

Communications Association of the Southern Tier

**Genesis 19 Awards Dinner**

**Thursday, May 14, 2009**

**The Binghamton Regency**

**5:30 to 8:30 p.m.**

**Gallery of Entries/Dinner Buffet/Cash Bar**

When great communicators join forces in the spring, what do you get? A great party! This is our evening to relax, chat, and admire some of the best communications work created in the Southern Tier in 2008. Every half hour or so, master of ceremonies **Greg Jenkins** will congratulate the winners in several categories, topping things off with an announcement of "Best of Show" at about 8:25 p.m.

**Greg** is a former CAST member and past president of Ad Club, CAST's predecessor. Always the funny man at the annual golf tournament, Greg was also responsible for organizing the event during his tenure. Greg currently works as encounter program/facilities manager for Broome County Council of Churches. Previously he was case management coordinator for the Broome Area Networking in Disaster (BAND). BAND was comprised of faith-and community-based groups that addressed unmet needs and helped people plan their long-term recovery after the devastating floods in the Conklin area in 2006. We thank Greg for joining us this evening.

# the JUDGES

To choose the winners for genesis 19, this year's judges carefully considered more than 200 entries. We thank them for their many hours of work.



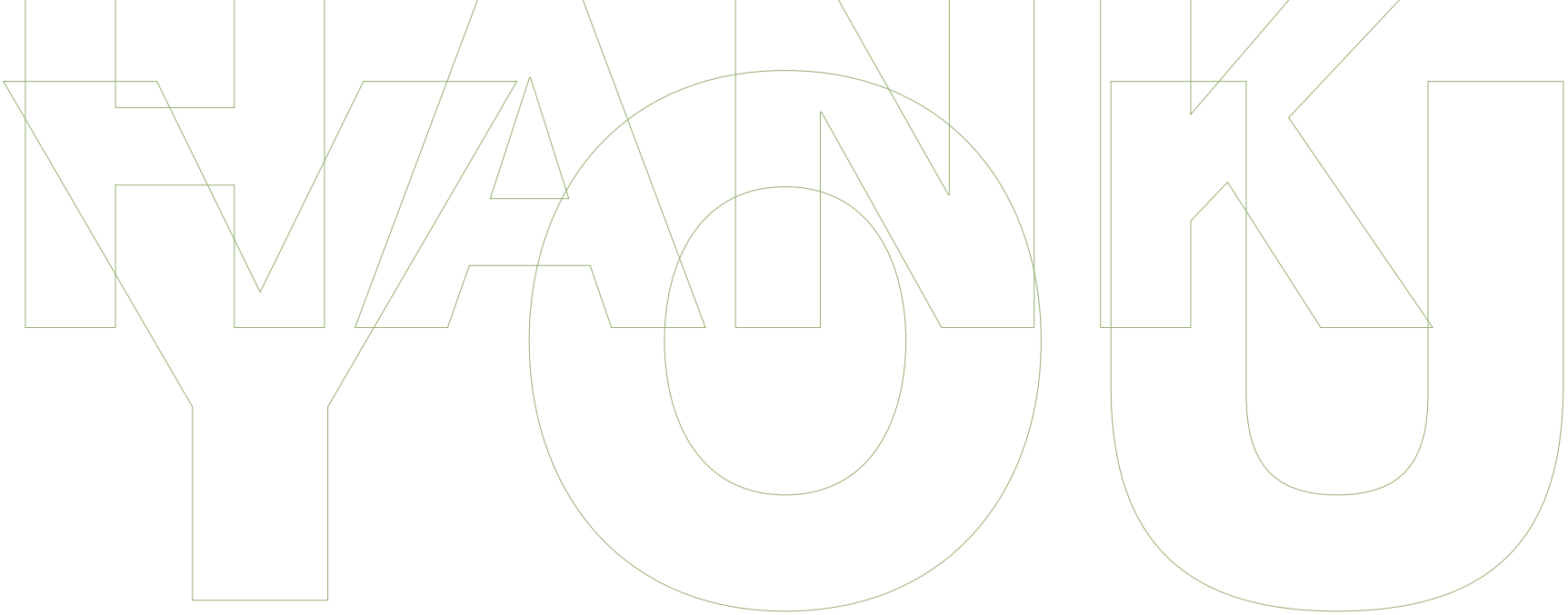
**Cookie Caloia** is the principal of SMART COOKIE, LLC, a marketing and communications firm in Syracuse. Her company delivers strategic marketing and communications planning, advertising, promotions, public relations and other services to international, national and regional clients in numerous industries. Cookie holds an A.A.S. in advertising, design and production from Mohawk Valley Community College, a B.A. in marketing and graphic design from SUNY Fredonia and an M.B.A. from Syracuse University. She has served as art director for several ad agencies in upstate New York and spent ten years directing the marketing communications team at the electrical products firm Pass & Seymour/Legrand. Cookie's articles have appeared in several electrical industry publications, and she has presented at the National Association of Electrical Distributors' National Sales and Marketing Conference. She holds two patents for merchandising innovations and has earned numerous national and regional awards for advertising and marketing.



