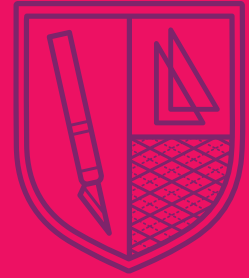




AMERICAN  
ADVERTISING  
AWARDS



# Regency

CREATIVE CLUB

# THE JUDGES



## KEVIN FULLERTON

DESIGNER / CREATIVE DIRECTOR

Kevin is an award-winning designer and creative director who has helped mold companies and their brands for the past 25 years. Ten years ago, he launched Springboard Creative in Kansas City. Kevin is ridiculously involved in the advertising community. He is Governor of the American Advertising Federation's District 9 and serves on the National American Advertising Awards Committee, as well as the AAF National Council of Governors and AAF National Board of Directors. He is also a former adjunct instructor at the Kansas City Art Institute. And, once in a while, he sleeps.



## MIKE RAINEY

CHIEF CREATIVE OFFICER & SHAREHOLDER

Mike has twice been named Ad Person of the Year in Creative Services by the Ad Club of New Orleans, and his team was among the finalists for the 4A's O'Toole Award in New York City for overall agency creative excellence.

Over the past 26 years, Mike has focused much of his work on industries that include banking, food & beverage, healthcare, hospitality, economic development, insurance, and tourism, as well as ethical community causes that positively affect the human condition. Clients include Burger King, Disney, The Drake Hotel - Chicago, Entergy, Farmers Insurance, Fireball Cinnamon Whisky, Firefly Sweet Tea Vodka, Gulf Coast Seafood, Hilton, Hyatt Regency, Popeyes, South Walton Florida, STEPs To A Healthier US, Visit Baton Rouge, and Walmart.



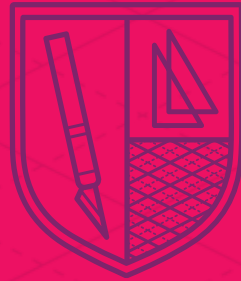
## FRANK STEGMAIER

ASSOCIATE CREATIVE DIRECTOR / CREATIVE LEAD

Frank Stegmaier is a thinker, a questioner and an all-around badass who constantly pushes beyond the discipline of visual communication. He's spent years working in traditional, digital and emerging mediums for international and local brands. He has worked with amazing collaborators at McCann, Mithun and now Geometry Global. On the Geometry team, he activates multiple General Mills brands at retailers such as Walmart, Target and Kroger.

Additionally, he has been the President of AAF North Dakota and District Eight (D8) Governor; currently, he is the Chairman of the D8 Education Foundation.

# STUDENT WORK



### JENNIFER GERADS

Stationary Package

GOLDEN INK STATIONARY

Alexandria Technical & Community College



### NICHOLAS BRUTSCHER

Special Event Materials

TANK GIRL HYPOTHETICAL

Central Lakes College



### BRANDY RASMUSSEN

Series

PARENT MAGAZINE COVERS SERIES

Central Lakes College



### KADY JASPERSEN

Stationary Package

GREAT OWL FINANCIAL STATIONARY

Alexandria Technical & Community College

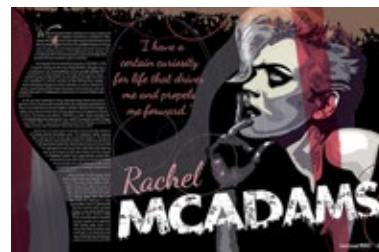


### LIZ HUEBSCH

Spread or Feature

RACHEL MCADAMS 2 PAGE SPREAD

Alexandria Technical & Community College

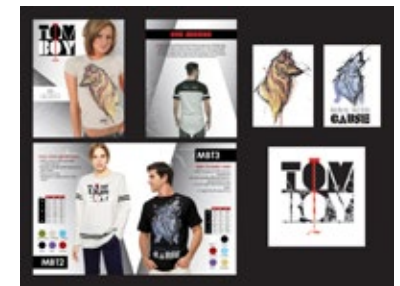


### KATELYN WINDELS

Direct Marketing

TOMBOY SHIRT MAGAZINE SPREAD

Alexandria Technical & Community College



### MARTIN NELSON

Stationary Package

BANE ROAD MAPLE SYRUP STATIONARY PACKAGE

Central Lakes College



### KRISTYNN BUHAUG

Spread or Feature

ADELE LAYOUT

Alexandria Technical & Community College



### KADY JASPERSEN

Single (Full Page or Less)

