

2008 Prism Award Winners

Company	Entry Title	Individual Name	Cat No.	Subcategory
Community Relations/Cause Marketing - More than \$50,000				
Abbott and the Magic Johnson Foundation with Fleishman-Hillard Inc.	"I Stand with Magic" - Addressing the Rise of HIV Among African Americans	N/A	1	B
Cerner Corporation	"Join the Team and Tackle Diabetes" Program with Cerner and the Kansas City Chiefs	Alex Benson	1	B
Fleishman-Hillard	"Proud Hands" of Parkinson's Disease Book and Launch	Courtney Fadler, Warren Dudley, Carlos Casas, Justin Wills and Erick Warner	1	B
Sturges Word Communications on behalf of Three Trails	A Field of Dreams	Melissa Sturges and Sarah Davis	1	B
Trozzolo Communications Group	College Goal Sunday 2008	N/A	1	B
Media Relations - less than \$50,000				
GlynnDevins Advertising and Marketing	Friendship Village Tempe - Brand Awareness	Randy Eilts, Bill Sitton and Brandi Towns	2	A
H&R Block, Miller Meiers Design for Communication	H&R Block TaxCut iPresentation and Software Jump Drive	Denise Sposato, Bob Meiers	2	A
HNTB	Building a Strong Voice within the National Transportation Debate: HNTB's Experts Program	Lydia DeWitt Steinberg	2	A
Kansas City Convention and Visitors Association	Ready for Takeoff: Kansas City's Presence in Airline Magazines	Derek Klaus, Alan Carr, Laren Mahoney and Jill Raines	2	A
Kansas City Convention and Visitors Association	Creating a Buzz about Kansas City's Renaissance	Laren Mahoney, Alan Carr, Derek Klaus & Jill Raines	2	A
Robyn Caulfield Public Relations	Club Libby Lu Reaches Media High Note During Hannah Montana Concert Tour	Robyn Caulfield	2	A
Venice Communications, Inc.	Lyric Opera of Kansas City Media Relations	Jayne Siemens	2	A
Media Relations - more than \$50,000				
Waddell & Reed / Kemper & Co.	Waddell & Reed - US Care Package 70th Anniversary Goodwill Tour Media Relations Campaign	Roger Hoadley, Stephen Barrett, Maggie Ross, Lori Dorsey, Elaina Boudreau, Christine Kemper, Sara McManus, Larry Garrett	2	B
Abbott and the Magic Johnson Foundation with Fleishman-Hillard Inc.	"I Stand with Magic" - Addressing the Rise of HIV Among African Americans	N/A	2	B

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Hallmark Cards, Inc., and Fleishman-Hillard	Hallmark Keepsake Ornaments 2007	Eileen Gaffen, Deidre Parks, Mandy Levings, Liz Hawks, Erica Jones, Jon Gray, Laura Nguyen, Courtney Fadler	2	B
Norgren and Nicholson Kovac	Posi-Clik Media Relations Launch Campaign	Mark Shellenbarger, Ian Jarrett and Sally Behringer	2	B
Marketing Campaigns - local/regional				
Perceptive Software	Perceptive Software Recruiting Campaign	Paul Arnhold, Karen Bellinghausen, Lauren Merrill, Sherlyn Manson	3	A
Cerner Corporation	Introducing the Cerner "Health Economy"	Jenni Miller	3	A
Corporate Communications Group / Trozzolo Communications Group	Cardiovascular Consultants CardioScan Gift Card	Tracie Tempel, Morgan Johnson, John Martellaro, Connie Coffey	3	A
FMC and Nicholson Kovac	Hero Insecticide Product Launch	Paul Redhage and Sally Behringer	3	A
Sturges Word Communications / The Downtown Council of Kansas City	Kansas City Urban Tour Marketing Campaign	Linda Word, Emily Pastrovich and Samantha Marion	3	A
Trozzolo Communications Group	City of Kansas City, MO. 311 Action Center	N/A	3	A
Trozzolo Communications Group	I Went Back Campaign - KU Edwards Campus	N/A	3	A
University of Kansas Edwards Campus	Start2Finish: An Educational Partnership	Ed Foley, Phil French, Julie Haas, Laura Lynch, Shawna Samuel, Elaine Warren	3	A
Marketing Campaigns - national/international				
Hallmark Cards, Inc., and Fleishman-Hillard	Hallmark Mother's Day 2008	Eileen Gaffen, Sarah Gronberg, Mandy Levings, Liz Hawks, Nicole Trembley, Jon Gray, Erin Hazard, Ben Brundred	3	B
HOK Sport	Sustainable Stadia: HOK Sport's Green Marketing Plan	Gina Leo, Bob White, Erin Hubert, Debbie Frederiksen, Alexis Parsons, Sarah Wilson, Jennifer Brosseau, Kyle VanLoo, Melissa Thompson	3	B
Special Events - \$50,000 or Less				
Trozzolo Communications Group	Trozzolo Communications Group - ART Works Here	N/A	4	A
Lathrop & Gage	Kansas City Development Symposium	Leslie Niemeier and Katie Hollar	4	A
Phillips-West Public Relations and Communications	A Celebration of Black Film 2008 - "The Comedies"	N/A	4	A

