

AAF SWVA

2016 AMERICAN ADVERTISING AWARDS

100 sheets • 200 pages
9¾ x 7½ in/24.7 x 19.0 cm
college ruled



ADDY.in.PINK



2016

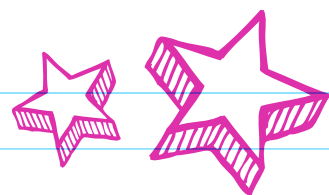
AMERICAN ADVERTISING AWARDS

CONGRATULATIONS

Southwest Virginia **ADDY** Recipients



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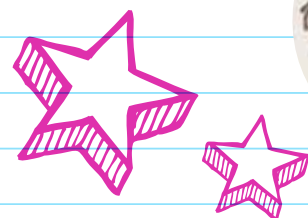
JUDGES



Woody Hinkle

Meredith Light

Karen Nasuti



MESSAGE FROM THE PRESIDENT

Welcome to the Annual American Advertising Awards. This event is a special opportunity to celebrate the creative community of Southwest Virginia. With an amazing 91 professional entries and 18 student entries, this year we recognize more design professionals than ever before. I am very proud that we are showing off the amazing talents of so many creative people.

We also use tonight to recognize our 2nd Silver Medal Award winner. This is the highest honor our club can bestow on a member of the advertising community. This award recognizes life-long achievement, substantial contribution and career excellence to someone who has provided leadership to the advertising profession.

The companies who support our club through membership dues and sponsorships make this event possible. Thank you to Clinch Valley Printing for being our Presenting Sponsor as well as supporting the club throughout the year. Emory & Henry College has been an outstanding supporter of the club and graciously allowed us the use of the gym tonight as well as offering the first National Student Advertising Competition in our area.

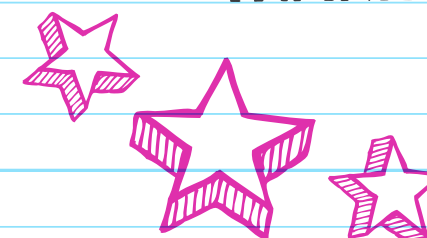
I would also like to thank Cumberland Marketing, Those Geeks, Dogwood Marketing, First Bank & Trust, Southwest Virginia Community Health Systems, Universal Companies, Bowling Rice, The Corporate Image and Bourtie Productions for their support of the club. These sponsors have helped offset the costs of this gala by donating cash, goods and services. Please support these sponsors because they support you.

The tireless work of our Board of Directors is the glue that holds this club together. I want to offer a special thanks to Alexandra Veatch, our AAAwards Chairperson for coordinating the gala. Thank you to Leah Prater for heading up donations and sponsorships, Elana Todt and Christina Druen who have worked tirelessly on the creative materials, Maggie Bishop for keeping our Facebook posts up to date, Tim Holdway and Kim Stewart who are always giving of their time. And, to Jeremy Bise, whose consistent leadership, insight and patience keep this club working.

On behalf of AAF SWVA, we hope this book is a reminder of a wonderful evening, as well as inspiration throughout the year. Thank you for being part of this celebration and thank you for your support.

Dana Wolfe
Club President
2015/2016

SPECIAL THANKS!!!



RICHARD & SUSAN WEAVER
EMORY & HENRY COLLEGE
TERESA KELLER
ROBBIE PHILLIPS
CHRIS DODD
TOM FIELD
MATT BROWN
PEGGY UNDERWOOD
KEN HEATH



JON LUNDBERG

Jon Lundberg is president of The Corporate Image, Inc., an integrated public relations and marketing firm headquartered in Bristol, Tennessee. He is also president of Corporate Marketing, the agency's award-winning marketing and advertising division.

Prior to founding The Corporate Image in 1993, Lundberg enjoyed more than a decade-long career in broadcast news. An award winning broadcast journalist, he served as lead anchor and managing editor with television and radio stations in Colorado Springs, Vail and Aspen, Colorado, Reno, Nevada; Wichita, Kansas; and Bristol, Virginia/Tennessee.

A graduate of Colorado State University with a bachelor's in communications with an emphasis in radio and TV broadcasting, Lundberg attended graduate school at Wichita State University.

His community involvement is extensive and includes service on many boards, including The Bristol Rotary Club, Bristol Chamber of Commerce, Rocky Mount Living History Museum, Thomas Green Lecture Series, the Tri-Cities Chapter of the Public Relations Society of America and Symphony of the Mountains. He has also been a member of the advisory board for the Neff Center for Science & Technology, Tusculum College President's Advisory Board and King College President's Roundtable. Lundberg is also a 32nd Degree Mason and Shriner.