PICK YOUR COLOR

Alexandria Technical & Community College





**KADY JASPERSEN**

Campaign

SIOUX FALLS  
AREA HUMANE  
SOCIETY  
CAMPAIGN

Alexandria Technical &  
Community College



**MICHELLE  
MARTIN**

Single

RAFI WORLD  
PEACE POSTER

Alexandria Technical &  
Community College

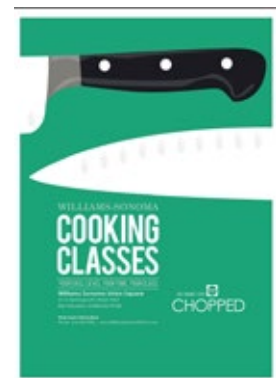


**CAILEY BIRCHEM**

Single

WILLIAMS-  
SONOMA  
POSTER

Alexandria Technical &  
Community College



**DYLAN PULLIS**

Campaign

THE ANIMAL  
KINGDOM

Alexandria Technical &  
Community College

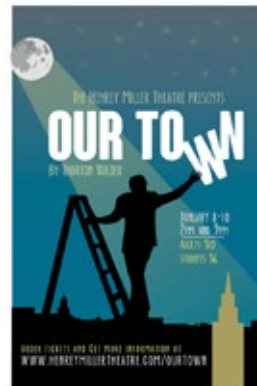


**CAILEY BIRCHEM**

Single

"OUR TOWN"  
PLAY POSTER

Alexandria Technical &  
Community College



**LINDA NGUYEN**

Single

M. BUTTERFLY  
PLAY POSTER

Alexandria Technical &  
Community College



**RYAN KARI**

Single

JUSTIN  
TIMBERLAKE  
WORLD TOUR

Alexandria Technical &  
Community College



**VINCENT  
ROSSBERG**

Single

TYPOGRAPHY A  
TO Z POSTER

Alexandria Technical &  
Community College



**BENJAMIN  
STOECK**

Single

THE WRIGHT  
FLIGHT IN KITTY  
HAWK

Alexandria Technical &  
Community College

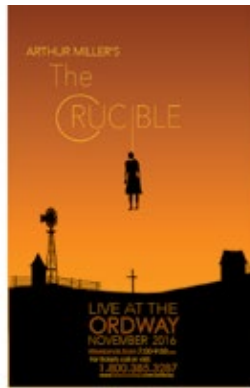


**BEN STOECK**

Single

THE CRUCIBLE

Alexandria Technical & Community College



**CHRISTIANNA POLAND**

Illustration, Single

EDGAR ALLAN POE OIL PAINTING

Alexandria Technical & Community College

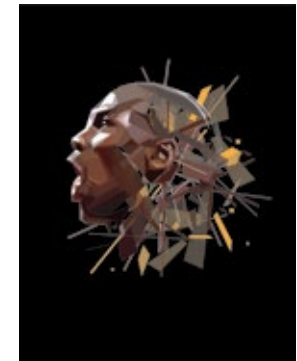


**DYLAN PULLIS**

Illustration, Single

JORDAN

Alexandria Technical & Community College

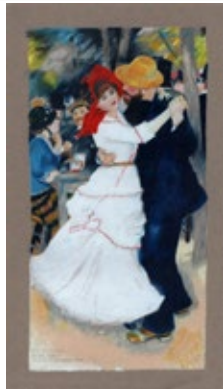


**KARI GUSTAFSON**

Illustration, Single

DANCE AT BOUGIVAL COLORED PENCIL REPRODUCTION

Alexandria Technical & Community College



**KATHRYN LETNESS**

Illustration, Single

COIN NECKLACE AFTER JOHN SINGER SARGENT

Alexandria Technical & Community College



**KIRA MOSES**

Illustration, Single

FACE VALUE

Central Lakes College

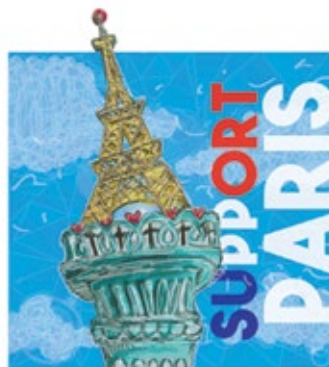


**KAITLIN MONTEBELLO**

Illustration, Single

PARIS

Alexandria Technical & Community College



**DYLAN PULLIS**

Illustration, Single

MARY

Alexandria Technical & Community College



**MITCHELL CORY NELSON**

Illustration, Single

THE PINK AFTERMATH OF A FLOYD

Central Lakes College



**NICHOLAS  
BICKFORD**

Illustration, Single

PORTRAIT OF  
WESSEL ROSSEN

Central Lakes College



**HEATHER KLEVE**

Black & White,  
Single

FLUTTER

Central Lakes College



**MICHAEL GREEN**

Black & White,  
Single

CHICAGO  
HORIZON

St. Cloud Technical &  
Community College



**HALEY ANDERSON**

Illustration,  
Campaign

COLOR THEORY  
12 DRESSES,  
12 CULTURES  
PLAYBOOK

Alexandria Technical &  
Community College



**KATHRYN  
LETNESS**

Black & White,  
Single

YOU DONT  
KNOW ME

Alexandria Technical &  
Community College



**PATRICK  
HOFMANN**

Black & White,  
Single

MUSHROOMS  
ON TALL BIRCH  
TREES

Central Lakes College



**RIVER BERRONG-  
KLINEFELTER**

Illustration,  
Campaign

COLOR THEORY  
KEYBLADES

Alexandria Technical &  
Community College



**KATHRYN  
LETNESS**

Black & White,  
Single

BEDMAN DRIVE

Alexandria Technical &  
Community College

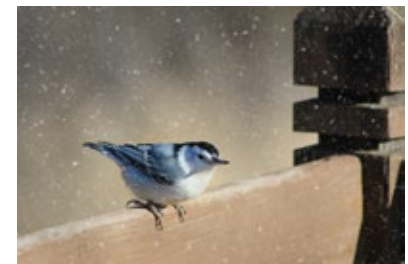


**WHITNEY  
CARLSON**

Color, Single

PROVERBS 27:8

Central Lakes College





**WHITNEY  
CARLSON**

Color, Single

**LIVING WATER**

Central Lakes College



**COLE GEWERTH**

Color, Single

**MAKE YOUR  
MOVE**

Alexandria Technical &  
Community College



**MARIE  
BERTHIAUME**

Color, Single

**FINDING  
SOLITUDE**

Central Lakes College



**DYLAN PULLIS**

Color, Single

**BACK ROADS &  
FIELDS**

Alexandria Technical &  
Community College



**CARSON LAHR**

Color, Single

**METAL MAN  
PHOTOGRAPH**

Alexandria Technical &  
Community College



**KATHRYN  
LETNNESS**

Campaign

**GREG**

Alexandria Technical &  
Community College







CREAT

ART



**JENNIFER GERADS**

Packaging

**SOUPERB  
PACKAGING**

Alexandria Technical &  
Community College



**LINDA NGUYEN**

Cover

**THE DESIGN  
MANUAL BOOK  
COVER**

Alexandria Technical &  
Community College



**JENNIFER GERADS**

Single  
(Full Page or Less)

**LIVE WILD**

Alexandria Technical &  
Community College



**KADY JASPERSEN**

Stationary Package

**FORSGREN'S  
PHEASANT  
FARM  
STATIONARY**

Alexandria Technical &  
Community College

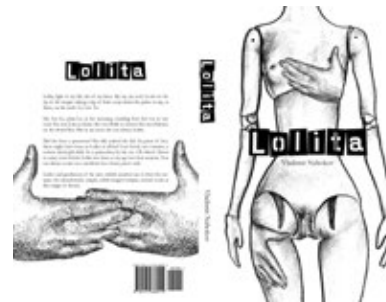


**LINDA NGUYEN**

Cover

**LOLITA BOOK  
COVER**

Alexandria Technical &  
Community College



**FAITH HARDISON-  
KNIGHT**

Campaign

**DERWENT**

Alexandria Technical &  
Community College

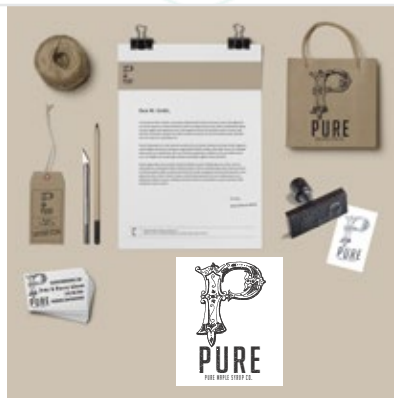


**KRISTINA  
TOOKER**

Stationary Package

**PURE MAPLE  
SYRUP**

Central Lakes College



**LINDA NGUYEN**

Single  
(Full Page or Less)

