



AAF TULSA WELCOMES YOU TO

Addy 45

CELEBRATING OUR

75th Anniversary



AMERICAN ADVERTISING FEDERATION
TULSA





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WELCOME TO ADDY 45

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LETTER FROM THE CHAIR

Thank you for attending the 45th Annual ADDY Awards. I hope you enjoyed the short look at 75 years of Tulsa's advertising club. I hope you will enjoy this book even more. More memories for those who were in this club during the early days. More history for those who are young to this club.

I'm so very proud to have had the opportunity to chair this monumental event. It's been an eye-opening experience. One I'll take with me next year when we tackle the 10th District Convention 2013.

Thanks to everyone at **AVCOM Productions, Inc.** for working so hard to make this show happen. Particularly, **Matthew Stephens, Corrie Fenske, Darren Lindsay,** and **Charles Halliburton.** You made this show fabulous and your brilliance in this field is unmatched. Thanks to **Dick Schmitz** and his crew at **Irving Productions** for producing the voice over for the show again this year.

A huge thank you to **Carla Hammer** at **Clampitt Paper** for donating the gorgeous paper for all of this year's printed pieces. Your generosity allowed us to dream big. We are so very grateful.

Thanks to **Alex Gravley** and **Amy Gravley** at **Quik Print** for allowing us to take over their store for ADDY drop off day. But more importantly, thanks to Quik Print for printing the programs and citations.

Thanks to **Doug Talley** at **Western Printing** for completing our invitations so quickly and so beautifully. Thanks to **Al Hornung**

and **Barry Furgerson** at **Omni Lighting Inc.** for turning the Crystal Ballroom into a gorgeous space with such beautiful lighting. Thanks to **Blake** at **Oklahoma Offset Inc.** for making it possible for us to provide this commemorative winners' book.

Thank you, **Paige Reese** and **Leslie Blanchet,** you were right there whenever I needed something. Thank you, **Bill Hinkle,** for arranging the use of space at The University of Tulsa for ADDY judging. Thank you, **Rosie Hinkle,** for keeping me on budget and taking ticket registration. A team isn't a team without people like you.

Thanks to **Susan Bramsch,** without your dedication and long hours, the history of Tulsa's Ad Club may have never been documented. Thanks to **Taylor Smith** for designing all the printed materials this year but mostly for this beautiful book. I certainly could not have done all this without the two of you.

Thanks for the support from all those who enter the ADDY Awards each year with stellar creative work and from all those who came to this event, we couldn't do this without you either.

Thank you.
Sarah Smith
AAF Tulsa 2012 ADDY Chair

.....
2012 ADDY COMMITTEE

Sarah Smith, ADDY Chair
Taylor Smith, ADDY Co-Chair
Paige Reese
Leslie Blanchet

Rosie Hinkle, AAFT Executive Director
Susan Bramsch, AAFT Board President

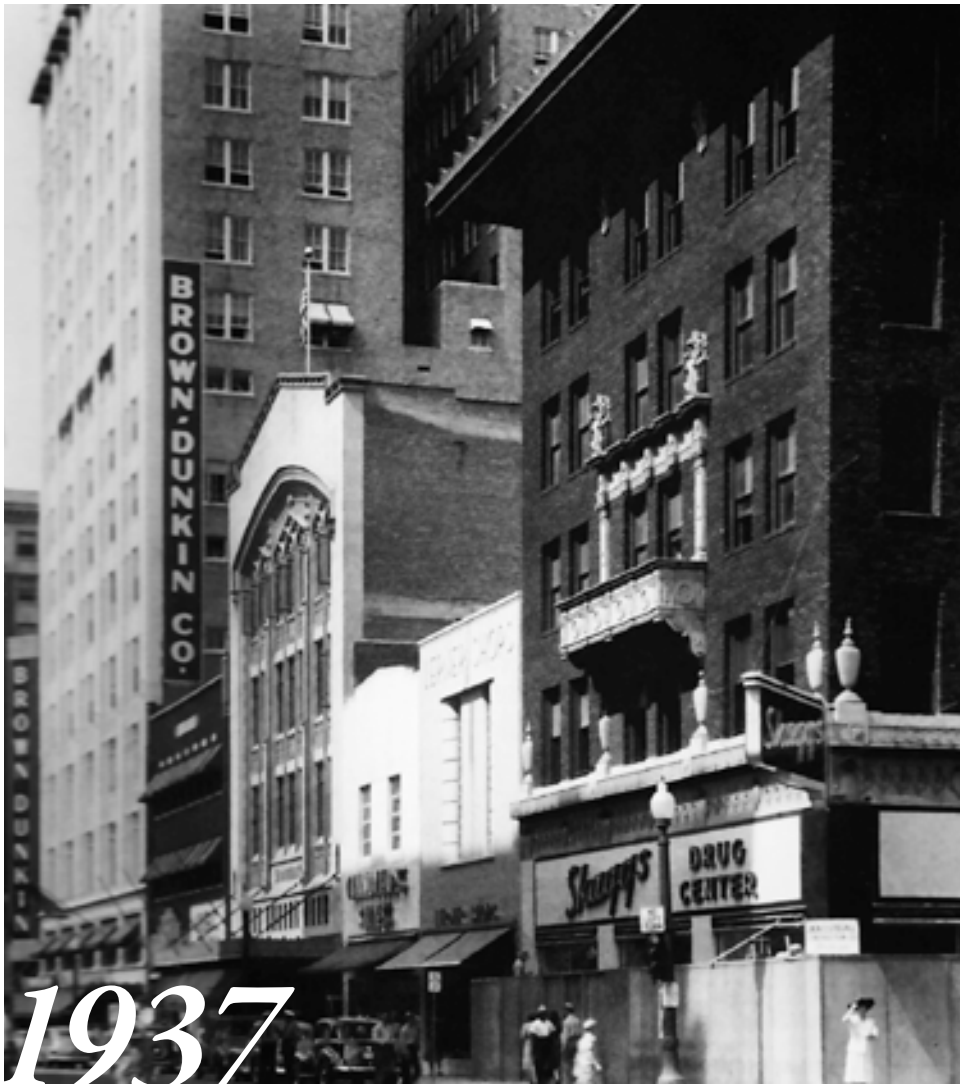


A BRIEF HISTORY OF THE

Seventy-five Years of Ad Club



75 YEARS



Twenty-five men re-launch the Tulsa Chapter of the Advertising Federation of America, informally known as the Tulsa Ad Club, after going quiet during the Great Depression.

"So there you have it, Tulsa 19, Oklahoma 7. And that's the way it is on September 25, 1937." – Walter

Cronkite, a young news reporter at WKY in Oklahoma City. Cronkite was hired as the first play-by-play man for Sooner Football.

1938

KOME Radio was established in Tulsa, Oklahoma.

1940

The movie "Take Me Back to Oklahoma" starring Tex Ritter, Karl Hackett, and Bob Wills was released.

1942

Patti Page joined Al Clauser and his Oklahoma Outlaws on KTUL Radio in Tulsa.

1943

R. Rodgers and O. Hammerstein's Broadway production of "Oklahoma" opened.

1944

Helen Alvarez of KTUL Radio in Tulsa visited Washington, DC on a business trip and witnessed her first television show at the Dumont Television Studios.

1945

The Ad Club hosted a graphic arts exhibit at Philbrook that received national acclaim. Over 5,000 attended.

RCA announced the invention of the "image orthicon" television tube.

1946

KAKC and KFMJ radio stations were established.

KTUL Radio asked Helen Alvarez to evaluate television as she visited several operating stations across the US.

1947

Leon McAuliffe and his Cimarron Boys began a daily program on KVOO.



Time Magazine and Tulsa Ad Federation both celebrate their 75th Anniversary in 2012.



Rodgers Lithographing, Incorporated opened. Ten years later, *Greater Tulsa* magazine reported, “Rodgers has the largest two-color offset press in the state as well as the largest copy camera.”

1948

Ackerman Advertising was founded on May 1, 1948.

RCA Victor introduced “microgroove” 33 1/3 rpm phonograph records. The invention would soon impact record sales and radio broadcasts.

KOVB radio call letters changed to KOTV and was approved by the FCC.

1949

Bob Hawks opened his commercial photography business under the name Hawks Photography, Inc.

KRMG in Tulsa began broadcasting.

Daily Oklahoman reported the sale of more than 3,000 television sets in Oklahoma prior to the broadcast of a test pattern.

KOTV broadcast its first test pattern for Tulsa. Followed by the first actual program, a Tulsa Chamber of Commerce luncheon from the Tulsa Club. KOTV became America’s 19th television station.

“The Doolins of Oklahoma” western was released starring Randolph Scott.

1952

KOTV broadcast live network shows for the first time. Helen Alvarez continued to manage the station, holding 50 percent of the company’s stock.

Oklahoma newspapers began to advertise second-generation television sets with larger screens. Credit plans commonly appeared in the same ads.

1953

“Oklahoma!” became the official state song of Oklahoma.

1954

KCEB became Tulsa’s second television station but failed financially and went off the air in December 1954.

KV00-TV provided its first television broadcast.

KTVX moved to Tulsa and changed its call letters to KTUL.

KOTV completed its new antenna tower on Big Heart Mountain. The tower became the fifth tallest structure in the world at 1135 feet.

John Whitney started his first agency and called it Whitney Advertising.

1956

KOTV extended its schedule from 6:45am to midnight daily.

Ampex demonstrated a videotape recorder at the National Association of Broadcasting. Deliveries of the units arrived at the networks in the latter part of the year.

1958

KOTV installed video taping equipment.

Advertisers spent \$1 billion on television advertising.

Tulsa Advertising Federation Club Constitution was adopted on November 14, 1958.

A spread from the 1959 OTASCO catalog produced by Don Mitchell. OTASCO was an active advertiser in Tulsa for nearly 75 years.





In 1963, Tulsa Advertising Federation was recognized for their 21 years of outstanding community contributions for Tulsa Community Chest (today's United Way).

1959

KOTV added the necessary equipment to conduct color broadcasts.

1960

The Ad Club awarded the first scholarship, \$250, to James L. Walker.

The ADDY Awards originated in 1960 in District 4 (Florida) of the Advertising Federation of America (AFA). Eight years later, Tulsa ad executives launched our first ever ADDY Awards Show and Dinner at The Mayo Hotel's Crystal Ballroom — the same year the first national American Advertising Federation ADDY Competition was launched.

Greater Tulsa magazine, the official publication of the Tulsa Chamber of Commerce, published their Vol. XXXIV

No. 20 on January 14, 1960 and featured the article "The Renaissance of Graphic Arts."

1962

Les Hauger of Lowe Runkle Co. was the first Silver Medal Winner in Tulsa Ad Club History. He had served as the Ad Club President and sat on the 10th District Board of Directors. He served as District Governor in 1960-61. In 1967, he was honored by the 10th District when he was presented the 2nd ever Annual Sterling Service Award.

Ron Fleming opened his first studio under the name Ron Fleming Graphic Design.

The Ad Club met at noon each Friday for \$1 for meals. Annual dues were \$15.





Cecille Bales, George Murry, William Hussey and John O. Whitney

Whitney Advertising changed its name to Whitney Advertising Incorporated and is featured in the *Greater Tulsa* magazine.



1963

George Knapp won the Silver Medal Award.

1964

John Whitney, President of Whitney Advertising, won the Silver Medal Award.

1965

Phyllis Edmonds of Home Federal Savings and Loan won the Silver Medal Award.

The Camelot Hotel, an eight story, 330 room pink castle—complete with

moat and drawbridge—opened in Tulsa at 4956 South Peoria.

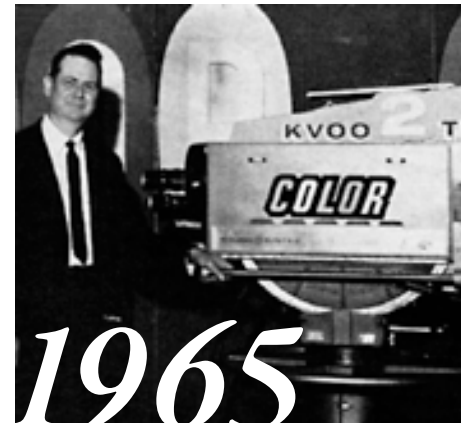
KTUL completed a 1909-foot broadcast tower, the second tallest tower in the nation.

KVOO-TV Tulsa had a new color camera and was recognized in 10th District Newsletter as an Advertising Headliner.

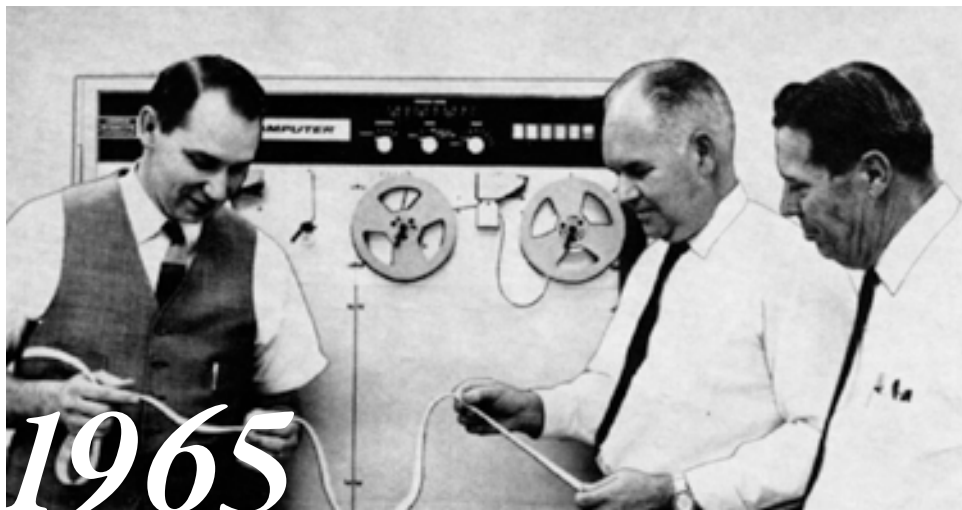
KOTV began colorcasts.



Tulsa's Top Ad Man of the Year—was a Woman! Phyllis Edmonds was the 1st woman to win the Silver Medal.



Colored-minded KVOO TV has new color camera and was recognized in the 10th District Newsletter's Advertising Headliners.



