



2008 ADDY AWARDS
list of winners by entrant

THE ADVERTISING FEDERATION OF FARGO MOORHEAD

2008 ADDY Award Winners by Entrant

ADVERTISING FEDERATION OF FARGO-MOORHEAD

AWARD	ENTRY	ADVERTISER	CATEGORY
ABSOLUTE MARKETING GROUP			
Gold ADDY® Award	FM RedHawks Newsletter	FM RedHawks Baseball	34 B Online
Gold ADDY® Award	Huesman Holiday Card	Mark Huesman	10 A Special Event Material
Gold ADDY® Award	Wireless 90's Man	Go Wireless	42 B1 Local, One DMA, Single
Gold ADDY® Award	Ramada - Savour the Moment	Ramada Plaza Suites	42 B2 Local, One DMA, Single
Gold ADDY® Award	Shar and Mac's Wedding Invite	MacDalton and Shar Berns	10 B Special Event Material
Gold ADDY® Award	Mr. Bern's Intro for Class	MacDalton Berns	74 B Sound
Gold ADDY® Award	Absolute Flyers	Absolute Marketing Group	69 A Campaign
Silver ADDY® Award	Ramada Plaza Suites Website	Ramada Plaza Suites - Fargo	33 B Web Sites, Consumer
Silver ADDY® Award	Mountain Mudd	Mountain Mudd Espresso Kiosks	38 Campaign
Silver ADDY® Award	Blade Security Stationary	Blade Security Solutions	05 A Stationery Package
AD MONKEYS			
Gold ADDY® Award	What You Didn't See	Altru Health System	27 A Full Page
Silver ADDY® Award	Keep On Keepin' On	Altru Health System	37 A Local (one metro)
Silver ADDY® Award	At Work in Our Community (2007)	Community Bank of the Red	42 B2 Local, One DMA, Single
ANCHOR MARKETING			
Silver ADDY® Award	Grow Bemidji	Grow Bemidji	12 A Campaign
BRAD CLEMENSON GRAPHIC DESIGN			
Silver ADDY® Award	Nora Wharam birth announcement	Beth and Jayse Wharam	10 C Special Event Material
CABLEONE ADVERTISING			
Silver ADDY® Award	Discover Museum	Discover Museum	42 B1 Local, One DMA, Single
Silver ADDY® Award	Mr G's - Ladies Night	Mr. G's	42 B1 Local, One DMA, Single
CITY OF FARGO			
Silver ADDY® Award	Break Away from Nicotine	Fargo Cass Public Health	61 B Print
FARGO MOORHEAD AD FED			
Gold ADDY® Award	2007 Addy Materials	FM AdFed	68 Ad Club or Marketing Club
Silver ADDY® Award	Golferoo	FM Ad Fed	68 Ad Club or Marketing Club
FLINT COMMUNICATIONS			
Gold ADDY® Award	Boy Scouts of America Northern Lights	Boy Scouts of America Northern	66 A Campaign
Gold ADDY® Award	InvisiMax Brochure	InvisiMax	07 A Brochure
Gold ADDY® Award	Blue Cross Blue Shield New Senior	Blue Cross Blue Shield of North	74 A Sound
Gold ADDY® Award	Dakota Carrier Network Ad Series	Dakota Carrier Network	24 B Campaign
Gold ADDY® Award	American Crystal Sugar Company	American Crystal Sugar	01 B Product or Service Sales
Gold ADDY® Award	March of Dimes Bowls for Babies Logo	March of Dimes North Dakota	70 Logo
Gold ADDY® Award	Bobcat Company 'Unleashed Chain'	Bobcat	09 A Poster
Silver ADDY® Award	North Dakota State University Athletics	North Dakota State University	52 Consumer, Regional / National
Silver ADDY® Award	North Dakota State University 'Step Up'	NDSU Athletics	37 A Local (one metro)
Silver ADDY® Award	American Heart Association Journey of	American Heart Association	09 A Poster
Silver ADDY® Award	Access of the Red River Valley '100 Days'	Access of the Red River Valley	60 G Collateral
Silver ADDY® Award	Fargo-Moorhead Convention & Visitors	Fargo-Moorhead Convention and	05 A Stationery Package
Silver ADDY® Award	North Dakota State Athletics 'Step Up'	NDSU Athletics	74 B Sound
Silver ADDY® Award	Nodak Mutual 'Northwood Disaster' TV	Nodak Mutual	45 T Regional/National TV, single
Silver ADDY® Award	Griggs-Steele Empowerment Zone	Prairie Griggs-Steele Empowerment	08 B Publication Design (Magazine or
Silver ADDY® Award	Due North Website	Due North/ Sure Foot	33 A Web Sites, Consumer
Silver ADDY® Award	American Crystal Sugar Company Annual	American Crystal Sugar	06 B Annual Report
Silver ADDY® Award	InvisiMax Sales Kit	InvisiMax	01 B Product or Service Sales
Silver ADDY® Award	North Dakota Corn Growers Association	North Dakota Corn Growers	11 A Single (Either B2B or Consumer)
Silver ADDY® Award	Blue Cross Blue Shield New Senior	Blue Cross Blue Shield of North	45 C Regional/National TV, single
Silver ADDY® Award	Blue Cross Blue Shield New Senior	Blue Cross Blue Shield of North	46 A Regional/National TV Campaigns
Silver ADDY® Award	Due North Logo	Due North/Sure Foot	70 Logo
Silver ADDY® Award	Blue Cross Blue Shield New Senior Micro	Blue Cross Blue Shield of North	34 C Online
Silver ADDY® Award	WoodMaster Outdoor Tent	NorthWest Manufacturing	17 B Site
Silver ADDY® Award	Fargo-Moorhead Symphony Orchestra	Fargo-Moorhead Symphony	53 C Collateral
Silver ADDY® Award	Golden Growers Cooperative Annual	Golden Growers Cooperative	06 B Annual Report
Silver ADDY® Award	Larry Gauper Roast Production	Blue Cross Blue Shield of North	83 Potpourri
Silver ADDY® Award	Larry Gauper Roast Invite	Blue Cross Blue Shield of North	10 B Special Event Material
Silver ADDY® Award	American Heart Association of ND Go	American Heart Association of	66 B Campaign
Silver ADDY® Award	Ulteig Engineers Recruitment Brochure	Ulteig Engineers Inc.	07 C Brochure
Silver ADDY® Award	Due North packaging	Sure Foot	02 C Packaging
Silver ADDY® Award	Ulteig Engineers Website	Ulteig Engineers Inc.	32 A Web Sites, B-to-B

