



2007 PARAGON
AWARDS

And the Winners Are...

NATIONAL
COUNCIL FOR
MARKETING &
PUBLIC
RELATIONS

Sponsored by the National Council for Marketing & Public Relations, the Paragon Awards recognize outstanding achievement in communications at community, junior and technical colleges. It's the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year colleges. NCMPR is an affiliate of the American Association of Community Colleges.

PARAGON AWARDS COORDINATOR

Becky Olson, NCMPR Executive Director

For more information about the Paragons or NCMPR, contact:

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NCMPR

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SPECIAL THANKS TO OUR PARAGON JUDGES

(Listed in alphabetical order)

The following professionals graciously donated their time to review and score this year's Paragon entries. NCMPR thanks them for their time, their expertise and their support of the 2007 Paragon Awards.

Charlene Anderson, Graphic Designer,
Creative Geckos, NM

Eric Anderson, Public Affairs Communications
Specialist, State Farm Insurance, CO

Falyn Arakelian, Graphic Designer, VT

Beth Armour, Graphic Designer and Web
Production Coordinator, UMass Outreach,
University of Massachusetts Amherst, MA

Don Bagwell, President and Creative Director,

Jason Blackwell, Director of Media,

Alexia Chandler, Graphic Designer, and

Terry Hulsey, Graphic Designer, Digital
Impact Design, GA

Jim Battin, Principal, Battin Corporate &
Consumer Communications, LLC, GA

Ellen Bogage, Government Relations
Consultant, EB&A, LLC, MD

Joe Bucci, Marketing Director, The Universities
at Shady Grove, MD

Nancy Burgess, Graphic Designer,
Acorn Designs, VT

Carol Cano, Targeted Delivery Specialist,
Contra Costa Times, CA

Susan Carroll, Editor, Marketing Publications,
and **Sherry Heinzerling**, Editor, Marketing
Publications, *Dayton Daily News*, OH

Pete Codella, President,
Codella Marketing LLC, NV

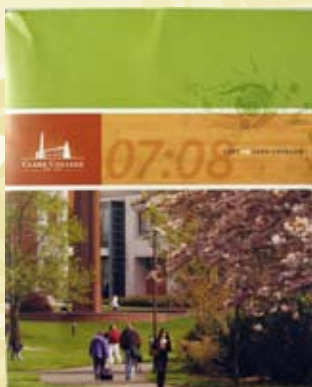
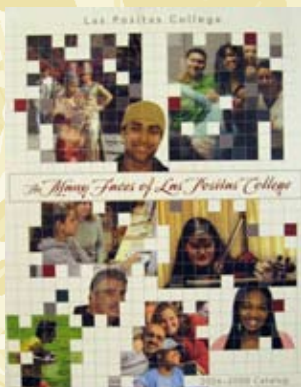
Cindy Cowan, Production Coordinator,
The Farmington Daily Times, NM

Jim Demmon, Cable Television Manager,
Clark/Vancouver Television (CVTV), WA

Kathleen Dutton-Fanning, Associate Account
Director, Martino Flynn, NY

Carey Ferrara, Regional Tourism Representative,
Georgia Department of Economic
Development, GA

ACADEMIC
CATALOG
Chabot-Las Positas
Community
College District,
California



ACADEMIC
CATALOG
Clark College,
Washington

Bill Francisco, President and Founder, AdSharp, Inc., FL

Tammy Graham, Owner/Partner, and **Terri Weisbord**, Owner/Partner, WG Communications Group, NV

Brynn Grant, Director of Marketing, Savannah Economic Development Authority, GA

Neil Greenberger, Public Information Director, Montgomery County Council, MD

Glenda S. Greenwood, Vice President, Huntington National Bank, OH

Linda Griffen, Creative Director, **Allison Lang**, Senior Designer, and **Barb Palar**, Copywriter, Innova Ideas & Services: A Sigler Company, IA

