



2015  
AMERICAN  
ADVERTISING  
AWARDS

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# CIPHERS+ LEGENDS

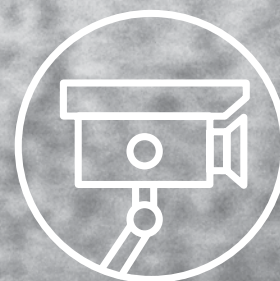
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WINNERS  
BOOK





# THE JUDGES







**AGENT**

**LINDA BUMGARNER**

**ALIAS**

DILAN RABMEURNG

**HEADQUARTERS**

VML – KANSAS CITY, MO

**RANK**

EXECUTIVE CREATIVE DIRECTOR

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**INFORMATION**

*Linda has worked on a wide variety of accounts, conceiving and writing for clients including Southwest Airlines, Revlon, Dr. Pepper, Snapple Group, Gatorade, Kellogg's, Hostess Brands, Sears, Walmart and Western Union.*

*Recognized by her peers for her outstanding work, Linda has earned honors from Cannes, the New York Festivals, One Show Interactive, the Effie Awards, American Advertising Awards, South by Southwest Interactive, the Tomorrow Awards, the Spikes Asia, the Webby Awards and more.*



**AGENT**

**JON GELDER**

**ALIAS**

NOJ ELGRED

**HEADQUARTERS**

ORCA CREATIVE – SALT LAKE CITY, UT

**RANK**

CREATIVE DIRECTOR

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**INFORMATION**

*Jon's spent years doing creative work in every nook and cranny of the business, working in small digital shops, as a solo freelancer, and in a global agency setting. He's helped small local businesses and Fortune 100 companies alike with their branding, advertising, messaging, and digital presence.*

*As Creative Director at Orca Creative, Jon likes to get to know his clients and likes them to know who he is too—after all, it's conversations with smart people that spark the greatest ideas.*



**AGENT**

**TONY SHARPE**

**ALIAS**

ONTY AHSERP

**HEADQUARTERS**

COLUMBUS, OH

**RANK**

RONIN

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**INFORMATION**

*Tony Sharpe has spent much of his career as Senior Vice President/Group Creative Director on the SC Johnson account at FCB Global. He is most widely known for creating the Windex "Birds".*

*Most recently he was Executive Creative Director of Moxie Interactive (formerly Engauge) in Columbus, Ohio, where he led creative for a variety of clients in today's increasingly digital, social, and mobile media environment. He's been in numerous awards shows, both as a judge and as a recipient, though he prefers receiving to judging.*



