

IABC Gold Quill Awards Program 2014 Winners



DIVISION 1: COMMUNICATION RESEARCH MANAGEMENT

Categories 1 through 6

Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional.

Excellence Awards

Category	Program	Winner
Internal Communication Research	Research for Improved Shop Floor Communication	Margaret Loughead
	Q Methodology for EVP Research	Mark Attard
Research Innovation	Vanguard Enroll Now	Karen Weber

Merit Awards

Category	Program	Winner
Internal Communication Measurement	Building and Evaluating a CEO's 100 Day Induction	Ashlee Faletic
Research Innovation	RTA School of Media Content Strategy	Nicola Brown
	Investigating the Link Between Communications Effectiveness and Staff Engagement at a big four accounting firm	Chris Thornton
	Communication Audit: Evaluating our communication success	Ghrethna Kruger

DIVISION 2: COMMUNICATION MANAGEMENT

This division focuses on strategic communication planning and implementation of internal, external and integrated programs.

Category 7: Internal Communication

Excellence Awards

Program	Winner
Choose What Fits Benefits Education & Annual Enrolment Campaign	Jennifer McCarthy
Meeting in a Box: Delivering Supply chain Messages to Shop Floor Employees	Rebekah Ellingson
Together We Can Meet the Standards: Accreditation at Cabrini	Rebecca McIntyre
Health Care Change Management	Tyler Jacobson
eBay Heroes Recognition Campaign	Ben Matthews
Project Enable	Calvin Seaman
Take Charge: Earn More with UPS My Choice	Julie Greenwell
Ideas Count Campaign	Mimi Bhattacharyya
Move in. Move on. Move Forward.	Kate Hetherington
It's About the Experience	Bonita Brodt
AECOM Health Care Reform and Open Enrollment Communications	Sara Swee
The Road Ahead: 2014 Internal Communication Campaign	Crystal Oldham
Raytheon IDS Accelerating A Growth Culture	Sue Booth
Eaton china Compensation Tutorial and Simulator	Laurie Korinek
Are We Up For a Change	Dyna Vink, ABC

Merit Awards

Program	Winner
Bringing Vitality to AIA Australia	Amy Baird
Engaging Kraft's Workforce in Health Benefit Decisions	Gabrielle Loring
USAA Take 2 Video Series	Jeff Brody
LinkedIn Company All Hands	Erin Hosilyk
Restricted Intelligence IT Security Campaign	M. Angela Ionna
I-Connect 2.0: connecting Users to What Matters	Susan Kreifel
Building a Healthy Life with KBR	Jessica Lee
Raising Employee Satisfaction Through Better Engagement	Deline Nonette Pasamonte
Let's Jostle	Kate Kerr
TCCast: A Turner Collaboration Initiative	Terry Cerisoles
Wind Down of a Retail Icon	Tiffany Bourr
Campus Launch Transformation	Tyler Jacobson
Visualizing SaskPower's Future: How We Put More Than 3,000 Employees at the Forefront	Lindsay Jean
Texas Instruments InfoLink Platform Launch	Sara Campbell
Roadmap to Success Communication Plan and Strategy: Internal Communication	Cynthia Reberg
University of Phoenix Faculty Appreciation Week 2013	Jason Pochert
HSBC NOW: Our Stories	Jenny Varley
Redirect: How We Course Corrected 2014 Annual Enrollment	Shima Kelly
Rockwell Automation Retirement Readiness Campaign	Laurie Korinek
Envision a Healthier You	Kaarina Marsili
Our Promise	Dave DeDona
Human Factors – Make it Effortless	Robert Colbert
myHR Integrated Human Resources Portal	Kenneth Baetje
Setting the Stage: New Auto Products, Pricing and Systems	Sarah Barman
Know Your Numbers	Kim Hoch
The BFG (Build for Growth)	Mia Azam
Transforming Employee Communication to Power HP Turnaround	Stacey MacNeil
Allianz Life Healthcare Changes Rollout	Cecilia Mische
Empowering PAREXEL Employees to Simplify Clients' Drug Development Journey and Drive a High Performance Culture	Erik Kopp

