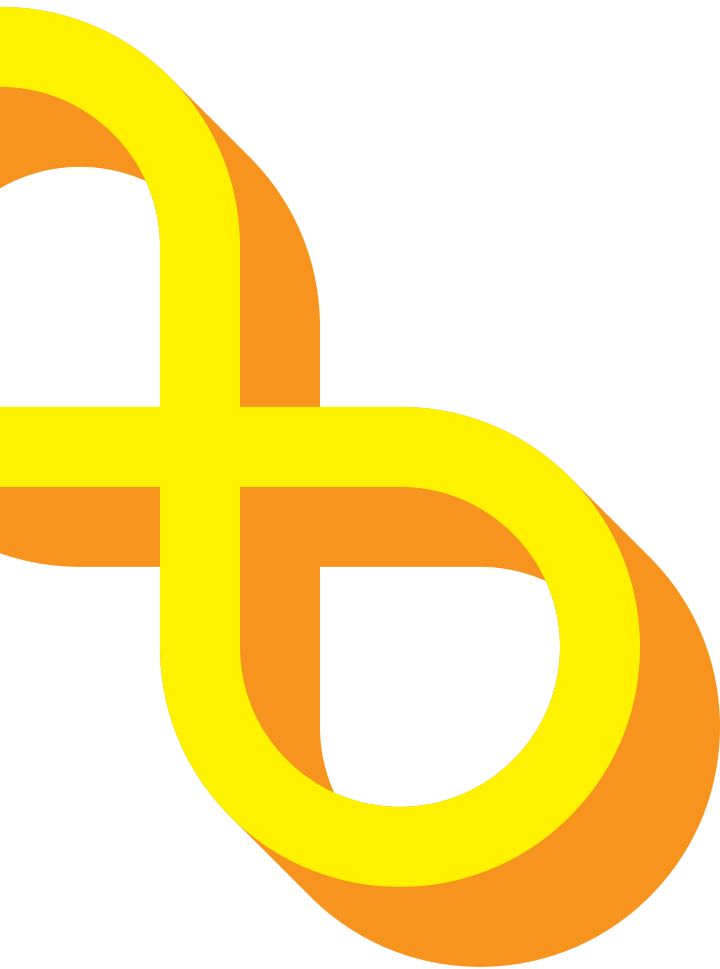




# **boundless**

AAF Lexington  
American Advertising Awards  
2018 Winners Book



As artists and advertisers,  
we shape our community  
with carefully crafted brand  
experiences. Our work is varied  
and our roles diverse. But when  
we come together, we become  
a part of something bigger  
than ourselves. We become  
boundless.

This year's ADDY Awards  
celebrates the passion, the work,  
and the creative community. But  
more importantly, it celebrates  
the impact we have on the world.

---

**boundless**

# 1948



# 2018

AAF Lexington is an affiliate chapter of The American Advertising Federation (AAF). As the "Unifying Voice for Advertising," AAF is the oldest national advertising trade association representing all segments of the industry. Your membership to AAF Lexington automatically connects you with a national network of more than 40,000 creative professionals from over 200 affiliated Clubs across the country.

This year marks AAF Lexington's 70th anniversary.

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# Monica King

**AAF Lexington**  
**President 2017-2018**  
**Marketing and In-House Design**  
**Lynn Imaging and Monster Color**

If I haven't had the pleasure of meeting you yet, I'd like to start by introducing myself. My name is Monica King, I'm the Marketing Specialist and In-House Designer for Lynn Imaging / Monster Color. I've had the privilege of serving our organization as a board member over the last three years, and I am honored to be your AAF Lexington President.

My goal as the 2017-2018 president is to build a more engaged AAF creative community and do more to impact our community and local higher education students.

Over the last couple years of the ADDYs, we have celebrated our successes and converged as a creative community. Now it's time to use our talents to extend our reach into the rest of the community. It's time to make a difference.

Last year, I was honored to be part of the AAF Lexington Public Service team that created and executed a campaign that raised over \$64,000 for Voices of Hope, a long-term addiction recovery program. I am grateful, on a personal level, that AAF's public service opportunities have allowed us to impact the Lexington community.

If you're interested in getting more involved with our initiatives, there is no better time than right now to get started. This year we have a chance to help multiple non-profits through assisting Compassionate Lexington during their #LexGiveBack week this spring.

If you're not a member, what are you waiting for? Use your creative talents to be boundless!



---

## Tim Raymer

**AAF Lexington  
VP of ADDYs 2017-2018  
Principal  
Foundry72**

I've been part of the creative industry for over a decade and have met many people during my tenure, however, this is the first year I've had the pleasure of serving on the AAF Board as your VP of ADDYs.

As designers, advertisers, and marketers, we always want to learn and think of our industry as boundless. Learning everything is our goal, but our hope should be to never achieve it.

It's been both an honor and a privilege serving alongside such admirable and entertaining professionals such as you, and I'm happy to be part of our community of creatives.

Go and be boundless!



---

## Michael L. Seay

**AAF District Five Governor  
AAF National Board of Directors  
Director, SensoryMax  
Toledo, Ohio**

On behalf of the AAF District 5 Board, thank you for attending the AAF Lexington American Advertising Awards show. For those that entered this year, congratulations on creating memorable, powerful work, worthy of being recognized. Whether you've won an ADDY this year or not, your work is worth it and your ideas are beautiful. To all of the 2018 ADDY Award winners, take a bow! Tonight's Gold ADDY winners will be moving on to District 5 competition to be held in Toledo in March. The winning work from that competition will then advance to the final stage of the competition — The AAF National ADDY Awards Show. This year the show will be held in June in the windy city of Chicago!

I hope each of you enjoy the show and thank you for being a member of the American Advertising Federation.



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## Lea Friedman

**ADDY Judge**  
**Creative Director**  
**IMBIBE**  
**Atlanta, GA**

Lea Friedman is the Creative Director for IMBIBE, a brand design firm. Clients include North American Properties, Sara Blakely, The City of Sandy Springs and the Literacy for All Fund.

She was the former Design Director at Iconologic, a brand design firm in Atlanta. Her clients included Cooper Carry Architects, The Republic of Trinidad & Tobago, The Coca-Cola Company, Milliken Carpet and Kilpatrick Stockton, LLC. Prior to joining Iconologic, Lea was a designer at EAI in Atlanta, where she designed annual reports for companies such as Equifax, Compaq and AT&T. Lea began her career as a designer at Copeland Hirthler Design + Communications designing promotions for Neenah Paper.

Lea's work has garnered wide industry recognition and seen frequent showings in major design competitions, including AIGA Design Archives, Art Directors Club, Type Directors Club, Communication Arts, London International Awards, STEP, Mohawk Show, How and Print. She taught typography for many years at Atlanta's Portfolio Center.

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## Mary Skinner

**ADDY Judge**  
**Marketing & Creative Director**  
**Tennessee State Museum**  
**Nashville, TN**

A graduate of Auburn's graphic design and marketing program, Mary was an art director for Tennessee's largest advertising agency, before founding her own firm where she represented clients in healthcare, music, and tourism. After selling her firm to an international advertising agency, Mary accepted a position at Tennessee State Museum in 2007 where she oversees print and Internet marketing, advertising and news media relations.

She has received numerous local and regional ADDY awards, and has had her work published in *Print* magazine. Mary's team at the museum has received recognition by regional and national museum organizations for outstanding publication and exhibition projects.

Mary is a recipient of the Tenn Show Award from Nashville's Mayor Dean and the American Association of Graphic Designers for "Outstanding Commitment to Culture and the Arts In Nashville, Tennessee." She's also received the AAF 2006 Bolton-McVicar Award for work on college education initiatives. She is a past board member of the Nashville Advertising Federation and International Association of Business Communicators and currently serves on the Board of the Tennessee Association of Museums.



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# Michael Stark

**ADDY Judge**  
**Creative Director**  
**Matchbook Creative**  
**Indianapolis, IN**

Michael Stark is Creative Director at Matchbook Creative, an Indianapolis-based full-service creative agency.

Stark has led national campaigns and creative identities for companies and organizations such as USA Track & Field, 3M, and the Indianapolis Zoo. His campaigns, illustrations, photography, videography, web designs, and packaging designs have also been awarded national and local awards by AAF, W3, Hermes and others.

