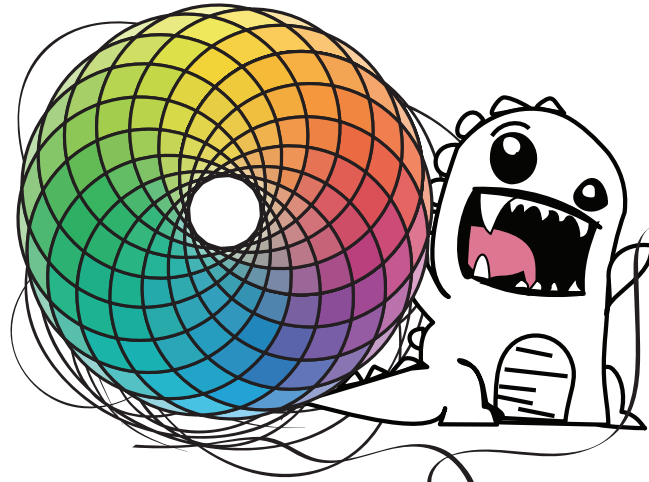


A vibrant tropical beach scene at sunset. The sky is filled with large, colorful clouds in shades of orange, yellow, and blue. The sun is low on the horizon, casting a bright, shimmering reflection across the calm water and the sandy beach. Several palm trees are silhouetted against the bright sky on the right side of the frame. In the foreground, a white silhouette of a palm tree is positioned behind the text.

addy in PARADISE

SWVA AMERICAN ADVERTISING AWARDS

OUR PRESENTING SPONSOR



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— PRINTING —

COME SEE WHAT WE'VE CREATED.

LETTER

from the president

AAF SWVA Members, Friends and Guests:

Welcome to our 5th Annual American Advertising Awards. This event is an opportunity to celebrate the creative community of Southwest Virginia. I am very proud we have this opportunity each year to showcase the amazing talents of so many creative people.

Congratulations to Teresa Keller, our 3rd Silver Medal Award winner. This is the highest honor our club can bestow on a member of the advertising community. The Silver Medal recognizes her life-long achievements, her substantial contribution to advertising and her career excellence. Teresa is a leader in the Southwest Virginia advertising profession and continues to inspire students through her work at Emory & Henry College.

The companies who support our club through membership dues and sponsorships make events like tonight possible. Thank you to Clinch Valley Printing for being our Presenting Sponsor as well as supporting the club throughout the year. The awards ceremony always counts on the Bow Tie Boys for their excellent DJ and sound services. I would also like to thank the Wayne C. Henderson School for Appalachian Arts for generously providing the gallery that will be displaying the entries in tonight's awards for the next few months.

The tireless work of our Board of Directors is the glue that holds this club together. I want to offer a special thanks to each of you.

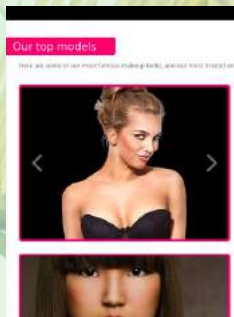
On behalf of American Advertising Federation of Southwest Virginia, I hope this book serves as reminder of a wonderful evening, as well as an inspiration to create your best work throughout the year. Thank you for being part of this celebration and thank you for your support as AAF SWVA continues to grow and improve the level of advertising in our area.

