

ART DIRECTORS CLUB OF HOUSTON PRESENTS

**FRESH  
SQUEEZED  
IDEAS**

**THE 53<sup>RD</sup> ANNUAL  
HOUSTON  
SHOW**

**DOUBLE TREE  
HOTEL**

**SATURDAY, NOVEMBER 15, 2008**

# 53<sup>RD</sup> ANNUAL HOUSTON SHOW ART DIRECTORS CLUB OF HOUSTON

**SATURDAY, NOVEMBER 15<sup>TH</sup>, 2008  
DOUBLETREE HOTEL, DOWNTOWN HOUSTON**

**CONGRATULATIONS TO THE WINNERS OF THIS YEAR'S JURIED SHOW.  
WE THANK YOU FOR YOUR CONTINUED SUPPORT OF THE CLUB.**

This year's Art Directors Club of Houston Show pays tribute to all of you who display grace under pressure as a daily exercise. Those who, in the relentless vice of tightening deadlines and shrinking budgets, continue to extract unfiltered genius from each creative challenge. This year's list of winners shares a single, uncompromising focus: the ability to clamp down and produce breakthrough creative under unforgiving circumstances. These are their fresh squeezed ideas.

## **2008 BOARD OF DIRECTORS**

**PRESIDENT** | Alex Barber  
Spur Interactive

Dan Jarvis  
Thinktank Design

**PAST PRESIDENT** | Jamie Farquhar  
Urban Living

Marisa Leeder  
Judson Design

**TREASURER** | Richard Wilkes  
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Rick Nussle  
Samaria Print Services

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Axiom Design Group

Jenny Quattlebaum  
Design at Work

Luis Clavell  
Zenfilm

Justin Raddatz

Naomi Galvez  
FrogDog Communications

# JUDGES

## MICHAEL BOROSKY

FOUNDER & CREATIVE DIRECTOR,  
ELEVEN

[WWW.ELEVENINC.COM](http://WWW.ELEVENINC.COM)

Michael is a founder and Creative Director of Eleven, a 75 person agency based in San Francisco and has always had a soft spot in his heart for Houston, where he first began his career. After heading West, he worked for Michael Cronan Design, Pentagram and CKS Partners before helping found Eleven. He considers himself a hybrid of sorts, having spent equal parts of his career in both offline and online disciplines. He manages the interactive practice at Eleven and specializes in spearheading media-agnostic integrated campaigns. Throughout his career he's helped solved problems for the likes of Levi Strauss, MCI, General Motors, Norwegian Cruise Lines and Visa and he's currently involved with Apple and Virgin America Airlines.

## JEFFREY LAMONT BROWN

PHOTOGRAPHER

[WWW.JEFFREYBROWN.COM](http://WWW.JEFFREYBROWN.COM)

Jeffrey Lamont Brown brings a fresh, reality-based approach to advertising projects for print and TV clients around the world. Recent awards include: being named one of the "200 Best Photographers Worldwide" by *Leurzer's Archive*, PX3 Prix de la Photographie Paris, IPA - Lucie "Best of show" and *Communication Arts Photo Annual*. His unique style, known as "beautiful realism" has evolved naturally over nearly two decades behind the lens. It finds its roots in authentic experiences but goes beyond the real in different, and often subtle, ways. Sometimes it has a bit of a mystical twist; other times we give it an edgier look or a bit of humor. But always we produce imagery with amazing light and highly stylized visuals in keeping with our visual integrity Jeffrey believes that every shot, however comprehensively produced and tightly choreographed, contains "real moments" that serve his clients' desire to present products and ideas in the most compelling way.

## **MOLLY HOLZSCHLAG**

**WEB STANDARDS ADVOCATE, EDUCATOR AND AUTHOR**

**[WWW.MOLLY.COM](http://WWW.MOLLY.COM)**

Molly E. Holzschlag is a well-known web standards advocate, educator, and author. Among her thirty-plus books is the best-selling *The Zen of CSS Design*, co-authored with Dave Shea. Molly is an invited expert to the W3C CSS working group and the former group lead of The Web Standards Project (WaSP). Molly works with designers, developers, implementers, and policy makers to promote interoperability, professional advancement, and best practices for a useful, beautiful, and meaningful World Wide Web.

## **STERLING HUNDLEY**

**ILLUSTRATOR**

**[WWW.STERLINGHUNDLEY.COM](http://WWW.STERLINGHUNDLEY.COM)**

The work of illustrator and painter Sterling Hundley has appeared regularly in the pages of *Communication Arts Magazine*, *American Illustration*, *Print Magazine*, the Los Angeles Society of Illustrators, 3 x 3, *Graphis*, *Step by Step Graphics*, the Society of Publication Designers, and the New York Society of Illustrators. In addition to winning three gold, and two silver medals from the Society of Illustrators, New York, Sterling has been awarded gold and silver medals from the Illustrators Club in Washington, D.C. Sterling and his work have been the subject of feature articles in *Communication Arts* magazine (2008), *Print* (Young Visual Artists, 2004), and *RVA* magazine (2008). Sterling lives in Richmond, Virginia, and is currently represented by Richard Solomon Artist Representative in New York City. He is a Professor in the Department of Communication Arts at Virginia Commonwealth University, and he is one of five core instructors at the Illustration Academy held on the campus of Ringling College of Art and Design in Sarasota, Florida.

## **RON MIRIELLO**

**CREATIVE DIRECTOR,**

**MIRIELLO GRAFICO**

**[WWW.MIRIELLOGRAFICO.COM](http://WWW.MIRIELLOGRAFICO.COM)**

Ron Miriello is the founder and director of Miriello Grafico in San Diego and a founding member of the San Diego Chapter of the AIGA and an AIGA Fellow. As a design director in Southern California community for 30 years, he has helped set a high benchmark for creativity and sees design as a language rather than a discipline. More recently, Ron has been interviewing and photographing craftsmen of everyday products in Italy for a book series about handcrafted products in a world of global mass production. Miriello divides his time between the new Miriello Grafico design warehouse located in the Barrio Logan neighborhood of San Diego, California and Radicondoli (near Siena, Italy) where he develops his own projects away from the world of clients, deadlines and budgets.

# STUDENT JUDGES

## MARISA LEEDER

DESIGNER,

JUDSON DESIGN

[WWW.JUDSONDESIGN.COM](http://WWW.JUDSONDESIGN.COM)

Marisa Leeder is the offspring of a graphic design fairy tale. The daughter of a type rep and graphic designer, Marisa started her career off early on her father's knee. She recently graduated from Texas State University's Communication Design Department. While in college, she became the art director of the University Star as well as Membership Coordinator for the student chapter of AIGA at Texas State. As a student, she also worked for the Ousset Agency, an advertising firm based in San Antonio. Since college, she joined the real world and the team at Judson Design. Her work has been recognized by 502, the Art Directors Club of Houston, Creative Summit and the Texas Intercollegiate Press Association.

