

2009

18th Annual

National
**Mature Media
Awardssm**

WINNERS

National Sponsors

American Custom Publishing Corporation®
National Association of Area Agencies on Aging

The National Mature Media Awardssm

The *National Mature Media Awards*sm is the largest awards program of its kind to recognize the nation's 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 clearinghouse for older adult programs.

Entries for the 2009 *National Mature Media Awards* program were judged by panels of experts in the field of senior marketing and 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 and 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.

2009 Best of Show Prize

American Custom Publishing Corporation® sponsored the 2009 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 Corporation and the Mature Market Resource Center are proud to announce the winner of the 2009 Best of Show Prize:

North Shore Senior Center *for*

Capabilities Booklets

Division: Community Organizations

Category: Brochure / Booklet (Marketing Communications)

2009 National Sponsors



Advocacy. Action. Answers on Aging.



AMERICAN
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2009 JUDGES

ERIC ANDERSON is the Marketing and Communications Manager for Asbury Communities, Inc., a system of not-for-profit retirement communities based in Germantown, MD. He develops and improves Asbury's corporate communications, manages risk communications, and supports marketing initiatives that increase awareness and occupancy for Asbury's communities. He draws upon 17 years of experience in roles such as editing, media production and script development, journalism, campaign development, web-based content coordination, and advertising sales and media management.

JOAN BELOFF is a specialist in the field of gerontology with 30 years of experience serving the elderly population. She serves as the New Vitality/Community Outreach Director for Chilton Memorial Hospital in Pompton Plains, NJ, where she coordinates community outreach programs for the hospital and surrounding community. Ms. Beloff also supervises the Gerontology, Community Health, Parent Education and Corporate Wellness personnel at Chilton Memorial Hospital. She received the "Gerontologist of the Year" award from the Society on Aging of New Jersey for 2008.

VIOLA A. BIELOBRADEK is Service Line Marketing Manager at Loyola University Medical Center in Maywood, IL. Ms. Bielobradek earned her BS in Commerce degree from DePaul University, Chicago. She has extensive experience in marketing communications, intergraded advertising and promotion campaigns, multichannel product distribution, customer relationship management, technology deployment, and change management.

AARON D'COSTA is Vice President of Customer Loyalty at Pathway Senior Living, LLC in Des Plaines, IL. With 19 years in seniors' housing, Mr. D'Costa currently oversees the sales and marketing, food service, compliance, community life and transportation functions. Prior to joining the company, he operated a strategic marketing and management consulting firm with clients throughout the country benefiting from his varied experiences. Mr. D'Costa previously

COMMUNITY ORGANIZATIONS

Annual Report

- BRONZE *Publications – Annual Report*
**Area Agency on Aging,
Region One**
- BRONZE *Year In Review*
Mather LifeWays
- MERIT *Annual Report: From Cocoon
to Butterfly*
FiftyForward
- MERIT *Annual Report FY 2008*
North Shore Senior Center

Brochure / Booklet (Marketing Communications)

- GOLD *Capabilities Booklets*
North Shore Senior Center
- SILVER *"Adult Day Services –
Designed for Care"*
LIFE Senior Services
- MERIT *Marketing Communications:
Brochure*
**Area Agency on Aging,
Region One**

Brochure / Booklet (Publications)

- SILVER *Next Steps*
Aging with Dignity
- MERIT *Siguientes Pasos*
Aging with Dignity
- MERIT *Women at War*
VFW Magazine

Graphic Design

- BRONZE *"Cold Comfort"*
AARP Bulletin
- MERIT *"May I Help You?"*
AARP Bulletin
- MERIT *"Oops! I Retired Too Soon" (cover)*
AARP Bulletin
- MERIT *"Adult Day Services –
Designed for Care"*
LIFE Senior Services

Magazine

- MERIT *The Vintage Newsmagazine
– September 2008*
LIFE Senior Services
- MERIT *Mature Living*
Life Way Christian Resources

Marketing / Advertising Campaign

- MERIT *Person-Centered Care Training
Conference*
Mather LifeWays

Miscellaneous Publication

- SILVER *Kirby Pines Retirement Community
25th Anniversary Book*
**Kirby Pines Retirement
Community**

Newsletter

- SILVER *Talk Newsletter*
North Shore Senior Center
- MERIT *The Mather LifeWays Employee
Newsletter*
Mather LifeWays

Newspaper / Tabloid

- SILVER *January – February issue*
AARP
- MERIT *Bridge Winter 2009*
Lake County Council on Aging
- MERIT *Senior Voice Newspaper*
**Older Persons Action Group /
Senior Voice**
- MERIT *Milestones May 2008*
**Philadelphia Corporation
for Aging**

Photograph

- BRONZE *Baseball Centenarian,
Speedy Iavarone*
AARP Bulletin
- BRONZE *Homeless, Barbara Harvey*
AARP Bulletin
- MERIT *Coupon Clipper, Kay MacVey*
AARP Bulletin
- MERIT *Humanitarian Waiter, Harold DeLong*
AARP Bulletin
- MERIT *Retail Jobs, Bert Coker*
AARP Bulletin
- MERIT *Wii Bowlers*
AARP Bulletin
- MERIT *Photograph – Hands & Watch*
**Area Agency on Aging,
Region One**

Public Relations Campaign

- BRONZE *Aging Well Rocks!*
Mather LifeWays
- BRONZE *Beat The Heat For New Air
Conditioning Unit*
Philadelphia Senior Center

Series of Magazine / Newspaper / Newsletter Articles

- GOLD *Scam Alert*
AARP
- GOLD *Aging Well*
LIFE Senior Services
- SILVER *Editor's Letter*
AARP
- SILVER *Sturgis Motorcycle Rally 2008*
AARP