1965



Southwest Advertising and Marketing reports: The Tape Operating Unit “reads” the computer produced tape and automatically operates the Lino-type Elektron mixer to its full capacity of 15 lines per minute. “We believe that in the not too distant future the computer will be considered as much a part of the composing room equipment as any of the standard machines in general use today.”

1966

Ed Neibling, Account Executive at KTUL-TV, won the Silver Medal Award. He had also worked as KTUL Radio’s News Editor and had previously served as President of the Tulsa Advertising Federation.

Huddleston Associates Ltd. and Hall & Floyd Advertising / Public Relations placed self-promotion ads in *Greater Tulsa* magazine.

Advertising Seminar, held in Tulsa, taught small businessmen the benefits of advertising. This pilot program is believed to be the only one of its kind. Cecille Bales chaired the event.

Irving Productions opened with monumental name and logo.

1967

Carl P. Flynn, Advertising Director of *Tulsa Daily World* and *Tulsa Tribune*, won the Silver Medal Award.

1968

Saidie Adwon, KTUL-TV Advertising Executive, won the 1968 Silver Medal Award.



Saidie Adwon, Silver Medal Winner, 1968. (with Carl P. Flynn, left; Robert V. Freeland, right)



Ed Neibling, Silver Medal Winner, 1966 congratulates Carl P. Flynn, Silver Medal Winner, 1967.



JUDGES YOU CAN TRUST

in Tulsa Ad Club's 1st Annual Media Awards Competition. This is your LAST friendly persuader to make your roaring entry for an Addy Award to be announced February 1, 1968. Follow the enclosed rules and mail now. Final deadline for entries, January 25!



Robert V. Freeland, Clyde Dains and Jim Miller.

The Tulsa Advertising Federation held its very first Annual ADDY Awards contest and presented awards to advertisers and their producers. ADDY 1 was held in the Crystal Ballroom of The Mayo Hotel.





The ADDY 1 special presentation banquet was held in the Crystal Ballroom of The Mayo Hotel on Thursday night, February 15th.

The Awards were presented following an address by Malvina Stephenson, a noted Washington Correspondent.

41 symbolic ADDY Award certificates were eagerly received by our advertising industry. Each category had a 1st, 2nd and 3rd place winner.

The 281 entries were judged by the Wichita, Kansas Ad Club on the following criteria: the effectiveness of the entry as a selling instrument; evidence of ingenuity or creativity; taste, honesty, and propriety; believability and memorability; and overall presentation of the idea or campaign.

Entry Fees began at \$3 and the Awards Banquet tickets sold for \$3.50.

Robert V. Freeland served as Board President during the event. Cecille Bales and Dick Schmitz served as the first ADDY Chairs.

Ten categories included: newspaper, television, radio, outdoor, magazine, brochures, direct mail, company public relations, advertising campaigns, general materials and coordinated campaigns.

Ackerman-Whitney and Advertising, Inc. led the field in winning 18 and 17 awards, respectively. Miller and Brothers received 11 awards, Phillips Advertising received 8, Lowe-Runkle and Knapp Outdoor each received 7, and 5 each went to Public Relations International, Butler and Associates, and Hinkle-Crawford-Fleming.

1968

TU lost to Houston when Houston became the first school since 1949 to score 100 points in a college football game. TU gave up 49 points in the fourth quarter with a final score of Houston 100. TU 6.

Some of Tulsa's newspaper advertisers included: Brown-Dunkin Department Stores at Downtown, Southland, and Northland; Frougs; and National Bank of Tulsa.

"Tulsa, 1968", a 64 minute silent film by Larry Clark, came to life in 16mm black and white film.

Apollo 8 was the 1st manned space craft to orbit the moon.

President Lyndon Johnson announced he would not run again and Richard M. Nixon defeated Hubert Humphrey and George Wallace to be elected as the President of the United States.

Rev. Martin Luther King was assassinated and Robert Kennedy was mortally wounded.

The peace movement had continued to grow. More and more Americans were against the war in Vietnam.

The music scene was once again set by the Beatles and the Rolling Stones.

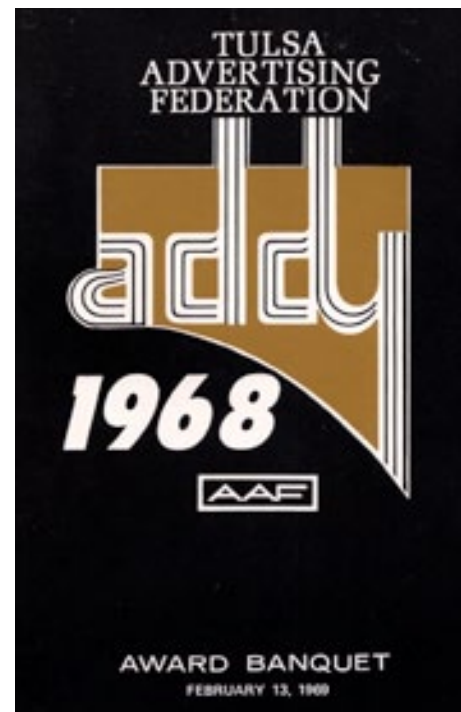
The emergency 911 telephone service was started in the USA.

The first ATM (automated teller machine) was installed in the US.

The first Big Mac went on sale at McDonald's costing 49 cents.

1969

The Art Directors Club of Tulsa announced its 1st Annual Art Directors Show for May, 1969.

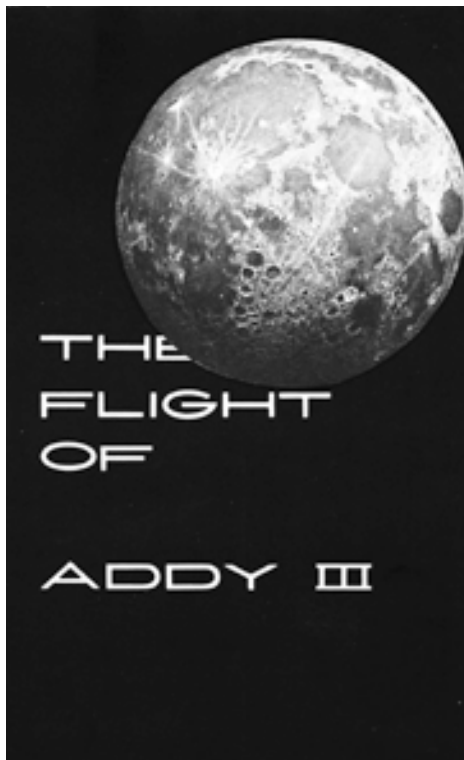


ADDY 2 "Your better ideas..." February 13, 1969 Crystal Ballroom, The Mayo Hotel

Cecille Bales served as Tulsa Advertising Federation Board President. Fill Bowen and Dick Schmitz served as ADDY Chairs.

Fees were \$5 with 10 categories and 406 entries. 68 took home a 1st place plaque award.

Ken Greenwood, President of Swanco Broadcasting, Inc., won the Silver Medal Award.



ADDY 3

“The Flight of ADDY III”

February 19, 1970
Civic Assembly Center,
Assembly Hall

Cecille Bales served as Board President.

Dick Griffin and Dick Schmitz served as ADDY Chairs.

406 ADDY entries were submitted and the first ever ADDY trophy was unveiled.

Tulsa Advertising Federation revised its Advertising Professional of the Year Award from Silver Medal to Silver ADDY. Don Mitchell won the Silver ADDY Award.

ADDY 4

“Showboat’s A’ Coming”

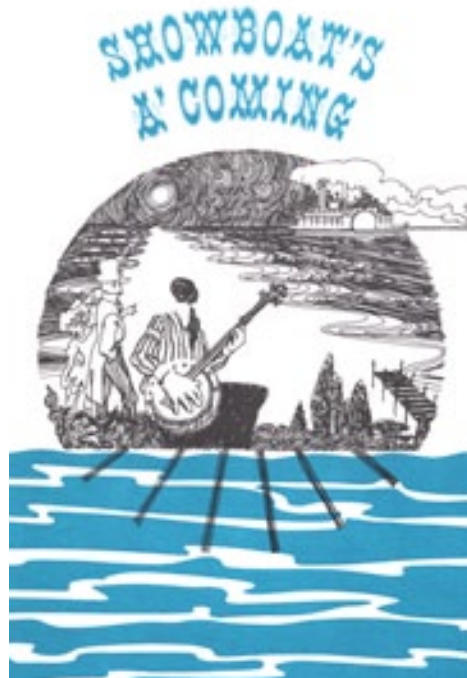
February 14, 1971
Copa Hilton

Dick Griffin of Donrey Advertising served as Board President.

John Condon and Dick Schmitz served as ADDY Chairs.

ADDYs were awarded in 14 categories.

The \$5.35 award dinner included center cut sirloin, tossed salad, baked potato, French style green beans, apple pie, and coffee/tea.



1970

Chuck Schnake opened his own public relations firm, Management Communications, Inc. Two years later, he renamed the firm Schnake and Associates.

1971

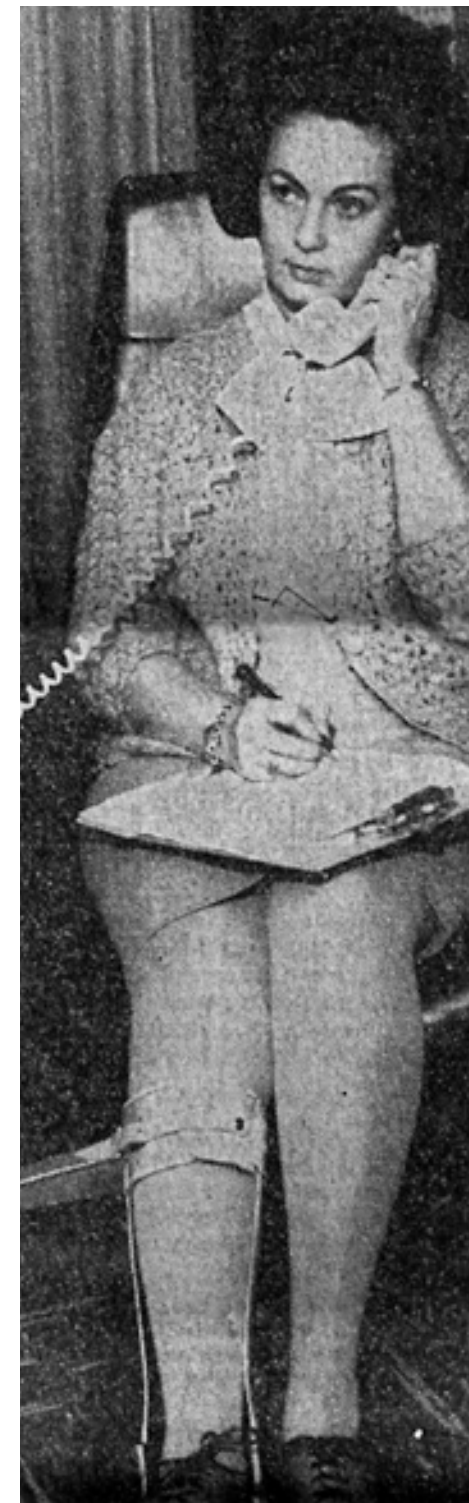
Kerry Walsh and Jim Knight joined forces and formed Knight Walsh & Associates.

Cecille Bales, Account Executive and Vice President of Ackerman Advertising, won the Silver ADDY Award at ADDY 4.

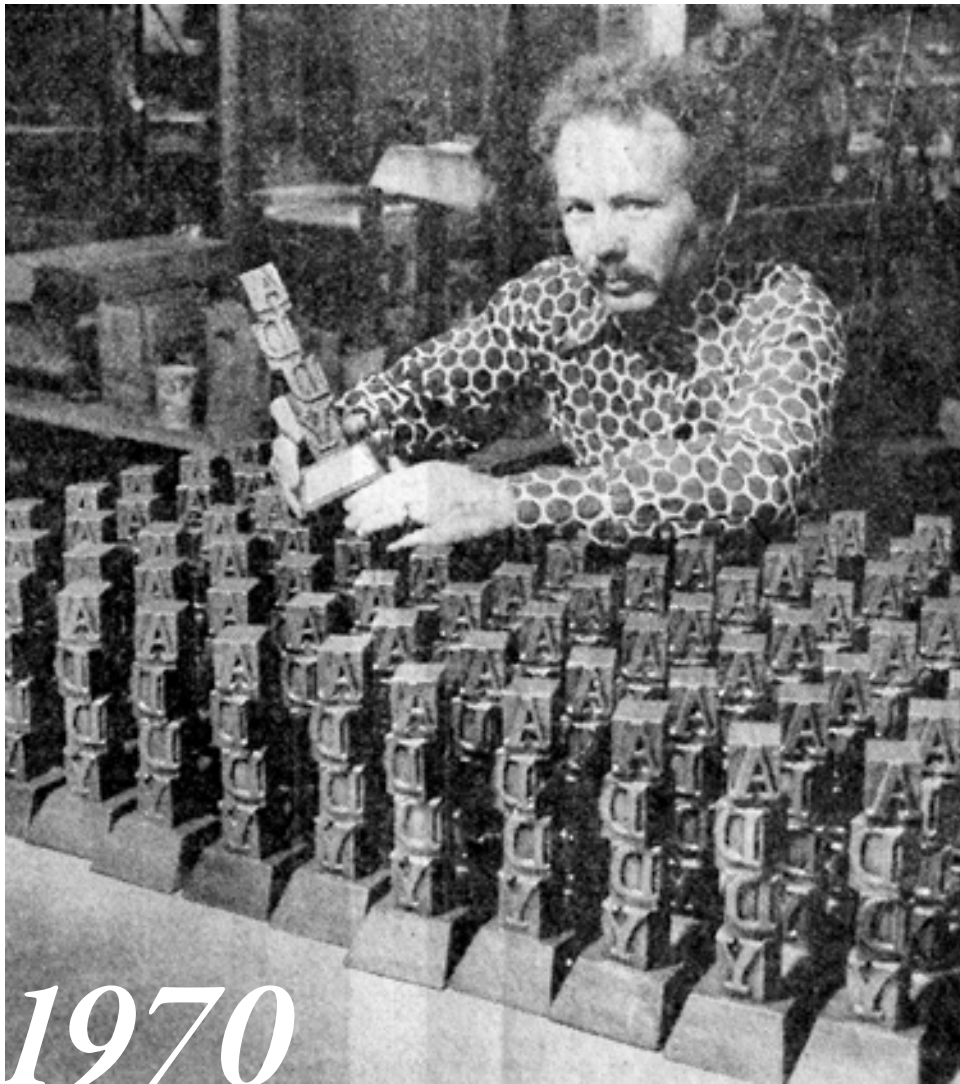
She continued on to serve as 10th District Governor in 1975–76. When running for 2nd Lieutenant Governorship of the 10th District AAF, Cecille’s supporters sold “flameproof paper Halloween costumes, known as ‘paper people’, for the fantastically low price of \$3 each.”