dana c. wolfe
Club President | 2015 - 2017

STUDENT *awards*



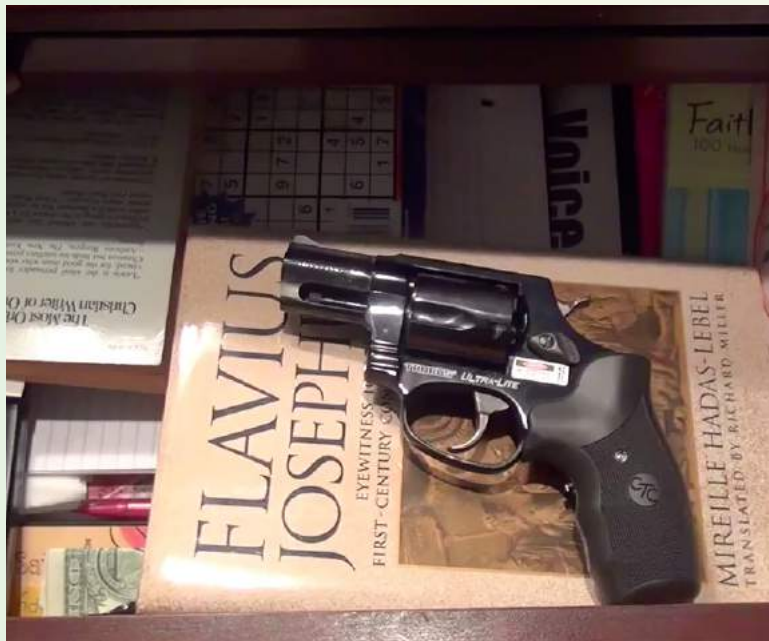
AWARD Silver ADDY Award
CATEGORY Single Execution
TITLE Quote Art
COLLEGE Emory & Henry College
CREDITS Jordan Hawkins | Student
 Dr. Mark Finney | Professor



AWARD Silver ADDY Award
CATEGORY Website | Desktop or Mobile
TITLE Simply Gorgeous
COLLEGE SWVA Education & Training Network
CREDITS Autumn Spence | Student
 Sonia Vanhook | Professor



AWARD Silver ADDY Award
CATEGORY Film, Video. Sound | TV Advertising
TITLE TLLI Promotional Video
COLLEGE Emory & Henry College
CREDITS Kelsey Hubbard | Editor/Creator
 Catherine Weidman | Creator
 Brent Treash | Videographer
 J. Wells & T. Lauder | Interviewees



AWARD	Gold ADDY Award
CATEGORY	Film, Video, Sound TV Advertising
TITLE	Gun Safety PSA
COLLEGE	Emory & Henry College
CREDITS	Jordan Hawkins Student
	Dr. Mark Finney Professor

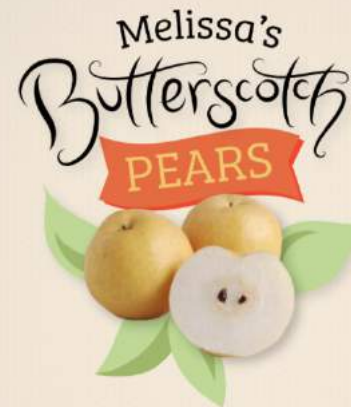
SILVER awards



AWARD Silver ADDY Award
CATEGORY Out of Home | Poster
TITLE Tractor Show Poster
COMPANY Food City
CREDITS Katie Westbrooks | Designer



AWARD Silver ADDY Award
CATEGORY Out-Of-Home | Installation
TITLE Tazewell Tourism Rest Stop Graphics
COMPANY Clinch Valley Printing
CLIENT Tazewell County Tourism
CREDITS Melinda McClure | Designer
David Woodard | Tazewell Co. Tourism Coordinator
Susan Weaver | Owner
Richard Weaver | Owner



Melissa's Pears are prized for not only their large size but their paper-thin skins.

Our Butterscotch Pears™ are carefully hand wrapped while still on the trees, coming from the fields of South Korea, with a protective paper cover to protect, resulting in a perfect, blemish-free fruit.

