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**ADVERTISING**  
AWARDS

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~~AAE SWVA~~

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2015 winners book | REDACTED |



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## FROM THE PRESIDENT

AAF Southwest Virginia friends, family and guests:

Tonight we celebrate the 2015 AAF SWVA American Advertising Awards. Now in our third year, this event gives us a special night to pause, reflect and honor the best in advertising and creative work right here in Southwest Virginia. I could not be more proud of all of our entrants and winners.

This year we saw a 35% increase in the number of entries over last year and over a 50% increase in the number of student entries. Tonight also marks the first ever Silver Medal Award given out in Southwest Virginia. This is the highest honor a local club can bestow and honors the career and legacy of one of our own who has made a lasting contribution to the advertising community.

We owe a **HUGE** thanks to **Clinch Valley Printing** for their tremendous generosity as the *Presenting Sponsor for the third year in a row!* They have shown tremendous support and involvement for Southwest Virginia's advertising community and for the future of the club. A special thanks also goes out to **ThoseGeeks** and **Cumberland Marketing** for their sponsorship of tonight's event, as well as the many patrons and advertisers without whom this gala would not be possible. Please support our sponsors.

We also thank our esteemed board and committee members who have worked for the better part of a year to make tonight happen – Alexandra Veatch, our devoted American Advertising Awards Chair, Amber Amburgey, who created all of the amazing graphics and communications for this event, as well as Jeremy Bise, Dana Wolfe, Leah Prater, Carol Luckel, Sidney Burns, Kim Stewart, and Amber Clark. I also need to thank the team at AAF Roanoke: Peggy Underwood, Matt Brown, Chris Dodd, John Cornthwait and company for their tremendous support during our judging this year.

On behalf of AAF SWVA, we hope this piece serves a reminder of a wonderful night, as well as inspiration to drive 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 prosper.

Presented by



CLINCH VALLEY  
— PRINTING —

Sincerely,

Elana Blevins Todt, *President*

**#northbysouthwest**  
HELP AAF SWVA CAPTURE THE NIGHT, TAG IT...



# LIMITLESS

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**ANTHONY PAUL**

My name is Anthony D Paul and I help digital brands build stronger, more meaningful customer relationships. I'm also told I am a pretty fun dude.

I work as a senior user experience (UX) designer for a leading agency in the DC area. My specialties are analysis and recommendations, specification documents, concepts and prototypes, and end-to-end quality assurance. When needed, I get my elbows dirty in design, PHP, MySQL, HTML, CSS, jQuery, and extending WordPress or Joomla.

Outside of work, I'm an active member, speaker, sponsor, promoter, and organizer for the local meetup communities: DCPHP, BaltimorePHP, WordPressDC, Baltimore WordPress, DC jQuery, Joomla Day DC conference, Accessibility Camp DC, and UX Camp DC. As time permits, my personal projects consist of being a Pacific War historian (specifically for Naval minesweepers), a genealogist, an aspiring chef, an urban homesteader (I bottle and share hot sauce from peppers I cultivate), and a humble student of world cultures.

---



**TONY SHARP**

I've worked as a writer, a director, a producer, an art director, a mechanical artist, and a creative director. At times I've been all of them at once. I've worked in agency offices as large as 1,200 and as small as 12. I've worked on every continent but Antarctica; in nearly every category except feminine hygiene, automotive, and consumer electronics; in every medium except water color; and I've worked for clients whose business was just around the corner to those who did business around the globe. The one thing I can say about the work that I've done is that, for the most part, it worked.

---



**JOSH ROSENBAUM**

I'm a listener. Because of that I have found it easy to help people tell their stories, be it through designing a website, writing a script, or shooting a video.

I've spent my entire career creating and helping others create. I've been lucky enough to make a living doing that. Now, in the third season of my career, I'm directing motion pictures and adapting that tried and true format to the newer context of the Internet.

