



Community Relations or Cause Marketing
\$50,000 or less

PRISM Awards

- “Tiffany & Company BOTAR Relationship”
Trozzolo Communications Group
(Shawna Samuel, Becky Blades, APR, Melinda Petet — Tiffany & Company).
- “AMC Freedom Writers”
Parris Communications and AMC Entertainment
(Roshann Parris, Laurie Roberts, Courtney Fadler, Melanie Bell, Sun Dee Larson)
- “Dodge for a Cause 2007”
Perceptive Software and JDRF
(Dodge for a Cause Team and JDRF)
- “Rediscovering Kansas City's Cowtown”
Fleishman-Hillard, Inc.
(Animal Health Corridor)

Silver Awards

- “Clean Air Kansas City”
Media Events
(Joyce Morrison, Lindsay Kimball)
- “2007 Governors' Summit”
Parris Communications and the Greater Kansas City Chamber of Commerce
(Roshann Parris, Laurie Roberts, Ryan Holmes, Pam Whiting, Sheri Blackman)
- “Missouri Stem Cell Research & Cures Initiative”
Parris Communications
(Entire Team)

Community Relations or Cause Marketing
\$50,000 or more

PRISM Awards

- “I Stand With Magic: Campaign to End Black AIDS Launch”
Fleishman-Hillard
(Nabeeha Kazi, Mistie Stevens, Lonnetta Ragland, Holly Gibson, Deborah Holmes)
- “Vision Metcalf”
Corporate Communications Group
(David Westbook, Pam Crawford)



Silver Awards

- “Join the Team to Tackle Diabetes”
Cerner Corporation
(Cerner Diabetes Initiative Team)
- “We’re On It”
City of Kansas City
(Trozzolo Communications Group)

Media Relations **\$50,000 or less**

PRISM Awards

- “Perceptive Software B2B PR Launch”
Perceptive Software, Inc.
(Paul Arnhold, Sherlyn Manson)
- “Crosslink Media Relations Campaign”
Morningstar Communications
(Crosslink Team)
- “Starlight Theatre 2006 Broadway”
Morningstar Communications
(Starlight Theatre Team)

Silver Awards

- “Kauffman Foundation FIRST LEGO League and Robotics Competition”
Trozzolo Communications Group
(Sarah Brewster, Blair Lawrence, Jon Ratliff, APR and Matt Pozel
Wendy Guillies, The Kauffman Foundation)
- “Children's Mercy Hospital: Reducing Spring Sports Injuries in Children Satellite Media Tour”
Trozzolo Communications Group
(Jon Ratliff, APR and Tom McCormally, Children’s Mercy Hospital)
- “Reconstructing a Giant”
Sturges Word Communications/Walton Construction
(Melissa Sturges, Toni Alexander)
- “AMC Freedom Writers”
Parris Communications and AMC Entertainment
(Roshann Parris, Laurie Roberts, Courtney Fadler, Melanie Bell, Sun Dee Larson)



- “A.M. Cinema”
Parris Communications and AMC Entertainment
(Roshann Parris, Laurie Roberts, Courtney Fadler, Melanie Bell, Sun Dee Larson)
- “AMC Best Picture Showcase”
Parris Communications and AMC Entertainment
(Roshann Parris, Laurie Roberts, Courtney Fadler, Melanie Bell, Sun Dee Larson)
- “HNTB National Media Relations”
Parker + Caulfield for HNTB
(Suze Parker, APR, Robyn Caulfield)
- “Hallmark Business Expressions: 2006 Holiday Media Relations Campaign”
Morningstar Communications
(Jessica Spencer-Gardner, Lauren R. Erickson, Sheri Johnson, APR)
- “America's Crumbling Infrastructure RMT”
HNTB Corporation
(Lydia DeWitt Steinberg, Jack Finn)
- “UMB Scout Funds National Media Relations Program”
Boasberg / Wheeler and UMB Bank
(Katie McDonald, Chris Hartwick)
- “Beltwide Cotton Conference Media Event”
BCS Communications
(Illinois Blasdel)
- “Lee Jeans Fashion Media Relations”
Barkley Public Relations
(Lindsey DeWitte, Susan Shank, Annie Arnold, Megan Hutchinson)

