IABC Salutes the 2013 Gold Quill Recipients!

Congratulations to those who have clearly demonstrated the role of strategic communication in delivering great business results.

The following list of our recipients and their awards is based on the information provided in Gold Quill award plaque information. We are currently verifying that everything matches, so if you notice anything is slightly off, please send us an email to recognition@iabc.com.

AB Comunicaciones
Maria Brandolini
*Personal - Plan de comunicación institucional de rebranding*
MERIT Award, Brand Communication
*Buenos Aires, ARG*

Accenture
Kristen Caughill
*Accenture Canada: One Goal*
MERIT Award, Employee Engagement
*Toronto, Canada*

Advantis Communications Inc.
Cyrus Mavalwala, ABC and Ernesta Rossi
*Grand & Toy - ‘A Day Made Better’*
MERIT Award, Media Relations
*Toronto, Canada*

AICPA
Student and Professional Pathways
*ThisWayToCPA.com*
MERIT Award, Digital Communication Channels
*Raleigh, USA*

Aecon Group Inc.
2012 Safety Day
MERIT Award, Safety Communication
*Toronto, Canada*

AKADREM, Inc.
Dr. Theomary Karamanis
*One Group, One Team: Guardian Group's Internal Rebranding*
EXCELLENCE Award, Internal Communication
*Schaumburg, USA*

AKADREM, Inc.
Dr. Theomary Karamanis
*Guardian Group Communication Audit*
MERIT Award, Internal Communication Research
*Schaumburg, USA*

Alliance Data
Susan Straub, ABC
*Email Policy Implementation*
MERIT Award, Internal Communication
*Plano, USA*
Allstate
Chandra Palermo and Eryn Swanson

Allstate NOW: Improving Employee Engagement Through Storytelling

MERIT Award, Writing
Northbrook, USA

The DAGNY Partnership
City of Leduc

City of Leduc Waste Diversion Social Marketing Strategy
MERIT Award, Marketing Communication
Edmonton, Canada

Allstate Insurance Company of Canada
Thornley Fallis Communications

Allstate Canada Takes Action Against Distraction
EXCELLENCE Award, Safety Communication
Toronto, Canada

ANZ New Zealand Ltd
Corporate Affairs

The new ANZ
EXCELLENCE Award, Brand Communication
Auckland, NZE

APEX Public Relations and UPS
UPS Canada

Free Trade Nation: Canada Beyond North America
MERIT Award, Writing
Toronto, Canada

Archer Daniels Midland Company
Kelly Mirsky, Amanda Schmoldt and Mickey Steffeny

Driving compliance-related behavior change through communication and learning
MERIT Award, Issues Management and Crisis Communication
Decatur, USA

Argyle Communications
D. Tisch APR; A. George, M. Rola and M. Keller

D’Italiano: Bringing Passion to Everyday Meals
MERIT Award, Media Relations
Toronto, Canada

Argyle Communications & Metrolinx
D. Tisch, APR; R. Argyle; M. Meeks; T. Wismer and M. Budgell

Online Consultation Series: Involving The Community In The Crosstown
EXCELLENCE Award, Community Relations
Toronto, Canada

Argyle Communications & PC Financial
D. Tisch, APR; R. Argyle; D. Chan; S. Steele; I. Poon; S. Garber and M. Reidel

PC Financial Family Finance Research Series
EXCELLENCE Award, Media Relations
Toronto, Canada

Asurion
Asurion Corporate Communications

Asurion intranet - insite
EXCELLENCE Award, Digital Communication Channels
Nashville, USA
ATCO Gas
S. Petterson, S. Salmond, J. Grant
ATCO Gas - Heating homes and Warming Communities for 100 Years

EXCELLENCE Award, Publications
Edmonton, Canada

Atlantic Lottery
Maureen Wojick
Ask Away.ca

EXCELLENCE Award, Digital Communication Channels
Moncton, Canada

Atlantic Lottery
Tracy Kenney and Courtney Pringle Carver

Atlantic Lottery Video Lottery Replacement Communications
EXCELLENCE Award, Issues Management and Crisis Communication
Moncton, Canada

Aurecon
Danielle Bond
Aurecon's employer brand communication

EXCELLENCE Award, Brand Communication
Docklands, AUS

Aviva USA
Aviva’s Youmanity Initiative
MERIT Award, Corporate Social Responsibility
West Des Moines, USA

Bacardi-Martini
Bacardi Limited: Celebrating 150 Years of Bringing People Together

EXCELLENCE Award, Internal Communication
Coral Gables, USA

Baltimore Gas & Electric
BGE Corporate Communications
BGE Wires Down Video Challenge
MERIT Award, Safety Communication
Baltimore, USA
Bank of the Philippine Islands
Brand BPI Division

*EXCELLENCE Award, Marketing Communication*

**Talk to Us Integrated Marketing Campaign 2012**

Makati, PHI

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Bank of the Philippine Islands
Brand BPI Division

*BPI on Facebook: Talk to Us*

**MERIT Award, Social Media Programs**

Makati, PHI

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Banner Health
No Flu for You Steering Team

*MERIT Award, Internal Communication*

No Flu for You Influenza Vaccination Program at Banner Health

Phoenix, USA

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BASF SE
Sabrina van der Pütten

*EXCELLENCE Award, Publications*

The BASF Magazine Creating Chemistry

Ludwigshafen, Germany

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Baylor University's Hankamer School of Business Communications & Marketing Department

*MERIT Award, Publications*

Baylor Business Review

Waco, USA

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BCSTA
Sherri Moore-Arbour; Heather McKenzie-Beck; Glenda Ollero and Teresa Rezansoff

