



## 2016 IABC Southern Region Silver Quill Award Winners

### Division 1: Communication Management

#### Internal Communication

##### Award of Merit

Bringing 16 Million to Life: Allstate Life and Retirement Sales  
Allstate Insurance Company - Nicole Schwab, Melinda Wilson, Chelci Hudson, Maribel Castillo

##### Award of Excellence

Direct Energy Live Brighter - Bringing our brand to life  
Direct Energy Internal Brand Launch 2015 - Nicolette Kyte, Holly Dean, Aliya Hargrave,  
Rachael Stockment

#### Employee Engagement

##### Award of Excellence

United Way Campaign 2016  
AFL Marketing Communications Team

#### Human Resources and Benefits Communication

##### Award of Excellence

Verifying Your Dependents  
Direct Energy - Jennifer Uschold

#### Leadership Communication

### Award of Excellence

Communicating our Vision and Business Strategy 2015  
Direct Energy - Justine Williams

### Marketing, Advertising and Brand Communication

#### Award of Excellence

AFL Fusion Splicer Ad Campaign  
AFL Marketing Communications Team

Keep Louisiana Beautiful Rebrand and Campaign Launch  
DEVENEY - Savannah Teague, Samantha Starr, Mandy Hernaez

Peanuts Here: Driving Passion Among the Next Generation  
National Peanut Board - Ryan Lepicier, Mark Dvorak, Lisa Serritella. Lauren Highfill Williams

### Media Relations

#### Award of Excellence

HomeAway #EiffelTowerAllYours  
HomeAway - HomeAway #EiffelTowerAllYours 2016 Campaign

### Community Relations

#### Award of Excellence

Cox Automotive Drive Away Hunger  
Cox Automotive

### Issues Management and Crisis Communication

#### Award of Merit

Revving Up A Global Auto Retailer's Crisis Readiness  
Pierpont Communications - Group 1 Automotive

### Social Media Programs

#### Award of Excellence

Hermann-Grima Facebook Geotargeting Campaign  
DEVENEY - Lauren Wegmann, Grace MacDougall

### Nonprofit Campaigns

#### Award of Merit

American Heart Association (AHA) Southwest Affiliate "Don't Die of Doubt"  
Savage Brands

Better Make Room, a campaign for The White House and First Lady Michelle Obama  
The Black Sheep Agency

#### Division 2: Communication Research

##### Award of Merit

Market Research for Dynamic Health Strategies  
FrogDog

#### Division 4: Communication Skills

##### Special Events

##### Award of Excellence

Bracing for a Billion - Hilti Employee Celebration Event  
Hilti - Leslee Stewart, Dena Wind, Dan Phillips

Peanut Harvest Farm Tour for Dietitians  
Sherry Coleman Collins, Mark Dvorak, Lauren Highfill Williams

##### Digital Communication

##### Award of Merit

Allstate Contracting Website Rebuild  
Hardin-Francis Enterprises, LLC - Mary H. Francis

Telling Our Story through Brand Journalism  
Unum/Colonial Life - Brand Journalism - Unum/Colonial Life

##### Audio/Visual

##### Award of Merit

CEO's Ukraine Attack Presentation to Engineers Group (Prezi format)  
Georgia System Operations Corporation

TWC120 - monthly 120 second video recap of company highlights  
TWC Internal Communications - Mary Ellen Gitachu, Daniel Sites

##### Award of Excellence

After the Storm: Deepwater's Journey  
Shell Oil Company and Lorelle Media

Defining RGL Forensics Through Video  
RGL Forensics and Penso Entertainment

Real Estate Red Zone podcast  
Real Estate Center at Texas A&M University - Bryan Pope and Edie Craig

Rockaway Wow  
Williams - Keith Isbell

### Publications

#### Award of Merit

DirectLine employee newsletter  
Georgia System Operations Corporation

eDispatch employee newsletter  
Georgia System Operations Corporation

GSOC 2015 Annual Report  
Georgia System Operations Corporation - GSOC 2015 Annual Report

Real Estate Center Annual Report + Calendar  
Real Estate Center at Texas A&M University - JP Beato, David S. Jones

Tierra Grande magazine  
Real Estate Center at Texas A&M University - David S. Jones, Nancy McQuiston, Robert Beals, Kammy Baumann, JP Beato, Bryan Pope

#### Award of Excellence

Powergrams  
Alabama Power Company - Chuck Chandler, Jay Parker, Donna Cope, Carla Davis, Gilbert Nicholson

Brazos Valley IABC Annual Report 2015  
Just a Little Laugh Productions - Jennie L. Lamb and the 2015-16 BVIABC Board of Directors

Columns magazine  
AIA Dallas - AIA Dallas Columns magazine

Cox Automotive Global Publication Quarterly Update  
Cox Automotive - Jennifer Morrow, Percy Brown, Katie Andrews

### Writing

#### Award of Merit

"Investigator nearly died in Iraq from insurgent bomb attack"  
Alabama Power - Carla Davis

#### Award of Excellence

"Men bonded during WWII boot camp, began friendship that's lasted 70 years"  
Alabama Power - Donna Cope

### Best of Division

#### Communication Management

Direct Energy Live Brighter - Bringing our Brand to Life  
Direct Energy Internal Brand Launch 2015 - Nicolette Kyte, Holly Dean, Aliya Hargrave,  
Rachael Stockment

#### Communication Research

Market Research for Dynamic Health Strategies  
FrogDog

#### Communication Skills

Peanut Harvest Farm Tour for Dietitians  
Sherry Coleman Collins, Mark Dvorak, Lauren Highfill Williams

### Best of Show

Peanut Harvest Farm Tour for Dietitians  
Sherry Coleman Collins, Mark Dvorak, Lauren Highfill Williams