

WELCOME

Y'inz are in for a treat. The 2018 Bracket Awards are a celebration of the most creative and impactful advertising, design, and marketing work our region has to offer. And we're only getting warmed up. This year's jury of top creative professionals from dahntahn Pittsburgh approached our entries with cautious optimism. And they left with awe. Tonight we celebrate everything our community is capable of. Our Central Pennsylvania creative family has a lot to be proud of. We hope you leave tonight as inspired as the judges. We think you'll be entertained and impressed. This night is a symbol of the growth of our community, and a proud statement on the bright ideas and rich talents of creative professionals throughout Central Pennsylvania. Let's raise an Ir'n City and celebrate.



Central Pennsylvania Creative Professionals

[CP]2 was founded with a clean purpose: inspire the local creative community and bring local professionals the tools they need to grow their talents and businesses. In its fourth year, The Bracket Awards and this printed annual are the physical embodiment of that mission. If you're reading this book, you're a winner. Maybe of a Bracket, but definitely from the hard work of this creative group. [CP]2 brings advertising, design, communications, marketing, media and related businesses together for networking and education. We offer top speakers and presenters in a schedule of events that discuss and analyze industry trends, and deliver relevant lessons that help us all raise the bar for our own work. This creative community comes together to learn, laugh, and grow. **To hear more, please visit cpsquared.com, follow us on Facebook, or ask any of our members how [CP]2 helps them.**

MESSAGE FROM THE PRESIDENT



The 4th annual [CP]2 Bracket Awards. You have got to be kidding?

Nearly 115 entries from businesses, organizations and individuals throughout Central Pennsylvania.

Really? Really.

The advertising, marketing, design and web community in this region will never cease to amaze me. The amount of creativity on display at this year's Bracket Awards is a very clear indicator that our talents are not bound by our little part of the world but can stand toe-to-toe with the best work coming from every corner of the globe.

And that's no joke.

We took this year's submissions back to where our Bracket Awards judging all started – Pittsburgh. Seven renowned judges from a handful of respected ad agencies, design & production firms and a giant corporation carved up our work, beat it up, tossed it around and in the end admitted (as they always do), that our combined body of work stood right up there with some of the heaviest of hitters around.

Four award shows in and the story from the judges remains the same: our tiny market is producing some unbelievable ideas and executions. Pieces of work which they would steal for their own books.

Regardless of whether you leave the show with an award, know this: your work was admired by some of the most successful creatives and toughest critics around.

If it weren't for your passion for the industry, your desire to push your creativity and advance our collective community, the 2018 Bracket Awards would not have been possible.

You, along with these awesome people below, make the Brackets one of the most exciting nights of the year. These dedicated people work tirelessly to put together programming and events, find guest speakers, schedule happy hours, organize BrandAid, and put together the best damn award show in the region.

Be sure to thank these people who have graced our most recent Board of Directors: Carol White, Dan Rowland, Curtis Harrison, Ric Jones, Ron Smith, Brad Groznik and Trevor Calabro. And give an extra special thanks to my fellow Bracket Awards committee members: Michelle Damiano, Rich Frank, Carol White (again) and Trevor Calabro (again). Without this group of people, your Saturday night would be so much more boring.

The 2018 Bracket Awards is bitter sweet for me as I pass the President's proverbial baton to Carol White. Carol has been a board member from the day our organization became legit. Under her leadership, and with the help from the Board of Directors, [CP]2 will continue to build, foster and advance our professional creative community throughout the region.

But they can't do it without you. Our lifeblood. So continue to renew your memberships. Become a new member. Step up and volunteer. Make this organization what you want it to be by sharing your voice and talents. Get involved and start by talking to a board member. We have a really good thing going.

Congratulations to all of the entrants, finalists, clients and those of you who are going home with an award. We're all winners tonight.

See you at the next Bracket Awards.

A handwritten signature in black ink, reading "Mark Dello Stritto".

Mark Dello Stritto, [CP]2 President, Founder

JUDGES



Tim Madle

**ART DIRECTOR,
LANDESBERG DESIGN**

Tim is an art director and illustrator living in Pittsburgh, and part of the team at Landesberg Design. He specializes in print and interactive projects for a wide array of universities, nonprofits and arts organizations. Past clients include the University of Pennsylvania, Disney, the Smithsonian, NPR and the Pittsburgh Foundation.

Tim is a graduate of Temple University's Tyler School of Art, with a BFA in Graphic & Interactive Design. His work has appeared in publications such as Communication Arts, Print, How, and Graphis, and has earned national awards from AIGA, the Art Directors Club of New York, the Society of Publication Designers, the One Club, and the American Advertising Federation.



Kelsey Miller

**COPYWRITER, SMITH
BROTHERS AGENCY**

Kelsey is a Copywriter at Smith Brothers Agency. Previously she's worked at Brunner Advertising and also took a short foray into the client side of things. As one of the "young ones" in the Pittsburgh industry, she's learned from and been mentored by all of the other judges at some point in her career. So, she's pointing to their successes and accolades and hoping that rubs off on her merit as a judge. Well, everyone except Andy McKenna.



Andy McKenna

**DIRECTOR OF CREATIVE,
DICK'S SPORTING GOODS**

I started in 1992 as a copywriter at MARC USA who worked on a typewriter. Now I type on my watch. This is a fun business.



Jackie Murray

**VICE PRESIDENT,
CREATIVE DIRECTOR,
BRUNNER**

Jackie started her agency experience in Pittsburgh at MARC, then spent a few memorable years at the St. George Group and now has been writing and producing work at Brunner for over 15 years. She has created ads for a wide variety of clients - Musselman's Apple Sauce, Lucky Leaf Pie Filling, Bob Evans, Transitions Optical, Wesbanco, Cold-EEZE, MidNite, Rockford Health System, Aquafresh and Polident/Poligrip. Her work has been recognized with Addy, Webby and Clio Awards. Jackie lives in Latrobe, PA and can still be found enjoying a Rolling Rock beer in honor of her hometown.



Dan Magdich

DIRECTOR, ANIMAL

Dan is some sort of weird mutant creative hybrid with the mind of a creative director, the eyes of a director, and the tentacles of an illustrator, art director, writer and designer. Dan is a Director at Animal (Pittsburgh, PA) where he works on a barrage of projects - live action, VFX, motion design, experimental and the occasional odd thing just to see if it works. His thirteen years in the industry have been split between the agency and production worlds where he has crafted work for TBWA, Snickers, Field & Stream, Huff, Duck Tape, Nationwide Insurance, YellaWood, UPMC, Cub Cadet, Troybilt, Reese's Peanut Butter Cups, NGK Spark Plugs, Maui Jim, International Delight, Woodford Reserve, Gymboree, Accenture Interactive and the West Virginia Lottery. His work has been recognized by AdWeek, Lürzer's Archive, One Show, Communication Arts, Graphis, AICE and the American Advertising Federation. His mom still has no idea what the hell he does on a daily basis but she says it sounds cool.



Derek Julin

**ASSOCIATE CREATIVE
DIRECTOR, BRUNNER**

Upon graduating from the Art Institute of Pittsburgh in 2005, Derek joined Brunner. During his first stint at the Pittsburgh agency he created memorable campaigns for Cub Cadet and Zippo. Then it was off to the windy city to work at FCB. At FCB Chicago, Derek helped create the NHL Stanley Cup Campaign, "Because It's The Cup," as well as a new global brand campaign for DOW and the London Olympics. With some big city experience under his belt, he returned to Brunner and his hometown of Pittsburgh in 2012. Currently an Associate Creative Director, he created the controversial Super Bowl commercial for 84 Lumber. Derek's work has been honored and recognized by The One Show, D&AD, Cannes Lions, CA, Archive, National Addy Awards, The Webby's, The AICP Awards and Graphis.