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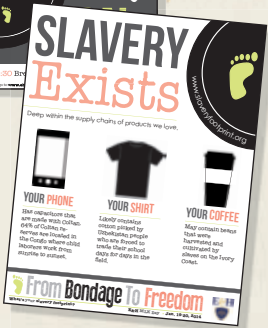
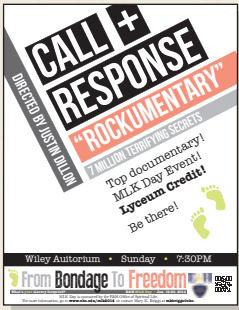
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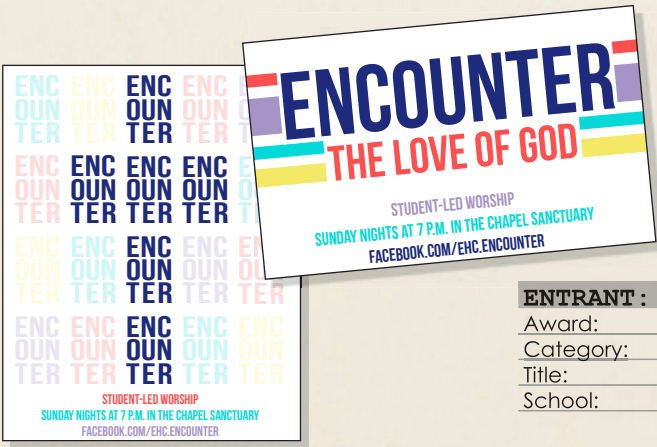


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**ENTRANT :** **TAYLOR BANNER**  
Award: Silver ADDY Award  
Category: S04b - Poster, Campaign  
Title: Martin Luther King, Jr. Day Celebration 2014  
School: Emory & Henry College



**ENTRANT :** **KALI GENTRY**  
Award: Silver ADDY Award  
Category: S04b - Poster, Campaign  
Title: Encounter Campaign  
School: Emory & Henry College

**TELEVISION**



**ENTRANT :** **CHRISTINA DRUEN**  
Award: Silver ADDY Award  
Category: S13A - Single  
Title: Annabelle's Curse Promo  
School: Emory & Henry College





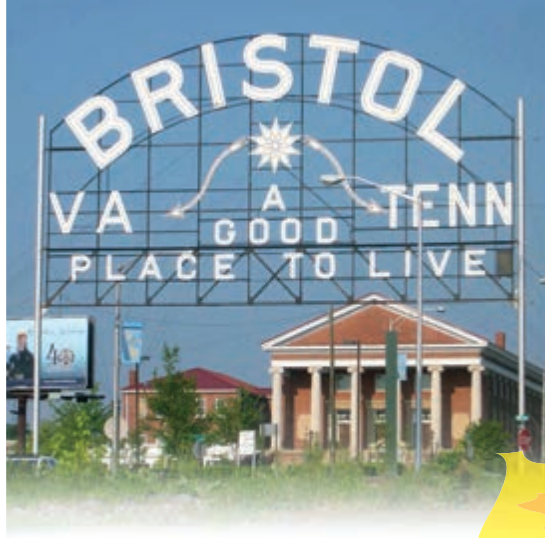
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## TELEVISION

ENTRANT :	LAUREN SAPP
Category:	S13A - Single
Award:	Gold ADDY Award
Title:	More Love Letters
School:	Emory & Henry College



## ELEMENTS OF ADVERTISING

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ENTRANT :	KELSEY HUBBARD
Award:	Gold ADDY Award
Title:	Texting And Driving
School:	Emory & Henry College

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Silver Medal was established by the American Advertising Federation in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. The Silver Medal is a lifetime achievement award in our industry and is the highest honor a local club can bestow.



## DIRK MOORE

Dirk Moore got his start in communications as writer and editor at several small newspapers in South Dakota and Florida before arriving at Emory & Henry in 1993. Moore was originally hired to teach in the communications field, but his career path and the greater community would change forever after Moore was moved to the Public Relations Office full-time.

In his position of Director of Public Relations, Moore has successfully created key and consistent advertising messages that promote Emory & Henry College as a whole while also integrating the marketing plans for the athletic, enrollment and advancement departments. Each of these divisions of the College relies heavily on Moore's visionary and creative advertising knowledge to reach and exceed their goals. Because of Moore's strong ability to promote the College on several fronts, Emory & Henry continues to be recognized by a number of prestigious publications as one of the top liberal arts colleges in the nation and, due to his suggestion and drive to promote the faculty of the College, Emory & Henry has won more State and National Professor of the Year Awards than any other college or university in Virginia.



His impact has also been felt on the nearby town of Glade Spring that Moore calls home. When Moore arrived in Glade Spring, the town had been languishing for years in a no-man's land of apathy. Moore had a vision of what Glade could again become. More than that, he had the ability to formulate both short and long-term goals, enact them alone or with the help of others, and generally galvanize community members in a collective manner that had not been seen before. He helped create a thriving citizen's group, Project Glade, to provide working hands and initiative for changes both physical and abstract. He wrote or facilitated grants worth at least a million dollars to, among other things, buy and renovate the building that would eventually house the Town Square Center for the Arts. He used his expertise in marketing and publicity to present a collective vision and excitement to outsiders and bring them in.

