

# 2008

## AWARD WINNERS



### Grand Award

#### Print Newsletter, Internal

**Winner:** The Walt Disney Company

**Publication:** *Disney Newsreel*

**Audience:** Employees of The Walt Disney Company

#### Print Newsletter, External

**Winner:** Silverton Hospital Network

**Publication:** *Healthview*

**Audience:** Single and family residences in Silverton Hospital's service area

#### Print Magazine, Internal

**Winner:** EMC Corporation

**Publication:** *EMC.now Magazine*

**Audience:** Employees of EMC

#### Print Magazine, External

**Winner:** Spafax Canada, Inc.

**Publication:** *enRoute*

**Audience:** Passengers of Air Canada, members of Maple Leaf (trademark) lounges, and select Alliance™ lounges around the world

#### Other Print Publication, Internal

**Winner:** Launch Creative Marketing

**Publication:** Sara Lee Innovation Training Manual (*Sparkling Innovation*)

**Audience:** Employees of Sara Lee

#### Other Print Publication, External

**Winner:** Imagination

**Publication:** *Leadership in Project Management 2008*

**Audience:** Members of PMI

#### Print Annual Report, External

**Winner:** Cleveland Clinic

**Publication:** *Quality Revolution*

**Audience:** Staff, Employees, and Trustees of Cleveland Clinic, government and community leaders, and physicians

#### Electronic Publication/Web site

**Winner:** Story Worldwide

**Publication:** *lexus.com/magazine*

**Audience:** Lexus owners and Lexus Magazine readers

### Special Recognition

- A Word Weaver, LLC
- American Airlines Publishing
- City of Houston
- Congregation Emanu-El of the City of New York
- D Custom Publishing
- Dino Publishing
- Disneyland Resort
- EMC Corporation
- FAA Air Traffic Organization Communications
- Fidelity Investments
- George Washington University Hospital
- Health Partners
- Hewitt Associates LLC
- Jewish Federation of Palm Beach County
- Metropolitan Transportation Commission
- Nexen, Inc.
- On Wheels, Inc.
- PATH
- Princeton HealthCare System
- Rodale Custom Publishing
- Story Worldwide
- The Joint Commission
- The Walt Disney Company
- Toyota Motor Sales
- T. Rowe Price

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### Gold Award

- A.M. Best Company
- Action Alliance for Children
- Advanstar Veterinary Healthcare Communications
- Allstate Financial Technology – Multimedia Team
- American Airlines Publishing
- American Society of Plastic Surgeons
- APC by Schneider
- ASC Technologies
- Associated Bodywork & Massage Professionals
- AWHONN
- Berkshire Living Custom Publishing
- Bucknell University
- Champlain College
- Cisco Services
- City of Houston
- Cleveland Clinic
- Congregation Emanu-El of the City of New York
- Consumer Specialty Products Association
- Cook & Schmid
- Costco Wholesale
- Disney Cruise Line
- Edelman
- Eight Custom Media
- EMC Corporation
- Entergy Corporation
- FAA Air Traffic Organization Communications
- Gemological Institute of America
- Habitat for Humanity International
- HCP/Aboard Publishing
- Honolulu Publishing Co.
- Imagination
- Legal Pub Services Mine Safety and Health News
- Lippincott Williams & Wilkins
- Meredith Corporation
- Messiah College
- Missouri Department of Transportation
- National Endowment for Financial Education
- NCCI Holdings, Inc.
- Nexen, Inc.
- NOAA Coastal Services Center
- Nyman Ink
- Oak Ridge National Laboratory
- Oakstone Publishing, LLC
- Pace Communications
- Parthenon Publishing
- Penn State Alumni Association
- Pittsburgh Technology Council
- PRISM Media Group
- Redwood Custom Communications
- Resources for Child Caring
- Rodale Custom Publishing
- ROI Communication
- Sacramento Municipal Utility District
- SAMHSA
- Southern Progress Corporation
- Spafax Canada, Inc.
- Story Worldwide
- Texas Monthly Custom Publishing
- The Board of Pensions of the Presbyterian Church
- The University of Texas at Arlington
- The Walt Disney Company
- UNC School of Government
- Virginia Tech College of Architecture & Urban Study
- WiesnerMedia Custom Publishing
- Woods Hole Oceanographic Institution

