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2006 PITTSBURGH ADVERTISING AWARDS



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MULLEN

LETTER FROM THE PRESIDENT



Hello,

Some of you reading this know all about the Pittsburgh Ad Fed and the Addy Awards. For the rest, this will be an introduction.

So, what is the Pittsburgh Ad Fed?

Well, like the advertising industry itself, it's an evolving organization. Our goal is to provide a professional community for creative-minded people to network, to be inspired, to find opportunities for and to celebrate a very important, very vibrant industry that plays an essential economic and image-building role in this region.

A word on who is creative. The short answer: everybody. If you're in this business, you know that everyone should contribute to the creative process. If you can't, won't or don't feel qualified, then pack your suitcase. Changes in this business - and I would argue most industries are similar - demand your participation. Sitting on the sideline is not an option. Consumers are in control, and reaching them in a relevant way dictates that we deliver more creative solutions. "Creatives" can't work in a vacuum or refuse to collaborate and hope to be successful. For me, this applies to the people who work in the agency, the people that supply us with production tools and the clients we serve.

All of these people make up the Pittsburgh Ad Fed. We're part of a strong creative culture that exists here in Pittsburgh. Check out the music scene, the theater groups, museums, the other cultural outlets, the health and education sectors (just to name a few) and you will see creativity on display 24/7 and 365. There may be bigger or more specialized markets, but you won't find a more committed or harder working creative community.

Check out our contribution to this community by looking through this Addy's program. This is a small part of the work the agencies, firms, clients and individuals of Pittsburgh put forth. The Addy's are awards for work that was judged to be exemplary by a panel of peers in the business. There's some great work here. All of us strive to make it better work as we go forward.

Finally, I invite you to join the Ad Fed. Anyone can jump in and contribute. Bring your brain. We'd love to have you.

Brian Bronaugh
President/Pittsburgh Ad Fed
Sr. V.P./Creative Director/Mullen

ABOUT THE PITTSBURGH ADVERTISING FEDERATION...

The Pittsburgh Advertising Federation (PAF) is one of the oldest Ad Federations in the country. Comprised of 250 local advertising and marketing professionals, PAF works to enhance the professional development of club members, while increasing recognition for the advertising and marketing industry and giving back to the local community.

The PAF is a local affiliate of the American Advertising Federation (AAF), a national organization that represents the advertising industry in its entirety. The AAF accomplishes this through a unique, nationally coordinated grassroots network of advertisers, advertising agencies, media companies, local advertising associations and college chapters. Headquartered in Washington, DC, the AAF serves 50,000 members nationwide in 130 corporations, 200 local advertising federations and over 210 college chapters.

For information on upcoming events or becoming a member, visit www.pghadfed.org.

ABOUT THE ADDY'S...

The Addy's® are the advertising industry's largest and most representative competition attracting over 50,000 entries every year in local Addy competitions. The mission of the Addy competition is to recognize and reward creative excellence in the art of advertising.

The Pittsburgh American Advertising Awards (Addy's) Competition is the first of a three-tiered competition conducted annually by the American Advertising Federation (AAF).

Our Pittsburgh Advertising Federation awards have won at the AAF District Two (regional) and the American Advertising Federation (national) levels. This is no small feat in our District Two, which includes the powerful New York market, New Jersey, Washington DC, Maryland, Delaware, and of course all of Pennsylvania.

2006 ADDY'S JUDGES



The 2006 Addy's judges smile for the camera, Fred Shamlan (L), Roger Sawhill, Kevin Ragland, Klaus Gensheimer

FRED SHAMLIAN

Fred Shamlan is president and creative director of Shamlan Advertising in Springfield, PA, neatly located between Philadelphia and the Nation's credit card nexus, Wilmington, DE. Fred began his career at Washington, DC's largest agency, HJK&A, where he wrote and co-produced multi-media campaigns for the Coast Guard and Columbia MD. Fred launched Shamlan Advertising in 1986, when Gordon Philips Beauty Schools became his first full-service client. More clients quickly followed, including Blue Cross of Greater Philadelphia, Comcast, Hammond (a publisher of atlases) and The Wharton School of the University of Pennsylvania.

Fred is a graduate of Carnegie Mellon's creative writing program, and has earned dozens of creative awards for his work as a writer and art director, including the CLIO, ADDY, ANDY, BPAA Bellringer, CASE, Communication Arts, ECHO and One Show awards.

ROGER SAWHILL

Roger Sawhill is the owner and Senior Designer of UnParalleled in Atlanta, GA. UnParalleled creates a wide range of design solutions from identity design, to POP and packaging, to information graphics. Roger has been a designer for over 20 years. His background is mainly print, but his projects also include interactive material. Roger is also a teacher. Having taught 2500+ students over the last 15 years, he has taught computer graphics and graphic design to corporate and creative students alike. For the past 10 years, he has been teaching at the Creative Circus in Atlanta. Some of Roger's more notable clients have been the FBI, Universal Studios, Makita, Bosch, Skil and Hartsfield-Jackson International Airport in Atlanta.

KEVIN RAGLAND

Kevin joined the Martin Agency in 1998 to work on Saab, but over the past eight years has worked on many other accounts including Hanes, Olympus, Nickelodeon, Delta and Miller. Kevin grew up in Richmond, VA and graduated from Virginia Commonwealth University with a degree in communications and a minor in Art. He got his start in the business with Earl Palmer Brown/Richmond before moving to Pittsburgh to work at Ketchum and become a Steelers Fan. After a stint at GSD&M in Austin, Kevin moved back home to work at Martin.

In his spare time, Kevin enjoys writing short bios about himself in the third person. Also he wishes he could dunk a basketball.

KLAUS GENSHEIMER

A veteran of the advertising agency world, Klaus has served as a senior creative officer at several large agency networks. Growing up in Chicago, he worked at D'Arcy and Leo Burnett, and then moved to Ketchum for his first two year stint. He then moved to Y&R New York where he started as a copywriter, authored "A breed apart" for Merrill Lynch, "Get Met. It Pays" for Metropolitan Insurance and rose to the position of Senior Vice President, Group Creative Director. From there, he returned to Ketchum as a Senior Vice President, Creative Director working primarily on PNC Bank and Nationwide Insurance.

In 1995, he moved to Boston as a SVP at Arnold responsible for Fleet Bank and Hood Dairy, and then served as Executive Creative Director at Fidelity Investments. He has won virtually every major award in the industry and currently runs his own consulting practice.

The Pittsburgh Ad Federation would like to thank the 2006 Pittsburgh American Advertising Awards team:

CONCEPTUALIZATION/ SCRIPT WRITER

Mike Giunta

PMI

Evie DeSarno
Ed Fraticelli
Christa Humphrey-Ross
Angela Lattanzio
Francisco Jose Muniain
Rich "Zoot" Dwyer
Shannon Barry
Jack Bailey
Shawn Jackson
Julie Pulsifer

THINK COMMUNICATIONS INC.

Todd Patterson
Brian Tedeschi
Brooke Werner
Craig Miller
Aaron Niziol
Heidi Biondi
Michael Wiegand

THE KIDS

Joe Bender
Katy Fraticelli
Natalie Kindler
Colin McLaughlin
Jon Muniain
Blake Woodyard

NEW PERSPECTIVE

Thad Christian
Karrie Kuchinski
Mike Thomas
Chuck Zvirman

ADDY SUPPORT TEAM...