In addition to his community involvement, Lundberg is a Captain in the U.S. Navy Reserve. He is designated as Public Affairs Officer and is currently assigned to the Office of the Chairman of the Joint Chiefs of Staff. In this role, he is involved in intelligence briefings and provides support to the National Military Command Center, Crisis Management Teams, OSD, COCOMs and interagency partners.

He has served at the Pentagon for the Secretary of Defense and has served as a commanding officer (CO) more often than any other Public Affairs Officer. He has been CO on seven occasions, leading units in Washington, D.C.; Norfolk, Virginia; Jacksonville, Florida; Dallas, Texas; and Millington, Tennessee.

Lundberg is also a State Representative in the Tennessee General Assembly. He was first elected in 2006 to represent the first legislative district, which includes the cities of Bristol and Kingsport. As part of his legislative service, Lundberg serves as Chairman of the Civil Justice Committee and is a member of the Civil Justice Subcommittee, the Insurance and Banking Committee, and the Calendar and Rules Committee. He also serves on the Governor's Council for Armed Services.

Lundberg is a member of the American Legislative Exchange Council, National Council of State Legislatures, Council of State Governments and the National Council of Insurance Legislators.

He has been married to the former Lisa White of Bristol, Tennessee, for 25 years, and they have a 24-year-old daughter, Samantha, and 19-year-old son, Nelson. They attend First Presbyterian Church in Bristol.



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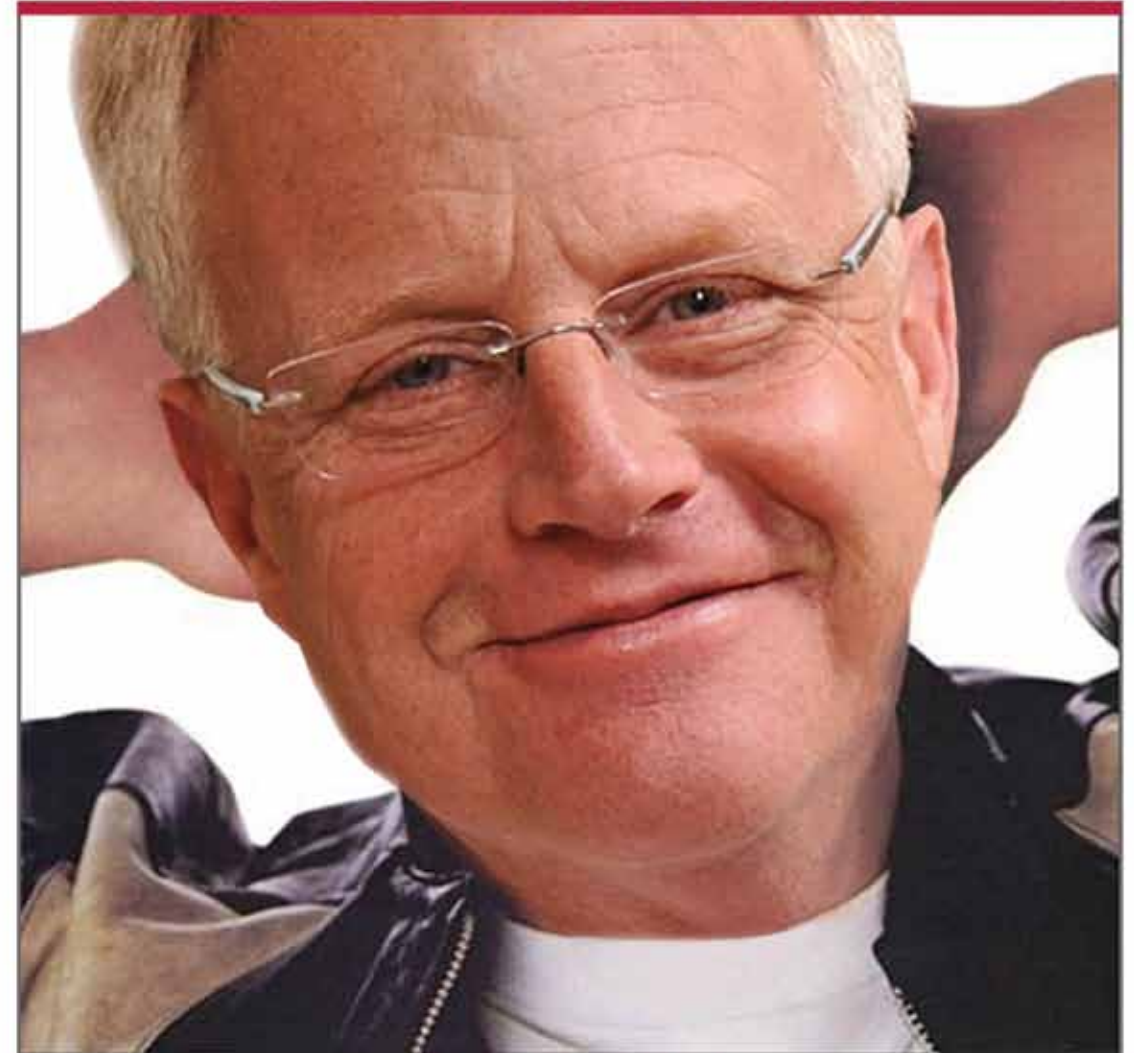
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LUNDBERG RULES