Stark is a board member of AIGA Indianapolis, specializing in community events. He is also co-creator of a local creative community, Creative Shift, which gives back to the community through creative design projects.

In addition to his roles at Matchbook Creative, Stark speaks at universities and volunteers in the creative community for The Monster Project and Ruckus Makerspace.

Through his experience in and out of agencies, Stark has expertise in fostering creative communities and teams that create both effective and award-winning work.



**Lea Friedman**



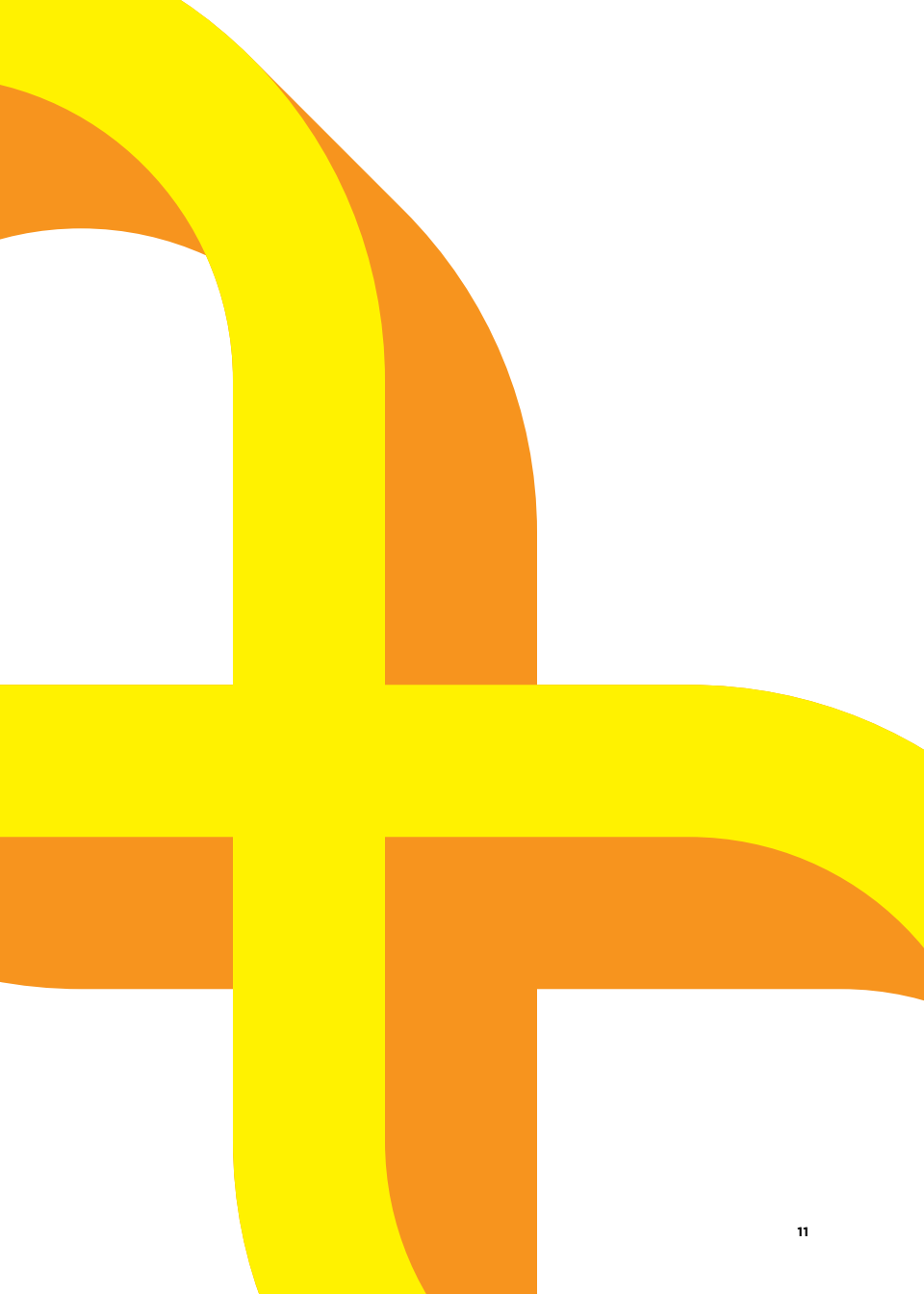
**Mary Skinner**



**Michael Stark**



# **Gold and Special Awards**



Cross Platform  
Integrated Campaigns  
Integrated Advertising Campaigns  
Consumer Campaign-Local

**Best of Show  
Gold Award**



# VisitLEX Chicago Takeover

Cornett  
VisitLEX

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Tim Jones, Creative Director  
Whit Hiler, Creative Director  
Dave Jones, Art Director  
Anne Trussell, Associate Copywriter  
Jonathon Spalding, Copywriter  
Clay Gibson, Graphic Designer  
Jason Carne, Graphic Designer  
John Buckman, Producer/Editor  
Leslie Miller, Sr. Account Planner  
Bailey Klutts, Account Coordinator  
Mike Dominick, Media Director  
Bryan Rowe, Sr. Media Planner/Buyer



Out-Of-Home & Ambient Media  
Out-of-Home  
Poster  
Poster - Single Unit

**Judge's Choice | Lea Friedman**



# Valvoline Oil Can Screenprint

Cornett  
Valvoline

---

Sarah Vaughan, Graphic Designer  
David Coomer, Chief Creative Officer  
Tim Jones, Creative Director  
Dave Jones, Art Director  
The Giant Robot, Screen Printer



Cross Platform  
Integrated Campaigns  
Integrated Brand Identity Campaign  
Local or Regional/National

**Judge's Choice | Michael Stark  
Gold Award**



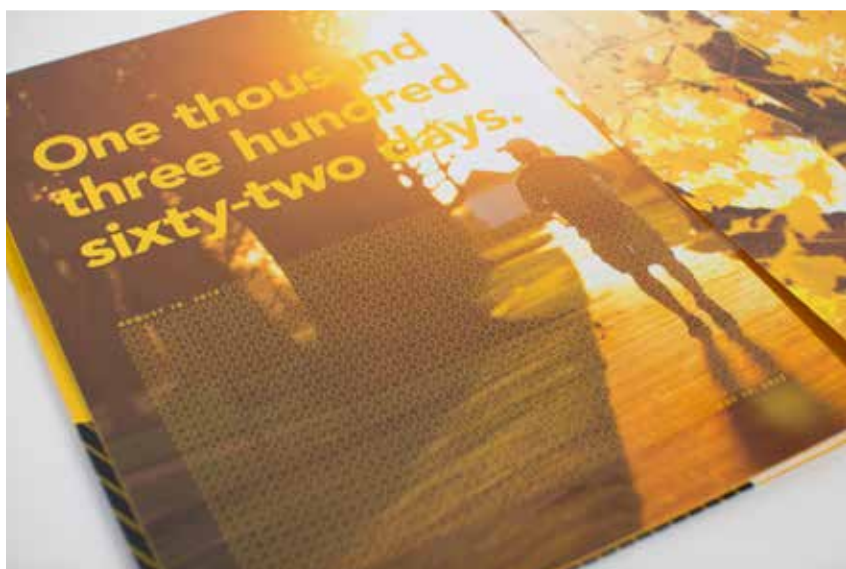
# Centre Admitted Student Packet

Shatterbox  
Centre College

---

Adam Brown, Art Director and Graphic Designer





Elements of Advertising  
Visual  
Illustration  
Illustration - Series

**Judge's Choice | Mary Skinner  
Gold Award**



# The X-Presidents

RL Design  
RL Design

---

Ryan Lanigan, Author and Illustrator



Sales & Marketing  
Collateral Material  
Brochure  
Single Unit

**Best Copywriting  
Gold Award**



# Centre + You Deck

Shatterbox  
Centre College

---

Adam Brown, Art Director and Graphic Designer  
Izzy Cable, Illustrator  
Multi-Craft, Printer



Online/Interactive  
Websites  
Websites  
Consumer

**Best Design  
Gold Award**



# Dispatch Website

Mediocre Creative  
Dispatch by Breakout

---

Shawn Saylor, Design  
Brittany Durham, Design  
Andi Clark, Design  
Brendan Jackson, Development  
Matt Sparks, Development  
Leslie Doyle, Accounts





