

2012 Lake Communicators APEX Awards

BEST OF SHOW – A TIE!

St. Ignatius High School

For “Saint Ignatius High School 125th Anniversary Gala Event”

Agency: Villa Beach Communications

Creative Director/Art Director: Mike Setta

Designer: Doug Karn

Copywriter: Melissa Murphy

Photographs from St. Ignatius High School Archives

Printer: Lake Erie Graphics

Lake County YMCA

For “Your Story, Our Story – Annual Report”

Produced by Lake County YMCA

Creative Director: David Saifman

Art Director/Designer: Ante Logarusic

Photographer: Rick McPeak

Copywriter: Laura Lytle

Printer: Xpress Printing

PUBLIC RELATIONS

COMMUNITY RELATIONS

GOLD AWARD

St. Ignatius High School

For “Saint Ignatius High School Admissions”

Agency: Villa Beach Communications

Creative Director/Art Director: Mike Setta

Designer: Chris Hongosh

Copywriter: Patrick O'Roarke

Photographs from St. Ignatius Archives

SILVER AWARD

Lake Metroparks

For “Lake Erie Bluffs Collaborative Conservation Plan Executive”

Produced by Lake Metroparks

Creative Directors: Meredith Nicoletti, Sharon Metzung

Art Director/Designer: Meredith Nicoletti

Photographers: John Pogacnik, (*Pa gotch nick*), Brian Fowler

Copywriters: Vince Urbanski, Paul Palagyi (*Pa la gyee*)
Printer: Walker Printing

BRONZE AWARD

Villa Beach Communications

For "AT&T Zanesville Magazine"

Client: AT&T

Creative Director/Art Director: Mike Setta

Designer: Chris Hongosh

Photographer: Mike Setta

Copywriters: Mike Setta, BJ Smith

SPECIAL EVENTS AND OBSERVANCES

GOLD AWARD

St. Ignatius High School

For "Saint Ignatius High School 125th Anniversary Gala Event"

Agency: Villa Beach Communications

Creative Director/Art Director: Mike Setta

Designer: Doug Karn

Copywriter: Melissa Murphy

Photographs from St. Ignatius High School Archives

Printer: Lake Erie Graphics

SILVER AWARD

Lakeland Community College

For "Imagine 2011"

Produced by The Lakeland Foundation

Creative Director: Tracy Shook

Designer: Shair Myers (*Shar Like yard*)

Copywriters: Laurie Principe, Colleen Marble, Martin Friedman, Tracy Shook

Printer: Lakeland Community College

BRONZE AWARD

Kristi Ward Communications

For "Regional Watch and Clock Show and Sale"

Client: National Association of Watch and Clock Collectors

Copywriter: Kristi Ward

Designer: Doug Karn, Villa Beach Communications

Photographer: Sameen Tarighati

Also recognized: David Lima, David Martin, and Dick Munny of the National Association of Watch and Clock Collectors

MARKETING CONSUMER PRODUCTS OR SERVICES

GOLD AWARD

Lake County YMCA

For "Always Here For Our Community"

Produced by Lake County YMCA

Creative Director: David Saifman

Art Directors: David Saifman, Elaine Barnard

Designer: Elaine Barnard

Copywriters: Annemarie Donnelly, Alyssa Gustwiller, Julie Headings

Printer: Xpress Printing

SILVER AWARD

Lake Metroparks

For "Lake Metroparks Education Programs Book"

Produced by Lake Metroparks

Creative Directors: Sharon Metzung, Meredith Nicoletti

Art Director/Designer: Meredith Nicoletti

Photographers: Lake Metroparks Staff

Copywriters: Sharon Metzung, Kathy Terrell, Christina Bellas, Karen

Reis, Lisa Hall, Brian Fowler, Nancy Adams & Rich Benz

Printer: Walker Printing

MARKETING BUSINESS TO BUSINESS

GOLD AWARD

Breckenridge Village

For "You're Invited"

