

## **2011 Chinook Awards**

### *Sales Promotion- Sales Kit*

*A Gold Addy Award Goes To:*

**Artnil Design Studio for Bookwalter Winery Tasting Bookmarks done for Bookwalter Winery**

**Credits go to:**

Chris Beck, Senior Designer, Photographer  
John Bookwalter, President/Winemaker, Bookwalter  
Marcella Henson, Director of Operations, Bookwalter  
Artnil Design Studio, Printer

### *Sales Promotion- Newsletter*

*A Silver Addy goes to*

**Central Washington University for Central Washington University  
Fall 2010 ResLife Newsletter done for Central Washington University**

**Credits:**

Teri Olin, Project Manager  
David Matayoshi, Graphic Designer  
Richard Villacres, Photographer  
Richard DeShields, University Housing & New Student  
Elaine Ames, University Housing & New Student Programs

### *Sales Promotion- Menu*

*A Silver Addy goes to*

**Focal Point Marketing for  
TRCC Catering Menu done for Three Rivers Convention Center**

**Credits:**

Thomas Manley, Art Director  
Mitch Lewis, Managing Partner – Multimedia  
Theresa Long, Managing Partner – Marketing Strategist

### *Sales Promotion- Packaging*

*A Silver Addy goes to*

**Sarah Nelson Design, Ltd. for  
Alexandria Nicole Cellar's A2 Wine Label done for Alexandria Nicole Cellars,  
Raven's Glenn Scarlet Raven Wine Label done for Raven's Glenn Winery,  
Kyra Wine Label done for Kyra Wines,  
Veranda Beach Wine Label done for Veranda Beach Resort**

**Credits:**

Sarah Nelson, Creative Director

*Gold Addy Award goes to:*

**Sarah Nelson Design  
Vintage Farm Boy Wine Label done for ROS Wines**

**Credits:**

Herb Leonhard, Illustrator

*Sales Promotion- Packaging Campaign*

*A Silver Addy goes to*

**Sarah Nelson Design**

**Ice Harbor Brewing Packaging done for Ice Harbor Brewing**

All Credits go to Sarah Nelson, Creative Director.

*Gold Addy in this category is awarded to:*

**Focal Point Marketing for Knutzen's Meats BBQ Labels done for**

**Knutzen's Meats**

Thomas Manley, Art Director

Theresa Long, Managing Partner – Marketing Strategist

Mitch Lewis, Managing Partner – Multimedia

*Sales Promotion- Trade Show Exhibit*

*A Silver Addy goes to:*

**Focal Point Marketing**

**TRCC Banner Stand done for Three Rivers Convention Center**

With Credits going to:

Thomas Manley, Art Director

Theresa Long, Managing Partner – Marketing Strategist

Mitch Lewis, Managing Partner – Multimedia

*Sales Promotion- Video Sales Presentation*

*A Silver Addy goes to:*

**Focal Point Marketing**

**PNNL Proteomics Video done for Pacific Northwest National Laboratory**

With Credits going to:

Mitch Lewis, Managing Partner – Multimedia

Thomas Manley, Art Director

Terry Carter, Design Specialist

*Silver Addy Awards for Collateral Material-Brochure, Color*

**Artmil Design Studio for**

**Senske Christmas Decor Door hangar done for Senske Lawn & Tree Care**

Dennis Miller, President/Creative Director, Artmil

Tom Perkes, Marketing Director, Senske

ColorPress, Walla Walla, Wa, Printer

*Collateral Material-Brochure, Campaign*

*Silver Addy goes to:*

**Artmil Design Studio**

**Wine Yakima Valley 2011 - Grown to Greatness done for Wine Yakima Valley**

Chris Beck, Senior Designer

Barbara Glover, Editor

Artmil Design Studio, Printer

Abbott's Printing, Yakima, Printer

Journal Graphics, Portland, OR, Printer

*Collateral Material-Poster*

*Silver Awards:*

**Focal Point Marketing**

**Knutzen's Meats "Get Saucy" poster done for Knutzen's Meats**

Thomas Manley, Art Director

Theresa Long, Managing Partner – Marketing Strategist

Mitch Lewis, Managing Partner – Multimedia

**Abbott's Printing, Inc. for 2010 Ellensburg Rodeo Poster done for Ellensburg Rodeo**

Credits go to:

Karen Boylan, Artist "Horse Crazy"

