

2010 ADDY Award Winners

Los Angeles North Chapter of the
American Advertising Federation

SALES PROMOTION

01 A Catalog

Award: ADDY Award of Distinction
Entrant: Maria Elena's Authentic Latino, Inc.
Valencia, CA
Advertiser: Maria Elena's Authentic Latino, Inc.
Title: Maria Elena's Certified Organic
Horchata Rice Cinnamon Drink Mix
Credits: Jerry Gonzalez, President
Bill Miranda, Executive Vice President
Joe Albonetti, CEO: LatinoLandia

01 B Sales Kit

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Stericycle, Inc
Title: Stericycle SAFE Program Brochures
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
James Elson, Art Director/Client
Kristen Diefenbacher, Art Director/Client

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Stericycle, Inc
Title: SRCL Member Benefits Package
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
James Elson, Art Director/Client
Kristen Diefenbacher, Art Director/Client

Award: ADDY Award of Excellence
Entrant: Stacey Hauge Printing Company
Valencia, CA
Advertiser: Wesco Aircraft
Title: Wesco Aircraft Promotional Folder
Credits: Bob Comer, Printing Broker
Bryan Hauge, Printer

03 A Point-of-Purchase

Award: ADDY Award of Distinction
Entrant: Chok Design
Los Angeles, CA
Advertiser: Chok Design
Title: The Asian Zodiac
Credits: Gerard Chok, Creative Director/Designer

03 B Point-of-Purchase

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Stericycle, Inc
Title: SRCL Hand Sanitizer Stand
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
James Elson, Art Director/Client
Kristen Diefenbacher, Art Director/Client

COLLATERAL MATERIAL

05 A Stationery Package

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Justin Fuller
Title: Global Lumber Solutions Stationery
Credits: Will Sherwood, Designer

Award: ADDY Award of Distinction
Entrant: Watters Edge Design
Santa Clarita, CA
Advertiser: David Vanacore Music
Title: David Vanacore Music Corporate ID Package
Credits: Scott Watters, Creative Director/Designer
Bryan Hauge, Stacey Hauge Printing
Dennis Hauge, Stacey Hauge Printing

07 B Brochure, Color

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Stericycle, Inc.
Title: Stericycle Emergency Procedures Flipchart
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
James Elson, Art Director
Kristen Diefenbacher, Art Director

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: American Pacific Industries
Title: API Achilles Tires Brochure
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
Tom Burkhardt, Art Director/Client

Award: ADDY Award of Excellence
Entrant: The Sherwood Group
Valencia, CA
Advertiser: American Pacific Industries
Title: API Pegasus Light Truck Tires Brochure
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
Tom Burkhardt, Art Director/Client
Dennis Hauge, Printer

Award: ADDY Award of Excellence
Entrant: Watters Edge Design
Santa Clarita, CA
Advertiser: Stoll Metalcraft
Title: Stoll Metalcraft Corporate Brochure
Credits: Scott Watters, Creative Director/Designer
Ed Ouellette, Photographer
Bryan Hauge, Stacey Hauge Printing
Dennis Hauge, Stacey Hauge Printing

Award: ADDY Award of Excellence
Entrant: The Sherwood Group
Valencia, CA
Advertiser: American Pacific Industries
Title: API Gladiator Tires Brochure
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
Tom Burkhardt, Art Director/Client

08 D Magazine Design

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Stericycle, Inc.
Title: Stericycle Super Kids Hygiene Squad Activity Book
Credits: Will Sherwood, Designer/Creative Director
Dave Boatman, Illustrator
James Elson, Art Director/Client
Kristen Diefenbacher, Art Director/Client

08 E Book Design

Award: ADDY Best of Category Award
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Dora De Larios Ceramics
Title: Sueños/Yume Fifty Years of the Art of Dora De Larios
Credits: Barbara Cocks, President
Adriane Jachs, Designer

09 A Poster

Award: ADDY Award of Distinction
Entrant: Selling Points Design
Santa Clarita, Ca
Advertiser: Warner Home Video
Title: Wizard Of Oz Poster
Credits: Jeff Courtney, Art Director
Diane Solem, Account Supervisor

10 A Special Event Card

Award: ADDY Best of Category Award
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Sandy Shulman
Title: Wedding Invitation
Credits: Barbara Cocks, Creative Director
Lori Mediate, Designer
Anna Gevorgyan, Designer