- SILVER *Aging Well*
Asbury Communities
- SILVER *John Knox Village "Brain Fitness"*
John Knox Village of Central Florida, Inc.
- SILVER *John Knox Village "Honor Air Veterans"*
John Knox Village of Central Florida, Inc.
- SILVER *Ask Dr. Dannette*
LIFE Senior Services
- SILVER *Mike Miller, series, "When Seniors Travel"*
Older Persons Action Group / Senior Voice
- SILVER *Deadliest Vietnam Battles*
VFW Magazine

Single Magazine / Newspaper / Newsletter Article

- GOLD *Going Hungry In America*
AARP
- GOLD *Where Have All The Doctors Gone?*
AARP
- GOLD *Grandparents Raising Grandchildren*
Georgia Generations
- GOLD *Scams That Target Seniors*
Michigan Generations
- GOLD *Blinded By War*
VFW Magazine
- GOLD *Disabilities No Barrier for Amputee Golfers*
VFW Magazine
- SILVER *Ties that Bind*
AARP
- SILVER *Tradition Under Stress*
AARP
- SILVER *Senior Beat*
Eastern Area Agency on Aging
- SILVER *The Changing Face of Georgia's Seniors*
Georgia Generations
- SILVER *Michigan's Senior Centers: Why the Future Looks Bright*
Michigan Generations
- SILVER *An 'age-defying women,' she's still doing volunteer work – at 90*
Philadelphia Corporation for Aging
- SILVER *Stay Tuned to Your Hearing*
VFW Magazine
- BRONZE *Barack Obama / John McCain*
AARP
- BRONZE *Retirement on Hold*
AARP
- BRONZE *Second Blooming for Women*
Council on Aging of West Florida
- MERIT *Behavioral Research and AARP*
AARP

- MERIT *Too Old To Be President?*
AARP

Special Event

- GOLD *Clare Chapel Campaign & Dedication*
Franciscan Sisters of Chicago Service Corp.

Speech

- GOLD *"From Exclusion to Empowerment: Chinese American Women in New England"*
AARP
- SILVER *Balancing Work Responsibilities With Caregiving*
AARP
- SILVER *Convocation Speech Boston College*
AARP
- BRONZE *"The Challenge of Faith in Health Disparities"*
AARP
- BRONZE *Health Care Reform: The Seven Deadly Myths*
AARP

Staff / Inservice Training

- BRONZE *Creativity, Independence, and Meaning*
Easter Seals, Inc.

TV Ad

- MERIT *Brown Bag Food Program – Volunteer Recruitment*
Elder Services of the Merrimack Valley, Inc.
- MERIT *Medical Advocacy Volunteer Recruitment*
Elder Services of the Merrimack Valley, Inc.

Video (Educational/Training Programs)

- SILVER *"Life's Senior Centers – Active, Involved & Thriving"*
LIFE Senior Services

CONSUMER PRODUCTS

Book

- BRONZE *Unbelievably Good Deals & Great Adventures That You Absolutely Can't Get Unless You're Over 50*
The McGraw-Hill Companies
- MERIT *GRACEFULLY: Looking and Being Your Best at Any Age*
The McGraw-Hill Companies

FINANCIAL SERVICES

Book

- BRONZE *The Money Doctor's Guide To Taking Care of Yourself When No One Else Will*
The Gallagher Group

Magazine

- MERIT *Strategies*
Associated Wealth Management

Single Magazine / Newspaper / Newsletter Article

- SILVER *"Never Violate Your Sleep Quotient"*
Medallion Financial Group
- MERIT *"Opportunities Abound in the 2008 Tax Code"*
Medallion Financial Group

Staff / Inservice Training

- SILVER *Baby Boomers: Doing Business with a Complex Generation*
The Hartford Financial Services Group, Inc.

GOVERNMENT

Book

- SILVER *Exercise and Physical Activity: Your Everyday Guide from the National Institute on Aging*
National Institute on Aging
- BRONZE *Alzheimer's Disease: Unraveling the Mystery*
National Institute on Aging
- BRONZE *Talking With Your Older Patient*
National Institute on Aging
- MERIT *Healthy Aging*
National Institute on Aging
- MERIT *Menopause: Time For A Change*
National Institute on Aging

Brochure / Booklet (Publications)

- GOLD *Senior Surf Day: Learn to Surf the World Wide Web*
Minnesota Board on Aging
- BRONZE *Medicare & NYSHIP for NY/PE Retirees 2009*
NYS Dept. of Civil Service, Employee Benefits Division
- BRONZE *A Guide for Caregivers: What You Need to Know*
Westchester County Department of Senior Programs & Services

Consumer Education Program

- GOLD *Understanding Chemotherapy and Managing Its Side Effects*
National Cancer Institute
- MERIT *Working Caregiver Support Program: Education & Outreach to Businesses & Employers*
Central Plains Area Agency on Aging
- MERIT *Senior Scene: Personal Preparedness*
MA. Executive Office of Elder Affairs

2009 JUDGES (continued)

held community- and corporate-based positions with national providers such as Marriott Senior Living Services, Sunrise Senior Living, Classic Residence by Hyatt and Fountains Retirement Communities. He earned his MBA from The George Washington University.

SHARRON DILLON is Director of Marketing at Larksfield Place Retirement Communities in Wichita, KS. She has been in the retirement industry for 24 years, beginning her career as a retirement counselor. She soon became Marketing Director and Marketing Consultant for Heritage Centers of America helping other communities with marketing issues. After selling retirement rentals, Ms. Dillon had the opportunity to work with a Life Care Community, Wesley Retirement Communities, dba Larksfield Place Retirement Communities. She has also worked in the advertising, development and creative areas of the industry.

KERRY T. GREEN is an account manager with The Ehlers Group (TEG), an award-winning strategic marketing company. With offices in Florida and Virginia, TEG specializes in real estate development and active adult communities throughout the country. Ms. Green is a graduate of Florida Agricultural & Mechanical University and holds a Bachelor of Science degree in journalism.

