

people  
process

2016 COMMUNICATIONS AWARDS

CASE District VIII Conference > Calgary, Alberta > February 3 – 5, 2016

performance  
purpose

# **Congratulations** to all recipients of the 2016 CASE District VIII Communications Awards

Out of 492 entries, 128 received recognition with Grand Gold, Gold, Silver or Bronze awards. Suffice to say, your work demonstrated purpose and performance.

We hope to see you at the Celebration of Professional Achievement evening on Thursday, February 4, 2016. There, we will announce the recipient of the 2016 Virginia Carter Smith Grand Crystal Award, recognizing the most outstanding entry of the year from among the nine Grand Gold category winners.

Don't forget, if you would like to order an extra copy of the award certificate for your personal use and display, please visit our website at [case8awards.org](http://case8awards.org) for an order form.

Thank you to everyone who entered this year and to all of the volunteer judging coordinators and judges. Without you, the awards program would not be possible.

## **Byron Henry**

Chair, CASE District VIII Communications Awards  
Director, Communication Services  
Simon Fraser University  
Burnaby, British Columbia

## **Amanda Badovinac**

Co-chair, CASE District VIII  
Communications Awards  
Director, Marketing and Public Relations  
Montana Tech  
Butte, Montana

**case8.org**  
**case8awards.org**

# Fundraising, Special Event and Other Communications

**50**  
years of  
generosity

Over the last 50 years, our donors have helped Simon Fraser University become a vibrant institution dedicated to innovative education, cutting-edge research and community well-being. Thanks to their contributions, SFU has been able to make some great things happen.

**B**arriers and awards for thousands of students unable to afford tuition. Helping them realize their dreams and ambitions.

The Beedie School of Business, a key part of SFU's heritage, and globally recognized for its pursuit of excellence through innovation in research and teaching.

The Haida Network for Coastal People, Ecosystems and Management, an innovative interdisciplinary team supporting conservation and sustainability in Coastal BC.

Expanded campuses across Burnaby, Surrey and downtown Vancouver – enhancing access to world-class education.

**Help us shape the next 50 years**

Nearly 50 years ago SFU started as a place adventurous of spirit, with a willingness to embrace bold initiatives and a readiness to engage with others. Our humble story began with 2,500 students in 1965, and we now have thriving campuses in each of BC's three largest cities - Vancouver, Burnaby and Surrey - with over 30,000 students. We're proud to be ranked as Canada's top comprehensive research university by Maclean's magazine.

By donating to SFU's 50th Anniversary Power of Engagement campaign, you can help shape the next 50 years of SFU's stories, and make a powerful difference to young people and our communities.

[sfu.ca/engage50](http://sfu.ca/engage50)

**50** SFU 2015  
THE POWER OF ENGAGEMENT Campaign

## DIRECT MAIL AND ADVERTISING FOR FUNDRAISING

### GRAND GOLD

SFU 50th Anniversary "Power of Engagement" Fundraising Campaign

SIMON FRASER UNIVERSITY

Maureen Broadfoot, Ailsa Brown, Rachel Lowry

## ANNUAL, SEMIANNUAL OR BIENNIAL REPORTS

### SILVER

The Path Less Taken: Seattle University President's Report – 2015

SEATTLE UNIVERSITY

Tina Potterf, Annie Beckmann, Mike Thee, Chris Kalinko, Terry Lundmark, 160over90

### BRONZE

Donor Impact Report 2015

UNIVERSITY OF VICTORIA

Sarah Tamopolsky, Cory Rabourn, Lauren Heppell, Julena Lovegrove, Christine Howard, Chris Marshall, Greg Miller, Jolene Lowey

## DIRECT MAIL AND ADVERTISING FOR FUNDRAISING

### GOLD

Tough on Cancer

OREGON HEALTH AND SCIENCE UNIVERSITY

Shirley Skidmore, Jennifer Amie, Susie Frank, Mike MacRae, Jeannie Bauer, Fritz Liedtke, Kristina Day

### SILVER

"Faces of Impact" – The 2015 UBC Annual Alumni Appeal

THE UNIVERSITY OF BRITISH COLUMBIA

UBC Annual Giving (Suzanne Ostrow, Nadine Nickull, Chris Ufford, Linton Chokie, Chris Knapman, Karim Kassam, Jushin Ghuman, Genevieve Finn, Helen Martin, Yasemin Ozbay and Design HQ (Kelly Brooks)

## FUNDRAISING BROCHURES, CASE STATEMENTS, FLIERS AND PACKETS (suite of related pubs)

### BRONZE

Cancer Research Institute of Northern Alberta Case for Support

THE UNIVERSITY OF ALBERTA

Amie Filkow, Robert Moyles

### BRONZE

"Deep in the Woods" University of Oregon brand and campaign brochure

UNIVERSITY OF OREGON

Cody Pinkston, Lillian Winkler-Rios, Aaron Montoya

## INNOVATION IN FUNDRAISING, SPECIAL EVENT AND OTHER COMMUNICATIONS

### BRONZE

WSU Vancouver Faculty and Staff Giving Campaign 2015

WASHINGTON STATE UNIVERSITY

Lisa Abrahamsson, Brian Bates, Laura Evancich, SueAnn McWatters, Jennifer Miltenberger

