

GREETINGS FROM THE CHAIR

Greetings! And welcome to the 44th Annual Tulsa ADDY Awards. I am honored to, once again, be a part of this remarkable process. It amazes me to see the work submitted each year taken to a greater level than the year before. Your constant determination to provide your clients with the highest quality work truly shows.

I want to take a minute to thank a few (actually lots of) people who help make this show a rousing success each year. First and foremost, to Susan Bramsch, our fearless leader, thank you for your constant attention to detail, detail that came in the form of great new ideas, proofreading and research. Sarah Smith, my co-chair, you will never know just how thankful I am to you for hard work on this event!! AWESOME video, sister! Mr. Taylor Smith (no relation to Sarah) you are a machine! This Winners Book is absolutely a work of art! If I could give you an ADDY for it, I would! Miranda Hampton, thank you for your creative genius where the decorations and set up are concerned! Paige Laughlin, thanks for being

our communications guru! And last, but certainly not least, the dynamic duo of Bill and Rosie... (similar to Prince and Madonna, no last name needed here) I sometimes wonder if we would have AAF-Tulsa if it weren't for your hard work and dedication to the Tulsa Advertising community, both with the professionals and the students.

2011 ADDY COMMITTEE

Amber Hinkle, Chair
Sarah Smith, Co-Chair
Taylor Smith, Creative Chair
Paige Laughlin, Communications Chair
Miranda Hampton, Event Coordinator
Rosie Hinkle, TAF Executive Director
Susan Bramsch, TAF President
Bill Hinkle, Comic Relief
Barry Friedman, Ceremony Emcee

Winner book designed by Taylor Smith. Tulsa-area photography for page footers by Taylor Smith and Evan Mackay.



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LOCAL AWARDS

SALES PROMOTION

PRODUCT OR SERVICE SALES PRESENTATION: MENU

Citation of Excellence

RIVER SPIRIT CASINO
SCOREBOARD MENU
River Spirit Casino

PRODUCT OR SERVICE SALES PRESENTATION: CAMPAIGN

ADDY® Award

CUBIC

YOKOZUNA CHECK PRESENTER

McNellies Group

Winston Peraza, Creative Director

Tina Fincher, Senior Art Director

Jinni Giltner, Designer

Billy Kulkin, Account Administrator

Bluestem, Printer

PICTURED ON PAGE 5.

PACKAGING: SINGLE UNIT

Citation of Excellence

RIVER SPIRIT CASINO

CHIP HOLDER

River Spirit Casino

POINT OF PURCHASE:

COUNTER TOP OR ATTACHED

Citation of Excellence

BROTHERS & Co.

VISA GIFT CARD MERCHANDISING

Fidelity Bank

POINT OF PURCHASE: CAMPAIGN

Citation of Excellence

BROTHERS & Co.

VISA GIFT CARD MERCHANDISING CAMPAIGN

Fidelity Bank

AUDIO / VISUAL SALES PRESENTATION

ADDY® Award

STEELEHOUSE PRODUCTIONS

NEW BALANCE- "BOTTOM UNIT STEREOSCOPIC 3D"

New Balance

Sam Stanton, Creative Director

Sam Stanton, Art Director

Paul Wizikowski, Producer

Brandon Hix, 3D Modeler

PICTURED ON PAGE 5.

Citation of Excellence

DAVID CLARK DESIGN

MYWOCO TOUR VIDEO

SportSmith

COLLATERAL MATERIAL

STATIONERY PACKAGE: FLAT PRINTED

Citation of Excellence

ACROBATANT, LLC

FLARE CLOTHING - BUSINESS CARDS

Flare Clothing



CUBIC: YOKOZUNA CHECK PRESENTER



STEELEHOUSE PRODUCTIONS: NEW BALANCE



ACROBATANT, LLC: LAUREATE EATING DISORDERS CAMPAIGN

Citation of Excellence
THE MALONE GROUP
HARP STATIONERY
Harp Services

Citation of Excellence
WALSH BRANDING
WHITE BUFFALO CORRESPONDENCE SYSTEM
White Buffalo Development Company

ANNUAL REPORT: FOUR COLOR
ADDY® Award
WALSH BRANDING
ALLIANCE 2009 ANNUAL REPORT SET
Alliance Resource and Alliance Holdings
Kerry Walsh, Creative Director
Jerilyn Raffe, Senior Designer
Annell Dornblaser, Account Executive
Quadrant Photography, Photographer
Susan Dornblaser, Copywriter
ResourceOne, Printer
PICTURED ON PAGE 7.

Citation of Excellence
BROTHERS & Co.
ANNUAL REPORT
Oklahoma Energy Resource Board

BROCHURE: FOUR COLOR
ADDY® Award
[BEST OF SHOW: PRINT]
WALSH BRANDING
BOY SCOUTS OF AMERICA:
INDIAN NATIONS COUNCIL CAPITAL CAMPAIGN
Boy Scouts of America - Indian Nations Council

Kerry Walsh, Creative Director
Jerilyn Raffe, Senior Designer
Annell Dornblaser, Account Executive
ResourceOne, Printer
PICTURED ON PAGE 7.

BROCHURE: CAMPAIGN
ADDY® Award
ACROBATANT, LLC
LAUREATE EATING DISORDERS CAMPAIGN
Laureate Psychiatric Clinic & Hospital
Bryan Cooper, Associate Creative Director
Cindy Bayles, Account Director
Diane Davis, Creative Services Manager
Shane Bevel, Photographer
Rusty Laubach- Press Group, Printer
PICTURED ON PAGE 5.

PUBLICATION DESIGN: SERIES
Citation of Excellence
THE MALONE GROUP
NAIOP COMMERCIAL PROPERTIES MAGAZINE
NAIOP

SPECIAL EVENT MATERIAL: CARD
Citation of Excellence
THE MALONE GROUP
FLINTCO HOLIDAY CARD
Flintco Inc.



WALSH BRANDING: ALLIANCE 2009 ANNUAL REPORT SET



WALSH BRANDING: PAINTED PONY BALL INVITATION



AMATUCCI PHOTOGRAPHY: MACY AND JOHN 10|09|10



WALSH BRANDING: INDIAN NATIONS COUNCIL CAPITAL CAMPAIGN

SPECIAL EVENT MATERIAL: CAMPAIGN

ADDY® Award

AMATUCCI PHOTOGRAPHY

MACY AND JOHN 10|09|10

Amatucci Photography

Chad Mjos, Art Director & Designer

John Amatucci, Photographer

PICTURED ON PAGE 7.

ADDY® Award

WALSH BRANDING

PAINTED PONY BALL INVITATION

Saint Francis Health System

Kerry Walsh, Creative Director

Jerilyn Raffe, Associate Creative Director

Cassie Drake, Designer

Annell Dornblaser, Account Executive

QuikPrint, Graphics Network, Meeks Group; Printers

PICTURED ON PAGE 7.

DIRECT MARKETING

SPECIALTY ADVERTISING: APPAREL

Citation of Excellence

CUBIC

URBANO

Urbano Elements

OUT-OF-HOME

VEHICLE GRAPHIC ADVERTISING

ADDY® Award

[JUDGES' CHOICE:

MINI MAXIMUS: SMALL SPACE. BIG IMPACT.]

BRANDERS, INC.

LOOPS MINI

Loops

Brent Brander, Art Director

Shelley Brander, Copywriter

PICTURED ON PAGE 9.

SITE: INTERIOR STILL OR STATIC

Citation of Excellence

ACROBATANT, LLC

MAZZIO'S FLASHBACK MENU BOARD

Mazzio's Pizza

CAMPAIGN: OUT-OF-HOME, CAMPAIGN

ADDY® Award

BROTHERS & Co.

KANSAS OUTDOOR

Kansas Strong

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

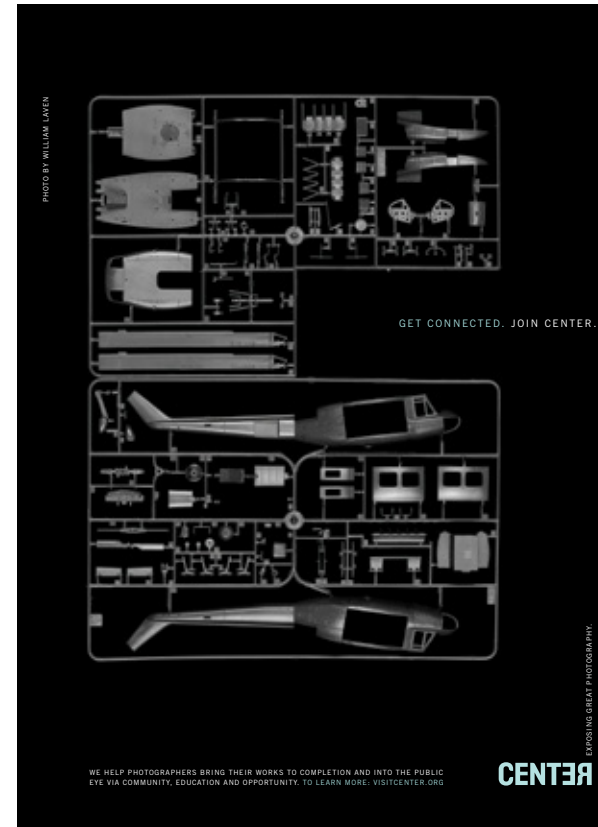
Richard Garcia, Production Artist

Dave Thomas, Account Supervisor

Heath Kennedy, Account Executive

Leslie Blanchet, Account Coordinator

PICTURED ON PAGE 9.



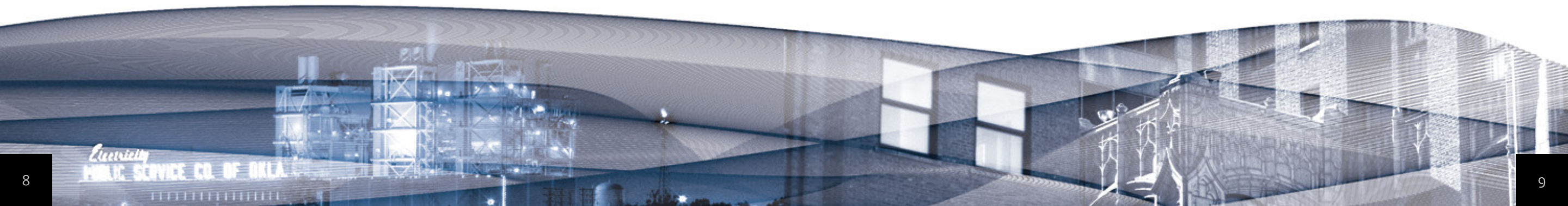
STUDIO SAVAGE: CENTER PARTS AD



BROTHERS & Co.: KANSAS OUTDOOR



BRANDERS, INC.: LOOPS MINI



Citation of Excellence

ACROBATANT, LLC
'POSITIVELY' ELEVATOR WRAPS
Physician's Regional Health System

Citation of Excellence

HINKLE CREATIVE SERVICES
FINE OUTDOOR BOARDS
Fine Outdoor Parking

Citation of Excellence

HKH ADVERTISING
"IMPORTANT THINGS" - DOWNTOWN TULSA OUTDOOR
Public Service Company of Oklahoma

CONSUMER OR TRADE PUBLICATION

FULL PAGE: FOUR COLOR

ADDY® Award
BROTHERS & CO.
TALLGRASS FILM FESTIVAL SPONSORSHIP AD
Fidelity Bank

Tommy Campbell, Creative Director
Todd Pyland, Associate Creative Director
David Gramblin, Art Director
Kirk Black, Writer
Dave Thomas, Account Supervisor
Leslie Blanchet, Account Executive
PICTURED ON PAGE 13.