AMY GYAU-MOYER is the Marketing Outreach Specialist for the Eldercare Locator based in Washington, DC. The Eldercare Locator is a public nationwide service of the U.S. Administration on Aging (AoA) and administered by the National Association of Area Agencies on Aging (n4a). Prior to this position, she was the Regional Director of Admissions and Marketing for a healthcare provider based in Maryland and she has several years of experience in the field of aging. Ms. Gyau-Moyer has a Bachelors degree in Healthcare Administration and holds a Masters degree in Management with a concentration in Public Relations.

C. JILL HOFER is Director of Communication and Public Relations and Executive Director, Watermark for Kids at Watermark Retirement Communities based in Tucson, AZ. Ms. Hofer came to the senior living industry

Graphic Design

- GOLD** *Exercise and Physical Activity: Your Everyday Guide from the National Institute on Aging*
National Institute on Aging
- SILVER** *Healthy Aging*
National Institute on Aging

Staff / Inservice Training

- BRONZE** *Providing Independent Living Support: Training for Senior Corps Volunteers*
Corporation for National & Community Service; JBS International

Video (Educational/Training Programs)

- BRONZE** *When The Unexpected Happens*
Pierce County Aging & Long Term Care

HEALTHCARE

Annual Report

- MERIT** *Annual Report – 2008*
SAA

Brochure / Booklet (Marketing Communications)

- MERIT** *OptumHealth CAD Booklet*
Carrot / OptumHealth Consumer Engagement
- MERIT** *CareMore Corporate Brochure*
TRAFFIK

Brochure / Booklet (Publications)

- BRONZE** *Juniper Communities Preserves Legacies*
Juniper Communities
- MERIT** *Senior Wellness Membership Brochure*
Aiken Regional Medical Centers

Calendar

- SILVER** *Live It Up – Member Calendar 2009*
Humana, Inc.
- MERIT** *2009 PrimeTime Living Calendar*
American Custom Publishing Corporation

Consumer Education Program

- GOLD** *Inside RA LIVE: Living Informed, Vibrant & Empowered Patient Binder*
Hudson Medical Communications, Wyeth Pharmaceuticals, & Amgen
- BRONZE** *Looking Ahead: Choices for Medical Care When You're Seriously Ill*
Health Dialog
- BRONZE** *Inside RA LIVE: Living Informed, Vibrant & Empowered Flipchart*
Hudson Medical Communications, Wyeth Pharmaceuticals, & Amgen

- BRONZE** *UCare's MSHO Strong & Stable Kit*
UCare

Direct Mail Ad

- BRONZE** *Interactive Mailer LA/OC*
TRAFFIK
- BRONZE** *San Jose pop up mailer*
TRAFFIK

Magazine

- BRONZE** *HAO – Fall 2008*
Humana, Inc.
- BRONZE** *Live It Up – November 2008*
Humana, Inc.
- MERIT** *Today – Summer 2008*
Care Plus Health Plans, Inc.
- MERIT** *Senior Select*
St. Mary Medical Center

Magazine Ad

- MERIT** *The Good Life Double Gatefold Magazine Ad*
American Senior Communities

Miscellaneous Publication

- GOLD** *Understanding Type 2 Diabetes*
Artcraft Health Education
- SILVER** *COPD Lung Model and Booklet*
Artcraft Health Education
- SILVER** *Osteoarthritis (OA) of the Knee*
Artcraft Health Education
- BRONZE** *Breast Cancer Model with Tear Pad*
Artcraft Health Education
- BRONZE** *New Joints, New Beginnings*
Artcraft Health Education
- BRONZE** *Symbicort Bronchus Model*
Artcraft Health Education
- BRONZE** *Live It Up – August 2008*
Humana, Inc.
- MERIT** *HIV Viral Model*
Artcraft Health Education
- MERIT** *Understanding Asthma Triggers & Inhaler Options*
Artcraft Health Education
- MERIT** *Understanding Overactive Bladder*
Artcraft Health Education
- MERIT** *HAO – Special Edition 2009*
Humana, Inc.

Newsletter

- GOLD** *HAO – Summer 2008*
Humana, Inc.
- SILVER** *Caring for Life*
UPMC Insurance Services Division
- BRONZE** *Live It Up – August 2008*
Humana, Inc.
- MERIT** *AvMed Magazine – Winter 2009*
AvMed Health Plans, Inc.

MERIT *Connections Newsletter*
Overlake Hospital / Senior Care

Special Event

MERIT *New Courtland at the 2008 AAHSA Conference*
New Courtland

MERIT *The Many Faces of Breast Cancer*
Zeno Group and AstraZeneca

Staff / Inservice Training

BRONZE *Hospice, Families & Care Facilities: A Life-Giving Partnership*
Ministry Home Care, Inc.

Video (Educational/Training Programs)

BRONZE *The Art of Aging: Andropause, Menopause & Sexuality As We Age*
Aquarius Health Care Media

HOUSING

Annual Report

SILVER *Asbury Communities 2007-08 Annual Report*
Asbury Communities, Inc.

SILVER *PVM Annual Report 2007*
Presbyterian Villages of Michigan

BRONZE *"Under His Wings" Annual Report*
Providence Life Services

MERIT *Annual Report 2008: Why?*
Geneva Foundation of Presbyterian Homes

MERIT *2008 Annual Report*
Pacific Retirement Services

Brochure / Booklet (Marketing Communications)

GOLD *Edgewood Retirement Community Sales Package*
Love and Company

GOLD *Notes about Life-care Guide*
Zillner Marketing Communications

GOLD *Westminster Manor Brochure Package*
Zillner Marketing Communications

SILVER *Holy Cross Village – Large Community Brochure*
Franciscan Sisters of Chicago Service Corp.