FREDRICKS COMMUNICATIONS

Gold ADDY® Award	Fargo*Moorhead: Business, Family &	Greater Fargo Moorhead EDC &	07 C Brochure
Silver ADDY® Award	Fargo*Moorhead: destination: education	Greater Fargo Moorhead EDC &	81 Potpourri
Silver ADDY® Award	Fargo*Moorhead - destination: education	Greater Fargo Moorhead EDC &	07 B Brochure
Silver ADDY® Award	DMI Industries 2007 Print Campaign	Jubae Design & DMI Industries	81 Potpourri

H2M

Silver ADDY® Award	Industrial Builders Website	Industrial Builders, Inc.	32 B Web Sites, B-to-B
Silver ADDY® Award	Space Aliens Website	Space Aliens Grill & Bar	33 B Web Sites, Consumer
Silver ADDY® Award	The Hub Website	The Hub	33 A Web Sites, Consumer
Silver ADDY® Award	Prime Steakhouse & Ultra Lounge Logo	The Hub	70 Logo

HOSPICE OF THE RED RIVER VALLEY

Silver ADDY® Award	Annual Report 2006	Hospice of the Red River Valley	60 B Collateral
--------------------	--------------------	---------------------------------	-----------------

IRON CANVAS STUDIOS

Gold ADDY® Award	Band of Horses - Gig Poster	Dempsey's Public House / The	53 E Collateral
------------------	-----------------------------	------------------------------	-----------------

JOHN BORGE STUDIOS

Gold ADDY® Award	Bra's on Broadway Poster	Hotel Donaldson	80 Potpourri
Silver ADDY® Award	St Mary's Annual Report cover	St Mary's Health System	72 B Photography

