DON'T
OVERTHINK
SHIT

The 2024
AMERICAN
ADVERTISING
AWARDS GALA
Amanda is a Creative Lead with over a decade of creative and strategic experience as an advertising art director. She's worked on brands across the gamut for consumer, b2b, academia, healthcare, probono, and nonprofit.

Her award-winning work has been recognized by Effie Awards, New York Festivals, The Drum Awards, The Rx Club, GDUSA's American Graphic Design Awards, PRINT, and GRAPHIS.

She's an avid mentor. And, she serves on the Executive Board for 100 Roses From Concrete, a nonprofit providing opportunities to underrepresented groups for a more equitable advertising industry. Her compassion drives her to create human-centered work.

Her curiosity pushes her to keep honing her craft. She's a proud Miami Ad School and University of Illinois alum.

Thank you TO OUR JUDGES
Greg has always been passionate about creating work that makes people think, feel and respond. He began his professional career as an Off-Off-Broadway Playwright, then a television writer/producer on shows for Disney Channel, MTV, and BET. Over the past 20 years, he’s transferred his entertainment knowledge into the advertising world with top agencies like Grey, Digitas, Moxie and Rauxa.

As a creative director, he’s crafted compelling digital experiences for Verizon, BB&T Bank, Equifax and BMW & MINI Financial Services. Most recently, he served as co-lead of Moxie’s creative department comprised of art directors, designers, copywriters, content creators, front-end web developers and user experience architects.

Greg is also known for being a Diversity and Inclusion champion. He is the former head of the Atlanta chapter Men of Color Alliance at Publicis. He is also the former President of the Parent Association Board at St. Benedict’s Episcopal School in Smyrna.

Currently, he is the head of Mohawk Industries in-house creative agency. He oversees copywriting, design, photography and video production.

Thank you TO OUR JUDGES
At 6'4", it's little wonder Joe likes thinking big: Creating strategic communications in all facets of advertising on a regional and national level. A song-and-dance and DJ man, Joe is also known as a nationally and internationally recognized Creative Director responsible for shaping brands as diverse as Tek Experts, Textron, NYSEG/RG&E, The Rochester Philharmonic Orchestra, and more.

Joe is currently the owner and Creative Director of Brandtatorship – a boutique advertising agency in western New York that specializes in forging ideas that help companies take charge of their brand. He started his career over 25 years ago at JWT in Detroit, MI where he helped grow clients like The Ford Motor Company and White Castle.

From there, he traveled south to JWT Atlanta and after a couple of years enduring the sweltering heat, he landed in Rochester, NY working for the McCann Worldwide subsidiary, Jay Advertising.

Currently, Joe volunteers as the Governor of District 2 of the American Advertising Federation, which guides local AAF chapters across NY, PA, MD, NJ, DE, and Washington D.C. Joe’s expertise shines across a diverse field of disciplines including art direction, digital, broadcast production, illustration, and social media.

Thank you to our judges.
Thank you to our sponsors:

ALE8 SOFT DRINK

MONSTER COLOR
a lynn imaging company

MEDICRE
PUBLIC SERVICE & SOCIAL RESPONSIBILITY
Millcreek Elementary Brand

OneFold/Brandcat
Millcreek Elementary

Molly Green
Lauren Harris
Blake Meade
Jenny Jones
Amelia Bisceglia
Whitman Bussey (Oculus Studios)
Brock Smith (Oculus Studios)

Creative Director
Copywriter
Mascot Illustrator
Graphic Designer
Graphic Designer
Videographer
Videographer
GE Appliances
ERG Logos

OneFold/Brandcat
GE Appliances

Molly Green
Graphic Designer
Lauren Harris
Copywriter
Showroom Tycoon: Deluxe Edition

EXPERIENCE BIG ASS FANS IN STYLE

Tour our Virtual Showroom to see the difference a Big Ass fan can make in any space! Choose from one of our designer homes below to begin your interactive digital experience and let the fun begin:

- Compare fan models, sizes, and finishes in real time.
- Preview and size fans for your own space with augmented reality.
- Find the perfect fan for your space with our custom fan builder.
- See fan lighting options in Day and Night modes.