## SPECIAL EVENT COLLATERAL

### GOLD

Torchbearers: Whitworth Stories

WHITWORTH UNIVERSITY

Tad Wisenor, Elizabeth Strauch, Julie Riddle, Chris Bovey, Janet Hauck, Kirk Hirota, Terry Rayburn Mitchell

### SILVER

Washington State University Vancouver's 25th Anniversary – a year long celebration

WASHINGTON STATE UNIVERSITY

Jennifer Miltenberger, Lisa Abrahamsson, Lindsay Herling, SueAnn McWatters, Brenda Alling, Brian Bates, Laura Evancich, Maureen Keller

### BRONZE

Legends 2015

– Confirmation, Credentials and Auction Packet

PACIFIC UNIVERSITY

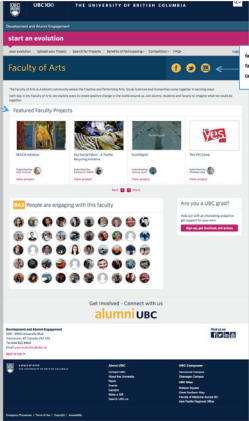
Alex Bell, Jenni Luckett, Stacie Struble, Parrish Evans, Joyce Gabriel

# Alumni, Student, Donor and Community Engagement

**UBC100**

a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Development and Alumni Engagement

**your evolution UBC - Appendix 1**  
Your Evolution Faculty Pages:



An opportunity for faculty to promote the impact of their work.

Faculty social links and faculty website (an opportunity to connect)

Featured Faculty Projects

People are engaging with this faculty

Are you a UBC grad?

Get involved - Connect with us  
**alumniUBC**

## INNOVATION IN ALUMNI, STUDENT, DONOR AND COMMUNITY ENGAGEMENT

### < GRAND GOLD

your evolution UBC

THE UNIVERSITY OF BRITISH COLUMBIA

Richard Fisher, Juliana Fridman, Caroline Luk, Vanessa Clarke, Steve Kennedy

## ALUMNI PUBLICATIONS

### SILVER

Notebook 2015

– Red Deer College Alumni Magazine

RED DEER COLLEGE

Lani Lupul, Rob Gilgan, Adam Eisenbarth, Janice Wing, Heidi Langridge, Dwight Arthur, Tony Hansen

## BRANDING AND IMAGE DEVELOPMENT/IDENTITY PROGRAMS AND PROJECTS

### GOLD

Gonzaga University Brand Refresh  
External Launch Campaign

GONZAGA UNIVERSITY

President Thayne McCulloh, Dave Sonntag, Joe Poss, Natalie Hastings, Bethany Prince, Rajah Bose, Matt Gollnick, Linda Jones, Tracy Martin, Pat Skattum, Ologie, Hanna Advertising

### SILVER

Good News Pizza Box

UNIVERSITY OF OREGON

Tammo Walter, David Levy, Christian Sternal, Lori Howard, Susi Thelen, Tim Clevenger

### BRONZE

We are Essential

– a long-term brand building campaign

NORTHERN ALBERTA  
INSTITUTE OF TECHNOLOGY

Susan Cline, Sana Aljamea, Kendra Parker, Ruth Grenville, Derek Lue, Sherri Krastel, Ruth Juliebo, Andy Oviatt, Blaise van Malsen, Kim Brix, Craig Hicks

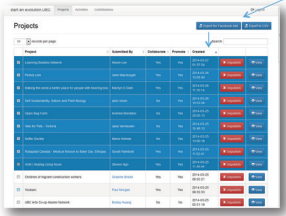
**UBC100**

a place of mind  
THE UNIVERSITY OF BRITISH COLUMBIA  
Development and Alumni Engagement

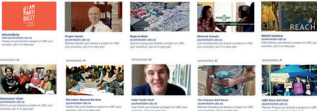
**your evolution UBC - Appendix 3:**  
Sophisticated Website Backend

Customized Social Sponsored Ads

1) Export to Facebook Ads – website sophisticated backend



2) Project Specific Ads – Linking directly to Project pages (over 100 project specific ads generated)



# Alumni, Student, Donor and Community Engagement

## INNOVATION IN ALUMNI, STUDENT, DONOR AND COMMUNITY ENGAGEMENT

### SILVER

Golden Ticket student celebration  
– Celebrating 2015 scholarship/fellowship recipients

#### OREGON STATE UNIVERSITY

*Kathryn Stoppel, Heather Turner, Michelle Mahana, Alan Calvert*

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### SILVER

Robert H. Lee Alumni Centre Lobby  
Interactive Wall

#### THE UNIVERSITY OF BRITISH COLUMBIA

*Michael Duncan, Brian Sullivan, Steve Kennedy, Rick Hart, Jamil Rhajjak, Kevin Keystone, Yoyo Eto, Kelsey Hilton, Michael Farquhar, Spencer Wannop, Lili Wong, Carrie Johnson*

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### BRONZE

Bluff Box

#### UNIVERSITY OF PORTLAND

*Emily Biggs, Adam Guggenheim, Trevor Harvey, Joe Kuffner, Katie Mitchell, Nancy Nofziger, Sammy van den Berg*

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## RECRUITMENT BROCHURES, DIRECT MAIL AND EVENT MATERIALS

### SILVER

A Duck Like These

#### UNIVERSITY OF OREGON

*Tim Clevenger, Drew Terhune, Holly Simons, Jett Nilprabhassorn, Ella Peterson, John Banister, David Levy, Hari Skoutris, Christian Sternal, Jeremy Groff, Scott Andeen, Kate Conley, Clayton Houck, Michele Civiello, Tammo Walter*

