

# 2010 AAF-Dothan ADDY Winners

## 05 A - COLLATERAL MATERIAL, Stationery Package

**A Gold ADDY® Award goes to McCormick Creative Group for Wiregrass Foundation LH Suite done for Wiregrass Foundation Credits go to:**

David McCormick, graphic designer

## 06 B - COLLATERAL MATERIAL, Annual Report, Color

**A Silver ADDY® Award goes to Wiregrass Electric Cooperative, Inc. for WEC Annual Report done for Wiregrass Electric Cooperative Credits go to:**

Cary Hatcher, Manager of Member Relations  
Stephen Smith, CEO, WordSouth Public Relations

**A Gold ADDY® Award goes to McCormick Creative Group for Wiregrass Foundation 2008 Program of Work done for Wiregrass Foundation Credits go to:**

David McCormick, graphic designer

## 07 B - COLLATERAL MATERIAL, Brochure, Color

**A Silver ADDY® Award goes to McCormick Creative Group for AAA Cooper Transportation West Coast Brochure done for AAA Cooper Transportation Credits go to:**

David McCormick, graphic designer

**A Silver ADDY® Award goes to McCormick Creative Group for Flowers Insurance Agency Brochure done for Flowers Insurance Agency Credits go to:**

David McCormick, graphic designer  
Sharon Whittaker, copywriter / account service  
Brian McDonald, photography

**A Silver ADDY® Award goes to Kristen Wallace Designs for Garden Tour Brochure done for Vanessa Clark Credits go to:**

Kristen Wallace, graphic design  
Lori Line, photographer

**A Gold ADDY® Award goes to McCormick Creative Group for JLA Corporate Brochure done for JLA Credits go to:**

David McCormick, graphic designer  
Sharon Whittaker, account services

## 07 C - COLLATERAL MATERIAL, Brochure, Campaign 01/26/2010 11:14:57 AM Page 1 of 8

**A Silver ADDY® Award goes to The Hive Creative Group for Extendicare brochure series done for Extendicare Credits go to:**

Nick Stakelum, Graphic Designer

## 08 B - COLLATERAL MATERIAL, Editorial Spread

**A Silver ADDY® Award goes to Kristen Wallace Designs for A Day in the Life of Monroe Gallery Feature done for DothanMagazine Credits go to:**

Kristen Wallace, graphic designer  
David McCormick, Art Director  
Kerry Farrell, photographer  
Robin Rainer, editor  
Patrick Liester, publisher

**A Gold ADDY® Award goes to Kristen Wallace Designs for Conestoga Steak House Dining Feature done for Dothan Magazine Credits go to:**

Kristen Wallace, graphic design  
David McCormick, Art Director  
Michael Sigler, copywriter  
Kerry Farrell, photographer  
Robin Rainer, editor  
Patrick Liester, publisher

**08 D - COLLATERAL MATERIAL, Magazine Design**

**A Silver ADDY® Award goes to McCormick Creative Group for Cure Quarterly Magazine done for The Dothan Eagle Credits go to:**

David McCormick, graphic designer  
Kristen Wallace, graphic designer  
Dothan Eagle, editorial staff  
Dothan Eagle, publisher

**A Silver ADDY® Award goes to Southeast Alabama Medical Center for SAMC Living Well Magazine done for SAMC Credits go to:**

SAMC Marketing & Community Relations, Departments

**A Gold ADDY® Award goes to Dothan Magazine for Dothan Magazine - January/February 2010 issue done for Dothan Magazine Credits go to:**

Nick Stakelum, Art Director / Graphic Designer  
Cherokee Jones, Graphic Designer  
Patrick Liester, Publisher

**13 A - DIRECT MARKETING, Specialty Advertising**

**A Silver ADDY® Award goes to Wiregrass Electric Cooperative, Inc. for WEC Relay For Life done for Wiregrass Electric Cooperative Credits go to:**

Cary Hatcher, Manager of Member Relations  
Anna Hatcher, Owner, Anna Hatcher Design