AWARD Silver ADDY Award
CATEGORY Sales + Marketing | Point of Purchase
TITLE Melissa's Butterscotch Pears
COMPANY Food City
CREDITS Caroline Taylor | Designer
Jean Boggs-Rowe | Creative Director

CHAMPIONS 4 CHILDREN

ONE-DAY CONFERENCE

AWARD Silver ADDY Award

CATEGORY Cross Platform | Integrated Public Service Campaign

TITLE Champions 4 Children Conference

COMPANY Highlands Community Services

CREDITS Danielle Lamson | Communications Director
 Briana Morris | Creative Communications Coordinator
 Stephen Trapanese | Network Administrator
 Carrie Cannaday | Starscape Media



AWARD Silver ADDY Award

CATEGORY Out-Of-Home | Large Venue

TITLE Domtar 100-Year Billboard Series

COMPANY Corporate Marketing

CLIENT Domtar

CREDITS Marty Engle | Director of Graphic Services



AWARD Silver ADDY Award

CATEGORY Cross Platform | Integrated Advertising Campaign

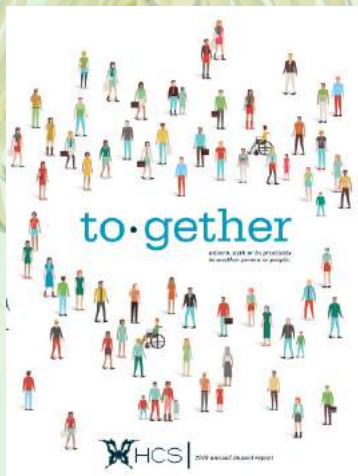
TITLE Battle at Bristol Campaign

COMPANY Food City

CREDITS Katie Westbrooks | Designer,
Jonathan Bailey | Photographer



AWARD Silver ADDY Award
CATEGORY Sales + Marketing | Packaging
TITLE Bristol Rhythm & Roots Reunion
 2016 Wristband Box
COMPANY Birthplace of Country Music
CREDITS Hannah DeVaney Holmes
 Graphic Designer



AWARD Silver ADDY Award
CATEGORY Sales + Marketing | Printed
 Annual Report
TITLE HCS 2016 Annual Impact Report
COMPANY 2Color Design
CLIENT Highlands Community Services
CREDITS Amber Amburgey | 2Color Design
 Founder
 Danielle Lamson | HCS
 Communications Director
 Alexandra Veatch | HCS Creative
 Communications Manager
 Dana Wolfe | CVP
 Account Executive



AWARD Silver ADDY Award
CATEGORY Sales + Marketing | Direct Mail
TITLE Lost in the Feed
COMPANY 2Color Design
CLIENT Blacksburg Transit
CREDITS Amber Amburgey - 2Color Design
 Founder
 Kenneth Tucker | Blacksburg Transit
 Manager Communications &
 Customer Support
 Fiona Rhodes | Blacksburg Transit
 Communications & Customer
 Support Specialist
 Fairen Horner | Blacksburg Transit
 Communications & Customer
 Support Specialist Assistant



AWARD Silver ADDY Award

CATEGORY Online/Interactive | Social Media

TITLE Just a Bit Short?

COMPANY 2Color Design

COMPANY Blacksburg Transit

CREDITS Amber Amburgey - 2Color Design Founder
Kenneth Tucker | Blacksburg Transit Manager Communications & Customer Support
Fiona Rhodes | Blacksburg Transit Communications & Customer Support Specialist
Fairén Horner | Blacksburg Transit Communications & Customer Support Specialist Assistant



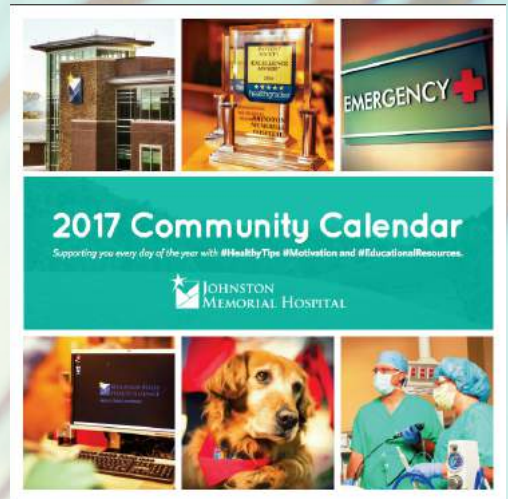
AWARD Silver ADDY Award

CATEGORY Online/Interactive | Social Media

TITLE Facebook Ad Main St. Busker Fest

COMPANY Abingdon Convention & Visitor's Bureau

CREDITS Nathan Wampler | Graphic Designer
Amanda Livingston | Abingdon CVB Marketing Manager