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### BRONZE

UW Admitted Students Welcome Packet

#### UNIVERSITY OF WASHINGTON

*University Marketing and Communications, Office of Admissions, Creative Communications*

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## SPECIAL EVENTS

### GOLD

Gonzaga University Opus Prize Events, October 2014

#### GONZAGA UNIVERSITY

*Gonzaga University Opus Prize Steering Committee, Marketing and Communications Department*

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### SILVER

University of Lethbridge  
10th Annual Donor Recognition Gala

#### THE UNIVERSITY OF LETHBRIDGE

*University Advancement, Faculty of Fine Arts*

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## STUDENT HANDBOOKS, CATALOGS AND OTHER INFORMATIONAL PUBLICATIONS

### GOLD

What Ducks Do

#### UNIVERSITY OF OREGON

*Ann Wiens, JoDee Stringham, Rosemary Camozzi, Chloe Huckins*

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## VIEWBOOKS AND PROSPECTIVE STUDENT PUBLICATIONS

### GOLD

Viewbook, Oregon State University

#### OREGON STATE UNIVERSITY

*Amy Charron, Blake Vawter, Brittney Yeskie, Colin Huber, Gary Dulude, Laura Shields, Long Lam, Melody Oldfield*

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### SILVER

Montana State University Explorers Guide  
(Viewbook)

#### MONTANA STATE UNIVERSITY

*Ron Lambert, Alison Reidmohr, Kelly Gorham, Sepp Jannotta*

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### BRONZE

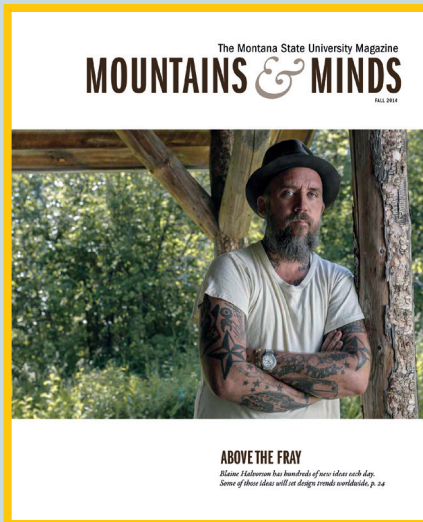
NAIT Student Viewbook 2016-17

#### NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

*Susan Cline, Ruth Grenville, Sana Al Jamea, Kendra Parker, Razanne Abou-Ghanim, Derek Lue, Andy Oviatt, Blaise van Malsen, Esther Vanderwel, Jeff Caron*

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# Magazines



**PRINT GENERAL  
INTEREST MAGAZINES,  
circulation less than 29,999**

**GRAND GOLD**

Mountains and Minds Magazine

**MONTANA STATE UNIVERSITY**

Tracy Ellig, Carol Schmidt, Bridget Ashcraft,  
Kelly Gorham, Julie Kipfer, Caroline Zimmerman,  
Anne Cantrell

**MAGAZINE IMPROVEMENT  
(print only; any audience)**

**BRONZE**

UCalgary Alumni Magazine  
(formerly U Magazine)  
Thought for Food Spring/Summer 2015

**UNIVERSITY OF CALGARY**

Deb Cummings, Jean-Paul Berube.

**MAGAZINE SPECIAL ISSUES**

**GOLD**

New Trail Magazine, The Face of a Century

**THE UNIVERSITY OF ALBERTA**

Marcey Andrews, Lisa Cook, Christie Hutchinson,  
Sarah Pratt, Karen Sherlock, Bridget Stirling,  
Cynthia Strawson, John Ulan

**BRONZE**

Combined Green and White / Arts and Science  
special edition Alumni Magazine

**UNIVERSITY OF SASKATCHEWAN**

Christy Miller, Derrick Kunz

**PRINT GENERAL  
INTEREST MAGAZINES,  
circulation 30,000-74,999**

**GOLD**

Summit Magazine, Mount Royal University

**MOUNT ROYAL UNIVERSITY**

Theresa Tayler, Michal Waissmann, Deb Abramson,  
Mike Hwang, Karen Richards, Melanie Rogers,  
Buffy St-Amand, Carole Simpson and  
the MRU University Advancement team

**SILVER**

Gonzaga Magazine

**GONZAGA UNIVERSITY**

Kate Vanskike, Patricia Skattum, Tracy Martin,  
Linda Jones, Rajah Bose, Eli Francovich, Dale Goodwin,  
Sarah Schwing

**PRINT GENERAL  
INTEREST MAGAZINES,  
circulation greater than 75,000**

**GOLD**

New Trail Magazine

**THE UNIVERSITY OF ALBERTA**

Marcey Andrews, Lisa Cook, Amie Filkow,  
Christie Hutchinson, Robert Moyles, Sarah Pratt,  
Mary Lou Reeleder, Karen Sherlock, Bridget Stirling,  
Cynthia Strawson, John Ulan

**SILVER**

Columns – University of Washington  
Alumni Magazine

**UNIVERSITY OF WASHINGTON**

Paul Rucker, Jon Marmor, Paul Fontana, Ken Shafer,  
Julie Garner, Hannelore Sudermann

**BRONZE**

Oregon Quarterly

**UNIVERSITY OF OREGON**

Ann Wiens, Jonathan Graham, Rosemary Camozzi,  
JoDee Stringham, Chloe Huckins.