Nate Haas, Director, Media Relations, University of Northern Colorado, CO

Thomas Hamann, President/Creative Director, **Kirtan Nadagouda**, Chief Information Officer, and **Cliff VanMeter**, Interactive Director, ZGH Design, Inc., MI

Laura Jeanne Hammond, Editor-in-Chief, *Next Step Magazine*, Next Step Publishing, Inc., NY

Ken Hannon, Associate Executive Director, and **Todd Still**, Director of Youth Education, Dunedin Fine Art Center, FL

John Heckel, Laser Graphics, OH

Dan Herman, President, Directions Marketing, WA

Brett Holcomb, Producer, Sportsradio 610 WIP, PA

Jaime Ingle, Feature Writer, *Belleville News Democrat*, IL

Larry Jenkins, Partner, Precision Outdoor Advertising, GA

Stacy Jennings, Director of Marketing, *Savannah Morning News*, GA

Matt Jeter, Communications Specialist, Tower29, MO

Brian Johnson, Muller Design Studio, WA

Jana Johnson, Vice President, Administration, Kennickell Print and Communications, GA

Shawn Jones, Designer, SmoJo Designs, OR

Eric Karlovic, Director of Channel Technology/Brand Specialist, Hughes Group-STL, MO

Larry Kleehammer, Partner, Antithesis Advertising, NY

Bob Lindsey, Editor, *Independent News*, MO

Carolyn Marty, Managing Editor, *North County Suburban Journals*, MO

Steve Murphy, Vice President and Creative Director, Lake Champlain Productions, VT

Tami Noland, Account Representative, AMP Printing, Inc., CA

Kyle Ogden, Partner and Creative Director, Ogden/Costa Creative Group, CA

John Pantaleo, Public Information Officer, City of Greeley, CO

Kenton Poole, Poole's Creative Concepts, NY

Mark Radtke, Lobbyist, Colorado Municipal League, CO

Carla Reinas, Account Executive, Thomas Boyd Communications, NJ

Dave Rianda, Public Relations and Communications Specialist, OR

Bill Simmon, Production Manager, Vermont Community Access Media, filmmaker and writer, VT

Joe Smith, Reporter, KGW Northwest NewsChannel 8, OR

Michele Thompson, President, Spectrum Printing & Marketing, Inc., GA

Kara Thornton, Director of Marketing Communications, United Way of Burlington County, NJ

Kedra Tolson, Manager, Media Services, University of Missouri St. Louis, MO

Larry Treu, Director of Sales and Marketing, Flik International Corp., NJ

Cindy Van Schoyck, President, Paw Paw Press, MI

Mike Vergara, Sales Consultant, NextMedia, CO

Mary Wallberg, Owner, Maverick Media, OR

Bill Warner, Ph.D., Chief Strategist, **Kim Myers**, Senior Account Executive, and **Lori Zielinski**, Account Supervisor, Nereus, Inc., OR

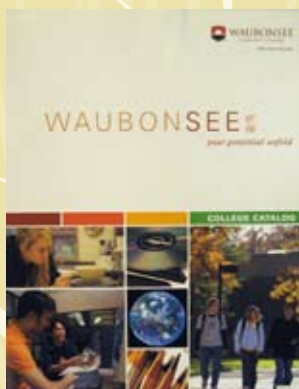
Susan Waters, President, South Atlantic Event Planning Services, GA

Shawntay Wolfe, Publisher/Editor, *San Juan County Kids*, Farmington, NM

Marjorie Young, President, Carriage Trade Public Relations, GA

Rebecca Zoll, Executive Director, North County Incorporated, MO

ACADEMIC
CATALOG
Waubonsee
Community
College, Illinois



BANNERS AND
OUTDOOR
MEDIA
Miami University
Middletown, Ohio

PARAGON JUDGING COORDINATORS

(Listed in alphabetical order)

The following NCMPR colleagues rounded up this year's impressive list of judges and coordinated the review process. Our thanks for their continuing support of NCMPR and the 2007 Paragon Awards competition.