## JIM MOUSNER

PRINCIPAL,

ORIGIN DESIGN

[WWW.ORIGINDESIGN.COM](http://WWW.ORIGINDESIGN.COM)

Born and raised in Houston, Jim Mousner attended the graphic communications program at the University of Houston where he discovered and fell in love with the discipline of graphic design. In 1997, Jim founded Origin in a one bedroom apartment on credit cards and caffeine. Over the past decade, Origin has grown to a full service creative agency, but has never left its design roots. Under Jim's creation direction, the firm has produced work that has been recognized by the American Advertising Federation, *Print* magazine, *HOW* magazine, the *AR100* and *Émigré*. Jim has been published in books including *Metalheart* and *How to Grow as a Graphic Designer* and recently published his first book for Rockport Publishers on color and packaging. Today, Jim continues in his role at Origin as creative director, serves as one of four principals at the firm and is married with two cats.

## **TOM NEWTON**

**DESIGNER, ART DIRECTOR**

**[TOMNEWTON.SQUARESPACE.COM](http://TOMNEWTON.SQUARESPACE.COM)**

2008 marks Tom's twenty-eighth year as a graphic designer and art director. Tom is a native Texan and received his Bachelors Degree in Art from Lamar University. In his long career he has worked with some of Houston's best design firms and ad agencies. Clients served through the years include Texas Children's Hospital, Compaq, Continental, Bank United, Chevron, Hines, and the Museum of Fine Arts, among many others. Newton has served on the Board of Directors of the Art Directors Club of Houston and has taught design courses at North Harris County College and the Art Institute of Houston. His work has been recognized by *Communication Arts* magazine, the New York Art Directors Club, *Print* magazine, *Creativity '94*, AAF 10th District, International Association of Business Communicators, *Typography International* Association, the Art Directors Club of Houston, the Art Directors Club of New Orleans, the Houston Advertising Federation and the Dallas Society of Visual Communications.

## **KELSEY RUGER**

**VICE PRESIDENT,**

**POPLABS**

**[WWW.POPLABS.COM](http://WWW.POPLABS.COM)**

Kelsey Ruger is an accomplished technologist, designer and user experience evangelist who has lent his expertise to high profile Internet projects at Prodigy, SBC (now AT&T) and a number of successful start-ups. Kelsey is currently the Vice President of Houston based Interactive marketing agency, Pop Labs. At Pop Labs, Kelsey is responsible for the company's operations, product development, marketing and creative services teams. Kelsey who describes himself as "straddling the worlds of design, technology and business" is passionate about creating a world where ideas are transparent, simple and universally accessible to all people regardless of ability. He shares this passion on his personal blog *The Moleskin* (<http://www.themoleskin.com>) and as the Interactive Director for *The Businessmakers Radio Show* (<http://www.thebusinessmakers.com>). Kelsey is a sought after trainer and speaker frequently speaking on topics such as online marketing, creativity, usability, leadership and emerging technology. He has been a featured speaker at SXSW, ITEC, SMX, Web Visions and Access U. Kelsey also volunteers his time to several professional/community organizations as board member for the (HiMA) Houston Interactive Marketing Association, board member for Westwood College Advisory committee, board member for AIR Houston and Knowbility, the co-founder of the Refresh Houston, and is a member of SEMPO (Search Engine Marketing Professional Organization).

# STUDENT JUDGES (CONT.)

## BETTY WONG

OWNER,

BETTY WONG CREATIVE

[WWW.BETTYWONGCREATIVE.COM](http://WWW.BETTYWONGCREATIVE.COM)

Betty has been involved in practically every phase of creative development. Raised in Houston, she headed north after college. Working for lead agencies such as Scali, McCabe, Sloves Inc. as well as Grey Advertising in New York she was loving the high life until GSD&M in Austin recruited her back to Texas. Next lured by NW Ayer and later Ogilvy & Mather, she found herself back home in Houston. As art director, creative director and co-creative group head, her keen eye for the efficient, effective creation of marketing materials has won her numerous local, regional and national awards for creativity. Timberland, Volvo, Jaguar, Continental Airlines, Southwest Airlines, Shell Oil, and EDS are just a few of the accounts where she developed her trained eye.