*MERIT Award, Advocacy Communication*

MeTooBC

Vancouver, Canada

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Bechtel
Dan Hayes

*MERIT Award, Safety Communication*

Sign up for Safety

Brisbane, Qld, AUS

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Belk and Luquire George Andrews

*EXCELLENCE Award, Media Relations*

Belk: Fashion, Not Politics, at the 2012 Democratic National Convention

Charlotte, USA

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Boehringer Ingelheim
Dolores Valenzuela

*MERIT Award, Internal Communication*

Pharmaceutical Production Excellence

Mexico City, Mexico

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Booz Allen Hamilton
Marketing & Communications - International Team

*EXCELLENCE Award, International Communication*

Redefining Booz Allen Hamilton in the Middle East

McLean, USA
Booz Allen Hamilton  
Marketing & Communications – International Team  
Redefining Booz Allen Hamilton in the Middle East  
MERIT Award, Multi-Audience Communication  
McLean, USA

BP Canada and Towers Watson  
Doug Dickson  
Elements for Life: Reimagining Benefits at BP Canada  
MERIT Award, Human Resources and Benefits Communication  
Seattle, USA

Bridgepoint Education  
Sarah Bilyeu  
Brand Advertising Marketing Campaign Internal Communications Strategy  
MERIT Award, Brand Communication  
San Diego, USA

Brilliant Ink  
Liz Kelly  
The Employee Experience Survey  
EXCELLENCE Award, Internal Communication Research  
Oakland, USA

British Columbia Securities Commission  
BeFraudAware Multilingual Public Awareness Campaign  
EXCELLENCE Award, Multi-Audience Communication  
Vancouver, Canada

Buck Consultants  
Janna Elman  
Charlotte Russe Benefits Magazine 2012  
EXCELLENCE Award, Publication Design  
San Francisco, USA

Buck Consultants  
Jennifer Whitlow  
Investing in You Benefits Website  
EXCELLENCE Award, Digital Communication Vehicles  
St. Louis, USA

Buck Consultants  
Kayla Yang  
2013 Ada County Benefits Made Easy  
EXCELLENCE Award, Publication Design  
Los Angeles, USA

Bupa  
Well World Campaign  
EXCELLENCE Award, Internal Communication  
London, BUK

Bupa  
Global Challenge 2012  
EXCELLENCE Award, Corporate Social Responsibility  
London, BUK
Bupa

Global Challenge 2012
MERIT Award, Employee Engagement
London, BUK

Bupa

Well World Campaign
MERIT Award, Corporate Social Responsibility
London, BUK

California Schools VEBA
Board of Directors
Making Health Care Better for Everyone
MERIT Award, Marketing Communication
Coronado, USA

Canada's Research-Based Pharmaceutical Companies
Heather Dunster
Living Proof Campaign
MERIT Award, Advertising Campaigns
Ottawa, Canada

Canadian Association of Petroleum Producers
Evelyn Ferchuk
Oil Sands Advertising – Canada
EXCELLENCE Award, Advocacy Communication
Calgary, Canada

Canadian Tire Corporation & North Strategic Communications Team
Canadian Tire's Winter Driving Preparation Campaign
MERIT Award, Safety Communication
Toronto, Canada

Canadian Tire Corporation & North Strategic Communications Team
The Great Canadian Road Trip 2.0
MERIT Award, Media Relations
Toronto, Canada

CareFirst BlueCross BlueShield
Strategic Provider Communications
MERIT Award, Marketing Communication
Owings Mills, USA

Caribbean Development Bank
Sharon Marshall, Ph.D.
Old Friends With Benefits: 2012 Annual Meeting of the CDB Board of Governors
EXCELLENCE Award, Special Events - External
Christ Church, BAR

Caterpillar Inc.
Employment Brand Team
The Caterpillar Employment Brand: My Road to Progress
MERIT Award, Brand Communication
Peoria, USA
Cenovus Energy
Curtis Christian and Sandra Semple

Getting Cenovus Move Ready
EXCELLENCE Award, Internal Communication
Calgary, Canada

Champion Technologies
Renee Hammill & Colleen Kozy

Community Champions program
MERIT Award, Corporate Social Responsibility
Calgary, Canada

ChangeMakers
Correy Myco

SAFE Work Manitoba – Workplace Injury Prevention Program
EXCELLENCE Award, Safety Communication
Winnipeg, Canada

ChangeMakers
Correy Myco

SAFE Work Manitoba – Workplace Injury Prevention Program
EXCELLENCE Award, Multi-Audience Communication
Winnipeg, Canada

Changemakers
Correy Myco

SAFE Work Program Research and Evaluation
MERIT Award, Research Innovation
Winnipeg, Canada

ChangeMakers
Kara Buchanan

SAFE Youth Tales From the Creep
EXCELLENCE Award, Digital Communication Channels
Winnipeg, Canada

ChangeMakers
Kara Buchanan

SAFE Work Needs Your Voice
MERIT Award, Advertising Campaigns
Winnipeg, Canada

Chevron
Elaine Beliakoff

Reinventing Chevron Town Hall: Trading Corporate Hat for Stakeholder Hard Hat
EXCELLENCE Award, Internal Communication
El Segundo, USA

Chevron Philippines Inc.