Film, Video, & Sound  
Public Service (Film, Video, & Sound)  
Public Service Online Film, Video & Sound

**Public Service Award  
Gold Award**



# Dollar General Adult Literacy 2017

Eppic Films

Adult Literacy - Alvin's Story

---

Jason Epperson, Director/Editor  
Zach Sutherland, Editor/Camera  
Kyle Fuller, Drone Operator  
Eric Sanders, Camera





Alvin  
Dear Sweetheart,  
I love you and you are  
a good mother and a good  
wife I love when you  
put me to bed and do



Film, Video, & Sound  
Television Self-Promotion  
Television Self Promotion / Local  
Television Self-Promotion-Local Campaign

**Ralph Gabbard Broadcast Award  
Gold Award**



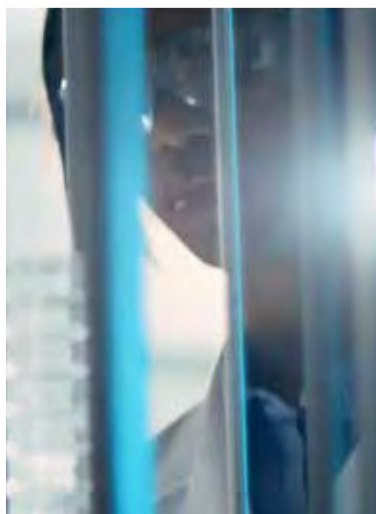
# UK HealthCare Brand Campaign

Cornett

University of Kentucky HealthCare

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Teresa VanderMolen, Creative Director  
Jason Majewski, Sr. Copywriter  
Adam Lambert, Copywriter  
Matt Newton, Associate Art Director  
Jessica Vincent, Director of Account Services  
Kate McClung Evans, Assistant Account Planner  
Gabby Nistico, Voice Over Talent  
AJ Hochhalter, Music  
Piranha Pictures, Production Company  
Eye Level Films, Director/DP  
Tom Cwenar, Photography  
Julie Balog, UK HealthCare Director of Digital and Brand Strategy



Sales & Marketing  
Sales Promotion  
Product or Service Sales Promotion  
Sales Kit or Product Information Sheets

**Gold Award**

# Share the Love Referral Box

Zipie  
Integrity IT

Kathy Martinolich, Copywriter  
Cynthia Kendrick, Account Director  
Jenny Jones, Art Director

Andrew Dyer, Graphic Designer  
Molly Hodgdon, Creative Director  
Lyndsay Robertson, Graphic Designer



Sales & Marketing  
Sales Promotion  
Product or Service Sales Promotion  
Sales Promotion Campaign

**Gold Award**

# UK Undergraduate Recruitment 2017

Cornett  
University of Kentucky

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Teresa VanderMolen, Creative Director  
Jason Majewski, Senior Copywriter  
Jonathon Spalding, Copywriter  
Anne Trussell, Associate Copywriter  
Jessica Vincent, Director of Account Services  
Ellen Young, Account Planner  
GG Marcos, Graphic Designer

Chris Barnes, Associate Creative Director  
Welch Printing, Production Partner  
Kelley Bozeman, Marketing Director,  
University of Kentucky  
Mark Cornelison, Photographer,  
University of Kentucky  
Katy Bennett, Assistant Marketing  
Director, University of Kentucky



# Big Ass Magazine Vol. 1

Big Ass Fans  
Big Ass Fans

Hilary Borgmeier, Creative Director  
Rachel Sawyer, Art Director  
Joe Benchimol, Layout & Design  
Paul Cox, 3D Art

Jason Williams, Illustration  
Jamison Stoike, Writer  
Vicky Broadus, Writer



## BIG ASS COMFORT BOOSTS MORALE AND BOTTOM LINE

FANS, LIGHTS A GAME-CHANGER AT DEALERSHIP

By John Kuzubsky, National Accounts — Automobile

The inventory at our dealers there and Early Shop in Lexington, Kentucky, knows that if you take care of your employees, they'll take care of your business. After installing touchscreen workstations with the combination of Big Ass fans and Big Ass Light LED's, Don, an auto service manager, is both saving and productivity.

Auto service centers often face training or difficult change in the new way to boost productivity. Our dealers have shown that employees matter in how they run their businesses to meet customers for every degree above 75° (21°C). Simply by adding touchscreen workstations — and by giving employees the right light boards — employees

And it's because, despite air conditioning, the service light were not, thanks in part to another condition: productivity-related touchscreen light.

Technician, Don Stone was at our trade with the problem: "The lights are at about 200° (80°C). The room is hot, and the fans are not working. And the time it took to correct the fan, it felt like it was broken." The Big Ass fans and touchscreen power came. By also having the touchscreen on our site, 80° they control the AC, the energy-efficient, and they support employees' energy too.

Don, a company, decided to use more of our customers. Don, a company, decided to use more of our customers. Don, a company, decided to use more of our customers. Don, a company, decided to use more of our customers.

Sales & Marketing  
Collateral Material  
Publication Design  
Book Design

Gold Award

# Genentech: 40 Defining Moments

Braley Design  
Genentech

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Michael Braley, Creative Director  
Michael Braley, Designer  
Kate Davis, Account Director



Sales & Marketing  
Advertising Industry Self-Promotion  
Collateral  
Brand Elements

**Gold Award**

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# Zipie Box

Zipie

---

Cynthia Kendrick, Director of Client Services

Jenny Jones, Creative Director  
Nate Spry, Director of Marketing

Natalie Shepard, Account Director  
Kathy Martinolich, Senior Copywriter  
Lyndsay Robertson, Graphic Designer





Out-Of-Home & Ambient Media  
Ambient Media  
Guerrilla Marketing  
Single Occurrence

**Gold Award**

# UK HealthCare Cornhole Boards

Cornett  
UK HealthCare

---

David Coomer, Chief Creative Officer  
Teresa VanderMolen, Creative Director  
Matt Newton, Associate Art Director  
Jason Majewski, Senior Copywriter  
Mike Dominick, Media Director  
Jessica Vincent, Director of Account Services

Lacy Madden, Account Planner  
Savannah Fielding, Sr. Digital Media Planner/Buyer  
GG Marcos, Graphic Designer  
New Circle Circular, Media Partner  
Lynn Imaging, Production Partner  
Nomi, Production Partner



Out-Of-Home & Ambient Media  
Out-Of-Home  
Out-Of-Home Campaign

Gold Award

# VisitLEX Chicago Out of Home

Cornett  
VisitLEX

---

Tim Jones, Creative Director  
Whit Hiler, Creative Director  
Dave Jones, Art Director  
Leslie Miller, Sr. Account Planner  
Anne Trussell, Associate Art Director  
Jonathon Spalding, Copywriter

Clay Gibson, Graphic Designer  
Jason Carne, Graphic Designer  
John Buckman, Producer/Editor  
Bailey Klutts, Account Coordinator  
Mike Dominick, Media Director  
Bryan Rowe, Sr. Media Planner/Buyer



Online/Interactive  
Websites  
Websites  
B-to-B

**Gold Award**

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## Teamcornett.com

Cornett

---

Peter Cook, Director of Interactive  
Production

Josh Crandall, UX Designer

David Coomer, Chief Creative Officer

Whit Hiler, Creative Director

Christy Hiler, President

Emmy Hartley, Chief Growth Officer

Jared Lee, Project Manager

Ken Grier, Interactive Designer

Adam Dickison, Web Developer

James McCollum, Digital Project Manager

Nikki Leonard, Digital Project Manager



Online/Interactive  
Social Media  
Social Media  
Single Execution

**Gold Award**

---

## Farm to Bottle

Wrigley Media Group  
Jefferson's Bourbon

---

Wrigley Media Group



Online/Interactive  
Social Media  
Social Media  
Single Execution

Gold Award

# Jefferson's Bourbon - Mail Call

Wrigley Media Group  
Jefferson's Bourbon

---

Wrigley Media Group



Film, Video, & Sound  
Television Advertising  
Television Advertising - Local (One DMA)  
Single Spot :30 seconds

