



Communications Association of the Southern Tier

genes19
THURSDAY, MAY 14, 2009

RESULTS

advertising exhibit
brochure collateral
displays promotion
illustration website
photography print
video poster annual
packaging product
trade identity online
television direct mail

Genesis 19 Best in Show!

Description/Title: Technology Campaign
Submitted By:..... Carol Grassi
For:..... United Health Services
Account Executive & Writer:..... Christina Boyd
Graphic Designer & Producer: BVK
Media Placement: Carrie Davis
Category:..... Television—Campaign

Judge's Choice—3 Winners (In Alphabetical Order by Description/Title)

Description/Title: **Binghamton University Website Redesign**
Submitted By:..... Greg Delviscio
For: Binghamton University
Account Executive: Drew Hill
Art Director:..... Mstoner
Graphic Designer: Libby Graves & Gerald Hovancik Jr.
Producer: Ryan Yarosh
Programmer: Patrick Lewis
Category: World Wide Web

Description/Title: **Me & My Lobsters**
Submitted By:..... University Communications & Marketing
For: Binghamton University
Client:..... BU Magazine
Graphic Designer: Leslie Morris Noyes
Writer: Sharon Tregaskis
Photographer: Jonathan Cohen
Printer: Mignone Communications
Editor: Elain Moran
Category: Feature Writing

Description/Title: **Tri-Cities Opera Tent Cards**
Submitted By:..... Rick Sands
For: RVSA
Client:..... Tri-Cities Opera
Account Executive: Penny Stringfield
Art Director, Writer & Director: Rick Sands
Graphic Designer: Gene Czebiniak
Producer: Reed Smith
Printer: Callahan Digital Printing
Category: Displays/Exhibits

Category 1: Overall Organizational or Brand Identity**1st Place**

Description/Title: Pediatric Dentistry of South Charlotte
Submitted By: Kathy Buchta
For: Buchta Design
Client: Pediatric Dentistry of South Charlotte
Account Executive & Writer: Dr. Beth Peckham
Graphic Designer: Kathy Buchta
Printers: Carr Printing & Callahan Digital Printing

2nd Place

Description/Title: Global ID Design Studio Identity
Submitted By: Ewelina Holdrege
For: Global ID Design Studio
Art Director, Graphic Designer & Illustrator: Ewelina Holdrege
Writer: Michael Holdrege
Printer: Callahan Digital Printing

3rd Place

Description/Title: Quartier Printing Brand Development
Submitted By: Christopher Quereau
For: GrafiQa Creative Services
Client: Quartier Printing
Art Director: Willie Petersen
Graphic Designer: Susan Strandberg
Photographer: Kim Prochazka
Printer: Quartier Printing

Category 2: Packaging**1st Place**

Description/Title: Day Runner Bilingual Packaging
Submitted By: Ewelina Holdrege
For: MWV
Clients: Gary La Due & Diana Hayes
Art Director: Martin Cuff
Graphic Designer: Ewelina Holdrege

3: Ad Specialty Items**1st Place**

Description/Title: Think Binghamton T-Shirt
Submitted By: Greg Delviscio
For: Binghamton University
Client: Diane Greiwe, Binghamton University
Art Director & Graphic Designer: Burt Myers
Director: Greg Delviscio
Printer: Knucklehead Embroidery

4: Posters**1st Place**

Description/Title: Patient Confidentiality Posters
Submitted By:..... Carol Grassi
For: United Health Services
Account Executive: Carol Gorenflo
Art Director & Graphic Designer: Carol Grassi
Writer: William Michael
Printer: Xerox Print Shop

2nd Place

Description/Title: Tri-Cities Opera 60th Season Poster
Submitted By:..... Rick Sands
For: RVSA
Client:..... Tri-Cities Opera
Account Executive: Penny Stringfield
Art Director, Graphic Designer & Illustrator: Gene Czebiniak
Writer & Director: Rick Sands
Producer: Reed Smith
Printers:..... Curio Printing & Callahan Digital Printing

3rd Place

Description/Title: Kids Circus Poster
Submitted By:..... Greg Delviscio
For: Binghamton University
Client:..... Anderson Center
Art Director & Graphic Designer:..... Burt Myers
Director: Greg Delviscio
Printer: Callahan Digital Printing

5: Displays/Exhibits**1st Place**

Description/Title: BOOKS Shelf Talker
Submitted By:..... Rick Sands
For: RVSA
Client:..... Books with Senator Libous
Account Executive: Penny Stringfield
Art Director, Writer & Director: Rick Sands
Graphic Designer: Laura Mason
Producer: Tia Zink
Printer: Callahan Digital Printing