**18 - OUT-OF-HOME, Out-of-Home Campaign**

**A Gold ADDY® Award goes to McCormick Creative Group for Picerne Housing Signage done for Picerne Military Housing Credits go to:**

David McCormick, graphic designer  
Brian McDonald, photography

**22 B - CONSUMER OR TRADE PUBLICATION, Consumer/Trade, Full Page, Color**

**A Gold ADDY® Award goes to McCormick Creative Group for AAA Cooper Transportation Future Masters Ad done for AAA Cooper Transportation Credits go to:**

David McCormick, graphic designer

**34 A - INTERACTIVE MEDIA, Website, Consumer Flash, Products**

**A Gold ADDY® Award goes to Great Southern Wood Preserving, Inc. for Yella Fella website done for Great Southern Wood Preserving, Inc. Credits go to:**

Kenny Ferguson, Partner and Senior Strategist

**35 C - INTERACTIVE MEDIA, Website, Consumer HTML, Services**

**A Silver ADDY® Award goes to Kristen Wallace Designs for Callaway Construction Website done for Callaway Construction, LLC Credits go to:**

Kristen Wallace, Website Design  
Brandon Shoupe / Strategy 6, Web Developer

**36 D - INTERACTIVE MEDIA, Online Games**

**A Gold ADDY® Award goes to Great Southern Wood Preserving, Inc. for Fight the Bad Guy done for Great Southern Wood Preserving, Inc. Credits go to:**

Kenny Ferguson, Partner and Senior Strategist

**36 H - INTERACTIVE MEDIA, Internet Commercials**

**A Gold ADDY® Award goes to Great Southern Wood Preserving, Inc. for The Adventures of Yella Fella (Trouble in Rotwood) done for Great Southern Credits go to:**

Slats Slaton, President, The Slaton Agency

**44 B - TELEVISION, Local TV**

**A Silver ADDY® Award goes to 5th Gear Creative for Sleeping Lumps done for Sleep Center/Dothan Credits go to:**

Roger Powell, Sr. Videographer  
J.P. Ferrell, Partner/Creative Director

**45 - TELEVISION, Local TV Campaign**

**A Gold ADDY® Award goes to Southeast Alabama Medical Center for SAMC - Center of Your Health done for SAMC Credits go to:**

SAMC Marketing & Community Relations, Departments  
Doug Oakes - Do Design, Owner, Designer  
Michie Turbin – Reel to Reel, Videographer

**48 A - TELEVISION, National TV Campaign**

**A Gold ADDY® Award goes to Great Southern Wood Preserving, Inc. for Trouble in Rotwood - part 2 done for Great Southern Wood Preserving, Inc. Credits go to:**

Slats Slaton, President, The Slaton Agency

**A Gold ADDY® Award goes to Great Southern Wood Preserving, Inc. for Trouble in Rotwood - part 1 done for Great Southern Wood Preserving, Inc. Credits go to:**

Slats Slaton, President, The Slaton Agency

**53 - MIXED/MULTIPLE MEDIA, Mixed-Media, Local Consumer**

**A Gold ADDY® Award goes to Wiregrass United Way for Wiregrass United Way Campaign 2009 done for Wiregrass United Way Credits go to:**

Josh Steltenpohl, Marketing Services

**56 A - ADVERTISING FOR THE ARTS & SCIENCES, Arts, Magazine**

**A Gold ADDY® Award goes to Landmark Park for Johnny Mack Brown Western Festival Program done for Johnny Mack Brown Western Festival Credits go to:**

Laura VanLandingham-Stakelum, Graphic Designer

**61 A - ADVERTISING FOR THE ARTS & SCIENCES, Arts, Campaign**

**A Gold ADDY® Award goes to Kristen Wallace Designs for Something Bigger, Something Brighter Campaign done for Cultural Arts Center Credits go to:**

