

# 2007 Best of Texas Winners

## Annual Report

**-Silver-**

### **Designing a Resourceful Annual Report for DCAC**

Mary Kate Smither  
Vollmer Public Relations

**-Bronze-**

### **Southern Union 2005 Annual Report - Growing Forward**

Jack Barnett  
Southern Union Company

## Brochure

**-Silver-**

### **Cow Creek Gets Its Tax**

Laura Raun  
Laura Raun Public Relations  
Cow Creek Groundwater Conservation District

**-Merit-**

### **The Right Place. The Right Time**

April Foran  
Parkland Health & Hospital System

## Digital Presentation

**-Bronze-**

### **Life in Motion: The Woodlands Town Center**

Susan Vreeland-Wendt  
The Woodlands Development Company

## Electronic Newsletter/E-zine

**-Silver-**

### **E-News Weekly**

Public Affairs  
Enbridge

**-Bronze-**

### **"eNews: Solidifying Relationships and Driving Audiences to the Web"**

Alicia Dietrich  
Harry Ransom Center

**-Merit-**

### **McCombs Weekly**

Communications Department  
McCombs School of Business

## External Magazine

**-Silver-**

### **The University of Houston Magazine**

Darcie Champagne  
University of Houston

**-Bronze-**

### **Baylor Business Review Magazine**

Cynthia Jackson  
Baylor University, Hankamer School of Business

**-Merit-**  
**Texas Magazine**  
Communications Office  
McCombs School of Business at The University of Texas at Austin

**-Merit-**  
**Tierra Grande**  
David S. Jones  
Real Estate Center at Texas A&M University

**External Newsletter**

**-Silver-**  
**Inmotion**  
Marketing & Communications Team  
Dallas Area Rapid Transit

**-Silver-**  
**Ransom Edition: Communicating Beyond the Mailbox**  
Alicia Dietrich  
Harry Ransom Center

**-Bronze-**  
**EnergyPlus Customer News**  
Corporate Communications  
Austin Energy

**-Merit-**  
**Samsung BCS - "Imagine the Possibilities"**  
M/C/C  
Samsung BCS

**Feature Release**

**-Bronze-**  
**Haunting through Houston**  
Lindsey Brown  
Greater Houston Convention and Visitors Bureau

**-Bronze-**  
**Calise and Sedei Introduces Mr. Peabody in Advertising Debut**  
Lewis Public Relations  
Calise and Sedei

**-Merit-**  
**Maximum Read at Hurst Junior High**  
Judy Everett Ramos  
Hurst-Euless-Bedford ISD

**Feature Story**

**-Silver-**  
**From a Pack a Day to 40 Miles a Week**  
Grant Farrimond  
Baylor Health Care System

**-Bronze-**  
**WM site manager takes on Mount Rainer**  
Liz Johnson  
Waste Management

**-Merit-**  
**Fighting Fire with Fire**  
Public Affairs  
Enbridge

**Internal Magazine**

**-Silver-  
EPW**

Shell Exploration & Production U.S.

**-Merit-  
Broadcaster**

CPS Energy Corporate Communications  
CPS Energy

**-Merit-**

**Valero Lines: Chronicling the Soul of a Company**

Mary Rose Brown  
Valero Energy Corporation

**Internal News Story**

**-Silver-**

**Valero's caring spirit blooms half a world away**

Mary Rose Brown  
Valero Energy Corporation

**-Bronze-**

**Fuel for Thought: American Airlines' Employees Focus on Conservations Efforts**

American Airlines Team  
Weber Shandwick

**-Merit-**

**CNO visits NMCB-22 and tours projects in Iraq**

Leslie A. Shively  
NMCB-22  
United States Navy

**Internal Newsletter**

**-Silver-  
Powerline**

Corporate Communications  
Austin Energy-**Silver-**  
**Dellocity**  
Dell

**-Merit-**

**"The Daybreaker" TRISUN Healthcare Employee Newsletter**

Elizabeth Christian & Associates Public Relations  
TRISUN Healthcare

**-Merit-  
Horizons**

Keith R. Schmidt  
Newfield Exploration

**Media Kit**

**-Silver-**

**10 New Rides Media Kit**

Jane Hatter  
Six Flags Over Texas

**-Bronze-**

**Online Media Room - Visit Houston Texas.com/media**

Marketing Department  
Greater Houston Convention and Visitors Bureau

**-Merit-**  
**Waterway Square Unveiling**  
Susan Vreeland-Wendt  
The Woodlands Development Company

**News Release**

**-Silver-**  
**Drilling for Disaster ...**  
Tiffany Heikkila  
Hill & Knowlton

**-Silver-**  
**"Water IQ: Know your water" campaign launch**  
Tuerff-Davis EnviroMedia Inc.  
North Texas Municipal Water District