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Sturges Word Communications / Botwin Family Partners	Not a Groundbreaking, but a Mending in Waldo	Melissa Sturges, Toni Alexander, Sarah Davis	4	A
Special Events - More than \$50,000				
Parris Communications and Community Blood Center	Community Blood Center 50 Year Anniversary Luncheon	Christine Hamele, Kelly Cooper, Cadie Connors, David Graham	4	B
Perceptive Software	Influence 2007: ImageNow Customer Advisory Council	Beau Wysong, Sherlyn Manson, Lauren Merrill, Sascha Ohler	4	B
Waddell & Reed / Kemper & Co.	Waddell & Reed - US Care Package 70th Anniversary Goodwill Tour	Roger Hoadley, Stephen Barrett, Maggie Ross, Lori Dorsey, Elaina Boudreau, Christine Kemper, Sara McManus, Larry Garrett	4	B
Abbott and the Magic Johnson Foundation with Fleishman-Hillard Inc.	"I Stand with Magic" - Addressing the Rise of HIV Among African Americans	N/A	4	B
Cerner Corporation	Cerner Health Conference 2007	Blake Zogleman	4	B
Fleishman-Hillard	"Proud Hands" of Parkinson's Disease Book Launch	Courtney Fadler, Warren Dudley, Carlos Casas, Justin Wills and Erick Warner	4	B
FMC and Nicholson Kovac	FMC Bin Buster Tour	Paul Redhage and Sally Behringer	4	B
Perceptive Software	Inspire 2008: The ImageNow User Conference	Beau Wysong, Sherlyn Manson, Lauren Merrill	4	B
Sturges Word Communications / Park Place	Park Place Grand Opening	Melissa Sturges, Toni Alexander, Sarah Davis and Travis Joyal	4	B
Weyforth-Haas Marketing	United Country Annual Convention 2008	Lara Holy	4	B
Internal Communications Programs				
PlattForm Advertising	2008 Team Phil Email/Web Site Campaign	Michael Mackie, Kevin Kuzma	5	
Public Affairs/Lobbying/Issues Management				
Corporate Communications Group / Trozzolo Communications Group	Great Plains Alliance for Clean Energy - Kansas Legislature Initiative	Michael Grimaldi, John Martellaro, Nancy Ornce, Connie Coffey, Natalie Espinoza	6	
HNTB Corporation and the Kansas Department of Transportation	Kansas Long Range Transportation Plan - Phase 2	Robyn Arthur, Michael DeMent and Julie Lorenz	6	
Owner-Operator Independent Drivers Association	Cross Border Trucking Challenge	Norita Taylor	6	
Branding Initiatives				
Barkley	March of Dimes Rebranding Campaign	Mike Swenson, Jennifer Cawley, Kelly Gage, Kelly Oleson, Michaela Bondon, Megan Hutchison	8	