Kristen Wallace, Creative and Production

**61 B - ADVERTISING FOR THE ARTS & SCIENCES, Arts, Mixed Media Campaign**

**A Gold ADDY® Award goes to 5th Gear Creative for Music South Concert Series done for Music South Credits go to:**

John Pedraja, Sr. Designer  
Roger Powell, Sr. Videographer

**62 A - PUBLIC SERVICE, Public Service, Stationary Package**

**A Silver ADDY® Award goes to Kristen Wallace Designs for FACES stationery suite done for Dothan City Schools / Wiregrass Foundation Credits go to:**

Kristen Wallace, graphic designer

**62 C - PUBLIC SERVICE, Public Service, Brochure**

**A Silver ADDY® Award goes to SAMC Foundation for SAMC Foundation Employee Campaign Brochure done for SAMC Foundation Credits go to:**

Valerie Barnes, SAMC Foundation Director  
Gina Burdeshaw, Special Projects Coordinator/Graphic  
Meghan Woodham, Executive Assistant

**A Gold ADDY® Award goes to The Hive Creative Group for Just The Facts presentation kit done for Just The Facts Credits go to:**

Nick Stakelum, Graphic Designer  
Mary Palo, Project Director

**62 G - PUBLIC SERVICE, Public Service, Invitation**

**A Silver ADDY® Award goes to The Image Agency for Annual Meeting Invitation done for Dothan Area Chamber of Commerce Credits go to:**

Dianne Wells, Graphic Designer

**A Gold ADDY® Award goes to SAMC Foundation for SAMC Foundation Heart & Soul Gala Invitation done for SAMC Foundation Credits go to:**

Director Valerie Barnes, SAMC Foundation Director  
Dave Hanson, Marketwise, Owner

**64 A - PUBLIC SERVICE, Public Service, TV**

**A Silver ADDY® Award goes to Scenic Cable Network & Production for The Wise Center done for The Wise Center Credits go to:**

Art Villarreal, Editor  
Mit Kirkland, Production Assistant  
Doug Wynn, Production Assistant  
Bryan Nyman, Production Assistant

**A Silver ADDY® Award goes to Scenic Cable Network & Production for Drug Free Silent Film done for Dothan-Houston County Substance Abuse Board Credits go to:**

Art Villarreal, Director/Videographer  
Bryan Nyman, Director

**64 D - PUBLIC SERVICE, Public Service, Interactive**

**A Gold ADDY® Award goes to 5th Gear Creative for What's Good in the Neighborhood done for Area Chambers of Commerce Credits go to:**

John Pedraja, Sr. Designer  
Karen Kelley, Developer

**A Gold ADDY® Award goes to McCormick Creative Group for SAMC Annual Report done for Southeast Alabama MedicalCenter Credits go to:**  
David McCormick, graphic designer

**68 A - PUBLIC SERVICE, Public Service, Campaign**  
**A Gold ADDY® Award goes to McCormick Creative Group for Martinis on Main Campaign done for Wiregrass Area American Red Cross Credits go to:**  
David McCormick, graphic designer  
Kerry Farrell, copywriter / account service

**70 - ADVERTISING INDUSTRY SELF-PROMOTION, Ad Club Promotion**  
**A Gold ADDY® Award goes to AAF Dothan for AAF Dothan 2008 ADDY awards done for AAF Dothan Credits go to:**  
Kristen Wallace, Graphic Designer

**74 B - ELEMENTS OF ADVERTISING, Photography, Color**  
**A Silver ADDY® Award goes to Dothan Magazine for Dawn Martin with Baby Deer done for Dothan Magazine Credits go to:**  
Cherokee Jones, Photographer  
Patrick Liester, Publisher

**76 B - ELEMENTS OF ADVERTISING, Music With Lyrics**  
**A Gold ADDY® Award goes to Great Southern Wood Preserving, Inc. for The Ballad of Yella Fella done for Great Southern Wood Preserving, Inc. Credits go to:**  
Slats Slaton, President, The Slaton Agency

**S02 B - STUDENT ADDY Categories, Brochure**  
**A Student Silver ADDY® goes to Cherokee H. Jones for Kennedy International Photography Brochure done for Troy University Credits go to:**  
F. Scott Kennedy, Internship Sponsor, Photography  
Jerry Johnson, Adviser