Cheri Gmitter
Karen Smith
Mickey Stobbe
Bob Storer
Geyer Printing
Matt Bulvony Photography
The Pittsburgh Business Times

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Duquesne University
LaRoche College
Point Park University



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2006 PITTSBURGH ADVERTISING AWARDS



SALES PROMOTION

1. ADDY

Stationery Package Flat Printed
 Advertiser: Asian-American Film Festival
 Title: Silk Screen Stationery
 Agency: Wall-to-Wall Studios
 Creative Directors: Larkin Werner, James Nesbitt
 Designer: Bill Krowinski
 Project Manager: Christy Kohser

2. ADDY

Annual Report Four Color
 Advertiser: Western PA Council Boy Scouts of America
 Title: Boy Scout Annual Report
 Agency: Brady Communications
 Account Manager: Lauren Cefalo
 Creative Director: James Bolander
 Designer: Jenny Pearson
 Production Specialist: Paul Semonik
 Photographer: John Sanderson



SILVER

Counter-Top or Attached
 Advertiser: Pittsburgh Musicians' Union
 Title: Pay their dues
 Agency: Garrison Hughes
 Art Director: David Hughes
 Copywriter: Bill Garrison
 Copywriter: Michael Giunta
 Photographer: Frank Walsh
 Printer: Filmet

SILVER

Free-Standing
 Advertiser: Hot Dogma
 Title: Hot Dog Sandwich Boards
 Agency: Garrison Hughes
 Art Director: David Hughes
 Copywriter: Bill Garrison
 Copywriter: Michael Giunta
 Photographer: Tom Gigliotti
 Retoucher: Dave Bernhardt
 Printer: Filmet

SILVER

Free-Standing
 Advertiser: LaRosa's Pizzeria
 Title: Calzone Placemat
 Agency: Blattner Brunner
 VP/Group Creative Directors: Jay Giesen, Dave Kwasnick
 VP/Creative Director: Dave Vissat
 Assoc. Creative Director/Writer: Andy McKenna
 Sr. Art Director: Debbie Minnis-Regan
 Print Production Supervisor: Ray Schmitt
 Photographer: Steve Paszt
 Retoucher: Dave @ Barry's
 Illustrator: John Hinderliter
 Management Supervisor: John Kreinbihl
 Account Executive: Rob Rusnak

COLLATERAL MATERIAL

SILVER

Stationery Package Flat Printed
 Advertiser: Amy Pfaffenback DDS
 Title: Doctor Amy's Stationery
 Agency: MARC USA
 Chief Creative Officer: Ed Fine
 Senior Art Director: Amy Rajakovic
 Management Supervisor: Alisa James
 Illustrator: Amy Rajakovic



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The whining.
 The moaning.
 The sarcasm.
 The tantrums.



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Congratulations to all those who toughed it out and came out on top.



MARC USA

PITTSBURGH CHICAGO DALLAS INDIANAPOLIS MIAMI



2006 PITTSBURGH ADVERTISING AWARDS



SILVER

Annual Report Four Color
Advertiser: Respirationics, Inc.
Title: Respirationics 2005 Annual Report
Agency: Blattner Brunner
VP/Design Services: Keith Martin
Sr. Art Directors: Maria Tarquinio, Kurt Valenta
Jr. Designer: Justin Flagg
Print Production Supervisor: Ray Schmitt

SILVER

Publication Design-Series
Advertiser: CITY Magazine
Title: City Magazine Spread Inflated Egos
Agency: Brady Communications
Account Manager: John Brady
Creative Director: Ahtiana Jacoud
Designer: Todd Bronson
Photographer: Bela Borsodi

SILVER

Publication Design-Series
Advertiser: CITY Magazine
Title: CITY Magazine Spread Saturation Point
Agency: Brady Communications
Account Manager: John Brady
Art Director: Ahtiana Jacoud
Designer: Todd Bronson
Photographer: Phillip Tolendano

SILVER

Poster-Single
Advertiser: Pittsburgh Passion
Title: 36-24-36
Agency: Garrison Hughes
Art Director: David Hughes
Copywriter: Bill Garrison
Copywriter: Michael Giunta
Printer: Filmet

SILVER

Poster-Single
Advertiser: Pittsburgh Passion
Title: Decisions, decisions
Agency: Garrison Hughes
Art Director: David Hughes
Copywriter: Bill Garrison
Copywriter: Michael Giunta
Designer: Tricia Withrow
Photographer: Tom Gigliotti
Retoucher: Dave Bernhardt

SILVER

Poster-Single
Advertiser: Pittsburgh Musicians' Union
Title: Nightly
Agency: Garrison Hughes
Art Director: David Hughes
Copywriter: Bill Garrison
Copywriter: Michael Giunta
Photographer: Frank Walsh
Printer: Filmet

SILVER

Poster-Single
Advertiser: North and South
Title: Two-Sided
Agency: Blattner Brunner
VP/Group Creative Director: Jay Giesen
VP/Group Creative Director/Writer: Dave Kwasnick
VP/Creative Director: Dave Vissat
Print Production Supervisor: Linda Twining
Production Coordinator: Kathy Chase
Photographer: Tom Cwenar
Retoucher: Dwight Pritchett

SILVER

Poster-Single
Advertiser: Point Park University/Pittsburgh Playhouse
Title: Point Park University "Hair" Poster
Agency: Mullen
Senior Vice President: Brian Bronaugh
Associate Creative Director: Kiera Alderette
Senior Multimedia Designer: Tom Walker
Print Production Manager: Mike Pschirer
Illustrator: upon request

SILVER

Poster: Campaign
Advertiser: Pittsburgh Passion
Title: Passionate
Agency: Garrison Hughes
Art Director: David Hughes
Copywriter: Bill Garrison
Copywriter: Michael Giunta
Designer: Tricia Withrow
Photographer: Tom Gigliotti
Retoucher: Dave Bernhardt
Printer: Filmet

SILVER

Poster: Campaign
Advertiser: North and South
Title: Accurate, Impactful, Explosive, Two Sided
Agency: Blattner Brunner
VP/Group Creative Director: Jay Giesen
VP/Group Creative Director/Writer: Dave Kwasnick
VP/Creative Director: Dave Vissat
Print Production Supervisor: Linda Twining
Production Coordinator: Kathy Chase
Photographer: Tom Cwenar
Retoucher: Dwight Pritchett

DIRECT MARKETING

1. ADDY

Consumer, Single-Flat
Advertiser: North and South
Title: Red, White and Blue
Agency: Blattner Brunner
VP/Group Creative Director: Jay Giesen
VP/Group Creative Director/Writer: Dave Kwasnick
VP/Creative Director: Dave Vissat
Print Production Supervisor: Ray Schmitt
Production Coordinator: Kathy Chase
Photographer: Tom Cwenar
Retoucher: Dwight Pritchett
Retoucher: Mark Scherer



2. ADDY

Consumer, Single-Flat
Advertiser: North and South
Title: Sign Up
Agency: Blattner Brunner
VP/Group Creative Director: Jay Giesen
VP/Group Creative Director/Writer: Dave Kwasnick
VP/Creative Director: Dave Vissat
Print Production Supervisor: Ray Schmitt
Production Coordinator: Kathy Chase
Photographer: Tom Cwenar
Retoucher: Dwight Pritchett
Retoucher: Mark Scherer



3. ADDY

Consumer, Single-Flat
Advertiser: North and South
Title: Stories
Agency: Blattner Brunner
VP/Group Creative Director: Jay Giesen
VP/Group Creative Director/Writer: Dave Kwasnick
VP/Creative Director: Dave Vissat
Print Production Supervisor: Ray Schmitt
Production Coordinator: Kathy Chase
Photographer: Tom Cwenar
Retoucher: Dwight Pritchett
Retoucher: Mark Scherer



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HERE WE GO.

CONGRATULATIONS WINNERS

Red House Communications



2006 PITTSBURGH ADVERTISING AWARDS



1.



2.



3.



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6.