Media Relations
\$50,000 or more

PRISM Awards

- “Breast Cancer 3-Day”
Barkley Public Relations
(Jennifer Cawley, Wendy Fitch, Amy Goostree)
- “Achieve Financial Independence Week”
Morningstar Communications
(Tricia Jaworski, Heather Lewis)



- “Lawn-Boy Big Wave Campaign”
Lawn-Boy and Nicholson Kovac
(Kyle Henning, Christine Yu and NK team)
- “Missouri Stem Cell Research & Cures”
Parris Communications
(The Parris Communications Team)
- “Tri-County Electric Acquisition”
Sturges Word Communications
(Justin LaBerge, Melissa Sturges)

Silver Awards

- “John Deere Press Event 2007”
Weyforth-Haas Marketing
(WHM and John Deere)
- “Jo-Carroll Energy Acquisition”
Sturges Word Communications
(Justin LaBerge, Melissa Sturges)
- “KC's New Convention District”
Kansas City Convention and Visitors Association
(Alan Carr, Lauren Mahoney)
- “Blue Bunny”
Barkley Public Relations
(Tracy Richardson, Wendy Fitch, Viva Bolova, Amy Goostree)

Local or Regional Marketing Campaign

PRISM Awards

- “Speak Up About Colon Cancer”
Fleishman-Hillard, Inc.
(Melissa Anderson, Chris Yonke, Randy Burton, Wendy Dougherty, Chuck Tabri)
- “Sweet Music! Hallmark Cards with Sound Product Launch”
Fleishman-Hillard and Hallmark Cards
(Robin Broder, Holly Bachand, Deidre Parkes, Eileen Gaffen)
- “Carbine ‘Catch the Plant Bug!’ Tour”
Nicholson Kovac and FMC
(Paul Redhage, NK team)



- “Tiffany & Co. Gehry Launch”
Trozzolo Communications Group
(Shawna Samuel, Bev Haskins)
- “Kauffman Foundation Homework Zone”
Trozzolo Communications Group
(Sarah Brewster, Blair Lawrence, Laura Lynch, Jon Ratliff, APR, Joy Torchia, Wendy Guillies, Matt Pozel, The Kauffman Foundation)
- “City of Kansas City, MO Tax Amnesty Program”
Trozzolo Communications Group
(Anita Gilpin, Libby Buss, Blair Lawrence, Bev Haskins, Ross Wuetherich, Dave Richards, Tom Heapes, APR, Laura Lynch, Angelo Trozzolo)
- “I Went Back’ Campaign”
University of Kansas Edwards Campus and Trozzolo Communications Group
(Elaine Warren, Jon Ratliff, Shawna Samuel)

Silver Award

- “Kansas City Convention and Visitors Association’s Summer Marketing Campaign”
Kansas City Convention and Visitors Association
(Tyrone Myrick, Jill Raines)

National or International Marketing Campaigns

PRISM Awards

- “Removing Trans Fat From America's Menus”
Fleishman-Hillard and Dow AgroSciences
(Mark Crouser, Mora Thompson, Melissa Novak)
- “Advantage Multi Product Launch”
Fleishman-Hillard, Inc.
(Fleishman-Hillard, Inc. and Bayer Animal Health)
- “Hill's Prescription Diet c/o Multicare Feline Launch”
Geoff Howe Marketing Communications
(Marc Vasquez, Kevin Gabriel)
- “LG Eden Product Launch”
Nicholson Kovac and LG HI-MACS
(Ferron Dunham, NK team)



Silver Awards

- “Caterpillar ACERT™ Technology European Intro”
Weyforth-Haas Marketing
(WHM and Caterpillar)
- “TouchNet Enter the Free Zone”
Trozzolo Communications Group
(Jeff Madden, Phil French, Dave Richards, Laura Lynch, Jon Ratliff, APR)

Special Events **\$50,000 or less**

PRISM Award

- “AMC's Best Picture Showcase”
Parris Communications and AMC Entertainment
(Roshann Parris, Laurie Roberts, Courtney Fadler, Melanie Bell, Sun Dee Larson)

Silver Awards

- “More than a Groundbreaking”
Sturges Word Communications and reStart
(Melissa Sturges, Toni Alexander, Ashley Smith)
- “2007 Governors' Summit”
Parris Communications and the Greater Kansas City Chamber of Commerce
(Roshann Parris, Laurie Roberts, Ryan Holmes, Cadie Connors, Pam Whiting, Sheri Blackman)

