  
News  
Northfield, IL

Michael Callahan  
FORUM Magazine  
Toronto, ON

Jennifer Molloy, Ph. D.  
Institutional Real Estate, Inc.  
San Ramon, CA

MCG - newsLINK and  
Washington Bankers  
Association  
Salt Lake City, UT

U.S. Trust, Bank of America  
Private Wealth Management  
New York, NY

Greg Spears  
The Vanguard Group  
Malvern, PA

Isabelle Cohen-DeAngelis  
Wiley  
Hoboken, NJ

Dennise Brogdon  
The Hughston Foundation  
Columbus, GA

Knowledge Application Program  
JBS International, Inc.  
North Bethesda, MD

USAID | DELIVER PROJECT  
JSI  
Arlington, VA

MedPage Today  
Little Falls, NJ

Kim Krisberg  
The Nation's Health  
Washington, DC

Ashley E. Strauss, M.D.  
The New Physician  
Reston, VA

Doug Brunk  
Pediatric News  
Rockville, MD

Jane Johnson, Erin Bolton  
Pivot Communications  
Salt Lake City, UT

Melissa Foster  
SLACK Incorporated  
Thorofare, NJ

Theresa Zimmerman  
Wiley  
Hoboken, NJ

Gretchen Henkel  
Writing and Editorial  
Consulting  
Los Osos, CA

## **100. Speech & Script Writing**

Jonathan Peterson  
AARP  
Washington, DC

Peel Board Communications  
Peel District School Board  
Mississauga, ON

Ron Kirkpatrick, Lora Jones  
Toyota Motor Sales, USA, Inc.  
Torrance, CA

## **101. Sports Writing**

Kathy Hart  
NC State Alumni Association  
Raleigh, NC

The Tufts Daily Sports Section  
Editors and Writers  
Tufts University  
Medford, MA

## **102. Technical Writing**

Kathleen Pierce, Lynn Carrier  
Illumina, Inc.  
San Diego, CA

Elaine Soldani  
KLA-Tencor  
Milpitas, CA

Harry G. Samuels  
Learning Services  
Bradenton, FL

Cindy Haley, Heidi Slade  
Tyler Technologies  
Plano, TX

## **103. Technology & Science Writing**

Julianne Turko  
AGEISS Inc.  
Evergreen, CO

Robert F. Black  
American Society for  
Engineering Education  
Washington, DC

Robert L. Reid  
American Society  
of Civil Engineers/  
Civil Engineering Magazine  
Reston, VA

## **98. Financial & Investment Writing**

Robert F. Black  
American Society for  
Engineering Education  
Washington, DC

Michael Corcoran  
Bloomberg L.P.  
New York, NY

Shahin Shojai  
Capco  
London, England

Sara Drummond  
Commercial Investment  
Real Estate Magazine  
Chicago, IL

Custom Solutions from  
SmartMoney  
New York, NY

## **99. Health & Medical Writing**

Critical Care Nurse  
American Association  
of Critical-Care Nurses  
Aliso Viejo, CA

Mary Roberts Henderson  
American College of Radiology  
Reston, VA

Virginia Anderson  
American Society  
of Clinical Oncology  
Alexandria, VA

Liz Massey,  
Christopher Vaughan  
Arizona State University  
Alumni Association  
Tempe, AZ

Arthritis Today  
Arthritis Foundation  
Atlanta, GA

Lisa James  
Energy Times  
Melville, NY

Michael Corcoran  
Bloomberg L.P.  
New York, NY

Neal Singer  
Sandia National Laboratories  
Albuquerque, NM

Robert K. Ackerman  
SIGNAL Magazine  
Fairfax, VA

Charlotte Thomas  
Society of Women Engineers  
Cleveland Heights, OH

Marketing & Product Teams  
VUE Software  
Coconut Creek, FL

Washington River Protection  
Solutions  
Richland, WA

#### **104. 'Green' Writing**

Robert F. Black  
American Society for  
Engineering Education  
Washington, DC

Juan Josse, M.ASCE,  
Andrew Dale  
American Society  
of Civil Engineers/  
Civil Engineering Magazine  
Reston, VA

Mark Thayer, CPD  
American Society  
of Plumbing Engineers  
Des Plaines, IL

Lis Massey,  
Amy Roach Partridge  
Arizona State University  
Alumni Association  
Tempe, AZ