1. ADDY

Consumer, Campaign-Flat
Advertiser: American Red Cross, Southwestern PA Chapter
Title: Holiday Card Campaign
Agency: smART Direction
Creative/Art Director: Jill Trimble
Copywriter: Ilona Segedy
Photographer: Frank Walsh
Production: Linda Twining
Handlettering: Jeri Lyn Anderson
Printer: Broudy Printing Inc.
Retoucher: Dave @ Barry's

4. ADDY

Specialty Advertising—
Other Merchandise
Advertiser: American Red Cross, Southwestern PA Chapter
Title: Wreath of Grace
Agency: smART Direction
Creative/Art Director: Jill Trimble
Copywriter: Ilona Segedy
Photographer: Frank Walsh
Production: Linda Twining
Handlettering: Jeri Lyn Anderson
Printer: Broudy Printing Inc.
Retoucher: Dave @ Barry's

2. ADDY

Consumer, Campaign-Flat
Advertiser: North and South
Title: Red, White and Blue, Sign up, Stories
Agency: Blattner Brunner
VP/Group Creative Director: Jay Giesen
VP/Group Creative Director/Writer: Dave Kwasnick
VP/Creative Director: Dave Vissat
Print Production Supervisor: Ray Schmitt
Production Coordinator: Kathy Chase
Photographer: Tom Cwenar
Retoucher: Dwight Pritchett
Retoucher: Mark Scherer

5. ADDY

Specialty Advertising—
Other Merchandise
Advertiser: American Red Cross, Southwestern PA Chapter
Title: Tree of Wonder
Agency: smART Direction
Creative/Art Director: Jill Trimble
Copywriter: Ilona Segedy
Photographer: Frank Walsh
Production: Linda Twining
Handlettering: Jeri Lyn Anderson
Printer: Broudy Printing Inc.
Retoucher: Dave @ Barry's

3. ADDY

Specialty Advertising—
Other Merchandise
Advertiser: American Red Cross, Southwestern PA Chapter
Title: Carol of Joy
Agency: smART Direction
Creative/Art Director: Jill Trimble
Copywriter: Ilona Segedy
Photographer: Frank Walsh
Production: Linda Twining
Handlettering: Jeri Lyn Anderson
Printer: Broudy Printing Inc.
Retoucher: Dave @ Barry's

6. ADDY

Specialty Advertising—
Other Merchandise
Advertiser: American Red Cross, Southwestern PA Chapter
Title: Light of Hope
Agency: smART Direction
Creative/Art Director: Jill Trimble
Copywriter: Ilona Segedy
Photographer: Frank Walsh
Production: Linda Twining
Handlettering: Jeri Lyn Anderson
Printer: Broudy Printing Inc.
Retoucher: Dave @ Barry's



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2006 PITTSBURGH ADVERTISING AWARDS



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OUT OF HOME

1. ADDY

Outdoor Board-Flat
Advertiser: Zippo
Manufacturing Co.
Title: Zippo Summer
Agency: Blattner Brunner
VP/Group Creative Director:
Jay Giesen
VP/Group Creative
Director/Writer: Dave
Kwasnick
Retoucher: Dave @ Barry's
Photographer: Tom Gigliotti
Sr. Account Executive:
Denee Hayes
Exec. VP/Client Services:
Mary Kay Modaffari
Manager/Production &
Design: Dan Lyons
Print Production Manager:
Linda Twining

2. ADDY

Outdoor Board-Flat
Advertiser: Zippo
Manufacturing Co.
Title: Zippo Classic
Agency: Blattner Brunner
VP/Group Creative Director:
Jay Giesen
VP/Group Creative
Director/Writer: Dave
Kwasnick
Retoucher: Dave@Barry's
Photographer: Tom Gigliotti
Sr. Account Executive:
Denee Hayes
Exec. VP/Client Services:
Mary Kay Modaffari
Manager/Production &
Design: Dan Lyons
Print Production Manager:
Linda Twining

3. ADDY

Outdoor Board-Flat
Advertiser: Zippo
Manufacturing Co.
Title: Zippo ROCKS
Agency: Blattner Brunner
VP/Group Creative Director:
Jay Giesen
VP/Group Creative
Director/Writer: Dave
Kwasnick
VP/Creative Director/Art
Director: Dave Vissat
Retoucher: Dave@Barry's
Photographer: Tom Gigliotti
Sr. Account Executive:
Denee Hayes
Exec. VP/Client Services:
Mary Kay Modaffari
Manager/Production &
Design: Dan Lyons
Print Production Manager:
Linda Twining

4. ADDY

Outdoor Board-Other
Advertiser: Zippo
Manufacturing Co.
Title: Zippo Backyard
Agency: Blattner Brunner
VP/Group Creative Director:
Jay Giesen
VP/Group Creative
Director/Writer: Dave
Kwasnick
Retoucher: Dave @ Barry's
Photographer: Tom Gigliotti
Sr. Account Executive:
Denee Hayes
Exec. VP/Client Services:
Mary Kay Modaffari
Manager/Production &
Design: Dan Lyons
Print Production Manager:
Linda Twining
Associate Media Director:
Joel Ulrich

5. ADDY

Mass Transit-Exterior
Advertiser: Zippo
Manufacturing Co.
Title: Zippo Summer
Agency: Blattner Brunner
VP/Group Creative Director:
Jay Giesen
VP/Group Creative
Director/Writer: Dave
Kwasnick
Retoucher: Dave@Barry's
Photographer: Tom Gigliotti
Sr. Account Executive:
Denee Hayes
Exec. VP/Client Services:
Mary Kay Modaffari
Manager/Production &
Design: Dan Lyons
Print Production Manager:
Linda Twining

6. ADDY

Outdoor Board-Other
Advertiser: Zippo
Manufacturing Co.
Title: Zippo Backyard
Agency: Blattner Brunner
VP/Group Creative Director:
Jay Giesen
VP/Group Creative
Director/Writer: Dave
Kwasnick
Retoucher: Dave @ Barry's
Photographer: Tom Gigliotti
Sr. Account Executive:
Denee Hayes
Exec. VP/Client Services:
Mary Kay Modaffari
Manager/Production &
Design: Dan Lyons
Print Production Manager:
Linda Twining
Associate Media Director:
Joel Ulrich

Tonight's program was produced by the creative monsters from PMI.



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2006 PITTSBURGH ADVERTISING AWARDS



1.

1. ADDY

Mass Transit-Exterior
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Summer
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Print Production Manager: Linda Twining

SILVER

Outdoor Board-Flat
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo RAW
 Agency: Blattner Brunner
 VP/Group Creative Directors: Jay Giesen, Dave Kwasnick
 Assoc. Creative Director/Writer: Andy McKenna
 Retoucher: Dave @ Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Print Production Manager: Linda Twining

SILVER

Mass Transit Shelter
 Advertiser: Pittsburgh Passion
 Title: Spikes
 Agency: Garrison Hughes
 Art Director: David Hughes
 Copywriter: Bill Garrison
 Copywriter: Michael Giunta
 Designer: Tricia Withrow
 Photographer: Tom Gigliotti
 Retoucher: Dave Bernhardt
 Printer: Filmet



2.

2. ADDY

Mass Transit Shelter
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Summer
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons

SILVER

Mass Transit-Exterior
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo ROCKS
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director/Art Director: Dave Vissat
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Print Production Manager: Linda Twining

SILVER

Mass Transit Shelter
 Advertiser: GlaxoSmithKline
 Title: Gold
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Assoc. Creative Director/Writer: Andy McKenna
 Retoucher: Dave@Barry's
 Manager/Production & Design: Dan Lyons
 Print Production Supervisor: Ray Schmitt

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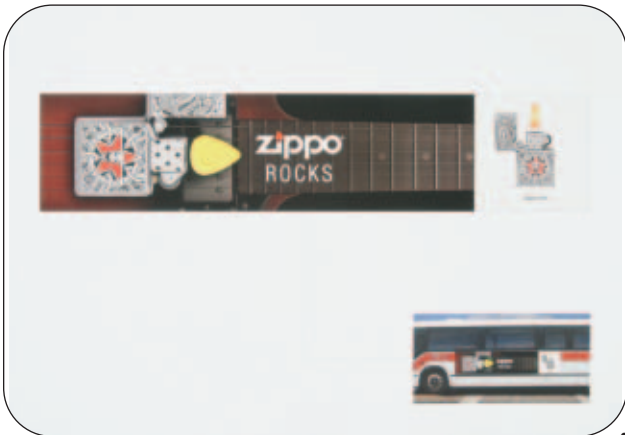


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2006 PITTSBURGH ADVERTISING AWARDS



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2.