ADDY® Award

[JUDGES' CHOICE: DISRUPTING CREATIVE EXPECTATIONS]
STUDIO SAVAGE
CENTER PARTS AD
Center

Jeffrey W. Savage, Creative Director & Designer
William Laven, Photographer
PICTURED ON PAGE 9.

Citation of Excellence

RIVER SPIRIT CASINO
COOL AUGUST RIDES
River Spirit Casino

Citation of Excellence

RIVER SPIRIT CASINO
PUNCHOUT!
River Spirit Casino

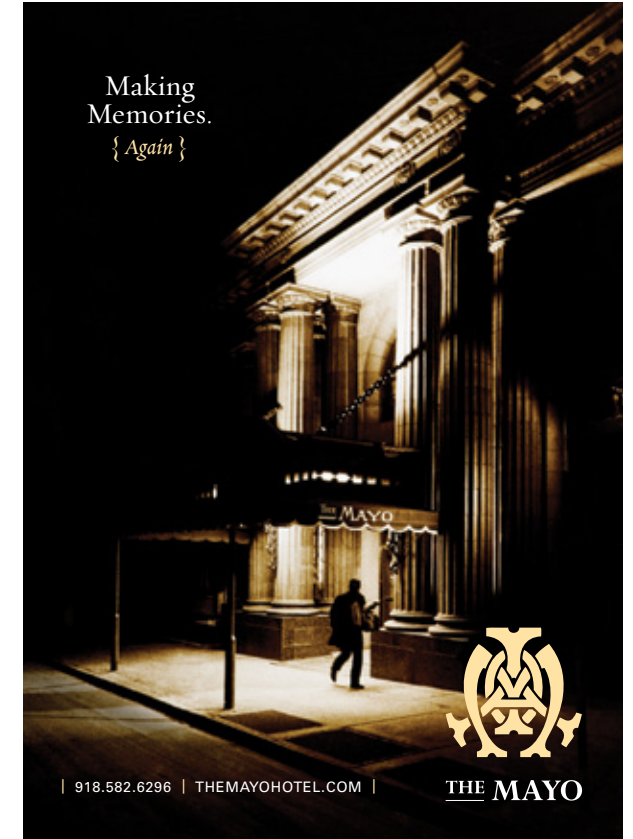
Citation of Excellence

STUDIO SAVAGE
MAYO HOTEL MEMORIES AD
Mayo Hotel

CAMPAIGN: FOUR COLOR

ADDY® Award
DAVID CLARK DESIGN
DENTSPLY INSTITUTIONAL ADS, SPREADS
DENTSPLY Tulsa Dental Specialties

David Clark, Art Director/Designer
Morgan Middleton, Designer
Laura Crouch, Copywriter
John Amatucci, Photographer
Ralph Cole, Photographer
PICTURED ON PAGE 13.



STUDIO SAVAGE: MAYO HOTEL ADS



ADDY® Award

STUDIO SAVAGE
MAYO HOTEL ADS
Mayo Hotel

Jeffrey W. Savage, Creative Director, Designer, Copywriter

Chad Mjos, Creative Director

John Amatucci, Photographer

PICTURED ON PAGE 11.

Citation of Excellence

BROTHERS & Co.
DAKOTA PRINT CAMPAIGN
Dakota Arms

NEWSPAPER

FRACTIONAL PAGE: BLACK AND WHITE

Citation of Excellence
BROTHERS & Co.
JOB FAIR AD
Fidelity Bank

FRACTIONAL PAGE: COLOR

ADDY® Award
BROTHERS & Co.
KANSAS PRINT ADS
Kansas Strong

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

Amy Williams, Writer

Richard Garcia, Production Artist

Dave Thomas, Account Supervisor

Heath Kennedy, Account Executive

Leslie Blanchet, Account Coordinator

PICTURED ON PAGE 15.

Citation of Excellence

BRANDERS, INC.
NECK'S BIG THING
Loops

Citation of Excellence

BRANDERS, INC.
YARN-AHOLIC
Loops

Citation of Excellence

BROTHERS & Co.
SUSTAINABILITY PRINT AD
Oklahoma Energy Resource Board

Citation of Excellence

BROTHERS & Co.
NEW MEXICO ENVIRONMENTAL STEWARDSHIP PRINT
Energy Advances New Mexico

CAMPAIGN: COLOR

ADDY® Award
BROTHERS & Co.
KANSAS PRINT Ad CAMPAIGN
Kansas Strong

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

Richard Garcia, Production Artist

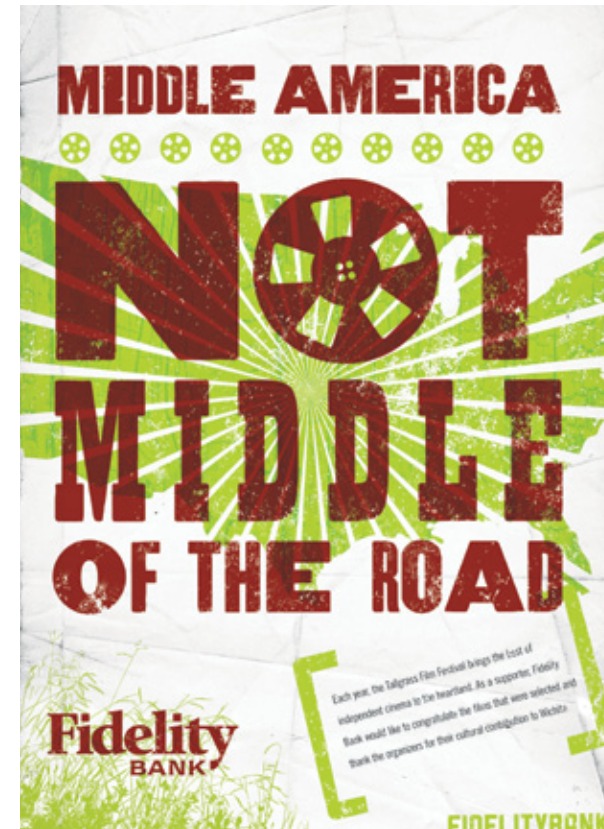
Amy Williams, Writer

Dave Thomas, Account Supervisor

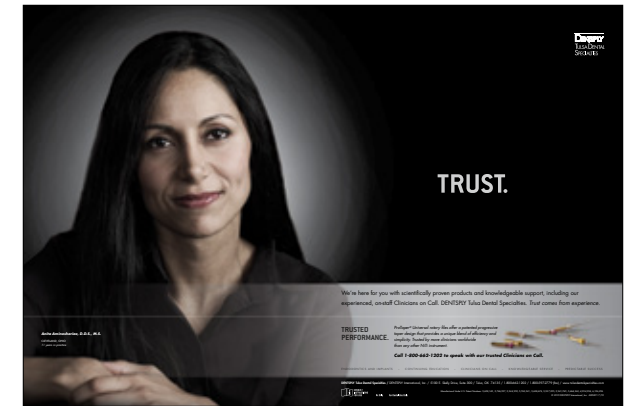
Heath Kennedy, Account Executive

Leslie Blanchet, Account Coordinator

PICTURED ON PAGE 15.



BROTHERS & Co. : TALLGRASS FILM FESTIVAL SPONSORSHIP AD



DAVID CLARK DESIGN: DENTSPLY INSTITUTIONAL ADS, SPREADS



Citation of Excellence

ACROBATANT, LLC
WOMAN'S SERVICES CAMPAIGN
Gilmore Memorial Regional Medical Center

INTERACTIVE MEDIA

WEBSITES, B-TO-B FLASH: SERVICES

ADDY® Award

RETROSPEC FILMS

GIVE ME A SECOND

HysterSister

Kickskirt, Agency
Jeremy Bartel, Director
Jason Burks, Director of Photography
Retrospec Films, Production Company
Liberal Media, Production Company
PICTURED ON PAGE 17.

WEBSITES, B-TO-B HTML / OTHER: PRODUCTS

Citation of Excellence

THE MALONE GROUP
MARCO INDUSTRIES WEBSITE
Marco Industries

WEBSITES, B-TO-B HTML / OTHER: SERVICES

Citation of Excellence

ACROBATANT, LLC
OPTIMITY WEBSITE
Optimity Advisors

Citation of Excellence

BRANDERS, INC.
BRANDERS
Branders, Inc.

WEBSITES, CONSUMER FLASH: PRODUCTS

ADDY® Award

ACROBATANT, LLC

PRIMOS WEBSITE

Primos

Chance Walentiny, Senior Art Director
David Downing, Account Supervisor
Hal Collins, Interactive Director
Michael Eng, Flash
Mark DeMoss, Flash/Programmer
PICTURED ON PAGE 19.

WEBSITES, CONSUMER HTML / OTHER: PRODUCTS

ADDY® Award

ACROBATANT, LLC

YAYA BATS

YaYa Bats

Amy Smith, Web Designer
Angela Lawrence, Account Supervisor
Hal Collins, Interactive Director
PICTURED ON PAGE 19.

WEBSITES, CONSUMER HTML / OTHER: SERVICES

Citation of Excellence

DAVID CLARK DESIGN

CHEROKEE TOURISM WEBSITE

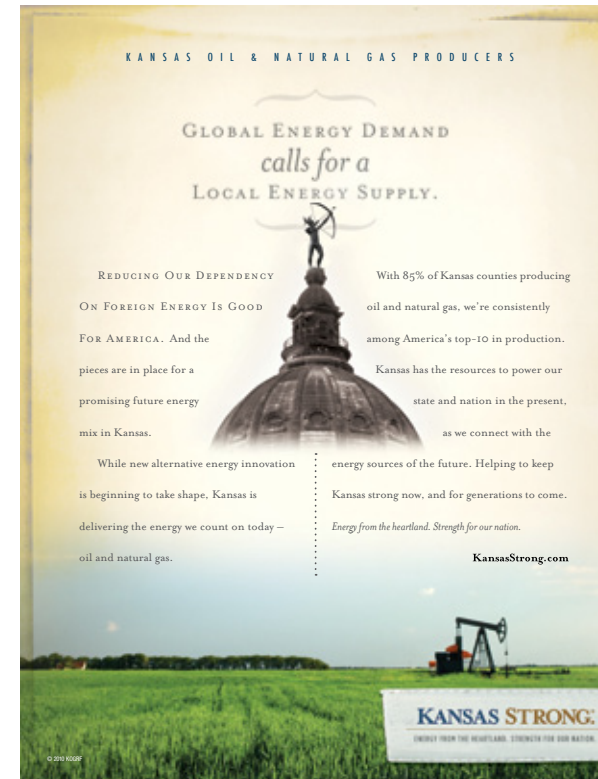
Cherokee Nation Cultural Tourism

Citation of Excellence

STUDIO SAVAGE

PADDLE BOUND RIVER OUTFITTERS WEBSITE

Paddle Bound River Outfitters



BROTHERS & CO.: KANSAS PRINT AD CAMPAIGN



BROTHERS & CO.: KANSAS PRINT ADS



ONLINE: BANNERS / POP-UPS / SCREENSAVERS

Citation of Excellence

DAVID CLARK DESIGN

TULSA SHOCK SPLASH PAGE

Tulsa Shock

ONLINE: INTERNET COMMERCIALS

ADDY® Award

STEELEHOUSE PRODUCTIONS

MY TOP TEN - "BAD SALESMAN"

My Top Ten

Kevin Anderson, Producer

James Farr, Director, Writer, Animator

PICTURED ON PAGE 17.

