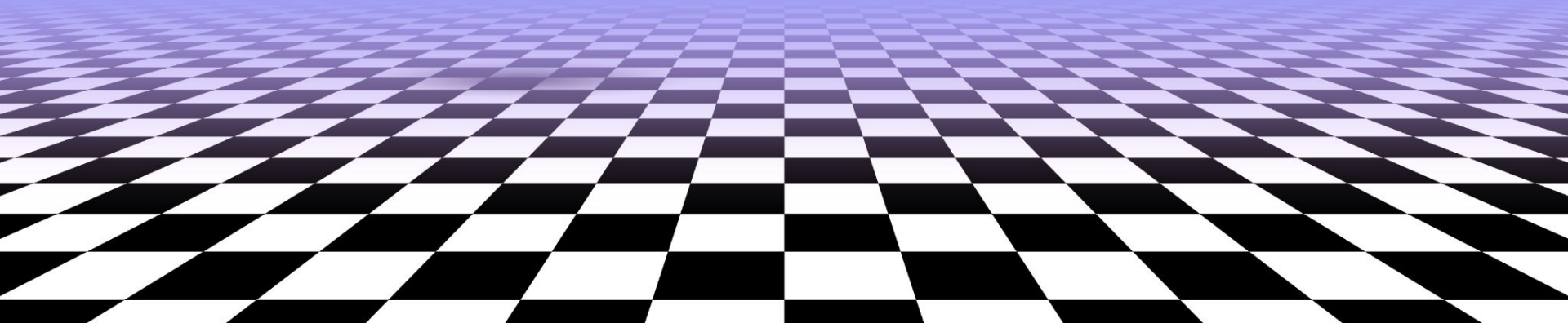


**IABC  
CAPITAL  
AWARDS**

*Online*

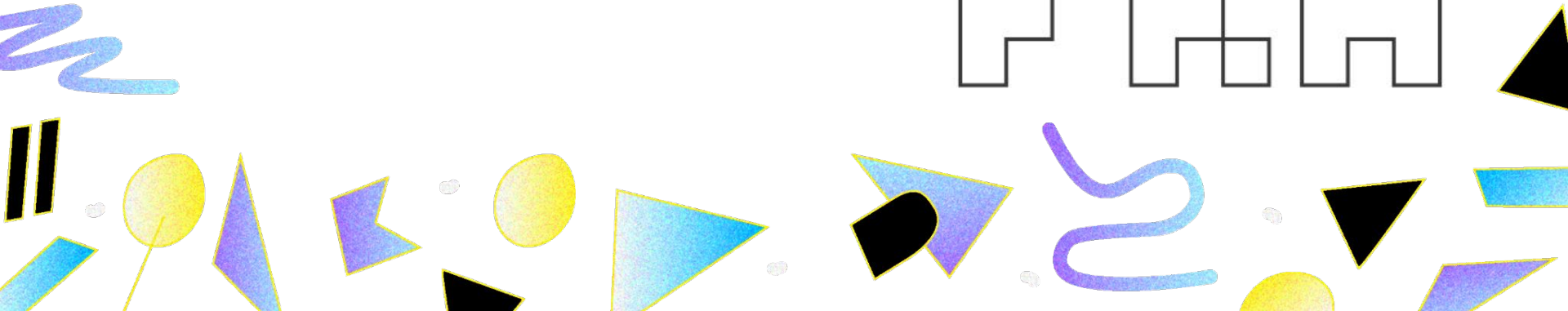
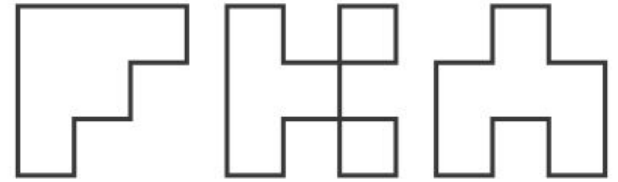
**And the winners are...**