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4.

1. ADDY

Out-of-Home Campaign
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Rocks, Summer, Elegance
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director/Art Director: Dave Vissat
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons

2. ADDY

Out-of-Home Campaign
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Rocks, Summer, Classic
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director/Art Director: Dave Vissat
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Print Production Manager: Linda Twining

3. ADDY

Out-of-Home Campaign
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Rocks, Raw
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Assoc. Creative Director/Writer: Andy McKenna
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Print Production Manager: Linda Twining

4. ADDY

Out-of-Home Campaign
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Rocks, Summer, Freedom
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director/Art Director: Dave Vissat
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Print Production Manager: Linda Twining

SILVER

Mass Transit Shelter
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Summer
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director/Art Director: Dave Vissat
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons

SILVER

Out-of-Home Campaign
 Advertiser: Saint Vincent Hospital
 Title: Tumors, Arteries
 Agency: Blattner Brunner
 VP/Group Creative Directors: Jay Giesen, Dave Kwasnick
 Art Director: John Miller
 Senior Writer: Kevin Corfield
 Assoc. Creative Director/Writer: Andy McKenna
 Print Production Supervisor: Ray Schmitt
 Sr. Account Executive: Katy O'Lare
 Management Supervisor: Mary Kirk
 Graphic Support Specialist: Chris Spain
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti

SILVER

Out-of-Home Campaign
 Advertiser: GlaxoSmithKline
 Title: Gold, Old
 Agency: Blattner Brunner
 VP/Group Creative Directors: Jay Giesen, Dave Kwasnick
 Assoc. Creative Director/Writer: Andy McKenna
 Retoucher: Dave @ Barry's
 Manager/Production & Design: Dan Lyons
 Print Production Supervisor: Ray Schmitt

SILVER

Out-of-Home Campaign
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo Backyard Elegance
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Retoucher: Dave@Barry's
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Print Production Manager: Linda Twining
 Assoc. Media Director: Joel Ulrich

CONSUMER MAGAZINE

Full Page Four-color
 Advertiser: Consol Energy
 Title: Layers Books
 Agency: Blattner Brunner
 VP/Group Creative Directors: Dave Kwasnick, Jay Giesen
 Art Director: Shawn Smith
 Art Director/Designer: Sarah Crawford
 Senior Writer: Michael Giunta
 Assoc. Creative Director: Andy McKenna
 Photographer: Tom Cwenaar
 Retoucher: Dave @ Barry's
 Graphic Support Specialist: Chris Spain
 Print Production Manager: Linda Twining
 Management Supervisor: Lynne Plakidas-Klim

SILVER

Full Page Four-color
 Advertiser: Consol Energy
 Title: Layers Paintbrushes
 Agency: Blattner Brunner
 VP/Group Creative Directors: Dave Kwasnick, Jay Giesen
 Art Director: Shawn Smith
 Art Director/Designer: Sarah Crawford
 Senior Writer: Michael Giunta
 Assoc. Creative Director: Andy McKenna
 Photographer: Tom Cwenaar
 Retoucher: Dave @ Barry's
 Graphic Support Specialist: Chris Spain
 Print Production Manager: Linda Twining
 Management Supervisor: Lynne Plakidas-Klim

SILVER

Full Page Four-color
 Advertiser: Zippo Manufacturing Co.
 Title: Zippo ROCKS
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Assoc. Creative Director/Writer: Andy McKenna
 VP/Creative Director/Art Director: Dave Vissat
 Photographer: Tom Gigliotti
 Sr. Account Executive: Denee Hayes
 Exec. VP/Client Services: Mary Kay Modaffari
 Manager/Production & Design: Dan Lyons
 Production Coordinator: Kathy Chase
 Retoucher: Dave @ Barry's

TRADE PUB/CONSUMER MAG

SILVER

Consumer Magazine - Magazine Self-Promotion - Single
 Advertiser: North and South
 Title: Impactful
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director: Dave Vissat
 Print Production Manager: Linda Twining
 Production Coordinator: Kathy Chase
 Photographer: Tom Cwenaar
 Retoucher: Dwight Pritchett

SILVER

Consumer Magazine - Magazine Self-Promotion - Single
 Advertiser: North and South
 Title: Accurate
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director: Dave Vissat
 Print Production Manager: Linda Twining
 Production Coordinator: Kathy Chase
 Photographer: Tom Cwenaar
 Retoucher: Dwight Pritchett

Attention

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- No logging tapes.
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- The camera starts recording up to 12 seconds before you press the record button.
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- Do the rough edit on your laptop with the free software and export the EDL.
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call 412-369-7171**

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2006 PITTSBURGH ADVERTISING AWARDS



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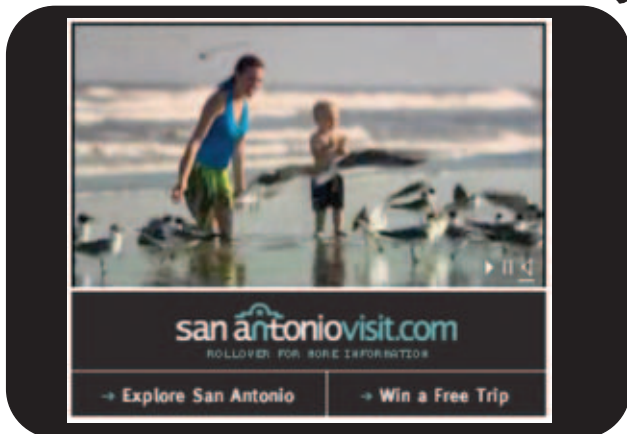
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5.

1. ADDY
 Consumer Magazine - Magazine Self-Promotion - Single
 Advertiser: North and South
 Title: Explosive
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director: Dave Vissat
 Print Production Manager: Linda Twining
 Production Coordinator: Kathy Chase
 Photographer: Tom Cwenar
 Retoucher: Dwight Pritchett

2. ADDY
 Consumer Magazine - Magazine Self-Promotion - Single
 Advertiser: North and South
 Title: Two-Sided
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director: Dave Vissat
 Print Production Manager: Linda Twining
 Production Coordinator: Kathy Chase
 Photographer: Tom Cwenar
 Retoucher: Dwight Pritchett

3. ADDY
 Magazine. Self Promotion Campaign
 Advertiser: North and South
 Title: Accurate, Impactful, Explosive, Two-Sided
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director: Dave Vissat
 Print Production Manager: Linda Twining
 Production Coordinator: Kathy Chase
 Photographer: Tom Cwenar
 Retoucher: Dwight Pritchett

INTERACTIVE MEDIA

4. ADDY
 Business to Consumer HTML/Other
 Advertiser: WR Case and Sons Cutlery Company
 Title: WR Case and Sons Cutlery Company Website
 Agency: Ripple Effects Interactive
 Senior Interactive Designer: David Anderson
 Creative Director: Brian Moore
 Producer: Lauren Blair

5. ADDY
 Web/Online Campaign
 Advertiser: San Antonio Convention & Visitors Bureau
 Title: San Antonio Convention & Visitors Bureau
 Agency: Ripple Effects Interactive
 Creative Director & Designer: Brian Moore
 Senior Multimedia Designer: Josh Nespodzany
 Senior Interactive Designer: Dave Anderson
 Online Marketing Manager: Becky Bulebosh

