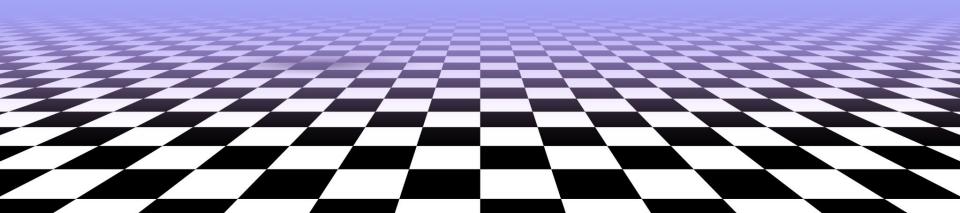
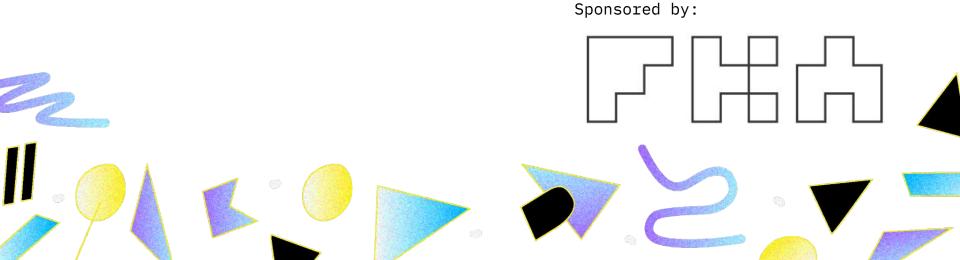


And the winners are...



Award of Distinction

LEADER OF THE YEAR



Award of Distinction: LEADER OF THE YEAR

Chris Fowler President & CEO, CWB Financial Group



Award of Distinction: LEADER OF THE YEAR

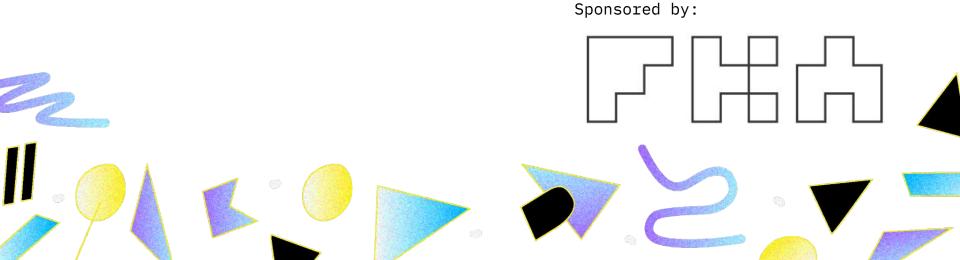
Chris Fowler has served at CWB in roles with increasing responsibility since 1991, including commercial account management (1991-1995), credit risk (1995-2008) and joined the executive team in 2008 as Executive Vice President, Banking. He became President and Chief Executive Officer of CWB Financial Group in March 2013, concurrent with his election to the Board of Directors. Chris started his career in commercial and corporate banking in 1985 with Continental Bank of Canada, which was subsequently acquired by Lloyds Bank Canada and then by HSBC Bank Canada. He holds a Master of Arts Degree in Economics from the University of British Columbia.

Chris sits on the University Hospital Foundation Board of Trustees and is currently the Chair of the Finance & Investment Committee. He is also a member of the Canadian Bankers Association's Executive Council, the Business Council of Canada, Business Council of Alberta and the Alberta Economic Recovery Council.

Chris is married with twin daughters. Played rugby for Team Canada in 1979, 1989 and 1990. He also played for UBC and club teams in Victoria, Vancouver and Edmonton where he won multiple provincial championships as well as the national city championships.