In 1967, Cecille stepped up to save the 2nd Annual Ad Seminar *with a broken leg* when the chairman was unable to finish the “teach and reach” workshops for small business.

At the time, Cecille was the only female Vice President in Tulsa advertising.



Cecille Bales, Silver ADDY Winner, 1971



The first ADDY statues were designed and produced by Tulsa commercial artist Ron Fleming. The statues, which simulate old wooden type blocks, were cast at Fleming's House of Heirlooms. Then, each was hand-dipped in gold, silver or bronze paint and finally hand-finished by Ron personally.



ADDY 5
 "1972 SuperShow on
 Super Bowl Sunday"
 January 16, 1972
 Copa Hilton

John W. Condon of United Graphics, Inc. served as Board President.

Saidie Adwon and Ron Fleming served as ADDY Chairs.

Dick Schmitz, President of Irving Productions, won the Silver ADDY Award.



Dick Schmitz, Silver ADDY Winner, 1972.

ADDY 6
“ADDY-SIX Our Official Salute to the Client”
January 14, 1973
Copa Hilton

ADDY
SIX
WINNERS

Saidie Adwon of KTUL served as Board President.

Ron Fleming and Bill Hinkle served as ADDY Chairs.

W.F. Hinkle, Jim Crawford & Ron Fleming won the Silver ADDY Award.

Nearly 400 entries were submitted. Ackerman was awarded 12 ADDYs; Hood, Hope & Associates, Inc. won 7; and Advertising, Inc. was presented with 5.

Jane Ann Jayroe Peterson, Miss America of 1967, presented the awards.

1973

Never had a local radio station been so community-minded than in 1973 – KRMG’s Great Raft Race was conceived and started by 1969 Silver Medal Winner, Ken Greenwood.

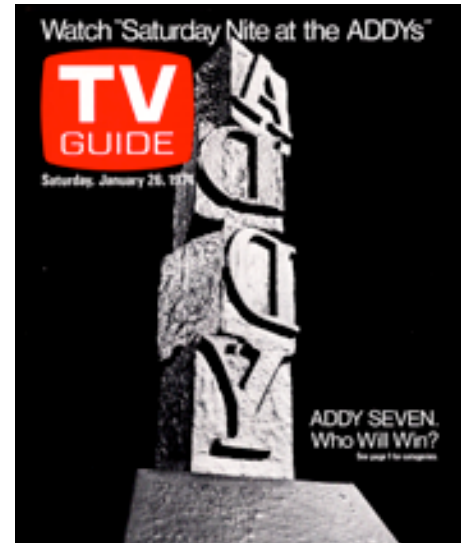
Tulsa Mayor, Robert LaFortune, welcomed delegates from Oklahoma, Arkansas, Louisiana and Texas for Tulsa’s first hosting of the 10th District American Advertising Federation Convention on October 18th, 1973.



Ron Fleming, W.F. Hinkle and Jim Crawford, Silver ADDY Winners, 1973.



George Snedden, Ron Fleming, Ted Cox, Dick Griffin, John Deupree, Steve Turnbo, Charles West, Jim Knight



ADDY 7
“Watch Saturday Nite at the ADDYs”
January 26, 1974

Ron Fleming of Graphic Associates served as Board President.

Steve Hope served as ADDY Chair.

Bob Lengacher won the Silver ADDY Award.

1974

Knight Walsh merged with John Phillips & Associates to become the powerhouse firm Phillips Knight Walsh, Inc.

Jay Brothers opened his own agency, Brothers & Co.

ADDY 8
1975

Steve Hope served as ADDY Chair.

Madge Clarke Wright won the Silver ADDY Award.

1975

Tulsa AAF donated \$2,070 to help Denver’s Ad Review Board defend itself in a lawsuit.

OETA (Oklahoma Educational Television Authority) conducted its first fundraising drive, collecting \$125,000 to help fund programming. Legislature did not allocate funds for the Tulsa office until 1981.

J. William Hinkle, Inc. was founded by Bill Hinkle—Bill’s first advertising agency.



Montez Tjaden, Silver Addy Winner, 1976.



Best of Show: Hood, Hope & Associates (Chuck Hood, Dale Reinecher and Bernie Bowers pictured.)

ADDY 9
“ADDY IX”
 January 23, 1976
 Sheraton Skyline
 Convention Center

Charles T. West of Graphic Associates served as Board President.

Pat DeLozier served as ADDY Chair.

Montez Tjaden won the Silver ADDY Award.

Cecille Bales, past President of Tulsa Chapter AAF served as 10th District Governor.

ADDY 10
“ADDY TEN AWARDS”
 January 23, 1977

Dick Schmitz served as ADDY Chair.

John Bethell won the Silver ADDY Award.

Best of Show

Hood, Hope & Associates

1977 Merchandising Film

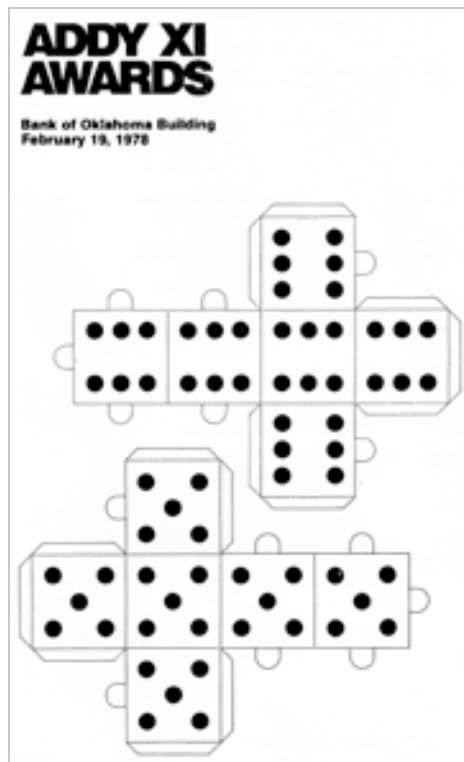
Zebco Division/Brunswick Corp.

1977

The Tulsa Ad Club, for the first time, received the National 1st Place Award from the AAF for its Public Service work and Club Programs.

Advertising Age announced TAF will be the first group in the country to see the presentation of *Ad Age's* “15 Best Promotions in 1977”.

ADDY 11
 “ADDY ELEVEN.
 Everyone Comes Up a
 Winner”
 February 19, 1978
 Bank of Oklahoma
 Building



Dick Schmitz served as Board President.

Clyde Dains served as ADDY Chair.

Tom Tripp won the Silver ADDY Award.

A new ADDY entry record is set at 524:
 308 more than prior year. 69 entries were
 awarded the coveted ADDY statues.



Tom Tripp, Silver ADDY Winner, 1978.

Best of Show Winner

Hood, Hope & Associates

Sales Kit

Zebco Division/Brunswick Corp.

1978

Eyeglass companies were allowed to use
 print advertising for the first time.

Howard Hulva was named Honorary Lifetime
 Member of Tulsa Chapter of AAF, joining Les
 Hauger and Phyllis Edmonds, the only two
 previously given this honor in the Club's history.

Rodgers Litho bought the first five-color
 sheet fed press in Oklahoma. The Miller
 25" x 38" five-color Perfector offset
 press allowed greater flexibility.

ADDOZEN

The Twelfth Annual Addy Awards



Tulsa Chapter, American Ad Federation

ADDY 12
 “ADDOZEN” January 27, 1979
 Williams Theatre Performing Arts Center

Clyde Dains served as Board President.

Arney Brown served as ADDY Chair.

Helen Deupree, Sales Manager of *Tulsalite Magazine*, and John Deupree, Advertising
 Manager of Oklahoma Natural Gas Co.,
 both won Silver ADDY Awards and were
 named Honorary Lifetime Members.

Best of Show Winner

Fred N. Davis & Associates

Play it again, Murry!

Tulsa Philharmonic

1979

Butler Graphics was opened by Ron Butler
 and later went on to become the first
 husband and wife advertising agency.



Helen Deupree, Silver Addy Winner, 1979.

The Winners.

Lucky 13
The Thirteenth Annual ADDY Awards
Tulsa Chapter-American Advertising Federation

ADDY 13 “Lucky 13”

January 26, 1980

John H. Williams Theatre, Performing Arts Center

Arney Brown of Hinkle Brown Bloyed served as Board President.

Pete Mace served as ADDY Chair.

Phyllis Radcliffe, Marketing Officer of First National Bank Trust Co., won the Silver ADDY Award. In 1978, Phyllis was given a special award by the national AAF for

her outstanding efforts in coordinating the first AAF district-wide support for the Advertising Education Sponsor Program.

Best of Show Winner

Phillips Petroleum Company

1980

J. William Hinkle, Inc. took on two new partners and a new agency was launched under the name Hinkle Brown Bloyed.

David Littlefield opened Littlefield Marketing and Advertising.



Phyllis Radcliffe received national AAF award.



ADDY 14

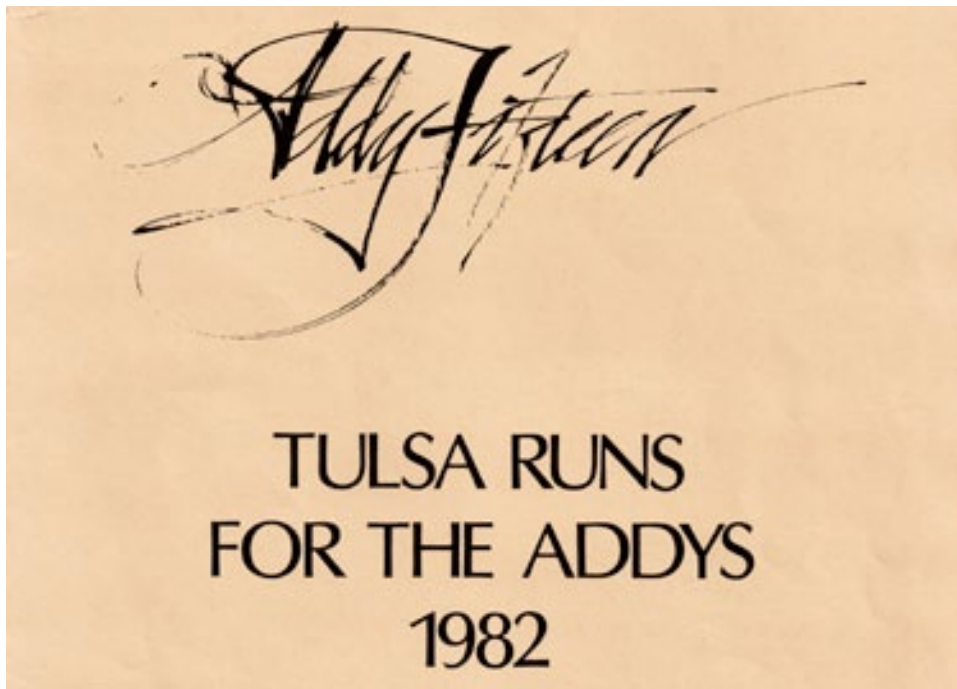
“The Fourteenth Running of the ADDY Futurity”

January 24, 1981

Chapman Music Hall, Performing Arts Center

Pete Mace of Mace-Saunders Advertising served as Board President.

Marvin McQueen won the Silver ADDY Award.



ADDY 15
“Tulsa Runs for the ADDYS”
January 30, 1982
Chapman Music Hall,
Performing Arts Center

Peggy George of Traco Advertising served as Board President.

Jim Daniels served as ADDY Chair.

John Condon won the Silver ADDY Award.

700 entries were received from 78 organizations and individuals.

1982

Ad Club funded Oklahoma State University’s in-house ADDY Awards program and made

a contribution toward the development of Oral Roberts University’s entry into the District Student Advertising Competition.

OETA’s Fundraiser Festival 82 raised \$1 million.

Courts across the country, including the Supreme Court of Oklahoma, contributed to changing the law regarding regulation of lawyer advertising.

Peggy George, after 17 years in television, partnered with Pete Mace to open her first advertising agency, Mace George Advertising.

Tulsa hosted the 1982 10th District ADDY Awards at Howard Auditorium, Oral Roberts University.

Steve Kennedy and Jess Wade formed Wade, Kennedy Advertising in 1982.

Microsoft’s advertising budget was \$250,000.



ADDY 16
“Addie”
1983

Jim Daniels of Phillips Petroleum Co. served as Board President.

Jim Hill served as ADDY Chair.

Chuck Hood and Steve Hope (who served as 10th District Governor in 1981-82) won Silver ADDY Awards.

Best of Show Winner

Hinkle Brown Bloyed, Inc.
 Ken’s Pizza



ADDY 17
“Ad Verse Reactions”
1984

Jim Hill of KTUL-TV and Jess Wade of Wade Lilley & Associates served as Board Presidents.

Jess Wade and Debbie Yount served as ADDY Chairs.

Bob Hawks won the Silver ADDY Award.

Best of Show Winner

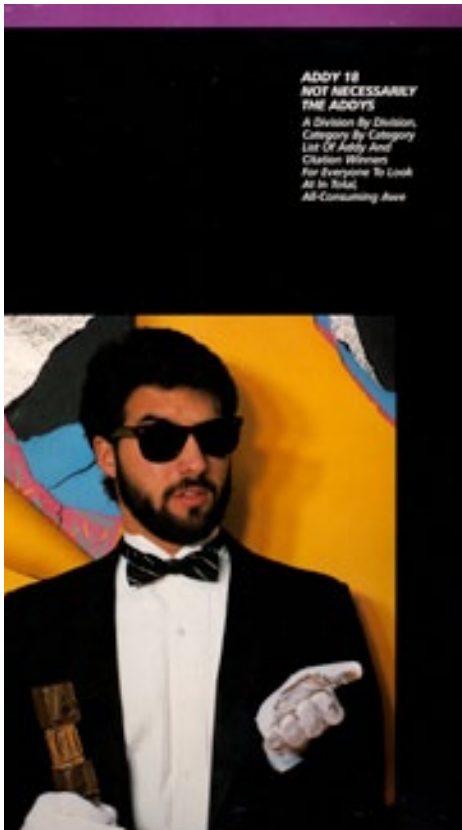
Ackerman & McQueen Advertising
Chevre, Affair, Roquefort, St. Paulin and Brie
 Food & Wines from France

1984

The State Senate overwhelmingly rejected a move by Senator Gene Stipe to place sales tax on advertising in newspaper, radio and television.