**ARTWEAR  
ADVERTISEMENT**

Alexandria Technical &  
Community College



**FAITH HARDISON-  
KNIGHT**

Campaign

**HUNTINGTON  
AD CAMPAIGN**

Alexandria Technical &  
Community College



**VINCENT ROSSBERG**

Single

UKRAINE PEACE POSTER

Alexandria Technical & Community College




**KADY JASPERSEN**

Single

BRAVE REVAMPED

Alexandria Technical & Community College




**MARTIN NELSON**

Logo Design

PERSONAL IDENTITY LOGO

Central Lakes College



**BETHANY HELLEM**

Single

NOT A PLAN

Alexandria Technical & Community College




**KIRA MOSES**

Single

WHY TREATIES MATTER

Central Lakes College




**RYAN KARI**

Illustration, Single

TIMBERLAKE LOW POLY ILLUSTRATION

Alexandria Technical & Community College



**KAITLIN MONTEBELLO**

Single

MONTEBELLO

Alexandria Technical & Community College



**ROMANAH SIBELL**

Logo Design

HER INTERACTIVE LOGO

Central Lakes College



**HALEY ANDERSON**

Illustration, Single

EFIK GIRL WITH A CORAL EARRING WATERCOLOR PORTRAIT

Alexandria Technical & Community College





**JENNIFER GERADS**

Illustration, Single

**GANDHI**

Alexandria Technical & Community College



**KIRA MOSES**

Illustration, Single

**RENEGADE**

Central Lakes College



**COLE GEWERTH**

Illustration, Campaign

**LEVINE | MILEY | LEGEND**

Alexandria Technical & Community College



**KATHRYN LETNESS**

Illustration, Single

**SELF PORTRAIT**

Alexandria Technical & Community College



**MITCHELL CORY NELSON**

Illustration, Single

**NORTH ATLANTIC HARE**

Central Lakes College



**LIZ HUEBSCH**

Illustration, Campaign

**AROUND THE WORLD WATER COLOR STUDY**

Alexandria Technical & Community College



**LIZ HUEBSCH**

Illustration, Single

**AFGHAN GIRL RECREATION**

Alexandria Technical & Community College

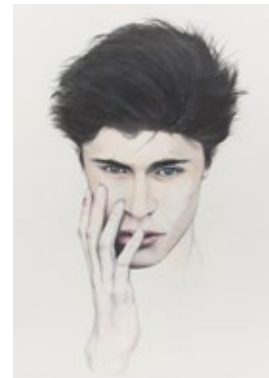


**NICHOLAS BICKFORD**

Illustration, Single

**PORTRAIT OF DUTCH ACTOR, GIJS BLOM**

Central Lakes College



**AMY EDWARDS**

Black & White, Single

**FORBIDDEN**

Central Lakes College





**FAITH HARDISON-  
KNIGHT**

Black & White,  
Single

-----  
**CARPENTER**

-----  
Alexandria Technical &  
Community College



**HALEY ANDERSON**

-----  
Color, Single

-----  
**DOMINICAN  
DOMESTIC**

-----  
Alexandria Technical &  
Community College

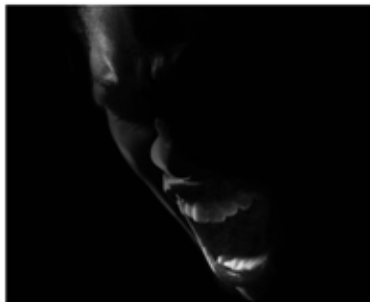


**FAITH HARDISON-  
KNIGHT**

-----  
Black & White,  
Single

-----  
**RAGE**

-----  
Alexandria Technical &  
Community College



**KADY JASPERSEN**

-----  
Color, Single

-----  
**DID YOU GET MY  
GOOD SIDE?**

-----  
Alexandria Technical &  
Community College



**MARIE  
BERTHIAUME**

-----  
Color, Single

-----  
**MIDNIGHT  
BALLET**

-----  
Central Lakes College



**PSHANTELL  
PETERSON**

-----  
Digitally Enhanced,  
Single

-----  
**HAUNTED  
MEMORIES**

-----  
Central Lakes College



# FAITH HARDISON- KNIGHT

Magazine  
Advertising,  
Campaign

## DERWENT

Alexandria Technical &  
Community College

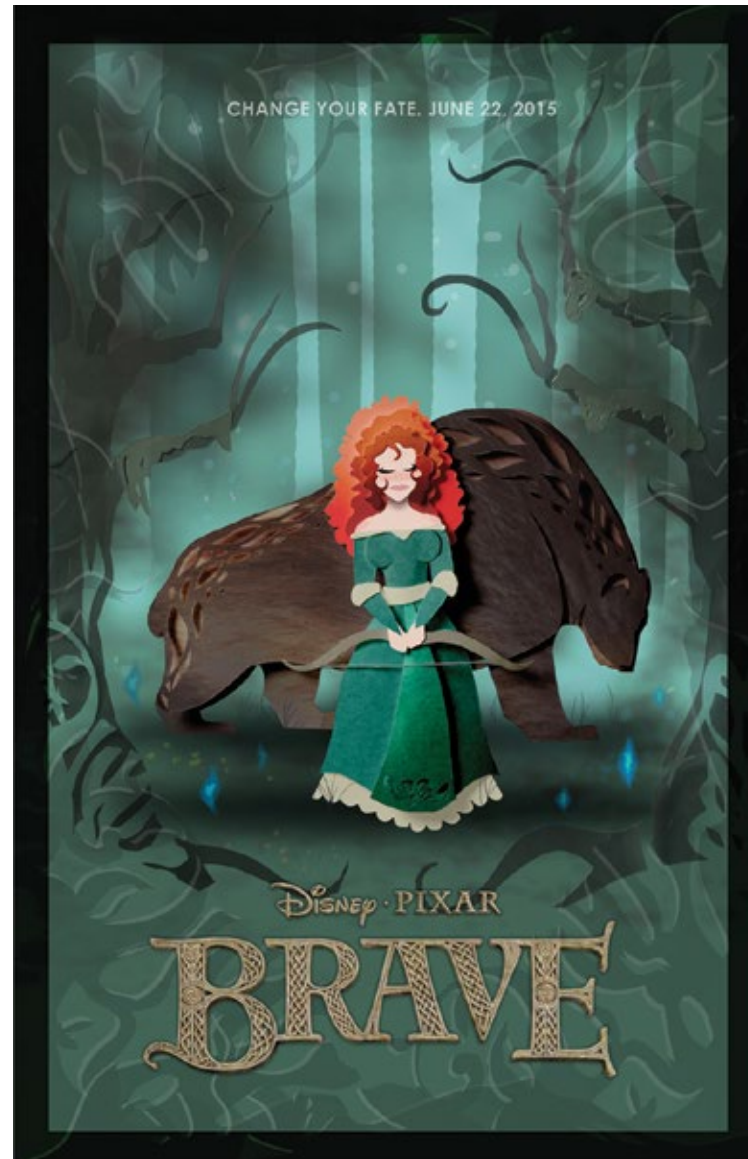


# KADY JASPERSEN

-----  
Poster, Single  
-----

## BRAVE REVAMPED

-----  
Alexandria Technical &  
Community College



# HALEY ANDERSON

Illustration, Single

EFIK GIRL  
WITH A  
CORAL  
EARRING  
WATERCOLOR  
PORTRAIT

Alexandria Technical &  
Community College





# BETHANY HELLEM

-----  
Poster, Single  
-----

## NOT A PLAN

-----

Alexandria Technical &  
Community College

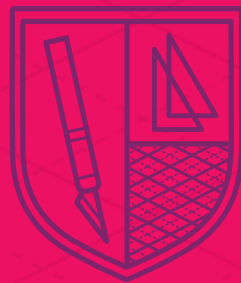




CREATIVITY



# PROFESSIONAL WORK



**ADVENTURE  
ADVERTISING**

Packaging

PURELY SEDONA  
PACKAGING DESIGN

Sedona Bottling Company



**ADVENTURE  
ADVERTISING**

Brochure

2016 ESCAPE  
BROCHURE

Larson Boat Group



**ADVENTURE  
ADVERTISING**

Magazine Design

CAMBRIA STYLE  
SUMMER/FALL 2015

Cambria



**SOUL  
COMMUNICATIONS**

Packaging Campaign

WILD BRUNETTE,  
OLD 8, LITTLE  
BARLEY, AND 6  