Sara Schreiber  
Law Enforcement Technology  
Fort Atkinson, WI

Kitty Fahey  
NOAA Coastal Services Center  
Charleston, SC

Carol J. Forrest  
Rose Hill Communications, Inc.  
Wheaton, IL

Maryann Lawlor, Rita Boland,  
Henry S. Kenyon  
SIGNAL Magazine  
Fairfax, VA

Pace Communications  
Wells Fargo  
Greensboro, NC

#### **105. Writing Series**

Publications & Communications  
CARF International  
Tucson, AZ

National Clearinghouse  
on Families & Youth  
JBS International, Inc.  
North Bethesda, MD

Lockheed Martin -  
Creative & Strategic Services  
Richland, VA

Iris Aboytes  
Sandia National Laboratories  
Albuquerque, NM

Richard K. Kolb  
VFW Magazine  
Kansas City, MO

#### **106. Special Purpose Writing**

Association of Jesuit  
Colleges and Universities  
Washington, DC

Scott Vander Heiden  
Direct Supply  
Milwaukee, WI

Michelle Shaffran  
Ford Motor Company  
Troy, MI

Jim Barber  
Georgia Power  
Atlanta, GA

Michael Pinchera  
Meeting Professionals  
International  
Dallas, TX

#### **107. Best Rewrites**

Carla Kemp  
American Academy of Pediatrics  
Elk Grove Village, IL

Beverly Beckert  
Penton Custom Solutions  
Cleveland, OH

#### **Design & Illustration**

#### **108. Design & Layout**

Participant Marketing  
Alere Health  
McKinney, TX

Jeff Roth  
American Society  
of Civil Engineers/  
Civil Engineering Magazine  
Reston, VA

Marc Sirockman  
Artcraft Health Education  
Flemington, NJ

Martha Terry  
Binghamton University  
Binghamton, NY

Creative Services Department  
BoatU.S. Magazine  
Alexandria, VA

Cerner Marketing  
Cerner Corporation  
Kansas City, MO

CIRE Staff/TMG  
Commercial Investment  
Real Estate Magazine  
Chicago, IL

Jennifer Sailer  
Evoke Idea Group, Inc.  
St. Charles, IL

GLC Custom Media  
Northbrook, IL

Kristina Jogi  
LifeBridge Health  
Baltimore, MD

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

Candice Taylor  
Military Officers  
Association of America  
Alexandria, VA

Lisa Schnabel  
National Association of  
Secondary School Principals  
Reston, VA

Maxine Morris  
National Board for Professional  
Teaching Standards  
Arlington, VA

Norma Villafaña  
PBS&J an Atkins Company  
Miami, FL

Office of Public Relations  
Southern Polytechnic  
State University  
Marietta, GA

Warren Tingen  
Tanner Health System  
Carrollton, GA

TMG Custom Media  
Washington, DC

Pat Dideriksen  
Towson University  
Towson, MD

Steven Clark  
The Walt Disney Company  
Burbank, CA

Thomas G. Uhlein  
William Paterson University/  
Uhlein Design  
Wayne, NJ



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## **109. Illustration & Typography**

Robert F. Black  
American Society for  
Engineering Education  
Washington, DC

Sima Nasr  
ASCD  
Alexandria, VA

College of Education,  
Community Outreach Office  
Grand Valley State University  
Grand Rapids, MI

Belinda Klein, MA  
The Hughston Foundation  
Columbus, GA

Laura Petrides Wall  
Pace Communications  
Greensboro, NC

TMG Custom Media  
Washington, DC

## **110. Infographics**

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

## **111. Covers**

Robert F. Black  
American Society for  
Engineering Education  
Washington, DC

Georgia Park  
ASCD  
Alexandria, VA

Association of  
Corporate Counsel  
Washington, DC

Warren Miller, Karen Kramer  
The Berger Group of Companies  
Morristown, NJ

Brad Pierson  
Colorado Medical Society  
Denver, CO

D. Teddy Diggs  
EDUCAUSE  
Boulder, CO

Processing Staff  
Grand View Media Group  
Birmingham, AL

Scott Pollack  
McKnight's Assisted Living  
Northfield, IL

John von Brachel  
Merrill Lynch  
Pennington, NJ

Frank Ruopoli  
NOAA Coastal Services Center  
Charleston, SC

Peggy Edwards  
Professional Tennis Registry  
Hilton Head Island, SC

Larry Preslar  
SPARK Publications  
Mathews, NC

TMG Custom Media  
Washington, DC

Steven Clark  
The Walt Disney Company  
Burbank, CA

## **112. Spreads**

Robert F. Black  
American Society for  
Engineering Education  
Washington, DC

Candice Taylor  
Military Officers  
Association of America  
Alexandria, VA

Christopher Murphy  
NAFSA: Association of  
International Educators  
Washington, DC