SILVER

Business to Consumer Flash-Based
 Advertiser: Tippmann Sports
 Title: Tippmann Sports Web Site
 Agency: Brady Communications
 Account Supervisor: John Brady
 Account Manager: Colleen Ekas
 Creative Director: Adriana Jacoud
 Designers: Todd Bronson, William Bittner
 Flash Developer: Robert Hohn
 Web Developers: Amy Burke, Nisha Shaw
 Photographer: John Sanderson

SILVER

Online Advertising - Mini or Micro site
 Advertiser: Penn State University
 Title: Penn State University 360 Student Recruiting
 Microsite
 Agency: Mind Over Media
 Executive Producer: Guido D'Elia
 Producers: Frick Weber, Michael Messner
 Developer: Duncan Reid
 Visual Design: Megan Shephard
 Editor: Ryan Stegman

SILVER

Online Advertising - Mini or Micro site
 Advertiser: Carnegie Mellon University
 Title: Carnegie Mellon Admissions Web Site
 Agency: Wall-to-Wall Studios
 Creative Directors: James Nesbitt, Larkin Werner
 Interactive Designer: Don Charlton
 Flash Designers: Don Charlton, Scott Krebs
 Project Manager: Christy Kohser
 Photographer: Tom Altany

RADIO

SILVER
 Local, Single :30
 Advertiser: Mad Mex
 Title: Dr. Sanchez and Sizzlin Fajitas
 Agency: Fredette & Associates
 Creative Director: Larry Fredette
 Writer/Producer: Stabon Sanchez
 Audio: North Coast, Sue Hartford
 Talent: Talent Group, Fred McCarren
 Talent: Docherty Agency, Lee Sackett

TELEVISION

SILVER

Local (one DMA) - :30
 Advertiser: Advantage Credit Counseling Service
 Title: Debt Monkey-New Car
 Agency: Giant Ideas
 Creative Director/Copywriter: Bryan Ward
 Art Director: Jeff Kowal
 Director: Michael Killen
 Editor: Elizabeth Voltz
 Post Production: Animal
 Audio Production: Market Street Sound
 Account Executive: Stan Muschweck
 Account Manager: Jennifer Bauder
 Lackey: Dennis Brown

SILVER

Local TV Campaign
 Advertiser: Saint Vincent Hospital
 Title: NICU Heart Gamma
 Agency: Blattner Brunner
 VP/Group Creative Directors: Jay Giesen, Dave Kwasnick
 Assoc. Creative Director/Art Director: Jill Trimble
 Assoc. Creative Director/Writer: Andy McKenna
 Producer/Broadcast Production Manager: Karen Smith
 Director: Robert Leacock
 Editor: Mark Nickelsburg
 Sr. Account Executive: Katy O'Lare
 Management Supervisor: Mary Kirk



2006 PITTSBURGH ADVERTISING AWARDS



1. ADDY

Regional National TV, Single Spots – Retail Products
 Advertiser: Cub Cadet
 Title: Zero Turn
 Agency: Blattner Brunner
 VP/Group Creative Director/Art Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Director: Kevin Donovan
 Editor: Swell/Adam Sobocienski
 Producers: Jane Reardon, Will Meyers
 Agency Producer: Karen Smith
 Account Supervisor: Michelle O'Neill
 VP/Client Services: John Gatesman



1.



2.

MIXED MEDIA

2. ADDY

Consumer, Regional/National (Cross Platform) Campaign
 Advertiser: North and South
 Title: North and South
 Agency: Blattner Brunner
 VP/Group Creative Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director: Dave Vissat
 Print Production Manager: Linda Twining
 Production Coordinator: Kathy Chase
 Photographer: Tom Cwenar
 Retoucher: Dwight Pritchett



3.



4.

ADVERTISING FOR THE ARTS AND SCIENCES

3. ADDY

Collateral – Poster
 Advertiser: National Museum of Industrial History
 Title: Bring your child to work day.
 Agency: Garrison Hughes
 Art Director: David Hughes
 Copywriter: Bill Garrison
 Copywriter: Michael Giunta
 Engraver: DCI

4. ADDY

Direct Marketing Specialty
 Advertiser: Pittsburgh Opera
 Title: Opera Season Ticket Mailer with CD
 Agency: Giant Ideas
 Creative Director: Bryan Ward
 Senior Art Director: Marc LaGamba
 Illustration: Michael Gibbs
 Account Manager: Jennifer Bauder
 Account Executive: Dennis Brown

SILVER

Regional National TV, Single Spots – Corporate Institutional
 Advertiser: Sony Technologies Inc.
 Title: Weed Wacker
 Agency: Ten United
 Ten United Chief Creative Director: Lance Mald
 Pittsburgh Creative Director: Steve Smith
 Art Director: Frank Longo
 Copywriter: Paul Schrecongost
 Account Services: Michael Platt
 Production: Production Masters Inc.
 Producer: Evie DeSarno
 Editors: Ed Fraticelli and Chuck Aikman
 Director: Rich Zoot Dwyer

SILVER

Regional/National TV Campaign – Consumer Products
 Advertiser: Cub Cadet
 Title: Lose the Belts, Zero Turn
 Agency: Blattner Brunner
 VP/Group Creative Director/Art Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 Director: Kevin Donovan
 Editor: Swell/Adam Sobocienski
 Production Company: Form
 Producers: Jane Reardon, Will Meyers
 Agency Producer: Karen Smith
 Account Supervisor: Michelle O'Neill
 VP/Client Services: John Gatesman

MIXED MEDIA

SILVER

B-to-B, Regional/National (Cross Platform) Campaign
 Advertiser: Dell Inc.
 Title: Dell PAC 2005
 Agency: Labwerks@TenUnited
 Art Director: Andrew Ormerod
 Creative Director: Giuseppe Ragozzino
 Senior Multimedia Developer: Mark Kerecz
 Chief Technology Officer: Brian Bozarth
 Printer: Geyer Printing, Charlie Stage

SILVER

Consumer, Regional/National (Cross Platform) Campaign
 Advertiser: Cub Cadet
 Title: Lose the Belts, Zero Turn
 Agency: Blattner Brunner
 VP Group Creative Director/Art Director: Jay Giesen
 VP/Group Creative Director/Writer: Dave Kwasnick
 VP/Creative Director/Art Director: Dave Vissat
 Copywriter/Assoc. Creative Director: Andy McKenna
 Sr. Art Director: Steve Farrar
 Director: Kevin Donovan
 Editor: Swell/Adam Sobocienski
 Print Production Manager: Linda Twining
 Production Coordinator: Kathy Chase
 Photographer: Tom Cwenar
 Retoucher: Dwight Pritchett
 Account Supervisor: Michelle O'Neill

ADVERTISING FOR THE ARTS AND SCIENCES

SILVER

Print – Magazine
 Advertiser: Senator John Heinz Pittsburgh Regional History Center
 Title: Billy Jean
 Agency: Garrison Hughes
 Art Director: David Hughes
 Copywriter: Bill Garrison
 Copywriter: Michael Giunta
 Retoucher: Dave Bernhardt
 Engraver: DCI

SILVER

Broadcast/Interactive
 Advertiser: Pittsburgh Opera
 Title: Opera Website
 Agency: Giant Ideas
 Creative Director: Bryan Ward
 Senior Art Director: Marc LaGamba
 Web Development & Design: Daniel Pipitone
 Account Manager: Jennifer Bauder
 Account Executive: Dennis Brown

SILVER

Broadcast/Interactive
 Advertiser: Girls Math & Science Partnership
 Title: BrainCoke Flash Intro
 Agency: MARC USA
 Chief Creative Officer: Ed Fine
 Creative Director: Holly Humphrey
 Graphic Designer: Dana Boulden
 Copywriter: Sandy Osher
 Flash Designer: Brian Johnson
 Sound Design: North Coast
 Senior Art Director: Dave Slinchak
 Interactive Producer: Vanessa Capozzi