2015 AMERICAN ADVERTISING AWARDS

**SILVER STUDENT**

**CARLI  
GRENINGER**

Packaging

**Cobbled  
Creatures**

Alexandria Technical &  
Community College



**VANESSA  
JARMUZEK**

Packaging

**Zoom Athletics  
Packaging**

Central Lakes College



**ASHLEY  
JUSTICE**

Point of Purchase

**Stamp  
Illustration**

Alexandria Technical &  
Community College



**JENNIFER  
KRUEGER**

Packaging

**Morning Bird  
Packaging**

Alexandria Technical &  
Community College



**KRISTAL  
BOMSTAD**

Point of Purchase

**200th  
Anniversary  
Bicycle Postage  
Stamp Series**

Alexandria Technical &  
Community College



**KATHRYN  
LETNESS**

Stationery  
Package

**Bird Cards**

Alexandria Technical &  
Community College



**TIFFANY  
AUNE**

Packaging

**Bubbly Soap  
package system**

Alexandria Technical &  
Community College



**TIFFANY  
AUNE**

Point of Purchase

**Walt Disney  
Postage Stamp**

Alexandria Technical &  
Community College



**JENNIFER  
KRUEGER**

Stationery  
Package

**Morning Bird  
Coffee**

Alexandria Technical &  
Community College







**VANESSA JARMUZEK**

Stationery  
Package

**Parallax**

Central Lakes College

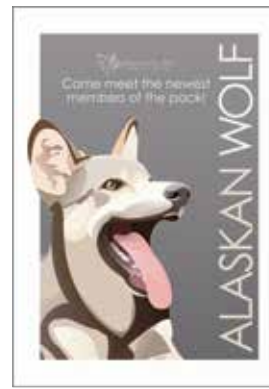


**KADY JASPERSEN**

Poster

**MN Zoo Alaskan  
Wolf**

Alexandria Technical &  
Community College



**RYLEY MAISCH**

Single, Fractional  
Page or Full Page

**Dapper Cigars  
Advertisement**

Alexandria Technical &  
Community College



**FAITH HARDISON-KNIGHT**

Poster

**GUCCI**

Alexandria Technical &  
Community College



**HALEY HUGHES**

Cover

**Saudi Arabia's  
Women Workers**

Alexandria Technical &  
Community College



**HALEY HUGHES**

Campaign

**Jack Daniel's  
Ad Campaign**

Alexandria Technical &  
Community College



**TYLER HELLEM**

Poster

**Government  
Spying Poster**

Alexandria Technical &  
Community College



**RYLEY MAISCH**

Cover

**Layers Magazine  
- Cherry Cover**

Alexandria Technical &  
Community College



**KRISTAL BOMSTAD**

Campaign

**Totes Umbrellas**

Alexandria Technical &  
Community College







2015 AMERICAN ADVERTISING AWARDS  
**SILVER STUDENT**

**LAUREN  
ENGBRETSON**

Campaign

**Banded Ad  
Campaign**

Alexandria Technical &  
Community College



**KRISTAL  
BOMSTAD**

Consumer  
Campaign

**The Roastery**

Alexandria Technical &  
Community College

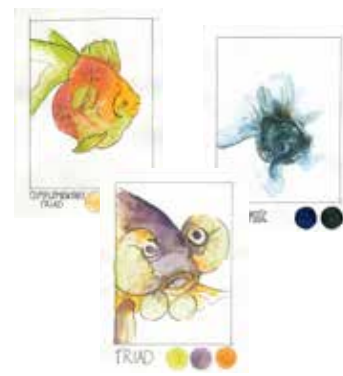


**KADY  
JASPERSEN**

Illustration,  
Campaign

**Color Theory  
Goldfish book**

Alexandria Technical &  
Community College



**LEE MACK**

Campaign

**Take a bite**

Alexandria Technical &  
Community College



**AMANDA  
BRINKMAN**

Consumer  
Campaign

**Collegeville  
Artisan Bakery  
- Stationery**

Alexandria Technical &  
Community College



**KATELYN  
WINDELS**

Illustration,  
Campaign

**Fight Fast Food**

Alexandria Technical &  
Community College



**ASHLEY  
JUSTICE**

Website

**Bella's on  
Broadway  
Website**

Alexandria Technical &  
Community College