**PRINT GENERAL  
INTEREST MAGAZINES,  
circulation less than 29,999**

**SILVER**

The University of Portland's Portland Magazine

**UNIVERSITY OF PORTLAND**

Brian Doyle, Joseph Erceg

**SPECIAL CONSTITUENCY  
AND RESEARCH MAGAZINES**

**GOLD**

Cornerstone Magazine

**THE UNIVERSITY OF ALBERTA**

**BRONZE**

Terra Magazine, Oregon State University

**OREGON STATE UNIVERSITY**

Annie Heck, Melody Oldfield, Nicolas Houtman,  
Lee Sherman, Amy Charron, Teresa Hall,  
Heather Miller, Long Lam, Laura Shields

# Photography and Illustration



## SERIES OF RELATED PHOTOGRAPHS

< **GRAND GOLD**

She Wants you! Join the Chic Geek Revolution, Spring Summit Magazine 2015

**MOUNT ROYAL UNIVERSITY**

*Michal Weissmann, Colin Way, Theresa Taylor, Lucy Morris, Leah Van Loon*

## INDIVIDUAL ILLUSTRATIONS/PHOTO-ILLUSTRATIONS

**GOLD**

Finding My Father

**UNIVERSITY OF WASHINGTON**

*Ken Shafer*

**SILVER**

Deconstructing Leadership

**THE UNIVERSITY OF ALBERTA**

*Carl Wiens*

## INDIVIDUAL PHOTOGRAPHS

**SILVER**

Cornerstone cover Autumn 2014

**THE UNIVERSITY OF ALBERTA**

*John Ulan*

**SILVER**

Rockets' Red Glare

**UNIVERSITY OF PUGET SOUND**

*Ross Mulhausen*

## SERIES OF RELATED ILLUSTRATIONS/PHOTO-ILLUSTRATIONS

**SILVER**

"The Face of a Century," New Trail Magazine, Winter 2014

**THE UNIVERSITY OF ALBERTA**

*David Despau*

## SERIES OF RELATED PHOTOGRAPHS

**SILVER**

The Shapes of UAlberta: 2015 Yearly Calendar

**THE UNIVERSITY OF ALBERTA**

*Michael Brown, Trevor Horbachewsky, Willie Lee, Richard Siemens, Sean Townsend*

**SILVER**

UW Boxing Club

**UNIVERSITY OF WASHINGTON**

*Ron Wurzer*

**BRONZE**

Partners in the journey

**THE UNIVERSITY OF ALBERTA**

*John Ulan*



# Platinum Categories



## BEST PRACTICES IN ALUMNI RELATIONS

< **GRAND GOLD**

your evolution UBC

**THE UNIVERSITY OF BRITISH COLUMBIA**

Richard Fisher, Juliana Fridman, Caroline Luk, Vanessa Clarke, Steve Kennedy

## BEST ARTICLES OF THE YEAR

**GOLD**

Walk Softly When You Carry the Dead

**THE UNIVERSITY OF BRITISH COLUMBIA**

Chris Anderson, Trek Magazine

**SILVER**

The Angle of Mursey

**UNIVERSITY OF PORTLAND**

Brian Doyle (author)

**SILVER**

The Truth Is Out Here – Mars

**WESTERN WASHINGTON UNIVERSITY**

Daneet Steffens

**BRONZE**

High Risk Zone:  
Diary of an aid worker in Sierra Leone

**THE UNIVERSITY OF BRITISH COLUMBIA**

Chris Anderson, Trek Magazine

**BRONZE**

Flying (essay)

**UNIVERSITY OF PORTLAND**

Brian Doyle (author)

**BRONZE**

Finding the artist: An absurd, incredible journey

**WASHINGTON STATE UNIVERSITY**

Hannelore Sudermann

## BEST PRACTICES IN COMMUNICATIONS AND MARKETING

**GOLD**

your evolution UBC

**THE UNIVERSITY OF BRITISH COLUMBIA**

Richard Fisher, Juliana Fridman, Caroline Luk, Vanessa Clarke, Steve Kennedy

**SILVER**

Thought Box: Stories for the Lively Mind, University of Alberta

**THE UNIVERSITY OF ALBERTA**

Amie Filkow, Robert Moyles, Lisa Cook, Karen Sherlock, Mary Lou Reeleder

**BRONZE**

Beaver Nation Campaign

**OREGON STATE UNIVERSITY**

University Relations and Marketing

## BEST PRACTICES IN FUNDRAISING CAMPAIGNS

**BRONZE**

Western Stands for Washington Campaign

**WESTERN WASHINGTON UNIVERSITY**

Deborah DeWees, Mary Doherty, Zeck Koa, Brendan Dunn, Daneet Steffens, Susan Bakse, Jeniene Bengtsson, Chris Roselli, Fran Maas, Paul Cocks, John Thompson, Mary Gallagher, Matthew Anderson, Chris Baker, Derek Bryson, Rhys Logan

## EXCELLENCE IN PHOTOGRAPHY

**GOLD**

Faces of Research

**THE UNIVERSITY OF BRITISH COLUMBIA**

Martin Dee, Margaret Doyle, Matt Warburton, Mark Pilon, Aida Virizu, Michael Kam

**SILVER**

John Ulan, New Trail and Cornerstone photographer

**THE UNIVERSITY OF ALBERTA**

John Ulan





# Video and Multimedia



## ADVERTISING SPOTS AND PUBLIC SERVICE ANNOUNCEMENTS

### GRAND GOLD

A

University of Oregon "We if"