Award of Distinction

COMMUNICATOR OF THE YEAR



Award of Distinction:COMMUNICATOR OF THE YEAR

Shani Gwin Founder & Managing Partner Gwin Communications





Award of Distinction:COMMUNICATOR OF THE YEAR

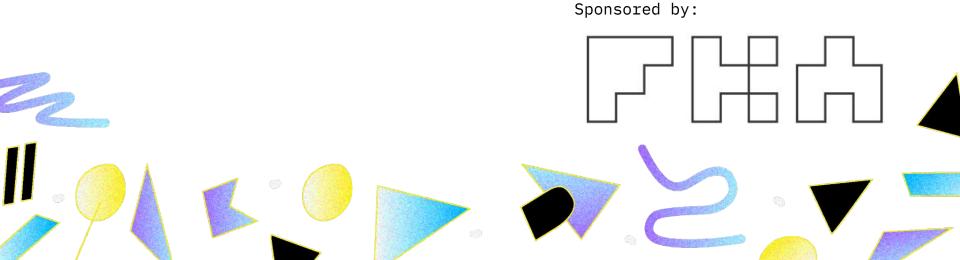
Shani Gwin is the founder and managing partner of Gwin Communications, an Indigenous owned, led and staffed public relations agency.

Gwin Communications focuses on elevating Indigenous voices, projects and initiatives to mainstream media and the general public to help change the narrative around Indigenous Peoples, while ensuring First Nations, Métis and Inuit maintain ownership of their stories. Gwin Communications was established in 2016 and operates out of Edmonton.

Shani is a sixth generation Métis woman and a descendant of Michel First Nation. Previously to starting her company, she worked with the City of Edmonton as a communications advisor on several initiatives. Shani is a mother of two and resides with her partner and children in Sturgeon County, AB.

Award of Distinction

MEMBER OF THE YEAR



MEMBER OF THE YEAR: Amanda Morris

Amanda Morris

Communications and Development Specialist, Cornerstone Counselling



MEMBER OF THE YEAR: Amanda Morris

Amanda Morris completed her Bachelor of Commerce with a major in marketing in 2015 and returned to MacEwan the following year to pursue her diploma in Public Relations. During university, she found her passion of PR through her involvement in many student clubs, publishing a marketing research paper, and participating in the ACE Student Workshop where she partnered with a design student and was mentored by an industry leading Account Manager. These experiences gave her a taste of the real world and made her realize that this was the field for her!

Over the years, Amanda has enjoyed working in health care and for a tech startup. She is currently the Communications and Development Specialist at Cornerstone Counselling, leveraging her skills in communications, strategic evaluation, and stakeholder relations. She considers it a privilege to be part of an organization that believes that all who need help, irrespective of faith, race, gender, lifestyle, or financial ability should have access to affordable mental health care. Outside of work,

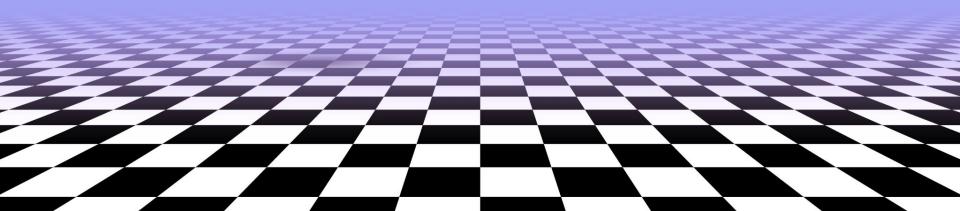
Amanda sits on IABC Edmonton's board and fills her free time crafting, "Netflixing" and exploring Edmonton with her husband Josh.

DIVISION 1 Communication Management Sponsored by:

Doyle Dane Bernbach

Category: Change Communication

AWARDS OF EXCELLENCE



Division 4, Cat.: Change Communication

Project: EPCOR'S Mission Possible

EPCOR Utilities



Category: COVID-19 Response & Recovery Management and Communication

AWARDS OF EXCELLENCE

Division 4, Cat.: COVID-19 Response & Recovery Management...

