

Three pencils are arranged horizontally, pointing upwards. They are slightly out of focus and have a soft shadow on the surface below them. The background is a dark, muted grey.

AD CLUB CT

**62nd Annual
Awards Show**



AD CLUB CT



2016-2017
AD CLUB CT President &
62nd Annual Award Show Chairperson
Bernadette Grecki



AWARD SHOW CO-CHAIRS

Pat Dugan

Adams & Knight

Wayne Raicik

Cronin and Company

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**Judge
Bruce Crocker**



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**Judge
Jane
Britt Goldman**



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**Judge
Peter Seronick**



AD CLUB CT



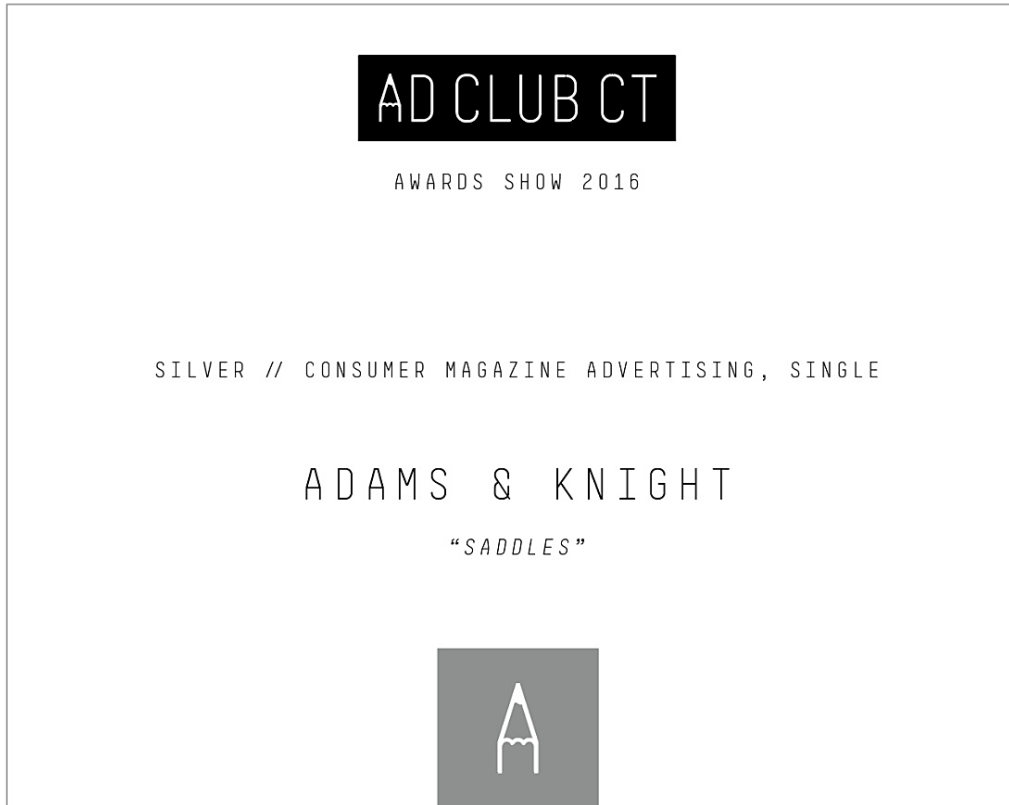
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**62nd Annual
Awards Show**

Certificates



Foil stamped

**Mounted in a pre-cut
black mat board with
white core**

Backing board included

All acid-free

**Packaged in a plastic
envelope**

**Ready for framing in a
standard 11" X 14" frame**

AD CLUB CT



YEARLONG SPONSORS

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Premier Sponsors



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BOARD OF DIRECTORS**

2015-2016 - BOARD OF DIRECTORS

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Grant Sanders, Mintz + Hoke

Jon Selame, OOHA/Wilkins

Alexandra Szafranski, Mason, Inc.

Glenn Yaffa, Comcast


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Three sharpened pencils are arranged horizontally, pointing upwards. They are set against a dark grey background. The word "VOLUNTEERS" is written in white, bold, uppercase letters across the middle of the pencils.

VOLUNTEERS



VOLUNTEER OF THE YEAR



**VOLUNTEER OF THE YEAR
DAVID CUSHMAN**



AD CLUB CT



AWARD SHOW SPONSORS

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**AD CLUB CT
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KAHLIL ELLIS**

AD CLUB CT
ROB BRANHAM SCHOLARSHIP FUND

KAHLIL ELLIS



AD CLUB CT



AD CLUB CT

**62nd Annual
Awards Show**

Three sharpened pencils are arranged horizontally in a row against a dark gray background. The pencils are light brown and have black erasers. The text "HALL OF FAME" is centered over the pencils in a white, bold, serif font.

HALL OF FAME



Diane Dawson-Brown
President
All the Best People

Three sharpened pencils are arranged horizontally in the center of the image. They are light-colored with dark, pointed tips. The background is a solid, dark grey color. The text 'HALL OF FAME' is superimposed over the middle pencil.

HALL OF FAME



**HALL OF FAME
DIK HADDAD**



AD CLUB CT

Three sharpened pencils are arranged horizontally in the center of the image. They are light-colored with dark, pointed tips. The background is a solid, dark grey color. The text 'HALL OF FAME' is superimposed over the middle pencil.

HALL OF FAME



HALL OF FAME
BRIAN MAGEE



AD CLUB CT

Three sharpened pencils are arranged horizontally in a row against a dark gray background. The pencils are light brown and have black erasers at their tips. The text "HALL OF FAME" is centered over the pencils in a white, bold, serif font.

HALL OF FAME

HALL OF FAME



allied printing services, inc.



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**62nd Annual
Awards Show**



**Joining Forces with the
Governor's Prevention
Partnership**



**Jill Spinetti,
President & CEO
The Governor's
Prevention Partnership**



**Recognizing
the Winners of our
Out of Home Competition
Theme:
Opioid Addiction
Awareness & Prevention**

Out of Home Competition

Theme: Opioid Addiction Awareness & Prevention

1st Place



Advertiser/Client
Title of Entry
Company/Agency
Designer

Governor's Prevention Partnership
Warning: May Cause Heroin Abuse
Adams & Knight
Don Carter

AD CLUB CT

Out of Home Competition
Theme: Opioid Addiction Awareness & Prevention
2nd Place



Advertiser/Client
Title of Entry
Company/Agency
Designer

Governor's Prevention Partnership
Side Effects: Heroin
Adams & Knight
Don Carter

AD CLUB CT

Out of Home Competition

Theme: Opioid Addiction Awareness & Prevention

3rd Place



Advertiser/Client

Governor's Prevention Partnership

Designer
Other

**Virginia Atkins
Julie Badion**

Title of Entry

Don't Be An Accidental Addict

Company/Agency

Source, a CMX Agency

AD CLUB CT



DON CARTER
VIRGINIA ATKINSON

oohawilkins

Out of Home America | Wilkins Media

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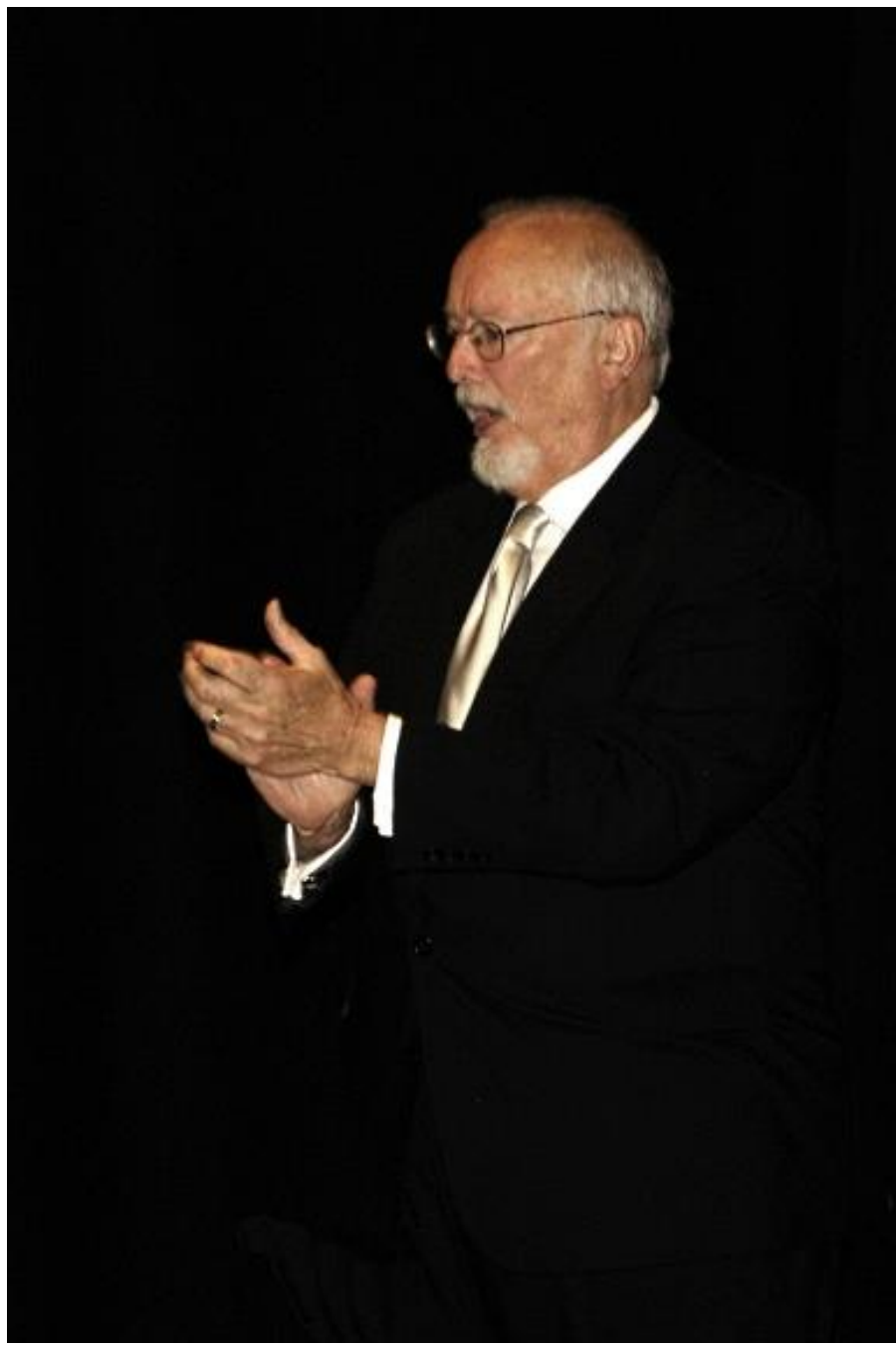


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**MASTER OF CEREMONIES
PHIL CLEMENT**



AD CLUB CT



**MASTER OF CEREMONIES
JESS GLYNN**



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**62nd Annual
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ADVERTISING
SERIES**

NEWSPAPER ADVERTISING – SERIES

**HIT THE TOWN.
NOT THE BRAKES.**



Service starting March 28.



CTfastrak.com
Transit at the speed of life


**DRIVERS: STOP
YOUR ENGINES.**



Get on board today.




CTfastrak.com
Transit at the speed of life



**LOSE
WAIT.**

Cut down on travel time with a traffic-free commute.



CTfastrak.com
Transit at the speed of life

Advertiser/Client
Title of Entry
Company/Agency

CTfastrak
CTfastrak Newspaper Series
Mintz + Hoke

Creative Director
Art Director
Copywriter
Others

Grant Sanders
Trevor Dobrowsky
Kevin MacPhee
Ben Cadwell, J. R. Foster

NEWSPAPER ADVERTISING – SERIES



New Britain.
Birthplace of American hardware.
And little Joey Jr.

Connect to maternity care generations have counted on.


We've helped New Britain give birth to a lot of pride and joy over the years. No hospital in the region delivers more babies — because more parents trust our maternity care, which features many 24/7 on-site specialists, an advanced Neonatal Intensive Care Unit, and unique services like our Safe Sleep program and 24-hour support hotline for new moms and dads. To learn more, visit MakingWomenHealthier.org.

The Hospital of Central Connecticut
Connect to healthier.™


The best test of your heart since your first breakup.

Connect to a comprehensive women's cardiology assessment.

Heart diseases like high blood pressure can be silent killers. Protect yourself with a thorough cardiology assessment from one of our acclaimed cardiac specialists. It'll be the easiest test your heart has ever endured. Connect to more info at MakingWomenHealthier.org, or call 855.HHC.HERE.



The Hospital of Central Connecticut
Connect to healthier.™



Are restrooms one of your top running destinations?

Connect to new treatment options for athletic incontinence.

Don't run from bladder issues that can happen when you exercise. They're more common than you think — and they can be treated. Our pelvic health experts provide care specialized for women, using options ranging from medication to outpatient procedures. So get your bladder in shape, too — connect to more info at MakingWomenHealthier.org, or call 855.HHC.HERE.

The Hospital of Central Connecticut
Connect to healthier.™

Advertiser/Client
Title of Entry
Company/Agency

**Hospital of Central CT
HOCC Print Campaign
Adams & Knight**

Creative Director
Art Director
Copywriter
Others

**Pat Dugan
Don Carter
Pat Dugan
Reem Nouh, Andrea Farrell**

NEWSPAPER ADVERTISING – SERIES

How many of our business banking customers stick with us?



(including landscapers)

Maybe it's because we stick with them. We don't sell their loans to other banks. We don't have revolving-door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 10+ years. For businesses of all sizes, we make banking all kinds of easier.

To learn more, visit IonBank.com

Member FDIC Equal Housing Lender Preferred SBA Lender

All kinds of easier
ion
BANK

How many of our business banking customers stick with us?



(including plumbers)

Maybe it's because we stick with them. We don't sell their loans to other banks. We don't have revolving-door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 10+ years. For businesses of all sizes, we make banking all kinds of easier.

To learn more, visit IonBank.com

Member FDIC Equal Housing Lender Preferred SBA Lender

All kinds of easier
ion
BANK

How many of our business banking customers stick with us?



(including architects)

Maybe it's because we stick with them. We don't sell their loans to other banks. We don't have revolving-door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 10+ years. For businesses of all sizes, we make banking all kinds of easier.

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All kinds of easier
ion
BANK

How many of our business banking customers stick with us?



(including builders)

Maybe it's because we stick with them. We don't sell their loans to other banks. We don't have revolving-door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 10+ years. For businesses of all sizes, we make banking all kinds of easier.

To learn more, visit IonBank.com

Member FDIC Equal Housing Lender Preferred SBA Lender

All kinds of easier
ion
BANK

How many of our business banking customers stick with us?



(including machine shops)


Maybe it's because we stick with them. We don't sell their loans to other banks. We don't have revolving-door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 10+ years. For businesses of all sizes, we make banking all kinds of easier.

To learn more, visit IonBank.com

Member FDIC Equal Housing Lender Preferred SBA Lender

All kinds of easier
ion
BANK

How many of our business banking customers stick with us?



(including florists)

Maybe it's because we stick with them. We don't sell their loans to other banks. We don't have revolving-door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 10+ years. For businesses of all sizes, we make banking all kinds of easier.

To learn more, visit IonBank.com

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All kinds of easier
ion
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Advertiser/Client
Title of Entry
Company/Agency

Ion Bank
98%
Adams & Knight

Creative Director
Art Director
Copywriter
Others

Don Carter
Don Carter
Alan Maislen
Silvia Almada, Herb Emanuelson

NEWSPAPER ADVERTISING – SERIES

Full-time role model for her son.
Part-Time Health Sciences Student.

Sacred Heart UNIVERSITY
 Part-Time Undergraduate Studies
 Find Your Future on Your Terms

FALL 2016 Registration Begins April 8
APPLY TODAY
 SacredHeart.edu/admissions

Hits the gym at 6:00 am.
And Accounting class at 6 pm.

Sacred Heart UNIVERSITY
 Part-Time Undergraduate Studies
 Find Your Future on Your Terms

FALL 2016 Registration Begins April 8
APPLY TODAY
 SacredHeart.edu/admissions

Loves to travel.
Going places with Management courses.

Sacred Heart UNIVERSITY
 Part-Time Undergraduate Studies
 Find Your Future on Your Terms

FALL 2016 Registration Begins April 8
APPLY TODAY
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He's got a heart for fatherhood.
And a mind for Psychology.

Sacred Heart UNIVERSITY
 Part-Time Undergraduate Studies
 Find Your Future on Your Terms

FALL 2016 Registration Begins April 8
APPLY TODAY
 SacredHeart.edu/admissions

Practicing Jiu-Jitsu for the challenge.
Studying Criminal Justice for the future.

Sacred Heart UNIVERSITY
 Part-Time Undergraduate Studies
 Find Your Future on Your Terms

FALL 2016 Registration Begins April 8
APPLY TODAY
 SacredHeart.edu/admissions

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Sacred Heart University
Future on YOUR terms
TFI Envision, Inc.

Creative Director
 Art Directors
 and Designers
 Copywriter
 Others

Elizabeth P. Ball
Roy Barker, Mary Ellen Butkus
Aimee Silk
Matt Branscombe,
Cindy Emmert, Richard Wall

AD CLUB BCT 2016



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Awards Show**



**CONSUMER MAGAZINE
ADVERTISING
SINGLE AD**

CONSUMER MAGAZINE ADVERTISING - SINGLE AD

WE DIDN'T LEARN HOW TO CARE FOR HORSES IN CUBICLES.

RUSSELL MUELLER
(at age 6)
Oklahoma City, OK
New Products, Solutions
and Services Manager
Nutrena

Yes, we're a company. But first and foremost, we're people who love, own and care for horses – and that passion shows in the products we make and feed them. We design our nutritional feeds to bring out the best in horses, and we do it using our own first-hand knowledge and scientific research. See the difference that knowledge can make for your horses at NutrenaWorld.com or HorseFeedBlog.com.

Horses run in our family

Nutrena
Nutrition for a lifetime.

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Advertiser/Client
Title of Entry
Company/Agency

Nutrena
Cubicles
Adams & Knight

Creative Director
Art Director
Copywriter
Other

Pat Dugan
Don Carter
Pat Dugan
Jim Frawley

CONSUMER MAGAZINE ADVERTISING - SINGLE AD

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SHELLIE DALLUGE
(at age 6)
Texas
Retail Account Representative
Nutrena

BEFORE WE SAT IN OFFICE CHAIRS, WE SAT IN SADDLES.

You won't find many desk jockeys at Nutrena. We'd much rather be doing what most of us have enjoyed since childhood – riding and caring for horses. We bring all that experience (and scientific research) to every bag of our premium nutritional feeds, designed to bring out the best in horses. Learn more at NutrenaWorld.com or HorseFeedBlog.com.

Horses run in our family

Nutrena
Nutrition for a lifetime™

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Company/Agency

Nutrena
Saddles
Adams & Knight

Creative Director
Art Director
Copywriter
Other

Pat Dugan
Don Carter
Pat Dugan
Jim Frawley

CONSUMER MAGAZINE ADVERTISING - SINGLE AD



ALICIA ERWIN
(at age 12)
Mississippi
Retail Account Representative
Nutrena

**WE START OUR JOB TRAINING
PRETTY EARLY HERE.**

Actually, "job" may not be the best word for our employees. Because caring for horses is more like a lifelong calling – and it shows in the products we develop, perfect and provide to our own horses. Every day, we work hard to create nutritional horse feeds that bring out the best in different types of horses with different needs. But trust us...it never feels like a job. To learn what our experience and scientific research can do for your horse, visit NutrenaWorld.com or HorseFeedBlog.com.

Horses run in our family

 **Nutrena**
Nutrition for a Lifetime

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Advertiser/Client
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Company/Agency

Nutrena
Job Training
Adams & Knight

Creative Director
Art Director
Copywriter
Other

Pat Dugan
Don Carter
Pat Dugan
Jim Frawley

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**CONSUMER
MAGAZINE
SERIES**

CONSUMER MAGAZINE - SERIES

WE DIDN'T LEARN HOW TO CARE FOR HORSES IN CUBICLES.

RUSSELL MUELLER
44 yrs old
 Oklahoma City, OK
 New Product, Sales and
 and Service Manager
 Nutrena

Yes, we're a company. But first and foremost, we're people who love, own and care for horses – and that passion shows in the products we make and feed them. We design our nutritional feeds to bring out the best in horses, and we do it using our own first-hand knowledge and scientific research. See the difference that knowledge can make for your horses at NutrenaWorld.com or HorseFeedBlog.com.

Horses run in our family

BEFORE WE SAT IN OFFICE CHAIRS, WE SAT IN SADDLES.

SHELLIE DALLUGE
44 yrs old
 Texas
 Retail Account Representative
 Nutrena

You won't find many desk jockeys at Nutrena. We'd much rather be doing what most of us have enjoyed since childhood – riding and caring for horses. We bring all that experience (and scientific research) to every bag of our premium nutritional feeds, designed to bring out the best in horses. Learn more at NutrenaWorld.com or HorseFeedBlog.com.

Horses run in our family

WE START OUR JOB TRAINING PRETTY EARLY HERE.

ALLICA ERWIN
41 yrs old
 Mississippi
 Retail Account Representative
 Nutrena

Actually, "job" may not be the best word for our employees. Because caring for horses is more like a lifelong calling – and it shows in the products we develop, perfect and provide to our own horses. Every day, we work hard to create nutritional horse feeds that bring out the best in different types of horses with different needs. But trust us...it never feels like a job. To learn what our experience and scientific research can do for your horse, visit NutrenaWorld.com or HorseFeedBlog.com.

Horses run in our family

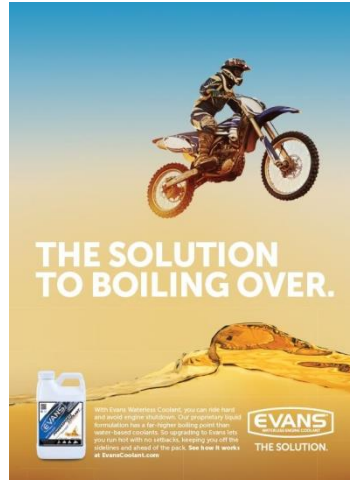
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Nutrena
Nutrena Campaign
Adams & Knight

Creative Director
 Art Director
 Copywriter
 Other

Pat Dugan
Don Carter
Pat Dugan
Jim Frawley

CONSUMER MAGAZINE - SERIES



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Company/Agency

Evans Waterless Coolant
Evans Waterless Coolant
Campaign
Mintz + Hoke

Creative Director
Art Director
Copywriter
Other

Trevor Dobrowsky
Trevor Dobrowsky
Kevin MacPhee
Scott Clouser

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Advertiser/Client

**Hartford Foundation
for Public Giving
I Am a Philanthropist
Adams & Knight**

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Creative Director
Art Director
Copywriter
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**Don Carter
Aimee Chanin
Jill Memery
Derek Dudek,
Silvia Almada,
Herb Emanuelson**

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*Lack of information frustrating your decision making process?
Discouraged by difficulties with generating business growth?
Under pressure to deliver results with economic impact on time and under budget?*

Collaborate with CERC today.

CERC has objective research expertise and data to analyze local and global issues, from identifying industries with the best growth prospects to understanding market dynamics, economic trends and industry shifts.

CERC also has comprehensive insight and capabilities with economic development marketing that leverages complementary efforts, enhances consistent outreach and maximizes budgets.



Connecticut
Economic
Resource Center

A network diagram consisting of several teal circles of varying sizes connected by thin teal lines, representing a collaborative network. The circles are arranged in a roughly triangular shape, with one large circle at the top right and several smaller ones below and to the left.

Collaboration at work

Call 860-571-7136

| E-mail info@cerc.com

| Connect @CERCInc


See the CT Economic Review included with this presentation for facts and statistics that reflect the many benefits of living and doing business in our state.

AD CLUB CT



**B2B MAGAZINE
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B2B MAGAZINE – SINGLE

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS. 



HE FLEW THROUGH FOG ALMOST AS THICK AS AN FAA REGULATIONS BOOK.

Rear Admiral Richard E. Byrd didn't know what was coming – heck, he couldn't even see the ground. But his goal was to reach the North Pole. And he found a way to make it happen. That's the attitude we admire at NBAA. It's why we've compiled hundreds of resources for our members. So whether it's higher profits, greater efficiency or more customer visits, we monitor the conditions so you can keep your sights set on your goals. Because business aviation enables people to reach places they otherwise couldn't. And at NBAA, we enable business aviation.

Join us at naaa.org/join.

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He Flew
Barnstorm Group

Creative Directors
Art Director
Copywriters

Michael Feinberg, Wayne Waaramaa
Wayne Waaramaa
Michael Feinberg, James Doucette,
Wayne Waaramaa
Lynne Talbot

Agency Producer

B2B MAGAZINE – SINGLE



Advertiser/Client
Title of Entry
Company/Agency

NBAA
Crossing
Barnstorm Group

Creative Directors
Art Director
Copywriters

Michael Feinberg, Wayne Waaramaa
Wayne Waaramaa
Michael Feinberg, James Doucette,
Wayne Waaramaa
Lynne Talbot

Agency Producer

B2B MAGAZINE – SINGLE

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS. 



WHEN WOMEN HAD NO BUSINESS FLYING,
SHE MADE FLYING HER BUSINESS.

Neta Snook was a trailblazer. The first woman aviator in Iowa. The first woman to run her own aviation business and commercial airfield. Oh, and she taught Amelia Earhart to fly. Though forgotten by some, her achievements are remembered by us. With that same tenacious spirit, we've compiled hundreds of resources to help our members achieve their goals. From greater efficiency to more customer visits, NBAA helps you trail blaze your way to new frontiers. Because business aviation enables greater success. And at NBAA, we enable business aviation.

Join us at nbaa.org/join.

