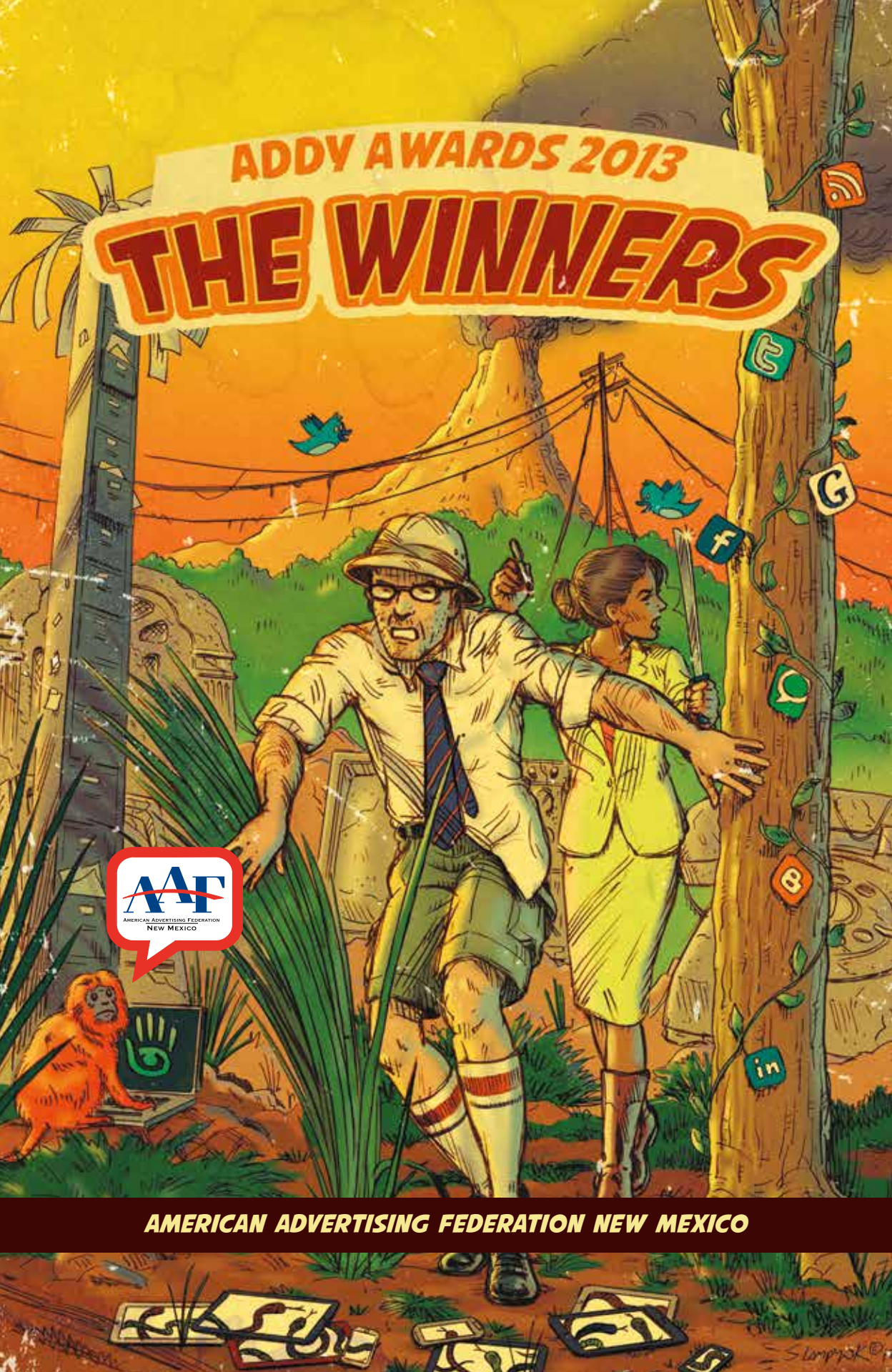


ADDY AWARDS 2013

# THE WINNERS



**AMERICAN ADVERTISING FEDERATION NEW MEXICO**



Griffin & Associates is proud  
to be the creative partner for  
the 2013 New Mexico Addy Awards.



**griffin**   
& assoc

An Integrated Communications Firm

[www.griffinassoc.com](http://www.griffinassoc.com)



DeAnn Sena OConnor  
2012 President  
American Advertising Federation  
New Mexico

## WELCOME TO THE 2013 AMERICAN ADVERTISING FEDERATION NEW MEXICO ADDY AWARDS

What a great year in advertising it has been! The amazing work entered this year really exhibits the level of expertise and creativity that New Mexico continually reaches. We should all be very proud.

I would like to thank all of the valuable sponsors who have made this ADDY show possible.

Griffin & Associates  
Starline Printing  
Cliffdweller Productions  
Production Outfitters  
Remedy Web Works  
Storyteller's Workshop Inc.  
Southwest University of Visual Arts  
Chama River Brewing Company  
Heritage Hotels & Resorts

A heartfelt thank you goes to all of these sponsors.

I would also like to express my appreciation to our Public Service Media Partners and sponsors who's support allows AAF New Mexico to provide valuable education and advocacy to the advertising industry in the area.

Immense thanks to the individuals who put in countless hours to plan and execute this show. Thank you to the AAFNM Board of Directors, our ADDY Chair Dezaree Vega-Garcia, our ADDY Judging Chair Mary Cannady and our amazing Executive Director Wendy Deetz. Your dedication is greatly appreciated, and it has been a pleasure to serve with you.

Finally, thank you to all of you who entered the ADDYS. The work I see in this show and throughout the community makes me proud to be a part of advertising in New Mexico. Congratulations to you all for a year of great advertising.

Salud!  
DeAnn

## THE ALBUQUERQUE 30

NEW TO THE 2012-2013 ADDYS!  
This year, when you entered the ADDYS you were automatically entered into the Albuquerque 30 competition. This celebrates the 30 greatest "ideas" of the year. This special competition can be won by any entrant in any category as long as it is a genius "idea." All that brainstorming will finally be rewarded!

THE ADDYS® ARE THE ADVERTISING INDUSTRY'S LARGEST AND MOST REPRESENTATIVE COMPETITION, RECOGNIZING AND REWARDING CREATIVE EXCELLENCE IN THE ART OF ADVERTISING.



**ADDY BOARD OF DIRECTORS**

- DeAnn Sena O'Connor, *dso creative, President*
- Deena Crawley, *Dion's, Past President/PSM Chair*
- Adam Greenhood, *Esparza Advertising, Vice President/Speaker Chair*
- Miranda Evjen, *Central New Mexico Community College, Treasurer*
- Beverlie Frazier, *Comcast Spotlight, Social Chair*
- Matt Rader, *American General Media, Communications Chair*
- Cindy Whitaker, *Southwest University of Visual Arts, Sponsorship Chair*
- Maresa Thompson, *Heritage Hotels and Resorts, Membership Chair*
- Page Fullerton, *Albuquerque the Magazine, Marketing Chair*
- Dezaree Vega-Garcia, *Griffin & Associates, ADDY Event Chair*
- Mary Cannady, *Clear Channel Outdoor, ADDY Judging Chair*
- John Benavidez, *University of New Mexico Anderson School of Management, Education Chair*
- Wendy Deetz, *AAF-NM Executive Director*

**ADDY EVENT COMMITTEE**

- Dezaree Vega-Garcia, *Griffin & Associates, Event Chair*
- DeAnn Sena O'Connor, *dso creative*
- Wendy Deetz, *AAF-NM Executive Director*
- Cindy Whitaker, *Southwest University of Visual Arts*
- Miranda Evjen, *Central New Mexico Community College*
- Lisa Lakatos-Heiar, *Clear Channel Outdoor*
- Erika Swan, *Clear Channel Outdoor*
- Mary Cannady, *Clear Channel Outdoor*
- Dea Rankin, *Griffin & Associates*
- Barbara Rudolf, *Griffin & Associates*
- Shannon Carey, *Griffin & Associates*
- Adam Greenhood, *Esparza Advertising*
- John Benavidez, *University of New Mexico Anderson School of Management*
- Matt Rader, *American General Media*



# PRESIDENT'S AWARD



## THE BIG THREE:

MARY LYNN ROPER  
MIKE BURGESS  
BILL ANDERSON

Each year we bestow a very special award on a group, organization or individual who is making a difference in advertising in New Mexico. The winner of the AAF New Mexico Presidents Award is determined by the AAF-NM President and Board of Directors.

