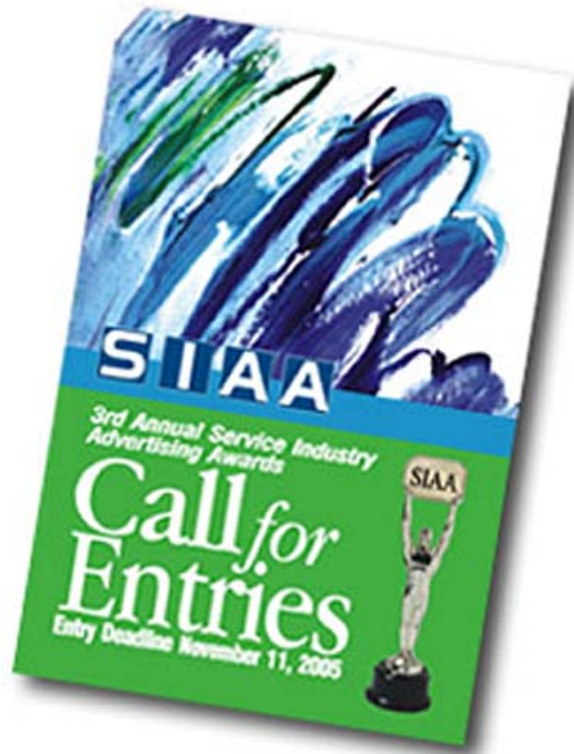


S I A A

Third Annual Service Industry Advertising Awards



Winners List

S I A A

Service Industry Advertising Awards
BEST of SHOW

Waste Management

Houston, TX

Fogarty Klein Monroe

Houston, TX

Think Green Campaign
Total Public Relations Program

MGM Grand Hotel

Las Vegas, NV

Virgen Advertising Corporation

Las Vegas, NV

MGM Grand Hotel New Year's Eve Invite

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Newspaper Advertising/Single Ad				
Group 1: Entertainment Services				
Gold	Bresette Productions	NH	Those the River Keeps	Bresette & Company
Silver	SeaWorld Orlando	FL	Add a Refreshing Twist	NAS Recruitment Communications
Group 2: Financial Services				
Gold	New York Community Bank	NY	Santa Speedy	Elser & Aucone
Silver	ABN AMRO Bank		Volvo Ocean Race	PPGH.jwt
Bronze	Union Savings Bank	CT	Only Bank You'll Ever Need	CDHM Advertising, Inc.
Merit	New York Mercantile Exchange	NY	Quiet	Creative Priority
Merit	Bank of Hanover		Home Equity Stackedup Rates	HavrillaCorrigan Advertising
Merit	Member's Advantage Credit Union	IN	You Can't Beat This Deal	Morse & Company Advertising
Group 3: Educational Services				
Gold	East Carolina University	NC	MBA Ad	
Silver	The Art Institute of Colorado	CO	Looking For a Way...?	
Bronze	UCFVUniv Col of the Fraser Valley	BC	Aspiration+Inspiration= Excellence	NAS Recruitment Communications
Group 4: Media/Communications				
Gold	DirecTV	ID	There's Something Better Than Virtual Reality	NAS Recruitment Communications
Group 5: Professional Services				
Gold	Schottenstien Zox & Dunn	OH	Not A OneHit Wonder	SBC Advertising
Silver	Space Systems Loral	CA	Imagining Is Only the Beginning	NAS Recruitment Communications
Bronze	Beynon Sports Surfaces		Are You Ready?	Planit
Merit	Wesimplify	ME	Clutter Ad	Bonci On Design
Merit	Becon Construction	TX	Respect. You've Earned It	NAS Recruitment Communications
Group 6: Real Estate Services				
Gold	Dan's Crossing, Driscoll Realty	ME	Life Meets Luxury Ad	Bonci On Design
Group 7: Travel/Transportation Services				
Gold	Dart	MN	A History of Great Careers	NAS Recruitment Communications
Silver	McLane Company, Inc.	CA	Do You Take the High Road?	NAS Recruitment Communications
Bronze	Noyes Mobile Storage	ME	Big Blue Box Ad	McClain Marketing Group
Group 8: Healthcare Services				
Gold	Mayfield Clinic		Mayfield Spine Surgery Ad	Freedman, Gibson & White
Silver	CHW Mercy Hospital	CA	It's Sunny in Bakersfield	NAS Recruitment Communications
Bronze	Meridian Health	NJ	Jersey Shore University Medical Center	Storandt Pann Margolis
Merit	Hamilton Communities, Inc.	IN	Newspaper Ad	Morse & Company Advertising
Merit	Cardinal Health System	IN	The Best in Primary Care Physicians	
Merit	OSF St. Mary Medical Center	IL	Health Notes	The Roberts Group
Group 9: Utility Services				
Gold	DISH Network	OK	Tuned in to Opportunity	NAS Recruitment Communications
Silver	Hoosier Energy	IN	Heat Your Water	St. Claire Group
Group 10: Other				
Gold	Harris Teeter	NC	Is Driving into DC Driving You Nuts?	NAS Recruitment Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
<u>Newspaper Advertising/Series</u>				
<u>Group 1: Entertainment Services</u>				
Gold	Star of Texas Fair & Rodeo/Rodeo Austin	TX	It's Rodeo Time	Makos
Silver	Six Flags Magic Mountain	CA		NAS Recruitment Communications
<u>Group 2: Financial Services</u>				
Gold	CIT	NJ	CIT Campaign	ML Rogers Agency
Silver	Met Life Bank	NJ	Fall Print Campaign	Chinnici Direct
Bronze	First Federal	OR	Local People Ads	Creative Company
Merit	Kish Bank		Testimonial Ad Campaign	HavrillaCorrigan Advertising
Merit	Neighborhood Community Bank	GA	Name Change	Intermark Advertising
Merit	Profile Bank	NH		Bresette & Company
<u>Group 3: Educational Services</u>				
Gold	CSU Northridge	CA	HR Ad Series	Fourth Wall
Silver	Adelphi University	NY	Graduation Series	
Bronze	Southwest Tennessee Com College	TN	Campaign Print Series	acher>malmo
Merit	Vanguard University of So California	CA	Denominational Convention	
Merit	TCI College of Technology	NY	The TCI Edge	May Sky, Inc.
Merit	TriCounty Technical College	SC	The Student Body	
<u>Group 4: Media/Communications</u>				
Gold	DirecTV	ID	Ad Series	NAS Recruitment Communications
Silver	Sprint	KS	Sprint Black History Month	Images USA
<u>Group 5: Professional Services</u>				
Gold	Baker & McKenzie		Practice Area Ad Campaign	Moire Studio, Inc.
Silver	EC III	AZ	Supporting Our Troops is Our Highest Calling	NAS Recruitment Communications
<u>Group 6: Real Estate Services</u>				
Gold	CB Richard Ellis	NY	Green Campaign	Della Femina/Rothschild/Jerry & Partners
<u>Group 7: Travel/Transportation Services</u>				
Gold	Wendy's	OH	It's Better Here	NAS Recruitment Communications
Silver	AAA of Ohio	OH	AAA of Ohio in Licking County	SBC Advertising
Bronze	Gallaghers Steakhouse	NY	The Future of Business	May Sky, Inc.
Merit	Carlson Wagonlit Travel	AZ	Potential, Boundaries, Horizons	NAS Recruitment Communications
<u>Group 8: Healthcare Services</u>				
Gold	Western Health	SD	Doctor Signs	Rick Johnson & Co.
Silver	Aspirus GI Center	WI	If You're Old Enough to Remember This...	s+a Advertising
Bronze	Humility of Mary Health Partners	OH	Image	Storandt Pann Margolis
Merit	Olathe Medical Center	KS	Olathe Medical Center Print	Walz Tetrick Advertising
Merit	UCI Medical Center	CA	Passion Power	Zambo
Merit	Sutter Health	CA	With You For Life	Mering & Associates
<u>Group 9: Utility Services</u>				
Gold	Verizon Wireless	NJ	Ready for Unlimited Potential?	NAS Recruitment Communications