ADDY® Award

STUDIO SAVAGE

CENTER UNKNOWN ANNOUNCEMENT

Center

Jeffrey W. Savage, Creative Director & Designer

Mark DeMoss, Developer

PICTURED ON PAGE 17.

ONLINE: WEBISODES

ADDY® Award

STEELEHOUSE PRODUCTIONS

GI JOE- 'OPERATION HISS'

Hasbro

Mark Steele, Executive Producer

Kevin Anderson; Executive Producer, Producer

Paul Wizikowski, Producer

James Farr, Director

Eric Lee, Lead Animator

PICTURED ON PAGE 17.

WEBSITES / ONLINE: CAMPAIGN

ADDY® Award

BROTHERS & Co.

NEW MEXICO INDUSTRY BENEFITS WEB BANNERS

Energy Advances New Mexico

Tommy Campbell, Creative Director

Todd Pyland, Associate Creative Director

Amy Williams, Writer

Ashley Saunders, Production Artist

Steven Churchill, Interactive

Michael Galloway, Interactive

Andrew Murray, Art Director

PICTURED ON PAGE 19.

TELEVISION

**LOCAL (1 DMA): :15 OR LESS,
PRODUCTION VALUE UNDER \$10,000**

Citation of Excellence

HINKLE CREATIVE SERVICES

FINE AIRPORT PARKING "POPCORN & DRINKS"

Fine Airport Parking

Citation of Excellence

HINKLE CREATIVE SERVICES

FINE AIRPORT PARKING "ATM"

Fine Airport Parking

Citation of Excellence

HINKLE CREATIVE SERVICES

COSI "SALADS"

COSI RESTAURANTS



RETROSPEC FILMS: GIVE ME A SECOND



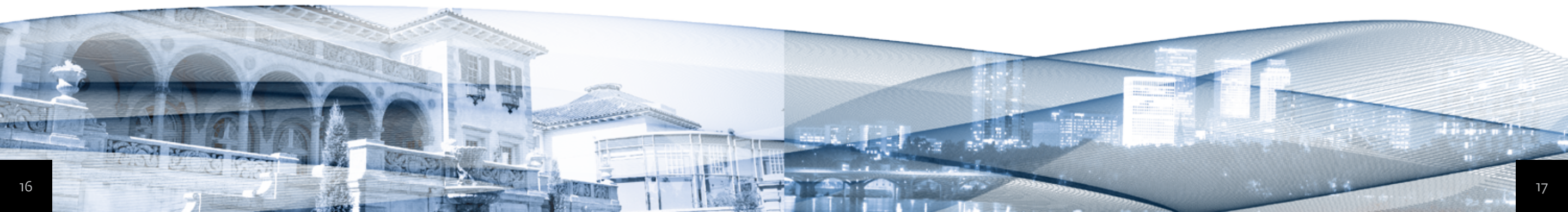
STEELEHOUSE PRODUCTIONS: GI JOE- 'OPERATION HISS'



STUDIO SAVAGE: CENTER UNKNOWN ANNOUNCEMENT



STEELEHOUSE PRODUCTIONS: MY TOP TEN - "BAD SALESMAN"



Citation of Excellence
HINKLE CREATIVE SERVICES
COSI "CATER"
COSI RESTAURANTS

LOCAL, SINGLE (1 DMA): :15 OR LESS
Citation of Excellence
THE MALONE GROUP
HARP TELEVISION COMMERCIAL
Harp Services

LOCAL, SINGLE (1 DMA): :30
Citation of Excellence
BRANDERS, INC.
SHOCKED
Tulsa Shock

Citation of Excellence
RETROSPEC FILMS
WSS CHEROKEE CASINO 'LIMO RIDE'
Cherokee Casino

LOCAL, SINGLE (1 DMA): :60 OR MORE
Citation of Excellence
BROTHERS & Co.
CHESAPEAKE DO SOMETHING :60
Chesapeake Energy

Citation of Excellence
BROTHERS & Co.
CHESAPEAKE MOVING FORWARD :60
Chesapeake Energy

Citation of Excellence
BROTHERS & Co.
NGV IT'S TIME :60
Chesapeake Energy

Citation of Excellence
BROTHERS & Co.
NGV COURAGE TO LEAD :60
Chesapeake Energy

LOCAL: CAMPAIGN
ADDY® Award
BROTHERS & Co.
CHESAPEAKE AMERICA'S CHAMPION OF NATURAL GAS
Chesapeake Energy

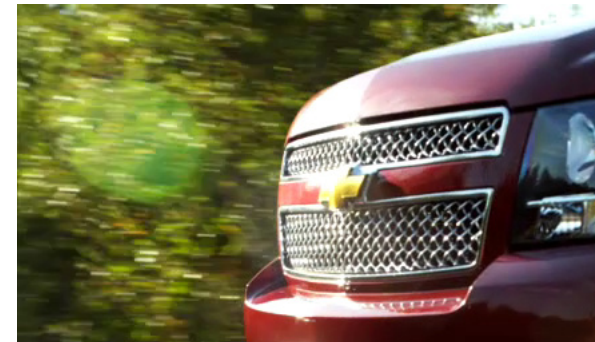
Tommy Campbell, Creative Director
Buddy Pinneo, Writer
Amy Williams, Writer
Jeff Tolle, Account Supervisor
Danya Kokajan, Account Executive
Bailee Duran, Account Coordinator
Steelehouse, Production Company
Film Yard, Production Company
Sam Stanton, Editor/Motor Graphics
Paul Wizikowski, Producer
John Mitchell, Music/Creative Audio Lab
PICTURED ON PAGE 19.



BROTHERS & Co.: NEW MEXICO INDUSTRY BENEFITS WEB BANNERS



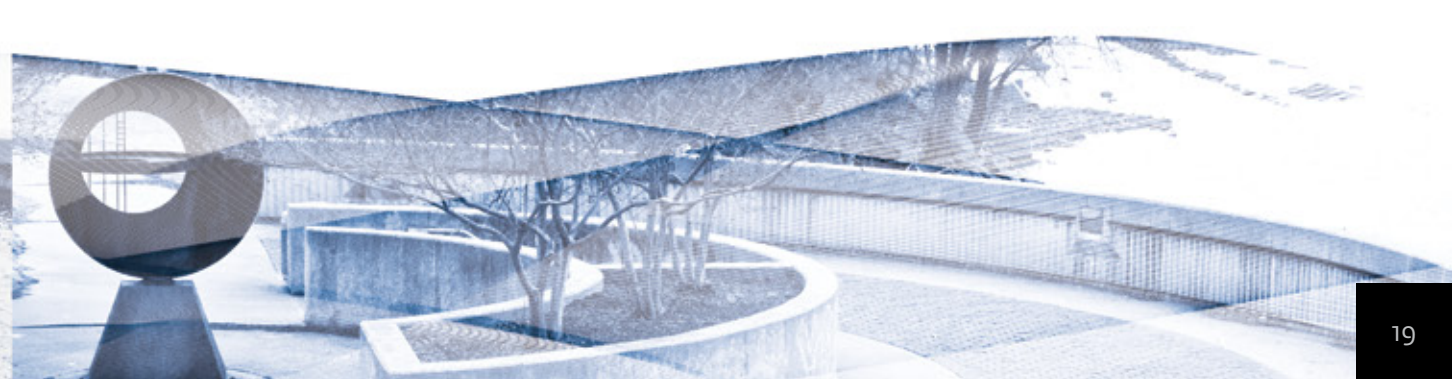
ACROBATANT, LLC: PRIMOS WEBSITE



BROTHERS & Co.: CHESAPEAKE AMERICA'S CHAMPION OF NATURAL GAS



ACROBATANT, LLC: YAYA BATS



ADDY® Award

RETROSPEC FILMS
HARD ROCK HOTEL AND CASINO - 'THE JOINT'
Hard Rock Hotel and Casino

Jason Jordan, Art Director
Jason Burks, Director
Jason Burks, Director of Photography
Retrospec Films, Production Company
PICTURED ON PAGE 21.

ADDY® Award

STEELEHOUSE PRODUCTIONS
TULSA TOUGH
Tulsa Tough

Kevin Anderson, Producer
Jeff Huston, Director
Robert Jobe/Pivot Films, Producer & Cinematographer
PICTURED ON PAGE 21.

Citation of Excellence

HINKLE CREATIVE SERVICES
FINE OUTDOOR PARKING TV CAMPAIGN
Fine Outdoor Parking

Citation of Excellence

THE MALONE GROUP
HARP TELEVISION COMMERCIAL
Harp Services

REGIONAL/NATIONAL TV, SINGLE:

CONSUMER PRODUCTS

Citation of Excellence
BROTHERS & Co.
BUSHNELL FUSION :30
Bushnell Outdoor Products

Citation of Excellence

BROTHERS & Co.
BUSHNELL TROPHY XLT :30
Bushnell Outdoor Products

Citation of Excellence

HINKLE CREATIVE SERVICES
ARBYS TRIPLE CHEESE AND BACON TV
Arbys-US Beef

Citation of Excellence

RETROSPEC FILMS
FRUIT OF THE LOOM
Fruit of the Loom

Citation of Excellence

BROTHERS & Co.
ENERGY TO BRAVE :60
Oklahoma Energy Resource Board

Citation of Excellence

BROTHERS & Co.
KANSAS :60
Kansas Strong

Citation of Excellence

BROTHERS & Co.
MISSION :30
Kansas Strong

Citation of Excellence

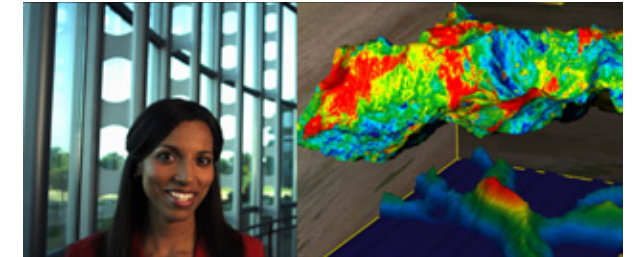
BROTHERS & Co.
OERB YES :90
Oklahoma Energy Resource Board



BROTHERS & Co.: KANSAS PURPOSE & MISSION TV CAMPAIGN ↑ ↗



BROTHERS & Co.: OERB NEXT TV CAMPAIGN ↑ ↗



RETROSPEC FILMS: HARD ROCK HOTEL AND CASINO-'THE JOINT'



STEELEHOUSE PRODUCTIONS: TULSA TOUGH



**REGIONAL / NATIONAL TV CAMPAIGNS:
CONSUMER SERVICES**

ADDY® Award
BROTHERS & Co.
KANSAS PURPOSE & MISSION TV CAMPAIGN
Kansas Strong

Tommy Campbell, Creative Director
Todd Pyland, Associate Creative Director
Dave Thomas, Account Supervisor
Heath Kennedy, Account Executive
Leslie Blanchet, Account Coordinator
Kent Hammond/Epoxy Films, Producer
Justin McClure, Production Company/Lead Animator
Jason Dewey & Anson Fogel, Director/DP
Chad McClure & Cameron Pierron, Animator
John Mitchell, Music/Sound Design/ Creative Audio Lab
PICTURED ON PAGE 21.