AWARD Silver ADDY Award

CATEGORY Sales + Marketing | Specialty Advertising

TITLE Johnston Memorial Hospital Calendar

COMPANY The Leverage Group

CLIENT Mountain States Health Alliance
Johnston Memorial Hospital

CREDITS Rob Bunch | Digital Operations
Stacey Amos | Videographer,
Chelsea Eik | Account Executive and Digital Specialist
Alex Quillin | Marketing Consultant
Sarah Mast | Graphic Designer



AWARD Silver ADDY Award
CATEGORY Film, Video, Sound | TV Advertising
TITLE Russell County Medical Center Emergency Room
COMPANY The Leverage Group
CLIENT Mountain States Health Alliance
 Russell County Medical Center
CREDITS Meredith Mathesius | CEO
 Brook Lambert | Sr. Account Manager
 Rob Bunch | Digital Operations
 Stacey Amos | Videographer
 Josh Mancuso | Account Executive
 Alex Quillin | Marketing Consultant



AWARD Silver ADDY Award
CATEGORY Out-Of-Home | Installations
TITLE BCM Airport Display
COMPANY Highroad Digital
CREDITS Rob Bunch | General Manager
 Alex Quillin | Digital Marketing Consultant
 Kyle Wirick | Director of Operations
 Sarah Mast | Graphic Designer
 Stacey Amos | Creative Director

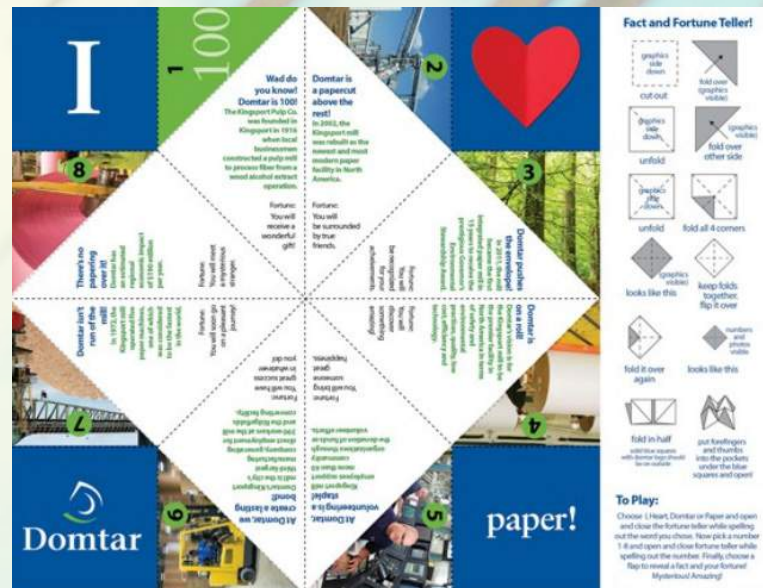


AWARD Silver ADDY Award
CATEGORY Film/Video/Sound | Branded Content + Entertainment for Online
TITLE Westfall Smiles are Contagious
COMPANY The Leverage Group
COMPANY Westfall Orthodontics
CREDITS Meredith Mathesius | CEO
 Brook Lambert | Sr. Account Manager
 Rob Bunch | Digital Operations
 Stacey Amos | Videographer
 Alex Quillin | Marketing Consultant