SILVER

Campaign, Single Medium
 Advertiser: Marguerite Marks, Carnegie Science Center
 Title: Science Happens Billboard
 Agency: Brady Communications
 Account Supervisor: John Brady
 Account Manager: Chris Lovett
 Creative Director: James Bolander
 Designer: William Bittner
 Designer: Paul McCluskey
 Production Specialist: John Moore

SILVER

Campaign-Mixed Media
 Advertiser: Girls Math & Science Partnership
 Title: BrainCoke Campaign
 Agency: MARC USA
 Chief Creative Officer: Ed Fine
 Creative Director: Holly Humphrey
 Senior Art Director: Dave Slinchak
 Graphic Designer: Dana Boulden
 Copywriter: Sandy Osher
 Interactive Producer: Vanessa Capozzi
 Account Executive: April Clark
 Account Planner: Liu Liu
 Print Production Supervisor: Bob Downing
 Application Development: Ciber

PITTSBURGH BUSINESS TIMES
and its sponsors continue the
quarterly event series highlighting
Pittsburgh's important real estate
growth corridors



Downtown Pittsburgh



April 20, 2006

The Hilton

11:30 a.m. - Noon (networking)

Noon - 1:30 p.m. (lunch and program)

Living in Downtown Pittsburgh has been a rallying cry for many developers and urban planners in our region for more than a decade. The concept of mixing commercial and residential real estate has long been heralded as the way to revive our downtown. Today, with more than 600 new apartments and condominiums scheduled to be available in the next two years, the dream of downtown living is about to take off.

On April 20 the Pittsburgh Business Times will host a panel of developers and others involved with the creation of living space in the Golden Triangle. They'll explain why they see the downtown area as prime residential space. They'll also discuss their current projects.



Panel:

Lucas Piat, VP of Real Estate, Millcraft Industries - Representing the Lazarus Building

Ralph Falbo, President Ralph Falbo Inc. - Representing One Fifty One Place

David Bishoff, President, E.V. Bishoff - Representing The Carlisle Building

Kevin Keane, Senior VP, Lincoln Properties - Representing Encore@Seventh

Patty Burke, Dir. of Housing and Economic Development, Pittsburgh Downtown Partnership

Presenting Sponsors:



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Sponsored by:



Reservations: \$50 per person, \$45 for Business Times subscribers and NAIOF members

Table of 10: \$475, \$425 for subscribers and NAIOF members.

Reservations close on April 17, 2006. No refunds given for cancellations less than 48 hours prior to the event.

To reserve online, go to www.bizjournals.com/2144.

If you are not a print subscriber, you may purchase a special package that includes a one-year subscription and a reservation to this event. Contact Michele Broda at 412-481-6397 or by email at mbroda@bizjournals.com for more details.



2006 PITTSBURGH ADVERTISING AWARDS



PUBLIC SERVICE:

1. ADDY

Collateral – Poster
 Advertiser: Greyhound Protection League
 Title: Lethal Injection
 Agency: Blattner Brunner
 VP Group Creative Directors: Dave Kwasnick, Jay Giesen
 Art Director: Shawn Smith
 Sr. Writer: Kevin Corfield
 Retoucher: Dave @ Barry's
 Graphic Support Specialist: Chris Spain



2. ADDY

Collateral – Poster
 Advertiser: Greyhound Protection League
 Title: Hard Day's Work
 Agency: Blattner Brunner
 VP Group Creative Directors: Dave Kwasnick, Jay Giesen
 Art Director: Shawn Smith
 Sr. Writer: Kevin Corfield
 Retoucher: Dave @ Barry's
 Graphic Support Specialist: Chris Spain



3. ADDY

Collateral – Poster
 Advertiser: Greyhound Protection League
 Title: Rumors
 Agency: Blattner Brunner
 VP Group Creative Directors: Dave Kwasnick, Jay Giesen
 Art Director: Shawn Smith
 Sr. Writer: Kevin Corfield
 Retoucher: Dave @ Barry's
 Graphic Support Specialist: Chris Spain



4. ADDY

Broadcast/Electronic – Audio Visual
 Advertiser: Urban Redevelopment Authority of Pittsburgh
 Title: City of Pittsburgh Promotional DVD
 Agency: The Paradiso Group
 Creative Director: Douglas Romoff
 Director of Broadcast Services: Diane Sunderlin
 Senior Account Manager: Amy Ranier
 Executive Producer: Louis LaRose

5. ADDY

Campaign Single Medium:
 Advertiser: Greyhound Protection League
 Title: Lethal Injection, Rumors, Hard Day's Work
 Agency: Blattner Brunner
 VP Group Creative Directors: Dave Kwasnick, Jay Giesen
 Art Director: Shawn Smith
 Sr. Writer: Kevin Corfield
 Retoucher: Dave @ Barry's
 Graphic Support Specialist: Chris Spain

ADVERTISING INDUSTRY SELF-PROMOTION

6. ADDY

Collateral
 Advertiser: Ketchum Advertising Reunion
 Title: Your 401k Money
 Agency: Garrison Hughes
 Art Director: David Hughes
 Copywriter: Bill Garrison
 Engraver: DCI
 Printer: Filmet

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SILVER

Collateral – Poster
 Advertiser: American Liver Foundations, Western PA Chapter
 Title: Flavors of Pittsburgh Commemorative Poster
 Agency: Team A
 Entrant: blender, inc.
 Creative Director/Writer: Kris Knieriem
 Art Director: Steve Lowry
 Print Production Manager: Tom Laurent
 Account Supervisor: Kristen Arnett
 Assistant Account Executive: Maureen Rooney

SILVER

Out of Home
 Advertiser: First Tee of Pittsburgh
 Title: First Tee
 Agency: Smith Brothers Advertising
 Co-Creative Directors: Bronson Smith, Lindsey Smith
 Art Director: Eliza Humphrey
 Writer: Cathy Bowen
 Account Manager: Cliff Rankin
 Print Production Manager: Greg Hope
 Photography: Frank Walsh
 Printing: PACE Outdoor Printing

ADVERTISING INDUSTRY SELF-PROMOTION

SILVER

Collateral
 Advertiser: Ketchum Advertising Reunion
 Title: What are they gonna do?
 Agency: Garrison Hughes
 Art Director: David Hughes
 Copywriter: Bill Garrison
 Engraver: DCI
 Printer: Filmet

SILVER

Broadcast/Electronic – Interactive
 Advertiser: CASA of Allegheny County
 Title: CASA Website
 Agency: Giant Ideas
 Creative Director: Bryan Ward
 Designer: Daniel Pipitone
 Copywriter: Melissa Protzek
 Web Development: Daniel Pipitone
 Senior Art Director: Jeff Kowal

SILVER

Campaign Mixed Medium
 Advertiser: CASA of Allegheny County
 Title: CASA Elements of Campaign
 Agency: Giant Ideas
 Creative Director: Bryan Ward
 Senior Art Director: Jeff Kowal
 Art Director/Web Development: Daniel Pipitone

SILVER

Interactive
 Advertiser: Ripple Effects Interactive
 Title: Ripple Effects Interactive Web Site
 Agency: Ripple Effects Interactive
 Senior Interactive Designer: David Anderson
 Creative Director: Brian Moore
 Interactive Designer: Scott Riemenschneider
 Senior Multimedia Designer: Josh Nespodzany
 Producer: Deb Caruso
 Copywriter: Kerry Connell
 Senior Production Artist: Matthew Spanger

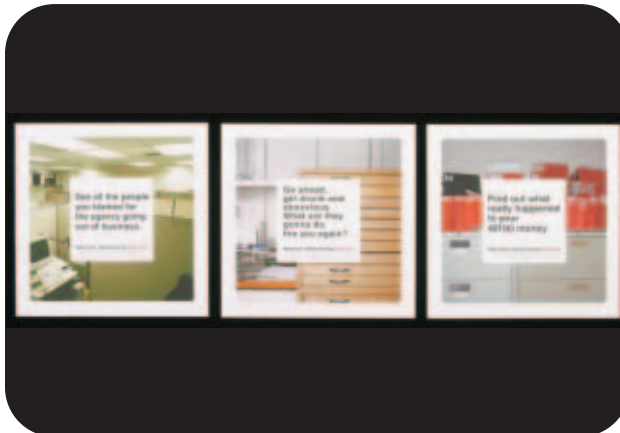


2006 PITTSBURGH ADVERTISING AWARDS



1. ADDY

Collateral
Advertiser: Ketchum Advertising Reunion
Title: Going Out of Business
Agency: Garrison Hughes
Art Director: David Hughes
Copywriter: Bill Garrison
Engraver: DCI
Printer: Filmet



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2. ADDY

Stationary Package
Advertiser: Giant Ideas
Title: Giant Ideas Stationary Package
Agency: Giant Ideas
Creative Director: Bryan Ward
Art Director: Marc LaGamba
Production: Joe Bukovac



4.

