

Annual Reports - Silver

2014 Lenexa Year in Review
City of Lenexa

2014 Children's Mercy Annual Report
Telisa Hassen and Thomas McCormally
Children's Mercy Kansas City

Annual Reports - Gold

Year in Review 2014
Emily Fors and Cindy Barber
JE Dunn Construction

2014 NAIC Annual Report: State-Based Insurance
Regulation: Protecting the Future
National Association of Insurance Commissioners

Blogs - Silver

Blog - Learning without Boundaries
KU College of Liberal Arts and Sciences - External
Relations team

Missouri Credit Union - Heads and Tails Blog
Trozzolo Communications Group

Brochures - Silver

CityPlace Brochure and Presentation System
Parris Communications, Block Real Estate Services,
and REACTOR Studios

Creative or Unconventional Tactics - Silver

Why I Like Lenexa Chalkboard
City of Lenexa

TWS Kickstarter Crowdfunding Campaign
UCM Innovative PR 2014 Specialists and IPR
Graduate Student Manager Jonathan Haile

Video - Silver

LSA Portfolio Analytics "Navigating the Financial
Wilderness" Video
Brockton Creative Group

Dave Dal Porto Testimonial Video
Sullivan Higdon and Sink and Scenic Road

Avila University Be Inspired
Trozzolo Communications Group

Video - Gold

Children's Mercy: Inside Pediatrics
Children's Mercy Kansas City

Seniors Taking Selfies
GlynnDevins

Hill's Pet Nutrition – Prescription Diet Metabolic Plus
Heather Hamilton and Kim Shelton
GHG

ONE Gas 811 PSAs
ONE Gas Communications

9 Financial Habits for Millennials
UMB Financial Corporation

Press Kits/Media Kits - Silver

2015 Kansas City Restaurant Week Media Kit
Greg Loeffler, Lydia Young, Travis Joyal
Page Communications

H&R Block Budget Challenge for Teens
H&R Block with Spong

Folds of Honor QuikTrip 500 Media Kit
Parris Communications and QuikTrip

Social Media - Silver

QT Kitchens Nationwide Launch
Parris Communications and QuikTrip

#IamRU Campaign
Rockhurst University

QuikTrip April FOOD's Day Breakfast Pizza Launch
Parris Communications and QuikTrip

Social Media - Gold

Chinet Social Media Plan
Chinet and Muller Bressler Brown

Children's Mercy: Inside Pediatrics
Jake Jacobson
Children's Mercy Kansas City

#MajorMonday
KU College of Liberal Arts and Sciences - External
Relations team

UMB Financial Corporation Social Media Content
Calendar
UMB Marketing Communication Team and DEG

2015 Kansas City Restaurant Week Social Media
Lydia Young, Carolyn Anderson, Travis Joyal, and
Derek Klaus

Page Communications

ONE Gas Distribution Company Facebook Pages
Marianne Sicking
ONE Gas

Lifespace Communities - Social Media
Randy Eilts, Brandi Towns, Dave Dunn, Dani Row,
and Morgan Schaeffer
GlynnDevins

Missouri Bank - Social Media
Trozzolo Communications Group

UMB Financial Corporation Socialite Program
UMB Financial Corporation

Special Projects - Silver

OptumRx Press Conference: Unused Medication
Donations
Breanne Frakes, Greg Loeffler, Lee Page
Page Communications

The Terraces at San Joaquin Gardens – Senior Dog
Squad
Randy Eilts, Brandi Towns, and Dani Row
GlynnDevins

Special Projects - Gold

Chinet Media Relations Kickoff
Chinet and Muller Bressler Brown

Contact Center Employees Find Relationships are the
Heart of Business Success
Morningstar Communications

NASCAR Folds of Honor QuikTrip 500
Parris Communications and QuikTrip

Special Publications - Silver

Kansas City Parks and Recreation 2014 Spring and
Summer Activities Guide
Brockton Creative Group

UCM PR - Fight CRC STRONG Magazine
Andrew Wortmann
UCM PR Program Student Team

Websites - Silver

Creation of Berkley Riverfront Park Website
Marissa Cleaver Wamble
Port KC

TWS Supporting Website, Post Documentary
Sourcing
UCM Innovative PR 2014 Specialists and IPR
Graduate Student Manager Jonathan Haile

