

# IRIS Awards Program



**NJIABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

**Mastering the Magic  
of Communications**

**NJIABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS



## Are you an IABC member?

Founded in 1970, the International Association of Business Communicators (IABC) provides a professional network of more than 15,500 business communication professionals in more than 80 countries. IABC/NJ is the association's New Jersey chapter, with more than 300 members.

Joining IABC provides communicators with opportunities for:

- Networking
- Learning
- Recognition
- Job search assistance
- Affinity programs

All provided at the local, national and international level.

Find information on how to join and more about the association at <http://www.iabc.com/join>.

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

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A whole new spin on conventional thinking.

## The GroundSwell RFP

A Request for Proposal (RFP) typically originates with you. Don't think we're not grateful for the opportunity to be asked for our ideas. However, when each agency has only a 1-in-10 or 1-in-whatever chance of actually winning, it rarely generates an agency's best effort and thinking.

So we're turning the entire RFP concept on its ear.

**The GroundSwell RFP is a Request for a Problem.** From you, the prospective client. In effect, we invite you to briefly describe a real world marketing or advertising problem you face and toss it in our lap. In turn, if your problem is something we can genuinely help you with, we'll agree to take it on.

**Interested? Logon to [groundswellsolutions.com/request-for-problem.html](http://groundswellsolutions.com/request-for-problem.html)**

**Need more info? Call Mark Lo Bello at 908-337-6663.**

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## THE 2009 IRIS AWARDS

Welcome to a magical evening as we recognize our 2009 IRIS Awards winners for their spellbinding communications. But these honored entries weren't whisked together with the wave of a magic wand and a few uttered incantations.

Each of tonight's honorees had a vision, and worked long and hard to concoct the perfect formula. It was this dedication to excellence that transformed the ordinary into the extraordinary. We are honoring them tonight for Mastering the Magic of Communications.

Special thanks goes to all of the nominators, judges, sponsors, volunteers and Board members, who contributed their time, skill and energy to IABC New Jersey and our annual IRIS Awards program.

Have a wonderful evening!

*John F. Heenehan*

IRIS Awards Program Chair

### 2009/2010 IABC New Jersey Board of Directors

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Sr. Manager, Multimedia Communications  
Lockheed Martin

## HONORING IRIS VOLUNTEERS

Thanks to the dedicated communication professionals throughout our state who took on the tough job of judging our 2009 IRIS entries and those who served on the IRIS Awards and Gala Committee. They include:

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### IRIS Entry Judges:

- **Kathy Baier**
- **Tim Crum**
- **Jennifer Fagan**
- **Melissa Ficuciello**
- **Lee Gray**
- **Eileen Tuttle Lehmann, ABC**
- **Irene Maslowski, APR**
- **Cindy Mehallow**
- **Paul Rosengren**
- **Ellen Resnick**
- **Deb Rizzi**
- **Rita Rooney**
- **Beth Ryan**
- **Kristin Tetreault, ABC**
- **Valerie Tutak**
- **Beth Varcho**
- **Jill Vitiello**
- **Michelle Langhals Weadock, ABC**

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### IRIS Awards and Gala Committee:

- **Kristin Baumgartner, ABC**
- **Mark Lo Bello**
- **Laurel English, ABC**
- **Kathy Fairclough**
- **John F. Heenehan**
- **Jim Irwin, ABC**
- **Joanne Killeen**
- **Nic Luciano, Sr.**
- **Cindy Mehallow**
- **Patricia Mitrano**
- **Lauren Swern**

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Some people lent a magical touch to the IRIS Awards program and Gala. **Mark Lo Bello** and the design crew at **Design Source East** conjured up most of our "Mastering the Magic of Communications" materials. **Nic Luciano, Sr.** of **Luciano Design** used some of his more potent powers to create this program booklet. And **Patricia Mitrano** of Newark Beth Israel Medical Center used her technical expertise to prepare tonight's presentation. Last but not least, we'd like to thank **Tom Stillman**, our photographer, for capturing this evening's highlights, and **Paul Peyton**, who mellifluously emceed the awards program.

**Thanks to all!**

## IABC/NJ 2009 Communicator Of The Year

### Jill Vitiello

President  
Vitello Communications Group



Jill Vitiello was selected as the IABC New Jersey 2009 Communicator of the Year for her strong record of accomplishments as a professional communicator on many fronts – including her thought leadership on strategic and marketing communications, literary creativity and information technology.

Jill was nominated for the award by Board members Marie Pavlick of GMP Communications, LLC, and John F. Heenehan of JFH Communications for many notable achievements, including her:

- Impressive history of promoting the communications industry through educational seminars and workshops, presentations to professional communications organizations, and contributions to consumer, trade and business publications, as well a variety of other media from blogs to books;
- Many leadership roles, which include serving as past president of IABC New Jersey and as current director with the Council of Communications Management; and
- Numerous peer awards, including the coveted IABC Gold Quill Award.

Before launching her own practice in 1990, Jill held management positions in corporate communications for American International Group, Metropolitan Life Insurance Company, and The Equitable Companies. While at Equitable, Jill served as the speechwriter for the Chief Executive Officer. She knows the inner workings of the corporate world, and communicates in language that gets results. Jill established the Vitiello Communications Group in 2007.

