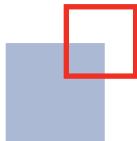


W I N N E R S

2005

14th Annual

**National
MATURE MEDIA
AWARDSSM**



The National Mature Media AwardsSM

The National Mature Media Awards is the nation's largest awards program that recognizes the best advertising, marketing, and educational materials produced for older adults. The awards program is open to all those involved in the production of materials for adults age 50 and over. It is presented by the Mature Market Resource CenterSM, a national information clearinghouse for older adult programs.

Nearly 1,200 entries for the 2005 National Mature Media Awards program were judged by panels of experts in the field of senior program communications. The judges' biographies are listed in sidebars throughout this booklet. The judges scored the entries by division and category on a scale of one to 100. Each entry was judged on its own merits, regardless of how many other entries were in the same division or category. The judges' scores were then totaled and averaged. Gold, Silver, Bronze, and Merit prizes were awarded based on these scores. (To avoid conflict of interest, no entry submitted by an organization represented by a judge or sponsor was reviewed by a panel on which that judge or sponsor served.)

The overall quality of this year's entries was exceptional. We congratulate all of the entrants for their efforts to present the finest possible materials to their senior audiences.

2005 Best of Show Prize

American Custom Publishing, Inc. sponsored the 2005 Best of Show Prize. All Gold Award recipients, which represent the top five percent of all entries, were reviewed by a special panel of judges.

American Custom Publishing, Inc. and the Mature Market Resource Center are proud to announce the winner of the 2005 Best of Show Prize:

WHYY

for

Circle of Love: Living with Alzheimer's

Division: Media • Category: TV

2005 National Sponsors



Advocacy. Action. Answers on Aging.



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2005 JUDGES

LINDA WILLIAMS ABER is Communications and Publications Coordinator for Asbury Methodist Village in Gaithersburg, MD. She oversees a monthly newspaper, *Village Life*, writes and produces a weekly television program for a closed-circuit audience of 1,500 residents, and handles press releases and publicity for events on campus. A publishing professional for the past thirty years, Aber is a writer, editor, and packager of more than one hundred and fifty novels, activity books, and humor books for clients including Scholastic Inc., Random House, Readers Digest Children's Publishing, Kane Press, The Putnam & Grosset Group, St. Martin's Press, Harcourt Brace, and Pocket Books.

BRUCE AMAND runs his own marketing communications firm, Richard Bruce Associates in Bristol, RI. His career began in his native Ohio, then moved to New England where he was an executive with a Providence advertising agency before starting his own company. For the past three years, he has been doing marketing, advertising, public relations and web development programs for his clients.

JOAN BELOFF, ACC, ALA, has been associated with Chilton Memorial Hospital in Pompton Plains, NJ, since 1992. As director of the gerontology services department, she has led the continued growth and development of New Vitality, the hospital's award-winning health and wellness program for those over the age of 50. In addition to leading Chilton Memorial's gerontology services department, Beloff serves as the director of Community Outreach and supervises the activities of the Community Health and Parent Education departments.

LESLIE CHAFFIN, Director of Marketing, joined PMMA in Wichita, KS in 2001. Her responsibilities include strategic marketing planning and implementation for the company and working with individual locations, brand management, advertising strategy and development, public relations strategy, planning and implementation for the system and individual locations, internet strategic planning and implementation. Her work has been recognized by a variety of business, marketing and

COMMUNITY ORGANIZATIONS

ANNUAL REPORT

BRONZE 2004 Annual Report
Area Agency on Aging 10B, Inc.

BRONZE CICOA 2004 Annual Report
CICOA Aging & In-Home Solutions

MERIT Annual Report 2004
Appalachian Agency for Senior Citizens

MERIT Statement of Stewardship/Annual Report
Franciscan Sisters of Chicago Service Corporation

MERIT Making the Most of Aging
Senior Citizens, Inc.

BOOK

SILVER Ready or Not, Your Retirement Planning Guide
Manpower Education Institute

BROCHURE/BOOKLET

SILVER PCA State of the Agency
LevLane Advertising

BRONZE A Resource Guide for Older Adults & Family Caregivers
Appalachian Agency for Senior Citizens

BRONZE A Guide to Resolving Your Health Care Concerns
Texas Medical Foundation

MERIT "Dinner On Us" Inquiry Fulfillment Piece
Community Living Initiatives Corporation

MERIT Where are you going? How will you get there?
Renaissance Network at JCC on the Hudson

CALENDAR

SILVER 2005 AAA8 Senior Calendar
American Custom Publishing

MAGAZINE

MERIT The Vintage Newsmagazine — November 2004
LIFE Senior Services

MAGAZINE ADVERTISING

MERIT "I Remember"
Trace Marketing, Inc.

MISCELLANEOUS PUBLICATION

MERIT The Vintage Guide To Housing And Services 2004
LIFE Senior Services

NEWSPAPER ADVERTISING

MERIT More Than A Century of Caring Ad
Franciscan Sisters of Chicago Service Corporation

MERIT Fall Festival of Homes Ad
Franciscan Sisters of Chicago Service Corporation

POSTER

MERIT Save Home Care Poster "Berthina"
Council On Aging, Silicon Valley

MERIT Did you get your pneumonia vaccine?
Texas Medical Foundation

PUBLIC SERVICE ANNOUNCEMENT

BRONZE PCA Older Adult Protective Services (OAPS) Campaign
LevLane Advertising

SERIES OF MAGAZINE/NEWSPAPER/NEWSLETTER ARTICLES

SILVER Nursing Home Abuse series
AGING ARKANSAS

SINGLE MAGAZINE/NEWSPAPER/NEWSLETTER ARTICLE

GOLD "Adventure on the Open Road"
Heritage AAA/Marengo Publishing Corp.

BRONZE CICOA Messenger Newsletter Article "Mabel's Homecoming"
CICOA Aging & In-Home Solutions

SPECIAL EVENTS MARKETING

GOLD Resident, Associate Satisfaction Campaign
Franciscan Sisters of Chicago Service Corporation

SPEECH

SILVER Principled Progress
AARP, Communications

SILVER Marketing Social Change
AARP, Communications

BRONZE Keep to Reaching the 50+ Market: Don't Let the Past Get in Your Eyes
AARP, Communications

BRONZE Inaugural Speech
AARP, Editorial Management

BRONZE How We Can Empower the Healthcare Consumer
AARP, Editorial Management

BRONZE Older Workers: Opportunities At Our Doorstep
AARP, Editorial Management

- MERIT Transforming Health Care: Technology's Role
AARP, Communications
- MERIT Active Aging: A Marathon and a Sprint
AARP, Communications
- MERIT Social Security Matters
AARP, Editorial Management
- MERIT Volunteers Make the Difference
AARP, Editorial Management

TOTAL CONSUMER EDUCATION PROGRAM

- MERIT The Faces of Long Term Care
Our Parents. Their Dignity.
- MERIT Long Term Care in Indiana: The High Price of Failure
United Senior Action

TOTAL MARKETING/ADVERTISING PROGRAM

- SILVER Mather's—More Than a Café
Mather LifeWays
- SILVER Mammography Awareness Campaign
Texas Medical Foundation
- BRONZE PCA Older Adult Protective Services (OAPS) Campaign
LevLane Advertising
- BRONZE Dakota MasterWorks Art Show
South Dakota Health Care Association

VIDEO (EDUCATIONAL/TRAINING PROGRAM)

- SILVER Identity Theft: Stealing Your Good Name
AARP Washington
- MERIT Hiring Your IHSS Care Provider
Council On Aging, Silicon Valley
- MERIT Towards Independence
Council On Aging, Silicon Valley
- MERIT IHSS Assessment: What to Expect
Council On Aging, Silicon Valley

VIDEO (MARKETING COMMUNICATIONS)

- BRONZE Area Agency on Aging Palm Beach/Treasure Coast Annual Luncheon Video Presentation
Area Agency on Aging Palm Beach/Treasure Coast, Inc.

CONSUMER PRODUCTS

SPECIAL EVENTS MARKETING

- GOLD MOM National Tour 2004
Dorland Global Health Communications

TOTAL MARKETING/ADVERTISING PROGRAM

- MERIT Boost Embrace Life in Style Sweepstakes
Pathfinders Advertising & Marketing Group, Inc.

