

# Conference Recap

## Awards for Excellence!

Best of Show & Judge's Choice Awards



### Best of Show

#### Fun on 41 - Discover the Wonders



#### MAP LEGEND

- |  |  |
|--|--|
| 1 THE BLOOMING HOUSE<br>2821 Chown Court • 813-541-9234<br>20% off in-store purchase. Exp. 10-15-17                | 6 DUNCHEON'S NURSERY<br>2720 Land of Larks Blvd • 813-948-1890<br>Free basket of 40 items purchase. In-store only. Exp. 10-15-17                               |
| 2 M&M'S IMAGINARIUM<br>1121 Land of Larks Blvd • 813-235-4913<br>20% off any purchase. Exp. 10-15-17               | 7 BENEDETTO'S ITALIANO RISTORANTE<br>21527 Village Lakes Shopping Center Dr • 813-909-9694<br>Free bruschetta w/ entire purchase. In-store only. Exp. 10-15-17 |
| 3 LARRY'S DELI<br>4526 Land of Larks Blvd • 813-996-3976<br>Free hot/deli drink w/ any purchase. Exp. 10-15-17     | 8 GULFSIDE HOSPICE THRIFT SHOPPE<br>1970 Land of Larks Blvd • 813-909-0485<br>15% off purchase. Exp. 10-15-17  |
| 4 SNAPPY GATOR<br>1138 Land of Larks Blvd • 813-230-1432<br>20% off a single item. Non-alcohol only. Exp. 10-15-17 | 9 ALCHEMY & ASHES<br>1500 Land of Larks Blvd • 813-630-6927<br>\$600 free in-store. Exp. 10-15-17  |
| 5 THE SHABBY SHACK<br>4312 Land of Larks Blvd • 813-501-4900<br>6 off in-store purchase. Exp. 10-15-17             | 10 BELLA HOME MARKET<br>1532 Land of Larks Blvd • 813-345-8038<br>15% off \$75 purchase. Exp. 10-15-17   |

FIRST PLACE: The Laker / Lutz News, Credit Cheryl Michel & Stefanie Burlingame

JUDGE'S COMMENTS: Judge 3: "Creative and engaging. Fresh approach to display an advertising community. Colorful, hand-made illustrations depict city landmarks and provide memorable impact and information."

Judge 4: "Very powerful graphics combined with a great use of offers that require the reader to bring in the ad to get the offers is a powerful reminder to the advertiser of how effective their ads are." Judge 5: "A wonderfully illustrated and colorful map referencing area businesses promoting result-oriented offers is sure to catch the reader's eye."



JUDGE ONE: Our Town, Credit Peggy MacDonald

JUDGE'S COMMENTS: "Exceptionally researched and beautifully written piece about such an important, vital part of Florida's climate and culture. A must-read for every Floridian!"



JUDGE TWO: Our Town, Credit Albert Isaac

JUDGE'S COMMENTS: "A well-researched and written profile of Jerry Uelsmann, the 'Godfather of Photoshop.'"

### Judge's Choice



JUDGE THREE: Home-town News Martin County, Credit Sevin Bullwinkle

JUDGE'S COMMENTS: "This image perfectly captures how this global pop culture phenomenon, #Selfie, has become a guiding force of almost every experience."

JUDGE FOUR: Home-town News Palm Bay, Credit Karen Wood

JUDGE'S COMMENTS: "Outstanding and adorable photo gets the reader's attention immediately. The ad has a strong offer and a good headline. The reverse and color scheme highlight this award winner."

JUDGE FIVE: The Flyer, Credit Albert Fiegler

JUDGE'S COMMENTS: "An exceptional marketing piece that encompasses all the essentials of an effective sales piece. Crisp and clean layout, beautifully illustrated images, great typography, well written and informative content. Excellent work!"

## Dog Patch USA

We treat your babies as our babies

Over 30 years of grooming experience!

MEMORIAL DAY SPECIAL

\$7 OFF

First Grooming

With this coupon • Exp. 10/31/17

6050 Babcock Street, Palm Bay

321-722-1313

The Flyer

The 7 Essentials

FOR A SUCCESSFUL ADVERTISING PROGRAM

1 VALUE

2 IMPACT

3 CIRCULATION

4 CONSISTENCY

Consumer Buying Cycles

Single Run vs. Agreement Advertiser



# Conference Recap

## Awards for Excellence!

*Congratulations to this year's winners!*



The crew from The Flyer proudly displays some of their many awards.



Tampa Bay Newspapers was well represented.



The folks from Hometown News were pleased with their awards.



Farris Robinson helps Susan Griffin display some of the Ponte Vedra Recorder's awards.



Chris Boddy accepts the award for TomL Publications.



J.W. Owens accepted on behalf of Ocean Media.



Romaine Fine accepted The Pennysavers award.

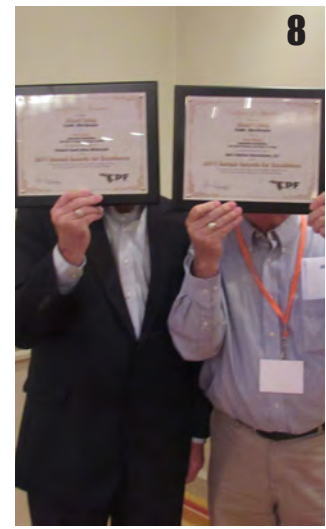
Other award winners (not able to be in attendance) included Florida Mariner, The Island Reporter, and Tower Publications. Congratulations to all!



# Conference Recap

## Candid Conference Photos

*Wish you were here!*



1. The classes were well attended.
2. CPF President Farris Robinson opens the business meeting.
3. Keynote speaker Peter Lamb explains a point to the attendees.
4. Rick Keelan and Terry Hart accept the second place Idea Fair trophy from Farris Robinson.
5. First-time CPF conference attendee Rick Robinson from Sun-Sentinel Media Group shares his idea at the Idea Fair.
6. Speaker Lisa Del Monte stretches to explain a point during her session.
7. Susan Griffin took home the first place trophy in the Idea Fair.
8. A CPF conference wouldn't be a CPF conference without a little silliness from our old friend and associate, J.W. Owens.
9. Tim Bingaman, Debra & Marc Mandt, Peter Lamb, Ana Pican and Dick Mandt await the Awards for Excellence video presentation.
10. Vernon Smith, Matt Taylor, Christian Cirillo and Laura Jakubaityte are ready to watch the awards presentation.