Dorothy Wagener  
National Association  
of College and University  
Business Officers  
Washington, DC

Isabella Mathews  
National Association of  
REALTORS®  
Chicago, IL

TMG Custom Media  
Washington, DC

## **113. Photography**

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

NFL / H.O. Zimman, Inc.  
Lynn, MA

Brown Cannon, III  
Pace Communications  
AAA Living  
Greensboro, NC

Randy Montoya  
Sandia National Laboratories  
Albuquerque, NM

Proto Magazine  
Time Inc. Content Solutions  
New York, NY

Steven Clark  
The Walt Disney Company  
Burbank, CA

Vincent Giarrano  
Wolters Kluwer  
New York, NY

## **114. Corporate Identity & Graphic Standards Materials**

Corinne Cooper  
Professional Presence  
Communication Consulting  
Tucson, AZ

## **115. Print Ads & Advertorials**

Cristin Conner  
American Paint Horse  
Association  
Fort Worth, TX

Michele Merrell  
Brightstar  
Fort Lauderdale, FL

Marketing & Communications  
Credit Union Association  
of New York  
Albany, NY

William Weger  
Image One PR  
Rockville, MD

ViewPoint Bank  
Marketing Team  
ViewPoint Bank  
Plano, TX

## **116. Exhibits, Displays & Signage**

Jane Hillhouse  
Hillhouse Graphic Design, LLC  
Kingsport, TN

Susan P. Sanborn  
Toyota U.S.A.  
Automobile Museum  
Torrance, CA

University Housing Marketing  
University of Illinois  
Champaign, IL

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**117. Calendars,  
Posters & Certificates**

Jeff Roth  
American Society  
of Civil Engineers/  
Civil Engineering Magazine  
Reston, VA

Marc Sirockman  
Artcraft Health Education  
Flemington, NJ

Marketing Communications  
Graybar Electric  
St. Louis, MO

Patricia M. Burgio, APR  
Lancaster Central  
School District  
Lancaster, NY

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

Megan Mallory  
Pulmonary Hypertension  
Association  
Silver Spring, MD

Sylvia Westgard  
Township High School District  
214  
Arlington Heights, IL

Kathie Bryan  
UnitedHealthcare  
San Diego, CA

Tiffany Roskamp-Bunt  
University of Montevallo  
Montevallo, AL

**118. 'Green' Design  
& Illustration**

American Specialty Health  
San Diego, CA

Jeff Ortiz  
IAPMO  
Ontario, CA

**119. Special Purpose  
Design & Illustration**

Candice Taylor  
Military Officers  
Association of America  
Alexandria, VA

Thomas G. Uhlein  
William Paterson University/  
Uhlein Design  
Wayne, NJ

**120. Best Redesigns**

ACR Publications Department  
American College of Radiology  
Reston, VA

Deb Ashbeck  
Ashbeck Design  
Seattle, WA

Amy L. Dvorak  
Association of Legal  
Administrators  
Lincolnshire, IL

Ford Product Team,  
Retailer Education & Training  
Ford Motor Company  
Troy, MI

Global Training & Learning  
Hilti AG  
Tulsa, OK

Hospital for Special Surgery  
New York, NY

Janet Dudar, Gail Schnitzer  
IEEE Pulse - Magazine of the  
IEEE Engineering in Medicine  
and Biology Society  
Piscataway, NJ

ICO Communications Staff  
Illinois College of Optometry  
Chicago, IL

Jane Altman,  
Cinnamon Tillotson  
Illumina, Inc.  
San Diego, CA

Deann French, Rachel Romines  
Independent Insurance Agents  
of Illinois  
Springfield, IL

Candice Taylor  
Military Officers  
Association of America  
Alexandria, VA

Thomas Cavallaro,  
Karen Stanwood  
Mindworks Communications/  
SLACK Incorporated  
Thorofare, NJ