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Parris Communications, CBC, McDevitt and Newman, Henry Wurst Printing	Community Blood Center 50 Year Anniversary Program	Christine Hamele, Kelly Cooper, David Graham, Bill McDevitt, Andi Selzer	8	
Sturges Word Communications / Toy and Miniature Museum	Toy and Miniature Museum Branding and Marketing Campaign	Lee Page, Emily Pastrovich, Mandy King, Samantha Marion	8	
Trozzolo Communications Group	Premium Financing Specialists - Branding Initiative	N/A	8	
Special Programs				
GlynnDevins Advertising and Marketing	ETA: Experience The Amsterdam	Randy Eilts, Bill Sitton and Brandi Towns	9	
HNTB Corporation and the Missouri Department of Transportation	Missouri Transportation Legislative Summit	Michael DeMent, Katie Blakemore, Cara Dewey	9	
National Association of Insurance Commissioners	Insure U - Get Smart About Insurance	Scott Holeman	9	
Trozzolo Communications Group	MARC AIRQ Workplace Initiative	N/A	9	
Buck Consultants, an ACS Company	2007 AMC Total Rewards Site	Janice Bridges for Eric Morgenstein	9	
GlynnDevins Advertising and Marketing	Just Desserts: Park Place at Elmhurst, Tallgrass at Mill Creek and Fox Hill	Randy Eilts, Bill Sitton and Summer Evans	9	
HNTB Corporation	Kansas Long-Range Transportation Plan - Transportation Symposium	Katie Blakemore, Robyn Arthur, Julie Lorenz, Michael DeMent	9	
HNTB Corporation and the Missouri Department of Transportation	kcICON Landmark Bridge Selection	Michael DeMent	9	
Kansas City Power and Light	GPE/Aquila Transaction Employee Communications	Margie Paxton, Debbie Froelich, Matt Tidwell	9	
News Kit				
Expansion Communications	Cramer Products' 90th Anniversary News Kit	Janet Smith, APR	10	
Nicholson Kovac	Hilti World of Concrete News Kit	Renee Robinson, Brooke Ehlers	10	
Barkley	Lee National Denim Day Participation Kit	Lindsey De Witte, Annie Arnold, Susan Shank, Megan Hutchison	10	
Video - \$50,000 or less				
Advanced Environmental Recycling Technologies (AERT) and Nicholson Kovac	A.E.R.T. MoistureShield® Juniper Collection Video	Renee Robinson, Brooke Ehlers	11	A
Parris Communications and Community Blood Center	Community Blood Center 50 Year Anniversary Video	Christine Hamele, Kelly Cooper, Bill McDevitt	11	A
Zillner Marketing Communications / Studio Graphics / Life Care Services	W-LCS News 4 For U	Marlene Lobner, Bill Bornsheuer, Mark Yontz, Chelsea Krohe	11	A
Video - more than \$50,000				
Fleishman-Hillard	"I Found a New Way" Patient Testimonial Video	Michelle Slattery	11	B

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Inernet Communications - More than \$20,000				
AERT and Nicholson Kovac	A.E.R.T. MoistureShield® Web Site	Renee Robinson, Brooke Ehlers	13	B
H&R Block, Miller Meiers Design for Communication	The Tango Web Site	Paula Drum, Denise Sposato, Bob Meiers	13	B
Kansas City Convention and Visitors Association, BarkleyREI and SMI	The New and Improved VisitKC.com	Brandon Billings, Alan Carr, Derek Klaus, Doug McClain and Jill Raines	13	B
Writing				
FMC and Nicholson Kovac	Ranman fungicide Feature Article	Paul Redhage and Sally Behringer	15	
GlynnDevins Advertising and Marketing	Covenant Crossing - Groundbreaking Speaking Points	Randy Eilts, Bill Sitton	15	
Morningstar Communications	Family Friendly Resolutions	Tricia Jaworski, Sami Valenti, Eric Morgenstern	15	
Morningstar Communications	Pro AV "Install Solutions" Pitch	Tricia Jaworski, Sami Valenti, Eric Morgenstern	15	
Workshops/Seminars/Training Programs				
H&R Block, Miller Meiers Design for Communication	H&R Block National Conference and Franchise Convention	Kristina Patrick, Bob Meiers	16	
Social Media Projects				
Hallmark Cards, Inc., and Fleishman-Hillard	Hallmark Journeys Online Editorial Outreach and Hallmark Blogger Conference	Deidre Parks, Eileen Gaffen, Liz Hawks, Nicole Trembley, Jon Gray, Kim West, Erica Jones	17	
H&R Block, Miller Meiers Design for Communication	H&R Block Digits' Customer Engagement Platform	Paula Drum, Denise Sposato, Bob Meiers	17	
Special Projects				
Kansas City Convention and Visitors Association	KCCVA Marketing Plan	Doug McClain, Deanie Blansett, Alan Carr and Jill Raines	18	
Owner-Operator Independent Drivers Association	Truckers for Troops Telethon	Norita Taylor	18	
Pro Bono -Newsletter				
Weyforth-Haas Marketing	Sheffield Place Newsletter and Collateral Redesign Campaign	Lara Holy	19	C
Pro Bono -Fundraising				
Trozzolo Communications Group	Alex's Lemonade Stand 2007	N/A	19	D
Pro Bono -Special Events				
Trozzolo Communications Group	Juvenile Diabetes Research Foundation 2008 Dream Gala	N/A	19	E
Trozzolo Communications Group	American Red Cross Red Ball	N/A	19	E
Pro Bono - Media Relations				