ADDY® Award
BROTHERS & Co.
OERB NEXT TV CAMPAIGN

Oklahoma Energy Resource Board
Tommy Campbell, Creative Director
Amy Williams, Writer
Dave Thomas, Account Supervisor
Heath Kennedy, Account Executive
Leslie Blanchet, Account Coordinator
Cloud 9, Production Company
Johnny Graham, Director
Phil Dillon, DP
Brandon Bergin, Editor
Pat Savage, Music/Sound Design
PICTURED ON PAGE 21.

MIXED / MULTIPLE MEDIA

CONSUMER, LOCAL
Citation of Excellence
ACROBATANT, LLC
TEN BUCK TEMPTATIONS CAMPAIGN
Mazzios Pizza

Citation of Excellence
BRANDERS, INC.
SHOCKED 2009
Tulsa Shock

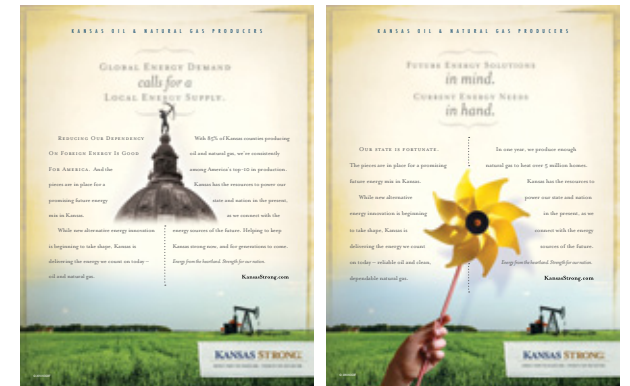
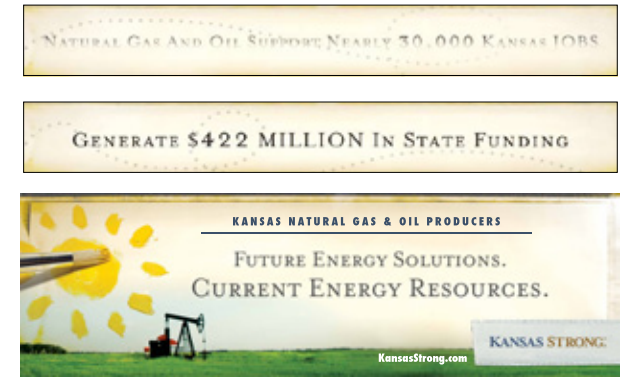
Citation of Excellence
WALSH BRANDING
THRILLSEEKER CAMPAIGN
Osage Million Dollar Elm Casino

CONSUMER, REGIONAL / NATIONAL
ADDY® Award
BROTHERS & Co.
KANSAS MIXED MEDIA CAMPAIGN
Kansas Strong

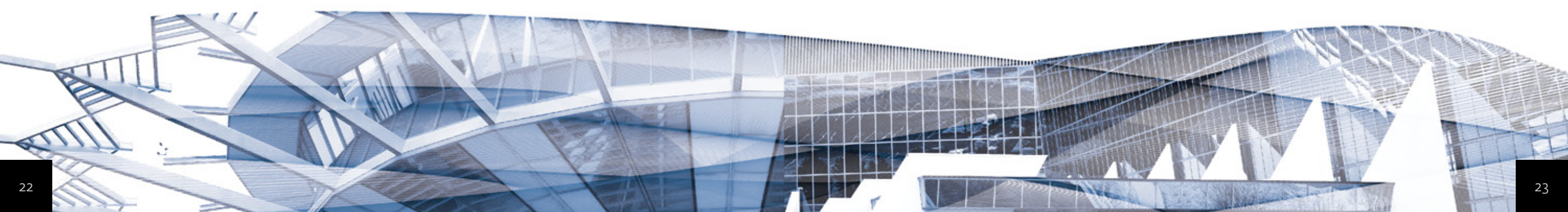
Tommy Campbell, Creative Director
Todd Pyland, Associate Creative Director
Amy Williams, Writer
Ashley Saunders, Production Artist
Richard Garcia, Production Artist
Dave Thomas, Account Supervisor
Heath Kennedy, Account Executive
Leslie Blanchet, Account Coordinator
PICTURED ON PAGE 23.



BROTHERS & Co.: OERB MIXED MEDIA CAMPAIGN



BROTHERS & Co.: KANSAS MIXED MEDIA CAMPAIGN



ADDY® Award
BROTHERS & Co.
OERB MIXED MEDIA CAMPAIGN
 Oklahoma Energy Resource Board
 Tommy Campbell, Creative Director
 Todd Pyland, Associate Creative Director
 Amy Williams, Writer
 Tom Belk, Art Director
 Steven Churchill, Interactive
 Michael Galloway, Interactive
 Travis Miller, Interactive
 Allen Miller, Editor
 Rob Nickels, Graphics/Animation
 Dave Thomas, Account Supervisor
 Heath Kennedy, Account Executive
 Leslie Blanchet, Account Coordinator
 PICTURED ON PAGE 23.

Citation of Excellence
BRANDERS, INC.
STORMY WEATHER
 Cox Communications

ADVERTISING FOR THE ARTS & SCIENCES

COLLATERAL: STATIONERY PACKAGE
ADDY® Award
STUDIO SAVAGE
TULSA OPERA STATIONERY SYSTEM
 Tulsa Opera
 Jeffrey W. Savage, Creative Director & Designer
 PICTURED ON PAGE 25.

COLLATERAL: BROCHURE / SALES KIT
ADDY® Award
STUDIO SAVAGE
TULSA OPERA SEASON BROCHURE
 Tulsa Opera
 Jeffrey W. Savage, Creative Director & Designer
 Maria Gaw, Copywriter
 Hadley Hooper, Illustrator
 Shane Bevel, Photographer
 PICTURED ON PAGE 25.

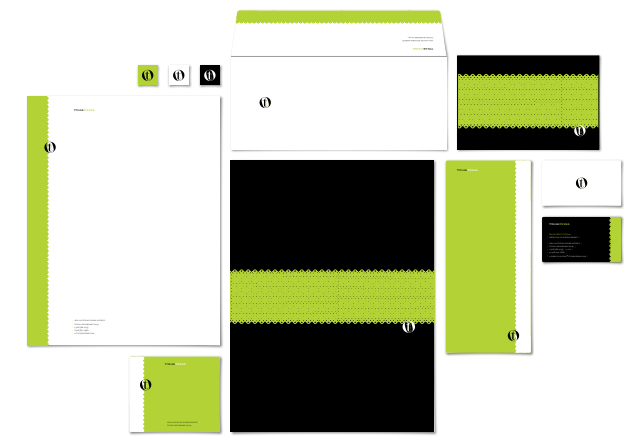
COLLATERAL: POSTER
ADDY® Award
STUDIO SAVAGE
TULSA OPERA POSTER DON GIOVANNI
 Tulsa Opera
 Jeffrey W. Savage, Creative Director & Designer
 Maria Gaw, Copywriter
 Hadley Hooper, Illustrator
 PICTURED ON PAGE 27.

ADDY® Award
STUDIO SAVAGE
TULSA OPERA POSTER LA TRAVIATA
 Tulsa Opera
 Jeffrey W. Savage, Creative Director & Designer
 Maria Gaw, Copywriter
 Hadley Hooper, Illustrator
 PICTURED ON PAGE 27.

ADDY® Award
STUDIO SAVAGE
TULSA OPERA POSTER NORMA
 Tulsa Opera
 Jeffrey W. Savage, Creative Director & Designer



STUDIO SAVAGE: TULSA OPERA SEASON BROCHURE



STUDIO SAVAGE: TULSA OPERA STATIONERY SYSTEM



STUDIO SAVAGE: TULSA OPERA SEATBACK ANNOUNCEMENT



Maria Gaw, Copywriter
Hadley Hooper, Illustrator
PICTURED ON PAGE 27.

COLLATERAL: CARDS, INVITES, ANNOUNCEMENTS

ADDY® Award

STUDIO SAVAGE

TULSA OPERA SEATBACK ANNOUNCEMENT

Tulsa Opera

Jeffrey W. Savage, Creative Director & Designer
Maria Gaw, Copywriter
PICTURED ON PAGE 25.

BROADCAST / ELECTRONIC: TV

ADDY® Award

[BEST OF SHOW: ELECTRONIC]

RETROSPEC FILMS

DALLAS FILM FESTIVAL PROMO

Dallas Film Festival

Jeremy Bartel, Director
Jason Burks, Director of Photography
Retrospec Films, Production Company
Liberal Media, Production Company
PICTURED ON PAGE 29.

CAMPAIGN: SINGLE MEDIUM CAMPAIGN

ADDY® Award

STUDIO SAVAGE

TULSA OPERA SEASON CAMPAIGN

Tulsa Opera

Jeffrey W. Savage, Creative Director & Designer
Maria Gaw, Copywriter
Hadley Hooper, Illustrator
Shane Bevel, Photographer
CAMPAIGN ELEMENTS PICTURED SEPARATELY ON PAGES 25, 27, AND 33.

Citation of Excellence

CUBIC

CONCERT POSTERS

BOK Center

PUBLIC SERVICE

COLLATERAL: ANNUAL REPORT

ADDY® Award

TULSA CITY-COUNTY LIBRARY

ANNUAL REPORT 2009

Tulsa City-County Library

Shelley Cook Campbell, Communications Director
John Fancher, Communications Specialist
Jackie Hill, Publications Manager / Editor
Judy Webb, Brand Manager / Graphic Designer
PICTURED ON PAGE 29.

COLLATERAL: INVITATIONS / ANNOUNCEMENTS

Citation of Excellence

CUBIC

TYPROS AWARD

Tulsa Young Professionals

BROADCAST / ELECTRONIC: TV

ADDY® Award

THE MALONE GROUP

GREATER TULSA ASSOCIATION OF REALTORS

TELEVISION ADVERTISEMENT

Greater Tulsa Association of Realtors

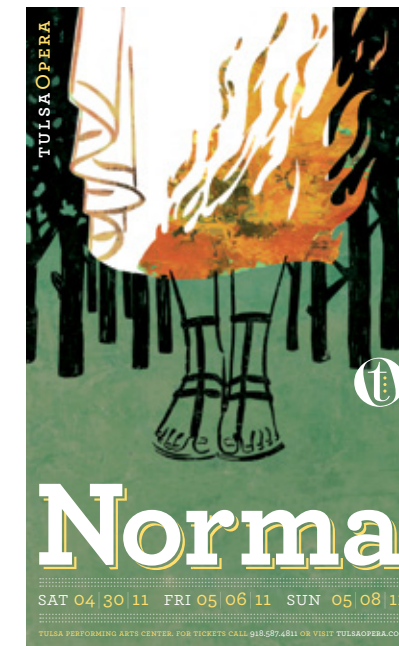
Lori Malone, Principal
Joel Kelley, Creative Director
Jonathan Gates, Designer
PICTURED ON PAGE 29.