**-Bronze-**  
**High Fashion Trash**  
Liz Johnson  
Waste Management

**-Bronze-**  
**Buckner Retirement Village Sends Off the Troops**  
Jenny Pope  
Buckner International

**-Bronze-**  
**Sanderson Farms**  
Lesly Rasco  
Greater Waco Chamber

**-Bronze-**  
**Save it or Drain it**  
Laura Raun  
Laura Raun Public Relations  
Hays Trinity Groundwater Conservation District

**-Merit-**  
**Half Price Books Whitman Event**  
Half Price Books

**-Merit-**  
**Customized News Releases for Labview 8.20**  
National Instruments Corporate Communications  
National Instruments

**-Merit-**  
**50th Anniversary Release**  
Corporate Communications Team  
Security Service Federal Credit Union

**Opinion Article**

**-Bronze-**  
**Generation Y Not Now**  
Jacy Cochran  
Biz Comm Associates

**-Merit-**  
**Why Florida Should Say "Yes" to Exploration**  
Keith R. Schmidt  
Newfield Exploration

**Series**

**-Silver-**

**The Sense of Our Time: Norman Mailer & America in Conflict**

Christine Lee  
Harry Ransom Center

**-Bronze-**

**Mr. McKinney would love what we've done with his town**

City of McKinney Communications & Marketing  
City of McKinney

**-Merit-**

**"The Jump" Campaign**

Elisa Adams  
University of Houston

**Special Purpose Publication**

**-Silver-**

**Master Marketers**

Scott White  
Biz Comm Associates

**-Silver-**

**Montgomery Farm Scrapbook**

Biz Comm Associates  
Montgomery Farm

**-Silver-**

**50th Anniversary Commemorative Book**

Corporate Communications Team  
Security Service Federal Credit Union

**-Bronze-**

**Building Life**

LifeGift Organ Donation Center

**-Bronze-**

**Houston: Menu of Venues**

Marketing Department  
Greater Houston Convention and Visitors Bureau

**-Merit-**

**Consistently Promoting: From Prose to Photography**

Jennifer Tisdale  
Harry Ransom Center

**Special Video Project**

**-Silver-**

**Time Is Life**

Newman & Newman, Inc.  
Memorial Hermann Foundation

**-Silver-**

**Visitor Safety Video Campaign**

Stan Sehested & Michael Corcoran  
Chevron Phillips Chemical Company LP

**-Bronze-**

**"Water IQ: Know your Water" Educational Outreach Video**

Tuerff-Davis EnviroMedia Inc.  
North Texas Municipal Water District

**-Bronze-  
Creating a Multi-Purpose Video for Sawyer**

Alyson Briggs  
Vollmer Public Relations  
Sawyer Outdoor Products

**-Merit-  
AATV: Discussing and Sharing with American Airlines' Employees through Video**

Susan Gordon  
American Airlines

**Special Writing Project**

**-Silver-  
Master Marketers**

Scott White  
Biz Comm Associates  
Darling Homes

**-Bronze-  
Financial Literacy Guest Column**

Corporate Communications Team  
Security Service Federal Credit Union

**-Merit-  
2006 Commute Solutions HBJ Special Insert - "Best in Motion"**

Tricia Bentley  
Vollmer Public Relations

**Speech**

**-Silver-  
Alienware - "Better than Real - The Immersive Worlds of Tomorrow's Technology" DigitalLife**

**Keynote Speech**  
M/C/C  
Alienware

**-Merit-  
World Food Prize Speech**

Keith Randall  
Texas A&M University

**Video News Release**

**-Merit-  
Botox Power Play**

VNR-1 Communications, Inc.  
Texas A&M University

**Web site**

**-Silver-  
Delete Censorship**

Half Price Books

**-Bronze-  
<http://www.thewoodland.com>**

Susan Vreeland-Wendt  
The Woodlands Development Company

**-Bronze-  
PKF Texas - Blog [www.fromgregshead.com](http://www.fromgregshead.com)**

PKF Texas  
Security Service Federal Credit Union

**-Merit-**

**[www.mckinneytexas.org](http://www.mckinneytexas.org)**

City of McKinney Communications & Marketing  
City of McKinney

**-Merit-**

**"Energize Your Future" Web site**

Shell Oil Company

**-Merit-**

**Visit Houston Texas. Com**

Marketing Department  
Greater Houston Convention and Visitors Bureau