Advertiser/Client
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Company/Agency

NBAA
When Women
Barnstorm Group

Creative Directors
Art Director
Copywriters

Michael Feinberg, Wayne Waaramaa
Wayne Waaramaa
Michael Feinberg, James Doucette,
Wayne Waaramaa
Lynne Talbot

Agency Producer

B2B MAGAZINE – SINGLE



A MULTI-SPECTRAL, HIGH-DEF, COMBINED VISION SYSTEM. IN A WORD, AMAZING.



For unsurpassed situational awareness, we present FalconEye. Available for the SX, this remarkable breakthrough provides an extremely high-precision guidance system that ensures greater flight safety and operational capabilities. For air-to-air lock of the outside world even in the worst weather conditions and in the dead of night, it's FalconEye.

Falcon 8X

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DASSAULT FALCON ENGINEERED WITH PASSION

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Dassault Falcon
Multi-spectral
Barnstorm Group

Creative Director
Art Director
Copywriters
Agency Producer
Other

Wayne Waaramaa
Wayne Waaramaa
Michael Feinberg,
Wilfrid Buch
Hugo Kerr

2016

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Three sharpened pencils are arranged horizontally in the center of the image. They are light brown or tan in color and have dark, pointed tips. The background is a solid, dark grey color. The text 'B2B MAGAZINE SERIES' is overlaid in the center of the pencils.

**B2B MAGAZINE
SERIES**

B2B MAGAZINE – SERIES

ASSOCIATED TO HELPING BUSINESS ADDRESS ITS MARKET GOALS. NBAA

CROSSING THE ATLANTIC WAS EASY
COMPARED TO NAVIGATING CONGRESS.

When "Lucky" Lindbergh made his transatlantic crossing, he didn't have to deal with an ocean of congressional wrangling (much less what they called "Lucky"). The prevailing wind blew in his favor. But today, those winds have changed. Flying his business is more complicated than ever. Luckily, there's NBAA. We're made a home on the Hill, so that our members can make a landing in the sky. Because business aviation enables economic growth. And at NBAA, we enable business aviation.

Join us at nbaa.org/join.

ASSOCIATED TO HELPING BUSINESS ADDRESS ITS MARKET GOALS. NBAA

WHEN WOMEN HAD NO BUSINESS FLYING,
SHE MADE FLYING HER BUSINESS.

Helen Dethlefs was a trailblazer. The first woman aviator in Iowa. The first woman to run her own aviation business and command an aircraft. She and her partner traveled together by "Froggy" together to earn. Her achievements are remembered as a role for women everywhere. And at NBAA, we're committed to helping our members achieve their goals. From greater efficiency to more customer value, NBAA helps you find better ways to fly. Because business aviation enables greater success. And at NBAA, we enable business aviation.

Join us at nbaa.org/join.

ASSOCIATED TO HELPING BUSINESS ADDRESS ITS MARKET GOALS. NBAA

HE FLEW THROUGH FOG ALMOST AS
THICK AS AN FAA REGULATIONS BOOK.

Now Arthur Pillsbury, Sr. (AP) knows what was coming – fog. He didn't know how to see the ground. But his goal was to reach the North Pole. And he found a way to make it happen. That's the spirit we address at NBAA. It's not an easy feat. But we're committed to helping our members. So whether it's longer routes, greater efficiency or more customer value, we provide the conditions you can keep your flight on, any day. Because business aviation enables people to reach places they otherwise couldn't. And at NBAA, we enable business aviation.

Join us at nbaa.org/join.

ASSOCIATED TO HELPING BUSINESS ADDRESS ITS MARKET GOALS. NBAA

THE OBSTACLES IN THEIR FLIGHT PATH
WERE GREATER THAN ANY STORM.

For Andrew's aviation partners, the skies were a dangerous place. But Andrew sought to change all that. He became one of our country's first African American pilots and flight instructors – paving the way for future business leaders. Andrew's long career is a testament to our members. It's not an easy feat. But we're committed to helping our members. So whether it's longer routes, greater efficiency or more customer value, we provide the conditions you can keep your flight on, any day. Because business aviation enables greater opportunities. And at NBAA, we enable that new aviation.

Join us at nbaa.org/join.

ASSOCIATED TO HELPING BUSINESS ADDRESS ITS MARKET GOALS. NBAA

REMEMBER WHEN THE SKIES OFFERED
UNLIMITED POTENTIAL? THEY STILL DO.

When Stephen MacGuffin set one of the first altitude records, he couldn't have imagined where the bar would set when it came to business aviation. Today, it's not about how high you can fly, but how long you can stay in the sky. And that's the spirit we address at NBAA. So whether it's longer routes, greater efficiency or more customer value, we provide the conditions you can keep your flight on, any day. Because business aviation enables greater potential. And at NBAA, we enable business aviation.

Join us at nbaa.org/join.

Advertiser/Client
Title of Entry
Company/Agency
Creative Directors

NBAA
Enabling Business Aviation
Barnstorm Group
Wayne Waaramaa,
Michael Feinberg

Art Director
Copywriters

Agency Producer
Other

Wayne Waaramaa
Michael Feinberg,
James Doucette,
Wayne Waaramaa
Lynne Talbot
Christina Anderson

B2B MAGAZINE – SERIES



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Acadia Industry Ad Series
Mason, Inc.

Creative Director
 Art Directors
 Copywriter
 Agency Producer

Richard Gamer
Holly Fiss, Elmer Grubbs
Richard Gamer
Susan Temple

B2B MAGAZINE – SERIES




OE-MATCHING & READY-TO-INSTALL
No Programming Required

OE SENSOR REPLACEMENT – PERFECT
(GRILL KNOB REPLACEMENT – NOT SO HOT)

When your OE TPMS sensor fails, there's only one replacement brand you need to know: Standard®. With over 90% coverage and OE matching, direct fit TPMS sensors that can be OE returned or ID-closed, Standard® is the perfect TPMS solution for you and your customers.

standardbrand.com

STANDARD TPMS
The Original Replacement



OE-MATCHING & READY-TO-INSTALL
No Programming Required

OE SENSOR REPLACEMENT – PERFECT
(KNEE REPLACEMENT – BAD IDEA)

When your OE TPMS sensor fails, there's only one replacement brand you need to know: Standard®. With over 90% coverage and OE matching, direct fit TPMS sensors that can be OE returned or ID-closed, Standard® is the perfect TPMS solution for you and your customers.

standardbrand.com

STANDARD TPMS
The Original Replacement



OE-MATCHING & READY-TO-INSTALL
No Programming Required

OE SENSOR REPLACEMENT – PERFECT
(GUITAR PEG REPLACEMENT – OFF KEY)

When your OE TPMS sensor fails, there's only one replacement brand you need to know: Standard®. With over 90% coverage and OE matching, direct fit TPMS sensors that can be OE returned or ID-closed, Standard® is the perfect TPMS solution for you and your customers.

standardbrand.com

STANDARD TPMS
The Original Replacement



OE-MATCHING & READY-TO-INSTALL
No Programming Required

OE SENSOR REPLACEMENT – PERFECT
(FOOSBALL PLAYER REPLACEMENT – BAD CALL)

When your OE TPMS sensor fails, there's only one replacement brand you need to know: Standard®. With over 90% coverage and OE matching, direct fit TPMS sensors that can be OE returned or ID-closed, Standard® is the perfect TPMS solution for you and your customers.

standardbrand.com

STANDARD TPMS
The Original Replacement

Advertiser/Client
Title of Entry
Company/Agency
Creative Director
Art Directors

Standard Motor Products
The Original Replacement campaign
TFI Envision, Inc.
Elizabeth P. Ball
Roy Barker, Mary Ellen Butkus

Designer
Illustrator
Copywriter
Photography
Production Artists

Mary Ellen Butkus
Mark Hatfield
Aimee Silk
Russell Smith, stock
Cindy Emmert,
Richard Wall



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**RADIO COMMERCIALS
SINGLE**

RADIO COMMERCIALS - SINGLE



Advertiser/Client

**CT Dept. of Mental Health
& Addiction Services**

Title of Entry

Marie

Company/Agency

Cronin and Company

Creative Director

Wayne Raicik

Copywriter

Wayne Raicik

Agency Producer

Wayne Raicik

AD CLUB CT

2016

RADIO COMMERCIALS - SINGLE



Advertiser/Client
Title of Entry
Company/Agency

CT Lottery
Lotteria Grande
The Latino Way

Creative Director
Copywriter
Agency Producer
Others

Carlos Masias
Maria Lino
The Latino Way/Massive Productions
Kendra Eckhart, Matt Berky,
Luz Ramos, Jose Vega

AD CLUB CT

2016

RADIO COMMERCIALS - SINGLE



Advertiser/Client
Title of Entry
Company/Agency

Ion Bank
Extinct
Adams & Knight

Creative Director
Copywriter
Agency Producer
Others

Don Carter
Alan Maislen
Tape Works
Herb Emanuelson

AD CLUB CT

2016

RADIO COMMERCIALS - SINGLE



Advertiser/Client
Title of Entry
Company/Agency

CTfastrak
Stop and Go Syndrome
Mintz + Hoke

Director
Art Director
Copywriter
Others

Grant Sanders
Trevor Dobrowsky
Kevin MacPhee
Matt Berky (Massive Productions),
Ben Cadwell

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2016

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**RADIO COMMERCIAL
SERIES**

RADIO COMMERCIAL – SERIES



Advertiser/Client
Title of Entry

CTfastrak
Driver Ken, Driver Malcolm,
Driver Rhonda

Company/Agency

Mintz + Hoke

Director
Art Director
Copywriter
Others

Grant Sanders
Trevor Dobrowsky
Kevin MacPhee
Matt Berky (Massive Productions),
Ben Cadwell, J.R. Foster

AD CLUB CT

2016

RADIO COMMERCIAL – SERIES



Advertiser/Client
Title of Entry
Company/Agency

COMIX Mohegan Sun
COMIX Mohegan Sun
Mintz + Hoke

Director
Art Director
Copywriter
Others

Grant Sanders
Brett Pinedo
Kevin MacPhee
Matt Berky (Massive Productions),
Kolbe Fitzgerald, Scott Clouser

AD CLUB CT

2016

RADIO COMMERCIAL – SERIES



Advertiser/Client	Hartford Healthcare	Creative Director	Pat Dugan
Title of Entry	Headache Center Campaign	Art Director	Don Carter
Company/Agency	Adams & Knight	Copywriter	Pat Dugan
		Agency Producer	Eric Levesque
		Others	Reem Nouh, Andrea Farrell

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2016



iHeartMEDIA

ALL THE HITS
KISS 95-7

the
River 105.9

COUNTRY
92-5

97-9 FM
ESPN

NEWS RADIO 1410
WPOP
HARTFORD'S NEWS, WEATHER & TRAFFIC

ESPN
((RADIO))
1300

CONNECTICUT'S
KC 101
KC101.COM

100.9
THE BEAT
NEW HAVEN'S HIP HOP & R&B

NEW HAVEN'S NEWS/TALK
FOX NEWS 960 WELI

With over a quarter of a billion monthly listeners in the U.S. iHeartMedia has the largest reach of any radio and television outlet in America.

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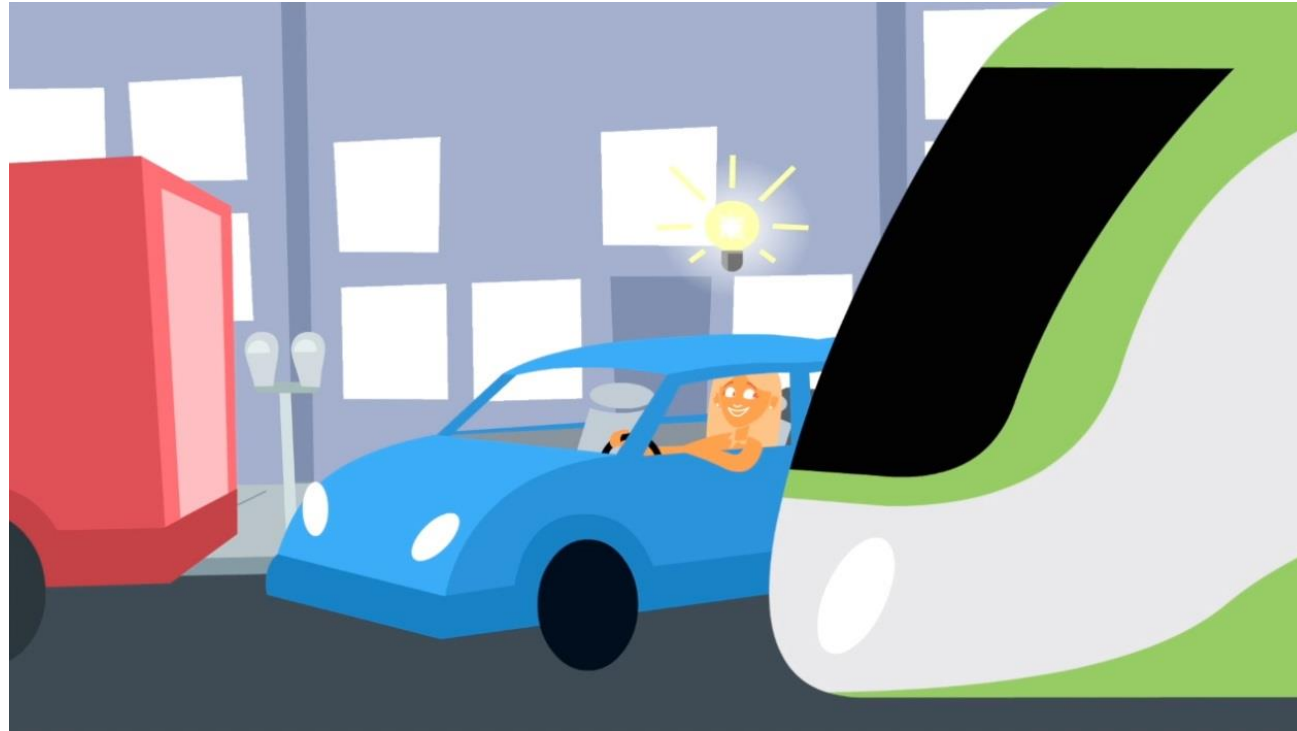
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**TELEVISION
COMMERCIALS
SINGLE
UNDER \$10,000**

TELEVISION COMMERCIALS – SINGLE UNDER \$10,000



Advertiser/Client
Title of Entry
Company/Agency

CTfastrak
Liz
Mintz + Hoke

Creative Director
Art Director
Copywriter
Agency Producers

Grant Sanders
Trevor Dobrowsky
Kevin MacPhee
Matt Berky, Hero 4 Hire,
Brenda Maggio
Ben Cadwell, J. R. Foster

Others

AD CLUB CT

2016



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**62nd Annual
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TELEVISION COMMERCIALS – SINGLE UNDER \$10,000



Advertiser/Client
Title of Entry
Company/Agency

CTfastrak
Natalie
Mintz + Hoke

Creative Director
Art Director
Copywriter
Agency Producers

Grant Sanders
Trevor Dobrowsky
Kevin MacPhee
Matt Berky, Hero 4 Hire,
Brenda Maggio
Ben Cadwell, J. R. Foster

Others



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**62nd Annual
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TELEVISION COMMERCIALS – SINGLE UNDER \$10,000



Advertiser/Client
Title of Entry
Company/Agency

Frontier
Couch
Mintz + Hoke

Creative Director
Art Director
Copywriter
Agency Producers

Grant Sanders
Brett Pinedo
Kevin MacPhee
Matt Berky, Ironik Design,
Brenda Maggio
Ben Cadwell, J. R. Foster

Others



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TELEVISION COMMERCIALS – SINGLE UNDER \$10,000



Advertiser/Client
Title of Entry
Company/Agency

Frontier
Outlet
Mintz + Hoke

Creative Director
Art Director
Copywriter
Agency Producers

Grant Sanders
Brett Pinedo
Kevin MacPhee
Matt Berky, Ironik Design,
Brenda Maggio
Ben Cadwell, J. R. Foster

Others



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**TELEVISION
COMMERCIALS
SINGLE
\$10,000-\$50,000**

TELEVISION COMMERCIALS – SINGLE \$10,000-\$50,000



Advertiser/Client	UCONN Athletics
Title of Entry	Geno "Lord of the Rings"
Company/Agency	GO MEDIA

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TELEVISION COMMERCIALS – SINGLE \$10,000-\$50,000



Advertiser/Client
Title of Entry
Company/Agency

Ion Bank
Theater TV
Adams & Knight

Creative Director
Art Director
Copywriter
Agency Producer
Others

Don Carter
Don Carter
Alan Maislen
Anchor Point
Silvia Almada,
Herb Emanuelson



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**62nd Annual
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TELEVISION COMMERCIALS – SINGLE \$10,000-\$50,000



Advertiser/Client
Title of Entry
Company/Agency

CT Sun WNBA
Watch Us Work 2016
Adams & Knight

Creative Director
Art Director
Copywriter
Agency Producers

Bill Knight
Eric Panke
Pat Dugan
Courtney Beyer, Eric Levesque,
Union Productions
Jim Frawley

Other



AD CLUB CT

**62nd Annual
Awards Show**



**TELEVISION
COMMERCIALS
SINGLE
OVER \$50,000**

TELEVISION COMMERCIALS – SINGLE OVER \$50,000



Advertiser/Client
Title of Entry
Company/Agency

Amica Mutual Insurance Company
Reach Out
Cronin and Company

Creative Director
Art Director
Copywriter
Agency Producer

Steve Wolfberg
Martin Walsh
Paula Catanese
Lester Ayala



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**62nd Annual
Awards Show**

TELEVISION COMMERCIALS – SINGLE OVER \$50,000



Advertiser/Client
Title of Entry

Liberty Bank
Find Your Confident Place
(Brand)

Company/Agency

Cronin and Company

Creative Director
Art Director
Copywriter

Steve Wolfberg
Martin Walsh
Steve Wolfberg,
Michael Feinberg

Agency Producers

Lester Ayala

AD CLUB CT

2016



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**62nd Annual
Awards Show**

TELEVISION COMMERCIALS – SINGLE OVER \$50,000



Advertiser/Client
Title of Entry
Company/Agency

Hartford Healthcare
Connect to Healthier
Adams & Knight

Creative Director
Art Director
Copywriter
Agency Producers
Others

Pat Dugan
Don Carter
Pat Dugan
Courtney Beyer, Andrea Farrell
Reem Nouh, Andrea Farrell

AD CLUB CT

2016



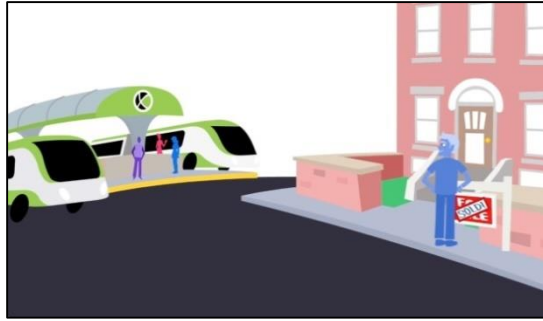
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**62nd Annual
Awards Show**



**TELEVISION
COMMERCIALS
SERIES
\$10,000-\$50,000**

TELEVISION COMMERCIALS – SERIES \$10,000-\$50,000



Advertiser/Client
Title of Entry
Company/Agency

CTfastrak
Adam, Mitch, Leonard
Mintz + Hoke

Creative Director
Art Director
Copywriter
Agency Producers

Others

Grant Sanders
Trevor Dobrowsky
Kevin MacPhee
Matt Berky, Hero 4 Hire,
Brenda Maggio
Ben Cadwell, J. R. Foster



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**62nd Annual
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TELEVISION COMMERCIALS – SERIES \$10,000-\$50,000



Advertiser/Client
Title of Entry
Company/Agency

Nutmeg State Financial Credit Union
The Banking Game
GO MEDIA



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**62nd Annual
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TELEVISION COMMERCIALS – SERIES \$10,000-\$50,000



Advertiser/Client
Title of Entry
Company/Agency

Hospital for Special Care
We Rebuild Lives Campaign
Mason, Inc.

Creative Director
Art Directors
Copywriter
Agency Producer
Other

Richard Gamer
Holly Fiss, Elmer Grubbs
Richard Gamer
Susan Temple
Alec Asten



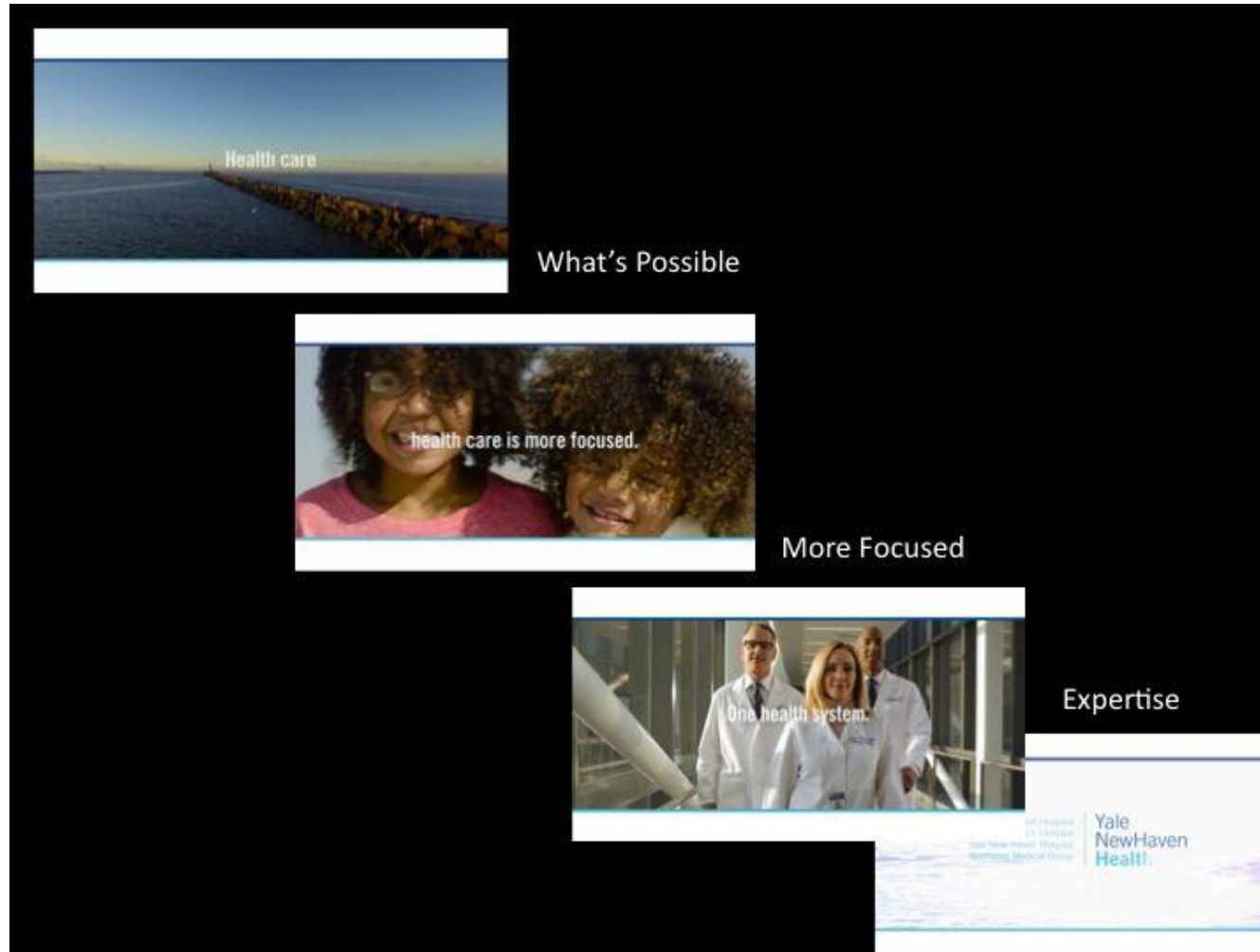
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**62nd Annual
Awards Show**



**TELEVISION
COMMERCIALS
SERIES
OVER \$50,000**

TELEVISION COMMERCIALS – SERIES OVER \$50,000



Advertiser/Client
Title of Entry
Company/Agency

Yale New Haven Health
Brand Launch
Mason, Inc.