Websites - Gold

Shook, Hardy & Bacon Website
K. Hollar, A. Talbott, A. Beshkova, and S. Seilnacht
Shook, Hardy & Bacon

Direct Mail/Direct Response - Silver

Heartland Tractor Direct Mail
Trozzolo Communications Group

Feature Stories - Silver

Mission Critical Feature Writing
Emily Fors
JE Dunn Construction

Feature Stories - Gold

Don't Die for Love
Gerald Hay
Johnson County Government

Magazines - Silver

Groundbreaking Magazine
Emily Fors and Susan McCullick
JE Dunn Construction

Newsletters - Silver

Ash Grove Cement Neighbors Newsletter
Jacqueline Clark, Fellow PRSA, Linda Word, Liana
Rosenbloom
Ash Grove Cement Company and Sturges Word
Communications

Ash Grove Foundations for Safety Employee
Newsletter
Jacqueline Clark, Fellow PRSA, Linda Word, Melissa
Sturges, APR
Ash Grove Cement Company and Sturges Word
Communications

Ash Grove Foundations Employee Newsletter
Jacqueline Clark, Fellow PRSA, Linda Word, Melissa
Sturges, APR
Ash Grove Cement Company and Sturges Word
Communications

The ESOP Builder
Emily Fors and Susan McCullick
JE Dunn Construction

Community Relations - Silver

Lee National Denim Day
Crossroads

Enterprise Community
Katie Garcia and Melissa Sturges
Sturges Word Communications

Missouri Bank - Swipe Local
Trozzolo Communications Group

Women Who Do LiftTOUR to Support Dress for
Success by Crossroads and Vanity Fair Lingerie
Crossroads

Southern Minnesota Energy Cooperative Regulatory
Approval Announcement
Melissa Sturges, APR and Michelle Cheesman
Sturges Word Communications

CSI-KC High School Students Unit - HSSU Career and
College Exploration Program
Phillips-West Public Relations and Communications,
Helix-Wellner

Mid-America Regional Council Solid Waste
Management District Recycle More Campaign
Trozzolo Communications Group

Community Relations - Gold

Random Acts of BBQ
Chase Wagner, Lindsey DeWitte, and Anna Cofer
Crossroads

H&R Block Budget Challenge for Teens
H&R Block with Sponge

Energizing Your Environment
KCP&L

Shawnee Mission Health Paint the Town Pink
Parris Communications and Shawnee Mission Health

Events and Observances - Silver

AC Hotels by Marriott Kansas City Westport, AC
Reveal
Crossroads

Frontier Justice - Grand Opening Celebration
Frontier Justice with InQuest Marketing

Women Who Do Launch Event by Crossroads and
Vanity Fair Lingerie
Crossroads

Ringling Bros. and Barnum and Bailey Book Lovers
Clown Crawl
Sarah Lehman and Travis Joyal
Page Communications

ACA QandA Day
H&R Block

ITC V-Plan Stakeholder Tour
Crossroads

Missouri Bank - Rock. Paper. Scissors. Throwdown
Tournament
Trozzolo Communications Group

Anderson County Hospital Grand Opening
Karen Wood
Saint Luke's Health System

Events and Observances - Gold

Lee Jeans Blue Jeans Trade-In
Crossroads and Lee Jeans

QT Kitchens Nationwide Launch
Parris Communications and QuikTrip

Hopfest Craft Beer Festival
Sarah Lehman and Travis Joyal
Page Communications

JDRF Dream Gala
Trozzolo Communications Group

Integrated Communications - Silver

Dairy Queen Blizzard Battle
Crossroads

Get Ready - Job Change
National Association of Insurance Commissioners

KCP&L Safety Video Contest
Kristi Suderman
KCP&L

Get Ready Turning 50
National Association of Insurance Commissioners

Harrogate – Harrogatunity

R. Eilts, B. Towns, J. Bell, D. Row, C. March, M. Schaeffer, and T. Johnson
GlynnDevins

Integrated Communications - Gold

A More Beautiful Barn by Shady Brook Farms and Honeysuckle White
Crossroads

Teen Driving campaign
National Association of Insurance Commissioners

H&R Block Budget Challenge for Teens
H&R Block with Sponge

Women Who Do LiftTOUR by Crossroads and Vanity Fair Lingerie
Crossroads

Small Business
National Association of Insurance Commissioners

Dairy Queen Red Velvet Cupid Cake
Crossroads

Get Ready - New Car
National Association of Insurance Commissioners

Internal Communications - Silver

2015 Susan G. Komen 3-Day Affiliate Relations Program
Crossroads and Susan G. Komen 3-Day

Lifespace Communities - Internal Communications
Randy Eilts, Dave Dunn, Dani Row, and Morgan Schaeffer
GlynnDevins