Elements of Advertising  User Experience

Big Ass Fans
Big Ass Fans

Paul Cox
Ian Rios
Kim Tegge
Katie Doefler

3D Artist
Developer
Technical Communicator
Technical Communications Manager
Hunsicker Logo Design

COOMER
Hunsicker

David Coomer
Ana Maldonado-Coomer
Jen Stratton
Greta Pittard Wright
Gates Sweeney
Lori Goza
Nathan March Jones
John Herskind
Allison Antram

CEO & Head of Strategy
Creative Director
Producer
COO & Head of Strategic Planning
Web Designer
Designer
Producer
Designer
Copywriter
Joy Ride Spot

COOMER
Kentucky Bluegrass Region

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Nikki Leonard
Madeleine Stone
Nita Kiem
Amy Preske
Chelsea Curran
Lauren Smalley
Aspen Grender
Brooke Strozdas
John Herskind
Caleb Costelle
Studio Muti
Bennie Wells
Elena Li
Steve Shanabruch
Ann-Sophie De Steur
Remko Heemskerk
CEO & Head of Strategy
Creative Director
COO & Head of Strategic Planning
Senior Producer
Project Manager
Awards Manager
Junior Creative Producer
Publicist
Publicist
Media Manager
Copywriter
Copywriter
Designer
Designer
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator
Illustrator

Dongkyu Lim
Gary Miller
Jeremiah Oschwald
Victor Sizemore
Kevin Bryan
John Buckman
Markus Cook
Defacto Sound
The Falconer
Robbie Morgan
Mary Quinn Ramer
Mike Wolfe
Leticia Cline
Harlen Wheatley
Quita Michel
Toribio Powell
Darrell Boaz
Stacia Gambrell
Charlie Cheatham
Jamie Tate
Illustrator
Photography
Photography
Photography
Photography
Videography
Videography
Videography
Sound
Sound
Client - Kentucky Tourism
Client - Kentucky Tourism
Talent
Talent
Talent
Talent
Production Assistant
Production Assistant
Production Assistant
Car Handling
Car Handling

Elements of Advertising
Film & Video
Elements of Advertising  
Music – Single

Ale-8-One Musical

Eppic Films
Ale-8-One

Jason Epperson  
Tim Obeck  
Seth Graham  
Mike Moriote  
Caleb Releford  
Elizabeth Epperson  
Chris Phelps  
Ellie Miller

Director/Co-Writer  
Cinematographer  
Assistant Director  
1st AO  
2nd AO  
Producer/Wardrobe  
Music Composer/Co-Writer  
Choreographer

Ale-8-One

Jason Epperson  
Tim Obeck  
Seth Graham  
Mike Moriote  
Caleb Releford  
Elizabeth Epperson  
Chris Phelps  
Ellie Miller

Director/Co-Writer  
Cinematographer  
Assistant Director  
1st AO  
2nd AO  
Producer/Wardrobe  
Music Composer/Co-Writer  
Choreographer
Serenity
Brand Refresh

Tempur Sealy
Tempur Sealy International

Elizabeth Layne
Rachel Dame
PowerSchoppechio

Creative Direction
Art Direction
Photography and Videography

Elements of Advertising
Art Direction – Campaign
Bakersfield Brandcats Brand

OneFold/Brandcat
Brandcat Creative

Molly Green
Graphic Designer

Lauren Harris
Copywriter
Joy Ride Spot

COOMER
Kentucky Bluegrass Region

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Nikki Leonard
Madeleine Stone
Nita Kiem
Amy Preske
Chelsea Curran
Lauren Smalley
Aspen Grender
Brooke Strozdas
John Herskind
Caleb Costelle
Studio Muti
Bennie Wells
Elena Li
Steve Shanabruch
Ann-Sophie De Steur
Remko Heemskerk