10 C Special Event Announcement

Award: ADDY Best of Category Award
Entrant: Graphic Orb
North Hollywood, ca
Advertiser: Fox Soccer Channel
Title: FSC Soccer Game
Credits: Melanie Sears, Account Manager
Duncan Mandel, Account Supervisor
Jerome Castro, Designer
Jeremy Castilla, Designer

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: YMCA of Metropolitan Los Angeles
Title: YMCA Postcards
Credits: Will Sherwood, Creative Director/Designer
Doug Brown, Creative Director/Copy Writer
Larry Long, Designer
Jennifer Mau, Art Direction/Marketing Strategy

Award: ADDY Award of Distinction
Entrant: Stacey Hauge Printing Company
Valencia, CA
Advertiser: D.Vino Italian Food & Wine Bar
Title: D.Vino Menu Covers
Credits: Russ Barbour, Designer
Bryan Hauge, Printer

10 D Special Event Campaign

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Stericycle, Inc
Title: Stericycle SAFE Veteranarian Kit
Credits: Will Sherwood, Creative Director/Designer
James Elson, Art Director/Client
Kristen Diefenbacher, Art Director/Client

DIRECT MARKETING

13 A Specialty Advertising

Award: ADDY Award of Distinction
Entrant: Los Angeles Dodgers
Los Angeles, CA
Advertiser: Los Angeles Dodgers
Title: This is My Town - TSHIRTS
Credits: Harlan Hendrickson, Senior Director, Marketing
Erica Johnson, Director, Advertising & Promotions
Joshua Lukin, Director, Direct Response Marketing
Ross Yoshida, Senior Manager, Design

OUT-OF-HOME

14 B Outdoor Board

Award: ADDY Award of Distinction
Entrant: Los Angeles Dodgers
Los Angeles, CA
Advertiser: Los Angeles Dodgers
Title: This is My Town - YODA
Credits: Harlan Hendrickson, Senior Director, Marketing
Erica Johnson, Director, Advertising & Promotions
Joshua Lukin, Director, Direct Response Marketing
Ross Yoshida, Senior Manager, Design

15 A Vehicle Graphic Advertising

Award: ADDY Award of Distinction
Entrant: Watters Edge Design
Santa Clarita, CA
Advertiser: Green Convergence
Title: Green Convergence Prius Wrap
Credits: Scott Watters, Creative Director/Designer

18 Out-of-Home Campaign

Award: ADDY Award of Distinction
Entrant: Graphic Orb
North Hollywood, ca
Advertiser: Fox Sports Network
Title: FOX NFL Sunday Outdoor Campaign
Credits: Melanie Erichsen, Account Manager
Amanda Filla, Account Supervisor
Jeremy Cisneros, Designer
Jerome Castro, Designer

Award: ADDY Award of Distinction
Entrant: Los Angeles Dodgers
Los Angeles, CA
Advertiser: Los Angeles Dodgers
Title: This is My Town - OUTDOOR
Credits: Harlan Hendrickson, Senior Director, Marketing
Erica Johnson, Director, Advertising & Promotions
Joshua Lukin, Director, Direct Response Marketing
Ross Yoshida, Senior Manager, Design

CONSUMER OR TRADE PUBLICATION

22 B Consumer/Trade, Full Page, Color

Award: ADDY Award of Excellence
Entrant: The Sherwood Group
Valencia, CA
Advertiser: American Pacific Industries
Title: API Gladiator Tires Advertisement
Credits: Will Sherwood, Designer/Creative Director
Larry Long, Designer
Tom Burkhardt, Art Director/Client

24 B Consumer/Trade Campaign, Color

Award: ADDY Award of Excellence
Entrant: POINT OF VIEW COMMUNICATIONS
SANTA CLARITA, CA
Advertiser: King, King, Alleman & Jensen
Title: King, King, Alleman & Jensen
Credits: Teresa Todd, Point of View Communications, Marketing & Project Manager
Steve Dole, SD Creative Services, Art Direction & Design

INTERACTIVE MEDIA

32 A Website, B-to-B Flash, Products

Award: ADDY Award of Distinction
Entrant: eSolutions
Valencia, CA
Advertiser: Hughes Hunter
Title: Hughes Hunter Website
Credits:

32 C Website, B-to-B Flash, Services

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Grace Boyett
Title: Jamba U Website
Credits: Will Sherwood, Creative Director/Designer
Juan Carlos Huertas Donato, Programmer
Grace Boyett, Art Director/Client