3. ADDY

Broadcast
Advertiser: Mullen
Title: Mullen – Crossley
Agency: Mullen
Sr. Vice President/Creative Director: Brian Bronaugh
Assoc. Creative Director/Writer: Michael Hoff
Producer: Lisa Airesman
Audio Production: PMI, Shawn Jackson

4. ADDY

Interactive
Advertiser: The Paradiso Group
Title: The Paradiso Group Website
Agency: The Paradiso Group
Entrant: SunKING Digital Marketing Group
Creative Director: Jeff O'Brien Myers
Developer/Designer: David Glanz
Producer: Ron Santillo
Project Manager/Producer: Brian Lorence
Developer: Ryan Sprake
Designer: Tom Guy



5.



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5. ADDY

Interactive
Advertiser: New Perspective
Title: New Perspective Website
Agency: New Perspective
Senior Flash Developer/Designer: Ben Pritchard
Senior Motion Graphic Designer: Matt Kroh
Senior Developer: Tanya St. Esprit
Project Manager: Diane Callihan
Audio Engineer: Mike Rajakovic

6. ADDY

Ad or Marketing Club
Advertiser: AIGA Pittsburgh Chapter
Title: AIGA Exposed
Agency: Brady Communications
Senior Designer: Todd Bronson
Designer: Paul McCluskey

SILVER
Interactive
Advertiser: Wall-to-Wall Studios
Title: Steeler Baby
Agency: Wall-to-Wall Studios
Creative Directors: Larkin Werner, James Nesbitt
Design/Writing: Larkin Werner
Programming: Scott Krebs, Sarah Lamont

SILVER
Ad or Marketing Club
Advertiser: Pittsburgh Advertising Federation
Title: 2004 Addy Awards Show
Entrant: Production Masters Inc.
Creative Director: Jose Muniain, PMI
ScriptWriter: Michael Giunta
Cameraman: Zoot Dwyer/Shannon Berry PMI
Editing: Ed Fraticelli/Danny Yourd, PMI
Music: Soy Sauce
Sound Engineers: Jack Bailly/Shawn Jackson PMI
Executive Producer: Evie DeSarno PMI

SILVER
Single Medium Campaign
Advertiser: Ketchum Advertising Reunion
Title: Don't Tell Omnicom
Agency: Garrison Hughes
Art Director: David Hughes
Copywriter: Bill Garrison
Engraver: DCI
Printer: Filmet

SILVER
Mixed/Multiple Media Campaign
Advertiser: Pittsburgh Advertising Federation
Title: Addy Multimedia Campaign
Agency: Ten United
Ten United Chief Creative Director: Lance Mald
Pittsburgh Creative Director: Steve Smith
Copywriter: Paul Schrecongost
Art Director: Frank Longo
Photographer: Harry Giglio

ELEMENTS OF ADVERTISING

SILVER
Illustration Single
Advertiser: Pittsburgh Opera
Title: Pittsburgh Opera Illustration Rigoletto
Agency: Giant Ideas
Creative Director: Bryan Ward
Senior Art Director: Marc LaGamba
Illustration: Michael Gibbs
Account Manager: Jennifer Bauder
Account Executive: Dennis Brown

SILVER
Illustration Campaign
Advertiser: Pittsburgh Opera
Title: Pittsburgh Opera Illustration series
Agency: Giant Ideas
Creative Director: Bryan Ward
Senior Art Director: Marc LaGamba
Illustration: Michael Gibbs
Account Manager: Jennifer Bauder
Account Executive: Dennis Brown

SILVER
Photography – Color
Advertiser: Pittsburgh Musicians' Union Local 60-471
Title: Pinetop Perkins
Agency: Garrison Hughes
Art Director: David Hughes
Photographer: Frank Walsh

SILVER
Photography – Color
Advertiser: Fitting Group
Title: Piggy Photo
Agency: Fitting Group
Brand Manager: Andrea Fitting
Creative Director: Travis Norris
Art Director: Ted Wazl
Photographer/Retouching: Michael Henry
Photographer: Frank Walsh
Retouching: Dave @ Barry's

Does everyone and their dog know what's going on before you do?

Ruh
roh!



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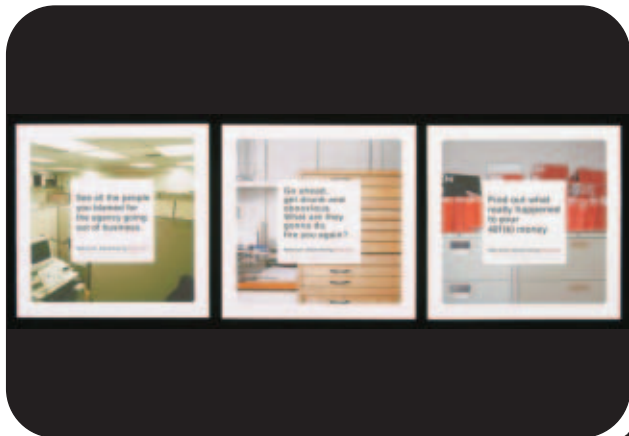
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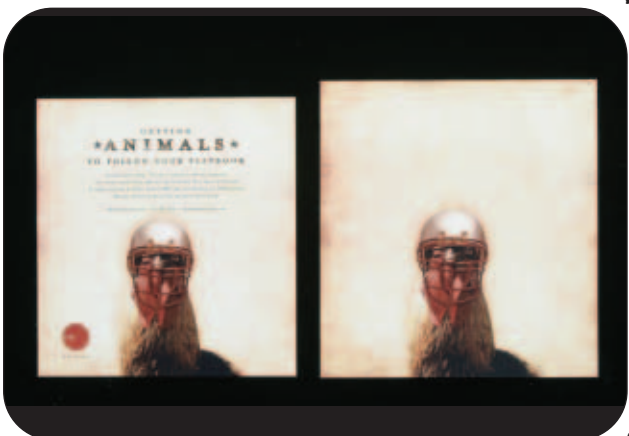
2006 PITTSBURGH ADVERTISING AWARDS



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ADVERTISING INDUSTRY SELF-PROMOTION

1. ADDY

Single Medium Campaign
Advertiser: Ketchum Advertising Reunion
Title: Ketchum Advertising
Agency: Garrison Hughes
Art Director: David Hughes
Copywriter: Bill Garrison
Engraver: DCI
Printer: Filmet

ELEMENTS OF ADVERTISING

2. ADDY

Illustration Campaign
Advertiser: Smith Brothers Advertising
Title: Juicy Silhouettes
Agency: Smith Brothers Advertising
Co-Creative Directors: Bronson Smith, Lindsey Smith
Designer: Sean Kelley