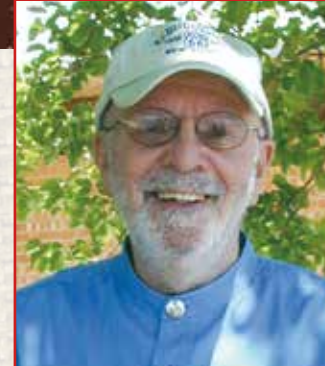
This year we decided on something special. The Board of Directors unanimously voted to give the award to the "big three": the three general managers in New Mexico broadcast; Mary Lynn Roper, Mike Burgess and Bill Anderson. These individuals are responsible for 60 million dollars of ad revenue per year, out of the 100 million this market receives. They are true leaders and experts in the TV industry and their importance to the advertising industry in New Mexico is clear. These three are simply a force in broadcasting.

Congratulations to the three of you. Your work is appreciated.

DeAnn Sena OConnor  
President, AAF New Mexico

AAF New Mexico Board of Directors

# SILVER MEDAL AWARD



RON SALZBERG

"Advertising is the rock and roll of the business world."

—Ron Salzberg

This year's Silver Medal Award goes to Ron Salzberg. The former Creative Director for Rick Johnson and Company moved to New Mexico after an impressive career in New York, which included work with clients like AT&T and Wrigley's Gum. He was recently elected to the CCNY Communications Alumni Hall of Fame.

Ron's creativity and passion for advertising is now making an impression on a new generation. He teaches copywriting for the Southwest University of Visual Arts, where he enjoys passing on what he's learned about advertising. Ron's creativity and dedication to advertising will truly be acknowledged tonight.

Congratulations, Ron on being selected as the recipient of the 2013 Silver Medal Award!

### About the Silver Medal Award

The AAF's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Annually, the American Advertising Federation New Mexico bestows this honor upon an outstanding member of the local advertising community. The recipient is selected by a distinguished panel of former Silver Medal winners.

# MEET THE ADDY JUDGES



**ALLISON KENT-SMITH**

Director of Digital Development  
*Goodby Silverstein & Partners*  
Founder, *smith & beta*

Allison has focused on digital development, strategy and education for the past decade for the advertising and marketing industries. In her previous role as senior director of business development at texturemedia, she was responsible for agency sales and marketing. During her tenure, the agency grew from 15 to 80+ employees and was sold to Crispin Porter + Bogusky in 2008. As director of interactive development, she led the launch of a new digital school called Boulder Digital Works (BDW, @bdwcu) where she was responsible for research, design and industry partnerships. She currently holds dual positions as director of digital development at Goodby Silverstein & Partners and founder of smith & beta (@smithandbeta). She designs custom curriculum for such topics as interaction design, business development, experience design, social media, mobile, strategy, analytics, SB develops custom programs and experiences that elevate digital understanding for both brands and agencies. Allison has an MA in integrated marketing and a BA in fine arts and communications.



**JACK WESTERHOLT**

V.P. Executive Creative Director  
*BOHAN*  
Nashville TN

Jack joined the Creative Circus in his hometown, Atlanta, where he learned to walk the tightrope between sound strategy and powerful ideas. Over two years, he built his portfolio and earned a scholarship for writing the school's first brochure. Two months after graduation, he started at The Richards Group and never looked back. Over the next 16 years, Jack worked on a wide variety of clients including Bridgestone, Children's Medical Center, Quiktrip, Chick-fil-A, The Home Depot, Corona, SMU and Hyundai. He has added his share of awards to the agency shelves. In September 2012, Jack joined BOHAN in Nashville to lead the creative department and work on clients including Pigeon Forge and Arnold Palmer Hospital. One of his major accomplishments was working with Mr. & Mrs. Potato Head for Super Bowl XLIII.



**SHANE B. SANTIAGO**

President, Chief Creative Officer  
*SBS Studios*  
Jacksonville, FL

SBS Studios' founder, Shane Santiago, is a Florida native who grew up in Jacksonville Beach, Florida. He attended the University of Florida, where he received a Bachelor of Science in Advertising. At global advertising agency Ogilvy & Mather New York, Santiago tackled some of world's largest brands including IBM, Jaguar, Sears, Golf Digest, Kraft, and Perrier while his work garnered recognition for MC ICON Awards, CyberLions and ADDYs. Santiago founded SBS Studios in 2006 to create a "Madison Avenue" experience for businesses of all sizes, across multiple verticals. SBS Studios is an internationally recognized digital creative agency that has garnered industry honors such as the Davey Awards W3 Awards, Pixel Awards, Horizon Interactive Awards, Summit Creative Awards and ADDY awards. Shane has been published in top industry publications such as Advertising Age, Communication Arts and Mashable.

# GOLD ADDY AWARD

## COLLATERAL MATERIAL - POSTER



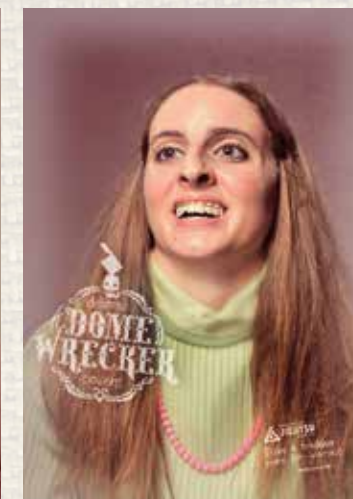
### 10-A SINGLE

Entrant: 3 Advertising  
Advertiser: City of Albuquerque/Better Health

Titles: Stair Master  
Chair Squat  
Long Walk

Credits: Tim McGrath, Designer/Design Director  
Jason Rohrer, Writer  
Sam Maclay, Writer/Creative Director  
Chris Moore, Strategic Director  
Lisa McNichol Gatan, Client

Snack Attack **WINNER ALBUQUERQUE 30**



### 10-A SINGLE

Entrant: McKee Wallwork & Company  
Advertiser: New Mexico Jiu Jitsu Academy

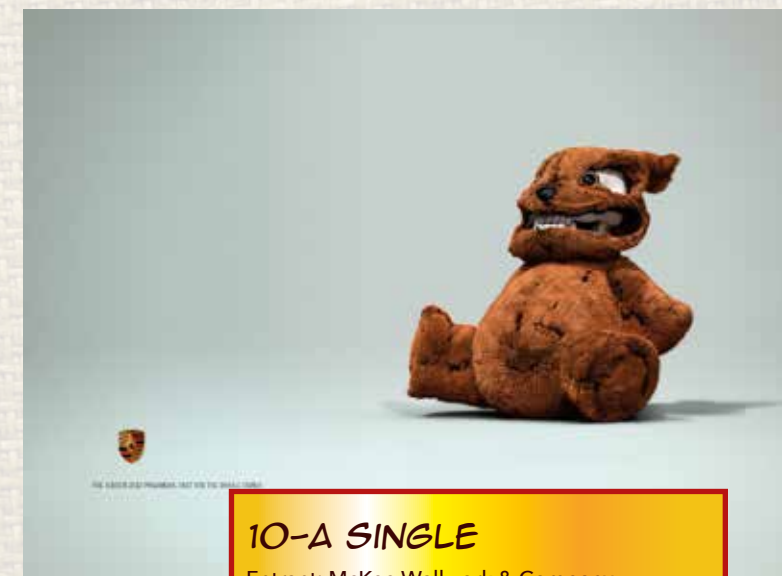
Title: Milton Poster

Title: Eugene Poster

Title: Deborah Poster

**WINNER ALBUQUERQUE 30**

Credits:  
David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Wes Naman, Photographer  
Jonathan Lewis, Account Supervisor  
Beckett Nodal, Copywriter