# JUDGES' PICKS

# JUDGES' PICKS

**MICHAEL BOROSKY**

**CONSUMER BROCHURES**

**RIGSBY HULL**

**TITLE** | People and Places

**CLIENT** | Walter P Moore

**CREATIVE DIRECTOR** | Lana Rigsby



**JEFFREY LAMONT BROWN**

**NEWSPAPER SERIES**

**ROGER CHRISTIAN AND COMPANY**

**TITLE** | American Bank Ads

**CLIENT** | American Bank Ads

**CREATIVE DIRECTOR** | Roger Christian



**MOLLY HOLZSCHLAG**

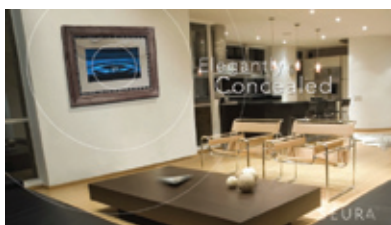
**INTERACTIVE PRESENTATIONS**

**ADCETERA**

**TITLE** | SÉURA

**CLIENT** | SÉURA

**CREATIVE DIRECTOR** | George Salinas



**STERLING HUNDLEY**

**CONSUMER BROCHURES**

**SIBLEY/PETEET DESIGN, AUSTIN**

**TITLE** | Santa Rita

**CLIENT** | Texas Exes

**ART DIRECTOR** | Rex Peteet



**RON MIRIELLO**

**BOOK, COVER OR JACKET, SINGLE**

**HAYS DESIGN STUDIO**

**TITLE** | Recontextualized:  
Ordered Layers

**CLIENT** | Hays Design Studio

**CREATIVE DIRECTOR** | Michelle Hays



# STUDENT JUDGES' PICKS

## MARISA LEEDER

SHAUN FOX

**TITLE** | Poster Series for the International Campaign to Ban Landmines

**INSTRUCTOR** | Jeff Davis

**SCHOOL** | Texas State University — San Marcos



## JIM MOUSNER

STEVEN SKADAL

**TITLE** | Blind Pig Pub

**SCHOOL** | Texas State University — San Marcos



## TOM NEWTON

KIRBY CARLBERG

**TITLE** | Easy Cheese

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method

**CREATIVE** | Method Creative: SMU  
Temerlin Advertising Institute



## KELSEY RUGER

LIBBY MORRIS, JEN JAMES,

CASEY MATETICH, IVY KNIGHT

**TITLE** | Greenpeace Commercial

**INSTRUCTOR** | Holly Shields

**SCHOOL** | Texas State University — San Marcos



## BETTY WONG

CECILIA DE JESUS

**TITLE** | Rosetta Stone

**INSTRUCTOR** | Tom Berno

**SCHOOL** | Texas State University — San Marcos



# ADVERTISING



# ADVERTISING

## NEWSPAPER SERIES

### SILVER

#### ROGER CHRISTIAN AND COMPANY

**TITLE** | American Bank Ads

**CLIENT** | American Bank Ads

**CREATIVE DIRECTOR** | Roger Christian

**ART DIRECTOR** | Roger Christian

**COPYWRITER** | Pettus Advertising

**PHOTOGRAPHER** | Arthur Meyerson

**PRINTER/PRODUCTION** | Georgianne Gale and Jackie Dreier, Production

## BUSINESS TO BUSINESS MAGAZINE SERIES

### GOLD

#### ROGER CHRISTIAN AND COMPANY

**TITLE** | Earthwerks Flooring Ads

**CLIENT** | Swiff Train

**CREATIVE DIRECTOR** | Roger Christian

**ART DIRECTOR** | Ron Meloni

**COPYWRITER** | Karl Bastian

### BRONZE

#### WHOLE WHEAT CREATIVE

**TITLE** | Fewer Surprises

**CLIENT** | Knowledge Systems

**CREATIVE DIRECTOR** | Lee Wheat

**ART DIRECTOR** | Tom Newton

**COPYWRITER** | Jim Mohr

**DESIGNER** | Tom Newton

## TELEVISION SINGLE

### BRONZE

#### LOPEZ NEGRETE COMMUNICATIONS

**TITLE** | Date of Birth/English

**CLIENT** | Bank of America

**CREATIVE DIRECTOR** | Luis Gonzalez; Joshua Patron

**ART DIRECTOR** | Jorge Leza and Gwen Echenagucia

**COPYWRITER** | Alonso Nunez

## TELEVISION SINGLE, NON-ENGLISH

### SILVER

#### LOPEZ NEGRETE COMMUNICATIONS

**TITLE** | Piece of Cake

**CLIENT** | Walmart Financial Services

**CREATIVE DIRECTOR** | Luis Gonzalez; Manuel Villegas

**ART DIRECTOR** | Jorge Leza and Gwen Echenagucia

**COPYWRITER** | Alonso Nunez

### GOLD

#### LOPEZ NEGRETE COMMUNICATIONS

**TITLE** | Pool Party

**CLIENT** | Miller Lite

**CREATIVE DIRECTOR** | Federico Traeger; Miguel Nogueras

**ART DIRECTOR** | Karen Kain

**COPYWRITER** | Nestor Bernal

# ADVERTISING

## OUTDOOR SERIES

### SILVER

#### RICHARDS CARLBERG

**TITLE** | "Happy Unbanking Outdoor"  
**CLIENT** | People's Trust  
**CREATIVE DIRECTOR** | Gayl Carlberg  
**ART DIRECTOR** | Karen Holland and  
Charlie Le  
**COPYWRITER** | Josh Powers

### GOLD

#### ELLIE MALAVIS CREATIVE SERVICES

**TITLE** | Houston Food Bank  
Outdoor Series  
**CLIENT** | Houston Food Bank  
**CREATIVE DIRECTOR** | Ellie Malavis  
**ART DIRECTOR** | Ellie Malavis  
**COPYWRITER** | Ellie Malavis  
**PHOTOGRAPHER** | Pam Francis

## MISCELLANEOUS ADVERTISING SERIES

### GOLD

#### ARMED FORCES ENTERTAINMENT

**TITLE** | SXSW 08 Graphics  
**CLIENT** | Armed Forces Entertainment  
**CREATIVE DIRECTOR** | Roger Christian  
**ART DIRECTOR** | Roger Christian

## MISCELLANEOUS ADVERTISING SERIES, NON-ENGLISH

### BRONZE

#### LOPEZ NEGRETE COMMUNICATIONS

**TITLE** | Hispanic Checking Lenticular POS  
**CLIENT** | Bank of America  
**CREATIVE DIRECTOR** | Jaime Belden;  
Fernando Gomez  
**COPYWRITER** | Luis Zepeda

## PRO BONO NEWSPAPER OR MAGAZINE SINGLE

### BRONZE

#### ELLIE MALAVIS CREATIVE SERVICES

**TITLE** | Houston Food Bank Thank You Ad  
**CLIENT** | Houston Food Bank  
**CREATIVE DIRECTOR** | Ellie Malavis  
**ART DIRECTOR** | Ellie Malavis  
**COPYWRITER** | Ellie Malavis  
**PHOTOGRAPHER** | Pam Francis

## PRO BONO NEWSPAPER OR MAGAZINE SERIES

### BRONZE

#### ELLIE MALAVIS CREATIVE SERVICES

**TITLE** | Houston Food Bank Magazine  
Ad Series  
**CLIENT** | Houston Food Bank  
**CREATIVE DIRECTOR** | Ellie Malavis  
**ART DIRECTOR** | Ellie Malavis  
**COPYWRITER** | Ellie Malavis  
**PHOTOGRAPHER** | Pam Francis

# ADVERTISING

## BRONZE

### ELLIE MALAVIS CREATIVE SERVICES

**TITLE** | Houston Food Bank Newspaper  
Ad Series

**CLIENT** | Houston Food Bank

**CREATIVE DIRECTOR** | Ellie Malavis

**ART DIRECTOR** | Ellie Malavis

**COPYWRITER** | Ellie Malavis

**PHOTOGRAPHER** | Pam Francis

## PRO BONO

### TELEVISION SINGLE

## SILVER

### PARKER:HAYDEN

**TITLE** | Boy Scouts of America Sam  
Houston Area Council "Tre" Ad

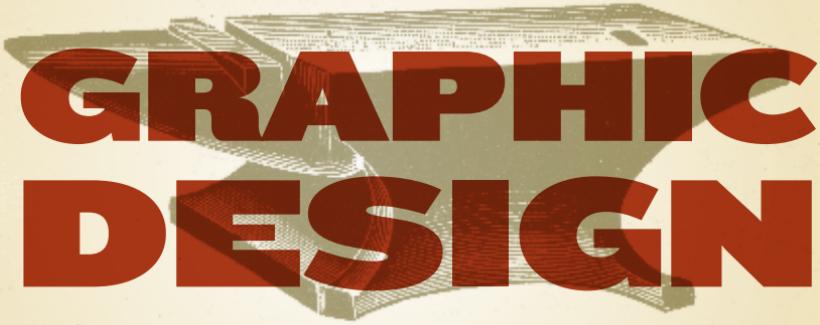
**CLIENT** | Boy Scouts of America Sam  
Houston Area Council