Category 8: Employee Engagement

Excellence Awards

Program	Winner
A Home Fit for Royalty	Beverly Kavanagh
A Winning Combination	Mary Welch
Raising Employee Satisfaction Through Better Engagement	Deline Nonette Pasamonte
Husky's 75 th Anniversary	Carla Yuill
Take Charge: Earn More With UPS My Choice	Julie Greenwell
Sunglass Hut GO!play	Thomas Wible

Merit Awards

Program	Winner
Epsilon Employee Engagement (E3)	Jamie Colvin
It Starts With Us: Wellmark Health and Productivity Campaign	Kate Ketzner
Build a Better Bechtel Employee Engagement Campaign	Maureen Pratt
Epsilon Community Outreach Summer of Service	Jamie Colvin
Rolling Out the Red Carpet: Suncor's President's Operational Excellence Awards	Rida Rehmani
The 12 Days of Our Bank	Susan Rockliffe
Enesco plc Vision & Values Campaign	Sean O'Neill

Category 9: Leadership Communication

Excellence Awards

Program	Winner
Switching Drivers on a Speeding Train: On-boarding a New Business President	Paul Reese

Category 10: Safety Communication

Excellence Awards

Program	Winner
Global Implementation of Emergency Notification System	Jennifer Ho
AGTLA Siyanda Campaign	Coba Beukman

Merit Awards

Program	Winner
The 2013 Safety & Operational Excellence Campaign at BNL	Brookhaven Science Associates, LLC
Murray and Roberts Impilo Yethu	Coba Beukman
Every Day is Game Day	Sara Williams
Improving safety by changing lifestyle of children	Nelmarie Schutte

Category 11: Human Resources and Benefits Communication

Excellence Awards

Program	Winner
Live Well Benefits Store	Nora Fitzgerald
The Road Ahead: 2014 Annual Benefits Enrollment Campaign	Crystal Oldham
Choose What fits Benefits Education & Annual Enrollment Campaign	Jennifer McCarthy
AECOM Health Care Reform and Open Enrollment Communications	Sara Sweet
Busting Benefit Myths at Discovery Communications	Jessica Arnold
Achieving Results at HP with My Financial Fitness Boot Camp	Kara Foresman
It's My Move: 2014 Benefits Enrollment Changes	Leslie Weekley
BMC Online Total Rewards Launch	Jamie Colvin
2014 Annual Enrollment: Healthy Choices	Brenda Melvin

Merit Awards

Program	Winner
Engaging Meijer's Workforce in Health Care Decisions	Emily Kehinde
Got the Right Fit? 2014 Annual Enrollment Communication	Eileen Weber
Engaging Kraft's Workforce in Health Benefit Decisions	Gabrielle Loring
My Benefits Journal	Michelle Hicks
Your Choice Makes a Difference: 2014 Open Enrollment Campaign	Donna Westervelt
2013 Exact Target Benefits Open Enrollment	Nicole Ross
Rethink, Redesign, Re-engage: Health Care Change at the Walt Disney Company	Michelle Keefe
Hershey's Perfect Combination Web Registration Campaign	Joseph Russo
Choose Well: 2014 Annual Benefits Enrollment	Kenneth Groh
Healthy Directions Get in Gear Campaign	Morgan McHugh
Re-direct: How We Course Corrected 2014 Annual Enrollment	Shima Kelly
Navy Federal Credit Union 2013 Relocation Initiative	Sandra Arnold
Air Liquide 2014 Come Build With Us Campaign	Kathryn Van Hulzen
Know Your Numbers	Kim Hoch

Category 12: Change Communication

Excellence Awards

Program	Winner
AECOM health Care Reform and Open Enrollment Communications	Sara Swee
Project Leo: Change for the Better	Robyn Crisanti
Scannex Communication and Change Management program	Rachel Mothibatsela
Changing the Face of Education	Mari Lee