Marla Stresky

**ASSOCIATE CREATIVE
DIRECTOR, RED HOUSE
COMMUNICATIONS**

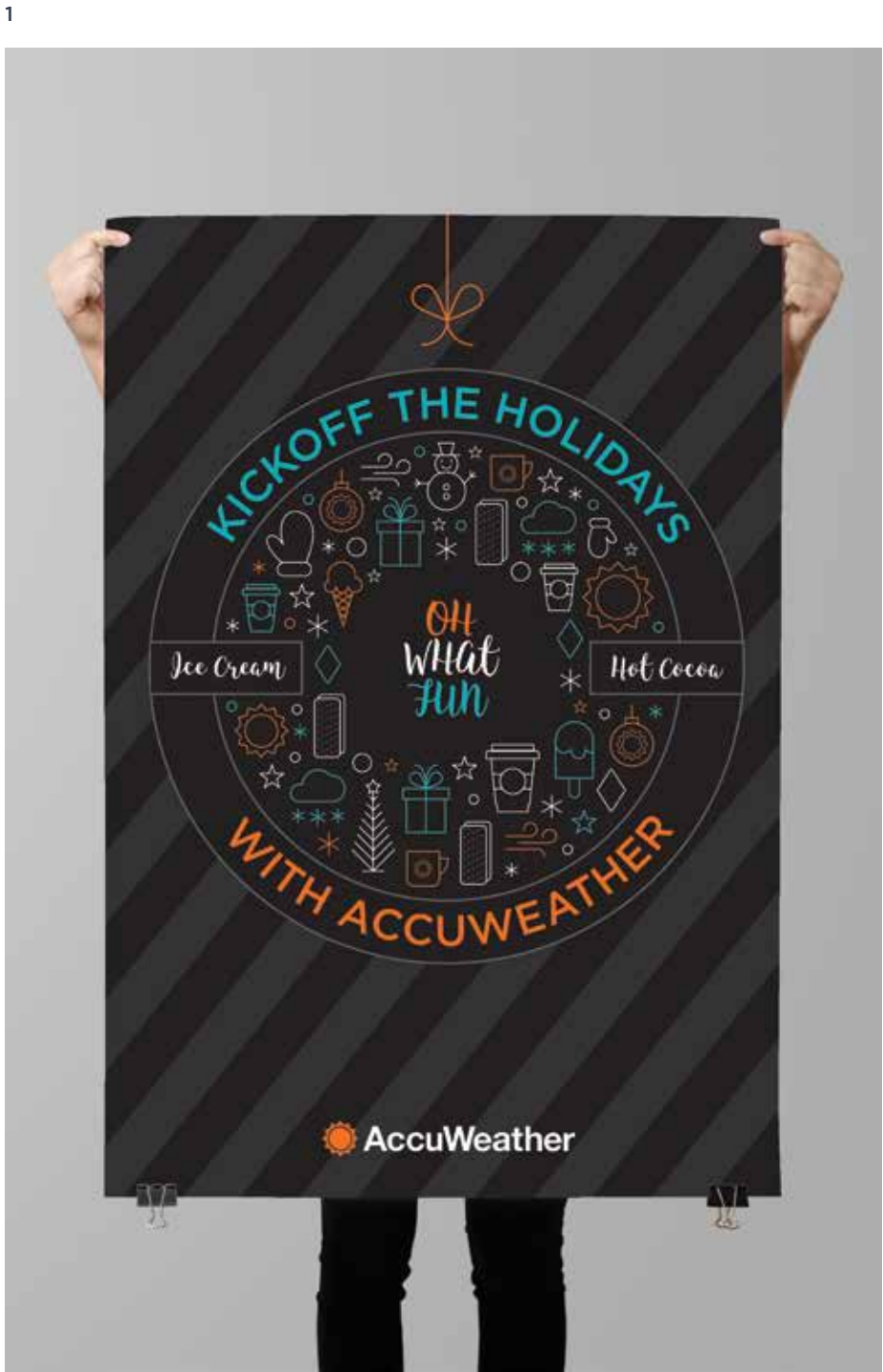
Marla Stresky has an extensive background in digital strategy and design working with brands on the national, regional and local levels. Her list of national clients includes South Beach Diet, Rachael Ray Nutrish, GSK and Bob Evans. She has a degree from La Roche College in graphic design and communications as well as a degree from The Art Institute of Pittsburgh in photography. Her enthusiasm and fresh approach to creative work has assisted in the launch of many integrated digital, print and social campaigns.

OUT-OF-HOME

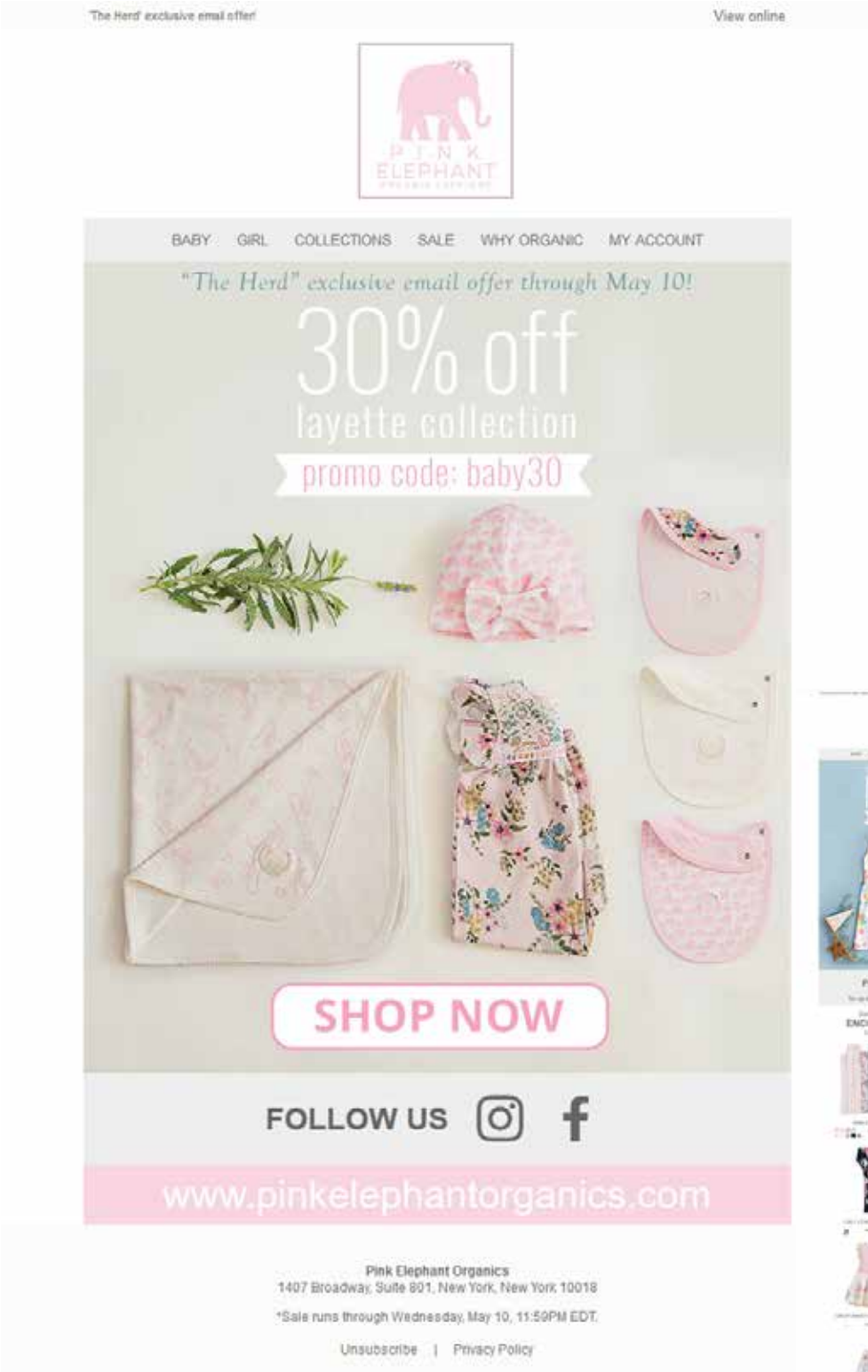
1 ATLANTA HOLIDAY MEET & GREET
EVENT POSTER

Silver Winner: Out-of-Home — Posters
AccuWeather

- Richard Frank, Vice President of
Brand Strategy & Creative Services
- Ashley Thurston-Curry, Creative Director
- Matthew Lawrenson, Designer
- Brandi Reynolds, Designer
- Maggie Takach, Production Manager
- Melissa Kuper, Vice President,
Integrated Marketing
- Luna Catini, Senior Integrated
Marketing Manager
- Tamara Dozier, Integrated
Marketing Manager