**DILLON  
NORGREN**

Illustration, Single

**Clint**

Alexandria Technical &  
Community College



**LINDA  
NGUYEN**

Illustration,  
Campaign

**Color Theory  
Series**

Alexandria Technical &  
Community College







**HALEY  
HUGHES**

Photography,  
Black & White

**Thinking Leah**

Alexandria Technical &  
Community College



**HALEY  
HUGHES**

Photography,  
Color

**Dreamer**

Alexandria Technical &  
Community College



**EMILY  
BICKFORD**

Photography,  
Color

**Peaceful  
Morning**

Central Lakes College



**ASHLEY  
JUSTICE**

Photography,  
Black & White

**Clear Reflection  
on a Foggy Day**

Alexandria Technical &  
Community College



**KRISTAL  
BOMSTAD**

Photography,  
Color

**Vintage Bicycle**

Alexandria Technical &  
Community College



**EMILY  
BICKFORD**

Photography,  
Color

**Chipper**

Central Lakes College



**EMILY ECK**

Photography,  
Color

**Sunset Kiss**

Alexandria Technical &  
Community College



**AMANDA  
REGER**

Photography,  
Color

**Harbor of  
Refuge**

Central Lakes College



**HOLLIE  
LINTNER**

Photography,  
Color

**Frosted Flakes**

Central Lakes College







2015 AMERICAN ADVERTISING AWARDS

# SILVER STUDENT

## MARIE BERTHIAUME

Photography,  
Color

### Pandemonium

Central Lakes College



## KAITLYN CRAWFORD

Photography,  
Digitally Enhanced

### Blueshift

St. Cloud Technical &  
Community College



## MATTHEW BREITER

Photography,  
Color

### Blooming Prairie

Central Lakes College



## KRISTAL BOMSTAD

Photography,  
Campaign

### Reflections

Alexandria Technical &  
Community College



## pSHANTELL GREENSLATE

Photography,  
Color

### Frosty Morning

Central Lakes College











2015 AMERICAN ADVERTISING AWARDS  
**GOLD STUDENT**

**AMANDA  
BRINKMAN**

Packaging

**Organic Herbs**

Alexandria Technical &  
Community College

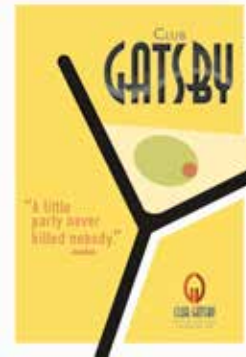


**KADY  
JASPERSEN**

Poster

**Club Gatsby**

Alexandria Technical &  
Community College



**ASHLEY  
PERRINE**

Campaign

**Pinetree  
Garden Seeds  
Campaign**

Alexandria Technical &  
Community College



**VANESSA  
JARMUZEK**

Stationery  
Package

**Vanessa Haley  
Photo • Design**

Central Lakes College



**HALI  
DANIELSON**

Poster

**Lawn Animals  
Typeface  
Promotion**

Central Lakes College



**HALI  
DANIELSON**

Consumer  
Campaign

**JFHML Library  
Rebrand**

Central Lakes College



**FAITH  
HARDISON-  
KNIGHT**

Poster

**ABC's John  
Lennon**

Alexandria Technical &  
Community College



**ERIN REZAC**

Poster, Campaign

**ConAgra Foods  
Series**

Central Lakes College



**MATTHEW  
ELMER**

Logo

**Nightowls  
Cocktail Lounge**

Alexandria Technical &  
Community College





**KATHRYN  
LETNESS**

Illustration

**Self Portrait**

Alexandria Technical &  
Community College



**KRISTAL  
BOMSTAD**

Illustration

**Antiques**

Alexandria Technical &  
Community College



**FAITH  
HARDISON-  
KNIGHT**

Illustration,  