JUBAE DESIGN

Gold ADDY® Award	DMI Industries True Grit Ad	DMI Industries	22 A Full Page
Gold ADDY® Award	DMI Industries True Grit Photo	DMI Industries	72 A Photography
Gold ADDY® Award	DMI Industries Trade Show Panels	DMI Industries	03 C Point of Purchase (POP)
Gold ADDY® Award	Wanzek Ethanol Ad	Wanzek Construction	22 B Full Page
Silver ADDY® Award	Wanzek Construction Ethanol Photo	Wanzek Construction	72 B Photography
Silver ADDY® Award	Wanzek Responsive Constructors Ad	Wanzek Construction	24 B Campaign
Silver ADDY® Award	DMI Industries Campaign Photos	DMI Industries	72 D Photography
Silver ADDY® Award	DMI Industries Spark Photo	DMI Industries	72 A Photography
Silver ADDY® Award	DMI Industries Spark Ad	DMI Industries	22 A Full Page
Silver ADDY® Award	DMI Industries Brochure	DMI Industries	07 B Brochure
Silver ADDY® Award	DMI Industries Web Site	DMI Industries	32 B Web Sites, B-to-B

KOTOTAMA PUBLISHING COMPANY

Silver ADDY® Award	Dance Into The Unknown	Chris Linares	26 A Fractional Page
Silver ADDY® Award	Cinderella On The Couch - Photo	Chris Linares	72 A Photography

MEDIA PRODUCTIONS

Silver ADDY® Award	Radco TV	Radco	45 A Regional/National TV, single
--------------------	----------	-------	-----------------------------------

MERITCARE HEALTH SYSTEM

Silver ADDY® Award	MeritCare Heart Display	MeritCare Heart Center	03 C Point of Purchase (POP)
Silver ADDY® Award	MeritCare 2008 Calendar	MeritCare Health System	80 Potpourri

MINNESOTA STATE UNIVERSITY MOORHEAD

Silver ADDY® Award	North of North	Mark Vinz	80 Potpourri
--------------------	----------------	-----------	--------------

NEWMAN OUTDOOR

Silver ADDY® Award	95 FM - "Turn your Knob"	Bob 95 FM	18 Campaign
--------------------	--------------------------	-----------	-------------

NORIDIAN MUTUAL INSURANCE COMPANY

Silver ADDY® Award	Chef's Choice	Sodexho	09 B Poster
--------------------	---------------	---------	-------------

NORTH DAKOTA STATE UNIVERSITY

Gold ADDY® Award	NDSU mini brochure	NDSU Admission Office	11 A Single (Either B2B or Consumer)
Gold ADDY® Award	Dakota Coteau Field School brochure	NDSU Department of Biological	53 C Collateral
Gold ADDY® Award	Endowment Pledge Card	NDSU College of Human	60 C Collateral
Gold ADDY® Award	HD&E Research Report	NDSU College of Human	60 B Collateral
Gold ADDY® Award	NDSU Annual Report	NDSU Office of the President	06 B Annual Report
Gold ADDY® Award	NDSU Concert Choir spring tour	NDSU Music Department	59 A Campaign
Gold ADDY® Award	NDSU Magazine	NDSU Office of the President	01 E Product of Service Sales
Gold ADDY® Award	Admission campaign	NDSU Office of Admission	12 A Campaign
Silver ADDY® Award	Three Days of Rain	NDSU Little Country Theatre	59 B Campaign
Silver ADDY® Award	NDSU Faculty Lectureship	NDSU Faculty Lectureship	10 D Special Event Material
Silver ADDY® Award	NDSU Admission banners	NDSU Office of Admission	03 D Point of Purchase (POP)
Silver ADDY® Award	The Cherry Orchard poster	NDSU Little Country Theatre	53 E Collateral
Silver ADDY® Award	Germans From Russia Heritage	NDSU Library/Germans from	01 B Product or Service Sales
Silver ADDY® Award	Women's Heart Disease photo	NDSU College of Human	72 C Photography

PUBLICATION SERVICES OF AMERICA

Gold ADDY® Award	PSA Collection: The Revenue Revolution	Publication Services of America	07 B Brochure
Gold ADDY® Award	PSA: Style for Your Newspaper	Publication Services of America	09 B Poster
Gold ADDY® Award	SE7EN Website	SE7EN Magazine	33 B Web Sites, Consumer
Gold ADDY® Award	PSA Collection: The Revenue Revolution	Publication Services of America	50 B-to-B Regional / National
Silver ADDY® Award	SE7EN Self-Promotion Event	SE7EN Magazine	20 B Campaign
Silver ADDY® Award	From House To Home From	House To Home	08 B Publication Design (Magazine or

RADIO FARGO-MOORHEAD

Gold ADDY® Award	Birthday Party Animals	Red River Zoo/Pepsi/Stop N Go	37 B Local (one metro)
Silver ADDY® Award	Phone Number Awareness	Pizza Patrol	38 Campaign
Silver ADDY® Award	BOB 95 FM - TURN YOUR KNOB TO BOB	95 FM 51	Consumer, Local

RDO EQUIPMENT CO.