CORPORATE MARKETING

JON LUNDBERG'S WORK PAYS OFF

Success in advertising is never easy.

Danke schoen, Jon! All of us at Corporate Marketing thank you for more than 20 years of creativity, inspiration and leadership.

Produced by **ROBBIE PHILLIPS** Written & Directed by **MARTY ENGLE** **DEBORAH SMITH** **ANN MARIE FRENCH** **MARY HERRERA**
SYLVIA MUSGROVE **QUINNE BRYANT** **RAY BARNES** **DONNA STINSON** **ALYSON WATSON** **SUSAN ZEILER**

PG-13 PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13

A CORPORATE MARKETING PICTURE

"Life moves pretty fast. If you don't stop and look around once in awhile, you could miss it." — FB



SABRINA HUFFMAN
CUTIE PIE WEBSITE

SONIA VANHOOK, INSTRUCTOR
SOUTHWEST VIRGINIA EDUCATION & TRAINING NETWORK

CATEGORY: ONLINE/INTERACTIVE > S12 - WEBSITE
(DESKTOP OR MOBILE)



LINDSEY ROBERTS
NOSTIMO BAKERY & CAFE WEBSITE

SONIA VANHOOK, INSTRUCTOR
SOUTHWEST VIRGINIA EDUCATION &
TRAINING NETWORK

CATEGORY: ONLINE/INTERACTIVE > S12 - WEBSITE
(DESKTOP OR MOBILE)



CHRISTINA DRUEN
MY PERSONAL MISSION STATEMENT

SONIA VANHOOK, INSTRUCTOR
EMORY & HENRY COLLEGE

CATEGORY: OUT-OF-HOME // S09 - POSTER,
SINGLE



AARON TAYLOR
DORITOS - CRASH THE SUPER BOWL
COMMERCIAL

TERESA KELLER, PROFESSOR
EMORY & HENRY COLLEGE

CATEGORY: FILM, VIDEO & SOUND > TELEVISION AD-
VERTISING > S17A - SINGLE



CATHERINE WIEDMAN
HERB HOUSE TRADING COMPANY

TERESA KELLER, PROFESSOR
EMORY & HENRY COLLEGE

CATEGORY: FILM, VIDEO & SOUND > TELEVISION
ADVERTISING > S17A - SINGLE



HALEY STALLARD
PINK FLOWER BAKERY BUSINESS
CARD

SONIA VANHOOK, INSTRUCTOR
SOUTHWEST VIRGINIA EDUCATION &
TRAINING NETWORK

CATEGORY: ELEMENTS OF ADVERTISING >
VISUAL > S22 - LOGO DESIGN



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WINNERS OF THE
2016 AAF SWVA
AMERICAN ADVERTISING AWARDS



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HIGHLANDS FELLOWSHIP HONE ALBUM PACKAGING "COME INVADE"

