



**Congratulations to the 2005  
Edward L. Bernays  
Mark of Excellence Award Winners!**

**SPECIAL AWARDS**

Eva Irving Community Service – Richard Daniels, APR

Deb Baker – Jeff Overton

Otto Bos Lifetime Achievement – Bernie Rhinerson

Diogenes Award – Diann Shipione

**BRONZE BERNAYS AWARDS**

**Media Relations**

Jamey Long and Erik Fairleigh, Berkman Communications – Award of Excellence

Megan Dyer and Christine Fox, Allison & Partners – Award of Merit

**Newsletters (up to two colors)**

Joshua Baxt and Lonna Ramirez, Scripps Health – Award of Excellence

Shari Winet, SDSU Research Foundation – Award of Merit

**Newsletters (three colors or more)**

Jane Hong and Dave Meyer, Scripps – Award of Excellence

Centre City Development Corporation – Award of Merit

**Magazine**

Amanda Luke and Mauricio Minotta, Gemological Institute of America – Award of Excellence

George Decker and Angie Jensen, University of San Diego School of Law – Award of Merit

**Annual Reports – Companies**

Tenille Otero, San Diego County Water Authority – Award of Excellence

**Annual Reports – Non-Profit**

Chris Wahl, Southwest Strategies LLC – Award of Excellence

MJE Marketing Services, LLC – Award of Merit

**Brochure (two color)**

Nuffer, Smith, Tucker, Inc. – Award of Excellence

**Brochure (three colors or more)**

The Grove Agency – Award of Excellence

Michelle Segal, Continuous Computing – Award of Merit

**Special Purpose Publications**

Jon Schmid, Gable-Cook-Schmid Public Relations – Award of Excellence (tie)

Ivan Golakoff and Steve Hubert, San Diego County Water Authority – Award of Excellence (tie)

Bobbie Christensen and Janine Rojas, San Diego Housing Commission – Award of Excellence (tie)

JSPR – Award of Merit

**Press and Media Kits**

Alison Phillips, Berkman Communications – Award of Excellence

Karen Korr, Berkman Communications – Award of Merit

**Direct Mail and Direct Response**

Nuffer, Smith, Tucker, Inc. – Award of Excellence

**Internal Video Programs**

Wendy Swanson and John Gray III, Solar Turbines – Award of Excellence

**External Video Programs**

Centre City Development Corporation – Award of Excellence

John Liarakos, San Diego County Water Authority – Award of Merit

**Public Service Announcements**

MJE Marketing Services, LLC – Award of Excellence

MJE Marketing Services, LLC – Award of Merit

**Speeches**

Lisa Gordon, San Diego County Water Authority – Award of Excellence

Wendy Swanson, Solar Turbines – Award of Merit

**Feature Stories**

Sue Doc Ross, Impact Urban America – Award of Excellence

William E. Boyajian and Kathryn Kimmel, Gemological Institute of America – Award of Merit

**Editorials and OP ED Pieces**

Audrey Benedetto, Craig Benedetto and Sarah Lantosca, Benedetto Communications, Inc. – Award of Excellence

Don Stanziano, Scripps Health – Award of Merit

**Research and Evaluation**

Nuffer, Smith, Tucker, Inc. – Award of Excellence

San Diego County Water Authority with Katz & Associates, Inc. – Award of Merit

**Creative Tactics**

Bailey Gardiner, Inc. – Award of Excellence

Della Sweetman and Erika Marshall, Fleishman-Hillard – Award of Merit

**Interactive Communications – Web sites**

**Marketing/External Communications**

Nuffer, Smith, Tucker, Inc. – Award of Excellence

MJE Marketing Services, LLC – Award of Merit (tie)  
Mike Godfrey, Scripps Health – Award of Merit (tie)  
**Interactive Communications – E-Zines/Newsletters/Other Online Publications**  
Nuffer, Smith, Tucker, Inc. – Award of Excellence  
William E. Boyajian and Kathryn Kimmel,  
Gemological Institute of America – Award of Merit