Kelley Johnson  
Novell Inc.  
Provo, UT

Larry Preslar  
SPARK Publications  
Matthews, NC

Cyndie Buckle  
Texas Tech University  
Hospitality Services  
Lubbock, TX

Theresa Wright  
The Vanguard Group  
Malvern, PA

Simone Miranda  
Walt Disney World Resort  
Lake Buena Vista, FL

**One-of-a-Kind  
Publications****121. One-of-a-Kind -  
Print Publications**

Erin Anderson  
Costco Wholesale  
Issaquah, WA

Sheri Strombeck,  
Jennifer Krueger  
Direct Supply, Inc.  
Milwaukee, WI

Sophie Hanson  
MCG - newsLINK  
and AIA Montana  
Salt Lake City, UT

Donna J. St. John, Beth Bedard  
National Active and Retired  
Federal Employees Association  
Alexandria, VA

LaTina Lewis  
Northern Virginia  
Electric Cooperative  
Manassas, VA

Pioneer Services  
Kansas City, MO

Kris Schultz  
S+A Cherokee  
Cary, NC

Marie Lee, Brett DeBoer,  
Courtney Lehmann  
University of the Pacific  
Stockton, CA

Terry Simzer  
Upper Canada District  
School Board  
Brockville, ON

WGBH Educational Outreach  
Boston, MA

**122. One-of-a-Kind -  
Electronic & Web  
Publications**

Jackson National Life Insurance  
Denver, CO

SAGE  
Thousand Oaks, CA

Laura Borden  
The Vanguard Group  
Malvern, PA

**123. One-of-a-Kind - Custom-Published Publications**

Maryland Grier  
Connecticut Health Foundation  
Hartford, CT

The Consulate General of  
Luxembourg in New York  
New York, NY

Marilyn Barnett  
MARS Advertising  
Southfield, MI

Fay Ellis  
Neurology Today  
New York, NY

Fabi Preslar  
SPARK Publications  
Matthews, NC

**124. One-of-a-Kind - Marketing & Public Relations Publications**

Alexi Papandon  
National Association of  
Professional Insurance Agents  
Alexandria, VA

Jane Johnson, Erin Bolton  
Pivot Communications  
Salt Lake City, UT

**125. One-of-a-Kind - Public Service Publications**

Karen Plunkett  
American Lung Association  
in Tennessee  
Nashville, TN

Kristin Kretschmer  
JCDS, Boston's Jewish  
Community Day School  
Watertown, MA

Randy White  
National Council of  
Teachers of Mathematics  
Reston, VA

**126. One-of-a-Kind - Health & Medical Publications**

Marketing and  
Communications Department  
Adventist Health/  
Central Valley Network  
Hanford, CA

Jill Schlabig Williams  
Association for the Advancemmt  
of Medical Instrumentation  
Arlington, VA

Lauren L. Darr  
Left Paw Press  
Greens Fork, IN

Ava Crawford,  
Tania Connaughton-Espino  
North Carolina Healthy Start  
Foundation  
Raleigh, NC

Laura J. Pinchot  
Oncology Nursing Society  
Pittsburgh, PA

Patricia Kirby, Rajesh Relan  
Radius Magazine  
Carmel, IN

Creative Services  
Science Applications  
International Corporation  
Oak Ridge, TN

Infectious Disease News  
Editorial Staff  
SLACK Incorporated  
Thorofare, NJ

**127. One-of-a-Kind - Emergency & Public Safety Publications**

Emily Cox  
San Diego Police Officers  
Association  
San Diego, CA

**128. One-of-a-Kind - Government Publications**

Kris Kurtenbach  
Collaborative Communications  
Group  
Washington, DC

Lockheed Martin -  
Creative & Strategic Services  
Richland, WA

Mary Priller  
Mundelein Park  
& Recreation District  
Mundelein, IL

Ann Marie R. Harvie  
U.S. Army Corps of Engineers,  
New England District  
Concord, MA

**129. One-of-a-Kind - Technology & Science Publications**

National Energy  
Technology Laboratory  
liPittsburgh, PA

Jane Johnson, Erin Bolton  
Pivot Communications  
Salt Lake City, UT

**130. One-of-a-Kind - 'Green' Publications**

Keyana Tennant  
IEEE  
Piscataway, NJ

Karyn Waters  
Publix Super Markets, Inc. -  
Corporate Communications  
Lakeland, FL

Stratton Publishing  
& Marketing Inc.  
Alexandria, VA

The Wilderness Society  
Washington, DC

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**A note on format:**

- Grand Awards are listed alphabetically by organization, within each main category.
- Grand Award winners are shown either in for profit or nonprofit subcategories, based on the *entering* organization. So, in some cases, a nonprofit Grand Award-winning publication may be listed in a for profit subcategory if, for example, it was entered by a for profit ad agency which actually produced the publication.
- Awards of Excellence are listed alphabetically by organization name, within each individual category. Awards for individuals without an organization name are listed alphabetically by last name at the end of the entry category.
- Organization names appear in the format and style used by entrants.