Campaign

**Color Theory:  
Faces of Fame**

Alexandria Technical &  
Community College



**COLE  
GEWERTH**

Illustration

**Modern Mona  
Lisa**

Alexandria Technical &  
Community College



**KRISTAL  
BOMSTAD**

Illustration

**Mary Robinson  
as Perdita, after  
John Hoppner**

Alexandria Technical &  
Community College



**LINDA  
NGUYEN**

Illustration,  
Campaign

**Aged Actors  
in Pen**

Alexandria Technical &  
Community College



**DILLON  
NORGREN**

Illustration

**Eyes of the  
Joker**

Alexandria Technical &  
Community College



**KATELYN  
WINDELS**

Illustration

**From "The Banjo  
Lesson" by  
Henry Tanner**

Alexandria Technical &  
Community College



**RYLEY  
MAISCH**

Photography,  
Black & White

**Hands of  
Service**

Alexandria Technical &  
Community College







2015 AMERICAN ADVERTISING AWARDS  
**GOLD STUDENT**

**SARA  
JUSTIN**

Photography,  
Black & White

**Bright Lights,  
Big City**

Central Lakes College



**MARIAH  
PARKS**

Photography,  
Color

**Rustic Head  
Light**

Central Lakes College



**ASHLEY  
PERRINE**

Photography,  
Campaign

**Back When**

Alexandria Technical &  
Community College



**HALEY  
HUGHES**

Photography,  
Color

**Drifter Man**

Alexandria Technical &  
Community College



**AMANDA  
REGER**

Photography,  
Color

**Red, White &  
Bubble**

Central Lakes College



**LEAH  
KLEGSTAD**

Photography,  
Campaign

**Lewis Carroll  
Study**

Alexandria Technical &  
Community College



**TIFFANY  
AUNE**

Photography,  
Color

**Hung Out to Dry**

Alexandria Technical &  
Community College



**MARIAH  
PARKS**

Photography,  
Color

**Gears**

Central Lakes College



**LEAH  
KLEGSTAD**

Photography,  
Campaign

**Eerie Light**

Alexandria Technical &  
Community College



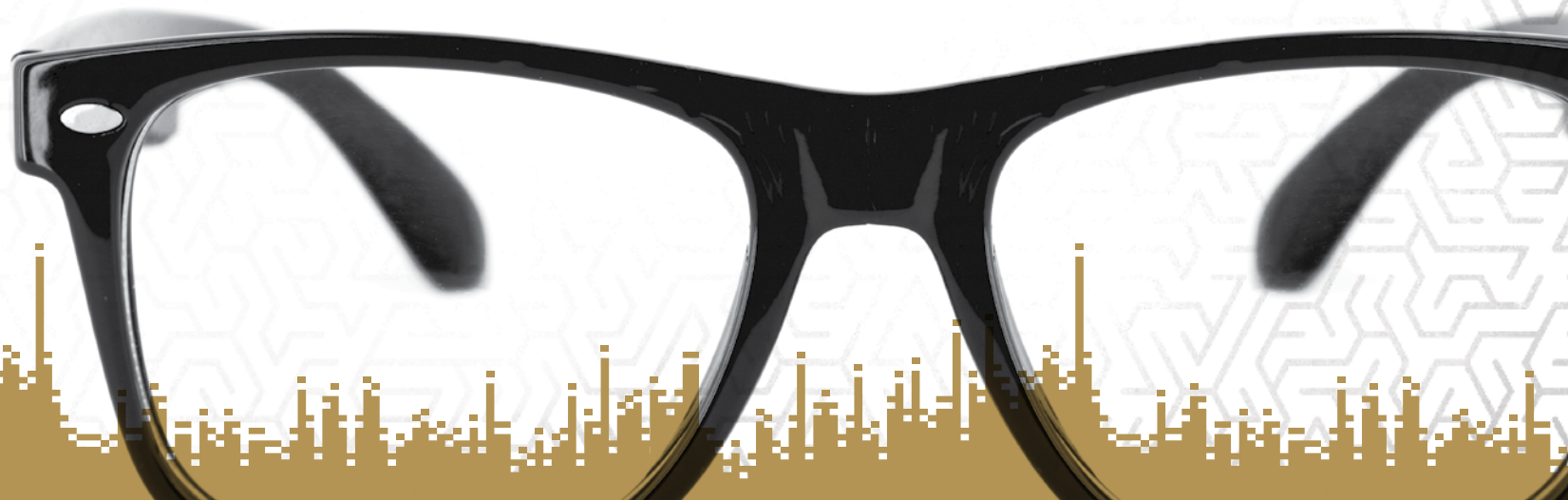


**LEAH  
KLEGSTAD**

Photography,  
Campaign

**Decay**

Alexandria Technical &  
Community College







2015 AMERICAN ADVERTISING AWARDS

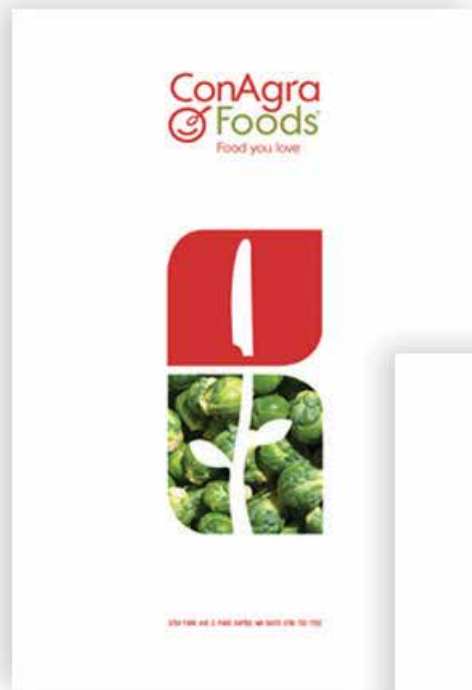
## JUDGE'S CHOICE STUDENT

**ERIN REZAC**

Poster, Campaign

### ConAgra Poster Series

Central Lakes College





**LINDA  
NYGUYEN**

Illustration,  
Campaign

**Aged Actors  
in Pen**

Alexandria Technical &  
Community College







2015 AMERICAN ADVERTISING AWARDS

## JUDGE'S CHOICE STUDENT

### RYLEY MAISCH

Photography,  
Black & White

### Hands of Service

Alexandria Technical &  
Community College





**HALEY  
HUGHES**

Photography,  
Color

**Drifter Man**

Alexandria Technical &  
Community College







2015 AMERICAN ADVERTISING AWARDS

# SILVER PROFESSIONAL

## ADVENTURE ADVERTISING

Sales, Catalog

### Spring 2014 Product Catalog

Ahni & Zoe  
by Creative Memories



## ADVENTURE ADVERTISING

Editorial Spread or Feature

### Cambria Style - Curtis Stone Feature

Touchpoint Media



## META 13 INTERACTIVE

Digital Advertising, Products

### Ocean Kayak Prowler Big Game II Website

Johnson Outdoors Watercraft, Inc.



