

# Silver Quill 2011 Award Winners

## Awards of Excellence

39 Awards of Excellence

Division	Category	Entry Title	Entrant Name	Company/Organization
		Password Cracking, Reputation Building and a \$10M Contract	Kirk Englehardt	Georgia Tech Research Institute
1	5- Media Relations			
2	18-Electronic & Digital Comm.	Amazing Accounts Program	Mary Lewis	Hewlett-Packard
1	9-Employee/Member Comm.	Amazing Accounts Program	Mary Lewis	Hewlett-Packard
1	16-Electronic & Digital Comm.	Amazing Accounts Program	Mary Lewis	Hewlett-Packard
1	9- Employee/Member Comm.	Apollo Group Benefits Enrollment Campaign	Joe Ricciardi	Apoll Group
1	9- Employee/Member Comm.	Mission: Possible	Wendy Ray	Pfizer
1	9- Employee/Member Comm.	DaVita Vitality Points	Jennifer Scharff	DaVita Inc.
3	22-Publication Design	2010 Annual ELITE Booklet	PS Marketing Team	Pioneer Services
1	13-Special Events	Founders' Day 2010	Kathy Hogan	UPS
		Building Employee Recognition During Program Reductions	Pam Sylvester	UPS
1	9- Employee/Member Comm.			
2	19-Audiovisual	HNTB Tolling VNR	Lydia Steinberg	HNTB Companies
1	5- Media Relations	2010 HNTB Mainstream Media Program	John O'Connell	HNTB Companies
1	5- Media Relations	High-Speed Rail Plan	Sara Prem	HNTB Companies
1	16-Electronic & Digital Comm.	SuperMedia "Help Yourself" Campaign	Dianne Bollman	J.P. Morgan
1	5- Media Relations	Ringling Bros. "Zing, Zam, Zoom"	John Deveney	Deveney Comm.
3	22-Publication Design	Cox Enterprise 2010 Annual Report	Lawson Cox	Prescott Alexander
2	18-Electronic & Digital Comm.	Cox Enterprise 2010 Online Annual Report	Lawson Cox	Prescott Alexander
1	9-Employee/Member Comm.	ServiceMaster Commitment Launch	Jennie Bledsoe	ServiceMaster
2	20-Publications	2010 Sonoco Annual Report	Roger Schrum	Sonoco
1	13-Special Events	Managing Future Fraud & Recovery	Steve Sievert	PULSE Network
2	20-Publications	Powergrams	Chuck Chandler	Alabama Power
2	21- Writing	"Write Your Own Book"	Mary Lynne Holmes	Duke Energy
2	20-Publications	Tierra Grande	David S. Jones	Texas A&M

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	1 5- Media Relations	Nelson Mullins and Lahive Join Forces	Jan Easterling	Nelson Mullins Riley & Scarborough LLP
	1 5- Media Relations	Ag Issues Forum	Beth Roden	Bayer CropScience
	1 10-HR & Benefits Comm.	Intel 2011 Annual Enrollment Campaign	Michelle James	Intel Corp.
	1 17-Social Media	Tie the Knot on the NATCHEZ Wedding Giveaway Sweepstakes	Emily Schmidt	Gambel Communications
	2 19-Audiovisual	Real Estate Red Zone Podcast	Bryan Pope	Texas A&M
	1 9-Employee/Member Comm.	Syniverse Employee Engagement Initiative	John Walker	Syniverse
	3 22-Publication Design	The Art of Charity: 2011 Calendar	Melanie Hutcheson	Colina Insurance Limited
	1 9-Employee/Member Comm.	Hallmark Centennial Employee Celebration Plan	Dean Rodenbough	Hallmark Cards
	1 5- Media Relations	"Living with Hurricanes: Katrina and Beyond"	Larry Lovell	Peter A. Mayer Public Relations
	1 13-Special Events	HP Employee Recognition Day	Mary Lewis	Hewlett-Packard
	2 19-Audiovisual	Zoom News Now Monthly Webcast	Kim Hoover	LyondellBasell
	1 6-Multi-Audience Comm.	Creating a Goal Zero Mindset Among Contractors & Employees	Kim Hoover	LyondellBasell
	1 9-Employee/Member Comm.	Creating a Goal Zero Mindset Among Contractors & Employees	Kim Hoover	LyondellBasell
	1 10-HR & Benefits Comm.	2010 Wellness Program Strategy	Erin Hupp	BP America, Inc.
	1 16-Electronic & Digital Comm.	Watershed Protection Department Intranet Campaign 2010	Lynne Lightsey	City of Austin Watershed Protection Department
	1 9 - Emp/Member Comms	HP Employee Recognition Day	Mary Lewis	Hewlett-Packard