AWARD INSTITUTION		STATE	ENTRY TITLE	AGENCY
Group 10: Other				
Gold	Harris Teeter	NC	Beans; Nuts; Corn	NAS Recruitment Communications
Silver			Cool Cars	Elser & Aucone
Newspaper Advertising/Insert				
Group 8: Healthcare Services				
Gold	Glendale Memoiral	CA	Baby Friendly News Wrap	Zambo
Silver	Mercy Health Partners	OH	Community Value Report	R/P Marketing Public Relations
Bronze	Beebe Medical Center	DE	The Beacon	Dean Design/Marketing Group, Inc.
Merit	Martin Memorial Health Systems	FL	MMHS Nursing Excellence Award Winners Tab	
Magazine Advertising/Single Ad				
Group 1: Entertainment Services				
Gold	One Ninteen Health & Wellness	AL	Spa Holiday AdGift Certif	Intermark Advertising
Group 2: Financial Services				
Gold	International Securities Exchange	NY	Gold Options	Publicis New York
Silver	FACS Group, Inc.	FL	Loaded with Talented Frieds?	NAS Recruitment Communications
Bronze			Sleepy	Elser & Aucone
Group 3: Educational Services				
Gold	Eastern Connecticut State University	CT	Bringing Learning to Life	
Silver	Auburn University	AL	ROI Advertisement	
Bronze	Indiana University Foundation	IN	Jack Gill	
Merit	St. Louis Community College	MO	"Value Spread"	The Kerry Group
Merit	Carrabassett Valley Academy	ME	CVA Recruitment Ad	McClain Marketing Group
Merit	South Seattle Community College	WA	Pairing Wine With Excellence in Education	
Group 4: Media/Communications				
Gold	Goble & Assoc.		Smiles Campaign	Goble & Assoc.
Group 5: Professional Services				
Gold	Venable LLP		Skyline	Planit
Silver	NAS Healthcare Services	MO	Tommorrow is Complex	NAS Recruitment Communications
Bronze	Pentair Pool Products	CA	Our Ideas Are Like Ripples on the Water	NAS Recruitment Communications
Group 6: Real Estate Services				
Gold	Brinks	NY	Not Fun	L.F. O'Connell Associates
Silver	Charles Jones, Inc.	NJ	No Room for Error	
Bronze	Lawn Doctor, Inc.	NJ	Alumni Ad	
Group 7: Travel/Transportation Services				
Gold	Interstate Distributors, Co.	WA	Digest Magazine	Communications Development, Inc.
Silver	Marriott International	MD	Courtyard, 'The Right Stuff'/'Bed'	mcgarrybowen
Bronze	The Stolen Menu Cafe	ME	Reward Ad	Bonci On Design
Merit	Gabby Sullivans Pub & Restaurant	ME	Patio Ad	Bonci On Design
Group 8: Healthcare Services				
Gold	Gwinnett Medical Center	GA	Thanks for Making My Grandpa's Stroke All Better	McRae Communications
Silver	Cooper University Hospital	NJ	More Top Docs	Winning Strategies Advertising
Bronze	AvMed Health Plans	FL	One Size Fits All	Wax + Co.
Merit	Lucile Packard Children's Hospital	CA	Hospital Ad Campaign	Godbe Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Medical Center of Plano	TX	30th Anniv Resource Guide	Wishbone Graphics, Inc.
Merit	JPS Health Network	TX	They Have Parachutes. You Have Us.	Blanchard Schaefer Advertising & Public Relations
<u>Group 9: Utility Services</u>				
Gold	Verizon Wireless	NJ	Excoge una empresa que te permite hacer mas por tu	NAS Recruitment Communications
Silver	White River Valley Elec Cooperative	MO	Improve, Protect, Maintain	
<u>Magazine Advertising/Series</u>				
<u>Group 2: Financial Services</u>				
Gold	MasterCard International	NY	Stepping Up Your Buseiness' Potential; Priceless	NAS Recruitment Communications
Silver	American Family Insurance (AFI)	WI	Protection	E. Morris Communications, Inc.
Bronze	CNA Insurance		Partnerships	Magnani Continuum Marketing
Merit	ABN AMRO Bank		Making More Possible	PPGH.jwt
<u>Group 3: Educational Services</u>				
Gold	Univ of VA Darden Sch of Business	VA	Darden's Key Differences	Lou Beres and Associates
Silver	St. John's University	NY	Crest Ads	
<u>Group 4: Media/Communications</u>				
Gold	Affinity Internet		Internet Brothers Cousin Ads	The Artime Group
<u>Group 5: Professional Services</u>				
Gold	AAA Washington/Inland	WA	Not Just For Emergencies Anymore	
Silver	Steward Marketing		Steward Marketing Series	Steward Marketing
Bronze	Arnall Golden Gregory	GA	If	Max20
Merit	McKenna Long & Aldridge	GA	Stay Ahead of the Curve	Max20
Merit	NAS Healthcare Services	MO	Ad Series	NAS Recruitment Communications
<u>Group 6: Real Estate Services</u>				
Gold	CB Richard Ellis	NY	Green Campaign	Della Femina/Rothschild/Jerry & Partners
<u>Group 7: Travel/Transportation Services</u>				
Gold	Grand Traverse Resort & Spa	MI	Discover the True Nature	Point B Communications
Silver	Radisson Hotels	MN	Radisson Sleep Number Bed	Bolin Marketing & Advertising
Bronze	The Umstead Hotel & Spa	NC	Every One Needs Everyone a Place to Grow	Point B Communications
Merit	Aqua Terra Restaurant	CA	So fresh	Point B Communications
<u>Group 8: Healthcare Services</u>				
Gold	Altru Health System	ND	Tree	Clarity Coverdale Fury
Silver	Danbury Hospital	CT	Surgery Campaign	CDHM Advertising, Inc.
Bronze	Seacoast Rejuvenation Center	NH		Bresette & Company
Merit	Parkland Health & Hospital System	TX	Ad Series	
Merit	Lehigh Valley Hospital	PA	Pink Ribbon Ride Ad	
Merit	Fairbanks Memorial Hospital	AK	FIC Educational	Nerland Agency
<u>Group 9: Utility Services</u>				
Gold	Cinergy Solutions		Cinergy Ad Camapaign	Freedman, Gibson & White
Silver	Verizon Wireless	NJ	Riding; Flexibility; Tackle	NAS Recruitment Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 10: Other

Gold	Bermuda Department of Tourism		Embrace Campaign	Images USA
Silver	RBRC Rechargeable Battery Recycling Corp	GA	Cell Phone Retire Ads	BTB Marketing Communications

Publication/In House

Group 3: Educational Services

Gold	Roosevelt University	IL	Student Handbook	
Silver	Southwest Tennessee Com College	TN	Blueprint for the Future	
Bronze	Columbia College Chicago	IL	The Informer	
Merit	Carlow University	PA	The Carlow Sun	
Merit	Bowie State University	MD	Magazine	
Merit	Adelphi University	NY	Let's Go Brochure	

Group 8: Healthcare Services

Gold	Life Bridge Health	MD	The Bridge	
Silver	Cardinal Health System	IN	Open Enrollment	
Bronze	Holland Hospital	MI	Stethoscope	
Bronze	Parkland Health & Hospital System	TX	Parkland Highlights	
Merit	JPS Health Network	TX	NetworkNews	
Merit	The University of Iowa	IA	Distinguished Alumni Awards	
Merit	PeaceHealth St. John Medical Ctr	WA	Controlling Health Care Costs	

Publication/External

Group 2: Financial Services

Gold	GMAC Residential Funding	MN	Mortgage Capitol Solutions	CRC Marketing Solutions
Silver	Jefferson Pilot Financial		Partner	Wax + Co.
Bronze	Lincoln Benefit Life		The Edge	Wax + Co.

Group 3: Educational Services

Gold	Indiana University Foundation	IN	Giving	
Silver	Jacksonville University	FL	Undergraduate Student Viewbook	Paskill & Stapleton & Lord
Bronze	Davis College	OH	Academic Catalog	
Merit	Finger Lakes Community College	NY	Viewbook	
Merit	Linfield College	OR	Senior Viewbook	Creative Company
Merit	SUNY College at Oneonta	NY	Anything Is Possible Here	Kelsh Wilson Design

Group 4: Media/Communications

Gold	Exile Media	TX	Growth Magazine	Steward Marketing
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Group 5: Professional Services

Gold	NAS	OH	Onboarding	NAS Recruitment Communications
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Group 6: Real Estate Services

Gold	Nantucket Assoc of Real Estate Brokers	MA	Nantucket Real Estate Guide	Bresette & Company
Silver	Northwest Arkansas Home Builders Association	AR	Premiere Parade of Homes Magazine	Maloney Marketing Group

Group 7: Travel/Transportation Services

Gold	LaPorte County Visitors Bureau	IN	LaPorte Cty Visitors Guide	Morse & Company Advertising
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Group 8: Healthcare Services

Gold	Holland Hospital	MI	Healthy Life	
Silver	Anne Arundel Medical Center	MD		
Bronze	Botsford General Hospital	MI	Health Source	Health Newsletters Direct