Best of Show: Ackerman & McQueen, 1984.



ADDY 18 “Not Necessarily The ADDYS” 1985

Debbie Yount of Yount-Moeller served as Board President.

John Irvin served as ADDY Chair.

Les Boyle won the Silver ADDY Award.

Hood, Hope & Associates, Inc. won 31 ADDYs, including Best of Show.

Best of Show Winner

Hood, Hope & Associates, Inc.
Quantum Campaign
Zebco Division, Brunswick Corp.

1984

JL Media was founded by Les Boyle.



Best of Show: Hood, Hope & Associates, 1985. (Karl Tani, John Ewert, Bernie Howers, Charles H. Hood, B. E. Fick, Dennis Schrage and Jay Montgomery pictured, standing with fishing poles and 18 ADDY trophies from 1985 for various Zebco/Brunswick executions.)

ADDY 19 “Olympiads XIX” February 1, 1986 Westin Hotel

John Irvin of KOTV served as Board President.

Steve Bright and Jim Roberts served as ADDY Chairs.

Carl C. Smith won the Silver ADDY Award. He had worked as Executive Vice President and General Manager of both KRAV and KGTO. He was a board member and President of the Oklahoma Association of Broadcasters. He was named OAB’s “Broadcaster of the Year.” He was a past chairman of the Tulsa Park and Recreation Board and has a Tulsa park named after him for his work and dedication to that organization.



Best of Show Winner: Video

Hood, Hope & Associates, Inc.
A Rumor, A Run
Sooner Federal Savings & Loan

Best of Show Winner: Broadcast

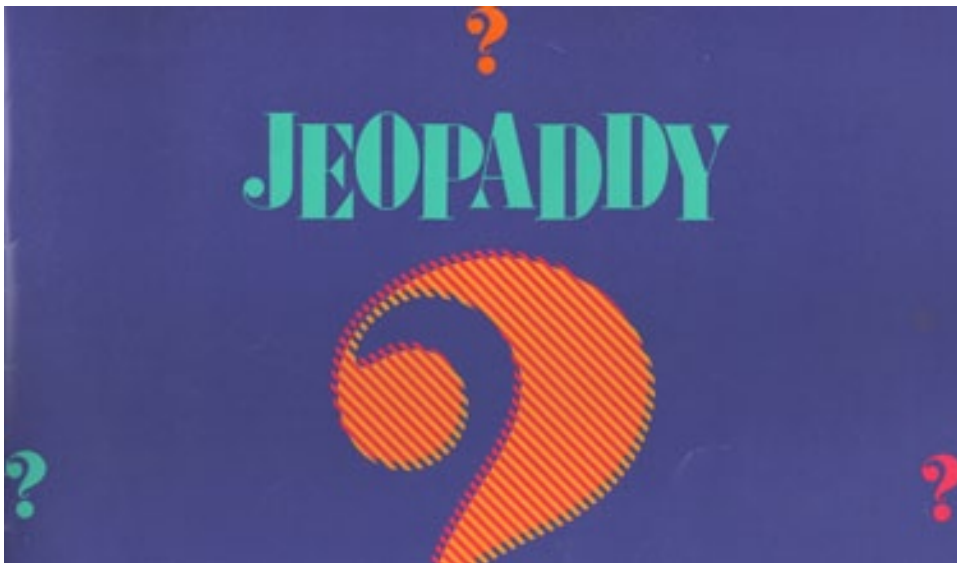
Brown Bloyed & Associates
TV Campaign
Tulsa World

1986

OETA ranked #1 in the nation in fundraising.



Carl C. Smith, Silver ADDY Winner, 1986.



ADDY 19
“JEOPADDY”
January 30, 1987

Jim Roberts of Hood, Hope & Associates served as Board President.

Don Harral served as ADDY Chair.

Stewart Alan Cremer won the Silver ADDY Award. He was Vice President of Ackerman, Hood & McQueen. He served as one of the founders and charter members of the Art Directors Club of Tulsa and longtime member of the Tulsa Advertising Federation. Over his career, he worked for Paul Locke Advertising; Advertising Incorporated; Stephenson Advertising; and Hood, Hope & Associates. He holds the distinction of having named “Reflections,” the premium coated commercial printing grade of paper produced by Consolidated Papers, which won a national contest.

Best of Show Winner: Print
 Ackerman, Hood & McQueen
 Daisy Manufacturing Company

Best of Show Winner: Broadcast
 Davis and Matos, Incorporated
 Associated Funeral Directors Service

1987

TAF received a national first place award from the American Advertising Federation for local public service and volunteers serving the Tulsa Area United Way.



Stew Cremer, Silver ADDY Winner, 1987.



Chad Steward, Silver ADDY Winner, 1988.

ADDY 21
“ADDY Comes of Age”
1988, Doubletree Hotel
Downtown

Don Harral of Brothers & Co. served as Board President.

Pat Bryson served as ADDY Chair.

Chad Steward, Executive Vice President of Runkle-Moroch, Inc., won the Silver ADDY Award. He was honored by BPAA with its first “Gold Ring Award” and was inducted as the first member of the local organization’s Advertising Hall of Fame. For more than four decades, he remained involved with Tulsa Metro Chamber of Commerce. He also contributed to the Tulsa Advertising Federation, Tulsa Communications Forum, and The University of Tulsa Alumni Board. Also, he was a drummer in the Tulsa Community Bank’s series of free concerts throughout the community.

Best of Show Winner: Print
 Brown Bloyed & Associates
A Touching Story
 Ansa Bottle Co.

Best of Show Winner: Electronic
 Davis & Matos, Inc.
The Decision
 MPSI Systems, Inc.



ADDY 22
“20 Second. Very Important Date”
January 28, 1989
Performing Arts Center

Pat Bryson served as Board President.

Margaret Butler served as ADDY Chair.

Rick Rodgers, Jr., President of Rodgers Litho, won the Silver ADDY Award, making him one of the Award’s youngest recipients. He served as a TAF Board Member. During



Best of Show: Ackerman, Hood & McQueen, 1989.



Rick Rodgers, Silver ADDY Winner, 1989.

his time as Treasurer, he was instrumental in developing the non-profit TAF student scholarship. He was also an Executive Officer in the U.S. Army, active in both Boy Scouts of America and Executive Women International, and a regular Red Cross blood donor.

Best of Show Winner: Print
 Ackerman, Hood & McQueen
Mail Campaign
 Centers of Tulsa

Best of Show Winner: Electronic
 Advertising Incorporated
Summer Fun Promotion
 Bell’s Amusement Park



Best of Show: Advertising, Inc., 1989.

ADDY 23
“23 SKADOO”
January 27, 1990
Maxwell Convention Center

Margaret Butler of Butler & Butler served as Board President.

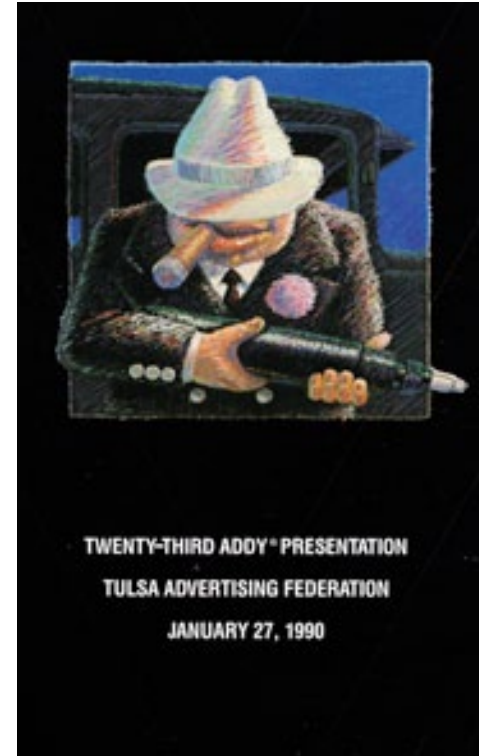
Steve O’Neil served as ADDY Chair.

Margaret Butler, Partner in Butler & Butler, won the Silver ADDY Award. She spent twenty-one years in the ad business, including serving as TAF President. She also volunteered for Tulsa Association for the Retarded, Tulsa Area United Way, The Arts & Humanities Council, Oklahoma Chapter of the National Multiple Sclerosis Society, Domestic Violence Intervention Service, and Little Light House. She and her husband, Ron, have four children.

Nearly 500 entries were received and 55 ADDYs awarded.

Best of Show Winner: Print
 Steinborn Films, Inc.
Ennisbrook Sales Kit/Dealer Kit
 Jack Theimer & Associates

Best of Show Winner: Electronic
 K95FM/NewCity Communications
Faster Than a Bowling Ball Radio
 American Taxi Company



Margaret Butler, Silver ADDY Winner, 1990.



ADDY 24
 “24 Karat ADDYs”
 January 19, 1991
 Doubletree Hotel
 Downtown

Steve O’Neil of O’Neil & Associates served as Board President.

Rick Rodgers served as ADDY Chair.

Bob Daily, Chairman of Advertising Incorporated, won the Silver ADDY Award. He also served as Chairman of the Oklahoma Council of the



Bob Daily, Silver ADDY Winner, 1991.

American Association of Advertising Agencies. Throughout his career, he also worked for Keefe Advertising, Wilson Advertising Agency, and KRAV Radio. Additionally, he served on the board of The Arts & Humanities Council, TAF, and Tulsa Area United Way. He was also a member of the Southern Hills Church of Christ.

Best of Show Winner: Print

Brothers & Co.
We’re Getting Off Our Cans
 Santa Fe Beautiful and Environmental Control

Best of Show Winner: Electronic

The Turner Group
The New A/V
 Leadership Tulsa



Best of Show: The Turner Group, 1991.



Best of Show: Brothers & Co., 1991.



ADDY 24
 “Sterling Edition ADDYs”
 January 25, 1992
 Doubletree Hotel
 Downtown

Rick Rodgers of Rodgers Litho served as Board President.

Michelle Disney served as ADDY Chair.

John O. (Jay) Brothers, Founder and President of Brothers & Co., won the Silver ADDY Award. Son of the late Buddy Brothers, head football coach at TU, Jay was state quarterback at Central High School and an officer in the U.S. Air Force. He was also a board member of Family and Children’s Services and active in First United Methodist Church, American Red Cross, Philbrook, Tulsa Chamber of Commerce, Tulsa Club, and Southern Hills.

Best of Show Winner: Print

Hibblen Design
Wolfman

Best of Show Winner: Electronic

Ackerman McQueen
Printing Industry Video
 Graphic Arts Education Council



Jay Brothers, Silver ADDY Winner, 1992.



Steve Turnbo, Silver ADDY Winner, 1993.

ADDY 26 “ADDY NITE LIVE” January 30, 1993 Doubletree Hotel Downtown

Michelle Disney of Unigraph served as Board President.

Ann Metcalf served as ADDY Chair.

Steve Turnbo, President of Schnake Turnbo Associates, won the Silver ADDY Award. Steve earned a baseball scholarship to Northeastern A&M and then to The University of Tulsa before beginning a twenty-year career in communications. He was an accredited member of PRSA and was named “Professional of the Year.”

Best of Show Winner: Print

Ackerman McQueen

Business Networks Capabilities Brochure

WilTel



Bob Hawks and Ron Fleming, 1993.

Best of Show Winner: Electronic

Impact Productions

Looking for God

1993

Tulsa artists Bob Hawks and Ron Fleming were selected for permanent exhibition in the White House.

ADDY 27 “Up & Ad ‘Em” February 26, 1994 Doubletree Hotel Downtown

Michelle Disney of Blue Cross & Blue Shield served as Board President.

Cindy Ford served as ADDY Chair.

Bill Hinkle, President of Hinkle Creative Services, won the Silver ADDY Award. His more than 20 years in the advertising industry included serving as President of Hinkle Brown Bloyed, Inc.; Senior Vice President of Hood, Hope & Associates; Senior Vice President and Creative Director for Advertising Incorporated; and Senior Vice President and Creative Director for O’Neil & Associates.

Best of Show Winner: Print

Ackerman McQueen

WilPower Man on Nose

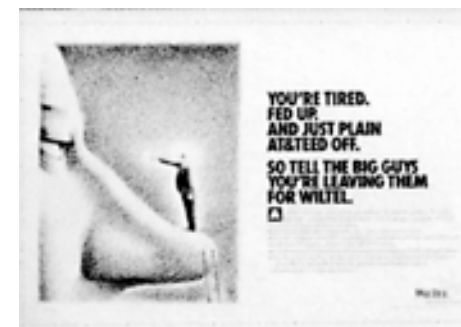
WilTel

Best of Show Winner: Electronic

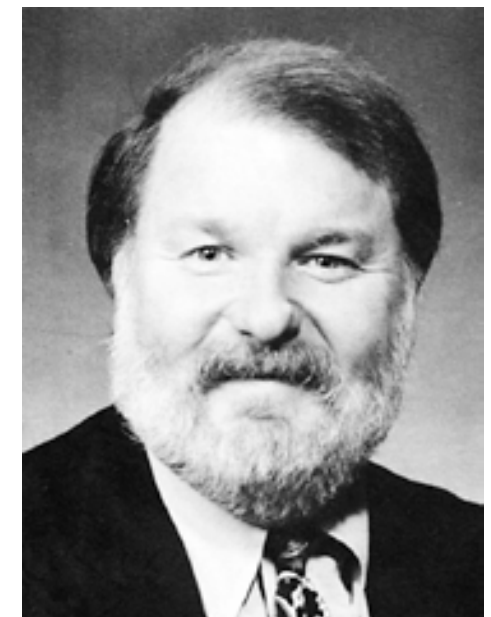
Alsip Productions

Telephone Zone

Williams Pipeline Company



Best of Show: Ackerman McQueen, 1994.



Bill Hinkle, Silver ADDY Winner, 1994.