# Award of Distinction

LEADER OF THE YEAR

Sponsored by:



Award of Distinction: LEADER OF THE YEAR

**Chris Fowler**  
President & CEO,  
CWB Financial Group

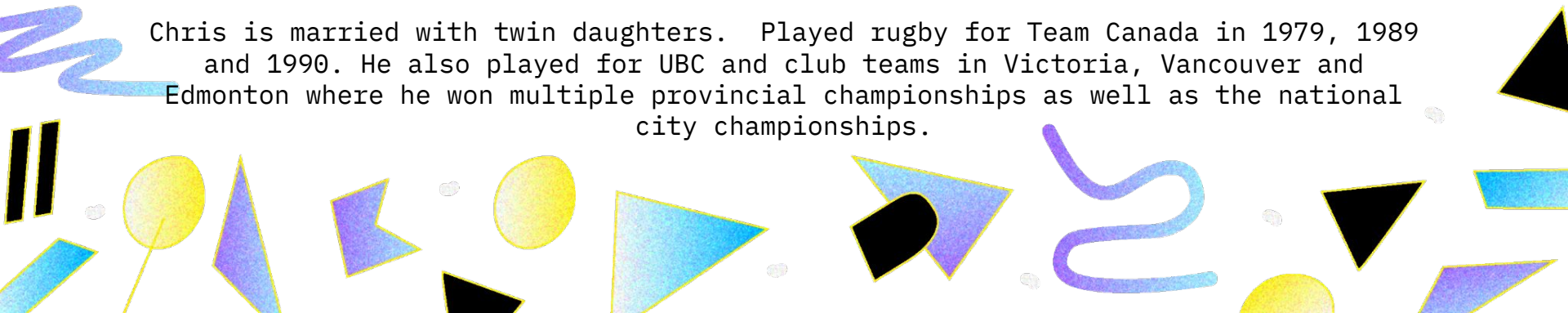


## Award of Distinction: LEADER OF THE YEAR

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.

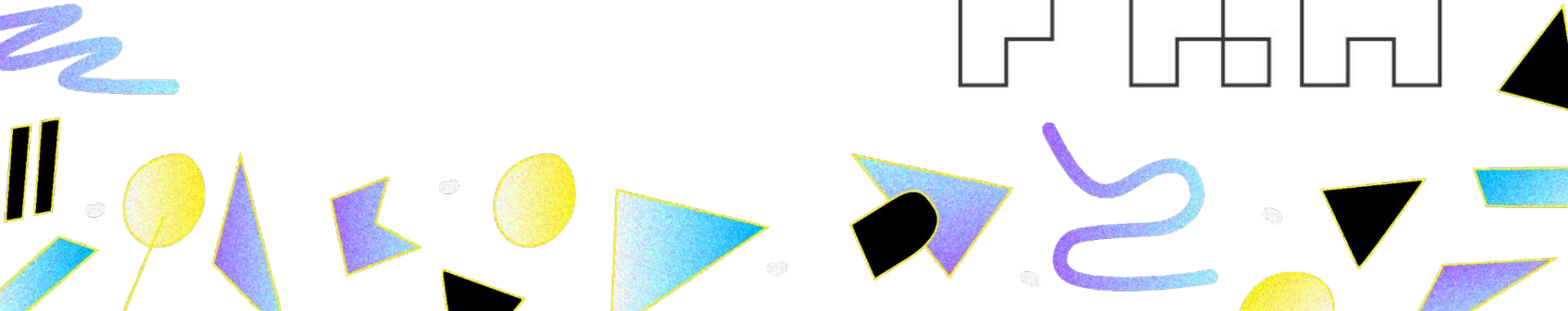
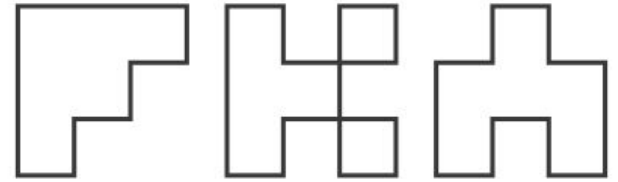
Chris is married with twin daughters. Played rugby for Team Canada in 1979, 1989 and 1990. He also played for UBC and club teams in Victoria, Vancouver and Edmonton where he won multiple provincial championships as well as the national city championships.