Special Events **\$50,000 or more**

PRISM Award

- “Inspire 2007”
Perceptive Software, Inc.
(Sherlyn Manson, Spencer Cullor, Lauren Merrill)

Silver Awards

- “Entrepreneurship Week USA”
(Ewing Marion Kauffman Foundation, Trozzolo Communications Group, Public Forum Institute)
- “Stem Cell Campaign Launch Rally”
Parris Communications
(The Parris Communications Team)



- “National Outdoor Living Week”
TAMKO and Nicholson Kovac
(Ron Cook, Renee Robinson, Erin Curtin)
- “The National WWI Museum”
(Fleishman-Hillard, Inc. and O'Neill Communications)
- “2006 CEO Summit (Newport, R.I.)”
Cerner Corporation
(The Executive Events Team)
- “Cerner Health Conference 2006”
Cerner Corporation
(Cerner Health Conference Team)

Internal Communications

PRISM Award

- “Advantage Multi Internal Launch”
Fleishman-Hillard, Inc.
(Fleishman-Hillard, Inc. and Bayer Animal Health)

Silver Awards

- “ATB: Building a Savings Community”
H&R Block and Miller Meiers
(Kristina Patrick, Bob Meiers)
- “BlockCentral National Conference”
H&R Block and Miller Meiers
(Kristina Patrick, Bob Meiers)
- "Got 10"/"Do you Know the Score?"
Kansas City Power & Light
(Laura LeDesma)

Public Affairs, Lobbying and Issues Management

Silver Awards

- “2007 Governors' Summit”
Parris Communications and the Greater Kansas City Chamber of Commerce
(Roshann Parris, Laurie Roberts, Ryan Holmes, Pam Whiting, Sheri Blackman, Cadie Connors, Bob Inderman)



- “Cross Border Trucking Challenge”
Owner-Operator Independent Drivers Association
- “Horizon Organic ‘Standards of Care’/Reputation Management”
Fleishman-Hillard, Inc.
(Stacie Fleming, Rick Thaemert, Agi Schafer, Abby White, Hannah Nelson)
- “Clinton Schools Levy Campaign”
DeSieghardt Strategic Communications
(Ken DeSieghardt)

Crisis Communications Work

PRISM Award

- “CHEMCENTRAL Kansas City Fire”
Morningstar Communications
(Chemcentral Team)

Silver Award

- “Polsinelli Name Change”
Polsinelli and Parris Communications
(Roshann Parris, Laurie Roberts, Courtney Fadler, Joe Keenan)

Branding Initiatives

PRISM Awards

- “Entertainment Industry Branding Initiative”
AMC Entertainment, Inc.
(Melanie Bell, Sun Dee Larson)
- “The New Cerner Brand”
Cerner Corporation
(Cerner Design & Multimedia Teams)

Silver Awards

- “Entrepreneurship Week USA”
(Ewing Marion Kauffman Foundation, Trozzolo Communications Group, Public Forum Institute)
- “SoRealawn Brand Launch”
Trozzolo Communications Group
(Jeff Madden, Gonzalo Erdozais, Dave Richards, Laura Lynch)



- “EMBARQ Launches New Brand”
EMBARQ, Mullen
Debra Peterson, Siobhan Olson

Special Programs

PRISM Awards

- “HIMSS 2007”
Cerner Corporation
(The HIMSS Team)
- “The Builders Society Intro”
DeSieghardt Strategic Communications
(Ken DeSieghardt)

Silver Awards

- “Second Crossing — TV Documentary Preview”
HNTB Corporation
(HNTB Media Center)
- “2007 National Tax Advice Day”
H&R Block & Fleishman-Hillard, Inc.
(Kate O’Neil Rauber, Jen Foster, Erica Jones)

News Kits

Silver Award

- “Hilti World of Concrete News Kit”
Hilti and Nicholson Kovac
(Carla Biggs, Renee Robinson, APR)

Category of Video **\$50,000 or less**

Silver Awards

- “Leading Through Collaboration”
Great Plains Energy/Kansas City Power & Light
(Rebecca Edlund Productions)
- “Stand up to Domestic Violence Video”
Expansion Communication
(Janet Smith, APR)



- “Safe & Sound: A Children's Health & Safety Video Series for Parents”
Children's Mercy Hospitals and Clinics
(Jessica Salazar, Thomas McCormally)