**Past Silver ADDY Winners
posed for a rare group photo.**

Standing, L to R: Ken Greenwood (1969), Steve Turnbo (1993), Don Mitchell (1970), John Deupree (1979), Jay Brothers (1992), Dick Schmitz (1972), Chad Steward (1988), Chuck Hood (1983), John Condon (1982), Rick Rodgers (1989), Bob Daily (1991),

Steve Hope (1983), Ed Neibling (1966), Carl Smith (1986), Les Boyle (1985)

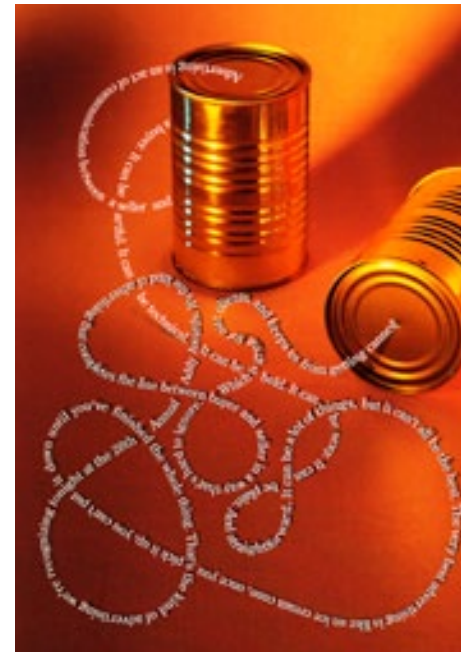
Seated, L to R: Ron Fleming (1973), Phyllis Radcliffe (1980), Margaret Butler (1990), Saidie Adwon (1968), Cecille Bales (1971), John Bethell (1977), Stewart Cremer (1987), Les Hauger (1962)

**ADDY 28
“The 28th Annual Tulsa
Addy Awards”
January 28, 1995
Brady Theatre**

Cindy Ford of The Ford Agency served as Board President.

Vicki Gaines served as ADDY Chair.

Ron Butler, President of Butler & Butler, won the Silver ADDY Award. Ron set up The Williams Companies’ first ever art department. He received the Oklahoma Chapter of the National Multiple Sclerosis Society’s “Hope Award” as the state’s Outstanding Volunteer. He has taught and nurtured numerous designers and copywriters who work throughout the Tulsa advertising community.



Best of Show: Littlefield, 1995.



Ron Butler, Silver ADDY Winner, 1995.



Best of Show: Friends of Inhofe, 1995.



Best of Show Winner: Print

Best of Show Winner: Print
Littlefield Marketing & Advertising, Inc.
Ad Campaign
Jared’s Antiques



Best of Show Winner: Electronic
Friends of Inhofe
Bug Zapper Television
Inhofe for Senate





ADDY 29

ADDY 29
 “The 29th Annual Tulsa
 Addy Awards”
 January 27, 1996
 Bank of Oklahoma
 Lobby and Summit
 Tower

Becky Frank of Bank of Oklahoma served as both Board President and ADDY Chair.

Peggy George won the Silver ADDY Award. A silver medalist in roller skating and one of the first two women admitted to the Southeast Rotary Club, Peggy served as Tulsa Advertising Federation president, SWRT



Peggy George, Silver ADDY Winner, 1995.

President and National AWRT Representative. She was also General Manager of Oral Roberts University’s television production and a Principle of Mace George Advertising, and mother to Doug and Mark.

In 1996, TAF introduced the EDDY Award, a special tribute honoring companies with outstanding service to the advertising business, the Ad Club and the community at-large. Rodgers Litho was recognized with the first EDDY Award.

1996 also saw the introduction of Judge’s Choice Awards.



Best of Show: Branders Creative Café, 1997.

ADDY 30
 “Great Work ADDYS Up”
 January 25, 1997
 Southern Hills
 Country Club

John Hartman of Hartman Communications served as Board President.

Pat Stanfield served as ADDY Chair.

David Littlefield, President and CEO of Littlefield Marketing and Advertising, won the Silver ADDY Award. David founded his agency at age 27 from his home in Stillwater



David Littlefield, Silver ADDY Winner, 1997.



Best of Show: Larken, Meeder & Schweidel, 1997.

with one client, Stubbs Sporting Goods and one employee, himself. He was a member of the Catholic Charities Board of Governors Advisory Board, Big Brothers and Sisters, and the Board of Directors of the Philbrook Museum of Art, and he received Harmon Foundation Award for Community Service.

EDDY Award: Unigraph

Best of Show Winner: Print
 Larken, Meeder & Schweidel
 April 19th Anniversary Campaign
 Oklahoma Natural Gas

Best of Show Winner: Electronic
 Branders Creative Café, Inc.
 Bulls TV
 UVTV

ADDY 31 “Raising Cain at the Cain’s” January 31, 1998 Cain’s Ballroom

Pat Wofford of Seiscor Technologies served as Board President.

Roxane Jolley served as ADDY Chair.

Ann Metcalf, Vice President, Advertising and Public Communications of Blue Cross and Blue Shield of Oklahoma, won the Silver ADDY Award. She had been a consummate communications professional in Tulsa for 19 years. She served as Vice President and Executive Director for the Caring Program for Children and served on many boards including PRSA, Tulsa Press Club, Citizens Crime Commission, Downtown Tulsa Unlimited, Tulsa Advertising Federation.

EDDY Award: Irving Productions

Best of Show Winner: Print

Walsh Associates

Communicators’ Acronym Ball Invitation

Best of Show Winner: Broadcast

Brothers & Co.

Awards TV Commercial

CSW

1998

Susan Bramsch opened Sterling Integrated Communications.



Ann Metcalf, Silver ADDY Winner, 1998.



ADDY 32 “You Bet Your ADDY” January 16, 1999 Adams Mark Hotel

Roxane Jolley of Jolley Advertising served as Board President.

Amber Smith served as ADDY Chair.

Victor (Vic) M. Bailey, General Manager of TCI Media Services, won the Silver ADDY Award. He had 25 years of experience in electronic media sales including three radio stations – KELI, KOMA and KVOO. AWRT recognized Vic as Radio Salesperson of the Year and Radio Sales Manager of the Year. He was a Board Member of the Tulsa Advertising Federation, American Women in Radio and Television, NatureWorks, American Theatre Company and Broken



Vic Bailey, Silver ADDY Winner, 1999.

Arrow Chamber of Commerce. He was also an Adjunct Instructor in the Communications Department of Rogers State College.

EDDY Award: Tulsa World

Best of Show Winner: Print

Branders, Inc.

Direct Mail

Bill Welch Photography

Best of Show Winner: Broadcast

Impact Productions

What if it's true?

Churches Across America



ADDY 33
“ADDY GRAS”
January 15, 2000

Cynthia Staab of Tulsa Transit served as Board President.

Amber Smith served as ADDY Chair.

Ralph Cole, owner of Ralph Cole Photography, won the Silver ADDY Award. Ralph’s work had been published in Communication Arts and he had won numerous ADDY and Graphex awards. He served on the Board of Directors for both Tulsa Advertising Federation and Art Directors Club of Tulsa. He contributed photography to DVIS, The Red Cross, Special Olympics, Multiple Sclerosis, Cystic Fibrosis, Tulsa Association for Retarded Citizens and the Rotary Club of Tulsa.



Ralph Cole, Silver ADDY Winner, 2000.

EDDY Award: Littlefield, Inc.



Best of Show: Littlefield, 2001.

ADDY 34
2001

Susan Bramsch of Sterling Integrated Communications served as Board President.

Vicki Perryman served as ADDY Chair.

Becky Frank won the Silver ADDY Award.

EDDY Award: Butler & Butler, Inc.



Becky Frank, Silver ADDY Winner, 2001.



Best of Show: Brothers & Co., 2001.

Best of Show Winner: Self-Promotion

Littlefield, Inc.

Death By Pong

Best of Show Winner: Print & Electronic

Brothers & Co.

Ad and Television Campaign

Oklahoma Highway Safety Office

2001

Lamar’s first billboard was erected in Tulsa in 2001.



XXXV★

ADDY 35
 “ADDY XXXV”
 February 2, 2002



Pat Bryson, Silver ADDY Winner, 2002.

Amber Smith of Envision Creative served as Board President.

Belinda Hedgecock served as ADDY Chair.

Pat Bryson, Vice President and General Manager of KBEZ/KHTT Radio won the Silver ADDY Award. Pat served as President of TAF, was a member of the Board of Directors of the Oklahoma Association of Broadcasters, the Tulsa Executives Association and Kiwanis. She was also active in Miss Arkansas and Miss Oklahoma Pageants and held a lifelong love of ballet, theatre and travel.

EDDY Award: Unisource



Dick Schmitz, Honorary Lifetime Achievement, 2002.

Dick Schmitz was recognized with an Honorary Lifetime Achievement Award.

Best of Show Winner: Print

Impact Productions
Passage Brochure
 Promise Keepers

Best of Show Winner: Broadcast

Mpower Media
Cold Night
 James River Heating and Air

Best of Show Winner: Interactive

Littlefield, Inc.
Teacher Interactive CD
 OERB



Best of Show: Impact Productions, 2002.

ADDY 36
 “Killer Creative”
 February 8, 2003
 Oklahoma Aquarium

Stacy Ryle of Myers-Duren Harley Davidson served as Board President.

Susan Bramsch and Angela Adams served as ADDY Chairs.

Steve Bright, Sales Development Manager of the *Tulsa World* Publishing Corporation, won the Silver ADDY Award. He was a

member of the Tulsa Advertising Federation for over 20 years, served as president in 1985-86. He served as Mayor of Steve’s hometown of Winchester. He was also an avid golfer, just ask him to tell you the story of his hole-in-one on #6 at Cotton Creek.

EDDY Award: Butler & Butler, Inc.

Best of Show Winner: Print

The Malone Group
 3D Mixed B2B Campaign
 KMO Development Group, Inc.

Best of Show Winner: Interactive

Willie George Ministries
Everybody Wants In Campaign



Steve Bright, Silver ADDY Winner, 2003.



Best of Show: Willie George Ministries, 2003.



Best of Show: The Malone Group, 2003.

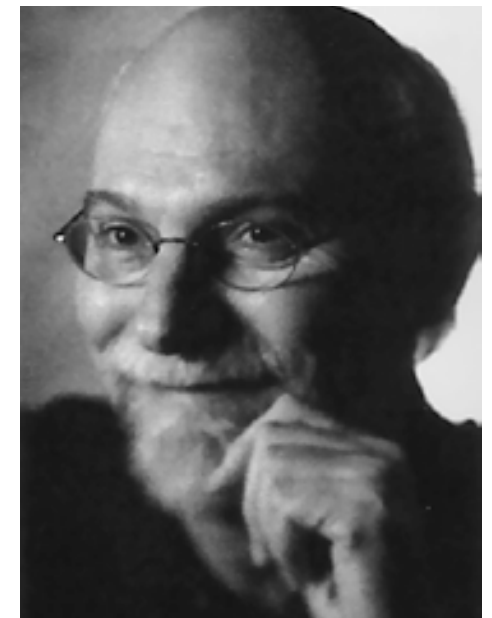


ADDY 37
 “driven.”
 January 17, 2004
 Adam’s Mark Hotel

Bobbie Bailey of SourceCorp. served as Board President.

Amber Smith served as ADDY Chair.

Kerry Walsh, Principal of Walsh Associates, won the Silver ADDY Award. He also held partnerships with agencies Knight Walsh & Associates and Phillips Knight Walsh, Inc. Kerry’s work has been recognized by Communication Arts magazine, the Type Directors Club of New York, the Art Director’s Clubs of New York, Los Angeles, Dallas, Kansas City and Tulsa. Tulsa Chapter of the International Association of Business Communicators named Kerry their 1998 “Communicator of the Year.”



Kerry Walsh, Silver ADDY Winner, 2004.

EDDY Award: Cloud 9 Productions

Best of Show Winner: Print

Hibblen Design
 Greenleaf Catalog
 Greenleaf Nursery Company

Best of Show Winner: Radio

Bloyed Creative
 Chicken Fried Steak
 Charlie’s Chicken

Best of Show Winner: Television

Willie George Ministries
 Lincoln Football Fever
 Church on the Move / Lincoln Christian School

Best of Show Winner: Interactive

Pendergraphics Design Group
www.pendergraphics.com

2004

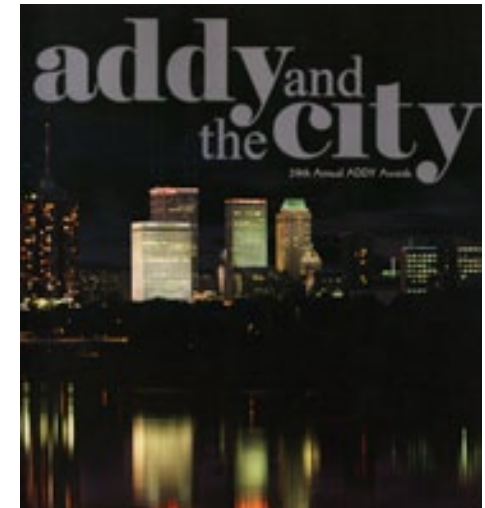
Whistler Outdoor Advertising was founded.



Steve O'Neil, Silver ADDY Winner, 2005.



Jim Davies, Silver ADDY Winner, 2006.



ADDY 38 “The Good. The Ad. And the Ugly.” 2005

Bobbie Bailey of SourceCorp. served as Board President.

Amber Smith served as ADDY Chair.

Steve O'Neil, Senior Vice President of Brothers & Co., won the Silver ADDY Award. An avid golfer and OSU fan, Steve owned his own ad agency for 10 years. AWRT named O'Neil and Associates “Agency of the Year.”

EDDY Award: Western Printing

Best of Show Winner: Print
Brothers & Co.
Ad Campaign
Remington Arms

Best of Show Winner: Television
Willie George Ministries
Lincoln Football Fever
Church on the Move / Lincoln Christian School

Best of Show Winner: Electronic
CreativeCom
In The Crapper Campaign
Journal Broadcast Group

2005
On June 6th, the State of Oklahoma enacted House Bill 1547 exempting the sale of advertising space in newspapers, magazines, and outdoor from sales tax.



Best of Show: Brothers & Co., 2006.



Best of Show: Cubic, Inc., 2006.



Best of Show: Brothers & Co., 2006.

ADDY 39 “addy and the city” February 18, 2006

Jennifer Tetley of Striegel Advertising served as Board President.