Silver ADDY® Award	Aberdeen Timeline	RDO Equipment Co.	17 A Site
--------------------	-------------------	-------------------	-----------

RICHTMAN'S PRINTING

Gold ADDY® Award	UND 2008 Calendar	UND	13 B Specialty Advertising
Silver ADDY® Award	Circle of Life	Don & L. Dianne Westrum	08 A Publication Design (Magazine or

RLE GRAPHICS

Gold ADDY® Award	R.L. Engebretson Stationary/Collateral	R.L. Engebretson Architecture	05 A Stationery Package
------------------	--	-------------------------------	-------------------------

SPIDER AND COMPANY

Gold ADDY® Award	Great Plains Technology Conference	Senator Byron Dorgan	10 D Special Event Material
Gold ADDY® Award	Simon Rowe Trio Campaign	Simon Rowe	02 B Packaging
Silver ADDY® Award	Spider and Company Sign	Spider and Company	17 B Site
Silver ADDY® Award	Spider and Company Website	Spider and Company	32 A Web Sites, B-to-B
Silver ADDY® Award	Great Plains Reunion Poster	Doug Burgum	09 A Poster
Silver ADDY® Award	Mayhem Invitation Self Promo	Spider and Company	67 J Creative Services and Industry

SUNDOG

Gold ADDY® Award	Bobcat Snow video	Bobcat 34	H Online
Gold ADDY® Award	Kirkwood Bank & Trust campaign	Kirkwood Bank & Trust	51 Consumer, Local
Gold ADDY® Award	BOB FM Puppet TV Campaign	Radio Fargo-Moorhead	43 Campaign
Gold ADDY® Award	Sundog Naughty or Nice?	Sundog	67 J Creative Services and Industry
Gold ADDY® Award	Paul Bunyan Telephone 'String Phone'	TV Paul Bunyan Telephone	75 Cinematography
Gold ADDY® Award	Paul Bunyan Telephone 'String Phone'	TV Paul Bunyan Telephone	45 Q Regional/National TV, single
Silver ADDY® Award	AgriCover Roll-up Cover product video	Agricover	04 Audio/Visual Sales Presentation
Silver ADDY® Award	KFGO AM 'Live and Local News' TV	Radio Fargo-Moorhead	42 A1 Local, One DMA, Single
Silver ADDY® Award	BOB FM Chicken TV :30 spot	Radio Fargo-Moorhead	42 B4 Local, One DMA, Single
Silver ADDY® Award	Home Federal Bank Milk Money banner	Home Federal Bank	34 A Online
Silver ADDY® Award	Bobcat Utility Vehicle Banner ad	Bobcat	34 A Online
Silver ADDY® Award	Kirkwood Bank & Trust TV campaign	Kirkwood Bank & Trust	43 Campaign
Silver ADDY® Award	Bobcat ToolCat microsite	Bobcat 34 C	Online

THE FORUM OF FARGO-MOORHEAD

Silver ADDY® Award	In-Flight Entertainment	The Forum of Fargo-Moorhead	17 A Site
Silver ADDY® Award	FM Redhawks Players	Fargo-Moorhead Redhawks	30 B Campaign

THE PROMERSBERGER COMPANY

Gold ADDY® Award	Green Industry Promotion	The Promersberger Company	67 H Creative Services and Industry
Silver ADDY® Award	Jenny Nascar Display	Jenny Products, Inc.	03 C Point of Purchase (POP)
Silver ADDY® Award	You Bring the S'mores Ad	Subaru Robin	21 B Fractional Page