UNIVERSITY OF OREGON

Tammo Walter, David Levy, Konstantinos Psimaris, Thomas Ammon, Christian Sternal, Max Paolucci, Tim Clevenger, Kristyn Elton

## ADVERTISING SPOTS AND PUBLIC SERVICE ANNOUNCEMENTS

### GOLD

Be Boundless

UNIVERSITY OF WASHINGTON

University Marketing and Communications

## FUNDRAISING AND ALUMNI RELATIONS VIDEOS

### GOLD

Olympic College Scholarship Stories 2015

OLYMPIC COLLEGE

Phil Wilson, David Emmons, Craig Allan, Matt Esteron, Michele Wasson, Timothy Hagan, Ed Call, Jennifer Deyette, Nicole Lacey, Drayton Jackson, Gabi Perez, James Ogle, Doug Fenton

### SILVER

Seattle Promise Animated Video

SEATTLE CENTRAL COLLEGE FOUNDATION

The Seattle Central Foundation

### BRONZE

NAIT Oaks Hockey: Celebrating 50 years

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Ruth Juliebo, Kim Brix, Craig Hicks, John Book

### BRONZE

A Robot in Every Home

THE UNIVERSITY OF BRITISH COLUMBIA

Rewild Films, Vanessa Clarke

## INNOVATION IN VIDEO OR MULTIMEDIA

### GOLD

Clean Water for Africa

PORTLAND STATE UNIVERSITY FOUNDATION

Peter Simon, Scott Gallagher, Katie LaRosa

### SILVER

UW Bothell in 60 seconds

UNIVERSITY OF WASHINGTON

Lisa Youngblood Hall, Marc Studer, Paul Huereque, Laura Mansfield, Ben Kaplan

## MULTIMEDIA FOR SPECIAL EVENTS

### GOLD

University of Portland Orientation  
— President's Welcome Event

UNIVERSITY OF PORTLAND

Anna Lageson-Kerns, Amy Shelly, Rachel Barry-Arquit, Adam Guggenheim, Joe Kuffner, Michael Kurz, Jeff Kennel

### SILVER

Green and Glow Winterfest celebration video

THE UNIVERSITY OF ALBERTA

Ryan Whitefield, Robert Moyles

## PUBLIC RELATIONS VIDEOS

### GOLD

Solving for Success

UNIVERSITY OF WASHINGTON

Nick Bolton, Hannah Gilman, Taylor Hawkins, Lisa Robbins, Gerald McRobbie

### SILVER

Curbing Concussions

UNIVERSITY OF WASHINGTON

Nick Bolton, Hannah Gilman, Taylor Hawkins, Lisa Robbins, Gerald McRobbie

### SILVER

Because We Dared: Video

THE UNIVERSITY OF ALBERTA

Geoff McMaster, Kristopher Wells, Jeff Allen Productions

### BRONZE

Entrepreneur Scholars at University of Portland

UNIVERSITY OF PORTLAND

Anna Lageson-Kerns, Amanda Walsh, Michael Kurz, Amy Shelly, Rachel Barry-Arquit

## STUDENT RECRUITMENT VIDEOS

### GOLD

Are you SFU?

SIMON FRASER UNIVERSITY

Student Services, Karo Design

### SILVER

Elevating the Business of Hockey

ATHABASCA UNIVERSITY

Chris McLeod, Jessica Scott, Deb Scaber

### BRONZE

Mountains 101: Welcome to Your Classroom

THE UNIVERSITY OF ALBERTA

Geoff McMaster, Zac Robinson, Jeff Allen Productions

### BRONZE

Discover Who You Want to Be at UP

UNIVERSITY OF PORTLAND

Amy Shelly, Michael Kurz, Anna Lageson-Kerns, Rachel Barry-Arquit

# Visual Design



**GETTING AN EDUCATION MEANS EVERYTHING. KNOWING WHAT YOU'RE GOING TO DO ISN'T A PREREQUISITE. EXPLORATION IS AT THE CORE OF SFU, AND FIGURING OUT YOUR FUTURE IS AN EXPERIENCE, NOT A PROGRAM.**

## MULTI-PAGE PRINT DESIGN

### GRAND GOLD

Are You SFU?

SIMON FRASER UNIVERSITY

Student Services, Karo Design

## COVER DESIGN

### BRONZE

She Wants you! Join the Chic Geek Revolution Summit Magazine, Spring 2015

MOUNT ROYAL UNIVERSITY

Michal Waissmann, Colin Way, Theresa Tayler, Lucy Morris, Leah Van Loon

### BRONZE

"The Face of a Century,"  
New Trail Magazine, Winter 2014

THE UNIVERSITY OF ALBERTA

Marcey Andrews

### BRONZE

New Trail Magazine, Autumn 2014

THE UNIVERSITY OF ALBERTA

Marcey Andrews, Carl Wiens

## DESIGN IMPROVEMENT (Print or Identity)

### SILVER

Collegian Magazine Redesign

MONTANA STATE UNIVERSITY

Bridget Ashcraft, Ron Lambert, Kelly Gorham, Sepp Jannotta, Bridget Ashcraft

## MULTI-PAGE PRINT DESIGN

### SILVER

John J. Hemmingson Center Brochure

GONZAGA UNIVERSITY

Thayne M. McCulloh, Sarah Schwering, Dave Sonntag, Linda Jones, Pat Skattum, Stacie Jones, Opsis Architecture, Bogza Studios, National Color Graphics