FINANCIAL SERVICES

BROCHURE/BOOKLET

- BRONZE Regions Morgan Keegan Trust Family Care Brochure
Crawford & Company
- MERIT Crawford Care Management Consumer Brochure
Crawford & Company
- MERIT Crawford Care Management Trust Brochure
Crawford & Company

GOVERNMENT

ANNUAL REPORT

- SILVER 2003 Progress Report on Alzheimer's Disease
National Institute on Aging

BROCHURE/BOOKLET

- SILVER Long Term Care Guide
Janet Hughes and Associates
- BRONZE It's Not Too Late to Prevent Diabetes: Take Your First Step Today
Hager Sharp, Inc.
- BRONZE What's Your Aging IQ?
National Institute on Aging
- MERIT Medicare Preventive Services Booklet
Cutting Edge Communications, Inc.
- MERIT How to Select Long Term Care
DSAAPD-State of Delaware
- MERIT More Life to Live Brochure
Janet Hughes and Associates
- MERIT Safe Use of Medicines
National Institute on Aging

MAGAZINE

- SILVER Two Generations
Baltimore County Department of Aging

MISCELLANEOUS ADVERTISING

- BRONZE "Fight the Flu" Busboard
Janet Hughes and Associates
- MERIT "It's Flu Season" Busboard
Janet Hughes and Associates

MISCELLANEOUS PUBLICATION

- SILVER Working With Your Older Patient
National Institute on Aging
- BRONZE Medicare Handbook and Personal Diary
Janet Hughes and Associates

NEWSPAPER ADVERTISING

- BRONZE Long Term Care Ombudsman Ads
Janet Hughes and Associates

NEWSPAPER/TABLOID

- MERIT Cullman County Retiree & Senior News
Cullman County Commission on Aging

POSTER

- MERIT Preventive Services Poster (Spanish)
Cutting Edge Communications, Inc.

PUBLIC SERVICE ANNOUNCEMENT

- BRONZE Farmacéutico: 30 Spanish
Cutting Edge Communications, Inc.

SINGLE MAGAZINE/NEWSPAPER/NEWSLETTER ARTICLE

- SILVER CARE Delaware Article
Janet Hughes and Associates

STAFF/INSERVICE TRAINING

- MERIT Horizons Marketing Kit CDs
Cutting Edge Communications, Inc.

VIDEO (EDUCATIONAL/TRAINING PROGRAM)

- GOLD The Alice Cook Case
TX DFPS

2005 JUDGES (continued)

communications organizations at state, regional, national and international levels. She is a member of the American Marketing Association, has served on committees with the Kansas Association of Homes and Services for the Aging, and serves as a volunteer KAPS guardian/conservator.

GREG DAUGHERTY is a writer and consultant focusing on the mature market, based in Mamaroneck, NY. He is the former editor-in-chief of *New Choices: Living Even Better After 50* magazine, published by Reader's Digest. He has held senior-level editorial positions at *Reader's Digest*, *Money*, and *Consumer Reports*, and is author of the book *You Can Write for Magazines*, published by Writer's Digest Books.

AARON D' COSTA serves as President/Owner of Symphony Consulting, LLC, a DC-based firm which provides strategic planning, market research and analyses, due diligence, media and budget planning, media/public relations, and sales and marketing training for the senior living industry. Before founding his consulting company over four years ago, D'Costa had worked for over a decade in senior living community- and corporate-based sales and marketing positions from Marketing Assistant to VP of Sales and Marketing. His work over the years has produced numerous awards and recognitions.

LINDA DREYER is the Associate Director at Southwestern Wisconsin Area Agency on Aging in Brookfield, WI, with responsibility for the Senior Community Services Employment Program; Information, Education and Training; and Legal Assistance for the Elderly. Dreyer has spent the past fifteen years specializing in the field of aging — developing programs and publications, assessing and planning services, writing and managing grants, and serving on aging-related Boards and Committees statewide. She is a founding member of both the Interfaith Caregiving Network of Waukesha County and the statewide Wisconsin Alliance for Family Caregiving.

HEALTHCARE

ANNUAL REPORT

MERIT Annual Report 2004
Dean Design/Marketing Group, Inc.

BROCHURE/BOOKLET

SILVER "Our Patients Ask Tough Questions"
**Cheshire Medical Center/
Dartmouth-Hitchcock Keene**

BRONZE AARP Fulfillment Brochure
JWT Mature Market Group

CALENDAR

SILVER Cancer Calendar
Dean Design/Marketing Group, Inc.

SILVER What it Means to Live Well 2005
Calendar
Preferred Care

MERIT 2005 Adult Senior Community
Calendar
Saint Peter's University Hospital

DIRECT MAIL ADVERTISING

BRONZE AlexianConnects HealthLife
Older Adult Institute Community
Educational Programs
**Alexian Brothers Hospital
Network**

BRONZE New York open house mailer
Resurrection Health Care

MERIT For Veterans Only
Juniper Communities

MERIT "Beat the Bug" Immunization
Postcard
MetaStar, Inc.

GRAPHIC DESIGN

SILVER Humana Active Outlook
Wax Communications

BRONZE Mammography "Thank You" Poster
Texas Medical Foundation

MAGAZINE

MERIT Health and You (senior edition)
**Health Ink & Vitality
Communications**

MERIT Florida Blue (Medicare edition)
**Health Ink & Vitality
Communications**

MERIT MediZine Healthy Living Q1 2004
MediZine, Inc.

MISCELLANEOUS PUBLICATION

BRONZE Blue
Wax Communications

MERIT "Soul Food—Healthy Recipes for
Today's Lifestyles"
MetaStar, Inc.

NEWSLETTER

SILVER In Touch With Our Retirees
**Health Ink & Vitality
Communications**

SILVER AvMed Magazine
Wax Communications

BRONZE Inova Focus on Seniors
**Health Ink & Vitality
Communications**

BRONZE Health Focus April - May - June 2004
Louisiana Health Care Review, Inc.

BRONZE Blue
Wax Communications

BRONZE Humana Active Outlook
Wax Communications

MERIT Medicare Reform Special Edition
**Health Ink & Vitality
Communications**

MERIT For Better Health: For Paramount
Elite Members
Health Ink Communications

MERIT Taking Care—Healthy Living After 50
Optum Communications

MERIT Healthy Living & Staying Active
Newsletter
Silver Cross Hospital

MERIT Pulse 10/20/04
Texas Medical Foundation

NEWSPAPER ADVERTISING

MERIT 2004 Holiday Assisted Living ad
Williamsport Retirement Village

RADIO

MERIT My Life My Schedule
Brandywine Senior Care

SINGLE MAGAZINE/NEWSPAPER/ NEWSLETTER ARTICLE

GOLD Taking It All In Stride, Diabetes
Focus Q1 2004
MediZine, Inc.

GOLD Humana Active Outlook
Wax Communications

SILVER "Knee Replacement Surgery,"
Health News for Wellington
**Health Ink & Vitality
Communications**

SILVER Bring It Om, REMEDY
Sept./Oct. 2004
MediZine, Inc.

- SILVER A Woman's Heart, MediZine
Healthy Living Q1 2004
MediZine, Inc.
- BRONZE A Woman's Heart, REMEDY
Jan./Feb. 2004
MediZine, Inc.
- BRONZE Mary Tyler Moore Six by Six,
Diabetes Focus Q2 2004
MediZine, Inc.
- BRONZE The Heart of the Matter, MediZine
Healthy Living Q4 2004
MediZine, Inc.
- BRONZE Depression: There Is Hope
Optum Communications
- MERIT Nursing Home Holiday Story
Louisiana Health Care Review, Inc.
- MERIT Riding Tall, MediZine Healthy
Living Q1 2004
MediZine, Inc.
- MERIT An Alzheimer's Family Album,
MediZine Healthy Living Q3 2004
MediZine, Inc.
- MERIT Grace Under Fire, MediZine
Healthy Living Q4 2004
MediZine, Inc.
- MERIT Wrinkle Erasers, REMEDY
Nov./Dec. 2004
MediZine, Inc.
- MERIT The Power of Play, REMEDY
May/June 2004
MediZine, Inc.