## ADVENTURE ADVERTISING

Sales, Single Unit

### Übr Water Packaging

Klarbrunn by Wis-Pak



## ADVENTURE ADVERTISING

Direct Marketing

### Oliver & Hope's Adventure Under The Stars Storybook Media Kit

UnitedHealthcare Children's Foundation



## GASLIGHT CREATIVE

Digital Advertising, Services

### Poppy Salon Website

Poppy Salon



## SOULO COMMUNICATIONS

Sales, Campaign

### SlatWorx Campaign

SlatWorx



## GASLIGHT CREATIVE

Digital Advertising, Products

### Third Street Brewhouse Website

Third Street Brewhouse



## LIVEEDIT

Digital Advertising, Services

### Ride Cycle Club Website

Ride Cycle Club





## HATLINGFLINT

Digital Advertising,  
Single Platform

### St. Cloud State - KVSC Facebook Ads

St. Cloud State University  
- KVSC



## ADVENTURE ADVERTISING

TV, Local

### Larson FX "Where Others Have Yet to Go" :30 TV Commercial

Larson Boat Group



## ADVENTURE ADVERTISING

Poster

### Commonweal Theatre - Arcadia Show Poster

Commonweal Theatre



## ADVENTURE ADVERTISING

Digital Advertising,  
Campaign

### Kidspiration Facebook Video Campaign

UnitedHealthcare  
Children's Foundation



## ADVENTURE ADVERTISING

Integrated  
Campaigns, B-to-B,  
Regional/National

### The Barrel Mill - Rebrand Campaign

The Barrel Mill



## JOHNSON GROUP

Integrated  
Campaign

### Imagine Tomorrow

Bemidji State University



## THELEN ADVERTISING

Digital Advertising,  
Campaign

### Bake the World a Better Place Social Media Campaign

Red Star Yeast



## ADVENTURE ADVERTISING

Integrated  
Campaigns,  
Consumer,  
Regional/National

### Old Town Canoe NEXT Campaign

Johnson Outdoors  
Watercraft, Inc.



## META 13 INTERACTIVE

Self-Promotion,  
Digital Advertising

### Meta 13 Interactive Website

Meta 13 Interactive







2015 AMERICAN ADVERTISING AWARDS

SILVER PROFESSIONAL

### GASLIGHT CREATIVE

Self-Promotion,  
Direct Marketing /  
Specialty Items

#### Gaslight Creativity Coasters

Gaslight Creative



### GASLIGHT CREATIVE

Logo

#### Beaver Island Brewing Company Logo

Beaver Island  
Brewing Company



### ADVENTURE ADVERTISING

Illustration

#### Predator XL 3D Model Render Illustration

Johnson Outdoors  
Watercraft, Inc.



### ADVENTURE ADVERTISING

Logo

#### The Barrel Mill - Logo

The Barrel Mill



### GASLIGHT CREATIVE

Logo

#### Guidehunting Logo

Guidehunting



### ADVENTURE STUDIOS

Photography  
Campaign

#### Polaris Ace Product Launch Photography

Polaris Industries



### ADVENTURE ADVERTISING

Logo

#### Sedona Bottling Company - Logo

Sedona Bottling Company



### GASLIGHT CREATIVE

Logo

#### Digital Lens System Logo

EyeKraft



### ADVENTURE STUDIOS

Photography  
Campaign

#### Polaris Off-Road Winter, Canada

Polaris Industries





**ADVENTURE  
STUDIOS**

Photography  
Campaign

**Evinrude G2  
Product Launch**

Evinrude BRP



**ADVENTURE  
STUDIOS**

Photography  
Campaign

**Polaris Off-Road  
California Desert**

Polaris Industries







2015 AMERICAN ADVERTISING AWARDS

**GOLD** PROFESSIONAL

## GASLIGHT CREATIVE

Sales Promotion, Campaign

### Niven Morgan For Him Packaging

Niven Morgan

Kelly Zaske, Marketing Strategist  
Jodie Pundsack, Creative Strategist  
Amy Imdieke, Senior Graphic Designer  
Michael Nelsen,

Graphic Designer / Illustrator  
Morgan Philippi, Graphic Designer



## ADVENTURE ADVERTISING

Brochure

### Book of Mouldings

Ferche Millwork

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch, Senior Art Director  
Justin Wohlrabe, Photographer  
Tom DeBryun, Photo Assistant  
Cory Hollenhorst,  
Director of Sales and Marketing



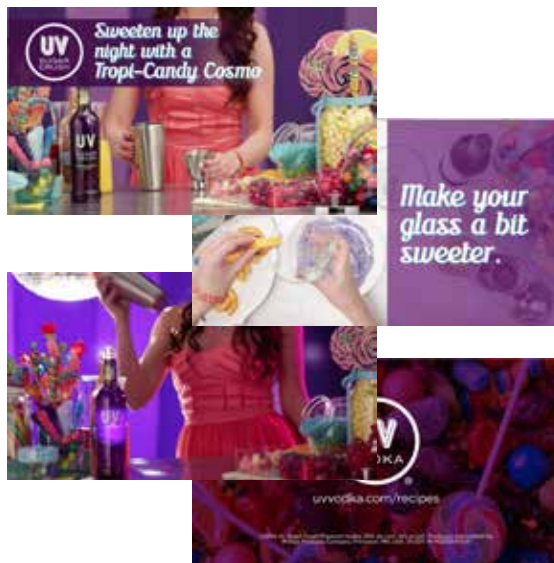
## JOHNSON GROUP

Sales Promotion, Audio /  
Video Sales Presentation

### UV Candy Crush Vodka Recipe Video

UV Vodka

Scott Hondl,  
Owner / Account Executive  
Crystal Simon,  
Art Director / Photographer  
Tara Dickinson, Graphic Designer  
Joel Butkowski, Videographer