STUDIO SAVAGE: DON GIOVANNI POSTER



STUDIO SAVAGE: LA TRAVIATA POSTER



STUDIO SAVAGE: NORMA POSTER



BROADCAST / ELECTRONIC: AUDIO / VISUAL

Citation of Excellence

ACROBATANT, LLC
ONE TEAM ONE MISSION VIDEO
Saint Francis Health System

Citation of Excellence

IHLOFF CREATIVE
IHLOFF SUPPORTS THE ARTS
Arts & Humanities Council of Tulsa

BROADCAST / ELECTRONIC: INTERACTIVE

Citation of Excellence

STEELEHOUSE PRODUCTIONS
SHOP TULSA
Shop Tulsa

CAMPAIGN: SINGLE MEDIUM CAMPAIGN

Citation of Excellence

HKH ADVERTISING
IMPORTANT THINGS - DOWNTOWN TULSA OUTDOOR
Public Service Company of Oklahoma

Citation of Excellence

WALSH BRANDING
OCCJ THIS MACHINE Ad CAMPAIGN
Oklahoma Center for Community and Justice

CAMPAIGN: MIXED / MULTIPLE MEDIA CAMPAIGN

Citation of Excellence

HINKLE CREATIVE SERVICES
PSO MIXED MEDIA CAMPAIGN
AEP/PSO

ADVERTISING INDUSTRY

SELF-PROMOTION

CREATIVE SERVICES AND INDUSTRY SUPPLIERS:

DIRECT MARKETING / SPECIALTY ITEMS

ADDY® Award

BROTHERS & Co.
DEER CAMP INVITE
Brothers & Company

Tommy Campbell, Creative Director
Todd Pyland, Associate Creative Director
Tom Belk, Art Director
John Dunlap, Writer
Eric Barnes, Account Supervisor
Jennifer Jones, Creative Services Manager
PICTURED ON PAGE 31.

ADDY® Award

DAVID CLARK DESIGN
DCD WEBSITE PROMOTIONAL MAILER
David Clark Design

David Clark, Art Director/Designer
Morgan Middleton, Designer
Trey Thaxton, Designer
Laura Crouch, Copywriter
Aaron Mays, Designer
Western Printing, Printer
Fine Arts Engraving, Die Cut
PICTURED ON PAGE 31.

Citation of Excellence

BROTHERS & Co.
ST. JOHN GO-KART T-SHIRT CHALLENGE
St. John Health System



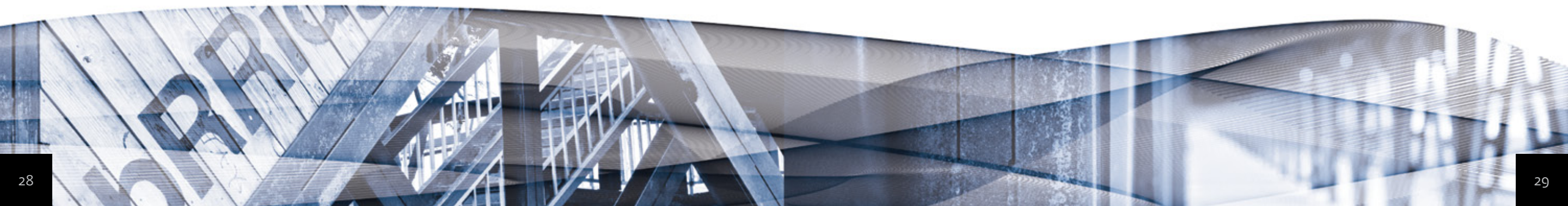
RETROSPEC FILMS: DALLAS FILM FESTIVAL PROMO



TULSA CITY-COUNTY LIBRARY: ANNUAL REPORT 2009



THE MALONE GROUP: GREATER TULSA ASSOCIATION OF REALTORS TV



Citation of Excellence
RAFFE PHOTOGRAPHY, INC.
 CIRCUS FLORA BOOK
 Raffe Photography, Inc.

**CREATIVE SERVICES AND INDUSTRY SUPPLIERS:
 CARDS / INVITATIONS / ANNOUNCEMENTS**

ADDY® Award
CUBIC
PAUSE
 Cubic

Winston Peraza, Creative Director
 Jake Sullivan, Associate Creative Director
 Tina Fincher, Senior Art Director
 PICTURED ON PAGE 33.

ADDY® Award
WALSH BRANDING
WALSH CHRISTMAS CARD 2009
 Walsh Branding

Kerry Walsh, Creative Director
 Mike Martin, Creative Director
 Cassie Drake, Designer
 Carl Brandvold, Account Executive
 PICTURED ON PAGE 31.

Citation of Excellence
DAVID CLARK DESIGN
DCD HOLIDAY CARD
 David Clark Design

ELEMENTS OF ADVERTISING

Logo
ADDY® Award

CUBIC
DUST BOWL
 McNellies Group
 Winston Peraza, Creative Director
 Tina Fincher, Senior Art Director
 Billy Kulkin, Account Administrator
 PICTURED ON PAGE 33.

ADDY® Award
[JUDGE'S CHOICE: BEST USE OF SPACE]

STUDIO SAVAGE
TULSA OPERA LOGO
 Tulsa Opera
 Jeffrey W. Savage, Creative Director & Designer
 PICTURED ON PAGE 33.

Citation of Excellence
CUBIC
URBANO
 Urbano Elements

Citation of Excellence
WALSH BRANDING
WHITE BUFFALO LOGO
 White Buffalo Development Company

Citation of Excellence
WALSH BRANDING
TULSA PUBLIC SCHOOLS LOGO
 Tulsa Public Schools



WALSH BRANDING: WALSH CHRISTMAS CARD 2009



BROTHERS & Co.: DEER CAMP INVITE



DAVID CLARK DESIGN: DCD WEBSITE PROMOTIONAL MAILER



ILLUSTRATION: SINGLE

Citation of Excellence

BROTHERS & Co.
BRADLEY FAIR CONCERT PRINT
Fidelity Bank

PHOTOGRAPHY: BLACK AND WHITE

Citation of Excellence

AMATUCCI PHOTOGRAPHY
ABANDONED EYES
Amatucci Photography

Citation of Excellence

AMATUCCI PHOTOGRAPHY
ABANDONED LITTLE GIRL
City Rescue Mission

Citation of Excellence

RAFFE PHOTOGRAPHY, INC.
ONE LUCKY ELEPHANT MOVIE POSTER
One Lucky Elephant, LLC

PHOTOGRAPHY: COLOR

Citation of Excellence

AMATUCCI PHOTOGRAPHY
ABANDONED LITTLE GIRL
City Rescue Mission

Citation of Excellence

AMATUCCI PHOTOGRAPHY
AMSTERDAM BICYCLE
Globus family of brands

Citation of Excellence

AMATUCCI PHOTOGRAPHY
AFRO GRAFFITI FOLIAGE
Globus family of brands

Citation of Excellence

AMATUCCI PHOTOGRAPHY
ONEOK FIELD
Manhattan Construction

Citation of Excellence

AMATUCCI PHOTOGRAPHY
POWER OF 10 MINUTES
St. Anthony's Hospital

PHOTOGRAPHY: CAMPAIGN

Citation of Excellence

AMATUCCI PHOTOGRAPHY
COCA-COLA RUINS
Amatucci Photography

Citation of Excellence

RAFFE PHOTOGRAPHY, INC.
CIRCUS FLORA: HOVEY, ANNIE & LI'L DONALD
Circus Flora

Citation of Excellence

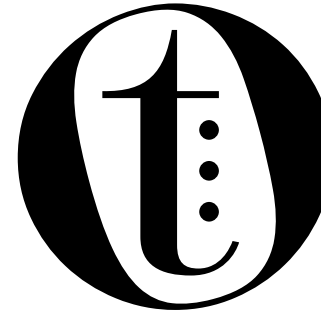
RAFFE PHOTOGRAPHY, INC.
ADAM RICHMAN - 'MAN V. FOOD'
Draft Magazine

Dust Bowl
LANES & LOUNGE

CUBIC: DUST BOWL



CUBIC: PAUSE



STUDIO SAVAGE: TULSA OPERA LOGO



ANIMATION OR SPECIAL EFFECTS: VIDEO OR FILM

ADDY® Award
BROTHERS & Co.
BUSHNELL FUSION :30
Bushnell Outdoor Products
Tommy Campbell, Creative Director
John Dunlap, Writer
Eric Barnes, Account Supervisor
Kevin Waggoner, Account Executive
Steelehouse, Production Company
Sam Stanton, Editor/Motion Graphics
Paul Wizikowski, Producer
PICTURED ON PAGE 34.

Citation of Excellence
RETROSPEC FILMS
CHRIS NIKEL MITSUBISHI
Chris Nikel Mitsubishi



BROTHERS & Co.: BUSHNELL FUSION :30

ANIMATION OR SPECIAL EFFECTS: INTERNET

ADDY® Award
BROTHERS & Co.
CHESAPEAKE IMAGINE IF VIDEO
Chesapeake Energy
Tommy Campbell, Creative Director
Buddy Pinneo, Writer
Jeff Tolle, Account Supervisor
Danya Kokojan, Account Executive
Bailee Duran, Account Coordinator
Steelehouse, Production Company
Sam Stanton, Animation/Motion Graphics
Paul Wizikowski, Producer
PICTURED ON PAGE 34.



BROTHERS & Co.: CHESAPEAKE IMAGE IF VIDEO

CINEMATOGRAPHY

Citation of Excellence
CUBIC
ALL YOU EVER WANTED
Rhonda Bly



STUDENT AWARDS



INTERACTIVE MEDIA: WEBSITE

ADDY® Award

Taylor Smith, UNIVERSITY OF TULSA
Club 209 WEBSITE
Club 209

Taylor Smith, Graphic Designer & Photographer
PICTURED ON PAGE 40.

EDITORIAL DESIGN: COVER

ADDY® Award

Lindsay Sinclair, NORTHEASTERN STATE UNIVERSITY
LOVELY BONES BOOK ILLUSTRATION
Northeastern State University

PICTURED ON PAGE 39.

RADIO

Citation of Excellence

THE AD PROGRAM AT THE UNIVERSITY OF TULSA
CONFERENCE USA RADIO "BIG THINGS"
Conference USA Basketball Tournament

TELEVISION

ADDY® Award

Blake Marfechuk, UNIVERSITY OF TULSA
INCARCERATED WOMEN IN OKLAHOMA - 1
Studio Blue

Blake Marfechuk, Editor
Jacob Johnson, Director
Charlie Wood, Producer
Studio Blue, Creative Director
PICTURED ON PAGE 40.

ADDY® Award

Blake Marfechuk, UNIVERSITY OF TULSA
INCARCERATED WOMEN IN OKLAHOMA - 2
Studio Blue

Jacob Johnson, Director
Blake Marfechuk, Editor
Charlie Wood, Producer
Studio Blue, Creative Director
PICTURED ON PAGE 40.

Citation of Excellence

THE AD PROGRAM AT THE UNIVERSITY OF TULSA
CONFERENCE USA TELEVISION "BIG THINGS"
Conference USA Basketball Tournament

Citation of Excellence

THE AD PROGRAM AT THE UNIVERSITY OF TULSA
STATE FARM TV "FISHING"
State Farm

Citation of Excellence

THE AD PROGRAM AT THE UNIVERSITY OF TULSA
STATE FARM TV "POOL"
State Farm

MIXED MEDIA: CAMPAIGN

ADDY® Award

THE AD PROGRAM AT THE UNIVERSITY OF TULSA
STATE FARM "COOL OLD GUY" CAMPAIGN
State Farm

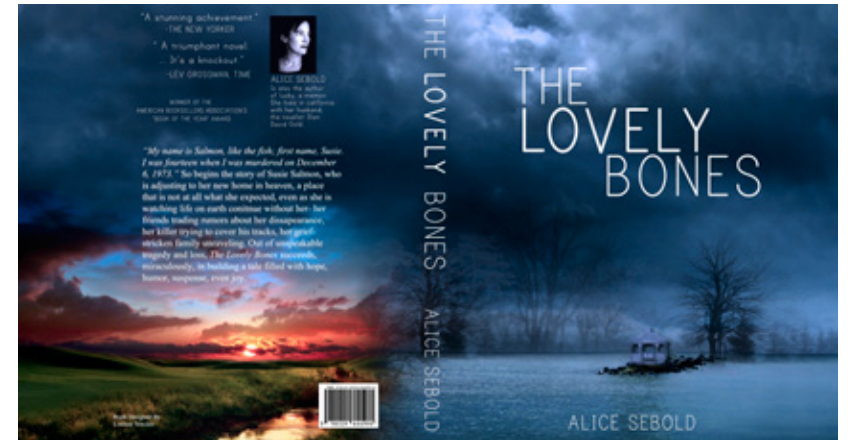
Hunter Cates, Copywriter
Rob Nickels, Producer/Director
Taylor Smith, Graphic Design
Amanda Morton, Graphic Design
Justin Hobbs, Graphic Design
TU NSAC Class, Administration
PICTURED ON PAGE 37.