2nd Place

Description/Title: Tri-Cities Opera Tent Cards
Submitted By:..... Rick Sands
For: RVSA
Client:..... Tri-Cities Opera
Account Executive: Penny Stringfield
Art Director, Writer & Director: Rick Sands
Graphic Designer: Gene Czebiniak
Producer: Reed Smith
Printer: Callahan Digital Printing

6: Outdoor Advertising**1st Place**

Description/Title: Conti Kremenz
Submitted By: Rick Sands
For: RVSA
Client: Conti Jewelers
Account Executive: Jackie Sands
Art Director, Writer & Director: Rick Sands
Graphic Designer: Laura Mason
Producer: Ellen Conti
Printer: Park Outdoor

2nd Place

Description/Title: TCO 60th Season
Submitted By: Rick Sands
For: RVSA
Client: Tri-Cities Opera
Account Executive: Penny Stringfield
Art Director: Laura Mason
Graphic Designer: Gene Czebiniak
Writer & Director: Rick Sands
Producer: Reed Smith
Printer: Pittsburgh Poster

7: Special Event Promotion**1st Place**

Description/Title: West Fest T-Shirt
Submitted By: David Skyrca
For: Gagrags.com
Client: Cyber Café
Art Director & Illustrator: David Skyrca
Graphic Designers & Printers: David Skyrca & Steven Palmer

8A: Brochures/Catalogs—Capabilities & Facilities**1st Place**

Description/Title: Dalst Brochure
Submitted By: Christopher Quereau
For: GrafIQa Creative Services
Client: Dalst Stone Wine Cellars
Graphic Designer: Br&y Aldrich
Printer: Midstate Litho

2nd Place

Description/Title: Wightman Brochure
Submitted By: Christopher Quereau
For: GrafIQa Creative Services
Client: Wightman Specialty Woods
Art Director: Willie Petersen
Graphic Designer: Susan Strandberg
Writer: Elizabeth Buchinger
Photographers: Richard Walker & Gerry Raymonda
Printer: Eastwood Litho

3rd Place

Description/Title: Hawk Circle Brochure
Submitted By: Christopher Quereau
For: GrafIQa Creative Services
Client: Hawk Circle
Art Director: Willie Petersen
Graphic Designer: Susan Strandberg
Photographer: Ricardo Sierra
Printer: Chenango Union

8B: Brochure/Catalogs—Products, Services & Courses**TIED for 1st Place**

Description/Title: Day Runner Hilroy Catalog
Submitted By:..... Ewelina Holdrege
For: MWV
Clients:..... Gary La Due & Diana Hayes
Art Director:..... Martin Cuff
Graphic Designer & Illustrator: Ewelina Holdrege
Photographer: Kirk Van Zandbergen

TIED for 1st Place

Description/Title: VBS Brochure
Submitted By:..... Christopher Quereau
For: GrafiQa Creative Services
Client:..... Value Based Safety
Art Director:..... Willie Petersen
Graphic Designer: Susan Strandberg
Writer: Elizabeth Buchinger
Photographer: Gerry Raymonda

3rd Place

Description/Title: BOOKS Reading Rewards
Submitted By:..... Rick Sands
For: RVSA
Client:..... Books with Senator Libous
Account Executive: Penny Stringfield
Art Director, Writer & Director: Rick Sands
Graphic Designer: Laura Mason
Producer: Tia Zink
Printer: JC Publishing

8C: Brochures/Catalogs—Fundraising**1st Place**

Description/Title: St. Francis Chapel Annual Appeal
Submitted By:..... Barbara Nazak
For: Cull Martin & Associates
Client:..... St. Francis Chapel
Account Executive: Casey Slocum
Art Director:..... Marilyn Martin Cull
Graphic Designer: Jason Smith
Writer: Tom Rushmer

9: Annual Reports**1st Place**

Description/Title: Foundation Annual Report 2007-2008
Submitted By: Greg Delviscio
For: Binghamton University
Client: Binghamton University Foundation
Art Director & Graphic Designer: David Skyrca
Writer: Saveley Associates
Director: Greg Delviscio
Photographer: Jonathan Cohen
Printer: Midstate Litho