A Caltex Awareness Campaign: “Fight TB so that Public Transport Drivers become Healthy”
MERIT Award, Corporate Social Responsibility
Makati, PHI
Cisco Systems
Desiree Elsharif

We Are Cisco Employee Snapshots
EXCELLENCE Award, Digital Communication Vehicles
San Jose, USA

Cisneros Communications
Kellogg Company - Pringles Day One
MERIT Award, Digital Communication Channels
New Lenox, USA

Cisneros Communications
Kellogg Company - Pringles Day One
MERIT Award, Special Events - Internal
New Lenox, USA

Citizen Optimum
IKEA Winnipeg Opening
EXCELLENCE Award, Media Relations
Toronto, Canada

City of Charlotte
Corporate Communications & Marketing
Keeping Residents ‘In the Loop’ During the DNC
MERIT Award, Digital Communication Vehicles
Charlotte, USA

City/Rogers Media Inc.
Andrea Goldstein

The Bachelor Canada’s Most Dramatic Media Relations Campaign Ever!
MERIT Award, Media Relations
Toronto, Canada

Coast Capital Savings Credit Union
Colin Miley

Operation Chip & Dip: Energizing staff to act as change champions
EXCELLENCE Award, Internal Communications Management
Surrey, Canada

Coast Capital Savings Credit Union
Colin Miley

Operation Chip & Dip: Energizing staff to act as change champions
EXCELLENCE Award, Creative Communications / Graphic Design
Surrey, Canada

City of Fort St. John with Urban Systems Ltd.

Let’s Talk Site C Stakeholder Communication and Engagement
MERIT Award, Multi-Audience Communication
Kamloops, Canada

Community Partnership of Southern Arizona
Greg Taylor

Community Partnership of Southern Arizona Intranet
MERIT Award, Internal Communication
Tucson, USA
ConocoPhillips Canada
Tami Hutchinson

Surmont Recruitment campaign
MERIT Award, Advertising Campaigns

Calgary, Canada

Covenant Health
Krysta Smith, Jon Popowich, Halkier + Dutton Design

Defining Moments - 2012 Annual Report to the Community
EXCELLENCE Award, Publications

Sherwood Park, Canada

Covenant Health
Krysta Smith, Kristin Cooknell

Our Compass
MERIT Award, Publications

Sherwood Park, Canada

Cox Enterprises, Inc.
Kim Hoch

Know Your Numbers
EXCELLENCE Award, Human Resources and Benefits Communication

Atlanta, USA

Cox Enterprises, Inc.
Kim Hoch

Know Your Numbers
MERIT Award, Internal Communication

Atlanta, USA

Cultural Communications, LLC
Queta Rodriguez Bauer

CMAP 2012 LATINO TRAVEL TRACKER SURVEY
EXCELLENCE Award, Research Innovation

Chicago, USA

Cultural Communications, LLC
Queta Rodriguez Bauer

CMAP 2012 LATINO TRAVEL TRACKER SURVEY
MERIT Award, Community Relations

Chicago, USA

DaVita
Blaise Tracy

Stories of the DaVita Village
EXCELLENCE Award, Publications

Denver, USA

DDB Canada and Alberta Health
DDB Canada

Munch and Move Kit
EXCELLENCE Award, Government Communication Programs

Edmonton, Canada
DDB Canada and Alberta Health
DDB Canada

Healthy U Campaign
MERIT Award, Advertising Campaigns
Edmonton, Canada

DDB Canada and Alberta Health
DDB Canada

Munch and Move Kit
MERIT Award, Communication Education Tools
Edmonton, Canada

DDB Public Relations
Martine Levy

autoTRADER.ca: The Most Cars in One Place Campaign
MERIT Award, Media Relations
Toronto, Canada

DDB Public Relations
Martine Levy

autoTRADER.ca: The Most Cars in One Place Campaign
MERIT Award, Marketing Communication
Toronto, Canada

DDRC
Kate Kerr

My Work Matters
MERIT Award, Employee Engagement
Calgary, Canada

Defense Centers of Excellence for Psychological Health & Traumatic Brain Injury with Booz Allen Hamilton

Real Warriors Campaign
EXCELLENCE Award, Government Communication Programs
Boston, USA

Department of Immigration and Citizenship
Mardi Stewart

Revitalising corporate communication
MERIT Award, Internal Communication
Jerrabomberra, AUS

Department of Immigration and Citizenship
Mardi Stewart

Internal communication in an Australian Government department
MERIT Award, Employee Engagement
Jerrabomberra, AUS
Development Communication Solutions
Mari Lee

Communication excellence delivers agri-Incubation production increase

EXCELLENCE Award, Internal Communication
Centurion, SAF

Diana Degan & Associates
Diana Degan

Fastfrate Friday Comments
MERIT Award, Leadership Communication
Guelph, Canada

Diana Degan & Associates
Diana Degan

The Closing of the Strub's Brantford Pickle Plant
MERIT Award, Issues Management and Crisis Communication
Guelph, Canada

Disneyland Resort - Anaheim, CA
Internal Communications Team

The Happiest Place on Earth is About to Get Happier
MERIT Award, Employee Engagement
Anaheim, USA

Dow AgroSciences
Robyn Heine

Dow AgroSciences Global Rebrand Launch
MERIT Award, Brand Communication
Indianapolis, USA

Downtown Vancouver BIA
Maureen Healey, ABC

2011 Stanley Cup Riot – The Vanlover Campaign
MERIT Award, Safety Communication
Vancouver, Canada

Downtown Vancouver BIA

2011 Stanley Cup Riot - The Vanlover Campaign
MERIT Award, Issues Management and Crisis Communication
Vancouver, Canada

DTE Energy
Lonnie Ross

"Know, Feel, Do" Goals Link Internal Comm to Biz Results
MERIT Award, Internal Communication Measurement
Detroit, USA

DWW Company
Interactions
Retail News Insider
MERIT Award, Digital Communication Vehicles
San Diego, USA

Edelman Public Relations
Kraft Canada

MiO Trick Squirts
MERIT Award, Brand Communication
Toronto, Canada
Edmonton Economic Development Corporation

Greater Edmonton Region Recruitment Campaign
MERIT Award, Marketing Communication
Edmonton, Canada