KNOT TAP HANDLES

Barley John's Brewing  
Company

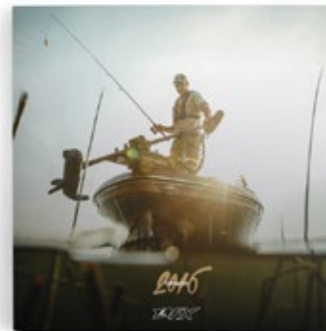


**ADVENTURE  
ADVERTISING**

Brochure

2016 FX BROCHURE

Larson Boat Group

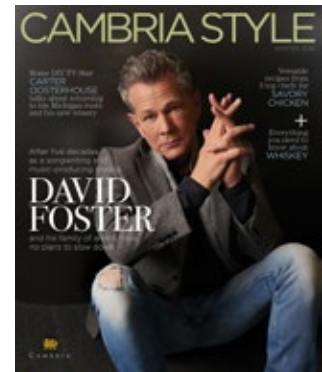


**ADVENTURE  
ADVERTISING**

Magazine Design

CAMBRIA STYLE  
WINTER 2016

Cambria



**ADVENTURE  
ADVERTISING**

Brochure

2016 LARSON  
BROCHURE

Larson Boat Group



**ADVENTURE  
ADVERTISING**

Editorial Spread or  
Feature Design

CAMBRIA STYLE  
- DAVID FOSTER  
FEATURE

Cambria



**ADVENTURE  
ADVERTISING**

Book Design

"OLIVER & HOPE'S  
SUPERHERO  
SATURDAY" UHCCF  
BOOK

UnitedHealthcare Children's  
Foundation





**ADVENTURE  
ADVERTISING**

Card, Invitation or  
Announcement

FORT LAUDERDALE  
INTERNATIONAL  
BOAT SHOW  
PRINTED INVITATION

Hatteras Yachts



**GASLIGHT CREATIVE**

Specialty Advertising -  
Apparel

MATHEW HALL TEE  
SHIRTS

Mathew Hall Lumber Company



**FLINT GROUP  
(HATLINGFLINT)**

Public Service Annual  
Report

ST. LUKE'S  
FOUNDATION  
ANNUAL REPORT

St. Luke's Health Care System



**GASLIGHT CREATIVE**

Card, Invitation or  
Announcement

THEATRE L'HOMME  
DIEU INVITATION

Theatre l'homme dieu



**SOULO  
COMMUNICATIONS**

Specialty Advertising -  
Apparel

HOPPING HAT

Barley John's Brewing  
Company



**GASLIGHT CREATIVE**

Advertising Industry  
Self-Promotion Direct  
Marketing & Specialty  
Items

GASLIGHT CREATIVE  
INSPIRATIONAL  
COFFEE MUGS

Gaslight Creative



**GASLIGHT CREATIVE**

Card, Invitation  
or Announcement  
Campaign

YMCA PROMENADE  
CAMPAIGN

St. Cloud YMCA



**GASLIGHT CREATIVE**

Specialty Advertising -  
Other Merchandise

THIRD STREET  
BREWHOUSE DRINK  
LOCAL COASTERS

Third Street Brewhouse



**ADVENTURE  
ADVERTISING**

Newspaper Advertising  
- Specialty

UHCCF 2016  
KIDSPIRATION  
CALENDAR

UnitedHealthcare Children's  
Foundation

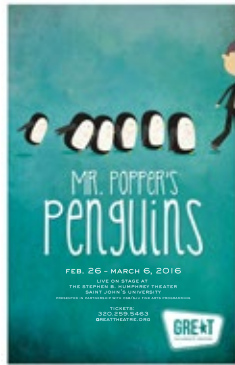


**ADVENTURE  
ADVERTISING**

Poster

MR. POPPER'S  
PENGUINS POSTER

GREAT Theatre



**ADVENTURE  
ADVERTISING**

Social Media, Single  
Platform

ESCAPE WEBSITE

Larson Boat Group



**GASLIGHT CREATIVE**

Business-to-Business  
Website

LAKESHIRTS  
WEBSITE

Lakeshirts



**FLINT GROUP  
(HATLINGFLINT)**

Social Media, Single  
Platform

PEDIATRIC HOME  
SERVICES WEBSITE

Pediatric Home Services



**GASLIGHT CREATIVE**

Business-to-Business  
Website

DAHLHEIMER  
BEVERAGE WEBSITE

Dahlheimer Beverage



**GASLIGHT CREATIVE**

Integrated Brand  
Identity Campaign

MINNESOTA GOLD  
INTEGRATED  
CAMPAIGN

Third Street Brewhouse

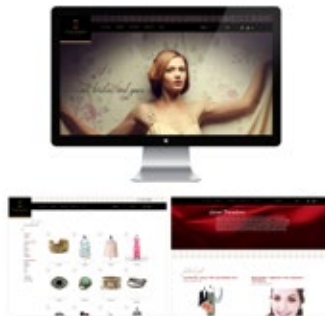


**GASLIGHT CREATIVE**

Social Media, Single  
Platform

THEADORA VINTAGE  
WEBSITE

Theadora Vintage



**GASLIGHT CREATIVE**

Business-to-Business  
Website

PARAGON STORE  
FIXTURES WEBSITE

Paragon Store Fixtures



**ADVENTURE  
ADVERTISING**

Online/Interactive  
Campaign

BOAT LURE LARSON  
FX ONLINE AD  
CAMPAIGN

Larson Boat Group



**ADVENTURE  
ADVERTISING**

Ad Club or Marketing  
Club Advertising

AAF CENTRAL  
MINNESOTA'S CMYK  
EVENT POSTER

AAF-Central Minnesota



**ADVENTURE  
ADVERTISING**

Illustration

WOODY GUTHRIE'S  
AMERICAN SONG  
POSTER

Commonweal Theatre



**ADVENTURE STUDIOS**

Photography, Color

POLARIS RZR TURBO

Polaris Industries



**FLINT GROUP  
(HATLINGFLINT)**

Advertising Industry  
Self-Promotion  
Integrated Campaign

JOY FILLED HOLIDAY  
CAMPAIGN

Flint Group

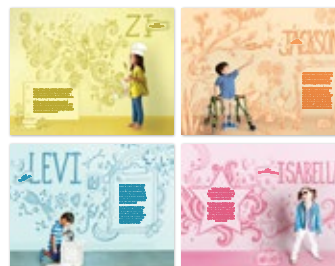


**ADVENTURE  
ADVERTISING**

Illustration Series

UHCCF 2016  
KIDSPIRATION  
CALENDAR -  
ILLUSTRATION SERIES

UnitedHealthcare Children's  
Foundation

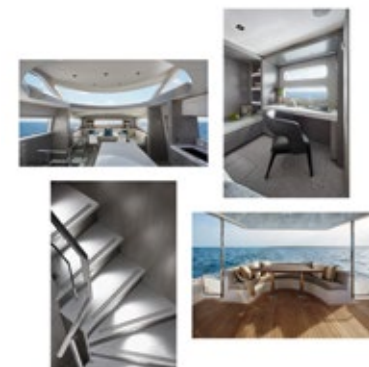


**ADVENTURE  
ADVERTISING**

Art Direction

HATTERAS  
INTERIORS  
PHOTOGRAPHY

Hatteras Yachts



**GASLIGHT CREATIVE**

Illustration

MINNESOTA GOLD  
ILLUSTRATION

Third Street Brewhouse