2nd Place

Description/Title: CFECFG Annual Report
Submitted By: Ann Rose
For: Ann Rose Graphic Design
Client: Community Foundation of Elmira, Corning and
the Finger Lakes
Account Executive, Art Director & Graphic Designer: Ann Rose
Writer: Blair Jennings
Photographer: Maria Strinni-Gill
Printer: Clare Printing

TIED for 3rd Place

Description/Title: Cultivating Philanthropy
Submitted By: Kathy Buchta
For: Buchta Design
Client: Community Foundation for South Central NY
Account Executive: Donna Hill
Graphic Designer: Kathy Buchta
Writers: Merrill Douglas & Donna Hill
Photographer: VanZandbergen Photography
Printer: Graphics Plus Printing

TIED for 3rd Place

Description/Title: Sound Strategy
Submitted By: Rachel Coker
For: BU Research Advancement
Art Director & Graphic Designer: Martha Terry
Writers: Rachel Coker, Eric Dietrich, Merrill Douglas,
Katherine Karlson, Anne Miller, Kathleen
O'Connor
Photographer: Jonathan Cohen
Printer: Cayuga Press
Editor: Rachel Coker

10: Direct Mail Campaign**TIED for 1st Place**

Description/Title: Oryx Insurance Boxing Gloves Postcard
Submitted By: Kathy Buchta
For: Buchta Design
Client: Oryx Insurance Brokerage Incorporated
Account Executive: Tim Cappellett
Graphic Designer: Kathy Buchta
Writer: Tim Cappellett
Photographer: Picture Quest
Printer: ShipShapes

TIED for 1st Place

Description/Title: Day Runner Brochure
Submitted By: Ewelina Holdrege
For: MWV
Client: Val Nossal
Art Director: Martin Cuff
Graphic Designer & Illustrator: Ewelina Holdrege
Photographer: Macomber Inc.

3rd Place

Description/Title: BOOKS Summer Reading
Submitted By: Rick Sands
For: RVSA
Client: Books with Senator Libous
Account Executive: Penny Stringfield
Art Director, Writer & Director: Rick Sands
Graphic Designer: Laura Mason
Producer: Tia Zink
Printer: JC Publishing

11A: Periodicals/Newsletters—Print**1st Place**

Description/Title: NYSHA Calendars
Submitted By: Christopher Quereau
For: GrafiQa Creative Services
Client: NYSHA
Art Director: Willie Petersen
Graphic Designer: Susan Strandberg
Printer: Midstate Litho

2nd Place

Description/Title: BassettWorks Newsletter
Submitted By: Christopher Quereau
For: GrafiQa Creative Services
Client: Bassett Healthcare
Art Director: Willie Petersen
Graphic Designer: Brandy Aldrich
Writer: Lisa Miller
Printer: Carr Printing

11B: Periodicals/Newsletters—Digital**1st Place**

Description/Title: Discover-e
Submitted By: Rachel Coker
For: BU Research Advancement
Graphic Designer: Martha Terry
Writers: Rachel Coker & Ryan Yarosh
Webmaster: Oren Levi

12A: Newspaper Single Ad**1st Place**

Description/Title: Safe. Sound. Secure. Newspaper Ad
Submitted By: Florence Doller
For: NBT Bank & Lavelle Murray
Client: NBT Bank
Account Executive: Helen Lavelle
Art Director: Susan Dunshee
Graphic Designer: Josiah Lewis
Writers: Kyle Brown & Elaine Ferri

2nd Place

Description/Title: Lourdes HBOT
Submitted By: Rick Sands
For: RVSA
Client: Lourdes Hospital
Account Executive: Penny Stringfield
Art Director, Writer & Director: Rick Sands
Graphic Designer: Laura Mason
Producer: Linda Hoke
Photographer: Van Zandbergen Photography

3rd Place

Description/Title: FFS "Building Character. Changing Lives."
Submitted By: Steve Johnson
For: Riger Advertising
Client: The Family Foundation School
Account Executive: Steve Johnson
Art Director & Graphic Designer: Sandra Ceplo Johnson
Writer: Ann Kozak

12B: Newspaper Advertising—Campaign**1st Place**

Description/Title: Doctor Portrait Ads
Submitted By: Carol Grassi
For: United Health Services
Account Executive & Writer: Christina Boyd
Art Director & Photographer: BVK
Media Placement: Carrie Davis

14A: Radio—Single Ad**1st Place**

Description/Title: CFCU "Difference"
Submitted By: Mark Bandurchin
For: Riger Advertising
Client: CFCU Community Credit Union
Account Executive: Mark Bandurchin
Writer & Director: Jamie Knudsen
Producer: Douglas Media Productions