### SILVER

Montana State University Explorers Guide

MONTANA STATE UNIVERSITY

Ron Lambert, Alison Reidmohr, Kelly Gorham, Sepp Jannotta

### SILVER

Undergraduate Admissions Acceptance Posters

SEATTLE UNIVERSITY

160over90, Francesca Lukjanowicz, Chris Kalinko, Sarah Hyde, Kimberly Witchey, Keith Walberg, Tina Potterf, Eli Christopher, Melore Nielsen, Katie O'Brien, Marilyn Crone

### SILVER

What You Shape Starts With What Shapes You

SEATTLE UNIVERSITY

160over90, Francesca Lukjanowicz, Sarah Hyde, Kimberly Witchey, Tina Potterf, Eli Christopher, Melore Nielsen, Katie O'Brien, Marilyn Crone

### BRONZE

NAIT 2016-17 Viewbook

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Andy Oviatt, Kendra Parker, Blaise van Malsen, Ruth Grenville, Derek Lue, Sana AlJamea, Susan Cline, Tina Tomljenovic

### BRONZE

Finding My Father

UNIVERSITY OF WASHINGTON

Ken Shafer

### BRONZE

Ring Leaders

UNIVERSITY OF WASHINGTON

Ken Shafer, Ron Wurzer

### BRONZE

Columns Magazine – The Hub/Sports

UNIVERSITY OF WASHINGTON

Ken Shafer, Jon Marmor, Paul Fontana, Julie Garner

### BRONZE

Torchbearers: Whitworth Stories

WHITWORTH UNIVERSITY

Chris Bovey, Tad Wisenor, Elizabeth Strauch

## SINGLE-PAGE PRINT DESIGN

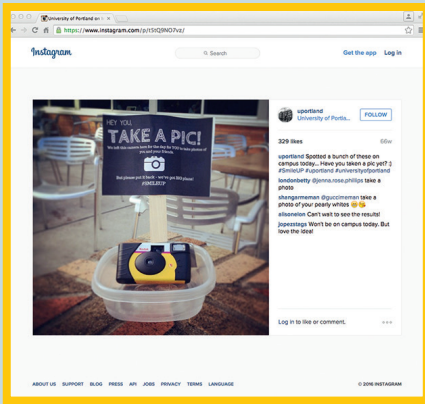
### BRONZE

No Spines but Plenty of Guts,  
New Trail Magazine

THE UNIVERSITY OF ALBERTA

Marcey Andrews, Pulp Studios: Kelly Mellings, Corey Lansdell

# Websites



## SOCIAL MEDIA PROGRAMS AND PROJECTS

### GRAND GOLD

University of Portland: As Seen by YOU

UNIVERSITY OF PORTLAND

Adam Guggenheim, Hanna Herrin, Joe Kuffner, Sammy van den Berg

## ELECTRONIC BLOGS, NEWSLETTERS AND MAGAZINES

### SILVER

Thought Box: Stories for the Lively Mind

THE UNIVERSITY OF ALBERTA

Joyce Yu, Karen Sherlock, Cynthia Strawson, Mary Lou Reeleder, Lisa Cook, Isaac White, Shane Riczu, Marcey Andrews, Shari McAdam

## FUNDRAISING SUB-SITE OR SECTION

### BRONZE

1000 Women Rising

BOW VALLEY COLLEGE

Mark Szabo, Rosanne Goetz, Joan Wolf, Paul Long, Mark Rowe, Allison Goodall, Adam Trinh, Tina Sarantis

### BRONZE

Western Stands for Washington campaign

WESTERN WASHINGTON UNIVERSITY

Deborah DeWees, Zeck Koa, Brendan Dunn, Jeniene Bengtsson, Daneet Steffens, Mary Doherty

## INNOVATION IN WEB AND SOCIAL MEDIA

### SILVER

Finals Freebies, Oregon State University

OREGON STATE UNIVERSITY

Colin Huber, Nancy Raskauskas, Brittney Yeskie

### BRONZE

The Smartest Coffee Talk You'll Ever Overhear

THE UNIVERSITY OF BRITISH COLUMBIA

Margaret Doyle, Digital Storyteller, Jamil Rhajiak, videographer, Aida Viziru, interaction designer, Michael Kam, developer, Adrian Liem, project manager

## OTHER SUB-SITE OR SECTION

### SILVER

Explore if landing page

UNIVERSITY OF OREGON

Harilaos Skourtis, Cameron Baney, Christian Sternal, Tim Clevenger, Zack Barnett

### BRONZE

Programs and Courses section redesign

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Kären Vaganyan, Jeff Caron, Esther Vanderwel, Robin Morgan, Gina Gariano, Kim MacDonald, Phil Chan, Jeff Mason, Kendra Parker

### BRONZE

your evolution UBC

THE UNIVERSITY OF BRITISH COLUMBIA

Richard Fisher, Juliana Fridman, Caroline Luk, Vanessa Clarke, Steve Kennedy

### BRONZE

UW Brand Resources Site

UNIVERSITY OF WASHINGTON

Drew Collins, Tiffany Dion, Joe Eastham, Terrie Klinger, Megan Russell, Jack Stoller