TOTAL CONSUMER EDUCATION PROGRAM

- BRONZE Treatment Choices for Hip
Osteoarthritis
Health Dialog
- BRONZE Treatment Choices for Benign
Prostatic Hyperplasia
Health Dialog
- MERIT When Home Is Where You Want
to Be...Home Health Care
Ministry Home Care, Inc.
- MERIT Healthy Transitions Program
Northwestern Memorial Hospital

TOTAL MARKETING/ ADVERTISING PROGRAM

- SILVER The Episcopal Home Communities
Marketing Program
Cinnamon Design
- BRONZE Celebrate Aging Marketing Program
**Celebrate Aging—
UConn Health Center**
- MERIT Alexian Older Adult Institute full
media campaign
**Alexian Brothers Hospital
Network**
- MERIT MedVisits
JWT Mature Market Group

TV

- BRONZE Rheumatoid Arthritis & Ethnicity
Long Island College Hospital

TV ADVERTISING

- MERIT LEAH Chase Diabetes 2004
Louisiana Health Care Review, Inc.

VIDEO (EDUCATIONAL/TRAINING PROGRAM)

- SILVER "Liberty: 3 Stories about Life
& Death"
Pam Walton Productions
- BRONZE Healing With Animals—
Palliative Care and the Elderly
Aquarius Health Care Media
- MERIT Respite Care: Caring for the
Caregiver
Aquarius Health Care Media

VIDEO (MARKETING COMMUNICATIONS)

- MERIT ADHC Changing How You Live,
Not Where You Live
Adult Day Health Care Council

HOUSING

ANNUAL REPORT

- GOLD Dunwoody Village
Annual Report 2003
Geneen Pintof Creative Studio
- BRONZE Asbury Services 2004
Annual Report
Asbury Services, Inc.
- BRONZE Horizons 2004
Pacific Retirement Services
- MERIT ACTS Annual Report
JWT Mature Market Group
- MERIT Foundation Annual Report
Pacific Retirement Services
- MERIT Sholom Community Alliance
Annual Report
Sholom Community Alliance
- MERIT 2003 Annual Report
United Methodist Homes

BOOK

- SILVER Our First Century
**Geneva Foundation of
Presbyterian Homes**

BROCHURE/BOOKLET

- GOLD Gulf Coast Village General
Brochure
GlynnDevins Advertising
- GOLD Liv Fun
**Leisure Care Retirement
Communities**
- GOLD Meadow Ridge Brochure
LevLane Advertising
- SILVER The Fine Art of Retirement®
Garlands main brochure
Allison Consulting
- SILVER Edgemere General Brochure
GlynnDevins Advertising
- SILVER Community Brochure
Hydrogen Advertising
- SILVER Picture Perfect Lifestyle
**Wirthwein Corporation
Marketing & Advertising**
- BRONZE Community Brochure
Aston Care Systems Inc.
- BRONZE Taking Charge-FRC
**Fountains Retirement
Communities**
- BRONZE Tales From the Kitchen-Canterbury
**Fountains Retirement
Communities**
- BRONZE Choices & Changes-FRC
**Fountains Retirement
Communities**
- BRONZE Friendship Village Tempe
General Brochure
GlynnDevins Advertising
- BRONZE Querencia at Barton Creek Priority
Program Information Package
GlynnDevins Advertising
- BRONZE The Landing at Plymouth Place
General Brochure
GlynnDevins Advertising
- BRONZE Oak Hammock at The University
of Florida Brochure
WORDWISE, Inc.
- BRONZE The Glenridge on Palmer Ranch
Brochure
WORDWISE, Inc.
- BRONZE Plantation Village Booklet/Brochure
**Zillner Marketing
Communications**
- MERIT Welcome to the Next Chapter in
Living LIFE to the Fullest intro
brochure
Allison Consulting
- MERIT The Hill at Whitemarsh
First Response Brochure
GlynnDevins Advertising
- MERIT Friendship Village Tempe
#10 Brochure
GlynnDevins Advertising
- MERIT The Wyndmoor General Brochure
GlynnDevins Advertising

2005 JUDGES (continued)

JODY DUNN is principal of J. Dunn Marketing & Project Management, her own marketing and communications firm in Burbank, CA. She assists clients with branding and communications strategies and implementation. Her 20-year marketing and branding experience includes work on both the provider and marketing communications sides in for-profit, not-for-profit and academic environments. She is past president of the Southern California Marketing Association, has served on the boards of IABC/LA (International Association of Business Communicators, Los Angeles) and PAC/LAC (Perinatal Advisory Committee of Los Angeles); 2002 nominee for the IABC/LA Communicator of the Year Award. She's won several awards for outstanding achievements.

MICHELLE FERNANDES is Project Manager for the National Association of H2U in Nashville, TN, an organization that empowers adults to manage their own health and live a healthy lifestyle. She has been in the marketing industry for more than 10 years and currently writes and edits for a national newsletter. Fernandes is an active volunteer in her community with organizations such as Junior Achievement, Habitat for Humanity and other religious organizations.

JOANNE FRITZ, Ph.D., is the founder and owner of www.Second50Years.com, based in Oro Valley, AZ. The site provides market intelligence to businesses and organizations that serve the mature market. Trained as a teacher and cultural historian, Fritz has spent more than 25 years marketing and publicizing educational organizations. She served as Director of University Relations for St. Louis University and the University of Iowa. Fritz speaks to business groups about the mature market and publishes articles in the business media and in senior publications.

Yael Joffe, Marketing Art Manager for Mather LifeWays in Evanston, IL, has always been involved with the arts and more recently the field of senior marketing. She holds a BFA from the University of Illinois, and started her MFA at the California Institute of the Arts (Cal Arts). She started working 5 years ago as a freelance web designer and since then has parlayed her work to both

- MERIT East Hill Woods
Revised General Brochure
GlynnDevins Advertising
- MERIT Harbor's Edge "A New Latitude in Retirement" General Brochure
GlynnDevins Advertising
- MERIT King-Bruwaert House Brochure
King-Bruwaert House
- MERIT Spendido "The Piazza"
Mather LifeWays
- MERIT Show Brochure
Pacific Retirement Services
- MERIT Timber Ridge at Talus Sales Brochure
Zillner Marketing Communications

CALENDAR

- SILVER Classic Moments Calendar
Classic Residence by Hyatt
- SILVER Artists in Residence Calendar
Fountains Retirement Communities
- SILVER Levindale Calendar
Levindale Hebrew Geriatric Center and Hospital
- BRONZE 2005 Calendar
County Meadows Retirement Communities
- BRONZE 2005 Art is Ageless Calendar
Presbyterian Manors of Mid-America
- MERIT Calendar 2005
Belmont Village Assisted Living

DIRECT MAIL ADVERTISING

- GOLD Cherry Ridge Groundbreaking/
Ribbon-Cutting Update Mailer
GlynnDevins Advertising
- GOLD Cherry Ridge Seminar
Invitation #3 — Wine Tasting Event
GlynnDevins Advertising
- SILVER Marian Village "Ground blessing/
Meet the Sponsor" Invitation
GlynnDevins Advertising
- SILVER Querencia at Barton Creek
Retention Event Invite
GlynnDevins Advertising
- SILVER The Amsterdam at Harborside
Holiday Event Invitation
GlynnDevins Advertising
- SILVER Gulf Coast Village November
Lunch & Learn Invitations
GlynnDevins Advertising
- SILVER Manor Sampler Direct Mail
"You Bowl a Strike!..."
Presbyterian Manors of Mid-America
- SILVER "You're the One at One Lincoln Park"
Wirthwein Corporation Marketing & Advertising
- SILVER Deerfield Design Your Future Mailer
Zillner Marketing Communications