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Cardiovascular Associates	TN	Straight from the Heart	Absolute Communications, Inc.
Merit	Univ Medical Center of Princeton	NJ	Health Focus	The Nautilus Publishing Company
Merit	California Pacific Medical Center	CA	Welcome to Pediatrics	
Group 10: Other				
Gold	Wentworth Douglass Foundation	NH	Being Prepared	Bresette & Company
Silver	Illinois Dept of Transportation	IL	CAUTION! MAGAZINE	
Newsletter				
Group 1: Entertainment Services				
Gold	Star of Texas Fair & Rodeo/Rodeo Austin	TX	Behind the Chutes	Makos
Group 2: Financial Services				
Gold	Amerisure Insurance		Amerisure Newsletter	Group fiftyfive Marketing
Silver	Navy Federal Credit Union	VA	Home Port	
Bronze	Members 1st Federal Credit Union	PA	Avenues	
Group 3: Educational Services				
Gold	Indiana University Foundation	IN	New Ground	
Silver	CSU Northridge	CA	ExL Report	
Bronze	Hudson County Community College	NJ	HCCC Happenings	
Merit	Carrabassett Valley Academy	ME	Spillway Newsletter/Cal	McClain Marketing Group
Group 5: Professional Services				
Gold	Paul, Weiss, Rifkin, Wharton & Garplson		Alumni Newsletter	Moire Studio, Inc.
Group 8: Healthcare Services				
Gold	Med Ctr of Southeastern Oklahoma	OK	Medical Matters	Health Newsletter Direct
Silver	Paramount Elite		For Better Health	Health Ink Communications
Bronze	Mount Sinai Medical Center		Mount Sinai	Wax + Co.
Merit	Evangelical Community Hospital	PA	Evangelical News	
Merit	Kimball Medical Center	NJ	Check Up	The Marathon Group
Merit	Optum Communications	SC	Taking Care	
Group 9: Utility Services				
Gold	White River Valley Electric Coop.	MO	Current Times	
Group 10: Other				
Gold	Cable Positive	NY	Positive Outlook	PK Network
Silver	Children's Home Society of CA	CA	CCDS News	Zamboo
Bronze	Board of Public Utilities			Weyforth Haas Marketing
Employee Communication Program				
Group 1: Entertainment Services				
Gold	Lodge Casino Black Hawk/ The Gilpin Casino	CO	Know Someone Loaded with Talent?	NAS Recruitment Communications
Group 2: Financial Services				
Gold	Bank of North Georgia	GA	Invincibles Rewards & Recognition Program	Frederick Swanston
Silver	California Casulty Management Co	CO	Know Someone That	NAS Recruitment Communications
Bronze	Deluxe	AZ	Working Together. Winning Together	NAS Recruitment Communications
Merit	Dell Financial Services	TX	Great Place to Work	NAS Recruitment Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
<u>Group 5: Professional Services</u>				
Gold	Linde Boc Process Plants	OK	Do You Know Someone With All the Elements	NAS Recruitment Communications
Silver	Gregory Poole	NC	Toss Some Names into the Ring!	NAS Recruitment Communications
Bronze	Carnegie Mellon Software Engineering Institute		Help Us Meet Tommorrow's Vital Challenge	NAS Recruitment Communications
Merit	NAS	OH	Help Us Get the Right People	NAS Recruitment Communications
<u>Group 7: Travel/Transportation Services</u>				
Gold	Wendy's	OH	It's Better Here	NAS Recruitment Communications
<u>Group 8: Healthcare Services</u>				
Gold	Missouri Baptist Medical Center	MO	Refer a Star	NAS Recruitment Communications
Silver	Univesity of Maryland Medical Ctr	MD	Want a Sweet Bonus?	NAS Recruitment Communications
Bronze	Anne Arundel Medical Center	MD	Vision 2010	Mullin/Asheley Associates
Merit	South Bay Hospital	FL	Find Us Somebody Who Floats Our Boat	NAS Recruitment Communications
Merit	Presbyterian Healthcare		Make the Leap & Refer an RN	NAS Recruitment Communications
Merit	VCU Health System	VA	Spring into Action	NAS Recruitment Communications
<u>Group 10: Other</u>				
Gold	G&K Services		A Great Bonus Hangs on Finding Us the Right Person	NAS Recruitment Communications
Silver	SITEL	NE	Get To Know ERIC	NAS Recruitment Communications
Direct Mail				
<u>Group 1: Entertainment Services</u>				
Gold	Washington Capitals	DC	Washington Capitals	Silver Marketing
Silver	One Nineteen Health & Wellness	AL	Mother's Day Paradise	Intermark Advertising
Bronze	Whirly Ball	IL	Bean Coworker	Point B Communications
Merit	Atlanta History Center	GA	Summer Shake	
Merit	SeaWorld Adventure Park Orlando	FL	Audition	NAS Recruitment Communications
Merit	Bresette Productions	NH	Those the river keeps	Bresette & Company
<u>Group 2: Financial Services</u>				
Gold	Eastern Bank		Eastern Bank Postcard	EMI Strategic Marketing
Silver	Navy Federal Credit Union	VA	Get the Best Deal on Your New Vehicle	
Bronze	Commerce Bank		Lead Generation	Weyforth Haas Marketing
Merit	New York Community Bank	NY	New Hero	Elser & Aucone
Merit	Nuveen Investments		Meet Manny	Planit
Merit	Armed Forces Insurance		Insurance Introduction	Weyforth Haas Marketing
<u>Group 3: Educational Services</u>				
Gold	Triton College	IL	Think	Moveo Integrated Branding
Silver	Roosevelt University	IL	Counselor Visit Day	
Bronze	Adelphi University	NY	Search Piece	
Merit	SUNY College at Oneonta	NY	Anything Is Possible Here	Kelsh Wilson Design
Merit	Auburn University	AL	They Invent It.	
Merit	Albert Einstein College of Medicine	NY	Albert Einstein Postcards	Carnegie Communications. LLC
<u>Group 4: Media/Communications</u>				
Gold	Mediacom	NY	Switch and Save	PK Network
Silver	.TV Corporation	VA	.TV Poster	Return On Investment, Inc.
Bronze			Trade Show Support	Insights Direct, Inc.

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
<u>Group 5: Professional Services</u>				
Gold	Unisys		Federal Direct Mail Campaign	HavrillaCorrigan Advertising
Silver	MacGregor Hodges Exhibit Solutions		Pop Up Mailer	LWT Communications
Bronze			Health Care	Freedman, Gibson & White
Merit			Boomerang Lead Generation	Weyforth Haas Marketing
Merit	McKinley Marketing Partners	VA	Direct Mail Campaign	London Ink LLC
Merit			Bolin SelfPromtion	Bolin Marketing & Advertising
<u>Group 6: Real Estate Services</u>				
Gold	The Woodlands Development Co	TX	Houston Business Journal	Steward Marketing
Silver	ERA Franchise Systems, Inc.	NJ	Top Affiliate Recognition & Reward Event	Trajectory
Bronze	JER Partners	VA	JER Partners Skyscaper	Return On Investment, Inc.
Merit	Charles Jones, Inc.	NJ	Paper Clip Mailer	
Merit	Lawn Doctor, Inc.	NJ	Doctor's Orders	
<u>Group 7: Travel/Transportation Services</u>				
Gold	AAA Southern New England	RI	AAA Insider Program	Bonlanger and Associates
Silver	Abec Resorts		Silver Escape Postcard Series	LWT Communications
Bronze	The RitzCarlton, Tysons Corner	VA	Valentine's	Return On Investment, Inc.
Merit	Woodlands Waterway Marriott Hotel	TX	Acqua Mailer	Steward Marketing
Merit	Noyes Mobile Storage	ME	Big Blue Box	McClain Marketing Group
<u>Group 8: Healthcare Services</u>				
Gold	Geisinger Health System	PA	Heart	Storandt Pann Margolis
Silver	Princeton HealthCare System	NJ	Redefining Care for Seniors	Trajectory
Bronze	Washington Hospital Center	DC	Neuroscience Institute DVD	
Merit	Park Nicollet Health Services	MN	The Wait is Over	
Merit	Glendale Memoiral	CA	Baby Friendly Mailer	Zamboo
Merit	Cook Children's Health Care Sys	TX		DeLaune and Associates
<u>Group 9: Utility Services</u>				
Gold	Sprint/Nextel	VA	Sprint Here,There,Everywhere	Return On Investment, Inc.
Silver	TeleTech	NY	Need a Change	NAS Recruitment Communications
<u>Group 10: Other</u>				
Gold			Cavalier Postcards	The Artime Group
Silver	San Diego City Schools	CA	San Diego Speaks to Your Heart	NAS Recruitment Communications
Bronze	Mothers Against Drunk Driving	TX	MADD HiDollar Box Package	Creative Direct Response, Inc.
Merit	Town Center Improvement District	TX	The Woodlands Town Center	Steward Marketing
Merit	6th AMEDD Reserve RT	NV	Make a Difference in Their Lives	NAS Recruitment Communications
Merit	Help Hospitalized Veterans	CA	HHV "Support our Troops"	Creative Direct Response, Inc.
<u>Outdoor Transit/Billboard</u>				
<u>Group 1: Entertainment Services</u>				
Silver	Six Flags Magic Mountain	CA	Job Fair	NAS Recruitment Communications
<u>Group 2: Financial Services</u>				
Gold	ABN AMRO Bank		Making More Possible	PPGH.jwt
Silver	TCF Bank of Colorado	CO	Cold Drinks. Cold Cash.	Cactus Marketing Communications
Bronze	Bank of America	NY	Our Momentum is Your Advantage	NAS Recruitment Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 3: Educational Services