**Gold Award**

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# Kentucky Branded - Bring KY Home

WKYT-TV  
Kentucky Branded

---

Sam McGhee, Writer, Producer, Videographer, Editor  
Kellen Dargle, Creative Services Director  
Jaime Sayre, Account Executive  
Joe Kawaja, Client



Film, Video, & Sound  
Television Advertising  
Television Advertising - Local (One DMA)  
Single Spot :60 seconds or more

**Gold Award**

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# UK Football Super Bowl 2017

Cornett  
University of Kentucky Athletics

---

David Coomer, Chief Creative Officer  
Jason Majewski, Senior Copywriter  
Lacy Madden, Account Planner  
Chris Barnes, Associate Creative Director  
John Buckman, Producer/Editor

Visual Poet Studios, Production Company  
SmokeM2D6, Music  
Shangri-La Productions, Music Editor  
Justin Lee, Motion Graphics  
Nathan Schwake, UK Athletics



Film, Video, & Sound  
Online Film, Video, & Sound  
Internet Commercial  
Online Film, Video & Sound Campaign

**Gold Award**

## VisitLEX Horses Filming Horses

Cornett  
VisitLEX

---

Whit Hiler, Creative Director  
Dave Jones, Art Director  
Jonathon Spalding, Copywriter  
Anne Trussell, Associate Copywriter  
Clay Gibson, Graphic Designer  
John Buckman, Producer/Editor  
Leslie Miller, Account Planner

Gathan Borden, VP of Marketing, VisitLEX  
Kong Productions, Videography and  
Editing  
Vegas Trip, Videographer, Mill Ridge Farm  
Barbie Mill, Videographer, Mill Ridge Farm  
Jacaranda and Kittens, Peak Talent,  
Mill Ridge Farm





Film, Video, & Sound  
Online Film, Video, & Sound  
Webisode  
Single Webisode

**Gold Award**

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# Thoroughbred Lifestyle - Gold Coast

PM Advertising  
Thoroughbred Lifestyle

---

Jon Siegel, Creative Director/Talent  
Jason Resinger, Videographer/Video Editor  
Christine Siegel, Talent



Film, Video, & Sound  
Online Film, Video, & Sound  
Webisode  
Single Webisode

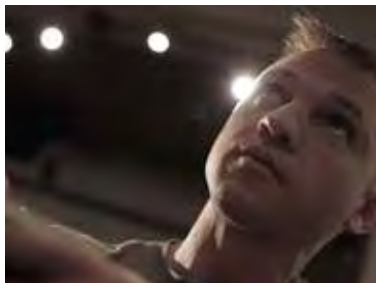
**Gold Award**

# Transformations Webisodes - EP2

Eppic Films  
Clark Regional Medical Center &  
Transformations Personal Training

---

Jason Epperson, Producer/Director  
Max Rechel, Camera



Film, Video, & Sound

Public Service (Film, Video, & Sound)

Public Service Online Film, Video & Sound

**Gold Award**

## Lexington Flag Video

Cornett

Lexington-Fayette Urban County Government

---

David Coomer, Chief Creative Officer

John Buckman, Producer/Editor

Richie Wireman, Videographer

Coleman Guyon, Videographer

Ayna Lorenzo, Videographer

Roya Romenzankhani, Videographer

Justin Skeens, Videographer

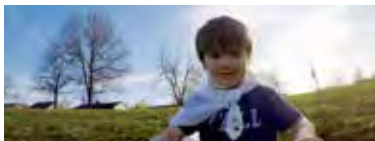
Mike Wilkinson, Videographer

Ian Friley, Videographer

Brian Campbell, Videographer

Kendra Sanders, Videographer

Sarah Wylie VanMeter, Videographer



Cross Platform  
Integrated Campaigns  
Integrated Advertising Campaigns  
Consumer Campaign-Local

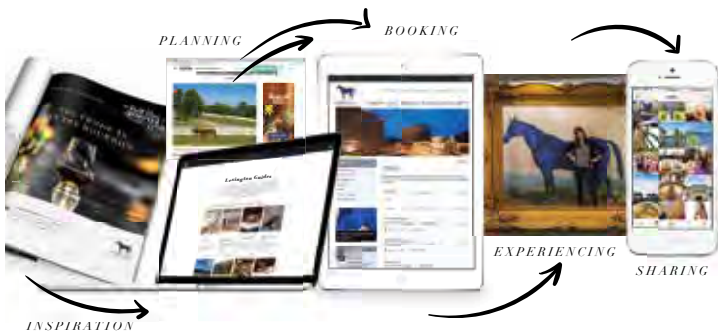
**Gold Award**

# VisitLEX Leisure Campaign

Cornett  
VisitLEX

Tim Jones, Creative Director  
Whit Hiler, Creative Director  
Dave Jones, Art Director  
Leslie Miller, Sr. Account Planner  
Anne Trussell, Associate Copywriter  
Jonathon Spalding, Copywriter

Clay Gibson, Graphic Designer  
Jason Carne, Graphic Designer  
John Buckman, Producer/Editor  
Bailey Klutts, Account Coordinator  
Mike Dominick, Media Director  
Bryan Rowe, Sr. Media Planner/Buyer



Cross Platform  
Advertising Industry Self-Promotion (Cross Platform)  
Ad Club or Marketing Club

**Gold Award**

# AAF Cedar Rapids / Iowa City

Braley Design  
AAF Cedar Rapids / Iowa City and Cedar Graphics

---

Michael Braley, Creative Director  
Michael Braley, Designer  
Kate Davis, Account Director



# Smokin' Aces Coffee Co. Logo

Shatterbox  
Smokin' Aces Coffee Co.

---

Adam Brown, Art Director and Graphic Designer



Elements of Advertising  
Visual  
Illustration  
Illustration - Single

Gold Award

# The Lexington Oscars

Brand Animal  
The Livery

---

Nick Child, Partner & Creative Director  
Nate Blankenship, Art Director  
Chase Fairchild, Director of Business Development  
Blake Ingolia, Design Intern



Elements of Advertising  
Film & Video  
Cinematography

**Gold Award**

---

# Buffalo Trace Tour Video

Wrigley Media Group  
Buffalo Trace

---

Wrigley Media Group





Elements of Advertising  
Film & Video  
Video Editing

**Gold Award**

---

# EKU Football Hype Video 2017

Eppic Films  
Eastern Kentucky University Athletics

---

Jason Epperson, Director/Editor  
Zach Sutherland, Editor  
Elizabeth Epperson, Producer

CJ Nurse, Cinematographer  
Kyle Fuller, Drone Operator



Elements of Advertising  
Sound  
Music  
Music Only

**Gold Award**

---

# UK Healthcare: Gill Heart Institute

Listen Design Studio  
UK HealthCare

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AJ Hochhalter, Composer



Images from UK HealthCare Brand Campaign, pg 26  
Cornett, University of Kentucky HealthCare

Elements of Advertising  
Sound  
Voiceover Talent

**Gold Award**

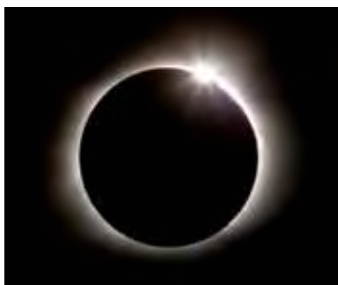
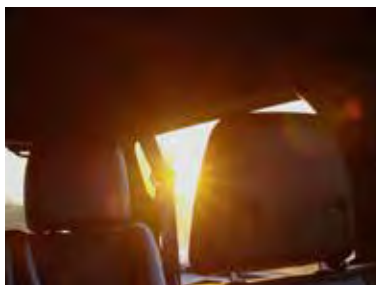
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# The Path to Totality

Wrigley Media Group

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Wrigley Media Group



AAF Lexington Distinguished Members  
Tara Williams 2016-2017  
David Caldwell 2015-2016

**AAF Lexington**  
**Distinguished Member 2017-2018**

# Neil Kesterson

Owner and Sound Designer  
Dynamix

---

Neil Kesterson was first exposed to audio recording in his guitar teacher's small basement studio. In college, Neil consulted with the Singletary Center staff for its first performance recordings, and also worked part-time at WUKY-FM. After college, he consulted in the planning and construction phases of University of Kentucky's WRFL-FM radio.