- BRONZE Memory Walk 2004 —
Alzheimer's Postcard
Belmont Village Assisted Living
- BRONZE Taste What's New
Classic Residence by Hyatt
- BRONZE El Dorado Mailer
Classic Residence by Hyatt
- BRONZE Franklin Express
Fountains Retirement Communities
- BRONZE Art Show-Franklin
Fountains Retirement Communities
- BRONZE Gulf Coast Village Marketing on
the Move Invite
GlynnDevins Advertising
- BRONZE St. Mary of the Woods "Marketing
on the Move" Seminar Invitation
GlynnDevins Advertising
- BRONZE The Buckingham Testimonial
Postcard (Babich)
GlynnDevins Advertising
- BRONZE Las Ventanas Grand Opening
Invitations to VIP
GlynnDevins Advertising
- BRONZE University Village Book Signing
Event Invitation
GlynnDevins Advertising
- BRONZE Holly Creek Holiday Event
Invitation
GlynnDevins Advertising
- BRONZE Las Ventanas "Countdown to
Opening" Mailer #2
GlynnDevins Advertising
- BRONZE Cherry Ridge Groundbreaking/
Ribbon-Cutting Update Mailer
GlynnDevins Advertising
- BRONZE Forest Hill Manor Sales
Generation Mailer
GlynnDevins Advertising
- BRONZE Marsh's Edge "Light Up Your
Holidays" 2004 Atlanta Events
Invitation
GlynnDevins Advertising
- BRONZE Las Ventanas Grand Opening
Invitations
GlynnDevins Advertising
- BRONZE University Village Assisted Living
"Cookie Cutter" Mailer
GlynnDevins Advertising
- BRONZE Peconic Landing Testimonial
Direct Mailer
Martino & Binzer
- BRONZE Cloverwood "Baseball"
Direct Mailer
Martino & Binzer
- BRONZE Peconic Landing "Views" Newsletter
Follow-up Direct Mailer
Martino & Binzer
- BRONZE Just Desserts
Pacific Retirement Services
- BRONZE Edgewood Kindred Spirits Mailer
Zillner Marketing Communications

BRONZE Blakehurst Tradition of Good Friends Mailer
Zillner Marketing Communications

BRONZE The Heritage at Brentwood DaVinci Event Invitation
Zillner Marketing Communications

MERIT Brookings Park — Vol. 1 Issue 1
Advantage Marketing Services

MERIT Brookings Park — Vol. 2 Issue 1
Advantage Marketing Services

MERIT Sometimes a Nursing Home Isn't the Only Option
Alterra Healthcare

MERIT "I want the most out of life" mailer
Belmont Village Assisted Living

MERIT "Do you worry about your parents...?" mailer
Belmont Village Assisted Living

MERIT Remember When-LPW
Fountains Retirement Communities

MERIT Seasonal Choices-Franklin
Fountains Retirement Communities

MERIT Porter Place Postcard Campaign
GlynnDevins Advertising

MERIT Friendship Village Tempe FY04 Mailer to Leads and Prospects
GlynnDevins Advertising

MERIT Las Ventanas Holiday Mailing to Leads
GlynnDevins Advertising

MERIT University Place Assisted Living Price Point Mailer
GlynnDevins Advertising

MERIT John Knox Village 4th Quarter Apartment Promotion
GlynnDevins Advertising

MERIT Sierra Winds Summer Forum Invitation
GlynnDevins Advertising

MERIT The Clare at Water Tower "Taste of the Clare" Holiday Invitation
GlynnDevins Advertising

MERIT Gulf Coast Village Maurice Chevalier Invitation
GlynnDevins Advertising

MERIT Inverness Village Health Services "Now Open" Postcard to Professionals
GlynnDevins Advertising

MERIT John Knox Village Open House Follow-Up
GlynnDevins Advertising

MERIT La Costa Glen Promotional Mailer
GlynnDevins Advertising

MERIT Querencia at Barton Creek Priority Program Seminar Invite
GlynnDevins Advertising

MERIT Villa St. Benedict Price Increase Letter
GlynnDevins Advertising

MERIT The Buckingham January Tony's Event Invitation
GlynnDevins Advertising

MERIT John Knox Village Branson Marketing on the Move Invitation
GlynnDevins Advertising

MERIT Villa Pueblo Postcard Campaign
GlynnDevins Advertising

MERIT Edgemere Testimonial Campaign Mailer (Stolze)
GlynnDevins Advertising

MERIT The Wyndmoor October Adult Children Mailing
GlynnDevins Advertising

MERIT Edgemere "Dine & Discover" Lunch & Learn Invitation
GlynnDevins Advertising

MERIT The Amsterdam at Harborside Priority Seminar Invitation
GlynnDevins Advertising

MERIT St. George Village Groundbreaking Invitation
GlynnDevins Advertising

MERIT John Knox Village Local Market Prospect Mailer #1
GlynnDevins Advertising

MERIT VMRC Broadside Direct Mail
Love & Company

MERIT Granite Hill Estates #10 Brochure
Martino & Binzer

MERIT Not Ready?
Seniorsfirst Communities and Services

MERIT Luau Postcard
Symphony Consulting, LLC

MERIT Visions Newsletter
Symphony Consulting, LLC

MERIT The Curtain Is About To Go Up On A Masterwork Performance...
WORDWISE, Inc.

MERIT Friendship Village of Kalamazoo The King and I Event Invitation
Zillner Marketing Communications

GRAPHIC DESIGN

BRONZE Postcard Pack
Symphony Consulting LLC

BRONZE A New House in the Neighborhood
Welch Healthcare & Retirement Group

MERIT Inverness Village Holiday Event Invitation
GlynnDevins Advertising

MERIT Luau Postcard
Symphony Consulting LLC

LOGO/LETTERHEAD DESIGN

SILVER La Posada Florida New Address Collateral
GlynnDevins Advertising

SILVER The Amsterdam at Harborside Letterhead Package
GlynnDevins Advertising

BRONZE Querencia at Barton Creek Letterhead Package
GlynnDevins Advertising

BRONZE Logo & Letterhead Design
Pacific Retirement Services

MERIT SVS Logo/Letterhead
Symphony Consulting LLC

MAGAZINE

GOLD Living Style—The Magazine of Aston Gardens
Aston Care Systems Inc.

BRONZE Center Life
Christian Health Care Center

MAGAZINE ADVERTISING

GOLD Snowboards
Leisure Care Retirement Communities

SILVER Crazy
Leisure Care Retirement Communities

SILVER Ice Cream
Leisure Care Retirement Communities

BRONZE Carlton Cove "Where can you find Huntsville's most rewarding retirement lifestyle?" Ad
JWT Mature Market Group

BRONZE Swimmer Ad — Magazine
Richard Bruce Associates LLC

MERIT "I choose to feel fit" Ad
Belmont Village Assisted Living

MERIT Inverness Village "Caution" Print Ad
GlynnDevins Advertising

MERIT The Park at Vernon Hills North Shore Magazine
Horizon Bay Senior Communities

MERIT Willow Valley Renaissance Ad
JWT Mature Market Group

MERIT Blondes
Leisure Care Retirement Communities

MERIT Granite Hill Estates Ad
Martino & Binzer

MISCELLANEOUS ADVERTISING

SILVER Retirement Freedom Poster "You Clean the Fish..."
Presbyterian Manors of Mid-America

BRONZE Healthy Habits—Outreach Box-FRC
Fountains Retirement Communities

BRONZE Friendship Village Tempe Revised Collateral Package
GlynnDevins Advertising

2005 JUDGES (continued)

consultant and in-house graphic designer for both high tech and commercial companies.

JEREMY R. JOHNSON is Creative Manager and Senior Art Director for GlynnDevins in Overland Park, KS. He works closely with copywriters and designers to establish the overall tone and image for a client's brand, including logo/image development, print, direct mail, broadcast, Web design and all phases of creative content management. His goal is to continually strive to combine new and exciting design with results-oriented, effective communication for his clients. Johnson has five years of experience in the senior living field and has been an Art Director for six years. After graduating from The University of Kansas with a bachelor of fine arts, he began his career with Barkley Evergreen & Partners, and has had his design work featured in Print Magazine.

JULIE KAUFMAN has been a Senior Program Officer at The Retirement Research Foundation (RRF) since August, 2001. Located in Chicago, IL, RRF is the nation's largest private foundation devoted solely to aging and retirement issues. Its grants support programs, research, and public policy studies to improve the quality of life of older Americans.

JANE LANGE recently launched Bada Bing Marketing, LLC in Slinger, WI, a marketing consulting firm providing services for national B2B, nonprofits, healthcare facilities and senior housing. She has an extensive background in newspapers, magazines and radio having owned or managed various properties in Wisconsin. Lange and her creative director have won 18 awards in just two years.

