



ADVANCING THE PROFESSION AND THE PROFESSIONAL.

## West Virginia Chapter 2005 Crystal Awards Case Summaries

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## Campaigns

### Community Relations

Columbia Gas Transmission

The Hardy Storage Project

Business/Industry

#### **Honorable Mention**

Columbia Gas Transmission is considering an upgrade to its facilities to store and transport natural gas throughout the eastern United States, called The Hardy Storage Project. The outreach plan developed by the communications and public affairs team requires the project team to pro-actively interact early in the process with agencies, landowners, elected officials, non-government agencies, and other identified stakeholders to inform them about regulatory review of the project, construction processes to be employed, and identification of issues.

WV Workers' Compensation Commission

WVWCC University

Nonprofit

#### **Crystal Award**

The West Virginia Workers' Compensation Commission University is the most successful Community Relations activity ever conducted by the West Virginia Workers' Compensation Commission. The Commission is an agency of West Virginia state government and is a monopolistic state provider of workers' compensation insurance coverage. The Commission is undergoing major changes to address systemic organizational and financial problems. The University is a policyholder education program modeled after similar programs conducted by other monopolistic state funds, but never before conducted in West Virginia.

**Charles Ryan Associates****Friends of Coal****Nonprofit****Honorable Mention**

As the largest contributor to the state's economy, West Virginia's coal industry was the target of unfair criticism. With thousands of supporters, the West Virginia Coal Association wanted to explain coal's positive impact and bring together the support base under a unified brand. Additionally, the Association needed to communicate coal's impact that wasn't always recognized by those that benefit from its generosity. Through the work of Charles Ryan Associates, the campaign has obtained a strong regional presence.

**Special Events and Observances – 7 Days or Less****Maple Creative****Fifth Third Bank Opening Party****Business/Industry****Honorable Mention**

The Kanawha Hotel stood throughout the 1900's as Charleston's grand dame. Fifth Third Bank's new Charleston facility was built on that same location. To pay homage to the hotel, Maple Creative pitched the theme of a hotel period party. Fifth Third embraced the idea, knowing it would reinforce its tradition of modern convenience and Charleston's history. Maple designed event communications, highlighted by a 1903 replica newspaper. A 1920's style cast of actors and props helped to carry out the theme. The event was a huge success and a tremendous showcase for Fifth Third. Out of 500 invitees, over 300 people attended.

**Arnold Agency****Tamarack Foundation's "Putt'n on the Best" Gala****Nonprofit**

The Tamarack Foundation, formed in 2003, mission is to build an artisan emergency relief fund endowment and to create awareness of the Foundation's mission. The first annual "Putt'n on the Best" gala was held as a fundraiser for this purpose. Over 260 people from all over West Virginia attended the gala. It was a tremendous success. The gala raised *over \$135,000* from the art auction and underwriting.

**Arnold Agency****Celebrating the Turnpike's 50<sup>th</sup> Anniversary****Nonprofit**

The West Virginia Parkways Economic Development and Tourism Authority (formerly known as the West Virginia Turnpike Commission) celebrated its 50<sup>th</sup> anniversary one Sunday, November 7. Parkways held an "open house reunion" to commemorate this special piece of West Virginia history. Over 600 people from all over West Virginia attended the 50<sup>th</sup> Anniversary celebration. It was a tremendous success. It received excellent coverage from television, radio and newspapers. Furthermore, old friends and family were able to reconnect and celebrate the success of the West Virginia Turnpike.

**WV Workers' Compensation Commission****WVWCC University****Nonprofit****Crystal Award**

The West Virginia Workers' Compensation Commission University is the most successful Special Event ever conducted by the West Virginia Workers' Compensation Commission. The Commission is an agency of West Virginia state government and is a monopolistic state provider of workers' compensation insurance coverage. The Commission is undergoing major changes to address systemic organizational and financial problems. The University is a policyholder education program modeled after similar programs conducted by other monopolistic state funds, but never before conducted in West Virginia.

**Special Events and Observances 8 Days or More****West Virginia State Parks****Through Your Lens****Nonprofit****Crystal Award**

The West Virginia State Parks photo contest, Through Your Lens, was an effective four-month project aimed at increasing awareness and interest in one of the state's most valuable gems, its state parks. By launching an aggressive effort to get amateur and professional photographers of all ages to participate, Charles Ryan Associates and West Virginia State Parks and Forests generated overwhelming response from across the country. The client only expected to get 50 entries and was extremely pleased with 1100 submissions.

**West Virginia Department of Environmental Protection  
Outreach Booth  
Nonprofit**

**Honorable Mention**

The Department of Environmental Protection should have an outreach booth that suits its mission of promoting a healthy environment. At the State Fair, the agency succeeded in making sure all of its giveaways, as well as the entire booth, were sustainable. From recycled doors as a backdrop, to organic cotton T-shirt giveaways, the agency's booth had a positive impact on the environment. At the end of the Fair, when the Midway was strewn with brochures and trinkets, the DEP had gotten its message out without contributing to the litter.

**The Manahan Group  
Rx for WV Summer Outreach  
Nonprofit**

The Manahan Group's Summer Outreach campaign for Rx for WV utilized 21 college students to hold 115 education and help events statewide in 60 days. The students also distributed 2,500 posters and 20,000 brochures. The effort garnered 30 earned media stories and this stunning result: Before the Summer Outreach campaign, EX for WV's logged 21,801 contacts; at the end of the campaign there were 41,330, an increase of nearly 90 percent.