### BRONZE

Western Washington University Alumni Association

WESTERN WASHINGTON UNIVERSITY

Deborah DeWees, Zeck Koa, Brendan Dunn, Jeniene Bengtsson, Rhys Logan, Jenny Hoover

## OVERALL INSTITUTIONAL WEBSITE

### GOLD

University of Washington website

UNIVERSITY OF WASHINGTON

Nick Bolton, Courtney Coster, Meg Cressey, Thom Feild, Kilian Frey, Hannah Gilman, Taylor Hawkins, Jeff Hendrickson, Gina Hills, Leah Kim, Julie Lauderbaugh, Jack Martin, Gerald McRobbie, Dane Odekirk, Lisa Robbins, Jon Swanson, Jamie Swenson, Dennis Wwise

## SOCIAL MEDIA PROGRAMS AND PROJECTS

### BRONZE

Montana State University Digitally Honors our Veterans

MONTANA STATE UNIVERSITY

Nilam A. Patel, Abbey Nelson, Kelly Gorham, Ron Lambert, Jake Dolan, Jeanine Schoessler, Brett Davis.

## STUDENT RECRUITMENT SUB-SITE OR SECTION

### SILVER

NAIT Map and Campus View

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Andrea McCabe, Jeff Mason, Esther Vanderwel, Erin Drought, Jeff Caron

### SILVER

Global Education Oregon (GEO)

UNIVERSITY OF OREGON

Dennis Galvan, Kathy Poole, Chakris Kussalanant, Nathan Pointer, Lindsay Kelchner, Chris Larsen, Kenzie Backous, Rachel Ellam, Sam Bethel, Elizabeth Dougherty, Charlie Hankin, Michelle Hyde-Wright, Will Johnson, Keaton Kell, Erin Mower, Lisa Rubenstein-Ca

### BRONZE

Plant Your Flag Campaign

UNIVERSITY OF OREGON

Tim Clevenger, Drew Terhune, Holly Simons, Jett Nilprabhassorn, Ella Peterson, John Banister, David Levy, Hari Skoutris, Christian Sternal, Jeremy Groff, Scott Andeen, Kate Conley, Clayton Houck, Michele Civiello, Tammo Walter

# Writing



## SCRIPTWRITING / SPEECHWRITING

**GRAND GOLD**

We the People: Diversity, Equity and Difference at the University of Washington

UNIVERSITY OF WASHINGTON

Ana Mari Cauce, Mary Gresch

## DEVELOPMENT WRITING

**GOLD**

Part of the Solution

THE UNIVERSITY OF ALBERTA

Amie Filkow

**SILVER**

Together We Will: Report to Contributors

UNIVERSITY OF WASHINGTON

Julie Lauderbaugh, Melinda Young-Flynn, Kelly Huffman

**BRONZE**

CRINA Case for Support

THE UNIVERSITY OF ALBERTA

Amie Filkow

**BRONZE**

Collecting Excellence

THE UNIVERSITY OF ALBERTA

Christie Hutchinson

## EDITORIAL SHORTS (published editorial pieces, print or web, less than 1000 words)

**SILVER**

The student becomes the teacher

LINFIELD COLLEGE

Laura Davis

**SILVER**

The Surgeon, the Spy and the Missing Plutonium

UNIVERSITY OF WASHINGTON

Julie Garner

**BRONZE**

Second Chance at a Second Tongue

THE UNIVERSITY OF ALBERTA

Todd Babiak

**BRONZE**

The Gerberding Legacy

UNIVERSITY OF WASHINGTON

Julie Garner

**BRONZE**

Cloak and Dagger in the Biochemistry Lab

BOISE STATE UNIVERSITY

Kathleen Tuck

## NEWS WRITING

**SILVER**

The Lost Tapes: Voices from our past

PORTLAND STATE UNIVERSITY FOUNDATION

Ann Marie Fallon, Suzanne Pardington Effros, Kathryn Kirkland

**SILVER**

Badasses on the border

THE UNIVERSITY OF ALBERTA

Bev Betkowski, Sean Townsend

**BRONZE**

American Dreamers  
Whitman Magazine, Summer 2015

WHITMAN COLLEGE

Daniel F. Le Ray

**BRONZE**

The ice cores cometh

THE UNIVERSITY OF ALBERTA

Geoff McMaster, Sean Townsend

**BRONZE**

I Return to Heal Another  
Whitman Magazine, Spring 2015

WHITMAN COLLEGE

Jenny Lewis

**BRONZE**

Life is a circus for physical therapy alumnus,  
family

THE UNIVERSITY OF ALBERTA

Bryan Alary

## SCRIPTWRITING / SPEECHWRITING

**SILVER**

Changing Lives Brunch 2015  
speaking notes for university president

THE UNIVERSITY OF ALBERTA

Amie Filkow, Matthew Rea, Mary Lou Reeleder, Robert Moyles

**BRONZE**

Do Great Things  
Leadership Summit speaking notes

THE UNIVERSITY OF ALBERTA

Amie Filkow, Matthew Rea, Mary Lou Reeleder, Robert Moyles

# 2016 Virginia Carter Smith Grand Crystal Award

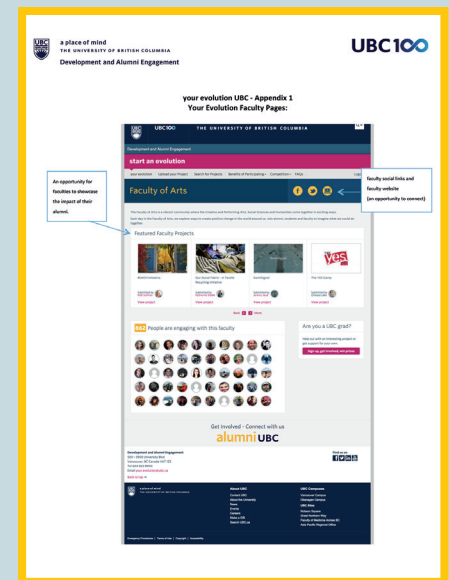
Selected from among the nine Grand Gold winners, the Virginia Carter Smith Grand Crystal Award is the top overall honour bestowed by CASE VIII each year.