Marketing Business to Business - Silver

KCP&L's Business Energy Efficiency Rebates Forum
Julie Dietrich and Clara Miller
KCP&L

Shook, Hardy & Bacon Rebranding
K. Hollar, A. Beshkova, A. Talbott, and S. Seilnacht
Shook, Hardy & Bacon

Erise IP 2014-2015 Business to Business Campaign
Proventus Consulting

Sales Adventure – Social Centerpieces
Randy Eilts, Brandi Towns, and Chelsea March
GlynnDevins

Marketing Consumer Products and Services - Silver

Sonny's BBQ IRS Day
Chase Wagner, Anna Cofer, and Matt Lowe
Crossroads

H&R Block Budget Challenge for Teens
H&R Block with Sponge

QuikTrip April FOOD's Day Breakfast Pizza Launch
Parris Communications and QuikTrip

Lee Jeans Denim Den at Dad 2.0 Blogger Summit
Crossroads

Marketing Consumer Products and Services - Gold

Vanity Fair Lingerie Lounge at Mom 2.0
Brooke Ehlers, Lindsey DeWitte, Karee Hackel, and Anna Cofer
Crossroads

Verizon Wireless 2014 Network Story
Katie Garcia, Liana Rosenbloom, and Melissa Sturges
Sturges Word Communications

Cargill Turkey Trial at Mom 2.0
Crossroads

QT Kitchens Nationwide Launch
Parris Communications and QuikTrip

Lee Jeans - Influencer Relations Program
Crossroads

Price Chopper Food or Fuel REWARDS Program Launch
Price Chopper with InQuest Marketing

Lifespace Communities – FY15 Public Relations Campaign
R. Eilts, B. Towns, D. Dunn, D. Row, C. March, B. Ater, and T. Johnson
GlynnDevins

Go Linda, Go Life
Dan Vogt, Josh Knight, Laurel Gifford, Colleen Cook, Matthew Kemp, Kelsey Reid, Ashley Blythe, Esther Grenz
Saint Luke's Health System

mobank mobile adoption campaign
Trozzolo Communications Group

Public Affairs - Silver

Ash Grove 2015 Tulsa Permitting
Jacqueline Clark, Fellow PRSA
Ash Grove Cement Company and Sturges Word
Communications

Ash Grove 2015 Montana Tax Legislation
Jacqueline Clark, Fellow PRSA, Linda Word
Ash Grove Cement Company and Sturges Word
Communications

Public Affairs - Gold

Protecting the Future
National Association of Insurance Commissioners

Ash Grove 2015 Kansas Tax Settlement
Jacqueline Clark, Fellow PRSA, Linda Word
Ash Grove Cement Company and Sturges Word
Communications

Public Service - Silver

Shawnee Mission Health's Light the Town Pink
Parris Communications and Shawnee Mission Health

Reputation/Brand Management - Silver

Lee Jeans #LeeGoodDeed
Crossroads

Highwood Properties Reputation/Brand Man.
Trozzolo Communications Group

Susan G. Komen 3-Day Brand Management
Crossroads

Reputation/Brand Management - Gold

Children's Mercy: Inside Pediatrics
Children's Mercy Kansas City

TouchNet + Heartland Rebrand
Trozzolo Communications Group

Saint Luke's Mid America Heart Institute Media
Relations Campaign
Laurel Gifford and Esther Grenz, APR
Saint Luke's Health System

NASCAR Folds of Honor QuikTrip 500
Parris Communications and QuikTrip

Missouri Credit Union - Campaign
Trozzolo Communications Group

Saint Luke's East Hospital: Twins Times 6
Meredith Cantrell, Laurel Gifford, Michelle Manuel,
Esther Grenz, APR, and Dean Shepard
Saint Luke's Health System

Best of Show
Women Who Do LiftTOUR by Crossroads and Vanity
Fair Lingerie

Bill Delay Service Award
Jessica Bjorgaard

Roger Yarrington "PR Pro of the Year" Award
David Eaheart

PR Team of the Year
Honeywell's Federal Manufacturing & Technologies
(FM&T) communications team