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EMAIL MARKETING

1 PINK ELEPHANT 2017 EMAIL
MARKETING

Silver Winner: Email Marketing —
Campaign Graphics/Videos
MoJo Active

Samantha Morgan, Art Director

Samantha Morgan, Email Marketing
Strategist

Steve Landau, Analytics Strategist

Ric Jones and Rita Mines, Account Team



ONLINE/DIGITAL

1 ROWLAND CREATIVE

Gold Winner: Online/Digital — Microsite

Contributory, Client
Rowland Creative

2 SUMMERCASE SWEEPSTAKES

Gold Winner: Online/Digital — Microsite

AccuWeather

Richard Frank, Vice President of Brand
Strategy & Creative Services

Ashley Thurston-Curry, Creative Director

Julie Dietz, Designer

Matthew Lawrenson, Designer

Brandi Reynolds, Designer

Maggie Takach, Production Manager

3 PEACHEY HARDWOOD FLOORING

Gold Winner: Online/Digital — Website

Peachey Hardwood Flooring, Client
Loaded Creative

Mark D. Dello Stritto, Creative Director

Sean McCauley, Art Director

Todd Lepley, Copywriter

William Offutt, Developer

Brad Isles, SEO

Steve Tressler, Photographer

Jeff Wood, Illustrator

4 CONTRACTOR SUCCESSION

Silver Winner: Online/Digital — Website

Contractor Succession, Client
Impressions

Michelle Damiano, Creative Director

Tabitha Simpson, Design Diva

Maura Allen, VP of Anything I Want

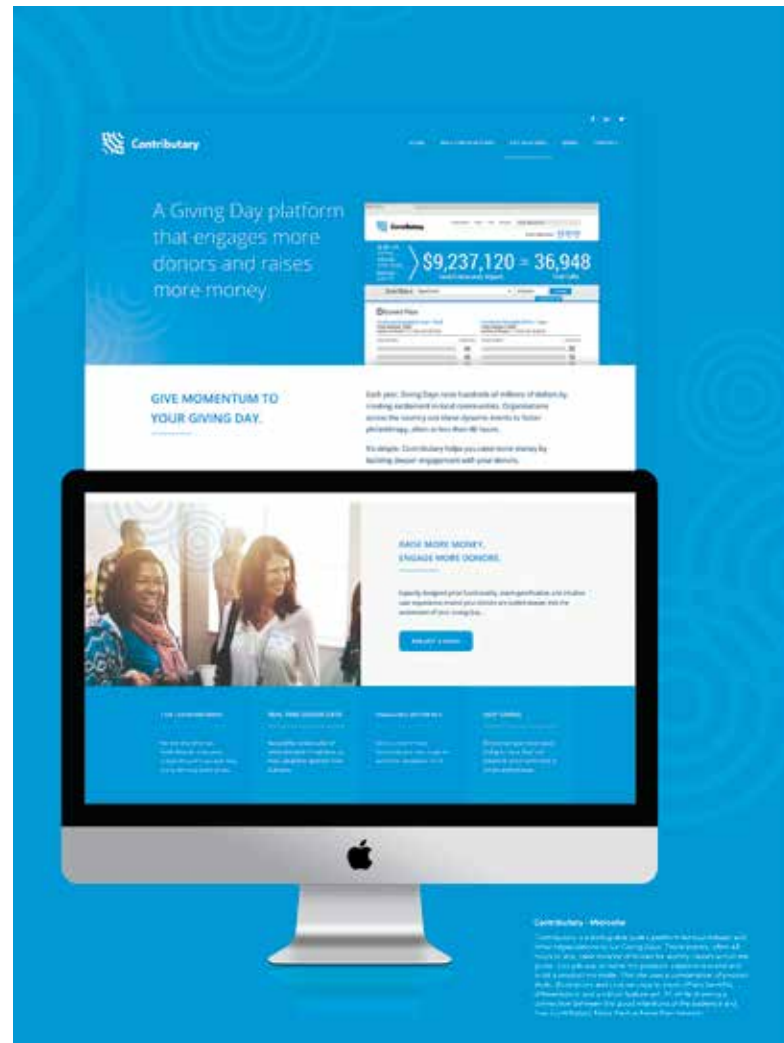
5 RIDESHARE LAW GROUP

Silver Winner: Online/Digital — Website

Rideshare Law Group, Client
Legal Insites

Ryan Raplee, Strategy and Design

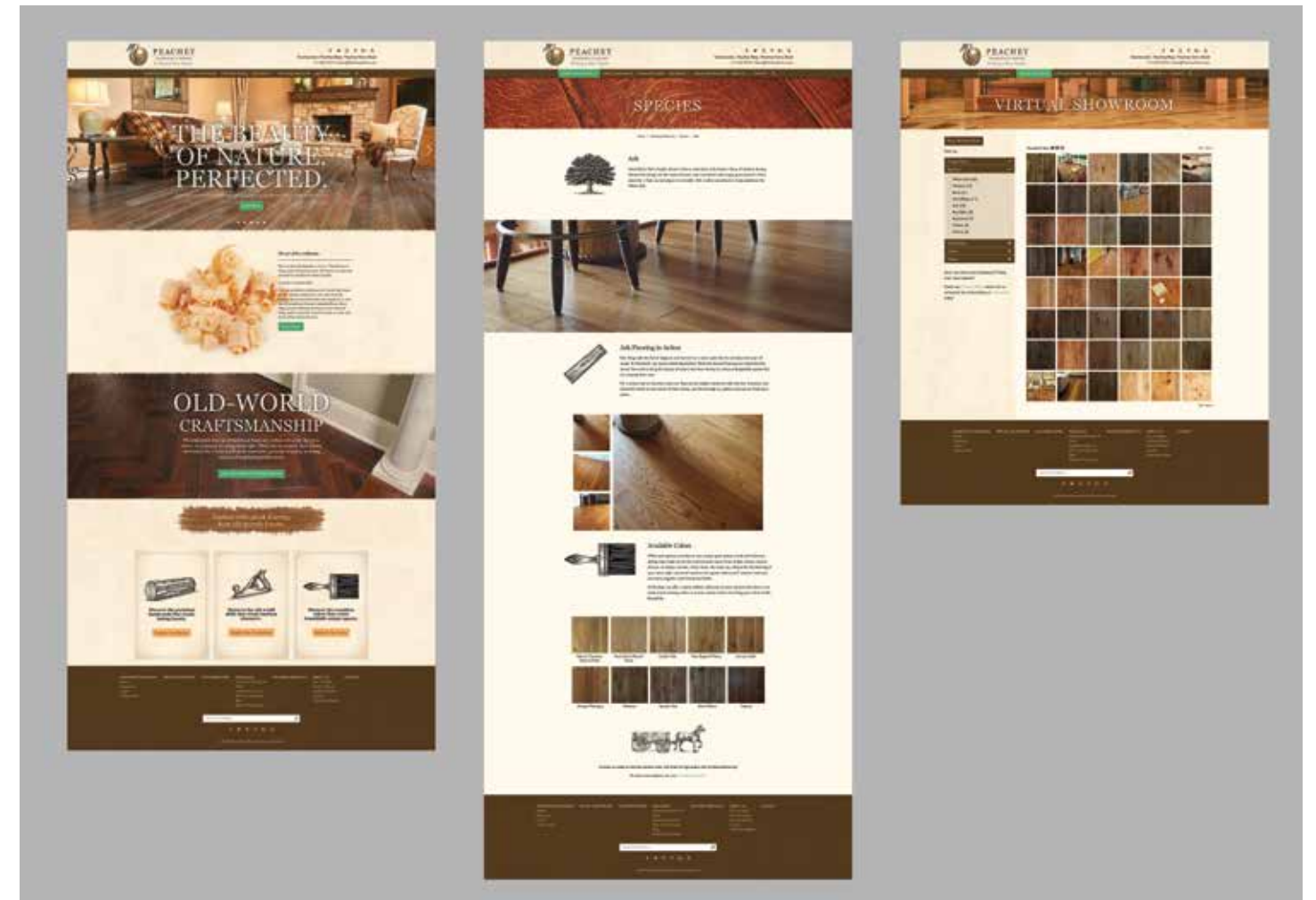
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BOOK

- 1 **THE HIDDEN LIFE OF LIFE: A WALK THROUGH THE REACHES OF TIME**
Silver Winner: Book — Cover/Jacket
Penn State Press

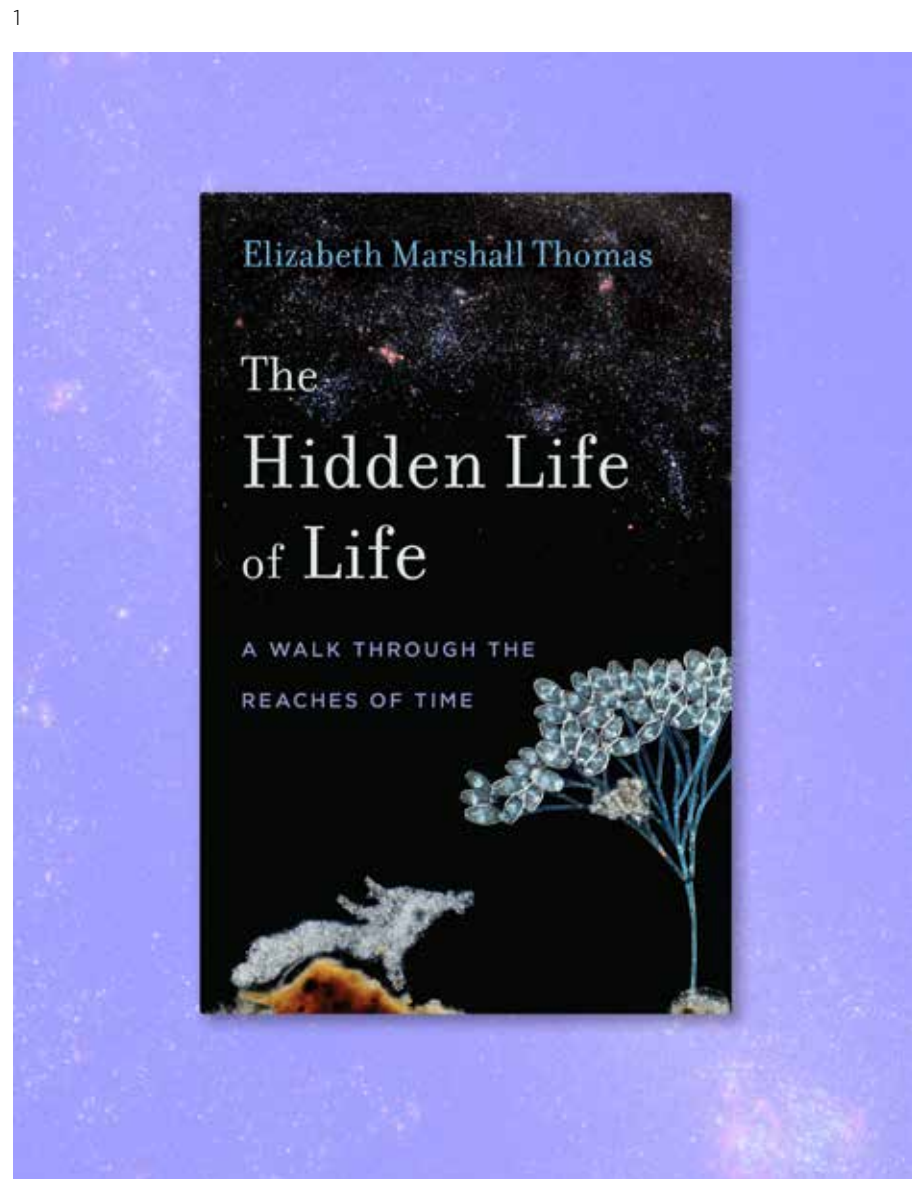
Written by Elizabeth Marshall Thomas
Regina Starace, Designer
- 2 **SOVIET SALVAGE: IMPERIAL DEBRIS, REVOLUTIONARY REUSE, AND RUSSIAN CONSTRUCTIVISM**
Gold Winner: Book — Design/Redesign (cover to cover)
Penn State Press

Written by Catherine Walworth
Regina Starace, Designer
- 3 **WHERE HONEYBEES THRIVE: STORIES FROM THE FIELD**
Gold Winner: Book — Design/Redesign (cover to cover)
Penn State Press

Written by Heather Swan
Regina Starace, Designer
- 4 **THE OTHER AMERICAN MODERNS: MATSURA, ISHIGAKI, NODA, HAYAKAWA**
Gold Winner: Book — Design/Redesign (cover to cover)
Penn State Press