Creative Director
Art Director
Copywriter
Agency Producer
Other

Richard Gamer
Holly Fiss
Richard Gamer
Jake Kahn
Gnarly Bay Productions



AD CLUB CT

**62nd Annual
Awards Show**

TELEVISION COMMERCIALS – SERIES OVER \$50,000



Advertiser/Client
Title of Entry
Company/Agency

Liberty Bank
Find Your Confident Place
Cronin and Company

Creative Director
Art Director
Copywriters

Agency Producer

Steve Wolfberg
Martin Walsh
Steve Wolfberg,
Michael Feinberg
Lester Ayala



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**62nd Annual
Awards Show**



STEPHEN M. TURNER
Computer Graphic Designer

steve.m.turner@cox.net | 203 · 910 · 1813

AD CLUB CT



VIDEO

VIDEO



Advertiser/Client

**CT Dept. of Mental Health
& Addiction Services**

Creative Director

Wayne Raicik

Title of Entry

Kathy

Art Director

Wayne Raicik

Company/Agency

Cronin and Company

Copywriter

Wayne Raicik

Other

Pat Kiniry, Martin Walsh



AD CLUB CT

**62nd Annual
Awards Show**

VIDEO



Advertiser/Client
Title of Entry
Company/Agency

Liberty Bank
I am Danielle
Cronin and Company

Creative Director
Art Director
Copywriters
Other

Wayne Raicik
Wayne Raicik
Wayne Raicik
Pat Kiniry

AD CLUB CT

2016



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**62nd Annual
Awards Show**

VIDEO



Advertiser/Client
Title of Entry
Company/Agency

Governor's Prevention Partnership
Power of You
GO MEDIA

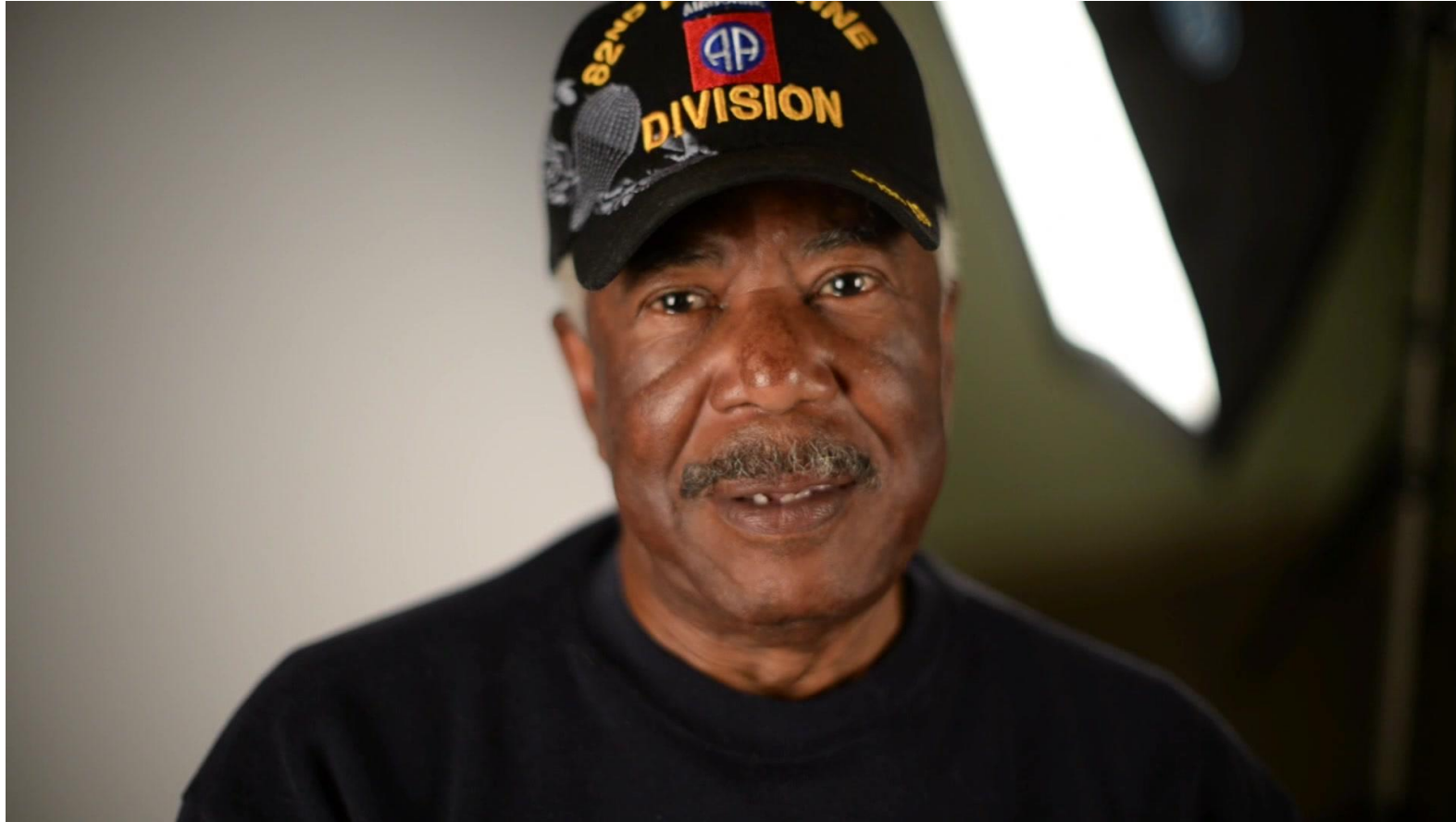
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**62nd Annual
Awards Show**

VIDEO



Advertiser/Client

**CT Dept. of Mental Health
& Addiction Services**

Title of Entry

John

Company/Agency

Cronin and Company

Creative Director

Wayne Raicik

Art Director

Wayne Raicik

Copywriter

Wayne Raicik

Others

Pat Kiniry, Martin Walsh

AD CLUB CT

2016



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**62nd Annual
Awards Show**

VIDEO



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

Stubborn Beauty Brewing Company
Stubborn Beauty Brewing Company
Cronin and Company
Wayne Raicik

Art Directors
Copywriter
Agency Producer
Directors

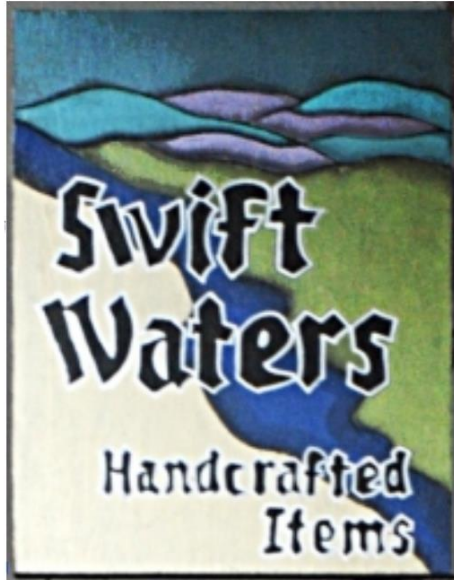
Other:

Wayne Raicik, Pat Kiniry
Paul Catanese
Stephanie Sammann
Stephanie Sammann,
Kristen Ganci
Motion Graphics



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Handcrafted Gifts & Wares

*pottery ~ jewelry
paintings ~ prints
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knitted, felted, and sewn clothing,
and yarns
wooden toys
and much more*

Swift Waters Artisans' Co-operative

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Shop local!

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**CORPORATE DESIGN
LOGO DESIGN**

CORPORATE DESIGN – LOGO DESIGN



Advertiser/Client
Title of Entry
Company/Agency

Fidelco
Fidelco Brand
Mintz + Hoke

Creative Director
Art Director
Copywriter
Others

Grant Sanders
Natasha Rethke
Carla Preli
Rena Astle, J. R. Foster

AD CLUB CT

2016

CORPORATE DESIGN – LOGO DESIGN



Advertiser/Client
Title of Entry
Company/Agency
Creative Director
Designer

Scully Land Design
Scully Land Design Logo
Julia Balfour, LLC
Julia Balfour
Julia Balfour

AD CLUB CT

2016

CORPORATE DESIGN – LOGO DESIGN



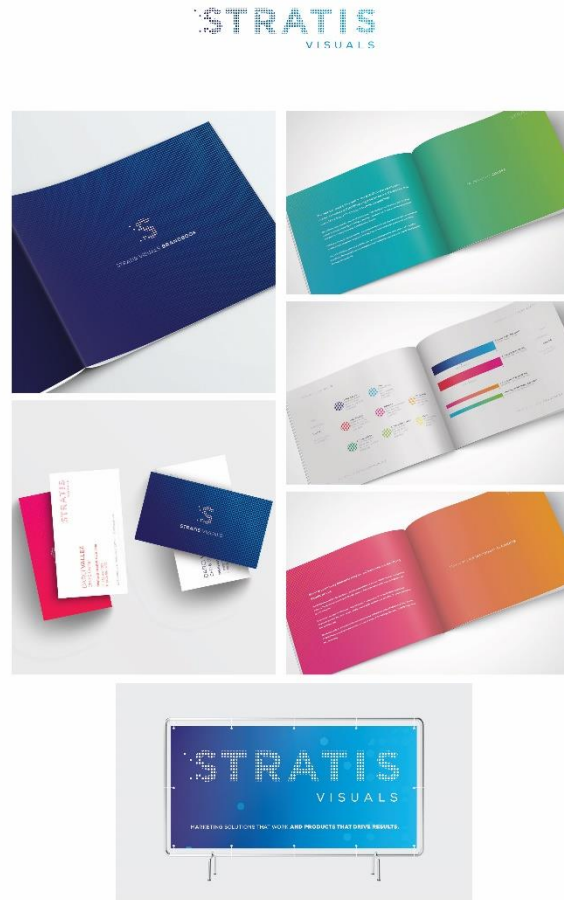
Advertiser/Client
Title of Entry
Company/Agency
Creative Director
Art Director

Donna Corey Accounting + Tax Services
Donna Corey logo
Kevin Hall Design
Kevin Hall
Kevin Hall

AD CLUB CT

2016

CORPORATE DESIGN – LOGO DESIGN



Advertiser/Client
Title of Entry
Company/Agency

Stratis Visuals
Logo
GO MEDIA



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BERNADETTE
GRECKI

*Consultant
Marketing Communications &
Advertising*

131 Platt Avenue
Norwich, CT 06360

(860) 857-9503

bgrecki@yahoo.com



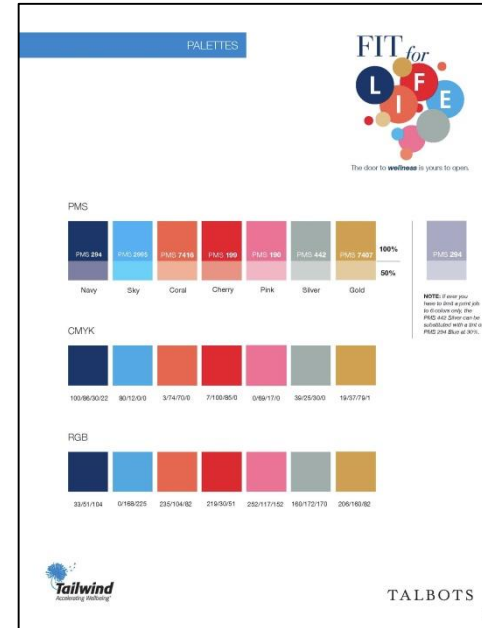
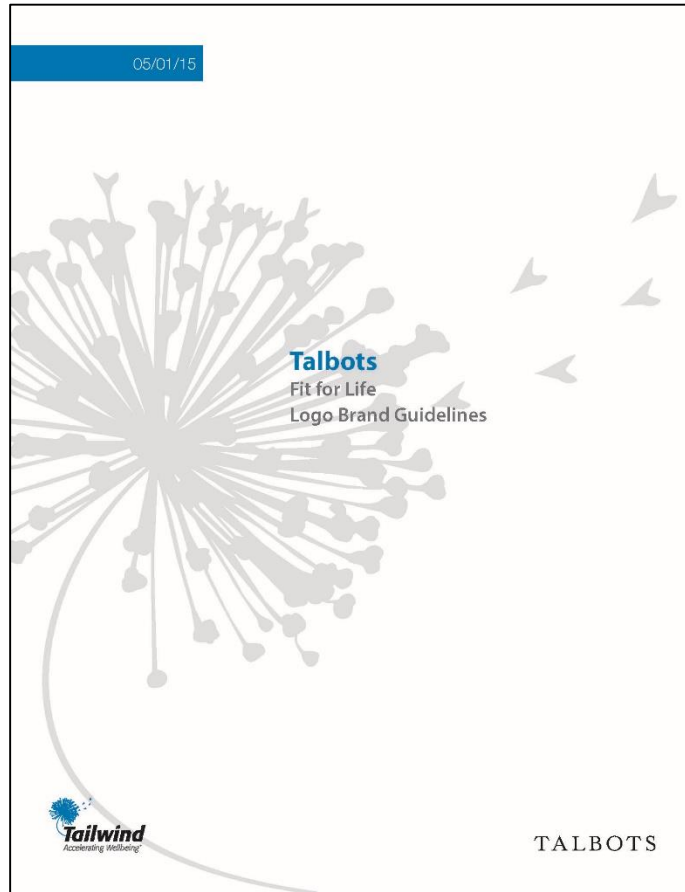
Cut along dotted
line and save

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**CORPORATE DESIGN
IDENTITY SYSTEM**

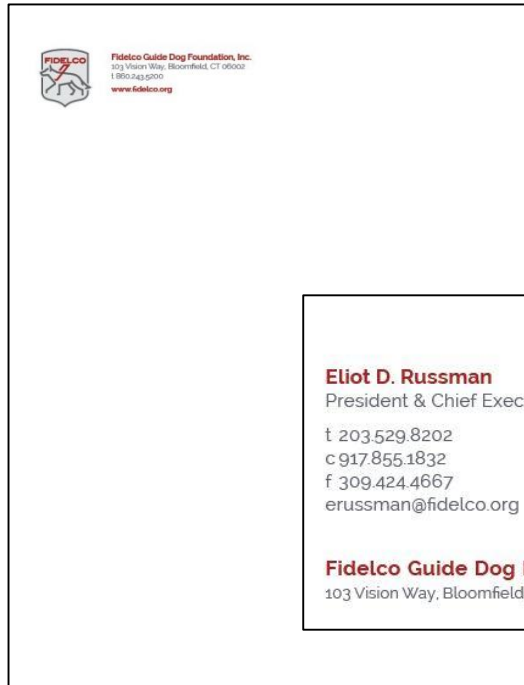
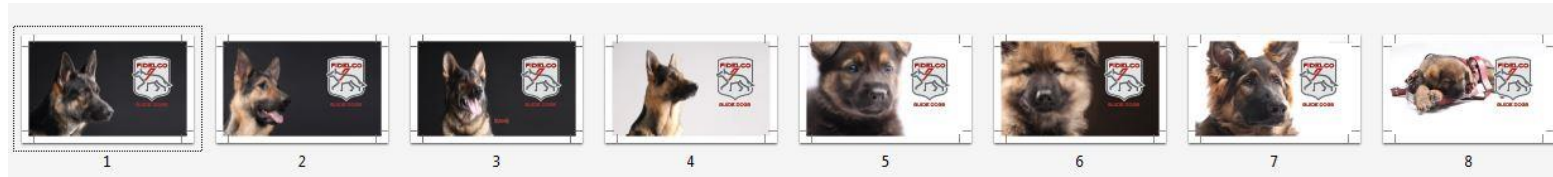
CORPORATE DESIGN – IDENTITY SYSTEM



Advertiser/Client
 Title of Entry
 Company/Agency
 Creative Director

Talbots
Talbots Fit for Life Brand Guidelines
Tailwind – a division of Cigna Creative Services
Lisa Cushman

CORPORATE DESIGN – IDENTITY SYSTEM



Advertiser/Client
Title of Entry

Fidelco
Fidelco Business Cards,
Folders, Letterhead

Company/Agency

Mintz + Hoke

Creative Director
Art Directors

Grant Sanders
Natasha Rethke, Glen Snowden,
Kaitlin Turley, Judy Eckstrom

Copywriter
Others

Carla Preli
Rena Astle, J. R. Foster,
Natasha Rethke



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**62nd Annual
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Three sharpened pencils are arranged horizontally in the center of the image. They are light brown or tan in color and have dark, pointed tips. The background is a solid, dark grey color. The text 'PACKAGING DESIGN SERIES' is overlaid in the center of the pencils.

**PACKAGING DESIGN
SERIES**

PACKAGING DESIGN – SERIES



Advertiser/Client
Title of Entry
Company/Agency

Prestone Products Corp.
Prestone Triple Seal Protection
TFI Envision, Inc.

Creative Director
Art Director, Designer
Copywriter
Production Artists

Elizabeth P. Ball
Mary Ellen Butkus
Client
Cindy Emmert,
Richard Wall



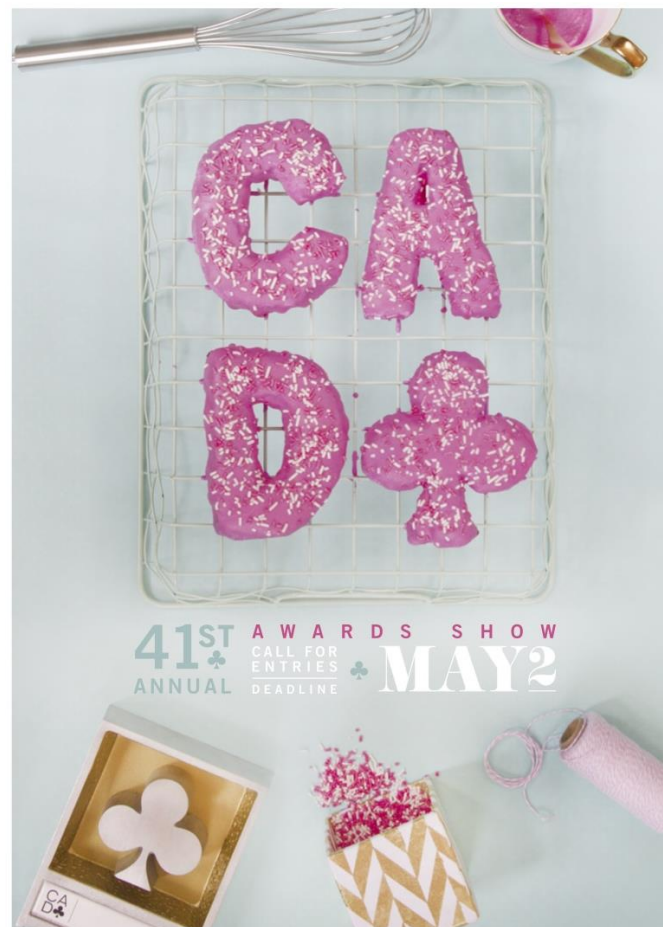
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**62nd Annual
Awards Show**



**CONSUMER
DIRECT MAIL
SINGLE PIECE**

CONSUMER DIRECT MAIL – SINGLE PIECE



Advertiser/Client
Title of Entry
Company/Agency

CT Art Directors Club
CADC Show Invite
Julia Balfour, LLC

Creative Director
Designers

Julia Balfour
Julia Balfour,
Holly Johnson

CONSUMER DIRECT MAIL – SINGLE PIECE

A MESSAGE OF HOPE

NEWMAN'S OWN FOUNDATION
HAS HOPE IN HIGH HOPES THERAPEUTIC RIDING

The Newman's Own Foundation has promised to donate \$25,000 to High Hopes if we meet this challenge: we need to raise \$50,000 in unrestricted contributions by June 30, 2016. The Foundation supports our mission to improve the lives of people with disabilities through riding and equine-assisted activities. Your gift keeps our horses happy and healthy, our facilities in top condition, our instructors well-trained, and our participants riding safely. Let's meet the Newman's Own Foundation challenge and #sharehighhopes.

HELP US MEET OUR CHALLENGE & BRING HOPE TO HIGH HOPES

THANK YOU FOR YOUR KINDNESS & GENEROSITY, LOVE, THE HIGH HOPES TEAM



#SHAREHIGHHOPES
JOIN THE MOVEMENT, HERE'S HOW:

- 1 **TAKE A PHOTO.**
Take a photo of someone or something that gives you hope with the #sharehighhopes poster included (on the back). It can be a selfie, a pic with friends, family or a favorite pet.
- 2 **SHARE WITH THE WORLD!**
Share your picture and your story of hope on Facebook, Twitter, or Instagram. Be sure to include @highhopes (High Hopes Therapeutic Riding) and use #sharehighhopes.
- 3 **SOCIAL MEDIA SHY?**
If you're social media shy, that's OK! Just email your photo and story to hinfo@highhopes.org.
- 4 **MAKE A SPECIAL GIFT.**
Show your support of High Hopes. We've included a tear-off donation sheet and envelope. You can also visit highhopes.org/donate.

GIVE THE GIFT OF HOPE. DONATE NOW TO SUPPORT THE 1,700 PARTICIPANTS & FAMILIES OF HIGH HOPES.



CULLEN HAS HIGH HOPES

In the past two years, this small but mighty five-year-old with a magnificent spirit has progressed from crawling, to a walker, to poles, to supervised and unassisted walking. Cullen believes he will run and that he will run fast. Asked which jungle animal he would be, he chose the cougar! When riding, he moves as quickly and fluidly as his peers. Riding at High Hopes helps Cullen build core strength and boosts his confidence for the hurdles ahead.

PHOTO CREDIT: HOWARD MARGULES

GIVE A GIFT OF HOPE TODAY
RETURN THIS TEAR-OFF CARD IN THE ENCLOSED ENVELOPE OR MAKE A DONATION ONLINE AT HIGHHOPESTRK.ORG

YES! I WANT TO BRING HOPE TO SOMEONE LIKE CULLEN

PLEASE ACCEPT MY GIFT OF \$ _____

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ EMAIL _____

PLEASE MAKE CHECKS PAYABLE TO HIGH HOPES THERAPEUTIC RIDING

VISA MASTERCARD AMEX DISCOVER

CARD# _____ EXP. DATE _____

CVC CODE _____

SIGNATURE _____

YOUR SUPPORT CAN CHANGE THEIR WORLD
Your donation helps us cover nearly 80% of our costs so that our programs remain affordable for the men, women, and children we serve.

GIVE THE GIFT OF HOPE TO OUR PARTICIPANTS

WHAT DOES HOPE MEAN TO YOU?

HOPE MEANS

HEALING EMOTIONAL SCARS **BUILDING PHYSICAL STRENGTH**

TAKING RISKS WITHOUT FEAR **RISKS OF FAILURE**

FORMING BONDS OF UNCONDITIONAL ACCEPTANCE **OVERCOMING OBSTACLES AND CHALLENGES**

HOPE IS A WORD WITH SO MANY MEANINGS

Advertiser/Client
Title of Entry
Company/Agency

High Hopes Therapeutic Riding
Newman's Own Challenge Brochure
Julia Balfour, LLC

Creative Director
Designer, Illustrator
Agency Producer

Julia Balfour
Holly Johnson
Caitlin Monahan

AD CLUB CT 2016

CONSUMER DIRECT MAIL – SINGLE PIECE



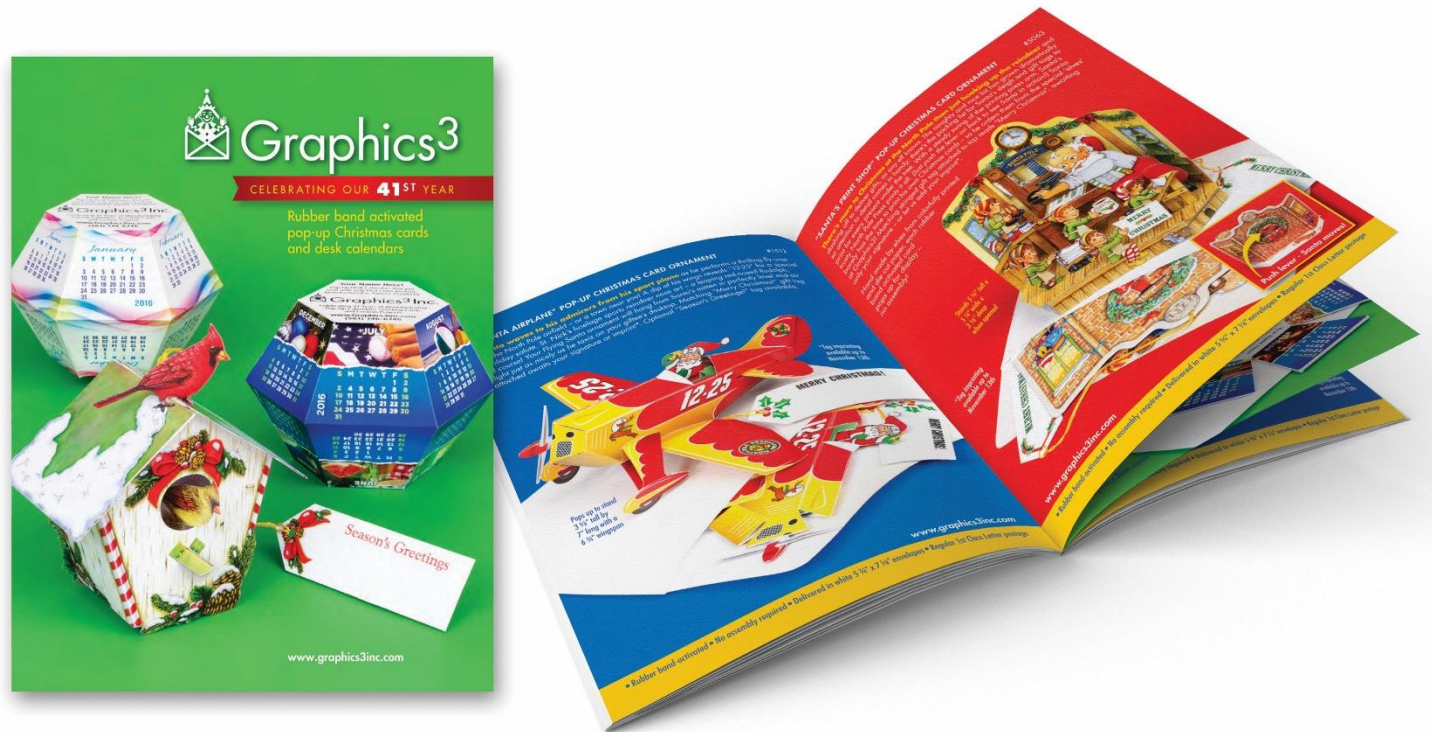
Advertiser/Client
Title of Entry
Company/Agency

