

A decorative graphic featuring three blue circles of varying sizes, each composed of concentric circles with a gradient from light to dark blue. These circles are connected by thin blue lines that form a triangular shape. The year '2011' is positioned in the center of this graphic.

2011

# Apex Awards

**BEST OF SHOW**

“Get Connected”

Client: Lake County YMCA

Art Director: Dave Saifman

Designers: Elaine Barnard and Dave Saifman

Printer: Xpress Printing / Seasonal Sporting

## PUBLIC RELATIONS

### PROGRAMS

**Internal Communications:** Programs targeted to special publics directly allied with an organization.

**SILVER:** “Ambassador Program Training Packet”

Client: Lake Health  
Art Director: Gene Canton  
Copywriter: Laura Hoffman

**BRONZE:** “Lakeland's Decision”

Client: Lakeland Community College  
Creative Directors: Dawn Plante, Tracy Shook, and  
Lakeland Community College Marketing Department

**BRONZE:** “Case Alumni Association Freshman Orientation”

Client: Case Alumni Association  
Agency: McKinney-Cerne, Inc.  
Creative Director: Roger Cerne  
Art Director and Designer: Leslie King  
Copywriter: Roger Cerne

### PROJECTS

#### Annual Reports:

**GOLD:** “2011 OneCommunity Report to the Community”

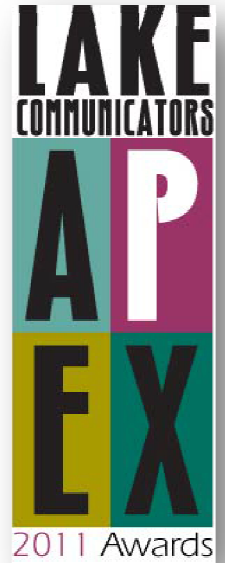
Client: OneCommunity  
Creative Directors: Scott Tennant, Lilia Lipps  
Art Director: Roberto Capotosto of WhiteSpace Creative

**SILVER:** “Moving Forward / Giving Back”

Client: Lake County YMCA  
Art Director: Dave Saifman  
Designers: Dave Saifman and Ante Logarusic  
Photographer: Rick McPeak  
Printer: Xpress Printing

**BRONZE:** “United Way 2010 Annual Report”

Client: United Way of Lake County  
Agency: Villa Beach Communications  
Designer: Doug Karn  
Copywriter: Dianne McDermott  
Printer: Activities Press



### **Press Kits:**

**GOLD:** “The North American Menopause Society Annual Meeting”

Client: North American Menopause Society

Agency: McKinney-Cerne, Inc.

Copywriter: Laura Lytle

### **Feature Stories:**

**SILVER:** “Employment Training & Development”

Client: CareerCurve

Agency: McKinney-Cerne, Inc.

### **Video/Film Presentations:**

**BRONZE:** “Cardinal Pride”

Client: Mentor Public Schools

Agency: Fraser Video Productions

Executive Producer: Dr. Jacqueline Hoynes

Producer: Kristen Kirby

Editor: Brett Fraser

Videographer: Dick Fraser

Copywriter: Kristen Kirby

**BRONZE:** “2010 APEX Awards Presentation”

Client: Lake Communicators

Agency: Fraser Video Productions

Creative Director: Dick Fraser

Photo Editor: Jerie Green

Photographers: Skip Trombetti and Cragg Eichman

Videographer: Brett Fraser

Copywriters: Kathy Bull Burke and Erica Kosinski

## **MARKETING**

**Corporate Identity:** Branding, reputation management, stationery, package design, logo design, signage and vehicle graphics.

**GOLD:** “Lake County Y Branding”

Client: Lake County YMCA

Art Director: Dave Saifman

Designers: Elaine Barnard and Dave Saifman

Printer: Xpress Printing

**Marketing Consumer Products and Services:** Programs designed to introduce or promote a product or service to a consumer audience.

