

# ADDY

THE

*Mad*

HADDYS



The 2013 SWVA ADDY® Awards

# 2013





## THE MAD HADDYS

2012/2013 AAF SWVA Addy Awards

WE at CLINCH VALLEY PRINTING would like to CONGRATULATE all PARTICIPANTS for THEIR ACCOMPLISHMENTS THIS PAST year!



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### AAF SOUTHWEST VIRGINIA FRIENDS, FAMILY AND GUESTS:

Welcome to the first ever AAF SWVA ADDY Awards Presentation & Gala! Tonight, a group of talented and dedicated members of our creative community will deliver an outstanding first ADDY Award evening. Though tonight's show is small, we hope that it will be the first among many fun, rewarding and invigorating ADDY presentations in our area for many years to come.

We give special thanks to Clinch Valley Printing for being the presenting sponsor of our first show. They have shown tremendous support and excitement for Southwest Virginia's advertising community and for our club's future. Another special thanks goes out to the Southwest Virginia Higher Education Center for sponsoring and hosting the event in their lovely facility. We also thank ThoseGeeks and Berry Home Centers for sponsoring tonight's event.

We also thank our esteemed board members who have worked diligently to make tonight happen - Elana Todt, Mikki Barker, Dana Wolfe, Kim Stewart, Amber Clark and Leah Prater.

I'd also like to thank AAF Roanoke's Kym Davis, Ananda Young, Peggy Underwood, Chris Dodd and company for their tremendous support, and sometimes flat-out hand holding, in helping us figure out what we're doing this first time around. You all are crazy, awesome and appreciated.

But back to what this is all about. On this night, your undeniable talent, ingenuity, originality and inspirational ideas are on full display. Your artistic achievements across an array of mediums bring national exposure to our small, but talented neck of the Virginian woods. This, in turn, supports and keeps advertising and related businesses alive and thriving in Southwest Virginia. AAF SWVA exists for, and because of, the passionate and talented advertising professionals in Southwest Virginia and the sweat, blood and tears put into forming this club and putting on this awards presentation is our way of giving back to the local ad community and we are ever so proud to be a part of your accomplishments.

Tonight, there will be gold and silver awards bestowed upon our members, and we wish those moving forward to the District competition the best-of-luck. We know you'll represent Southwest Virginia well. Tonight, though, you are all winners because of your passion, involvement, talent and brilliance.

Now let's have some food, drinks, fun - and most importantly, give out some awards.

### JEREMY BISE, PRESIDENT





# Our esteemed JUDGES

AAF SWVA would like to thank the judges for helping to make our inaugural competition a success.



**MIKE WEBER** is an award winning writer, producer, director, and voice talent. For 17 years he was a top-rated morning radio personality and talk show host on stations from coast to coast.

With his extensive writing, creative and art direction background Mike has judged over a hundred local and District ADDY competitions nationwide as well as the US Film and Video Festival, Crystal Reel, Golden Palm, International Academy of the Visual Arts and PMA international competitions.

Mr. Weber is a past president of the Pinellas Sun-coast Ad Fed and a founder of the Tampa Bay Ad Fed. He is an AAF Silver Medal winner and 4th District Gold Medal recipient. Mike was 4th District Governor and served on the AAF National Executive Committee as Eastern Region Chair.

Mike is Past Chair of the National ADDY Committee, and has been a local chair seven times, 4th District ADDY Chair seven times and served on the AAF National ADDY committee for 16 years. In that time he contributed to much of the structure of the competition.



**STEPHEN ROGERS** is a highly qualified advertising/communications professional with creative and executive management in both multi-national and large to medium-sized regional advertising agencies. Stephen has demonstrated success in building an agency through winning new business, retaining clients and structuring successful agency mergers and acquisitions.

Mr. Rogers is the owner of VINE Communications Group in Baltimore, Maryland. He has been the recipient of over 100 creative awards, including multiple National/Regional ADDYs, AMA Crystals, BMA Lanterns, Best of the West Awards, Telly's, EF-FIE's, and two National Academy of Television Emmy Awards.

Rogers is a Chair AAF National ADDY Creative Competition and has served on the National ADDY committee for 28 years. He is a past President of the AAF Baltimore and Houston Advertising Federation. He has judged over 150 local and district and national ADDY competitions.

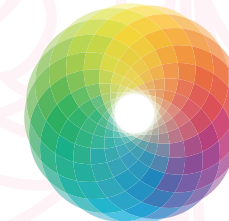


**DWIGHT DOUTHIT**, formerly with McCann-Erickson and Benton and Bowles, is currently President and Chief Creative Officer of Douthit Design Group Incorporated in Houston, Texas founded in 1985.