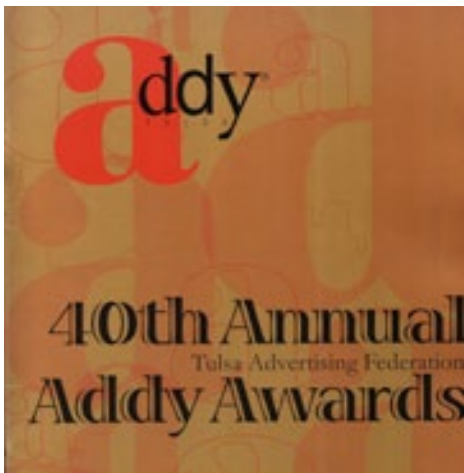
Libby Kleve served as ADDY Chair.

Jim Davies won the Silver ADDY Award.

EDDY Award: Ralph Cole Photography

Best of Show Winner: Print
Brothers & Co.
Advantage Campaign
Jordan Outdoor Enterprises, Ltd.

Best of Show Winner: Electronic
Cubic, Inc.
Property Video
Senior Star Living



Best of Show: Walsh Associates, 2007.



Board of Directors introduced the new ADDY "a" Trophy in 2007.



Steve Kennedy, Silver ADDY Winner, 2007.

ADDY 40 "40th Annual Addy Awards" February 17, 2007

Bill Hinkle served as Board President.

Maria Gaw and Lucinda Rojas served as ADDY Chairs.

Steve Kennedy, Founder of KM2A, won the Silver ADDY Award. He was a Board Member for Tulsa Advertising Federation and the American Marketing Association.

Tulsa County Partnership for Early Childhood Success presented Steve with its very first "JumpStart Partnership" award. He also received the Community Service Council Partner award for his long-standing support and service to many of Tulsa's non-profit organizations. He taught numerous marketing and advertising classes at universities including University of Tulsa, Oklahoma State University-Tulsa, Oral Roberts University, and Oklahoma State University-Okmulgee.

EDDY Award: Hinkle Creative Services

Best of Show Winner: Print

Walsh Associates

Painted Pony Invitation

Saint Francis Children's Hospital Foundation



Johnny Graham, Silver ADDY Winner, 2008.

ADDY 41 "ADDY AWARDS. No.41" February 23, 2008 Oklahoma Jazz Hall of Fame



Dick Schmitz, Spirit Award Winner, 2008.

Rita Moschovidis of KTUL served as Board President.

Nicky Thornton served as ADDY Chair.

Johnny Graham of Cloud Nine Productions, won the Silver ADDY Award.

EDDY Award: Cox Communications

Spirit Award: Dick Schmitz

Best of Show Winner: Print

Littlefield

Print Campaign

South County

Best of Show Winner: Electronic

Brothers & Co.

Under Our Feet TV Campaign

OERB



Best of Show: Brothers & Co., 2008.

Best of Show Winner: Interactive

Littlefield

visittulsa.com Website

Tulsa CVB

2008

TU Ad Program is founded by Bill Hinkle and Teresa Valero with support from Dean Tom Benediktson who had the vision to know what it would mean to the Communications Department and the Tulsa community at-large.



ADDY 42 “Forty Second ADDYs” 2009

Tom Holiday of Shamrock Communications served as Board President.

Amber Phillips served as ADDY Chair.

Chuck Schnake of Schnake Turnbo, won the Silver ADDY Award. Chuck was the quintessential public relations professional. The Founder and Chairman Emeritus of Schnake Turnbo Frank PR, Chuck received PRSA’s PR Professional of the Year Award, was awarded PRSA’s Lifetime Achievement Award, and was elected to PRSA’s College of Fellows.

EDDY Award: Third Floor Design of The University of Tulsa

Best of Show Winner: Print

Walsh Branding
50th Anniversary Box Set
QuikTrip Corporation



Chuck Schnake, Silver ADDY Winner, 2009.



Best of Show: Brothers & Co., 2009.



Best of Show: Walsh Branding, 2009.

Best of Show Winner: Electronic

Brothers & Co.
Child Passenger Safety Seat Awareness
Campaign TV
Oklahoma Highway Safety Office

ADDY 43 “tulsa ADDY awards” February 20, 2010

Paige Laughlin of SMG-Tulsa served as Board President.

Rachel Adams, Amber Phillips and Paige Laughlin served as ADDY Chairs.

Jimmy Bloyed of Bloyed Creative, Inc. won the Silver ADDY Award.

EDDY Award: Walsh Branding

Best of Show Winner: Print

Littlefield
Poster Campaign
Tulsa Health Department

Best of Show Winner: Electronic

Littlefield
:15 TV Campaign
Tulsa Health Department

Best of Show Winner: Interactive

Retrospec Films
Sign Me Up Stan
Richards Group



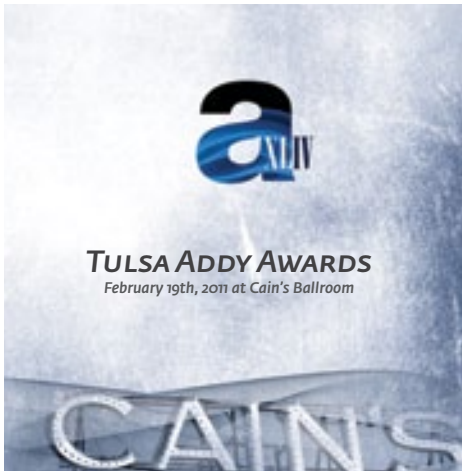
Jimmy Bloyed, Silver ADDY Winner, 2010.



Walsh Branding, EDDY Winner, 2010.



Best of Show: Littlefield, 2010.



Rosie Hinkle, Silver ADDY Winner, 2011.



Best of Show: Retrospec Films, 2011.



Best of Show: Saxon Campbell (NSU), 2011.



Best of Show: Walsh Branding, 2011.



ADDY 44 “Tulsa ADDY Awards” February 19, 2011 Cain’s Ballroom

Susan Bramsch of Sterling Business Consultants served as Board President.

Sarah Smith and Taylor Smith served as ADDY Co-Chairs.

Rosie Hinkle, Owner of Rosie Hinkle Publishing and Executive Director of Tulsa Advertising Federation, won the Silver ADDY Award. Rosie is Editor and Publisher of *Vision Tulsa Magazine*. There is a namesake scholarship award, the Rosie Hinkle College Scholarship, given annually to two or three college students during the ADDYs. She is a huge fan of Abraham Lincoln, married to Bill Hinkle, and has two children, Kristin and Brad.

EDDY Award: AVCOM Productions, Inc.

ADDY 44 added a Best of Show award for Student Categories.

Best of Show Winner: Print
Walsh Branding
Indian Nations Council Capital Campaign
Boy Scouts of America

Best of Show Winner: Electronic
Retrospec Films
Promo Video
Oklahoma Highway Safety Office

Best of Show Winner: Student
Saxon Campbell, Northeastern State University
MaxFactor Makeup Ad Campaign

2011
Tulsa Advertising Federation revises their name to American Advertising Federation – Tulsa to join national organization in a branding campaign.



LADIES AND GENTLEMEN,

THE WINNERS OF THE

Forty-fifth annual Addy Awards



ADDY 45
WINNERS



SALES PROMOTION

CATALOG



ADDY® Award
David Clark Design
SciFit Catalog
David Clark, Art Director
Laura Crouch, Copywriter
Trey Thaxton, Designer
John Amatucci, Photographer
ResourceOne, Print Vendor

ADDY® Award
Brothers & Company
Under Armour Hunter/Fish Catalog
Tommy Campbell, Creative Director
John Dunlap, Writer/Assoc. Creative Director
Andrew Murray, Art Director
John Hammer, Production Artist
Hunter Cates, Writer
Eric Barnes, Senior Vice President
Kevin Waggoner, Account Manager
Mallory Gaskins, Account Coordinator

Citation of Excellence
Brothers & Company
Bushnell Golf Catalog
Bushnell Outdoor Products



POINT-OF-PURCHASE

CAMPAIGN

ADDY® Award
Fabricut
Charlotte Moss for Fabricut
Fabricut
Amber Nave, Art Director
Jennifer Schreiner, Marketing Director
Ashlee Peters, Senior Graphic Designer
Charlotte Moss,
Interior Designer/Stylist/Photographer
Jason Frank Rothenberg, Photographer
Matthew Kowles, Stylist
Jenel Chesley, Stylist

Citation of Excellence
Fabricut
Roger Thomas for S. Harris Contract
S. Harris Contract

COLLATERAL MATERIAL

ANNUAL REPORT: FOUR COLOR

Citation of Excellence
Walsh Branding
2010 ONEOK Annual Report Set
ONEOK, Inc.

BROCHURE: FOUR COLOR

ADDY® Award
More Branding
TD Williamson Capability Brochure
TD Williamson
Justin Johnson, Creative Director
Joe Antonacci, Client Side Creative Director
Nathan Harmon, Photography



ADDY® Award
 Walsh Branding
 Clampitt Paper Book
 Clampitt Paper
Kerry Walsh, Principal & Creative Director
Jerilyn Raffe, Designer
Annell Dornblaser, Account Executive
Williamson Printing, Printer

MAGAZINE DESIGN

Citation of Excellence
 Rosie Hinkle Publishing
 Vision Tulsa Magazine
 Rosie Hinkle Publishing

POSTER: CAMPAIGN

Citation of Excellence
 More Branding
 First Baptist Jenks Campaign
 First Baptist Jenks

SPECIAL EVENT INVITATION

Citation of Excellence
 Hard Rock Hotel & Casino Tulsa
 Halloween
 Hard Rock Hotel & Casino Tulsa

DIRECT MARKETING

B-TO-B OR CONSUMER

Citation of Excellence
 Brothers & Company
 Under Armour Proposal
 Under Armour



CONSUMER OR TRADE PUBLICATION

CONSUMER OR TRADE: FOUR COLOR SPREAD

Citation of Excellence
 Brothers & Company
 Bushnell FA Blinds Spread
 Bushnell Outdoor Products

CONSUMER OR TRADE: FOUR COLOR CAMPAIGN

Citation of Excellence
 David Clark Design
 DENTSPLY Maillefer Ad Campaign
 DENTSPLY Maillefer

INTERACTIVE MEDIA

WEBSITE, CONSUMER HTML: PRODUCTS

Citation of Excellence
 David Clark Design
 ecoVINOwines.net Website
 ecoVINO Wines



INTERNET COMMERCIALS

Citation of Excellence
 Retrospec Films
 Samsung "Galaxy Tab 10.1"
 Samsung

WEBISODES

Citation of Excellence
 Brothers & Company
 People of Chesapeake Jane Webisode
 Chesapeake Energy

CAMPAIGN

Citation of Excellence
 Brothers & Company
 Chesapeake Energy
 People of Chesapeake Webisode Campaign

RADIO

CAMPAIGN

Citation of Excellence
 Hinkle Creative Services, Inc.
 TFCU - Nothing Checking
 Tulsa Federal Credit Union



TELEVISION

NATIONAL: CONSUMER SERVICES

ADDY® Award

Retrospec Films

Credit Point Software

Credit Point Software

Jason Burks, Director,

Director of Photography, Editor

ADDY® Award

Brothers & Company

Kansas Strong American Energy TV

KOGRF / Kansas Strong

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

Buddy Pinneo, Writer

Josh Sears, Agency Producer

Nick Vedros, Director

Michael Stine, Director of Photography

Vedros Motion, Production Company

InTake Studios, Production Company

Heath Kennedy, Account Supervisor

Dave Thomas, Senior Vice President

NATIONAL: CAMPAIGN

ADDY® Award

Brothers & Company

Kansas Energy 'Without' TV Campaign

KOGRF / Kansas Strong

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

John Dunlap,

Writer/Associate Creative Director

Kirk Black, Writer

Josh Sears, Broadcast Producer

Justin McClure, Production Company

RealMedia, Production Company

Heath Kennedy, Account Supervisor

Dave Thomas, Senior Vice President



MIXED/MULTIPLE MEDIA

LOCAL CONSUMER

Citation of Excellence

Brothers & Company

Fidelity Bank Bravely Onward Campaign

Fidelity Bank

NATIONAL CONSUMER

ADDY® Award

Brothers & Company

North Texas Barnett Campaign

North Texas Barnett

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

Josh Sears, Broadcast Producer

Buddy Pinneo, Writer

David Gramblin, Graphic Designer

Joe Bush, Production Artist

Jeremy Bartel, Director

Jessica Cramer, Producer

Jason Berks/Bill Shwartz,

Director of Photography

Dave Thomas, Senior Vice President

Katie Butler, Account Executive

ADVERTISING FOR THE ARTS & SCIENCES

BROCHURE

ADDY® Award

Studio Savage

Tulsa Opera 2011-2012 Season Subscriber Kit

Tulsa Opera

Jeffrey W. Savage, Creative Director/Designer

Maria Gaw, Copywriter

Karine Daisay, Illustrator

Doug Talley/Western Printing, Printer

Carla Hammer, Clampitt Paper

POSTER

ADDY® Award

Studio Savage

Tulsa Opera Poster: Dead Man Walking

Tulsa Opera

Jeffrey W. Savage, Creative Director/Designer

Karine Daisay, Illustrator

Doug Talley/Western Printing, Printer

Carla Hammer, Clampitt Paper

ADDY® Award

Studio Savage

Tulsa Opera Poster: Madame Butterfly

Tulsa Opera

Jeffrey W. Savage, Creative Director/Designer

Karine Daisay, Illustrator

Doug Talley/Western Printing, Printer

Carla Hammer, Clampitt Paper

Citation of Excellence

Clay McIntosh Creative

The Blues Poster

J.M. Davis Arms and Historical Museum

Citation of Excellence

Studio Savage

Tulsa Opera Poster: The Barber of Seville

Tulsa Opera

NEWSLETTER

ADDY® Award

More Branding

Price Tower Arts Center Newsletters

Price Tower Arts Center

Justin Johnson, Creative Director

Debra Woodall-Evansvold, Marketing Director

Amanda Herwig, Editor

Scott Perkins, Curator

theBarnett Powering Progress.

ABUNDANCE OF NATURAL GAS

More than 100-Year Supply.