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### Silver Award

- A.M. Best Company
- Aetna Customized Communications Group
- Allstate Financial Technology – Multimedia Team
- American Airlines Publishing
- American Counseling Association
- APC by Schneider
- Associated Bodywork & Massage Professionals
- Association of Corporate Counsel
- Automotive Aftermarket Industry Association
- California Sea Grant
- Charles Schwab
- Cincinnati Magazine
- City of Houston
- Costco Wholesale
- Crider Associates
- Davis & Company
- Disney Cruise Line
- Edelman
- EMC Corporation
- FAA Air Traffic Organization Communications
- Global Impact
- HCP/Aboard Publishing
- HMP Communications
- Imagination
- Institute of Electrical and Electronics Engineers
- Journal Communications, Inc.
- King Arthur Flour
- Lippincott Williams & Wilkins
- Loyola University Health System
- MarketWare
- Mathematica Policy Research, Inc.
- Mehigan, Belltone & Associates, Inc.
- Midwest Palliative & Hospice CareCenter
- NC State Alumni Association
- Nexen, Inc.
- Oakstone Publishing, LLC
- Organization Management Group
- PATH
- PDI Global
- Penn State Alumni Association
- Public Relations Society of America
- Redwood Custom Communications
- Rodale Custom Publishing
- Sacramento Municipal Utility District
- SAMHSA
- Spafax Canada, Inc.
- St. John's University
- Statmats Communications
- Story Worldwide
- Syracuse University College of Visual & Performing Arts
- Texas Medical Association
- Texas Medical Liability Trust
- Texas Monthly Custom Publishing
- The Humane Society of the United States
- The Marcus Group, Inc.
- The Walt Disney Company
- Virginia Tech College of Architecture & Urban Study
- Washington Athletic Club
- WiesnerMedia Custom Publishing

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### Bronze Award

- A.M. Best Company
- Aetna Customized Communications Group
- American Airlines Publishing
- American Dietetic Association
- APC by Schneider
- ASC Technologies
- Berkshire Living Custom Publishing
- Cargill, Inc.
- Chemical Heritage Foundation
- Cincinnati Magazine
- City of Houston
- Consumer Specialty Products Association
- Costco Wholesale
- Crider Associates
- Davis & Company
- Disney Cruise Line
- Disneyland Resort
- Eight Custom Media
- G4S Wackenhut
- George Washington University Hospital
- Gibbs & Soell, Inc.
- HCP/Aboard Publishing
- Hospital for Special Surgery – Education Division
- Imagination
- Information Builders
- Institutional Real Estate, Inc.
- Javelin Custom Publishing
- Kraft Foods Global, Inc.
- Malcolm Pirnie, Inc.
- MarketWare
- MHCC
- Midwest Palliative & Hospice CareCenter
- Missouri Department of Transportation
- New York Law School
- NOAA Coastal Services Center
- Oak Ridge National Laboratory
- On Wheels, Inc.
- Public Relations Society of America
- Redwood Custom Communications
- Restoration Industry Association
- Rodale Custom Publishing
- SAIC – Frederick, Inc.
- SAMHSA
- SECO Energy
- Spafax Canada, Inc.
- SPH Magazines, PTE LTD
- St. John’s University
- Texas Medical Liability Trust
- The Baha’i International Community
- The Board of Pensions of the Presbyterian Church
- The John Marshall Law School
- The Maryland-National Capital Park & Planning Commission
- The University of Alabama National Alumni Association
- The Walt Disney Company
- Time, Inc. Content Solutions
- Virginia Tech College of Architecture & Urban Study
- Walgreens
- World Literature Today
- Wyeth

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## Honorable Mention

- 425 Magazine
- A.M. Best Company
- Advanstar Veterinary Healthcare Communications
- Aetna Customized Communications Group
- American Airlines Publishing
- American Counseling Association
- American Dietetic Association
- Associated Bodywork & Massage Professionals
- Association of Washington Business
- Central Hudson Gas & Electric
- Champlain College
- City of Houston
- Costco Wholesale
- Credit Suisse
- Disneyland Resort
- Eight Custom Media
- G4S Wackenhut
- General Dynamics Information Technology
- HCP/Aboard Publishing
- Honolulu Publishing Co.
- Hospital for Special Surgery – Education Division
- Imagination
- Institutional Real Estate, Inc.
- International Code Council
- Javelin Custom Publishing
- Kraft Foods Global, Inc.
- Loyola University Health System
- Meredith Corporation
- Missouri Department of Transportation
- Nexen, Inc.
- Oak Ridge National Laboratory
- Pace Communications
- PATH
- PDI Global
- Penn State Alumni Association
- Pittsburgh Technology Council
- PRISM Media Group
- Redwood Custom Communications
- Rodale Custom Publishing
- SAMHSA
- SECO Energy
- Spafax Canada, Inc.
- SPH Magazines, PTE LTD
- St. John's University
- Story Worldwide
- Texas Monthly Custom Publishing
- The American Society of Health-System Pharmacists
- The Humane Society of the United States
- The John Marshall Law School
- The Nilson Report
- The Walt Disney Company
- UNC School of Government
- UPMC
- Walgreens
- WiesnerMedia Custom Publishing
- World Literature Today