33 C Website, B-to-B HTML, Services

Award: ADDY Award of Distinction
Entrant: eSolutions
Valencia, CA
Advertiser: The John and Jeff Show
Title: The John and Jeff Show Website
Credits:

Award: ADDY Award of Distinction
Entrant: eSolutions
Valencia, CA
Advertiser: The Pinkerton Model and Talent Agency
Title: Pinkerton Model and Talent Website
Credits:

39 B Local Radio

Award: ADDY Award of Excellence
Entrant: Power Media Group
Santa Clarita, CA
Advertiser: CREATIVA INTERIOR PRIMOR
Title: CREATIVA INTERIOR PRIMOR
Credits: Tony Gracia, Creative Director
Patricia Gracia, Creative Team
Carmen Torres, Creative Team

35 A Website, Consumer HTML, Products

Award: ADDY Award of Distinction
Entrant: eSolutions
Valencia, CA
Advertiser: Schreiners Fine Sausages
Title: Schrieners Consumer HTML Website
Credits:

MIXED/MULTIPLE MEDIA

53 Mixed-Media, Local Consumer

Award: ADDY Best of Category Award
Entrant: Los Angeles Dodgers
Los Angeles, CA
Advertiser: Los Angeles Dodgers
Title: This is My Town - INTEGRATED
Credits: Harlan Hendrickson, Senior Director, Marketing
Erica Johnson, Director, Advertising & Promotions
Joshua Lukin, Director, Direct Response Marketing
Ross Yoshida, Senior Manager, Design
Lauryn Lukin, Vice President, Broadcasting

35 C Website, Consumer HTML, Services

Award: ADDY Award of Excellence
Entrant: Power Media Group
Santa Clarita, CA
Advertiser: Power Woman Business center
Title: Power Woman Business Center
Credits: Tony Gracia, Creative Director
Ricardo Pleitez, Web Designer
Johny Castro, Graphic designer
Patricia Gracia, Public Relations- Newsroom

54 Mixed-Media, National Consumer

Award: ADDY Award of Distinction
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Dole Food Company, Inc.
Title: Dole Share The Goodness Campaign
Credits: Barbara Cocks, Creative Director
Lori Mediate, Designer

36 I Wedisodes

Award: ADDY Best of Category Award
Entrant: Animax Unplugged
Van Nuys, CA
Advertiser: Carl's Jr
Title: Slotcar
Credits: Dave Thomas, Creative Director
Mark Simons, Project Manager
Phil Hurska, Media Manager
Michael Bellavia, President
Richard D'Alessio, Director
Tim Jones, COO
Adoree Durayappah, Director of Business Development

Award: ADDY Award of Distinction
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Dole Food Company, Inc.
Title: Dole's Make Me A Chef Campaign
Credits: Barbara Cocks, Creative Director
Lori Mediate, Designer

RADIO

39 A Local Radio

Award: ADDY Award of Excellence
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Burchell Nursery, Inc.
Title: Burchell 2009 Radio Campaign
Credits: Barbara Cocks, Creative Director/Copywriter

Award: ADDY Award of Distinction
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Dole Food Company, Inc.
Title: Dole's Find Snacking Magic Campaign
Credits: Barbara Cocks, Creative Director
Lori Mediate, Designer

PUBLIC SERVICE

68 B Public Service, Mixed Media Campaign

Award: ADDY Award of Distinction
Entrant: Mellady Direct Marketing
Santa Clarita, CA
Advertiser: Santa Clarita Valley Sheriff's Foundation
Title: Santa Clarita Valley Sheriff's Foundation
Credits: Jill Mellady, Account Manager
Jeff Courtney, Creative Director
Eric Harnish, Copy Writer
Anthony Rotella, Art Director/Client

Award: ADDY Award of Distinction
Entrant: POINT OF VIEW COMMUNICATIONS
SANTA CLARITA, CA
Advertiser: SCV Chamber of Commerce
Title: SCV Chamber Home and Business Expo
Credits: Teresa Todd, Point of View Communications, Marketing & Project Manager
Steve Dole, SD Creative Services, Art Direction & Design

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Justin Fuller
Title: Global Lumber Solutions Logo
Credits: Will Sherwood, Designer