NATHAN WAMPLER
GRAPHIC DESIGNER

CATEGORY: SALES PROMOTION // 02A - PACKAGING,
SINGLE UNIT



UNIVERSAL COMPANIES INTENSIVE | DRAMATICALLY TRANSFORM



MIZUHO CALL
ART DIRECTOR

BROOK PERRYMAN
SENIOR GRAPHIC DESIGNER, DIRECT MAIL

CYNTHIA THOMPSON
VP MARKETING/CREATIVE DEVELOPMENT

CATEGORY: SALES & MARKETING // SALES PROMOTION // 02B -
PACKAGING CAMPAIGN



FOOD CITY FOOD CITY LOCAL HONEY POINT OF PURCHASE

KATIE WESTBROOKS
GRAPHIC DESIGNER, COPYWRITER

CATEGORY: SALES & MARKETING // SALES PROMOTION
// 03A - POINT OF PURCHASE - COUNTER TOP

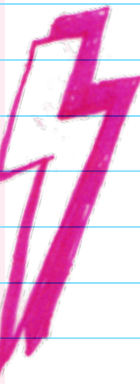
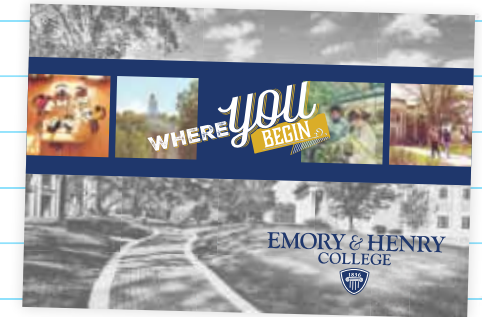


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EMORY & HENRY COLLEGE
OFFICE OF PUBLIC RELATIONS



CATEGORY: SALES & MARKETING // COLLATERAL MATERIAL // 07A - BROCHURE

EMORY & HENRY COLLEGE STUDENT SUMMER POSTCARD SERIES

LEAH PRATER
ELECTRONIC & PRINT PUBLICATIONS ASSISTANT

BRENT TREASH
ASSISTANT DIRECTOR FOR MEDIA RELATIONS

KEVIN CALL
ASSISTANT DIRECTOR OF ELECTRONIC COMMUNICATIONS

CATEGORY: SALES & MARKETING // 10B - DIRECT MAIL-FLAT CAMPAIGN



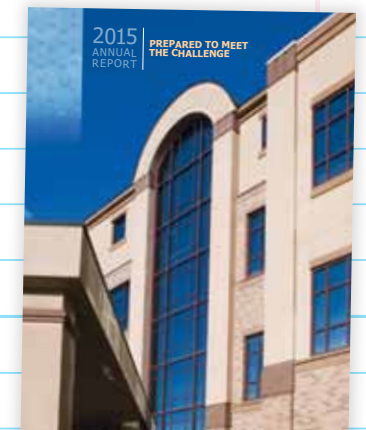
CLINCH VALLEY PRINTING PRINCETON COMMUNITY HOSPITAL ANNUAL REPORT CLIENT: PRINCETON COMMUNITY HOSPITAL

RICK HYPES
DIRECTOR OF MARKETING

RICHARD WEAVER
OWNER

SUSAN WEAVER
OWNER

CATEGORY: SALES & MARKETING // 12B - ANNUAL REPORT





CONGRATULATIONS
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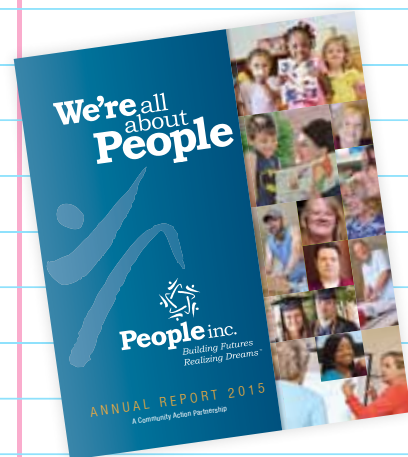


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HILLHOUSE GRAPHIC DESIGN WE'RE ALL ABOUT PEOPLE, ANNUAL REPORT 2015

CLIENT: PEOPLE INC.