Neil's career as an audio engineer began in 1985 with House of Commons Films, Inc., working primarily as a sound-for-picture producer. Neil has extensive experience in advertising, corporate communications, live radio broadcast, live sound engineering, audiobooks, forensic audio, studio construction and acoustics, and education.

Since opening in 2003, Dynamix Productions has won numerous local,

national and international awards, including more than 75 American Advertising Awards.

AAF Lexington is honored to induct Neil Kesterson as a Distinguished Member of our club. We are thankful for his unwavering support, and we deeply appreciate Neil for giving his time and talents to our ADDYs program for over 30 years.



# Ed Commons

Executive Producer/Director  
Red Barn Radio

---

Ed served as a two-term president of the Lexington Advertising Club in the early 1980s, and as Chairman of the Board on three occasions from 2002 to 2006.

Ed began his professional career studying theatre in Pittsburgh, Pennsylvania. After moving to Lexington, he set up a record label. (Chetwyd Records). This expanded into film production and became House of Commons Films, Inc. He's produced commercial work (local, regional and national) and corporate films, for such clients as the Courier-Journal, Keeneland, Anchor Hocking Glass, Sperry Univac, Westinghouse, and the Firestone Tire and Rubber Company.

Ed worked as a producer and researcher on the Music Museum and Hall of Fame in Renfro Valley, which spawned his current work, Red Barn Radio, a multimedia

experience celebrating Kentucky Music and Musicians.

AAF Lexington is honored to recognize Ed as its inaugural Legacy Award recipient. We are thankful for Ed's dedication to this organization and his passionate leadership. And we are most grateful for his vision in guiding this club into boundless possibilities.





# Silver Awards



## Sales & Marketing

### Honeywood Menu System

15 United | Client: Honeywood - A Ouita Michel Restaurant | Credits: Lee Busick, Design and illustration; Sara Busick, Creative direction and photography | Category: Sales Promotion > Product or Service Sales Promotion > Sales Promotion Campaign

### Dispatch Packaging Series

Mediocre Creative | Client: Dispatch by Breakout | Credits: Shawn Saylor, Design; Brittany Durham, Design; Leslie Doyle, Accounts; Ethan Wooldridge, Design; Andi Clark, Design | Category: Sales Promotion > Packaging > Packaging Campaign

### Integrity IT Brochure

Onefold | Client: Integrity IT | Credits: Katie O'Malley, Strategy; Molly Hodgdon, Creative Director; Kathy Martinolich, Copywriter | Category: Collateral Material > Brochure > Single Unit

### This is Design

BORN | Client: University of Kentucky College of Design | Credits: Bill Michul, Creative Director/Designer; Michael Braley, Designer; Carly Zembrodt, Designer; Julie Wilson, Copywriter/Client; Jen Larkin, Account Director; Wendling Printing Company, Printer | Category: Collateral Material > Brochure > Single Unit

### Centre College Recruitment Package

Centre College | Credits: Ryan Lanigan, Lead Designer for Creative Services; Diane Johnson, Senior Associate Director for Publications; Robert Boag, Visual Editor; Annie Murphy, Associate Director of Admission | Category: Collateral Material > Brochure > Brochure Campaign

### WinStar Farm Constellation Fall

PM Advertising | Client: WinStar Farm | Credits: Jon Siegel, Creative Director; Thomas Allen Pauly, Artist; Kirin Knapp, Lead Graphic Designer | Category: Collateral Material > Publication Design > Cover

### WinStar Farm Constellation Spring

PM Advertising | Client: WinStar Farm | Credits: Jon Siegel, Creative Director; Thomas Allen Pauly, Artist; Kirin Knapp, Lead Graphic Designer | Category: Collateral Material > Publication Design > Cover

### Centrepiece: Spring 2017, Bourbon

Centre College | Credits: Diane Johnson, Senior Associate Director for Publications & Centrepiece Editor; Tom Sturgeon, Associate Director of Design for Brand & Stewardship Communications; Robert Boag, Visual Editor | Category: Collateral Material > Publication Design > Editorial Spread or Feature



### **Centrepiece: Summer 2017, Retirees**

Centre College | Credits: Diane Johnson, Senior Associate Director for Publications & Centrepiece Editor; Tom Sturgeon, Associate Director of Design for Brand & Stewardship Communications; Robert Boag, Visual Editor | Category: Collateral Material > Publication Design > Cover/Editorial Spread or Feature - Series

### **MeetLEX Direct Mail Box**

Cornett | Client: VisitLEX | Credits: Tim Jones, Creative Director; Dave Jones, Art Director; Jonathon Spalding, Copywriter; Clay Gibson, Graphic Designer; Sarah Vaughn, Graphic Designer; Leslie Miller, Sr. Account Planner; Bailey Klutts, Account Coordinator; Jason Carne, Graphic Designer; Roscoe Peacock, Graphic Designer | Category: Direct Marketing > Specialty Advertising > Specialty Advertising Campaign

### **Berea Festival of Learnshops**

Brand Advertising Group | Client: Berea Tourism | Credits: Jennifer Sandefur, Graphic Designer | Category: Public Service (Sales & Marketing) > Public Service Direct Marketing & Specialty Advertising > Campaign

### **2018 New Years Gift from Onefold**

Onefold | Client: Onefold | Credits: Katie O'Malley, Strategy; Molly Hodgdon, Creative Director | Category: Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > Brand Elements

### **Onefold Logo**

Onefold | Credits: Katie O'Malley, Strategy; Molly Hodgdon, Creative Director | Category: Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > Brand Elements

### **Zipie Holiday Help Card**

Zipie | Credits: Nate Spry, Director of Marketing; Cynthia Kendrick, Director of Client Services; Jenny Jones, Creative Director; Kathy Martinolich, Senior Copywriter; Lyndsay Robertson, Graphic Designer | Category: Advertising Industry Self-Promotion (Sales & Marketing) > Collateral > Special Event Materials (printed or digital)

## Print Advertising

### **WE SPEAK YOU'RE LANGUAGE.**

Kentucky for Kentucky | Credits: Whit Hiller, Creative Director; Griffin VanMeter, Creative Director; Rachael Sinclair, Designer; Savanna Barnett, Photography; Coleman Larkin, Copywriter | Category: Magazine Advertising > Magazine Advertising > Full Page Or Less Single Unit

### **Stonestreet Bred & Raised**

BORN | Client: Stonestreet Farms | Credits: Bill Michul, Creative Director/Designer; Cody Chatham, Designer; Jeff Van Zandt, Copywriter; Jen Larkin, Account Director; Meredith Moore, Account Manager; Gemma Freeman, Client | Category: Magazine Advertising > Magazine Advertising > Magazine Advertising Campaign

## Out-of-Home & Ambient Media

### **#TurnUpRupp Activation**

Cornett | Client: UK HealthCare | Credits: Jason Majewski, Sr. Copywriter; Jessica Vincent, Director of Account Services; Erin McElwain, UK HealthCare Service Line Manager; Kate McClung Evans, Assistant Account Planner; Teresa VanderMolen, Creative Director; GG Marcos, Graphic Designer; Chris Barnes, Associate Creative Director; Dynamix Productions, Production Partner; Promotional Products Plus, Production Partner; Dunstan Group, Production Partner; Julie Balog, UK HealthCare Director of Digital and Brand Strategy; JMI Sports, Partner | Category: Ambient Media > Events > Single Event

### **St. Paul & The Broken Bones**

Brale Design | Client: St. Paul & the Broken Bones | Credits: Michael Braley, Creative Director; Michael Braley, Designer; Kate Davis, Account Director | Category: Out-of-Home > Poster > Poster - Single Unit

### **Campando**

Brale Design | Client: Pando Populous | Credits: Michael Braley, Creative Director; Michael Braley, Designer; Kate Davis, Account Director | Category: Out-of-Home > Poster > Poster - Single Unit

### **The Futures of Death Alley**

Brale Design | Client: Pando Populous | Credits: Michael Braley, Creative Director; Michael Braley, Designer; Kate Davis, Account Director | Category: Out-of-Home > Poster > Poster - Single Unit