**ADVENTURE  
ADVERTISING**

Illustration Series

"OLIVER & HOPE'S  
SUPERHERO SATURDAY"  
UHCCF BOOK  
ILLUSTRATION SERIES

UnitedHealthcare Children's  
Foundation





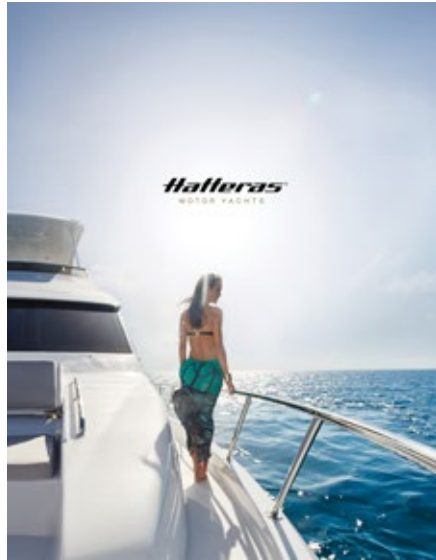
**ADVENTURE ADVERTISING**

Brochure

**HATTERAS MOTOR YACHT  
BROCHURE**

Hatteras Yachts

Gina Nacey, Creative Strategy  
 Nicole Knutson, Account Manager  
 Jenna Lalley, Senior Art Director  
 Dave Schutz, Senior Copywriter  
 Scott Mitchell, Creative Strategy  
 Abby Fitch, Senior Art Director  
 Ryan Streveler, Photographer  
 Joe Cacopardo, Director of Marketing  
 Hali Danielson, Graphic Designer



**ADVENTURE ADVERTISING**

Brochure

**HATTERAS EXPRESS  
BROCHURE**

Hatteras Yachts

Gina Nacey, Creative Strategy  
 Nicole Knutson, Account Manager  
 Jenna Lalley, Senior Art Director  
 Dave Schutz, Senior Copywriter  
 Abby Fitch, Senior Art Director  
 Scott Mitchell, Creative Strategy  
 Ryan Streveler, Photographer  
 Joe Cacopardo, Director of Marketing



**ADVENTURE ADVERTISING**

Brochure

**HATTERAS SPORT FISH  
BROCHURE**

Hatteras Yachts

Gina Nacey, Creative Strategy  
 Nicole Knutson, Account Manager  
 Jenna Lalley, Senior Art Director  
 Dave Schutz, Senior Copywriter  
 Scott Mitchell, Creative Strategy  
 Hali Danielson, Graphic Designer  
 Abby Fitch, Senior Art Director  
 Ryan Streveler, Photographer  
 Joe Cacopardo, Director of Marketing



**ADVENTURE ADVERTISING**

Brochure

**2016 STRIPER BROCHURE**

Larson Boat Group

Gina Nacey, Creative Strategy  
 Greg Arens, Senior Copywriter  
 Nicole Knutson, Account Manager  
 Thako Harris, Project Manager  
 Joe Lavoie, Art Director  
 Richard Steinberger, Photographer  
 Matt Seefeldt, Photographer  
 Mike Menne, Producer  
 Matthew Vetzner, VP of Marketing



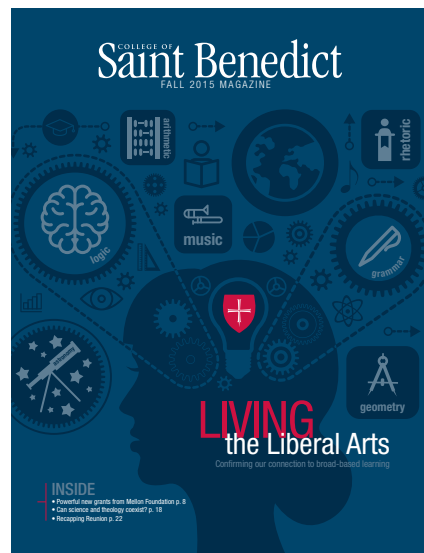
**GEARBOX FUNCTIONAL  
CREATIVE, INC.**

Magazine Design

**COLLEGE OF SAINT  
BENEDICT FALL 2015  
MAGAZINE**

College of Saint Benedict

Glenn Richards, Designer  
Zach Arvidson, Designer



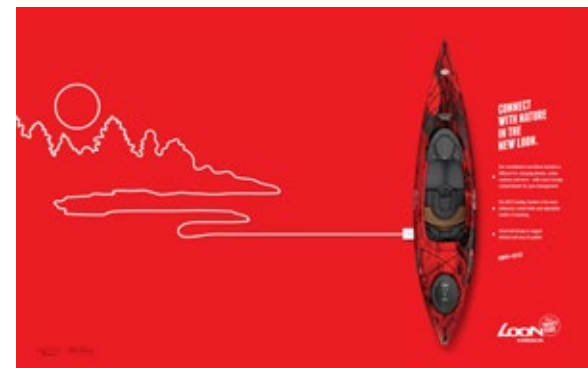
**ADVENTURE ADVERTISING**

Magazine Advertising - Full  
Page or Less

**THE NEW LOON - GET  
PLUGGED**

Johnson Outdoors

Sam Voss, Account Manager  
Scott Mitchell, Marketing Strategy  
Tom Schmidt, Senior Art Director  
Greg Arens, Senior Copywriter  
Brad Alexenko, 3D Generalist



**GASLIGHT CREATIVE**

Specialty Advertising - Other  
Merchandise

**BAD HABIT TRAVEL  
GROWLER**

Bad Habit Brewing Company

Morgan Philippi, Graphic Designer  
Jodie Pundsack, Creative Strategist



**ADVENTURE ADVERTISING**

Magazine Advertising - Full  
Page or Less

**"SOMETIMES MEN"  
STRIPER 2015 BRAND AD**

Larson Boat Group

Gina Nacey, Creative Strategy  
Tom Schmidt, Senior Art Director  
Greg Arens, Senior Copywriter  
Thako Harris, Project Manager  
Richard Steinberger, Photographer  
Matt Seefeldt, Photographer  
Mike Menne, Producer  
Matthew Vetzner, VP of Marketing



## ADVENTURE ADVERTISING

Magazine Advertising, Multiple Page or Insert

“DREAMS YOU NEVER STOPPED CHASING”  
HATTERAS MOTOR YACHT AD

Hatteras Yachts

Gina Nacey, Creative Strategy  
Nicole Knutson, Account Management  
Jenna Lalley, Senior Art Director  
Dave Schutz, Senior Copywriter  
Ryan Streveler, Photographer  
Joe Cacopardo, Director of Marketing



## GASLIGHT CREATIVE

Poster

MINNESOTA GOLD TIN TACKER

Third Street Brewhouse

Jodie Pundsack, Creative Strategist  
Kelly Zaske, Marketing Strategist  
Amy Imdieke, Senior Graphic Designer



## ADVENTURE ADVERTISING

Magazine Advertising, Multiple Page or Insert

“WINNERS & LOSERS”  
HATTERAS GT70 AD

Hatteras Yachts

Gina Nacey, Creative Strategy  
Nicole Knutson, Account Management  
Jenna Lalley, Senior Art Director  
Dave Schutz, Senior Copywriter  
Ryan Streveler, Photographer  
Joe Cacopardo, Director of Marketing