High Hopes Therapeutic Riding
Gallop Invite
Julia Balfour, LLC

Creative Director
Designer
Illustrator
Agency Producer

Julia Balfour
Julia Balfour
Holly Johnson
Caitlin Monahan

CONSUMER DIRECT MAIL – SINGLE PIECE



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

Graphics 3, Inc.
2016 Catalog
TFI Envision, Inc.
Elizabeth P. Ball

Art Director/Designer
Copywriter
Photography
Production Artist

Elizabeth P. Ball
Bob Herlin
Jeff Weir
Cindy Emmert

AD CLUB CT 2016



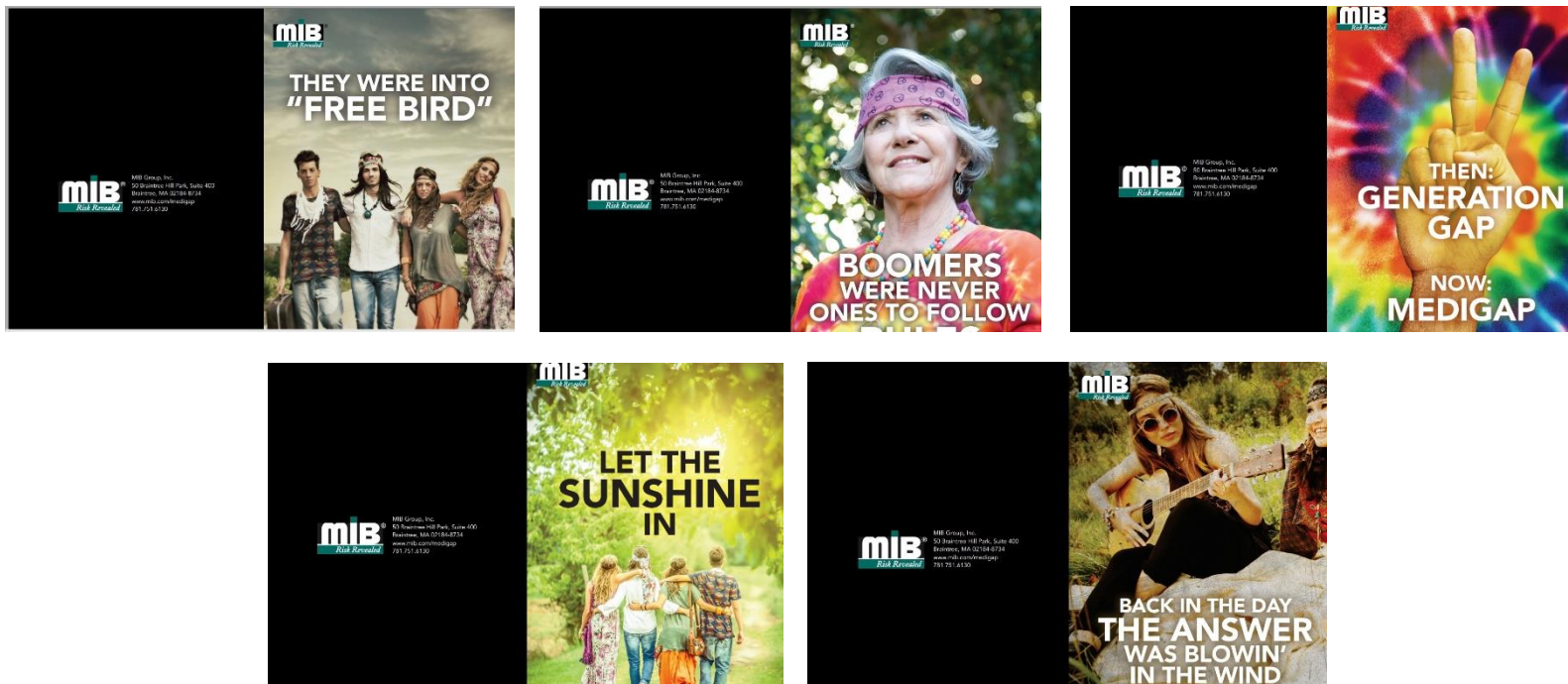
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**B2B DIRECT MAIL
SERIES**

B2B DIRECT MAIL – SERIES



Advertiser/Client
Title of Entry
Company/Agency

MIB Group, Inc.
Generation Gap
Adams & Knight

Creative Director
Copywriter
Others

Don Carter
Alan Maislen
Marc McFarland, Jim Frawley



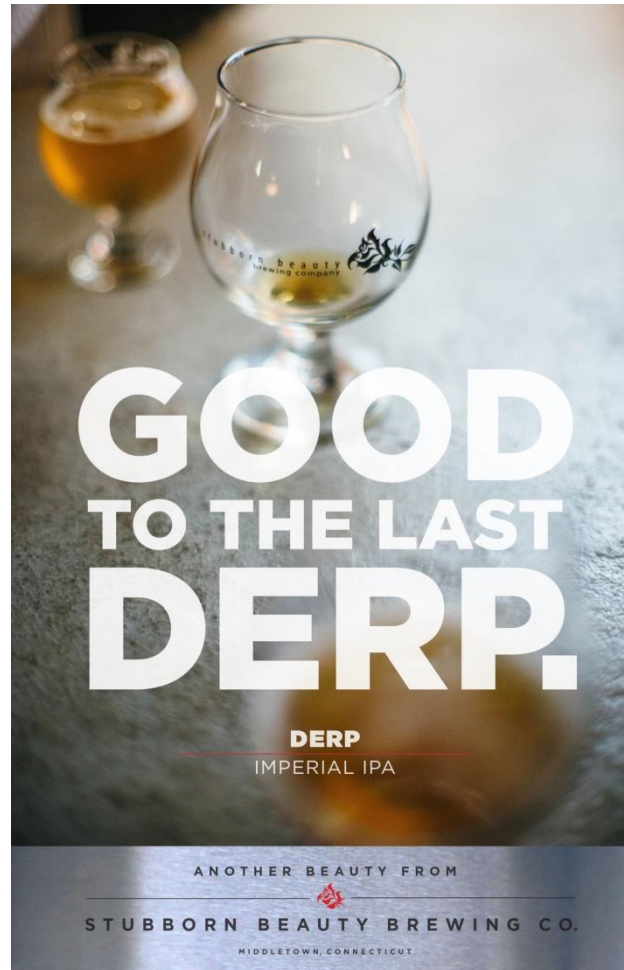
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**62nd Annual
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**POSTERS
SINGLE**

POSTERS – SINGLE



Advertiser/Client
Title of Entry
Company/Agency

Stubborn Beauty Brewing Company
To the Last Derp
Cronin and Company

Creative Director
Art Directors

Wayne Raicik
Wayne Raicik,
Pat Kiniry

Copywriter and
Photography

Pat Kiniry

AD CLUB CT 2016

POSTERS – SINGLE



Advertiser/Client
Title of Entry
Company/Agency

Stubborn Beauty Brewing Company
Hold On To Your Lederhosen
Cronin and Company

Creative Director
Art Directors

Copywriter
Photography

Wayne Raicik
Wayne Raicik,
Pat Kiniry
Paul Catanese
Pat Kiniry

POSTERS – SINGLE



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

University of CT
We are U - Curiosity
Cronin and Company
Wayne Raicik

Art Director
Copywriter
Others

Photography

Kristen Ganci
John Smirnoff
Jeff Stoner, Lisa Crawford,
Jodi Ciarleglio, Hope Jones
Pat Kiniry

POSTERS – SINGLE



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

Keystone House, Inc.
Derby Even Party Hat Contest
TFI Envision, Inc.
Elizabeth P. Ball

Art Director
Designer and
Illustrator
Copywriter
Production Artist

Elizabeth P. Ball
Clare Zisek
Elizabeth P. Ball
Clare Zisek

AD CLUB CT

2016



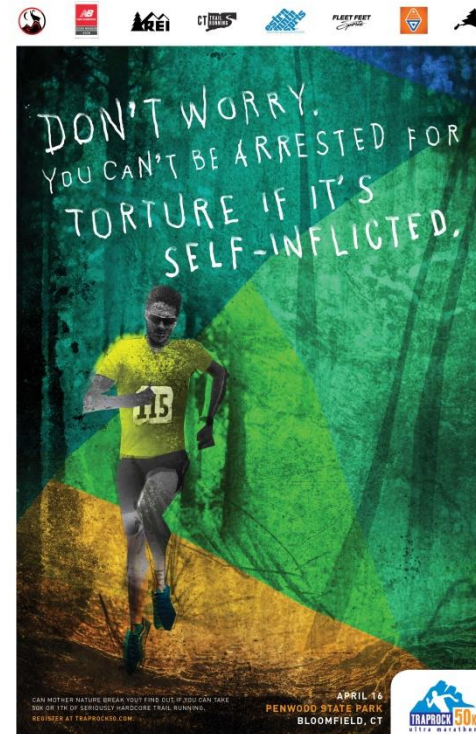
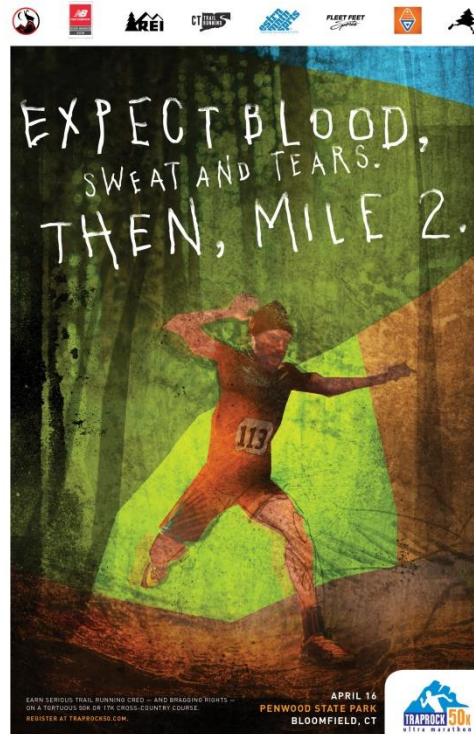
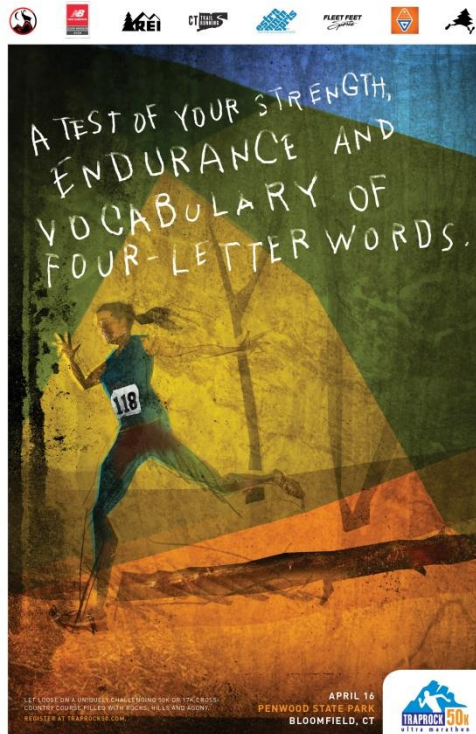
AD CLUB CT

**62nd Annual
Awards Show**

Three sharpened pencils are arranged horizontally in the center of the image. They are light-colored with dark tips. The background is a dark, solid color. The text 'POSTERS SERIES' is overlaid in the center in a white, bold, serif font.

**POSTERS
SERIES**

POSTERS – SERIES



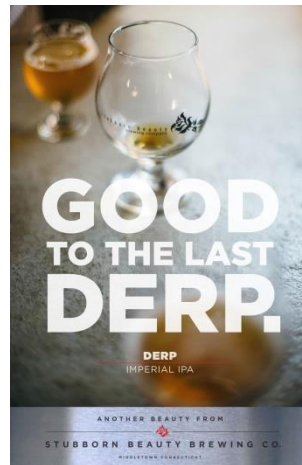
Advertiser/Client
Title of Entry
Company/Agency

Traprock
50K Ultramarathon Poster Series
Adams & Knight

Creative Director
Art Director
Copywriter
Illustrator

Pat Dugan
Eric Panke
Pat Dugan
Eric Panke

POSTERS – SERIES



Advertiser/Client
Title of Entry
Company/Agency

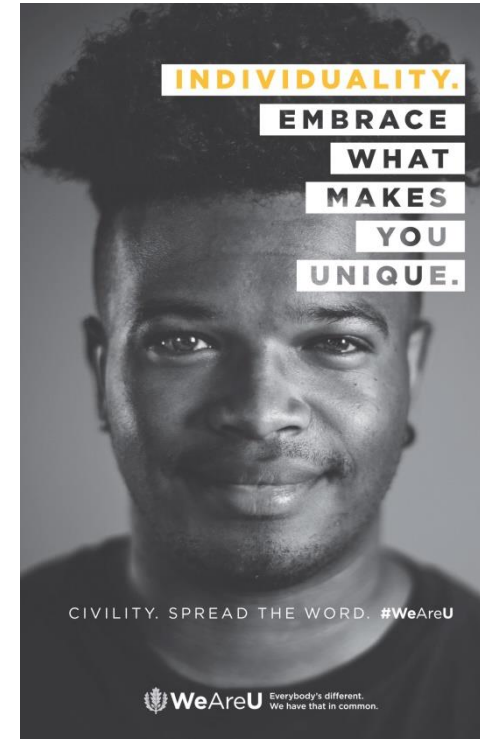
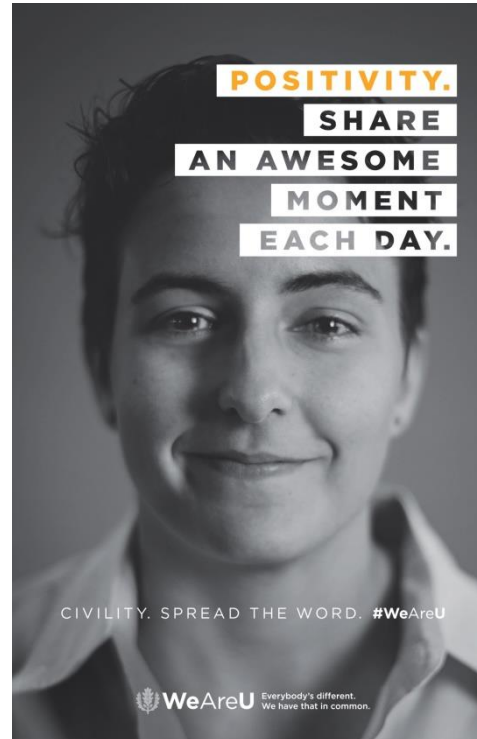
Stubborn Beauty Brewing Company
Poster Series
Cronin and Company

Creative Director
Art Directors

Copywriter
Photography

Wayne Raicik
Wayne Raicik,
Pat Kiniry
Paul Catanese
Pat Kiniry

POSTERS – SERIES



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

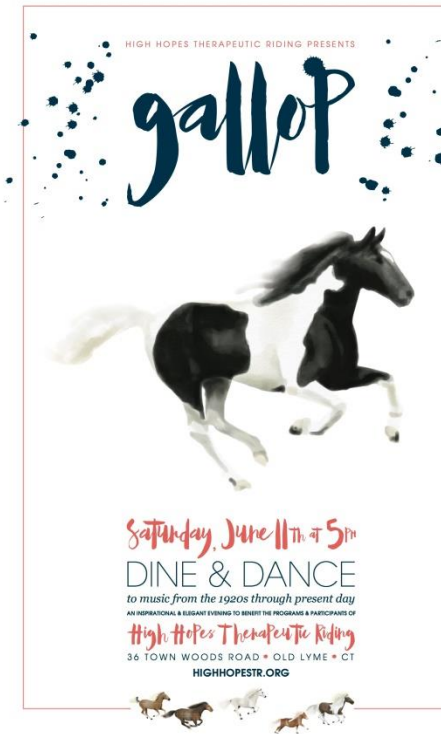
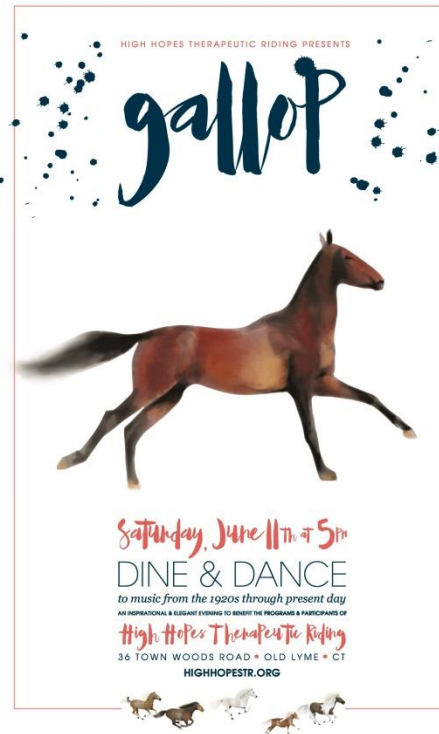
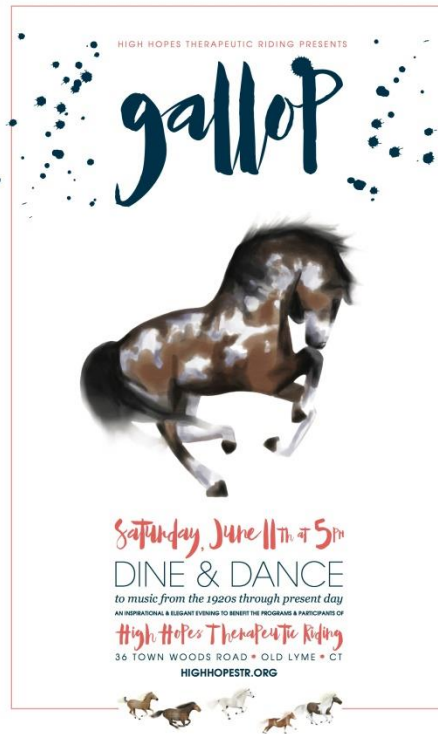
University of CT
We are U Poster Series
Cronin and Company
Wayne Raicik

Art Director
Copywriter
Agency Producers

Photography

Kristen Ganci
Jon Smirnoff
Jeff Stoner, Lisa Crawford,
Jody Ciarleglio, Hope Jones
Pat Kiniry

POSTERS – SERIES



Advertiser/Client
Title of Entry
Company/Agency

High Hopes Therapeutic Riding
Gallop Poster Series
Julia Balfour, LLC

Creative Director
Designer and
Illustrator
Agency Producer

Julia Balfour
Holly Johnson
Caitlin Monahan

AD CLUB CT 2016



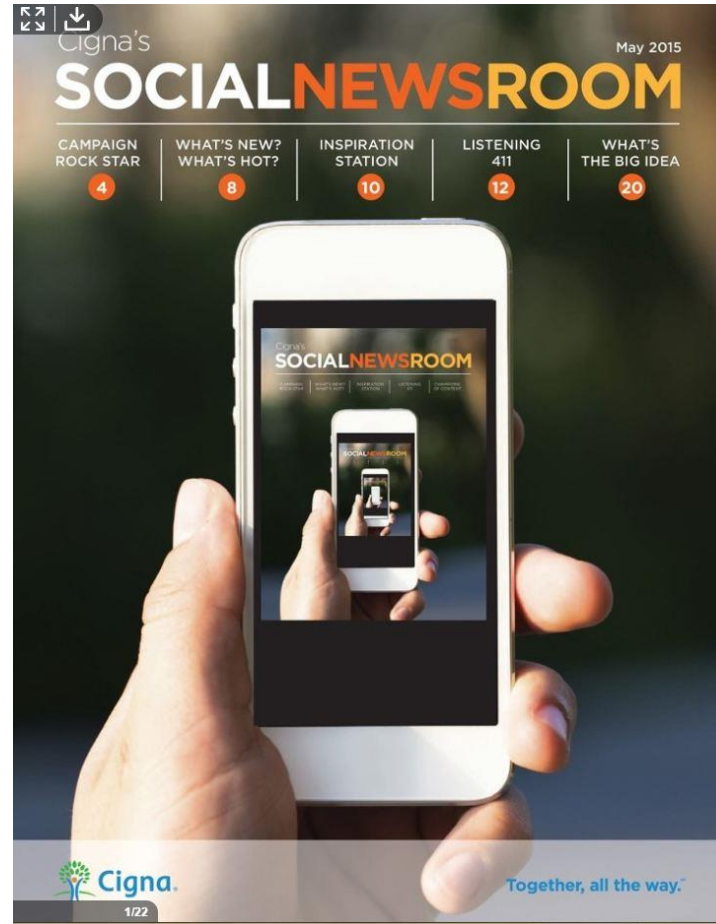
AD CLUB CT

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NEWSLETTERS

NEWSLETTERS



Advertiser/Client
Title of Entry
Company/Agency

Cigna Digital Media Dept.
Cigna Social Newsletter
Cigna Creative Services

Creative Director
Art Director
Copywriter

Bonnie Isaac
Amy Pfeffer
Mary Brotman



AD CLUB CT

**62nd Annual
Awards Show**

Three sharpened pencils are arranged horizontally, pointing upwards. They are light brown with dark tips. The background is a dark gray gradient.

ANNUAL REPORTS

ANNUAL REPORTS



Advertiser/Client
Title of Entry
Company/Agency

Pure Insurance
2015 Annual Report
The Lift Factor

Creative Director
Art Director
Copywriter

Michael Dambra
Erin Fudge Smith
Kristin Piccini at Pure Insurance

AD CLUB CT

2016



AD CLUB CT

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**COLLATERAL
OTHER THAN
DIRECT MAIL,
INCLUDING CATALOGS**

**COLLATERAL
OTHER THAN DIRECT MAIL, INCLUDING CATALOGS**



Advertiser/Client	Cigna Marketing
Title of Entry	2015 Marketing Report
Company/Agency	Cigna Marketing Services
Creative Director	Bonnie Isaac

AD CLUB CT

2016

COLLATERAL OTHER THAN DIRECT MAIL, INCLUDING CATALOGS



Advertiser/Client **Standard Motor Products, Inc.**
Title of Entry **Standard Diesel 8 pg. brochure**
Company/Agency **TFI Envision, Inc.**

Creative Director
Art Director
Copywriter
Designers
Production Artists

Elizabeth P. Ball
Mary Ellen Butkus
Client
Clare Zisek, Mary Ellen Butkus
Cindy Emmert, Richard Wall

COLLATERAL OTHER THAN DIRECT MAIL, INCLUDING CATALOGS



Advertiser/Client **Basketball Hall of Fame**
Title of Entry **2015 Enshrinement**
Company/Agency **GO MEDIA**



AD CLUB CT

**62nd Annual
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**BOOTH / EXHIBIT
DESIGN**

BOOTH / EXHIBIT DESIGN



Advertiser/Client
Title of Entry

Eurostar Industries, Inc.
AAPEX 2015 – Trade Show
Materials

Company/Agency
Creative Director

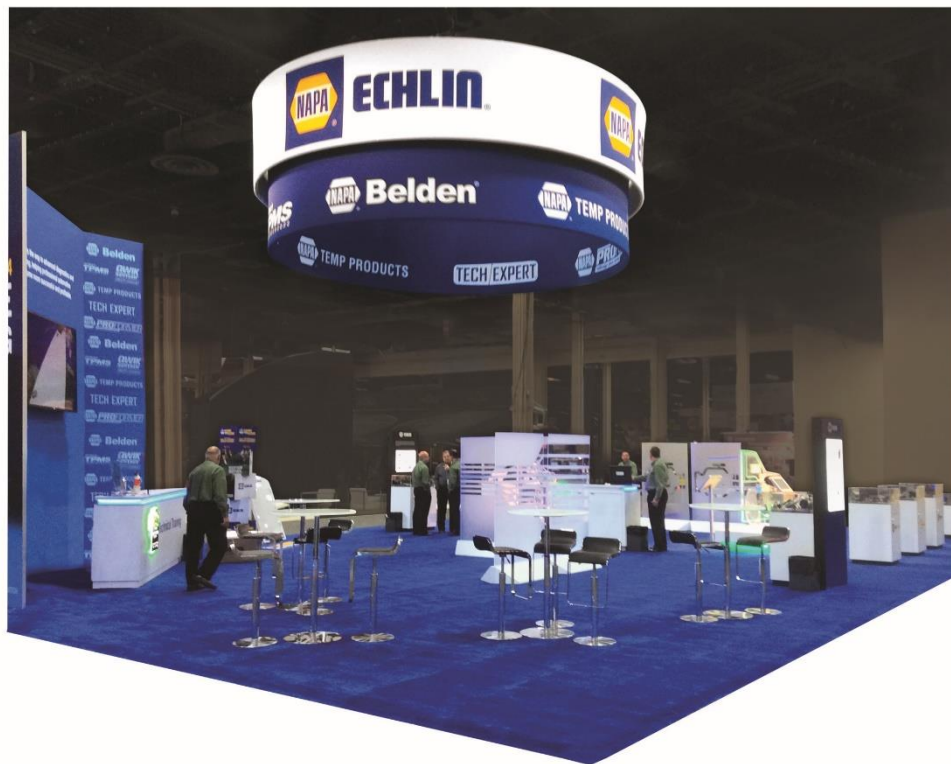
TFI Envision, Inc.
Elizabeth P. Ball

Art Director
Designers

Illustrator
Copywriter
Production Artists

Roy Barker
Mary Ellen Butkus,
Denise Coke
Mark Hatfield
Aimee Silk
Cindy Emmert, Richard Wall

BOOTH / EXHIBIT DESIGN



Advertiser/Client
Title of Entry

Standard Motor Products, Inc.
NAPA Expo 2015 – Echlin
Booth Graphics

Art Director
Designers

Mary Ellen Butkus
Keith Ehmke,
Mary Ellen Butkus, Clare Zisek
Client

Company/Agency
Creative Director

TFI Envision, Inc.
Elizabeth P. Ball

Copywriter
Production Artists

Cindy Emmert, Richard Wall



AD CLUB CT

**62nd Annual
Awards Show**



**BILLBOARDS
SINGLE**

BILLBOARDS – SINGLE



Advertiser/Client
Title of Entry
Company/Agency

Ion Bank
98%
Adams & Knight

Creative Director
Art Director
Copywriter
Others

Don Carter
Don Carter
Alan Maislen
Silvia Almada, Herb Emanuelson



AD CLUB CT

**62nd Annual
Awards Show**

Three sharpened pencils are arranged horizontally in the center of the image. They are light-colored with dark, pointed tips. The background is a solid, dark grey color. The text 'BILLBOARDS SERIES' is overlaid in the center of the pencils.

**BILLBOARDS
SERIES**

BILLBOARDS – SERIES

**UNRUSH YOUR
RUSH HOUR.**



Service starting March 28.

CTfastrak.com
Transit at the speed of life

 **SURF TO WORK.**



Free Wi-Fi.
Get on board today.

CTfastrak.com
Transit at the speed of life

**GET TO THE DENTIST
FASTER. (SORRY.)**



Service starting March 28.

