



KOA ANVIL AWARDS 2020 WINNERS (FULL LIST)

BEST OF SHOW

Entry: 2,200 Reasons to Join the Healthcare Workforce

Category: Integrated Communications: Associations/Government/Non-Profit Organizations

Entrant: Stacy Wong and Jamie Velasco, Healthcare Association of Hawaii; Julie Ford & Lynn Kenton, Schweitzer Consulting, LLC

HONOREES

- **President's Leadership Award:** Keith DeMello
- **Gregg W. Perry Public Relations Professional of the Year 2020:** Jennifer A. Armstrong, APR
- **Hall of Honor:** Scott Shirai, APR, Fellow PRSA

KOA ANVIL AWARDS

REPUTATION/BRAND MANAGEMENT: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS

Koa Anvil Award:

- *Hawaii Healthcare Heroes: A Prescription for Patient Engagement*
Stacy Wong and Jamie Velasco, Healthcare Association of Hawaii; Julie Ford & Lynn Kenton, Schweitzer Consulting, LLC

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

Koa Anvil Award:

- *Down to Earth Opens New Store in Kailua*
Becker Communications, Inc. On Behalf of Down to Earth Organic & Natural

EVENTS AND OBSERVANCES (7 DAYS OR FEWER): BUSINESS (SERVICES)

Award of Excellence:

- *14th Annual Duke's Ukes Contest*
Becker Communications, Inc. on Behalf of Duke's Waikiki
- *10th Anniversary "Mahalo to Our Island Communities" Receptions*
Ulupono Initiative

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

Koa Anvil Award:

- *9th Annual The Art of Healthy-licious Cooking*
Becker Communications, Inc. On Behalf of Kahala Nui

EVENTS AND OBSERVANCES (7 DAYS OR FEWER): TRAVEL AND TOURISM/HOSPITALITYKoa Anvil Award:

- *29th Annual Moanikeala Hula Festival*
Anthology on behalf of Polynesian Cultural Center

EVENTS AND OBSERVANCES (MORE THAN 7 DAYS): BUSINESS (PRODUCTS)Koa Anvil Award:

- *Sunflower Season Gives Back to Community & Celebrates 20 Years in Waialua*
Anthology on behalf of Corteva Agriscience Hawaii

EVENTS AND OBSERVANCES (MORE THAN 7 DAYS): BUSINESS (SERVICES)Koa Anvil Award:

- *American Savings Bank Campus Grand Opening*
American Savings Bank and Becker Communications, Inc.

MARKETING CONSUMER PRODUCTS: NON-PACKAGED GOODSKoa Anvil Award:

- *Introducing HalePlus, A Dynamic Home System*
Olomana Loomis ISC

MARKETING CONSUMER SERVICES: TRAVEL AND TOURISM/HOSPITALITYKoa Anvil Award:

- *Public Relations Launch: ESPACIO, THE JEWEL OF WAIKIKI*
Aqua-Aston Hospitality

Award of Excellence:

- *Maui Nui, More than an Island*
Anthology On Behalf of Maui Visitors and Convention Bureau

MARKETING CONSUMER SERVICES: HEALTHCARE SERVICESAward of Excellence:

- *Kahuku Medical Center Brand Awareness*
Becker Communications, Inc. on Behalf of Kahuku Medical Center

MARKETING CONSUMER SERVICES: OTHERKoa Anvil Award:

- *The California Match Commitment*
Communications & Marketing, Hawaii Pacific University

INTEGRATED COMMUNICATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONSKoa Anvil Award:

- *2,200 Reasons to Join the Healthcare Workforce*
Stacy Wong and Jamie Velasco, Healthcare Association of Hawaii; Julie Ford & Lynn Kenton, Schweitzer Consulting, LLC

Award of Excellence:

- *Pōwehi: Black Hole Image*
Bennet Group Strategic Communications
- *Aloha United Way Centennial Anniversary Campaign*
Olomana Loomis ISC

KOA HAMMER AWARDS

MEDIA RELATIONS (ASSOCIATIONS/NON-PROFIT ORGANIZATIONS)

Koa Hammer Award:

- *Aloha United Way 2019 Annual Giving Kickoff*
Olomana Loomis ISC

Award of Excellence:

- *Maryknoll School Chinese Immersion Program Expansion*
Olomana Loomis ISC

MEDIA RELATIONS (CONSUMER PRODUCTS): PACKAGED GOODS

Award of Excellence:

- *Maui Ku'ia Estate Chocolate*
Charlene L. Ka'uhane, Ka'uhane Inc.