**Crisis Communications**

**SBR**

**Strategic Emergency Plan**

**Business/Industry**

**Honorable Mention**

After the tragedy of 9-11, it seems that whenever large groups gather, there's a potential for terrorist activity. That thought prompted the public relations team at SBR, Inc. to proactively create a Strategic Emergency Plan for their 70+ attendees of the 2004 International Builders' Show in Las Vegas. While thankfully never implemented, the plan gave guidance and peace-of-mind to attendees while participating in the major trade show with 100,000 other delegates.

**Internal Communications**

**Style Solutions**

**Fypon Acquisition**

**Business/Industry**

**Crystal Award**

When urethane millwork manufacturer Style Solutions finalized plans to acquire its major competitor, Fypon, they faced the challenge of communicating details internally about the acquisition. In their industry, it was like RC Cola acquiring Coca-Cola. The company's primary concern was educating internal audiences on the details of the acquisition. The comprehensive plan developed by the public relations team not only communicated information about the acquisition, but made employees fully understand the reasoning behind the purchase.

**The Manahan Group  
Rx for WV Task Force Report  
Nonprofit**

The Pharmaceutical Research and Manufacturers of America needed a package of information for its pharmaceutical company representatives and lobbyists that detailed the creation, operation and success for its Rx for WV program. The Manahan Group prepared a 41-page booklet and a DVD and presented both in a unique package: a laminated box that holds the booklet and DVD and has enough room to store other materials. The package became a national model for PhRMA.

**West Virginia Workers' Compensation Commission  
WWCC University Using the Intra-Com Site to Promote The WWCC University With  
Commission Employees  
Nonprofit**

The *Intra-Com* site was one of the first employee communication tools put into place by the new management team. It is a daily, electronic newsletter delivered every work morning to all employees by their computer. Since August 18, 2003 the *Intra-Com* site has never failed to deliver a new message from management to employees. Some of these messages are good news, some messages are motivational or support. Some messages have been bad news, talking about changes or, reorganizations. Some times they serve as rumor control. It was natural to use *Intra-Com* as the primary tool to inform, update, and motivate employees about the Workers' Compensation University Project. We have no formal evaluation as to the

degree to which employee buy-in helped make it a success; however we do know that it could not have been successful without their buy-in.

## External Communications

### Style Solutions

#### Fypon Acquisition

#### Business/Industry

#### Crystal Award

The comprehensive external communications plan developed by Style Solutions in 2004 to communicate the purchase of its largest competitor took multiple audiences into consideration. The plan involved detailed strategies for reaching customers, vendors, financial representatives and members of the trade and consumer media. Implementation of this plan led to the successful acquisition of Fypon and a new future for the company and its key external target audiences.

### Snowshoe Mountain Resort

#### Four-season Destination

#### Business/Industry

#### Honorable Mention

With constant growth and expansion of services and events, the challenge for Snowshoe Mountain 's Communications Department is to promote its vision of becoming the premier four seasons resort destination on the east coast from a remote mountaintop village in Pocahontas County . Utilizing up-to-date equipment and unique ideas to blanket the region with information, Snowshoe Mountain 's Communications Department has successfully promoted the mountain as a destination resort once again this season.

### West Virginia Medical Institute

#### Shop Talk

#### Nonprofit

#### Crystal Award

The West Virginia Medical Institute was faced with the challenge of raising breast cancer awareness among rural elderly women in the state. "What better way to raise awareness than woman to woman," one ShopTalk participant stated. ShopTalk targeted beauty salons to distribute information on breast cancer and early detection. It was launched in May to coincide with Mother's Day. The response from around the state was tremendous. We had 500 shops participate, covering 90% of the state, including 50 of West Virginia 's 55 counties. And there was coverage from major newspapers and television stations throughout the state.

### West Virginia Workers' Compensation Commission

#### WVWCC University

#### Nonprofit

#### Honorable Mention

The West Virginia Workers' Compensation Commission University was supported by one of the most successful external communication campaigns ever conducted by the West Virginia Workers' Compensation Commission. The Commission is an agency of West Virginia state government and is a monopolistic state provider of workers' compensation insurance coverage. The Commission is undergoing major changes to address systemic organizational and financial problems. The campaign utilized sound public relations tools as the foundation of a successful external communications campaign instead of using paid media placements to reach the same audiences.

### Camden-Clark Memorial Hospital

#### Community Health Forum

#### Nonprofit

The Camden-Clark Memorial Hospital 's Community Health Forum is a weekly 30-minute live-to-tape television program that airs every Sunday morning at 7:00 a.m. on WTAP-TV, NBC affiliate in Parkersburg , West Virginia . The purpose in developing this external communications program was part of an integrated communications effort to provide education to the community about important health topics as well as information about community service organizations. Susan Galvin, Marketing/Media Specialist, for CCMH, writes, produces and hosts the show each week. Nielsen ratings show the audience increased 150% in 2004.