Saxon Campbell, NSU:
MAXFACTOR MAKEUP ↑



Lindsay Sinclair, NSU:
LOVELY BONES BOOK ILLUSTRATION →



Citation of Excellence

THE AD PROGRAM AT THE UNIVERSITY OF TULSA
CONFERENCE USA "BIG THINGS"
Conference USA Basketball Conference

ELEMENTS OF ADVERTISING: LOGO

Citation of Excellence

TAYLOR SMITH, UNIVERSITY OF TULSA
ROCKY HORROR SHOW AT THE JOINT LOGO
Rocky Horror Show, Hard Rock Casino

Citation of Excellence

TAYLOR SMITH, UNIVERSITY OF TULSA
WEST SIDE STORY PRODUCTION LOGO
St. Andrew's Episcopal School, Austin

ELEMENTS: DIGITALLY ENHANCED ILLUSTRATION

Citation of Excellence

CALEB HEAD, NORTHEASTERN STATE UNIVERSITY
HOUND OF THE BASKERVILLES BOOK COVER
Northeastern State University

Citation of Excellence

CALEB HEAD, NORTHEASTERN STATE UNIVERSITY
UGLY DUCKLING BOOK COVER
Northeastern State University

ELEMENTS: DIGITALLY ENHANCED PHOTOGRAPHY

Citation of Excellence

TAYLOR SMITH, UNIVERSITY OF TULSA
CLUB 209 PHOTOGRAPHY CAMPAIGN
Club 209

Citation of Excellence

TAYLOR SMITH, UNIVERSITY OF TULSA
TULSA DOWNTOWN FOR TULSA CAMERATA
Tulsa Camerata



BLAKE MARFECHUK, TU: INCARCERATED WOMEN IN OKLAHOMA 1



BLAKE MARFECHUK, TU: INCARCERATED WOMEN IN OKLAHOMA 2



TAYLOR SMITH: CLUB 209 WEBSITE



SPECIAL AWARDS



JUDGES' CHOICE

DISRUPTING CREATIVE EXPECTATIONS

STUDIO SAVAGE
CENTER PARTS AD
Center

Jeffrey W. Savage, Creative Director & Designer
William Laven, Photographer

MINI MAXIMUS: SMALL SPACE. BIG IMPACT.

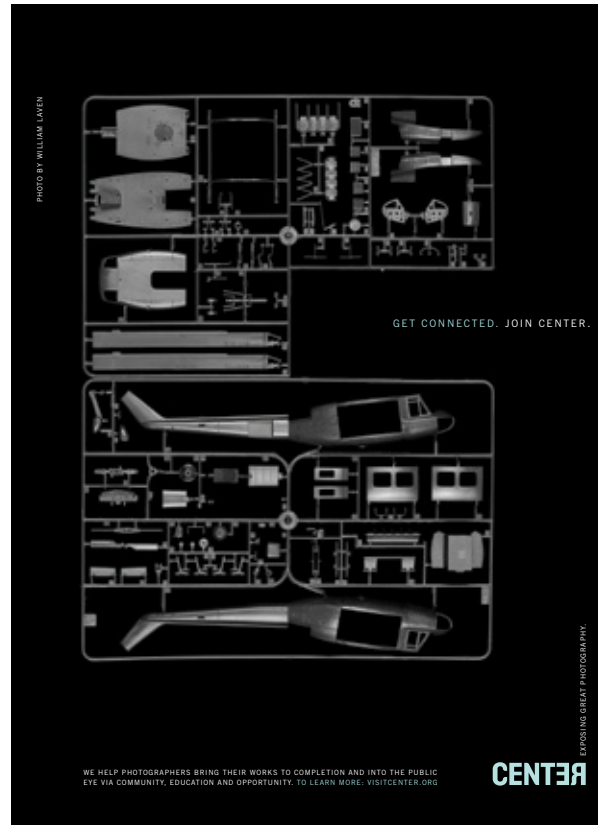
BRANDERS, INC.
LOOPS MINI
Loops

Brent Brander, Art Director
Shelley Brander, Copywriter

BEST USE OF SPACE

STUDIO SAVAGE
TULSA OPERA LOGO
Tulsa Opera

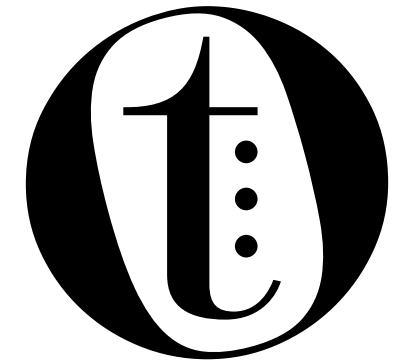
Jeffrey W. Savage, Creative Director & Designer



DISRUPTING CREATIVE EXPECTATIONS



MINI MAXIMUS: SMALL SPACE. BIG IMPACT.



BEST USE OF SPACE



BEST OF SHOW

PRINT

WALSH BRANDING

BOY SCOUTS OF AMERICA:

INDIAN NATIONS COUNCIL CAPITAL CAMPAIGN

Boy Scouts of America - Indian Nations Council

Kerry Walsh, Creative Director

Jerilyn Raffe, Senior Designer

Annell Dornblaser, Account Executive

ResourceOne, Printer



PRINT: INDIAN NATIONS COUNCIL CAPITAL CAMPAIGN

ELECTRONIC

RETROSPEC FILMS

DALLAS FILM FESTIVAL PROMO

Dallas Film Festival

Jeremy Bartel, Director

Jason Burks, Director of Photography

Retrospec Films, Production Company

Liberal Media, Production Company



ELECTRONIC: DALLAS FILM FESTIVAL PROMO



STUDENT: MAXFACTOR MAKEUP



SILVER ADDY

ROSIE HINKLE

An unassuming woman, Rosie will be surprised that she was chosen by a group of her peers for this year's Silver ADDY. Not expecting to be recognized for the hundreds of hours she volunteers for the Tulsa Advertising Federation (TAF), Rosie would say she is "just doing my part". But if you ask any of the TAF Board of Directors, you will hear how Rosie is a stellar example of excellence—always going above and beyond the call of duty for her chosen profession, her community and the Tulsa Advertising Federation.

If you know Rosie, you know that she is a huge fan of Abraham Lincoln and so it is no surprise that she was born in Springfield, Illinois. With absolute humility, like Lincoln, we can even imagine her echoing one of his infamous quotes. *"I do the very best I know how—the very best I can; and I mean to keep on doing so until the end."* – Abraham Lincoln.

Rosie started her advertising and publishing career more than 30 years ago when she moved to Tulsa in 1977. Her first job was at the Stephenson agency then she worked for Hood-Hope & Associates and AckermanMcQueen. As Rosie gained experience, she then joined Mary Brett & Associates as an associate editor of *Tulsa, The Annual Report*. After Mary's unexpected death, Rosie was hired by Towery Publishing

to continue in the same capacity. Rosie currently serves as the Editor and Publisher of *Vision Tulsa* Magazine and assists her husband, Bill, at Hinkle Creative Services. Rosie has always been successful in her advertising and publishing career because she gives her full dedication to her career and works hard to continually produce a quality product for her clients and constituents.

Rosie is very involved in her community and her church where her foremost concern is the betterment and quality of life for her fellow man. Rosie serves on the executive council of her church, Joy Lutheran, and—in addition—just recently served as a committee member for the church's upcoming \$1 million capital campaign. She has served on Joy Lutheran's stewardship and social committees. She was a co-chairman for two years of the WAC Basketball tournament Volunteer Committee (recruiting and coordinating over 150 volunteers). If that is not enough, each year she travels in support and to serve as a chaperone for University of Tulsa's NSAC student team. And this year, Rosie and Bill will serve as Event Chairs of the ARTSCAPE 2011—the annual fund raiser for The Tristesse Grief Center.

But most of us know Rosie as the Executive Director of the Tulsa Advertising Federation. Tulsa's Ad Club

has been a recipient of Rosie's steadfast commitment for more than 20 years. Never satisfied with the status quo, Rosie spends countless hours finding new ways to provide program excellence resulting in a stronger financial position so TAF can continue to award scholarships to area college and university students. More than \$50,000 in scholarships has been awarded in the last two decades. Rosie's unwavering principles of integrity, character and fiscal stewardship have built a stronger and better Ad Club for Tulsa. Year after year, Rosie leads this organization with zest and endless dedication and energy.

In 2001, Rosie was awarded the TAF's Silver Spur Award for outstanding service and that same year the Board of Directors renamed their top college scholarship the *Rosie Hinkle Scholarship* in recognition of Rosie's steadfast service to TAF.

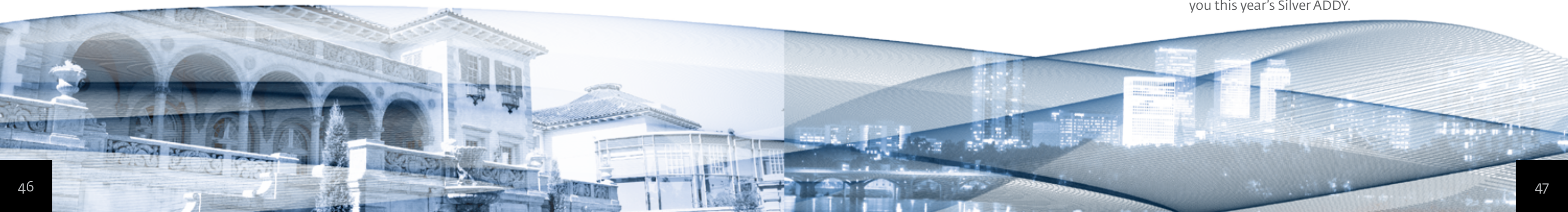
Rosie has two children, Kristie of Palm Springs, California and Brad of Bixby; and four grandsons, Cameron, age 10; Matthew, age 9; Jordan age 8; and Braden 16 months.

Rosie and Bill were married on Valentine's Day and have just celebrated their 25th Anniversary earlier this week.



Congratulations, Rosie! We honor you tonight not only for what you have accomplished, but also for who you are. A leader. A mentor. A friend.

Historians have claimed that Lincoln may be considered one of the greatest leaders of our country and at 6' 4" everyone looked up to him. So we thought it was appropriate to let you know—Rosie, we consider you to be one of the greatest leaders in our history and we look up to you *every day*. We are proud to award you this year's Silver ADDY.