SILVER *Horizon Bay – "Professional Connections" Brochure*
Horizon Bay Retirement Living

SILVER *Horizon Bay – Outreach Accordion Brochure*
Horizon Bay Retirement Living

SILVER *Splendido "Best Places To Live"*
Mather LifeWays

SILVER *Medicare Brochure*
Pacific Retirement Services

SILVER *Messiah Village 'Journey' Direct Mail*
Shulman Creative

BRONZE *More Than a Place to Live, a Way to Live*
Asbury Communities, Inc.

BRONZE *Galloway Ridge at Fearington "Distinctive Retirement Living" Brochure*
CRSA

BRONZE *Glen Arden Marketing Brochure*
Glen Arden, Elant's Continuing Care Retirement Community

BRONZE *Pinegrove Estates – Where Living In Balance Reaches Beyond Our Walls.*
Martino & Binzer

BRONZE *Discover Cascadia Folder & Brochure*
New Life Management

BRONZE *Fox Run Folder & Inserts*
New Life Management

BRONZE *Transitions To Progress*
Saratoga Retirement Community

BRONZE *Heritage of Green Hills Value Mailer*
Shulman Creative / Printegration

BRONZE *Sunset Embrace Aging Folder*
Sunset Retirement Communities

BRONZE *Five Trends That Define Aging*
Watermark Retirement Communities

BRONZE *Make Your Move Guide*
Zillner Marketing Communications

MERIT *Pennybyrn at Maryfield "Come Live the Life You Love" Brochure*
CRSA

MERIT *Mercy Circle Slim Jim*
Franciscan Sisters of Chicago Service Corp.

MERIT *Raider Ranch – Community Brochure*
Horizon Bay Retirement Living

MERIT *The Lutheran Home at Topton Sales Package*
Love & Company

MERIT *Asbury Place – Make Yourself at Home.*
Martino & Binzer

MERIT *The Village at Carsin's Run – There are many reasons to call Harford County home.*
Martino & Binzer

MERIT *Fox Run Assisted Living and Skilled Nursing Brochure*
New Life Management

MERIT *Preparing for Your Stay at Our Health Care Center*
Pacific Retirement Services

MERIT *Schuyler Commons at Colonial Square Full Collateral Package*
Schuyler Commons at Colonial Square

MERIT *Heritage of Green Hill Informational Brochure*
Shulman Creative / Printegration

MERIT *Princeton Windrows #10 Brochure / Folder*
Shulman Creative / Printegration

MERIT *The Pointe of It All*
Wirthwein Corporation Marketing and Advertising

MERIT *We're Taking Retirement Living To A Whole New Place*
Wirthwein Corporation Marketing and Advertising

MERIT *Guide to Life Care Piece*
Zillner Marketing Communications

MERIT *Trillium Woods Collateral Package*
Zillner Marketing Communications

Brochure / Booklet (Publications)

MERIT *Jewish Senior Life – Binder*
Martino & Binzer

MERIT *Prairieview Assisted Living – The Fine Art of Caring*
The Garlands of Barrington

Calendar

GOLD *Front Porch Artists in Residence Calendar*
Front Porch

GOLD *Expressions Calendar*
Watermark Retirement Communities

MERIT *Destination...Discovery*
Touchmark

Direct Mail Ad

GOLD *Bird Watching Event*
Zillner Marketing Communications

SILVER *Mather Pavilion "Medicare Hotline"*
Mather LifeWays

SILVER *The Real State of Real Estate Invitation*
Zillner Marketing Communications

BRONZE *Join Us for a Taste of Bethany Village and Feed Your Curiosity*
Asbury Communities, Inc.

BRONZE *What's in Your Attic?*
Asbury Communities, Inc.

BRONZE *"Beyond the Trees" Event Mailer*
Friendship Village of Schaumburg

BRONZE *Horizon Bay "Pre-Thanksgiving" Mailer*
Horizon Bay Retirement Living

BRONZE *Jewish Senior Life – Bringing Our Best to Each Day in So Many Ways*
Martino & Binzer

BRONZE *Mirador – Some say there's only one way to retire in South Texas.*
Martino & Binzer

BRONZE *Pinegrove Estates – Deep Roots. High Expectations.*
Martino & Binzer

BRONZE *The Overlook: Warning*
Martino & Binzer

2009 JUDGES (continued)

when she joined the Watermark Retirement Communities team in 2006. Her background includes an undergraduate degree in marketing, an MBA and 16 years in advertising, public relations, marketing, writing and research. She has extensive experience forging connections with local communities and is the author of a book on Cause Marketing. She also directs Watermark for Kids, a nonprofit organization empowering underserved youth to express their true selves.

JANE LANGE owns Bada Bing Marketing, LLC in Slinger, WI, a marketing consulting firm providing services to national B2B, nonprofits, healthcare and senior housing corporations. Her extensive background in publishing and broadcasting has served well in winning over 25 national awards for her clients.

EVELYN LOSS is the Medicare Marketing Manager for the UPMC for Life Medicare plan that serves 70,000 members in western PA, West Virginia and Ohio. She is responsible for the direct marketing of the Medicare plan in the annual open enrollment period and for individuals aging into Medicare year round. Approximately 3 million direct mail letters and materials are produced each year. Additionally Ms. Loss is responsible for on-going member communications, contribution to the quarterly newsletter, and writing product brochures. All materials are tailored to the 65+ audience.

DAVID J. MARTINO is President of Martino & Binzer, Inc., based in Avon, CT. He brings over 28 years of creative marketing and advertising experience to the consumer and business-to-business clients of Martino & Binzer. Martino & Binzer delivers integrated marketing solutions to its clients, specifically the mature market audience. As a formally trained art director, his creative work has won awards from the Business Marketing Association, the Connecticut Art Directors Club, and the Hartford and Western Massachusetts Ad Clubs.