### 10-A SINGLE

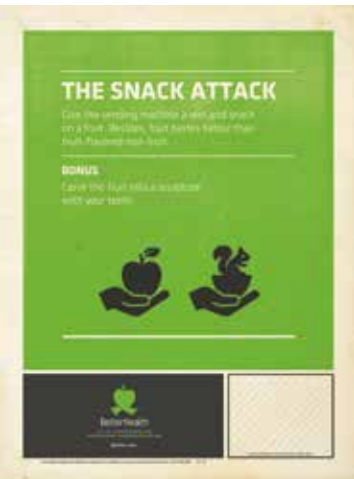
Entrant: McKee Wallwork & Company  
Advertiser: Porsche of Albuquerque

Title: Porsche Bear Poster  
Credits: David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Mike Guastaferrro, Jerri Palmer, CGI

**WINNER ALBUQUERQUE 30**

# GOLD ADDY AWARD

## COLLATERAL MATERIAL - POSTER



**10-B CAMPAIGN**  
 Entrant: 3 Advertising  
 Advertiser: City of Albuquerque/  
 Better Health  
 Title: Stair Master, Chair Squat,  
 Long Walk, Snack Attack  
 Credits: Tim McGrath, Designer/  
 Design Director  
 Jason Rohrer, Writer  
 Sam Maclay, Writer/Creative  
 Director  
 Chris Moore, Strategic Director  
 Lisa McNichol Gatan, Client



**10-B CAMPAIGN**  
 Entrant: McKee Wallwork & Company  
 Advertiser: New Mexico Jiu Jitsu Academy  
 Title: New Mexico Jiu Jitsu Academy  
 Poster Series  
 Credits: David Ortega, Art Director  
 William Conner, Sr. Copywriter  
 Daniel Andreani, Executive Creative Director  
 Wes Naman, Photographer  
 Jonathan Lewis, Account Supervisor  
 Beckett Nodal, Copywriter



**10-B CAMPAIGN**  
 Entrant: McKee Wallwork & Company  
 Advertiser: Porsche of Albuquerque  
 Title: Porsche Poster Series  
 Credits:  
 David Ortega, Art Director  
 William Conner, Sr. Copywriter  
 Daniel Andreani, Executive Creative Director  
 Mike Guastafarro, Jerri Palmer, CGI

**GOLD ADDY AWARD**  
**SPECIALITY ADVERTISING**

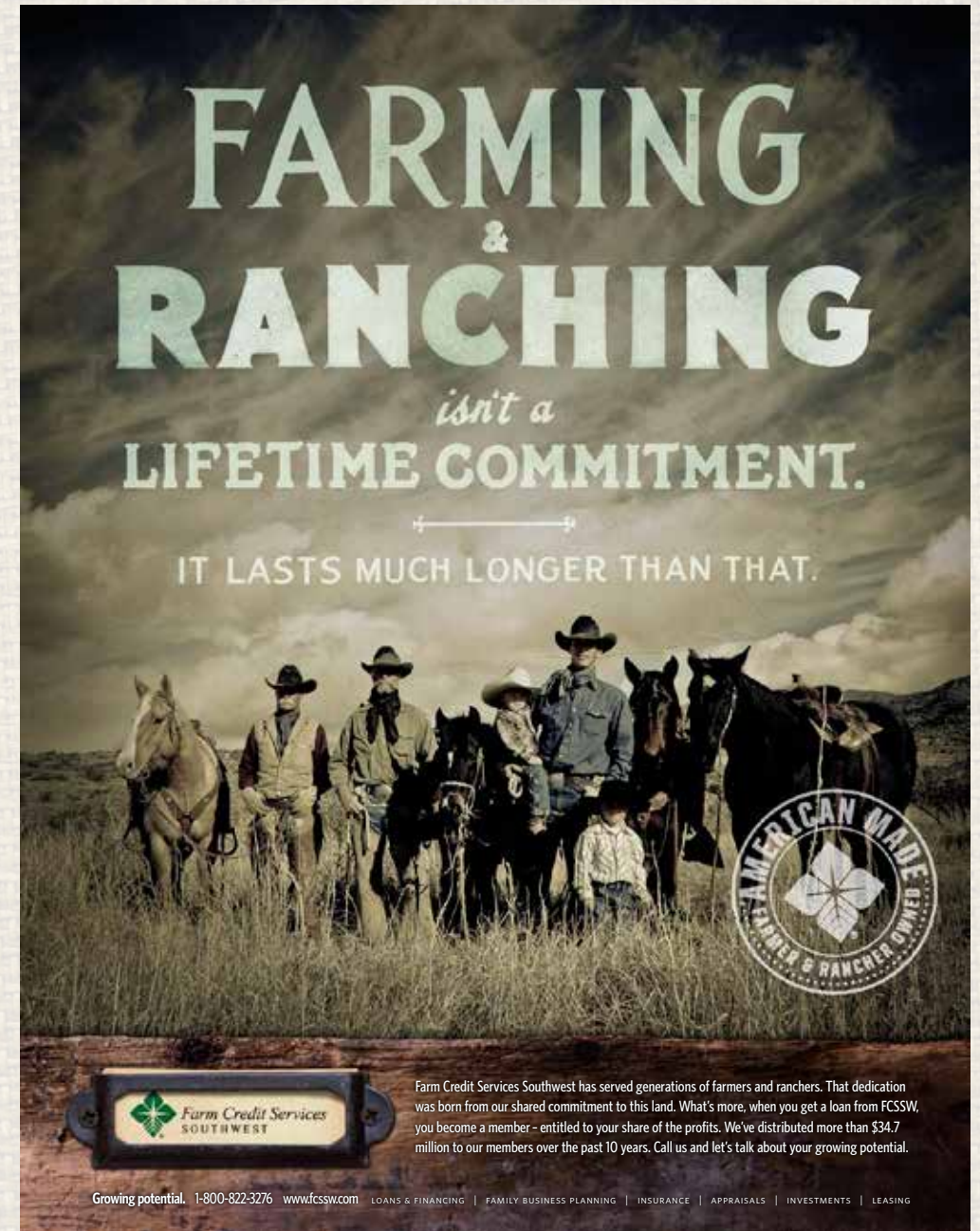


**14-A APPAREL**

Entrant: McKee Wallwork & Company  
Advertiser: Dion's  
Title: Dion's T-shirts  
Credits: Bruce Johnno, Design Director

Ashlee Powers, Art Director  
Maria Hicks, Copywriter  
Louis Maes, Production Services Mgr.  
Bart Cleveland, Daniel Andreani, Creative Director  
Shaw Nielsen, Illustrator  
Jonathan Lewis, Account Supervisor

**GOLD ADDY AWARD**  
**CONSUMER OR TRADE PUBLICATION**



**22-B FOUR-COLOR**

Entrant: 3 Advertising  
Advertiser: Farm Credit Services Southwest  
Title: Commitment, Cringe, Toaster  
Credits: Jesse Arneson, Designer/Art Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Meaghan Cavanaugh, Account Mgr.  
Chris Moore, Strategic Director  
Cassidy Ditchey, Client  
Tim McGrath, Design Director  
**WINNER ALBUQUERQUE 30**