#### **SILVER BERNAYS AWARDS**

##### **Community Relations**

Rick Cook, Gable-Cook-Schmid Public Relations – Award of Excellence

Bob Nelson Associates – Award of Merit

##### **Institutional Programs, Business**

Jamey Long and Erik Fairleigh, Berkman Communications – Award of Excellence

Megan Dyer, Allison & Partners – Award of Merit

##### **Institutional Programs, Non-Profit**

##### **Organizations/Associations**

Erika R. Wilgenburg, San Diego City Schools – Award of Excellence

##### **Special Events – \$25,000 & Up (7 days or fewer)**

MJE Marketing Services, LLC – Award of Excellence

Jennifer Chidester, Gable-Cook-Schmid Public Relations – Award of Merit (tie)

Rhonda Ohnesorge and Laura Dennison, Scripps Health Foundation – Award of Merit (tie)

##### **Special Events – \$25,000 or Less (7 days or fewer)**

Sara Wacker, Joice Truban Curry and Sean M. Curry, c3 Communications, Inc. – Award of Excellence

Bailey Gardiner, Inc. – Award of Merit

##### **Special Events – \$25,000 & Up (7 days or more)**

Amanda Wheatcroft and Robin Maydeck, Berkman Communications – Award of Excellence

Sue Doc Ross and Terry Warren, Impact Urban America – Award of Merit

##### **Special Events – Less than \$25,000 (7 days or more)**

JWalcher Communications – Award of Excellence

Denise Scatena, Time Warner Cable – Award of Merit

##### **Public Service**

Chris Wahl and Stephanie Scollo, Southwest Strategies LLC – Award of Excellence

Bob Nelson Associates – Award of Merit

##### **Public Affairs**

Fred Tayco and Jim Bartell, Porter Novelli, Inc. – Award of Excellence

Bob Nelson Associates – Award of Merit

##### **Consumer Product Launch**

Della Sweetman and Erika Marshall, Fleishman-Hillard – Award of Excellence

Nuffer, Smith, Tucker, Inc. – Award of Merit

##### **Business to Business – Business**

Karen Korr, Berkman Communications – Award of Merit

##### **Business to Business – Non-profit**

Bonnie Shaw and Beth Walsh, Clearpoint Agency, Inc. – Award of Excellence

##### **Business to Consumer – Business**

Benedetto Communications, Inc. – Award of Excellence

Joice Truban Curry, Sara Wacker and Sean M. Curry, c3 Communications, Inc. – Award of Merit

##### **Crisis Communications**

Della Sweetman and Christina Yumul, Fleishman-Hillard – Award of Excellence

Joice Truban Curry, Sara Wacker and Sean M. Curry, c3 Communications, Inc. – Award of Merit

##### **Internal Communications**

Elizabeth McRae and Bridget Palitz, The McRae Agency – Award of Excellence

Nuffer, Smith, Tucker, Inc. – Award of Merit

##### **Multicultural Public Relations**

Bob Nelson Associates – Award of Excellence  
Centre City Development Corporation – Award of Merit

##### **Integrated Communications**

Marketing Department at Continuous Computing – Award of Excellence

Jamey Long and Amanda Wheatcroft, Berkman Communications – Award of Merit

##### **Media Relations**

Della Sweetman and Courtney Bylund, Fleishman-Hillard – Award of Excellence

Jamey Long and Erik Fairleigh, Berkman Communications – Award of Merit

##### **Student Project**

Kimberly Koenigsberger – Award of Excellence

#### **ORDER DUPLICATE AWARDS**

2005 Edward L. Bernays Mark of Excellence Awards can be re-ordered for clients or colleagues who worked on the respective award-winning programs and campaigns.

Please return re-order forms by **Tuesday, November 15**, to Lanette Day at 858-552-1445 (fax) or educate@biasd.org

**Thank you and Congratulations!**