**CREATIVE DIRECTOR** | Guy Parker,  
Mark Hayden

**ART DIRECTOR** | Guy Parker

**COPYWRITER** | Mark Hayden

**DIRECTOR** | Mark Hayden



**GRAPHIC  
DESIGN**

# GRAPHIC DESIGN

## STATIONERY PACKAGE

### BRONZE

#### LOPEZ NEGRETE COMMUNICATIONS

**TITLE** | Stationery Package

**CLIENT** | Lopez Negrete  
Communications

**CREATIVE DIRECTOR** | Luis Gonzalez;  
Joshua Patron

**ART DIRECTOR** | Frances Perez, Jorge  
Leza and Mimi Boneta

**COPYWRITER** | Brett Elliott

## CORPORATE IDENTITY PROGRAMS

### BRONZE

#### BRANDEXTRACT

**TITLE** | Clark Condon Associates  
Identity System

**CLIENT** | Clark Condon Associates

**CREATIVE DIRECTOR** | Bo Bothe,  
Jonathan Fisher

**DESIGNER** | Will Cunningham

**OTHER** | Olmstead-Kirk Paper Company

**PRINTER/PRODUCTION** | Emco Press  
Corporation

## CONSUMER BROCHURES

### GOLD

#### RIGSBY HULL

**TITLE** | People and Places

**CLIENT** | Walter P Moore

**CREATIVE DIRECTOR** | Lana Rigbsby

**ART DIRECTOR** | Thomas Hull

**COPYWRITER** | JoAnn Stone

**DESIGNER** | Thomas Hull

**PRINTER/PRODUCTION** | Steve  
Woods Printing

### BRONZE

#### SIBLEY/PETEET DESIGN, AUSTIN

**TITLE** | TAMEST

**CLIENT** | The Academy of Medicine,  
Engineering, and Science of Texas

**ART DIRECTOR** | Rex Peteet

**COPYWRITER** | Goeffrey Leavenworth/  
Elisha Moore

**DESIGNER** | Rex Peteet/Joseph Blalock

**PHOTOGRAPHER** |

**ILLUSTRATOR** | Joseph Blalock

**PRODUCTION MANAGER** | Kris  
Worley

**PRINTER/PRODUCTION** | CSI Printing

### SILVER

#### SIBLEY/PETEET DESIGN, AUSTIN

**TITLE** | Santa Rita

**CLIENT** | Texas Exes

**ART DIRECTOR** | Rex Peteet

**COPYWRITER** | Margie Bowles  
of 1400 Words

**DESIGNER** | Rex Peteet/Matt Wetzler

**ILLUSTRATOR** | Jack Unruh

**PRINTER/PRODUCTION** | Whitley  
Printing

# GRAPHIC DESIGN

## BUSINESS OR INSTITUTIONAL SERIES

### BRONZE

#### PETERSON RAY AND CO.

**TITLE** | Why XTO?

**CLIENT** | XTO Energy

**CREATIVE DIRECTOR** | Dorit Suffness

**ART DIRECTOR** | Dorit Suffness

**COPYWRITER** | Dorit Suffness and Jim Dale

**DESIGNER** | Dorit Suffness

**PRINTER/PRODUCTION** | Color Dynamics

## MISCELLANEOUS COMPANY LITERATURE

### BRONZE

#### JUDSON DESIGN

**TITLE** | Giant Magellan Telescope Invitation

**CLIENT** | Giant Magellan Telescope

**CREATIVE DIRECTOR** | Mark Judson

**ART DIRECTOR** | Jeff Davis

**COPYWRITER** | Christie Peeler

**DESIGNER** | Marisa Leeder

**AGENCY** | Dancie Perugini Ware Public Relations

**PRINTER/PRODUCTION** | Emco Printing

### GOLD

#### THE MATCHBOX STUDIO

**TITLE** | Carlson Christmas Card

**CLIENT** | Carlson Capital

**CREATIVE DIRECTOR** | Jeff Breazeale/Liz Burnett

**DESIGNER** | Jennifer Brehm

**PRINTER/PRODUCTION** | Buchanan Visual Communication

### BRONZE

#### THE MATCHBOX STUDIO

**TITLE** | TRI-KES Vegas Invite

**CLIENT** | TRI-KES

**CREATIVE DIRECTOR** | Jeff Breazeale/Liz Burnett

**DESIGNER** | Kerry Polcsik

**PRINTER/PRODUCTION** | USSERY

## AUDIO/VIDEO PACKAGE

### BRONZE

#### PETERSON RAY AND CO.

**TITLE** | John Inmon - Songs for Heavy Traffic

**CLIENT** | Music Road Record

**CREATIVE DIRECTOR** | Bryan Peterson

**ART DIRECTOR** | Bryan Peterson

**COPYWRITER** | Jimmy LaFave

**DESIGNER** | Bryan Peterson

**PHOTOGRAPHER** | Pete Lacker

**ILLUSTRATOR** | Bryan Peterson

**PRINTER/PRODUCTION** | Crystal Clear

# GRAPHIC DESIGN

## BRONZE

### PETERSON RAY AND CO.

**TITLE** | Ribbon of Highway

**CLIENT** | Music Road Record

**CREATIVE DIRECTOR** | Bryan Peterson

**ART DIRECTOR** | Bryan Peterson

**COPYWRITER** | Jimmy LaFave

**DESIGNER** | Bryan Peterson

**ILLUSTRATOR** | Bryan Peterson

**PRINTER/PRODUCTION** | Crystal Clear

## BOOK, COVER OR JACKET, SINGLE

## BRONZE

### EDGE CREATIVE STRATEGIES

**TITLE** | Responding for 75 Years

**CLIENT** | PESA

**CREATIVE DIRECTOR** | Don Goodell

**ART DIRECTOR** | Don Goodell

**COPYWRITER** | Chris Evans

**DESIGNER** | Don Goodell

**ILLUSTRATOR** | Mike Guillory

**PRINTER/PRODUCTION** | Earth Color

## SILVER

### PENNY-FARTHING PRESS

**TITLE** | The Victorian, Act V:  
Self-Exsoulment – Graphic Novel

**CLIENT** | Penny-Farthing Press

**CREATIVE DIRECTOR** | Trainor Houghton

**ART DIRECTOR** | Charles Hancock

**COPYWRITER** | Len Wein

**DESIGNER** | Andre McBride

**PRINTER/PRODUCTION** | Grover Printing

## BRONZE

### PENNY-FARTHING PRESS

**TITLE** | The Victorian, Act IV:  
Self-Overcoming – Graphic Novel