Douthit has garnered numerous gold medals from the Houston Advertising Federation, and awards from the American Advertising Federation, Dallas Ad League, Dallas Society of Visual Communications, and The Art Directors Club of Houston. His work has appeared in HOW, Print, Art Direction magazines, and was included in Print's Best Logos and Symbols, Print's Best Posters, Print's Best Letterheads and American Corporate Identity.

In 2006, Douthit's firm was awarded the MOSAIC ADDY from AAF. Douthit has served as Chairman of the AAF National Public Service Committee. He was the District 10 ADDY Chairperson and National ADDY Committee representative in 2007. Douthit Design Group has garnered numerous gold medals including ADDYS, TELLYS and other prestigious awards from the industry.

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*Sometimes*  
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many as  
six *impossible*  
things before  
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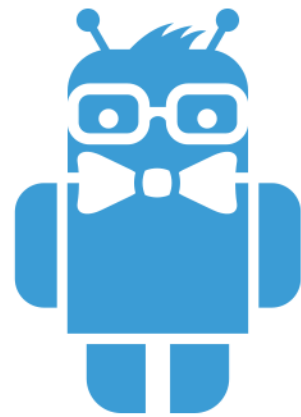
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CONGRATULATIONS TO ALL THE WINNERS

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# SILVER

## award winners



**CATEGORY:** Television - Local  
**AWARD:** Silver ADDY® Award  
**ENTRANT:** Emory & Henry College  
**TITLE:** Going Professional  
**ADVERTISER:** Emory & Henry College  
**CREDITS:** Jamie Smyth



**CATEGORY:** Digital Advertising , Websites B2B - Services  
**AWARD:** Silver ADDY® Award  
**ENTRANT:** ThoseGeeks  
**TITLE:** Holston Hills Community Golf Course Website  
**ADVERTISER:** Holston Hills Community Golf Course  
**CREDITS:** Jeremy Bise

**CATEGORY:** Advertising Industry Self Promotion, Ad Club  
**AWARD:** Silver ADDY® Award  
**ENTRANT:** Elana B. Todt  
**TITLE:** AAF SWVA Light it Up Campaign  
**ADVERTISER:** AAF SWVA  
**CREDITS:** Elana B.Todt



**CATEGORY:** Elements of Advertising, Visual - Logo  
**AWARD:** Silver ADDY® Award  
**ENTRANT:** Coburn Creative  
**TITLE:** Highland Community Services Logo  
**ADVERTISER:** Highlands Community Services  
**CREDITS:** Lee Coburn, Creative Director;; Amber Amburgey, Art Director; Jason Willis, Art Director; Danielle Lamson, HCS Communications Manager



**CATEGORY:** Elements of Advertising, Visual - Photography  
**AWARD:** Silver ADDY® Award  
**ENTRANT:** The Edge Photography  
**TITLE:** SWHEC  
**ADVERTISER:** SWVA Higher Education Center  
**CREDITS:** Kevin Plowman, Photographer; Kim Stewart





# GOLD

*award winners*



**CATEGORY:** Collateral Material, Poster  
**AWARD:** Gold ADDY® Award  
**ENTRANT:** Highlands Community Services  
**TITLE:** Project Jane Poster  
**ADVERTISER:** Highlands Community Services  
**CREDITS:** Brianna Morris, Designer



**CATEGORY:** Advertising for the Arts & Sciences, Collateral - Brochure  
**AWARD:** Gold ADDY® Award  
**ENTRANT:** Coburn Creative  
**TITLE:** Heartwood Calendar  
**ADVERTISER:** Heartwood  
**CREDITS:** Lee Coburn, Creative Director; Amber Amburgey, Art Director; Jason Willis, Art Director; Leah Farmer, Graphic Designer



**CATEGORY:** Integrated Campaigns, B2B Local  
**AWARD:** Gold ADDY® Award  
**ENTRANT:** Coburn Creative  
**TITLE:** 9 Blocks Campaign  
**ADVERTISER:** Highlands Community Services  
**CREDITS:** Lee Coburn, Creative Director; Amber Amburgey, Art Director; Jason Willis, Art Director; Danielle Lamson, HCS Communications Manager; Starscape Media, Videography/Editing



**CATEGORY:** Elements of Advertising, Visual - Logo  
**AWARD:** Gold ADDY® Award  
**ENTRANT:** Coburn Creative  
**TITLE:** SWVA Higher Education Center Logo  
**ADVERTISER:** SWVA Higher Education Center  
**CREDITS:** Lee Coburn, Creative Director; Amber Amburgey, Art Director; Jason Willis, Art Director



# BEST *in Show*



AWARD: Best in Show

ENTRANT: Coburn Creative

TITLE: 9 Blocks Campaign

ADVERTISER: Highlands Community Services

CREDITS: Lee Coburn, Creative Director; Amber Amburgey, Art Director; Jason Willis, Art Director; Danielle Lamson, HCS Communications Manager; Starscape Media, Videography/Editing

# Downton



# Addy

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