Agency: Villa Beach Communications

Creative Directors: Lucy Nixon, Janice Edwards

Art Director/Designer: Doug Karn

Copywriter: Lucy Nixon

Printer: Lake Erie Graphics

INTERNAL COMMUNICATIONS

SILVER AWARD

First Church Congregational

For "Stewardship"

Art Director: David Saifman

Designer: Ante Logarusic

Copywriter: Doug Smith

Printer: Xpress Printing

Also Recognized: Pastor Tom Cofer, Norma Forbes

MAGAZINES

GOLD AWARD

Hathaway Brown School

For "Hathaway Brown Magazine"

Produced by Hathaway Brown School

Editor: Kathleen Osborne

Creative Director: Vanessa Butler

Designer: Jeff Schrader

Photographers: Natalie Bell, Mary Boutton, Andrew Briggs, Alex Clemens, Frannie Foltz, Laura Geither, Marc Golub, Heather Hughes, Jesse Kramer, Christy Lynch, Candy Neville, Kevin Reeves, and Megan Scherson

GOLD AWARD

Villa Angela-St. Joseph High School

For "VASJ Magazine"

Produced by Villa Angela-St. Joseph High School

Creative Director/Editor: Emily Robinson

Designer: Anne Pillot (*Pronounced like skillot*)

Photographers: Emily Robinson, Tim Ryan and various others

Copywriters: Richard Osborne, Emily Robinson, Mike Tobin, Joan Mazzolini

Printer: Northern Ohio Printing

ANNUAL REPORTS

GOLD AWARD

Lake County YMCA

For "Your Story, Our Story - Annual Report"

Produced by Lake County YMCA

Creative Director: David Saifman

Art Director/Designer: Ante Logarusic

Photographer: Rick McPeak

Copywriter: Laura Lytle

Printer: Xpress Printing

SILVER AWARD

OneCommunity

For "OneCommunity Report to the Community"

Produced by OneCommunity

Creative Director: Lilia Lipps

Art Director: Roberto Capotosto

Copywriter: Scott Tennant

GENERAL WRITING

GOLD AWARD

Effective Training & Communication, Inc.

For "Energize Your Email"

Client: CBC Magazine's Email eLetter 'Connections'

Copywriter: Phil Stella

Also recognized: Tom Skernivitz, CBC Editor

GOLD AWARD

Effective Training & Communication, Inc.

For "Phone Power Strategies"

Client: COSE

Copywriter: Phil Stella

Also recognized: Rose DiPietro, COSE On-line Marketing Manager

FEATURE STORIES

GOLD AWARD

Hathaway Brown School

For "Rising Boldly"

Produced by Hathaway Brown School

Copywriter: Kathleen Osborne

Creative Director: Vanessa Butler

CORPORATE IDENTITY

GOLD AWARD

OneCommunity

For "OneCommunity Rebranding"

Produced by OneCommunity

Creative Director: Lilia Lipps

Art Director: Roberto Capotosto

Copywriter: Scott Tennant

ADVERTISING

BROCHURES

GOLD AWARD

Lake Metroparks

For "Lake Metroparks Ten-year Strategic Plan Executive Summary"

Produced by Lake Metroparks Staff

Creative Directors: Meredith Nicoletti, Sharon Metzung

Art Director/Designer: Meredith Nicoletti
Copywriters: Paul Palagyi, Steve Madewell, Sharon Sharpnack,
Sharon Metzung
Photographers: Steven Hale, Patricia Greene, Jason Dell, Don Kemp,
Linda Terdan, Alyson Andrassy, Scott W. Vincent, Nicholas A. Tonelli,
Loretta Todd, Brian Fowler & Shane Hesson
Printer: Mignone Communications

DIRECT MAIL

GOLD AWARD

Villa Beach Communications

For "St. Ignatius Thank You Card"