ERIN MCCOY is the Wellness Program Specialist for Mather LifeWays Institute on Aging, in Evanston, IL, where she is currently involved in research related to positive aging and establishing

BRONZE	<i>Village Shalom Independent Living Direct Mail</i> New Life Management	MERIT	<i>The Best Things in Life are Free & Easy</i> Zillner Marketing Communications
BRONZE	<i>Lead Generation Direct Mail</i> The Cascades Verdae	MERIT	<i>Western BBQ Invite</i> Zillner Marketing Communications
BRONZE	<i>Easy Being Green Post Card</i> Watermark Retirement Communities	Logo / Letterhead Design	
BRONZE	<i>Fall Open House</i> Zillner Marketing Communications	MERIT	<i>Mercy Circle Stationary</i> Franciscan Sisters of Chicago Service Corp.
BRONZE	<i>Frank Capiello Event</i> Zillner Marketing Communications	MERIT	<i>Horizon Bay Retirement Living – Logo Design</i> Horizon Bay / Walker Brands
MERIT	<i>Travel the world of wine in one elegant evening</i> Asbury Communities, Inc.	Magazine	
MERIT	<i>Yearning for Summer?</i> Asbury Communities, Inc.	BRONZE	<i>The Eldercare Advisor</i> A Place for Mom
MERIT	<i>Hazardous-duty Caregiving</i> Covenant Retirement Communities	BRONZE	<i>AgeWise</i> Hebrew SeniorLife
MERIT	<i>Kingsley Manor – Delight in Dixieland Jazz</i> Front Porch	MERIT	<i>Martins Run Moments Magazine</i> Boyd Tamney Cross
MERIT	<i>Sunny View – An Afternoon in Italia</i> Front Porch	Magazine Ad	
MERIT	<i>Horizon Bay “Red Tag Sale” Mailer</i> Horizon Bay Retirement Living	BRONZE	<i>Reflections at Sun City Hilton Head</i> B. Sheppard Consulting
MERIT	<i>Horizon Bay – “Rat Pack” Event Mailer</i> Horizon Bay Retirement Living	BRONZE	<i>Claremont Manor – Enjoying Life Takes Center Stage</i> Front Porch
MERIT	<i>The Waters Announcement Direct Mail</i> New Life Management	BRONZE	<i>Front Porch Regional – Home</i> Front Porch
MERIT	<i>Webster at Great Bay Brochure & Survey</i> New Life Management	BRONZE	<i>Lenbrook – Bring Your Standard of Living to New Heights</i> Martino & Binzer
MERIT	<i>Lead Generation Direct Mail</i> The Cascades Verdae	BRONZE	<i>Providence Point – They’re Expecting</i> Martino & Binzer
MERIT	<i>Become a V.I.P.</i> Wirthwein Corporation Marketing and Advertising	BRONZE	<i>1% Retirement. 99% Fun. Ad Campaign “You Must Be 62 To Live Here. But You Can Act Whatever Age You Darn Well Please.”</i> One Eighty / Leisure Care
MERIT	<i>Hundreds of Good Reasons</i> Wirthwein Corporation Marketing and Advertising	MERIT	<i>Walnut Village – It all adds up</i> Front Porch
MERIT	<i>Art of Gardening Event</i> Zillner Marketing Communications	MERIT	<i>LUMA – “Your Dream to Retire” Ad</i> LUMA
MERIT	<i>Choose your cruise event</i> Zillner Marketing Communications	MERIT	<i>“Master The Art” Magazine Advertisement</i> The Cascades Verdae
MERIT	<i>Living Green Letter</i> Zillner Marketing Communications	MERIT	<i>Timber Ridge Testimonial ad</i> Zillner Marketing Communications
MERIT	<i>One-bedroom Incentive ltr.</i> Zillner Marketing Communications	Marketing / Advertising Campaign	
MERIT	<i>Showcase of Homes</i> Zillner Marketing Communications	GOLD	<i>People caring for people Print Ad</i> United Methodist Homes
MERIT	<i>Testimonial Letter</i> Zillner Marketing Communications	GOLD	<i>Unlock the Potential Campaign</i> Zillner Marketing Communications
MERIT	<i>Thanksgiving Invitation</i> Zillner Marketing Communications	BRONZE	<i>Del Webb Charleston</i> B. Sheppard Consulting
		BRONZE	<i>The Village at the Arboretum “Inspiration” Campaign</i> Horizon Bay / Cimini & Company

BRONZE	Horizon Bay "Your Story" Campaign Horizon Bay / Walker Brands
BRONZE	Falcons Landing Ad Series Love and Company
BRONZE	Heritage Pointe of Teaneck 'Adult Child' Postcard Campaign Shulman Creative / Printegration
BRONZE	The Garlands of Barrington Place II The Garlands of Barrington
MERIT	Walnut Village Direct Mail Campaign Front Porch
MERIT	20th Anniversary Campaign Larksfield Place Retirement Communities
MERIT	Edgewood Retirement Community Rightsizing Campaign Love and Company
MERIT	The New Face of Senior Living Montefiore
MERIT	Harbor Village Direct Mail Campaign New Life Management
MERIT	Village Shalom Direct Mail Campaign New Life Management
MERIT	The Village of Redford Choices Campaign Presbyterian Villages of Michigan
MERIT	LifeChoices Advertising Campaign United Methodist Homes of NJ
MERIT	Bristol Glen Advertising Campaign United Methodist Homes of NJ / Carriage House Design
MERIT	Westlake TV ad campaign Zillner Marketing Communications

Miscellaneous Ad

MERIT	Best in Retirement Billboard Rosegate
MERIT	The Watermark at Logan Square Bus Wrap Watermark Retirement Communities

Miscellaneous Publication

SILVER	The Carroll Family Story Prairieview at The Garlands Memory Care
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Newsletter

BRONZE	Westminster at Lake Ridge Connection Newsletter Westminster at Lake Ridge
MERIT	The Circle Geneva Foundation of Presbyterian Homes

Newspaper Ad

BRONZE	Village at the Arboretum – "Meet Mary Bradley" Ad Horizon Bay / Cimini & Company
BRONZE	Horizon Bay – "Flyboy" Ad Horizon Bay / Walker Brands