CEO & Head of Strategy
Creative Director
COO & Head of Strategic Planning
Senior Producer
Project Manager
Awards Manager
Junior Creative Producer
Publicist
Publicist
Media Manager
Copywriters
Copywriters
Designers
Designers
Designers
Illustrators
Illustrators
Illustrators
Illustrators

Elements of Advertising

Cinematography – Single
Joy Ride
Illustrated Posters

COOMER
Kentucky Bluegrass Region

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Nikki Leonard
Madeleine Stone
Nita Kiem
Amy Preske
Chelsea Curran
Lauren Smalley
Aspen Grender
Brooke Strozdas
John Herskind
Caleb Costelle
Studio Muti
Bennie Wells
Elena Li
Steve Shanabruch
Ann-Sofie De Steur
Remko Heemskerk
CEO & Head of Strategy
Creative Director
COO & Head of Strategic Planning
Senior Producer
Project Manager
Awards Manager
Junior Creative Producer
Publicist
Publicist
Media Manager
Copywriters
Copywriters
Designers
Designers
Designers
Illustrators
Illustrators
Illustrators
Illustrators

Elements of Advertising
Illustration
Eppic Films
Ale-8-One

Addy Gold

Jason Epperson
Tim Obeck
Seth Graham
Mike Morlote
Caleb Releford
Elizabeth Epperson
Chris Phelps
Ellie Miller

Director/Co-Writer
Cinematographer
Assistant Director
1st AC
2nd AC
Producer/Wardrobe
Music Composer/Co-Writer
Choreographer

Ale-8-One Musical
NMSU Journeys Campaign

Hook
New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Elements of Advertising
Film & Video
FILM, VIDEO & SOUND
Bourbonland

Cornett
VisitLEX

Jonathon Spalding
Randy Steward
Natalie Wilks
Caitlin Schile
Nicole Kukurugya
Sarah Vaughan
Coleman Larkin
Alexis Wilkinson
Lauren McDowell
Jared Lee
Jalyn Clark
Matt Goddard
Haley Bottorff
Mariam Said
Pierina Galvez
Phil Foster
Leslie Miller

Creative Director
Art Director
Account Executive
Sr. Account Executive
Art Director
Associate Art Director
Sr. Copywriter
Sr. Copywriter
Account Coordinator
Business Support Lead
Graphic Designer
Jr. Graphic Designer
Assistant Account Executive
Account Executive
UI/Web Designer
Creative Resources Intern
Vice President of Marketing, VisitLEX

Parker Mack
Erika Lynn
Aaliyah Russell
Gabriel Savage
John Buckman
Callaway Stivers

Talent
Talent
Talent
Talent
Production Partner
Production Partner

Film, Video & Sound
VisitLEX Cornett
Online Film Video & Sound – Single
Silver Addy
Unfixables

Cornett

Q Mixers

Whit Hiler
Jason Majewski
Jonathon Spalding
Randy Steward
Sarah Vaughan
Nicolle Kukuruya
Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Gear Seven
Nicholas Wootten
Jocelyn Hurley
Erin Kelley
Greg Cypser

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

Film, Video & Sound
Online Film Video & Sound – Single
Together, We Breed Future Champions

Spendthrift
Spendthrift Farm

Joel Cunningham
Nadus Films
Coury Deeb
Nicole Finch
Kendall Wucker
Marketing Director
Video Production
Writer & Voiceover
Marketing & Experience Coordinator
Marketing & Experience Coordinator
Walmart - Wreaths Across America

Courage Media
Walmart

Mike Benton
Director, Cinematography

David Rodd
Camera and Drone Operator
NMSU Journeys Campaign

Hook
New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Film, Video & Sound
Branded Content & Entertainment – Campaign
NMSU Journeys Campaign

Hook
New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Film, Video & Sound
Regional/National Television – Campaign
ONLINE & INTERACTIVE
Showroom Tycoon: Deluxe Edition

EXPERIENCE BIG ASS FANS IN STYLE

Tour our Virtual Showroom to see the difference a Big Ass fan can make in any space. Choose from one of our designer homes below to begin your interactive digital experience and let your imagination soar.

