

LAKE COMMUNICATORS APEX AWARDS 2008

BEST OF SHOW

Walter Greene+Co

Client: Laketran

“GO GREEN. GET ON BOARD”

CREATIVE TEAM:

Creative Director: Dave Saifman

Art Director: Dave Saifman

Designers: Jim Peto, Jim Drake, Dave Saifman

Copywriters: Mark Davis, Jessie Baginski

PUBLIC RELATIONS: COMMUNITY RELATIONS

GOLD AWARD

First/Energy Nuclear Operating Company

“2008 FENOC COMMUNITY RELATIONS PLAN”

Kristie Hutchison

PUBLIC RELATIONS: MARKETING CONSUMER PRODUCTS OR SERVICES

SILVER AWARD

Lake County MRDD

“LAKE COUNTY BOARD OF MENTAL RETARDATION & DEVELOPMENTAL
DISABILITIES” Calendar

Beth Falkner-Brown

PUBLIC RELATIONS: MEDIA RELATIONS

GOLD AWARD

Lake Metroparks

“CELEBRATE 50”

CREATIVE TEAM:

Sharon Metzung

Lake Metroparks Marketing Department

SILVER AWARD

McKinney Advertising & Public Relations

Client: The North American Menopause Society

“NAMS ANNUAL MEETING”

CREATIVE TEAM:

Creative Director: Laura Fredrick

Copywriter: Laura Fredrick

PUBLIC RELATIONS: NEWSLETTERS

GOLD AWARD

Lake Metroparks

“FARMPARK ALMANAC”

CREATIVE TEAM:

Creative Director: Sharon Metzung

Art Director: Sharon Metzung

Designer: Barry Edwards

Photographers: Staff

Copywriters: Staff

Editor: Sharon Metzung

SILVER AWARD

Villa Beach Communications

Client: LeBron James Family Foundation

“LEBRON JAMES FAMILY FOUNDATION”

CREATIVE TEAM

Creative Director: Mike Setta

Art Director: Douglas Karn

BRONZE AWARD

Villa Beach Communications

Client: City of Mentor

“SPECIAL EDITION”

CREATIVE TEAM:

Art Director: Douglas Karn

Designer: Douglas Karn

Editor: Kathie Pohl

BRONZE AWARD

The Cleveland Foundation

“DONOR CONNECTIONS”

CREATIVE TEAM:

Art Director: Karen Godt (MG Studios)

Designer: John Godt (MG Studios)

Copywriter: Scott Tennant

PUBLIC RELATIONS: ANNUAL REPORTS**GOLD AWARD**

Client: Learning About Business (LAB)

“LEARNING ABOUT BUSINESS ANNUAL REPORT”

CREATIVE TEAM:

Creative Director: Michael Jablonski

Art Director: Robert Zyromski

Designer: Bill Reid (Reid Design)

Copywriter: Robert Zyromski

Photographer: Robert Zyromski
Printer: Duke Printing, Doug Mack

SILVER AWARD

McKinney Advertising & Public Relations
Client: The North American Menopause Society
“MANAGING MENOPAUSE TOGETHER 2007 ANNUAL REPORT”
CREATIVE TEAM:
Creative Director: Laura Fredrick
Art Director: Leslie King

BRONZE AWARD

Villa Beach Communications
Client: Lake County Council on Aging
“LAKE COUNTY COUNCIL ON AGING ANNUAL REPORT
Mike Setta
CREATIVE TEAM:
Creative Director: Mike Setta
Designers: Chris Hongosh, Tom Ruffner

PUBLIC RELATIONS: VIDEO/FILM

GOLD AWARD

McKinney Advertising & Public Relations
Client: North American Menopause Society
“NAMS FUNDRAISING CAMPAIGN”
CREATIVE TEAM:
Creative Director: Judy Cerne
Art Director: Leslie King
Copywriter: Laura Fredrick
Other: Fraser Video Productions

ADVERTISING: MIXED MEDIA

GOLD AWARD

Laketrans
Agency: Walter Greene+Co
“GO GREEN. GET ON BOARD”
CREATIVE TEAM:
Creative Director: Dave Saifman
Art Director: Dave Saifman
Designers: Jim Peto, Jim Drake, Dave Saifman
Copywriters: Mark Davis, Jessie Baginski

SILVER AWARD

The Marshfield Group

Client: Holmbury

“EXPECT THE IMPOSSIBLE TRADE SHOW TRAFFIC BUILDING PROGRAM”