Robin Anctil, Director of Marketing Communications, Iowa Valley Community College District, IA

Jennifer Aries, District Director, Public Information and Marketing, Chabot-Las Positas Community College District, CA

Ann Armstrong, Administrator, College Publications, Sinclair Community College, OH

Linda Baker, Senior Director, Marketing and Public Relations, San Juan College, NM

Russell Banks, Manager, Marketing Communications, Portland Community College, OR

Ann Brand, Director of Community and Government Relations, St. Louis Community College at Florissant Valley, MO

Gail Eubanks, Executive Director of Enrollment Management and Marketing, Savannah Technical College, GA

Jared Fiel, Director of Public Information, Aims Community College, CO

Lauretta Hannon, Director of Communications and Marketing, Atlanta Technical College, GA

Stephanie Henningsen, Information Coordinator, St. Petersburg College, FL

Connie Herrera, Director of Marketing Communications, Monroe Community College, NY

Barbara Kerr, Executive Director of Communications and Marketing, Clark College, WA

Dave Morgan, Director of Marketing, Community College of Southern Nevada, NV

Ann Newsmith, Director, Marketing and Publications, Community College of Vermont, VT

Mark Olson, Director Emeritus, Public Information, Aims Community College, CO

Richard Pokrass, Dean of Institutional Advancement/Executive Director, College Foundation, Burlington County College, NJ

Steve Simon, Director of Communications, Montgomery College, MD

Karen Visser, Director of Marketing and Enrollment Services, Kalamazoo Valley Community College, MI

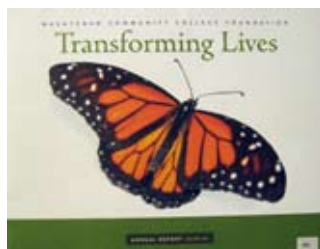


BANNERS AND
OUTDOOR
MEDIA
Moraine Valley
Community
College, Illinois



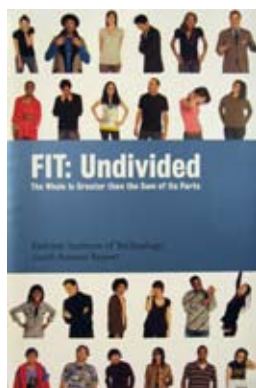
BROCHURE/FLYER 3
Moraine Valley
Community College,
Illinois

BROCHURE/
FLYER, SERIES
Madison Area
Technical College,
Wisconsin



FOUNDATION
ANNUAL REPORT
Washtenaw
Community
College, Michigan

COLLEGE
ANNUAL
REPORT
Fashion Institute
of Technology,
New York



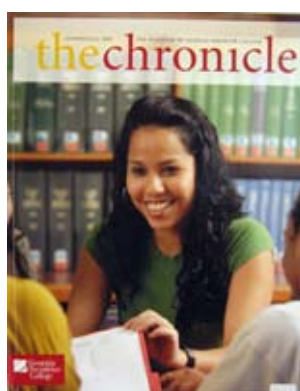
FOUNDATION
ANNUAL
REPORT
Ivy Tech
Community
College of
Indiana / Region
14-Bloomington,
Indiana

COLLEGE
ANNUAL
REPORT
Clark College,
Washington



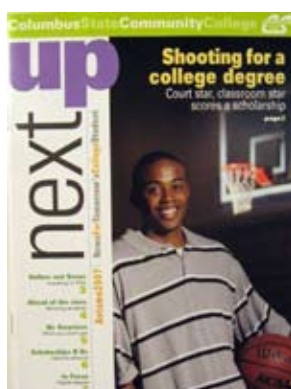
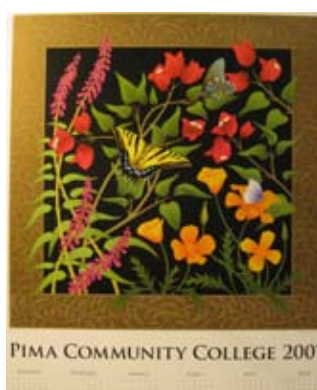
MAGAZINE
Miami Dade
College,
Florida