JANE HILLHOUSE
DESIGN

JIMMY CASWELL
DESIGN

JAY HURON
DESIGN

MEGAN POLLARD
PHOTOGRAPHY

LIL DUPREE
COPY

KEN KRAKOW
PHOTOGRAPHY

CATEGORY: SALES & MARKETING // 12B - ANNUAL REPORT



UNIVERSAL COMPANIES PREMIER INTERNATIONAL BEAUTY TRADE SHOW BOOTH

WAYLON DESKINS
SENIOR DESIGNER | TRADESHOW, PREPRESS

MIZUHO CALL
ART DIRECTOR

CYNTHIA THOMPSON
VP MARKETING/CREATIVE DEVELOPMENT

CATEGORY: OUT-OF-HOME & AMBIENT MEDIA // 25A - SINGLE INSTALLATION

ABINGDON CONVENTION AND VISITORS BUREAU

THURSDAY JAMS POSTER 2016

ABINGDON MAIN STREET AND
ABINGDON CONVENTION & VISITORS BUREAU

NATHAN WAMPLER DESIGN
DESIGNER

SARA SAAVEDRA
SPECIAL EVENTS COORDINATOR, ABINGDON CVB

AMANDA LIVINGSTON
CATEGORY: OUT-OF-HOME & AMBIENT MEDIA // 27A - POSTER



CLINCH VALLEY PRINTING BIG FOOT SELF PROMO DISPLAY

MELINDA MCCLURE
GRAPHIC DESIGNER

RICHARD WEAVER
OWNER

SUSAN WEAVER
OWNER

DANA WOLFE
ACCOUNT EXECUTIVE

CATEGORY: OUT-OF-HOME & AMBIENT MEDIA // 36 - ADVERTISING
INDUSTRY SELF-PROMOTION AMBIENT MEDIA



CORPORATE MARKETING MULLICAN FLOORING WEBSITE

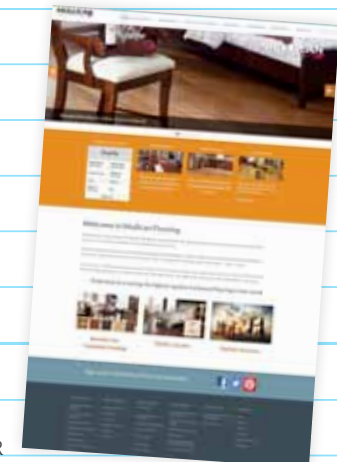
CLIENT: MULLICAN FLOORING

MARTY ENGLE
DESIGNER

RAY BARNES
DESIGNER

ANN MARIE FRENCH
PROJECT MANAGER

CATEGORY: ONLINE/INTERACTIVE // WEBSITES // 37A - CONSUMER





EMORY & HENRY COLLEGE

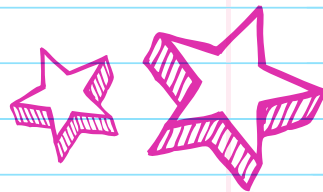
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RECRUITING MICROSITE