**CLIENT** | Penny-Farthing Press

**CREATIVE DIRECTOR** | Trainor Houghton

**ART DIRECTOR** | Charles Hancock

**COPYWRITER** | Len Wein

**DESIGNER** | Andre McBride

**PRINTER/PRODUCTION** | Grover Printing

## BRONZE

### SIBLEY/PETEET DESIGN, AUSTIN

**TITLE** | Rockport The Best of Business  
Card Design 8

**CLIENT** | Rockport Publishers

**ART DIRECTOR** | Rex Peteet

**COPYWRITER** | Rex Peteet

**DESIGNER** | Rex Peteet/Kris Worley

**PHOTOGRAPHER** | Ned Witrogen and  
Matt Wetzler

## GOLD

### RIGSBY HULL

**TITLE** | Peace Meals: A Book of Recipes  
for Cooking and Connecting - Book

**CLIENT** | The Junior League of Houston

**CREATIVE DIRECTOR** | Lana Rigsby

**ART DIRECTOR** | Lana Rigsby/  
Thomas Hull

**COPYWRITER** | Lana Rigsby

**DESIGNER** | Thomas Hull, Daniel pagan,  
David Powell

**PHOTOGRAPHER** | Terry Vine

**ILLUSTRATOR** | Andy Dearwater

**PRINTER/PRODUCTION** | EandB  
Printing, Germany

# GRAPHIC DESIGN

## BRONZE

### RIGSBY HULL

**TITLE** | Peace Meals: A Book of Recipes for Cooking and Connecting - Jacket

**CLIENT** | The Junior League of Houston

**CREATIVE DIRECTOR** | Lana Rigsby

**ART DIRECTOR** | Lana Rigsby/  
Thomas Hull

**COPYWRITER** | Lana Rigsby

**DESIGNER** | Thomas Hull, Daniel Pagan,  
David Powell

**PHOTOGRAPHER** | Terry Vine

**ILLUSTRATOR** | Andy Dearwater

**PRINTER/PRODUCTION** | EandB  
Printing, Germany

## SILVER

### RIGSBY HULL

**TITLE** | The Peace Meals Sampler:  
A Little Peace

**CLIENT** | The Junior League of Houston

**CREATIVE DIRECTOR** | Lana Rigsby

**ART DIRECTOR** | Lana Rigsby/  
Thomas Hull

**COPYWRITER** | Lana Rigsby

**DESIGNER** | Thomas Hull, Daniel Pagan

**ILLUSTRATOR** | Andy Dearwater

**PRINTER/PRODUCTION** | Emco  
Printing

## GOLD

### HAYS DESIGN STUDIO

**TITLE** | Recontextualized:  
Ordered Layers

**CLIENT** | Hays Design Studio

**CREATIVE DIRECTOR** | Michelle Hays

**ART DIRECTOR** | Michelle Hays

**COPYWRITER** | Michelle Hays, Randall  
Reid, Erina Duganne

**DESIGNER** | Michelle Hays

**PHOTOGRAPHER** | Michelle Hays,  
Randall Reid, Olivia Juarez, Brianne Corn

**PRINTER/PRODUCTION** | CSI, Inc.

## CAMPAIGNS

## GOLD

### JUDSON DESIGN

**TITLE** | Boot Ranch Collateral

**CLIENT** | Boot Ranch

**CREATIVE DIRECTOR** | Mark Judson

**ART DIRECTOR** | Jeff Davis

**COPYWRITER** | Tom Berno  
and Ann Kifer

**DESIGNER** | Jeff Davis

**AGENCY** | Kifer Associates

**PHOTOGRAPHER** | Terry Vine

**PRINTER/PRODUCTION** | Page Intl.

## SIGNAGE

## BRONZE

### RIGSBY HULL

**TITLE** | Walter P Moore Signage Program

**CLIENT** | Walter P Moore

**CREATIVE DIRECTOR** | Thomas Hull

**ART DIRECTOR** | Thomas Hull  
and David Powell

**DESIGNER** | David Powell

**PRINTER/PRODUCTION** | Graphtec

# GRAPHIC DESIGN

## SINGLE POSTER

### SILVER

#### JUDSON DESIGN

**TITLE** | ADCH 53rd Annual Show Poster

**CLIENT** | ADCH

**CREATIVE DIRECTOR** | Mark Judson

**ART DIRECTOR** | Jeff Davis

**COPYWRITER** | Tom Berno

**DESIGNER** | Jeff Davis and Marisa Leeder

**PRINTER/PRODUCTION** | Samaria

### BRONZE

#### SAVAGE

**TITLE** | Lights Out Houston

**CLIENT** | WHR Architects

**CREATIVE DIRECTOR** | Dahlia Salazar

**ART DIRECTOR** | Doug Hebert

**DESIGNER** | Daren Guillory

**PHOTOGRAPHER** | Yanik Chauvin

**ILLUSTRATOR** | Daren Guillory

**PROJECT MANAGER** | Jackie Herrera

**PRINTER/PRODUCTION** | A&E

## POSTER SERIES

### GOLD

#### THE MATCHBOX STUDIO

**TITLE** | Fort Worth Opera  
Festival Poster

**CLIENT** | The Fort Worth Opera

**CREATIVE DIRECTOR** | Jeff  
Breazeale/Liz Burnett

**DESIGNER** | Jeff Breazeale and  
Lily Smith + Kirkley

**ILLUSTRATOR** | Jeff Breazeale

**PRINTER/PRODUCTION** | Brian Gibb

## SELF-PROMOTION

### BRONZE

#### FELIX SANCHEZ PHOTOGRAPHY

**TITLE** | Brazil Is Beautiful

**CREATIVE DIRECTOR** | Jeffrey Mckay

**COPYWRITER** | Rick King/

Felix Sanchez

**DESIGNER** | Jeffrey Mckay

**PHOTOGRAPHER** | Felix Sanchez

**PRODUCER** | Braulio Perdigao.

**RETOUCHER** | Digital Imaging Group

**PRINTER/PRODUCTION** | Infovine

## INVITATIONS AND ANNOUNCEMENTS

### GOLD

#### THE MATCHBOX STUDIO

**TITLE** | The Matchbox Studio:  
10th Anniversary Party Invite

**CLIENT** | The Matchbox Studio

**CREATIVE DIRECTOR** | Jeff Breazeale  
and Liz Burnett