# GOLD ADDY AWARD RADIO - LOCAL



JUDGES CHOICE  
- JACK

## 42-B :60 OR MORE

Entrant: Esparza Advertising  
Advertiser: New Mexico Clean & Beautiful  
Title: Trash Talking  
Credits: Adam Greenhood, Creative Director  
Jeremy Spencer, Assc. Creative Director  
Sid Fendley, Mt. Road Recording Studio  
**WINNER ALBUQUERQUE 30**

# GOLD ADDY AWARD INTEGRATED CAMPAIGNS



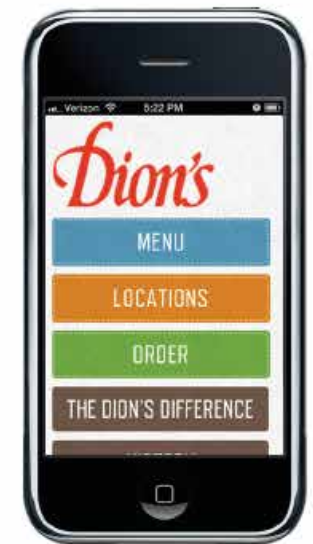
## 54 CONSUMER, REGIONAL/NATIONAL

Entrant: McKee Wallwork & Company  
Advertiser: Dion's  
Title: Dion's Integrated Campaign  
Credits:  
Ashlee Powers, Art Director  
Bruce Johnno, Design Director  
Maria Hicks, Copywriter  
Bart Cleveland, Daniel Andreani, Creative Director  
Stan McCoy, Interactive Developer  
Louis Maes, Production Services Mgr.  
Max Terchila, Programmer  
Shaw Nielsen, Illustrator  
Emily Griebel, Integration Architect  
Joystick Interactive, Web Developer  
Jonathan Lewis, Account Supervisor

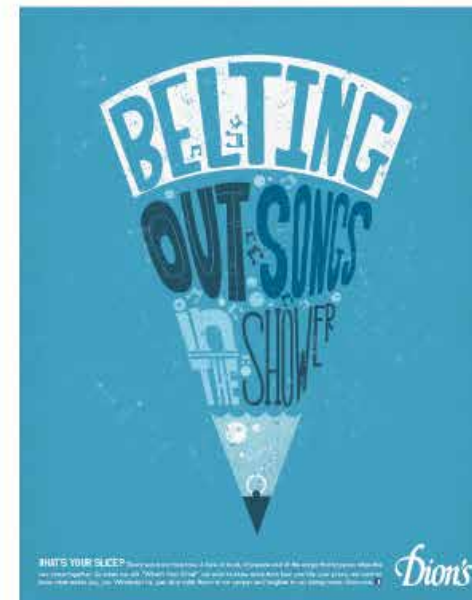
Website home page



Mobile website



Poster



Employee uniforms



Facebook ad



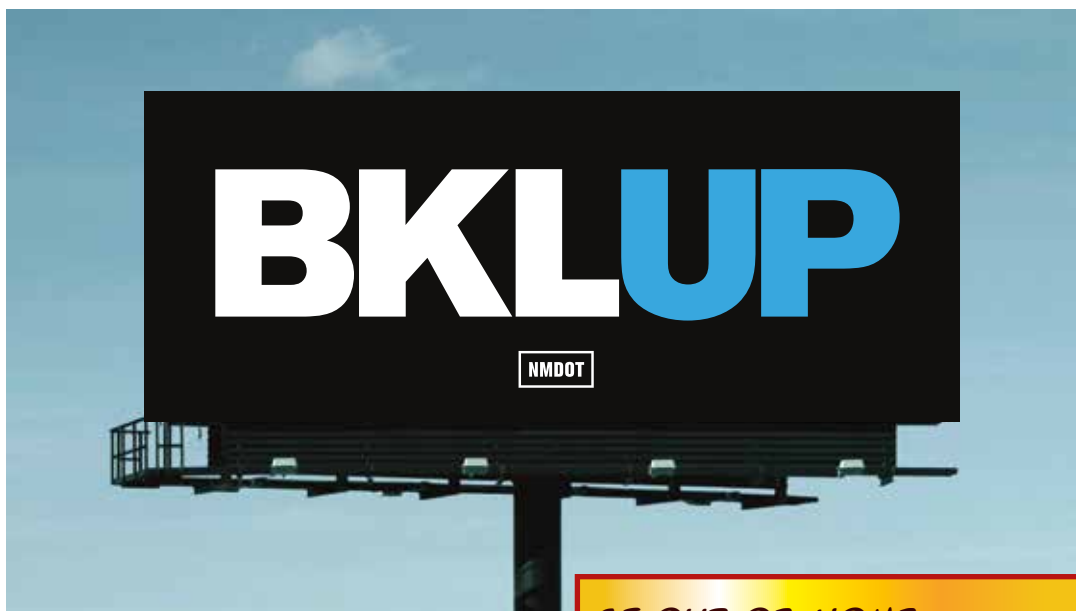
Menus



T-shirts



**GOLD ADDY AWARD**  
**PUBLIC SERVICE**



**65 OUT-OF-HOME**

Entrant: VWK  
Advertiser: New Mexico Department of Transportation  
Title: "DNTXT" Billboard, "BK LUP" Billboard  
Credits: Rebecca Haas, Designer/Art Director  
Nick Tauro, Creative Director  
Richard Kuhn, Agency Principal ASU/ECD  
Chris Kosek, Production Artist

**WINNER ALBUQUERQUE 30**

**GOLD ADDY AWARD**  
**ADVERTISING INDUSTRY SELF PROMO**



**69-B STATIONERY PACKAGE**

Entrant: 3 Advertising  
Advertiser: Michael Barley  
Title: Michael Barley Corporate ID  
Credits: Tim McGrath, Designer/Design Director  
Melissa George, Production Mgr.  
Michael Barley, Client/Photographer  
Sam Maclay, Creative Director  
Chris Moore, Strategic Director

**WINNER ALBUQUERQUE 30**

# GOLD ADDY AWARD ELEMENTS OF ADVERTISING



JUDGES CHOICE  
- ALLISON

**73-A LOGO**  
 Entrant: 3 Advertising  
 Advertiser: Beer Institute  
 Title: Beer Institute logo  
 Credits: Tim McGrath, Designer/  
 Design Director  
 Sam Maclay, Creative Director  
 Maya Oliver, Account Mgr.  
 Chris Moore, Strategic Director  
 Chris Thorne, Client  
 Megan Kirkpatrick, Client

Entrant: 3 Advertising  
 Advertiser: Skarsgard Construction  
 Title: Skarsgard Construction logo  
 Credits: Tim McGrath, Design  
 Director  
 Sam Maclay, Creative Director  
 Chris Moore, Strategic Director  
 Jason Skarsgard, Client  
**WINNER ALBUQUERQUE 30**

Entrant: 3 Advertising  
 Advertiser: Ultraviolet  
 Retouching Studio  
 Title: Ultraviolet Logo  
 Credits: Jesse Arneson,  
 Designer/Art Director  
 Kayla Arneson, Client  
**WINNER ALBUQUERQUE 30**

# GOLD ADDY AWARD ELEMENTS OF ADVERTISING



BEST  
OF  
SHOW

**73-C ILLUSTRATION, CAMPAIGN**  
 Entrant: McKee Wallwork & Company  
 Advertiser: Dion's  
 Title: Dion's Illustrations  
 Credits: Bruce Johnno, Design Director  
 Ashlee Powers, Art Director  
 Maria Hicks, Copywriter  
 Bart Cleveland, Daniel Andreani, Creative Director  
 Shaw Nielsen, Illustrator  
 Jonathan Lewis, Account Supervisor  
**WINNER ALBUQUERQUE 30**