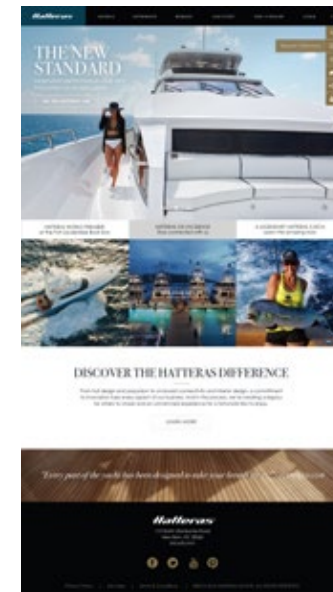
## ADVENTURE ADVERTISING

Social Media, Single Platform

HATTERAS YACHTS WEBSITE

Hatteras Yachts

Gina Nacey, Creative Strategy  
Tim Carroll, Account Manager  
Nicole Knutson, Project Manager  
Jenna Lalley, Senior Art Director  
Abby Fitch, Senior Art Director  
Hali Danielson, Graphic Designer  
Dave Schutz, Senior Copywriter  
AVALA Marketing Group, Development Partner  
Ryan Streveler, Photographer  
Joe Cacopardo, Director of Marketing





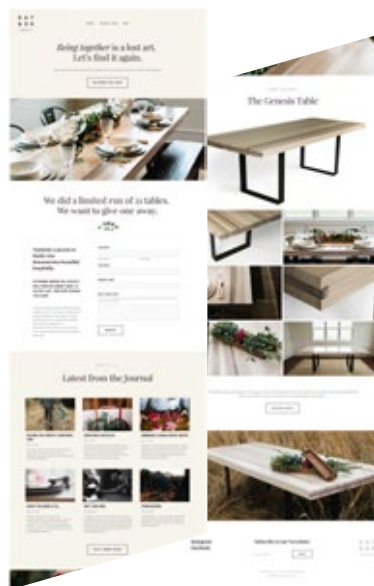
## SWITCHBOARD ADVERTISING

Social Media, Single Platform

### GATHER TABLE CO. WEBSITE

Switchboard Advertising

Guytano Magno, Creative Director  
Ryan Schoepf, Lead Designer



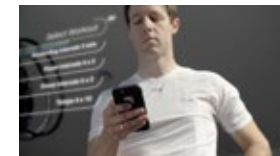
## ADVENTURE ADVERTISING

Internet Commercial

### KINETIC SMART BRAND VIDEO

Kurt Kinetic

Gina Nacey, Creative Strategy  
Tom Schmidt, Senior Art Director  
Dave Schutz, Senior Copywriter  
Tim Carroll, Account Manager  
Thako Harris, Project Manager  
TC Worley, Cinematographer  
David Simpson, Director of Marketing  
Ben Pawlik, Editor  
Steve Shepherd, Editor



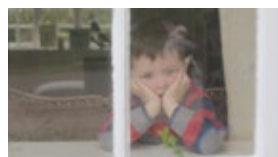
## ADVENTURE ADVERTISING

Internet Commercial

### FROG BIKES BRAND VIDEO

Frog Bikes

Gina Nacey, Creative Strategy  
Dave Schutz, Senior Copywriter  
Abby Fitch, Senior Art Director  
Andrew Melby, Director  
Jacob Gardner, Cinematographer  
1Light Films, Editing and  
Post Production



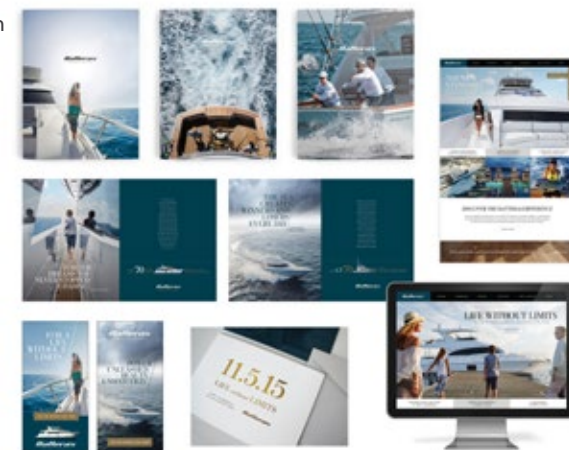
## ADVENTURE ADVERTISING

Integrated Advertising Campaign  
- Regional/National - Consumer

### HATTERAS YACHTS CAMPAIGN

Hatteras Yachts

Gina Nacey, Creative Strategy  
Scott Mitchell, Creative Strategy  
Tim Carroll, Digital Strategy  
Jenna Lalley, Senior Art Director  
Dave Schutz, Senior Copywriter  
Abby Fitch, Senior Art Director  
Hali Danielson, Graphic Designer  
Nicole Knutson, Account Manager  
Ryan Streveler, Photographer  
Joe Cacopardo, Director of Marketing  
AVALA Marketing Group,  
Web Development



## ADVENTURE ADVERTISING

Ad Club or Marketing Club  
Advertising

### 2015 ADDY CAMPAIGN - CIPHERS & LEGENDS

American Advertising Federation

Tom Schmidt, Senior Art Director  
Hali Danielson, Graphic Designer  
Greg Arens, Senior Copywriter  
Scott Mitchell, Creative Strategy  
Katie Sczublewski, Account Manager  
Dave Schutz, Senior Copywriter  
Bryce Jacobson/Meta 13 Interactive,  
Web Development



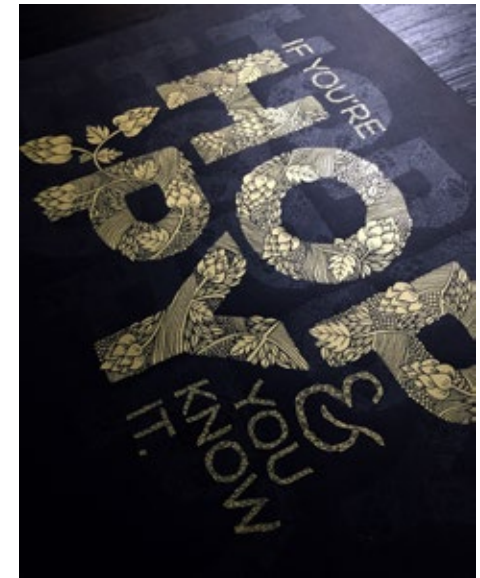
## AMY IMDIEKE

Illustration

### IF YOU'RE HOPPY & YOU KNOW IT

Posters and Pints Art Show

Amy Imdieke, Senior Graphic Designer



## SWITCHBOARD ADVERTISING

Logo Design

### GATHER TABLE CO. LOGO

Switchboard Advertising

Guytano Magno, Creative Director  
Ryan Schoepf, Lead Designer

**G A T  
R E H  
TABLE CO.**

## ADVENTURE STUDIOS

Photography Campaign

### POLARIS GENERAL 1000 - WORK AND PLAY

Polaris Industries

John Linn, Photographer  
Michael Schoenecker, Digi-Tech  
Jake Gyllen, Photo Assistant



## ADVENTURE STUDIOS

Photography Campaign

### SEA RAY - L CLASS

Sea Ray

John Linn, Photographer  
Matt Guilford, Creative Director  
Michael Schoenecker, Digi-Tech  
Jake Gyllen, Photo Assistant



## ADVENTURE ADVERTISING

Art Direction

### HATTERAS YACHTS LIFESTYLE PHOTOGRAPHY

Hatteras Yachts

Gina Nacey, Creative Strategy  
Nicole Knutson, Account Manager  
Jenna Lalley, Senior Art Director  
Ryan Streveler, Photographer  
Joe Cacopardo, Director of Marketing



