



## **Congratulations to the 2008 Bronze Quill Award Winners!**

### **AWARD OF EXCELLENCE WINNERS**

#### **Category 1: Government, Community & Customer Relations**

Thomas P. Drabelle  
City of O'Fallon  
O'Fallon, Missouri 2007  
Recycling Campaign

#### **Category 5: Marketing Communication**

Sigma-Aldrich SMP Team  
Sigma-Aldrich  
Longwood Medical Center  
Integrated Marketing Campaign

#### **Category 6: Issues Management and Crisis Communication**

Larry Deutsch  
Missouri Credit Union  
Association  
"Save Missouri Credit Unions!"  
Campaign

#### **Category 7: Employee/Member Communication**

Mark Sutherland  
Monsanto Company  
Creating an Online News  
Publication for Employees

#### **Category 8: Human Resources & Benefits Communication**

Melissa Kramer  
Buck Consultants  
2008 Kellwood Enrollment  
Campaign

Melissa Kramer  
Buck Consultants  
2008 Express Scripts Enrollment  
Campaign

#### **Category 16: Electronic & Digital Communication**

Diane Guerra  
The Marianist Province of the  
US  
Family Online Newsletter

Mark Sutherland  
Monsanto Company  
Creating an Online News  
Publication for Employees

#### **Category 17: Publications**

Diane Guerra  
The Marianist Province of the  
US  
*Alive* Magazine

Kristin Gumper  
Standing Partnership  
"Neighbors," The Doe Run  
Company's 2006 Report to Our  
Communities

NSI Acura Team  
NSI  
Acura Driving Service Brag Book

#### **Category 18: Writing**

Jackie Fredman  
Buck Consultants  
2007 YUM! Brands Recruiting  
Campaign

Melissa Kramer  
Buck Consultants  
2008 Kellwood Enrollment  
Campaign

Melissa Kramer  
Buck Consultants  
2008 Express Scripts Enrollment  
Campaign

#### **Category 19: Internal Publication Design**

Jennifer Whitlow  
Buck Consultants  
2007 Sunnyside Unified School  
District Enrollment Newsletter

#### **Category 20: External Publication Design**

Sue Wadlow  
Paradowski Creative  
Roundup Rewards Brochure

#### **Category 21: Direct Mail**

Aime Oberheim  
Buck Consultants  
2007 Buck Holiday Survival Kit

## AWARD OF MERIT WINNERS

### Category 3: Media Relations

Billy Brennan  
Weber Shandwick-St. Louis  
The Perfect Media Relations  
Recipe for National Orthodontic  
Health Month

### Category 5: Marketing Communication

Katie Heidenfelder  
Paradowski Creative  
Grab a Seat

### Category 7: Employee/Member Communication

Jennifer Whitlow  
Buck Consultants  
2007 Express Scripts  
ChoiceMatters Postcards

### Category 8: Human Resources & Benefits Communication

Jennifer Whitlow  
Buck Consultants  
2008 ThyssenKrupp Enrollment  
Guide

Jennifer Whitlow  
Buck Consultants  
2008 Bank of New York (Mellon)  
Enrollment Campaign

Kate Van Hulzen  
Buck Consultants  
2007 Sunnyside Unified School  
District Enrollment Campaign

Eric Morgenstein  
Buck Consultants  
2007 AMC Total Rewards Site

### Category 11: Special Events

Cassie McCloud  
The Vandiver Group, Inc.  
Dollar-Help 25th Anniversary  
Event

### Category 14: Electronic & Digital Communication

Connie Vivrett  
Monsanto Company  
"Peek over the Fence:" Farm  
Progress Show 2007 Online  
Preview & Press Kit

### Category 15: Overall Communication Program

Mark Vogel  
Avant Marketing Group  
Hunter Ridge Ranch Brand  
Development

### Category 16: Electronic & Digital Communication

Connie Vivrett  
Monsanto Company  
"Peek over the Fence:" Farm  
Progress Show 2007 Online  
Preview & Press Kit