## ADVENTURE ADVERTISING

Editorial Spread or Feature

### Big & Rich Feature

Touchpoint Media

Marty Davis/Touchpoint Media,  
Publisher  
LouAnn Berglund Haaf, Editor-in-Chief  
Carol Mithers, Author  
Jenna A. Lalley, Art Director





## ADVENTURE ADVERTISING

Book Design

### Oliver & Hope's Adventure Under the Stars Storybook

UnitedHealthcare Children's Foundation

Scott Mitchell, Principal/Creative Strategy  
Sam Voss, Account Manager  
Abby Fitch, Senior Art Director/Illustrator  
Samantha Mitzel,  
Graphic Designer/Illustrator



## META 13 INTERACTIVE

Digital Advertising, Websites,  
Consumer, Products

### InHarvest Grains Website

InHarvest, Inc.

Macleod & Co, Art Direction  
Bryce Jacobson, Front End Developer



## ADVENTURE ADVERTISING

Digital Advertising, Websites,  
Consumer, Products

### Old Town Canoe NEXT Website

Johnson Outdoors Watercraft, Inc.

Scott Mitchell, Principal/Creative Strategy  
Sam Voss, Account Manager  
Tom Schmidt, Senior Art Director  
Jenna Lalley, Senior Art Director  
Dave Schutz, Senior Copywriter  
John Linn, Photographer  
Jake Gyllen, Photo Assistant  
Michael Schoenecker, Digital Tech



## ADVENTURE ADVERTISING

Digital Advertising, Social Media

### Share the Love Social Media Campaign

Ahni & Zoe by Creative Memories

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch, Senior Art Director  
Jenna Lalley, Senior Art Director  
Megan Blondeau, Graphic Designer  
Loren Castronovo, Chief Marketing Officer  
Corinne Skoog, Creative Director



January Cover Image



**Post:**  
Share the moments that move you. Show us the first time you saw your newborn son or daughter.



**Post:**  
What does love mean to you? Is it home cooked family dinners, quality time with your girlfriends, hitting the slopes at the crack of dawn? There's no right or wrong answer. Show us What Love Means To You during A&Z's Share the Love Contest and you could win.





2015 AMERICAN ADVERTISING AWARDS

**GOLD** PROFESSIONAL

## ADVENTURE ADVERTISING

Integrated Campaigns,  
Consumer, Regional/National

### Ocean Kayak Prowler Big Game II Campaign

Johnson Outdoors Watercraft, Inc.

Scott Mitchell,

Principal/Creative Strategy  
Sam Voss, Account Manager  
Jenna Lalley, Senior Art Director  
Dave Schutz, Senior Copywriter  
Meta 13 Interactive, Developer  
Jason Arnold, Photographer



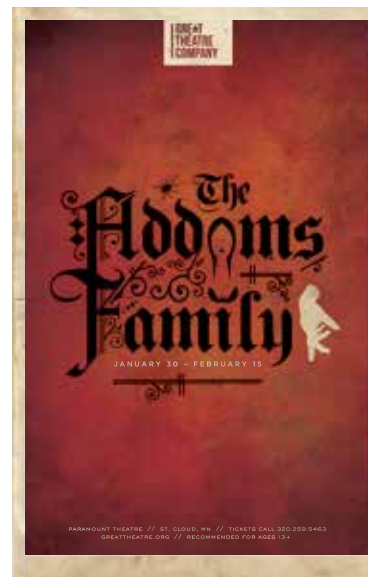
## ADVENTURE ADVERTISING

Poster

### The Addams Family Poster

GREAT Theatre Company

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch, Senior Art Director  
Hali Danielson, Graphic Designer



## ADVENTURE ADVERTISING

Annual Report

### Annual Report

GREAT Children's Theatre

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch,  
Senior Art Director/Illustrator  
Samantha Mitzel,  
Graphic Designer/Illustrator  
Megan Blondeau, Graphic Designer  
Dennis Whipple, GREAT Theatre  
Anita Hollenhorst, GREAT Theatre



## ADVENTURE ADVERTISING

Broadcast / Electronic /  
Digital

### Capital Campaign Microsite

GREAT Children's Theatre

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch,  
Senior Art Director/Illustrator  
Sam Mitzel,  
Graphic Designer/Illustrator  
Meta 13 Interactive, Developer  
Dennis Whipple, GREAT Theatre  
Anita Hollenhorst, GREAT Theatre





## ADVENTURE ADVERTISING

Single Medium Campaign

### Season Posters Campaign

GREAT Children's Theatre

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch, Senior Art Director  
Hali Danielson, Graphic Designer



## ADVENTURE ADVERTISING

Logo

### Old Town Canoe NEXT Logo

Johnson Outdoors Watercraft, Inc.