## Integrated Communications

### Community Bank

#### Integrated Branding

#### Business/Industry

#### Crystal Award

Community Bank knows in today's "buy or be bought" banking industry, it's no simple task to remain a successful, independent bank. The brand we developed, "Cutting-edge, common sense banking," was clear, focused and true to the heart of the bank. The fresh appeal and unique tone of the brand also gave the bank an advantageous position over the competition, allowing shareholder dividends to increase and bringing loans outstanding, deposits, and assets to a record high.

#### **Arnold Agency**

#### **Citizens National Bank of Berkeley Springs Campaign**

#### **Business/Industry**

Citizens National Bank (CNB), in their first out-of-state expansion, sought assistance for their acquisition of Fidelity Bank in Hancock, Maryland, recognizing these same customers experienced another conversion less than one year earlier.

The Arnold Agency worked closely with CNB management to create a communications strategy that integrated public and media relations with print and broadcast advertising, direct mail and other promotional activities designed to alleviate concerns regarding the acquisition. After the acquisition process was finished, CNB had successfully protected their investment in Hancock with a minimal loss of deposit or loan accounts.

#### **The Manahan Group and Brown Communications**

#### **Rx for WV**

#### **Nonprofit**

#### **Crystal Award**

The Manahan Group and Brown Communications worked together to create a PR, advertising and grassroots strategy for the launch and continuing operation of Rx for WV. After eight months, 61,472 people had used the system. A one-on-one outreach program itself resulted in an increase in usage of nearly 90 percent. More than 150 events were held statewide, and 150 earned media stories were generated. Coalition building efforts resulted in alliances with 17 partner groups.

#### **Camden-Clark Memorial Hospital**

#### **For a Lifetime**

#### **Nonprofit**

#### **Honorable Mention**

So much of marketing and communications today is about what divides, not what unites. Camden-Clark Memorial Hospital developed an Integrated Marketing Communications program that focuses on what unites health care customers and still respects individual needs. They developed an IMC program where marketers integrate communications and advertising across platforms that directly connect with target audiences, using less people and money. IMC and value result in a cutting edge program that meets their community's health care needs – for a lifetime.

#### **Thomas Memorial Hospital**

#### **Mammography Campaign**

#### **Not-for-Profit**

For more than 50 years, Thomas Memorial Hospital has built a unique brand and maintained a significant market share, despite competition. However, as competition became more aggressive, they relied on The Arnold Agency to adjust the current marketing communications plan to offset the advances of competing hospitals, increase share-of-mind and protect Thomas's market share in the future. Using Thomas's existing brand image, we developed a campaign centered on the hospital's exceptional capabilities in digital mammography, targeting physicians, media and the public. As a result, patient utilization of the digital mammography unit doubled within six months, making it an exceptional accomplishment for this particular "product" and for Thomas's "big picture" goals.

#### **The West Virginia Workers' Compensation Commission**

#### **Workers' Compensation Commission University**

#### **Nonprofit**

The West Virginia Workers' Compensation Commission University is the most successful Integrated Communications campaign ever conducted by the West Virginia Workers' Compensation Commission. The Commission is an agency of West Virginia state government and is a monopolistic state provider of workers' compensation insurance coverage. The Commission is undergoing major changes to address systemic organizational and financial problems. The University is a policyholder education program modeled after similar programs conducted by other monopolistic state funds, but never before conducted in West Virginia .

## **Projects**

### **Annual Reports**

#### **Arnold Agency**

### Mountain State BlueCross BlueShield 2003 Annual Report

#### Business/Industry

Each year, The Arnold Agency designs and produces an annual report for Mountain State Blue Cross Blue Shield communicating their objectives and achievements from the previous year. The Annual Report for 2003 used the theme, “Keeping You Well and Well-Informed” based on their objective to lead West Virginians to healthier lifestyles, inform West Virginians about healthcare costs and initiatives such as The Dean Ornish Program for Reversing Heart Disease, *HealthPLACE on the Move* and other wellness programs.

#### West Virginia Department of Agriculture

##### Working for You?

##### Nonprofit

##### Crystal Award

How is the West Virginia Department of Agriculture (WVDA) Working for You? The WVDA 2004 annual report showcased exactly how. The 48-page, full-color report highlighted the WVDA’s efforts in many areas, i.e., protecting the nation’s food supply, animal and plant health, preserving water quality and providing marketing assistance to West Virginia companies. The report was presented to the West Virginia Legislature as well as the other agriculture commissioners/secretaries in the nation.

#### West Virginia Workers' Compensation Commission

##### Annual Report

##### Nonprofit

##### Honorable Mention

During the production of this report the governor, working in concert with the state legislature, implemented a sweeping reform of the Workers’ Compensation Commission which abolishes the agency on December 31, 2005, transfers many of its duties to other state agencies, and replaces the current system with a private sector, employers’ mutual insurance company and opens West Virginia workers’ compensation market to competitive insurance providers. This is the last annual report which this agency will produce.

### Internal Communications: 4 or more color magazine

#### Huntington Museum of Art

##### Members Magazine

##### Nonprofit

##### Honorable Mention

The Huntington Museum of Art Members Magazine is published three times a year. Its purpose is twofold. The first goal is to inform Members of the Huntington Museum of Art about the wide variety of programs, classes, lectures, and exhibitions taking place during the next four months. The second objective is to serve as a marketing tool to attract new members. HMA saw a 31 percent increase in memberships in 2004.