PAULA LEDBETTER-SELLERGREEN is the Marketing Communications Manager at Mather LifeWays in Evanston, IL — a unique not-for-profit organization that enhances the lives of older adults through lifestyle and residential alternatives. She is currently creating Ways to Age Well at Mather Lifeways. She has been in marketing for 10 years and holds a B.A. in English from Governors State University and is starting her M.A. in Communications and Training.

MISCELLANEOUS PUBLICATION

- SILVER Westminster Canterbury Richmond Depositor Reception Invitations
Love & Company
- BRONZE Reaching New Heights-Millbrook
Fountains Retirement Communities

NEWSLETTER

- SILVER The Hill at Whitemarsh Spring Newsletter
GlynnDevins Advertising
- SILVER St. Mary of the Woods Fall 2004 Newsletter
GlynnDevins Advertising
- SILVER The Glenridge on Palmer Ranch "Choices" Newsletter
WORDWISE, Inc.
- BRONZE Currents Summer 2004 Newsletter
Asbury Services, Inc.
- BRONZE The Clare at Water Tower Summer 2004 Newsletter
GlynnDevins Advertising
- BRONZE News from Across the Bay
Horizon Bay Senior Communities
- BRONZE Homewords Newsletter — 2004 (special edition — 10 year anniversary)
NewCourtland Elder Services
- MERIT Miramont Pointe Newsletter
Adelman Advertising
- MERIT Walker Methodist Newsletter
Adelman Advertising
- MERIT Las Ventanas Summer 2004 Newsletter
GlynnDevins Advertising
- MERIT Lake Park Spring 2004 Newsletter
GlynnDevins Advertising
- MERIT The Landing at Plymouth Place Introductory Newsletter
GlynnDevins Advertising
- MERIT University Place Spring 2004 Newsletter
GlynnDevins Advertising
- MERIT The Homefront
National Church Residences
- MERIT Visions Newsletter
Symphony Consulting LLC
- MERIT Oak Hammock at The University of Florida "Choices" Newsletter
WORDWISE, Inc.
- SILVER Nightly Dining on the Water Print Ad
Asbury Services, Inc.
- SILVER Wally
Hydrogen Advertising
- SILVER Lorna
Hydrogen Advertising
- SILVER Crazy
Leisure Care Retirement Communities
- BRONZE The Clare at Water Tower "Precious Gift" Print Ad
GlynnDevins Advertising
- BRONZE St. Mary of the Woods "Heavy Metal Friends" Print Ad
GlynnDevins Advertising
- BRONZE Harbor Chase Newspaper Ad: "Never hesitate to expect the best."
GlynnDevins Advertising
- BRONZE "Don't Tell These Guys"
Wirthwein Corporation Marketing & Advertising
- MERIT John Knox Village Print Ad: "Do you want a meal plan or real plan?"
GlynnDevins Advertising
- MERIT The Clare at Water Tower Real Estate Ad
GlynnDevins Advertising
- MERIT Gulf Coast Village Introductory Print Ad: "I admit it. I went for the free lunch."
GlynnDevins Advertising
- MERIT The Ridge at RiverWoods Priority Viewing Ad
GlynnDevins Advertising
- MERIT Galloway Ridge "Get On Board" Print Ad
GlynnDevins Advertising
- MERIT Holy Cross Village at Notre Dame "Can you see..." Print Ad
GlynnDevins Advertising
- MERIT St. Mary of the Woods "Weekly Growing Pains" Print Ad
GlynnDevins Advertising
- MERIT St. Mary of the Woods "Arm Wrestling" Print Ad
GlynnDevins Advertising
- MERIT The Village "4th of July Patriotism" Ad
Group 5 & Associates, Inc.
- MERIT The Village "True Gifts for the Holidays" Ad
Group 5 & Associates, Inc.

NEWSPAPER ADVERTISING

- GOLD Joe
Hydrogen Advertising
- GOLD Snowboards
Leisure Care Retirement Communities
- SILVER Walker Methodist Adult Child ad series
Adelman Advertising
- MERIT The Park at Riverchase Birmingham News
Horizon Bay Senior Communities
- MERIT The Park at Vernon Hills Chicago Tribune
Horizon Bay Senior Communities
- MERIT Waterside Sarasota Herald Tribune
Horizon Bay Senior Communities

MERIT	Blondes Leisure Care Retirement Communities
MERIT	Looking Forward to Winter Newspaper Springhill Senior Living Community
MERIT	“We’re Here to Help You Make the Right Decision...” Summerville Senior Living
MERIT	“Grow” Ad Symphony Consulting LLC
MERIT	“Holiday” Ad Symphony Consulting LLC
MERIT	The Secret to a Great Life? Welch Healthcare & Retirement Group
MERIT	We’re Exceptional Wirthwein Corporation Marketing & Advertising
MERIT	Deerfield Flourish Ad Zillner Marketing Communications

NEWSPAPER/TABLOID

MERIT	Village Life January 2004 Asbury Methodist Village
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PHOTOGRAPH

SILVER	Walking Club Photo Classic Residence by Hyatt
BRONZE	La Posada Resident: Mrs. Hoffer Gordley Design Group, Inc.
BRONZE	“Retirement” Photo by Fred Alexander The Chimes-Presbyterian Homes
BRONZE	“Winter” Photo by Martha Kenyon The Chimes-Presbyterian Homes
MERIT	Grandma & Grandson Golfing Pacific Retirement Services

POSTER

SILVER	Grandparents Day Poster Classic Residence by Hyatt
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SERIES OF MAGAZINE/ NEWSPAPER/NEWSLETTER ARTICLES

MERIT	Ask Helen (Educational Series) The Ehlers Group
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SINGLE MAGAZINE/NEWSPAPER/ NEWSLETTER ARTICLE

GOLD	Time Magazine-Generations Article Classic Residence by Hyatt
SILVER	“Making Successful Transitions” by Hugh B. McCulloch, Photos by Martha Kenyon The Chimes-Presbyterian Homes

BRONZE	Retirees Come Full Circle Classic Residence by Hyatt
BRONZE	“Retired Teacher’s Faith Moves Many” Warm Beach Senior Community
BRONZE	Talking to Parents about the Issues of Aging Welch Healthcare & Retirement Group
BRONZE	UF’s Gated Community WORDWISE, Inc.
MERIT	“Local Memory Walk Step Toward Fulfilling Reagan’s Legacy” Goldman & Associates Public Relations
MERIT	“Focus on Fitness” by Hugh B. McCulloch, Photos by Jim Garnett The Chimes-Presbyterian Homes
MERIT	“What Is Aging?” by Herb Butz The Chimes-Presbyterian Homes
MERIT	“When We Need a Little Help” by Jane Clark, Photos by Martha Kenyon The Chimes-Presbyterian Homes

SPECIAL EVENTS MARKETING

GOLD	Special Events Marketing Boyd Tamney Cross Marketing
GOLD	Inverness Village “A Day to Remember” Special Event GlynnDevins Advertising
GOLD	“Break Bread” Invitation Series Mather LifeWays
GOLD	Special Events Marketing Symphony Consulting LLC
SILVER	Tenth Anniversary Program Richard Bruce Associates LLC
BRONZE	Older Americans Month — Aging Well, Living Well Alterra Healthcare
BRONZE	Honoring Alzheimer’s Awareness Alterra Healthcare
BRONZE	Caring for our Heritage — Assisted Living Week Alterra Healthcare
BRONZE	The Garlands of Barrington Next Chapter Campaign Love & Company
MERIT	Charity Event Marketing Campaign Aston Care Systems Inc.
MERIT	NewCourtland Education Center Special Event Launch NewCourtland Elder Services

SPEECH

MERIT	“Our Invisible Population” Goldman & Associates Public Relations
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TOTAL MARKETING/ ADVERTISING PROGRAM