- Compare fan models, sizes, and finishes in real time
- Preview and size fans for your own space with augmented reality
- Find the perfect fan for your space with our custom fan builder
- See fan lighting options in Day and Night modes

Big Ass Fans
Big Ass Fans

Paul Cox
3D Artist
Ian Rios
Developer
Kim Tegge
Technical Communicator
Katie Doefler
Technical Communications Manager

Online & Interactive Microsite
Kentucky After Dark Website

COOMER
Kentucky Tourism

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Robbie Morgan
Bryan Barger
Nikki Leonard
Jason Carne
Stanley Sievers
Justin Garnnon
John Herskind
Gates Sweeney
Nita Kiem
Victor Sizemore
Markus Cook
Justin Lee
Aspen Grender
Madeleine Stone

CEO & Head of Creative Strategy
Creative Director
COO & Head of Strategic Planning
Producer
Client - Marketing Director
Visual Director (AI/3D)
Project Manager
Branding & Design
Copywriter
Illustrator
Designer
Web Designer
Junior Creative Producer
Photographer
Editor & Videographer
Editor
Copywriter
Awards Manager

Online & Interactive Website
Hey Aliens, Look at Lexington!

Cornett
VisitLEX

Jonathon Spalding
Dave Walker
Robert Baker
Randy Steward
Sarah Vaughan
Coleman Larkin
Peter Cook
Daniel Boone
Natalie Wilks
Caitlin Schie
Lauren McDowell
Audrey Moeglin
Caitlin Leiby
Jared Lee
Matt Goddiard
Jalyn Clark
Eric Waters
Ty Duckwoyler
Paige Hansen
Emily Reinnaer

Creative Director
SVP, Director of Brand Strategy
Director of Social Strategy
Associate Creative Director
Associate Art Director
Sr. Copywriter
Director of Interactive Strategy
Digital Producer
Account Executive
Sr. Account Executive
Account Coordinator
Assistant Account Executive
Content Strategy Manager
Business Support Lead
Jr. Graphic Designer
Graphic Designer
Content Creation Manager
Social Content Creator
Integrated Media Associate
Integrated Media Associate

Online & Interactive
Branded Content & Entertainment
MARKETING, OUT OF HOME, AND CROSS PLATFORM
Serenity
Brand Refresh

Tempur Sealy
Tempur Sealy International

Elizabeth Layne
Rachel Dame
PowerSchoppechio

Creative Direction
Graphic Designer
Photography and Videography

Marketing, Out-of-Home,
and Cross Platform
Integrated Campaign
McBrayer Bourbon Legacy Book

OneFold/Brandcat
McBrayer Legacy Spirits

Molly Green
Lauren Harris
Suzy McBrayer
Bill McBrayer

Graphic Designer
Copywriter
Historian and Content Contributor
Historian and Content Contributor

Marketing, Out-of-Home, and Cross Platform
Book Design
WE CAN'T FIX YOUR MOUNTING EXISTENTIAL DREAD BUT WE CAN FIX YOUR COCKTAIL

Q It Up
Cornett
Q Mixers

Whit Hiler
Jason Majewski
Jonathon Spalding
Randy Steward
Sarah Vaughan
Nicole Kukuruga
Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Gear Seven
Nicholas Wootten
Jocelyn Hurley
Erin Kelley
Greg Cypser

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

Marketing, Out-of-Home, and Cross Platform
Outdoor Boards
Addy Gold

David Coomer
Ana Maldonado-Coomer
Jen Stratton
Nathan March-Jones
Greta Pittard Wright
Lua Cieza
Bryan Barger
Brooke Strozdas

CEO & Head of Strategy
Creative Director
Producer
Producer
COO & Head of Strategic Planning
Designer
Designer
Copywriter

Vitail Packaging

COOMER
Vitail

Marketing, Out-of-Home, and Cross Platform Packaging – Campaign
Sheltowee Trace Guidebook