EMC Corporation
Laura O. Burns
MyPowerSource
EXCELLENCE Award, Digital Communication Vehicles
Hopkinton, USA

EMC Corporation
Laura O. Burns
MyPowerSource
EXCELLENCE Award, Digital Communication Channels
Hopkinton, USA

Encana Corporation
Heather Murray
Redesigned with stakeholders in mind – Encana’s external website gets a makeover
MERIT Award, Multi-Audience Communication
Calgary, Canada

Encana Corporation
Jessica Twemlow
Clearwater Business Unit Leadership Communications
MERIT Award, Leadership Communication
Calgary, Canada

Epsilon and SimplyConnect Consulting
Jane Huston and Jamie Colvin
"Epsilon Untangled" Microsite
MERIT Award, Internal Communication
Richardson, USA

Epsilon and SimplyConnect Consulting
Jane Huston and Jamie Colvin
"Manager Expectations Tablet" Microsite
MERIT Award, Internal Communication
Richardson, USA

Export Development Canada
Cressida Barnabe
2012 Employee Conference
MERIT Award, Special Events - Internal
Ottawa, Canada

Export Development Canada
Kat Pipin
Link Magazine
MERIT Award, Publications
Ottawa, Canada

F. Hoffmann-La Roche
Brenda Tilke
Storytelling Science
EXCELLENCE Award, Writing
Basel, SWI
Family Channel

10th Annual Bullying Awareness Week
Stand UP! Campaign

EXCELLENCE Award, Corporate Social Responsibility
Toronto, Canada

Fast Horse

Reclaim November, Ohio: Citizens United vs. citizens united

EXCELLENCE Award, Nonprofit Campaigns
Minneapolis, USA

FedEx Corporation
Retirement Plans Department & Ketchum

PlanToday.fedex.com
MERIT Award, Digital Communication Channels
Memphis, USA

FGL Sports Ltd., North Strategic & TRAFFIKGroup
Frederick Lecoq & Wendy Robinson, FGL Sports Ltd.

Sport Chek Big League Experience
MERIT Award, Special Events - External
Toronto, Canada

General Dynamics NASSCO
James Gill Jr.

USNS Cesar Chavez (T-AKE 14) Launch and Christening Ceremonies
MERIT Award, Special Events - External
San Diego, USA

GESB
Wendy Franklin

Deliver with pride
MERIT Award, Internal Communication
Perth, AUS

Globe Telecom / G-Xchange, Inc.
Paolo Baltao

GCASH American Express Virtual Pay
MERIT Award, Social Media Programs
Mandaluyong, PHI

GoDaddy
Communications Team

Increasing Employee Engagement through Targeted Communication
MERIT Award, Employee Engagement
Scottsdale, USA

Goodyear Dunlop Sava Tires d.o.o.
Ana Vercko Grilec and Anja Komatar

Pay Attention! to the Environment
MERIT Award, Corporate Social Responsibility
Kranj, SLV

Halton Region
Anna Larson, Stephanie Mazhari, Sandra Nuhn

Halton Region Economic Development Division
gets social
EXCELLENCE Award, Social Media Programs
Oakville, Canada
Harland Clarke Marketing Services
A.T. Cross Company 2012 Holiday Catalog
MERIT Award, Marketing, Advertising and Sales Vehicles
Franklin, USA

Hilton Hotels & Resorts
John Forrest Ales
Hilton Huanying Offers Authentic Welcome to Chinese Travelers
EXCELLENCE Award, Customer Relations
Fayetteville, USA

Hilton Hotels & Resorts
John Forrest Ales
“Stay Hilton. Go Out.”: Hilton Targets LGBT Travelers with Pride
MERIT Award, Marketing Communication
Fayetteville, USA

HSBC
HSBC Exchange - MENA Pilot
MERIT Award, Internal Communication
London, UK

Humana
Elizabeth George, Jennifer Forst & Katie Fullen
100 Day Dash: DASHing toward behavior change
MERIT Award, Internal Communication
Louisville, USA

Health Council of Canada
Yeena Peng
Media moves message, "Seniors in need, caregivers in distress"
MERIT Award, Media Relations
Markham, Canada

Hilton Hotels & Resorts
John Forrest Ales
Hilton Huanying Offers Authentic Welcome to Chinese Travelers
MERIT Award, Marketing Communication
Fayetteville, USA

Honeywell Aerospace
Kathie Crauwels
Honeywell Aerospace Integrated Delivery System (IDS) Communications
EXCELLENCE Award, Internal Communication
Phoenix, USA

HSBC, HarknessKennett and Hinton & Co
Jo Alexander (HSBC), Jane Mitchell (HarknessKennett) and Jenny Robinson (Hinton & Co)
Building World-Class Employee Communications at HSBC
EXCELLENCE Award, Internal Communication Training
Ripley, UK

Hydro One
Hydro One Corporate Communications
The Reliability App Launch
EXCELLENCE Award, Marketing Communication
Toronto, Canada
Hydro One
Hydro One Corporate Communications

The Reliability App Launch
EXCELLENCE Award, Brand Communication
Toronto, Canada

ICBC
Karin Basaraba, ABC

Ask ICBC
EXCELLENCE Award, Community Relations
Vancouver, Canada

ICBC
Karin Basaraba, ABC

Using Social Media to Mitigate Reaction to Our Rate Increase
MERIT Award, Social Media Programs
Vancouver, Canada

Imperial Oil Limited
Catherine Teasdale

Calgary Campus Master Plan
EXCELLENCE Award, Internal Communication Measurement
Calgary, Canada

Imperial Oil Limited
Catherine Teasdale

Calgary Campus Master Plan
MERIT Award, Internal Communication
Calgary, Canada

Infosys Limited
Sarah Francine D’Souza

Leadership Communication at Infosys
EXCELLENCE Award, Leadership Communication
Bangalore, India