CTfastrak.com
Transit at the speed of life

**BUS RAPID TRANSIT:
NOW TRENDING.**



#CTfastrak

CTfastrak.com
Transit at the speed of life

Advertiser/Client
Title of Entry
Company/Agency

CTfastrak
CTfastrak Series
Mintz + Hoke

Creative Director
Art Director
Copywriter
Others

Grant Sanders
Trevor Dobrowsky
Kevin MacPhee
Ben Cadwell, J.R. Foster

2016

AD CLUB CT

BILLBOARDS – SERIES

*Feeling congested?
Take twice a day.*



ShoreLineEast.com

*Take the tracks
to the jacks.*




Mohegan Sun

ShoreLineEast.com

*Take the train
to the Twain.*




GARDE ARTS CENTER May 14

ShoreLineEast.com

*Take the rails
to the whales.*




MYSTIC AQUARIUM

ShoreLineEast.com

*Take the rails
to the tails.*




Yale PEABODY MUSEUM

ShoreLineEast.com

Advertiser/Client
Title of Entry
Company/Agency

CTrides Shoreline East
Shoreline East Series
Elkinson + Sloves

Creative Director
Art Director
Copywriter
Agency Producer
Other

Jay Sloves
Chris Kean
Jay Sloves
Donna Elkinson Miller
Mike Guerrero, Client Producer

BILLBOARDS – SERIES



Advertiser/Client
 Title of Entry
 Company/Agency

Yale New Haven Health
Brand Launch
Mason, Inc.

Creative Director
 Art Director
 Copywriters
 Agency Producer

Richard Gamer
Holly Fiss
Richard Gamer, Terese Zeccardi,
Vince Beggin
Susan Temple

2016

AD CLUB CT



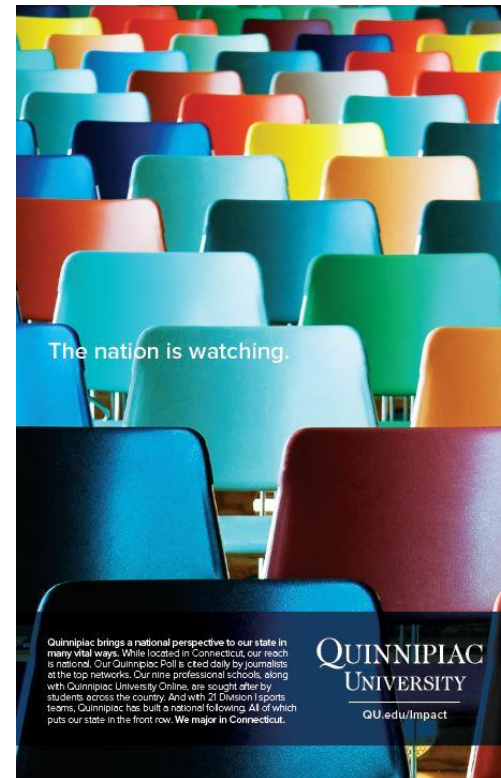
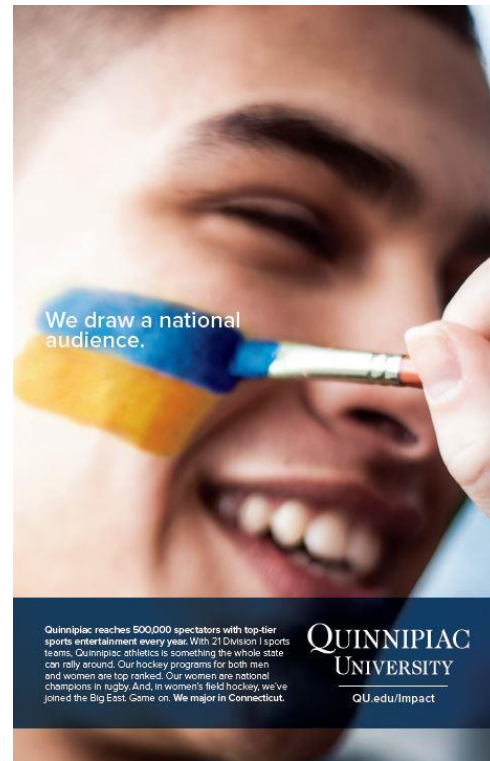
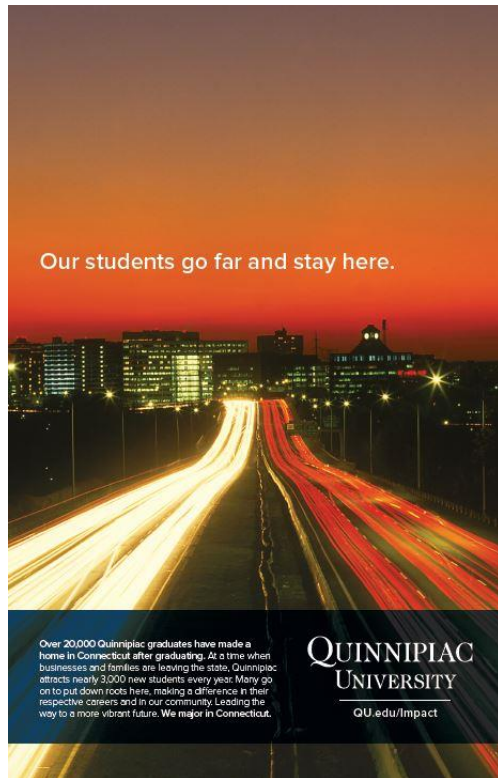
AD CLUB CT

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Awards Show**



**TRANSIT
BUSES, TRAINS, ETC.
SERIES**

TRANSIT - BUSES, TRAINS, ETC. - SERIES



Advertiser/Client
Title of Entry

Quinnipiac University
QU Economic
Development Campaign

Company/Agency

Mintz + Hoke

Creative Director
Art Director
Copywriter
Others

Grant Sanders
Glen Snowden
Roseanne Azarian
Kolbe Fitzgerald, Kara Mitchell

TRANSIT - BUSES, TRAINS, ETC. - SERIES



Advertiser/Client
Title of Entry
Company/Agency

CT Office of Tourism
CT Tourism
Adams & Knight

Art Director
Copywriter
Agency Producer
Others

Aimee Chanin
Jill Memery
Silvia Almada
Felicia Lindau, Edgardo Rossetti



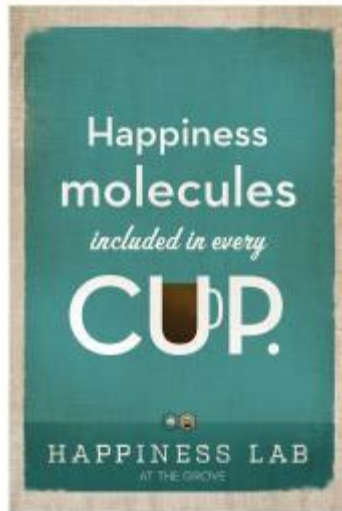
AD CLUB CT

**62nd Annual
Awards Show**



**SIGNAGE
OTHER THAN
BILLBOARDS**

SIGNAGE OTHER THAN BILLBOARDS



Advertiser/Client
Title of Entry
Company/Agency

Happiness Lab
Happiness Lab Signage
Adams & Knight

Creative Director
Art Director
Copywriter
Others

Eric Panke
Eric Panke
Pat Dugan
Silvia Almada, Reem Nouh,
Herb Emanuelson

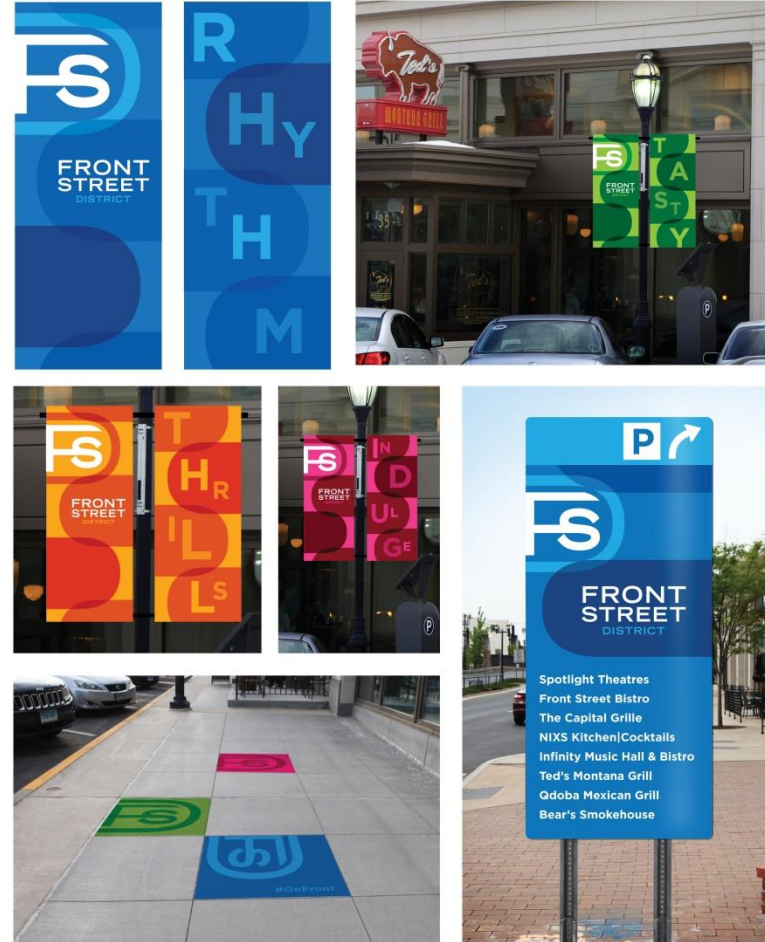
SIGNAGE OTHER THAN BILLBOARDS



Advertiser/Client **CTfastrak**
Title of Entry **Gas Station Fill Board**
Company/Agency **Mintz + Hoke**

Creative Director **Grant Sanders**
Art Director **Trevor Dobrowsky**
Copywriter **Roseanne Azarian**
Others **Ben Cadwell, J.R. Foster**

SIGNAGE OTHER THAN BILLBOARDS



Advertiser/Client
 Title of Entry
 Company/Agency

HB Nitkin Group
Front Street Signage
Adams & Knight

Art Director
 Copywriter
 Others

Eric Panke
Alan Maislen
Donna Logan-Gabel



AD CLUB CT

**62nd Annual
Awards Show**



**POINT OF PURCHASE/
POINT OF SALE**

POINT OF PURCHASE/POINT OF SALE



Advertiser/Client

**Hartford Gay
& Lesbian Health Collective**
One Big Event Posters
Adams & Knight

Title of Entry

Company/Agency

Art Director

Copywriter

Agency Producer

Other

Eric Panke


Pat Dugan

Silvia Almada

Edgardo Rossetti

AD CLUB CT 2016

POINT OF PURCHASE/POINT OF SALE



Find your [where dream kitchens come true] place.

Ask about our low rate Home Equity Line of Credit.

LIBERTY
BANK Find your confident place.

[liberty-bank.com](#)




Find your [loan decisions made locally] place.

Local lending to help your business thrive.

LIBERTY
BANK Find your confident place.

[liberty-bank.com](#)



Find your [all I ever wanted under one roof] place.

A full range of mortgages at great rates.

LIBERTY
BANK Find your confident place.

[liberty-bank.com](#)

Advertiser/Client
Title of Entry
Company/Agency

Liberty Bank
Under One Roof
Cronin and Company

Creative Director
Art Director
Copywriter
Others

Wayne Raicik
Martin Walsh
Michael Feinberg
Jeff Stoner, Hope Jones,
Anita Amento, Jodi Ciarleglio,
Kara Murphy

POINT OF PURCHASE/POINT OF SALE



Advertiser/Client
Title of Entry
Company/Agency

Ion Bank
ifreeze
Adams & Knight


Creative Director
Art Director
Copywriter
Others

Don Carter
Don Carter
Alan Maislen
Silvia Almada,
Herb Emanuelson



AD CLUB CT

**62nd Annual
Awards Show**



**INDOOR
ENVIRONMENTAL
GRAPHICS**

INDOOR ENVIRONMENTAL GRAPHICS



Advertiser/Client
Title of Entry
Company/Agency

CTfastrak
Westfarms Elevator
Mintz + Hoke



Creative Director
Art Director
Copywriter
Others

Grant Sanders
Trevor Dobrowsky
Roseanne Azarian
Ben Cadwell, J.R. Foster,
Katelyn Peterson



AD CLUB CT

**62nd Annual
Awards Show**



**BANNER/DISPLAY AD
SINGLE**

BANNER/DISPLAY AD - SINGLE



Advertiser/Client	Amica Mutual Insurance Company	Creative Director	Wayne Raicik
Title of Entry	Fireflies	Art Director	Sonny Gamboa
Company/Agency	Cronin and Company	Copywriter	Paul Catanese
		Others	Joe Morelli, Mike Duncan

2016

AD CLUB CT

BANNER/DISPLAY AD - SINGLE



Advertiser/Client
Title of Entry
Company/Agency

Liberty Bank
New Doorway
Cronin and Company

Creative Director
Art Directors
Copywriter
Others

Wayne Raicik
Martin Walsh, Adrienne Sullivan
Michael Feinberg
Helen Chung, Rob Simone

BANNER/DISPLAY AD - SINGLE



Advertiser/Client
Title of Entry
Company/Agency

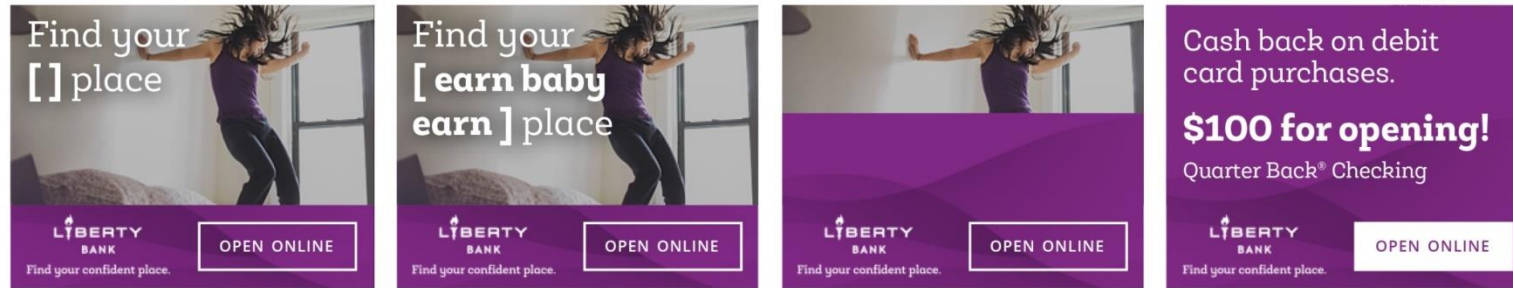
Liberty Bank
Dream Kitchen
Cronin and Company

Creative Director
Art Directors
Copywriter
Others

Wayne Raicik
Martin Walsh, Adrienne Sullivan
Michael Feinberg
Helen Chung, Rob Simone

AD CLUB CT 2016

BANNER/DISPLAY AD - SINGLE



Advertiser/Client
Title of Entry
Company/Agency

Liberty Bank
Earn Baby Earn
Cronin and Company

Creative Director
Art Directors
Copywriter
Others

Wayne Raicik
Martin Walsh, Adrienne Sullivan
Michael Feinberg
Helen Chung, Rob Simone



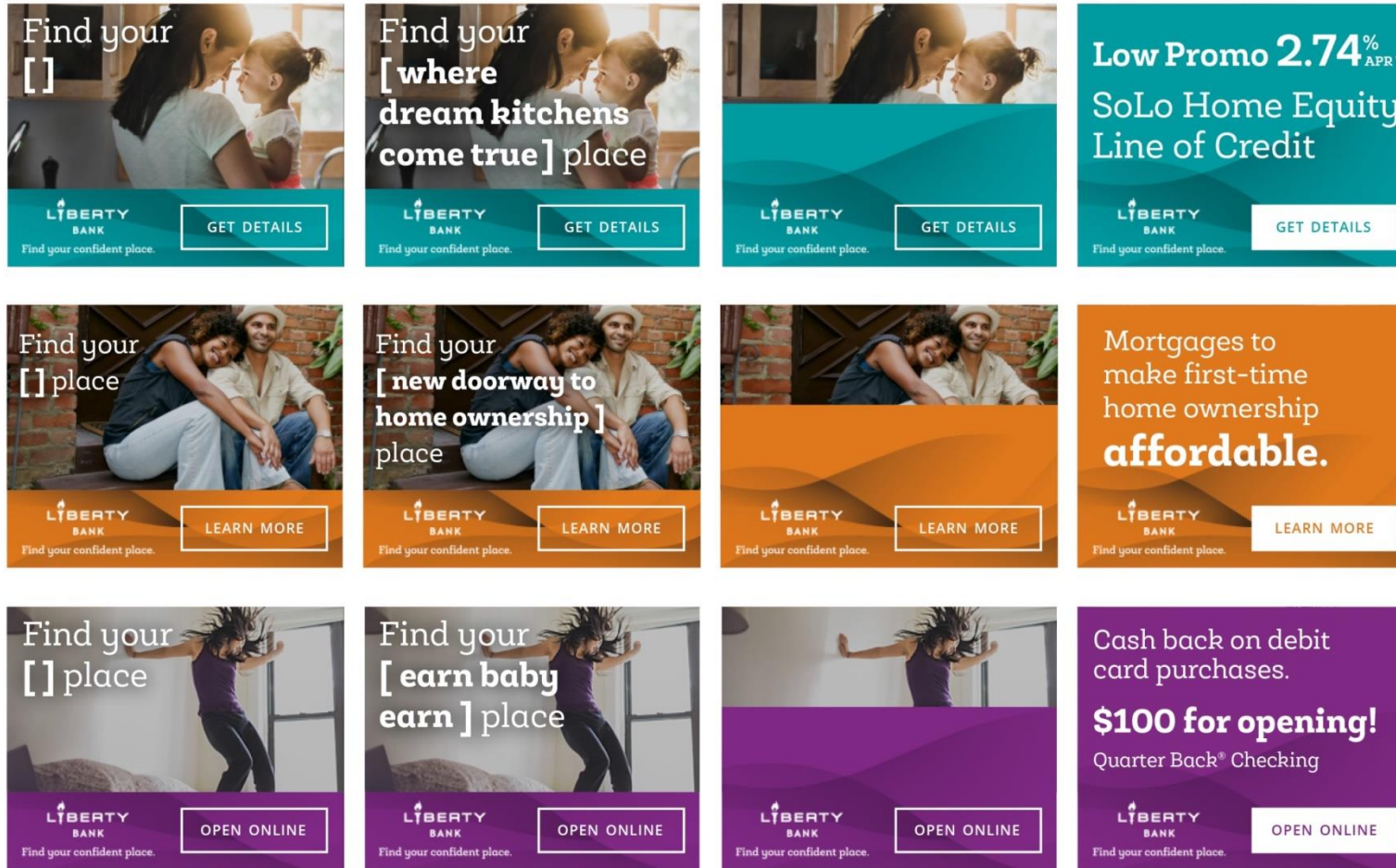
AD CLUB CT

**62nd Annual
Awards Show**



**BANNER/DISPLAY
ADVERTISING
SERIES**

BANNER/DISPLAY ADVERTISING - SERIES



Advertiser/Client
Title of Entry
Company/Agency

Liberty Bank
Find Your Confident Place
Cronin and Company

Creative Director
Art Directors
Copywriter
Others

Wayne Raicik
Martin Walsh, Adrienne Sullivan
Michael Feinberg
Helen Chung, Rob Simone

AD CLUB CT 2016

BANNER/DISPLAY ADVERTISING - SERIES



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

Standard Motor Products, Inc.
Evolution of Parts
TFI Envision, Inc.
Elizabeth P. Ball

Art Director
Designers
Copywriter
Production Artists

Roy Barker
Clare Zisek,
Mary Ellen Butkus
Aimee Silk
Cindy Emmert, Richard Wall

2016
AD CLUB CT

BANNER/DISPLAY ADVERTISING - SERIES



15-Frame Animated GIF
Digital Advertising Campaign



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

Standard Motor Products, Inc.
The Original Replacement
TFI Envision, Inc.
Elizabeth P. Ball

Art Directors
Designer
Copywriter
Production Artist
Others

Roy Barker, Mary Ellen Butkus
Mary Ellen Butkus
Aimee Silk
Cindy Emmert
Mark Hatfield, Russell Smith



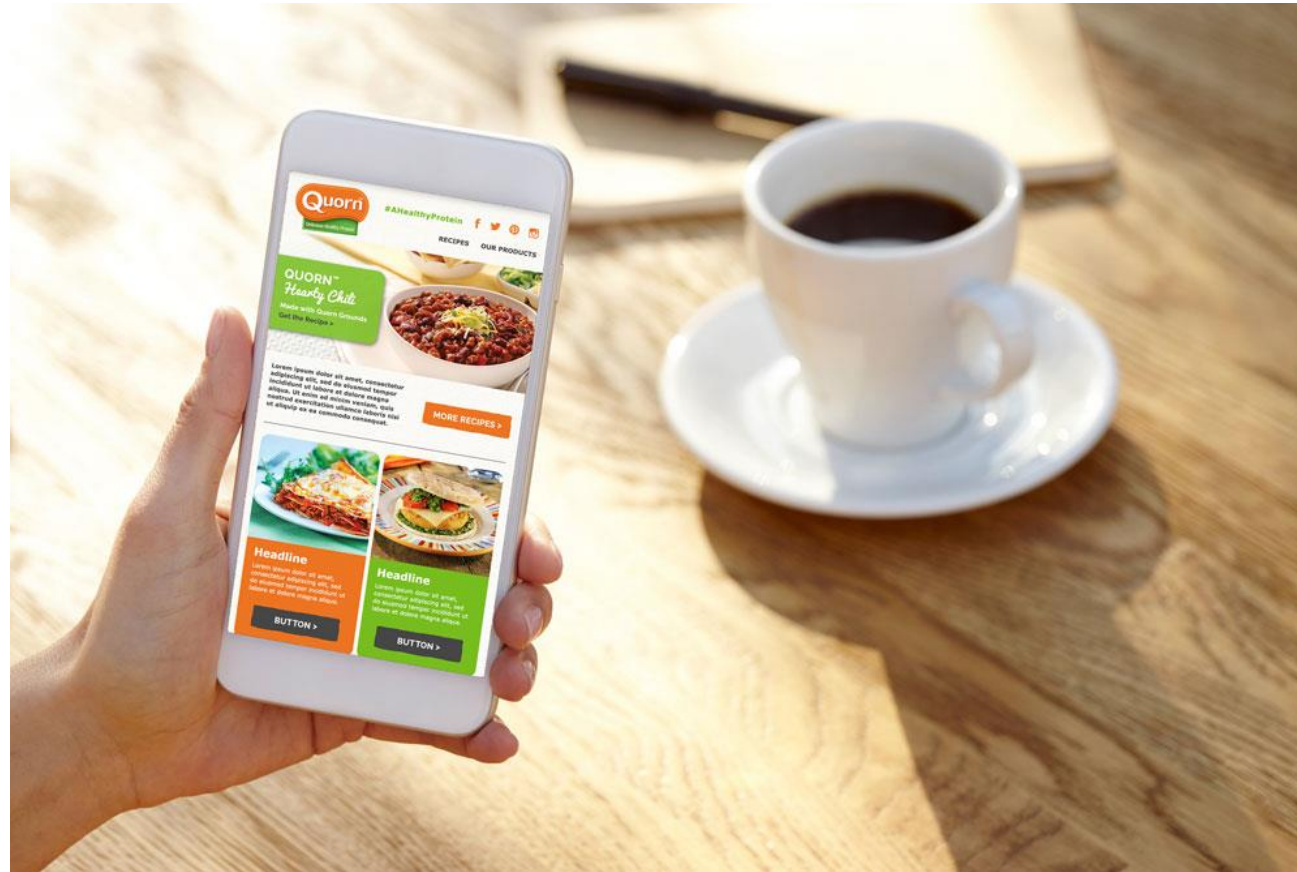
AD CLUB CT

**62nd Annual
Awards Show**



**E-MAIL MARKETING
SINGLE**

E-MAIL MARKETING – SINGLE



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

Quorn Foods
Champions
Elements
Amy Graver



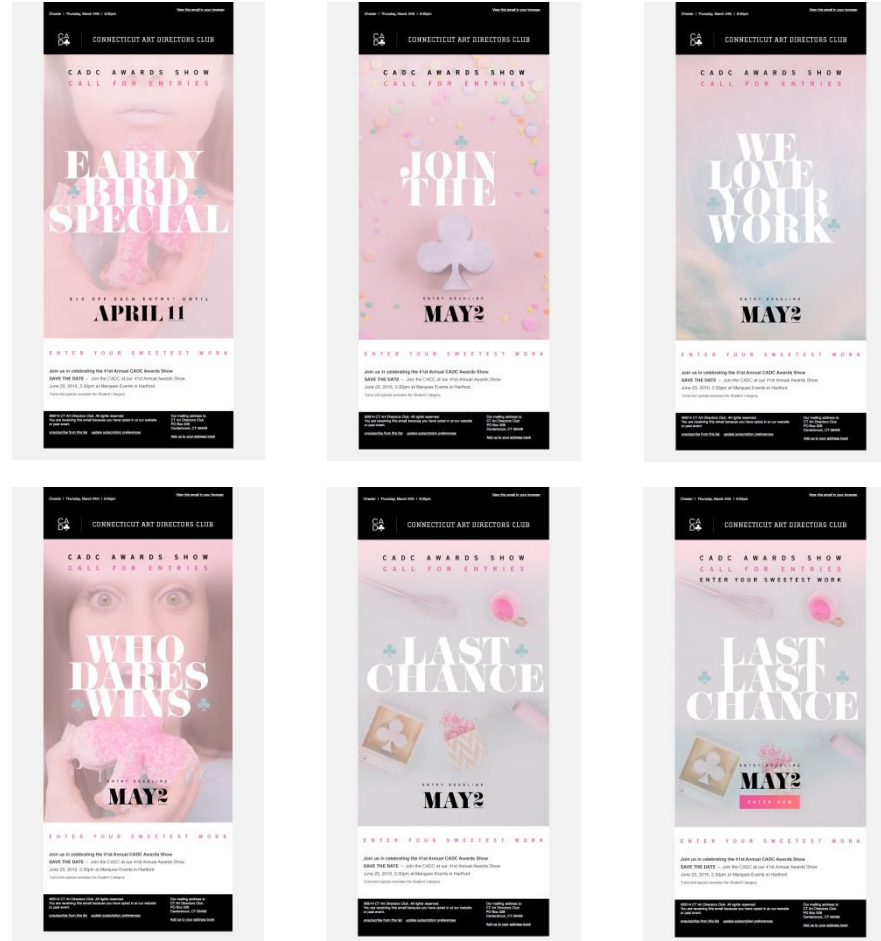
AD CLUB CT

**62nd Annual
Awards Show**



**E-MAIL MARKETING
CAMPAIGN**

E-MAIL MARKETING – CAMPAIGN

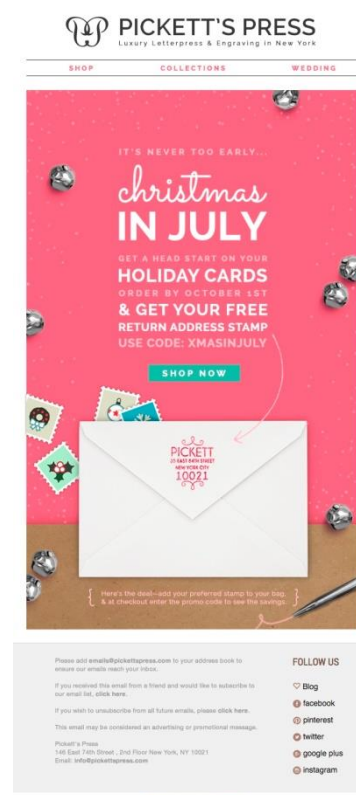
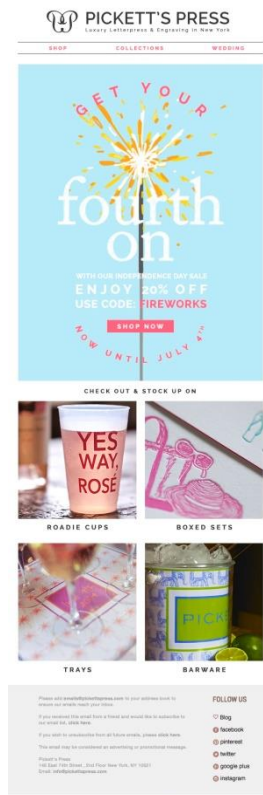