Dianne Masias, Graphic Design

*Collateral Material-Special Event Invitation*

*Silver Awards:*

**Artmil Design Studio**

**Cadwell-Meyer Wedding Invitation done for Cadwell-Meyer Wedding**

Chris Beck, Senior Designer

Artmil Design Studio, Printer

*Collateral Material-Special Event Campaign*

*Silver Awards:*

**Focal Point Marketing**

**St. Anthony Hospital Festival of Trees done for St. Anthony Hospital**

Thomas Manley, Art Director

Theresa Long, Managing Partner – Marketing Strategist

Mitch Lewis, Managing Partner – Multimedia

*Direct Marketing Category,*

**Abbott's Printing, Inc. takes a SILVER Addy award for**

**Kwik Lok Toy Story 3 Gang-run done for Imagination Farms**

Abbott's Printing, Inc., Printing

Imagination Farms, Design

*Consumer or Trade Publication-Consumer/Trade, Fractional Page, Color*

*A Silver Addy Award goes to*

**Focal Point Marketing for Parsec "Don't Wait" print ad done for Parsec Computer Systems**

Terry Carter, Design Specialist

Thomas Manley, Art Director

Theresa Long, Managing Partner – Marketing Strategist

*A Gold Addy Award in this category goes to:*

**Sara Nelson Design, Ltd. for It's been a good day... done for Ice Harbor Brewing**

Sara Nelson, Creative Director

Kevin Cole, Copywriter

Breshears Professional Photography, Photographer

*Consumer or Trade Publication-Consumer/Trade, Full Page Color*

*A Silver Addy Award goes to*

**Focal Point Marketing**

**TRCC "Type" print ad done for Three Rivers Convention Center**

Thomas Manley, Art Director

Theresa Long, Managing Partner – Marketing Strategist

Mitch Lewis, Managing Partner – Multimedia

*Consumer or Trade Publication-Consumer/Trade Campaign, Color*

*A Silver Addy Award goes to*

**Yakima Bait Company done for Yakima Bait Company**

Rob Phillips, Account Executive/Copy Writer

Kevin Soules, Art Director/Designer

*Consumer or Trade Publication-Magazine, Self-Promotion*

*A Silver Addy Award goes to*

**Smith, Phillips, & DiPietro Advertising for**

**Yakima Bait Company Catalog done for Yakima Bait Company**

Credits:

Rob Phillips, Account Executive/Copy Writer

Trina Nixon, Senior Art Director

Kevin Soules, Art Director/Designer

*Silver Addy in the Category Newspaper goes to:*

**www.blamb.net for The Whole Book for Half the Price done for Encore Books**

Brett Lamb, Creative

*Interactive Media-Website, B-to-B HTML, Services*

*Silver Addy Award goes to*

**Invisible Ink for Invisible Ink Web Site done for Invisible Ink**

Chris Duren, Design & Coding

*Interactive Media-Website, Consumer HTML, Products*

*Silver Addy Award goes to*

**Domex Superfresh Growers Web Site done for Domex Superfresh Growers**

Chris Duren, Design & Coding

Steve Slaven, Programming

*Interactive Media-Website, Consumer HTML, Outlets*

*Silver Addy Award goes to*

**Focal Point Marketing also takes home two Silver Addy's in this Category for:**

**Six Degrees website done for SixDegrees Restaurant**

Thomas Manley, Art Director

Brad Sappenfield, Web Specialist

Mitch Lewis, Managing Partner – Multimedia

*Interactive Media-Website, Consumer HTML, Services*

*Silver Addy Award goes to*

**Choices & Changes website done for Choices & Changes**

Terry Carter, Design Specialist

Thomas Manley, Art Director

Brad Sappenfield, Web Specialist

Theresa Long, Managing Partner – Strategic Marketing

*Television-Local TV*

*Silver:*

**Focal Point Marketing for Legacy Ford: "395 Challenge" done for Legacy Ford**

Mitch Lewis, Managing Partner – Multimedia  
Thomas Manley, Art Director  
Theresa Long, Managing Partner – Marketing Strategist  
Jeff Morgan, Marketing Coordinator  
Terry Carter, Design Specialist

**KUNW TV for El Siete Mares Restaurant - Pirate Fresh Spanish done for El Siete Mares Restaurant**

Bob Berry, Writer  
Jon Snider, Editor/Video Talent  
Martin Ortiz, Audio Talent

*A Gold Addy Award goes to:*

**Bradley & Company for Advanced Podiatry - 'FEET' done for Advanced Podiatry**

Credits going to:  
Mary-beth Bradley, Copywriter/Director  
Les Thompson, G T Productions, Editor/Producer

**Attention Marketing for Sparky Loves Sample Electric done for Sample Electric**

Steve Campbell, Producer  
Laura Sample, Director

*Television-Local TV Campaign*

*Silver goes to:*

**KNDO-TV for The Pine Shop Testimonials done for The Pine Shop**

Ann Swanson, Account Manager  
Mo Aristegui, Creative Services Editor/Producer  
Sue & Nate Sabari, Owners

*Gold goes to:*

**KNDO-TV for The Ponderosa "Not What You Expect" done for The Ponderosa**

Jay Nelson, Account Manager  
Mo Aristegui, Creative Services Editor/Producer  
Lori Crow, Administrator, Ponderosa Creative Team  
Marilee Ramos, Marketing Director, Ponderosa Creative