Roscoe Peacock
Sheltowee Trace Association

Roscoe Peacock
Katherine Stone
Barry Tonnung
Stephen Bowling
Chuck Nicholson

Creative Director
Editor
Historian
Proofreader

Marketing, Out-of-Home, and Cross Platform
Book Design
STUDENT CATEGORY
Indeed “It’s The Start” Campaign

Cailey Bingham

Ben Johnson
Emme Schumacher
Kennedi Beam
Lauren Shaffer
Madi Rennie
Anjana Vedapuri
Madeline Davis
Megan Fezza
Jenna Rampenthal
Ashley Fisher
Fran Loise
Maya Malawi
WTF Candy Co
Candy Package

Emma Reilly

Student Category
Sales & Marketing
My Dad’s Pizzeria

Bianca Aparicio

Student Category
Sales & Marketing
Array Design Conference

Josephine Gabbard

Ashton Payne
Isaiah Flannery
John Tyler

Student Category
Cross-Platform
Addy
Gold

Jeremy Reed

Student Category
Elements of Advertising
Array Design Conference

Josephine Gabbard

Ashton Payne
Isaiah Flannery
John Tyler
BOARD CERTIFIED
In 1926, G.L. Wainscott introduced a ginger and citrus soft drink like no other at the Clark County fair in Winchester, KY. From that day on, the indescribable taste of this Bluegrass favorite would be known as "a late one" or the latest thing. Four generations later, the family still blends the secret recipe from Uncle Lee's handwritten notes. Open one yourself and taste the tradition.

Ale-8-One Bottling

Clay Pullen
Designer

Kevin Price
CMO/Creative Director

EVERYTHING ELSE IS JUST GINGER ALE
Busch Light
401k

Cornett
Anheuser-Busch

Whit Hiler  
Jason Majewski  
Nicole Kukurugya  
Kathy Martinovich  
Coleman Larkin  
Jonathon Spakling  
Audrey Moeglin  
Natalie Wilks  
Christina Danko  
Krystyn Stowe

Executive Creative Director  
Group Creative Director  
Art Director  
Sr. Copywriter  
Sr. Copywriter  
Creative Director  
Account Executive  
Account Executive  
Brand Manager, Anheuser-Busch  
Head of Busch Family & Natural Family, Anheuser-Busch
UKFCU Welcome Package

University of Kentucky Credit Union
University of Kentucky Credit Union

Shaina Renfro
Graphic Designer
Andrew Miller
Writer/Producer
HEAVYWEIGHT AWARD
GREG POTTS
HEAVYWEIGHT AWARD
AMERICAN ADVERTISING AWARDS GALA

MOSSAIC ADDY AWARD

The 2021 AMERICAN ADVERTISING AWARDS GALA
NMSU Journeys Campaign

Hook
New Mexico State University

Hook Interactive
Colin Doherty
John Buckman
Gates Sweeney
Callaway Silvers

Creative Agency
Production Company
Director, Producer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Out-Of-Home & Ambient Media
Branded Content & Entertainment—Campaign
JUDGES’ CHOICE
Hey Aliens, Look at Lexington!

Cornett
VisitLEX

Jonathon Spalding, Creative Director
Coleman Larkin, Sr. Copywriter
Lauren McDowell, Account Coordinator
Randy Steward, Associate Creative Director
Natalie Wilks, Account Executive
Jared Lee, Business Support Lead
Robert Baker, Director of Social Strategy
Danil Boone, Digital Producer
Caitlin Schile, Content Strategy Manager
Lauren McDowell, Account Coordinator
Audrey Moeglin, Assistant Account Executive
Gailin Leiby, Content Strategist
Jared Lee, Business Support Lead
Matt Goddard, Jr. Graphic Designer
Jalyn Clark, Integrated Media Associate
Eric Waters, Social Content Creator
Ty Duckwyler, Integrated Media Associate
Paige Hansen, Integrated Media Associate
Emily Reitnauer, Integrated Media Associate