**DESIGNER** | Jeff Breazeale and  
Liz Burnett

**PRINTER/PRODUCTION** |  
The Matchbox Studio

### SILVER

#### RICHARDS CARLBERG

**TITLE** | Media Invite

**CLIENT** | Richards Carlberg

**CREATIVE DIRECTOR** | Gayl and  
Chuck Carlberg

**ART DIRECTOR** | Karen Holland and  
David Rocabado

**COPYWRITER** | Josh Powers

# GRAPHIC DESIGN

## DIRECT MAIL

### BRONZE

#### ADPLEX

**TITLE** | Central Market New Mover

**CLIENT** | H-E-B Central Market

**CREATIVE DIRECTOR** | Jared Van Bruaene

**COPYWRITER** | Jackie Johnson

**DESIGNER** | Jared VanBruaene

**ILLUSTRATOR** | Jared VanBruaene

**OTHER** | Jennifer Schulte, Kim Martinez

**PRINTER/PRODUCTION** | Adplex

## PRO BONO BROCHURES

### SILVER

#### SAVAGE

**TITLE** | Forum of Civics

**CLIENT** | River Oaks Garden Club

**CREATIVE DIRECTOR** | Dahlia Salazar

**ART DIRECTOR** | Doug Hebert

**COPYWRITER** | Carol Butler

**DESIGNER** | Daren Guillory

**PHOTOGRAPHER** | Aker/Zvonkovic  
Photography

**PRINTER/PRODUCTION** | Gulfstream  
Graphics

### BRONZE

#### SAVAGE

**TITLE** | The Whole Truth

**CLIENT** | Adolescents In Recovery

**CREATIVE DIRECTOR** | Dahlia Salazar

**ART DIRECTOR** | Ruth Ann Johnson

**COPYWRITER** | Scott Redepenning

**DESIGNER** | Ruth Ann Johnson

**PHOTOGRAPHER** | Justin Calhoun

**ILLUSTRATOR** | Andy Dearwater

**PRINTER/PRODUCTION** | Page Int'l

## PRO BONO POSTERS

### SILVER

#### CALIBER CREATIVE

**TITLE** | October Speaker Poster

**CLIENT** | Dallas Society of  
Visual Communications

**CREATIVE DIRECTOR** | Bret Sano

**DESIGNER** | Bret Sano, Brandon Murphy

## MISCELLANEOUS

### BRONZE

#### EDGE CREATIVE STRATEGIES

**TITLE** | The Kissaluvvs Diaper Story

**CLIENT** | Kissaluvvs

**CREATIVE DIRECTOR** | Don Goodell

**ART DIRECTOR** | Robert Cook

**COPYWRITER** | Margaret Miller

**DESIGNER** | Robert Cook

**ILLUSTRATOR** | Robert Cook

**PRINTER/PRODUCTION** | Image Set



# INTER- ACTIVE

# INTERACTIVE DESIGN

## CORPORATE WEB SITES

### BRONZE

#### THE MATCHBOX STUDIO

**TITLE** | Philip Esparza Website

**CLIENT** | Phillip Esparza

**CREATIVE DIRECTOR** | Jeff  
Breazeale/Liz Burnett

**DESIGNER** | Lily Smith + Kirkley

**PHOTOGRAPHER** | Phillip Esparza

**PROGRAMMER** | John Richardson

### SILVER

#### WHOLE WHEAT CREATIVE

**TITLE** | Living Water International  
Web Site

**CLIENT** | Living Water International

**CREATIVE DIRECTOR** | Lee Wheat

**ART DIRECTOR** | Gary Evans

**DESIGNER** | Gary Evans

## SELF-PROMOTIONAL WEB SITES

### SILVER

#### AXIOM

**TITLE** | Axiom Website

**CLIENT** | Axiom

**CREATIVE DIRECTOR** | David Lerch

**ART DIRECTOR** | David Lerch

**DESIGNER** | David Lerch

**PROGRAMMER** | John Duplechin

## BANNER/DISPLAY AD

### BRONZE

#### SPUR INTERACTIVE

**TITLE** | Shell + SEED banner

**CLIENT** | Shell Oil Products, US

**CREATIVE DIRECTOR** | Greg  
Kewekordes

**ART DIRECTOR** | Man Ha

**COPYWRITER** | Mark Shildberg

**PROGRAMMER** | Alex Barber

## RICH MEDIA AD SERIES, NON-ENGLISH

### BRONZE

#### LOPEZ NEGRETE COMMUNICATIONS

**TITLE** | Sonic Zone Sweeter After Dark

**CLIENT** | Sonic

**CREATIVE DIRECTOR** | Federico  
Traeger; Miguel Nogueras

**ART DIRECTOR** | Karen Kain

**COPYWRITER** | Nestor Bernal

**PROGRAMMER** | Tommy Perez

## INTERACTIVE PRESENTATION

### SILVER

#### AXIOM

**TITLE** | VSO 2008

**CLIENT** | ION

**CREATIVE DIRECTOR** | David Lerch

**ART DIRECTOR** | Mike Wu

**DESIGNER** | Mike Wu

**ILLUSTRATOR** | Mike Llewellyn,  
Jack Slattery

**PROGRAMMER** | Mike Wu,  
Mike Markey, John Duplechin

# INTERACTIVE DESIGN

## GOLD

### AXIOM

**TITLE** | ION Toolkit 2008

**CLIENT** | ION

**CREATIVE DIRECTOR** | David Lerch

**ART DIRECTOR** | Mike Wu

**DESIGNER** | Mike Wu

**PHOTOGRAPHER** |

**ILLUSTRATOR** | Mike Llewellyn, FUSE

**PROGRAMMER** | Mike Wu,  
Mike Markey

## INTERACTIVE PRESENTATION - ENTERTAINMENT / RETAIL

## GOLD

### ADCETERA

**TITLE** | TouchSmart IQ800 Marsha

**CLIENT** | Hewlett-Packard

**CREATIVE DIRECTOR** | Arick  
Chikiamco

**COPYWRITER** | Brent Williams

**DESIGNER** | Ted Horrocks

**PROGRAMMER** | Aron Anderson,  
Darith Yim

## SILVER

### ADCETERA

**TITLE** | DreamColor

**CLIENT** | Hewlett-Packard

**CREATIVE DIRECTOR** | George Salinas

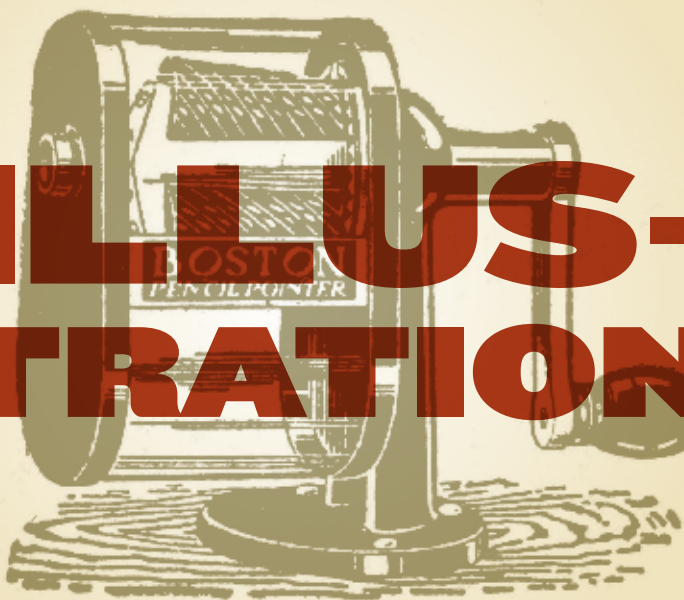
**ART DIRECTOR** | Donnie Vendivel,  
Steven Lewis