Gold	Southwest Tennessee Com College	TN	Billboard Campaign	acher>malmo
Silver	Pennsylvania School of Business	NY	I'm going to be just like you	May Sky Inc.
Bronze	Interboro Institute	NY	I am Interboro	May Sky Inc.
Merit	East Carolina University	NC	Business Billbaord	
Merit	Hudson County Community College	NJ	A World of Possibilities	
Merit	St. John's University	NY	Outdoor Billboard	

Group 4: Media/Communications

Gold	DirecTV	ID	If They Can Hear You Smile	NAS Recruitment Communications
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Group 5: Professional Services

Gold	Architectural Foundation of Oregon	OR	Look Around Bus	Hallock Modey Advertising & PR
Silver	Wright, Shagley & Lowery Firm	IN	Wright, Shagley & Lowery	Miller White Integrated Marketing Co.
Bronze	Becon Construction	TX	Challenge.	NAS Recruitment Communications
Merit	NAS	OH	Creating Demand. Delivering Talent	NAS Recruitment Communications

Group 6: Real Estate Services

Gold	Lawn Doctor, Inc.	NJ	Now Accepting Patients	
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Group 7: Travel/Transportation Services

Gold	Crowne Plaza	IL	Coming Soon	Point B Communications
Silver	Marriott International	MD	Revive OOH Volleyball	mcgarrybowen
Bronze	The Stolen Menu Cafe	ME	Rewarding Trip	Bonci On Design
Merit	McLane Company, Inc.	CA	Delivery Drivers	NAS Recruitment Communications

Group 8: Healthcare Services

Gold	Meridian Health	NJ	Riverview Medical Center	Storandt Pann Margolis
Silver	InView	GA	4Sight Outdoor	Max20
Bronze	RUSH North Shore Medical Center	IL	Women's Centre Mallscape	Storandt Pann Margolis
Merit	Lehigh Valley Hospital	PA	Cancer Center	
Merit	Saint Elizabeth Regional Medical Ctr	NE	Chest Pain Center	Storandt Pann Margolis
Merit	Accent Dental	IN	Accent Dental	Morse & Company Advertising

Group 9: Utility Services

Gold	Westinghouse		The Unbelievable is Achievable at Westinghouse	NAS Recruitment Communications
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Group 10: Other

Gold	Sunbelt Rentals	NC	Indulge Your Obsession	NAS Recruitment Communications
Silver	Harris Teeter	NC	The Best Jobs Since You Know What	NAS Recruitment Communications

Annual Report

Group 2: Financial Services

Gold	MCT Federal Credit Union	MD	MCT	Silver Marketing
Silver	Sterling Financial	PA	Annual Review	HavrillaCorrigan Advertising
Bronze	Navy Federal Credit Union	VA	Navy Federal 2004	
Merit	Amerisure Insurance		Amerisure	Group fiftyfive Marketing
Merit	ShoreCap International + ShoreCap Exchange	IL	ShoreCap International & ShoreCap Exchange	Synergy Creative, Inc.
Merit	Texas Bank		Texas Bank 2004	Strategic Thinking

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 3: Educational Services

Gold	Rocky Mountain College	MT	President and Annual Report	
Silver	St. John's University	NY	Presidents Report	
Bronze	Bronx Community College	NY	Dedication	
Merit	Carlow University	PA	Legacy	
Merit	TriCounty Technical College	SC	Becoming a Role Model	
Merit	West Kentucky Com & Tech Col	KY	Annual Report	

Group 5: Professional Services

Gold	Form I9 Compliance, LLC	CA	Form I9 Compliance	NAS Recruitment Communications
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Group 7: Travel/Transportation Services

Gold	Gerald R. Ford International Airport	MI		Felder Commuincations Group
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Group 8: Healthcare Services

Gold	Park Nicollet Health Services	MN	Cancer Center Annual Report	
Silver	California Pacific Medical Center	CA	Seven Days: A Week on the Beat of Community Care	
Bronze	Cardinal Health System Inc	IN	Colors of Cancer Calendar	
Merit	Saint Francis Medical Center	MO		The Roberts Group
Merit	Anne Arundel Medical Center	MD	AAMC Community Benefits Report	Mullin/Asheley Associates
Merit	Summa Health System	OH	Summa in the News	Knox Marketing

Group 9: Utility Services

Gold	Hoosier Energy	IN	Annual Report	St. Claire Group
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Group 10: Other

Gold	Delaware Solid Waster Authority	DE	Annual Report 2004	Dean Design/Marketing Group, Inc.
Silver	Boy Scouts of America, Heart of America Council	MO	Boy Scouts Annual Report	Walz Tetrick Advertising
Bronze	Children's Home Society of Cal	CA	Bringing Families Together	Zambo
Merit	Akron Community Foundation	OH	An Idea That Changed Our Community	TRIAD Communications, Inc.
Merit	Tunica Convention & Visitors Bureau	MS	Tunica Convention & Visitors Bureau	Combs & Company
Merit	Illinois Department of Transportation	IL	IDOT Office of External Affairs	

Poster

Group 1: Entertainment Services

Gold	Bresette Productions	NH	Those the River Keeps	Bresette & Company
Silver	Brevard Music Center	NC	Brevard Music Center Recruitment	Design One
Bronze	Six Flags Magic Mountain	CA	The Best Job Ever!	NAS Recruitment Communications

Group 2: Financial Services

Gold	MasterCard International	NY	Stepping Up Your Business	NAS Recruitment Communications
Silver	TCF Bank	MN	Get Connected to a World of Opportunity	NAS Recruitment Communications
Bronze	Deluxe	AZ	Working Together. Winning Together.	NAS Recruitment Communications
Merit	BCAA	BC	Relax. We've Got It Covered	NAS Recruitment Communications

Group 3: Educational Services

Gold	Florida Atlantic University	FL	Judaica Music Rescue Project	
Silver	Adelphi University	NY	Success is Common Here	
Bronze	Davis College	OH	Success Poster	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Southwest Tennessee Com. College	TN	NonTraditional Student Recruitment Poster	
Merit	Hudson County Community College	NJ	College Information Day	
<u>Group 4: Media/Communications</u>				
Gold	Sprint	KS	Sprint Black History Month	Images USA
Silver			Community Promise	Virgen Advertising Corporation
<u>Group 5: Professional Services</u>				
Gold	REMEC	CA	A Higher Altitude Experience	NAS Recruitment Communications
Silver	Goodrich Aerostructures	CA	Right Approach. Right On Target.	NAS Recruitment Communications
Bronze	United Defense	CA	Winners	NAS Recruitment Communications
Merit	ACNielsen Bases	KY	We Want You for Your Mind	NAS Recruitment Communications
Merit	NAS Healthcare Services	MO		NAS Recruitment Communications
Merit	Infolink Screening Services	CA	Infolink Screening Services	NAS Recruitment Communications
<u>Group 7: Travel/Transportation Services</u>				
Gold	Narra Restaurant	IL	Designer Steak	Point B Communications
Silver	Wendy's	OH	We Came For a Job & Discovered a Career	NAS Recruitment Communications
<u>Group 8: Healthcare Services</u>				
Gold	Princeton HealthCare System	NJ	Cardiac Rehabilitation Prog.	Trajectory
Silver	The Bellevue Hospital	OH	Would You Like to Work Where...	
Bronze	Life Bridge Health	MD	Freedom Poster	
Merit	Lahey Clinic Medical Center	MA	Future of Medicine Campaign	
Merit	Martin Memorial Health Systems	FL	Motherwell Yoga Poster	
Merit	Community/Kimball Medical Centers	NJ	Community/Kimball Medical Center	The Marathon Group
<u>Group 9: Utility Services</u>				
Gold	Waste Management	OH	Think Green	NAS Recruitment Communications
<u>Group 10: Other</u>				
Gold	Boys and Girls Clubs of King County	WA	Kids Auction	Remer Inc
Silver	Hormel Foods	MN	Thousands Prod. Worldwide	NAS Recruitment Communications
Bronze	San Diego City Schools	CA	Speaks to Your Heart	NAS Recruitment Communications
Merit	Delaware Department of Education	DE	SEED Scholarship Truth or Dare	Janet Hughes and Associates
Merit	Stanley Steemer	OH	Time Come. Don't Worry. Sitting On	NAS Recruitment Communications
Merit	YWCA of Greater Portland	ME	Suze Orman Live Benefit	McClain Marketing Group
<u>Brochure</u>				
<u>Group 1: Entertainment Services</u>				
Gold	Opera Columbus	OH	Opera Columbus Triumph & Trouble	SBC Advertising
Silver	Tunica National Golf & Tennis	MS	Tunica Na. Golf & Tennis	Combs & Company
Bronze	Atlanta History Center	GA	School Programs Guide	
<u>Group 2: Financial Services</u>				
Gold	Habersham Funding	GA	The Life Settlement Authority	Max20
Silver			CCB Corporate Capabilities	Group fiftyfive Marketing
Bronze	The JW James Company	CA	Where Money Meets Ideas	Zambo
Merit	Howard Capital Management	CA	Strength Stability	Zambo