MEDIA RELATIONS (CONSUMER SERVICES): FINANCIAL SERVICES

Award of Excellence:

- *American Savings Bank Campus Grand Opening*
Becker Communications, Inc. On Behalf of American Savings Bank

EDITORIALS/OP-ED COLUMNS

Koa Hammer Award:

- *Advanced Training Helps HPD Assist Mentally Ill Individuals*
Brysen Poulton

Award of Excellence:

- *TMT Island Voices Op-Ed*
Becker Communications, Inc. On Behalf of Thirty Meter Telescope

WEB SITES: EXTERNAL

Koa Hammer Award:

- *Navian Hawaii, Formerly Hospice Hawaii: Website Redesign*
Becker Communications, Inc.

Award of Excellence:

- *Friends of Waikiki Aquarium: Website Development*
Becker Communications, Inc. On Behalf of Friends of Waikiki Aquarium

BLOGS

Koa Hammer Award:

- *For Communicators, by Communicators: The iQ 360 Blog*
iQ 360 Inc.

MULTI-MEDIA COMMUNICATIONS: NEWSLETTERS

Award of Excellence:

- *Iolani Palace Digital Newsletter*
Becker Communications, Inc. On Behalf of The Friends of Iolani Palace

SOCIAL MEDIA: SOCIAL MEDIA PHOTO-BASED MARKETING PROGRAMKoa Hammer Award:

- *Social Media Launch: ESPACIO, THE JEWEL OF WAIKIKI*
Aqua-Aston Hospitality

Award of Excellence:

- *Hawaii Says Aloha to Popeyes Chicken Sandwich*
iQ 360 Inc.
- *Hidden Treasures of Iolani Palace*
Becker Communications, Inc. On Behalf of The Friends of Iolani Palace

CREATIVE TACTICSKoa Hammer Award:

- *Celebrity Influencer Collaboration: Actress Jennie Garth + Beverly Hills 90210 Reboot / ESPACIO, THE JEWEL OF WAIKIKI*
Aqua-Aston Hospitality

PRESS KITS/MEDIA KITS: PRODUCTSAward of Excellence:

- *Maui Ku'ia Estate Chocolate*
Charlene L. Ka'uhane, Ka'uhane Inc.

PRESS KITS/MEDIA KITS: EVENTS/COMMEMORATIONS/OTHERKoa Hammer Award:

- *American Savings Bank Campus Grand Opening Press Kit*
American Savings Bank and Becker Communications, Inc.

INTERNAL VIDEO PROGRAMSKoa Hammer Award:

- *Video in the Time of COVID*
Hawaiian Electric Internal Communications Team: Teri Theuriet, Michelle Orian-Lau, Travis Nishida, Estee Manfredi, Donica Kaneshiro, Kenneth Chan

EXTERNAL VIDEO PROGRAMSKoa Hammer Award:

- *Aloha from Honolulu! Video Series*
Communications & Marketing, Hawaii Pacific University

Award of Excellence:

- *"HalePlus: HPM's Dynamic Modular Home System" Teaser Video*
Olomana Loomis ISC
- *Live From Honolulu*
Communications & Marketing, Hawaii Pacific University

BROCHURES: FEWER THAN 10 PAGESAward of Excellence:

- *ASB Campus Brochure*
American Savings Bank and Becker Communications, Inc.

BROCHURES: 10 PAGES OR MOREKoa Hammer Award:

- *Aloha United Way Legacy Brochure*
Olomana Loomis ISC

NEWSLETTERS: EXTERNAL AUDIENCES PRIMARILYAward of Excellence:

- *Kilo I'a Newsletter*
Becker Communications, Inc. On Behalf of Friends of Waikiki Aquarium
- *Castle Resorts & Hotels: Monthly Owners' Newsletters*
Becker Communications, Inc. On Behalf of Castle Resorts & Hotels

ADVERTORIALSKoa Hammer Award:

- *Thirty Meter Telescope "HI NOW" campaign*
Becker Communications, Inc. On Behalf of Thirty Meter Telescope

ANNUAL REPORTS: NON-PROFIT ORGANIZATIONSAward of Excellence:

- *Catholic Charities Hawaii 2019 Annual Report: Helping Our Community*
Becker Communications, Inc. On Behalf of Catholic Charities Hawaii

WEBCASTSAward of Excellence:

- *Live from Honolulu*
Communications & Marketing, Hawaii Pacific University