2nd Place

Description/Title: Saying Thanks Campaign
Submitted By: Carol Grassi
For: United Health Services
Account Executive & Director: Christina Boyd
Producer: MSI

14B: Radio—Campaign**1st Place**

Description/Title: Technology Campaign
Submitted By:..... Carol Grassi
For: United Health Services
Account Executive & Writer:..... Christina Boyd
Graphic Designer: BVK
Media Placement: Carrie Davis

15A: Television—Single Ad**1st Place**

Description/Title: The Binghamton Advantage CD
Submitted By:..... Greg Delviscio
For: Binghamton University
Account Executive: Greg Delviscio
Art Director:..... Bazaar Films
Director: Jarett Bellucci
Producers:..... Ryan Yarosh & Chis Penny
Photographer: Christopher Walters

2nd Place

Description/Title: CFCU "Difference"
Submitted By:..... Mark Bandurchin
For: Riger Advertising
Client:..... CFCU Community Credit Union
Account Executive: Mark Bandurchin
Writer & Director: Jamie Knudsen
Producer: Nitjexus Studios
Audio:..... Douglas Media Productions

15B: Television—Campaign**1st Place**

Description/Title: Technology Campaign
Submitted By:..... Carol Grassi
For: United Health Services
Account Executive & Writer:..... Christina Boyd
Graphic Designer & Producer: BVK
Media Placement: Carrie Davis

16: Multiple-Media Campaign**1st Place**

Description/Title: United Health Services Cancer Care
Submitted By:..... Laurie Van Kuren
For: Riger Advertising
Client:..... United Health Services
Account Executive: Laurie Van Kuren
Art Director & Graphic Designer:..... Rob Stiene

2nd Place

Description/Title: Tri-Cities Opera 60th Anniversary Season
Submitted By:..... Rick Sands
For: RVSA
Client:..... Tri-Cities Opera
Account Executive: Penny Stringfield
Art Director, Writer, Director & Producer: Rick Sands
Graphic Designers: Gene Czebiniak & Laura Mason
Printer: Callahan Digital Printing

17A: Public Service Announcement—Campaign**1st Place**

Description/Title: MBPN Safe Sleep
Submitted By:..... Rick Sands
For: RVSA
Client:..... Mothers & Babies Perinatal Network
Account Executive: Penny Stringfield
Art Director, Writer, Director & Producer:..... Rick Sands
Cinematographer: Scott Swinamer
Post-production:..... RVSA

18: Self-Promotion**1st Place**

Description/Title: GrafiQa Self Promotion Brochure
Submitted By:..... Christopher Quereau
For: GrafiQa Creative Services
Art Director:..... Willie Petersen
Graphic Designer: Susan Strandberg
Writer: Elizabeth Buchinger
Printer: Eastwood Litho

2nd Place

Description/Title: Residential Life Postcards
Submitted By:..... Greg Delviscio
For: Binghamton University
Client:..... BU Admissions
Art Director & Graphic Designer:..... Burt Myers
Writer: Natalie Blando-George
Director: Greg Delviscio
Photographer: Jonathan Cohen
Printer: Curcio Printing

TIED for 3rd Place

Description/Title: Beyond the Mantle
Submitted By:..... Rachel Coker
For: BU Research Advancement
Art Director & Graphic Designer:..... Martha Terry
Writers: Susan Barker, Rachel Coker, Merrill Douglas,
Katherine Karlson, Bridget Meads, Amy Partridge
& Kevin Wright
Photographers: Jonathan Cohen & Wayne Hansen
Webmaster:..... Oren Levi

TIED for 3rd Place

Description/Title: Peer Mailing Passport Booklet
Submitted By:..... Greg Delviscio
For: Binghamton University
Client:..... BU President's Office
Art Director & Graphic Designer:..... David Skyrca
Writer: Natalie Blando-George
Director: Greg Delviscio
Photographer: Jonathan Cohen
Printer: Curcio Printing

19A: Public Relations—Single Piece**1st Place**

Description/Title: Tunnel Delivery to Bates Troy
Submitted By:..... Ed Arzouian
For: Bates Troy Inc.
Writer & Photographer: Ed Arzouian

20: News Writing**1st Place**

Description/Title: The Parkinson's Predicament
Submitted By: Rachel Coker
For: BU Research Advancement
Writer: Rachel Coker

