



## **Congratulations to the 2006 Edward L. Bernays Mark of Excellence Award Winners!**

### **SPECIAL AWARDS**

Diogenes Award – Jeff Bowman  
Deb Baker – Derek Danziger  
Otto Bos Lifetime Achievement – Bill Trumpfheller

### **BRONZE BERNAYS AWARDS**

#### **Media Relations**

GCS Team, Gable-Cook-Schmid Public Relations –  
Award of Excellence  
Nuffer, Smith, Tucker Inc. – Award of Merit

#### **Newsletters - Up to Two Colors**

Jennifer Williamson & Tracy Dezenzo, Golden Care  
Workforce Institute – Award of Excellence  
Jessica Eslinger, Solar Public Affairs – Award of  
Merit

#### **Newsletter - 3 colors or more**

Jane Hong & Assisting Agency, Dave Meyer –  
Award of Excellence  
MJE Marketing Services Inc. – Award of Merit

#### **Magazines**

Alice Keller, Gemological Institute of America –  
Award of Excellence  
SDSU's 360 Magazine – Award of Merit

#### **Annual Reports- Non-Profit**

Jewish Community Foundation of San Diego –  
Award of Excellence  
Tenille Otero, San Diego County Water Authority –  
Award of Merit

#### **Brochures - Three Colors or more**

MJE Marketing Services Inc. – Award of Excellence  
Bob Nelson Associates – Award of Merit  
Don Stanziano & Christina Barrila, Scripps Health –  
Award of Merit

#### **Special Purpose Publications**

Lauren Clifford, Berkman – Award of Excellence  
Julie M. Walke, Walke Communications Inc. –  
Award of Merit

#### **Press and Media Kits**

Nuffer, Smith, Tucker Inc – Award of Excellence  
Bryan Revis & Don Stanziano, Scripps Health –  
Award of Merit

#### **Direct Mail/Direct Response**

Red Door Interactive – Award of Excellence  
Bob Nelson Associates – Award of Merit

#### **Internal Video Program**

Laura Dennison & Dorothy Menish, Scripps Health  
Foundation – Award of Excellence  
Wendy Swanson & John Gray, Solar Turbines –  
Award of Merit  
Janet Smith, On Assignment for AMR-SD – Award  
of Merit

#### **External Video Program**

Sycuan Band of the Kumeyaay Nation – Award of  
Excellence  
MJE Marketing Services Inc. – Award of Merit

#### **Speeches**

MJE Marketing Services Inc. – Award of Excellence

#### **Feature Stories**

Valerie Chereskin, APR, Chereskin Communications  
– Award of Excellence  
Christina Yumul & Whitney Liem, Fleishman-  
Hillard – Award of Merit

#### **Editorials/ Op. Ed**

Nuffer, Smith, Tucker Inc. – Award of Excellence  
Don Stanziano, Scripps Health – Award of Merit

#### **Creative Tactics**

Megan Dyer, Allison & Partners – Award of  
Excellence  
Lauren Clifford & Karen Korr, Berkman – Award of  
Excellence  
Brendi Rawlin & Tricia Whittemore, Porter Novelli –  
Award of Merit  
JSPR – Award of Merit

#### **Interactive Communications - Web Sites - Marketing/External Communications**

Nuffer, Smith, Tucker Inc. – Award of Excellence  
MJE Marketing Services Inc. – Award of Merit  
Mauricio Minotta & James Mireau, The Salk Institute  
Communications Department – Award of Merit

#### **Interactive Communications - Web Sites - E- Commerce**

Red Door Interactive – Award of Excellence

#### **Interactive Communications - E- Zines/Newsletters/Other Digital Mediums**

SDSUniverse, Marketing & Communications –  
Award of Merit  
Marketing Communications Team, Continuous  
Computing – Award of Excellence

## **SILVER BERNAYS AWARDS**

### **Community Relations**

Southwest Strategies – Award of Excellence  
Bob Nelson Associates – Award of Merit

### **Institutional Programs - Business Products & Services**

Nuffer, Smith, Tucker Inc. – Award of Excellence  
Karen Korr, Berkman – Award of Merit

### **Institutional Programs - Non-Profit Organizations/Associations Products & Services**

Benedetto Communications, Inc. – Award of Excellence

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

Jessica Eslinger, Solar – Award of Excellence  
San Diego County Water Authority and Katz & Associates – Award of Merit

### **Special Events Less than \$25,000 (seven days or fewer)**

Joice Truban Curry, Sara E. Wacker, APR & Sean M. Curry, c3 Communications, Inc. – Award of Excellence  
Sarah Znerold & Gena Downey, SZPR – Award of Merit  
Della Sweetman & Christina Yumul, Fleishman-Hillard – Award of Merit

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

Deanna Mackey & Nancy Worlie, KPBS – Award of Excellence  
Nuffer, Smith, Tucker, Inc. – Award of Excellence

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

Joice Truban Curry, Sara E. Wacker, APR & Sean M. Curry, c3 Communications, Inc. – Award of Excellence  
GCS Team, Gable-Cook-Schmid Public Relations – Award of Merit

### **Public Service**

Bob Nelson Associates – Award of Excellence  
City of San Diego Water Department, Water Operations Division – Award of Merit

### **Public Affairs**

Bob Nelson Associates – Award of Excellence  
Jamee Lynn Smith & Sandy Pugliese, Sharp Grossmont Hospital – Award of Excellence  
Tom Shepard & Associates, Inc. – Award of Merit

### **Consumer Product Launch**

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

### **Consumer Service Launch**

MJE Marketing Services – Award of Excellence  
Beth Walsh & Bonnie Shaw, Clearpoint Agency, Inc. – Award of Merit

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

Amy Toosley, Allison & Partners – Award of Excellence  
Sarah Znerold & Steve Fiore, SZPR – Award of Merit

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

Benedetto Communications, Inc. – Award of Excellence

### **Crisis Communications**

Wendy Swanson, Solar Turbines – Award of Excellence  
Della Sweetman, Fleishman-Hillard – Award of Merit  
Crisis Response Team, Children's Hospital – Award of Merit

### **Internal Communications**

Jane Hong & Vic Buzachero, Scripps Health – Award of Excellence  
Brian Brokowski & Christina Yumul, Fleishman-Hillard – Award of Merit

### **Multicultural Public Relations**

Michelle Segal & Brad Pennock, Continuous Computing – Award of Excellence

### **Integrated Communications**

Jewish Community Foundation of San Diego – Award of Excellence

### **Media Relations**

Jamey Long & Erik Fairleigh, Berkman – Award of Excellence  
Della Sweetman & Christina Yumul, Fleishman-Hillard – Award of Merit

### **Student Project**

Jessica A. Lee, San Diego State University – Award of Excellence