Merit Awards

Program	Winner
The Road Ahead: 2014 Change Communication Campaign	Crystal Oldham
Trios Health Brand Identity Change	Lisa Teske
BMO Role Change Communication: Simplify. Understand. Guide.	Mark Attard
The Lotus Project	Rosanne Belczak

Category 13: Government Relations

Excellence Awards

Program	Winner
Securing Congressional Support to Help Save Lives	Catherine Scott

Merit Awards

Program	Winner
Ontario's Doctors Are Making Better Health Care	Nancy Webb

Category 14: Community Relations

Excellence Awards

Program	Winner
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook
Humana Medicare Advantage: Driving Awareness for the 2014 Annual Enrollment Period	Jim Turner
A City Open for Movement: Communication Support of the Introduction of Paid On-street Parking in Moscow	Andrey Barannikov

Merit Awards

Program	Winner
Communication Guiding Change	Dyna Vink, ABC
Mathletes Set Guinness World Record Title at the 2013 Mathcounts National Competition	Allison Jeannotte

Category 15: Media Relations

Excellence Awards

Program	Winner
Celebrating Canadian Moms: The Launch of the Walmart Mom of the Year Award	Stephanie Engel
It's On You: Inspiring the African American	Kirsten Lesak-Greenburg
5.2 Billion Reasons to Announce Roger's Landmark NHL Deal	Andrea Goldstein
Teacher's Launch in the Asia-Pacific Region	Deborah Allen
Cleaning Up the Confusion: 2013 Germ Study Brings Credibility, Awareness and New Business to NSF International	NSF International
Launch of Breakfast Television on Citytv Montreal	Charmaine Khan

Merit Awards

Program	Winner
The Year of the Un-carrier	Janice Kapner
Kraft Hockey Goes On	Amanda Lazarovitz
McDonald Canada's National Hiring Day	Lisa Bednarski, ABC
Red Bull Thre3style	Lindsay Mattick
eBay 2013 Holiday	Andree Gage
Breathe Right Nasal Strips Sleep Pod Hotel Media Tour	Daniel Tisch, APR
Xbox One: The Road to Launch	Lisa Pasquin

Category 17: Advertising Campaigns

Merit Awards

Program	Winner
Live the Life Australia: Fast Track Your Life in Australia as a Skilled Migrant	Mardi Stewart
Don't Be Sorry	Mardi Stewart
Are You Ready to Stand Out?	Zora Artis
Tattoo Postpaid Personalized Plans	Ramon Garcia
Be Fraud Aware Public Awareness Campaign—English	Brenda Lea Brown

Category 18: Marketing Communications

Excellence Awards

Program	Winner
The Mother Baby Center at Children's Hospitals and Clinics of Minnesota	Children's of Minnesota with Weber Shandwick
\$20 Starter TollTag: Savings When You Need It	Christine Connelly

Merit Awards

Program	Winner
Pfizer Canada Viagra Pricing News	Debra Quinn
Purple Drywall: A whole New Way to Look at Walls	Stacey McCray
Extending Happiness to Filipino Motorists	Ronaldo Jabal
CoOpportunity Health: Building a Brand From Scratch	Dana Woods McNeil
Better Health Together	Tania Ensor
Smart Jump In Campaign	Ramon Isberto
Budweiser Red Lights	Lisa Pasquin

Category 19: Corporate Social Responsibility

Excellence Awards

Program	Winner
The Big Concert	Caroline Lavallée

Merit Awards

Program	Winner
Corporate Responsibility as Corporate Engagement: The ANZ New Zealand Staff Foundation	Peter Parussini
Building Schools for Good Governance Project	Maricar Bautista
Cha-ching Financial Literacy for the Youth Program	Belle Tiongco
Shell Movement Against Malaria: Changing Numbers Through Awareness	Ronaldo Jabal