Internet Communications **\$20,000 or less**

PRISM Award

- “www.crowncenter.com”
Crown Center Digital Evolution
(Chris Ronan, Ramsey Mohsen)
- “Petparents.com Site Refresh”
(Fleishman-Hillard, Inc. and Bayer Animal Health)
- “Live Surgery Webcasts”
Shawnee Mission Medical Center
(Doug Spear)
- “Trozzolo Communications Group Web site”
Trozzolo Communications Group
(Sarah Brewster, Ross Wuetherich, Gonzalo Erdozain, Billy Robinson)

Silver Awards

- “saintlukeshealthsystem.org”
Saint Luke's Health System
(eBusiness Team)
- “Kansas City Convention and Visitors Association Online Media Room”
KCCVA and SMI
(Brandon Billings)
- “H&R Block Digital Tax Solutions TaxCut i-Presentation” H&R Block and Miller Meiers
Bob Meiers, Denise Sposato
- “kcpl.com Redesign”
Kansas City Power & Light
(Corporate Communications Creative Services, Entrepreneurial Support)



Direct Mail

PRISM Award

- “Crosslink EMPAC Direct Mail”
Morningstar Communications
(Clara Miller, Jessica Gardner)

Writing

PRISM Awards

- “Presby Brand Launch Video Script”
Glynn Devins
(Randy Eilts, Bill Sitton)
- “Imagenow 6.0 Sunflower”
Perceptive Software, Inc.
(Paul Arnhold, Sherlyn Manson)
- “Capture LFR Feature Article”
Nicholson Kovac and FMC
(Paul Redhage, NK team)
- “Avazpour Guest Column”
Robyn Caulfield Public Relations
(Robyn R. Caulfield)

Silver Awards

- “Rapid Response Team article from Nursing Annual Report”
Shawnee Mission Medical Center
(Meredith Cantrell)
- “A New VFW (Minus the Smoke)”
Veterans of Foreign War
(Gloria Montgomery)
- “Irrigation Service and the People Who Make it Work for You”
Mentzer PR Group for Ewing Irrigation
(Tom Mentzer)
- “Creating a Better Customer Experience”
Mentzer PR Group for CITGO
(Tom Mentzer)



- “A Love Triangle: Roads and Bridges Three Trails Project Profile”
HNTB Corporation
(Jody Summers, John O'Connell, Jim Kinder)
- Skyline at First Hill Speeches”
Glynn Devins and Skyline at First Hill
(Bill Sitton)

Workshops, Seminars and Training Programs

Silver Award

- “Advocacy Program”
Fleishman-Hillard and Bayer Animal Health

Social Media Projects

Silver Award

- www.precisionpays.com
BCS Communications
(Illinois Blasdel)

Special Projects

Silver Awards

- “The Christenberry Collet Report”
Sturges Word Communications
(Justin LaBerge, Emily Pastrovich)
- “Stand up to Domestic Violence Community Introduction”
Expansion Communications
(Janet Smith, APR)

Pro Bono Media Relations

PRISM Awards

- “Kansas City Literary Festival”
Manual Communications
(Michelle Manual, Vicki Smith, Kate Lee)
- “Jazzoo 2007”
Morningstar Communications
(The Jazzoo Team)



Silver Awards

- “Genevieve Byrne Speaker Series”
Trozzolo Communications Group
Blair Lawrence, Eddie Villegas
- “Juvenile Diabetes Research Foundation 2007 Dream Gala”
Trozzolo Communications Group
Emily Hodes, Eddie Villegas, Jill Trozzolo, Laura Lynch
- “Heart of Shanghai Gala”
A Benefit for the Kansas City Heart Foundation at Starlight Theatre
(Mike Ralston, Research Medical Center)
- “Bloom Goes Vegas Creative Campaign”
KC Free Health Clinic and Nicholson Kovac, Inc.
(Joe Bellinger, Mike Wente)
- “Prospective Direct Mail”
Muller & Company and Lyric Opera of KC
(Joann Bittel, Julie Varner)
- “Re-branding Salina Family Health Center”
Boasberg/ Wheeler
(Christine Hamele, Sarah Murrill)
- “Higher M-Pact Media Relations”
Barkley Public Relations
(Lindsey DeWitte, Megan Hutchinson)