**Kevin B. O'Neill** is an associate professor of advertising at the S.I. Newhouse School of Public Communications at Syracuse University. He holds a B.A. in English from Princeton University and an M.A. from Hollins College, which he attended on a fiction writing fellowship. Kevin has worked as a senior creative executive for large agency networks and small boutiques, including Brand Edmonds, the Marsteller agency, Lord, Geller, Federico, Einstein and Lord Einstein O'Neill and Partners. Clients he has served include IBM, Johnson & Johnson, Sara Lee, Hanes, Panasonic, Lego, AT&T and Bacardi. The *Wall Street Journal* has featured him in its *Creative Leaders Series*, which casts a spotlight on the advertising industry's most accomplished practitioners. Kevin's fiction and non-fiction have appeared in publications such as *The New Yorker*, *The Carolina Quarterly*, *Sports Illustrated* and *Golf Magazine*, and through the Scripps-Howard newspapers. He is the founding editor of *Distance Learning Today*, a quarterly supplement to *USA Today*.



**Kevin Mann** is founder and creative director of Camp-design, a creative design firm in Cazenovia, and creative director at Mindshare, an advertising, branding and interactive firm in Syracuse. He also is an adjunct professor of advertising in Syracuse University's S.I. Newhouse School of Public Communications. Kevin holds a B.A. in English from the University of Wisconsin and a B.A. in advertising from Columbia College, Chicago. During his 18 years in the advertising industry, he has worked on solutions in print advertising, brand identity, direct marketing, interactive design and television for clients in a wide variety of industries. He spent most of his career at advertising agencies in Chicago, including Leo Burnett, where he worked on national accounts such as Johnny Walker/Dewars, McDonalds, Kellogg's and Coca-Cola. He also has served as associate creative director with Eric Mower and Associates in Syracuse. When he is not teaching or serving clients, Kevin acts in local theater productions. Last year he made his film debut in "The Express," starring Dennis Quaid and Rob Brown.



## Our Team

THE GENESIS AWARDS REPRESENT COLLABORATION AT ITS BEST. TONIGHT'S EVENT WOULD NOT BE POSSIBLE WITHOUT THE COLLECTIVE EFFORTS OF NUMEROUS MEMBERS AND FRIENDS OF CAST.

## Special Thanks

We are grateful to the businesses and individuals listed below for their generous contributions to this year's Genesis Awards and tonight's celebration.

**Ewelina Holdrege, MeadWestvaco** – for graphic design on all things Genesis 19  
**Callahan Digital Printing** – for printing the call for entries and invitations  
**Bruce Dudley and the staff of The United Way of Broome County** – for hosting the entry drop-off and storing entries and easels  
**Eric Olsen and the staff of 3i Graphics & Displays** – for production of pre-event and event signage plus easel transport  
**Gary Steadman, SteadmanTech and Karen Frobels, Riger Advertising** – for CAST Web updates

And thanks to many volunteers who helped with the set up on the day of the awards. Our apologies if we neglected to mention you by name. Let us know.

## The 2008-2009 Genesis Committee

**Co-Chair:** Florence Doller, NBT Bank  
**Co-Chair:** Bijoy Datta, GrafIQa Creative Services  
**Awards:** Olin Henneman, Proforma Customized Business Products  
**Copywriting:** Merrill Douglas, Freelance Writer  
**Design:** Ewelina Holdrege, MeadWestvaco Corporation  
**Production Coordination:** Karen Frobels, Riger Advertising  
**Public Relations:** Rosemary West, Arthritis Foundation  
**Venue Coordination:** Dina Good, Dina Good Design  
**Member-at-large:** Lynne Schroeder, Design Concepts  
**Member-at-large:** Ronda Swingle, Lourdes Hospital

## 2008-2009 CAST Board Of Directors

**President:** Eric Olsen, 3i Graphics & Displays  
**Vice-President:** Florence Doller, NBT Bank  
**Secretary:** Karen Frobels, Riger Advertising  
**Treasurer:** Gary Steadman, SteadmanTech  
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**Program Co-Chairs:** Dina Good, Dina Good Design; Olin Henneman, Proforma Customized Business Products  
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**CONGRATULATIONS!**

**TO ALL GENESIS 19  
AWARD WINNERS  
& PARTICIPANTS!**

**JOB WELL DONE!**



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CONGRATULATIONS TO ALL

## New CAST Members for 2008-2009

Rich Anderson, Anderson Photography  
John Barton, White Knight Productions  
Karen Burr, Security Mutual Life Insurance Co.  
Eric Coker, Binghamton University  
Bijoy Datta, GrafiQa Creative Services  
Patty Farro, Riger Advertising  
Jennifer Good, University of Buffalo student  
Thomas Hackett, TCGA  
Barbara Hogan  
Ewelina Holdrege, MeadWestvaco  
Gerald Hovancik, Binghamton University  
Terry Joggerst, Shrader & Shrader  
Stan Kauffman, Binghamton University retiree  
Oren Levi, Binghamton University  
Andrea Mastronardi, Girl Scouts-Indian Hills Council, Inc.  
Christine Ondecko, Lourdes Hospital  
Jay Peak  
Sergio M. Rapu, White Knight Productions  
Ann Rose, Ann Rose Graphic Design  
Steve Seepersaud, Binghamton University  
Margaret Tatich  
Sara Tripp  
Kristen Willerton

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