GOLD	University Village Value Print Ad Campaign GlynnDevins Advertising
GOLD	Welcome to the Neighborhood Michelle Quesnel
SILVER	St. Mary of the Woods “Say Goodbye...” Campaign GlynnDevins Advertising
SILVER	The Hill at Whitemarsh Testimonial Print Ad Campaign GlynnDevins Advertising
SILVER	Galloway Ridge “Truth” Direct Mail Campaign GlynnDevins Advertising
SILVER	University Village “Value” Ad Campaign GlynnDevins Advertising
SILVER	La Posada Direct Mail Campaign Gordley Design Group, Inc.
SILVER	Walnut Village Oster and Associates
SILVER	Manor Sampler Marketing Campaign Presbyterian Manors of Mid-America
BRONZE	Possibilities Campaign Classic Residence by Hyatt
BRONZE	Walnut Village Advertising Front Porch
BRONZE	Sierra Winds FY04 Ad Campaign GlynnDevins Advertising
BRONZE	Las Ventanas Post Grand Opening Ad Series GlynnDevins Advertising
BRONZE	ACTS (Spring/Fall/Summer Mailer) JWT Mature Market Group
BRONZE	Centennial Awareness Program Presbyterian Homes
BRONZE	Total Marketing/Advertising Program Symphony Consulting LLC
MERIT	Safety First-Canterbury Fountains Retirement Communities
MERIT	River Terrace Estates Independent Living Print Ad Series GlynnDevins Advertising
MERIT	Friendship Village Tempe “When will you be ready...” FY04 Print Ad Campaign GlynnDevins Advertising
MERIT	Holly Creek Print Ad Campaign GlynnDevins Advertising
MERIT	Freedom Village Value Print Ad Campaign GlynnDevins Advertising
MERIT	Horizon Bay’s Testimonial Campaign Horizon Bay Senior Communities
MERIT	Shenandoah Valley Westminster Canterbury Sales Package & Ads Love & Company

2005 JUDGES (continued)

ANN EDGE LIPSCOMB is a Marketing Manager and graphic designer for The Fountains Retirement Communities, in the corporate office in Tucson, Arizona. Her background includes five+ years in the senior housing industry. As a Marketing Manager she works with communities to develop creative marketing strategies and marketing tools. She is an active member of the Tucson American Marketing Association.

ELDA MACIAS is Assistant Vice President, Participant Communications Strategic Development for Wells Fargo. She provides strategic direction for Participant Communication Services in Minneapolis, MN. Her primary responsibilities include new product development, multicultural communications, and diversity efforts. Macias has over 12 years experience in marketing and communications, with direct experience in the areas of participant communication strategy, new product development, employee education, and project management. She received her Bachelor of Arts in Communications from the University of Texas at El Paso, and is currently completing her Masters of Business Administration at the University of Minnesota, Carlson School of Management.

ANNA MARIE McCALL sits on the Advisory Council of the Suburban Area Agency on Aging in Oak Park, IL. A background in education, communication and marketing serves her well as a volunteer in various senior and civic-minded groups. She also consults to improve/correct physical limitations in the marketplace under the name: *Anna Marie...A Potpourri of Ideas*.

KURT MEDINA, President of Medina Associates Direct Marketing in Wallingford, PA, has 30+ years of experience as a senior direct marketing executive. Medina specializes in marketing to the mature and has worked directly with this market for almost 20 years. A partial list of consulting clients includes Fannie Mae, Hoveround Scooters, Guideposts, iGrandparents.com, AARP, Readers Digest, MetLife, Humana, The Scooter Store (Senior Scooters), Prudential, The Good Sam Club (RV'ers) and many, many more.

MERIT Village Print Campaign
Regional West Medical Center

MERIT "Celebrating Life"
Via Christi Senior Services

MERIT StoneBridge at Winton Woods
**Wirthwein Corporation
Marketing & Advertising**

MERIT "There's Work To Be Done"
**Wirthwein Corporation
Marketing & Advertising**

MERIT Friendship Village of South Hills
Pioneering Spirit Mailer / Freedom,
Tradition Mailer / Thanksgiving
Card Mailer
Zillner Marketing Communications

TOTAL PUBLIC RELATIONS PROGRAM

GOLD "Shining a Spotlight on Seniors"
**Goldman & Associates
Public Relations**

TV

BRONZE Real Love Meets Reality TV
Belmont Village Assisted Living

MERIT Lifescope Special: "Giving Care"
Via Christi Senior Services

TV ADVERTISING

SILVER St. Mary of the Woods Cable Spot
GlynnDevins Advertising

MERIT La Posada TV Commercials
Gordley Design Group, Inc.

MERIT Overlook "Vacation Slide Show"
TV Spot
Martino & Binzer

VIDEO (EDUCATIONAL/TRAINING PROGRAM)

SILVER Mastering Senior Housing Sales
**Wirthwein Corporation
Marketing & Advertising**

VIDEO (MARKETING COMMUNICATIONS)

GOLD Promotional Marketing Video
Aston Care Systems Inc.

BRONZE "Picture This"
virtual reality production
Friendship Village of Schaumburg

INSURANCE

BROCHURE/BOOKLET

SILVER 2005 Benefit Summary
**Blue Cross and Blue Shield
Association**

BRONZE 2005 Overseas Hospital
Network Directory
**Blue Cross and Blue Shield
Association**

MERIT 2005 Medicare and You
**Blue Cross and Blue Shield
Association**

MISCELLANEOUS ADVERTISING

MERIT "Breakthrough" FSI
DMW

NEWSLETTER

SILVER Friend to Friend Fall/Winter 2004
Newsletter
Bankers Life and Casualty Company

MERIT Friend to Friend Spring/Summer
2004 Newsletter
Bankers Life and Casualty Company

TOTAL MARKETING/ ADVERTISING PROGRAM

BRONZE Marketing, Advertising & Sales
Program Materials
SCAN Health Plan

TV ADVERTISING

MERIT "Card Zoom" DRTV
DMW

MEDIA

BOOK

SILVER The Ageless Spirit, 2nd Ed.
Fairview Press

BRONZE The Sunshine on My Face:
A Read-Aloud Book for Memory-
Challenged Adults
Health Professions Press

MERIT Older Americans Information
Directory, 2005
Grey House Publishing

MERIT Navigating the Alzheimer's Journey:
A Compass for Caregiving
Health Professions Press

MERIT Should Mom Be Left Alone?
Should Dad Be Driving?
Linda M. Rhodes

MERIT Care Matters...The Resource Guide
For Seniors, Caregivers & Professionals
Ron Holeway Communications

BROCHURE/BOOKLET

- MERIT Healthy Weight for Life
Mayo Clinic
- MERIT Medical Emergencies: Lifesaving First Steps
Mayo Clinic
- MERIT Renew Your Energy: 10 ways to get recharged
Mayo Clinic

GRAPHIC DESIGN

- GOLD Super Friends
Redwood Custom Communications
- SILVER Timeless Style
AARP The Magazine
- SILVER Tada
AARP The Magazine
- SILVER New World Charm
Redwood Custom Communications
- BRONZE Bill Chills
AARP The Magazine
- BRONZE Hire Calling
AARP The Magazine
- BRONZE Keeping The Home Fires Burning
Fifty Five Plus Magazine
- BRONZE Milestones March 2004
Hollister Publication Services, Inc.
- BRONZE Winter 2004 Cover
Redwood Custom Communications
- MERIT Voice Lessons
AARP The Magazine
- MERIT Rooting Out Pain
AARP The Magazine
- MERIT The Resource Guide, Seniority Magazine
Seniority Magazine

MAGAZINE

- SILVER Arthritis Today
Arthritis Today
- SILVER Mature Living September 2004
LifeWay Christian Resources
- BRONZE September 2004 Edition
Fifty Five Plus Magazine
- MERIT Mature Living March 2004
LifeWay Christian Resources
- MERIT PrimeTime Cape Cod October 2004
PrimeTime Cape Cod
- MERIT Retirement Lifestyles in the Carolinas July-September 2004
Senior Living Associates

MAGAZINE ADVERTISING

- SILVER Strut Your Stuff
Fifty Five Plus Magazine

MISCELLANEOUS PUBLICATION

- MERIT Southbound Winter Travel Guide
Forever Young
- MERIT New LifeStyles — The Source for Seniors
New LifeStyles, Inc.
- MERIT Senior Living
On-Line Publishers, Inc.
- MERIT Senior Directory
On-Line Publishers, Inc.
- MERIT Beyond Fifty 2004, PrimeTime Cape Cod's Guide to life over 50
PrimeTime Cape Cod
- MERIT Living Well Today and Tomorrow, Clark County WA Edition
Senior Living Strategies