# GOLD ADDY AWARD

## LOCAL ONLY CATEGORIES

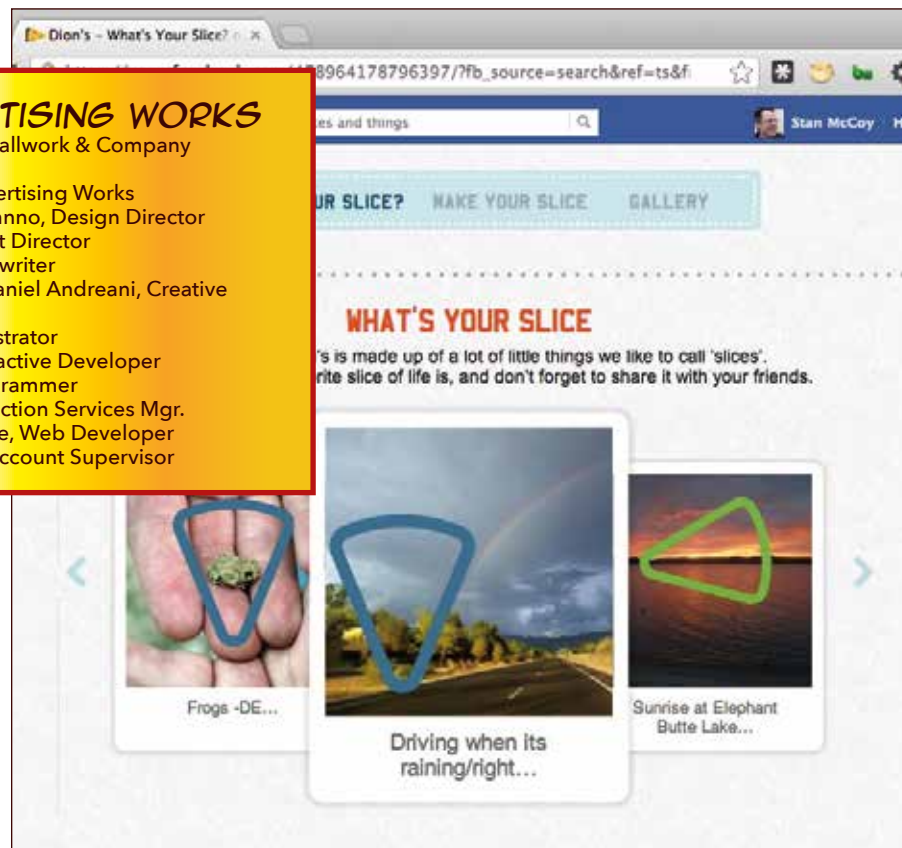
### 78 BEST ART DIRECTION

Entrant: 3 Advertising  
 Advertiser: Michael Barley  
 Title: Michael Barley Corporate ID  
 Credits: Tim McGrath, Designer/Design Director  
 Melissa George, Print Mgr.  
 Sam Maclay, Creative Director  
 Chris Moore, Strategic Director  
 Michael Barley, Client/Photographer



### 79 ADVERTISING WORKS

Entrant: McKee Wallwork & Company  
 Advertiser: Dion's  
 Title: Dion's - Advertising Works  
 Credits: Bruce Johnno, Design Director  
 Ashlee Powers, Art Director  
 Maria Hicks, Copywriter  
 Bart Cleveland, Daniel Andreani, Creative Director  
 Shaw Nielsen, Illustrator  
 Stan McCoy, Interactive Developer  
 Max Terchila, Programmer  
 Louis Maes, Production Services Mgr.  
 Joystick Interactive, Web Developer  
 Jonathan Lewis, Account Supervisor



### 80 CLIENT OF THE YEAR

Entrant: McKee Wallwork & Company  
 Advertiser: Dion's  
 Title: Dion's - Client of the Year  
 Credits: Deena Crawley, Client  
 Mark Herman, Client  
 Bart Cleveland, Daniel Andreani, Creative Director  
 Ashlee Powers, Art Director  
 Maria Hicks, Copywriter  
 Bruce Johnno, Design Director  
 Shaw Nielsen, Illustrator  
 Stan McCoy, Interactive Developer  
 Max Terchila, Programmer  
 Louis Maes, Production Services Mgr.  
 Emily Griebel, Integration Architect



### 81 BEST WORK ON A SHOESTRING BUDGET

Entrant: McKee Wallwork & Company  
 Advertiser: St Louis Children's Hospital  
 Title: St Louis Children's Heart Song Shoestring  
 Credits: Ashlee Powers, Art Director  
 Maria Hicks, Copywriter  
 Bart Cleveland, Daniel Andreani, Creative Director  
 Daniel Andreani, Director  
 Tom Garcia, Agency Producer  
 Mario Rivera, Editor  
 Erin Bode, Composer, Singer  
 Shock City Studios, Recording Studio  
 Jonathan Lewis, Account Supervisor



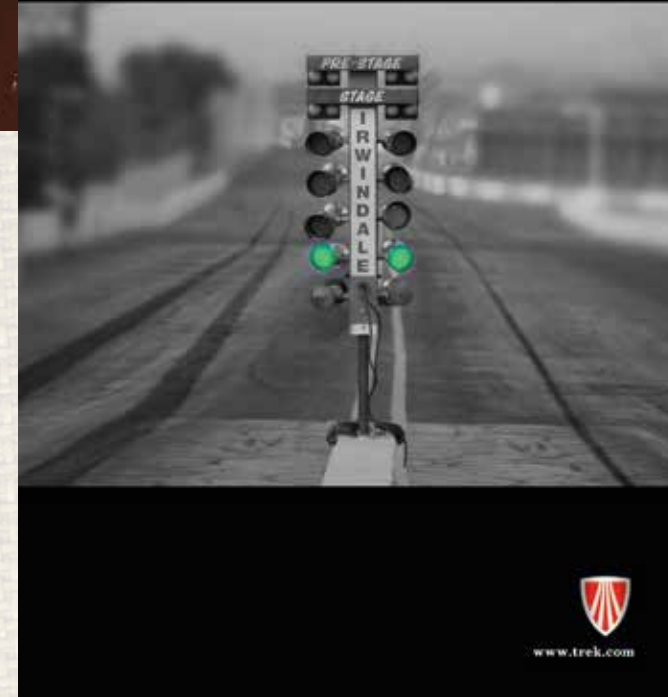
# GOLD ADDY AWARD

## STUDENT ADDYS



### SO2 STATIONERY PACKAGE

Entrant: Charles Lucero, Simply Design  
Advertiser: Simply Design  
Title: Little Pints Organic Milk  
Credits: Charles Lucero



### SO9-A SINGLE, FRACTIONAL PAGE OR FULL PAGE

Entrant: Manuel Goke, Southwest University of Visual Arts  
Advertiser: Southwest University of Visual Arts  
Title: Trek Magazine Ad  
Credits: Manuel Goke



### S14-B BUSINESS-TO-CONSUMER

Entrant: Victoria Dobbin, Southwest University of Visual Arts  
Advertiser: Southwest University of Visual Arts  
Title: Red Robbin ID Update  
Credits: Victoria Dobbin



### SO6 DIRECT MARKETING

Entrant: Victoria Dobbin, Southwest University of Visual Arts  
Advertiser: Southwest University of Visual Arts  
Title: BRU Fest  
Credits: Victoria Dobbin



### S16-H VISUAL, ANIMATION OR SPECIAL EFFECTS

Entrant: John-Patrick Custodio, Southwest University of Visual Arts  
Advertiser: Southwest University of Visual Arts  
Title: Bartholomew  
Credits: John-Patrick Custodio

STUDENT BEST OF SHOW

# SILVER ADDY AWARD

## SALES PROMOTION – CAMPAIGN

04 CAMPAIGN (FOR CATEGORIES 1A-3C)

### Entrant: McKee Wallwork & Company

Advertiser: Dion's  
Title: Dion's Posters  
Credits: Bruce Johnno, Design Director

Ashlee Powers, Art Director  
Maria Hicks, Copywriter  
Louis Maes, Production Services Mgr.