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Bank of North Georgia	GA	Private Client & Financial Management	
Merit	Profile Bank	NH	Business Banking	Bresette & Company
<u>Group 3: Educational Services</u>				
Gold	Monroe Community College	NY	MCC Viewbook	Buck & Pulleyn
Silver	Wartburg College	IA	Be Orange View Book	ME&V Advertising & Consulting
Bronze	Texas Lutheran University	TX	TLU Viewbook	Carnegie Communications, LLC
Merit	Triton College	IL	Viewbook	Moveo Integrated Branding
Merit	University of Virginia Darden School of Business	VA	Viewbook	
Merit	Carlow University	PA	Campus School Viewbook	
<u>Group 5: Professional Services</u>				
Gold	Pita Communications	CT	What's It Going to Take	
Silver	Moveo Integrated Branding	IL	Get There	Moveo Integrated Branding
Bronze	Akin, Gump, Strauss, Haver & Feld LLP		Recruitment Brochure	Moire Studio, Inc.
Merit	McKinstry	WA	For the Life of Your Building	Remer, Inc.
Merit	Nossaman	CA	Nossaman Brochures	Zamboo
Merit	Norton Norris, Inc.	IL	Capabilities Brochure	CI Design
<u>Group 6: Real Estate Services</u>				
Gold	The Woodlands Development Co.	TX	Life In Motion Package	Steward Marketing
Silver	Excelisor & Grand Told Dev. Co.	MN	Excelisor & Grand Brochure	The Zimmerman Group
Bronze	Lawn Doctor, Inc.	NJ	Franchise Sales Kit	
<u>Group 7: Travel/Transportation Services</u>				
Gold	Parallel	CO	Parallel Brochure	Chinnici Direct
Silver	Hotel Orrington	IL	Meet, Gather, Grow	Point B Communications
Bronze	Northeast Tennessee Tourism Association	TN	Guide	Absolute Communications, Inc.
Merit	Qantas Vacations	CA	Qantas Vacations Brochures	Zamboo
Merit	Aronov Resorts		Aqua Brochure	LWT Communications
Merit	HyundaiKIA	MI	Want a Hand in our Future?	NAS Recruitment Communications
<u>Group 8: Healthcare Services</u>				
Gold	Children's Hospital Boston	MA	Institutional Brochure	
Silver	Washington Hospital Center	DC	Stroke Brochure	Neathawk Dubuque & Packett
Bronze	PEHP	UT	PEHP Prostate Cancer	Lucky Dog Communications
Merit	White Memorial Medical Center	CA	WMMC Cardiac Brochure	CM Bell Company Inc
Merit	Western Health	SD	Doctor's Know Best	Rick Johnson & Co.
Merit	AvMed Health Plans	FL	Business in Motion	Wax + Co.
<u>Group 9: Utility Services</u>				
Gold	Big Rivers Electric Corporation	KY	A Perspective	St. Claire Group
Silver	Indiana Statewide Assoc of Rural Electric Coops	IN	Youth Tour Brochure	Jarboe Group
<u>Group 10: Other</u>				
Gold	R.R. Donnelley		Dynamic Com. Solutions	The Edleman Group
Silver	Hormel Foods	MN	This is When it All Comes Together	NAS Recruitment Communications
Bronze	Delaware Department of Education	DE	Teacher Mentoring	Janet Hughes and Associates
Merit	Children's Home Society of Cal.	CA	Family Education	Zamboo
Merit	City of Eagan	MN	Director of Parks & Recre.	NAS Recruitment Communications
Merit	Lewes Chamber of Commerce	DE	Explore Our Natural and Historic Wonders	Dean Design/Marketing Group, Inc.

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Logo/Letterhead Design				
Group 1: Entertainment Services				
Gold	Six Flags Magic Mountain	CA	The Fun Factor	NAS Recruitment Communications
Silver	One Nineteen Health & Wellness	AL	One Nineteen Logo	Intermark Advertising
Group 2: Financial Services				
Gold	Charter Financial Group			Planit
Silver	Habersham Funding	GA	Corporate Logo	Max20
Bronze	Veris Consulting, LLC		Veris Logo & Letterhead	Moire Studio, Inc.
Group 3: Educational Services				
Gold	The Art Institute of Colorado	CO	Local Letterhead	
Silver	New York Institute of Technology	NY	Official Athletics Primary	Wheatley Advertising Corp.
Bronze	Pennsylvania School of Business	NY	Logo Design	May Sky, Inc.
Merit	Thomas College	ME	Logo/Stationary	McClain Marketing Group
Merit	Eastern Connecticut State Univ.	CT	Child and Family Dev.	Resource Center
Merit	Rocky Mountain College	MT	Black Tie Blue Jeans	
Group 4: Media/Communications				
Gold			Identity	Virgen Advertising Corporation
Group 5: Professional Services				
Gold	Phillips & Epperson	TX	Logo	NAS Recruitment Communications
Silver			May Sky	May Sky, Inc.
Bronze	Form I9 Compliance, LLC	CA	Form I9 Compliance	NAS Recruitment Communications
Group 6: Real Estate Services				
Gold	Coastal Properties	IN	Logo/Letterhead Dev.	Morse & Company Advertising
Silver	Remax By the Bay	ME	David Banks Logo	McClain Marketing Group
Group 7: Travel/Transportation Services				
Gold	Narra Restaurant	IL		Point B Communications
Silver	Indigo Lounge	IL		Point B Communications
Bronze	Highlands N. Carolina Visitor's Ctr			LWT Communications
Merit	Praslin Heights			Point B Communications
Merit	Hotel Saba at Rosemary Beach			LWT Communications
Merit	Creative Travel	DE	Logo Design	
Group 8: Healthcare Services				
Gold	Wise Provider Network	UT	Identity Package	Lucky Dog Communications
Silver	McKenna Health System	TX	Logo/Letterhead	
Bronze	SCAHCR	CA		NAS Recruitment Communications
Merit	South Bay Smiles	CA	Identity	Zambo
Merit	Lucile Packard Children's Hospital	CA	Your Childs Health University	Godbe Communications
Merit	Miller Children's Hospital	CA	Logo	Zambo
Group 9: Utility Services				
Gold	Verizon Wireless	NJ	Network	NAS Recruitment Communications
Silver	Waste Management	OH	Joining Forces For Your Future	NAS Recruitment Communications
Group 10: Other				
Gold	Next Edge		Next Edge Logo	The Arttime Group
Silver	Boothby & Barlett Insurance	ME	Boothby & Barlett Logo	Ariel Creative
Bronze	Rogers Convention & Visitors Bureau		Rogers Convention & Visitors Bureau	Maloney Marketing Group
Merit	Main Appalachian Trail Land Trust	ME	Logo & Stationary System	McClain Marketing Group

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Calendar				
Group 2: Financial Services				
Gold	First Atlantic	NJ	2005 Calendar	
Silver	Navy Federal Credit Union	VA	Pocket Calendar	
Group 3: Educational Services				
Gold	Univ. of Maryland Univ. Col.Europe	AE	Academic Calendar	
Group 8: Healthcare Services				
Gold	Borgess Health Alliance	MI	Stryker Center Calendar	
Silver	Cardinal Health System Inc	IN	Colors of Cancer Calendar	
Bronze			Goodwin House Calendar	Moire Studio, Inc.
Merit	Excelsa Health	PA	Improving the Health and WellBeing	First Marketing
Merit	The Bellevue Hospital	OH	TBH Pocket Calendar	
Group 10: Other				
Gold	Thomson Scientific		Thomson Calendar	EMI Strategic Marketing
Silver	Intermountain Therapy Animals	UT	ITA 2006 Calendar	Lucky Dog Communications
Bronze	Children's Home Society of California	CA	Calendar	Zamboo
Other: Misc., Special Promotional				
Group 1: Entertainment Services				
Gold	Six Flags		It's Playtime!	Planit
Silver	Pizza Gallery & Grill	FL	Dinner Menu	CK Communications
Bronze	The House on the Rock	WI	Promotional/BookThe House on the Rock	Montzingo Associates, Inc.
Merit	Alabama Shakespeare Festival	AL	04/05 Season	LWT Communications
Merit	Bresette Productions	NH	Those the River Keeps	Bresette & Company
Merit	SeaWorld	FL	We'd Like to "Sea" You Join One of Our Teams	NAS Recruitment Communications
Group 2: Financial Services				
Gold	Franklin Mint Federal Credit Union	PA	Choices	
Silver	MetLife Paragon Life		Paragon GUUL Col. Materials	The Edleman Group
Bronze	Bank of North Georgia	GA	Benefit Banking	
Merit			Money Pitch	Elser & Aucone
Merit	Citi Cards Jacksonville	FL	Citi Cards Jacksonville	NAS Recruitment Communications
Merit	Chevy Chase Bank		Here Ya!	Planit
Group 3: Educational Services				
Gold	Adelphi University	NY	Fall Open House Series	
Silver	Thomas College	ME	Thomas Case for Support	McClain Marketing Group
Bronze	Southwest Tennessee Com. College	TN	Southwest Calling	
Merit	University of Advancing Technology	AZ	Segway/Human Transporter	Fabiano Communications
Merit	Northwest Arkansas Com. College	AR	Foundation Presentation	Maloney Marketing Group
Merit	St. Louis Community College	MO	"Capabilities Presentation"	The Kerry Group
Group 4: Media/Communications				
Gold	MGM Grand Hotel	NV	New Year's Eve Invite	Virgen Advertising Corporation
Silver	The David Group	OH	Everything you ever wanted	
Group 5: Professional Services				
Gold	J. C. Anderson, Inc.	IL	Corporate Capabilities Book	Boomm Marketing & Communications
Silver	NAS Healthcare Services	MO	You Deserve Our Applause	NAS Recruitment Communications
Bronze	AAA Washington/Inland	WA	Battery Service Collaterals	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 6: Real Estate Services