Client: St. Ignatius High School
Creative Director/Art Director: Mike Setta
Designer: Doug Karn
Copywriter: Erin Julian
Photographer: Rob Wetzler

SILVER AWARD

Breckenridge Village

For "North Apartments & Grace Woods"

Agency: Villa Beach Communications
Creative Directors: Lucy Nixon, Janet Edwards
Art Director/Designer: Doug Karn
Copywriter: Janet Edwards
Photographers: Craig Eichman, Doug Karn

BRONZE AWARD

Lake Metroparks

For "Woven from Nature Art Show Invitation"

Produced by Lake Metroparks
Creative Director/Art Director/Designer: Meredith Nicoletti
Copywriters: Wendy Pittenger, Meredith Nicoletti
Printer: Gotprint

POSTERS

GOLD AWARD

United Way of Lake County

For "Be The Change" Poster

Produced by Villa Beach Communications
Creative Director: Deborah Foley
Art Director: Tom Ruffner
Designer: Doug Karn
Printer: Activities Press

MIXED MEDIA CAMPAIGNS

GOLD AWARD

Lake Communicators

For "Lake Communicators APEX Awards 2011"

Produced by the Lake Communicators APEX Committee

Creative Director: David Saifman

Art Director/Designer: Karen Lucek

Videographer: Dick Fraser of Fraser Video

Copywriter: Tom Ruffner

Also Recognized: Erica Kosinski

Printer: Xpress Printing

SILVER AWARD

Lake County YMCA

For "2012 Dream House"

Produced by Lake County YMCA

Creative Director: David Saifman

Art Director/Designer: Ante Logarusic

Photographers: David Saifman, The News-Herald

Illustrator: Timothy Dick

Website: Elaine Barnard

Printers: Xpress Printing and Docmann Printing

SILVER AWARD

surfacecle marketing communications

For "Laketran Dump the Pump"

Client: Laketran

Art Director/Designer: Ante Logarusic

Copywriter: Julia Shick

Printer: Morgan Litho

Radio Spots: Ray Somich/Spirit Media

PRINT ADVERTISING

GOLD AWARD

Lake County YMCA

For "You say you've never won anything?"

Produced by Lake County YMCA

Creative Director: David Saifman

Art Director/Designer: Ante Logarusic

Copywriter: David Saifman

Photography: The News-Herald

SILVER AWARD

Lake Metroparks

For "Lake Metroparks – Make the Most of Summer"

Produced by Lake Metroparks

Creative Director/Art Director/Designer: Meredith Nicoletti

Copywriters: Sharon Metzong, Sharon Sharpnack & John Venen

BRONZE AWARD

surfacecle marketing communications

For "Keeler Any Eye Any Time"

Client: Keeler Ophthalmic Instruments

Art Director/Designer: Ante Logarusic

Photographer: Milan Lipowski

BRONZE AWARD

Lake County Visitors Bureau

For "Lake Effect Advisory"

Produced by Lake County Visitors Bureau

Creative Director: Robert Ulas

Designer: Bill Scott of Scott Design

Copywriter: Robert Ulas

TV COMMERCIALS– 30 SECONDS

SILVER AWARD

Fraser Video Productions

For "Ask the Residence"

Client: Governor's Port

Creative Director/Videographer: Dick Fraser

Editor/Designer: Brett Fraser

Copywriter: Dick Fraser

BRONZE AWARD

Fraser Video Productions

For "Get Turned On"

Client: Aladdin's Light

Creative Director: Dick Fraser

Editor/Designer: Brett Fraser

Copywriter: Dick Fraser

VIDEO/FILM

GOLD

OneCommunity

For "Connect Your Community Overview"

Produced by OneCommunity

Creative Director: Kelley Hynds
Also recognized: Tom Miller, Bill Callahan, Samantha Schartman,
Scott Tennant, Lilia Lipps

SILVER

OneCommunity

For "US Ignite Cleveland Video"