**COPYWRITER** | Brent Williams

**DESIGNER** | Steven Lewis,  
Donnie Vendivel

**PROGRAMMER** | Aron Anderson,  
Darith Yim

# ILLUSTRATION



# ILLUSTRATION

## SELF-PROMOTION SINGLE

BRONZE

ROBIN KACHANTONES ILLUSTRATION

TITLE | Janis Joplin

CREATIVE DIRECTOR | Michael  
Tucker

ILLUSTRATOR | Robin Kachantones

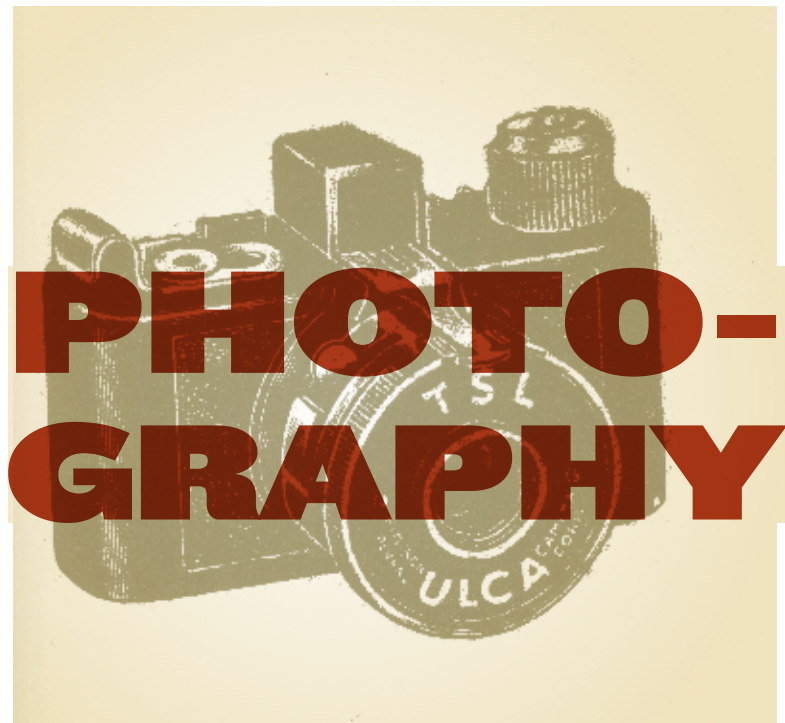
BRONZE

ROBIN KACHANTONES ILLUSTRATION

TITLE | Death and Taxes

CREATIVE DIRECTOR | Michael  
Tucker

ILLUSTRATOR | Robin Kachantones



# PHOTOGRAPHY

## SELF-PROMOTION SERIES

### BRONZE

#### FELIX SANCHEZ PHOTOGRAPHY

**TITLE** | Brazil, Portrait Series

**PHOTOGRAPHER** | Felix Sanchez

**PRODUCER** | Braulio Perdigao

**RETOUCHER** | Digital Imaging Group



# **STUDENT ENTRIES**

# ADVERTISING

## GOLD

**KIRBY CARLBERG**

**TITLE** | Easy Cheese

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

## BRONZE

**KIRBY CARLBERG**

**TITLE** | Bose: Noise-Canceling  
Headphones

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

## GOLD

**LINDI FARRIS**

**TITLE** | Filtrete Air Filters: Pure

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

## SILVER

**ELISA GUERRERO**

**TITLE** | Olympus Digital  
Camera Outdoor

**INSTRUCTOR** | Lewis Glaser

**SCHOOL** | Texas Christian University

## SILVER

**DEREK CHARLES HEINZE**

**TITLE** | If GOD had a laser level

**INSTRUCTOR** | Brian Dunaway

**SCHOOL** | Texas A&M Commerce

## BRONZE

**NICOLE IDO**

**TITLE** | Orajel Toothache Relief: Numb  
Never Felt So Good.

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

## BRONZE

**JEN JAMES, IVY KNIGHT , CASEY MATETICH,  
AND LIBBY MORRIS**

**TITLE** | Greenpeace Commercial

**INSTRUCTOR** | Holly Shields

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

**CECILIA DE JESUS**

**TITLE** | Olympus Digital

**INSTRUCTOR** | Tom Berno

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

**JESSA SIMMONS**

**TITLE** | Galaxy Drive-In Theater

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

## SILVER

**PERI WILSON**

**TITLE** | Coinstar: Ex Change

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

# GRAPHIC DESIGN

## BRONZE

JESSICA AUTRY

**TITLE** | Pea in the Pod Logo

**INSTRUCTOR** | Lee Whitmarsh

**SCHOOL** | Texas A&M Commerce

## SILVER

CLINT BRESLIN

**TITLE** | Birds Barbershop Logo

**INSTRUCTOR** | Michelle Hays

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

STEVEN EGGERT

**TITLE** | Daft Punk

**INSTRUCTOR** | Grayson Lawrence

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

JIMMY DYER

**TITLE** | Rock the Vote Poster

**INSTRUCTOR** | Ivanete Blanco

**SCHOOL** | Texas State University —  
San Marcos

## GOLD

SHAUN FOX

**TITLE** | Poster Series for  
the International Campaign  
to Ban Landmines

**INSTRUCTOR** | Jeff Davis

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

MARK GOMEZ

**TITLE** | Legal Grounds Packaging

**INSTRUCTOR** | Josh Ege

**SCHOOL** | Texas A&M Commerce

## BRONZE

CHRISTINA GRIFFIS

**TITLE** | Sprouts Logo

**INSTRUCTOR** | Josh Ege

**SCHOOL** | Texas A&M Commerce

## BRONZE

DEREK CHARLES HEINZE

**TITLE** | Sutherland Teak -  
Furniture Catalog

**INSTRUCTOR** | Lee Whitmarsh

**SCHOOL** | Texas A&M Commerce

## BRONZE

JEREMY HONEA

**TITLE** | Fans: Rip Off the Wall

**SCHOOL** | Texas State University —  
San Marcos

## GOLD

JENNIFER JAMES

**TITLE** | Mrs. Eaves Type Specimen

**INSTRUCTOR** | Jeff Davis

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

KATHLYN KAINER

**TITLE** | La Separation

**INSTRUCTOR** | Jeff Davis

**SCHOOL** | Texas State University —  
San Marcos

# GRAPHIC DESIGN

## GOLD

IVY KNIGHT

**TITLE** | "Be Sure To Ask For Wylie"

**INSTRUCTOR** | David Shields

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

WHITNEY LINDSEY

**TITLE** | Texas Book Festival Poster

**INSTRUCTOR** | Tom Berno

**SCHOOL** | Texas State University —  
San Marcos

## SILVER

DANIEL BAUMAN MOORE

**TITLE** | Tito's Vodka Packaging

**INSTRUCTOR** | James Howe

**SCHOOL** | Texas State University —  
San Marcos

## SILVER

LIBBY MORRIS

**TITLE** | William S. Burroughs Record  
Packaging