BRONZE	Horizon Bay – "Mermaids" Ad Horizon Bay / Walker Brands
MERIT	"Stay Connected to the Life You Love" Beacon Ad Brooke Grove Retirement Village
MERIT	Horizon Bay – "Mr. Fix It" Ad Horizon Bay / Walker Brands
MERIT	The Best Homes In Seattle Mirabella Seattle
MERIT	1% Retirement. 99% Fun. Ad Campaign "No Fair, Grandpa. You're Having More Fun Than Me." One Eighty / Leisure Care
MERIT	We Salute Our Veterans Providence Life Services
MERIT	"What Was I Waiting For?" Testimonial Ad The Palace Management Group
MERIT	Hobbies and Passions Willow Valley Retirement Communities

Photograph

BRONZE	Dancing – Casa de Manana residents Front Porch
BRONZE	"The Chimes" cover photo "Hats Off to Spring" Presbyterian Homes – "The Chimes"
BRONZE	Vanderbilt brothers enjoying coffee Providence Life Services
MERIT	Aloha, Villa Gardens residents Front Porch
MERIT	Edgewood Retirement Community Photograph – Granddaughter and Grandmother Love and Company
MERIT	Edgewood Retirement Community Photograph – Women Gardening Love and Company
MERIT	Resident playing Wii Providence Life Services

Public Relations Campaign

BRONZE	Benchmark Assisted Living's 2008 PR Campaign Benchmark Assisted Living
MERIT	Supportive Living Week Affordable Assisted Living Coalition (AALC)

Radio

BRONZE	Rightsizing Your Home Asbury Communities, Inc.
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Radio Ad

MERIT	A Different Place Holland Home
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Single Magazine / Newspaper / Newsletter Article

SILVER	"A Brain Fitness Course?" Presbyterian Homes – "The Chimes"
SILVER	"Views" Team Highlights "Notables" on Campus Presbyterian Homes – "The Chimes"
SILVER	A Path Less Traveled Rogue Valley Manor
MERIT	"Even Big Boys Enjoy Model Railroads" Presbyterian Homes – "The Chimes"
MERIT	"The Westminster Library – A Reader's Delight" Presbyterian Homes – "The Chimes"
MERIT	Article: Get the Most Out of Your Doctor Visits Watermark Retirement Communities

Special Event

SILVER	Mac & Cheese Event Zillner Marketing Communications
MERIT	CJE – Celebrate New Beginnings! Martino & Binzer
MERIT	Trinity Terrace Grand Opening Trinity Terrace

Staff / Inservice Training

BRONZE	Sexuality in Nursing Homes: "The Heart has no Wrinkles" KSU Center on Aging
MERIT	CRSA "Heart & Soul" Conference Packet CRSA

TV

GOLD	"Asbury View" Holiday Show Asbury Methodist Village
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TV Ad

SILVER	A Different Place Holland Home
MERIT	"Concerns" TV Spot Friendship Village of Schaumburg
MERIT	Cascadia TV New Life Management
MERIT	Timber Ridge TV spot Zillner Marketing Communications

Video (Educational/Training Programs)

GOLD	Asbury Classroom – Photography Basics 1 Asbury Communities, Inc.
BRONZE	Horizon Bay "Your Story" Employee Videos Horizon Bay / Raymond Media

2009 JUDGES (continued)

education, programs/services, and experiences to support a culture of wellness. She has over 6 years of management and leadership experience in several senior living communities.

LESLIE NOLEN leads The Radial Group, based in Dallas, TX. The Radial Group is publisher of the weekly *Health & Wellness Business Advisor*, the widely-respected annual *Health & Wellness Business Trends Report*, and Radial's irreverent and down-to-earth blog, *Rethinking The Business of Wellness*. Nolen advises health and wellness business leaders on sales, marketing and strategy for building strong businesses that make a difference in people's lives. She's also a frequent speaker at industry events and a source for national business and industry publications including *The New York Times* and *The Wall Street Journal*.

KAREN PARENTE serves as Chief Operations Officer for Assisted Living Development Company, Inc., based in Scottsdale, AZ. Her experience includes an extensive background in the hospitality industry, including working with several multi-billion dollar publicly held companies in areas ranging from human resources, corporate training and development, customer service and sales and marketing. Ms. Parente also owns and operates Creatively Write, a creative design and marketing company, providing a broad range of services specifically tailored for the senior care industry.

BRUCE B. ROSENBLATT is Regional Director of Sales & Marketing at Horizon Bay in Bonita Springs, FL. Mr. Rosenblatt has been involved with sales and marketing senior housing communities for over 20 years both as a consultant and executive with some of the nation's leading for-profit and not-for-profit senior living companies. He is familiar with active adult senior rental communities and continuing care communities; having overseen the sales and marketing of over 30 properties throughout the country including 14 start-up communities. Mr. Rosenblatt is considered an expert in senior housing and has spoken at many senior-related conferences throughout the nation.

Video (Marketing Communications)

BRONZE *Discover the Willow Valley Lifestyle – Welcome Center Video*
Willow Valley Retirement Communities

INSURANCE

Brochure / Booklet (Publications)

SILVER *SummaCare Secure Enrollment Guide*
SummaCare, Inc.

MERIT *2009 Medicare and You*
Blue Cross & Blue Shield Association

MERIT *2009 Overseas Network Providers Directory*
Blue Cross & Blue Shield Association

Direct Mail Ad

BRONZE *Medicare Resource Guide Mailing*
Independence Blue Cross

MERIT *Happy Birthday Post Card*
Excelsus Blue Cross Blue Shield

Newsletter

MERIT *Taking Care After 50 March '08*
OptumHealth

MERIT *Taking Care After 50 Sept. '08*
OptumHealth

MEDIA

Book

GOLD *Smart Women Don't Retire – They Break Free*
Grand Central Publishing

GOLD *"Heroes Among Us"*
Green Valley News and Sun

SILVER *Los Mejores Amigos en el Cuidado de Alzheimer*
Health Professions Press

SILVER *Re-creating Neighborhoods for Successful Aging*
Health Professions Press

SILVER *Time to Write: Discovering the Writer Within After 50*
Linden Publishing / Quill Driver Books

SILVER *Unleashing Your Creativity After 50!*
Linden Publishing / Quill Driver Books

BRONZE *Managing and Treating Urinary Incontinence 2nd edition*
Health Professions Press

MERIT *Ready or Not, Your Retirement Planning Guide*
MEI Publishing Inc.