COLLEGE
ANNUAL
REPORT
Northampton
Community
College,
Pennsylvania



MAGAZINE
Georgia Perimeter
College, Georgia

COMPUTER-
GENERATED
ILLUSTRATION
Pima Community
College, Arizona



NEWSLETTER
Columbus State
Community College,
Ohio

**2007 PARAGON
AWARD WINNERS**

Presented March 11, 2008
Savannah, Georgia
(listed alphabetically by category)

ACADEMIC CATALOG*Division A*

- GOLD** Ivy Tech Community College-Lafayette, Indiana
- SILVER** No award presented
- BRONZE** Chabot-Las Positas Community College District, California

Division B

- GOLD** Clark College, Washington
- SILVER** Waubonsee Community College, Illinois
- BRONZE** College of Southern Nevada, Nevada

**BANNERS AND
OUTDOOR MEDIA**

- GOLD** Ivy Tech Community College, Indiana
- SILVER** Miami University Middletown, Ohio
- BRONZE** Moraine Valley Community College, Illinois

BROCHURE/FLYER 1 AND 2

- GOLD** Oakton Community College, Illinois
- SILVER** Arizona Western College, Arizona
- BRONZE** Virginia Community College System, Virginia

BROCHURE/FLYER 3*Division A*

- GOLD** Central Ohio Technical College, Ohio
- SILVER** Finger Lakes Community College, New York
- BRONZE** Ivy Tech Community College-Lafayette, Indiana

Division B

- GOLD** The Community College of Baltimore County, Maryland
- SILVER** Moraine Valley Community College, Illinois
- BRONZE** Douglas College, British Columbia, Canada

BROCHURE/FLYER, SERIES

- GOLD** The Community College of Baltimore County, Maryland
- SILVER** Ivy Tech Community College, Indiana
- BRONZE** Madison Area Technical College, Wisconsin

CLASS SCHEDULE*Division A*

- GOLD** Virginia Western Community College, Virginia
- SILVER** Southeastern Community College, Iowa
- BRONZE** Hennepin Technical College, Minnesota

Division B

- GOLD** Red Deer College, Alberta, Canada
- SILVER** College of Southern Maryland, Maryland
- BRONZE** Palm Beach Community College, Florida

COLLEGE ANNUAL REPORT*Division A*

- GOLD** Atlanta Technical College, Georgia
- SILVER** Northwest Iowa Community College, Iowa
- BRONZE** Miami University Middletown, Ohio

Division B

- GOLD** Fashion Institute of Technology, New York
- SILVER** Clark College, Washington
- BRONZE** Northampton Community College, Pennsylvania

**COLLEGE
PROMOTIONAL VIDEO**

- GOLD** College of Southern Maryland, Maryland
- SILVER** Community College of Philadelphia, Pennsylvania
- BRONZE** Colorado Mountain College, Colorado

COLLEGE VIDEO PROGRAM

- GOLD** Peralta Community College District, California
- SILVER** Scottsdale Community College, Arizona
- BRONZE** Pima Community College, Arizona

**COMPUTER-GENERATED
ILLUSTRATION**

- GOLD** Pima Community College, Arizona
- SILVER** No award presented
- BRONZE** Bunker Hill Community College, Massachusetts

**ELECTRONIC CLASS
SCHEDULE/CATALOG**

- GOLD** Truckee Meadows Community College, Nevada
- SILVER** Mount Wachusett Community College, Massachusetts
- BRONZE** Pima Community College, Arizona

ELECTRONIC VIEWBOOK

- GOLD** No award presented
- SILVER** No award presented
- BRONZE** Greenville Technical College, South Carolina

**FEATURE ARTICLE/GENERAL
NEWS STORY**

- GOLD** Volunteer State Community College, Tennessee
- SILVER** Collin County Community College District, Texas
- BRONZE** Lake Land College, Illinois