Category 20: Advocacy Communication

Excellence Awards

Program	Winner
Why and How Cenovus is Fighting for Oil	Neha Avinashi
Agriculture More Than Ever	Leah Sharpe
Securing Congressional Support to Help Save Lives	Catherine Scott
NSF Campaign for Safer Supplements	NSF International

Merit Awards

Program	Winner
Uncover Your Confidence: Abbie & Stacy London Empower People Living With Psoriasis	Alissa Bolton
Breaking Down Bullying	Children's of Minnesota with Weber Shandwick
Women of Influence Awards	Westpak NZ Media Team
Ontario Natural Gas Alliance 2013 Media Relations	Martine Levy

Category 22: Issues and Crisis Management Communication

Excellence Awards

Program	Winner
United Way Responds to the 2013 Calgary Flood	Kate Smitko and Jeremy Klaszus
A City in Crisis: The Flood of 2013	Tania Younker
A city Open for Movement: Communication support of the Introduction of Paid On-street Parking in Moscow	Andrey Barannikov

Merit Awards

Program	Winner
Becton Property Group (ASX:BEC) Receivership Announcement	Monika Lancucki
TCS Alti Acquisition: Marketing an Acquisition to Fire up Our Brand in France	Severine Lafourcade
Communicating Public Electrical Safety: 2013 Ice Storm	Daniel Tisch
Fight Against Shadow Economy	Ziga Cebulj
Ice Storm 2013: Dark T.O.	Karen Evans
The Easter Price Hike	Mike Maloney, Jennifer Gray

Category 23: Government Communication Programs

Excellence Awards

Program	Winner
Healthy U- The 5&1 Experiment	Martha Jamieson
Owls for Climate Change	Anna Larsen
My Downtown: Bernard Avenue Revitalization Community Engagement	Kari O'Rourke
A City Open for Movement: Communication Support of the Introduction of Paid On-street Parking in Moscow	Andrey Barannikov

Merit Awards

Program	Winner
Tobacco Cessation: Keep Trying	Martha Jamieson
One Country, One Team: Boosting Russian Supporters' Spirit in the Lead Up to the Winter Olympics	Andrey Barannikov
Stay Smart Online 2013	Damien Batey
It's Your Money: Niagara Region 2014 Budget Engagement Strategy	Andrew Korchok
Mental Health Hiring Initiative Recruitment	Tiffany Cohen

Category 24: Non-profit Campaigns

Excellence Awards

Program	Winner
Using the Power of Stores to Fight Hunger in North Texas	John Douris
Cleaning Up the Confusion: 2013 Germ Study Brings Credibility, Awareness and New Business to NSF International	NSF International

Merit Awards

Program	Winner
H2H3 Hope to Haiti: Housewarming	Melissa Dark, ABC

Category 25: Brand Communication

Excellence Awards

Program	Winner
Guardian Group Re-branding: One Group. One Team. One Brand	Theomary Karamanis
A Global University on the Rise	Vivien Chiong
“PURPLE® Drywall: A Whole New Way to Look at Walls”	Stacey McCray
Telekom Slovenije – Good Life	Pela Kozamenik

Merit Awards

Program	Winner
Banking on the New ANZ	Peter Parussini
Oki Doki	Neža Potočnik
Trios Health Rebrand	Lisa Teske
CoOpportunity Health: Building a Brand From Scratch	Dana Woods Mitchell
Surface Has Landed	Lisa Pasquin
The Shopping Channel’s Brand Evolution	Shannon Hall
Tanks of Thanks Brand Communication	Ann Mann

Category 26: Social Media Programs

Excellence Awards

Program	Winner
Rhyme with Zlatko& Get More Out of Life	Petra Muth Zupanc
#ILearnHere Instagram Campaign	Debra Jacklin
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook
CIL Paints: Colour Outside the Headlines	Martine Levy