### Water and Power Blitz

Bralely Design | Client: Pando Populous | Credits: Michael Braley, Creative Director; Michael Braley, Designer; Kate Davis, Account Director | Category: Out-of-Home > Poster > Poster - Single Unit

### Roadtrip to Pando

Bralely Design | Client: Pando Populous | Credits: Michael Braley, Creative Director; Michael Braley, Designer; Kate Davis, Account Director | Category: Out-of-Home > Poster > Poster - Single Unit

### Valvoline Oil Can Screenprint

Cornett | Client: Valvoline | Credits: Sarah Vaughan, Graphic Designer; David Coomer, Chief Creative Officer; Tim Jones, Creative Director; Dave Jones, Art Director; The Giant Robot, Screen Printer | Category: Out-of-Home > Poster > Poster - Single Unit

### This is Design

BORN | Client: University of Kentucky College of Design | Credits: Bill Michul, Creative Director/Designer; Michael Braley, Designer; Carly Zembrodt, Designer; Julie Wilson, Copywriter/Client; Jen Larkin, Account Director; Wendling Printing Company, Printer | Category: Out-of-Home > Poster > Poster - Single Unit

### Keeneland 2017 Posters

Cornett | Client: Keeneland | Credits: Teresa VanderMolen, Creative Director; Chris Barnes, Associate Creative Director; Jessica Goodin, Graphic Designer; GG Marcos, Graphic Designer; Multi-Craft, Print Vendor; Rachel Black, Assistant Account Planner; Laura Merchant, Graphic Designer | Category: Out-of-Home > Poster > Poster - Campaign

### UK Athletics Football Posters 2017

Cornett | Client: University of Kentucky Athletics | Credits: David Coomer, Chief Creative Officer; Lacy Madden, Account Planner; Chris Barnes, Associate Creative Director; Jason Majewski, Senior Copywriter; Laura Merchant, Graphic Designer; Emmi Murao, Cornett Intern; Ana-Maldonado Coomer, Color; Adam Padgett, Photography; Nathan Schwake, UK Athletics | Category: Out-of-Home > Poster > Poster - Campaign

### Mirror Twin Brewing Billboard

Brand Animal | Client: Mirror Twin Brewing | Credits: Nick Child, Partner & Creative Director; Nate Blankenship, Art Director; Rhea Starns, Account Director | Category: Out-of-Home > Outdoor Board > Flat - Single Unit

## Online/Interactive

### University Cities Website

bloc MKTG | Client: University Cities | Credits: Matthew Wiley, Founder; Nathan Langefeld, Art Director | Category: Websites > Websites > Consumer

### CentreAbroad

RL Design | Client: Centre College | Credits: Ryan Lanigan, Lead Designer for Creative Services; Robert Boag, Visual Editor | Category: Websites > Websites > Microsites

### Jefferson's Bourbon Expressions

Wrigley Media Group | Client: Jefferson's Bourbon | Credits: Wrigley Media Group | Category: Social Media > Social Media > Campaign

### Shatterbox University Microsite

Shatterbox | Credits: Adam Brown, Art Director; Tanner Chaney, Graphic Designer; Paige Ford, Developer | Category: Advertising Industry Self-Promotion (Online/Interactive) > Advertising Industry Self-Promotion Online/Interactive

### Wes Yonts Portfolio Website

Wes Yonts | Credits: Wes Yonts, Freelance Graphic Designer | Category: Advertising Industry Self-Promotion (Online/Interactive) > Advertising Industry Self-Promotion Online/Interactive

## Film, Video, & Sound

### Our Journey Starts Here

Zipie | Client: Paul Miller Ford | Credits: Nate Spry, Marketing Director; Cynthia Kendrick, Director of Client Services; Jenny Jones, Creative Director; Kathy Martinolich, Senior Copywriter; Susan Scholdt, Account Coordinator; Big Echo Creative, Videographer; The Miller Family, Talent | Category: Television Advertising > Television Advertising - Local (One DMA) > Single Spot :30 seconds

### Dan Cummins - Your Car, Your Story

WKYT-TV | Client: Dan Cummins Chevrolet | Credits: Sam McGhee, Director, Producer, Videographer, Editor; Erin Graf, Account Executive; Glenn Lundy, Client/Producer; Kellen Dargle, Creative Services Director | Category: Television Advertising - Local (One DMA) > Television-Local Campaign

### Faces

Courage Media | Client: Sunrise Children's Services | Credits: Mike Benton, Cinematographer, Producer; Chris Wright, Editor, Colorist; Jake Pelfrey, Producer; Christi Moffett, Producer; Cindy Young, Producer; Melissa Bailey, Producer; David Lyninger, Producer; Emily Cave, Producer | Category: Television Advertising > Television Advertising - Regional/National > Single Spot - Up to 2:00

**“This Is What We Stand For” TV Spot**

Cornett | Client: Lane’s End Farm | Credits: Kip Cornett, Founder/CEO; Teresa VanderMolen, Creative Director; Chris Barnes, Associate Creative Director; Taylor Jackson, Graphic Designer; Jonathon Spalding, Copywriter; David Coomer, Chief Creative Officer; Sam Harte, Account Planner; Eye Level Films, Director/DP; Ben Becker, Assistant Media Planner/Buyer; Bryan Rowe, Sr. Media Planner/Buyer | Category: Television Advertising > Television Advertising - Regional/National > Single Spot - Up to 2:00

**Spring Meet :30 Broadcast Spot**

Keeneland Association | Client: Keeneland Association | Credits: Phillip Richardson, Director; Isaac Hickman, Videographer; Jeremy Krintz, Editor; Daniel Durick, Grip; Casey Tackett, Grip; Team Cornett, Agency; Dynamix Productions, Inc., Audio | Category: Television Advertising > Television Advertising - Regional/National > Single Spot - Up to 2:00

**WKYT - Sleeves Up**

WKYT-TV | Credits: Kellen Dargle, Creative Director, Writer, Editor; John Nally, Videographer, Producer; Sam McGhee, Producer | Category: Television Self-Promotion > Television Self Promotion / Local > Single Spot - Any Length

**Athletics at Centre with Devin**

Centre College | Credits: Robert Boag, Visual Editor; Ryan Lanigan, Lead Designer for Creative Services | Category: Online Film, Video, & Sound > Internet Commercial > Single Spot - Any Length

**Roger’s Story**

Courage Media | Client: Sunrise Children’s Services | Credits: Mike Benton, Cinematographer, Producer, Editor; Chris Wright, Editor, Colorist; Jake Pelfrey, Producer; Christi Moffett, Producer; Cindy Young, Producer; Melissa Bailey, Producer; David Lyninger, Producer; Emily Cave, Producer | Category: Online Film, Video, & Sound > Internet Commercial > Single Spot - Any Length

**Dispatch Intro Video**

Mediocre Creative | Client: Dispatch by Breakout | Credits: Shawn Saylor, Design; Zach Hamilton, Design/Editing | Category: Online Film, Video, & Sound > Internet Commercial > Single Spot - Any Length

**TDN Weekend Feature - The Everest**

PM Advertising | Client: TDN | Credits: Jon Siegel, Creative Director; Jason Resinger, Videographer/Video Editor; Jon Psimer, Videographer/Video Editor | Category: Online Film, Video, & Sound > Webisode > Single Webisode

### **A&S Hall of Fame - Tom Spalding**

University of Kentucky College of Arts and Sciences HIVE | Client: Arts and Sciences Office of Development | Credits: Eric Sanders, Director, Cinematographer, Editor; Jennifer Allen, Co-Director HIVE, Director of Communications and Creative Services; Shaan Azeem, Art Director | Category: Branded Content & Entertainment > Branded Content & Entertainment For Online Film, Video & Sound > Single entry - more than :60 seconds

### **Major in Geology - Bailee**

University of Kentucky College of Arts and Sciences HIVE | Client: College of Arts and Sciences Recruitment Office | Credits: Eric Sanders, Director, Cinematographer; Alex Sabad, Editor; Jennifer Allen, Co-Director HIVE, Director of Communications and Creative Services; Shaan Azeem, Art Director | Category: Branded Content & Entertainment > Branded Content & Entertainment For Online Film, Video & Sound > Single entry - more than :60 seconds