# Award of Distinction

COMMUNICATOR OF THE YEAR

Sponsored by:



Award of Distinction:COMMUNICATOR OF THE YEAR

**Shani Gwin**

Founder & Managing Partner  
Gwin Communications

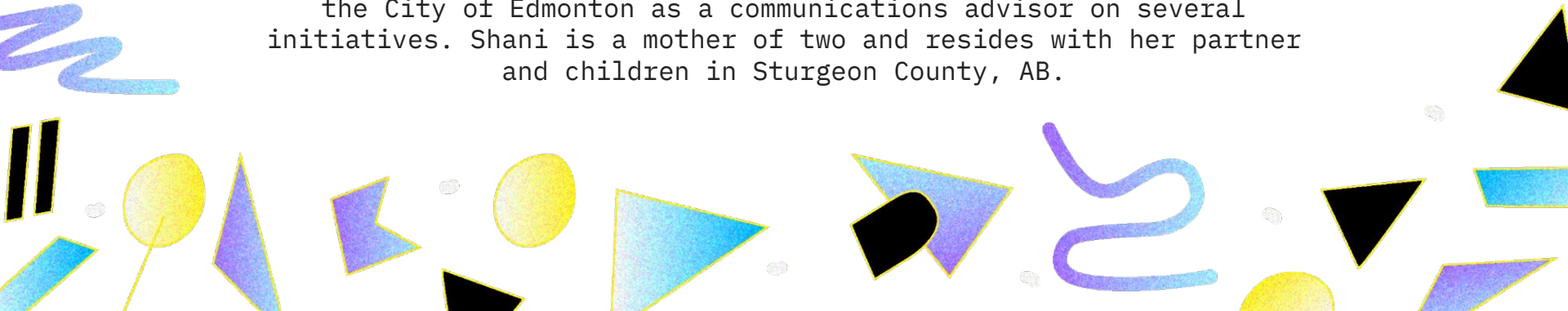


# Award of Distinction:COMMUNICATOR OF THE YEAR

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.

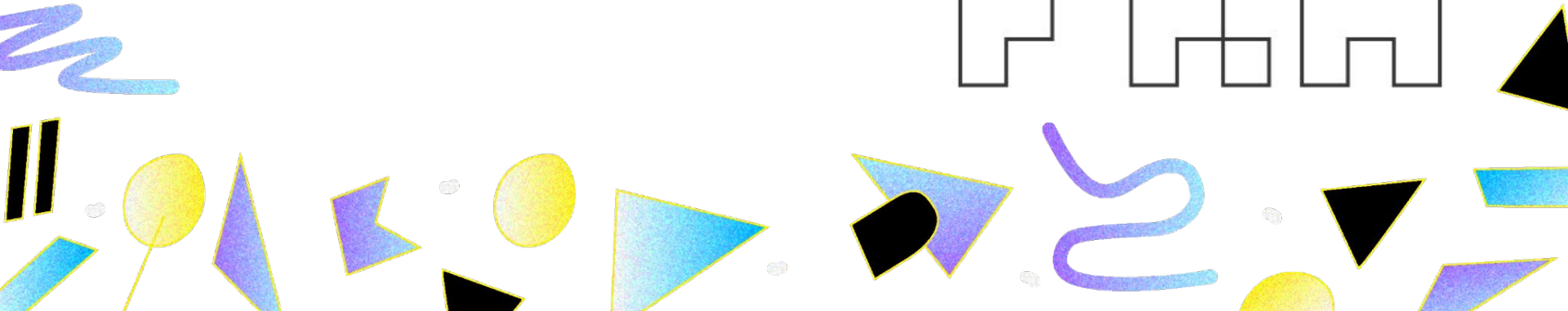
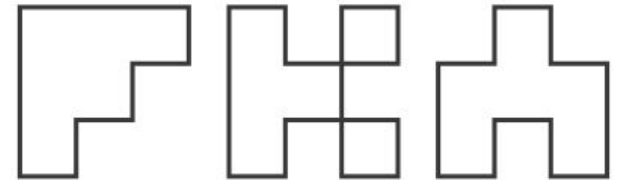