3. ADDY

Photography – Digitally Enhanced
Advertiser: ANIMAL
Title: Animal Creativity Ad
Agency: Giant Ideas
Creative Director: Bryan Ward
Art Director/Photo Illustration: Jeff Kowal

4. ADDY

Photo Campaign
Advertiser: First Tee of Pittsburgh
Title: First Tee
Agency: Smith Brothers Advertising
Co-Creative Directors: Bronson Smith, Lindsey Smith
Art Director: Eliza Humphrey
Writer: Cathy Bowen
Account Manager: Cliff Rankin
Print Production Manager: Greg Hope
Photography: Frank Walsh
Printing: PACE Outdoor Printing

SILVER
Photography – Color
Advertiser: Reed Smith
Title: Reed Smith Opportunity
Agency: Garrison Hughes
Art Director: David Hughes
Photographer: Frank Walsh

SILVER
Animation or Special Effects
Advertiser: Birthright
Title: Birthright
Agency: WIX PIX Productions
Animator: Tom Downing
Producer: Rebecca Wicks

SILVER
Animation or Special Effects
Advertiser: Subway Restaurants
Title: Attraction
Agency: MMB
Submitted by: Animal
Visual Effects: Michael Killen
Visual Effects: Jim Kreitzburg
Smoke Artist: Allan Stallard
Executive Producer: Kathy Dziubek
Post Producer: Nancy Richert

SILVER
Animation or Special Effects
Advertiser: California Milk Advisory Board
Title: Photo
Agency: Deutsch LA
Submitted by: Animal
Visual Effects Artist: Michael Killen
Visual Effects Artist: Jim Kreitzburg
Post Producer: Nancy Richert

SILVER
Animation or Special Effects
Advertiser: Taco Bell
Title: Serengeti
Agency: FCB So Cal
Submitted by: Animal
Visual Effects Artist: Michael Killen
Visual Effects Artist: Jim Kreitzburg
Executive Producer: Kathy Dziubek

SILVER
Animation or Special Effects
Advertiser: Taco Bell
Title: Serengeti Teeth
Agency: FCB So Cal
Submitted by: Animal
Visual Effects Artist: Michael Killen
Visual Effects Artist: Jim Kreitzburg
Executive Producer: Kathy Dziubek

SILVER
Judges Award of Excellence for Writing & Concept
Advertiser: American Red Cross, Southwestern PA Chapter
Title: Light of Hope
Agency: smART Direction
Creative/Art Director: Jill Trimble
Copywriter: Ilona Segedy
Photographer: Frank Walsh
Production: Linda Twining
Handlettering: Jeri Lyn Anderson
Printer: Broudy Printing Inc.
Retoucher: Dave @ Barry's

SILVER
Best of Show
Advertiser: Zippo Manufacturing Co.
Title: Zippo Rocks, Summer, Classic
Agency: Blattner Brunner
VP/Group Creative Directors: Jay Giesen, Dave Kwasnick
Retoucher: Dave @ Barry's
Photographer: Tom Gigliotti
Sr. Account Executive: Denee Hayes
Exec. VP/Client Services: Mary Kay Modaffari
Manager/Production & Design: Dan Lyons
Print Production Manager: Linda Twining

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Book of Lists CM is designed for use with Windows operating systems. The data files may be exported for use on Macintosh systems.

Business Journal	Month Published	Book Price/ Disk Price	Book Qty.	Book Total	Disk Total
The Business Review (Miami)	June	\$9.95/14.95	---	---	---
Atlanta Business Chronicle	January	\$1.95/14.95	---	---	---
Austin Business Journal	December	\$0.00/14.95	---	---	---
Baltimore Business Journal	January	\$6.00/14.95	---	---	---
Birmingham Business Journal	December	\$5.00/14.95	---	---	---
Boston Business Journal	January	\$6.00/14.95	---	---	---
Business First of Buffalo	December	\$1.95/14.95	---	---	---
U.S. Biz (New Brunswick)	July	\$9.95/7	---	---	---
Charleston (SC) Regional Business Journal	January	29.95/7	---	---	---
The Charlotte Business Journal	January	\$2.00/14.95	---	---	---
Crain's Chicago Business	December	\$4.95/7	---	---	---
Cincinnati Business Courier	January	\$5.00/14.95	---	---	---
Crain's Cleveland Business	January	\$0.00/7	---	---	---
Business First of Columbus	December	\$5.00/14.95	---	---	---
Dallas Business Journal	January	\$5.00/14.95	---	---	---
The Dayton Business Journal	December	20.00/14.95	---	---	---
The Denver Business Journal	December	\$4.50/14.95	---	---	---
Crain's Detroit Business	December	24.95/7	---	---	---
East Bay Business Times	January	\$0.00/14.95	---	---	---
Grand Rapids Business Journal	January	25.00/7	---	---	---
The Business Journal (Greensboro/Tri)	December	\$4.50/14.95	---	---	---
Houston Business Journal	January	\$5.00/14.95	---	---	---
Indianapolis Business Journal	December	\$5.00/7	---	---	---
Jacksonville Business Journal	January	\$0.00/14.95	---	---	---
Kansas City Business Journal	October	\$6.00/14.95	---	---	---
Los Angeles Business Journal	December	\$9.95/14.95	---	---	---
Las Vegas Business Press	March	29.95/7	---	---	---
Business First of Louisville	December	\$4.95/14.95	---	---	---
Memphis Business Journal	December	\$0.00/14.95	---	---	---
The Business Journal - Milwaukee	January	\$9.95/14.95	---	---	---
The Business Journal (Minneapolis/St. Paul)	December	\$0.00/14.95	---	---	---
Mississippi Business Journal	January	24.95/7	---	---	---
Nashville Business Journal	December	\$0.00/14.95	---	---	---
New Mexico Business Weekly	December	\$0.00/14.95	---	---	---
North Bay Business Journal	December	\$5.00/7	---	---	---
Crain's New York Business	December	\$9.95/7	---	---	---
New Orleans City Business	September	\$0.00/7	---	---	---
The Journal-Record (Oklahoma City)	December	\$4.95/7	---	---	---
The Business Press (San Bernardino, CA)	December	\$0.00/7	---	---	---
Orange County Business Journal (CA)	January	\$0.00/14.95	---	---	---
Orlando Business Journal	December	\$2.00/14.95	---	---	---
Pacific Business News (Honolulu)	December	\$0.00/14.95	---	---	---
Eastern PA Business Journal	December	29.95/7	---	---	---
Philadelphia Business Journal	December	\$8.00/14.95	---	---	---
The Phoenix Business Journal	January	\$4.50/14.95	---	---	---
Pittsburgh Business Times	January	\$9.00/14.95	---	---	---
The Portland Business Journal	December	\$5.00/14.95	---	---	---
Providence Business News	December	\$9.00/7	---	---	---
Providence (Seattle/Tacoma) Business Journal	January	\$9.95/14.95	---	---	---
Triangle Business (Raleigh/Durham) Journal	December	\$9.50/14.95	---	---	---
Sacramento Business Journal	January	\$9.00/14.95	---	---	---
St. Louis Business Journal	January	\$5.00/14.95	---	---	---
San Antonio Business Journal	January	\$5.00/14.95	---	---	---
San Diego Business Journal	December	\$0.00/14.95	---	---	---
San Francisco Business Times	January	\$4.00/14.95	---	---	---
San Jose Business Journal	July	\$9.95/14.95	---	---	---
South Florida Business Journal	December	\$5.00/14.95	---	---	---
Springfield (IL) Business Journal	March	25.00/7	---	---	---
Central New York (Syracuse) Business Journal	February	\$4.50/7	---	---	---
Tampa Bay Business Journal	December	\$0.00/14.95	---	---	---
Washington DC Business Journal	December	\$0.00/14.95	---	---	---
Wichita Business Journal (KS) Business Journal	December	\$0.00/7	---	---	---
Wichita Business Journal	November	\$0.00/14.95	---	---	---

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