### **CLARK Centennial**

Lexscape Productions, LLC | Client: CLARK Material Handling Company | Credits: Paul Bernstein, Director/Producer/Cinematographer/Editor; David Mills, Script Writer; Marc Gurevitch, Director of Photography | Category: Branded Content & Entertainment > Branded Content & Entertainment For Online Film, Video & Sound > Single entry - more than :60 seconds

### **UK - Sanders-Brown Center on Aging**

PM Advertising | Client: University of Kentucky - Sanders-Brown Center on Aging | Credits: Jon Siegel, Creative Director; Jason Resinger, Videographer/Video Editor; Jon Psimer, Videographer/Video Editor; Justin R. Durban, Composer | Category: Public Service (Film, Video, & Sound) > Public Service Online Film, Video & Sound

### **ARH Fundraising Campaign**

bloc MKTG | Client: Appalachian Regional Hospital | Credits: Matthew Wiley, Founder; Ryan Murphy, Film Director; Matthew Younger, Creative Director | Category: Advertising Industry Self-Promotion (Film, Video, & Sound) > Advertising Industry Self-Promotion Film, Video & Sound

## Cross Platform

### Stonestreet Bred & Raised

BORN | Client: Stonestreet Farms | Credits: Bill Michul, Creative Director/Designer; Cody Chatham, Designer; Jeff Van Zandt, Copywriter; Jen Larkin, Account Director; Meredith Moore, Account Manager; Gemma Freeman, Client | Category: Integrated Campaigns > Integrated Advertising Campaigns > B-to-B Campaign-National

### Tepin: Queen of the Turf

PM Advertising | Client: ELiTE Sales | Credits: Jon Siegel, Creative Director; Michael Compton, Editor; Kirin Knapp, Graphic Designer; Mary Ellet, Copywriter; Jason Resinger, Videographer/Video Editor; Jon Psimer, Videographer/Video Editor; Taggert VinZant, Videographer/Video Editor; John Overbee, Kiosk and Web Developer; Laura Lacy, Production Manager; Jeremy Muncy, Kiosk and Web Developer | Category: Integrated Campaigns > Integrated Advertising Campaigns > Consumer Campaign-National

### Meadowstone Website and Logo

Shatterbox | Client: Meadowstone | Credits: Adam Brown, Art Director; Izzy Cable, Graphic Designer; Paige Ford, Developer; Tina Fizer, Account Executive | Category: Integrated Campaigns > Integrated Brand Identity Campaign - Local or Regional/National

### May the Fords Be With You

Zipie | Client: Paul Miller Ford | Credits: Jenny Jones, Art Director; Kathy Martinolich, Copywriter; Lyndsay Robertson, Graphic Designer; Andrew Dyer, Graphic Designer; First String Media, Videographer; Natalie Shepard, Account Director; Rhea Starns, Senior Account Executive; Molly Hodgdon, Creative Director; Katie O'Malley, CEO; Madison Rose, Junior Account Executive; Chad Zigmund, Alex Burgan, Elijah Zimmerman, Jonathon Beckerson, Talent; Lauren Harris, Social Media Coordinator | Category: Integrated Campaigns > Integrated Branded Content Campaign - Local or Regional/National

## Elements of Advertising

### Transformation Spirits Logo

Shatterbox | Client: Transformation Spirits  
| Credits: Adam Brown, Art Director and Graphic Designer; Tanner Chaney, Graphic Designer; Tina Fizer, Account Executive | Category: Visual > Logo Design

### Honeywood Visual Identity System

15 United | Client: Honeywood - A Quita Michel Restaurant | Credits: Lee Busick, design and illustration; Sara Busick, creative direction and photography | Category: Visual > Logo Design

### GOLFLANDIA

bloc MKTG | Client: GOLFLANDIA | Credits: Matthew Wiley, Founder; Nathan Langefeld, Art Director | Category: Visual > Logo Design

### Wild Roots Branding

Mediocre Creative | Client: Wild Roots | Credits: Brittany Durham, Design; Shawn Saylor, Design; Leslie Doyle, Accounts | Category: Visual > Logo Design

### WH McBrayer Branding

Mediocre Creative | Client: McBrayer Legacy Spirits | Credits: Ernest Phillips, Design; Kris Ange, Design; Leslie Doyle, Accounts | Category: Visual > Logo Design

### Marymount University Branding 2017

Eppic Films | Client: Marymount University | Credits: Jason Epperson, Producer/Director; Chris Radcliffe, Producer/Camera | Category: Film & Video > Cinematography

### Downpour

Wrigley Media Group | Credits: Wrigley Media Group | Category: Film & Video > Animation, Special Effects or Motion Graphics > Animation, Special Effects or Motion Graphics

### Welcome to A&S!

University of Kentucky College of Arts and Science's HIVE | Client: University of Kentucky College of Arts and Sciences | Credits: Eric Sanders, Director; Eric Sanders, Editor; Eric Sanders, Director of Photography; John Buckman, Additional Videography and Production; Jennifer Allen, Co-Director HIVE, Director of Communications and Creative Services; Shaan Azeem, Art Director; HIVE Staff and Student Employees, Additional Video Production | Category: Film & Video > Video Editing

### The Path to Totality

Wrigley Media Group | Credits: Wrigley Media Group | Category: Film & Video > Video Editing

### UK Institutional 2017

Listen Design Studio | Client: The University of Kentucky | Credits: AJ Hochhalter, Composer | Category: Sound > Music > Music Only



## Local Only

### Kentucky Kicks Ass Identity

Brale Design | Client: Kentucky for  
Kentucky | Credits: Michael Braley, Creative  
Director; Michael Braley, Designer; Kate  
Davis, Designer; Kate Davis, Account  
Director | Category: Dead Work



# **Student Awards**



Sales & Marketing  
Collateral Material  
Publication Design  
Cover

Sales & Marketing  
Sales Promotion Product or Service Sales  
Promotion  
Packaging

**Best of Show  
Student Gold Award**

**Judge's Choice: Michael Stark  
Student Silver Award**

## Emma by Jane Austen

Rachel Buettner  
University of Kentucky

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## wanderLUST

Ally Iglesias  
University of Kentucky

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Sales & Marketing  
Collateral Material  
Publication Design  
Cover/Editorial Spread or Feature - Series

**Judge's Choice: Lea Friedman**  
**Student Silver Award**



## Big Little Lies Dust Jacket

Ally Iglesias  
University of Kentucky

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Print Advertising  
Magazine Advertising  
Magazine Advertising  
Single (Full Page or Less)

**Judge's Choice: Mary Skinner**  
**Student Gold Award**



## Safety at Your Side

Robert Fischer  
University of Kentucky

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Out-Of-Home & Ambient Media  
Out-Of-Home  
Outdoor & Transit Advertising  
Outdoor Board (Flat or 3D)

Cross-Platform  
Integrated Campaigns  
Integrated Advertising Campaign  
Consumer Campaign

**Student Gold Award**



## Your Father Would be Proud

Claire Monkman  
University of Kentucky

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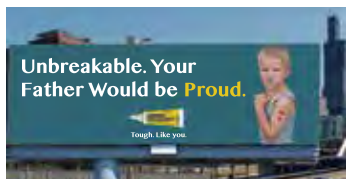
**Student Gold Award**



## Nespresso, Taste of Italy

Claire Monkman  
University of Kentucky

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## Sales & Marketing

### The Stranger Book Cover

Julia Harold | School: University of Kentucky | Category: Sales Promotion > Product or Service Sales Promotion > Packaging

## Online/Interactive

### Safety at Your Side GIF

Robert Fischer | School: University of Kentucky | Category: Social Media > Social Media > Single Execution

### Taste of Italy GIF

Robert Fischer | School: University of Kentucky | Category: Social Media > Social Media > Single Execution

## Cross Platform

### Twisted Tea Campaign

Liz Moore | School: University of Kentucky | Category: Integrated Campaigns > Integrated Advertising Campaign > Consumer Campaign

### 4 Paws: Good Boys in Training

Ally Iglesias | School: University of Kentucky | Category: Cross-Platform > Integrated Campaigns > Integrated Advertising Campaign > Consumer Campaign