It is this very background that makes Jill a pro at assessing an organization's communications needs, developing a customized communications strategy and seeing it through to successful implementation.

Jill's impressive client list speaks to her success as an inspired and in-demand communications professional. A few of her clients include JP Morgan Chase, Schering-Plough, Merrill Lynch, Honeywell and Pfizer. Let's congratulate Jill on being honored as the IABC New Jersey 2009 Communicator of the Year!

## Publications

### Excellence Awards

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#### **Report to the Community**

Somerset Home for Temporarily Displaced Children

Susan Hiller, Tammy Henry

#### **HealthMatters Newsletter**

Tyco International

### Merit Awards

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Donna Bonavita, Elise Eidsness, Anna LeGoff, Lisa Meyer,  
Kim Ribbink, Cindy Yang

#### **Sentinel Magazine**

ISI

#### **Rutgers University Institute for Families 2008 Annual Report**

Rutgers School of Social Work

Deborah Rizzi

#### **Water: For Drinking, For Living, Forever**

United Water

## Writing

### Merit Awards

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Annette Russo

#### **Cause and Effect, Johnson & Johnson's Personal Sustainability Program**

Johnson & Johnson

#### **Report to the Community**

Somerset Home for Temporarily Displaced Children

## Special Purpose Communication

### Excellence Award

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Tammy Henry, Susan Hiller

#### **Supplemental Savings & Retirement Plan Enrollment**

Tyco International

## IABC/NJ 2009 Volunteer Of The Year

### **Cindy Mehallow**

Principal  
CRM Communications



Cindy Mehallow spearheaded the initiative to reorganize and upgrade our IRIS Award's judging process. To help her accomplish this goal, Cindy enlisted the help of two fellow IABC members – Kristin Baumgartner and Jim Irwin - both of whom are Accredited Business Communicators (ABCs).

Under Cindy's leadership, the team created and integrated a set of detailed guidelines into the judging process so entries could be uniformly judged across the board. In addition, they adapted the judging process to accommodate the IRIS program's new online system. Thus, the judges could review and score the entries online, and provide feedback for each.

By recruiting a group of 18 judges who were ABCs and/or Gold Quill winners from across the country, Cindy raised the bar for this year's entrants who, in turn, benefitted significantly from the feedback provided by such highly qualified judges.

During her 24-year career in corporate communications, Cindy has won several awards, including an IRIS Award of Excellence and Best in Show in 2007 for her entry titled *It's all about Leadership, 2007 PSEG Environmental Leadership Report*.

Cindy is a Principal with CRM Communications, a woman-owned sustainability communications consulting practice that specializes in corporate social responsibility reporting and stakeholder communications. More detailed information about Cindy and her work can be found at [www.linkedin.com/in/crmcommunications](http://www.linkedin.com/in/crmcommunications)

# 2009 IRIS AWARDS PRESENTATION

## Communication Management Category

This section includes events, programs, and campaigns defined by a communication plan representing the full range of a communicator's planning and management skills: research, strategy, implementation, measurement and evaluation.

## One-Time or Ongoing Campaigns: Corporate Communications

### Excellence Awards

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Stacy Quinn, Darien Wilson, Alfred Wasilewski,  
Ronald Gurczynski, Steven Berkowitz

**Proactive Communications During a Unique Acquisition  
and Integration**

Hoffmann-La Roche Inc.

**BEST IN SHOW!**

**Pfizer PLUS Retiree Communication Redesign**

Pfizer HR Communications  
The SPI Group

**Speak Up When You're Down**

Winning Strategies

### Merit Awards

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Sarah Ferrara, Kerrin Nally

**Pfizer 2010 Annual Enrollment for Employee Healthcare Benefits**

Pfizer HR Communications  
The SPI Group

Peter Price, Lori McDonough, Rick Keshishian, Towers Watson

**Prudential Financial 2010 Benefits Annual Enrollment**

Prudential Financial

Annette Russo

**Ripple, the Sustainability Campaign**

Johnson & Johnson

## One-Time or Ongoing Campaigns: Advertising & Marketing Communications

### Merit Award

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**Sing to Win: Taylor Swift Karaoke Contest  
Marketing Communication Campaign**

Winning Strategies  
FIOS

## Communication Skills Category

This section includes communication pieces that highlight technical skills and expertise, such as editing, writing, or design, emphasizing the creative process of project execution.

## Electronic & Interactive Communication

### Excellence Award

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**Corner Copia/Corner of Chaos**

Patella Ink Creative Communications

[www.noplacelikefios.com/karaoke/](http://www.noplacelikefios.com/karaoke/)

Winning Strategies

**BEST IN SHOW!**

### Merit Award

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Jill Vitiello

**Dialog**

Vitiello Communications Group

## Audio or Visual Media

### Excellence Award

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**NJAR - Get the REAL Story Creative Videos**

Winning Strategies

### Merit Award

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Susan O'Connor, Karen Weisneck, Lisa Centifanti

**GlobeShare USA Tour Videos**

Novo Nordisk Inc.