Produced by OneCommunity
Creative Director: Kelley Hynds
Copywriter: Scott Tennant
Also recognized: Scot Rourke

BRONZE AWARD

OneCommunity

For "OneCommunity Supporter Video"

Produced by OneCommunity
Creative Director: Roberto Capotosto
Art Director: Lilia Lipps
Photographer: Eric Leslie
Also recognized: Scott Tennant

GRAPHIC DESIGN

ANNUAL REPORTS

GOLD AWARD

United Way Lake County

For "United Way 2011 Community Report"

Agency: Villa Beach Communications
Creative Director: Tom Ruffner
Designer: Chris Hongosh
Copywriter: Deborah Foley
Photographer: Skip Trombetti
Printer: Activities Press

SILVER AWARD

Lake County YMCA

For "Your Story, Our Story – Annual Report"

Produced by Lake County YMCA
Creative Director: David Saifman
Art Director/Designer: Ante Logarusic
Photographer: Rick McPeak
Copywriter: Laura Lytle
Printer: Xpress Printing

BROCHURES

SILVER AWARD

Lakeland Community College

For "Holden University Center Recruitment Guide"

Produced by Lakeland Community College

Creative Director: Tracy Shook

Designer: Shair Myers

Photographers: Jan Shergalis (Digital Echo), Jessica Novak (Lakeland Community College)

Copywriters: Kristina Willey, Maria Brown, Tracy Shook

Printer: Walker Printing

BRONZE AWARD

Lakeland Community College

For "Holden University Center Corporate Rental Guide"

Produced by Lakeland Community College

Creative Director: Tracy Shook

Designer: Shair Myers

Photographers: Jan Shergalis of Digital Echo, Jessica Novak of Lakeland Community College

Copywriters: Kristina Willey, Maria Brown, Tracy Shook

Printer: Walker Printing

CATALOGS

GOLD AWARD

Lake County YMCA

For "YMCA Programs & Events"

Produced by Lake County YMCA

Creative Director: David Saifman

Art Directors: Elaine Barnard, John Ehrbar (*Airbar*)

Designer: Elaine Barnard

Copywriters: Clint Simons, Michele Kuester, Margaret Warner, Elaine Barnard

Printer: The News-Herald

FEATURE STORIES

GOLD AWARD

Hathaway Brown School

For "Rising Boldly"

Produced by Hathaway Brown School

Creative Director: Vanessa Butler

Designer: Jeff Schrader

Copywriter: Kathleen Osborne

ENTIRE MAGAZINE

GOLD AWARD

Hathaway Brown School

For "Hathaway Brown Magazine"

Produced by Hathaway Brown School

Editor: Kathleen Osborne

Creative Director: Vanessa Butler

Designer: Jeff Schrader

Photographers: Natalie Bell, Mary Boutton, Andrew Briggs, Alex Clemens, Frannie Foltz, Laura Geither, Marc Golub, Heather Hughes, Jesse Kramer, Christy Lynch, Candy Neville, Kevin Reeves, Megan Scherson

SILVER AWARD

Villa Beach Communications

For "John Carroll Magazine"

Client: John Carroll University

Creative Directors: Mike Setta, John Walsh

Art Director: Mike Setta

Designer: Doug Karn

Photographer: Rob Wetzler

Copywriter: John Walsh

BRONZE AWARD

Villa Beach Communications

For "John F. Kennedy Magazine"

Client: John F. Kennedy High School

Creative Director/Art Director: Mike Setta

Designer: Chris Hongosh

Photographs Provided from JFK Archives

Copywriters: Jillian (Rossi) Phillips, Brian Sinchak

Printer: SCP Group

ENTIRE BOOK

SILVER AWARD

Leadership Lake County

For "Leadership Lake County Yearbook"

Creative Director: Dave Saifman

Art Director: David Saifman

Designer: Ante Logarusic

Copywriters: various

Printer: Xpress Printing

NEWSPAPER/TABLOID

GOLD AWARD

Lake County YMCA

For "YMCA Programs & Events"