### Internal Communications: 4 or more color newsletter

#### Simonton Windows

##### Clearview

##### Business/Industry

##### Honorable Mention

The quarterly *Clearview* newsletter produced by Simonton Windows is dedicated to informing employees on the growth and activities of the company. Leadership messages, reinforcement of policies and procedures, along with recognition of achievements are all featured in this fast-read, visual newsletter. This “must read” employee newsletter incorporates all aspects of communications information for the corporate and manufacturing plant levels and is a true success story for Simonton Windows in the area of employee communications.

#### Maple Creative

#### WV State Board of Registration for Professional Engineers

##### Nonprofit

##### Crystal Award

In 2004 the WV State Board of Registration for Professional Engineers debuted its newsletter interchange. This annual publication informs West Virginia’s engineering community of developments and issues that influence their profession, including licensure, professionalism and ethics. Before Maple Creative designed interchange, little consideration was given to the value of a consistent and stylized image. The now-popular newsletter serves as guidepost for other communications developed for the Board, bolstering its image and organizational communications.

#### Camden-Clark Memorial Hospital

##### Employee Connections

**Nonprofit****Honorable Mention**

The Camden-Clark Memorial Hospital's Employee Connection is a four-page, full-color newsletter, written, designed, printed in-house and published every other week. Primarily the article's focus on employee concerns, benefits and operational activities. Copies are sent to each department and to the hospital's cafeteria for staff to read during breaks. In addition, all issues are available via the hospital's website and intranet. An important regular feature of the publication is called "Extra Miles" which highlights examples of employees going beyond the call of duty.

**External Communications: 4 or more color magazine****Woodcraft Supply Corp.****Woodcraft Magazine****Business/Industry****Crystal Award**

Interested in woodworking? Then Woodcraft Supply Corp. has the perfect magazine for you. The premiere issue of Woodcraft Magazine was issued in November of 2004 with a special focus on woodworking projects, people and products. The top-quality four-color publication has editorial content that appeals to all skill levels of woodworkers. Whether you're searching for a step-by-step project or simple tips for woodworking practices, you'll find it in Woodcraft Magazine.

**Maple Creative****Journal of Innovation****Nonprofit****Crystal Award**

Working with leaders of the High Technology Consortium and Congressman Mollohan, Maple Creative developed the idea to create a media vehicle to promote the vision of the organization. Multiple formats were considered, and a decision was made to create a high quality, niche publication. As of December 31, 2004 three issues of the Journal of Innovation had been published. Readership continues to grow as circulation has increased to 7,000 across a highly focused, technology audience.

**West Virginia Workers' Compensation Commission****Directions****Nonprofit****Honorable Mention**

*Directions* is a quarterly external newsletter of the West Virginia Workers' Compensation Commission and was designed to consolidate several smaller stakeholder and specialty publications into one unified publication serving several different publics.

**External Communications: 1-3 color newsletter****Mountain State BlueCross BlueShield****Healthy Lifestyles****Nonprofit**

With West Virginia ranked first in obesity and second in heart disease, Mountain State BlueCross Blue Shield (MSBCBS) felt compelled to strengthen their commitment to better health and the citizens of West Virginia, developing *Healthy Lifestyles*.

*Healthy Lifestyles* is a quarterly newsletter created in 2004 to enhance the developed wellness initiatives to help their customers and the citizens of West Virginia live longer, healthier lives.

Author and editor of the publication, Senior Communications Specialist Debbie Starks, reaches approximately 80,000 members of MSBCBS.

Mountain State BlueCross BlueShield surpassed their goals for the *Healthy Lifestyles* Newsletter, providing numerous ways and opportunities for citizens to make the lifestyle changes necessary to live longer, healthier lives.

**External Communications: 4 or more color newsletter****Simonton Windows****Nitpickers News****Business/Industry****Crystal Award**

The easy-read Nitpickers News newsletter produced by Simonton Windows on a quarterly basis reaches more than 13,000 picky window installers --- members of the company's Nitpickers Club. The eight-page newsletter keeps this important customer base fully informed on new product details and marketplace trends. More importantly, the creators of this newsletter strive to provide business-building ideas and

stories in each issue, so that Simonton Windows helps their customers grow their businesses.

**Maple Creative**

**Sneed's "Notions"**

**Business/Industry**

**Honorable Mention**

"Notions" is a semi-annual publication of Sneed's Vacuum and Sewing Center, produced by Maple Creative. The newsletter informs customers of news, tips and upcoming events, including classes and trips the store is offering. Now in its third edition, "Notions" has attained wide popularity among its readership and circulation continues to increase. Notions has become a must read for seamstresses, as well as the novel sewer. Readership increases with each issue.

**West Virginia Department of Environmental Protection**

**inDEPth**

**Nonprofit**

**Crystal Award**

InDEPth is the external newsletter for the Department of Environmental Protection. Through strong features, news stories and digital photography, inDEPth gives readers a glimpse into the state's regulatory agency. By publishing the newsletter digitally, the DEP lessens its environmental footprint on the environment and conserves resources. A recent redesign and renewed emphasis on news has increased inDEPth readership and put faces on an embattled agency that enforces laws that protect the Mountain State .