Project: #WaveForTheFrontline

DDB Canada & Shift Consulting & EPCOR



Project: PowerED[™] by Athabasca University Navigating Extraordinary Times

Extraordinary Times

Navigating

S

PowerED[™] by Athabasca University D PowerED[™] by Athabasca University Division 4, Cat.: COVID-19 Response & Recovery Management...

Project: Thriving in a virtual environment and delivering uninterrupted virtual services

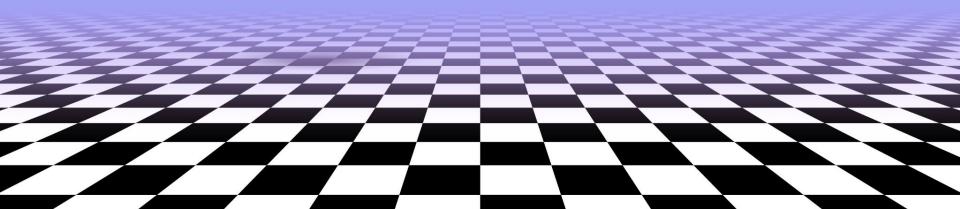
Alberta Construction Safety Association Division 4, Cat.: COVID-19 Response & Recovery Management...

Project: Scotford COVID-19 Response, Turnaround Execution

Shell Scotford, External Relations

Category: Governmental Communication

AWARDS OF EXCELLENCE



Division 4, Cat.: Governmental Communication

Project: Edmonton's City Plan to 2050

DDB Canada

Project: Ready? Set… Go! With Recreation Online

Strathcona County, RPC

Recreation On Recreation On Click-it, at th Update your email addre . Update your email addre . Clear off any account balances . Clear off any account balances . Record important historical information (e.g. past swim lesson levels)

Your





Goodbye Click-it,

Hello Recreation Online!

Recreation Online, our new program registration system, is now live.

Create or update your account today to register for Strathcona County's recreation and culture programs.

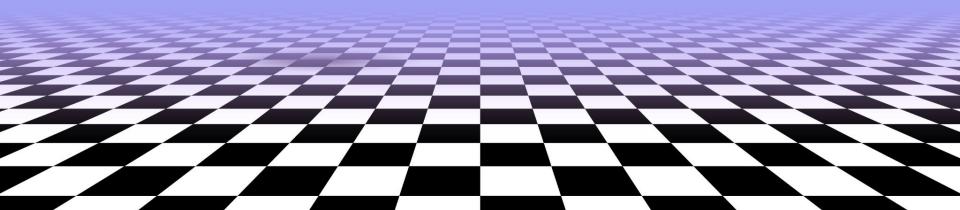
Questions?

RecOnline.strathcona.ca.

STRATHCONA COUNTY

Category: Internal Communication

AWARDS OF EXCELLENCE



Project: Better Together - Communicating to build culture during a pandemic

Penn - September 10, 2020 at 11:52 AM re latest installment of our Better Together road trip, 1

and 23 others reacted to this

ue sites going on there guys, Awesome job ber 12, 2020 at 7:31 AM

Chandos Construction



Sean Yean - September 11, 2004 is Line and Hello Onnouver: This is the Littlet stop in our Setter Together cross-roundry IN tour, Lite always, L Sector of end and an and an and an and stop is induction. Unable Grave Flammatant: SDU's device common Hellio Vancouvent Third is the latest also in our Better Together cost-country RV tour. Use always I solid our district office and several part, including Magia Grove Dementary: SRU's dering common work the GRI advances. That the orientinative determined travenades bardwake excels and bard

Sean Penn - September 17, 2020 at 11:42 AM

increatible growth in just tour years of operations. I also had a h about the support she's received from her team during COVID. Watch episode five below and check out my blog for full details.

utube.com/watch?v=8TnmO6ECOG8

visited our district office and several sites, including Maple Grove Elementary. SFU's grining coming and the SFU stackum, had the opportunity to discuss Vancouver's landerthip model and the inverselate encounts in user from many of energations () show a langerter remained waves are elemented on the several second on the second on the

and the SFU statism. I had the opportunity to discuss Uncouver's leadership model and their increading growth in just four years of operations. Jalon had a heartfelt discussion with Laura Church where the uncourse was reasoned from has earn in once cruin.