Moore has become a visionary for the College and the surrounding community; never happy with keeping up with the trends, but always looking for ways to say it better, do it better, make it better! One of his favorite sayings is, "The rising tide lifts all boats." This is how he lives. This is what he strives for in his work and in his personal life — to lift up everyone for the common good.

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COLLATERAL MATERIAL



ENTRANT: HIGHLANDS COMMUNITY SERVICES

Award: Silver ADDY Award

Category: 07 - Collateral Material - Annual Report

Title: 2014 HCS Annual Impact Report

Credits:

Briana Morris, Design & Communications Specialist

Danielle Lamson, Communications Manager

ENTRANT: CLINCH VALLEY PRINTING

Award: Silver ADDY Award

Category: 07 - Collateral Material - Annual Report

Title: Princeton Community Hospital Annual Report

Advertiser: Princeton Community Hospital

Credits:

Rick Hypes, Marketing Director

Richard Weaver, Owner

Susan Weaver, Co-Owner



ENTRANT: EMORY & HENRY COLLEGE

Award: Silver ADDY Award

Category: 11D - Campaign

Title: Presidential Inauguration

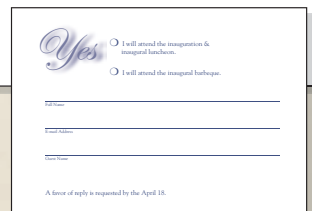
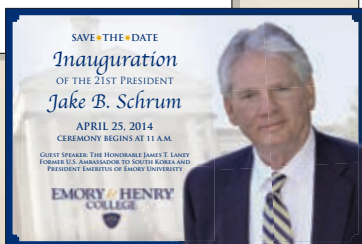
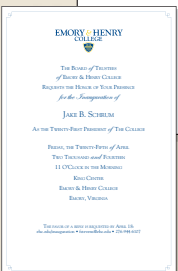
Credits:

Jamie Smyth, Associate Director of Public Relations

Mark Graham, Executive Assistant to the President

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## DIRECT MARKETING



**ENTRANT:** EHC, OFFICE OF ADMISSIONS

**Award:** Silver ADDY Award

**Category:** 12A - Flat

**Title:** Emory & Henry and You Postcard Series

## Credits:

Sean Webber, VP & Creative Director | Corcoran Communications

Anthony Graham, Associate Director of Admissions | EHC

Jamie Smyth, Associate Director of Public Relations | EHC

Tom Corcoran, President | Corcoran Communications



**ENTRANT:** 2COLOR DESIGN

**Award:** Silver ADDY Award

**Category:** 13A - Flat

**Advertiser:** Emory & Henry College Admissions

**Title:** Emory & Henry College Admissions

Acceptance Packet

## Credits:

Amber Amburgey, Founder, 2Color Design

Dave Voskuil, VP for Enrollment Management, EHC

Matt Crisman, Director of First-Year Admissions, EHC

Anthony Graham, Associate Director of Admissions, EHC

**ENTRANT:** FOOD CITY

**Award:** Silver ADDY Award

**Category:** 14A - Apparel

**Title:** Food City Race Night Volunteer Shirt

## Credits:

Nicki Allison, Graphic Designer

Jean Boggs-Rowe, Director of Creative Marketing





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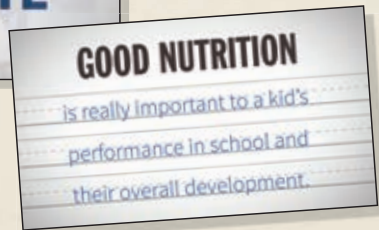
ENTRANT :	THOSEGEEKS
Award:	Silver ADDY Award
Category:	33C - Services
Title:	Quinn Craughwell Landscape Architects Website

Credits:  
Jeremy Bise, Designer  
Clint Harris, Developer  
Quinn Craughwell, Principal, Quinn Craughwell Landscape Architects



ENTRANT :	OUTDOOR PROGRAM AT EHC
Award:	Silver ADDY Award
Category:	38D - Email
Title:	2015 Summer Adventure Program email
Advertiser:	Emory & Henry College

Credits:  
Kevin Call, Assistant Director for Electronic Communications  
at Emory & Henry College (Webmaster)



ENTRANT: UNITED WAY OF SOUTHWEST VIRGINIA	
Award:	Silver ADDY Award
Category:	40D - Branded Content more than 60 seconds
Title:	2014 Backpack Video

Credits:  
United Way of Southwest Virginia  
Carrie Cannaday & Kayla Beverly - Starscape Media, Owner



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## TELEVISION

### ENTRANT : CORPORATE MARKETING

Award: Silver ADDY Award

Category: 46B - :30

Title: Wellmont Health System Surgery Spot

Advertiser: Wellmont Health System

Credits:

Marty Engle, Designer/Editor

Jane Arthur, Script



## INTEGRATED CAMPAIGNS



### ENTRANT : UNIVERSAL COMPANIES

Award: Silver ADDY Award

Category: 53 - Integrated Campaigns - B-to-B Regional / National

Title: Sposh: Think of the Possibilities

Credits:

Mizuho Call, Associate Art Director

McKay Pruitt, Contract Videographer

Carrie Bailey, Photographer/Videographer



## ADVERTISING FOR THE ARTS & SCIENCES

### ENTRANT : THE LINCOLN THEATRE

Award: Silver ADDY Award

Category: 56E - Poster

Title: Lincoln Listening Room: Black Lillies Poster

Advertiser: The Lincoln Theatre, Inc.

Credits:

Mike C. Nichols, Deep Rooted Promotions, Owner/Designer





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## ADVERTISING FOR THE ARTS & SCIENCES

### ENTRANT: EMORY & HENRY COLLEGE

Award: Silver ADDY Award  
Category: 62B - Integrated Campaign  
Title: International Month Campaign

Credits:  
Leah Prater, *Electronic & Print Publications Assistant*



E&H Office of International Education



## ELEMENTS OF ADVERTISING

### ENTRANT: A. VEATCH DESIGN

Award: Silver ADDY Award  
Category: 74A - Logo  
Title: Tastes of the Town  
Advertiser: Tastes of The Town Tours

Credits:  
Sara Cardinale, Owner & Operator | Tastes of The Town Tours



### ENTRANT: CLINCH VALLEY PRINTING

Award: Silver ADDY Award  
Category: 74E - Photography Color  
Title: Clinch Valley Printing 2015 Calendar



Credits:  
Hal Brainered, Photographer  
Richard Weaver, Owner  
Susan Weaver, Co-Owner  
Dana Wolfe, Account Executive



ENTRANT :	FOOD CITY
Award:	Gold ADDY Award
Category:	10A - Single
Title:	2014 Antique Tractor Show Poster

Credits:  
Mike Wilson, *Graphic Designer*  
Jean Boggs-Rowe, *Director of Creative Marketing*

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ENTRANT:	CUMBERLAND MARKETING
Award:	Gold ADDY Award
Category:	14B - Other Merchandise
Title:	Bag it Up - No Texting Campaign
Advertiser:	Eastman Chemical Co.

Credits:  
Kellye Smith, Custom Products Manager  
Samantha Adkins, Graphic Designer  
Chris Bowen, President

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ENTRANT :	THOSEGEEKS
Award:	Gold ADDY Award
Category:	32A - Products
Title:	Simmons Equipment Company Website
Advertiser:	Simmons Equipment Company

Credits:  
Jeremy Bise, Designer  
Clint Harris, Developer



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ENTRANT :

FOOD CITY

Award: Gold ADDY Award  
Category: 55 - Integrated Campaigns - Consumer Regional / National  
Title: Food City Holiday Open House Campaign

Credits:

Jean Boggs-Rowe, Director of Creative Marketing





**ENTRANT :****2COLOR DESIGN**

Award: Gold ADDY Award

Category: 57A - Magazine

Title: 2014 Virginia Highlander Magazine

Advertiser: Virginia Highlands Festival

**Credits:**

Amber Amburgey, Founder, 2Color Design

Becky Caldwell, Executive Director, Virginia Highlands Festival

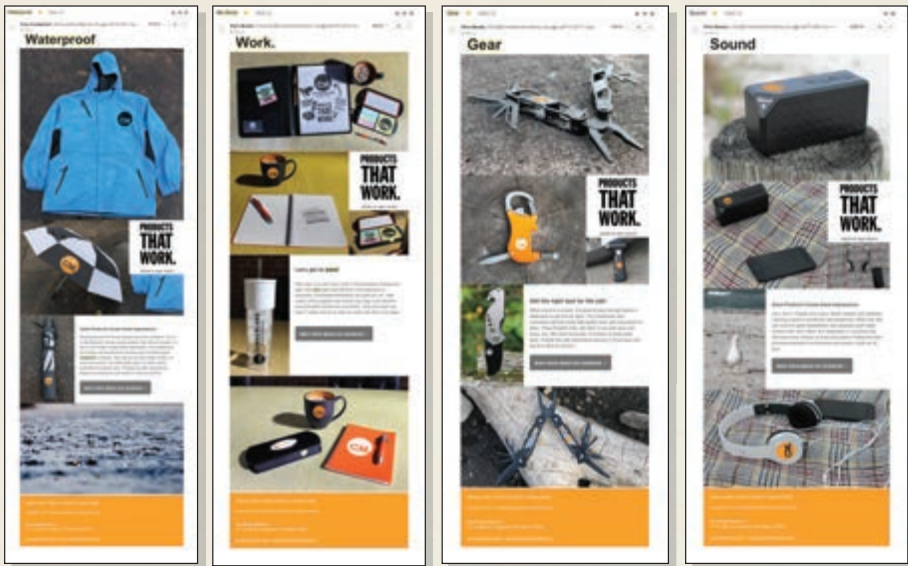
Annette Sumrell, 2014 Highlander Chairman, Virginia Highlands Festival