**S02 C - STUDENT ADDY Categories, Poster**  
**A Student Silver ADDY® goes to Kelley Gibson for Catfish Moon Poster done for Troy University Credits go to:**  
Kelley Gibson, Graphic Designer

**A Student Gold ADDY® goes to Kelley Gibson for CAA Conference Poster done for Troy University Credits go to:**  
Kelley Gibson, Graphic Designer

**S08 A - STUDENT ADDY Categories, Interactive, Website**  
**A Student Silver ADDY® goes to Stephanie Broome for Personal Website done for Troy University Credits go to:**  
Stephanie Broome, Designer

**S08 A - STUDENT ADDY Categories, Interactive, Website**  
**A Student Silver ADDY® goes to Woonmi Ko for Portfolio Website done for Troy University Credits go to:**  
Woonmi Ko, Designer

**S11 - STUDENT ADDY Categories, Television**

**A Student Gold ADDY® goes to J Wesley Nelson, II for Martinis on Main PSA done for Houston Academy Credits go to:**

J Wesley Nelson, Creative, producer and talent

**S13 A - STUDENT ADDY Categories, Logo**

**A Student Silver ADDY® goes to Christopher Prestridge for Blind Opie done for Troy University Credits go to:**

Christopher Prestridge, Designer

**S15 A - STUDENT ADDY Categories, Photography**

**A Student Gold ADDY® goes to Cherokee H. Jones for Swingtime done for Troy University Credits go to:**

Edward Noriega, Adviser

**S16 - STUDENT ADDY Categories, Animation**

**A Student Gold ADDY® goes to Kelley Gibson for The Tortise and the Hare done for Troy University Credits go to:**

Kelley Gibson, Graphic Designer

**Mosaic ADDY Award**

The National AAF and Dothan AAF are committed to recognizing advertising which promotes diversity and issues related to multiculturalism. During this years ADDY competition the judges selected a entry that demonstrated understanding and sensitivity and used efforts of multiculturalism throught the piece.

**The Mosaic Award goes to The Hive Creative Group for Just The Facts presentation kit done for Just The Facts Credits go to:**

Nick Stakelum, Graphic Designer

Mary Palo, Project Director

**STUDENT ADDY BEST OF SHOW**

**The STUDENT ADDY BEST OF SHOW goes to Kelley Gibson for The Tortise and the Hare done for Troy University Credits go to:**

Kelley Gibson, Graphic Designer

### **JUDGES CHOICE AWARDS**

**A Judges Choice goes to McCormick Creative Group for SAMC Annual Report done for Southeast Alabama Medical Center Credits go to:**

David McCormick, graphic designer

**A Judges Choice goes to Great Southern Wood Preserving, Inc. for Yella Fella website done for Great Southern Wood Preserving, Inc. Credits go to:**

Kenny Ferguson, Partner and Senior Strategist

**A Judges Choice goes to McCormick Creative Group for AAA Cooper Transportation Future Masters Ad done for AAA Cooper Transportation Credits go to:**

David McCormick, graphic designer

### **PEOPLE'S CHOICE AWARD**

**The PEOPLE'S CHOICE AWARD goes to Great Southern Wood Preserving, Inc. for The Adventures of Yella Fella (Trouble in Rotwood) done for Great Southern Credits go to:**

Slats Slaton, President, The Slaton Agency

### **BEST OF SHOW - PRINT**

**The BEST OF SHOW ADDY® PRINT goes to McCormick Creative Group for Martinis on Main Campaign done for Wiregrass Area American Red Cross Credits go to:**

David McCormick, graphic designer

Kerry Farrell, copywriter / account service

### **BEST OF SHOW - BROADCAST**

**The BEST OF SHOW BROADCAST goes to Great Southern Wood Preserving, Inc. for The Adventures of Yella Fella (Trouble in Rotwood) done for Great Southern Credits go to:**

Slats Slaton, President, The Slaton Agency