Advertiser/Client
Title of Entry
Company/Agency
Creative Director
Designer

CT Art Directors Club
CADC Award Show Emails
Julia Balfour, LLC
Julia Balfour
Julia Balfour

AD CLUB CT
2016

E-MAIL MARKETING – CAMPAIGN



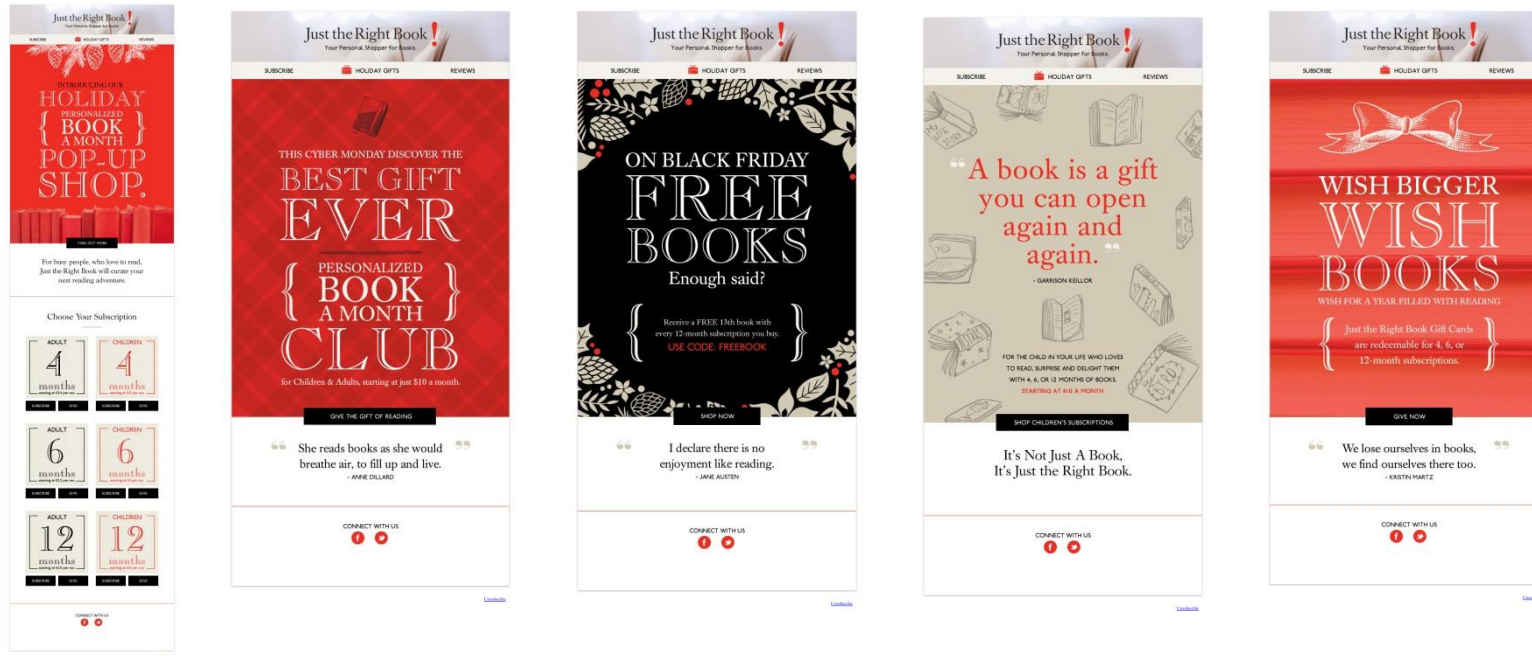
Advertiser/Client
Title of Entry
Company/Agency

Pickett's Press
Pickett's Press Emails
Julia Balfour, LLC

Creative Director
Designer
Agency Producers

Julia Balfour
Holly Johnson
Caitlin Monahan,
Bethany Beers

E-MAIL MARKETING – CAMPAIGN



Advertiser/Client
Title of Entry
Company/Agency

Just the Right Book
Holiday Emails
Julia Balfour, LLC

Creative Director
Designer
Agency Producer
Other

Julia Balfour
Julia Balfour
Bethany Beers
Jennifer Sullivan

AD CLUB CT 2016



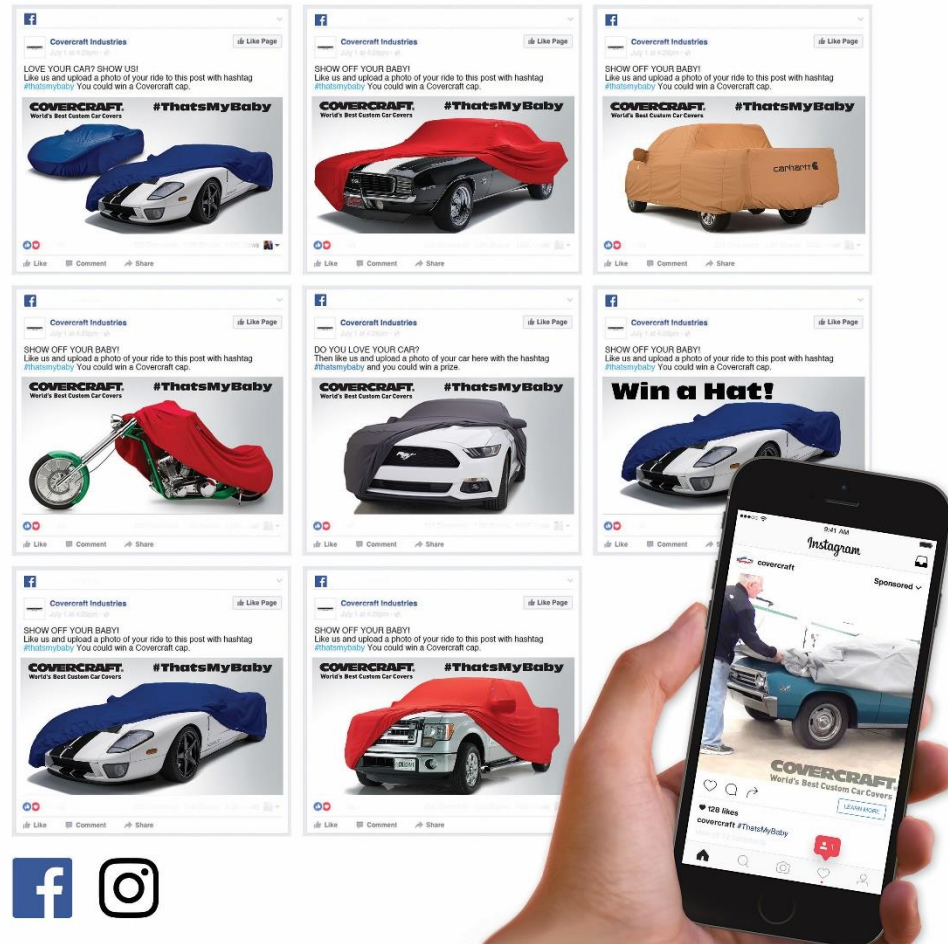
AD CLUB CT

**62nd Annual
Awards Show**

Three sharpened pencils are arranged horizontally in the center of the image. They are light brown with dark tips. The background is a dark, solid color. The text 'SOCIAL MEDIA CAMPAIGN' is overlaid in the center in a bold, white, sans-serif font.

SOCIAL MEDIA CAMPAIGN

SOCIAL MEDIA CAMPAIGN



Advertiser/Client
Title of Entry
Company/Agency

Covercraft Industries, LLC
#thatsmybaby
TFI Envision, Inc.

Creative Director
Art Director
Designer
Copywriter
Production Artist

Elizabeth P. Ball
Roy Barker
Mary Ellen Butkus
Roy Barker
Denise Coke

AD CLUB CT 2016

SOCIAL MEDIA CAMPAIGN



Advertiser/Client
Title of Entry
Company/Agency

Hospital for Special Care
Spectrum of Kindness
Mason, Inc.

Creative Director
Art Director
Copywriter
Agency Producer

Neil Johnson
T.J. Tower
Richard Gamer
Derek Beere

SOCIAL MEDIA CAMPAIGN



Advertiser/Client
Title of Entry
Company/Agency
Creative Director

Keystone House, Inc.
Derby Eve Countdown
TFI Envision, Inc.
Elizabeth P. Ball

Art Director
Designers

Illustrator
Production Artist

Elizabeth P. Ball
Elizabeth P. Ball,
Denise Coke
Elizabeth P. Ball
Denise Coke

AD CLUB CT 2016



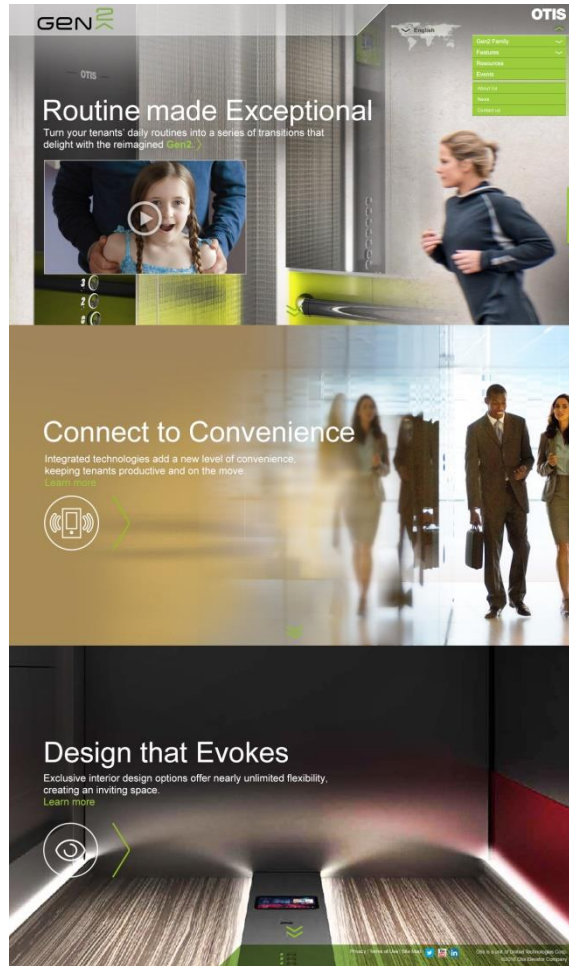
AD CLUB CT

**62nd Annual
Awards Show**

The image features three identical, sharpened wooden pencils arranged horizontally against a dark gray background. The pencils are light brown with dark, pointed tips. The word "WEBSITE" is written in a bold, white, sans-serif font across the center of the pencils, overlapping them.

WEBSITE

WEBSITE



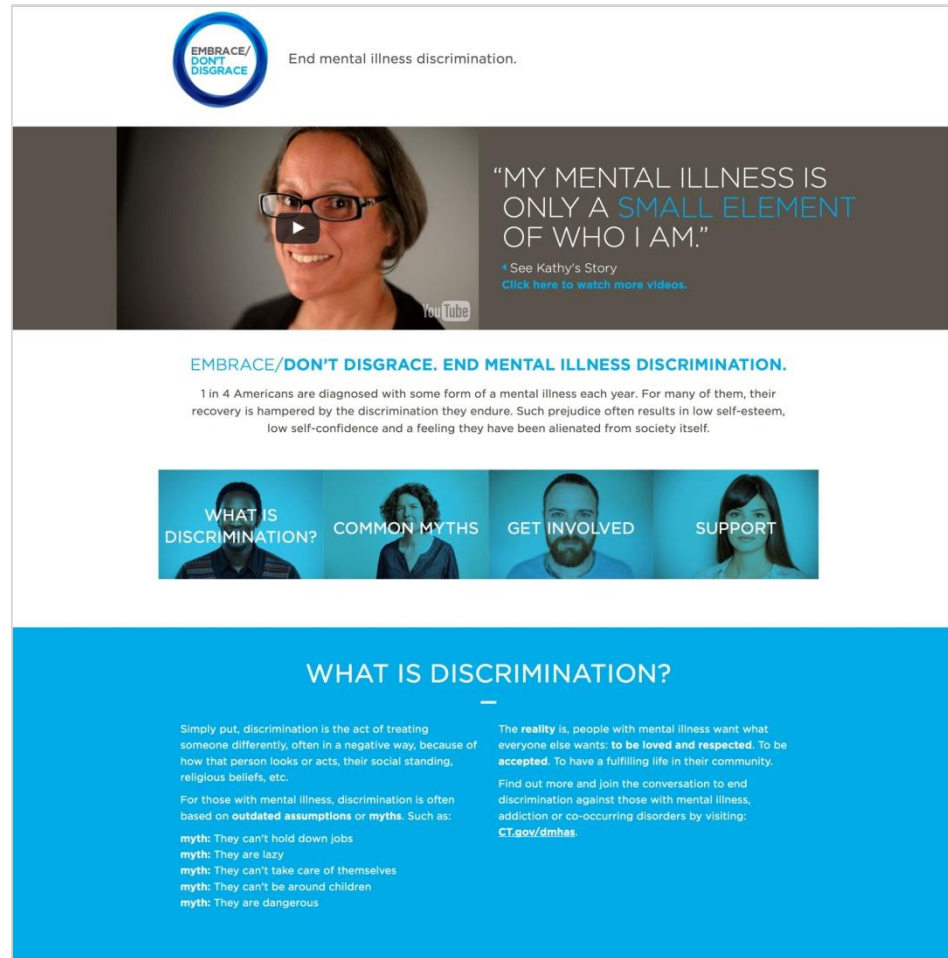
Advertiser/Client
Title of Entry
Company/Agency

OTIS
OTIS Gen2 Website
Mintz + Hoke

Creative Director
Art Director
Copywriter
Others

Grant Sanders
Trevor Dobrowsky
Carla Preli
Rena Astle, Natasha Rethke,
Michael Perry, Kathy Morelli,
Tom Stachowitz

WEBSITE



Advertiser/Client

**CT Dept. of Mental Health
& Addiction Services**

Creative Director

Wayne Raicik

Title of Entry

Embrace Don't Disgrace

Art Director

Wayne Raicik

Company/Agency

Cronin and Company

Copywriter

Jon Smirnoff

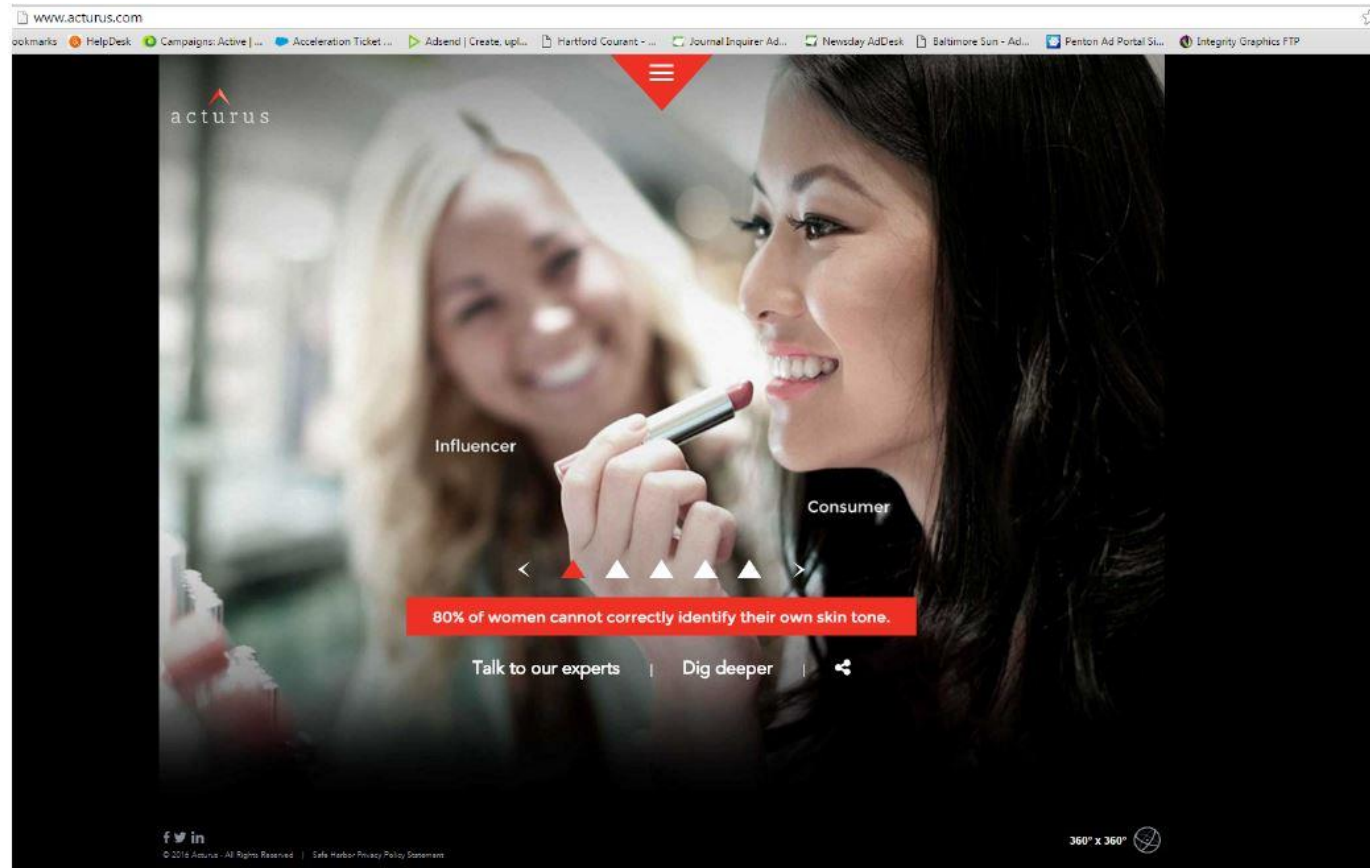
Others

Helen Chung, Mike Duncan

2016

AD CLUB CT

WEBSITE



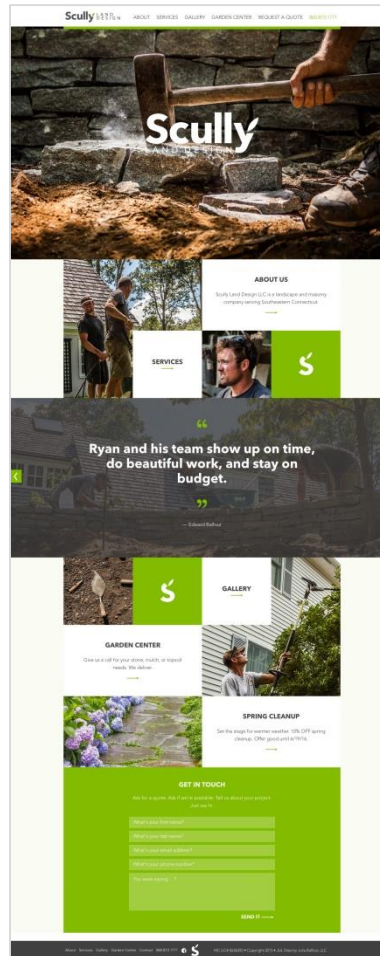
Advertiser/Client
Title of Entry
Company/Agency

Acturus
Acturus Website
Mintz + Hoke

Creative Director
Art Directors
Copywriter
Others

Grant Sanders
Trevor Dobrowsky, Brett Pinedo
Kevin MacPhee
Rena Astle, Michael Perry,
Kathy Morelli, Colin Anderson

WEBSITE



Advertiser/Client
Title of Entry
Company/Agency

Scully Land Design
Scully Land Design Website
Julia Balfour, LLC

Creative Director
Designer
Programmers
Illustrator

Julia Balfour
Logan Galla
Jennifer Sullivan, Austin Gray
Holly Johnson



AD CLUB CT

**62nd Annual
Awards Show**



at Swift Waters Artisans' Cooperative, Willimantic, CT

AD CLUB CT



**ORIGINAL
ILLUSTRATION
SINGLE OR SERIES**

ORIGINAL ILLUSTRATION - SINGLE OR SERIES



Advertiser/Client
Title of Entry
Company/Agency

Traprock
Traprock 50K Ultramarathon
Adams & Knight

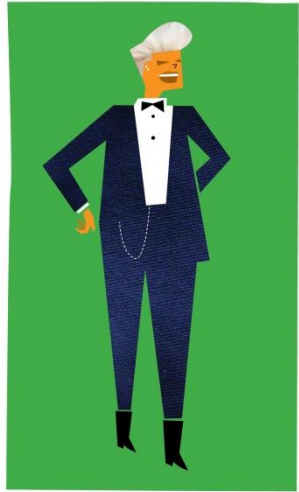
Creative Director
Art Director
Illustrator

Pat Dugan
Eric Panke
Eric Panke

AD CLUB CT

2016

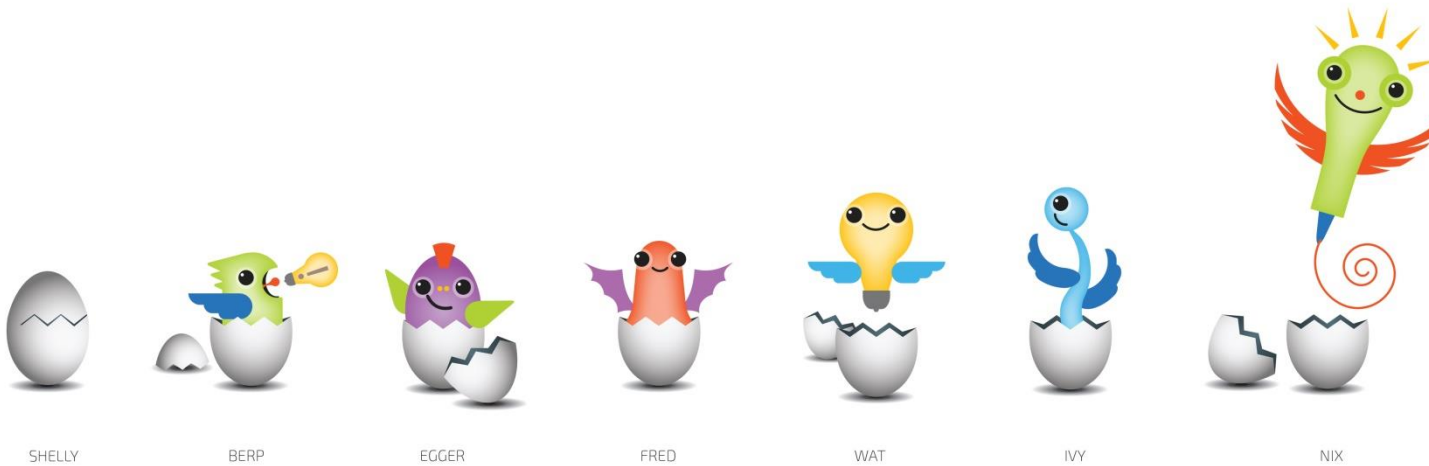
ORIGINAL ILLUSTRATION - SINGLE OR SERIES



Advertiser/Client
Title of Entry
Company/Agency
Illustrator

Hartford Gay & Lesbian Health Collective
One Big Event Characters
Adams & Knight
Eric Panke

ORIGINAL ILLUSTRATION - SINGLE OR SERIES



SHELLY

BERP

EGGER

FRED

WAT

IVY

NIX

TEAM JAZWINGS

Advertiser/Client
Title of Entry
Company/Agency
Illustrator

Jazwings
Jazwing Characters
Adams & Knight
Don Carter

ORIGINAL ILLUSTRATION - SINGLE OR SERIES



Advertiser/Client
Title of Entry
Creative Director
Illustrator
Others

Holiday Market Poster
Julia Balfour, LLC
Julia Balfour
Holly Johnson
Caitlin Monahan, Ania Simpson



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**ORIGINAL MUSIC
OR JINGLE USED IN
ADVERTISING OR
PROMOTION
SINGLE OR SERIES**

**ORIGINAL MUSIC OR JINGLE USED IN ADVERTISING
OR PROMOTION - SINGLE OR SERIES**



Advertiser/Client
Title of Entry
Company/Agency

Hartford Healthcare
Healthier Here
Adams & Knight

Creative Director
Art Director
Copywriter
Agency Producer
Others

Pat Dugan
Don Carter
Pat Dugan
Andrea Farrell
Reem Nouh, Andrea Farrell

AD CLUB CT

2016

ORIGINAL MUSIC OR JINGLE USED IN ADVERTISING OR PROMOTION - SINGLE OR SERIES



Advertiser/Client
Title of Entry
Company/Agency

CT Lottery
Keno Launch Music
Mason, Inc.

