



**KOA ANVIL AWARDS 2019**  
**Winners**

**HONOREES**

**PRESIDENT'S LEADERSHIP AWARD**

*Elisa Yadao*  
HMSA

**HOKUPAA YOUNG PUBLIC RELATIONS PROFESSIONAL OF THE YEAR**

*Sarah Pacheco*  
Hawaii Pacific Health

**GREGG W. PERRY PUBLIC RELATIONS PROFESSIONAL OF THE YEAR**

*Darlene Morikawa*  
Hawaii Visitors & Convention Bureau

**KOA ANVIL AWARDS**

**COMMUNITY RELATIONS: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Koa Anvil Award:  
*Maunakea Observatories*  
Bennet Group Strategic Communications

**COMMUNITY RELATIONS: BUSINESS (PRODUCTS)**

Koa Anvil Award:  
*Par Hawai'i Asset Acquisition*  
Bennet Group Strategic Communications

Award of Excellence:  
*Par Hawaii DHT Groundbreaking and Fifth Anniversary*  
Bennet Group Strategic Communications

**COMMUNITY RELATIONS: BUSINESS (SERVICES)**

Koa Anvil Award:  
*Aloha Pacific and Kekaha Credit Union Merger*  
Anthology on behalf of Aloha Pacific Federal Credit Union

**COMMUNITY RELATIONS: GOVERNMENT**

Award of Excellence:

*Airport Guideway and Stations Year 2: Rail Construction Reaches Pearl Harbor*  
Anthology on behalf of HART/STG

**COMMUNITY RELATIONS: TRAVEL AND TOURISM/HOSPITALITY**

Award of Excellence:

*Mauna Lani Closure*  
Bennet Group Strategic Communications

**CRISIS COMMUNICATIONS: TRAVEL AND TOURISM/HOSPITALITY**

Award of Excellence:

*Kīlauea Volcano Eruption Impact on Hawai'i Island Tourism*  
Anthology on behalf of the Island of Hawai'i Visitors Bureau

**EVENTS AND OBSERVANCES (7 DAYS OR FEWER): ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Koa Anvil Award:

*Earth Day Energy Summit*  
Bennet Group Strategic Communications

Award of Excellence:

*11th Annual Mauka to Makai Environmental Expo*  
Becker Communications, Inc. on Behalf of Waikiki Aquarium

**EVENTS AND OBSERVANCES (7 DAYS OR FEWER): BUSINESS (PRODUCTS)**

Award of Excellence:

*Down to Earth Opens First Grocery Store in Kaka'ako*  
Becker Communications, Inc. on Behalf of Down to Earth Organic & Natural

**EVENTS AND OBSERVANCES (7 DAYS OR FEWER): TRAVEL AND TOURISM/HOSPITALITY**

Koa Anvil Award:

*Queen Kapi'olani Hotel Grand Opening*  
Bennet Group Strategic Communications

**INTEGRATED COMMUNICATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONS**

Award of Excellence:

*Earth Day Energy Summit*  
Bennet Group Strategic Communications

**INTERNAL COMMUNICATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONS**

Koa Anvil Award:

*Dave's Notes: A Weekly Blog from the President*  
Kaiser Permanente

**INTERNAL COMMUNICATIONS: BUSINESS (MORE THAN 250 EMPLOYEES)**

Koa Anvil Award:

*HMSA Employee Engagement Survey*  
HMSA

Award of Excellence:

*Mauna Lani Closure*  
Bennet Group Strategic Communications

**ISSUES MANAGEMENT: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Award of Excellence:

*Tenant Eviction from Kamehameha Schools land in Kalalau, Hilo, Hawai'i*  
Kamehameha Schools

*Maunakea Observatories*  
Bennet Group Strategic Communications

**MARKETING CONSUMER PRODUCTS: FOOD & BEVERAGE/RESTAURANT**

Koa Anvil Award:

*Plan Do See Hawai'i Market Launch*  
Bennet Group Strategic Communications

**MARKETING CONSUMER PRODUCTS: OTHER**

Koa Anvil Award:

*Moananuiākea Documentary World Premier*  
Bennet Group Strategic Communications, Kamehameha Schools and 'Ōiwi TV

**MARKETING CONSUMER PRODUCTS: PACKAGED GOODS**

Award of Excellence:

*Weekends Just Feel Different*  
Becker Communications, Inc. on Behalf of Reyn Spooner

**MARKETING CONSUMER SERVICES: FINANCIAL SERVICES**

Award of Excellence:

*Aloha Pacific and Kekaha Credit Union Merger*  
Anthology on behalf of Aloha Pacific Federal Credit Union

**MARKETING CONSUMER SERVICES: OTHER**

Award of Excellence:

*ʻIlima at Leihano Senior Living: Community Awareness and Increased Occupancy*  
Becker Communications, Inc. on Behalf of ʻIlima at Leihano

**MARKETING CONSUMER SERVICES: TRAVEL AND TOURISM/HOSPITALITY**

Award of Excellence:

*Maui Nui, More Than an Island*  
Anthology on behalf of Maui Visitors and Convention Bureau

*Queen Kapiʻolani Hotel Renovation*  
Bennet Group Strategic Communications

**MULTICULTURAL PUBLIC RELATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONS**

Koa Anvil Award:

*Moananuiākea Documentary World Premier*  
Bennet Group Strategic Communications, Kamehameha Schools and ʻŌiwi TV