TOM TOLLEFSON FILMS

Gold ADDY® Award	Wake Up	ND Tourism - Odney Advertising	45 N Regional/National TV, single
Gold ADDY® Award	Mechanic	Tires Plus	45 P Regional/National TV, single
Silver ADDY® Award	ND Tourism 2007 TV	ND Tourism	46 C Regional/National TV Campaigns
Silver ADDY® Award	Fender Bender	Jerome's Collision Center	42 B3 Local, One DMA, Single

TVAI

Silver ADDY® Award	Rapid Rake :60 TV spot	Productive Alternatives	42 C1 Local, One DMA, Single
--------------------	------------------------	-------------------------	------------------------------

VIDEO ARTS STUDIOS

Gold ADDY® Award	The Partner Channel Event BBC Meeting	The Partner Channel	04 Audio/Visual Sales Presentation
Gold ADDY® Award	The Bobcat Film Legacy	Bobcat Company	36 B Interactive Multimedia (CD/DVD)
Gold ADDY® Award	Tap Dancer Family	Foot & Ankle Clinic	42 B3 Local, One DMA, Single
Silver ADDY® Award	Touching Their Lives Video	The Village Family Service	04 Audio/Visual Sales Presentation

2008 Silver Medal Winner

Norm Robinson

2008 ADDY Judges' Choice Awards

JUDGE TRISH SIMKINS

entrant: Flint Communications
project: American Crystal Sugar Company Benefits Package
client: American Crystal Sugar
category: 01 B Product or Service Sales

JUDGE BRIAN GUNDERSON

entrant: NDSU Publications Services
project: Dakota Coteau Field School brochure
client: NDSU Department of Biological Sciences
category: 53 C Collateral

JUDGE GREG SKOOG

entrant: Fredricks Communications
project: Fargo*Moorhead: Business, Family & Tri-College Campaign
client: Greater Fargo Moorhead EDC/Tri-College
category: 07 C Brochure

2008 ADDY Best of Show

entrant: Publication Services of America
project: PSA Collection: The Revenue Revolution
client: Publication Services of America
category: 07 B Brochure

Student ADDY winners

NICHOLE MARTHALER

Student Gold ADDY®	Circus Poster	Minnesota State Univ Moorhead	S02 C Collateral Material
Student Silver ADDY®	Dramamine ad	Minnesota State Univ Moorhead	S06 A Consumer or Trade Publication

ADAM WIEDMAN

Student Gold ADDY®	Rage Stationery	Minnesota State Univ Moorhead	S02 A Collateral Material
Student Gold ADDY®	Rage Logo	Minnesota State Univ Moorhead	S13 A Elements of Advertising
Student Silver ADDY®	Coke Logo	Minnesota State Univ Moorhead	S13 A Elements of Advertising
Student Silver ADDY®	Coke Campaign	Minnesota State Univ Moorhead	S12 Campaigns (Mixed Media)

JASON JACOBSON

Student Gold ADDY®	A & E Campaign	Minnesota State Univ Moorhead	S06 B Consumer or Trade Magazine
Student Gold ADDY®	Repellant Ad	Minnesota State Univ Moorhead	S06 A Consumer or Trade Publication
Student Silver ADDY®	Post Series	Minnesota State Univ Moorhead	S07 C Newspaper
Student Silver ADDY®	Urinal Ad Campaign	Minnesota State Univ Moorhead	S05 Non-Traditional Advertising
Student Silver ADDY®	Net Nanny Campaign	Minnesota State Univ Moorhead	S10 Radio

CARRIE SCHWARTZENBERGER

Student Silver ADDY®	Breah Brochure	Minnesota State Univ Moorhead	S02 B Collateral Material
----------------------	----------------	-------------------------------	---------------------------

FLYPAPER CREATIVE SERVICES

Student Silver ADDY®	Cupkie Tax Campaign	Minnesota State Univ Moorhead	S07 C Newspaper
----------------------	---------------------	-------------------------------	-----------------

KATIE NOLAN

Student Silver ADDY®	Midol Ads	MINNESOTA STATE	S06 B Consumer or Trade Magazine
Student Silver ADDY®	Nestlings Stationery	MINNESOTA STATE	S02 A Collateral Material

KATHERINE ANN YOUNG

Student Silver ADDY®	Eurospring Poster	Minnesota State University	S02 C Collateral Material
----------------------	-------------------	----------------------------	---------------------------