Bart Cleveland, Daniel Andreani, Creative Director

Shaw Nielsen, Illustrator  
Jonathan Lewis, Account Supervisor

## COLLATERAL MATERIAL – STATIONERY

06-B MULTIPLE PROCESS  
Entrant: Backart Design

Advertiser: Central Parlour  
Title: Central Parlour Business Card  
Credits: Rudi Backart Owens, Designer

Rhoner Letterpress, Letterpress & Foil Stamping

Rhoner Engraving, Engraving  
**WINNER ALBUQUERQUE 30**

## POSTER

10-A SINGLE

### Entrant: McKee Wallwork & Company

Advertiser: Porsche of Albuquerque

Title: Porsche Doll Poster  
Credits: William Conner, Sr. Copywriter

David Ortega, Art Director  
Daniel Andreani, Executive Creative Director

Mike Guastaferrero, Jerri Palmer, CGI

### Entrant: 3 Advertising

Advertiser: Beer Institute  
Title: Roosevelt  
Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Melissa George, Print Mgr.

Chris Thorne, Client  
Megan Kirkpatrick, Client

### Entrant: 3 Advertising

Advertiser: Beer Institute  
Title: Franklin  
Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Melissa George, Print Mgr.  
Chris Thorne, Client  
Megan Kirkpatrick, Client

### Entrant: McKee Wallwork & Company

Advertiser: Gallagher  
Title: Gallagher Poster - Well Done  
Credits: David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Jonathan Lewis, Account Supervisor

### Entrant: McKee Wallwork & Company

Advertiser: Gallagher  
Title: Gallagher Poster - Disco  
Credits: David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Jonathan Lewis, Account Supervisor

### Entrant: McKee Wallwork & Company

Advertiser: New Mexico Jiu Jitsu Academy  
Title: Jeffrey Poster  
Credits: David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Wes Naman, Photographer  
Jonathan Lewis, Account Supervisor  
Beckett Nodal, Copywriter

### Entrant: McKee Wallwork & Company

Advertiser: Porsche of Albuquerque  
Title: Porsche Soldier Poster  
Credits: David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Mike Guastaferrero, Jerri Palmer, CGI

### Entrant: 3 Advertising

Advertiser: Beer Institute  
Title: Lincoln  
Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Melissa George, Print Mgr.  
Chris Thorne, Client  
Megan Kirkpatrick, Client

### WINNER ALBUQUERQUE 30

### Entrant: McKee Wallwork & Company

Advertiser: Gallagher  
Title: Gallagher Poster - Stubborn Cow  
Credits: David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Jonathan Lewis, Account Supervisor

### WINNER ALBUQUERQUE 30

10-B CAMPAIGN

### Entrant: 3 Advertising

Advertiser: Beer Institute  
Title: Lincoln, Roosevelt, Franklin  
Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Sam Maclay, Creative Director  
Melissa George, Print Mgr.  
Chris Thorne, Client  
Megan Kirkpatrick, Client

### Entrant: McKee Wallwork & Company

Advertiser: Gallagher  
Title: Gallagher Poster - Series  
Credits: David Ortega, Art Director  
William Conner, Sr. Copywriter  
Daniel Andreani, Executive Creative Director  
Jonathan Lewis, Account Supervisor

### Entrant: 3 Advertising

Advertiser: Sackwear.com  
Title: Pritchett, Kiwi, Death Valley  
Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Chris Moore, Strategic Director  
Melissa George, Production Mgr.

### WINNER ALBUQUERQUE 30

## SPECIAL EVENT MATERIAL

11-D CAMPAIGN

### Entrant: 3 Advertising

Advertiser: Beer Institute  
Title: Beer Convention Campaign  
Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Melissa George, Print Mgr.  
Chris Thorne, Client  
Megan Kirkpatrick, Client

### WINNER ALBUQUERQUE 30

## DIRECT MARKETING

14-A APPAREL

### Entrant: 3 Advertising

Advertiser: Sackwear.com  
Title: Pritchett Canyon Expeditions t-shirt

Credits: Tim McGrath, Designer/ Design Director

Sam Maclay, Creative Director  
Chris Moore, Strategic Director  
Melissa George, Print Mgr.

## OUT OF HOME

15-E VEHICLE GRAPHIC ADVERTISING

### Entrant: 3 Advertising

Advertiser: Skarsgard Farms  
Title: Skarsgard Farms Fleet Graphic

Credits: Tim McGrath, Designer/ Design Director

Sam Maclay, Writer/Creative Director

Chris Moore, Strategic Director  
Melissa George, Print Mgr.  
Monte Skarsgard, Client

### Entrant: McKee Wallwork & Company

Advertiser: Dion's  
Title: Dion's Commissary Truck  
Credits: Bruce Johnno, Design Director

Louis Maes, Production Services Mgr.

Bart Cleveland, Daniel Andreani, Creative Director

Shaw Nielsen, Illustrator  
Jonathan Lewis, Account Supervisor

### Entrant: McKee Wallwork & Company

Advertiser: Dion's  
Title: Dion's Street Team Car  
Credits: Bruce Johnno, Design Director

Ashlee Powers, Art Director  
Bart Cleveland, Daniel Andreani, Creative Director  
Louis Maes, Production Services Mgr.

Shaw Nielsen, Illustrator  
Jonathan Lewis, Account Supervisor

## CONSUMER OR TRADE PUBLICATION

CAMPAIGN – 24-B FULL COLOR

### Entrant: 3 Advertising

Advertiser: Cosmetic Dentistry of New Mexico  
Title: Glamorous, Beautiful, CO, Cosmo

Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director

Meaghan Cavanaugh, Account Manager

Chris Moore, Strategic Director  
Michael Barley, Photographer

Chris Thorne, Client  
Cindy Hernandez-Wall, Client

### WINNER ALBUQUERQUE 30

## NEWSPAPER

CAMPAIGN – 30-B

### Entrant: 3 Advertising

Advertiser: Beer Institute  
Title: Taxman, Overtaxed, Excise Ale

Credits: Tim McGrath, Designer/ Design Director

Jason Rohrer, Writer

Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.

Chris Moore, Strategic Director  
Chris Thorne, Client

Megan Kirkpatrick, Client

### WINNER ALBUQUERQUE 30

## DIGITAL ADVERTISING

WEBSITES, CONSUMER – 33-A PRODUCTS

### Entrant: McKee Wallwork & Company

Advertiser: Dion's  
Title: Dion's Website  
Credits: Bruce Johnno, Design Director

Ashlee Powers, Art Director  
Bart Cleveland, Daniel Andreani, Creative Director

Maria Hicks, Copywriter  
Stan McCoy, Interactive Developer  
Max Terchila, Programmer

Jonathan Lewis, Account Supervisor

Shaw Nielsen, Illustrator

MICRO SITES – 35-C SERVICES

### Entrant: McKee Wallwork & Company

Advertiser: St Louis Children's Hospital  
Title: St Louis Children's Mr. Potato Head Landing Page

Credits: Bruce Johnno, Design Director

Ashlee Powers, Art Director  
Maria Hicks, Copywriter

Stan McCoy, Interactive Developer  
Daniel Andreani, Executive Creative Director

Joystick Interactive, Web Developer

JoMotion, Web Developer

Jonathan Lewis, Account Supervisor

SOCIAL MEDIA – 36-B SINGLE PLATFORM, CONSUMER

### Entrant: McKee Wallwork & Company

Advertiser: Dion's  
Title: Dion's Facebook App  
Credits: Bruce Johnno, Design Director