MAGAZINE

ADDY® Award

Brothers & Company

Fidelity Tall Grass Festival Print Ad

Fidelity Bank

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

David Gramblin, Graphic Designer

Amy Williams, Writer

Dave Thomas, Senior Vice President

Leslie Blanchet, Account Executive

TELEVISION

Citation of Excellence

Studio Savage

Tulsa Opera Broadcast: Norma

Tulsa Opera

SINGLE MEDIUM CAMPAIGN

Citation of Excellence

Clay McIntosh Creative

J.M. Davis Poster Campaign

J.M. Davis Arms and Historical Museum

dead man walking

TICKETS: CALL 918.587.4811
OR VISIT TULSAOPERA.COM
TULSA OPERA

FEB 25
MAR 02
04
2012

madame butterfly

TICKETS: CALL 918.587.4811
OR VISIT TULSAOPERA.COM
TULSA OPERA

APR 21
27
29
2012



MIXED MEDIA CAMPAIGN

ADDY® Award
Studio Savage
Tulsa Opera 2011-2012 Season Campaign
Tulsa Opera

Jeffrey W. Savage,
Creative Director & Designer
Maria Gaw, Copywriter
Karine Daisay, Illustrator
Brad Eaton, Motion Designer
Doug Talley / Western Printing, Printer
Carla Hammer / Clampitt Paper,
Paper Distributor

ADDY® Award
Cherokee Nation Businesses
Legends at Dusk
Cherokee Heritage Center

Stephanie Pinkston,
Graphic Designer/Illustrator
Sharon Price, Marketing Manager
Ben Elder, Copywriter

PUBLIC SERVICE

OUT-OF-HOME

ADDY® Award
Studio Savage
Tulsa: 15 Faces for 15 Races Banners
Susan G. Komen for the Cure
Jeffrey W. Savage,
Creative Director & Designer
Shane Bevel, Photographer
Kristen Turley, Copywriter & Public Relations
Morgan Phillips, Copywriter & Public Relations

LEGENDS AT DUSK

EVERY SATURDAY EVENING
JUNE 4 - AUGUST 20, 2011

Immerse yourself in the wonder and excitement of Cherokee culture with Legends at Dusk - an interactive storytelling experience. Summer performances begin at dusk (8:00 pm) inside the Cherokee Heritage Center's Ancient Village.

LEGENDS at dusk

Hear the **LEGEND of MELL and THE MUD DAUBER**

EVERY SATURDAY EVENING
JUNE 4 - AUGUST 20, 2011

LEGENDS at dusk

Hear the **LEGEND of TSENDU THE RABBIT**

EVERY SATURDAY EVENING
JUNE 4 - AUGUST 20, 2011

LEGENDS at dusk



ADVERTISING INDUSTRY SELF-PROMOTION

BROADCAST

Citation of Excellence
Brothers & Company
Meet Opportunity Video
Brothers & Company

SELF-PROMOTION: INVITATION

ADDY® Award
More Branding
4x8 Call for Entries
More Branding
Justin Johnson, Creative Director
Ginger Homan, Copywriter

ADDY® Award
Brothers & Company
Brothers Deer Camp Invite
Brothers & Company
Tommy Campbell, Creative Director
John Dunlap,
Writer/Associate Creative Director
David Gramblin, Graphic Designer

Steven Churchill,
Interactive/Associate Creative Director
Michael Galloway, Web Developer
Travis Miller, Web Developer
Eric Barnes, Senior Vice President
Rob Nickels, Animation/Motion Graphics
Allen Miller, IT Director/Digital A/V
Suzanne Kallay, Production Manager

ELEMENTS OF ADVERTISING

PHOTOGRAPHY: CAMPAIGN

ADDY® Award
Cody Photography
Brothers And Sisters
Jenks First Baptist
Cody Johnson, Photographer

ADDY® Award
Brothers & Company
2011 Bushnell Photoshoot Campaign
Bushnell Outdoor Products
Tommy Campbell, Creative Director
John Dunlap,
Writer/Associate Creative Director



Andrew Murray, Art Director
Michael Engelmeyer,
Great Outdoor Studios/Photography
Eric Barnes, Senior Vice President
Kevin Waggoner, Account Manager

Citation of Excellence
Cody Photography
On Your Mark
More Branding / Jenks First Baptist Church

SPECIAL EFFECTS: VIDEO OR FILM

Citation of Excellence
Steelehouse Productions
ONEOK
Full Fuel Cycle



save for the
extras in a
**PINK
LEMONADE**SM
SAVINGS ACCOUNT

STUDENT
AWARDS

trimming pool . . . trip to
raway places . . . cabin
a lake . . . central air
onditioning . . .
ports car (or maybe just
fishing car) . . . motor
boat . . . patio for
summer parties . . .
summer camp for the
children . . . movie
camera . . . added
retirement income . . . some
ne china and silver

EMONADE
up in at any of Home Federal's
freshing glass of pink lemonade!

Start Your
**PINK LEMONADE
SAVINGS ACCOUNT**
at Home Federal now. You'll Get —

Is at the beginning of a new Home
Federal dividend period. Money put
into a savings account by July 30
will receive earnings for six full
months on December 31.

A special pink passbook — to re-
mind you that you're saving for
extra, fun things.

Insured safety for your money by
the Federal Savings and Loan In-
surance Corporation, an agency of
the Federal government.

**DIVIDEND
RATE 4%**
a bright rosy...

HOME FEDERAL SAVINGS
and Loan Association

THIRD AND BOSTON • ADMIRAL PLACE AND MEMORIAL
21ST AND SOUTH HARVARD • 1900 UTICA SQUARE



STUDENT CATEGORIES

PACKAGING

ADDY® Award
 BJ R Foreman
 Arrowleaf Solstice
 Northeastern State University

ADDY® Award
 Lindsay Sinclair
 Rosa Regale Wine
 Northeastern State University

Citation of Excellence
 William A Blackfox
 McWilliam's Wines Hanwood Estate
 Northeastern State University

STATIONERY PACKAGE

ADDY® Award
 Pelema Kolise
 Eagle Eye Satellite Systems
 Northeastern State University

BROCHURE

ADDY® Award
 The Ad Program at The University of Tulsa
 JCP - "We Get It" Plans Book
 The University of Tulsa
Bill Hinkle, Advisor
Jordan White, Writer
Beth Waller, Writer
Christina Kuzmic, Writer
Sophia Olsen, Writer
Andera Maduro, Designer
Eryn Sweeney-Demezas, Designer

EDITORIAL DESIGN COVER

ADDY® Award
 Garrett Prentice
 The Hound of the Baskervilles
 Northeastern State University

Citation of Excellence
 Jonni A Ketcher
 Book Illustration
 Northeastern State University



EDITORIAL DESIGN SERIES

ADDY® Award
Garrett Prentice
Social Norms Campaign
Northeastern State University

SINGLE CONSUMER/TRADE
MAGAZINE

Citation of Excellence
The Ad Program at The University of Tulsa
JCP - Future Fashion
The University of Tulsa

MAGAZINE CAMPAIGN

Citation of Excellence
Lindsay Sinclair
Lava Soap
Northeastern State University

TELEVISION

Citation of Excellence
The Ad Program at The University of Tulsa
JCP - Make Up
The University of Tulsa

TELEVISION: CAMPAIGN

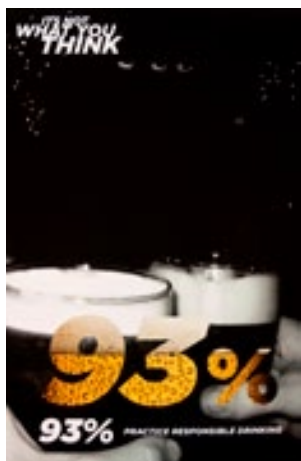
Citation of Excellence
The Ad Program at The University of Tulsa
JCP - "We Get It" Campaign
The University of Tulsa

MIXED MEDIA CAMPAIGN

Citation of Excellence
The Ad Program at The University of Tulsa
JCP "We Get It" Complete Campaign
The University of Tulsa

LOGO

ADDY® Award
Madeline McKeever
Tulsa Area Bioscience Education
& Research Consortium Logo
The University of Tulsa
Madeline McKeever, Designer
M. Teresa Valero, Advisor
Chris Brasel, Advisor



SPECIAL
AWARDS

BEST OF SHOW

PRINT

Walsh Branding
Clampitt Paper Book
Clampitt Paper

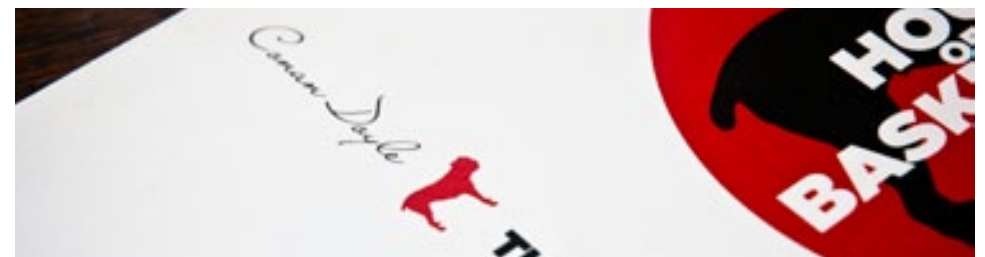
Kerry Walsh, Principal & Creative Director
Jerilyn Raffe, Designer
Annell Dornblaser, Account Executive
Williamson Printing, Printer

ELECTRONIC

Retrospec Films
Credit Point Software
Credit Point Software
Jason Burks, Director,
Director of Photography & Editor

STUDENT

Garrett Prentice
The Hound of the Baskervilles
Northeastern State University



JUDGE'S CHOICE

“NEW TWIST ON AN
OLD ART FORM”

Studio Savage
Tulsa Opera 2011-2012 Season Campaign
Tulsa Opera

Jeffrey W. Savage,
Creative Director & Designer
Maria Gaw, Copywriter
Karine Daisay, Illustrator
Brad Eaton, Motion Designer
Doug Talley / Western Printing, Printer
Carla Hammer / Clampitt Paper,
Paper Distributor

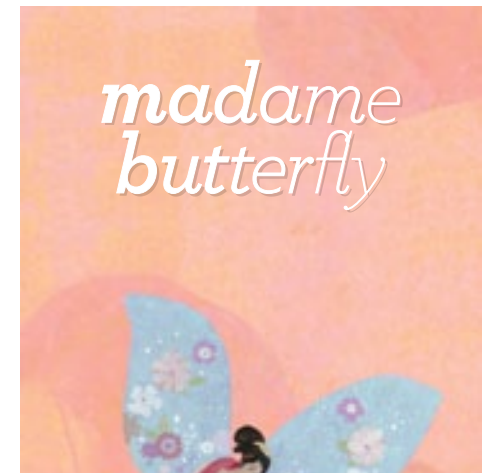
“THIS AIN'T YOUR MAMMA'S
SEARS & ROEBUCK CATALOG”

Brothers & Company
Under Armour Hunter/Fish Catalog
Under Armour

Tommy Campbell, Creative Director
John Dunlap, Writer/Assoc. Creative Director
Andrew Murray, Art Director
John Hammer, Production Artist
Hunter Cates, Writer
Eric Barnes, Senior Vice President
Kevin Waggoner, Account Manager
Mallory Gaskins, Account Coordinator

“ENCOURAGING DRINKING
IN ADVERTISING”

Lindsay Sinclair
Rosa Regale Wine
Northeastern State University



THE AD PROGRAM AT THE UNIVERSITY OF TULSA

EDDY AWARD

The TU Ad Program was founded by Bill Hinkle and Teresa Valero with support from Dean Tom Benediktson who had the vision to know what it would mean to the Communications Department and Tulsa community at-large.

The TU Ad Program has graduated well over 300 students into various disciplines in advertising, marketing and public relations since its inception in 2008. These students have launched their careers and have found employment in our field throughout the United States.

In the first four years, The Ad Program has created and executed pro bono campaigns for over 50 profit and non-profit companies throughout Green Country. In addition to building excellent, research-based creative that has been implemented by the firms receiving these well-crafted comprehensive plans, the concepts have also been recognized positively in several award competitions.

In addition to the numerous satisfied clients, The Ad Program students have provided volunteers for all the Ad Club events and functions, entered their works in the annual ADDY Awards, and provided creative for the 2013 10th District Convention pitch.

The Ad Program competes annually at the 10th District National Student Advertising Competition (NSAC) Competition. In 2009, the team presented their "FreeURself" Campaign for the Century Council's anti-binge drinking efforts on college campuses. Justin Brown won Best Presenter and the team was

presented with the Best Promotion award. In 2010, the "Cool Old Guy" campaign was pitched to State Farm as part of their efforts to reach an 18-24 demographic. The team won "Best Plans Book" designed by Taylor Smith. Most recently, in 2011, the team presented the "We Get It" Campaign to JCPenney to revive their positioning among a female 25-34 market. This year, they will pitch to Nissan.

Past clients include Tulsa Advertising Federation, NatureWorks, Salvation Army, Oktoberfest Tulsa, Sustainable Tulsa, Conference USA, Cherry Street Farmers Market, Make-A-Wish Foundation, Arby's Catering Division, The Tulsa State Fair, Phillips Theological Seminary, Tulsa Public Schools, Bell's Amusement Park, Marshall's Brewery, and Girl Scouts of America — Northeast Oklahoma Council, to name a few.

In 2010, work done by The Ad Program at The University Of Tulsa for the Conference USA Basketball Tournament at the BOK Center won several Silver Link awards presented by the Tulsa Chapter of Public Relations Society of America. In last year's ADDY competition, The Ad Program won 10 total awards for State Farm Insurance and Conference USA Basketball.



"Live Free" Campaign Team for Century Council, including "Best Presenter" Award winner Justin Brown.



"Cool Old Guy" Campaign Team for State Farm, including designer of "Best Plans Book," Taylor Smith.



"We Get It" Campaign Team for JCPenney.



Agent Kit and TV Spot for the *Cool Old Guy* Campaign, 2010.



We Get It Campaign Plans Book for JCPenney, 2011.



Plans Book for the *FreeURself* Campaign, 2009.