*Television-National TV, Consumer Products*

*Silver goes to:*

**Fisher Communications for Coca Cola Christmas Truck done for Coca Cola Bottling Company**

Bill McCann, Production  
Victoria Ives, writer/voice over

*Silver Addy Award goes to Focal Point Marketing in the Category Mixed/  
Multiple Media, for*

**NPIP Branding campaign done for Canfield**

Thomas Manley, Art Director  
Theresa Long, Managing Partner – Marketing Strategist  
Brad Sappenfield, Web Specialist

*Category for Advertising for the Arts & Sciences-Arts, Brochure*

*A Gold Addy Award goes to*

**Central Washington University for Westside Centers Fall Events done for Tina Wang,  
CWU Westside Centers**

Kevin Hill, Designer  
Tina Wang, Assistant Director, Student Affairs  
Justin Beckman, Senior Designer  
Lola Gallagher, Publicity Manager

*Category for Advertising for the Arts & Sciences-Arts, Poster*

*A Gold Addy Award goes to*

**Central Washington University  
Bella Notte done for CWU College of Arts and Humanities, Vocal Music Alliance**

Erin Glomstad, Designer  
Michelle Abad, Program Coordinator  
Justin Beckman, Senior Designer  
Lola Gallagher, Publicity Manager

*Category for Advertising for the Arts & Sciences-Arts, Campaign*

*A Silver Addy Award goes to*

**Central Washington University for The New Sounds of 88.1 the 'Burg done for 88.1 FM the  
'Burg**

With Credits going to:  
Justin Beckman, Senior Designer  
Chris Hull, General Manager, 88.1 the 'Burg  
Anastacia Snyder, Marketing Director, 88.1 the 'Burg  
Lola Gallagher, Publicity Manager

*Gold Addy is presented in this category to:*

**Artil Design Studio for Mid-Columbia Symphony 2010-11 Season -  
The Elements of Music done for Mid-Columbia Symphony**

Chris Beck, Senior Designer  
Artil Design Studio, Printer

*Category of Public Service- Audio/Visual*

*A Silver Addy goes to*

**Focal Point Marketing for Salmon Summit Video done for Benton Conservation District**

Mitch Lewis, Managing Partner – Multimedia  
Daniel Clark, Summer Intern  
Thomas Manley, Art Director

*Category for Advertising Industry Self-Promotion-Interactive*

*A silver award goes to*

**Focal Point Marketing for Focal Point Holiday Video done for Focal  
Point Marketing & Multimedia**

With Credits going to:  
Mitch Lewis, Managing Partner – Multimedia  
Thomas Manley, Art Director  
Theresa Long, Managing Partner – Marketing Strategist  
Brad Sappenfield, Web Specialist  
Terry Carter, Design Specialist  
Jeff Morgan, Marketing Coordinator

*Elements of Advertising*

*Logo*

*Silver Addy-*

**Focal Point Marketing  
Knutzen's Meats Logo done for Knutzen's Meats**

Thomas Manley, Art Director  
Mitch Lewis, Managing Partner – Multimedia  
Theresa Long, Managing Partner – Marketing Strategistand

*Elements of Advertising-Photography, Black and White*

*Silver Award to:*

**Focal Point Media**

**Under the Bridge Photo done for Focal Point Marketing & Multimedia**

Mitch Lewis, Managing Partner – Multimedia

*Elements of Advertising-Photography, Color*

*Silver Addy Award to:*

**Focal Point Media**

**Six Degrees Shrimp Salad Photo done for Six Degrees Restaurant**

Mitch Lewis, Managing Partner – Multimedia

Thomas Manley, Art Director

*A Gold Addy Awards also goes to*

**Focal Point Media**

**Masterson Home Kitchen Photo done for Masterson Construction**

Mitch Lewis, Managing Partner – Multimedia

*Student Silver Addy Award Winners:*

**Jacqelynn J Walker for Silver and Gold Wine Collection Label done for Perry Technical Institute**

**Nils Whitmont for The Seasons Northwest Jazz Greats Postcard done for Perry Technical Institute**

**Gabriel Espinoza for The Hunger of Mazda done for Perry Technical Institute**

**Kayla Deane for Winter Waiting done for Perry Technical Institute**

*Student Gold Entries are Awarded to:*

**Kayla R. Deane for Rustic Seduction done for Perry Technical Institute**

**Alex Darval for Jeep Ad done for Perry Technical Institute**

*Judges Choice for the STUDENT entries goes to*  
**Kayla R. Deane for her photo “Rustic Seduction”**

*Judges Choice for the PROFESSIONAL entries are:*  
**KNDO TV for The Ponderosa “Not What You Expect” Television Campaign**

**AND ALSO**

***Sarah Nelson Design, Ltd. for “Vintage Farm Boy Wine Label Packaging”***

*The Best of Show Student Winner goes to*

***Alex Darval “Jeep Ad” Single Ad for Consumer/Trade Publication***

And the BEST OF SHOW Professional Winner is:

***Focal Point Marketing for “Knutzen’s Meat BBQ Labels” Packaging Campaign.***