Ashlee Powers, Art Director  
Maria Hicks, Copywriter

Stan McCoy, Interactive Developer  
Max Terchila, Programmer

Bart Cleveland, Daniel Andreani, Creative Director

Jonathan Lewis, Account Supervisor

SOCIAL MEDIA – 36-C CAMPAIGN

### Entrant: VWK

Advertiser: New Mexico State Fair  
Title: "Lynette At The Fair" Social Media Video Campaign  
Credits: Nick Tauro, Broadcast Creative Director

Dianne De Leon, Account Executive

Rudi Backart, Art Director

Richard Kuhn, Agency Principal/ ASU/ECD

David Garcia, Director  
Christie Kurucz, Producer

half-life\* digital, Production Company

Wendy Forbes, Social Media Coordinator

### WINNER ALBUQUERQUE 30

JUDGES CHOICE  
- SHANE

# SILVER ADDY AWARD

APPS - 37-C MOBILE (PHONE)

**Entrant: VWK**  
Advertiser: New Mexico  
Department of Transportation  
Title: "ENDWI" Smartphone App  
Credits: Nick Tauro, Creative Director  
Chris Kosek, Interface Graphic Designer  
Richard Kuhn, Agency Principal/ASU/ECD  
Akash Khokha, Agency Producer  
Leandro Larroulet, Programmer  
**WINNER ALBUQUERQUE 30**

VIDEO - 39-D BRANDED CONTENT, MORE THAN 60 SECONDS

**Entrant: McKee Wallwork & Company**  
Advertiser: St. Louis Children's Hospital  
Title: St. Louis Children's Heart Song  
Credits: Ashlee Powers, Art Director  
Maria Hicks, Copywriter  
Bart Cleveland, Daniel Andreani, Creative Director  
Daniel Andreani, Director  
Tom Garcia, Agency Producer  
Mario Rivera, Editor  
Erin Bode, Composer, Singer  
Shock City Studios, Recording Studio  
Jonathan Lewis, Account Supervisor  
**WINNER ALBUQUERQUE 30**

## INTEGRATED CAMPAIGNS

53 CONSUMER, LOCAL  
**Entrant: McKee Wallwork & Company**

Advertiser: St. Louis Children's Hospital  
Title: St. Louis Children's Heart Song Campaign  
Credits: Bruce Johnno, Design Director  
Ashlee Powers, Art Director  
Maria Hicks, Copywriter  
Bart Cleveland, Daniel Andreani, Creative Director  
Tom Garcia, Agency Producer  
Louis Maes, Production Services Mgr.  
Stan McCoy, Interactive Developer  
Erin Bode, Composer, Singer  
Mario Rivera, Editor  
Shock City Studios, Recording Studio

Jonathan Lewis, Account Supervisor

**Entrant: 3 Advertising**  
Advertiser: Presbyterian Healthcare Services  
Title: Your story is our story 2012 campaign  
Credits: Tim McGrath, Designer/Design Director  
Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Amy Carrara, Production Mgr.  
Melissa George, Print Mgr.  
Sue Lewis, Media Director  
Arnie Lerner, Lerner Films, Director  
Tracy LaValle, Lerner Films, Producer  
Stacey Cost, Client  
Lisa Trujillo, Client

**WINNER ALBUQUERQUE 30**

## ADVERTISING FOR THE ARTS & SCIENCES

56 - A MAGAZINE  
**Entrant: 3 Advertising**  
Advertiser: Presbyterian Healthcare Services  
Title: Fun and Games  
Credits: Jesse Arneson, Designer/Art Director  
Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Stacey Cost, Client

## PUBLIC SERVICE

COLLATERAL - 62-D POP OR POS MATERIALS (OTHER THAN POSTERS)  
**Entrant: McKee Wallwork & Company**  
Advertiser: NMDOH Tobacco Use Prevention and Control  
Title: NMDOH TUPAC Women Infants Children Cessation Brochure  
Credits: Ashlee Powers, Art Director  
Maria Hicks, Copywriter  
Daniel Andreani, Executive Creative Director  
Louis Maes, Production Services Mgr.  
Meghan White, Matt Rader, Account Management

**WINNER ALBUQUERQUE 30**

BROADCAST/ELECTRONIC/DIGITAL - 64-A TV

**Entrant: VWK**  
Advertiser: New Mexico  
Department of Transportation  
Title: "Medical Evidence" :30 TV  
Credits: Nick Tauro, Broadcast Creative Director  
Richard Kuhn, Agency Principal/ASU/ECD  
Akash Khokha, Agency Producer  
Clarissa Donlevy, Video Graphic Artist  
Mike Rodriguez, Sound Design

**Entrant: VWK**

Advertiser: New Mexico  
Department of Transportation  
Title: "Aftermath" :60 TV  
Credits: Nick Tauro, Broadcast Creative Director/Writer  
Richard Kuhn, Agency Principal/ASU/ECD  
Akash Khokha, Agency Producer  
Shane Hurlbut, Director  
Po King Chan, Co-Director  
Billy Sacdalan, Editor  
John Zay Maschio, Music

**WINNER ALBUQUERQUE 30**

68 - A SINGLE MEDIUM CAMPAIGN (FOR CATEGORIES 62-67)

**Entrant: McKee Wallwork & Company**  
Advertiser: NMDOH Tobacco Use Prevention and Control  
Title: NMDOH TUPAC Women Infants Children Cessation Campaign  
Credits: Ashlee Powers, Art Director  
Maria Hicks, Copywriter  
Daniel Andreani, Executive Creative Director  
Louis Maes, Production Services Mgr.  
Meghan White, Matt Rader, Account Management

## ELEMENTS OF ADVERTISING

VISUAL - 73-A LOGO  
**Entrant: 3 Advertising**  
Advertiser: Telluride Offroad Adventures  
Title: Telluride Offroad Adventures logo  
Credits: Tim McGrath, Designer/Design Director  
Sam Maclay, Writer/Creative Director  
Herb Manning, Client  
Chris Moore, Strategic Director

**WINNER ALBUQUERQUE 30**

**Entrant: Cisneros Design, Inc.**

Advertiser: Alchemy Bar  
Title: Alchemy Bar logo  
Credits: Randy Steward, Art Director/Designer

**WINNER ALBUQUERQUE 30**

**Entrant: Randy Steward**

Advertiser: S3 Equestrian  
Title: S3 Equestrian Logo

**WINNER ALBUQUERQUE 30**

73-B ILLUSTRATION, SINGLE

**Entrant: 3 Advertising**  
Advertiser: Telluride Offroad Adventures  
Title: Telluride Offroad Adventures illustration  
Credits: Tim McGrath, Designer/Design Director

75-B RESPONSIVE DESIGN

**Entrant: Xynergy Inc.**  
Advertiser: Colin Keegan, Santa Fe Spirits  
Title: Santa Fe Spirits Website  
Credits: Patrick Iverson, Graphic Design & Website UI  
Thomas Murphy, Web Application Programming  
Michael Kanner, Internet Marketing  
Nick Jones, Copywriter  
Colin Keegan, Owner  
Lee MacLeod, Illustrator  
Jennifer Martin, Account Executive

**WINNER ALBUQUERQUE 30**

## LOCAL ONLY CATEGORIES

76 IDEAS THAT DIDN'T FLY

**Entrant: Esparza Advertising**  
Advertiser: Esparza Advertising  
Title: Girl  
Credits: Adam Greenhood, Executive Creative Director  
Jeremy Spencer, Assc. Creative Director  
Zak Rutledge, Art Director  
Felix Thompson, Director/Bufalo Picture House

77 BEST COPYWRITING

**Entrant: 3 Advertising**  
Advertiser: Sackwear.com  
Title: Pritchett, Kiwi, Death Valley  
Credits: Tim McGrath, Designer/Design Director  
Jason Rohrer, Writer  
Chris Moore, Strategic Director  
Melissa George, Print Mgr.  
Sam Maclay, Creative Director