Written by ShiPu Wang
Regina Starace, Designer
- 5 **LAIR OF THE LION: A HISTORY OF BEAVER STADIUM**
Silver Winner: Book — Design/Redesign (cover to cover)
Penn State Press

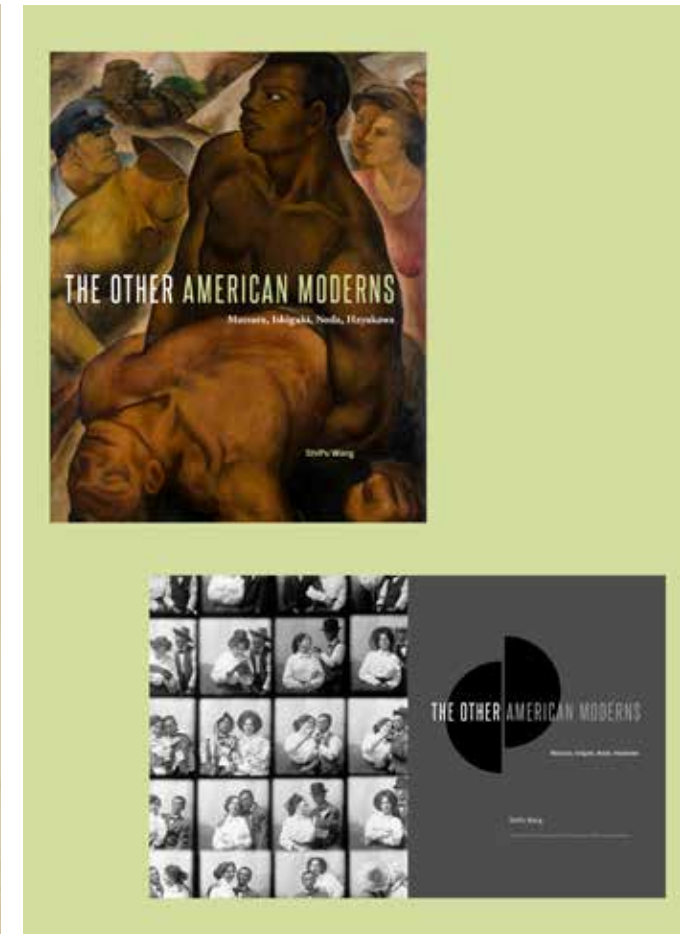
Written by Lee Stout and Harry West
Regina Starace, Designer



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PUBLICATIONS

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1 CENTRE FOUNDATION ANNUAL REPORT
Gold Winner: Publications — Annual Report
Rowland Creative

2 BEST OF STATE COLLEGE NOVEMBER 2017
Gold Winner: Publications — Magazine/Journal Cover
State College Magazine
Matt Fern, Art Director/Photographer
Maggie Anderson, Editor
Robyn Passante, Associate Editor

3 SHRUB CLUB JUNE 2017
Gold Winner: Publications — Magazine/Journal Feature Story
State College Magazine
Matt Fern, Art Director/Photographer
Maggie Anderson, Editor
Robyn Passante, Associate Editor

4 CAN YOU ESCAPE?
Silver Winner: Publications — Magazine/Journal Feature Story
Town & Gown Magazine
Mark Brackenbury, Editorial Director
Tiara Snare, Creative Director
Darren Weimert, Art Director/Photographer

5 TASTE OF THE MONTH: CREATIVE BURGERS
Silver Winner: Publications — Magazine/Journal Feature Story
Town & Gown Magazine
Mark Brackenbury, Editorial Director
Tiara Snare, Creative Director
Darren Weimert, Art Director/Photographer

6 TAPROOT KITCHEN: CULTIVATING POTENTIAL
Silver Winner: Publications — Magazine/Journal Feature Story
Town & Gown Magazine
Mark Brackenbury, Editorial Director
Tiara Snare, Creative Director
Darren Weimert, Art Director/Photographer

7 CENTERED MAGAZINE REDESIGN
Silver Winner: Publications — Magazine/Journal Design/Redesign (cover to cover)
State College Magazine
Matt Fern, Art Director/Photographer
Maggie Anderson, Editor
Robyn Passante, Associate Editor

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COLLATERAL

1 FALL 2017 CATALOG

Gold Winner: Collateral — Catalog

Penn State Press
Regina Starace
Heather Smith

2 PEACHEY HARDWOOD FLOORING STORY BOOK

Gold Winner: Collateral — Brochure

Peachey Hardwood Flooring, Client
Loaded Creative
Mark D. Dello Stritto, Creative Director
Sean McCauley, Art Director
Todd Lepley, Copywriter
Steve Tressler, Photographer
Jeff Wood, Illustrator

3 DR. MARTIN LUTHER KING JR. PLAZA DEDICATION PROGRAM

Silver Winner: Collateral — Brochure
Impressions

Michelle Damiano, Creative Director
Tabitha Simpson, Design Diva
Maura Allen, VP of Anything I Want

4 MOJO ACTIVE BROCHURE

Silver Winner: Collateral — Brochure

MoJo Active
Timm Moyer, Creative Director
Ric Jones, Creative Director
Morgan Hummel, Graphic Designer

5 INVENT PENN STATE NEW YEAR'S CARD

Gold Winner: Collateral — Direct Mail
Rowland Creative

6 ACCUWEATHER & L.L.BEAN

Gold Winner: Collateral — Presentation/Deck Design

AccuWeather
Richard Frank, Vice President of Brand Strategy & Creative Services
Ashley Thurston-Curry, Creative Director
Matthew Lawrenson, Designer
Brandi Reynolds, Designer
Maggie Takach, Production Manager
Melissa Kuper, Vice President, Integrated Marketing
Luna Catini, Senior Integrated Marketing Manager
Tamara Dozier, Integrated Marketing Manager

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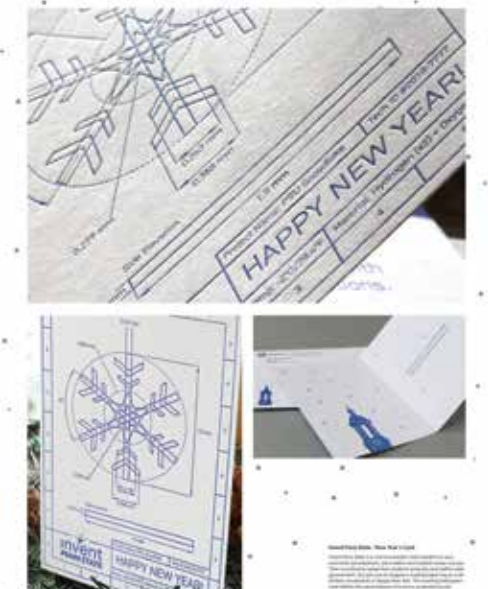
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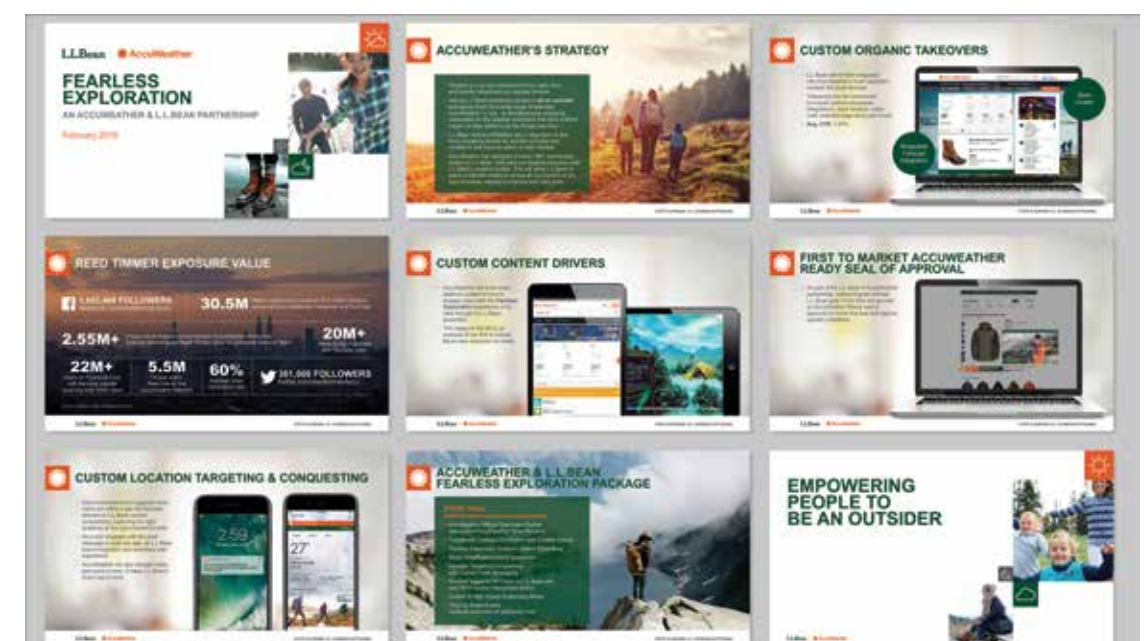
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TRADE SHOW/ EXPERIENTIAL/ EVENTS

1 API TECHNOLOGIES EVENT INVITE

Gold Winner: Trade Show/Experiential/Events
Rowland Creative

2 EMILY WHITEHEAD FOUNDATION GALA

Gold Winner: Trade Show/Experiential/Events
Rowland Creative

3 BLOODMOON BRANDSTORM

Gold Winner: Trade Show/Experiential/Events
AccuWeather
Richard Frank, Vice President of Brand Strategy & Creative Services
Ashley Thurston-Curry, Creative Director
Julie Dietz, Designer
Matthew Lawrenson, Designer
Brandi Reynolds, Designer
Maggie Takach, Production Manager
Melissa Kuper, Vice President, Integrated Marketing
Luna Catini, Senior Integrated Marketing Manager
Tamara Dozier, Integrated Marketing Manager