## ADVENTURE STUDIOS

Photography Campaign

### SUPRA BOATS

Supra-Moomba Boats

John Linn, Photographer  
Michael Schoenecker, Digi-Tech  
Jake Gyllen, Photo Assistant



## ADVENTURE ADVERTISING

Art Direction

### HATTERAS SPORTFISH PHOTOGRAPHY

Hatteras Yachts

Gina Nacey, Creative Strategy  
Nicole Knutson, Account Manager  
Jenna Lalley, Senior Art Director  
Joe Cacopardo, Director of Marketing  
Ryan Streveler, Photographer





## ADVENTURE ADVERTISING

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Brochure

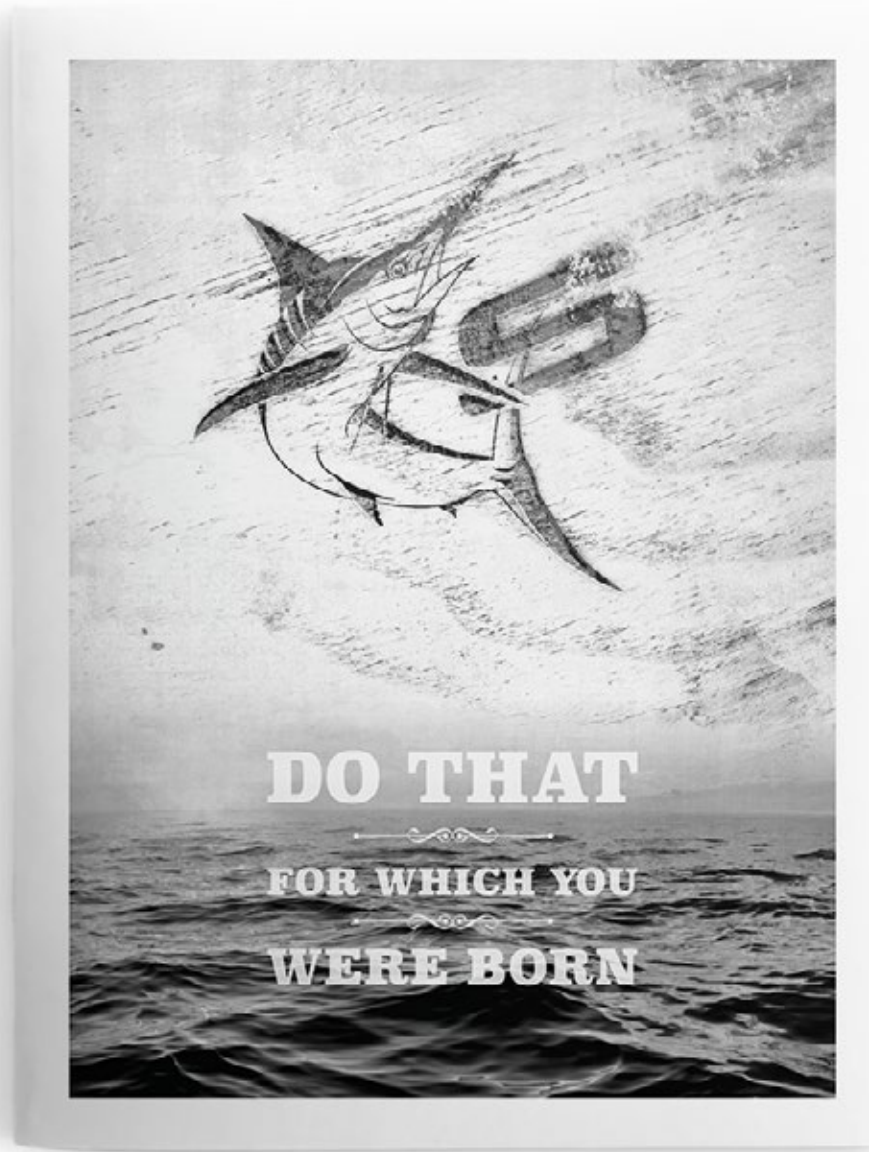
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### 2016 STRIPER BROCHURE

Larson Boat Group

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Gina Nacey, Creative Strategy  
Greg Arens, Senior Copywriter  
Nicole Knutson, Account Manager  
Thako Harris, Project Manager  
Joe Lavoie, Art Director  
Richard Steinberger, Photographer  
Matt Seefeldt, Photographer  
Mike Menne, Producer  
Matthew Vetzner, VP of Marketing



# ADVENTURE ADVERTISING

Internet Commercial

## FROG BIKES BRAND VIDEO

Frog Bikes

Gina Nacey, Creative Strategy  
Dave Schutz, Senior Copywriter  
Abby Fitch, Senior Art Director  
Andrew Melby, Director  
Jacob Gardner, Cinematographer  
1Light Films, Editing and  
Post Production



## AMY IMDIEKE

---

Illustration

---

### IF YOU'RE HOPPY & YOU KNOW IT

Posters and Pints Art Show

---

Amy Imdieke,  
Senior Graphic Designer





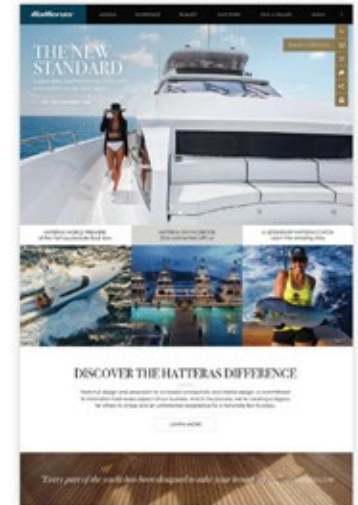
# ADVENTURE ADVERTISING

Integrated Advertising  
Campaign - Regional/National -  
Consumer

## HATTERAS YACHTS CAMPAIGN

Hatteras Yachts

Gina Nacey, Creative Strategy  
Scott Mitchell, Creative Strategy  
Tim Carroll, Digital Strategy  
Jenna Lalley, Senior Art Director  
Dave Schutz, Senior Copywriter  
Abby Fitch, Senior Art Director  
Hali Danielson, Graphic Designer  
Nicole Knutson, Account Manager  
Ryan Streveler, Photographer  
Joe Cacopardo, Director of Marketing  
AVALA Marketing Group,  
Web Development

