



★ ★ **Grand Winners** ★ ★

RED BOOK

Creative and Production Credits

Sponsored by:
MerComm, Inc.
500 Executive Boulevard
Ossining-on-Hudson, NY 10562 U.S.A.
914/923-9400 or Fax: 914/923-9484
www.mercommawards.com

2004 ARC AWARDS

Grand Winners Categories

	Page
COVER DESIGN – <i>People/Portraits</i>	1
COVER DESIGN – <i>Typographical Treatment</i>	2
COVER DESIGN – <i>Various Subject</i>	3
CHAIRMAN’S LETTER - <i>Standard</i>	4
CHAIRMAN’S LETTER – <i>With 10-K Wrap</i>	5
INTERIOR DESIGN - <i>Standard Format</i>	6
INTERIOR DESIGN - <i>Special Size</i>	7
INTERIOR DESIGN – <i>Non-Profit</i>	8
INTERIOR DESIGN – <i>Various & Unique</i>	9
WRITTEN TEXT - <i>Under 24 Pages</i>	10
WRITTEN TEXT - <i>Over 24 Pages</i>	11
INTERIOR PHOTOGRAPHY - <i>People/Portraits</i>	12
INTERIOR PHOTOGRAPHY - <i>Various/Artistic</i>	13
FINANCIAL DATA	14
SUMMARY ANNUAL REVIEW.....	15
ON-LINE ANNUAL REPORTS	16
NON-TRADITIONAL	17
NOT-FOR-PROFIT – <i>Social Services</i>	18
NOT-FOR-PROFIT – <i>Various</i>	19
OFF CALENDAR REPORTING	20
OVERALL PRESENTATION - <i>10-K Wraps</i>	21
OVERALL PRESENTATION – <i>Traditional Size</i>	22
OVERALL PRESENTATION – <i>Special Size – Digest Format</i>	23
OVERALL PRESENTATION – <i>Special Production Techniques – Fold-Out Covers</i>	24
OVERALL PRESENTATION – <i>Special Production Techniques – Interior Fold-outs</i>	25
OVERALL PRESENTATION - <i>Special Size – Landscape Format</i>	26
OVERALL PRESENTATION - <i>Special Size – Under 80 Pages</i>	27

OVERALL PRESENTATION – <i>Special Size - Over 80 pages</i>	28
OVERALL PRESENTATION – <i>Unique Presentation</i>	29
JUDGES' CHOICE AWARD	30
CANADA	31
BEST OF GERMAN SPEAKING COUNTRIES	32
BEST OF HONG KONG.....	33
BEST OF MEXICO	34
BEST OF INTERNATIONAL	35
HALL OF FAME.....	36
PLATINUM ACHIEVEMENT	37
TITANIUM ACHIEVEMENT	38
BEST OF SHOW	39



★ BEST OF ★
COVER DESIGN
People/Portraits

DOCTORS WITHOUT BORDERS MSF/USA

NOMINATING COMPANY:

Weronika Wisniewska
EMERSON, WAJDOWICZ STUDIOS & DOCTORS WITHOUT BORDERS/MSF USA
1123 Broadway
New York, NY 10010
(212) 807-8144/Fax: (212) 675-0414
InfoDdesignEWS@aol.com
www.designEWS.com

CLIENT COMPANY:

DOCTORS WITHOUT BORDERS/MSF USA

★BEST OF★
COVER DESIGN
Typographical Treatment

ALLGEMEINE BAUGESELLSCHAFT–A. PORR AG
(AUSTRIA)

NOMINATING COMPANY:

Dominik Cofalka
Partner

MENSALIA UNTERNEHMENSBERATUNG/BÜRO X WIEN

Lindengasse 61-63/3/V

Vienna 1070

AUSTRIA

43 (1)9690601-0/Fax: 43 (1)9690601-59

office@mensalia.at

www.mensalia.at

Special Recognition: BCA Mensalia Team

Writer: Schreiner Wolfgang

CLIENT COMPANY:

Renée Meisinger

Head of Communication

ALLGEMEINE BAUGESELLSCHAFT – A. PORR AG

Absberggasse 47

Vienna, 1103

AUSTRIA

(43)50626-1185/Fax: (43)506262-1186

renee.meisinger@porr.at

www.porr.at

Account Executive: Petersen Rolf

BURO X DESIGN GMBH

Salzgries 18

Vienna 1010

AUSTRIA

(43)7535 44 15

www.buerox.at

Art Directors/Designers:

Andreas Miedaner, Bernhard Kerbl

ILLUSTRATOR

Heri Irawan

Metternichgasse 1173

Vienna, 1030

AUSTRIA

(43)6761783 73 66

irawan.heri@chello.at

★ **BEST OF** ★
COVER DESIGN
Various Subjects

GENERAL MOTORS CORPORATION

NOMINATING COMPANY:

Michael Neu
Chief Executive Officer
BCN COMMUNICATIONS
900 N. Franklin St., #800
Chicago, IL 60610
(312)787-2783/Fax: (312)787-6097
mneu@bcncomm.com
www.bcncomm.com

Art Director: Michael Neu
Designer: Harri Boller

CLIENT COMPANY:

Mark Tanner
Director, Financial Communications
GENERAL MOTORS CORPORATION
300 Renaissance Center
Detroit, MI 48265
(313)665-3146/Fax: (313)665-0719
mark.tanner@gm.com
www.gm.com

Writers: Mark Tanner, Brian Akre

PHOTOGRAPHERS

Andy Goodwin & Jim Schnepf

★BEST OF★
CHAIRMAN'S LETTER
Standard Annual Report

IBM

NOMINATING COMPANY:

Melissa Schwister

Account Manager

VSA PARTNERS

1347 South State Street

Chicago, IL 60605

(312) 427-6413/Fax: (312) 427-3246

mschwister@vsapartners.com

www.vsapartners.com

Account Executive: Melissa Schwister

Art Director: Curt Schreiber

Designers: Ashley Lippard, Greg Sylvester

CLIENT COMPANY:

Terry Yoo

IBM

New Orchard Street

Armonk, NY 10504

(914) 765-1900/Fax: (914) 499-7562

tyoo@.ibm.com

www.ibm.com/annualreport

Writers: Various

PHOTOGRAPHERS:

Julian Broad

BILL CHARLES

116 Elizabeth Street

New York, NY 10013

(212)965-1465

Dan Winters

11594 Otsego Street

N. Hollywood, CA 91601

(323)957-5699

Carlos Serrao

BEAUTY & PHOTO

131 Varick St., Ste.913

New York, NY 10013

(212)677-1484

Christian Witkin

ART DEPARTMENT

48 Green Street

New York, NY 10013

(212)925-4222

★BEST OF★
CHAIRMAN'S LETTER
With 10-K Wrap

CONSTELLATION ENERGY

NOMINATING COMPANY:

Mike Klodnicki

President

MIKE KLODNICKI & ASSOCIATES

2248 Chadds Creek Drive

Marietta, GA 30062

(770)971-1464/Fax: (770)971-1822

mikeklodnicki@mindspring.com

CLIENT COMPANY:

Nancy H. Caplan

Director, Strategic Communications

CONSTELLATION ENERGY

750 E. Pratt Street

Baltimore, MD 21202

(410)783-3064/Fax: (410)783-3027

nancy.h.caplan@constellation.com

www.constellation.com

★ **BEST OF** ★
INTERIOR DESIGN
Standard Format

ALLGEMEINE BAUGESELLSCHAFT–A. PORR AG
(AUSTRIA)

NOMINATING COMPANY:

Dominik Cofalka

Partner

MENSALIA UNTERNEHMENSBERATUNG/BÜRO X WIEN

Lindengasse 61-63/3/V

Vienna 1070

AUSTRIA

43 (1)9690601-0/Fax: 43 (1)9690601-59

office@mensalia.at

www.mensalia.at

Special Recognition: BCA Mensalia Team

Writer: Schreiner Wolfgang

CLIENT COMPANY:

Renée Meisinger

Head of Communication

ALLGEMEINE BAUGESELLSCHAFT – A. PORR AG

Absberggasse 47

Vienna, 1103

AUSTRIA

(43)50626-1185/Fax: (43)506262-1186

renee.meisinger@porr.at

www.porr.at

Account Executive: Petersen Rolf

BURO X DESIGN GMBH

Salzgries 18

Vienna 1010

AUSTRIA

(43)7535 44 15

www.buerox.at

Art Directors/Designers: Andreas Miedaner,

Bernhard Kerbl

ILLUSTRATOR

Heri Irawan

Metternichgasse 1173

Vienna, 1030

AUSTRIA

(43)6761783 73 66

irawan.heri@chello.at

★ **BEST OF** ★
INTERIOR DESIGN
Special Size

IBM

NOMINATING COMPANY:

Melissa Schwister
Account Manager

VSA PARTNERS

1347 South State Street
Chicago, IL 60605
(312) 427-6413/Fax: (312) 427-3246
mschwister@vsapartners.com
www.vsapartners.com

Account Executive: Melissa Schwister
Art Director: Curt Schreiber
Designers: Ashley Lippard , Greg Sylvester

CLIENT COMPANY:

Terry Yoo

IBM

New Orchard Street
Armonk, NY 10504
(914) 765-1900/Fax: (914) 499-7562
tyoo@.ibm.com
www.ibm.com/annualreport

Writers: Various

PHOTOGRAPHERS:

Julian Broad
BILL CHARLES
116 Elizabeth Street
New York, NY 10013
(212)965-1465

Dan Winters
11594 Otsego Street
N. Hollywood, CA 91601
(323)957-5699

Carlos Serrao
BEAUTY & PHOTO
131 Varick St., Ste.913
New York, NY 10013
(212)677-1484