## Elements of Advertising

### Personal Logo

Jennifer O'Hagan | School: University of Kentucky | Category: Elements Of Advertising > Visual > Logo Design

### Man o' War Lives Ribbon

Chloe McMullen | School: University of Kentucky | Category: Elements Of Advertising > Illustration > Illustration > Illustration - Single

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# AAF Lexington 2016-2017

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## 2018 American Advertising Awards Gala Sponsors

### **Shatterbox**

Event Branding & Winners Book Design



SHATTERBOX

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ZIPIE

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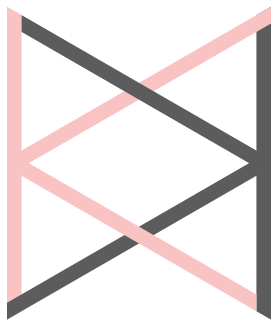
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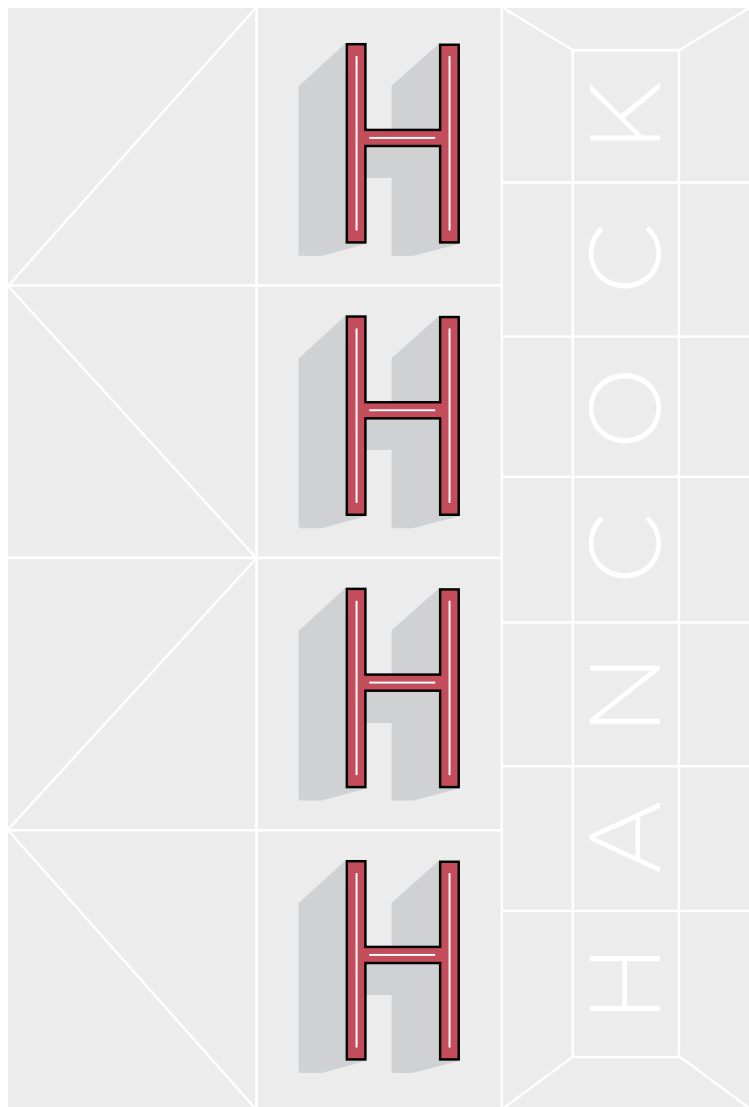
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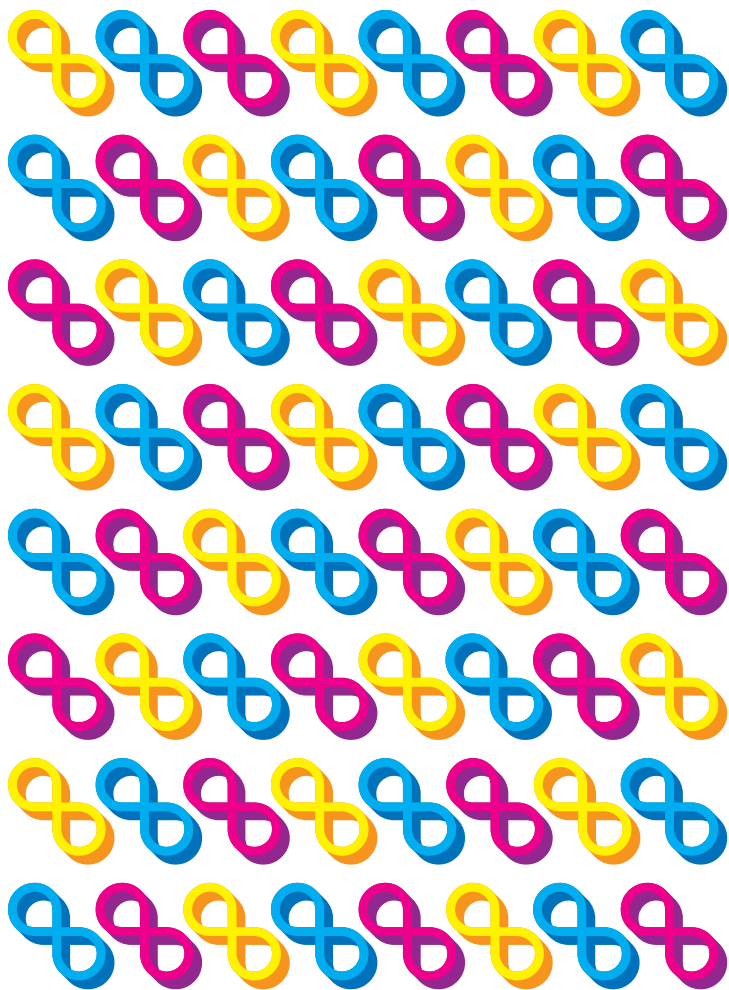
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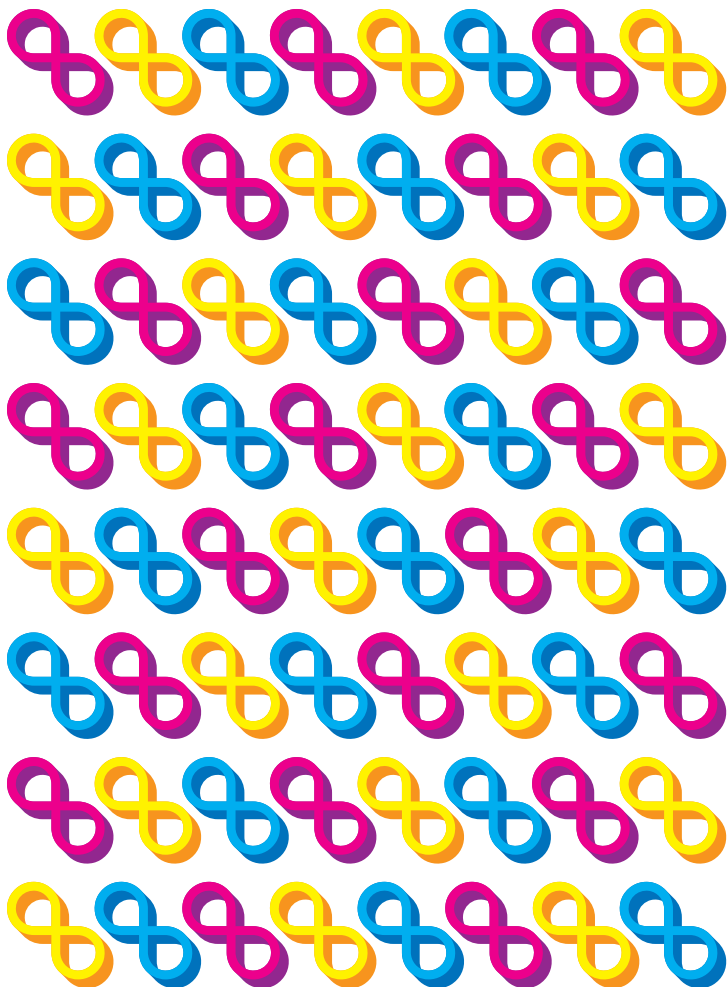
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