# Award of Distinction

MEMBER OF THE YEAR

Sponsored by:



MEMBER OF THE YEAR: Amanda Morris

**Amanda Morris**  
Communications and  
Development Specialist,  
Cornerstone Counselling

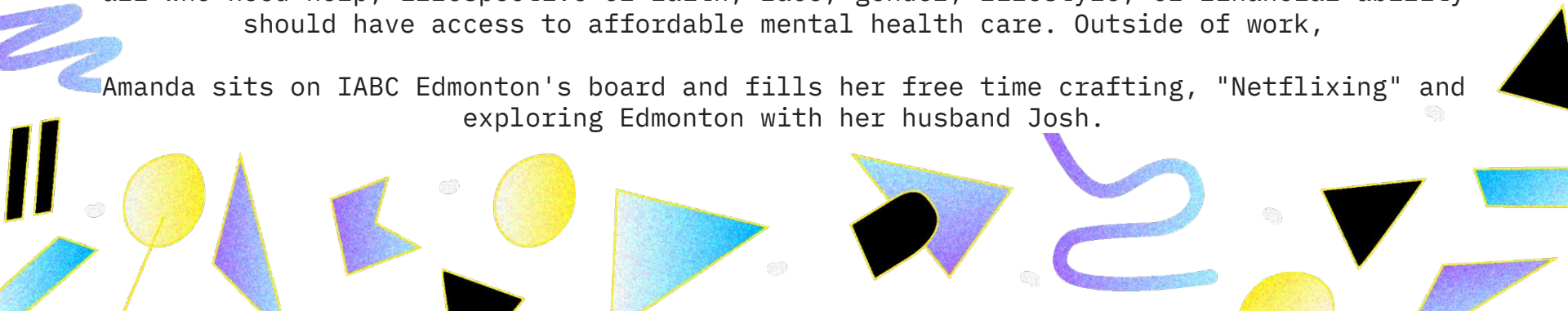


## MEMBER OF THE YEAR: Amanda Morris

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 1, Cat.: Change Communication