Sarah Vaughan, Associate Art Director
Caitlin Schile, Sr. Account Executive
Jloyn Clark, Graphic Designer
Eric Waters, Content Creation Manager
Ty Duckwyler, Social Content Creator
Paige Hansen, Integrated Media Associate
Emily Reitnauer, Integrated Media Associate

Dave Walker, SVP, Director of Brand Strategy
Peter Cook, Director of Interactive Strategy
Audrey Moeglin, Assistant Account Executive
Gailin Leiby, Content Strategist
Jared Lee, Business Support Lead
Matt Goddard, Jr. Graphic Designer
Jalyn Clark, Integrated Media Associate
Eric Waters, Social Content Creator
Ty Duckwyler, Integrated Media Associate
Paige Hansen, Integrated Media Associate
Emily Reitnauer, Integrated Media Associate

Branded Content & Entertainment
Online & Interactive

JUDGES' Choice
WE CAN'T FIX YOUR MOUNTING EXISTENTIAL DREAD BUT WE CAN FIX YOUR COCKTAIL

Q It Up
Cornett
Q Mixers

Whit Hiler
Jason Majewski
Jonathon Spalding
Randy Steward
Sarah Vaughan
Nicole Kukrugya
Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Nicholas Wootten
Jocelyn Hurley
Erin Kelley
Greg Cypser

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

Marketing, Out-of-Home, and Cross Platform
Outdoor Boards

JUDGES' Choice
Kentucky After Dark
Art Direction

COOMER
Kentucky Tourism

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Robbie Morgan
Bryan Barger
Nikki Leonard
Jason Carne
Stanley Sievers
Justin Gammon
John Herskind
Gates Sweeney
Nita Kiem
Victor Sizemore
Markus Cook
Justin Lee
Justin Gammon
Madeleine Stone

CEO & Head of Creative Strategy
Creative Director
COO & Head of Strategic Planning
Producer
Client – Marketing Director
Visual Director (AI/3D)
Project Manager
Branding & Design
Copywriter
Illustrator
Designer
Web Designer
Junior Creative Producer
Photographer
Editor & Videographer
Editor
Copywriter
Awards Manager

Elements of Advertising
Art Direction – Campaign
BEST DESIGN
Sheltowee Trace Guidebook

Roscoe Peacock
Sheltowee Trace Association

Roscoe Peacock  
Katherine Stone  
Barry Toning  
Stephen Bowling  
Chuck Nicholson

Creative Director  
Editor  
Historian  
Proofreader

Marketing, Out-of-Home, and Cross Platform  
Book Design
BEST ONLINE & INTERACTIVE
WE CAN'T FIX YOUR MOUNTING EXISTENTIAL DREAD BUT WE CAN FIX YOUR COCKTAIL

Q It Up

Cornett
Q Mixers

Whit Hiler
Jason Majewski
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Laura Merchant
Jalyn Clark
Coleman Larkin
Alexis Wilkinson
Dave Walker
Lacy Madden
Jeff Venable
Monica Stephens
Gear Seven
Nicholas Wooten
Jocelyn Hurley
Erin Kelley
Greg Cypser

Executive Creative Director
Group Creative Director
Creative Director
Associate Creative Director
Associate Art Director
Sr. Graphic Designer
Graphic Designer
Sr. Copywriter
Sr. Copywriter
SVP, Director of Brand Strategy
Director of Brand Management
Director Partner
Photographer Partner
Production Partner
Chief Marketing Officer, Q Mixers
Brand Marketing Director, Q Mixers
Brand Manager, Q Mixers
Head of Creative, Q Mixers

Out-Of-Home & Ambient Media
Outdoor Boards
BEST VIDEO

The Category
NMSU Journeys Campaign

Hook
New Mexico State University

Hook Interactive
Hook Interactive
Colin Doherty
Colin Doherty
John Buckman
John Buckman
Gates Sweeney
Callaway Stivers