Scott Mitchell,  
Principal/Creative Strategy  
Sam Voss, Account Manager  
Tom Schmidt, Senior Art Director

**NEXT**

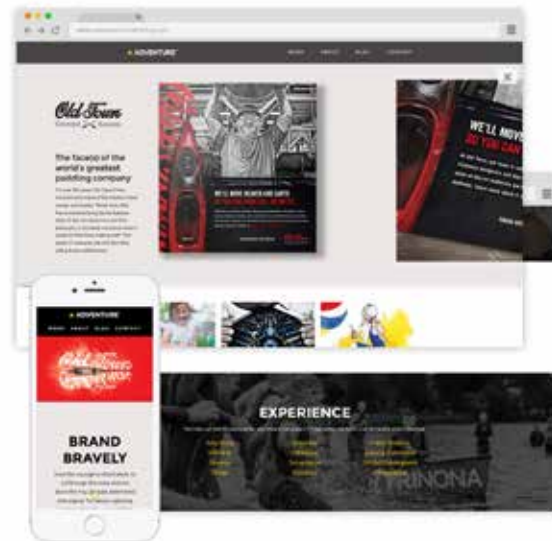
## META 13 INTERACTIVE

Self Promotion, Digital  
Advertising, Website

### Adventure Advertising Website

Adventure Advertising

Adventure Advertising,  
Creative Direction & Copywriting  
Josh Gauerke, Front End Developer



## GASLIGHT CREATIVE

Logo

### Warnke Farms Logo

Warnke Farms

Kelly Zaske, Marketing Strategist  
Jodie Pundsack, Creative Strategist  
Amy Imdieke, Senior Graphic Designer  
Nick Peterson, Project Manager







2015 AMERICAN ADVERTISING AWARDS

**GOLD** PROFESSIONAL

## ADVENTURE ADVERTISING

Photography Campaign

### Book of Mouldings Photography Campaign

Ferche Millwork

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch, Senior Art Director  
Justin Wohlrabe, Photographer  
Tom DeBryun, Photo Assistant  
Cory Hollenhorst,  
Director of Sales and Marketing



## ADVENTURE STUDIOS

Photography Campaign

### Polaris Off-Road Montana Trail

Polaris Industries

John Linn, Photographer  
Jake Gyllen, Photo Assistant  
Mike Massey, Photo Assistant  
Michael Schoenecker, DigiTech  
Thomas Cusciotta, Creative Director









2015 AMERICAN ADVERTISING AWARDS

## JUDGE'S CHOICE PROFESSIONAL

### GASLIGHT CREATIVE

Sales Promotion, Campaign

#### Niven Morgan For Him Packaging

Niven Morgan

Kelly Zaske, Marketing Strategist

Jodie Pundsack, Creative Strategist

Amy Imdieke, Senior Graphic Designer

Michael Nelsen,

Graphic Designer / Illustrator

Morgan Philippi, Graphic Designer



## ADVENTURE ADVERTISING

## Big & Rich Feature

Publisher

Jenna A. Lalley, Art Director

COUNTRY'S HOTTEST DUO, OPENS UP ABOUT THEIR OFTEN DEMANDING, ALWAYS FULFILLING LIFE ON—AND OFF—THE ROAD

Big & Rich isn't a band as much as a force of nature. In the 30 years together, "Big Kenny" Kenny Rogers and "Rich" Rich Little—two country-crossover albums, none of which went platinum and one gold, and sent 17 songs marching up Billboard's Country Top 40. They've been nominated for multiple awards, and as songwriters penned literally thousands of songs, both for themselves and some of country music's biggest names. And should anyone say success means slowing down, in 2014, the pair spent 200 days on the road, performing 175 shows, including 100 in the United States and 75 in North America. From the Midwest to the papery centers on both coasts, Oh, and their latest album, "Cowboys," was the first on a new label, their own—Big & Rich Records.