NEWSLETTER

- SILVER March issue, insert + Special Report on Hair: Crowning Glory or Worst Nightmare
Mayo Clinic Women's HealthSource
- SILVER July issue, insert + Special Report on Allergies: Finding Ways to Live With Your Sensitivities
Mayo Clinic Women's HealthSource
- BRONZE April issue & insert
Mayo Clinic Women's HealthSource
- BRONZE May issue & insert
Mayo Clinic Women's HealthSource
- MERIT June Issue plus Medical Essay on Surgery
Mayo Clinic Health Letter
- MERIT October Issue plus Medical Essay on Organ Transplants
Mayo Clinic Health Letter
- MERIT January Issue
Mayo Clinic Health Letter
- MERIT November issue, insert + Special Report on Sexuality at Midlife and Beyond
Mayo Clinic Women's HealthSource

NEWSPAPER/TABLOID

- MERIT Good Times for Seniors — Sept.-Oct. Edition
Good Times for Seniors
- MERIT Milestones July 2004
Hollister Publication Services, Inc.
- MERIT Senior Digest Vol.1 No. 6 — October 2004
Senior Digest
- MERIT Senior Living
The Gazette

PHOTOGRAPH

- SILVER Timeless Style, Photographed by Daniela Stallinger
AARP The Magazine
- BRONZE Cybill Shepherd Cover, Photographed by Dana Fineman
AARP The Magazine
- BRONZE The Fire Within, Photographed by Elfie Semotan
AARP The Magazine
- BRONZE Action Heroes, Photographed by Eli Reed
AARP The Magazine
- BRONZE Voice Lessons, Photographed by Melanie Dunca
AARP The Magazine
- BRONZE Life On Canvas
Fifty Five Plus Magazine
- MERIT Kurt Waldele
Fifty Five Plus Magazine
- MERIT Mother and Daughter Harmony
Fifty Five Plus Magazine
- MERIT Kurt Waldele — Cover Photo
Fifty Five Plus Magazine
- MERIT Consummate Cyclist — Les Humphreys
Fifty Five Plus Magazine
- MERIT Atlantic Surfer — Steve Heaslip / Cape Cod Times
PrimeTime Cape Cod
- MERIT Highland Dancer Kevin Mingora / Cape Cod Times
PrimeTime Cape Cod

RADIO

- BRONZE Life After 50 Columns
WMKV 89.3 FM

SERIES OF MAGAZINE/ NEWSPAPER/NEWSLETTER ARTICLES

- GOLD You and the Law: Frequently Overlooked Veterans Benefits
Cleveland Plain Dealer
- GOLD Retirement Role Models
Good Times Magazine
- SILVER You and the Law: Tarnish On Your Golden Years
Cleveland Plain Dealer
- BRONZE You and the Law: Medicare Recipients Aren't Getting the Home Care Benefits They're Entitled to Receive
Cleveland Plain Dealer
- BRONZE Feng Shui
PrimeTime Cape Cod
- BRONZE Our Parents, Ourselves Column by Dr. Linda Rhodes
The Patriot-News

2005 JUDGES (continued)

JAN MONTAGUE, M.G.S., is President of Montague, Eippert & Associates in Highland Heights, KY. Montague has been involved in wellness and health promotion for over 20 years. Her Master of Gerontological Studies degree from Miami University, Oxford, Ohio focused on wellness program design for older adults. Her lifelong work in wellness and health promotion has resulted in the development of nationwide consulting services for the design, development, and implementation of wellness programs and centers for seniors. She is a preceptor for undergraduate and graduate student interns from Miami University, University of Cincinnati, and Northern Kentucky University.

DANA L. SMITH has been co-owner and editor of *The Senior Advocate* newspaper in Austin, TX for the past eight years, and has received numerous national awards for her local news stories and features. She currently serves on the Board of Directors for the Austin Groups for the Elderly, and the Advisory Board for the Austin chapter of the Retired and Senior Volunteer Program (RSVP). Smith is a graduate of the University of Missouri-Columbia School of Journalism and has held several positions in advertising, marketing and public relations throughout her career.

PAULA SPURWAY works in the Communications area of the Blue Cross and Blue Shield Association in Washington, DC and has over 30 years of experience in the health care industry. She has worked at the Blue Cross and Blue Shield Association since 1982 in the member services, training and communications areas. Her responsibilities include printing the annual benefits brochure and developing member communications materials. She is also the business owner of the Association's public web site for federal employees and retirees, www.fepblue.org.

SUSAN H. STOFEL is the Marketing Director of Somerby at University Park, an American Retirement Corporation community in Birmingham, AL. She has more than twenty-five years experience in marketing and advertising, including fifteen years in retirement housing and property development in the United States and Western Europe. Stofel has a Bachelor

SINGLE MAGAZINE/NEWSPAPER/NEWSLETTER ARTICLE

- GOLD "La Vida Cheapo" by Barry Golson
AARP The Magazine
- GOLD "Stolen Lives" by Barry Yeoman
AARP The Magazine
- GOLD Obesity: Front & Center
Arthritis Today
- GOLD Get It In Gear
Arthritis Today
- GOLD Can You Hear Me Now?
Escapees Magazine
- GOLD Not Guilty
Fifty Five Plus Magazine
- GOLD Keep Cool on the Dog Days of Summer — Carol Hall
Good Times Magazine
- GOLD Walter Gretzky Profile — Peter Feniak
Good Times Magazine
- GOLD Betty Friedan on the Adventure of Aging, by Christy Pagans
Guide to Retirement Living
- GOLD "Staying Involved Adds Fun to Age," Health and You
Health Ink & Vitality Communications
- GOLD Animal Magnetism by Marie-Lynn Hammond
Redwood Custom Communications
- GOLD The Quiet Killer by Marilyn Linton
Redwood Custom Communications
- GOLD Experience is the best teacher
Senior Beacon
- GOLD Alzheimer's—The Need For A Cure
The Senior Advocate
- SILVER "A House Divided" by Elizabeth Enright, Karen Westerberg Reyes, and Keith Bellows
AARP The Magazine
- SILVER "Hello, Old Love" by Sarah Mahoney
AARP The Magazine
- SILVER Focus Off Your Health
Arthritis Today
- SILVER A Glitch in the Plan
Escapees Magazine
- SILVER All Fired Up
Fifty Five Plus Magazine
- SILVER Remember When
Fifty Five Plus Magazine
- SILVER Sam Rosen: He Knows All About Hell
Good Times For Seniors
- SILVER He Was Born to Fly
Good Times For Seniors
- SILVER Arthritis Research — Wendy Haaf
Good Times Magazine
- SILVER The Power of Attorney for Personal Care — Peter Lillico
Good Times Magazine
- SILVER Normandy Invasion — Allan Lynch
Good Times Magazine
- SILVER Varicose Vein: To strip or not to strip — Liz Grogan
Good Times Magazine
- SILVER Aneurysms — Pam Hobbs and Wendy Haaf
Good Times Magazine
- SILVER Harvard Men's Health Watch, April 2004-Taste and Smell: Your Sensitive Senses
Harvard Health Publications
- SILVER "You Can Keep Yourself From Falling," Health and You
Health Ink & Vitality Communications
- SILVER "Heart Sick: Taking Care After a Heart Attack," Vitality
Health Ink & Vitality Communications
- SILVER Milestones June 2004 "Dating Again"
Hollister Publication Services, Inc.
- SILVER Enlarged Prostate
Mayo Clinic Health Letter
- SILVER Adjuvant Therapy for Breast Cancer
Mayo Clinic Health Letter
- SILVER A Spark That Ignited By Lynda Nudzick
On-Line Publishers, Inc.
- SILVER The Window's Network
PrimeTime Cape Cod
- SILVER Patricia Fitzpatrick
PrimeTime Cape Cod
- SILVER Worth the Wait by Marie-Lynn Hammond
Redwood Custom Communications
- SILVER Flying high after circling the U.S.
Senior Beacon
- SILVER "Food Safety Requirements Change With Age"
Senior Voice / Older Persons Action Group
- SILVER "The Button Box Gang"
Senior Voice / Older Persons Action Group
- SILVER Area elderly praise benefit specialists
The Janesville Gazette
- BRONZE Ninety-nine Days, Seven Countries With a Dog and an RV
Escapees Magazine
- BRONZE In the Midst of War — A Wedding
Good Times For Seniors
- BRONZE Pearl Harbor's Bookends
Good Times for Seniors
- BRONZE Bravo, Bravo, Volunteers — Chris Balicki
Good Times Magazine
- BRONZE Fly West Snowbirds — Carolyn Walton
Good Times Magazine

BRONZE Ladies of the Legion —
Johanna Renay
Good Times Magazine

BRONZE Bella Coola or Bust —
Carolyn Walton
Good Times Magazine

BRONZE Harvard Men's Health Watch,
June 2004-Nutrition for Seniors:
Options and Opportunities
Harvard Health Publications

BRONZE "Pick a Card!#?.\$!"
Lisa Barrett Mann

BRONZE Cornea Transplants
Mayo Clinic Health Letter

BRONZE Nice Guys Finish First: Lon
Simmons Heads to Cooperstown
Metropolitan News Co.