ORIGINAL
PHOTOGRAPHY
Dakota County
Technical
College,
Minnesota



PRINT
ADVERTISEMENT,
SINGLE
Minnesota State
Colleges and
Universities,
Minnesota

ORIGINAL
PHOTOGRAPHY
North Hennepin
Community
College,
Minnesota



VIEWBOOK
Mt. Hood
Community
College, Oregon

POSTCARD
Technical
College of the
Lowcountry,
South Carolina

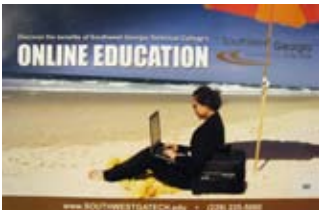


POSTCARD
South Puget
Sound
Community
College,
Washington



VIEWBOOK
Navarro College, Texas

POSTCARD
Southwest
Georgia
Technical
College, Georgia



WILD CARD
Tidewater
Community
College, Virginia

POSTER 2
Ivy Tech
Community
College-Columbus,
Indiana



FOLDER COVER

- GOLD** Santa Ana College, California
- SILVER** Century College, Minnesota
- BRONZE** Baton Rouge Community College, Louisiana

FOUNDATION ANNUAL REPORT

- GOLD** Harper College, Illinois
- SILVER** Washtenaw Community College, Michigan
- BRONZE** Ivy Tech Community College of Indiana / Region 14-Bloomington, Indiana

FUND RAISING/ ANNUAL CAMPAIGN

- GOLD** Brazosport College, Texas
- SILVER** Pulaski Technical College, Arkansas
- BRONZE** Yavapai College, Arizona

GOVERNMENT RELATIONS OR COMMUNITY RELATIONS PROJECT

- GOLD** Del Mar College, Texas
- SILVER** Mount Wachusett Community College, Massachusetts
- BRONZE** Monroe Community College, New York

INNOVATION IN TECHNOLOGY

- GOLD** Kwantlen University College, British Columbia, Canada
- SILVER** University of Arkansas Community College at Morrilton, Arkansas
- BRONZE** University of Hawaii Community Colleges, Hawaii

LOGO DESIGN

- GOLD** South Seattle Community College, Washington
- SILVER** Cedar Valley College, Texas
- BRONZE** Butler Community College, Kansas

MAGAZINE

- GOLD** Bunker Hill Community College, Massachusetts
- SILVER** Miami Dade College, Florida
- BRONZE** Georgia Perimeter College, Georgia

MEDIA SUCCESS STORY

- GOLD** Waubensee Community College, Illinois
- SILVER** Atlantic Cape Community College, New Jersey
- BRONZE** Owens Community College, Ohio

NEWSLETTER

Division A

- GOLD** Okaloosa-Walton Community College, Florida
- SILVER** Albany Technical College, Georgia
- BRONZE** Hennepin Technical College, Minnesota

Division B

- GOLD** Columbus State Community College, Ohio
- SILVER** St. Charles Community College, Missouri
- BRONZE** Montgomery College, Maryland

NIFTY AND THRIFTY

- GOLD** Kwantlen University College, British Columbia, Canada
- SILVER** Elgin Community College, Illinois
- BRONZE** Santa Fe Community College, Florida

NOTES/CARDS/ INVITATIONS

- GOLD** Tri-County Technical College, South Carolina
- SILVER** Tidewater Community College, Virginia
- BRONZE** North Hennepin Community College, Minnesota

NOVELTY ADVERTISING

- GOLD** Santa Fe Community College, Florida
- SILVER** Southern State Community College, Ohio
- BRONZE** Dakota County Technical College, Minnesota

ONLINE NEWSLETTER

- GOLD** Colorado Mountain College, Colorado
- SILVER** Lake Superior College, Minnesota
- BRONZE** Gwinnett Technical College, Georgia

ONLINE SERVICES

- GOLD** Maricopa Community Colleges, Arizona
- SILVER** Tidewater Community College, Virginia
- BRONZE** Henry Ford Community College, Michigan