**Camden-Clark Memorial Hospital**

**Community Connection**

**Nonprofit**

**Honorable Mention**

The Camden-Clark Memorial Hospital's Community Connection is an eight-page, full-color, tabloid newsletter produced monthly by Camden-Clark Memorial Hospital in Parkersburg, West Virginia. The publication is inserted into local newspapers and highlights hospital activities and issues that impact the entire community. The primary focus of the Connection is on community health care events and information. Circulation is nearly 78,000 as an insert to existing daily publications which covers the Hospital's primary and secondary service areas.

**Maple Creative**

**ChemLINES**

**Nonprofit**

ChemLINES is a semi-annual publication of the West Virginia Manufacturers Association and the Chemical Industry Committee. The publication is produced by Maple Creative. The newsletter educates and informs the employees and retirees of the state's chemical industry about issues affecting their plants, thus preparing them to be natural advocates in their communities. ChemLINES enjoys a loyal, enthusiastic readership, and with each year the interest in the newsletter continues to increase.

**West Virginia Hospital Association**

**Focus Vol. 20, No. 3, December 14, 2004**

**Nonprofit**

Focus exists to promote the vision and values of the West Virginia Hospital Association (WVHA), a not-for-profit statewide organization. WVHA supports its members in achieving a strong, healthy West Virginia through advocacy, education, information, and technical collaboration, consensus building and a focus on desired outcomes. Focus is a tool for the WVHA to communicate issues of importance to policymakers and other readers in a timely, concise manner.

**Writing: scripts**

**The Arnold Agency**

**OSO Sweet Onions**

**Business/Industry**

**Crystal Award**

Americans eat approximately 1.5 million pounds of onions each day. The Arnold Agency created such a spot for OSO Sweet Onions – a leader in the sweet onion category. Consumers were also reminded of the wonderful ways onions can be cooked – from pizza to soups to salsas. OSO Sweet Onions has had record sales this season! The ad campaign helped them sell out of product again this year.

**Huntington Museum of Art**

**The Hilltop Festival**

**Nonprofit**

**Crystal Award**

Goals for "The Hilltop Festival: Safari! 30-second TV commercial" were getting people excited and encouraging attendance for the annual event at the Huntington Museum of Art. The commercial aired in

late August and early September 2004 as part of a \$5,000 print, billboard, and TV campaign. The commercial was effective as part of the overall marketing of the event and helped contribute to more than 2,400 people attending over two days.

#### **Writing: speeches**

**Camden-Clark Memorial Hospital**

**America, it's my country and I'm proud of it**

**Nonprofit**

**Crystal Award**

It's not often that a person gets called to stand before 18,000 of their closest friends and neighbors to introduce the President of the United States of America. The remarks weren't long, profound or confrontational; they were from the heart. "America, It's my Country and I am Proud of it", was a speech to remind citizens that "We the People" are the makers of our flag and everyday, we should be proud to be Americans.

#### **Writing: news releases**

**Simonton Windows**

**10 Tips for Rebuilding After the Storm**

**Business/Industry**

**Crystal Award**

If you had to rebuild your home after a devastating storm, would you know to check local building codes before you rebuilt? What about choosing energy-efficient products ... or paying special attention to your roof, windows and garage doors? These are just some of the ideas offered in the press release, "10 Tips for Rebuilding After the Storm" issued by Simonton Windows to people in southeastern states following the horrific Hurricane Season of 2004.

#### **Press Kits**

**Style Solutions**

**Media Binder**

**Business/Industry**

**Crystal Award**

Media people looking for tricks on upgrading a room or how to enhance an entryway are sure to appreciate the comprehensive Media Binder from Style Solutions. The urethane millwork manufacturer created this impressive media kit in 2004 with special sections on products, press releases, company information, photography and resources. The media kit makes it simple for consumer and trade media to easily find information on the company's 4,000 moulding and millwork products.

#### **Collateral Materials: posters**

**West Virginia American Water**

**The Story of Water**

**Business/Industry**

**Crystal Award**

The created poster shows what services American Water offers and holds over a century of experience in the water and wastewater industry. The target audience included engineers, business executives, and community leaders that attended the Polymer Alliance Zone annual trade shows. The worldwide shows took place in New York, two in California, and one in Germany. The poster delivered American Water worldwide exposure at a cost of less than a penny for each poster.

#### **Maple Creative**

**Registration Awareness**

**Business/Industry**

**Honorable Mention**

For the West Virginia State Board of Registration for Professional Engineers, Maple Creative developed a family of Registration Awareness Posters to communicate the importance of registration to students, professional engineers and the public at large. These posters can be found in local colleges and universities, engineering firms and various government agency offices. The posters promote registration, licensure and proper use of seals, and put important resources at the fingertips of the engineering community.

**The Manahan Group**

**Let's Get It On**

**Nonprofit**

**Crystal Award**

The campaign to alert college students to the dangers of unprotected sex called for a less than serious approach. The Manahan Group knew that a dead-on tack would be ignored at best, and at worst, scorned or ridiculed. We settled on a humorous, slightly ribald approach with a double-entendre tag line of "Let's Get It On," meaning, of course, let's hook up but let's play it safe with a condom.