**GOLD:** “Lakeland Community College Enrollment Guide”

Client: Lakeland Community College

Creative Director: Bob Arnold, Arnold Design Group

Art Directors: Bob Arnold and Tracy Shook,

Designers: Greg Scheetz of Arnold Design Group; Sharon Myers,

Photographers: Jessica Novak, Maribeth Joeright, and Bob Arnold

Copywriters: Dawn Plante, Colleen Marble and Tracy Shook

Printer: Walker Printing

**SILVER:** “Lake Metroparks Education Programs Book”

Client: Lake Metroparks

Creative Director: Sharon Metzung

Art Directors: Sharon Metzung & Meredith Nicoletti

Designer: Meredith Nicoletti

Copywriters: Lisa Hall, Sharon Metzung, Kathy Terrell, Karen Reis,

Ray Patacca, Nancy Adams, Rich Benz

Printer: Walker Printing

**Marketing Business to Business:** Programs designed to introduce or promote products or services to a business audience.

**GOLD:** Erica Kosinski for “MONT Brand Awareness Campaign”

Client: Mont Granite, Inc.

Agency: Villa Beach Communications

Creative Directors: Erica Kosinski, Mike Setta

Art Director and Designer: Doug Karn

Photographer: Tom Szabo of A Thomas Image

Copywriter: Erica Kosinski

Printer: Debbie Graehling-Tomsic of Graphic Repros

## **ADVERTISING**

**Mixed Media Campaigns:** Combining print, video and electronic mediums.

**GOLD:** “2011 Dream House/ Designed for Today's Family”

Client: Lake County YMCA

Art Director: Dave Saifman

Copywriter: Peggy Swanger

Designers: Ante Logarusic and Dave Saifman

Illustrator: Timothy Dick

Videographer: Dick Fraser of Fraser Video Productions

Printer: Xpress Printing

**BRONZE:** "It Fits or It's Free"

Client: Metro Optics  
Agency: surfacecle marketing communications  
Creative Director: Ante Logarusic  
Copywriter: Joe Brown

**BRONZE:** "United Way of Lake County 2011 Campaign"

Client: United Way of Lake County  
Creative Directors: Deborah Foley and Dianne McDermott  
Copywriter: Dianne McDermott  
Designers: Kristin Kozar, Doug Karn of Villa Beach Communications  
Videographer: Dick Fraser of Fraser Video Productions  
Photographer: Skip Trombetti of Van's Photo  
Printer: Activities Press

**Special Events Materials:**

**GOLD:** Dave Saifman for "Get Connected"

Lake County YMCA  
Art Director: Dave Saifman  
Designers: Elaine Barnard and Dave Saifman  
Printer: Xpress Printing / Seasonal Sporting

**GOLD:** "The Veale Wellness & Aquatic Center Dedication Invitation"

Client: Breckenridge Village  
Creative Directors: Janice Edwards, Lucy Nixon  
Agency: Villa Beach Communications  
Art Director and Designer: Doug Karn  
Photographers: Jack Tibbits and Cragg Eichman  
Copywriter: Janice Edwards  
Printer: Phil Vedda & Sons Printing

**SILVER:** "Blue Sky Folk Festival at East Shore"

Client: East Shore Unitarian Universalist Church  
Agency: Lakenetwork.net  
Project Coordinator: Jerie Green  
Designer: Rick Porter of Crowsfoot Studio  
Copywriter: Jerie Green  
Website Developer: Kathy Smith

**BRONZE:** "Lake County YMCA 2011 Dream House"

Client: Lake County YMCA  
Agency: McKinney-Cerne, Inc.  
Creative Directors & Copywriters: Laura Lytle and Judy Cerne