82 BEST USE OF SOCIAL MEDIA

**Entrant: McKee Wallwork & Company**  
Advertiser: St. Louis Children's Hospital  
Title: St. Louis Children's Heart Social Media  
Credits: Ashlee Powers, Art Director

Maria Hicks, Copywriter  
Daniel Andreani, Executive Creative Director  
Tom Garcia, Agency Producer  
Stan McCoy, Interactive Developer  
Mario Rivera, Editor  
Jonathan Lewis, Account Supervisor  
Emily Griebel, Integration Architect

83 BEST IN-HOUSE BRANDING CAMPAIGN

**Entrant: McKee Wallwork & Company**  
Advertiser: McKee Wallwork Cleveland  
Title: CRM - In House Branding  
Credits: Emily Griebel, Integration Architect  
David Ortega, Art Director  
William Conner, Sr. Copywriter  
Beckett Nodal, Copywriter  
Daniel Andreani, Executive Creative Director  
Mario Rivera, Editor

## STUDENT ADDYS

SALES PROMOTION - S01-A PACKAGING  
**Entrant: Jonathan Moore, Southwest University of Visual Arts**  
Advertiser: SUVA  
Title: Nature's Path Trail Mix  
Credits: Jonathan Moore

**Entrant: Lisa Casaus, Southwest University of Visual Arts**

Advertiser: SUVA  
Title: Flobots CD  
Credits: Lisa Casaus

COLLATERAL MATERIAL - S03 BROCHURE, ANNUAL REPORT

**Entrant: Ivan Rodriguez, Southwest University of Visual Arts**  
Advertiser: SUVA  
Title: Marvel Brochure  
Credits: Ivan Rodriguez

**Entrant: Richard Snow, Southwest University of Visual Arts**

Advertiser: SUVA  
Title: Mission Workshop Map  
Credits: Richard Snow

COLLATERAL MATERIAL - S05-A PUBLICATION DESIGN, COVER

**Entrant: Grace Roff, Southwest University of Visual Arts**  
Advertiser: SUVA  
Title: Soldier Bear Book Cover  
Credits: Grace Roff

ELEMENTS OF ADVERTISING - S16-B VISUAL, ILLUSTRATION, SINGLE

**Entrant: Lisa Casaus, Southwest University of Visual Arts**  
Advertiser: SUVA  
Title: Flight of The Concordors Editorial  
Credits: Lisa Casaus

**Entrant: Lisa Casaus, Lisa May Casaus Illustration**

Advertiser: Lisa May Casaus Illustration  
Title: Stranger Factory: Your Future  
Credits: Daryl Ross, Concept Development  
Paul Ziomek, Instructor

## THE ALBUQUERQUE 30

THESE ENTRANTS ARE INCLUDED IN THE ALBUQUERQUE 30

## SALES PROMOTION

PACKAGING - 02-A SINGLE UNIT  
**Entrant: VWK**

Award: Albuquerque 30  
Metrolink  
"Rock and Roll" Promo Box  
Credits: Rebecca Haas, Designer/Art Director  
Nick Tauro, Copywriter/Art Director  
Richard Kuhn, Agency Principal/ASU/ECD

**WINNER ALBUQUERQUE 30**

## CONSUMER OR TRADE PUBLICATION

CAMPAIGN - 24-B FOUR-COLOR  
**Entrant: 3 Advertising**

Advertiser: POET  
Title: Leading, Surprise, Consistent  
Credits: Jesse Arneson, Designer/Art Director

Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Greg Breukelman, Client  
Autumn Bates, Client

**WINNER ALBUQUERQUE 30**

## ADVERTISING FOR THE ARTS & SCIENCES

PRINT - 56-A MAGAZINE

**Entrant: 3 Advertising**  
Advertiser: POET  
Title: Faith, Hope, Love  
Credits: Jesse Arneson, Designer/Art Director  
Jason Rohrer, Writer  
Sam Maclay, Creative Director  
Maya Oliver, Account Mgr.  
Chris Moore, Strategic Director  
Greg Breukelman, Client  
Autumn Bates, Client

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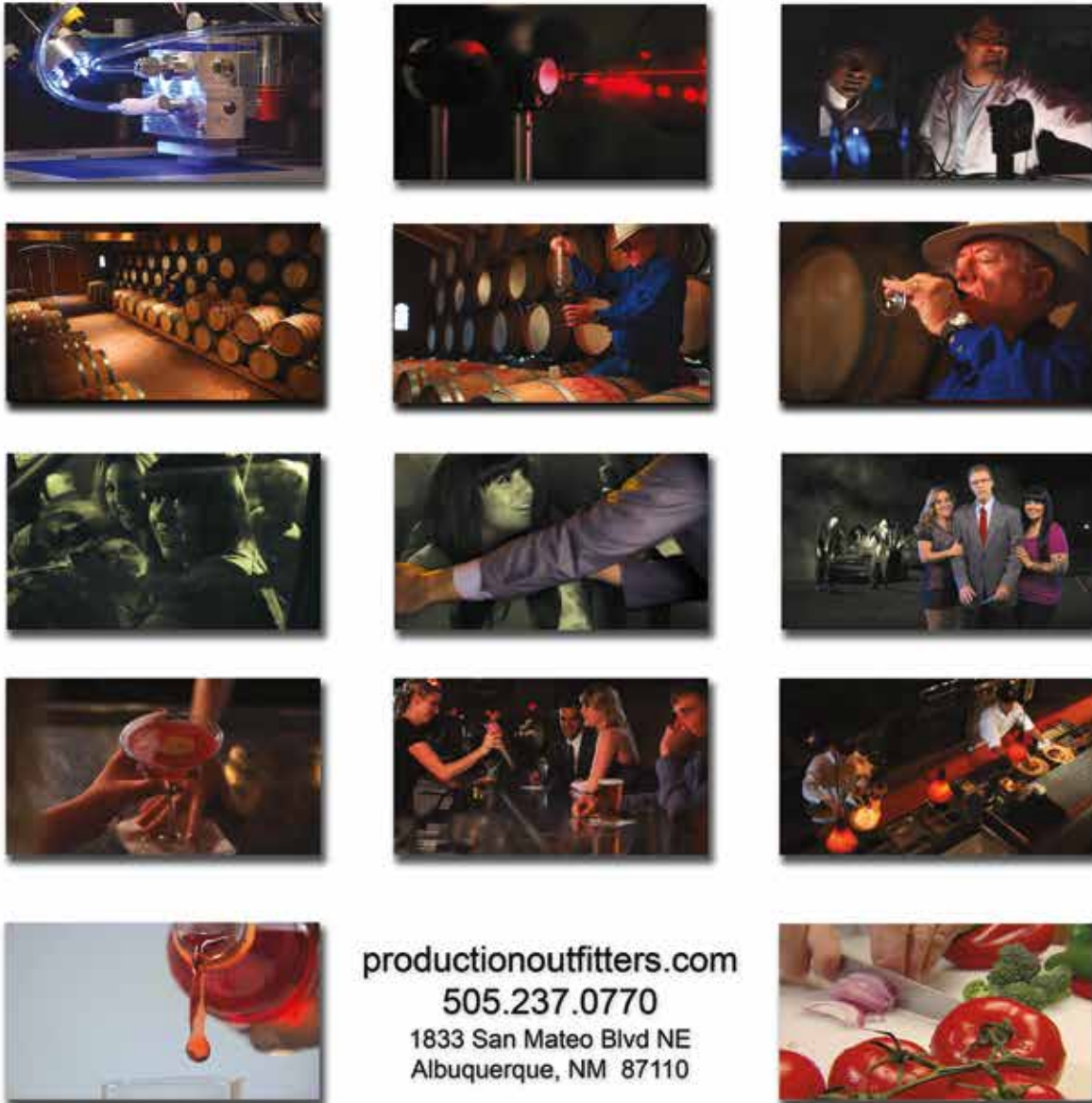
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