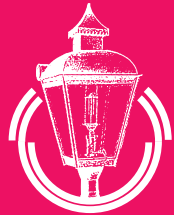






## GOLD SPONSORS

★ ADVENTURE™



**GASLIGHT**  
*creative*

## SILVER SPONSORS



## PROMOTIONAL SPONSORS



**API**



**LEIGHTON INTERACTIVE**  
DEMAND RESULTS.



**SOULO**

*Guystano Magno*

**Leighton**  
broadcasting



## THE 2016 EVENT COMMITTEE

### EVENT CO-CHAIRS

ANDREA YURCZYK & ALISON SCHROEDER

### EVENT BOARD

AMY IMDIEKE  
BECKY BACKES  
KRISTIE HAUBRICH  
BRYCE JACOBSON  
SIMONE HAIDER  
SAMM BOHN  
SARAH FORYSTEK

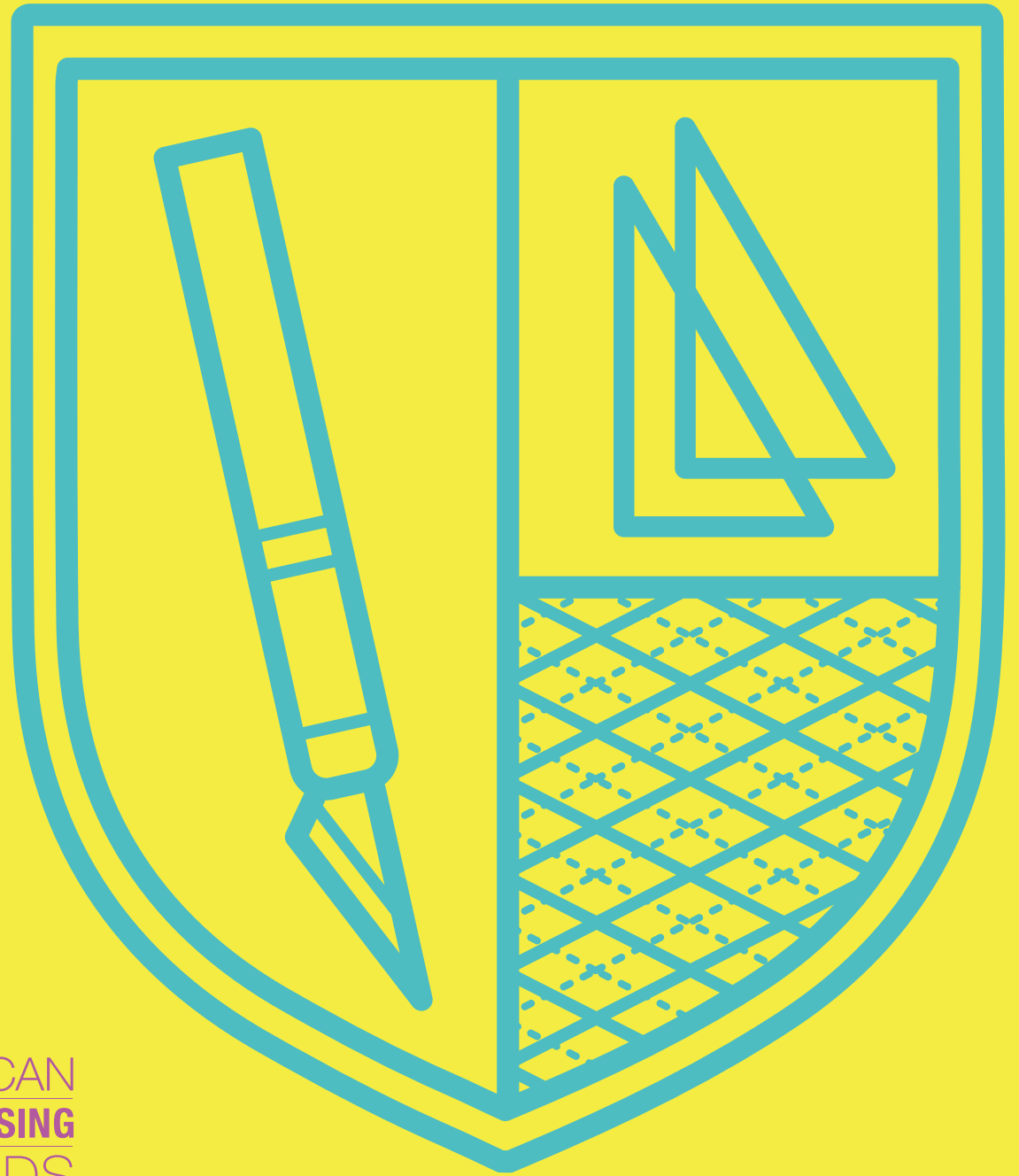
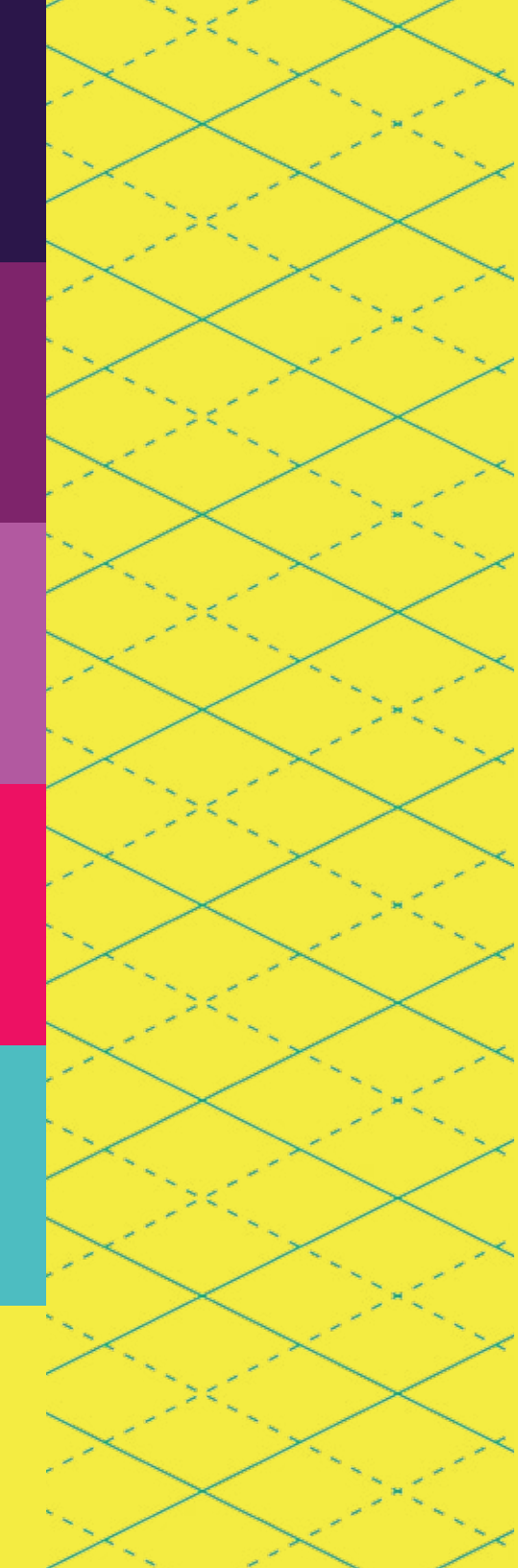
KATIE SCZUBLEWSKI  
NICOLE MACKENZIE  
BRIDGET DEUTZ  
LACEY SCHIRMERS  
MEGAN HOLLENHORST  
RYAN ENGELMEYER  
DAN MACIEJ

### AGENCY OF RECORD

ADVENTURE ADVERTISING

The American Advertising Federation of Central Minnesota would like to thank the students, college instructors, agencies, organizations and individuals who entered their work or volunteered their time and resources to make this year's competition such a success. With over 300 entries submitted this year, across a variety of mediums, it's apparent that Central Minnesota's advertising community is alive and well... perhaps even legendary. AAFCM is happy to encourage and support your creative efforts and provide you with a platform to showcase your imagination and talent and in turn, get the recognition you deserve. To learn more about how you can get involved with AAF Central Minnesota visit us at: [AdFedCentral.com](http://AdFedCentral.com).





AMERICAN  
**ADVERTISING**  
AWARDS