**West Virginia Workers' Compensation Commission****Young Worker Safety****Nonprofit****Honorable Mention**

Young worker safety is an important and often overlooked aspect of workers' compensation insurance. It is important because, depending upon the nature of the injury, that young person can face death or a life-long disability. It is often overlooked because young people think that they are invincible, that accidents always happen to others. Statistics in West Virginia and across the nation prove otherwise.

**Huntington Museum of Art****Hilltop Festival Poster****Nonprofit**

The Huntington Museum of Art Hilltop Festival: Safari! Poster's goal was to inform the public that the 2004 annual Hilltop Festival had an animal theme. The Hilltop Festival poster helped to attract more than 2,400 to the two-day festival, with some families coming specifically for the opportunity for their children to learn more about animals in a safe and fun environment.

**Collateral Materials: brochures****Simonton Windows****Surviving Hurricane Season 2004****Business/Industry****Crystal Award**

Remember hurricanes Charley, Frances, Ivan and Jeanne? People in Florida will never forget these devastating storms of 2004. While thousands lost their homes, many people with impact-resistant Simonton StormBreaker™ Plus windows were mercifully spared. The six-page Simonton Coastal Series brochure, "Surviving Hurricane Season 2004" profiles several homeowners who survived the severe storms of 2004 in large part because of their decision to have hurricane-resistant Simonton products installed in their homes.

**Maple Creative****Katz Consulting****Business/Industry****Honorable Mention**

Katz Consulting is a litigation and trial technology firm with an amazing new facility that has been deemed West Virginia's premier legal technology center. Katz Consulting melds the traditional practice of law with the latest technologies to assist attorneys in organizing and enhancing the presentation of their cases. Maple Creative produced a marketing brochure for Katz Consulting, which showcases the firm's new space, its capabilities and the specific tools and services it provides.

**Simonton Windows****Building a Dream - Simonton Design Showcase****Business/Industry**

The four-color brochure, "Building a Dream" focuses attention on the efforts made by Simonton Windows and its employees in supporting Habitat for Humanity projects nationwide. Through donations of windows and countless volunteer man hours, Simonton Windows has helped make the dream of home ownership a reality for many families. This brochure shares the success stories of several of those families ... and the pride that Simonton feels in helping people who are helping themselves.

**Radisson at Waterfront Place****Radisson Sales Kit****Business/Industry**

The Radisson at Waterfront Place in Morgantown, WV is a 17-story high-rise hotel, featuring top of the line amenities. Radisson approached Maple Creative to create a sales kit to effectively communicate all that it has to offer. Selecting from several Maple concepts, the Radisson chose a stylish, tri-gate-fold design. The kit was unveiled at a nationwide hotel trade show. Prospective Radisson customers now can see an accurate representation of one of West Virginia's premiere hotels.

**West Virginia Department of Environmental Protection****Stream Partners Program****Nonprofit**

**Crystal Award**

The Stream Partners Program brochure informs citizens about a program that they can use to improve the quality of life in their watershed. Through education and support, volunteer watershed associations are encouraged to organize stakeholders and develop projects. It serves the added purpose of supplying a grant application needed in acquiring the funds necessary to initiate water quality improvement projects.

**West Virginia Medical Institute**

**Every Step of the Way**

**Nonprofit**

**Honorable Mention**

The “Every Step of the Way” marketing brochure needed to effectively communicate who we are and what we do to a general audience. While our expertise is health care, we wanted to reach beyond the health care industry to a broader audience that might read about us and realize that we could adapt our services to their needs. Because the piece had to be a representation of the organization we were originally told money was no object. Management quickly learned those are words you never tell a graphic artist. Our budget was reinigned in to \$5,000 for 1,000 brochures and folders. We came in at \$4,160.

**Collateral Materials: invitations**

**Huntington Museum of Art**

**Exploring the Great Outdoors**

**Nonprofit**

**Crystal Award**

The goal of the Exploring the Great Outdoors Invitation was to inform the public and members of the Huntington Museum of Art about the opening reception and accompanying programs for an exhibit highlighting Sports and Recreation in Original Illustrations from Children’s Books. The invitation was a big factor in attracting more than 3,000 visitors, including 1,500 school students, to the exhibit.

**The Manahan Group and RMS Strategies**

**Manchin Inaugural**

**Nonprofit**

**Honorable Mention**

The Manahan Group and RMS Strategies developed a theme for the Governor Joe Manchin’s inaugural materials which incorporated a saying popular in his family: the road to success is under construction. The unique construction of the invitation to Governor Manchin’s inaugural celebration allowed it to include a small booklet bound with a black satin ribbon, an RSVP card and, of course, the words which invited people to the Governor’s inauguration ceremony.

**Collateral Materials: logos**

**Maple Creative**

**Dr. David Clayman**

**Business/Industry**

**Crystal Award**

Following his 30-year corporate career, Dr. David Clayman launched his own practice in 2004. Building upon his strong name recognition, Maple Creative developed a distinctive logo for Clayman & Associates to encompass all of its identity materials. The new brand logo has served as a consistent foundation for the development of new marketing materials, including advertisements, a Web site and printed materials, enabling the client to successfully launch and expand its business.

**West Virginia Medical Institute**

**Shop Talk**

**Nonprofit**

**Crystal Award**

The ShopTalk Logo needed to be designed in such a way that it conveyed our “Mammograms Save Lives” message while “speaking” to our audience – beauty shop owners and their clients. The whimsical “S” in ShopTalk is representative of hair. Focus group testing with stylist revealed that the “S: didn’t just look like hair but it actually resembled a stylish cut known as an S-cut or an S-curl! The logo received critical acclaim from the Centers for Medicare & Medicaid Services in addition to salon owners and their clients.

