

Awards	Entry	Entrant	Advertiser
--------	-------	---------	------------

The AAF - Cedar Valley announced the winners of the coveted ADDY Awards competition honoring creative excellence in advertising.

A Complete list of winners is listed below.

## SALES PROMOTION

Gold ADDY® Award	Fox River 2011 Catalog	Cohesive Creative & Code	Fox River Socks
Silver ADDY® Award	Powers Manufacturing Folder & Sell	Hellman	Powers Manufacturing
Silver ADDY® Award	Home Plate	Martin Bros. Dist.	Home Plate
Silver ADDY® Award	Fox River Work Sock Packaging	Cohesive Creative & Code	Fox River Socks
Silver ADDY® Award	Casey's Summertime poster	edgecore	Casey's General Store

## COLLATERAL MATERIAL

Silver ADDY® Award	CBE Group — The Future of Debt	Cohesive Creative & Code	CBE Group
Gold ADDY® Award and BEST OF SHOW	Cedar Falls Utilities 2009 Annual	Cohesive Creative & Code	Cedar Falls Utilities
Gold ADDY® Award and Judges' Citation -	(spaces)	Bertch Cabinet Mfg.	Bertch Cabinet Mfg.
Silver ADDY® Award	Timbergate Literature	Bertch Cabinet Mfg.	Bertch Cabinet Mfg.
Gold ADDY® Award and Judges' Citation -	Pulse	Waterloo Courier	Pulse/Courier Communications
Silver ADDY® Award	Pulse	Waterloo Courier	Pulse/Courier Communications
Silver ADDY® Award	Pulse	Waterloo Courier	Pulse/Courier Communications
Silver ADDY® Award	Elements-Cedar Valley Home &	Waterloo Courier	Cedar Valley Home & Garden/Courier
Silver ADDY® Award	Pulse	Waterloo Courier	Pulse/Courier Communications
Gold ADDY® Award and Judges' Citation - Art	Fox River Sock Monkey Pattern Book	Cohesive Creative & Code	Fox River Socks
Silver ADDY® Award	'Tis the Season to Party!	Wasendorf Group of Companies	myVerona Restaurant Italiano
Gold ADDY® Award and Judges' Citation -	lindsay and buck wedding invitation	dana lechtenberg	lindsay and buck kerndt
Silver ADDY® Award	Svendsen Wedding Invitation	Hand-Made Designs	Russ & Jennifer Svendsen
Silver ADDY® Award	Prairie Lakes Church Fall Kickoff	Prairie Lakes Church	Prairie Lakes Church
Silver ADDY® Award	United We Stand at Medtrade 2010!	vgm creative	VGM Group, Inc

## DIRECT MARKETING

Gold ADDY® Award and Judges' Citation -	ARAG Board Game Direct Mail	ME&V	ARAG
Silver ADDY® Award	PPEC 2010	vgm creative	OPGA/Point Premier
Silver ADDY® Award	Edgecore Holiday shirt	edgecore	Edgecore
Silver ADDY® Award	2011 John Deere Calendar	Hellman	John Deere

## OUT-OF-HOME

Silver ADDY® Award	Coconut Climb	Signs & Designs	Lost Island Waterpark
--------------------	---------------	-----------------	-----------------------