Creative Agency
Production Company
Director
Producer
Cinematographer
Editor
Assistant Camera and Assistant Editor
Assistant Camera and Assistant Editor

Film, Video & Sound
Regional/National Television – Campaign
BEST PUBLIC SERVICE
Millcreek Elementary Brand

OneFold/Brandcat
Millcreek Elementary

Molly Green
Lauren Harris
Blake Meade
Jenny Jones
Amelia Bisceglia
Whitman Bussey (Oculus Studios)
Brock Smith (Oculus Studios)

Creative Director
Copywriter
Mascot Illustrator
Graphic Designer
Graphic Designer
Videographer
Videographer

Public Service & Social Responsibility Brand Elements
BEST OF SHOW
Kentucky After Dark Website

COOMER
Kentucky Tourism

David Coomer
Ana Maldonado-Coomer
Greta Pittard Wright
Jen Stratton
Robbie Morgan
Bryan Barger
Nikki Leonard
Jason Carne
Stanley Sievers
Justin Garnon
John Herskind
Gates Sweeney
Nita Kiem
Victor Sizemore
Markus Cook
Justin Lee
Aspen Grender
Madeleine Stone

CEO & Head of Creative Strategy
Creative Director
COO & Head of Strategic Planning
Producer
Client - Marketing Director
Visual Director (AI/3D)
Project Manager
Branding & Design
Copywriter
Illustrator
Designer
Web Designer
Junior Creative Producer
Photographer
Editor & Videographer
Editor
Copywriter
Awards Manager

Online & Interactive Website
SHOUT OUT TO ALL OF THIS YEAR’S ENTRIES

Something missing?
Message us and we’ll add it.
TO OUR SPONSORS:

Thank you

Combined with a $400 welcome bonus – all great reasons to choose to bank local with UK Federal Credit Union.

- Deposits insured up to $350,000**
- Great deposit rates
- Lower loan rates
- Local with on-campus and near campus branch locations
- Complimentary financial review with our investment team through CFS***
- Easy-to-use Apple and Android Mobile Apps

*Offer expires 11/11/2023. New Member is required to open a new Checking Account to qualify for the promotion using code UK400. New member may not have had an existing checking account within the past 12 months. Membership Eligibility required. To earn the account bonus, the new member must meet the following requirements within 95 days of account opening:

1. New account receives at least two regularly reoccurring payroll Direct Deposits totaling at least $4,000;
2. Complete 30 debit card purchase transactions;
3. Member account must be above $0.00 at time of bonus payment.

If all qualifications are met, funds will be deposited into the primary checking account within 5 business days of completion. Bonus funds may be considered 1099-INT taxable; consult your tax advisor.

UKFCU reserves the right to end the promotion without notice. Please see a representative for additional details.

**NCUA federally insures credit union members' deposits up to $250,000, while qualifying accounts exceeding the maximum level of coverage provided by NCUA are insured by an additional $100,000 through ESI. For more information on ESI coverage, contact your UKFCU representative.

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What Employers Should Know About the SCOTUS 2022-2023 Term

A Brief Outline

In 9 months, there were 10 employment-related cases. Employers won 4 cases, but they also lost 4 cases.
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At first this seemed insurmountable. There were liens to clear up, property to transfer, agreements to execute. There was a park, a bus stop and a community center to build, and there were outstanding reimbursements to be paid to the Land Trust. That was only part of the to-do list. I wasn’t entirely sure of the ins and outs of the Land Trust model. Members of the Land Trust were constantly sending emails and following up with phone calls. However, after 3 years of working alongside the Land Trust, I recognized where their hearts were, their goals, and how much they love their community. I determined that going forward, they would be my number one partner in moving this project towards completion.

After realizing the tremendous amount of work still required, I began to understand that the road construction and opening was not the end result of this project, it was only the beginning. I had a responsibility to those individuals that were affected by the project that went much further than making sure traffic moved in and out of downtown Lexington or checking off items on a to-do list. This project could not be treated like a typical highway project. This project was about a community long forgotten and overlooked, that was promised a voice but barely allowed a whisper. I now had my marching orders and a plan of how to manage the project.