Produced by Lake County YMCA

Creative Director: David Saifman

Art Directors: Elaine Barnard, John Ehrbar

Designer: Elaine Barnard

Copywriters: Clint Simons, Michele Kuester, Margaret Warner, Elaine Barnard

Printer: The News-Herald

ILLUSTRATION

GOLD AWARD

Hathaway Brown School

For "Rising Boldly"

Produced by Hathaway Brown School

Creative Director: Vanessa Butler

Illustrator: Jamie Morse

Designer: Jeff Schrader

LOGO DESIGN

GOLD AWARD

Lake County Visitors Bureau Entry

For "Think Lake County" logo

Client: Lake County Visitors Bureau

Person Entering: Robert Ulas

Creative Director: Robert Ulas

Designer: Bill Scott, Scott Design

COMMERCIAL PHOTOGRAPHY

GOLD AWARD

Villa Angela-St. Joseph High School

For "VASJ Magazine – Spring/Summer 2012" Cover

Produced by Villa Angela-St. Joseph High School

Photographer: Emily Robinson

SILVER AWARD

Villa Angela-St. Joseph High School

For "VASJ Magazine – Winter 2011-2012" Cover
Produced by Villa Angela-St. Joseph High School
Photographer: Emily Robinson

ELECTRONIC MEDIA

WEBSITE CONTENT

BRONZE AWARD

Napoleon News LLC

For "*www.DTWilloughby.com*"

Client: Downtown Willoughby

Copywriter: Stefanie Valentic

Designer: Dave Kuhar

WEBSITE DESIGN

GOLD AWARD

Company 119

For "*Unique Design for a Unique Design Firm*"

Client: Exscape Design

Creative Directors: Christian Klein, Nathan Winne

Art Director/Designer: Nathan Winne

Copywriter: Karen Kalis

Photographer: Jonathan Klein

SILVER AWARD

OneCommunity

For "*OneCommunity 2012 Website Redesign*"

Produced by OneCommunity

Creative Director: Lilia Lipps

Art Director: Patrick Zangardi

Designers: Kyle Petersen, Colin Brimfield

Copywriter: Scott Tennant

SILVER AWARD

Blackbird Interactive

For "*Wild Goose Willoughby*"

Client: The Wild Goose

Creative Director/Art Director/Designer: Pat Walsh

Designer/Photographer: Shelby Muter

Developers: Brendan Cullen, Justin Greer

BRONZE AWARD

Blackbird Interactive

For "www.CraveSpot.com"

Produced by Blackbird Interactive

Creative Director/Art Director/Designer: Pat Walsh

Copywriter: Pat Walsh

Developers: Justin Greer, Brendan Cullen

E-NEWSLETTER CONTENT

GOLD AWARD

Lake Metroparks

For "Trail Mix"

Produced by Lake Metroparks

Creative Directors: Meredith Nicoletti, Sharon Metzung

Art Director/Designer: Meredith Nicoletti

Copywriters: Sharon Metzung, John Venen & Sharon Sharpnack

ONLINE ADVERTISING

BRONZE AWARD

surfacecle marketing communications

For "Laketran Hop On...We'll Drive"

Client: Laketran

Art Director/Designer: Ante Logarusic

Copywriter: Julia Shick

SOCIAL MEDIA

GOLD AWARD

Company 119

For "Social Media for Projects and Client Interaction"

Client: Exscape Designs

Creative Director: Christian Klein

Art Director/Designer: Nathan Winne

SILVER AWARD

Napoleon News LLC

For Downtown Willoughby

Copywriter: Stefanie Valentic

Designer: Dave Kuhar

E-MAIL BLASTS

GOLD AWARD

Nous Voice Communications, LLC

For "Van's Photo E-Newsletter"

Client: Van's Photography

Creative Director/Designer: Dianne McDermott Munson

Copywriter: Dianne McDermott Munson