Joyce Vollmer, Project Director
MIG Communications

Energy Upgrade California's Home Energy Digest E-Book
EXCELLENCE Award, Digital Communication Vehicles
Berkeley, USA

Joyce Vollmer, Project Director
MIG Communications

Energy Upgrade California's Home Energy Digest
EXCELLENCE Award, Publications
Berkeley, USA

Joyce Vollmer, Project Director
MIG Communications

Energy Upgrade California's Home Energy Digest
EXCELLENCE Award, Communication Education Tools
Oakland, USA

Kaiser Permanente
LMP Communications

Inspire Change Online Storytelling Tool
EXCELLENCE Award, Communication Education Tools
Oakland, USA

Ideas Shop and Ministry for Culture and Heritage
Sam Halstead and Dan Ormond

New Zealand television is going digital
MERIT Award, Marketing Communication
Wellington, NZE
Ketchum and the Office of the National Coordinator for Health Information Technology
Putting the I in Health IT
MERIT Award, Government Communication Programs
Washington, USA

Kolomela Mine, Kumba Iron Ore, Anglo American
Nelmarie Schutte
Using kids to manage employee fatigue
EXCELLENCE Award, Safety Communication
Postmasburg, SAF

Kumba Iron Ore
Ghrethna Kruger
Preparation takes crisis out of crisis communication
MERIT Award, Issues Management and Crisis Communication
Centurion, SAF

Kumba Iron Ore
Tanya Aucamp
A real mine using skateboarding to make a real difference to the lives of real people
EXCELLENCE Award, Corporate Social Responsibility
Kathu, SAF

Korn/Ferry International
"Greatness Cultivated"
MERIT Award, Brand Communication
Los Angeles, USA

Leading Communicators Inc.
Marianne Gobeil, APR
Measuring Leadership Communication through Speakcheck®
EXCELLENCE Award, Leadership Communication
Toronto, Canada

Lennox International and SimplyConnect
Dave Olsen, April Brewer and Jamie Colvin
2012 "Every Step Matters" Walking Challenge
MERIT Award, Human Resources and Benefits Communication
Richardson, USA
LoyaltyOne
Lusine Stepanian

iConnect
MERIT Award, Employee Engagement
Toronto, Canada

Manifest Communications Inc.
Andrea Donlan and Andrea Kligman

EatRight Ontario Campaign
EXCELLENCE Award, Community Relations
Toronto, Canada

Marketing & Sales
Sun Life Financial- Philippines

Knights of the Sun
MERIT Award, Internal Communication
Taguig, PHI

MD Anderson Cancer Center
Sarah Newson

Lift Off: MD Anderson Cancer Center’s Moon Shots Program
MERIT Award, Multi-Audience Communication
Houston, USA

Meals on Wheels People
Julie Piper Finley, ABC

Meals on Wheels People Rebrand Project
MERIT Award, Brand Communication
Portland, USA

Medibank Health Solutions
Dene Cicci

From Flurry to Focus
EXCELLENCE Award, Internal Communication
Northcote, AUS

Medibank Private
Paula Hurley

'Your Gig's Too Big!' competition
EXCELLENCE Award, Internal Communication
Newtown, AUS

Memorial University of Newfoundland
Marketing and Communications

League of Extraordinary Researchers: Research Strategy Framework
MERIT Award, Publication Design
St. John’s, Canada

MSLGROUP
Chevrolet

Recharging the Chevrolet Volt’s Reputation through Influencer Engagement
MERIT Award, Social Media Programs
Chicago, USA

MSLGROUP
DeVry University

DeVry University: Building a Reputation as THE Career University
MERIT Award, Issues Management and Crisis Communication
Chicago, USA
Municipal Property Assessment Corporation
Laurette Sharpe
Community building: Inside and Out. The Launch of MPAC’s Strategic Plan
MERIT Award, Special Events - Internal
Pickering, Canada

National Grid & HarknessKennett
Nik Wileman (National Grid) & Maggie Wotherspoon (HarknessKennett)
National Grid Grantor Communication Measurement
MERIT Award, External Communication Measurement
Surrey, UK

National Peanut Board
Ryan Lepicier
Peanut Butter for Breakfast
MERIT Award, Social Media Programs
Atlanta, USA

Newfoundland and Labrador Nurses' Union
Debbie Forward
Clarity Project
EXCELLENCE Award, Internal Communication
St. John’s, Canada

Nielsen
K. Bouryal, J. Frighetto and K. Mancini
Putting the Global into Nielsen’s Global Survey Media Campaign and Beyond
EXCELLENCE Award, Media Relations
Schaumburg, USA

North York General Hospital
Elizabeth McCarthy
North York General's 2012 Accreditation
MERIT Award, Internal Communication
Toronto, Canada

Northern Health with Splash Media Group
Northern Health’s STOP HIV/AIDS Pilot Project
MERIT Award, Advertising Campaigns
Prince George, Canada

Northern Health with Splash Media Group
Northern Health’s STOP HIV/AIDS Pilot Project
MERIT Award, Corporate Social Responsibility
Prince George, Canada

Northern Health with Splash Media Group
Northern Health’s STOP HIV/AIDS Pilot Project
MERIT Award, Advocacy Communication
Prince George, Canada

Nova Scotia Liquor Corporation
Almost is too Close: Anti-Binge Drinking Campaign
MERIT Award, External Communication Research
Halifax, Canada
Nova Scotia Liquor Corporation

Almost is too Close: Anti-Binge Drinking Campaign
MERIT Award, External Communication Measurement
Halifax, Canada