Darnell Sumrell, 2014 Festival President, Virginia Highlands Festival

Deanna Grant, Ad Layout, Grant Design

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<b>ENTRANT :</b>	<b>CUMBERLAND MARKETING</b>
Award:	Gold ADDY Award
Category:	72A - Single Medium Campaign
Title:	2014 Email Campaign

Credits:  
 Kyle Davis, *Creative Director / Photographer*  
 Audra Light, *Custom Project Manager*  
 Sarah Kinsler, *Digital Marketing Coordinator*  
 Chris Bowen, *President*

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ENTRANT :	FOOD CITY
Award:	Gold ADDY Award
Category:	74A - Logo
Title:	Food City Local Growers Program Logo

Credits:  
Nicki Allison, *Graphic Designer*  
Jean Boggs-Rowe, *Director of Creative Marketing*



ENTRANT :	STUDIOBRISTOL
Category:	74G - Photography Campaign
Award:	Gold ADDY Award
Title:	Birthplace of Country Music museum interiors
Advertiser:	Birthplace of Country Music Museum

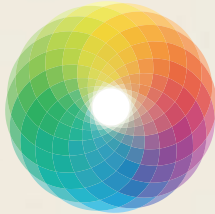
Credits:  
Reagan Streetman, *BCM marketing*  
Hannah Holmes, *BCM marketing*  
Charlene Baker, *BCM marketing*



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ENTRANT : FOOD CITY

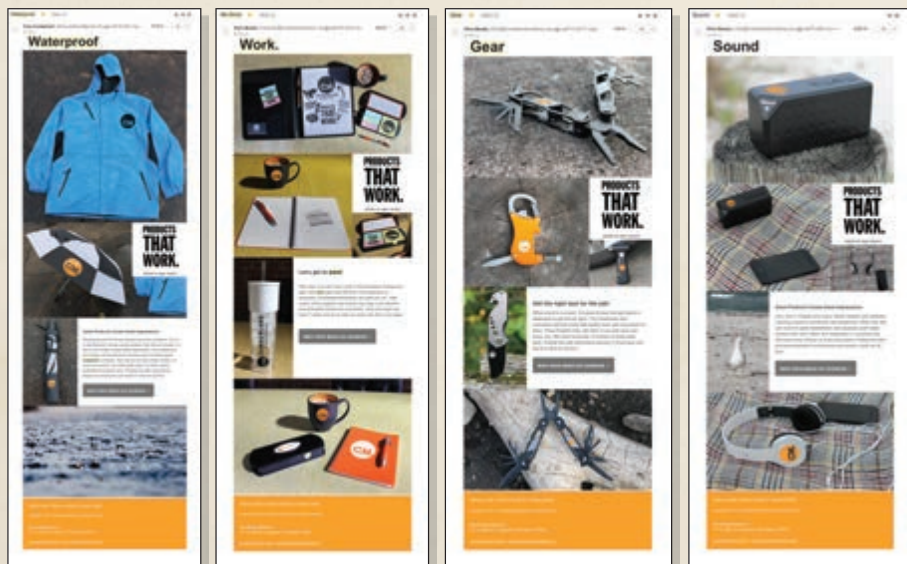
Award: Judge's Choice

Category: 55 - Integrated Campaigns - Consumer Regional / National

Title: Food City Holiday Open House Campaign

Credits:

Jean Boggs-Rowe, Director of Creative Marketing



ENTRANT : CUMBERLAND MARKETING

Award: Judges' Choice

Category: 72A - Single Medium Campaign

Title: 2014 Email Campaign

Credits:

Kyle Davis, Creative Director / Photographer

Audra Light, Custom Project Manager

Sarah Kinsler, Digital Marketing Coordinator

Chris Bowen, President



ENTRANT :	FOOD CITY
Award:	Best of Show
Category:	10A - Single
Title:	2014 Antique Tractor Show Poster

Credits:  
Mike Wilson, Graphic Designer  
Jean Boggs-Rowe, Director of Creative Marketing

**BEST OF SHOW**

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