Brochure / Booklet (Marketing Communications)

MERIT *The Magnolia of Millbrae Brochure with vellum envelope*
The Magnolia of Millbrae

Calendar

MERIT *Sam's Club Healthy Habits 2009 Calendar*
H. Crimson Inc.

Graphic Design

SILVER *September / October 2008 – 6 Steps to a Healthy Heart*
HealthMatters magazine

BRONZE *February 2008 – The Diabetes Diet*
HealthMatters magazine

Magazine

SILVER *AARP The Magazine – Sept / Oct 2008*
AARP The Magazine

BRONZE *a la mode magazine*
Green Valley News and Sun

BRONZE *Retirement Lifestyles Magazine December/January 2008*
Retirement Lifestyles Magazine

MERIT *AARP Segunda Juventud, Fall 2008*
AARP Segunda Juventud Magazine

MERIT *Sam's Club Healthy Habits, 2009 Issue*
H. Crimson Inc.

MERIT *Walgreens Diabetes & You, Holiday 2008 Issue*
H. Crimson Inc.

MERIT *September / October 2008 issue*
HealthMatters magazine

MERIT *Active Adult Magazine*
Homes Publishing Group

MERIT *b magazine*
On-Line Publishers, Inc.

MERIT *Retirement Lifestyles Magazine April/May 2008*
Retirement Lifestyles Magazine

MERIT *Retirement Lifestyles Magazine February/March 2008*
Retirement Lifestyles Magazine

Miscellaneous Publication

BRONZE *The Directory For Seniors Innovating*
(A Division of Lawton Printing)

Newspaper / Tabloid

MERIT *March / April 2008 Issue*
Good Times For Seniors

MERIT *Milestones December 2008*
Hollister Creative

MERIT *July 2008 – D.C.*
The Beacon Newspapers

Photograph

MERIT February 2008 cover
HealthMatters magazine

Series of Magazine / Newspaper / Newsletter Articles

SILVER I Decide Series (5)
HealthMatters magazine

Single Magazine / Newspaper / Newsletter Article

GOLD The Key to Your Health
AARP Segunda Juventud Magazine

GOLD 1968 May – June 2008
AARP The Magazine

GOLD 50 Reason To Love Being 50+
AARP The Magazine

GOLD Breaking Through
AARP The Magazine

GOLD MAYDAY IN THE ANTARTIC
AARP The Magazine

GOLD R.I.P. Off
AARP The Magazine

GOLD Super Healing
AARP The Magazine

GOLD Ten who Inspire
AARP The Magazine

GOLD Trial by Water
AARP The Magazine

GOLD May / June 2008 – Slow & Steady Wins the Race
HealthMatters magazine

SILVER Insurance: Who Needs It?
AARP Segunda Juventud Magazine

SILVER A Mass Appeal
AARP The Magazine

SILVER The Writer in Winter
AARP The Magazine

SILVER When Wounded Vets Come Home
AARP The Magazine

SILVER Krajcinovic, War Stories
Forever Young

SILVER Pearson, Remembrance
Forever Young

SILVER At 90, Pat Williams Keeps Clocks Ticking
Good Times for Seniors

SILVER Take Your Vacation Close To Home
Good Times for Seniors

SILVER November / December 2008 – Pumped Up
HealthMatters magazine

SILVER September / October – 6 Steps to a Healthy Heart
HealthMatters magazine

SILVER September / October 2008 – Older & Wiser
HealthMatters magazine

SILVER 'Very lucky couple:' Two volunteers, 89 and 86, found love at a hospice
Hollister Creative

SILVER Breast imaging (February 2008)
Mayo Clinic

SILVER Excessive sweating (May 2008)
Mayo Clinic

SILVER 10 symptoms not to ignore
Mayo Clinic Women's HealthSource

SILVER Colon cancer screening
Mayo Clinic Women's HealthSource

SILVER Breaking the Autoimmune Code
MediZine's Healthy Living

SILVER Can You Beat the Clock?
MediZine's Healthy Living

SILVER Clear Vision – Eyesight Insights
MediZine's Healthy Living

SILVER Heart Songs
MediZine's Healthy Living

SILVER Speak Up!
MediZine's Healthy Living

SILVER Sweet on Age?
MediZine's Healthy Living

SILVER Determined to keep looking good – June 2008
The Beacon Newspapers

SILVER Determined to keep looking good – October 2008
The Beacon Newspapers

BRONZE Everyone Has a Story to Tell
AARP The Magazine

BRONZE Why Does Health Care Cost So Much?
AARP The Magazine

BRONZE Don Wall, Senators
Forever Young

BRONZE Guly, Bramm Profile
Forever Young

BRONZE Guly, Suzuki Profile
Forever Young

BRONZE Smaller is better By Barbara Kingston
Forever Young

BRONZE Dao yin self-massage (June 2008)
Mayo Clinic

BRONZE Healthy Traveling
Mayo Clinic Women's HealthSource

BRONZE Clean & Green
MediZine's Healthy Living

BRONZE Heart Healthy Celebrations!
MediZine's Healthy Living

BRONZE The Amazing Life of a Fat Cell
MediZine's Healthy Living

BRONZE Joining Hands to Rebuild Lives
On-Line Publishers, Inc.