THE PARISH GROUP
CREATIVE TEAM

EMORY & HENRY COLLEGE
OFFICE OF ADMISSIONS

EMORY & HENRY COLLEGE
OFFICE OF PUBLIC RELATIONS

CATEGORY: ONLINE/INTERACTIVE // 37C - MICROSITES



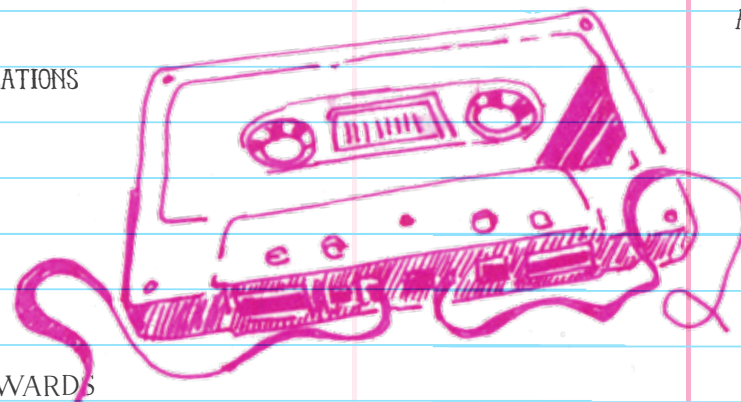
EMORY & HENRY COLLEGE

INTERMONT EQUESTRIAN AT EMORY & HENRY COLLEGE ROAD SHOW

BRENT TREASH
ASSISTANT DIRECTOR FOR MEDIA RELATIONS

DANNI ROBERTS
ADMISSIONS COUNSELOR

CATEGORY: FILM, VIDEO, & SOUND // 55A - SINGLE SPOT



HIGH ROAD DIGITAL

BRISTOL RHYTHM AND ROOTS REUNION
SOCIAL MEDIA

ROB BUNCH
GENERAL MANAGER

KYLE WIRICK
DIRECTOR OF OPERATIONS

RHONDA LACEY
PARTNER SUCCESS MANAGER

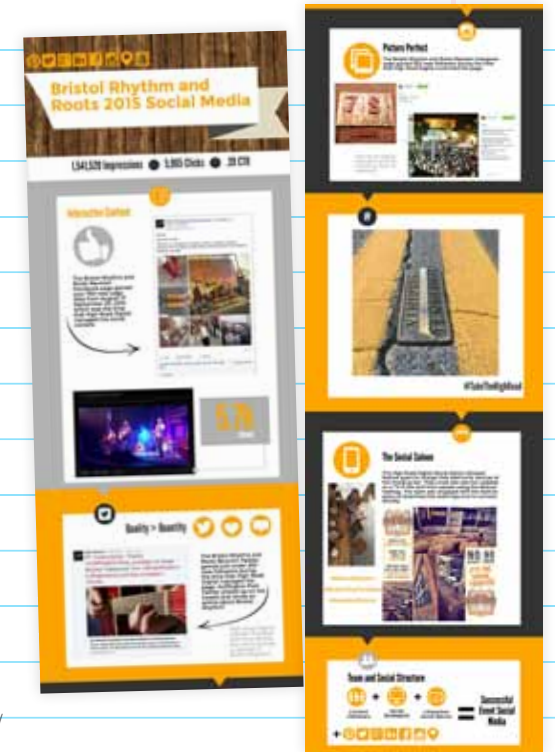
ALEX GILLENWATER
DIGITAL MARKETING CONSULTANT

KATE VAN HUSS
DIGITAL CONTENT STRATEGIST

STACEY AMOS
CREATIVE DIRECTOR

ERICK BRIZENDINE
DIGITAL MEDIA SPECIALIST

CATEGORY: CROSS PLATFORM // INTEGRATED CAMPAIGNS //
70C - CONSUMER CAMPAIGN-LOCAL



AAF SWVA

SWVA AMERICAN ADVERTISING AWARDS |
NORTH BY SOUTHWEST GALA CREATIVE

AMBER AMBURGEY
AAF SWVA | COMMUNICATIONS CHAIR

ALEXANDRA VEATCH
AAF SWVA | AMERICAN ADVERTISING AWARDS CHAIR

DANA WOLFE
AAF SWVA | VICE PRESIDENT

ELANA TODT
AAF SWVA | PRESIDENT

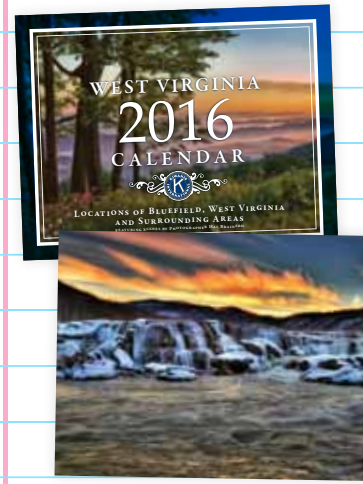
CATEGORY: CROSS PLATFORM //
75 - AD CLUB OR MARKETING CLUB





BRIANA MORRIS
LOAVES AND FISHES LOGO
CLIENT: LOAVES AND FISHES
CHILHOWIE AREA FOOD PANTRY
BRIANA MORRIS
GRAPHIC DESIGNER
PATRICK SAVAGE
CREATIVE DIRECTOR
KYLE HENN
DESIGN CONSULTANT

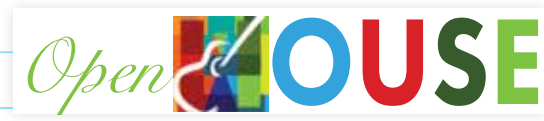
CATEGORY: ELEMENTS OF ADVERTISING // 78 - LOGO DESIGN



CLINCH VALLEY PRINTING
WEST VIRGINIA CALENDAR PHOTOGRAPHY
CLIENT: BLUEFIELD KIWANIS CLUB

HAL BRAINERD
PHOTOGRAPHER
RICHARD WEAVER
OWNER
SUSAN WEAVER
OWNER

CATEGORY: ELEMENTS OF ADVERTISING // 80D - STILL PHOTOGRAPHY CAMPAIGN



TOWN OF MARION
THE HENDERSON OPEN HOUSE INVITATION
THE WAYNE C HENDERSON SCHOOL OF APPALACHIAN ARTS

CATHERINE POOLE
EXECUTIVE DIRECTOR

CATEGORY: ELEMENTS OF ADVERTISING // 78 - LOGO DESIGN



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CUMBERLAND MARKETING
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CLIENT: DOLLYWOOD