**The Manahan Group and RMS Strategies**

**Manchin Inaugural**

**Nonprofit**

**Honorable Mention**

West Virginia Governor Joe Manchin asked The Manahan Group and RMS Strategies to create a theme and logo for his inaugural that would reflect his vision of a prosperous new era in West Virginia history. We responded with a logo that comprised the Governor’s personal theme (The Road to Success is Under

Construction) with an instantly recognizable visual symbol: the state capitol dome. The logo was featured on invitations, tickets and cocktail napkins.

**The West Virginia Workers' Compensation Commission  
Workers' Compensation Commission University logo  
Nonprofit**

The West Virginia Workers' Compensation Commission University was the major policyholder outreach activity undertaken by the Workers' Compensation Commission I 2004. As such there was a need for a unique logo to use on all internal documents, PowerPoint's, handout materials and other items directly associated with the University program. The theme of Building a solid foundation had already been selected and logo design and direction was left up to the artist. Several concepts were created and presented for approval. Publications into one unified publication serving several different publics.

**Collateral Materials: direct mail**

**Simonton Windows**

**Day-by-day Calendar**

**Business/Industry**

**Crystal Award**

Did you know that August 3rd is the 35<sup>th</sup> anniversary of Hurricane Celia striking Texas? How about that on October 10<sup>th</sup> in 1492, Christopher Columbus encountered the earliest recorded hurricane? These are just two of the 365 window-related facts and tips contained in the Simonton Windows 2005 Day-by-Day desktop calendar. From tips on window cleaning to historical facts about glass, this information-packed calendar keeps Simonton Windows top-of-mind every day to their customers and media contacts!

**Maple Creative**

**Namaste Yoga**

**Business/Industry**

**Honorable Mention**

Namaste Yoga is Charleston's premier studio dedicated solely to the art and practice of yoga. Namaste commissioned Maple Creative to create a direct mail brochure, as part of a comprehensive identity-

building campaign. The resulting direct-mail piece was informative and effective, building upon messages previously conveyed through ads and the Namaste Web site. Namaste Yoga has built a substantial mailing list, and it now communicates regularly with students and potential students via mail and e-mail.

**Huntington Museum of Art**

**Pilgrim Legacy Cameo**

**Nonprofit**

**Crystal Award**

The goal of the Spring/Summer 2004 Pilgrim Legacy Cameo Glass newsletter is to inform art glass collectors across the nation about the new creations available for their collections and to promote the custom design of art glass pieces. Following the release of the newsletter, another custom-design piece was completed.

**Special Purpose Publications: single issue newsletters/booklets**

**Simonton Windows**

**Coloring and Activity Book**

**Business/Industry**

**Crystal Award**

How does a window contractor keep noisy children quiet and happy while he makes a sales presentation to their parents? By giving them copies of the new Simonton Windows Coloring and Activity Book! Produced in 2004 by Simonton Windows, this fun booklet (which comes with crayons, of course!) helps children see the colors of their lives. Jam-packed with puzzles, pictures and riddles, the activity book is perfect for children ages three to nine.

**Wheeling Island Racetrack and Gaming Center**

**More Than Just a Company**

**Business/Industry**

**Honorable Mention**

In its second year of publication, the "More Than Just A Company" Community Report 2004 addresses the many ways Wheeling Island Racetrack & Gaming Center contributes and touches the community in which it resides. The Community Report is designed to educate and celebrate Wheeling Island's dedication to its community, associates and guests. The report showcases Wheeling Island's economic vitality, associates,

charitable contributions, guests and amenities. It was successfully completed within a \$5,000 budget and is being called “unique and exceptional” by community leaders, political officials, management, associates and media.

#### **Alderson-Broaddus College**

##### **Renewing the Promise**

##### **Nonprofit**

##### **Crystal Award**

Renewing the Promise: the Campaign for Alderson-Broaddus is the largest campaign in the 133 year history of the College. Alderson-Broaddus’ mission is based on a promise—a promise that focuses on serving the region by providing a high-quality education, infused with Christian values. With a goal of \$15 million, Alderson-Broaddus plans to renew that promise by expanding educational opportunities for students, strengthening its campus environment, and building its institutional capacity for future generations of students.

#### **The Manahan Group**

##### **Raze Handbook**

##### **Nonprofit**

##### **Honorable Mention**

Small, spiral bound and urban in appearance, the Raze Handbook is 36 pages of hip-looking information for teen anti-tobacco activists. Crumpled-paper-look headlines; orange type; edgy subheads and compelling statistics give the Handbook a youthful and slightly rebellious look and feel. Sent to every Raze member and available also as a download from the Raze website, the Handbook is everything a teen needs to know to keep the Raze momentum going.

#### **West Virginia Department of Education**

##### **Recipe for Success**

##### **Nonprofit**

*Recipe for Success* is a healthy student initiative that provides school principals and other administrators with innovative ideas to lead students to healthier lifestyles and improved chances for academic achievement.