BRONZE Anchor celebrates 36 years on TV
The Beacon Newspapers

BRONZE Facing down fear of Alzheimer's
The Beacon Newspapers

BRONZE Returning to school with a passion
The Beacon Newspapers

BRONZE Remembering Mother
The Best Times

BRONZE A mind game that's all in the cards
The Janesville Gazette

MERIT Going Without Basics to Cut Costs
AARP Segunda Juventud Magazine

MERIT Healthiest Hometowns
AARP The Magazine

MERIT The Estrangement
AARP The Magazine

MERIT Ashton-Haiste, Cancer Survivors
Forever Young

MERIT Drucker, Plummer Profile
Forever Young

MERIT Everything Is Going Up
Good Times For Seniors

MERIT School Days
Good Times for Seniors

MERIT July / August 2008 – Local Color
HealthMatters magazine

MERIT B Healthy
MediZine's Healthy Living

MERIT Fortunate Son
MediZine's Healthy Living

MERIT Full-Court Pressure
MediZine's Healthy Living

MERIT Life's Breath
MediZine's Healthy Living

MERIT Stop that Symptom!
MediZine's Healthy Living

MERIT Aptitude with the Right Attitude
On-Line Publishers, Inc.

TV

GOLD Viewpoint with Lea Thompson – Medicare Fraud
Retirement Living TV

SILVER Another Chance for Romance – Mini Golf & Tango
Retirement Living TV

BRONZE Healthcare '08: Search for Solutions – Michael Bloomberg
Retirement Living TV

MERIT What's Next – Karen
Retirement Living TV

Video

(Educational/Training Programs)

BRONZE Joe & Mary
HealthMatters magazine

2009 JUDGES (continued)

BETSY SHEPPARD is the founder and team leader of B. Sheppard Consulting based in Atlanta, GA. She has over 26 years of experience in the marketing and advertising industry. Ms. Sheppard launched B. Sheppard Consulting in 1999 after a successful tenure as VP of Marketing for one of the top 25 real estate companies in the US – Northside Realty, which had been a client of her previous advertising firm Mabry, Sheppard & Company. Ms. Sheppard's deep knowledge and understanding of the real estate industry began with The Hilton Head Company and later evolved within an Atlanta-based marketing firm specializing in real estate for developers and builders throughout the southeast.

PAULA SPURWAY works in the Communications area of the Blue Cross and Blue Shield Association based in Washington, DC. She has over 30 years of experience in the health care industry. Ms. Spurway joined the Blue Cross and Blue Shield Association in 1982 and has experience in the member services, training and communications areas. Her responsibilities include developing member communications materials as well as coordinating the development of BCBS articles for publication by federal advocacy groups. In 2008, Paula was also a judge for the Blacks in Government (BIG) oration and website scholarship competitions.

LETA STRUBE is Marketing Communications Manager at Mather LifeWays in Evanston, IL, a not-for-profit organization that enhances the lives of older adults by creating Ways to Age Well. Ms. Strube has formerly held marketing positions with Chase, United Way, and Leo Burnett. She holds a Masters degree in advertising from the University of Illinois at Champaign.

CHRISTINE WIRTHWEIN is President of Wirthwein Corporation Marketing & Advertising, East Aurora, NY. She brings unmatched experience in strategic planning, sales, marketing and advertising to the senior housing industry. Ms. Wirthwein is a sought after speaker and author for AAHSA and numerous other state conferences. She recently co-authored, *Inside Advice for Senior Housing Marketing* with Phyllis Thornton.

MISCELLANEOUS ORGANIZATION

Book

BRONZE *Matters of the Mind ...and the Heart*
Sweet Grapes, Inc. dba StilMee
The leader in Alzheimer coaching

Brochure / Booklet (Marketing Communications)

BRONZE *Full Marketing Brochure*
The Glenridge on Palmer Ranch

Brochure / Booklet (Publications)

BRONZE *Smart Choices for Healthy Living*
Diabetes Mailer
Ohio Retirement Systems

BRONZE *Smart Choices for Healthy Living*
Preventive Care Mailer
Ohio Retirement Systems

MERIT *Smart Choices for Healthy Living*
Heart Health Mailer
Ohio Retirement Systems

Calendar

GOLD *Art is Ageless Calendar*
Presbyterian Manors of
Mid-America

MERIT *ORS Try One Thing Calendar*
Ohio Retirement Systems

Consumer Education Program

SILVER *Activity Techniques That Heal The*
Wounds of Alzheimer's
Alzheimer Activities Service

Marketing / Advertising Campaign

MERIT *Promoting Fitness and Healthy*
Lifestyles of Older Adults
SIT AND BE FIT

Miscellaneous Publication

BRONZE *Making Resident and Family Councils*
Successful In Assisted Living
National Center for
Assisted Living

BRONZE *CSA Journal*
Society of Certified
Senior Advisors

Newsletter

SILVER *Mission In Focus (special edition)*
Ohio Presbyterian
Retirement Services

MERIT *Smart Choices for Healthy Living*
Newsletter Fall/Winter
Ohio Retirement Systems

MERIT *Smart Choices for Healthy Living*
Newsletter Spring/Summer
Ohio Retirement Systems

Newspaper Ad

SILVER *Red Carpet ad*
The Glenridge on Palmer Ranch

Public Relations Campaign

MERIT "Ask Doctor Marion" Article
Syndication
Elder Health Resources
of America

Special Event

BRONZE *5 Year Anniversary Open House*
The Glenridge on Palmer Ranch

Staff / Inservice Training

GOLD *CALM: Comfort and Life Memories*
Training Program
Trace Marketing Inc.

Video

(Educational/Training Programs)

MERIT "Raging Grannies: The Action
League"
Pam Walton Productions

TRAVEL

Logo / Letterhead Design

SILVER *Valemount - Destination*
Logo System
The Village of Valemount (BC)

**Thank you again to all of our entrants
and to our judges!**

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You can find a complete description of MMRC programs and services and other useful senior market information on our website: **www.seniorprograms.com**.

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