CHRIS BOWEN
OWNER

AUDRA LIGHT
PROJECT MANAGER

SAMANTHA CULBERTSON
GRAPHIC DESIGNER

CATEGORY: SALES & MARKETING // 09A - SPECIAL EVENT CARD,
INVITATION, ANNOUNCEMENT



BIRTHPLACE OF COUNTRY MUSIC
BIRTHPLACE OF COUNTRY MUSIC UNBROKEN CIRCLE JEWELRY LINE

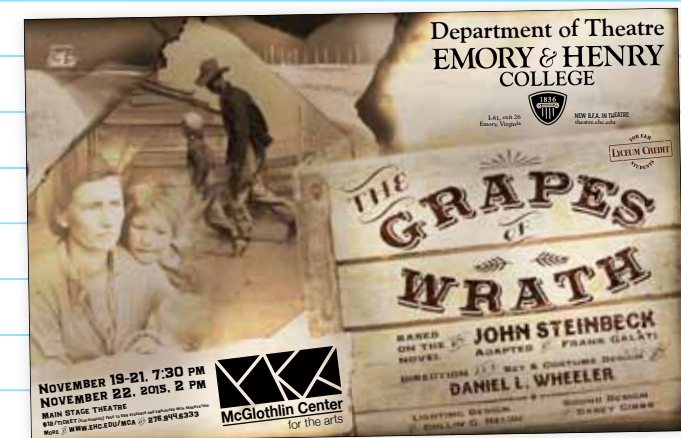
WHITNEY HOWARD DESIGNS
ACCESSORIZING LIFE'S JOURNEY

CATEGORY: SALES & MARKETING // 11B - SPECIALTY ADVERTISING OTHER MERCHANDISE

BIRTHPLACE OF
COUNTRY MUSIC
BIRTHPLACE OF COUNTRY MUSIC
INTERACTIVE EXHIBIT AT BRISTOL, VIRGINIA
WELCOME CENTER

ESSYX EXHIBITS & DISPLAYS

CATEGORY: OUT-OF-HOME & AMBIENT MEDIA // 25A -
SINGLE INSTALLATION



EMORY & HENRY COLLEGE
THE GRAPES OF WRATH | DEPARTMENT OF THEATRE POSTER

LEAH PRATER
ELECTRONIC & PRINT PUBLICATIONS ASSISTANT

DANIEL L. WHEELER
CHAIR, DEPARTMENT OF THEATRE/RESIDENT DESIGNER

CATEGORY: OUT-OF-HOME & AMBIENT MEDIA // 27A - POSTER, SINGLE



FOOD CITY
STRAWBERRY SANGRIA POSTER

KATIE WESTBROOKS
GRAPHIC DESIGNER

JEAN BOGGS-ROWE
CREATIVE DIRECTOR

CATEGORY: OUT-OF-HOME & AMBIENT MEDIA // 27A - POSTER - SINGLE UNIT

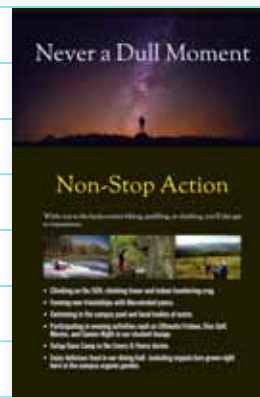
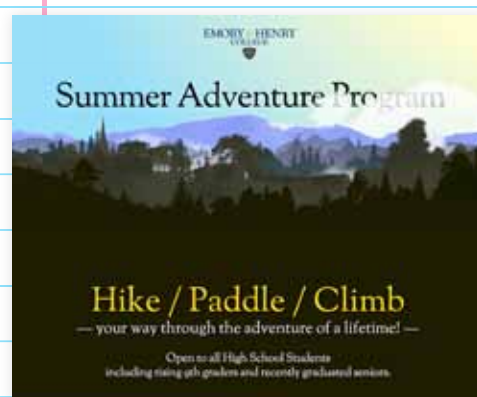