Category: Marketing, Advertising and Brand Communication

AWARDS OF MERIT

Project: End-of-year-campaign. Albertans helping Albertans

Paula Colvin - Alberta Cancer Foundation

Posts justaddalberta Alberta Project: Just Add Alberta **FKA** and **ALSA** Posts ... 5 justaddalberta Alberta DOP Liked by alsaweb and others Justaddalberta Fun things are coming your way Iustaddaberta run tilings äre coming vour way #Alberta. Sweet summer treats made by Albertans, for Albertane With makes univer the by Albertans, for Albertans. Who makes your #beer? h BERTA S Liked by alsaweb and others W justaddalberta Fun things are coming your way #Alberta. Sweet summer treats made by Alberta 20 ad others

Project: Moving on up! F&O Communications (FOCO)





Designed for students

You're here as a student first and we keep that front of mind to make living here better for you.

Live Here



Category: Marketing, Advertising and Brand Communication

AWARDS OF EXCELLENCE

Project: Love AB Forests Campaign **Berlin Communications**



love_alberta_forests

Project: APEGA Centennial

Sticks & Stones



Project: CWB: Ode to Business

FKA and **CWB**



Project: However You Slice It

zag

You're a monster.

You do you.

6

PAPA JOHN'S

ΠοΠ

However you slice it papajohns.ca

Project: CWB:You'll Love It Here

FKA and CWB

Ready to work w bank that's ready 1 your business gi

> Call 289-804-6081 or er mississauga@cwbank.c

Suite 101, 2000 Argentia Road, Pl Mississauga, Ontario, L5N 1P



cwbank.com/love-it-here

<u>Loved</u> by <u>those</u> who want solutions before they have problems.

<u>Loved by</u> <u>those who</u> <u>usually dor</u> love banks Loved by those who want a partner and not just a bank.

"We really feel that we have a partner; not an institution where we're putting money through and taking money out."

EID'S BIRCH ISLAND RESORT

Project: Motive Financial: Believe the Unbelievable

FKA and Motive Financial



Category: Nonprofit Campaigns

AWARDS OF EXCELLENCE

Sponsored by:

Athabasca University

Project: Bringing Career Awareness to New Heights

zag

Aircraft Maintenance Engineer

Air Trafs:

pilo

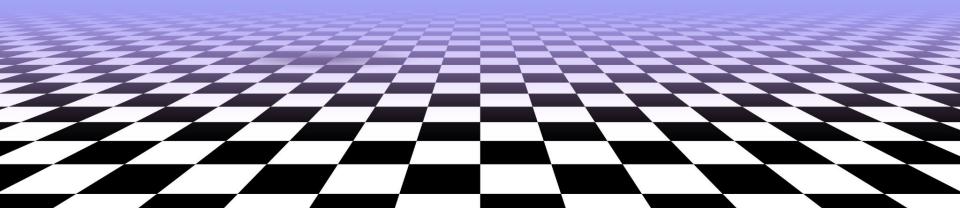
DISCOVER CAREERS IN AVIATION TOD

Q NAV

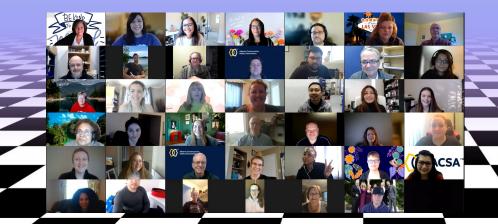
THERE ARE MANY WAYS TO EARN YOUR WINGS

Project: Conquer Silence

DDB Canada/CPSI/Healthcare Excellence



Project: Construction Safety Training System 2020 (CSTA 2020) Alberta Construction Safety Association