4 WE! CONNECT MEET CARDS!

Silver Winner: Trade Show/Experiential/Events
Christian Baum, Designer
Chad Littlefield, Content Developer

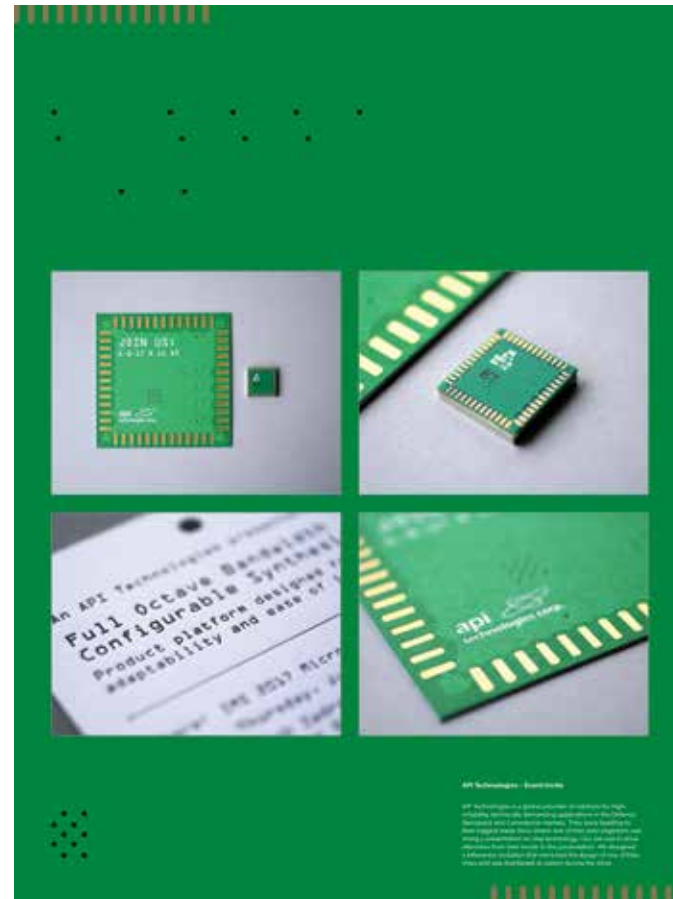
5 UK BRAND LAUNCH

Silver Winner: Trade Show/Experiential/Events
AccuWeather
Richard Frank, Vice President of Brand Strategy & Creative Services
Ashley Thurston-Curry, Creative Director
Matthew Lawrenson, Designer
Brandi Reynolds, Designer
Maggie Takach, Production Manager
Melissa Kuper, Vice President, Integrated Marketing
Luna Catini, Senior Integrated Marketing Manager
Tamara Dozier, Integrated Marketing Manager

6 2018 PENN STATE STARTUP WEEK

Silver Winner: Trade Show/Experiential/Events
Rowland Creative

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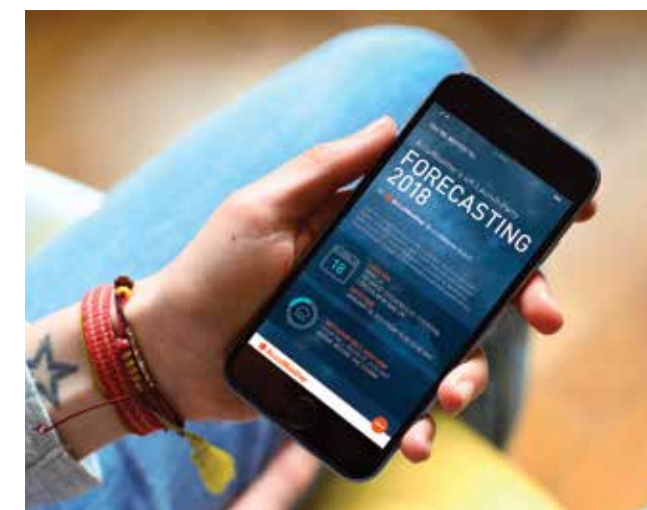
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BRAND IDENTITY

1 CANDLEWIC PEACH AND LAVENDER PACKAGING

Gold Winner: Brand Identity — Packaging
MoJo Active

Jared Frank, Account Executive
Joci Beck, Project Manager
Anthony Levan, Graphic Designer

2 GOOD DAY CAFÉ

Gold Winner: Brand Identity — Logo

AccuWeather
Strawberry Fields, Client
Richard Frank, Vice President of Brand Strategy & Creative Services
Ashley Thurston-Curry, Creative Director
Matthew Lawrenson, Designer
Brandi Reynolds, Designer
Maggie Takach, Production Manager

3 METZLER FOREST PRODUCTS

Gold Winner: Brand Identity — Logo

Metzler Forest Products, Client
Loaded Creative
Mark D. Dello Stritto, Creative Director
Sean McCauley, Art Director
Todd Lepley, Copywriter

4 ROWLAND CREATIVE

Gold Winner: Brand Identity — Logo

Rowland Creative

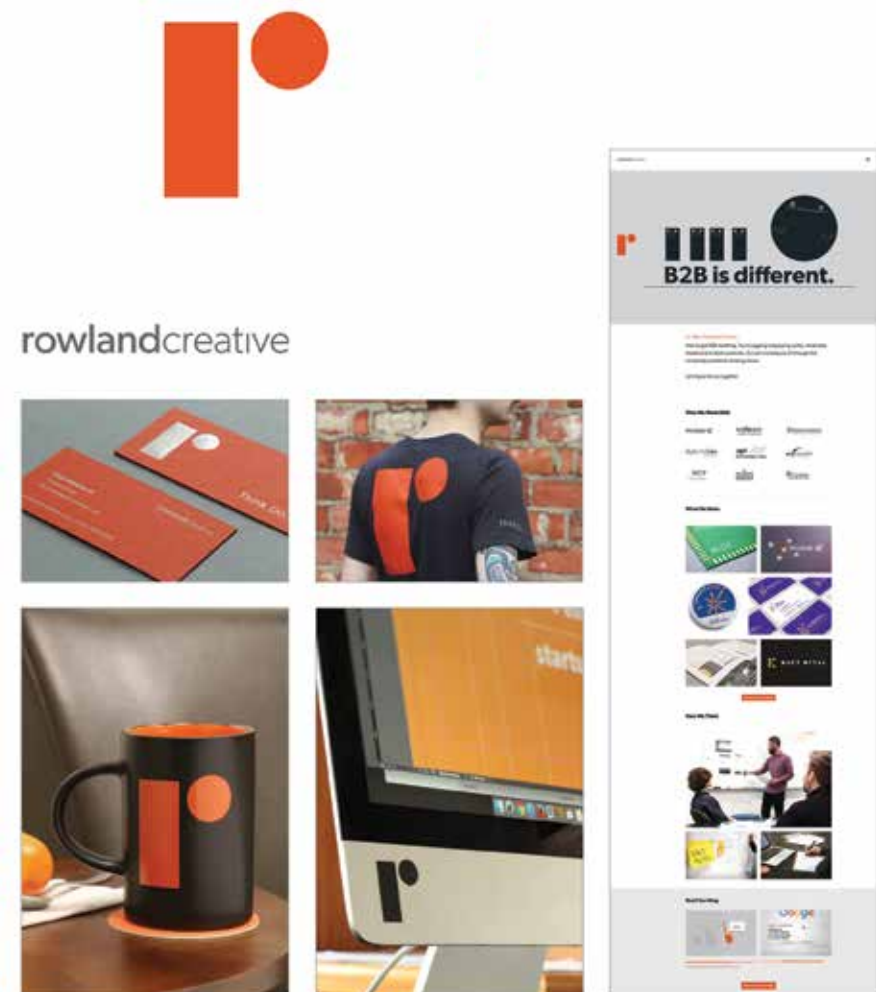
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5 CONTRACTOR SUCCESSION

Silver Winner: Brand Identity — Logo Impressions
Michelle Damiano, Creative Director
Tabitha Simpson, Design Diva
Maura Allen, VP of Anything I Want

6 ARDOR & FORGE

Silver Winner: Brand Identity — Logo
Ardor & Forge, Client
Zack Rackovan, Designer

7 TÖST AT MARKET SQUARE

Silver Winner: Brand Identity — Logo
Töst at Market Square, Client
Loaded Creative
Mark D. Dello Stritto, Creative Director
Sean McCauley, Art Director

8 THE ELIZABETH APARTMENTS

Silver Winner: Brand Identity — Logo
The Elizabeth Apartments, Client
Loaded Creative
Mark D. Dello Stritto, Creative Director
Sean McCauley, Art Director
Alex Herr, Junior Designer

9 BELLEFONTE FIRST SUNDAY

Silver Winner: Brand Identity — Logo
Downtown Bellefonte, Inc., Client
Loaded Creative
Mark D. Dello Stritto, Creative Director
Sean McCauley, Art Director

