



2019 PACE Award Winners CAMPAIGNS

ENTRY TITLE	CATEGORY	ORGANIZATION(S)	RESULT
Maple Syrup Festival	Shoestring Budget	Güd Marketing, Fenner Nature Center	Achievement
Be the & Pride campaign	Shoestring Budget	Piper & Gold Public Relations	Excellence
Non-Dues Video Program	Shoestring Budget	Michigan Association of School Boards	Pinnacle
Yes on Proposal 2: Rally to #TerminateGerrymandering	Special Events	Martin Waymire, Voters Not Politicians	Excellence
Imagine the Avenue: Transforming community feedback into an immersive experience	Special Events	Piper & Gold Public Relations, Shaping the Avenue	Pinnacle
Mott Community College Recruitment Campaign	Marketing Consumer Products & Services	Güd Marketing, Mott Community College	Excellence
MI SoundBoard	Marketing Consumer Products & Services	Michigan Association of School Boards	Pinnacle
Increasing the number of college graduates in Michigan	Public Service	Martin Waymire, Michigan College Access Network	Achievement
Heads Up, GR! Pedestrian Safety Campaign	Public Service	Güd Marketing, City of Grand Rapids	Excellence
I Vaccinate Campaign	Public Service	Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Human Services	Pinnacle
Good Food Challenge: Buy. Eat. Ask.	Social Marketing	Piper & Gold Public Relations, Center for Regional Food Systems	Achievement
2018 Harvest Campaign: Get Fresh with Michigan Apples	Social Marketing	Piper & Gold Public Relations, Michigan Apple Committee	Excellence
Recruitment for Michigan Advanced Training Program	Social Marketing	Güd Marketing, Michigan Talent Investment Agency	Pinnacle
Lucerne International Steel Tariffs	Crisis Communications	Truscott Rossman, Lucerne International	Pinnacle
Coalition Management and Reenergizing Campaign: CPAN	Organizational Relations	Moonsail North, Coalition Protecting Auto No-Fault	Excellence
Michigan Primary Care Association Rebrand	Organizational Relations	Güd Marketing, Michigan Primary Care Association	Pinnacle
Greater Lansing - A Welcoming Community for ALL	Community Relations	Greater Lansing Convention & Visitors Bureau	Achievement
2018 Get on Board Campaign	Community Relations	Michigan Association of School Boards	Excellence
Route 19 Launch Campaign	Community Relations	Güd Marketing, Interurban Transit Partnership (The Rapid)	Pinnacle
Literacy Essentials Educator Recruitment Campaign	Integrated Communications	Edge Publicom, Michigan Virtual University	Achievement
Here. For Generations. Campaign	Integrated Communications	Güd Marketing, Michigan Wildlife Council	Excellence
Even superheroes need a support system	Integrated Communications	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan	Pinnacle
Block Asian Carp	Public Affairs	Güd Marketing, Michigan Department of Natural Resources	Achievement
MI Dental Access	Public Affairs	Martin Waymire, Michigan Council for Maternal and Child Health	Excellence
Yes on Proposal 2: From grassroots campaign to national phenomenon	Public Affairs	Martin Waymire, Voters Not Politicians	Pinnacle

TACTICS

ENTRY TITLE	CATEGORY	ORGANIZATION(S)	RESULT
2018 MASB Annual Report	Annual Reports	Michigan Association of School Boards	Excellence
Educare California at Silicon Valley Accomplishments Report	Annual Reports	Moonsail North, Educare California at Silicon Valley	Pinnacle
The Flint Community Resource Guide	Brochure	Güd Marketing, Michigan Department of Environmental Quality	Pinnacle
Justice System Should Not Treat Kids as Adults	Editorials/Op-Ed Columns	Michigan Catholic Conference	Excellence
MI Dental Access	Editorials/Op-Ed Columns	Martin Waymire, Michigan Council Maternal and Child Health	Pinnacle
Crayfish Unwelcome Michigan Visitors	Feature Stories	Güd Marketing, Michigan Wildlife Council	Excellence
Yes on Proposal 2: New York Times – “Do-It-Yourself Legislative Redistricting”	Feature Stories	Martin Waymire, Voters Not Politicians	Pinnacle
Even superheroes need a support system	Social Medium	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan	Excellence
Good Food Challenge: Buy. Eat. Ask.	Social Medium	Piper & Gold Public Relations, Center for Regional Food Systems	Pinnacle
TRACE: A Publication from the Archives of Michigan	Magazines	Michigan History Center - Archives of Michigan	Excellence
MASB LeaderBoard	Magazines	Michigan Association of School Boards	Pinnacle
Yes on Proposal 2: Educating the press on a complex topic	Media/Press Kits	Martin Waymire, Voters Not Politicians	Excellence
Education Excellence Awards	Media/Press Kits	SET SEG	Pinnacle
FOCUS	Newsletters	Michigan Catholic Conference	Excellence
Yes on Proposal 2: Keeping volunteers informed and engaged	Newsletters	Martin Waymire, Voters Not Politicians	Pinnacle
'You Need a Tree' Jingle	Radio PSAs	Güd Marketing, Michigan Department of Natural Resources	Pinnacle
Coalition Protecting Auto No-Fault Research: Statewide Poll on Reforms	Research	Moonsail North, Coalition Protecting Auto No-Fault	Excellence
Michigan Wildlife Council Statewide Survey	Research	Güd Marketing, Michigan Wildlife Council	Pinnacle
MCC Urges a 'No' Vote on Proposal 1	Speeches	Michigan Catholic Conference	Pinnacle
Yes on Proposal 2: How a 46 second jog raised awareness about Michigan's gerrymandering problem	Innovative Tactics	Martin Waymire, Voters Not Politicians	Excellence
Community Art Project Bus Wrap	Innovative Tactics	Güd Marketing, Interurban Transit Partnership (The Rapid)	Pinnacle
ABEM Website Redesign	Websites	American Board of Emergency Medicine	Excellence
Wayne County Airport Authority Website Redesign	Websites	Gravity Works, Wayne County Airport Authority	Pinnacle
Wave Card Vignettes	Video Programs	Güd Marketing, Interurban Transit Partnership (The Rapid)	Excellence
Yes on Proposal 2: How to visually explain the wonky topic of gerrymandering	Video Programs	Martin Waymire, Voters Not Politicians	Pinnacle
Ted Agency Overview Booklet	Special Purpose Publications	Güd Marketing, Talent and Economic Development (Ted) Department of Michigan	Excellence
Connect and Collaborate: An honest conversation about #LoveLansing	Special Purpose Publications	Piper & Gold Public Relations, Tri-County Regional Planning Commission	Pinnacle

PEOPLE'S CHOICE – TACTIC

Even superheroes need a support system	Social Medium	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan
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PEOPLE'S CHOICE – CAMPAIGN

Even superheroes need a support system	Integrated Communications	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan
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BEST OF SHOW

Yes on Proposal 2: From grassroots campaign to national phenomenon	Public Affairs	Martin Waymire, Voters Not Politicians
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PACE MAKER OF THE YEAR

Kate Snyder, APR

NEW PROFESSIONALS AWARD

Greg Rokisky

GEORGE BROWN MEMORIAL SCHOLARSHIP

Amanda Barberena