BRONZE Making Friends With
Ol' Man Winter
Prime/Reminder Publications, Inc.

BRONZE Boomers Saying "Goodbye"
to Early Retirement
Prime/Reminder Publications, Inc.

BRONZE "Live & Laughter" column
PrimeTime Cape Cod

BRONZE Atlantic Surfer
PrimeTime Cape Cod

BRONZE Midlife Crisis by Marilyn Linton
Redwood Custom Communications

BRONZE Exploring the roots of terrorism
Senior Beacon

BRONZE Courting women for basketball
Senior Beacon

BRONZE "State ponders how to proceed
with faith-based services"
**Senior Voice / Older Persons
Action Group**

BRONZE Prime Time From The Publisher
The Best Times

BRONZE Aging with AIDS
The News Tribune

MERIT "Faith, Hope, and Clarity"
by Betsy Carter
AARP The Magazine

MERIT Thoughts for the Road
Escapes Magazine

MERIT Kurt Waldele — Trademark Style
of an Executive Chef
Fifty Five Plus Magazine

MERIT Silver Stars
Fifty Five Plus Magazine

MERIT Driving the Digital Highway
Good Times for Seniors

MERIT The Doctor Ordered
'Patience, Not Pills'
Good Times for Seniors

MERIT Romance and the Oceanliner —
Pam Hobbs
Good Times Magazine

MERIT Milestones February 2004
"Prayer and Peppermints"
Hollister Publication Services, Inc.

MERIT Milestones January 2004
"Stereotyping"
Hollister Publication Services, Inc.

MERIT Young and Old Fiddle Around at
Monthly Jam Session
Metropolitan News Co.

MERIT Taking a Different Path to Wellness
Prime/Reminder Publications, Inc.

MERIT Your Cape Home
PrimeTime Cape Cod

MERIT Pat Adams
PrimeTime Cape Cod

MERIT A labor of love for labor leader
Senior Beacon

MERIT Volunteer Vision
The Best Times

MERIT The Low Down on Low Carb
The Senior Advocate

MERIT Identity Theft
The Senior Advocate

MERIT How And Why We Will Work
The Senior Advocate

TV

GOLD Circle of Love: Living with Alzheimer's
WHYY

SILVER Andrew Debicki
6Productions

BRONZE Fried Chicken and Sweet Potato Pie
bbarash productions, LLC

BRONZE Seeking Solutions w/Suzanne
"Alternative Lifestyles"
Stage 3 Productions

MERIT Golden Opportunities Show #259
Elder Productions, LLC

MERIT Golden Opportunities —
Legal Commentary
Elder Productions, LLC

VIDEO (EDUCATIONAL/TRAINING PROGRAM)

SILVER The Family Guide to
Alzheimer's Disease
LifeView Resources

BRONZE Balance + Fall Prevention Workout
Sit And Be Fit

MISCELLANEOUS ORGANIZATION

BOOK

GOLD Cold War Clashes: Confronting
Communism, 1945-1991
Veterans of Foreign Wars

BROCHURE/BOOKLET

SILVER Your Mountain
SB&A

BRONZE 162 acres
SB&A

BRONZE Aging Wisdom For Ageless Living
Society of Certified Senior Advisors

MERIT MHOC "Welcome Home" Brochure
Jiva Creative

MERIT Mather LifeWays Institute on Aging
Folder/Brochure
Mather LifeWays

MERIT Landmark Vision
SB&A

CALENDAR

MERIT 2005 GMCF
Women's Health Planner
American Custom Publishing

DIRECT MAIL ADVERTISING

SILVER SilverSneakers® Steps
Steps Activity Log
HealthCare Dimensions

SILVER Virtual Tour
SB&A

SILVER Gala
SB&A

MERIT SilverSneakers® Mature Market
Reminder Flyer
HealthCare Dimensions

LOGO/LETTERHEAD DESIGN

GOLD Stationery Package
SB&A

MAGAZINE

SILVER H2U Magazine — Jan/Feb 2005
H2U — **Health, Happiness, You**

MAGAZINE ADVERTISING

MERIT "Use Your Head" Ad
Janet Hughes and Associates

MERIT Fairy Tale
SB&A

2005 JUDGES (continued)

of Arts degree in Journalism and Communications from Louisiana State University. She is a member of the American Marketing Association and the Direct Marketing Association.

VICKI THOMAS is president of Thomas & Partners, a 18 year-old Weston, CT based marketing firm that specializes in packaging and promoting aging advantages for financial institutions and non-profit organizations. Thomas works with banks and credit unions to help bundle financial products and value added enhancements to retain, attract and reward customer behavior. She is part of the Leadership Forum for the Business Forum on Aging and on the board of the Southwestern Area Agency on Aging. As one of the nation's top leading nationally recognized authorities on the growing mature market, Thomas is a highly sought after speaker and seminar leader on topics relating to our aging society.

CHRISTINE A. WIRTHWEIN of Wirthwein Corporation Marketing & Advertising in East Aurora, NY, has successfully served more than 150 senior housing clients, marketing over 30,000 units throughout the United States and Canada since 1983. A highly sought after speaker who regularly serves on the faculty for AAHSA, ALFA, and RHC, and numerous other state conferences. She serves as the instructor for Life Services Network's Marketing Professional Certification Program. Her firm has won numerous awards for their creative efforts.

MISCELLANEOUS ADVERTISING

MERIT 12-minute phone card
Mountain-Pacific Quality Health Foundation

NEWSLETTER

SILVER FVI Newsletter
SB&A

NEWSPAPER ADVERTISING

BRONZE Just Add Water
SB&A

MERIT Alzheimer's Association
Memory Walk
Green Valley News & Sun

MERIT Stroke of Genius
SB&A

RADIO ADVERTISING

SILVER Wyoming PPV Vaccine Campaign
Mountain-Pacific Quality Health Foundation

MERIT "I Know It Isn't Easy"
Mountain-Pacific Quality Health Foundation

SINGLE MAGAZINE/NEWSPAPER/ NEWSLETTER ARTICLE

BRONZE Women Change Face of Military
Veterans of Foreign Wars

MERIT "The Road from Ozzie to Ozzy:
What to do about Boomers' Health"
as appeared in Aging Today,
May-June 2004
Healthwise

MERIT America's Educators Rewriting
World War II History
Veterans of Foreign Wars

SPECIAL EVENTS MARKETING

SILVER SilverSneakers® Home Run For
Health Promotion
HealthCare Dimensions

STAFF/INSERVICE TRAINING

SILVER Mather LifeWays me! program
Mather LifeWays

TOTAL CONSUMER EDUCATION PROGRAM

SILVER Circle of Life
(Stories to tell & teach our children)
Mountain-Pacific Quality Health Foundation

TOTAL MARKETING/ ADVERTISING PROGRAM

SILVER Vote Then Vaccinate
Mountain-Pacific Quality Health Foundation

TOTAL PUBLIC RELATIONS PROGRAM

BRONZE Mather LifeWays Celebrates
Older Americans Month
Mather LifeWays

VIDEO (EDUCATIONAL/TRAINING PROGRAM)

BRONZE Picture This
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