Electronic Publication

PRISM Award

- “VisitKC e-News”
Kansas City Convention and Visitors Association
(Derek Klaus)

Silver Awards

- “Caterpillar ACERT™ Alert”
Weyforth-Haas Marketing
(WHM and Caterpillar)
- “The Strategic Communicator”
DeSieghardt Strategic Communications
(Ken DeSieghardt)



- “Healthy Kids News”
Children's Mercy Hospital
(Telisa Hassen)

Newsletters

PRISM Awards

- “The Source”
Great Plains Energy/Kansas City Power & Light Corporate Communications, Creative Services, Print Shop
- “Making Rounds”
Saint Luke's Health System
(Making Rounds Team)
- “The Quality Circle Connection”
Seaboard Foods
(David Eaheart, APR, Monica Camarin)

Silver Awards

- TouchNet Information Systems "Real Times"
Trozzolo Communications Group
(Jill Trozzolo, Walt Tegtmeier, Jody Moore)
- “Physician Update”
Research Medical Center
(Mike Ralston, Linda Shaffer, APR)
- “AMC Intermission”
AMC Theaters and Parris Communications
(Melanie Bell, Andy DiOrio, Roshann Parris)
- “OOIDA PAC Update 3rd Quarter 2006”
Owner-Operator Independent Drivers Association
(Michael Schermoly, Melissa Theriault)

Magazine

Four or More Colors

PRISM Awards

- “The Cerner Quarterly”
Cerner Corporation
(The Cerner Quarterly Team)



- “In Magazine”
Perceptive Software
(In Magazine Editorial Team)
- “KCUMB Communicator”
Kansas City University of Medicine and Biosciences
(Courtney Christensen, Natalie Lutz, Scott Summers)
- “Saint Luke's Health”
Saint Luke's Health System
(St. Luke's Team)
- “Saint Luke's Report”
Saint Luke's Health System
(Foundation and Marketing Team)

Silver Awards

- “Bench Mark”
Burns & McDonnell
(Joe Bathke, Billie Iserman, Margaret Pushcheck, Brady Ritter, Darla Amstein)
- “Safe & Sound”
Children’s Mercy Hospital
(Telisa Hassen)

Brochure

PRISM Awards

- “Art City Catalog”
City of Kansas City, Missouri
(Marny Burke)
- “The Right Tree in the Right Place”
Kansas City Power & Light
(Ione Villegas, Nita Norra)
- Polsinelli Shalton Flanigan Suelthaus/Trozzolo Communications Group
(Shawna Samuel, Ross Wuethrich, Laura Lynch, Angelo Trozzolo)
(Joe Keenan, Tom Gibson - Polsinelli Shalton Flanigan Suelthaus)
- “Advantage Brochure”
Trozzolo Communications Group
(Jeff Madden, Dave Richards, Gonzalo Erdozais, Laura Lynch)



Silver Awards

- “Downtown Opportunities Brochure”
Sturges Word Communications and The Downtown Council
(Linda Word, Emily Pastrovich)
- “Bringing Technology & Compassion Together” Booklet” Shawnee Mission Medical Center
(Meredith Cantrell, Nan Garcia)

Annual Report Four or More Colors

PRISM Awards

- “City of Kansas City Annual Report”
Burns & McDonnell
(Joe Bathke, Brady Ritter)
- “From the Inside Out Annual Review”
Superior Essex and Muller + Company
(Peggy Tharp, Joann Bittel, Julie Varner)
- “KU Edwards Campus Progress Report”
Trozzolo Communications Group
(Shawna Samuel, Ross Wuethrich, Jody Moore, Laura Lynch, Jon Ratliff, APR)
(Elaine Warren, KU Edwards Campus)

Silver Awards

- “2005—2006 KCUMB Annual Report”
Kansas City University of Medicine and Biosciences
(Cortney Christensen, Natalie Lutz, Scott Summers)
- “2006 Annual Report”
Great Plains Energy and Fleishman-Hillard
(Matt Tidwell, Margie Paxton)
- “2006 Children's Mercy Annual Report”
Children's Mercy Hospital
(Telisa Hassen, Shawn Arni)

2007 Best of Show Award

“Sweet Music! Hallmark Cards with Sound Product Launch”
Fleishman-Hillard, Inc./Hallmark Cards
(Robin Broder, Holly Bachand, Deidre Parkes, Eileen Gaffen)