"We live at 90 mph," acknowledges Rogers, who laughs that his favorite place at home "in my bed—because I so rarely sit it."

a great way. He's one of the most talented creators that I've ever met or worked with. A great businessman, too.

one of the greatest  
writing, recording  
and entertaining duo  
that's existed in the  
history of music. ☺

two live within walking distance of each other, in houses that are completely different. Kenney's household includes his wife, Christine; stepsons Cameron and Christopher; sons Lincoln, 9, and Dakota, 4; and currently, a litter of nine German Shepherd puppies. Their home is a sprawling "old-world, castle-like" wood and stone Tudor. On the decklet early next year is a kitchen renovation. Kenney's wife, Christine, a stylist and talented jewelry designer, will no doubt be working with the most cutting edge of Cambridge's unique elite designers for the project. "She has a passion, joy and love of creating," says Kenney, who faithfully wears one of her pieces every day — a very "rock and roll" locket with

I remember well the double-wide in Amarillo. It never leaves you. It makes you want to take care of other people when you can.

our fans. We want to leave it all on the stage every time, every place, whether we're playing for 40 people

—JOHN RICH



to a more poignant  
 glow than a blue  
 net and say "This  
 great" Dan Crenshaw  
 and Daniel Craig  
 Lewis and Clint  
 We're not afraid  
 step off into  
 unknown and  
 far as possible,  
 because there's a  
 we, we have a  
 choice at work  
 and a lot more time

[illegible]





2015 AMERICAN ADVERTISING AWARDS

# JUDGE'S CHOICE PROFESSIONAL

## ADVENTURE ADVERTISING

Integrated Campaigns,  
Consumer, Regional/National

### Ocean Kayak Prowler Big Game II Campaign

Johnson Outdoors Watercraft, Inc.

Scott Mitchell,

Principal/Creative Strategy

Sam Voss, Account Manager

Jenna Lalley, Senior Art Director

Dave Schutz, Senior Copywriter

Meta 13 Interactive, Developer

Jason Arnold, Photographer

**PROWLER BIG GAME II**

- CLASS: ANGLER
- ELEMENT SEATING SYSTEM
- 6 ACCESSORY MOUNT PLATES
- GLIDE TRACK FOOT BRACE SYSTEM
- OVERSIZED TANK WELL
- BUILT IN CARRY HANDLES
- + MORE AT [KAYAKBattleShip.com](http://KAYAKBattleShip.com)

**BATTLE SHIP.**  
**GET BEHIND ENEMY LINES.**

Battle at close range with a high capacity fishing kayak that offers equal parts stealth and stability. The Prowler Big Game II offers ample room and a host of secret weapons meant to deliver a whole new level of performance. With six mounting brackets and new Element seating system that offers multi-position options for all-day comfort, you'll be fully prepared to battle.

JOHNSON OUTDOORS WATERCRAFT  
Inspect the fleet at [KayakBattleShip.com](http://KayakBattleShip.com) or an Ocean Kayak dealer near you.

**OCEAN KAYAK**  
Always on top.

**BATTLE SHIP.**

**GET BEHIND ENEMY LINES.**

**INSPECT THE FLEET**

**BATTLE AT CLOSE RANGE.**

**OCEAN KAYAK**  
Always on top.

**BATTLE SHIP.**

**GET BEHIND ENEMY LINES.**

**UPGRADE YOUR ARSENAL.**

**INSPECT THE FLEET.**

**BATTLE AT CLOSE RANGE.**

**OCEAN KAYAK**  
Always on top.



## ADVENTURE ADVERTISING

Brochure

### Book of Mouldings

Ferche Millwork

Gina Nacey, Creative Strategy  
Katie Sczublewski, Account Manager  
Abby Fitch, Senior Art Director  
Justin Wohlrabe, Photographer  
Tom DeBryun, Photo Assistant  
Cory Hollenhorst,  
Director of Sales and Marketing





# SPECIAL AGENTS



## GOLD SPONSORS

★ ADVENTURE™



GASLIGHT  
*creative*



impartium  
DIGITAL MARKETING

## SILVER SPONSOR



hatlingflint  
advertising + marketing + PR

## PROMOTIONAL SPONSORS



GUYTANO MAGNO  
PHOTOGRAPHY

meta13 interactive



QuarterTon  
VIDEO CONTENT & PRODUCTION



## THE 2015 EVENT COMMITTEE

### EVENT CHAIR

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SUZY ALBRECHT  
BECKY BACKES  
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ALISON SCHROEDER  
GREG SKOOG  
ANDREA YURCZYK

## AGENCY of RECORD

### ADVENTURE ADVERTISING

The American Advertising Federation of Central Minnesota would like to thank the students, college instructors, agencies, organizations and individuals who entered their work or volunteered their time and resources to make this year's competition such a success. With over 300 entries submitted this year, across a variety of mediums, it's apparent that Central Minnesota's advertising community is alive and well... perhaps even legendary. AAFCM is happy to encourage and support your creative efforts and provide you with a platform to showcase your imagination and talent and in turn, get the recognition you deserve. To learn more about how you can get involved with AAF Central Minnesota visit us at: [AdFedCentral.com](http://AdFedCentral.com).





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AMERICAN  
**ADVERTISING**  
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