Gold	JER Partners	VA	Investors Conference	Return On Investment, Inc.
Silver	Land America Commercial Services	DC	Land America Com. Ser.	Return On Investment, Inc.
Bronze	Prudential	NY	Plymouth Estates	L. F. O'Connell Associates
Merit	Remax By the Bay	ME	Adele Aronson Retirement	McClain Marketing Group
Merit	Lawn Doctor, Inc.	NJ	Customer Sales Folder	

Group 7: Travel/Transportation Services

Gold	AAA Southern New England	RI	Member Select Vacations Catalog	Bonlanger and Associates
Silver	Pegasus Logistics Group	TX	Driven	Blanchard Schaefer Advertising & Public Relations
Bronze	Charter Development Company		Cabana West Press Kit	LWT Communications
Merit	IntelliQuick Delivery	AZ	IQ Delivery Van	Fabiano Communications
Merit	National Motor Freight Traffic Assoc.	VA	NMFTA Collateral Materials	Return On Investment, Inc.
Merit	Wendy's	OH	It's Better Here	NAS Recruitment Communications

Group 8: Healthcare Services

Gold	QMed, Inc.	NJ	New Lenticular Display for Tradeshow	Trajectory
Silver	Akron Children's Hospital	OH	Horse of a Different Color	TRIAD Communications, Inc.
Bronze	University of Kansas Hospital	KS	Nurse Recruitment CDROM	Storandt Pann Margolis
Merit	Heritage Healthcare	SC	Partners for Success	Marketing Dynamics
Merit	Lone Peak Hospital	UT	Name Event	Lucky Dog Communications
Merit	UCI Medical Center	CA	Employee Shuttles	Zamboo

Group 10: Other

Gold	Children's Home Society of Cal.	CA	Development Wheel	Zamboo
Silver	Tunica Convention & Visitors Bureau	MS	Tunica Motorcoach Guide	Combs & Company
Bronze	Delaware Division of Services for Aging	DE	More Life to Live Tool Kit	Janet Hughes and Associates
Merit	National Volunteer Fire Council	DC	HeartHealthy Fire Fighter Pro.	Mullin/Asheley Associates
Merit	US Food & Drug Administration	MD	Food Safety for Moms to Be	JMH Education Marketing
Merit	Mississippi Inst. of Higher Learning	MS	Parents & Kids College Planner	

Imprinted Materials

Group 2: Financial Services

Gold	Bristol West Holdings, Inc.	FL	Driven To Lead	NAS Recruitment Communications
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Group 3: Educational Services

Gold	St. John's University	NY	Memory Stick	
Silver	Adelphi University	NY	Safari TShirt	
Bronze	FCUL Service Group	FL	Coaching Conference	Rising Sun Design

Group 5: Professional Services

Gold	Infolink Screening Services	CA	Infolink Screening Services	NAS Recruitment Communications
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Group 8: Healthcare Services

Gold	Children's Specialized Hospital	NJ	Hospital Scrubs	
Silver	Sinai Hospital of Baltimore	MD	Jeans Day tshirt	
Bronze	Children's Hospital Boston	MA	Arthur Mousepad	
Merit	JPS Health Network	TX	Team JPS Relay for Life	
Merit	Lahey Clinic Medical Center	MA	Colleague Campaign Prom.	
Merit	Genentech, Inc.	NJ	Nutropin Pullthrough Pieces	The MCM Group

Group 9: Utility Services

Gold	White River Valley Electric Coop	MO	WRVEC '05	
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AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 10: Other				
Gold	Memorial Art Gallery	NY	Clothesline Art Festival	Buck & Pulleyn
Silver	Sunbelt Rentals	NC	My Other Ride is a Backhoe	NAS Recruitment Communications
Web Site/Home Page				
Group 1: Entertainment Services				
Gold	Bresette Productions	NH	Those the River Keeps	Bresette & Company
Silver	Land of Illusion	OH	Land of Illusion Website	Penny/Ohlmann/Neiman
Bronze	Arts Quest	PA	Musikfest	Imirage, Inc.
Group 2: Financial Services				
Gold	ACT Mortgage Capital	FL	actmort.com	Green Dot Advertising & Marketing
Silver	The JW James Company	CA	Website	Zamboo
Bronze	Chicago Title Austin	TX	Chicago Title Austin	DeLaune and Associates
Merit	AmSouth Bank		The Sky's the Limit!	NAS Recruitment Communications
Merit	New York Community Bank	NY	NYCB Direct	Elser & Aucone
Merit	Profile Bank	NH		Bresette & Company
Group 3: Educational Services				
Gold	Auburn University	AL	Auburn Univ. Home Page	
Silver	Tutor Time Learning Care Group	MI	Tutor Time Consumer	Aviatech, LLC
Bronze	Lake Washington Technical College	WA	LWTC Web Site	WhiteRunkle
Merit	Henry Ford Community College	MI	Your Best Choice. Guaranteed!	The Doyle Group
Merit	University of Central Arkansas	AR	Website	Combs & Company
Merit	Longwood University	VA	WhyLongwood.com	
Group 4: Media/Communications				
Gold	Alive At 25	CO	Alive At 25 Web Site	PGM Integrated
Group 5: Professional Services				
Gold	J. C. Anderson, Inc.	IL	Website	Boomm Marketing & Communications
Silver	The Edelman Group		The Edelman Group	The Edleman Group
Bronze	Moveo Integrated Branding	IL	Moveo Integrated Branding	Moveo Integrated Branding
Merit			Promotional Website	Cathy Broadwell Designs
Merit	Communications Development, Inc.	AR	Website	Communications Development, Inc.
Merit	McAlpine Booth & Ferrier Interiors	AL	McAlpine Booth & Ferrier Interiors	LWT/KBK New Media
Group 6: Real Estate Services				
Gold	Budget Blinds	CA	Budget Blinds Consumer	Aviatech, LLC
Silver	Real Estate ISAC	CA	Detect Protect Respond	Zamboo
Bronze	Help-U-Sell Real Estate	CO	Franchise Opportunity Center	Aviatech, LLC
Merit	Jaret & Cohn Real Estate	ME	Jaret & Cohn Website	Ariel Creative
Group 7: Travel/Transportation Services				
Gold	Marriott International	MD	Revive Online URL	T3
Silver	Catering To You	CT	Catering To Yo Website	Miranda Creative
Bronze	Columbus GA Convention & Trade Ctr	GA	Columbus GA Convention & Trade Center	LWT/KBK New Media
Merit	Paschall Truck Lines	KY	Website	Communications Development, Inc.
Merit	Southern Refrigerated Transport	AR	Website	Communications Development, Inc.
Merit	Narra Restaurant	IL		Point B Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 8: Healthcare Services

Gold	Presbyterian Hospital and Forysth Medical Center	NC	Remarkablemedicine.org	Storandt Pann Margolis
Silver	South Bay Smiles	CA	Website	Zamboo
Bronze	Visiting Nurse Association	OH	We Can Help You, Help Them	The David Group
Merit	Seacoast Rejuvenation Center	NH		Bresette & Company
Merit	Princeton HealthCare System	NJ	Princeton HealthCare Sys.	Delphic Sage
Merit	Marshall Medical Centers	AL	Marshall Medical Centers	Storandt Pann Margolis

Group 9: Utility Services

Gold	Board of Public Utilities			Weyforth Haas Marketing
Silver	Verizon Wireless	NJ	Working Mother Award Annoucement	NAS Recruitment Communications

Group 10: Other

Gold	Special People In Northeast, Inc.	PA	SPIN website: www.spininc.org	D&D Interactive, Inc.
Silver	Illinois Department of Transportation	IL	Dan Ryan Reconstruction Project	