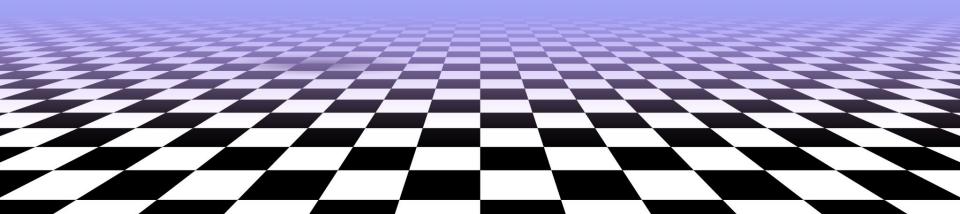
Project: LitFest Digital Strategy on a shoestring budget..



DIVISION 4 Communication Skills

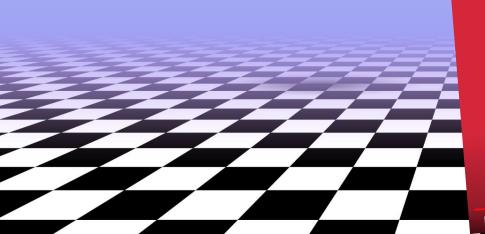
Category: Audio/Visual

AWARDS OF MERIT



Project: Royal Alberta Museum: Vikings Video

Royal Alberta Museum



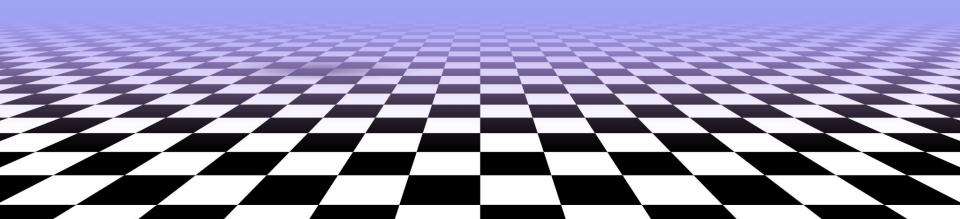
THE VIKINGS ARE HERE.

#yegvikings

► ■ 3:05 / 3:1

Division 4, Cat.: Audio/Visual

Project: A Century Well Built Sticks & Stones



Category: Audio/Visual

AWARDS OF EXCELLENCE

Division 4, Cat.: Audio/Visual

Project: Love AB Forests Tour

Berlin Communications



Management of the band of the band



Division 4, Cat.: Audio/Visual

Project: ATB Financial's The Future of podcast

ATB Financial

THE FUTURE OF

0:04 / 0:42 🕄 🖉

The Future Of Season 3 out now & atb.com

Project: Commuter Challenge

F&O Communications (F0C0)



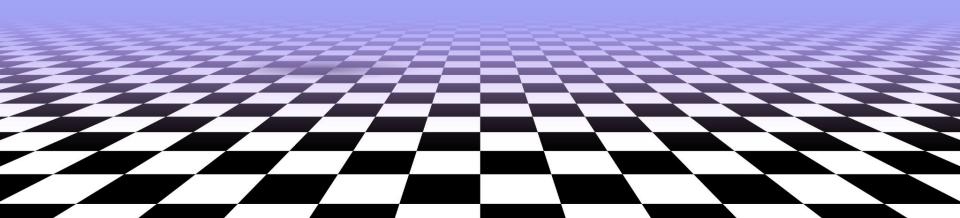
Participate in the Commuter Challenge from June 3-7 by using sustainable transportation to get to work, such as the bus or train.