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: James Elson
Title: GreenWorks Logo
Credits: Will Sherwood, Creative Director/Designer
Larry Long, Designer
James Elson, Art Director/Client

Award: ADDY Award of Excellence
Entrant: Power Media Group
Santa Clarita, CA
Advertiser: Community Mission Hospital of Huntington Park
Title: Community Mission Hospital - Huntington Park
Credits: Tony Gracia, Creative Director
Patricia Gracia, Team Leader
Jhony Castro, Graphic Designer

ADVERTISING INDUSTRY SELF-PROMOTION

71 A Self-Promotion, Campaign

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Chusid Associates
Title: Chusid Assoc. EcoBuild Ad Campaign
Credits: Will Sherwood, Creative Director
Larry Long, Designer
Aaron Chusid, Art Director
Steven Miller, Copywriter

74 B Photography, Color

Award: ADDY Award of Distinction
Entrant: Ed Ouellette Photography
Valencia, ca
Advertiser: XPROTEX Jack Kasarjian President CEO
Title: XPROTEX
Credits: Gary McClelland, Designer

71 B Self-Promotion, Mixed Media Campaign

Award: ADDY Award of Excellence
Entrant: Mellady Direct Marketing
Santa Clarita, CA
Advertiser: The Signal
Title: The e-Signal Brand Identity Design and Promotional Campaign
Credits: Jill Mellady, Account Manager
Jeff Courtney, Creative Director
Ian Lamont, Publisher/Art Director

Award: ADDY Award of Distinction
Entrant: John Kelly Photography
North Hollywood, CA
Advertiser: Coco's Restaurants
Title: Coco's Winter Flavors
Credits: John Kelly, Owner/John Kelly Photography
Cyndy Stauffer, Owner/Stauffer Graphic Design
Heather Gardea, VP Marketing/Catalina Restaurants
Patrick Steele, President/D.M. Steele Company
Kimberly Huson, Food Stylist
Eva Whitney, Producer

ELEMENTS OF ADVERTISING

72 Logo

Award: ADDY Award of Distinction
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Charles Keys
Title: Nine Eye Logo
Credits: Will Sherwood, Creative Director
Larry Long, Designer

Award: ADDY Award of Distinction
Entrant: John Kelly Photography
North Hollywood, CA
Advertiser: Coco's Restaurants
Title: Coco's Bakery Menu
Credits: John Kelly, Owner/John Kelly Photography
Cyndy Stauffer, Owner/Stauffer Graphic Design
Heather Gardea, VP of Marketing/Catalina Restaurants
Patrick Steele, President/D.M. Steele Company
Kimberly Huson, Food Stylist
Eva Whitney, Producer

74 C Photography, Digitally Enhanced

Award: ADDY Best of Category Award
Entrant: Selling Points Design
Santa Clarita, Ca
Advertiser: Selling Points Design
Title: A Good Book
Credits: Jeff Courtney, Illustrator

Special Judges Awards:

Award: Special Judges Award
Entrant: Graphic Orb
North Hollywood, ca
Advertiser: Fox Soccer Channel
Title: FSC Soccer Game
Credits: Melanie Sears, Account Manager
Duncan Mandel, Account Supervisor
Jerome Castro, Designer
Jeremy Castilla, Designer

Award: ADDY Best of Category Award
Entrant: Animax Unplugged
Van Nuys, CA
Advertiser: Carl's Jr
Title: Slotcar
Credits: Dave Thomas, Creative Director
Mark Simons, Project Manager
Phil Hurska, Media Manager
Michael Bellavia, President
Richard D'Alessio, Director
Tim Jones, COO
Adoree Durayappah, Director of Business Development

Award: Special Judges Award
Entrant: The Sherwood Group
Valencia, CA
Advertiser: Chusid Associates
Title: EcoBuild Ad Campaign
Credits: Will Sherwood, Creative Director
Larry Long, Designer
Aaron Chusid, Art Director
Steven Miller, Copywriter

Best Overall Awards:

Award: Best Art Direction
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Dole Food Company, Inc.
Title: Dole's Find Snacking Magic Campaign
Credits: Barbara Cocks, Creative Director
Lori Mediate, Designer

Award: Best of Show
Entrant: Huerta Quorum
Glendale, CA
Advertiser: Dora De Larios Ceramics
Title: Sueños/Yume Fifty Years of the Art of Dora De Larios
Credits: Barbara Cocks, President
Adriane Jachs, Designer