PREVIOUS SILVER ADDY WINNERS

1962 Les Haugher	1978 Tom Tripp
1063 George Knapp	1979 Helen Deupree, & John Deupree
1964 John Whitney	1980 Phyllis Radcliffe
1965 Phyllis Edmonds	1981 Marvin McQueen
1966 Ed Neibling	1982 John Condon
1967 Carl Flynn	1983 Chuck Hood, Steve Hope
1968 Sadie Adwon	1984 Bob Hawks
1969 Ken Greenwood	1985 Les Boyle
1970 Don Mitchell	1986 Carl Smith
1971 Cecille Bales	1987 Stewart Cremer
1972 Dick Schmitz	1988 Chad Steward
1973 W.F. Hinkle, Jim Crawford, & Ron Fleming	1989 Rick Rodgers
1974 Bob Lengacher	1990 Margaret Butler
1975 Madge Clark	1991 Bob Daily
1976 Montez Tjaden	1992 Jay Brothers
1977 John Bethell	1993 Steve Turnbo

PREVIOUS EDDY WINNERS

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

EDDY AWARD



AVCOM PRODUCTIONS, INC.

The past recipients of the Tulsa Ad Federation's EDDY Award have all had certain things in common: *A commitment to quality and professional expertise, care and concern for their industry and their community ... and a desire to "give back."*

This year's recipient, AVCOM Productions, Inc. has also brought these attributes to our industry for the past thirty-eight years.

AVCOM began as an advertising production division of a local agency, Advertising Incorporated in 1973, under the leadership of Charles "Chuck" Halliburton. However, they also got involved in agency client's meetings and events. Then, in 1981, still guided by Halliburton, it became an independent corporation, specializing in events, presentations and other related productions.

From the beginning, AVCOM was a pioneer in bringing multi-image shows to the state. In the 70's, a mixture of slides, film, audio and video were all controlled manually at first, then by emerging computer technology in the early 80's.

When you look at the number of accounts and projects AVCOM has dealt with over the years, and the number of "repeat-performances," you get the idea their clients were, and are, overwhelmingly satisfied with the work that has been done.

From national conventions to training programs, AVCOM'S goal has been to bring enthusiasm, excitement and entertainment and does so through creative concepts and themes, talent and speaker bookings, speech writing and graphic support, video and multi-screen production, set design, plus direction and management of the projects on-site.

Oklahoma advertising and industrial clients in previous years have included Otasco, Safeway, Oklahoma Natural Gas, Public Service Company, Bank of Oklahoma, Phillips Petroleum, Kerr McGee, Pennwell Publishing, Hilti and IC Corporation-Bus Division.





Current clients include Dollar-Thrift Automotive Group, Sonic Drive-Ins Franchise Groups and QuikTrip Corporation, to name a few.

What happens at these national, regional and local events each year goes a long way toward inspiring

and motivating all involved, as well as enhancing the image of the brand.

Over the years, AVCOM has produced 19 Sonic Drive-In national conventions and in November of '06, AVCOM joined with several other area companies

to produce the spectacular Oklahoma Centennial opening ceremonies in downtown Tulsa. The next year, they were enlisted by the Tulsarama committee to produce the unveiling ceremonies and documentary of Tulsa's Buried Belvedere.

Recent projects include QuikTrip's 50th Anniversary festival, Tulsa Air and Space Museum's air show, and Citgo's 50th Anniversary convention in Orlando.

AVCOM has always made it a point to "give back" to the community and local causes ... they produced the annual Victory Celebrations of the Tulsa Area United Way for over two decades. Other examples include Tulsa Alzheimers' Association, The Salvation Army, Red Cross, Folds of Honor, Youth Services, YWCA, Tulsa Cares and Tulsa Metro Chamber.

And for many years, before spring became their busiest period, AVCOM contributed to the Tulsa ADDY Awards - starting with a multi-image slide show, then adding video and multiple screens for a big

show multi-media experience. There is little doubt that if there were a need to ask AVCOM for assistance on any Tulsa Ad Club industry or community project, they would immediately respond, if at all possible.

Today, AVCOM uses state-of-the art digital production and presentation technology to continue to bring a "WOW" factor to their client's projects, to build and enhance the brand's equity and to make the audience feel inspired by the moment!



BARRY FRIEDMAN, EMCEE

A comedian, born in 1957, Barry started—shrewdly deducing that Tulsa, not New York City, was the place to launch his comedy career. And he's flourished. All right, maybe not *flourished* flourished, but once, performing at the old Maxim Hotel in Las Vegas, Buddy Hackett's son, Sandy, bought him breakfast. You've heard of "Six Degrees of Separation"? Barry was only two away.

Barry performs in Las Vegas, Reno, Atlantic City, on cruise ships, and in the Bahamas, where he once met a cabin girl named Inga who, disappointingly, didn't know Swedish. He has appeared in national commercials and the breathtakingly forgettable UHF with "Weird Al" Yankovic, which still provides him with \$12 residual checks every time some Lithuanian cinema owner thinks he's securing an American comedy classic.

Barry looks best in black, grays, olive greens and teal and was once told that he was "the best looking Jewish man I've ever seen" by a drunk girl in Jacksonville, who then clarified, "Oh, don't get me wrong, you're a good-looking guy, but for a Jewish guy, wow!"

In May of 2002, his first book, *Road Comic* (Hawk Publishing), was released. An autobiographical look at his life on the comedy circuit, it was a raw, funny, pathetic, relentless, and self-glorifying look at how

a man shouldn't spend his 30s and 40s. In his second book, *Funny You Should Mention It* (Hawk), a collection of essays, Barry continues to explore the cultural zeitgeist of life, love, humor, gun shows, and Winnie Cooper, but with less emphasis on random sex with naked cocktail waitresses and understanding troubled Germans on which he obsessed in *Road Comic*.

Barry does radio commentary and often guest hosts Studio Tulsa, a daily news and affairs show, on NPR; has appeared in *Esquire*; writes a monthly column "Barry Friedman at Large" for *TulsaPeople*; contributes to *MediaPost*; is a regular commentator on *The Spanky Brown Show*, a daily internet sports program; and is a contributing writer for *Explorer Magazine*, an oil and gas journal, which, in itself, is humorous, because Barry knows nothing about the oil and exploration business and has actually hurt himself pumping his own gas.

P.S. Barry doesn't trust anyone who refers to him or herself in third person.



2010 DISTRICT AND NATIONAL AWARDS



2010 NATIONAL ADDYS

PUBLIC SERVICE, CAMPAIGN

Silver ADDY® Award

LITTLEFIELD

POSTER CAMPAIGN

Tulsa Health Department

Libby Bender, Creative Director

Jason Jordan, ACD

Gale Venosdel, Art Director

Cullen Koger, Copywriter

Cori Danini, Illustrator

Paige Casteel, Creative Services Manager

Jennifer Cyr, Creative Services Assistant

Laurie Tilley, Brand Supervisor

Kenna Dean, Project Manager

Danica Bruce, Brand Planner

PHOTOGRAPHY, BLACK AND WHITE

Silver ADDY® Award

AMATUCCI PHOTOGRAPHY

SHAQUILLE O'NEAL

Enlyten

John Amattu, Photographer

Chad Mjos, Art Director

Nicci Atchley, Marketing/PR/CD

PHOTOGRAPHY, COLOR

Silver ADDY Award®

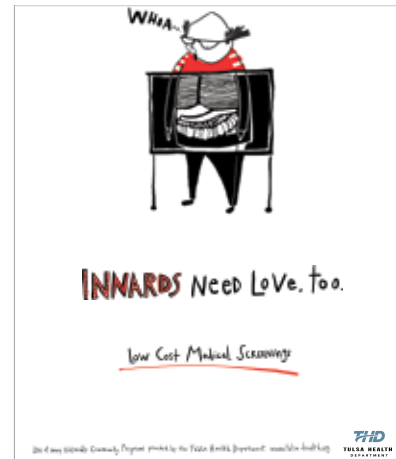
AMATUCCI PHOTOGRAPHY

TESTIMONIAL ELECTRONIC GAMER

Osage Casino

John Amattu, Photographer

Mike Martin, Creative Director



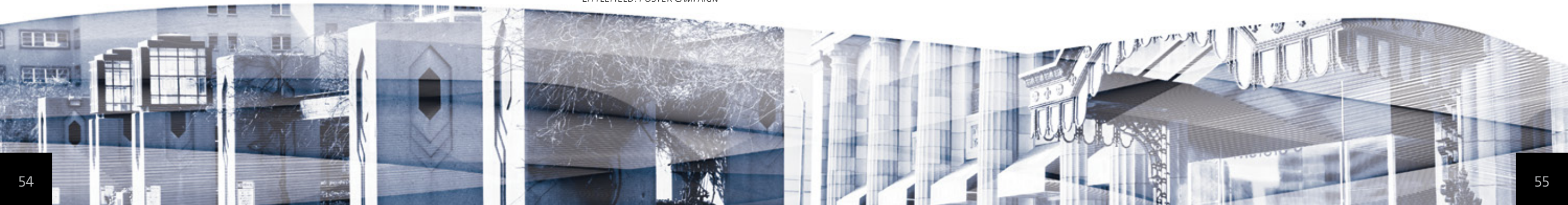
LITTLEFIELD: POSTER CAMPAIGN



AMATUCCI PHOTOGRAPHY: SHAQUILLE O'NEAL



AMATUCCI PHOTOGRAPHY: TESTIMONIAL ELECTRONIC GAMER



2010 DISTRICT ADDYS

AMATUCCI PHOTOGRAPHY

Gold ADDY® Award

SHAQUILLE O'NEAL
Enlyten

Gold ADDY® Award

TESTIMONIAL ELECTRONIC GAMER
Osage Casino

Silver ADDY® Award

GRAFFITI ART OF BUS STOP MEXICO
Amatucci Photography

Silver ADDY® Award

GRAFFITI RUINS IN MEXICO
Amatucci Photography

Silver ADDY® Award

LOS CABOS (JESUSITA)
Amatucci Photography

Silver ADDY® Award

MEXICO LANDSCAPES
Amatucci Photography

Silver ADDY® Award

TESTIMONIAL ELECTRONIC GAMER
Osage Casino

Bronze ADDY® Award

RATIONALIST RIVER SPIRIT CASINO
River Spirit Casino

Bronze ADDY® Award

RATIONALIST RIVER SPIRIT CASINO
River Spirit Casino

Bronze ADDY® Award

SCRUBBING IN
St. Anthony's Hospital

Silver ADDY® Award

AMATUCCI PHOTOGRAPHY WEBSITE
Amatucci Photography

BROTHERS & Co.