This award honors Virginia Carter Smith, former CASE president and founder of Currents magazine.

ALUMNI, STUDENT, DONOR  
AND COMMUNITY ENGAGEMENT

**your evolution UBC**  
THE UNIVERSITY OF BRITISH COLUMBIA

**RICHARD FISHER, JULIANA FRIDMAN,  
CAROLINE LUK, VANESSA CLARKE,  
STEVE KENNEDY**



# Judging Coordinators

## ALUMNI, STUDENT, DONOR AND COMMUNITY ENGAGEMENT

### Katherine Irwin

Senior Development Officer, Faculty of Agricultural  
Life and Environmental Sciences  
University of Alberta

## FUNDRAISING, SPECIAL EVENT AND OTHER COMMUNICATIONS

### Sofia Janmohamed

Associate Director, Annual Giving  
University Advancement  
Simon Fraser University

## MAGAZINES

### Jon Marmor

Managing Editor, Columns Magazine  
University of Washington

## PLATINUM

### Daniela Andrei

Manager, Marketing and Communications  
(International)  
University of Calgary

## VISUAL DESIGN

### Ron Lambert

Creative Director  
Montana State University

## PHOTOGRAPHY AND ILLUSTRATION

### Rhonda Morin

Director of Communications  
Clark College Foundation CCF 039

## WRITING

### Lisa Cook

Editor-in-Chief,  
New Trail, Thought Box and Cornerstone Magazines  
University of Alberta

## WEBSITES

### Allison Lambert

Alumni Officer, Marketing and Programs  
Simon Fraser University

## VIDEO AND MULTIMEDIA

### Dustin Wunderlich

Director for Marketing and Communications  
College of Education Advancement  
and Outreach  
University of Washington

# Judges

### Darren Zwack

VP Marketing, Secure Energy Services  
Calgary, AB

### Jane Jordet

Director, Marketing Solutions  
RedPoint Media and Marketing Solutions  
Calgary, AB

### Natasha Chawla

Vice President, Marketing and Customer Experience  
ECO Canada  
Calgary, AB

### Silvana Saccomani

Director, Marketing and Communications  
Silvera for Seniors  
Calgary, AB

### Ken Regan

CEO, CKUA Radio Network  
Edmonton, AB

### Caitlynn Reesor

Radio Commentator / "Call of the Land" host  
Agriculture and Forestry, Government of Alberta  
Edmonton, AB

### Mary MacArthur

Reporter, The Western Producer  
Saskatoon, SK

### Noel McNaughton

Author, coach, speaker,  
retired CBC Journalist and radio commentator  
Edmonton, AB

### Erica Branda

Writer/Communications Strategist  
Branda Communications  
Vancouver, BC

### David W. Vidal

Digital Marketing Manager  
Steinberg College  
Surrey, BC

### Katherine Koberg

Former Editor in Chief,  
Seattle Metropolitan Magazine  
Seattle, WA

### Stuart Eskenazi

Principal  
Stuart Eskenazi Strategic Messaging  
Seattle, WA

### Amie Ross

Principal  
Mandarin Grey Communications  
Lynnwood, WA

### Seth Neilson

Creative Director  
Mercury.CSC  
Bozeman, MT

### Kietra Nelson

Founder and Creative Director  
Classic Ink Creative  
Bozeman, MT

### William Culpepper

Online Associate Director — School of Graphic Design  
at the Academy of Art University  
Bozeman, MT

### Brittany Simmonds

Graphic Designer — Massive Studios  
Bozeman, MT

### Ryan Ribary

Photographer  
Veritagrapy.com  
Portland, OR

### Dan Tyrpak

Owner, Dan Tyrpak Photographic  
Vancouver, WA

### Devon Pfeiffer

Production Manager  
Grady Britton Creative Advertising  
Portland, OR

### Jon Hendricks

Associate Director Photography-Videography  
Valparaiso University  
Valparaiso, IN

### Jeff Hazewinkel

Director, VU Center for the Arts  
Valparaiso University  
Valparaiso, IN

### Laurie Collins

Principal, Laurie Collins Communications, Ltd  
Edmonton, AB

### Phoebe Dey

Director of Communications  
Alberta Cancer Foundation  
Edmonton, AB

### Phillip Mail

Former editor with the Edmonton Journal  
Edmonton, AB

### Jared Lenover

Digital Marketing Officer  
DeGroot School of Business  
McMaster University  
Hamilton, ON

### Danielle Poupore

Higher Education Community-Building  
and Branding Strategist  
New York, NY

### Leah Twilley

Communications Specialist/Social Media  
Grand Valley State University  
Allendale, MI