Tom Mitchell

BRONZE AWARD

Big Brothers Big Sisters of Northeast Ohio

“YOU DON’T HAVE TO CHANGE YOUR LIFE”

CREATIVE TEAM:

Creative Director: Lynn Strah

Art Director: Lynn Strah

Designer: Lynn Strah

Copywriter: Lynn Strah

ADVERTISING: CORPORATE IDENTITY

GOLD AWARD

Walter Greene+Co

Client: Lake County History Center

“LOGO DESIGN”

Creative Director: Tim Lachina

SILVER AWARD

Villa Beach Communications

“COMMUNICATIONS EXCELLENCE”

CREATIVE TEAM:

Creative Director: Douglas Karn

Copywriter: Michael Manning

Printer: Lake Erie Graphics

BRONZE AWARD

BRONZE AWARD

Villa Beach Communications

Client: Lake Erie Graphics

“NEW AGE OF PRINT”

CREATIVE TEAM:

Designer: Rob Hinkle

Printer: Lake Erie Graphics

ADVERTISING: COLLATERAL

GOLD AWARD

Walter Greene+Co

Client: University Hospitals

“WITNESS THE TRANSFORMATION”

CREATIVE TEAM:

Creative Director: Tim Lachina

Designer: Tim Lachina
Printer: Modern International Graphics

SILVER AWARD

Lake Hospital System
“WOMENS HEART ACTION KIT”
CREATIVE TEAM:
Creative Director: Gene Canton
Designer: Bonnye Albrecht
Printer: SP Mount & Co.

BRONZE AWARD

McKinney Advertising & Public Relations
Client: North Ohio Medical Imaging
“HOW HEALTHY IS YOUR HEART”
CREATIVE TEAM:
Creative Director: Laura Fredrick
Art Director: Leslie King
Designer: Leslie King
Copywriter: Laura Fredrick

ADVERTISING: DIRECT MARKETING

GOLD AWARD

Walter Greene+Co
Client: Rainbows Babies & Children’s Hospital
“FOR THE CHILDREN”
CREATIVE TEAM:
Creative Director: Tim Lachina
Art Director: Tim Lachina
Photographers: Various from UH Archives

SILVER AWARD

Lake Hospital System
“WEAR RED FOR WOMEN”
CREATIVE TEAM:
Laura Cahill
Knox Marketing

ADVERTISING: PRINT ADVERTISING

GOLD AWARD

Walter Greene+Co
Client: Laketran
“GO GREEN. GET ON BOARD”
CREATIVE TEAM:

Creative Director: Dave Saifman
Designers: Jim Drake & Dave Saifman
Illustrator: Jim Drake
Copywriter: Mark Davis

ADVERTISING: SALES PROMOTION

GOLD AWARD

Walter Greene+Co
Client: Dance Cleveland
“DANCE MAKERS SERIES”
CREATIVE TEAM:
Creative Director: Tim Lachina
Art Director: Tim Lachina

SILVER AWARD

Lake Metroparks
“LAKE METROPARKS EDUCATION PROGRAMS”
CREATIVE TEAM:
Creative Director: Sharon Metzung
Art Director: Sharon Metzung
Designer: Meredith Valko
Photographers: Staff and Volunteers
Editor: Sharon Metzung
Copywriter: Staff
Printer: Walker Printing Co.

BRONZE AWARD

Client: Laketran
“LAKETRAN DIAL-A-RIDE SERVICE”
CREATIVE TEAM:
Agency: Walter Greene+Co.
Art Director: Dave Saifman
Copywriters: Jessie Baginski, Julia Schick
Printer: Lake Erie Graphics

ADVERTISING: MAGAZINES

GOLD AWARD

Walter Greene+Co
Client: The LIT
“MUSE” Magazine
CREATIVE TEAM:
Creative Director: Tim Lachina
Art Director: Tim Lachina
Printer: Fortran Graphics

SILVER AWARD

Villa Beach Communications
Client: John Carroll University
“JOHN CARROLL UNIVERSITY” Magazine
CREATIVE TEAM:
Creative Director: Mike Setta
Art Director: Douglas Karn

BRONZE AWARD

McKinney Advertising & Public Relations
“CASE ALUMNUS” Magazine
CREATIVE TEAM:
Creative Director: Roger Cerne
Art Director: Leslie King
Designer: Leslie King
Copywriter: Roger Cerne, Terri Mrosko