Award of Excellence:

*Maunakea Observatories*  
Bennet Group Strategic Communications

**PUBLIC AFFAIRS: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Koa Anvil Award:

*Earth Day Energy Summit*  
Bennet Group Strategic Communications

Award of Excellence:

*Maunakea Observatories*  
Bennet Group Strategic Communications

**PUBLIC AFFAIRS: TRAVEL AND TOURISM/HOSPITALITY**

Award of Excellence:

*Mauna Lani Closure*  
Bennet Group Strategic Communications

**PUBLIC SERVICE: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Award of Excellence:

*Disaster Relief For Hawaii Island and Kauai Victims*  
Becker Communications, Inc. on Behalf of Catholic Charities Hawaiʻi

*Spread Aloha Not the Flu*  
Stacy Wong, Healthcare Association of Hawaii and Julie Ford, Schweitzer Consulting, LLC

**PUBLIC SERVICE: TRAVEL AND TOURISM/HOSPITALITY**

Koa Anvil Award:

*Live Pono: Hawai'i Island Launches the Pono Pledge (Best of Show)*  
Anthology on behalf of the Island of Hawai'i Visitors Bureau

**REPUTATION/BRAND MANAGEMENT: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**

Koa Anvil Award:

*Hawaii Healthcare Heroes: A Community Prescription for Patient Engagement*  
Stacy Wong, Healthcare Association of Hawaii and Julie Ford, Schweitzer Consulting, LLC

Award of Excellence:

*Hawaii Youth Symphony: New Organization Vision & New Music Director*  
Becker Communications, Inc. on Behalf of Hawaii Youth Symphony

**REPUTATION/BRAND MANAGEMENT: BUSINESS (COMPANIES WITH SALES MORE THAN \$10 MILLION)**

Award of Excellence:

*Par Hawai'i Asset Acquisition*  
Bennet Group Strategic Communications

*Par Hawai'i DHT Groundbreaking and Fifth Anniversary*  
Bennet Group Strategic Communications

**KOA HAMMER AWARDS**

**ANNUAL REPORTS: NON-PROFIT ORGANIZATIONS**

Award of Excellence:

*Catholic Charities Hawaii 2018 Annual Report: Helping Our Community*  
Becker Communications, Inc. on Behalf of Catholic Charities Hawai'i

**BLOGS**

Award of Excellence:

*Mana'o: The Official Blog of Hawaiian Airlines*  
Marissa Villegas, Tara Shimooka and Alex Da Silva | External Communications | Hawaiian Airlines

**EDITORIALS/OP-ED COLUMNS**

Koa Hammer Award:

*U.S.-China Trade War: Op-Ed Analysis by Chaminade University*  
Becker Communications, Inc. on Behalf of Chaminade University of Honolulu

Award of Excellence:

*Transcending Oil Op-Ed*  
Bennet Group Strategic Communications

**FEATURE STORIES**

Koa Hammer Award:

*Girl Scouts of Hawaii is Making Waves in STEM*  
Becker Communications, Inc. on Behalf of Girl Scouts of Hawai'i

**MEDIA RELATIONS (ASSOCIATIONS/NON-PROFIT ORGANIZATIONS)**

Koa Hammer Award:

*Earth Day Energy Summit*  
Bennet Group Strategic Communications

Award of Excellence:

*Battleship Missouri Memorial Superstructure Preservation Project*  
Anthology on behalf of Battleship Missouri Memorial

*Homelessness/Housing Programs and Services (Tie)*  
Becker Communications, Inc. on Behalf of Catholic Charities Hawai'i

*Girl Scouts of Hawaii's 2018 Cookie Season (Tie)*  
Becker Communications, Inc. on Behalf of Girl Scouts of Hawai'i

**MEDIA RELATIONS (BUSINESS-TO-BUSINESS): PROFESSIONAL AND/OR FINANCIAL SERVICES**

Koa Hammer Award:

*Raising Awareness of Hawaii Employers Council as the Go-To Resource for Hawaii Businesses*  
iQ 360 Inc.

**MEDIA RELATIONS (CONSUMER SERVICES): TRAVEL & TOURISM/HOSPITALITY**

Award of Excellence:

*Sea Life Park's Ka Moana Luau*  
Becker Communications, Inc. on Behalf of Sea Life Park

**PRESS CONFERENCES**

Koa Hammer Award:

*Transcending Oil Press Conference*  
Bennet Group Strategic Communications

**SMARTPHONE/TABLET APPLICATIONS**

Koa Hammer Award:

*The Digital Pursuit – Simplifying Hot Pursuit with a QR System*  
Becker Communications, Inc. on Behalf of Hospice Hawai'i

**SOCIAL MEDIA: TEXT-BASED MARKETING PROGRAM**

Koa Hammer Award:

*Earth Day Energy Summit Social Campaign*  
Bennet Group Strategic Communications

**SOCIAL MEDIA: VIDEO-BASED MARKETING PROGRAM**

Koa Hammer Award:

*Social Media Updates on Thirty Meter Telescope (TMT) Project*  
Becker Communications, Inc. on Behalf of TMT (Thirty Meter Telescope)

Award of Excellence:

*Electric Slide*  
Ulupono Initiative

*Why I Drive Electric*  
Ulupono Initiative

**WEBSITES: EXTERNAL**

Koa Hammer Award:

*MaunakeaObservatories.org*  
Bennet Group Strategic Communications