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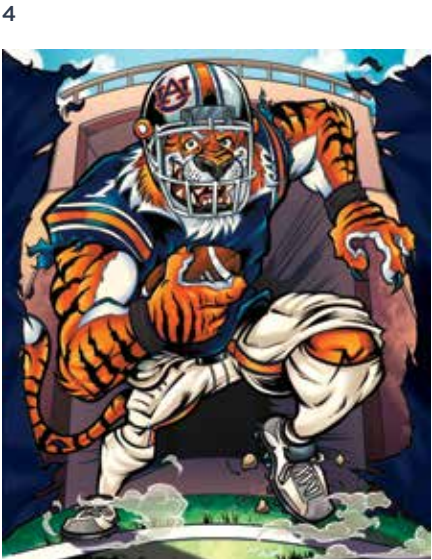
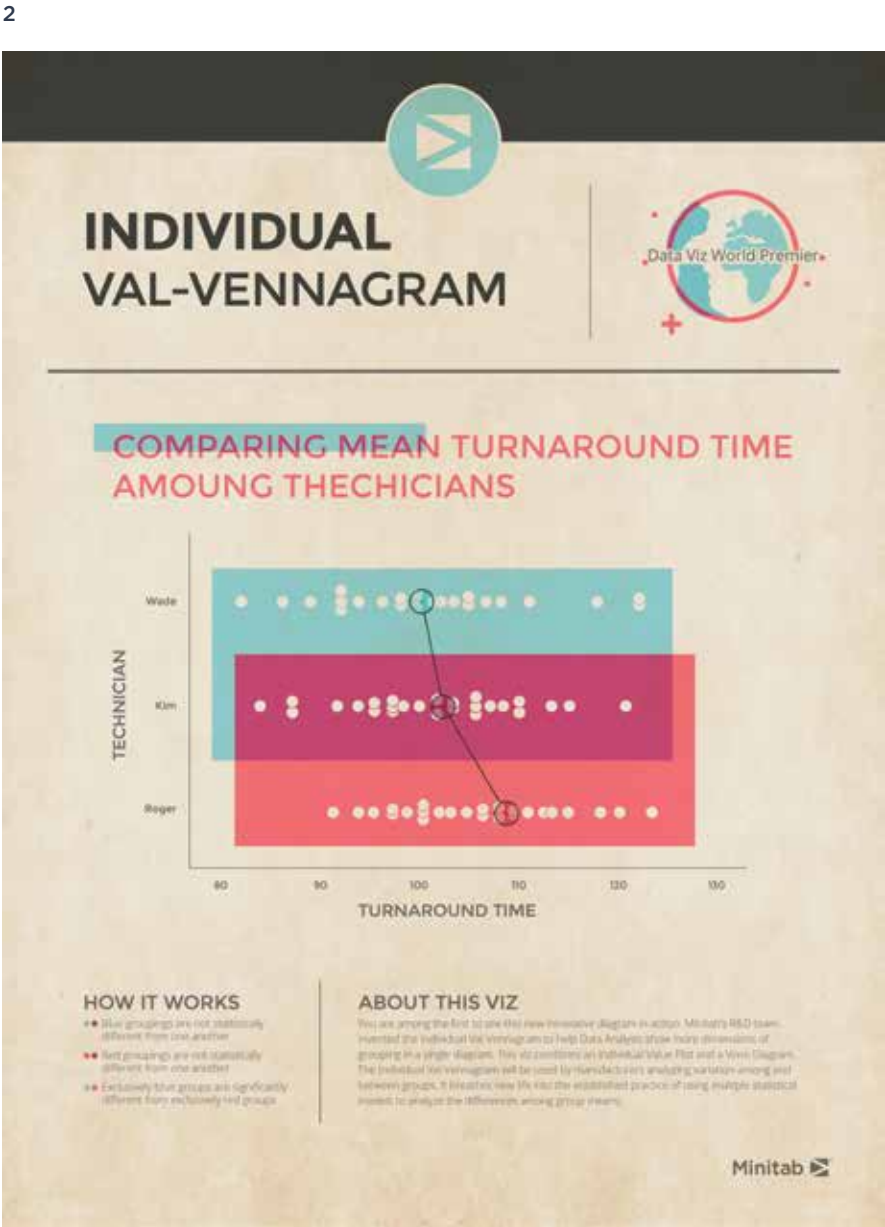


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ELEMENTS

- 1 **MCAA: MYSTEP**
Silver Winner: Elements — Animation
Penn State Military Clearinghouse
John Flude - Creative Director
Tyler Greer - Multimedia Specialist
- 2 **MINITAB: NEW DIAGRAM**
Silver Winner: Elements — Infographics
Cheryl Pammer, Strategy and Statistics
Trevor Calabro, Strategy and Design
- 3 **FINGERLAKESBREW.COM EMOJI SET**
Gold Winner: Elements — Illustration
Trevor Calabro, Strategy and Design
- 4 **CHICK-FIL-A RIVAL RESTAURANT**
Gold Winner: Elements — Illustration
Fly Land Designs
McCann of New York, Agency
Chick-Fil-A, Client
Auburn University, Client
University of Georgia, Client
Brian Allen, Illustrator
- 5 **HOLIDAY ROYALE**
Gold Winner: Elements — Illustration
AccuWeather
Richard Frank, Vice President of Brand Strategy & Creative Services
Ashley Thurston-Curry, Creative Director
Matthew Lawrenson, Designer
Brandi Reynolds, Designer
Maggie Takach, Production Manager
- 6 **BOAR'S HEAD: FUTURE DELI**
Silver Winner: Elements — Illustration
Christian Baum, Illustrator



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1 CENTRE FOUNDATION

Gold Winner: Elements — Photography

Centre Foundation, Client
Black Sun Photography

Rowland Creative, Agency

Michael Black, Photographer



2 G-FORM

Silver Winner: Elements — Photography

G-Form, Client
Black Sun Photography

DH Production, Video Producers

Michael Black, Photographer



3 ALPHA FIRE COMPANY

Silver Winner: Elements — Photography

Alpha Fire Company, Client

Black Sun Photography

Michael Black, Photographer



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4



INTEGRATED MEDIA/
MIXED MEDIA
CAMPAIGNS

1

1 PITTSBURGH STEELERS
DRUM LINE REBRAND
*Silver Winner: Integrated Media/
Mixed Media Campaigns*

Trevor Calabro, Strategy and Design

2 SPE FEDERAL CREDIT UNION
HOLIDAY CAMPAIGN
*Silver Winner: Integrated Media/
Mixed Media Campaigns*

SPE Federal Credit Union, Client
Loaded Creative

Mark D. Dello Stritto, Creative Director

Sean McCauley, Art Director

Danny Evans, Copywriter

Alex Herr, Junior Designer

3 ACE AWARDS
*Silver Winner: Integrated Media/
Mixed Media Campaigns*

AccuWeather

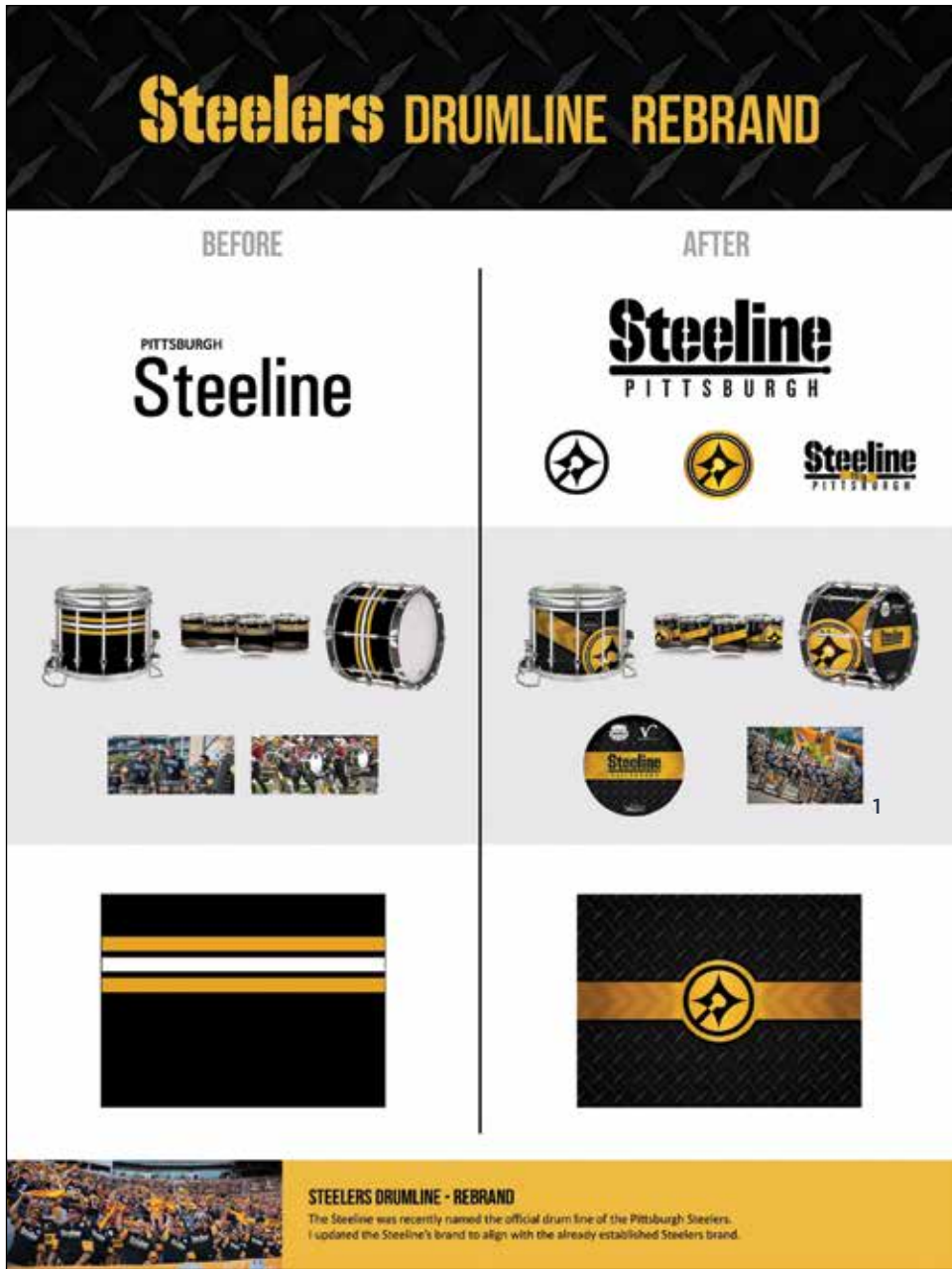
Richard Frank, Vice President of Brand
Strategy & Creative Services