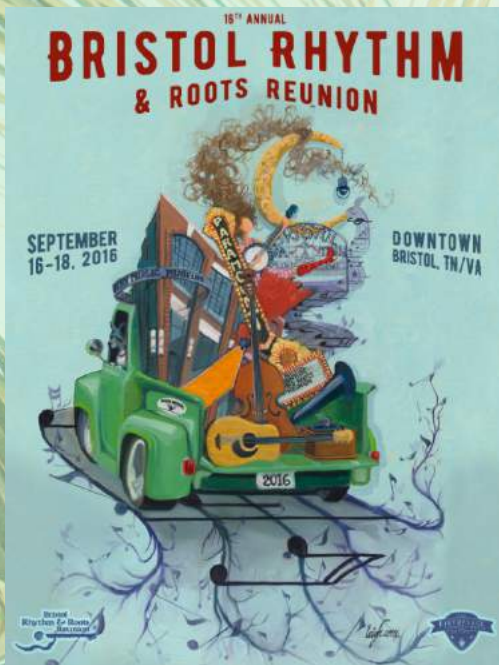
GOLD awards



AWARD Gold ADDY Award
CATEGORY Sales + Marketing | Advertising Industry
 Self-Promotion
TITLE Clinch Valley 2017 Calendar
COMPANY Clinch Valley Printing
CREDITS Melinda McClure | Designer
 Susan Weaver | Owner
 Richard Weaver | Owner
 Dana Wolfe | Account Executive



AWARD Gold ADDY Award
CATEGORY Sales + Marketing | Special Event Material
TITLE Valentine's Day Cootie Catcher Card
COMPANY Corporate Marketing
CLIENT Domtar
CREDITS Marty Engle, Director of Graphic Services



AWARD Gold ADDY Award
CATEGORY Out of Home | Poster
TITLE Bristol Rhythm & Roots Reunion
COMPANY Birthplace of Country Music
CREDITS Leigh Ann Agee | Poster Artist
 Hannah DeVaney Holmes | Graphic Designer

AWARD Gold ADDY Award
CATEGORY Elements of Advertising | Cinematography
TITLE Bristol Rhythm & Roots Reunion
 2016 Lineup Announcement
COMPANY Birthplace of Country Music
CREDITS Loch & Key Productions



CATEGORY Cross Platform | Integrated Public Service Campaign

AWARD Gold ADDY Award

TITLE Just One Christmas Box Campaign

COMPANY Highlands Fellowship

CREDITS Nathan Wampler | Graphic Designer
J.R. Linkous | Video Producer
Tim Lemons | Communications Pastor
Erin Linkous | Communications Project Manager
Elizabeth Hill | Marketing Director

AWARD Gold ADDY Award

CATEGORY Film/Video/Sound | Branded Content and Entertainment for Online

TITLE Hannah's Story

COMPANY Highlands Fellowship

CREDITS J.R. Linkous | Video Producer



AWARD Gold ADDY Award
CATEGORY Film, Video, Sound | Internet Commercial
TITLE Too Chicken Commercial
COMPANY Highlands Fellowship
CREDITS J.R. Linkous | Video Producer



AWARD Gold ADDY Award
CATEGORY Film, Video Sound | TV Advertisement
TITLE Discover Bristol Commercials
COMPANY The Leverage Group
CLIENT Discover Bristol
CREDITS Rob Bunch | General Manager
 Chelsea Elk | Project Manager
 Stacey Amos | Creative Director



AWARD Gold ADDY Award

CATEGORY Cross Platform | Integrated Advertising Campaign

TITLE Johnston Memorial Hospital Cardio

COMPANY The Leverage Group

CLIENT Mountain States Health Alliance
Johnston Memorial Hospital

CREDITS Meredith Mathesius | CEO
Brook Lambert | Sr. Account Manager,
Rob Bunch | Digital Operations
Stacey Amos | Videographer
Alex Quillin | Marketing Consultant