CORPORATE MARKETING
MULLICAN FLOORING LIFE'S STEPS COMMERCIAL
CLIENT: MULLICAN FLOORING

MARTY ENGLE
DIRECTOR, EDITOR

SEAN HARRIS
PRODUCER, DIRECTOR OF VIDEOGRAPHY

CATEGORY: FILM, VIDEO, & SOUND // TELEVISION ADVERTISING // 52A - REGIONAL/NATIONAL
SINGLE SPOT - UP TO 2:00



EMORY & HENRY COLLEGE
SUMMER ADVENTURE PROGRAM

KEVIN CALL
ASSISTANT DIRECTOR FOR ELECTRONIC COMMUNICATIONS

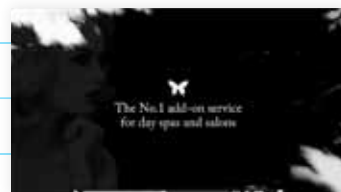
CATEGORY: ONLINE/INTERACTIVE // WEBSITES // 37C - MICROSITES



HIGHLANDS FELLOWSHIP
IF I WERE A JEDI SOCIAL MEDIA PROMO

J.R. LINKOUS
NEXT-GEN MEDIA DIRECTOR

CATEGORY: FILM, VIDEO, & SOUND // 55A - INTERNET COMMERCIAL - SINGLE SPOT - ANY LENGTH



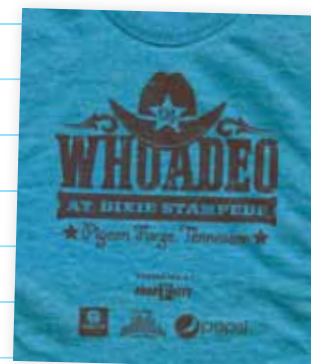
UNIVERSAL COMPANIES
INTENSIVE | INTENSIVE EYES IN 15 MINUTES

MIZUHO CALL
ART DIRECTOR

KIM YEARWOOD
WEB & MEDIA PRODUCTION ARTIST

CYNTHIA THOMPSON
VP MARKETING/CREATIVE DEVELOPMENT

CATEGORY: FILM, VIDEO, & SOUND // 63 - AUDIO/VISUAL SALES PRESENTATION



FOOD CITY
FOOD CITY KID'S CLUB WHOADEO EVENT

NICKI ALLISON
GRAPHIC DESIGNER

CATEGORY: CROSS PLATFORM // INTEGRATED CAMPAIGNS // 70C - CONSUMER CAMPAIGN-LOCAL

DIY-NO-MITE!

THE ROUND FILE



CORPORATE MARKETING
DOMTAR TRI-CITIES REGIONAL AIRPORT ADVERTISING SIGN

CLIENT: DOMTAR

MARTY ENGLE
DESIGNER

CATEGORY: LOCAL ONLY // THE ROUND FILE

SPECIAL
AWARDS

JUDGE'S CHOICE



CUMBERLAND MARKETING
30 YEARS OF DOLLYWOOD

CLIENT: DOLLYWOOD

CHRIS BOWEN
OWNER

AUDRA LIGHT
PROJECT MANAGER

SAMANTHA CULBERTSON
GRAPHIC DESIGNER

CATEGORY: SALES & MARKETING // 09A - SPECIAL EVENT CARD,
INVITATION, ANNOUNCEMENT

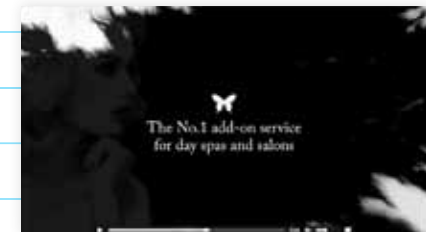
PEOPLE'S CHOICE



We won't know the winner of the
People's Choice Award until after the live
voting during the gala event. But, you
can write it in afterward

SPECIAL
AWARDS

BEST IN SHOW



UNIVERSAL COMPANIES
INTENSIVE | INTENSIVE EYES IN 15 MINUTES

MIZUHO CALL
ART DIRECTOR

KIM YEARWOOD
WEB & MEDIA PRODUCTION ARTIST

CYNTHIA THOMPSON
VP MARKETING/CREATIVE DEVELOPMENT

CATEGORY: FILM, VIDEO, & SOUND // 63 - AUDIO/VISUAL SALES PRESENTATION

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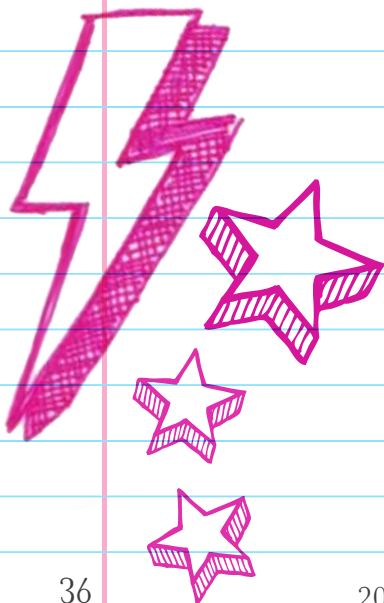
THOSEGEEKS
COOLER SPONSOR 1

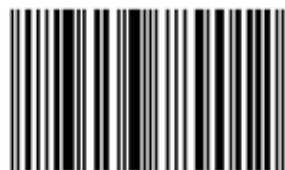
DOGWOOD MARKETING
COOLER SPONSOR 2

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CURTIS SHUPE'S BIRTHDAY PARTY
UNIVERSAL COMPANIES
BOWING RICE
THE CORPORATE IMAGE
DOGWOOD MARKETING
BOWTIE PRODUCTIONS





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