Merit Awards

Program	Winner
Take a Healthy Break	Michelle Stegnar
My Healthy Workplace: Taking Care of Business	Steve Raper
Alumni Homecoming – Phoenixing Fun	Jenifer King
2013 TATT Awards	Ramon Garcia
Talk2Globe: Innovating Social Customer Care	Michael Christopher, Dela Crus
Let’s Clean the Mountains and Hills	Tja Kolenc
Raytheon/Los Angeles Kings: Blackout Night	Jessica Bruckman

Category 27: Multi-audience Programs

Excellence Awards

Program	Winner
Urban Pipeline Replacement Project: A natural Gas Pipeline Initiative	Carley Robertson
Guardian Group Rebranding: One Group, One Team, One Brand	Theomary Karamanis
CSeries First Flight Event	Helene Gagnon
Morgan Keegan Integration	Vanessa Moore
ABS CBN's Restoration Project: Restoring, Reliving and Re-experiencing	Leonardo Katigbak
Zoetis Rings the Bell for Animal Health	Ketchum Inc.

Merit Awards

Program	Winner
A Story That is nothing But Common	Vita Kernel
Trios Health Re-brand	Lisa Teske
Implementing Health Policy in Alberta	Teresa Earl
Art Refined	Stephen Velthuisen
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook
Logicalis Private Cloud Marketing Communications Campaign	Gerald Curtis

Category 28: Financial Communication

Excellence Awards

Program	Winner
Nextgen Group Sale Media Strategy	Louisa Graham

Merit Awards

Program	Winner
The Heart of the Matter	Janey Kryluik

DIVISION 3: COMMUNICATION SKILLS

The Communication Skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multi-media production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results.

Category 30: Digital Communication Vehicles

Excellence Awards

Program	Winner
The Core - Suncor's Intranet	David Coman
Stories of the DaVita Village 2013	Blaise Tracy

Merit Awards

Program	Winner
"What's on Your Mind?" Microsite and Video Series	Crystal Oldham
2012 Annual Report, Water: Real Value - Sustaining Our Quality of Life, Driving our Economy	Steve Hubert
Canadian Transportation Agency Online Consultation on Air Services Price Advertising Regulations	Jacqueline Bannister
Your Choice Makes A Difference: 2014 Open Enrollment Campaign	Donna Westervelt
Health Care Reform and You (in English and Spanish): ServiceMaster's Health Care Reform Microsite	Leslie Weekley
Health Care Reform and You: Equifax's Health Care Reform Microsite	Leslie Weekley
Back-to-School Landing Page	Tracy Abraham

Category 31: Digital Communication Channels

Excellence Awards

Program	Winner
eFacts App - Enbridge Inc.	Andrea Legault
Rogers Zone – Renewing the Rogers Intranet	Terrie Tweedle
HR Portal Changes With Orange	Al Viller
Edenprairie.org Redesign	Joyce Lorenz
Air Liquide HR Connect Mobile Site	Brigitte Deterding
One Country, One Team: Komanda.RF Magazine	Andrey Barannikov

Merit Awards

Program	Winner
Clicking with Collaborate	Kristie Helms
Raytheon IDS Mission Center Channel: Local News. Local Help. Local Ideas. Powered by Local Voices	Heather Bonarrigo
Canadian Transportation Agency Online Consultation on Air Services Price Advertising Regulations	Jacqueline Bannister
myBaylor Intranet	Jerry Stevenson
Health Care Reform Made Simple Microsite - Mercer	David Slavney
Bringing our people together	Warren Rosser

Category 32: Audio Visual

Excellence Awards

Program	Winner
Sasol's SHE REP	Rick Melvill

Merit Awards

Program	Winner
Canadian Payments Association Learning Exchange	Geoffroi Montpetit
The Mark Cutifani video diaries	Ian Donabie
The Big Race	Meaghan Savage
Sasol's Permit to Work	Rick Melvill
Sasol Safety and Environment Legal Compliance Training and Awareness	Rick Melvill