Creative Director
Copywriter
Agency Producer
Other

Richard Gamer
Richard Gamer
Jake Kahn
Cover to Cover Productions



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**GUERRILLA/EXPERIENTIAL
MARKETING**

GUERRILLA/EXPERIENTIAL MARKETING



Advertiser/Client
Title of Entry
Company/Agency

McDonald's
McDonald's Happiness Tour
Cronin and Company

Creative Director
Art Director
Others

Wayne Raicik
Pat Kiniry
Charlene Durham,
Ann Marie Kemp,
Sarah Melnitsky



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Three sharpened pencils are arranged horizontally in the center of the image. They are light-colored with dark tips. The background is a solid, dark grey color. The word "MISCELLANY" is written in white, bold, uppercase letters across the middle of the pencils.

MISCELLANY



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PUBLIC SERVICE

PUBLIC SERVICE



Advertiser/Client
Title of Entry

DPH
**DPH Lead Campaign (Radio,
Outdoor, Banners, Transit)**

Company/Agency
Creative Director

Mintz + Hoke
Grant Sanders

Art Director
Copywriter
Others

Glen Snowden
Roseanne Azarian
Jackie Russillo, Kara Mitchell

PUBLIC SERVICE



Advertiser/Client
Title of Entry

DPH
**DPH Lead Campaign (Radio,
Outdoor, Banners, Transit)**

Company/Agency
Creative Director

Mintz + Hoke
Grant Sanders

Art Director
Copywriter
Others

Glen Snowden
Roseanne Azarian
Jackie Russillo, Kara Mitchell

PUBLIC SERVICE

A MESSAGE OF HOPE

NEWMAN'S OWN FOUNDATION
HAS HOPE IN HIGH HOPES THERAPEUTIC RIDING

The Newman's Own Foundation has promised to donate \$25,000 to High Hopes if we meet this challenge: we need to raise \$50,000 in unrestricted contributions by June 30, 2016. The Foundation supports our mission to improve the lives of people with disabilities through riding and equine-assisted activities. Your gift keeps our horses happy and healthy, our facilities in top condition, our instructors well-trained, and our participants riding safely. Let's meet the Newman's Own Foundation challenge and #sharehighhopes.

HELP US MEET OUR CHALLENGE & BRING HOPE TO HIGH HOPES

THANK YOU FOR YOUR KINDNESS & GENEROSITY, LOVE, THE HIGH HOPES TEAM



#SHAREHIGHHOPES
JOIN THE MOVEMENT, HERE'S HOW:

- 1 **TAKE A PHOTO.**
Take a photo of someone or something that gives you hope with the #sharehighhopes poster included (on the back). It can be a selfie, a pic with friends, family or a favorite pet.
 - 2 **SHARE WITH THE WORLD!**
Share your picture and your story of hope on Facebook, Twitter, or Instagram. Be sure to include @highhopesr (High Hopes Therapeutic Riding) and use #sharehighhopes.
 - 3 **SOCIAL MEDIA SHY?**
If you're social media shy, that's OK! Just email your photo and story to hinfo@highhopesr.org.
 - 4 **MAKE A SPECIAL GIFT.**
Show your support of High Hopes. We've included a tear-off donation sheet and envelope. You can also visit highhopesr.org/donate.
- GIVE THE GIFT OF HOPE. DONATE NOW TO SUPPORT THE 1,700 PARTICIPANTS & FAMILIES OF HIGH HOPES.**

MEET CULLEN



CULLEN HAS HIGH HOPES

In the past two years, this small but mighty five-year-old with a magnificent spirit has progressed from crawling, to a walker, to poles, to supervised and unassisted walking. Cullen believes he will run and that he will run fast. Asked which jungle animal he would be, he chose the cougar! When riding, he moves as quickly and fluidly as his peers. Riding at High Hopes helps Cullen build core strength and boosts his confidence for the hurdles ahead.

PHOTO CREDIT: HOWARD MARGULES

GIVE A GIFT OF HOPE TODAY
RETURN THIS TEAR-OFF CARD IN THE ENCLOSED ENVELOPE OR MAKE A DONATION ONLINE AT HIGHHOPESTRK.ORG

YES! I WANT TO BRING HOPE TO SOMEONE LIKE CULLEN

PLEASE ACCEPT MY GIFT OF \$ _____

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ EMAIL _____

PLEASE MAKE CHECKS PAYABLE TO HIGH HOPES THERAPEUTIC RIDING

VISA MASTERCARD AMEX DISCOVER

CARD# _____ EXP. DATE _____
CVC CODE _____

SIGNATURE _____

YOUR SUPPORT CAN CHANGE THEIR WORLD
Your donation helps us cover nearly 80% of our costs so that our programs remain affordable for the men, women, and children we serve.

GIVE THE GIFT OF HOPE TO OUR PARTICIPANTS

WHAT DOES HOPE MEAN TO YOU?