Nova Scotia Liquor Corporation

Great Big Thanks: Safe Driving Campaign
MERIT Award, Advertising Campaigns
Halifax, Canada

Nova Scotia Liquor Corporation

Almost is too Close: Anti-Binge Drinking Campaign
MERIT Award, Advertising Campaigns
Halifax, Canada

Nova Scotia Liquor Corporation

2012 Holiday Marketing Campaign
MERIT Award, Marketing, Advertising and Sales Vehicles
Halifax, Canada

Nova Scotia Power

TomorrowsPower.ca
EXCELLENCE Award, Digital Communication Channels
Halifax, Canada

Nova Scotia Power

TomorrowsPower.ca
MERIT Award, Customer Relations
Halifax, Canada

OptumRx

Just Add Water Monthly Video Series
MERIT Award, Internal Communication

Padilla Speer Beardsley
Be The Match®
Inspiring Congressional Support for a Life-Saving Cause
MERIT Award, Government Relations
Minneapolis, USA

Padilla Speer Beardsley
Be The Match® and
Inspiring Congressional Support for a Life-Saving Cause
MERIT Award, Nonprofit Campaigns
Minneapolis, USA

Petrol d.d., Ljubljana
Žiga Fišer, Aleksander Salkič
The Energy of Our Actions – Code and Values
EXCELLENCE Award, Internal Communication
Ljubljana, SLV
Pfizer and Weber Shandwick
Raising Viagra's Public Profile
MERIT Award, Marketing Communication
Shanghai, CHN

PIZZOLANTE / CEMEX
T. Da Silva; A. Cardenas / M. Herrera; D. Alejandre
SIMAC: Crisis and Contingencies Management System
MERIT Award, Issues Management and Crisis Communication
Caracas, Dtto. Capital, VEN

PR Worx / Anglo American
Optimizing Media Relations to Mitigate Crises
MERIT Award, Multi-Audience Communication
Gauteng, South Africa

Pristop d.o.o.
Eva Pecovnik
Gorenjka Sweet Messages
MERIT Award, Brand Communication
Ljubljana, SLV

Pro-Vision Group
Vladimir Vinogradov
Pro-Vision Group’s In-House Employee Motivation Program
MERIT Award, Human Resources and Benefits Communication
Moscow, Russia

PwC
PwC News
EXCELLENCE Award, Digital Communication Vehicles
Tampa, USA

Purchasing Management Association of Canada
Cori Ferguson
MAKING WAVES: PMAC’s VIRTUAL RADIO REMOTE
MERIT Award, Marketing Communication
Toronto, Canada

Raytheon
Kelly Butler
Connecting the Dots for Strategy Engagement
EXCELLENCE Award, Employee Engagement
McKinney, USA

Raytheon Company
Heather Bonarrigo
PRISM Deployment: Engaging Employees to Transform the Business
EXCELLENCE Award, Internal Communication
Tewksbury, USA
Raytheon Space and Airborne Systems

Raytheon Science of Safety

EXCELLENCE Award, Safety Communication

El Segundo, USA

Recreational Equipment Incorporated (REI) and PartnerComm, Inc.
Lorraine Larsson and PartnerComm Team

Gathering REI Employees Around the Campfire

MERIT Award, Internal Communication

Kent, USA

Region of Waterloo Corporate Communications Team

Region of Waterloo Touchpoints

EXCELLENCE Award, Government Communication Programs

Kitchener, Canada

RENTOKIL INITIAL PLC
MALCOLM PADLEY

Raising Employee Pride and Advocacy

MERIT Award, Photography Within a Communication Vehicle

Gatwick, UK

Revera Inc. Communications Team

Revera Giving

MERIT Award, Multi-Audience Communication

Mississauga, Canada

Revera Inc.
Revera and Environics Communications Team

Revera Reports

MERIT Award, Media Relations

Mississauga, Canada

ROC Group
Gabrielle Loring

Tobacco Cessation Employee Communication Campaign

MERIT Award, Internal Communication

Chicago, USA

ROC Group
Gabrielle Loring

Tobacco Cessation Employee Communication Campaign

MERIT Award, Human Resources and Benefits Communication

Chicago, USA

Royal Canadian Mounted Police National Communication Services

RCMP Internal Communication Toolkit

EXCELLENCE Award, Communication Education Tools

Ottawa, Canada

RSW Creative, Inc.

Using Friendly Competition To Recognize and Connect 100,000 Global Employees across Hilton Worldwide

MERIT Award, Employee Engagement

Dallas, USA
Safeway Inc.  
Marina Gonzalez

JumpStart - A Health Education Campaign for Safeway Employees

MERIT Award, Employee Engagement

Pleasanton, USA

SAIT Polytechnic  
Melanie Simmons

A complex opening: promoting an innovative learning space at SAIT Polytechnic

EXCELLENCE Award, Media Relations

Calgary, Canada

San Diego County Water Authority  
Steve Hubert


MERIT Award, Digital Communication Vehicles

San Diego, USA

Sanjel Corporation  
L. Cathy Abbott

SCORE (Sanjel Corporation Observation and Risk Elimination) Program

MERIT Award, Safety Communication

Calgary, Canada

SaskCulture Inc.  
Diane Ell

Saskatchewan Loves Culture! Community Engagement through Culture Days

MERIT Award, Nonprofit Campaigns

Regina, Canada

SaskPower  
Paula Kohl

SaskPower Customer Rate Increase

MERIT Award, Media Relations

Regina, Canada

Save the Redwoods League  
Regan Ranoa and the Outreach Team

SaveTheRedwoods.org Website Revision

EXCELLENCE Award, Digital Communication Channels

San Francisco, USA

Seattle City Light  
Suzanne Hartman

Your Power Future: Seattle City Light 2013-2018 Strategic Plan Outreach

EXCELLENCE Award, Government Relations

Seattle, USA

SenateSHJ  
Naomi Mermod

Acute Coronary Syndromes - Perceptions in Perspective Campaign

MERIT Award, Media Relations

Sydney, AUS

SenateSHJ  
Neil Green

CTV Building Collapse

EXCELLENCE Award, Government Communication Programs

Wellington, NZE
SenateSHJ
Susan Redden Makatoa

Evocities - How research showed Evocities was worth AU$48 million

EXCELLENCE Award, Research Innovation
Sydney, AUS

Siemens
James Phelan

Siemens helps NASA land on Mars
EXCELLENCE Award, Multi-Audience Communication
Saint Louis, USA