Television Advertising/Single Spot

Group 1: Entertainment Services

Gold	Star of Texas Fair & Rodeo/Rodeo Austin	TX	It's Rodeo Time	Makos
Silver	Indiana University Athletics Dept.	IN	Rose	St. Claire Group
Bronze	Visionland	AL	ZommerangTeen	Intermark Advertising
Merit	Six Flags Magic Mountain	CA	The Best Job Ever	NAS Recruitment Communications

Group 2: Financial Services

Gold	Bank One	DE	Sanctuary	Quigley Simpson
Silver	Sagamore Health Network	IN	Neighborhood	St. Claire Group
Bronze	Dacotah Bank	SD	Dacotah Territory	McQuillen Design Associates
Merit	Bank One Card Services	DE	Mr. Bullhorn	Quigley Simpson

Group 3: Educational Services

Gold	Triton College	IL	Think Again	Moveo Integrated Branding
Silver	Finger Lakes Community College	NY	The Right Place	Buell Advertising, Inc.
Bronze	St. Louis Community College	MO	"First Day"	The Kerry Group
Merit	Hudson County Community College	NJ	A World of Possibilities	
Merit			Ohio Ctr for Deafblind Edu	RMD Advertising
Merit	Auburn University	AL	Two WordsNCAA TV Spot	

Group 4: Media/Communications

Gold	Mediacom	NY	Start Saving with Mediacom	Phone PK Network
Silver	DIRECTV	CA	They Switched	Quigley Simpson

Group 5: Professional Services

Gold	Kelley + Canterbury	AK	To the Rescue	Nerland Agency
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Group 7: Travel/Transportation Services

Gold	Marriott International	MD	Courtyard, 'The Right Stuff'/'Potentates'	mcgarrybowen
Silver	Radisson Hotels	MN	Express Yourself	Bolin Marketing & Advertising
Bronze	Southern Refrigerated Transport	AR	Purple Pride	Communications Development, Inc.
Merit	National Steel & Shipbuilding Co.	CA	We're The People of NASSCO	NAS Recruitment Communications

Group 8: Healthcare Services

Gold	Sutter Health	CA	With You For Life	Mering & Associates
Silver	Adena Health System	OH	Serving The NeedsBrand	St. Claire Group

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Bronze			Senior Dimensions	Virgen Advertising Corporation
Merit	Cooper University Hospital	NJ	Three Hearts	Winning Strategies Advertising
Merit	Altru Health System	ND	Likes It Here	Clarity Coverdale Fury
Merit	St. Elizabeth Medical Center	KY	Standing Tall	Storandt Pann Margolis
<u>Group 10: Other</u>				
Gold	City of Franklin	NH	Choose Franklin	Bresette & Company
Silver	Long Beach Transit	CA	Info Cubed	Wash Creative, Inc.
Bronze	Arkansas Attorney General	AR	Identity Theft	Combs & Company
Merit	EarthStone International	TX	Grill Stone	InfoWorx
Merit	Pamela Dale Designs	NJ	Do Dads	InfoWorx
Merit	Neen17	MI	CaBoost	InfoWorx
<u>Television Advertising/Series</u>				
<u>Group 1: Entertainment Services</u>				
Gold	Visionland	AL	VisionlandGet Together	Intermark Advertising
Silver	One Ninteen Health & Wellness	AL	Launch Spots	Intermark Advertising
<u>Group 2: Financial Services</u>				
Gold	Centerville Bank	RI	Centerville Bank Campaign	Cote & D'Ambrosio
Silver	Union Savings Bank	CT	The Only Bank You'll Ever Need	CDHM Advertising, Inc.
Bronze	Profile Bank	NH		Bresette & Company
<u>Group 3: Educational Services</u>				
Gold	St. Louis Community College	MO	"First Day" "Nurse" "Greenhouse"	The Kerry Group
Silver	Lake Washington Technical College	WA	Pass It On & Classes Start	Jackie Fisher Marketing & Media
Bronze	Monmouth University	NJ	Monmouth Branding TV Ads	Media Logic, Inc.
Merit	University of Central Arkansas	AR	Technology	Combs & Company
Merit	Albany Technical College	GA	It's About Time	
<u>Group 4: Media/Communications</u>				
Gold	Time Warner Cable Digital Phone	CT	Gossip TV Series	Bigelow Advertising
<u>Group 7: Travel/Transportation Services</u>				
Gold	Radisson Hotels	MN	Radisson Sleep Number Bed	Bolin Marketing & Advertising
<u>Group 8: Healthcare Services</u>				
Gold	Sutter Health	CA	With You For Life	Mering & Associates
Silver	Mercy Health Partners	OH	Who Can You Believe These Days	R/P Marketing Public Relations
Bronze	Doctors Care	SC	We Are/We Care	The AD Company
Merit	University of Kansas Hospital	KS	KU Med TV Series	Storandt Pann Margolis
Merit	BryanLGH Medical Center	NE	Luxury & Services	Swanson Russell Associates
Merit	Western Health	SD	Doctor Signs	Rick Johnson & Co.
<u>Group 9: Utility Services</u>				
Gold	SmartPower	CT	SmartPower Houses	GardnerNelson and Partners
Silver	Utah Power	UT	Do The Right Thing	Hallock Modey Advertising
Bronze	White River Valley Elec. Cooperative	MO	Safety First	
<u>Group 10: Other</u>				
Gold	Idaho Forest Products Commission	ID	Idaho Forest Products Commission	es/drake
Silver	Invention Technologies	FL	Invent Tech Sounds Like You	InfoWorx

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Special Video Production

Group 1: Entertainment Services

Gold	Six Flags Magic Mountain	CA	The Best Job Ever	NAS Recruitment Communications
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Group 2: Financial Services

Gold	PacifiCare Health Systems	CA	Caring is Good	NAS Recruitment Communications
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Group 3: Educational Services

Gold	United States Coast Guard Academy	CT	LeadershipHonorTradition	CD Paskill & Stapleton & Lord
Silver	St. Louis Community College	MO	"You Make the Connections"	The Kerry Group
Bronze	Educational Testing Services (ETS)	NJ	IDMS.Web Tour	Chinnici Direct
Merit	Virginia College at Austin		Lobby Video	Norton Norris, Inc.
Merit	Alexandria Technical College	MN	Programs of Distinction	
Merit	New York Institute of Technology	NY	NYIT 50th Anniversary Movie	Wheatley Advertising Corp.

Group 5: Professional Services

Gold	NAS	OH	Creating Demand. Delivering Talent.	NAS Recruitment Communications
Silver	Images USA	GA	Images USA Capabilities	Images USA

Group 6: Real Estate Services

Gold	Charles Jones, Inc.	NJ	Thank You Video	Pulse Productions, Inc.
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Group 8: Healthcare Services

Gold	JPS Health Network	TX	Diagonstic & Surgery Center	
Silver	Washington Hospital Center	DC	Neuroscience Institute	
Bronze	Holland Hospital	MI	Honoring our Past.	
Merit	Cardinal Health System	IN	Pediatric Rehabilitation	
Merit	California Pacific Medical Center	CA	African American Breast Health	
Merit	Harbor/UCLA Medical Center	CA	Working in the ER	Windsor Broadcast Productions

Group 9: Utility Services

Gold	White River Valley Elec. Cooperative	MO	The Cooperative Difference	
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Group 10: Other

Gold	National Black Arts Festival	GA	"She"	Images USA
Silver	City of Franklin	NH	Choose Franklin	Bresette & Company
Bronze	New Jersey State Police	NJ	NJSP Recruitment Video	Images USA
Merit	Hormel Foods	MN	Career Video	NAS Recruitment Communications
Merit	Mother's Against Drunk Driving	TX	MADD Student Outreach Pro.	Aviatech, LLC
Merit	Lean for Life	NY	Lean Bean	InfoWorx

Radio Advertising/Single Spot

Group 1: Entertainment Services

Gold	SeaWorld	FL	SeaWorld	NAS Recruitment Communications
Silver	Indiana University Athletics Dept.	IN	Rose	St. Claire Group

Group 2: Financial Services

Gold	Citicards	NM		NAS Recruitment Communications
Silver	New York Community Bank		Santa Speed	Elser & Aucone
Bronze	Countrywide	CA	Trust Factor	Images USA
Merit	MyBankingDirect.com		Bullseye!	Elser & Aucone
Merit	Marsahl & Swift/Accucoverage	CA	AccuCoverage "I Don't Know"	Hunter Barth Advertising
Merit	Sagamore Health Network	IN	Neighborhood	St. Claire Group

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 3: Educational Services

Gold	Southwest Tennessee Com. College	TN	Cowboy	
Silver	Chapman University	CA	Everything's A Race	Paskill & Stapleton & Lord
Bronze	Jacksonville University	FL	Respect	Paskill & Stapleton & Lord
Merit	Hudson County Community College	NJ	A World of Possibilities	

Group 5: Professional Services

Gold	TSI		MP TSI Open House	NAS Recruitment Communications
Silver	United Defense	CA	One Team	NAS Recruitment Communications

Group 6: Real Estate Services

Gold	Lawn Doctor, Inc.	NJ	Colony	
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Group 7: Travel/Transportation Services

Gold	Dierk's WaukeshaThe Food Service	WI	Dierk's	NAS Recruitment Communications
Silver	Central Transport	MI	Over the Road Driving Disorder	Communications Development, Inc.
Bronze	CTX	MI	Quit Bouncing	Communications Development, Inc.