**INSTRUCTOR** | Mark Todd

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

THUY PHAM

**TITLE** | Rock the Vote Poster

**INSTRUCTOR** | Ivanete Blanco

**SCHOOL** | Texas State University —  
San Marcos

## SILVER

TARAN PIERCE

**TITLE** | Rock the Vote

**INSTRUCTOR** | Ivanete Blanco

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

SHAWN RYAN

**TITLE** | In the Reins Album

**INSTRUCTOR** | Mark Todd

**SCHOOL** | Texas State University —  
San Marcos

## SILVER

SHAWN RYAN

**TITLE** | Ilya Kaminsky Poster

**INSTRUCTOR** | Mark Todd

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

JOSH SCHWESER

**TITLE** | 1984 Book Cover

**INSTRUCTOR** | Lewis Glaser

**SCHOOL** | Texas Christian University

## BRONZE

CARLA SCOGGINS

**TITLE** | Kaminsky Poster

**INSTRUCTOR** | Mark Todd

**SCHOOL** | Texas State University —  
San Marcos

# GRAPHIC DESIGN

## GOLD

STEVEN SKADAL

TITLE | Blind Pig Pub

SCHOOL | Texas State University —  
San Marcos

## SILVER

ERIC VILLANUEVA

TITLE | Power of the Vote

INSTRUCTOR | Ivanete Blanco

SCHOOL | Texas State University —  
San Marcos

## BRONZE

RONALD VILLEGAS

TITLE | Edgar Allan Poe Bookplate

INSTRUCTOR | Lewis Glaser

SCHOOL | Texas Christian University

## BRONZE

BRIAN WOOD

TITLE | Lost In Electroland

INSTRUCTOR | Ivanete Blanco

SCHOOL | Texas State University —  
San Marcos

# INTERACTIVE DESIGN

**SILVER**

**JOHN PLAIL**

**TITLE** | Have Skills, Need Job!

**INSTRUCTOR** | Lloyd Schuh

**SCHOOL** | Houston Community College

# ILLUSTRATION

## SILVER

HILLARY BARNARD

**TITLE** | Typography Illustration - Botticelli's Venus

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

## BRONZE

LINDSEY ECKWALL

**TITLE** | A Hanging Cover

**INSTRUCTOR** | Marc Burkhardt

**SCHOOL** | Texas State University —  
San Marcos

## BRONZE

MARTHA GARZA

**TITLE** | Typography Illustration:  
Mona Lisa

**INSTRUCTOR** | Mark Allen

**SCHOOL** | Method Creative: SMU  
Temerlin Advertising Institute

## BRONZE

IVY KNIGHT

**TITLE** | Birdboy

**INSTRUCTOR** | Melissa Grimes

**SCHOOL** | Texas State University —  
San Marcos

## SILVER

MATTHEW K. PEAIRSON

**TITLE** | Friend

**INSTRUCTOR** | Jeff Davis

**SCHOOL** | Texas State University —  
San Marcos

# PHOTOGRAPHY

## BRONZE

**MELISSA ADAMS**

**TITLE** | The Housewife

**INSTRUCTOR** | Lewis Glaser

**SCHOOL** | Texas Christian University

## BRONZE

**JOEL HODGE**

**TITLE** | Seawall Storm

**INSTRUCTOR** | Chad Smith

**SCHOOL** | Texas A&M Commerce

## SILVER

**JOSHUA DAVIS**

**TITLE** | Federal Reserve

**Instructor:** Lee Whitmarsh

**SCHOOL** | Texas A&M Commerce

## BRONZE

**BETHANY SEXTON**

**TITLE** | The Dance

**INSTRUCTOR** | Tuba Koymen

**SCHOOL** | Texas Christian University

# SEE YOU NEXT YEAR

## THANKS FOR PLAYING

As we close this year's Art Directors Club of Houston Show, we look forward to ratcheting up our efforts to set an even higher standard of excellence for ourselves, and our clients. But before that, take the time to release all your pent up energies, and celebrate your well-earned success. Just be sure you keep your clamps securely fastened to those shiny gold, silver, and bronze trophies between here and the office. See you next year.

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**ADCETERA**  
STRATEGIC. CREATIVE. PEOPLE.



# THANK YOU

**JUDSON DESIGN**

Show Design

**ADCETERA**

Meet the Judges Poster Print

**AXIOM DESIGN**

Student Judging Host

**LUCIANO BATTISTINI**

Judges Video Shoot Equipment

**CLAMPITT PAPER**

Paper

**LUIS CLAVELL**

Motion Graphics

**KAREN COOK**

Show Voiceover

**JULIAN GATON AND CHAN CHONG**

Judges Video Shoot

**WAYNE AND BEVERLY GILBERT**

Judges' Dinner

**G GALLERY**

Meet the Judges Host

**KEENAN GLASS**

Show Check-in and Judges Interview

**IMAGESET DIGITAL**

Show Poster Print

**HELEN MAHNKE**

Show Check-in

**JACK OPATRANY**

Show Event Video Shoot

**JUSTIN RADDATZ**

Video Editing

**MOSES ROBLES**

Show Check-in

**SAMARIA PRINT SERVICES**

Printing

**SOUNDWORKS**

Show Voiceover Recording

**ERIK STREIGHT, SKYLINE**

Show Displays

**MYKE AND LAURA TOMAN**

Show Event Photography