Sinickas Communications, Inc.
Angela Sinickas, ABC

Measurement Works
EXCELLENCE Award, Digital Communication Vehicles
Lake Forest, USA

Smithcom
Lauren Joakim

EnviroCare and Earth Day 2012
EXCELLENCE Award, Media Relations
toronto, Canada

Société de transport de Montréal (STM)
Marie Legault et équipe

L'AZUR SE DÉVOILE
EXCELLENCE Award, Special Events - Internal
Montréal, Canada

Société de transport de Montréal (STM)
Carole Pageau et équipe

Campagne de générosité STM
MERIT Award, Corporate Social Responsibility
Montréal, Canada

Southern Wine & Spirits
PartnerComm, Inc.

Improving Participation in the SWS 401(k) Retirement Plan
EXCELLENCE Award, Human Resources and Benefits Communication
Arlington, USA
Standard Life Canada
Caroline Lavallée, Lisa Bélanger
Together, in our community
MERIT Award, Internal Communication
Montreal, Canada

St-Boniface Hospital Foundation
Laura Ruddock
Believe
MERIT Award, Publications
Winnipeg, Canada

Strategic Objectives
The White Cashmere Collection 2012: Fashion with Compassion
EXCELLENCE Award, Photography Within a Communication Vehicle
Toronto, Canada

Strategic Objectives
The White Cashmere Collection 2012: Fashion with Compassion
MERIT Award, Other Graphic Design
Toronto, Canada

Strategic Objectives
100th Birthday of Oreo
MERIT Award, Media Relations
Toronto, Canada

Studio Kernel, d.o.o.
Vita Kernel
New horizons
MERIT Award, Multi-Audience Communication
Koper, SLV

Sun Life Financial- Philippines
Marketing Department
SUN SHORTS: When Insurance Goes Viral
EXCELLENCE Award, Social Media Programs
Taguig, PHI

Suncor
Guy DeSantis, ABC
360: A strategic launch for a strategic publication
MERIT Award, Publication Design
Calgary, Canada

Suncor
Nadine Pettman, ABC
360: A strategic launch for a strategic publication
EXCELLENCE Award, Publications
Calgary, Canada

Syngenta Crop Protection AG
Ulrike Seminati/Susan Kelly
Syngenta Demonstration Days
MERIT Award, Internal Communication
Basel, SWI
T.Y. Lin International
The Bridge at Hoover Dam
MERIT Award, Publications
San Francisco, USA

Tata Consultancy Services
Pradipta Bagchi, Abhinav Kumar, Fredrik Jansson and Arpita Panda
From Indian Top 10 to Global Big Four
EXCELLENCE Award, Brand Communication
London, BUK

Tata Chemicals Limited
Sujit Patil
Confluence - Bringing Tata Chemicals' people together
EXCELLENCE Award, Publications
Mumbai, Maharashtra, INA

Tata Consultancy Services
Pradipta Bagchi, Abhinav Kumar, Fredrik Jansson and Arpita Panda
From Indian Top 10 to Global Big Four
EXCELLENCE Award, Brand Communication
London, BUK

Telefónica UK & HarknessKennett
Claire Newton (Telefónica UK) and Maggie Wotherspoon (HarknessKennett)
Measuring internal communications effectiveness in Telefónica UK
MERIT Award, Internal Communication Measurement
Surrey, UK

Telstra
Troy Hunter
Telstra - Project Frontline
MERIT Award, Employee Engagement
Melbourne, AUS

TELUS
Amy Smith
Employee Newsletter
MERIT Award, Internal Communication
Burnaby, Canada

TELUS Corporation and Geneva Ventures Inc.
Miriam Trottier and Dianne Trach, ABC
TELUS 2011 Annual Report
MERIT Award, Publications
Edmonton, Canada

The Canadian Society for Medical Laboratory Science and 506 Productions
C. Bouwers; M. Grant; M. Hoad; K. Paputts; J. Tersigni
Our Focus is You: National Medical Laboratory Week 2012
EXCELLENCE Award, Audio Visual
Oakville, Canada

The City of Calgary
Melanie MacKenzie & Tara Norton-Merrin
West LRT Opening
MERIT Award, Marketing Communication
Calgary, Canada

The City of Calgary
Melanie MacKenzie & Tara Norton-Merrin
West LRT Opening
MERIT Award, Multi-Audience Communication
Calgary, Canada
The Doe Run Company
Tammy Stankey

Engaging Employees to DRIVE Doe Run: A Business Strategy Launch Campaign

MERIT Award, Internal Communication
St. Louis, USA

The Scarborough Hospital
J. Dowdie; A. Males; D. Bourne; C. Woods; K. Luxton and A. St. Aubin

ReFRESHing our Menu

MERIT Award, Multi-Audience Communication
Ajax, Canada

Toronto Hydro
Florence Gabriel and Marina Tomason

peaksaver PLUS®
MERIT Award, Advocacy Communication
Toronto, Canada

Toronto Hydro
Karen Evans, Gillian Earle, Andrea Corkum

Grow your Mo' for Movember Campaign
MERIT Award, Employee Engagement
Toronto, Canada