AWARD Gold ADDY Award

CATEGORY Elements of Advertising | Logo Design

TITLE Story of the Song Logo

COMPANY Abingdon Convention & Visitors Bureau

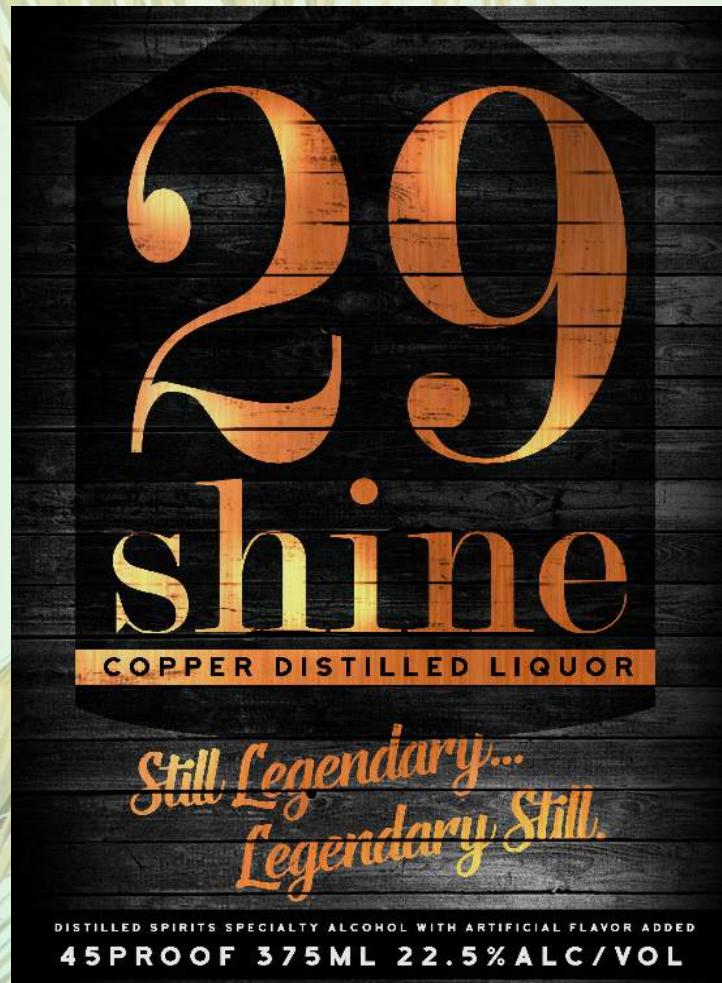
CREDITS Nathan Wampler | Graphic Designer
Amanda Leslie Livingston | Marketing Manager



ROUND FILE

local only

AWARD The Round File
CATEGORY Local Only | The Round File
TITLE 29 Shine
COMPANY Highroad Digital
CLIENT Cocke Co. Copper Liquor Moonshine
CREDITS Rob Bunch | General Manager,
Kent Garner | Account Executive,
Kyle Wirick | Digital Operation
Stacey Amos | Creative Director
Alex Quillin | Digital Marketing Consultant



JUDGE'S *choice*

AWARD Judge's Choice
CATEGORY Elements of Advertising
Logo Design
TITLE Story of the Song Logo
COMPANY Abingdon Convention &
Visitors Bureau
CREDITS Nathan Wampler
Graphic Designer
Amanda Leslie Livingston
Marketing Manager



BEST *of show*

AWARD Best of Show
CATEGORY Film, Video, Sound
Internet Commercial
TITLE Too Chicken Commercial
COMPANY Highlands Fellowship
CREDITS J.R. Linkous
Video Producer





Bree Adamson | Judge

"I grew up wanting to be a matador — just like Bugs Bunny. But once I realized I wasn't living in a Looney Tunes cartoon, I turned my aspirations toward becoming an astronaut... then a chef... then finally a writer. More than a dozen years of agency experience later, I have written award-winning copy and campaigns for a wide range of clients, from higher education and healthcare to fast-casual dining and tourism. I recently joined the marketing team at the University of Central Florida, which is the nation's second largest university as well as my alma mater."