Jennifer Whitlow  
Buck Consultants  
2008 Avery Dennison Enrollment  
Campaign

### Category 17: Publications

Terri Gates  
KETC/Channel 9  
Your Stories Toolkit

Employee Communications  
Graybar Electric  
The Outlook

Larry Deutsch  
Missouri Credit Union  
Association  
Missouri Courier Magazine

### Category 18: Writing

Jackie Fredman  
Buck Consultants  
2007 ADM Recruitment  
Campaign

Employee Communications  
Graybar Electric  
Making Connections Feature  
Story

### Category 19: Internal Publication Design

Jennifer Whitlow  
Buck Consultants  
2007 Sisters of Mercy Health  
System Report to the  
Community

### Category 20: External Publication Design

Aime Oberheim  
Buck Consultants  
2007 ADM Recruitment  
Brochure

Daniel Kriss  
Paradowski Creative  
Annual Report for the Goodwill  
Chapter in Eastern  
Missouri/Southern Illinois

### Category 23: Interactive Media Design

Jennifer Whitlow  
Buck Consultants  
2008 Avery Dennison Enrollment  
Campaign

## HONORABLE MENTION WINNERS

### Category 1: Government, Community & Customer Relations

Carrie Trammell  
Weber Shandwick-St. Louis  
MasterCard Project Math

Jennifer Whitlow  
Buck Consultants  
2007 Jefferson Memorial  
Hospital 50th Anniversary  
Brochure

### Category 5: Marketing Communication

Katie Heidenfelder  
Paradowski Creative  
Try Transit

### Category 10: Brand Communication

Mark Vogel  
Avant Marketing Group  
ACLARA Brand Development  
and Launch

### Category 11: Special Events

Melissa Krampfer  
Buck Consultants  
St. Louis Community College  
Fundraiser Invitation

### Category 14: Electronic & Digital Communication

Jerry Gennaria  
Paradowski Creative  
MonCampaign.com/ASI  
Toolbox.com

### Category 16: Electronic & Digital Communication

Jerry Gennaria  
Paradowski Creative  
Landmarks Association of St.  
Louis Website

### Category 17: Publications

Denise Bentele  
Common Ground Public  
Relations  
*Logan Speaks* Finds its Voice

Jennifer Whitlow  
Buck Consultants  
2007 Jefferson Memorial  
Hospital 50th Anniversary  
Brochure

### Category 18: Writing

Jennifer Whitlow  
Buck Consultants  
2007 Jefferson Memorial  
Hospital 50th Anniversary  
Brochure

Steve Beck  
Buck Consultants  
2007 Jet Propulsion Laboratory  
Recruiting Brochure

Steve Beck  
Buck Consultants  
2007 Buck Holiday Survival Kit

### Category 19: Internal Publication Design

Tre Lohmeyer  
Buck Consultants  
2008 Kansas Health Policy  
Authority Enrollment Campaign

### Category 20: External Publication Design

Jennifer Whitlow  
Buck Consultants  
2007 Sisters of Mercy Health  
System Report to the  
Community

Jennifer Whitlow  
Buck Consultants  
2007 Jet Propulsion Laboratory  
Recruiting Brochure

Jennifer Whitlow  
Buck Consultants  
2007 Jefferson Memorial  
Hospital 50th Anniversary  
Brochure

### Category 21: Direct Mail

Joy Marcus  
Paradowski Creative  
Commerce Dimensional Mail

### Category 22: Logo Design

Stacy Lehrer  
Studio571 Creative Services  
St. Louis Cardinals CAP Logo

### Category 24: Corporate Identity/Branding

Joy Marcus  
Paradowski Creative  
McGrath & Associates  
Identity/Branding Materials

Joy Marcus  
Paradowski Creative  
Woodland Springs Lodge  
Identity/Branding Materials

### Category 27: Outdoor/3-D

Katie Heidenfelder  
Paradowski Creative  
Grab a Seat

### Category 29: Video Program for Internal Audience

Sigma-Aldrich SMP Team  
Sigma-Aldrich  
SMP 2008 Preview Video

### WILDCARD

Sue Wadlow  
Paradowski Creative  
30th Anniversary Poster