Christian Witkin
ART DEPARTMENT
48 Green Street
New York, NY 10013
(212)925-4222

★ **BEST OF** ★
INTERIOR DESIGN
Non-Profit

AUDUBON

NOMINATING COMPANY:

Nancy Severance
Dir., Marketing Communications
AUDUBON
700 Broadway
New York, NY 10003
(212) 979-3124/Fax: (212) 979-3148
nseverance@audubon.org
www.audubon.org

Designer: Kevin Fisher
Writer: Nancy Severance

★ **BEST OF** ★
INTERIOR DESIGN
Various & Unique

iSTAR FINANCIAL

NOMINATING COMPANY:

Leslie Segal
Chief Creative Officer
ADDISON
20 Exchange Place, 18th Floor
New York, NY 10005
(212) 229-5000/Fax: (212) 929-3010
lsegal@addison.com
www.addison.com

Art Director: Richard Colbourne
Designer: Christina Antonopoulos

CLIENT COMPANY:

Andrew Richardson
Executive Vice President
iSTAR FINANCIAL
1114 Avenue of the Americas
New York, NY 10036
(212) 930-9400/Fax: (212) 930-9455
arichardson@istarfinancial.com
www.istarfinancial.com

Account Executive: Sarah Oman

PHOTOGRAPHER

Vincent Dixon
FRIEND & JOHNSON
137 West 14th St., #204
New York, NY 10011

★BEST OF★
WRITTEN TEXT
Under 24 Pages of Written Text

BP p.l.c.
(UNITED KINGDOM)

NOMINATING COMPANY:

Erika Wolf
Account Manager
VSA PARTNERS
1347 South State Street
Chicago, IL 60605
(312)427-6413/Fax: (312)427-3246
www.vsapartners.com

Account Executive: Lisa Kirk
Creative Directors: Jamie Koral, Dana Arnett
Designers: Dan Knuckey, Brock Conrad
Writer: Andy Blankenburg

CLIENT COMPANY:

David Bickerton
Head of External Communications
BP p.l.c.
1 St. James Square
London, SW1Y 4PD
UNITED KINGDOM

★**BEST OF**★
WRITTEN TEXT
Over 24 Pages of Written Text

HARLEY-DAVIDSON

NOMINATING COMPANY:

Jackie Kravick
Account Manager
VSA PARTNERS
1347 South State Street
Chicago, IL 60605
(312)427-6413/Fax: (312)4273246
jkraivick@vsapartners.com
www.vsapartners.com

Account Executive: Jackie Kravick
Art Director: Jason Jones
Designers: Dana Arnett, Jason Jones

CLIENT COMPANY:

Bob Klein
Vice President, Communications
HARLEY-DAVIDSON
3700 W. Juneau Road
Milwaukee, WI 53208
(414)343-8300
bob.klein@harley-davidson.com
www.harley-davidson.com

Special Recognition: Bob Klein
Writer: Bob Klein

PHOTOGRAHER

Charlie Simokaitis
2452 W. Hutchinsen
Chicago, IL 60618
(773)539-4644

★BEST OF★
INTERIOR PHOTOGRAPHY
People/Portraits

THE GEORGE GUND FOUNDATION

NOMINATING COMPANY:

Mark Schwartz

President

NESNADNY + SCHWARTZ

10803 Magnolia Drive

Cleveland, OH 44106

(216)791-7721/Fax(216)791-9560

info@Nsideas.com

www.Nsideas.com

Art Director: Mark Schwartz

Designer: Michelle Moehler

CLIENT COMPANY:
THE GEORGE GUND FOUNDATION

Writers: Geoffrey Gund, David Abbott, Deena Epstein, Sarah Heintzman

PHOTOGRAPHY

Andrea Modica

★ BEST OF ★
INTERIOR PHOTOGRAPHY
Various/Artistic

iSTAR FINANCIAL

NOMINATING COMPANY:

Leslie Segal
Chief Creative Officer
ADDISON
20 Exchange Place, 18th Floor
New York, NY 10005
(212) 229-5000/Fax: (212) 929-3010
lsegal@addison.com
www.addison.com

CLIENT COMPANY:

Andrew Richardson
Executive Vice President
iSTAR FINANCIAL
1114 Avenue of the Americas
New York, NY 10036
(212) 930-9400/Fax: (212) 930-9455
arichardson@istarfinancial.com
www.istarfinancial.com

★BEST OF★
FINANCIAL DATA

ANDREW CORPORATION

NOMINATING COMPANY:

Meow Vatanatumrak

Sr. Designer

PARAGRAPHS DESIGN

329 W. 18th St., Ste. 801

Chicago, IL 60616

(312)828-0200/Fax: (312)828-9888

meow@paragraphs.com

www.paragraphs.com

Account Executive & Art Director: Rachel Radtke

Designer: Jim Chilcutt

CLIENT COMPANY:

Marty Kittrell

ANDREW CORPORATION

10500 W. 153rd Street

Orland Park, IL 60462

www.andrew.com

★BEST OF★
SUMMARY ANNUAL REVIEW

RECALL CORPORATION

NOMINATING COMPANY:

Kari Graham
Executive Vice President
CRITT GRAHAM + ASSOCIATES
2970 Clairmont Rd., Ste. 850
Atlanta, GA 30329
(404)320-1737/Fax: (404)320-1920
kari@crittgraham.com
www.crittgraham.com

Account Executive: Marcy Pett
Designer: Tagie Tate-Perez
Photographer: Craig Bromley
Writer: Susan Frazier

CLIENT COMPANY:

Colleen Golden
Director, Corporate Communications
RECALL CORPORATION
One Recall Center
180 Technology Pkwy., Rm. 100
Norcross, GA 30092
(770)776-1082/Fax: (770)776-1001
colleen.golden@recall.com
www.recall.com

★BEST OF★ ON-LINE ANNUAL REPORTS

IBM

NOMINATING COMPANY:

Melissa Schwister

Account Manager

VSA PARTNERS

1347 South State Street

Chicago, IL 60605

(312) 427-6413/Fax: (312) 427-3246

mschwister@vsapartners.com

www.vsapartners.com

Designers: Tim O'Hara, Chester Schendel

Project Managers: Melissa Schwister, Kristen Groh

Site Builder: Mattie Langenberg

CLIENT COMPANY:

Terry Yoo

IBM

New Orchard Street

Armonk, NY 10504

(914) 765-1900/Fax: (914) 499-7562

tyoo@ibm.com

www.ibm.com/annualreport

Writers: Various

★ **BEST OF** ★
NON-TRADITIONAL

BAUMAX AG
(AUSTRIA)

NOMINATING COMPANY:

Dominik Cofalka

Partner

MENSALIA UNTERNEHMENSBERATUNG/BÜRO X WIEN

Lindengasse 61-63/3/V

Vienna 1070

AUSTRIA

43 (1)9690601-0/Fax: 43 (1)9690601-59

office@mensalia.at

www.mensalia.at

Writer: Schreiner Wolfgang

CLIENT COMPANY:

Monika Maul

Head of Communication

BauMAX AG

Aufeldstrasse 17-23

Lower Austria, 3400

AUSTRIA

43(2243)410-654/Fax: 43(2243)38012

public_relations@baumax.com

www.baumax.at

Account Executive: Neuwirth-Riedl Werner

BURO X DESIGN GMBH

Salzgries 18

Vienna 1010

AUSTRIA

(43)1535 44 15

www.buerox.at

Art Director: Andreas Miedaner

Designers: Andreas Miedaner, Florian Ribisch

PHOTOGRAPHER:

Wolfgang Zajc

Margaretenstrabe 522

Vienna, 1040

AUSTRIA

wolfgang.zajc@chello.at

★BEST OF★
NOT-FOR-PROFIT ORGANIZATIONS
Social Services

CHILDREN'S HOME & AID SOCIETY OF ILLINOIS

NOMINATING COMPANY:

Ann Teson
Manager
SAMATAMASON
101 S. First Street
Dundee, IL 60118
(847)428-8600/Fax: (847)428-6564
ann@samatamason.com
www.samatamason.com

Art Director: Greg Samata
Designer: Beth May

CLIENT COMPANY:

Betty Brisk
Director of Communications
CHILDREN'S HOME & AID SOCIETY OF ILLINOIS
125 S. Wacker Dr., 14th Flr.
Chicago, IL 60606
(312)424-6812/Fax: (312)424-0056
bbrisk@chasi.org
www.chasi.org

Writer: Betty Brisk

PHOTOGRAPHER:

Chris Kirzeder
1714 N. Damen, #3M
Chicago, IL 60647
(773)342-1176/Fax: (773)342-5576
www.chriskirzeder.com

★BEST OF★
NOT-FOR-PROFIT ORGANIZATIONS
Various

SESAME WORKSHOP

NOMINATING COMPANY:

Ann Teson

Manager

SAMATAMASON

101 S. First Street

Dundee, IL 60118

(847)428-8600/Fax: (847)428-6564

ann@samatamason.com

www.samatamason.com

Art Director: Dave Mason

Designer: Beth May

Writer: Dave Mason

CLIENT COMPANY:

Suzanne Duncan

V.P., Corporate Marketing

SESAME WORKSHOP

One Lincoln Plaza

New York, NY 10023

(212)595-3456

suzanne.duncan@sesameworkshop.org

www.sesameworkshop.org

Writer: Gail David

PHOTOGRAPHER:

Victor John Penner

2104 E. 19th Ave.

Vancouver, BC V5N 2J4

CANADA

(604)434-2340/Fax: (604)434-2370

vjp@telus.net

**★BEST OF★
OFF CALENDAR REPORTING**

**NORTH SHORE – LONG ISLAND JEWISH
HEALTH SYSTEM**

NOMINATING COMPANY:

Anita Fiorillo
Vice President

ARNOLD SAKS ASSOCIATES

350 E. 81ST St., 4th Flr.
New York, NY 10028
(212)861-4300/Fax: (212)535-2590
afiorillo@saksdesign.com
www.saksdesign.com

Account Executive: Anita Fiorillo
Art Director: Arnold Saks
Designer: Lisa Corcoran

CLIENT COMPANY:

Terry Lynam
Director, Public Relations

NORTH SHORE – LONG ISLAND JEWISH HEALTH SYSTEM

125 Community Drive
Great Neck, NY 11021
(516)465-2640/Fax: (516)465-2650
tlynam@nshs.edu
www.nslj.edu

Publications Coordinator: Maria Conforti
Writer: Public Relations Staff

PHOTOGRAPHER:

Bill Gallery
637 Cahoone Road
Greene, RI 02827
(401)397-8184/Fax: (401)397-2818
bill@billgallery.com
www.billgallery.com

★ **BEST OF** ★
OVERALL PRESENTATION
10-K WRAPS

WESTERN GAS RESOURCES, INC.

NOMINATING COMPANY:

Peter J. Spalding
Regional Vice President
CURRAN & CONNORS, INC.
333 Marcus Blvd.
Hauppauge, NY 11788
(631)435-0400/Fax: (631)435-0422
pspalding@curran-connors.com
www.curran-connors.com

Account Executive: Heathe Cooper
Art Director: Justin Barker
Designer: Jason Parry

CLIENT COMPANY:

Ron Wirth/Teresa Perry
Dir., of Investor Relations/Dir., Corp. Comms.
WESTERN GAS RESOURCES, INC.
1099 18th St., Ste. 1200
Denver, CO 80202
(303)252-6090/Fax: (303)252-6087
rwirth@westerngas.com
www.westerngas.com

Writers: Ron Wirth, Teresa Perry, Peter Dea

PHOTOGRAPHERS:

Cheryl Opperman
OPPERMAN PHOTOGRAPHICS, INC.
6732 W. Coal Mine Ave., #428
Littleton, CO 80123
(303)829-9453/Fax: (303)979-5702
info@cherylopperman.com

David Tejada
TEJADA PHOTOGRAPHY
4778 E. Adelaide Place
Littleton, CO 80130
(303)346-1525
david@tejadaphoto.com

SPECIAL RECOGNITION:

Tim Hammonds
NAT'L PRINTING & PACKAGING CO.
3800 Quentin Street
Denver, CO 80239
(303)826-6814/Fax: (303)371-3457
thammonds@nppnet.com

★ **BEST OF** ★
OVERALL PRESENTATION
Traditional Size

SIRVA

NOMINATING COMPANY:

Michael Neu
Chief Executive Officer
BCN COMMUNICATIONS
900 N. Franklin Street, #800
Chicago, IL 60610
(312)787-2783/Fax: (312)787-6097
mneu@bcncomm.com
www.bcncomm.com

Art Director: Michael Neu
Designer: Cara Carpenter

CLIENT COMPANY:

James Trainor
V.P., Corporate Communications
SIRVA
700 Oakmont Lane
Westmont, IL 60559
(630)468-4828
jim.trainor@sirva.com
www.sirva.com

WRITERS

Rob Squire & Sirva

PHOTOGRAPHERS

Andy Goodwin & Jim Schnepf

★ **BEST OF** ★
OVERALL PRESENTATION
Special Size – Digest Format

NABORS INDUSTRIES

NOMINATING COMPANY:

Paula Savage
President & Creative Director
SAVAGE DESIGN GROUP, INC.
4203 Yoakum Blvd., 4th Flr.
Houston, TX 77006
(713)522-1555/Fax: (713)522-1582
psavage@savagedesign.com
www.savagedesign.com

Creative Director: Paula Savage
Designer: Dahlla Salazar

CLIENT COMPANY:

Denny Smith
Director, Corporate Development
NABORS INDUSTRIES
515 W. Green Rd., Ste. 1200
Houston, TX 77067
(281)874-0035/Fax: (281)775-8195
www.nabors.com

Writer: Denny Smith

PHOTOGRAPHER:

Mark Green
MARK GREEN PHOTOGRAPHY
1022 Wirt Rd., Ste. 302
Houston, TX 77055
(713)-956-7978/Fax: (713)956-7979
mark@mgreen.com
www.mgreen.com

PHOTOGRAPHER:

Terry Vine
TERRY VINE PHOTOGRAPHY
2417 Bartlett
Houston, TX 77098
(713)528-6788/Fax: (713)528-6852
terry@tvine.com
www.tvine.com