Group 8: Healthcare Services

Gold	Long Island Sleep Associates	NY	Snore Spotting	L.F. O'Connell Associates
Silver	Park Nicollet	MN	Disco Fever	Clarity Coverdale Fury
Bronze	Univesity of Maryland Medical Ctr.	MD	Dino	NAS Recruitment Communications
Merit	Saint Elizabeth Regional Medical Ctr.	NE	Cancer	Storandt Pann Margolis
Merit	Littleton Adventist Hospital	CO	LAH Trauma II Radio Ad	CM Bell Company Inc
Merit	Saint Joseph Regional Medical Ctr.	IN	FishingCardiac	St. Claire Group

Group 9: Utility Services

Gold	Hoosier Energy	IN	No Brainer	St. Claire Group
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Group 10: Other

Gold	City of Franklin	NH	Choose Franklin	Bresette & Company
Silver	National Black Arts Festival	GA	"She"	Images USA
Bronze	Lighthouse Mission Ministries		Lighthouse Mission	Bodkin Associates, Inc.
Merit	Target Distribution Centers	IA	MP Targaprk	NAS Recruitment Communications

Radio Advertising/Series

Group 2: Financial Services

Gold	Union State Bank		Straight Talk	Elser & Aucone
Silver	TCF Bank of Colorado	CO	Whatcha Gonna Do?	Cactus Marketing Comm., Inc.
Bronze	Ridgewood Savings Bank		At The BankVolume 2	Elser & Aucone
Merit	Profile Bank	NH		Bresette & Company
Merit	Union Savings Bank	CT	The Only Bank You'll Ever Need	CDHM Advertising, Inc.
Merit	Citicards	NM		NAS Recruitment Communications

Group 3: Educational Services

Gold	Monmouth University	NJ	Monmouth Branding	Media Logic, Inc.
Silver	Southwest Tennessee Com. College	TN	Radio Advertisement Camp.	acher>malmo
Bronze	St. Louis Community College	MO	"First Day" "Nurse" "Greenhouse"	The Kerry Group
Merit	Lake Washington Technical College	WA	Radio Ads	Jackie Fisher Marketing & Media

Group 7: Travel/Transportation Services

Gold	Marriott International	MD	Fairfield Inn "Cul de Sac"	mcgarrybowen
Silver	AAA of Ohio	OH	AAA of Ohio Services	SBC Advertising

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 8: Healthcare Services

Gold	RUSH University Medical Center	IL	Radio Series	Storandt Pann Margolis
Silver	Western Health	SD	We Want to See You Well	Rick Johnson & Co.
Bronze	Sutter Health	CA	With You For Life	Mering & Associates
Merit	Central DuPage Hospital	IL	Radio Series	Storandt Pann Margolis
Merit	University of Virginia Health System	VA	UVa Children's Hospital	Storandt Pann Margolis
Merit	Cardinal Health System	IN	Services Radio Campaign	

Group 10: Other

Gold			On The Road	Elser & Aucone
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Total Public Relations Campaign

Group 3: Educational Services

Gold	Jacksonville University	FL	Undergraduate Recruitment Package	Paskill & Stapleton & Lord
Silver	Auburn University	AL	Auburn's War on Hunger	
Bronze	Indiana University Foundation	IN		
Merit	Rocky Mountain College	MT	Black Tie Blue Jeans	
Merit	Rocky Mountain College	MT	Free Public Symposium	

Group 7: Travel/Transportation Services

Gold	Illinois Department of Transportation	IL	On The Move To Improve	E. Morris Communications, Inc.
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Group 8: Healthcare Services

Gold	St. Mark's Hospital	UT	Know Your Numbers Campaign	Lucky Dog Communications
Silver	The MED	TN	Code MED Telethon	

Group 9: Utility Services

Gold	Waste Management	TX	Think Green Campaign	Fogarty Klein Monroe
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Group 10: Other

Gold	DrugFree Rogers Lowell		Northwest Arkansas Methamphetamine Awareness	Maloney Marketing Group
Silver	Wild Basin Wilderness	TX	YIMBY Fundraising Event	JH&A Advertising
Bronze	Illinois Department of Transportation	IL	I74 "The Big Fix"	

Total Advertising Campaign

Group 1: Entertainment Services

Gold	Six Flags Magic Mountain	CA	The Best Job Ever	NAS Recruitment Communications
Silver	Tunica Riverpark	MS	Experience, Learn About, Cruise the Big River	Combs & Company
Bronze	WhirlyBall	IL	"Blackberries"	Point B Communications

Group 2: Financial Services

Gold	MasterCard International	NY	Priceless Campaign	NAS Recruitment Communications
Silver	Union Savings Bank	CT	The Only Bank You'll Ever Need	CDHM Advertising, Inc.
Bronze	Sterling Bank		You First	LWT Communications
Merit	Fifth Third Bank		Chicago Grand Opening	Bodkin Associates, Inc.
Merit	Franklin Mint Federal Credit Union	PA	Home Grown Cash Home Equity	
Merit	First Atlantic	NJ	Home Equity Campaign	

Group 3: Educational Services

Gold	Alfred University	NY	Total Recruitment Package	Carnegie Communications. LLC
Silver	Roosevelt University	IL	"Just Watch Me"	
Bronze	Monmouth University	NJ	Monmouth Branding	Media Logic, Inc.

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Drexel University	PA	College of Law Campaign	
Merit	Holy Name	OH	Igniting Your Spirit	NAS Recruitment Communications
Merit	Baptist Bible College & Seminary	PA	Revocable Charitable TrustFoundation	
Merit	Daemen College	NY	Total Recruitment Package	Carnegie Communications. LLC
<u>Group 4: Media/Communications</u>				
Gold	Time Warner Cable Digital Phone	CT	No Surprises	Bigelow Advertising
Silver	Bell South	GA	Bell South Movers	Bigelow Advertising
Bronze	CrimeStoppers of Baton Rouge, Inc.	LA	Crimestoppers/Date Rape	Garrison Communications
Merit			Goble & Assoc. Smiles	Goble & Assoc.
<u>Group 5: Professional Services</u>				
Gold	FCUL Service Group	FL	HRx The Power of...	Rising Sun Design
Silver	AAA Washington/Inland	WA	Show Your Card & Save	
Bronze	NAS	OH	Creating Demand. Delivering Talent.	NAS Recruitment Communications
Merit	NAS Healthcare Services	MO	NAS Healthcare Campaign	NAS Recruitment Communications
<u>Group 6: Real Estate Services</u>				
Gold	Help-U-Sell Real Estate	CO	HelpUSell Campaign	Aviatech, LLC
Silver	CB Richard Ellis	NY	Green Campaign	Della Femina/Rothschild/Jerry & Partners
<u>Group 7: Travel/Transportation Services</u>				
Gold	Marriott International	MD	Courtyard, 'The Right Stuff'	mcgarrybowen
Silver	Great Wolf Resorts, Inc.	WI	Great Wolf Resorts Snowland	Stephan & Brady, Inc.
Bronze	Woodlands Waterway Marriott Hotel	TX	Acqua Total Advertising	Steward Marketing
Merit	Marriott International	MD	Revive	mcgarrybowen
Merit	Pheasant Run Resort & Spa	IL	Do More	Point B Communications
Merit	Grupo Posadas/Fiesta Americana	DF	Fall Campaign	Intrasight Marketing
<u>Group 8: Healthcare Services</u>				
Gold	Sutter Health	CA	With You For Life	Mering & Associates
Silver	Fairbanks Memorial Hospital	AK	Spring 2005	Nerland Agency
Bronze	University of Minnesota Medical Ctr	MN	This is More	Storandt Pann Margolis
Merit	Gwinnett Medical Center	GA	Thank You Campaign	McRae Communications
Merit	Children's Hospital Boston	MA	Children's Hospital Boston	
Merit	The Mental Health Consortium	KS	MultiMedia Campaign	Walz Tetrick Advertising
<u>Group 9: Utility Services</u>				
Gold	Verizon Wireless	NJ	Working Mother Campaign	NAS Recruitment Communications
<u>Group 10: Other</u>				
Gold	Hoyt Publishing Company	IL	InStore Marketing Expo Adv.	Synergy Creative, Inc.
Silver	Kingsport Emergency Communications District	TN	Kingsport Reverse 911 Public Relations Campaign	Absolute Communications, Inc.
Bronze	Hormel Foods	MN	See Yourself Succeeding	NAS Recruitment Communications