Ashley Thurston-Curry, Creative Director

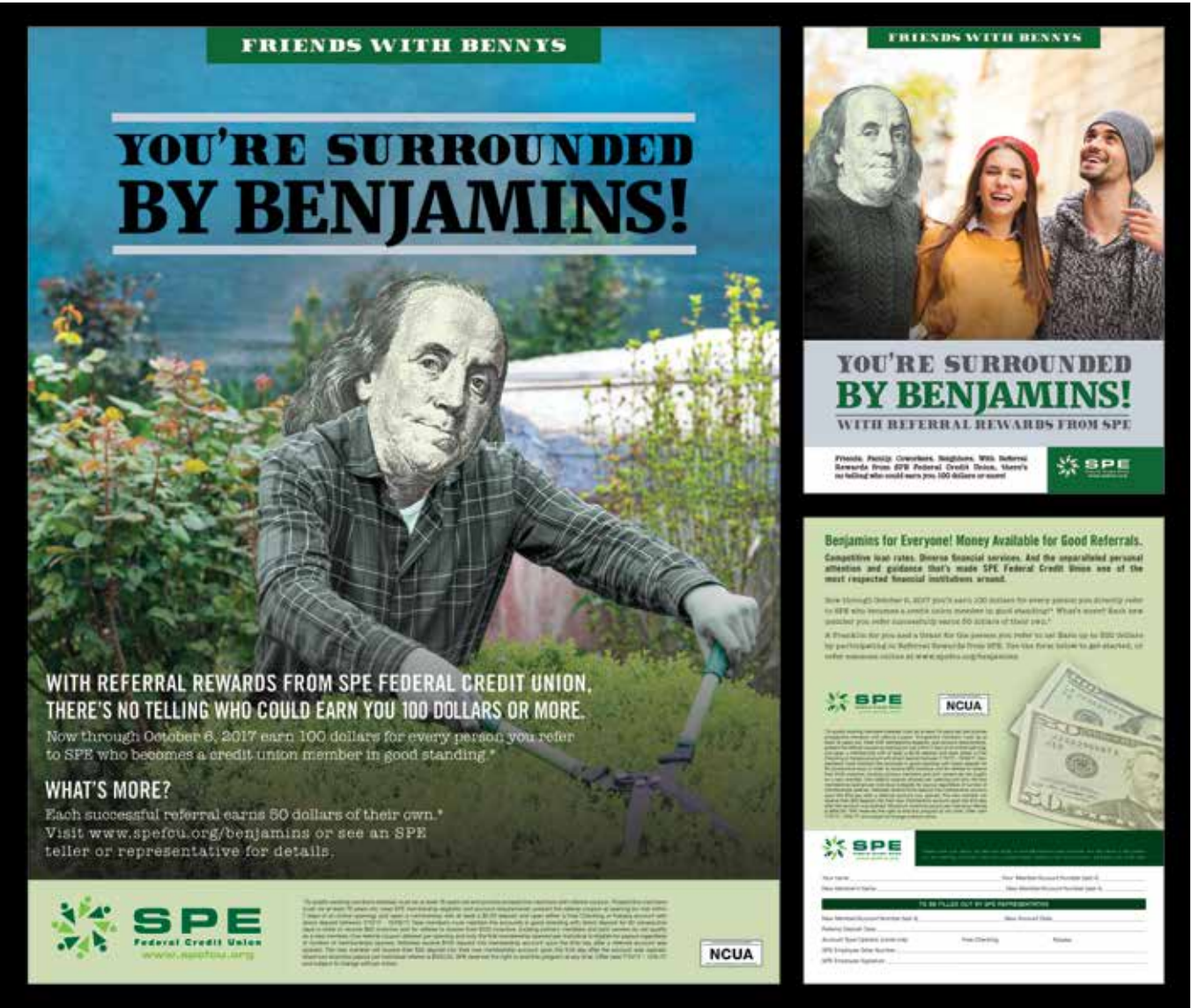
Matthew Lawrenson, Designer

Brandi Reynolds, Designer

Maggie Takach, Production Manager



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**Wrap It Up Early
This Holiday Season**
with up to \$25,000 in Holiday Loan cash!
As Low As 6.99% APR*

SPE
Federal Credit Union
www.spefcu.org

**There's no time like the present
to get all the gifts on your list.**
This holiday season, you can have it all. That special new toy, the kitchen of your dreams, paid college tuition... there's no telling what you could wrap up with up to **\$25,000 in holiday loan cash** from SPE.

Talk to an SPE Associate or apply online at spefcu.org/HolidayLoan

Act Fast! The SPE Holiday Loan Opportunity ENDS January 22, 2018.

**There's No Time
Like The Present**
for a \$25,000 Holiday Loan from SPE!
As Low As 6.99% APR*

**Wrap up the
holidays with a
Holiday Loan
from SPE.**

If your shopping list is cluttered with up to a \$25,000 gift, then consider gifting yourself a Holiday Loan from SPE Federal Credit Union. Choose right. Introducing dreams. Your upcoming New Year's resolutions for 2018. The summer when your dreams become your reality. SPE has up to \$25,000 in holiday loan cash wrapped in easy 6.99% APR.

Visit a holiday wrap or register online at www.spefcu.org/HolidayLoan

**Need More
Wrapping Paper?**
SPE Has Holiday Loans Up To \$25,000!
As Low As 6.99% APR*

SPE Federal Credit Union
November 30, 2017 · 48

Feeling A Little "Holidazed?"

If you and your wallet made a little too much merry this holiday season, then consider a Holiday Loan from SPE. We've extended the deadline for our special Holiday Loans until January 22, 2018—Apply online or visit a branch today!

SPE Federal Credit Union
Product/Service

Like Comment Share

SPE Federal Credit Union
November 30, 2017 · 48

There's Still Time To Make Holiday Dreams Come True!

SPE Holiday Loans are still available, up to \$25,000 in Holiday Loan cash! That's enough wrapping "paper" for just about anything left on your list—home improvements or appliances, one-of-a-kind gifts & more! Visit us on-line or stop by a branch today!

SPE Federal Credit Union
Product/Service

Like Comment Share

SPE Federal Credit Union
November 30, 2017 · 48

Oh My, That's A Lot Of Wrapping Paper.

Up to \$25,000 dollars worth, in fact. SPE Holiday Loans have arrived, just in time to make everything merry and bright. How much can you fit under the tree this year? Visit us on-line or in person at an SPE branch to find out!

SPE Federal Credit Union
Product/Service

Like Comment Share



**Join us for a
Summer of Fun!**

Centred Outdoors is an open invitation for people of all ages and fitness levels to explore ten outdoor destinations all around Centre County, all summer long. Together, we'll stress less and discover more about the great outdoors!

ALL EVENTS ARE FREE AND OPEN TO THE PUBLIC!
Register at www.centredoutdoors.org to get started and:

- See the summer schedule and RSVP for events
- Get emails with event updates and directions
- Track your visits and climb the online leaderboard
- Earn a trophy for win and all summer prizes
- Join us every Sunday and Wednesday between June 10-August 15!

Questions? Call or email us: 814-237-0420
adventures@clearwaterconservancy.org

Centred Outdoors
A partnership between Clearwater Conservancy and more partnering organizations.

Spring Creek Canyon Trail

A healthy environment increases biodiversity and provides stability for wildlife and their habitats. After the fire up Mount Nittany, you'll be seen inspired by the best views of State College anymore!

Run for Resilience
The Clearwater Conservancy is a non-profit organization that works to protect and restore the natural resources of the Clearwater Conservancy. We are currently looking for volunteers to help with our work. If you are interested in helping us, please contact us at 814-237-0420 or adventures@clearwaterconservancy.org.

Clearwater Conservancy
A healthy environment increases biodiversity and provides stability for wildlife and their habitats. After the fire up Mount Nittany, you'll be seen inspired by the best views of State College anymore!

Mount Nittany

A healthy environment increases biodiversity and provides stability for wildlife and their habitats. After the fire up Mount Nittany, you'll be seen inspired by the best views of State College anymore!

Just Above
A healthy environment increases biodiversity and provides stability for wildlife and their habitats. After the fire up Mount Nittany, you'll be seen inspired by the best views of State College anymore!

The Sky's the Limit
A healthy environment increases biodiversity and provides stability for wildlife and their habitats. After the fire up Mount Nittany, you'll be seen inspired by the best views of State College anymore!

Clearwater Conservancy
A healthy environment increases biodiversity and provides stability for wildlife and their habitats. After the fire up Mount Nittany, you'll be seen inspired by the best views of State College anymore!

Spring Creek Canyon Trail

A healthy environment increases biodiversity and provides stability for wildlife and their habitats. After the fire up Mount Nittany, you'll be seen inspired by the best views of State College anymore!

Run for Resilience
The Clearwater Conservancy is a non-profit organization that works to protect and restore the natural resources of the Clearwater Conservancy. We are currently looking for volunteers to help with our work. If you are interested in helping us, please contact us at 814-237-0420 or adventures@clearwaterconservancy.org.