Awards	Entry	Entrant	Advertiser
<b>CONSUMER OR TRADE PUBLICATION</b>			
Silver ADDY® Award	We've Got Your Back Spread Ad	Hellman	Powers Manufacturing
<b>NEWSPAPER</b>			
Gold ADDY® Award and Judges' Citation -	Allen Hospital 'CT Scanner' Full-Page	ME&V	Allen Hospital
Silver ADDY® Award	Blessing Health System 'Improving	ME&V	Blessing Health System
<b>INTERACTIVE MEDIA</b>			
Gold ADDY® Award	Stainless Plus Website	VGM Forbin	Stainless Plus
Silver ADDY® Award	CBEgroup.com - The Future of Debt	Cohesive Creative & Code	CBE Group
Silver ADDY® Award	Northstar Campers Website	VGM Forbin	Northstar Campers
Gold ADDY® Award	Martin Bros. Website	Martin Bros. Dist.	Martin Bros.
Silver ADDY® Award	VGM Club Website	VGM Forbin	VGM Club
Gold ADDY® Award	Dubuque Bank & Trust Website	T8 Webware	Dubuque Bank & Trust
Silver ADDY® Award	Bank Iowa Website	T8 Webware	Bank Iowa
Gold ADDY® Award	Minnesota Equipment Solutions	Hellman	Minnesota Equipment Solutions
Silver ADDY® Award	Draft Horse Journal Website	ACES/AMT2	Draft Horse Journal
Silver ADDY® Award	McAbee Medical Website	VGM Forbin	McAbee Medical
Gold ADDY® Award	Lost Island Water Park Website	Spinutech	Lost Island Water Park
Silver ADDY® Award	Prairie Lakes Church Website	Spinutech	Prairie Lakes Church
Gold ADDY® Award and Judges' Citation -	Clay Walker "Backyard BBQ" Microsite	Mudd Advertising	Clay Walker
Silver ADDY® Award	Wartburg College Admissions Text	ME&V	Wartburg College
Gold ADDY® Award	Bikers Angels	OnMedia	Waterloo Implement
Silver ADDY® Award	Chrysler - RAM Trucks BIG Finish -	Mudd Advertising	Chrysler - Midwest Business Center
Gold ADDY® Award	Historic Arnolds Park Online Marketing	Hellman	Historic Arnolds Park
<b>TELEVISION</b>			
Gold ADDY® Award and Judges' Citation -	UNI Basketball - "Magic Ball" TV Spot	Mudd Advertising	University of Northern Iowa
Silver ADDY® Award	Memorial Healthcare System Imaging	ME&V	Memorial Healthcare System
Gold ADDY® Award and Judges' Citation -	Memorial Healthcare System TV Ad	ME&V	Memorial Healthcare System
Silver ADDY® Award	Upper Iowa University 'Blockbuster :30	ME&V	Upper Iowa University
Gold ADDY® Award	Allen Hospital Child Protection Center	ME&V	Allen Hospital
<b>MIXED/MULTIPLE MEDIA</b>			
Gold ADDY® Award	UNI 'This is Panthertown' Campaign	Mudd Advertising	University of Northern Iowa Athletics
Silver ADDY® Award	Kaplan Higher Education - 'START!'	Mudd Advertising	Kaplan Higher Education
<b>ADVERTISING FOR THE ARTS &amp; SCIENCES</b>			

Awards	Entry	Entrant	Advertiser
Silver ADDY® Award	Oster-Regent Theatre Endowment	Vision Development & Media Services	Oster Regent Theatre
Gold ADDY® Award	The Sequels	Stable Studios	The Sequels
Silver ADDY® Award	Gallery Schedule, Spring 2010	Department of Art, University of Northern	Gallery of Art, University of Northern Iowa
<b>PUBLIC SERVICE</b>			
Silver ADDY® Award	Build Our Ballpark RAGBRAI	Hellman	Build Our Ballpark
<b>ADVERTISING INDUSTRY SELF-PROMOTION</b>			
Silver ADDY® Award	Mudd Academics - "We Are Mudd	Mudd Advertising	Mudd Academics Division
Gold ADDY® Award and Judges' Citation -	XXX: 2010 ADDY Awards	dana lechtenberg	AAF-Cedar Valley
<b>ELEMENTS OF ADVERTISING</b>			
Silver ADDY® Award	100th Anniversary Logo; Oster-Regent	Vision Development & Media Services	Oster Regent Theatre
Silver ADDY® Award	intelligent utilities magazine illustration	dana lechtenberg	intelligent utilities magazine
Silver ADDY® Award	Black Hawk Hotel — Winter	River Run Productions	Black Hawk Hotel
Silver ADDY® Award	Lost Island	River Run Productions	Lost Island Water Park
<b>LOCAL ONLY CATEGORIES</b>			
Silver ADDY® Award	Energy Armor - Spec Concept Video	Mudd Advertising	Energy Armor
<b>STUDENT ADDY Categories</b>			
Student Gold ADDY®	Bon Voyage Stationary	Kyle McDowell	Hawkeye Community College
Student Silver ADDY®	Deal Garden Stationary	Kyle McDowell	Hawkeye Community College
Student Silver ADDY®	Popular Science Analysis	Christopher Vaage	University of Northern Iowa
Student Silver ADDY®	Carousel Apparel	Valerie Craig	Hawkeye Community College
Student Silver ADDY®	Teen Dream	Christopher Vaage	University of Northern Iowa
Student Silver ADDY®	The Road Back From Hell	Rachel Kleven	University of Northern Iowa
Student Silver ADDY®	Family Circle Prototype Designs	Katie Jensen	University of Northern Iowa
Student Silver ADDY®	Blue Cloud Logo	Kyle McDowell	Hawkeye Community College
Student Gold ADDY® and Student BEST OF	Blue Whale Racing Logo	Corey Moen	University of Northern Iowa
Student Silver ADDY®	Trumpet	Kelly Hagerman	Hawkeye Community College
Student Silver ADDY®	Holiday e-Card	Rachel Kleven	University of Northern Iowa