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Morningstar Communications	Jazzoo 2008 Media Relations	Lauren Erickson, Tricia Jaworski, Matt Dunn, Erin Gregory	19	K
Perceptive Software	Rebuilding Together Shawnee	Paul Arnhold	19	K
Electronic Publication				
Patron Insight, Inc.	Strategic Insight Newsletter	Ken DeSieghardt	20	
Saint Luke's Health System	eRounds	John Francis	20	
Newsletter				
AMC Entertainment, Inc., Parris Communications	AMC Entertainment InterMission	Melanie Bell, Justin Scott, Andy DiOrio, Laurie Roberts	21	
Seaboard Foods	The Quality Circle Connection	David Eaheart, APR; Monica Camarin	21	
Trozzolo Communications Group	Bayer Healthcare, LLC, Animal Health Division "Bayer Beat"	N/A	21	
Trozzolo Communications Group	Assurant Employee Benefits "InFront"	N/A	21	
FMC and Nicholson Kovac	FMC Advanced Control newsletters	Paul Redhage and Sally Behringer	21	
Magazine - 4 or More Colors				
Saint Luke's Hospital Foundation	Saint Luke's Report	Caroline Millard	22	B
Cerner Corporation	The Cerner Quarterly	Drew Swisher	22	B
Children's Mercy Hospitals and Clinics	Safe and Sound	Telisa Hassen	22	B
Perceptive Software	IN Magazine	Jennifer Overstreet, Hunter Olson, Beau Wysong, Paul Arnhold, Jeremy McNeive, Mike Colahan, Sherlyn Manson	22	B
Saint Luke's Health System	Saint Luke's Health Magazine	John Francis	22	B
Brochure - 4 or More Colors				
Lathrop & Gage and The Collaboration	Lathrop & Gage Firm Brochure	Katie Hollar, Mark Botsford and Brohan Watkins	23	B
Shawnee Mission Medical Center	A Guide to Our Services, Hospital Brochure	Linda Smith, Nan Garcia, Lynn Hire	23	B
Trozzolo Communications Group	Polsinelli Firm Brochure	N/A	23	B
Trozzolo Communications Group	TouchNet Brochure	N/A	23	B
Annual Report - 4 or More Colors				
Ewing Marion Kauffman Foundation	2007 Kauffman Foundation Thoughtbook	Kauffman Foundation Communications Team	24	B
National Association of Insurance Commissioners	NAIC 2007 Annual Report	Scott Holeman, Jeremy Wilkinson, Heidi Cline, Vanessa Sink	24	B

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Shawnee Mission Medical Center	New Beginnings, 2007 Annual Report	Linda Smith, Nan Garcia, Lynn Hire	24	B
Sturges Word Communications / The Downtown Council of Kansas City	Downtown Council of Kansas City 2007 Annual Report	Linda Word, Emily Pastrovich and Samantha Marion	24	B
Trozzolo Communications Group	Environmental Institute for Golf Annual Report - 2007	N/A	24	B

Best of Show: Hallmark/Fleishman Hillard for Hallmark Mother's Day 2008

Roger Yarrington PR Pro of the Year: Melissa Sturges - Sturges Word Communications

Bill Delay Award for Distinguished Service to GKCPRSA: Brooke Ehlers - Nicholson Kovac

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