Register at bit.ly/UAbCommuterChallenge

A.ly/UAbCommuterChallenge

Commuter En unitance

Project: The Not So Distant Future Sticks & Stones

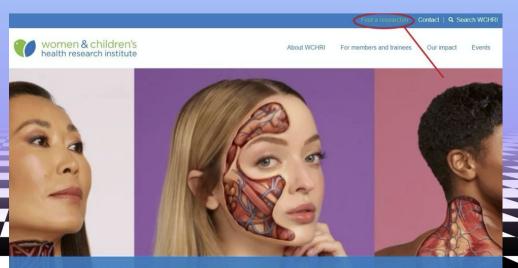


Category: Communication for the Web



Project: WCHRI website redevelopment communication tools

WCHRI Communications Team



Read: The Alberta Women's Health Foundation launches to #RefocusTheResearch for women's health

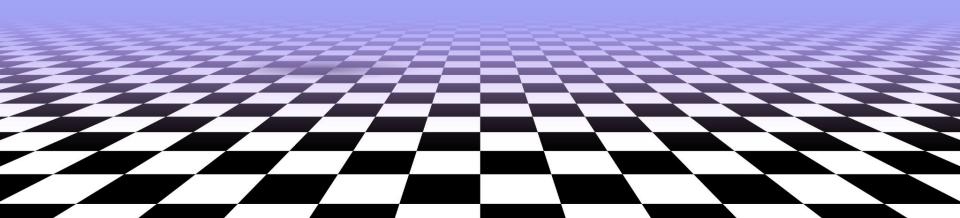
Category: Communication for the Web



Division 4, Cat.: Communication For The Web

Project: Discover APEGA

Sticks & Stones + APEGA



Division 4, Cat.: Communication For The Web

Project: Edmonton's City Plan Website

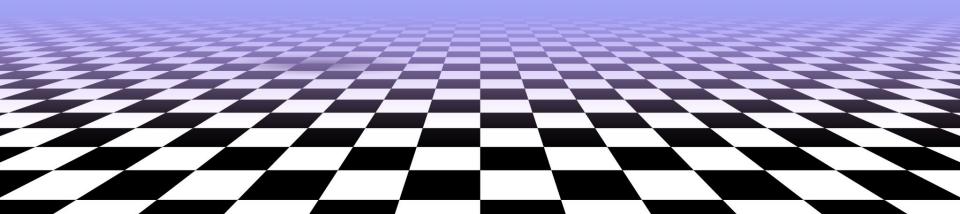
DDB Canada



Division 4, Cat.: Communication For The Web

Project: The Wood Building Revolution

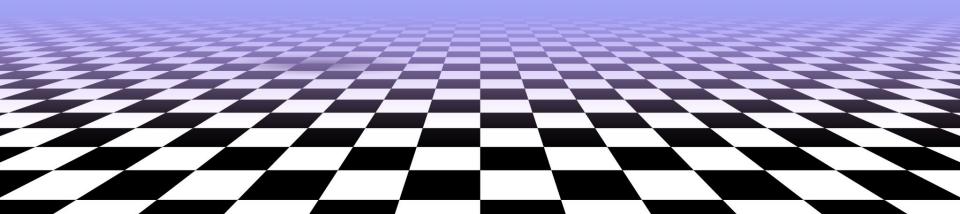
PCL Construction





Category: Publications

AWARDS OF MERIT



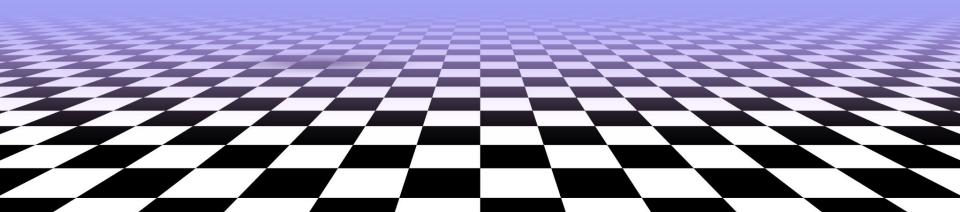
Project: CWB Financial Group 2020 Annual report

Canadian Western Bank



Category: Publications

AWARDS OF EXCELLENCE



Project: 2019 Corporate Social Responsibility Report

PCL Construction



Project: Alberta Cancer Foundation -2019 Annual Report

The Alberta Cancer Foundation









Thanks to your incredible generosity, the Alberta Cancer Founda is able to invest in research and initiatives that provide real-life returns for patients and their families. Investments that detect cancer earlier

None of this would be possible without you. Here are just some of the ways you are creating more moments for Albertans facing cancer. Thank you for making investments that matter so much, to so many.