WRITER:

Bill Wright
W3
12603 S.W. Frwy., Ste. 310
Stafford, TX 77477
(281)313-6444/Fax: (281)313-6445
bwright@wthree.com
www.wthree.com

★BEST OF★
OVERALL PRESENTATION
Special Production Techniques - Fold-Out Covers

INSTITUTE OF GEOLOGICAL & NUCLEAR SCIENCES LTD.
(NEW ZEALAND)

NOMINATING COMPANY:

Steven Bailey
Creative Director
SCENARIO COMMUNICATIONS LIMITED
PO Box 11224
Wellington
NEW ZEALAND
(64)4385 9766/Fax: (64)4801 7030
steve@scenario.co.nz
www.timezonedesign.com

Account Executive: Joy Hellyer
Art Director: Steven Bailey
Designer: Belinda Ellis
Director: John Varcoe
Writers: Jim Francis, John Callan

CLIENT COMPANY:

Alexander Malahoff
Chief Executive Officer
INSTITUTE OF GEOLOGICAL & NUCLEAR SCIENCES LIMITED
PO Box 30-368, Lower Hutt
Wellington
NEW ZEALAND
(64)4570 1444/Fax: (64)4570 4600
a.malahoff@gns.cri.nz
www.gns.cri.nz

PHOTOGRAPHER:

Stephen A'Court
PO Box 9979
Wellington
NEW ZEALAND
(64)4384 3272/Fax: (64)4383 5437
www.photo.boy@clear.net.nz

★ BEST OF ★
OVERALL PRESENTATION
Special Production Techniques – Interior Fold-Outs

GENERAL ELECTRIC COMPANY

NOMINATING COMPANY:

Melissa Waters

Account Director

VSA PARTNERS

1347 South State Street

Chicago, IL 60605

(312)427-6413/Fax: (312)427-3246

www.vsapartners.com

Account Executive: Melissa Keller

Art Director: Jeff Walker, Thom Wolfe

Designers: Thom Wolfe, David Harbarger, Glenn Chan

Special Recognitions: Anne-Marie Rosser, Claudia Alberts

Writer: Anne-Marie Rosser

CLIENT COMPANY:

David Frail

Manager, Financial Communications

GENERAL ELECTRIC COMPANY

3135 Easton Turnpike

Fairfield, CT 06431

(203)373-3387/Fax: (203)373-3918

www.ge.com

Writer: David Frail

PHOTOGRAPHER:

John Midgley

BILL CHARLES REPRESENTATIVES

116 Elizabeth St., #5

New York, NY 10013

(212)965-1465

★ **BEST OF** ★
OVERALL PRESENTATION
Special Size – Landscape Format

KENNETH COLE PRODUCTIONS, INC.

NOMINATING COMPANY:

Peter J. Spalding
Regional Vice President
CURRAN & CONNORS, INC.
333 Marcus Blvd.
Hauppauge, NY 11788
(631)435-0400/Fax: (631)435-0422
pspalding@curran-connors.com
www.curran-connors.com

Account Executive: Stephen Seligson
Art Director/Designer: Kim Piccora

CLIENT COMPANY:

Rena De-Levie
Director of Creative Services
KENNETH COLE PRODUCTIONS, INC.
603 West 50th Street
New York, NY 10019
(212)830-7446
rdelevie@kennethcole.com
www.kennethcole.com

Writers: Bret Minieri-Promo, Alex Dixie-Headli

PHOTOGRAPHER:

Richard Avedon
RICHARD AVEDON INC.
407 East 75th Street
New York, NY 10021
(212)879-6325

BEST OF OVERALL PRESENTATION
Special Size – Under 80 Pages

ENGELHARD

NOMINATING COMPANY:

Leslie Segal
Chief Creative Officer
ADDISON
20 Exchange Place
New York, NY 10005
(212)229-5000/Fax: (212)929-3010
lsegal@addison.com
www.addison.com

Art Director: David Kohler
Designer: Rick Slusher

CLIENT COMPANY:

Vanessa Q. Tremarco
Communications Specialist
ENGELHARD
101 Wood Avenue
Iselin, NJ 08830
(732)205-6919/Fax: (732)205-6711
www.engelhard.com

Account Executive: Michelle Steg-Faranda
Writer: Michael Hynes
Photographer: Coneyl Jay

★ **BEST OF** ★
OVERALL PRESENTATION
Special Size- Over 80 Pages

IBM

NOMINATING COMPANY:

Melissa Schwister
Account Manager

VSA PARTNERS

1347 South State Street
Chicago, IL 60605
(312) 427-6413/Fax: (312) 427-3246
mschwister@vsapartners.com
www.vsapartners.com

Account Executive: Melissa Schwister
Art Director: Curt Schreiber
Designers: Ashley Lippard, Greg Sylvester

CLIENT COMPANY:

Terry Yoo

IBM

New Orchard Street
Armonk, NY 10504
(914) 765-1900/Fax: (914) 499-7562
tyoo@.ibm.com
www.ibm.com/annualreport

Writers: Various

PHOTOGRAPHERS:

Julian Broad
BILL CHARLES
116 Elizabeth Street
New York, NY 10013
(212)965-1465

Dan Winters
11594 Otsego Street
N. Hollywood, CA 91601
(323)957-5699

Carlos Serrao
BEAUTY & PHOTO
131 Varick St., Ste.913
New York, NY 10013
(212)677-1484

Christian Witkin
ART DEPARTMENT
48 Green Street
New York, NY 10013
(212)925-4222

★ **BEST OF** ★
OVERALL PRESENTATION
Unique Presentation

iSTAR FINANCIAL

NOMINATING COMPANY:

Leslie Segal
Chief Creative Officer
ADDISON
20 Exchange Place, 18th Floor
New York, NY 10005
(212) 229-5000/Fax: (212) 929-3010
lsegal@addison.com
www.addison.com

Art Director: Richard Colbourne
Designer: Christina Antonopoulos

CLIENT COMPANY:

Andrew Richardson
Executive Vice President
iSTAR FINANCIAL
1114 Avenue of the Americas
New York, NY 10036
(212) 930-9400/Fax: (212) 930-9455
arichardson@istarfinancial.com
www.istarfinancial.com

Account Executive: Sarah Oman

PHOTOGRAPHER

Vincent Dixon
FRIEND & JOHNSON
137 West 14th St., #204
New York, NY 10011

★ **BEST OF JUDGES' CHOICE** ★

PAPRICAN
(*CANADA*)

NOMINATING COMPANY:

Susan Stevenson
Group Leader, Communications
PAPRICAN
570 Blvd. St. Jean
Pointe-Claire, QC H9R 3J9
CANADA
(514)630-4101/Fax: (514)630-8870
sstevenson@paprican.ca
www.paprican.ca

★BEST OF CANADA★

AGF MANAGEMENT LTD.

NOMINATING COMPANY:

Patricia Phillips

V.P., Communications

AGF MANAGEMENT LTD.

TD Bank Tower, 66 Wellington St., W.

Toronto, ON M5K 1E9

CANADA

(416)815-6207/Fax: (416)814-9059

patricia.phillips@agf.com

www.agf.com

Account Executive: Patricia Phillips

Designer: Oriana Dalla Benetta

Writer: Tanis Robinson

★BEST OF★ GERMAN SPEAKING COUNTIES

VERBUND

NOMINATING COMPANY:

Günther Roth
Chief Executive Officer
AHA PUTTNER RED CELL VIENNA
Gumpendorfer Str. 1S2
Vienna A-1060
AUSTRIA
(43)1 96008-0/Fax: (43)1 96008-08
g.rothe@redcell.at
www.redcell.at

Account Executive: Hellmut Schneider
Designer: Benno Flotzinger

CLIENT COMPANY:

Winnie Matzenauer
Corporate Communications
VERBUND
AM HOF 6A
Vienna A-1010
AUSTRIA
431(531)135-3840
winnie.matzenauer@verbund.at
www.verbund.at

Team Leader: Winnie Matzenauer
Writers: Editorial Team, Verbund

ART DIRECTOR

Dalmar Günther
PLANET X
Stiftingtal Str. 178
Graz, A-8010 AUSTRIA
(43)316 398914/Fax: (43)316 3989149
homebase@planetx.co.at
www.planetx.at

PHOTOGRAPHER

Gerald Liebringer
Andritzer Reichs Str. 162
Graz, A-8046
AUSTRIA

★BEST OF HONG KONG★

CLEAR MEDIA LIMITED

NOMINATING COMPANY:

Wong Chun Hong
Creative Director

YELLOW CREATIVE (HK) LIMITED

2/F Winner Centre, 48 Wyndham Street
Central

HONG KONG

(852)2127 7302/Fax: (852)2127 1112

vicky@yellowcreative.com

www.yellowcreative.com

Designer: Wong Chun Hong

Project Manager: Rebecca So

Senior Designer: Ambrose Fok

CLIENT COMPANY:

Steven Yung
Chairman

CLEAR MEDIA LIMITED

3205, 32/F Windsor House

Causeway Bay

HONG KONG

(852)2235 3977/Fax: (852)2235 3911

steven.yung@clear-media.net

PR & INVESTOR RELATIONS:

Natalie Tam

iPR ASIA LTD.

Room 805-809, Alexandra House

16-20 Charter Road

Central, HONG KONG

(852)2136 6182/Fax: (852)2136-6068

natalietam@iprasia.com.hk

www.iprasia.com.hk

Account Director: Natalie Tam

Account Executive: Antonia Au

WRITER:

Don Ellis

G/F, 79 Ha Yeung Road

Clear Water Bay

HONG KONG

(852)2264 0888/Fax: (852)2264 2881

don@donellis.com

★ **BEST OF MEXICO** ★

COCA-COLA FEMSA, S.A. DE C.V.