Silver ADDY® Award

AMERICAN CLEANS SKIES TELEVISION
American Clean Skies Foundation

Silver ADDY® Award

CARNEGIE LIBRARY GRAND OPENING
Fidelity Bank

Silver ADDY® Award

OERB AMERICA WINS CAMPAIGN
OERB

Bronze ADDY® Award

CARNEGIE LIBRARY POSTCARD BROCHURE
Fidelity Bank

CUBIC

Gold ADDY® Award

YOKOZUNA SIGNAGE
McNellie's Group

Silver ADDY® Award

MARSHALL BREWING CO WEBSITE
Marshall Brewing Co

Silver ADDY® Award

YOKOZUNA MENUS
McNellie's Group

Silver ADDY® Award

TULSA PERFORMING ARTS CENTER
Tulsa Performing Arts Center

Bronze ADDY® Award

BOOK(ED) 365
BOK Center

Bronze ADDY® Award

TULSA PERFORMING ARTS CENTER
Tulsa Performing Arts Center

DAVID CLARK DESIGN

Gold ADDY® Award

DCD WEBSITE
David Clark Design

LITTLEFIELD

Gold ADDY® Award

TULSA HEALTH DEPARTMENT :15 TV
Tulsa Health Department

Gold ADDY® Award

TULSA HEALTH DEPARTMENT POSTER
Tulsa Health Department

Silver ADDY® Award

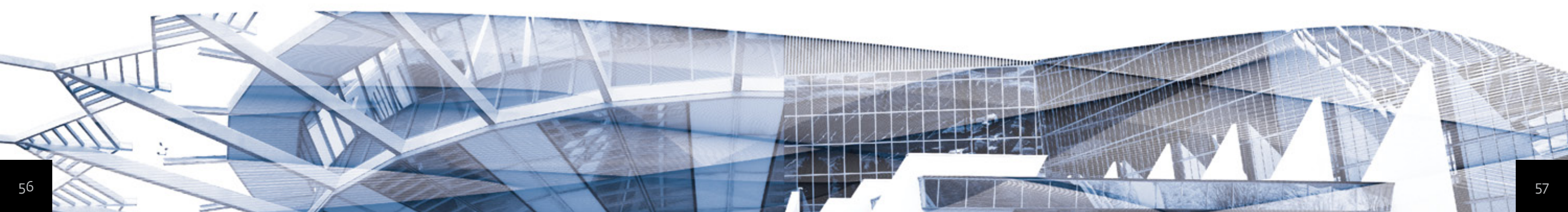
TULSA HEALTH DEPARTMENT "BAD TULSA"
Tulsa Health Department

Silver ADDY® Award

RIVER SPIRIT CASINO "CHARACTERS"
River Spirit Casino

Silver ADDY® Award

TULSA HEALTH DEPARTMENT "COOTIES"
Tulsa Health Department



Silver ADDY® Award

TULSA HEALTH DEPARTMENT "INNARDS"
Tulsa Health Department

Bronze ADDY® Award

LITTLEFIELD 2008 CHRISTMAS "CARD"
Littlefield

Bronze ADDY® Award

DITCH WITCH ALL TERRAIN AD THE CHARLES
Machine Works, Inc.

Bronze ADDY® Award

DITCH WITCH VAC SYSTEMS AD THE CHARLES
Machine Works, Inc.

Bronze ADDY® Award

TULSA HEALTH DEPARTMENT "MOSQUITO"
Tulsa Health Department

RETROSPEC FILMS

Gold ADDY® Award

RICHARDS GROUP - SIGN ME UP
Stan Richards Group

THE MALONE GROUP

Silver ADDY® Award

FLINTCO HOLIDAY CARD
The Flintco Companies, Inc.

Silver ADDY® Award

WISDOM FEATHER
The Flintco Companies, Inc.

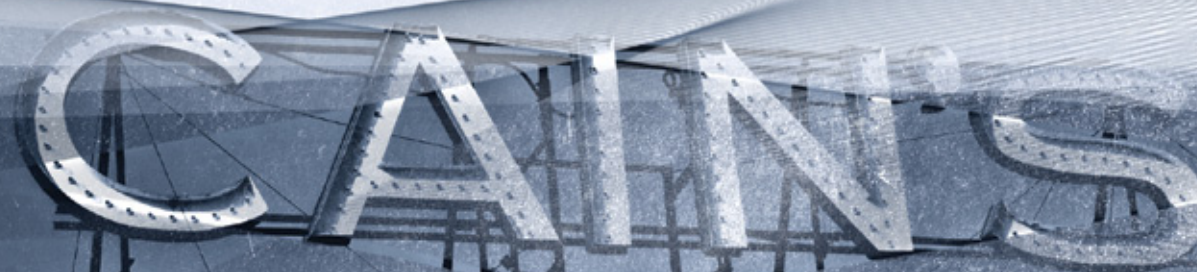
WALSH BRANDING

Bronze ADDY® Award

PAC TRUST SEASON 2009-10
Tulsa Performing Arts Center



IN MEMORIAM



RICHARD D. "DICK" CLARY, SR.

Richard D. "Dick" Clary, Sr., was born May 21, 1932 in Auburn, New York, the son of Dr. and Mrs. Austin Clary. He graduated from The Hill School in Pottstown, Pennsylvania and attended St. Bonaventure University in New York. He transferred to the University of Tulsa where he was a member of the men's varsity golf team and graduated in 1956. He served two years in the U.S. Army and married Margaret Mecum of Tulsa in 1957.

Dick was the owner and operator of Clary Advertising, Inc., for 35 years. He served on the Diocese of Oklahoma Vocations board and the boards of the Tulsa Boy's Home and the "On the Bricks" program for released inmates. He was the inaugural Commodore of the Grand Lake Yacht Squadron and was an accomplished sailor.

Dick passed away in September of 2010 and is survived by his wife Margaret and their five children.

CYNTHIA LAVERNE STAAB

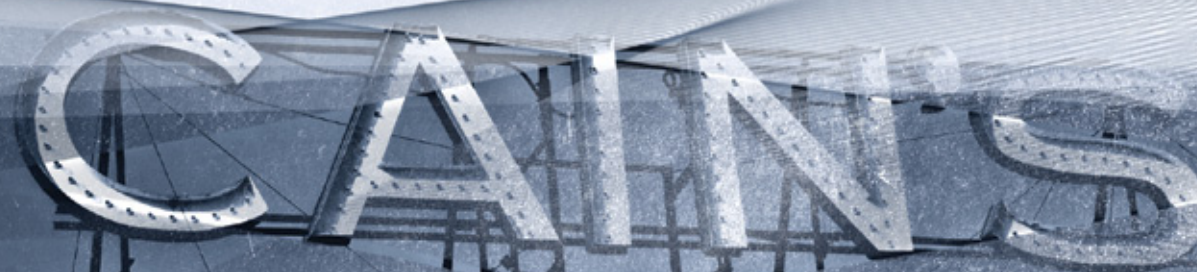
Cynthia Laverne Staab was born on March 4, 1965, the beloved daughter of Dr. Richard and Mary Ann Staab. Cynthia graduated from Oklahoma State University with a BS in Broadcast Communications in 1992.

She began her career with Tulsa Transit in 1997 and ultimately became Assistant General Manager. She was very dedicated to Tulsa Transit and was awarded many merits for her marketing and advertising skills. She took much pride in her volunteer work with Tulsa Zoo Friends and the Tulsa Animal Shelter. Cynthia served as president of the Tulsa Advertising Federation in 1999-2000.

She passed away November 20, 2010 and is survived by her parents, grandmother, two sisters, and several nieces and nephews.



AAAF TULSA UPCOMING EVENTS



YOU DESERVE A BARRY KLEIN TODAY (IF NOT TODAY, HOW ABOUT 4/07?)

ONE OF AMERICA'S ADVERTISING ICONS IS COMING TO TULSA TO SHARE HIS STORY!

Best known for creating the Ronald McDonald character and leading the "You Deserve A Break Today" advertising campaign for McDonald's, Barry Klein also spent five years as a McDonald's franchisee in New York City, then returned to marketing as Senior Vice President of Wells Rich Greene, one of Los Angeles' largest agencies. There he worked on campaigns for Jack in the Box (including blowing up the clown), Hills Bros. Coffee, Chex Cereals, Midas, Continental Airlines and other well-known brands.

Currently, as a marketing consultant, Barry has been instrumental in creative concepts for Coca Cola, Pizza Hut, Quiznos, Installs, Inc., Ruby Tuesday, Friendly's, Perkins, McDonald's, Pay Less Shoes and Smashburger.

Barry travels across the United States as a guest speaker and lecturer on advertising, food photography and commercial production.



THURSDAY, APRIL 7, 2011
5:30P.M. – 9P.M. • DINNER INCLUDED
TULSA COMMUNITY COLLEGE CENTER FOR CREATIVITY

Corner of 10th & Boston, Downtown
Parking Available North of the Building

Individual Tickets: \$40
Corporate Tables of Eight: \$300
Students: \$20

5:30 – 6:30 Beer & Wine Social Hour
6:30 – 7:30 Dinner & Announcements
7:30 – 8:30 Presentation
8:30 – 9:00 Q & A

For Tickets and Table Reservations:
Email Bill Hinkle at bhink49@cox.net or Call 918.806.2657

SPONSORED BY TULSA'S UNITED STATES BEEF CORPORATION,
THE AMERICAN ADVERTISING FEDERATION OF TULSA,
AND THE AD PROGRAM AT THE UNIVERSITY OF TULSA.



A HOLE LOT OF FUN!

MONDAY, JUNE 27, 2011
MEADOWBROOK COUNTRY CLUB

9300 E. 81st Street, Tulsa, OK 74133

\$400 per team (4 people per team)
\$125 Hole Sponsorship (only 18 available)
Gift Bag Sponsorship Opportunities Also Available

11:00 A.M. Practice
11:30 a.m. – 1:00 P.M. Lunch
1:15 P.M. Shotgun Start

Make your reservations early, as this tournament sells-out quickly. AAF Tulsa's Annual Golf Tournament is the 4-person scramble you don't want to miss! Each foursome team receives lunch, 18-holes at MeadowBrook Country Club, gift bags and chances to win valuable prizes.

All proceeds benefit the AAF Tulsa Scholarship Program.



Contact:

Bill Hinkle, Event Chair – Team Registration
bhink49@cox.net

Maria Gaw, Event Co-Chair – Gift Bag Donations
mgaw@tulsaopera.com

WELL PLAYED AAF TULSA!



Congratulations to the American Advertising Federation Tulsa Board of Directors for bringing it home. Convention 2013 will be an opportunity to share our beautiful city with advertising, marketing, public relations and graphic design professionals from Arkansas, Louisiana, Texas and Oklahoma.

This will be Tulsa's first time to host this prestigious Convention and coincides with AAF Tulsa's 75th Anniversary. This is your chance to be part of making history. Join our team and get involved in the Convention 2013 Committee.

2010-2011 BOARD OF DIRECTORS:

SUSAN BRAMSCH, PRESIDENT; ROSIE HINKLE, EXECUTIVE DIRECTOR; SARAH SMITH, VICE PRESIDENT; AMBER HINKLE, VICE PRESIDENT; WES ALEXANDER; LESLIE BLANCHET; RITA MOSCHOVIDIS BURKE; HUNTER CATES; AMANDA CLINTON; JESSICA FOSSARD; MARIA GAW; BILL HINKLE; TOM HOLIDAY; PAIGE LAUGHLIN; CHELSEA MCGUIRE; LEIGH ANNE SELF; AND TAYLOR SMITH.

SPECIAL THANK YOU TO TU STUDENT, LUCA CAVALLARO FOR HIS DESIGN OF OUR CONVENTION 2013 LOGO.

CONTACT:

SUSAN BRAMSCH, CONVENTION CHAIR
SUSAN@STERLINGTULSA.COM

ROSIE HINKLE, EXECUTIVE DIRECTOR
ROSIEHINKLE@COX.NET

CONVENTION PROCEEDS BENEFIT THE AAF TULSA SCHOLARSHIP PROGRAM.



Third Floor Design, a student-run design studio at The University of Tulsa, thrives on the opportunity to dedicate our skills as designers and photographers to those organizations that in turn dedicate their resources to support the community. We can enthusiastically offer top flight, state-of-the-art design skills at no cost.

Where Design Matters!

XPEDX

COLORCOMM