Investment

Impact

Project: Rural Health Beat

R PAP's

Rural

Health Beat

Rural Health Professional Action Plan

ur demonstrates how to use a moss bag alongside Elder Muriel Elders Mentorship program, a partnership between Elders Mentorship program, and Wetaskiwin Primary Maskwacis when they

Project: 2019 Leap Magazine

The Alberta Cancer Foundation



treat cancer inns with its concer first have a concert a

AID TO A

Project: Flagstaff Crafted Gift Guide





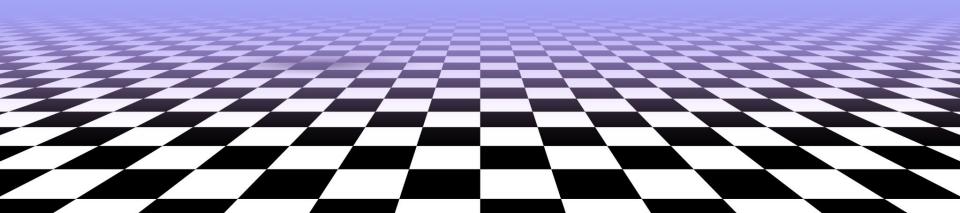
Project: WCB-Alberta 2019 Annual Report

> WCB's 2019 Annual Report Project Team



Category: Social Media

AWARDS OF EXCELLENCE



Div. 4, Category: Social Media

Project: HOBNOB Berlin Communications

Div. 4, Category: Social Media

Project: Royal Alberta Museum: RAM From Home

Royal Alberta Museum





Project: Royal Alberta Museum Vikings Exhibit Social Media

DDB Canada



Áleifr @maxwellaward · Jul 18

Brock Skretting @brockskretting · Jul 16

CAS @VeryTiredGirl · Jul 12

11

01

yourvikingname

Replying to @VeryTiredGirl

@yourvikingname

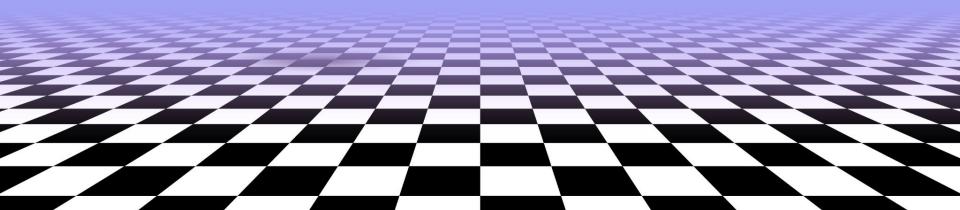
@RoyalAlberta, I need to know @YourVikingName, please!

Njord: The root of your name means "strong" or

bit.ly/vikingsnames #yeqvikings #yeq

Category: Special and Experiential Events

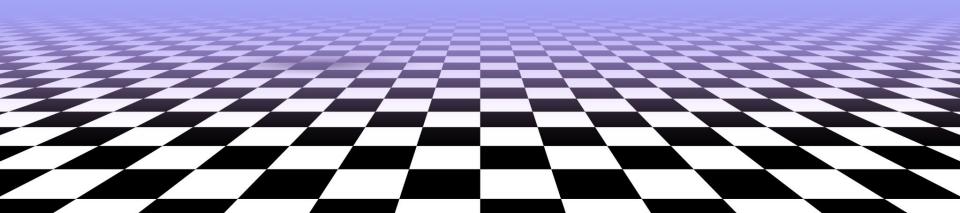
AWARDS OF EXCELLENCE



Div. 4, Category: Special and Experimental Events

Project: Alberta Rural Health Week

Rural Health Professionals Action Plan



THANK YOU!