Lindsay Miller | Judge

For over 10 years, Lindsay has been dedicated to the unrelenting pursuit of delivering unique, effective media solutions that bring a company's message to life. Currently, she is Associate Creative Director at Designsensory where her areas of expertise include conceiving, branding, interactive and print design. Lindsay oversees the creation of integrated campaign designs from start to finish. Lindsay earned a bachelor's degree in Graphic Design from the University of Tennessee-Knoxville. She also holds a minor in Studio Art with a concentration in drawing.



Elliott Wiley | Judge

Elliott Anderson Wiley, a four time Emmy and five time ADDY Award winner, has more than 25 years of experience as a business owner. A graduate of Howard University, with advanced education at Dartmouth's Tuck School of Business, Elliott's career includes creative and management positions with print, radio, public tv and commercial television institutions. He is a member of the AAF and Board Member of the Baltimore Chapter; a member of Alpha Phi Alpha Fraternity and a former Adjunct Professor. He has received an AAF Lifetime Achievement Award.

SILVER

medal award



2017 Silver Medal Award | Dr. Teresa Keller

Teresa Keller does not do anything halfway. She has operated at full speed for 31 years at Emory & Henry, and continues to apply tremendous energy to teaching, research and curriculum development, professional activities, and transformational community service. She retains enthusiasm for the First Amendment and open government, for teaching, and for continuing participation in the world of professional communications. She has maintained all of these activities while taking on a commitment to WEHC, now a major noncommercial broadcasting voice in this region.

Teresa has been an advocate for the broadcast industry for years through her involvement with the Virginia Association of Broadcasters. She worked tirelessly to help pass a law that allows for cameras in the courtroom. For many years, she has attended the VAB Congressional Luncheons to assist in educating congressmen on various industry matters. She was selected to serve on the Virginia Association of Broadcasters Board of Directors, not only because of her involvement in the industry, but also because of her position in the education community.

Teresa is one of the most decorated professors in the Commonwealth of Virginia. She has won Virginia's top two awards for teaching excellence in higher education, one given by the Council for the Advancement and Support of Education and the other by the State Council for Higher Education in Virginia. Throughout the Commonwealth of Virginia, fewer than 10 professors have won both of these highly prestigious and sought-after awards.

Her success as a teacher is in part due to her commitment to being a practitioner in the communications field. While she has taught, she has taken on marketing and promotional roles for numerous political campaigns, she has produced promotional video for area non-profits, and she has been a promotional consultant for area media organizations.

She is the model of what a liberal arts professor ought to be. She works constantly for the betterment of her program and her students, with the result that Mass Communications, once nothing more than a few courses housed in the English Department, has grown to be one of the largest and most successful departments on our campus. When the college first considered adding a curriculum in mass communications, quite a few faculty members were reluctant, fearing that the program would be too "vocational" and would dilute our important liberal-arts tradition. But because of Dr. Keller's leadership, the E&H Mass Communications Department accomplishes the difficult task of combining practical career training with a solid philosophical foundation.

Congratulations, Teresa!



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Making Art.

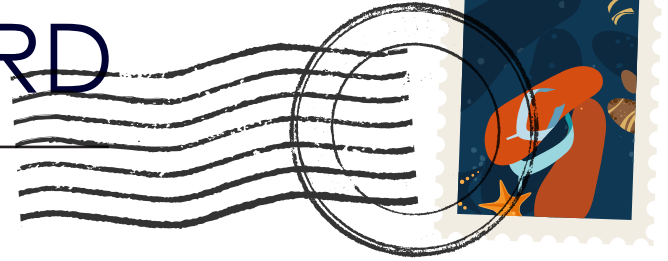
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