Category 33: Publications

Excellence Awards

Program	Winner
Financial Focus newsletter	Dave Bourne
SIASST Student Recruitment Preview Viewbook	Tanya Turner
TELUS 2012 Annual Report	Miriam Trottier
WPX Energy Code of Business Conduct	Ginger Homan

Merit Awards

Program	Winner
Unprecedented	Domenick Graziani
Strive	Kim Wenzel
Disneyland Resort Line: Fantasy Faire	Beverly Kavanagh
Spectrum Magazine	Karen Evans
Alaska Railroad - My Benefits Journal	Kayla Yang
"The Road Ahead" Employee Brochure	Crystal Oldham
Compass Magazine	Bernadette Hearne
Insight News Magazine Refresh and Redesign	Susan Straub

Category 34: Publication Design

Excellence Awards

Program	Winner
BLINK Magazine	MediaCom
Unprecedented	Domenick Graziani

Merit Awards

Program	Winner
Tshwane University of Technology 10-year Commemorative Calendar	Gerrit Bester
Charlotte Russe Benefits Magazine	Elizabeth Williams

Category 35: Other Graphic Design

Excellence Awards

Program	Winner
VCH True North – Picturing the Possibilities	Brandon Brind

Category 36: Special Events - Internal

Excellence Awards

Program	Winner
Enable Midstream's 2014 Leadership Summit	Jamie Colvin
ETF Communication Week 2013	Joanna Anstey
Moments of a Lifetime: Oracle Support Service Awards	May Yeung
Loblaw National Kick-Off 2014	Shawn Dalrymple

Merit Awards

Program	Winner
EDCU - 2013 Employee Conference	Cressida Barnabe

Category 37: Special Events - External

Excellence Awards

Program	Winner
Syngenta Advanced Crop Lab Grand Opening	Gibbs & Soell and Syngenta
The Big Concert	Caroline Lavallée
eBay: Future of Shopping	Ben Matthews

Merit Awards

Program	Winner
Subaru Forester Family Rally	Martine Levy
TCS Summit 2013: Leading Organizations in a Complex New Age	Merijn Simons
The AER Launch	Shelley Ingram
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook
One Country, One Team: Boosting Russian supporters' spirit in the lead up to the Winter Olympics in Sochi	Andrey Barannikov
Launch of the Syniverse Customer Support Center in Costa Rica	John Walker
Port of Montreal 175th Gold-Headed Cane Presentation Ceremony	Sophie Roux

Category 38: Photography Within a Communication Vehicle

Merit Awards

Program	Winner
A Collection of Photos That Promotes Health and Fitness Activities and Research	Heather Pitts

Category 39: Marketing, Advertising and Sales Vehicles

Merit Awards

Program	Winner
Share the Joy	Jay Wells

Category 41: Writing

Excellence Awards

Program	Winner
From Words to Action: The Value of Storytelling at Roche	Brenda Tilke
The Epsilon Story Video Script	Jamie Colvin
The Enable Midstream Story	Jamie Colvin

Merit Awards

Program	Winner
A U.S. Paralympian's Path to Victory	Lindsay Barrs
10th Annual White Cashmere Collection	Deborah Weinstein
Metro Newspaper Advertorial	Karen Evans
Gilda's Club Imagine a Place Breakfast 12	Cynthia Schmieg

Category 42: Communication Skills, Student Entry

Merit Awards

Program	Winner
Rebranding the SFU Volunteer Services E-Newsletter	Alexandra Lowe

Category 45: Institutional Communication Training

Merit Awards

Program	Winner
Strategic Communication Planning Workshop for Ryerson MPC Students	Theomary Karamanis

DIVISION 4: COMMUNICATION EDUCATION AND TRAINING

This division recognizes the mentorship and education role of consultants and senior communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.

Category 43: Internal Communication Training

Excellence Awards

Program	Winner
ETF Communication Week	Joanna Anstey
Connecting With Words	Sandra Hilmer