**To order additional award certificates** for co-workers and contributing vendors, see the order form on the next page, or on the back page of this brochure. Photocopy as necessary.

You also may download and print the order form (pdf file) from <http://www.apexawards.com/orderapexcertificates.htm>





# Order Form: APEX 2011 ADDITIONAL Certificates

**Your chance to give a “pat on the back”  
to deserving staff, freelancers and vendors.**

If you won an APEX 2011 Award (or Awards), you may want to order **additional** award certificates—for yourself, or for other staff, departments or organizations, vendors and freelancers who helped produce the winning entries.

To place your order for extra certificates, simply fill out this form. **Make sure to type or print clearly.**

**1. Clearly type or print the EXACT wording you’d like for additional certificates—names, titles, company, etc.**

**Best method:** Attach photocopies of your original certificate(s) with changes marked.

**2. Here is the copy for my additional certificates order:**

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**Sample Certificate Copy:**

Most Improved Newsletters (entry category)  
The Ace Reporter (entry title)  
Judy Smith (name of staff person)  
Publications Manager (job title)  
Ace Software, Inc. (name of organization)

**3. Enclosed is my certificate order for:**

Qty: \_\_\_\_\_ APEX 2011 Award of Excellence certificates.

Qty: \_\_\_\_\_ APEX 2011 Grand Award certificates.

\_\_\_\_\_ Total # of certificates @ \$ \_\_\_\_\_ each = \$ \_\_\_\_\_ (total enclosed)

**Cost: \$15 each (Until October 6, 2011)  
\$18 each (From October 7 on)  
(includes shipping via 1st Class Mail)**

**4. Payment must accompany order.**

Check enclosed (in U.S. funds, drawn on a U.S. bank)

Charge my  Visa  MasterCard  American Express

Card # \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

**5. Mail my certificate(s) to:**

**Clearly** write your mailing address, or attach your business card. We’ll mail your certificates to the **exact** address you provide.

**Name:** \_\_\_\_\_

**Org:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State-Prov./Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**6. Mail this order form, with payment, to:**

APEX 2011 Additional Certificates  
Communications Concepts, Inc.  
7481 Huntsman Blvd., #720  
Springfield, VA 22153-1648

Or **fax** this order form with your credit card order to:  
**703/643-2329** (secure fax machine)

**NOTE! Certificate orders cannot be phoned in. To ensure accuracy, they must be mailed or faxed. Payment must accompany orders. Please allow 2 to 3 weeks for delivery.**

Note: All APEX 2011 Award Winners received one (1) certificate at no charge for each winning entry. Each included the name of the person or organization as it appeared on your entry form. Use this form to order *additional* certificates.



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**2. Here is the copy for my additional certificates order:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sample Certificate Copy:**  
Most Improved Newsletters (entry category)  
The Ace Reporter (entry title)  
Judy Smith (name of staff person)  
Publications Manager (job title)  
Ace Software, Inc. (name of organization)

**3. Enclosed is my certificate order for:**

Qty: \_\_\_\_\_ APEX 2011 Award of Excellence certificates.

Qty: \_\_\_\_\_ APEX 2011 Grand Award certificates.

\_\_\_\_\_ Total # of certificates @ \$ \_\_\_\_\_ each = \$ ~~(total enclosed)~~

**Cost: \$15 each (Until October 6, 2011)  
\$18 each (From October 7 on)  
(includes shipping via 1st Class Mail)**

**4. Payment must accompany order.**

Check enclosed (in U.S. funds, drawn on a U.S. bank)

Charge my  Visa  MasterCard  American Express

Card # \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

**5. Mail my certificate(s) to:**

**Clearly** write your mailing address, or attach your business card. We’ll mail your certificates to the **exact** address you provide.

**Name:** \_\_\_\_\_

**Org:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State-Prov./Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**6. Mail this order form, with payment, to:**

APEX 2011 Additional Certificates  
Communications Concepts, Inc.  
7481 Huntsman Blvd., #720  
Springfield, VA 22153-1648

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