## **Brochures:**

### **GOLD:** "Gully Brook Park Trail Map"

Client: Lake Metroparks

Creative Director: Sharon Metzung

Art Directors: Meredith Nicoletti & Sharon Metzung

Designer: Meredith Nicoletti

Copywriters: Sharon Metzung, Steve Madewell, Paul Palagyi, Ann Bugada,

Vince Urbanski, Bobby Oliver, Brian Fowler, Dan Burnett, Pat Morse,

Scott Hoffman, Jim Smallwood, Eric Stechschulte, Mike Burko,

John Grantham, Sharon Sharpnack

Printer: Walker Printing

### **SILVER:** "2011 Keeler Product Catalog"

Client: Keeler Instruments

Agency: surfacecle marketing communications

Creative Director: Ante Logarusic

Designer: Eugene VanArsdale

### **BRONZE:** "Orthopedic and Spine Center brochure"

Client: Lake Health

Art Director: Gene Canton

Agency: Albrecht Design

Copywriter: Maureen Pross

**Direct Marketing:** Political campaign, direct mail campaign, specialty-advertising pieces, and outdoor billboards.

### **GOLD:** "Y Give Anything Else"

Client: Lake County YMCA

Art Director: Dave Saifman

Designers: Ante Logarusic and Dave Saifman

### **SILVER:** "The Future of Health Care is Right Here"

Client: Lake Health

Agency: Knox Advertising

Copywriter: Maureen Pross

### **SILVER:** "Gully Brook Park Dedication"

Client: Lake Metroparks

Creative Director: Sharon Metzung

Art Director: Meredith Nicoletti & Sharon Metzung

Designer: Meredith Nicoletti

Copywriter: Sharon Metzung

Printer: Gotprint

**Print Advertising:** Single ad or a series of ads or inserts: newspaper, consumer or business-to business publications.

**SILVER:** “Change Is Good”

Client: Lake County Visitors Bureau

Creative Director: Bob Ulas

Designer: Bill Scott

Copywriter: Bob Ulas

**Radio:**

**GOLD:** “Perch vs. Man”

Client: Lake County Visitors Bureau

Creative Director: Bob Coates

Agency: WTAM Radio

Copywriter: Bob Coates

**BRONZE:** “Heavenly Dining”

Client: Mama Roberto's Authentic Italian Eatery

Agency: WELW Radio/Spirit Media

Copywriter: Ray Somich and Cameron Zwagerman

Voice Talent: Ron Somich and Joan Movrich

**Publications – Newsletters:**

**GOLD:** “Breckenridge Village”

Client: Breckenridge Village

Agency: Villa Beach Communications

Art Director and Designer: Doug Karn

Photographer: Jack Tibbitts

Copywriters: Janice Edwards and Lucy Nixon

Printer: Phil Vedda & Sons

**SILVER:** “Lake Metroparks Farmpark Almanac”

Client: Lake Metroparks

Creative Director: Sharon Metzung

Art Directors: Meredith Nicoletti & Sharon Metzung

Designer: Meredith Nicoletti

Copywriters: Andy Baker, Valerie Reinhardt, Ray Patacca, Jacki Sonewald,

Denise Gressley, Sharon Metzung

Printer: Walker Printing

**BRONZE:** “Special Edition”

Client: City of Mentor

Agency: Villa Beach Communications

Art Director and Designer: Doug Karn

Copywriter: Kathie Pohl

Printer: Premier Printing

## **Publications – Magazines:**

### **GOLD: “St. Ignatius”**

Client: St. Ignatius High School  
Agency: Villa Beach Communications  
Creative Director: Mike Setta  
Designer: Chris Hongosh  
Photographer: Roger Mastroianni  
Copywriters: Lisa Metro and Angela LoBue  
Printer: Northern Ohio Printing

### **SILVER: “John F. Kennedy”**

Client: John F. Kennedy Catholic School  
Agency: Villa Beach Communications  
Creative Director: Mike Setta  
Designer: Chris Hongosh  
Photographer: Carrie Leonard  
Copywriters: Jillian Phillips and Brian Sinchak  
Printer: SCP Group

### **SILVER: “John Carroll University”**

Client: John Carroll University  
Agency: Villa Beach Communications  
Creative Director: Mike Setta  
Art Director and Designer: Doug Karn  
Photographers: Robert Wetzler, John Reid, Taylor Heren,  
FJ Gaylor Photography  
Copywriter: John Walsh  
Printer: The Lane Press