HOPE MEANS



**HEALING
EMOTIONAL
SCARS**



**BUILDING
PHYSICAL
STRENGTH**

~~~~~ TAKING RISKS WITHOUT FEAR OF FAILURE ~~~~~



**FORMING BONDS OF  
UNCONDITIONAL  
ACCEPTANCE**



**OVERCOMING  
OBSTACLES AND  
CHALLENGES**

HOPE IS A WORD WITH SO MANY MEANINGS

Advertiser/Client  
Title of Entry  
Company/Agency

**High Hopes Therapeutic Riding**  
**Newman's Own Challenge Brochure**  
**Julia Balfour, LLC**

Creative Director  
Designer, Illustrator  
Agency Producer

**Julia Balfour**  
**Holly Johnson**  
**Caitlin Monahan**

# PUBLIC SERVICE



0199



Advertiser/Client  
Title of Entry  
Company/Agency  
Creative Director  
Other

**Friends of Hyde Park**  
**Blues Fest**  
**Willington Nameplate, Inc.**  
**Jess Mitchell**  
**Ellington Printery**



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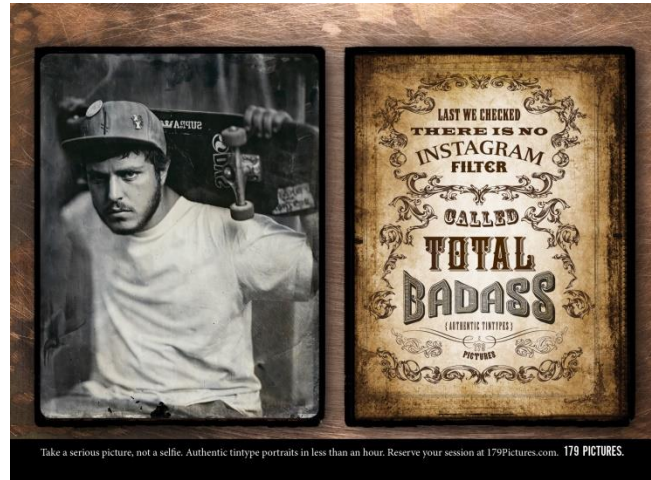
**62nd Annual  
Awards Show**

Three sharpened pencils are arranged horizontally in the center of the image. They are light brown with dark tips. The background is a dark, solid color. The text is overlaid on the pencils.

**LOW BUDGET/  
NO BUDGET**



# LOW BUDGET/NO BUDGET



Advertiser/Client  
Title of Entry  
Company/Agency

**179 Studios**  
**Tintype Posters**  
**Adams & Knight**

Creative Director  
Art Director  
Copywriter

**Pat Dugan**  
**Don Carter**  
**Pat Dugan**



# LOW BUDGET/NO BUDGET



Advertiser/Client  
Title of Entry  
Company/Agency

**Keystone House, Inc.**  
**Derby Eve Party**  
**TFI Envision, Inc.**

Creative Director  
Art Director  
and Illustrator  
Designers  
Production Artists

**Elizabeth P. Ball**  
**Elizabeth P. Ball**  
**Elizabeth P. Ball, Denise Coke**  
**Cindy Emmert, Richard Wall**



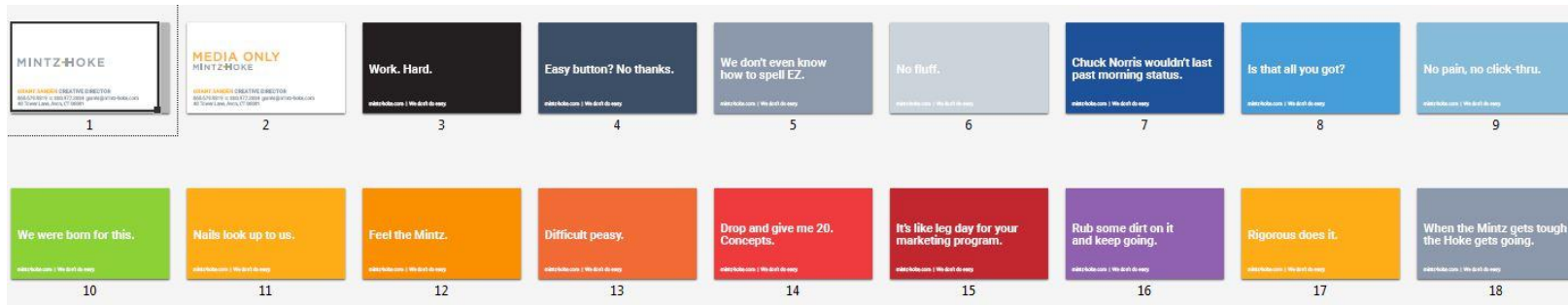
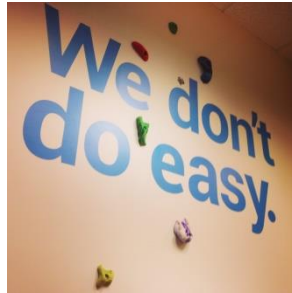
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**AGENCY/INDIVIDUAL  
SELF PROMOTION**

# AGENCY/INDIVIDUAL SELF PROMOTION



Advertiser/Client  
Title of Entry  
Company/Agency

**Mintz + Hoke**  
**We don't do easy**  
**Mintz & Hoke**

Creative Directors  
Art Director  
Copywriters

**Grant Sanders, Trevor Dobrowsky**  
**Trevor Dobrowsky**  
**Carla Preli, Kevin MacPhee,**  
**Grant Sanders**

Others

**Jen Musto, Rebecca Sheehan,**  
**Andrew Wood, Kara Mitchell, Ron Perine**



# AGENCY/INDIVIDUAL SELF PROMOTION



Advertiser/Client  
Title of Entry

Company/Agency

**TFI Envision, Inc.**  
**TFI Envision Unilever Brands**  
**Coloring Sheet**  
**TFI Envision Coloring Sheet**

Creative Director  
Art Director  
and Illustrator  
Copywriters

**Elizabeth P. Ball**  
**Mary Ellen Butkus**  
**Mary Ellen Butkus**

# AGENCY/INDIVIDUAL SELF PROMOTION



Advertiser/Client  
Title of Entry  
Company/Agency

**Mason, Inc..**  
**Mason Holiday Card**  
**Mason, Inc.**

Creative Director  
Art Director  
Copywriters  
Agency Producer

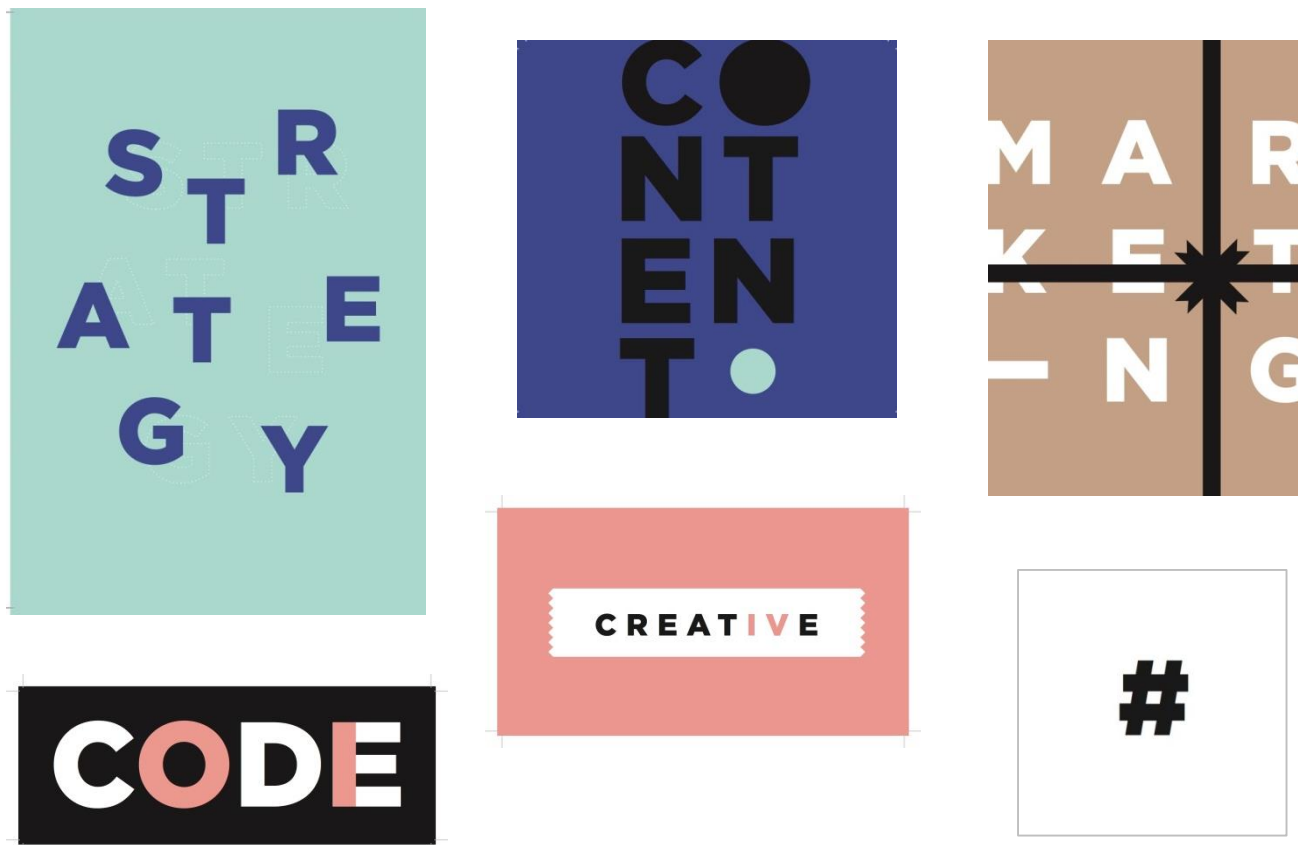
**Neil Johnson**  
**T.J. Tower**  
**Richard Gamer**  
**Stephen Suplita**

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2016



# AGENCY/INDIVIDUAL SELF PROMOTION



Advertiser/Client  
Title of Entry  
Company/Agency  
Creative Director  
and Designer

**Julia Balfour, LLC**  
**Julia Balfour Mailers**  
**Julia Balfour, LLC**  
**Julia Balfour**

# AGENCY/INDIVIDUAL SELF PROMOTION



Advertiser/Client **TFI Envision, Inc.**  
Title of Entry **FFC Community Foundation Brand Development Case**  
Company/Agency **TFI Envision, Inc.**

Creative Director **Elizabeth P. Ball**  
Art Director and Copywriter **Roy Barker**  
Designers **Denise Coke, Roy Barker**  
Production Artist and Producer **Denise Coke**

## AGENCY/INDIVIDUAL SELF PROMOTION



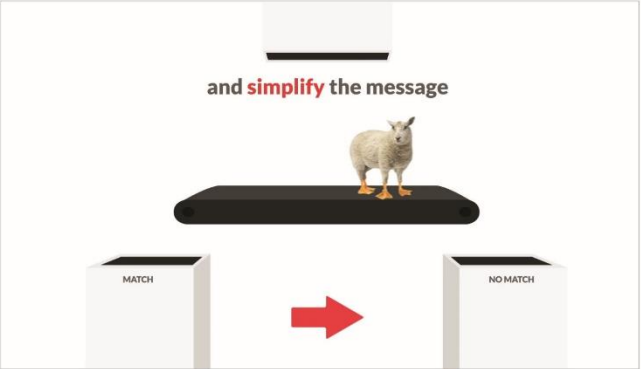
Advertiser/Client  
Title of Entry  
Company/Agency  
Creative Director

**Elements**  
**Spark 2016**  
**Elements**  
**Amy Graver**

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2016

# AGENCY/INDIVIDUAL SELF PROMOTION



Advertiser/Client  
Title of Entry

**TFI Envision, Inc.**  
**Standard Clone-able**  
**Case Study**

Company/Agency  
Creative Director

**TFI Envision, Inc.**  
**Elizabeth P. Ball**

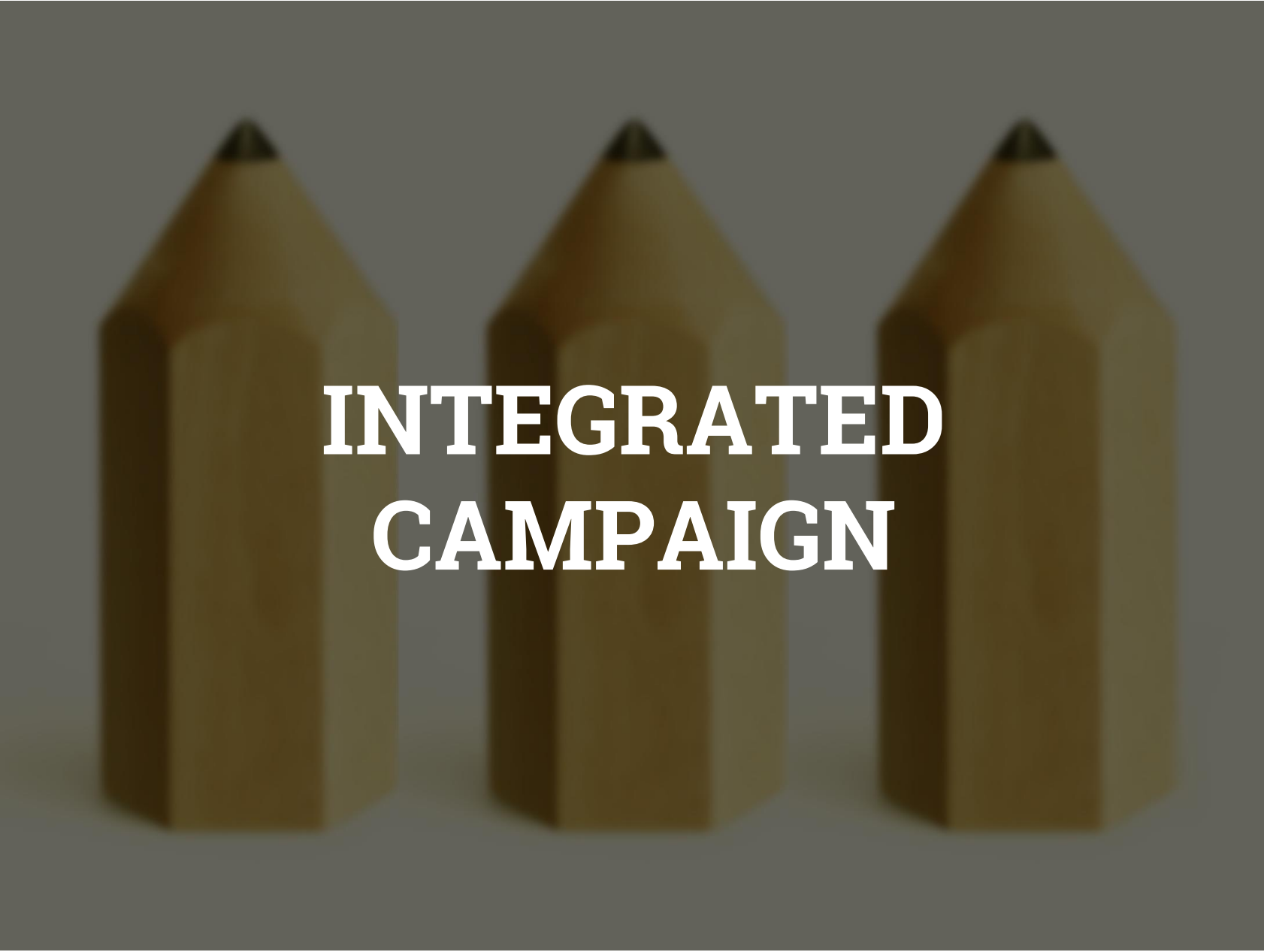
Art Director  
and Copywriter  
Designer  
and Illustrator  
Production Artist  
and Producer

**Roy Barker**  
**Hunter Haubert**  
**Hunter Haubert**



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**INTEGRATED  
CAMPAIGN**



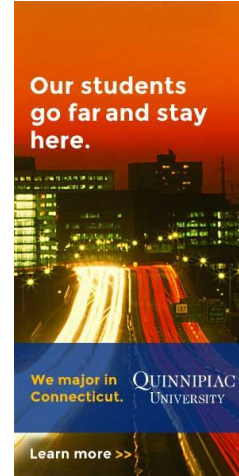
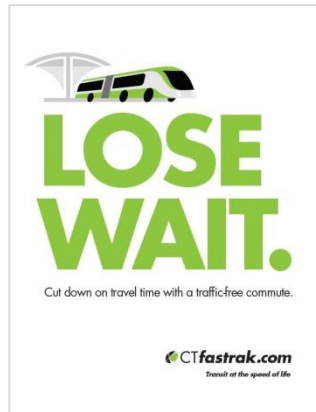
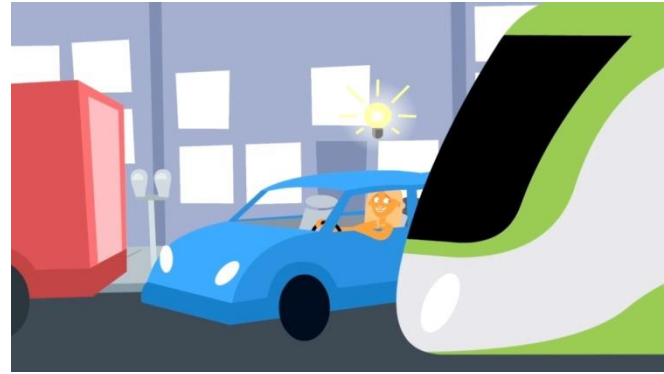
# INTEGRATED CAMPAIGN



Advertiser/Client  
Title of Entry  
Company/Agency

**Nutmeg State Financial Credit Union**  
**Bury Your Money**  
**GO MEDIA**

# INTEGRATED CAMPAIGN



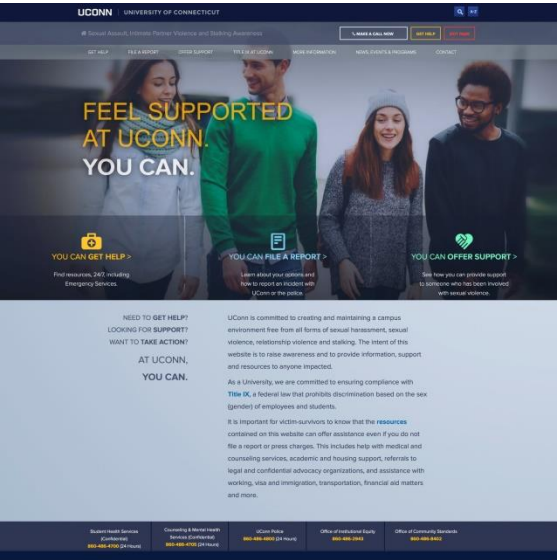
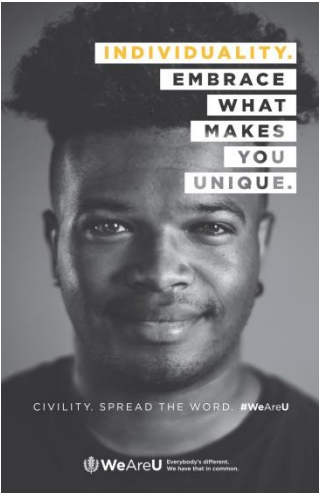
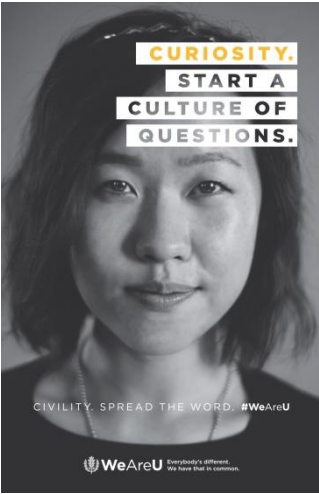
Advertiser/Client  
Title of Entry  
Company/Agency

**CTfastrak**  
**CTfastrak Integrated Campaign**  
**Mintz + Hoke**

Creative Director  
Art Director  
Copywriter  
Others

**Grant Sanders**  
**Trevor Dobrowsky**  
**Kevin MacPhee**  
**Ben Cadwell, J. R. Foster,**  
**Roseanne Azarian,**  
**Jennifer Musto**

# INTEGRATED CAMPAIGN



Advertiser/Client  
Title of Entry  
Company/Agency

University of CT  
We Are U  
Cronin and Company

Creative Director  
Art Director  
Copywriter  
Other

Wayne Raicik  
Kristen Ganci  
Jon Smirnoff  
Pat Kiniry

# INTEGRATED CAMPAIGN



**EMBRACE/DON'T DISGRACE** End mental illness discrimination.

"MY MENTAL ILLNESS IS ONLY A **SMALL ELEMENT** OF WHO I AM."

\* See Kathy's Story  
[Click here to watch more videos.](#)

**EMBRACE/DON'T DISGRACE. END MENTAL ILLNESS DISCRIMINATION.**

1 in 4 Americans are diagnosed with some form of a mental illness each year. For many of them, their recovery is hampered by the discrimination they endure. Such prejudice often results in low self-esteem, low self-confidence and a feeling they have been alienated from society itself.

WHAT IS DISCRIMINATION? COMMON MYTHS GET INVOLVED SUPPORT

**WHAT IS DISCRIMINATION?**

Simply put, discrimination is the act of treating someone differently, often in a negative way, because of how that person looks or acts, their social standing, religious beliefs, etc.

The **reality** is, people with mental illness want what everyone else wants: **to be loved and respected. To be accepted.** To have a fulfilling life in their community.

For those with mental illness, discrimination is often based on **outdated assumptions** or **myths**. Such as:

Find out more and join the conversation to end discrimination against those with mental illness, addiction or co-occurring disorders by visiting: [CT.gov/dmhas](http://CT.gov/dmhas).

myth: They can't hold down jobs  
 myth: They are lazy  
 myth: They can't take care of themselves  
 myth: They can't be around children  
 myth: They are dangerous

Advertiser/Client

**CT Dept. of Mental Health  
 and Addiction Services  
 Embrace Don't Disgrace  
 Cronin and Company**

Title of Entry  
 Company/Agency

Creative Director  
 Art Director  
 Copywriter  
 Others

**Wayne Raicik  
 Wayne Raicik  
 Jon Smirnoff  
 Helen Chung, Mike Duncan,  
 Pat Kiniry, Martin Walsh**





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**INTEGRATED B2B  
CAMPAIGN**



# INTEGRATED B2B CAMPAIGN

How many of our business banking customers stick with us?

(including landscapers)

Maybe it's because we stick with them. We don't let their loans to other banks. We don't have revolving door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 20+ years. For businesses of all sizes, we make banking all kinds of easier.

All kinds of easier™  
**ion** BANK

To learn more, visit [ionbank.com](http://ionbank.com)

Member FDIC Equal Housing Lender | Preferred SBA Lender

How many of our business banking customers stick with us?

(including plumbers)

Maybe it's because we stick with them. We don't let their loans to other banks. We don't have revolving door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 20+ years. For businesses of all sizes, we make banking all kinds of easier.

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(including architects)

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98% of our business banking customers stick with us. (including florists)

All kinds of easier™  
**ion** BANK

ionbank.com | Member FDIC | Equal Housing Lender | Preferred SBA Lender

How many of our business banking customers stick with us?

(including builders)

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**ion** BANK

To learn more, visit [ionbank.com](http://ionbank.com)

Member FDIC Equal Housing Lender | Preferred SBA Lender



Advertiser/Client  
Title of Entry  
Company/Agency

**Ion Bank**  
**Ion Bank Business**  
**Adams & Knight**

Creative Director  
Art Director  
Copywriter  
Agency Producer  
Others

**Don Carter**  
**Don Carter**  
**Alan Maislen**  
**Tape Works**  
**Silvia Almada,**  
**Herb Emanuelson**

AD CLUB CT 2016

# INTEGRATED B2B CAMPAIGN

How many of our business banking customers stick with us?

(including landscapers)

Maybe it's because we stick with them. We don't let their loans to other banks. We don't have revolving door bankers. And we make decisions locally. Your Ion banker comes to your business personally to better understand your objectives. That's why 98% of business banking customers have stayed with us for 20+ years. For businesses of all sizes, we make banking all kinds of easier.

All kinds of easier™  
**ion** BANK

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Member FDIC Equal Housing Lender | Preferred SBA Lender

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(including architects)

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All kinds of easier™  
**ion** BANK

To learn more, visit [ionbank.com](http://ionbank.com)

Member FDIC Equal Housing Lender | Preferred SBA Lender

98% of our business banking customers stick with us. (including florists)

All kinds of easier™  
**ion** BANK

ionbank.com | Member FDIC | Equal Housing Lender | Preferred SBA Lender

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(including builders)

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**ion** BANK

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**ion** BANK

To learn more, visit [ionbank.com](http://ionbank.com)

Member FDIC Equal Housing Lender | Preferred SBA Lender



Advertiser/Client  
Title of Entry  
Company/Agency

**Ion Bank**  
**Ion Bank Business**  
**Adams & Knight**

Creative Director  
Art Director  
Copywriter  
Agency Producer  
Others

**Don Carter**  
**Don Carter**  
**Alan Maislen**  
**Tape Works**  
**Silvia Almada,**  
**Herb Emanuelson**

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Three gold pencils are arranged horizontally, pointing upwards. They are slightly out of focus and serve as a background for the text.

**BEST OF INDUSTRY  
AWARDS  
BEST HEALTHCARE  
MARKETING**



# BEST OF INDUSTRY AWARDS BEST HEALTHCARE MARKETING



Advertiser/Client  
Title of Entry  
Company/Agency

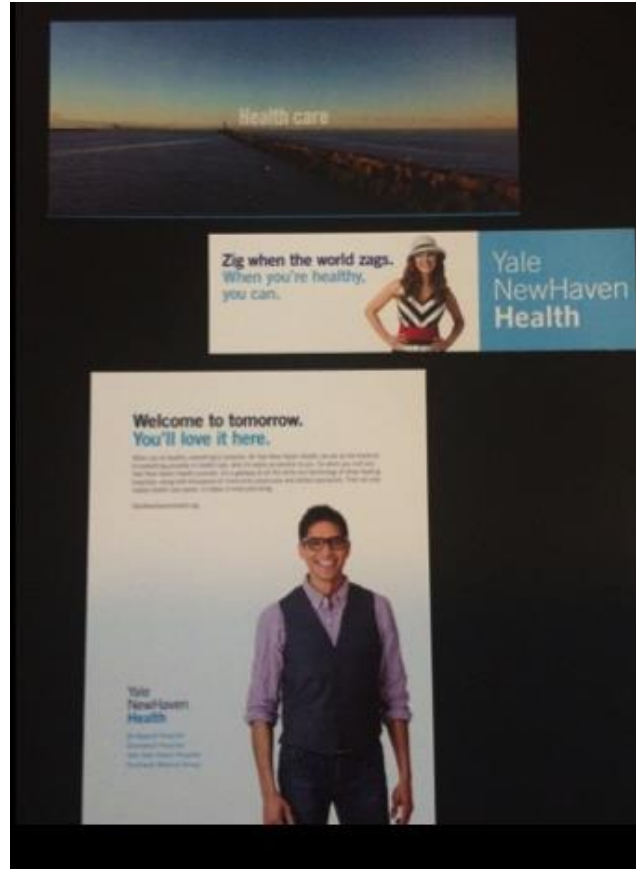
**Health Net**  
**Health Net Small Business**  
**The Lift Factor**

Creative Director  
Art Director  
Copywriter and  
Agency Producer

**Michael Dambra**  
**Jennifer LaBrie**  
**Michael Dambra**

AD CLUB CT 2016

# BEST OF INDUSTRY AWARDS BEST HEALTHCARE MARKETING



Advertiser/Client  
Title of Entry  
Company/Agency

**Yale New Haven Health**  
**Brand Launch**  
**Mason, Inc.**

Creative Director  
Art Director  
Copywriter  
Agency Producer  
Other

**Richard Gamer**  
**Holly Fiss**  
**Richard Gamer**  
**Jake Kahn**  
**Gnarly Bay Productions**

2016

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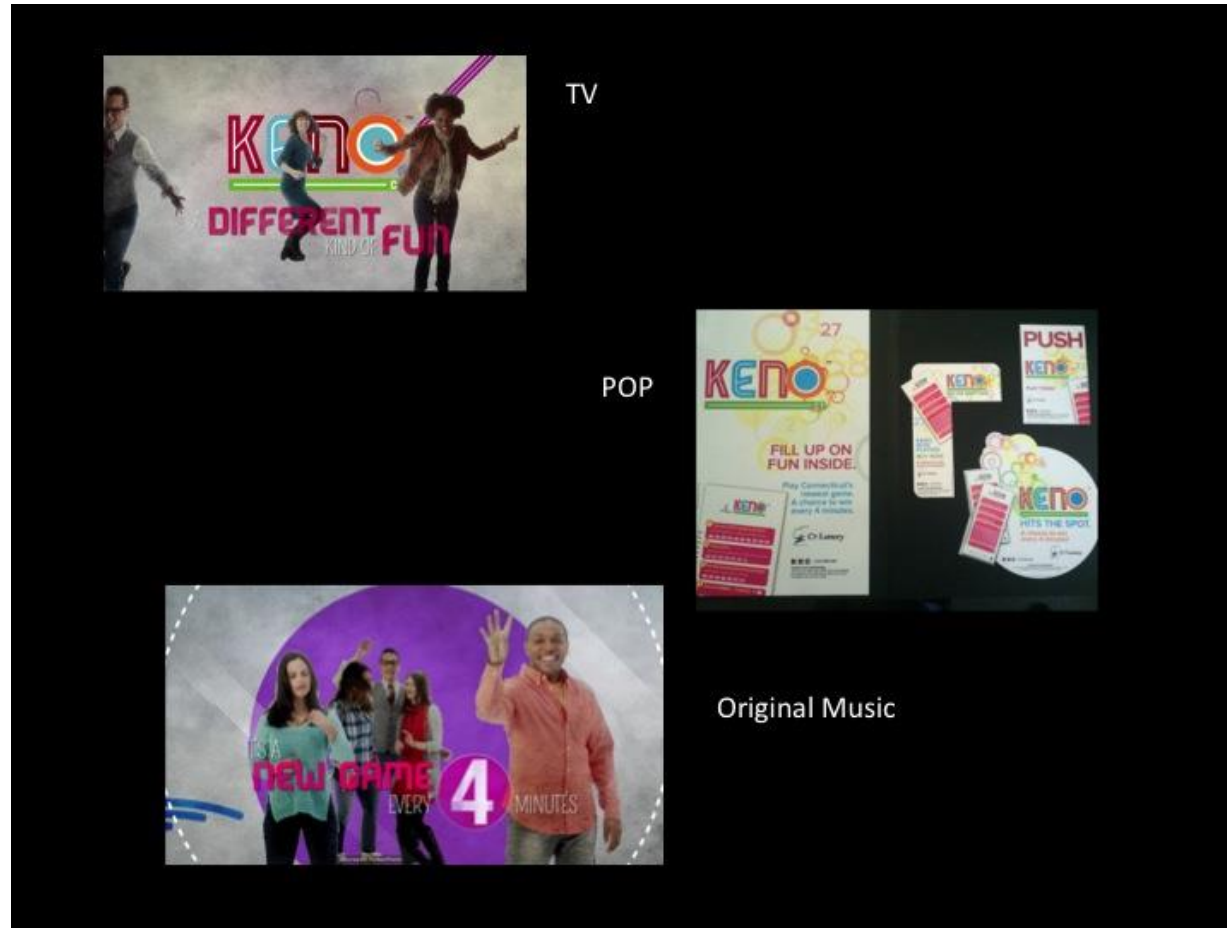
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**62nd Annual  
Awards Show**

Three gold pencils are arranged horizontally, pointing upwards. They are slightly out of focus, creating a soft background for the text.

**BEST OF INDUSTRY  
AWARDS  
BEST RETAIL  
MARKETING**

# BEST OF INDUSTRY AWARDS BEST RETAIL MARKETING



Advertiser/Client  
Title of Entry  
Company/Agency

**CT Lottery**  
**KENO Launch TV,**  
**Pop & Original Music**  
**Mason, Inc.**

Creative Director  
Art Directors  
Copywriter  
Agency Producer

**Richard Gamer**  
**Holly Fiss, Elmer Grubbs**  
**Richard Gamer**  
**Susan Temple**



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**INNOVATION**

## INNOVATION

**“This ad series used the media in an unusual but smart way that made sense for the product and message.”**

J.B.G



## INNOVATION

**“ Not sure who (media person, creative person, experiential person) gets the kudos for suggesting this as a medium for a commuter bus, but whoever it is, give this person a raise. This media is hitting the target user right where it is most effective.”**

P.S.

# INNOVATION



Advertiser/Client **CTfastrak**  
Title of Entry **Gas Station Fill board**  
Company/Agency **Mintz + Hoke**

Creative Director **Grant Sanders**  
Art Director **Trevor Dobrowsky**  
Copywriter **Roseanne Azarian**  
Others **Ben Cadwell, J. R. Foster**



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Three sharpened pencils are arranged horizontally, pointing upwards. They are set against a dark grey background. The word "INSPIRATION" is written in white, bold, uppercase letters across the middle of the pencils.

**INSPIRATION**

## INSPIRATION

**“In financial services, there are so many regulations and restrictions that clients are often shy of creative ideas that don't fit with the norm. Yet this integrated campaign was recognized for the Creative Inspiration Award because it was not the norm, and was successfully sold in and executed across multiple channels.”**

J.B.G

2016

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## INSPIRATION

**“I thought this was a risky solution that the creative team pushed and pushed. And to their credit and their client's credit, it definitely stands out. I thought this campaign should inspire all of us creatives to push the work.”**

P.S.

# INSPIRATION



Advertiser/Client  
Title of Entry  
Company/Agency

**Nutmeg State Financial Credit Union**  
**Bury Your Money**  
**GO MEDIA**



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**GOLD BRUSH  
BEST ART DIRECTION**

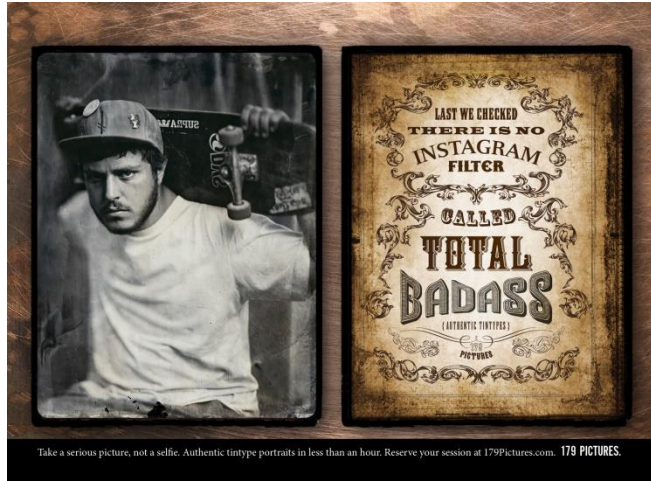
## GOLD BRUSH

**“Each spread combined great art direction, crafted type, and less-than-obvious headlines. This was one of two entries I honestly wish I could say I did.”**

P.S.



# GOLD BRUSH BEST ART DIRECTION



Advertiser/Client  
Title of Entry  
Company/Agency

**179 Studios**  
**Tintype Posters**  
**Adams & Knight**

Creative Director  
Art Director  
Copywriter

**Pat Dugan**  
**Don Carter**  
**Pat Dugan**



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Three gold pencils are arranged horizontally in the background, slightly out of focus. They are positioned behind the main text.

**GOLD PEN  
BEST COPYWRITING**

## GOLD PEN

**“The copy for the series was thoughtful, and really tied strongly to the mindset of the runner. The writer knew who they were trying to speak to and pulled from the truths with a smart twist.”**

J.B.G

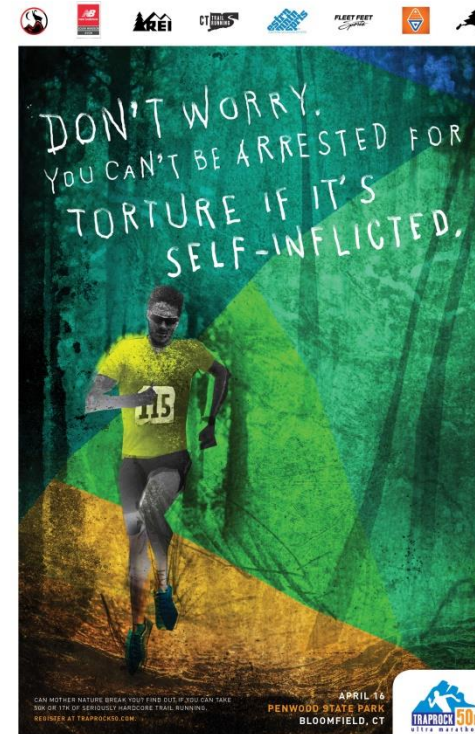
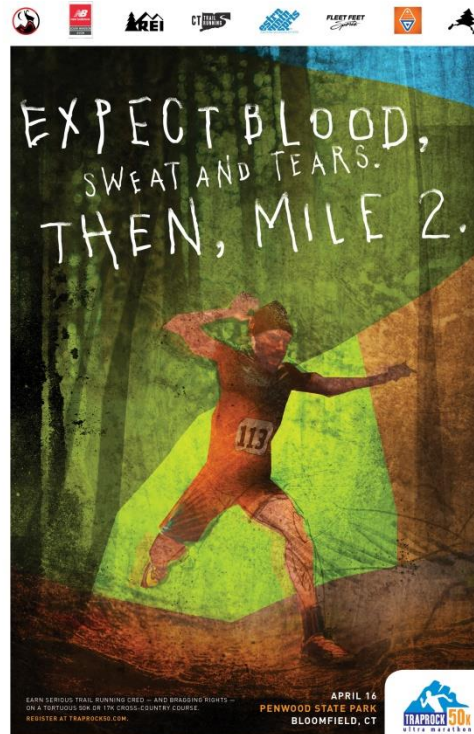
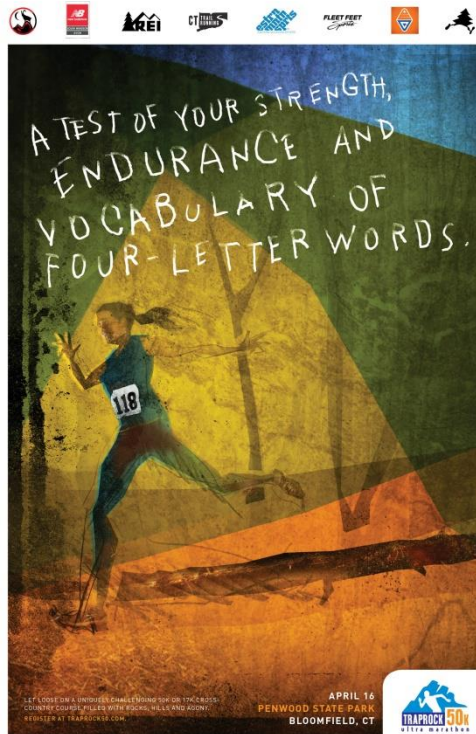
## GOLD PEN

**“I'm a runner. Well, more correctly I was a runner. Not the long distances that these pieces talk about but I can relate to the headlines. The "Mile 2" and "Self-Inflicted" headlines are great, great headlines. I also appreciate that each piece has a different piece of body copy. The easy way out would have been to use one longer piece, but this writer took the time to pay off each headline. I realize this is the Gold Pen award but the hand-rendered headlines seemed to be the perfect type solution for these lines as well. This is another campaign that I wish I could say I worked on.”**

**P.S.**



# GOLD PEN BEST COPYWRITING



Advertiser/Client  
Title of Entry  
Company/Agency

**Traprock**  
**50K Ultramarathon Poster Series**  
**Adams & Knight**

Creative Director  
Art Director  
Copywriter  
Illustrator

**Pat Dugan**  
**Eric Panke**  
**Pat Dugan**  
**Eric Panke**



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Three sharpened pencils are arranged horizontally, pointing upwards. They are light brown with dark tips. The background is a dark gray gradient.

**BEST OF SHOW**

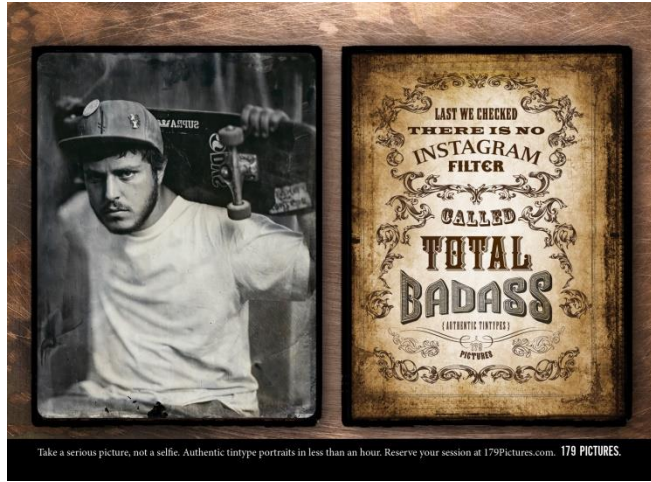
## BEST OF SHOW

**“This campaign is a winner in any awards show it's entered in. It's that good. Tough these days to sell portraits to anyone under 40 who owns a cell phone. This campaign recognizes the realities this brand is dealing with and that's why I liked it so much. Congrats to the writer/art director team.”**

P.S.



# BEST OF SHOW



Advertiser/Client  
Title of Entry  
Company/Agency

**179 Studios**  
**Tintype Posters**  
**Adams & Knight**

Creative Director  
Art Director  
Copywriter

**Pat Dugan**  
**Don Carter**  
**Pat Dugan**





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Value Added Management Group, LLC

Corporate & Fundraising Events, Marketing & Promotions

Kathleen S. Lilley

27 Southview Drive

Wallingford, CT 06492

Kathy@valueaddedmgmt.com

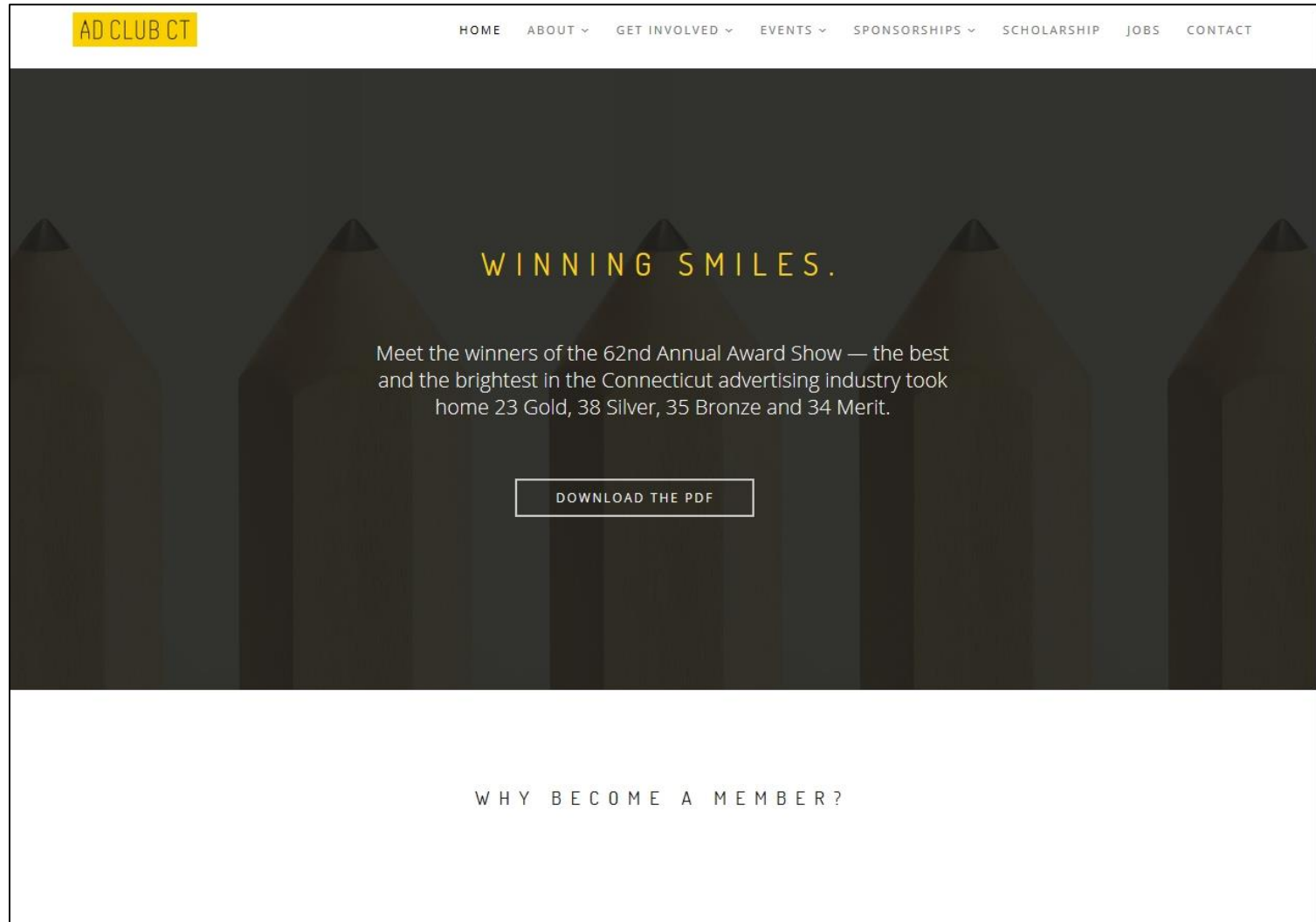
860-573-4280 (M)

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**CLOSING REMARKS**  
**Bernadette Grecki**

# NEW WEBSITE



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# BRANDED USB DRIVES



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