ADVERTISING: NEWSPAPERS

GOLD AWARD

Villa Beach Communications
Client: Lake County Council on Aging
“BRIDGE” Newspaper
CREATIVE TEAM:
Editor: Erica Kosinski
Creative Director: Tom Ruffner
Designers: Chris Hongosh, Mike Setta, Rob Hinkle

SILVER AWARD

Lake County MRDD
“MRDD – SERIES OF THREE ARTICLES”
CREATIVE TEAM:
Beth Falkner-Brown
Copywriter: John Arthur Hutchison

ADVERTISING: VIDEO COMMERCIALS

GOLD AWARD

Fraser Video Productions
Client: The Boulevard Grill
“STAY FOR THE FUN”
CREATIVE TEAM:
Dick Fraser

Brett Fraser

ADVERTISING: VIDEO PROGRAMS/NEWS

GOLD AWARD

Lakeland Community College

“OPPORTUNITY STARTS AT LAKELAND”

CREATIVE TEAM:

Creative Director: Phil Boyle

Contributors: Robyn Fry, Dawn Plante

SILVER AWARD

Perry Local Schools

Client: The Perry Channel

“OPEN HOUSE”

CREATIVE TEAM:

Creative Director: Joe Pohl

Photographer: Allen Kellogg

BRONZE AWARD

City of Mentor

“SUMMER CAMPS”

Kathie Pohl

ELEMENTS: ILLUSTRATION

GOLD AWARD

Thom Zahler Art Studios

Client: Scene Magazine

“GRAND THEFT AUTO TREMONT”

CREATIVE TEAM:

Art Director: Meredith Pangrace

Designer/Artist: Thomas Zahler

SILVER AWARD

Thom Zahler Art Studios

Client: Scene Magazine

“CLEVELAND”

CREATIVE TEAM:

Art Director: Meredith Pangrace

Designer/Artist: Thomas Zahler

ELEMENTS: COMMERCIAL PHOTOGRAPHY

GOLD AWARD

McPeak Photography
Client: Lake Geauga Family Magazine
“LAKE GEAUGA FAMILY MAGAZINE COVER”
CREATIVE TEAM:
Photographer: Rick McPeak
Editor: Terri Nighswonger
Model: Kate Caine

GOLD AWARD

McPeak Photography
Client: Lake County Business Journal
“THE LENS MAKER’S FACE”
Photographer: Rick McPeak
Editor: Laura Freeman

SILVER AWARD

Van’s Photo
“LAURA IN THE SUNLIGHT”
Photographer: Skip Trombetti
BRONZE AWARD

BRONZE AWARD

McPeak Photography
“ATHLETE AT DAWN”
CREATIVE TEAM:
Photographer: Rick McPeak
Model: Laura Freeman

ELEMENTS: EDITORIAL WRITING

GOLD AWARD

Effective Training & Communication, Inc.
Client: Government Video Magazine
“ADMINISTRATIVE ASSISTANCE”
Writer: Phil Stella

SILVER AWARD

A. Thomas Image
Client: Northeast Dive News
“CURACAO”
Writer: Tom Szabo

ELECTRONIC MEDIA: ONLINE MEDIA

GOLD AWARD

The Marshfield Group

Client: Holz Rubber

“IF IT’S RUBBER, WE CAN MAKE IT”

Tom Mitchell

SILVER AWARD

McKinney Advertising & Public Relations

Client: The North American Menopause Society

“NAMS ONLINE BANNER ADVERTISING CAMPAIGN”

CREATIVE TEAM:

Creative Director: Judy Cerne

Art Director: Leslie King

Designer: Leslie King

BRONZE AWARD

Lake Metroparks

“TRAIL MIX E-NEWS”

CREATIVE TEAM:

Lake Metroparks Staff

ELECTRONIC MEDIA: WEB SITE

GOLD AWARD

Cleveland Foundation

Client: Cleveland Foundation

“CLEVELAND FOUNDATION WEBSITE “

CREATIVE TEAM:

Creative Director: Clyde Miles (Optiem)

Lisa Zandy (Optiem)

Copywriter: Scott Tennant

SILVER AWARD

McKinney Advertising & Public Relations

Client: North Ohio Medical Imaging

“NORTH OHIO MEDICAL IMAGING”

CREATIVE TEAM:

Creative Director: Laura Fredrick

Art Director: Leslie King

Designer: Leslie King

Copywriter: Laura Fredrick

BRONZE AWARD

Lake Metroparks

“LAKE METROPARKS 50TH ANNIVERSARY”

CREATIVE TEAM:
Lake Metroparks Staff
Designer: Emerge Inc.