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SPECTRA Awards Committee

Julie Baron, Tina Bowness , Twania Brewster, Kathy Grabski

Special thanks to Hans Design for creating the Spectra call to entry and printing it with the support of Colby Printing. Your sponsorship and creative work is appreciated.

IABC/Chicago 2004 Spectra Awards Event
Thursday, September 9, 2004
Hotel Intercontinental

5:30 Cocktail Reception
Hall of Lions
6:00 Hors d'oeuvres
Camelot Room
6:45 Spectra Awards Presentation



**INTEGRITY AWARD for
Communication Leadership
Excellence**

Roderick Walker, CEO
Knightsbridge Solutions

THE STRATEGY GROUP

Community and
Government Relations

George L. San Jose *

The San Jose Group
*El Cerdo Es Bueno: Changing
Perceptions in the Hispanic Market*

Queta Bauer and Diane Laux

Cultural Communications, LLC
*Chicago Brownfields Initiative:
Recycling our Past, Investing in
Our Future*

Media Relations

Shannon Quinn

L.C. Williams and Associates
*La-Z-Boy "Friends" Recliner
Program*

Heather Hahn

L.C. Williams and Associates
Fall in Love with Glidden

Marketing/Branding
Communication

Merry Elrick

Elrick Business
Communications, Inc.
Ask for Amodrill

Gary Goodfriend

L.C. Williams and Associates
*Ace Hardware's Most Helpful
Spokesperson*

James E. Murphy

Teresa L. Poggenpohl

Accenture
*High Performance Delivered
Repositioning*

Internal Communication

Stacey Hart

Motorola CGISS
Newsbriefs

Jan Y. Burnham *

The ROC Group
*Living Well Through Elements:
Your 2003 Benefits Handbook*

Benefit Communication

Jan Y. Burnham

The ROC Group
*Living Well Through Elements:
Your 2003 Benefits Handbook*

Kathryn E. Jandeska

Aon Consulting, Inc.
*You Make It Happen @West:
West Corporation Benefits
Campaign*

Kenneth Groh

Aon Consulting, Inc.
*Building with Basics...Value,
Service and Choice*

THE WORKS GROUP

Publications – Brochure

Kenneth Groh *

Aon Consulting, Inc.
Take the Money and...

Publications – Newsletters

Gabrielle Loring *

The ROC Group
*WaMu Beneflash: Open Enrollment
Issue*

Publications - Annual Report

Gail Polzin *

Evanston Northwestern Healthcare
2003 Annual Report

Publications – Special

Alice Patenaude

Patenaude Communications, Inc.
Reflections

Jan Y. Burnham *

The ROC Group
*Living Well Through Elements:
Your 2003 Benefits Handbook*

Media Relations Press Kit

Shannon Quinn

L.C. Williams and Associates
*Home Theater Collection
La-Z-Boy*

Publication Design

Madeleine Miller-Holodnicki,

Paul Accardo and Bettina Koltz
Council of Logistics Management
CLM's Logistics Comment

Communication Skills:

Feature Writing

Madeleine Miller-Holodnicki

Council of Logistics Management
*Help Wanted: Experienced in
Everything...Only Low Mileage
Models Need Apply*

Communication Skills:

Sales Promotion and Marketing

Merry Elrick

Elrick Business
Communications, Inc.
Amodrill Direct Mail

Communication Technology:

External Web Sites

Knightsbridge Marketing

Department
Knightsbridge Solutions
*Web Site Redevelopment
Generates Revenue, Saves Costs*

Patrick Valdez

DePaul University
*DePaul University's Enrollment
Management Web Site*

Barbara Cassinelli

Northrop Grumman Corporation,
Defensive Systems Division
*Northrop Grumman Defensive
Systems Division Internet -
www.dsd.es.northropgrumman.com*

Communication Technology:

E-newsletters

Joanne Kitsos

Blue Cross Blue Shield Association
Insight

Communication Technology:

Video Production

James E. Murphy

Teresa L. Poggenpohl

Accenture
*High Performance Delivered
Launch Video Featuring Tiger
Woods*

Communication Technology:

Interactive Electronic Presentation

Merry Elrick *

Elrick Business
Communications, Inc.
Naphthalates: Where Next?

Publications – Brochure

Robyn L. Radomski

Sonnenschein, Nath
& Rosenthal, LLP
Partnering for Progress

*Indicates award of excellence, all
others are awards of merit