### **BRONZE: “City Magazines”**

Client: Cities of Eastlake, Kirtland and Willoughby  
Agency: Villa Beach Communications  
Project Coordinator: Tom Ruffner  
Art Director: Doug Karn  
Designer: Chris Hongosh  
Photographer: Doug Karn & City employees,  
Copywriter: City employees

## **TV Commercials:**

### **GOLD: “EVO”**

Client: Valley Mitsubishi  
Agency: Fraser Video Productions  
Editor: Brett Fraser



**SILVER:** “Basement Floods”  
Client: RestorX MD  
Agency: Fraser Video Productions  
Creative Director: Randy Martin of Martin Design  
Editor: Dick Fraser

**BRONZE:** “2010 YMCA Dream House”  
Client: Lake County YMCA  
Agency: Fraser Video Productions  
Creative Director: Dave Saifman  
Art Director: Ante Logarsic  
Editor: Dick Fraser  
Announcer: Patti Ford

### **ELEMENTS:**

#### **Commercial Photography:**

**GOLD:** “YMCA Dream House 2011”  
Client: Lake County YMCA  
Photographer: Rick McPeak of McPeak Photography

**SILVER:** “Night Shift on the Grand River”  
Photographer: Rick McPeak of McPeak Photography

**BRONZE:** “Flower Girl”  
Client: Sarah Ross  
Photographer: Kathy McPeak of McPeak Photography

#### **Writing:**

**SILVER:** “Real People Real Perseverance”  
Client: Burr Pilger Mayer, San Francisco  
Creative Director: Kimberly Prato  
Copywriter: Kathy Bull Burke, K Creative

**BRONZE:** “The Fear Factor”  
Client: Effective Training & Communication, Inc.  
Copywriter: Phil Stella

### **ELECTRONIC MEDIA**

#### **Online Advertising:**

**SILVER:** “Lake Erie East Coastal Gazette”  
Client: Lake County Visitors Bureau  
Creative Director: Bob Ulas  
Agency: Kathy Smith, lakenetwork.net  
Copywriter: Madison Bender

**Websites:**

**GOLD:** “www.francescossalonspa.com”

Client: Francesco's Salon & Spa

Agency: lakenetwork.net

Project coordinator: Jerie Green

Website developer: Kathy Smith

Photographer: Tom Fini

Copywriter: Annemarie Donnelly

**SILVER:** “www.geaugafamilyfarms.org”

Client: Geauga Family Farms

Agency: lakenetwork.net

Designer: Alex Roys

Copywriter: Laura Dobson

Website developers: Alex Roys and Kathy Smith

**SILVER:** “www.revatiwellness.com”

Client: Revati Wellness

Agency: lakenetwork.net

Designer: Rick Porter of Crowsfoot Studio

Editor: Kristin Ferris

Copywriters: Kristin Firth, Dr. Tom Morledge, Nancy Tozer

Website developer: Kathy Smith

**BRONZE:** “ProBuilt Homes”

Client: ProBuilt Homes

Agency: surfacecle marketing communications

Creative Director: Ante Logarusic

### **A Special Thank You to Our Judges:**

- Dick Clough, Clough & Company, Marketing Solutions, Lakewood, Co-Founder, Past President, NOCA
- Mark Davis, Mark Creative Services, Writer, Broadcast, Radio, TV
- Jim Drake, Wave Walker Design
- Carl Fowler, Design Photography and Video
- John Kerzey, Assistant Professor/Program Coordinator, Cuyahoga Community College
- Joe Kline, Freelance Designer
- James Perry, Jim Perry & Associates
- Jim Tabaczynski, president, JPT Group, Bay Village, Public Relations, Current President, NOCA

### **Thank You to Our Apex Sponsors:**

- Fraser Video Productions
- Lakenetwork.net
- Karen Lucek Graphic Design
- Villa Beach Communications
- Spirit Media
- The Lake County YMCA
- The News-Herald
- The Tri-County Business Journal
- Xpress Printing Services

### **Apex Committee:**

Co-Chairs: Tom Ruffner and Dave Saifman  
Dick Fraser  
Jerie Green  
Erica Kosinski  
Karen Lucek