ORIGINAL PHOTOGRAPHY

- GOLD** Dakota County Technical College, Minnesota
- SILVER** North Hennepin Community College, Minnesota
- BRONZE** Minnesota West Community and Technical College, Minnesota

POSTCARD

- GOLD** Technical College of the Lowcountry, South Carolina
- SILVER** South Puget Sound Community College, Washington
- BRONZE** Southwest Georgia Technical College, Georgia

POSTER 1

- GOLD** Moraine Valley Community College, Illinois
- SILVER** College of DuPage, Illinois
- BRONZE** Tyler Junior College, Texas

POSTER 2

Division A

- GOLD** Antelope Valley College, California
- SILVER** Columbia-Greene Community College, New York
- BRONZE** Ivy Tech Community College-Columbus, Indiana

Division B

- GOLD** Brazosport College, Texas
- SILVER** Miami University Hamilton, Ohio
- BRONZE** Bunker Hill Community College, Massachusetts

PRINT ADVERTISEMENT, SERIES

- GOLD** Colorado Mountain College, Colorado
- SILVER** Kentucky Community & Technical College System, Kentucky
- BRONZE** Metropolitan Community Colleges, Missouri

PRINT ADVERTISEMENT, SINGLE

- GOLD** Minnesota State Colleges and Universities, Minnesota
- SILVER** Portland Community College, Oregon
- BRONZE** J. Sargeant Reynolds Community College, Virginia

PROMOTION CAMPAIGN FOR A SPECIAL EVENT

Division A

- GOLD** No award presented
- SILVER** Tacoma Community College, Washington
- BRONZE** North Arkansas College, Arkansas

Division B

- GOLD** Del Mar College, Texas
- SILVER** Fox Valley Technical College, Wisconsin
- BRONZE** Cuyahoga Community College, Ohio

RADIO ADVERTISEMENT, SERIES

- GOLD** Potomac State College of West Virginia University, West Virginia
- SILVER** Hinds Community College, Mississippi
- BRONZE** Madison Area Technical College, Wisconsin

RADIO ADVERTISEMENT, SINGLE

- GOLD** Kentucky Community & Technical College System, Kentucky
- SILVER** Southeastern Community College, Iowa
- BRONZE** Cuyahoga Community College, Ohio

SPORTS BROCHURE

- GOLD** Butler Community College, Kansas
- SILVER** Elgin Community College, Illinois
- BRONZE** Canadore College, Ontario, Canada

STUDENT HANDBOOK

- GOLD** Elgin Community College, Illinois
- SILVER** Yavapai College, Arizona
- BRONZE** Miami Dade College, Florida

SUCCESSFUL RECRUITMENT MARKETING CAMPAIGN

- GOLD** Portland Community College, Oregon
- SILVER** College of Southern Nevada, Nevada
- BRONZE** Carroll Community College, Maryland

VIDEO ADVERTISEMENT, SERIES

- GOLD** Pierce College, Washington
- SILVER** Dunwoody College of Technology, Minnesota
- BRONZE** Kentucky Community & Technical College System, Kentucky

VIDEO ADVERTISEMENT, SINGLE

- GOLD** Minnesota State Colleges and Universities, Minnesota
- SILVER** Kentucky Community & Technical College System, Kentucky
- BRONZE** Dunwoody College of Technology, Minnesota

VIEWBOOK

- GOLD** Mt. Hood Community College, Oregon
- SILVER** Navarro College, Texas
- BRONZE** Western Nevada College, Nevada

WEB SITE

- GOLD** University of Hawaii Community Colleges, Hawaii
- SILVER** Century College, Minnesota
- BRONZE** Elgin Community College, Illinois

WILD CARD

- GOLD** Tidewater Community College, Virginia
- SILVER** Casper College, Wyoming
- BRONZE** Mount Wachusett Community College, Massachusetts



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Greeley, CO 80633

Winters And the Aires

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