Past EDDY Award Winners

1996	Rodgers Litho	2003	Brothers & Company	2008	Cox Communications
1997	Unigraph	2004	Cloud 9 Productions	2009	3 rd Floor Design, The University of Tulsa
1998	Irving Productions	2005	Western Printing	2010	Walsh & Associates
1999	Tulsa World	2006	Ralph Cole	2011	AVCOM Productions
2000	Littlefield, Inc.	2007	Hinkle Creative Services		
2001	Butler & Butler				
2002	Unisource				

Past Honorary Lifetime Membership Winners

Les Hauger
Phyllis Edmonds
Howard Hulva, 1978
John & Helen Deupree, 1979
Dick Schmitz, 2002

Past Lifetime Achievement Winners

Arney Brown (Post Humously, 1997)
Dick Schmitz, 2002



CECILLE BALES

LIFETIME ACHIEVEMENT AWARD

Let's be honest, we would not be here tonight to take home our coveted ADDY Awards had it not been for Ms. Cecille Bales. Cecille recruited some of the advertising greats in 1967 to launch the first-ever ADDY Awards Competition in Tulsa, Oklahoma. The first ADDY Awards were actually called the Annual Media Awards Competition and the trophies were first paper certificates. The event was held where we have chosen to be tonight, the Crystal Ballroom in The Mayo Hotel, in commemoration. Cecille and Dick Schmitz served as the ADDY Chairs that inaugural year.

Cecille began her career as the first employee of Whitney Advertising in the early 1960s.

In 1967, Cecille stepped up to save the 2nd Annual Ad Seminar with a broken leg when the chairman was unable to finish the "teach and reach" workshops for small business. At the time, Cecille was the only female Vice President in Tulsa advertising.



Don Mitchell and Cecille Bales

In 1969 and 1970, Cecille was named Tulsa Advertising Federation Board President. In 1971, Cecille, then an Account Executive and Vice President of Ackerman Advertising, won the Silver ADDY Award at ADDY 4. In 1975-76, she served as AAF Governor of the 10th District—representative professionals from Oklahoma, Texas, Arkansas and Louisiana.

We would like to recognize one of advertising greats tonight at this year's 45th Annual ADDY Awards. Cecille, thank you for your pioneer spirit and your decades of dedication to the Tulsa Ad Club.



Silver ADDY Winners Gathered to Vote on the 2012 Winner.

Standing, L to R: Chuck Hood (1983),
Bob Hawks (1984), Cecille Bales (1971),
Kerry Walsh (2004), Peggy George (1996),
Dick Schmitz (1972), Jimmy Bloyed (2010),

Vic Bailey (1999), Ann Metcalf (1998),
Steve Turnbo (1993), Les Boyle (1985).

Seated, L to R: Steve O'Neil (2005),
Steve Bright (2003), Rosie Hinkle (2011),
Bill Hinkle (1994), Rick Rodgers (1989).

Past Silver ADDY Award Winners

1962 Les Hauger	1976 Montez Tjaden	1990 Margaret Butler	2006 Jim Davies
1963 George Knapp	1977 John Bethell	1991 Bob Daily	2007 Steve Kennedy
1964 John Whitney	1978 Tom Tripp	1992 Jay Brothers	2008 Johnny Graham
1965 Phyllis Edmonds	1979 Helen Deupree, & John Deupree	1993 Steve Turnbo	2009 Chuck Schnake
1966 Ed Neibling	1980 Phyllis Radcliffe	1994 Bill Hinkle	2010 Jimmy Bloyed
1967 Carl Flynn	1981 Marvin McQueen	1995 Ron Butler	2011 Rosie Hinkle
1968 Saidie Adwon	1982 John Condon	1996 Peggy George	
1969 Ken Greenwood	1983 Chuck Hood & Steve Hope	1997 David Littlefield	
1970 Don Mitchell	1984 Bob Hawks	1998 Ann Metcalf	
1971 Cecille Bales	1985 Les Boyle	1999 Vic Bailey	
1972 Dick Schmitz	1986 Carl Smith	2000 Ralph Cole	
1973 W.F. Hinkle, Jim Crawford, & Ron Fleming	1987 Stewart Cremer	2001 Becky Frank	
1974 Bob Lengacher	1988 Chad Steward	2002 Pat Bryson	
1975 Madge Clark	1989 Rick Rodgers	2003 Steve Bright	
		2004 Kerry Walsh	
		2005 Steve O'Neil	



FRED FLEISCHNER

SILVER ADDY AWARD

Fred Fleischner is the Senior Director of Marketing for United States Beef Corporation, Inc. dba Arby's. Headquartered in Tulsa, Oklahoma, United States Beef Corporation is the largest franchisee in the world of the Arby's Restaurant Group.

Fleischner has marketing responsibilities for US Beef retail, catering, and sales activities while strengthening the brand's equity with persuasive communications to diverse demographic audiences.

During his career, Fleischner spent fifteen years in various marketing management positions with Dollar Rent A Car and Dollar Thrifty Automotive Group (NYSE: DTG), including Vice President, Sales & Marketing for Dollar Rent A Car, and Vice President, Advertising & Corporate Communications with Dollar Thrifty Automotive Group.

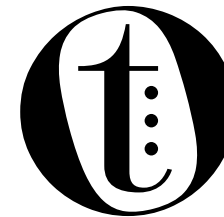
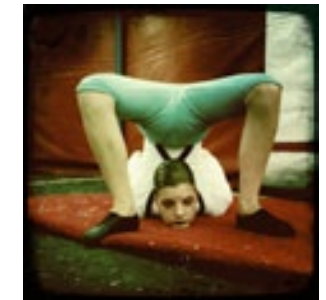
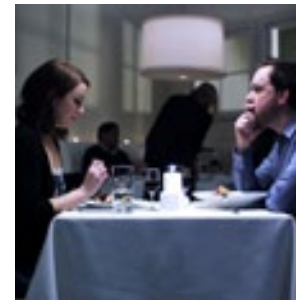
Prior to joining Dollar Rent A Car, Fleischner spent twenty years with Advertising Incorporated, at one time named one of the

Southwest's top ten advertising agencies. Joining the agency as a copywriter, Fleischner ultimately was promoted to President and Chief Operating Officer, responsible for the marketing and advertising for many of Oklahoma's major advertisers, including Safeway/Homeland, Bank of Oklahoma, Oklahoma Natural Gas, Sonic Drive-Ins, Ken's & Mazio's pizza, and Thrifty Car Rental, among others.

In his community, he generously donates his time as Vice Chairman of Operation Aware, and has also served on the executive committee of the Tulsa Convention & Visitors Bureau, the economic development commission, the boards of the American Heart Association and the Tulsa Area United Way, serving as marketing chair for United Way in 2006 and 2007, and volunteered at Youth Services and the Indian Nations Council of the Boy Scouts of America. But the role he looks forward to the most is playing that of Santa Claus for Family & Children's Services, which he has done since 2007.

Fleischner completed his Bachelor of Science degree in Speech with a Radio/TV major from The University of Tulsa.

2011
DISTRICT
AWARDS

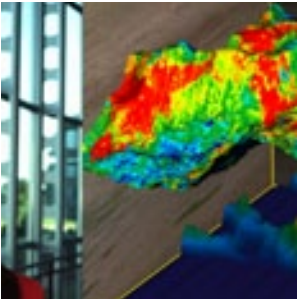
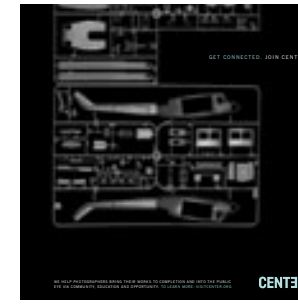


GOLD ADDY

- Brothers & Co.
Deer Camp Invitation
- Cubic
BOK Center Concert Posters
- Scott Raffe
One Lucky Elephant Movie Poster
- Restrospec Films
Dallas Film Festival Promo

SILVER ADDY

- Scott Raffe
Adam Richman "Man v. Food"
- Scott Raffe
Circus Flora: Hovey, Annie and Li'l Donald
- Studio Savage
Tulsa Opera Logo
- Studio Savage
Tulsa Opera Poster – Norma
- Studio Savage
Tulsa Opera Poster – Don



Studio Savage
Tulsa Opera Poster – La Traviata

Walsh Branding
Painted Pony Ball Invitation

Walsh Branding
Boy Scouts of America Brochure

BRONZE ADDY

Brothers & Co.
OERB Next TV Campaign

Brothers & Co.
Chesapeake Imagine If Video

Cubic
Urbano Elements

Cubic
Yokozuna Check Presenter

David Clark Design
DCD Website Promotional Mailer

Steelehouse Productions
My Top Ten “Bad Salesman”

Studio Savage
Tulsa Opera Season Campaign

Studio Savage
Center Unknown Announcement

Tulsa City-County Library
Annual Report

STUDENT GOLD ADDY

The Ad Program at The University of Tulsa
State Farm “Plans Book”

STUDENT SILVER ADDY

Lindsay Sinclair, NSU
Lovely Bones Book Illustration

STUDENT BRONZE ADDY

Saxon Campbell, NSU
MaxFactor Makeup Ads

Taylor Smith, TU
Club 209 Website

The Ad Program at The University of Tulsa
State Farm “Cool Old Guy” Campaign

IN MEMORIAM



SCOTT RAFFE

Given his natural fascination for the quirky and offbeat, photographer Scott Raffe figured that few subjects for him could ever top the Big Top.

Then he discovered Oklahoma.

An internationally known award-winning photographer who devoted several years to shooting circus life, Raffe moved to Tulsa about a decade ago and began to zoom in on his new state's uniqueness.

A circus clown at heart who loved to make people laugh, Raffe was serious about his craft.

Raffe's photographs have won many awards and have appeared in some of the most prestigious galleries in the world.

"His eye for photographing people was second to none," said Williams employee Steve Higgins, who became a close friend of Raffe's through their projects together.

"Scott helped put a human face on Williams. He was a generous, thoughtful, sensitive guy, and those qualities came through in his art."



PAUL GILLING

Paul Gilling was one of those individuals who never searched for the spotlight, but whose talent made it possible for a lot of us to shine in it.

Paul grew up in Chicago, but made his way to Tulsa in 1974, to earn a degree in communications from The University of Tulsa. After graduating, Paul became a production videographer for KOTV. He then went to work for Phipps & Company for 12 years, where he became Vice President of Production.

His entrepreneurial spirit soon had him partnering with Charlie Alsip to form Alsip-Gilling Productions for the next 5 years. He then launched Gilling Post Production.

He was involved in hundreds of ADDY award winning productions and was quick to provide pro bono work for many non-profit groups.

He loved dogs, fishing, new technology, his family, and working with everyone in the ad community. In turn, we all loved his spirit and determination that the job would always be done right and on time. He will be missed.





Congratulations Addy Award Winners!

GTR Newspapers
UNION BOUNDARY • TULSA FREE PRESS • JENKS GAZETTE
BROKEN ARROW EXPRESS • OWASSO RAMBLER • BIXBY BREEZE



Oklahoma's Largest Monthly News Group
With Daily Online Updates

Delivering innovative branding solutions since 2003. *Well, actually, we've been delivering solutions since the early 70's. You kids out there weren't even born yet. So there...**

Gift wrap extra!



km2a
Advertising • Marketing • Lunch
www.km2a.com

**Keep up your very good work*

Hinkle told me that once you win the Silver Addy, you get a lot more sex.

I just didn't know he meant from him.

-jimmy bloyed 2010 silver addy boy

bloyed CREATIVE

writing·directing·producing·5d7d·video·production·music
photography·avid/final cut editing·parcheesi connissoisseur

918-625-6193 bloyedcreative@aol.com

.....Dear David,.....
IF ONLY WE COULD
HAVE BEEN THERE
IN 1997 WHEN YOU
WERE AWARDED THE
SILVER ADDY AWARD.
.....
BUT OUR STUPID
BABYSITTERS
WOULDN'T TAKE US.
.....Sincerely,.....
YOUR STAFF



Thank you, David, and your fellow Silver Addy recipients for representing our industry with integrity.

And congratulations to the Tulsa Advertising Federation for 75 remarkable years.

Littlefield
BRAND DEVELOPMENT

DEADLINES DON'T HAVE TO BE SCARY.



Scan the code with
your smartphone to
visit us online.

QuikPrint
we're on it.
qptulsa.com

Having Done More Than 50,000 Commercials During His 50+Year Career, This Man Has The Most Recognizable Voice in Tulsa Advertising.

Yet 99.8% Of The Market Has No Clue What His Name Is. Let It Be Known, he's:

Irving Prod

OK, It's Dick Schmitz. But Who's Counting? Congratulations to Mr. Silver Addy of 1972 (and his Silver Addy wife, Alma), from his Family and his Irving Family.



Hinkle³

1973
W.F. (Hink) Hinkle
1994
Bill Hinkle
2011
Rosie Hinkle

CONGRATULATIONS!

FINE ARTS ENGRAVING COMPANY

6716 East 12th Street, Tulsa, OK 74112 — (800) 910-4366

4401 SW 23rd Street, Oklahoma City, OK 73108 — (800) 657-6039

GERALDINE "BUBBLES" ETOYLE HINKLE

DECEMBER 11, 1920 – MAY 27, 2011

We lost one of our true advertising "moms" in 2011, Geraldine "Bubbles" Etoyle Hinkle. Bubbles was known for her unbridled passion for life, her incredible sense of humor, her love for the Dallas Cowboys, and her steadfast support for many advertising professionals.

One could even say that Bubbles was the woman behind some of the true advertising greats over the years. First her husband, W.F. Hinkle (Silver ADDY 1973), her son Bill Hinkle (Silver ADDY 1994); her daughter-in-law Rosie Hinkle (Silver ADDY 2011); and finally "her" TU advertising students. We know Bubbles would be proud to learn that her TU Ad Program students are being recognized tonight.

Tonight, we speak for Bubbles in saying Congratulations to The Ad Program at The University of Tulsa and all of its students. (We just wish we had her Dallas Cowboy's Cheerleader outfit to carry on her annual tradition.) Go TU!





CONGRATULATIONS!

WESTERN PRINTING COMPANY, INC.

5129 South 95th East Ave.

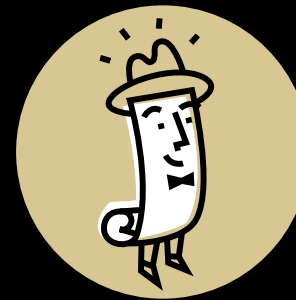
Tulsa, OK 74145

(918) 665-2874 — (918) 665-2366 Fax

CLAMPITT PAPER

EST.

1941



BARNEY FIBER

PAPER PEOPLE

CONGRATULATIONS!

CARLA HAMMER

918.344.2262

HAMMER@CLAMPITT.COM



Video Production • Corporate Conventions • Charity Events
Graphic+Motion Design • Documentaries • Special Events
Green Screen Compositing • Training Videos • DVD Authoring

AVCOM
PRODUCTIONS, INC.

avcomproductions.com
9 1 8 . 6 2 7 . 2 3 0 1