My first order of business was to attend a Land Trust board meeting and to assure these fine people that I had heard their requests and pledged to do my very best to address their concerns.

In 2021 I was asked to write an article about the Newtown Pike Extension (NPE) Project from the project manager’s perspective. To most, a pretty simple task. However, with the NPE Project, nothing is just that simple. I took over management of the project in 2018 after the retirement of the previous project manager, Stuart Goodpaster. He came back to the office and gave me a brief review to bring me up to speed and handed me a thick folder that included an outline of to-do bullets. For the rest of the information, I researched and relied on folks who had been involved with the project in the past, most of whom were also retired.

After about a week of studying and running around in circles, I felt like I knew enough to begin managing the project. I learned very quickly that this project would not be like any project I had managed in my career. To begin with, the actual road was already built and opened to traffic and was a tremendous success in moving folks in and out of downtown Lexington. After 50 years of fussing, cussing and discussing, the long awaited direct route from I-75 was a reality. It seemed like after I took care of some punch list items the project would be good to go. That assumption was wrong. This project was much more than a typical highway project - I was tasked with ensuring that all the environmental mitigation requirements identified in the Record of Decision were met so the project could be constructed in the first place.

Shane Tucker is the Local Public Agency (LPA) Project Manager for the Kentucky Transportation Cabinet, Division of Highways, District 7, Planning Section. He has a BS in Construction Management from Eastern Kentucky University and has been with the Cabinet 21 years. In 2018 Shane became the NPE Project Manager for KYTC.
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SHARED GOVERNANCE

FNU follows a model of shared governance, the purpose of which is to facilitate the involvement of its members in supporting FNU’s mission. FNU’s structure is focused on communication, joint planning, shared authority, and collaborative responsibility for decision making. The organizational structure of the shared governance model is composed of the faculty/staff at large, student body, academic and institutional standing committees, student council, faculty/staff council, president of the university, and the board of directors. In the shared governance model, the university president is the direct liaison between FNU’s faculty/staff council, faculty and staff at large, and the board of directors. It is the president’s responsibility to bring any shared governance matters that may affect FNU policy to the board.

The responsibilities of shared governance take into account many different aspects including matters pertaining to faculty/staff policy as well as matters pertaining to fiscal accountability. Another function of shared governance is the making of decisions related to the admission, progress, retention, promotion, and graduation of students as well as the decisions related to educational policies, curricula, programs, program evaluation, and learning resources of FNU. Shared governance also functions to provide support for the professional and personal development of faculty, staff, and students and their scholarship and clinical practice activities.

While we acknowledge our historical roots in Hyden, Ky. where our campus used to be, in 2017 we reached a pivotal time in our more than 80-year history, recognizing change is needed in order to expand enrollment and program offerings and meet the needs of our students. We are excited to educate more nurses to become competent, entrepreneurial, ethical and compassionate nurse-midwives and nurse practitioners on our Versailles, Ky. campus in order to improve health outcomes for mothers, babies, and families in diverse, rural, and underserved areas.

VERSAILLES

Versailles is a city in Woodford County, Kentucky, United States. It lies 13 miles by road west of Lexington. Versailles has a population of 10,421 according to 2021 census estimates. It is the county seat of Woodford County.

WOODFORD COUNTY

As of the 2020 census, the population of Woodford County was 26,871. Its cities include Midway and Versailles. Woodford County is well known for its beautiful horse farms.

LEXINGTON

Lexington is the second-largest city in Kentucky. As of the 2020 census the population was 322,570, anchoring a metropolitan area of 516,811 people and a combined statistical area of 747,919 people. Lexington is also known as “Horse Capital of the World.” It is the home of the University of Kentucky, Transylvania University, Bluegrass Community and Technical College, the Kentucky Horse Park, and Keeneland thoroughbred race course.

ABOUT CENTRAL KENTUCKY

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