## Awards of Merit

Division	Category	Entry Title	Entrant Name	Company/Organization
	1 7-Marketing Communication	Spark Energy Market Entry Campaign	Wilson Overend	Sparks Grove, Inc.
	2 20-Publications	The Clear Leader Magazine	Bob Tu	Chevron
	1 17-Social Media	An Infinitely Better Way	Karen Lee	SAS
	1 9- Employee/Member Comm.	Local Govt. Membership Dues Cultivation Campaign	Gini Hamilton	UNC-Chapel Hill
	2 20- Publications	Railway to Wellness	Donia Crime	Burdette Ketchum
	1 16-Electronic & Digital Comm.	Sales Highlight Revitalization	Marcie Montague	SAS
	2 18-Electronic & Digital Comm.	Financial PEP Talk Podcast	Karen Von Der Bruegge	Pioneer Services
	1 5- Media Relations	Vidacare Responds to Haitian Cholera Epidemic	Brandy Williams	Regnier Valdez
	1 16-Electronic & Digital Comm.	The Way Forward	Cindy Quinn	J.P. Morgan
	1 9-Employee/Member Comm.	Deluxe Corporation's "A New Year, and Increased Match" Campaign	Kris Hisle	J.P. Morgan
	1 10-HR & Benefits Comm.	Schwan Shared Services LLC "WOW" Campaign	Cathy Nolan	J.P. Morgan
	2 18-Electronic & Digital Comm.	Forest Labs' Financial Health Week	Dianne Bollman	J.P. Morgan
	1 6-Multi-Audience Comm.	"Dream Like You Mean It" 401(k) Day Campaign	Kelly Abalos	J.P. Morgan
	1 13-Special Events	El Paso Financial Health Week	Melissa Curry	J.P. Morgan
	3 27- Advertising	"Watch ProLogis" Ad Campaign	Michael Deas	ProLogis
	1 16-Electronic & Digital Comm.	TMLT Online CME Video	William Malamon	Texas Medical Liability Trust
	2 20-Publications	Cox Enterprise 2010 Annual Report	Lawson Cox	Prescott Alexander
	1 8-Issues Mgmt. & Crisis Comm.	Healthcare Reform Comm.	Kirk Wilks	Digital Insurance
	1 9-Employee/Member Comm.	Sonoco Safety Campaign	Mary Ruth Austin	Sonoco
	3 22-Publication Design	2010 Sonoco Annual Report	Carolyn Johnson	Sonoco
	1 9-Employee/Member Comm.	It's Easy Being Green	Mary Ruth Austin	Sonoco
	1 5- Media Relations	Disney Live! In NO for the Holidays	Tamar Meguerditchian	Lakefront Arena
	2 18-Electronic & Digital Comm.	New Chevron Business & Real Estate Services Web	Allyson Neal	Chevron

1 12-Brand Comm.	AGCO Building Our Brand	Sue Otten	AGCO
2 20-Publications	Picture Yourself in Retirement	Keena King	FedEx
3 24-Interactive Media Design	Heart Sounds	Jeannie L. Lamb	Texas A&M
1 13-Special Events	City of McKinney Bike the Bricks	CoCo Good	City of McKinney
2 18-Electronic & Digital Comm.	City of McKinney Web Site	CoCo Good	City of McKinney
1 8-Issues Mgmt. & Crisis Comm.	BP's Response, Media Mgmt.	Andrew Mears	Bill Young Productions
1 17-Social Media	Intel 2011 Annual Enrollment Social Media Strategy	Leslie Rogal	Intel Corp.
3 22-Publication Design	Tierra Grande	Robert Beals II and JP Beato III	Texas A&M
3 22-Publication Design	Synergy Magazine Redesign	Cissy Wong	Syniverse
1 13-Special Events	Client Event by the Corpus Christi Bay	Rachel Caudle, Bobby Nichols	Freese and Nichols, Inc.
2 19-Audiovisual	The Buzz is On	Kim Hoover	LyondellBasell
2 18-Electronic & Digital Comm.	Elements News Now Intranet	Kim Hoover	LyondellBasell
2 20-Publications	LyondellBasell 2010 Annual Report	Kim Hoover	LyondellBasell
1 16-Electronic & Digital Comm.	Elements News Now Intranet	Kim Hoover	LyondellBasell
1 4-International Comm.	Building Bridges Through Integrated Communications	Kim Hoover	LyondellBasell
1 13-Special Events	LyondellBasell First Investor Day	Kim Hoover	LyondellBasell
1 16-Electronic & Digital Comm.	Zoom News Now Monthly Webcast	Kim Hoover	LyondellBasell
1 14-Social Responsibility	Dare Go Zero	Jennifer Herber	City of Austin
2 20-Publications	Transformation: A Performance Report	DART Marketing & Communications Team	Dallas Area Rapid Transit
3 23-Other Graphic Design	Green Line Grand Opening Poster/Invite	DART Marketing & Communications Team	Dallas Area Rapid Transit
1 17-Social Media	HR Crossing Social Networking Site	Tara Wilkes for Jo Acker	Towers Watson City of Austin Texas Watershed Protection Department
1 2-Community Relations	Austin's Flood Safety Awareness Campaign 2010	Lynne Lightsey	Watershed Protection Department