21: Feature Writing**1st Place**

Description/Title: Me & My Lobsters
Submitted By: University Communications & Marketing
For: Binghamton University
Client: BU Magazine
Graphic Designer: Leslie Morris Noyes
Writer: Sharon Tregaskis
Photographer: Jonathan Cohen
Printer: Mignone Communications
Editor: Elain Moran

2nd Place

Description/Title: Search Smarts
Submitted By: Rachel Coker
For: BU Research Advancement
Writer: Rachel Coker

3rd Place

Description/Title: Sound Strategy
Submitted By: Rachel Coker
For: BU Research Advancement
Writer: Rachel Coker

23: Conventional Illustration**1st Place**

Description/Title: Beyond the Mantle
Submitted By: Rachel Coker
For: BU Research Advancement
Graphic Designer: Martha Terry

2nd Place

Description/Title: Day Runner Inspired! Illustration
Submitted By: Ewelina Holdrege
For: MWV
Client: Gary La Due
Art Director: Martin Cuff
Graphic Designer & Illustrator: Ewelina Holdrege

24A: Digital Art Illustration**1st Place**

Description/Title: Day Runner Collages
Submitted By: Ewelina Holdrege
For: MWV
Client: Renee King
Art Director: Martin Cuff
Graphic Designer & Illustrator: Ewelina Holdrege

2nd Place

Description/Title: Floral Illustration
Submitted By: Ewelina Holdrege
For: MWV
Art Director: Martin Cuff
Graphic Designer & Illustrator: Ewelina Holdrege

24B: Digital Art—Photo Editing**1st Place**

Description/Title: 2003 Honda Showcase Ace Deluxe
Submitted By:..... Brandon Cardone
For: Card One Concepts
Client:..... Kirk VanZandbergen
Art Director, Graphic Designer & Illustrator: Brandon Cardone
Photographer: Kirk VanZandbergen, VanZandbergen
Photography
Motorcycle Owner: Brandon Cardone

2nd Place

Description/Title: Illustration for Partnering with Parents
Submitted By:..... Rachel Coker
For: BU Research Advancement
Art Director & Graphic Designer:..... Martha Terry
Photographer: Jonathan Cohen

25A: Photography—Individual**1st Place**

Description/Title: Student Stage Presence
Submitted By:..... Gary Steadman
For: SteadmanTech
Client:..... Broome Community College
Producer: Michelle Perricone
Photographer: Gary Steadman

TIED for 2nd Place

Description/Title: Cinema Student Photo
Submitted By:..... Greg Delviscio
For: Binghamton University
Photographer: Jonathan Cohen

TIED for 2nd Place

Description/Title: Spring Fling Photo
Submitted By:..... Greg Delviscio
For: Binghamton University
Photographer: Jonathan Cohen

25B: Photography—Series**1st Place**

Description/Title: STAP 2009 Calendar Portraits
Submitted By:..... Lesli VanZandbergen
For: VanZandbergen Photography
Client:..... Southern Tier Aids Program
Graphic Designer: Irondesign.com
Photographers: Kirk & Lesli VanZandbergen

27: CD Rom/ Multimedia Presentation**1st Place**

Description/Title: Homecoming Flash Invitation
Submitted By: Steve Seepersaud
For: Binghamton University Alumni Association
Writer: Steve Seepersaud
Producer: Mike Blakeslee

28: World Wide Web**1st Place**

Description/Title: Wightman Lumber Website
Submitted By: Christopher Quereau
For: GrafiQa Creative Services
Client: Wightman Specialty Woods
Art Director: Willie Petersen
Graphic Designer: Brandy Aldrich
Writer: Elizabeth Buchinger
Photographer: Richard Walker & Gerry Raymonda
Web Developer: Jason Burton

2nd Place

Description/Title: Binghamton University Website Redesign
Submitted By: Greg Delviscio
For: Binghamton University
Account Executive: Drew Hill
Art Director: Mstoner
Graphic Designer: Libby Graves & Gerald Hovancik Jr.
Producer: Ryan Yarosh
Programmer: Patrick Lewis

30: Potpourri**1st Place**

Description/Title: UHS Mammogram Cards/Poster
Submitted By: Laurie Van Kuren
For: Riger Advertising
Client: United Health Services
Account Executive: Laurie Van Kuren
Art Director, Graphic Designer & Writer: Rob Stiene
Printer: JC Printing

2nd Place

Description/Title: Broome Dusters Trading Pin
Submitted By: David Skyrca
For: Johnson City Baseball Association
Art Director & Graphic Designer: David Skyrca
Printer: AllAboutPins.com