Toronto Hydro
Marina Tomason and Florence Gabriel

peaksaver PLUS®
MERIT Award, Issues Management and Crisis Communication
Toronto, Canada

Anadarko Petroleum Corporation and Towers Watson
Scott Satterfield, Pat Ruiz, Julie Blum, Cherrie Roberts, Louise Richards, Kate Van Hulzen and Tara Wilkins

Anadarko 2013 Benefit Videos
MERIT Award, Audio Visual
Houston, USA

Towers Watson and Covidien
Benefits, Communication and Creative Media Teams

Reshaping the Employee Health Experience
EXCELLENCE Award, Employee Engagement
Atlanta, USA

Towers Watson and HP Canada

HP 2012 Canadian Enhanced Early Retirement (EER) Program
MERIT Award, Human Resources and Benefits Communication
Toronto, Canada
Towers Watson; Lincoln Financial Group
Alida Hodgson; Audrey Im

Make Your Move: Benefits Annual Enrollment Guide
EXCELLENCE Award, Publications
Philadelphia, USA

Town of Cochrane
Emily Allert-House and Laurie Drukier

Roll with it, Cochrane Campaign
EXCELLENCE Award, Government Communication Programs
Cochrane, Canada

Town of Cochrane
Emily Allert-House and Laurie Drukier

Roll with it, Cochrane Campaign
MERIT Award, Community Relations
Cochrane, Canada

Town of Cochrane
Emily Allert-House and Laurie Drukier

Roll with it, Cochrane Campaign
MERIT Award, Nonprofit Campaigns
Cochrane, Canada

Town of Okotoks
Nancy Weigel

My Okotoks - Water & Growth Public Consultation
MERIT Award, Government Communication Programs
Okotoks, Canada

TransCanada Corporation
Bev Shaw

TransCanada Connects: 2012 Employee Forum
MERIT Award, Internal Communication
Calgary, Canada

Transitions Optical, Inc.
Patience Cook

Life well lit™
EXCELLENCE Award, Advertising Campaigns
Pinellas Park, USA

Trigger
Eva Van Krugel

Winter 2012 Campaign
EXCELLENCE Award, Advertising Campaigns
Calgary, Canada

United Parcel Service
Realm Advertising

InsideUPS
MERIT Award, Publication Design
Atlanta, USA

University of Johannesburg
Lesmarie Bentley-Steyn

Be CLEAR about your future campaign
EXCELLENCE Award, Advertising Campaigns
Doornfontein, SAF
University of Phoenix
K. Fern, J. King, J. Pochert, T. Pender, B. Gutierrez
Faculty Matters magazine
MERIT Award, Publications
Tempe, USA

University of Regina
Shanan Sorochynski
University of Regina Social Media Users Group
MERIT Award, Internal Communication Training
Regina, Canada

Unplugged and Sasol
Rick Melvill and Ludwig von Benecke
Team Sasol National Petrochemical Induction
MERIT Award, Safety Communication

UPS
Julie Greenwell
@UPSers on Twitter
MERIT Award, Digital Communication Channels
Atlanta, USA

UPS
Shawn Butler
Superstorm Sandy Special
MERIT Award, Digital Communication Channels
Atlanta, USA

UPS
Stephani Oller
Stefon - The Driver Standee
EXCELLENCE Award, Internal Communication
Atlanta, USA

USAA
Suzanne McAuliffe
Best Value Vehicles
MERIT Award, Digital Communication Vehicles
San Antonio, USA

Vale
Paulo Soares
Day of Reflection on Health and Safety
MERIT Award, Safety Communication
Rio de Janeiro, BRA

Vancouver Coastal Health
Denise Leech
From Zero to Hero in 140 Characters
EXCELLENCE Award, Social Media Programs
Vancouver, Canada

Vancouver Coastal Health
Denise Leech
From Zero to Hero in 140 Characters
EXCELLENCE Award, Digital Communication Channels
Vancouver, Canada
**Vancouver Coastal Health**
Laurie Dawkins, ABC & Rennie Brown, APR  
*VCH True North - Picturing the Possibilities*  
MERIT Award, Employee Engagement  
Vancouver, Canada

**Vancouver Coastal Health**
Tiffany Akins  
*Protect yourself and those around you: Get immunized for meningitis*  
MERIT Award, Multi-Audience Communication  
Vancouver, Canada

**Veritas Communications**
*SUBWAY Commit To Fit*  
MERIT Award, Brand Communication  
Toronto, Canada

**Virgin America**
PartnerComm, Inc.  
*2013 Open Enrollment Website*  
MERIT Award, Digital Communication Channels  
Arlington, USA

**VSP Global**
Bev Thorn  
*“Be an Eyecon” Campaign*  
MERIT Award, Internal Communication  
Rancho Cordova, USA

**Walmart**
Amy Schiska-Lombard and Jenifer Bice  
*Walmart China Transformation*  
MERIT Award, Internal Communication  
Overland Park, USA

**WMW & RSA**  
Team WMW  
*RSA SPOTLIGHT*  
MERIT Award, Employee Engagement  
London, UK

**WMW & Standard Bank**  
Team WMW  
*Know Live Love Africa*  
EXCELLENCE Award, Internal Communication  
London, UK

**Xstrata Canada Corporation and Sun Life Financial**  
Xstrata Canada Pension and Sun Life GRS Teams  
*Xstrata - ‘Get in the game!’ campaign*  
MERIT Award, Internal Communication  
Toronto, Canada

**Zavarovalnica Triglav**
Urša Manček  
*Let's Clean the Mountains and Hills*  
MERIT Award, Social Media Programs  
Ljubljana, SLV