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Mount Nittany

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4 SPE FEDERAL CREDIT UNION REFERRAL PROGRAM

*Silver Winner: Integrated Media/
Mixed Media Campaigns*

SPE Federal Credit Union, Client
Loaded Creative

Mark D. Dello Stritto, Creative Director

Sean McCauley, Art Director

Danny Evans, Copywriter

Jeremy Bratton, Illustrator

5 HOVUS PET FOOD CAMPAIGN

*Silver Winner: Integrated Media/
Mixed Media Campaigns*

MoJo Active

Ric Jones, Creative Director

Rita Mines, Project Manager

Alan Zerbe, Graphic Designer

Sean Reidy, Email Specialist

Steve Landau, SEO/SEM

Samantha Morgan, Graphic Designer/Email
Specialist

Travis Lockuff, Web Developer

6 CENTRED OUTDOORS CAMPAIGN

*Silver Winner: Integrated Media/
Mixed Media Campaigns*

Graphics and Design

Clearwater Conservancy Team:

Andrea Murrell, Coordinator

Graphics and Design Team:

Kitty Patterson, Creative Director

Jonathan Pelky - Art Director

Curt Woodcock - Senior Designer

JUDGES' SPECIAL AWARDS

1 PENN STATE PRESS

Soviet Salvage: Imperial Debris, Revolutionary Reuse, and Russian Constructivism

Written by Catherine Walworth

Regina Starace, Designer

2 ACCUWEATHER

BloodMoon BrandStorm

Richard Frank, Vice President of Brand Strategy & Creative Services

Ashley Thurston-Curry, Creative Director

Julie Dietz, Designer

Matthew Lawrenson, Designer

Brandi Reynolds, Designer

Maggie Takach, Production Manager

Melissa Kuper, Vice President, Integrated Marketing

Luna Catini, Senior Integrated Marketing Manager

Tamara Dozier, Integrated Marketing Manager

1



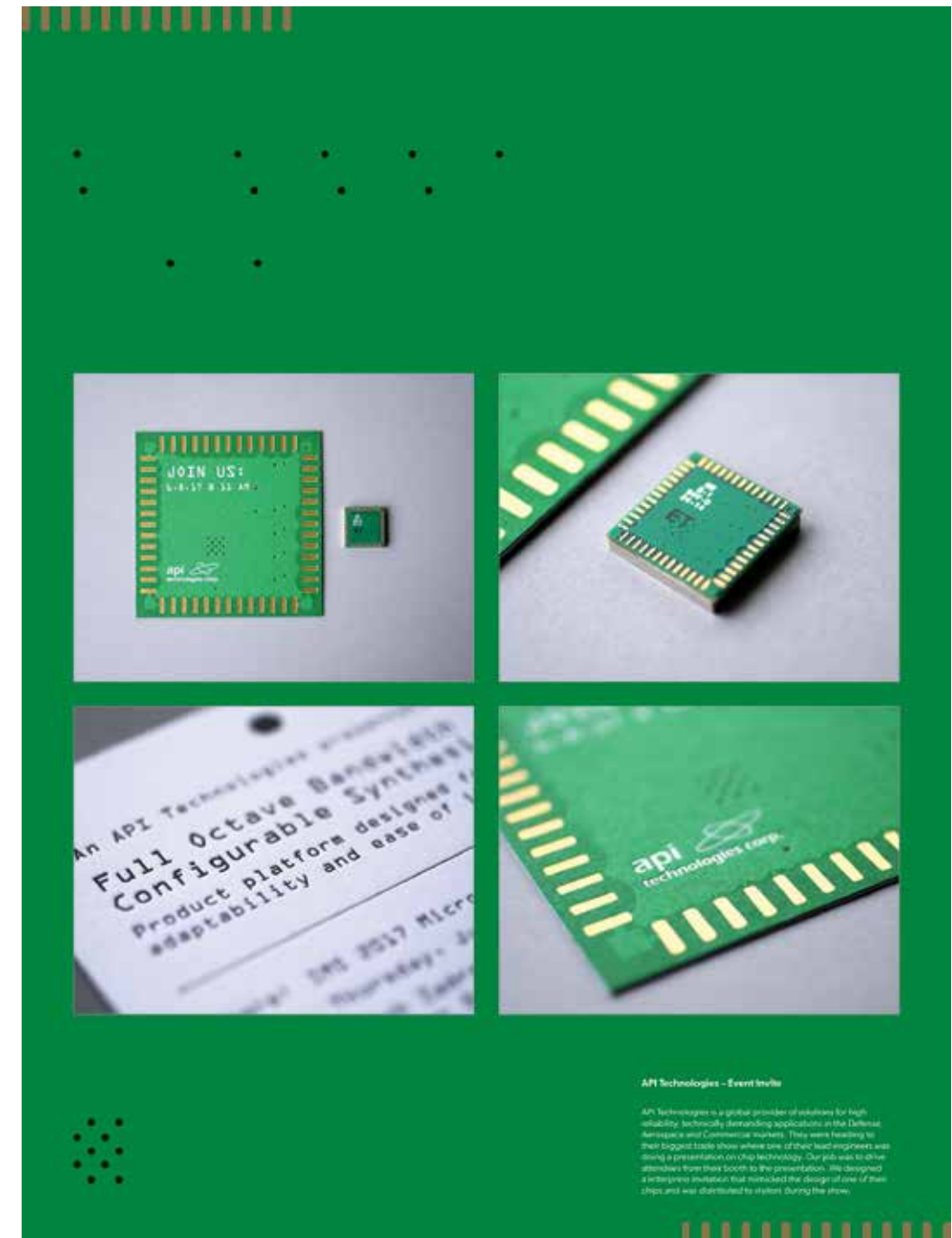
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Michael Waldhier

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Trevor Calabro
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AWARD BOOK PRINTING & BINDERY

Colonial Press

JUDGING LOCATION

Garrison Hughes - Pittsburgh, PA

JUDGING COORDINATORS

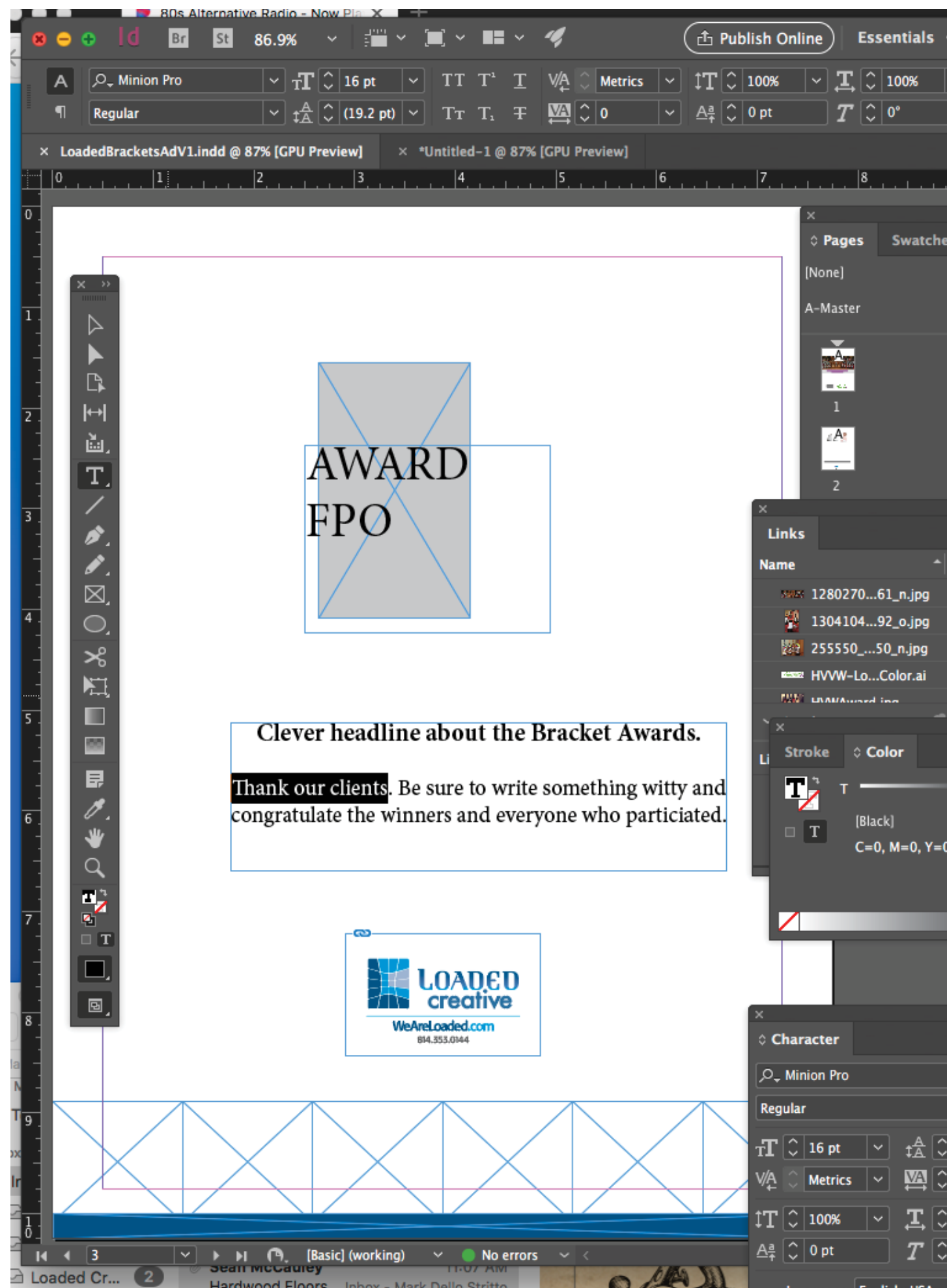
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