Simply ... *Recipe for Success* was developed by the West Virginia Department of Education to help schools give students the jumpstart they need for learning success. The Special Purpose Project includes both an informative booklet and an interactive CD-Rom.

#### **Arnold Agency**

##### **Turnpike 50<sup>th</sup> Anniversary Yearbook**

##### **Nonprofit**

The West Virginia Parkways Economic Development and Tourism Authority celebrated its 50<sup>th</sup> anniversary one Sunday, November 7. To highlight the awareness of the upcoming event, we reached out to the public via a call for “Turnpike memories”. We researched the history by digging through boxes of archives, including photographs and old newspapers from the 1950’s. These memories, photographs, assorted paraphernalia were compiled in a “Yearbook” to tell the story of the Turnpike over 50 years.

#### **West Virginia Department of Environmental Protection**

##### **State of the Environment**

##### **Nonprofit**

A first for the state of West Virginia, the “State of the Environment” report gave citizens, regulators and industry a brief look at the overall condition of the state’s environment. Almost as if taking a picture, this snapshot aids in making future decisions that involve the productivity and health, both physically and economically, of West Virginia.

#### **Audiovisual Presentations**

##### **Snowshoe Mountain Resort**

##### **NRAO tour**

##### **Business/Industry**

##### **Crystal Award**

The new visitor’s center tour at the National Radio Astronomy Observatory in Greenbank, W.V. is an entertaining, educational and fun family experience that augments the high quality vacation opportunities offered to guests at Snowshoe Mountain Resort. Snowshoe Television’s challenge was to produce an audiovisual presentation accurately portraying the scientific precision, educational value, intellectual accessibility and unique mix of technology and organic beauty experienced by individuals going on tour at the N.R.A.O.

#### **The Manahan Group**

##### **Raze-ing Awareness**

##### **Nonprofit**

##### **Crystal Award**

The kiss of death in reaching a teen audience is to come off like a know-it-all adult. That's why the Raze-ing Awareness video is a series of teen-enacted vignettes—teens talking to the camera; teens acting out pantomimes; teens passing along information. Raze-ing Awareness is teens talking directly to other teens. In this video, stats are conveyed; the Raze teen-activist 'look' is perpetuated; music is played and the Tobacco Industry takes it on the chin.

#### **Alderson-Broaddus College**

#### **Renewing the Promise**

#### **Nonprofit**

#### **Honorable Mention**

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#### **West Virginia Department of Environmental Protection**

#### **Environmental Update**

#### **Nonprofit**

On May 24, 1999 the US EPA, the West Virginia DEP, Exxon/Mobil and the Fairmont Community Liaison Panel signed a Final Project Agreement making the Fairmont Coke Works the first SUPERFUND site in the nation accepted in the Project XL program. The goal at the Fairmont site is a faster, better and more cost effective clean up. Project XL stands for excellence and leadership and is a national program, which lets state and local governments work with businesses to develop innovative strategies to test better or more cost-effective ways of protecting public health and environments. In the year 2000 Update visited Project XL. This program includes a segment of that program and updates the current progress at the site as of July 2004.

#### **Interactive Communications: web sites/intranets**

#### **Maple Creative**

#### **Namaste Yoga**

#### **Business/Industry**

#### **Crystal Award**

Namaste Yoga is unlike any gym or recreation center offering yoga instruction – it is a beautiful, tranquil space with class and style, a wide variety of classes and great instructors. The relaxing atmosphere obvious in the actual studio also resonates in site design. The site is interactive, engaging and informative. Maple Creative developed Namaste's Web site as the ultimate tool for communicating with potential students, students and the world.

#### **Maple Creative**

#### **Simpson & Osborne**

#### **Business/Industry**

#### **Honorable Mention**

Simpson & Osborne maintains accounting industry leadership by providing valuable advice and solutions, understanding the needs of customers and utilizing technology. With its redesigned Web site, S&O sought to integrate its new electronic newsletter and promote its expanded services and market presence. The site had to strike a balanced design—visually dynamic & entertaining, yet not too bold—consistent with the S&O brand. The new site would also highlight the company's 30<sup>th</sup> anniversary in 2004.

#### **West Virginia Workers' Compensation Commission**

#### **Daily Message**

#### **Nonprofit**

#### **Honorable Mention**

Since the first posting, the *Daily Message* has evolved into an effective tool to provide information about our successes, and our disappointments, about new hires and retirements, about legal challenges and successes. In short, it is like the small town weekly newspapers we all grew up reading about our neighbors and our community, but in our case, published as a daily.

#### **Interactive Communications: e-zines/newsletters/other online publications**

#### **Maple Creative**

#### **Simpson & Osborne, The Resource**

#### **Business/Industry**

#### **Crystal Award**

For many years Simpson & Osborne produced and distributed a quarterly, printed newsletter, entitled The Resource. Simpson & Osborne wanted to transform its newsletter to Internet format to stay ahead of its

competition and highlight its technological prowess. InsightS&Opportunities, an electronic newsletter, was conceived, created and launched with turnkey support from Maple Creative. The eighth issue was released in November 2004. With each edition of InsightS&Opportunities traffic to the S&O Web site increases by 61%.

### **Interactive Communications: interactive CD-ROM**

**Alderson-Broaddus College**

**Renewing the Promise**

**Nonprofit**

#### **Crystal Award**

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