NOMINATING COMPANY:

Meow Vatanatumrak

Sr. Designer

PARAGRAPHS DESIGN INC.

329 W. 18th Street, Ste. 801

Chicago, IL 60616

(312)828-0200/Fax: (312) 828-9888

meow@paragraphs.com

www.paragraphs.com

Account Executives: Rachel Radtke, Robin Zvonek

Art Directors: Rachel Radtke, Meow Vatanatumrak

Designer: Meow Vatanatumrak

CLIENT COMPANY:

Julieta Naranjo

Investor Relations

COCA-COLA FEMSA, S.A. DE C.V.

Guillermo Gonzalez Camarena No. 600

Col. Centro de Cuida

Santa Fe, 01210

MEXICO D.F.

cocacola-femsa.com.mx

Illustrators: Peter Horjus, Fernando Andriacci

Writer: Peter Warrick

PHOTOGRAPHER:

Gabriel Covian

MIGHTY RIVER POWER

NOMINATING COMPANY

Ben Corban

Director

ALT GROUP

P.O. Box 47873, Ponsonby

Auckland

NEW ZEALAND

(64) 9 360 3910/Fax: (64) 9 360 3911

ben@altgroup.net

www.altgroup.net

CLIENT COMPANY

Angela Armstrong

External Affairs

MIGHTY RIVER POWER

P.O. Box 90399

Auckland

NEW ZEALAND

(64) 9 308 8208/Fax: (64) 9 308 8209

angela.armstrong@mightyriver.co.nz

www.mightyriver.co.nz

★ HALL OF FAME AWARD ★

KTF

NOMINATING COMPANY

Lee Hwa Jung
Chief Executive Officer
PAOS INC.
707-17, Banpo-dong, Seocho-gu
Seoul
KOREA
(82) 2 512-1488/Fax: (82) 2 512-1490
paos@paos.co.kr
www.paos.co.kr

CLIENT COMPANY

Eugene Kiwon Seo
Mgr, Investor Relations Team
KTF
KTF Twr., 890-20, Daechi4-dong, Gangnam-gu
Seoul
KOREA
(82) 2 2016-1514/Fax: (82) 2 2016-1518
eugene@ktf.com
www.ktf.com

★ PLATINUM ACHIEVEMENT AWARD ★

Honoring the agency with the greatest number of winning annual reports.

VSA PARTNERS, INC.

31 annual reports were named winners.

NOMINATING COMPANY:

VSA PARTNERS, INC.

1347 South State Street

Chicago, IL 60605

(312)427-6413

GOLD WINNERS

BP p.l.c.

General Electric Company

Harley-Davidson

IBM

USAA

BRONZE WINNERS

BP p.l.c.

First Data Corporation

General Electric Company

Goldman Sachs

IBM

TYCO International

SILVER WINNERS

First Data Corporation

General Electric Company

Snap-On Inc.

HONORS

BP p.l.c.

Goldman Sachs

TYCO International

TITANIUM ACHIEVEMENT AWARD

*Honoring the agency with the greatest percentage of wins.**

BCN COMMUNICATIONS

73% of annual reports submitted were named winners.

NOMINATING COMPANY:

Michael Neu
Chief Executive Officer
BCN COMMUNICATIONS
900 N. Franklin St., #800
Chicago, IL 60610
(312)787-2783/Fax: (312)787-6097

GOLD WINNERS

BCE (3 wins)
Canadian National (CN)
General Motors Corp. (3 wins)
SIRVA (2 wins)
The May Department Stores Co.

BRONZE WINNERS

BCE
Canadian National (CN) (2 wins)
PPL Corporation
The May Department Store Co. (2 wins)

SILVER WINNERS

BCE
Canadian National (CN) (3 wins)
General Motors Corp. (2 wins)
PPL Corporation

HONORS WINNERS

Canadian National (CN)
General Motors Corp.

**The agency must have submitted 15 or more annual reports.*

★ BEST OF SHOW ★

IBM

NOMINATING COMPANY:

Melissa Schwister

Account Manager

VSA PARTNERS, INC.

1347 S. State Street

Chicago, IL 60605

(312) 427-6413/Fax: (312) 427-3246

mschwister@vsapartners.com

www.vsapartners.com

Art Directors: Curt Schreiber, Thom Wolfe, Jeff Walker

Designers: Ashley Wasem, Michelle Platts

Writers: VSA & IBM

CLIENT COMPANY:

Terry Yoo

Manager, Corporate Communications

IBM

New Orchard Road

Armonk, NY 10504

(914) 499-5621/Fax: 9914) 499-7562

tyoo@us.ibm.com

www.ibm.com