Project: EPCOR'S Mission Possible

**EPCOR Utilities**

**MISSION  
POSSIBLE**



Category: COVID-19  
Response & Recovery  
Management and  
Communication

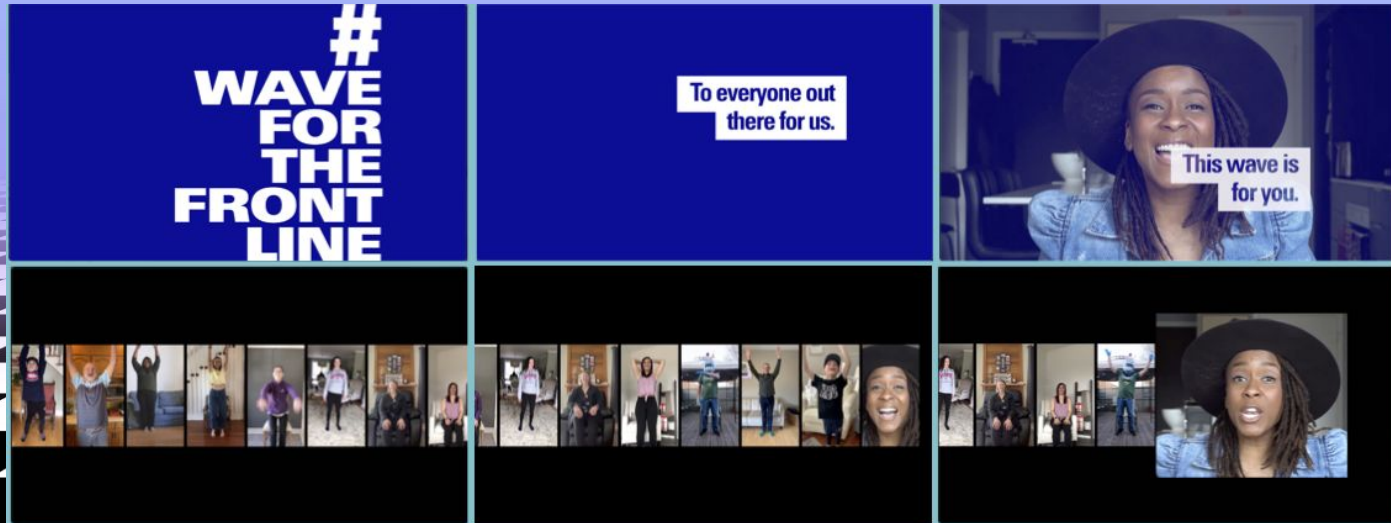
AWARDS OF EXCELLENCE



Division 1, Cat.: COVID-19 Response & Recovery Management...

Project: #WaveForTheFrontline

**DDB Canada & Shift Consulting & EPCOR**





Division 1, Cat.: COVID-19 Response & Recovery Management...

# Project: PowerED™ by Athabasca University Navigating Extraordinary Times

## PowerED™ by Athabasca University



Division 1, Cat.: COVID-19 Response & Recovery Management...

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

**Alberta Construction  
Safety Association**



Division 1, Cat.: COVID-19 Response & Recovery Management...

Project: Scotford COVID-19 Response,  
Turnaround Execution

**Shell Scotford,  
External Relations**



# Category: Governmental Communication

AWARDS OF EXCELLENCE



Division 1, Cat.: Governmental Communication

# Project: Edmonton's City Plan to 2050

**DDB Canada**



Division 1, Cat.: Governmental Communication

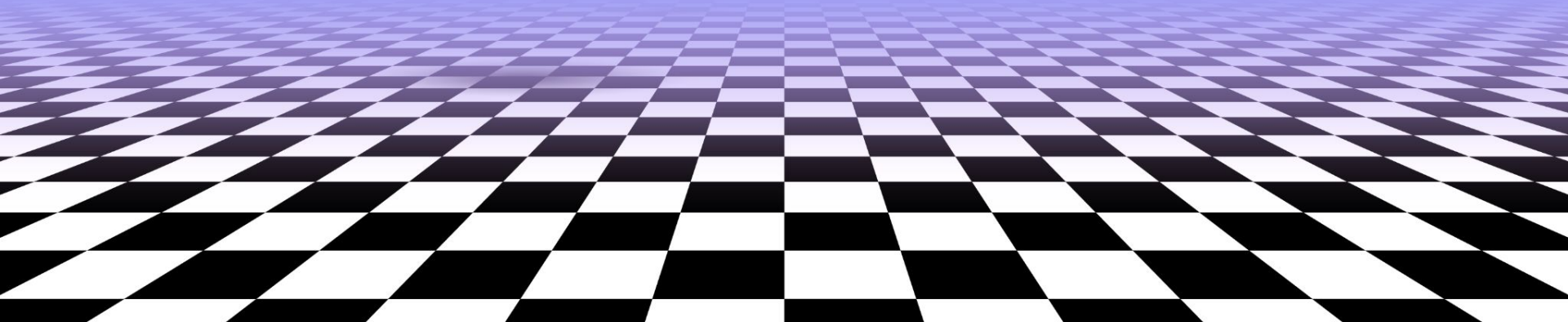
# Project: Ready? Set... Go! With Recreation Online

## Strathcona County, RPC



# Category: Internal Communication

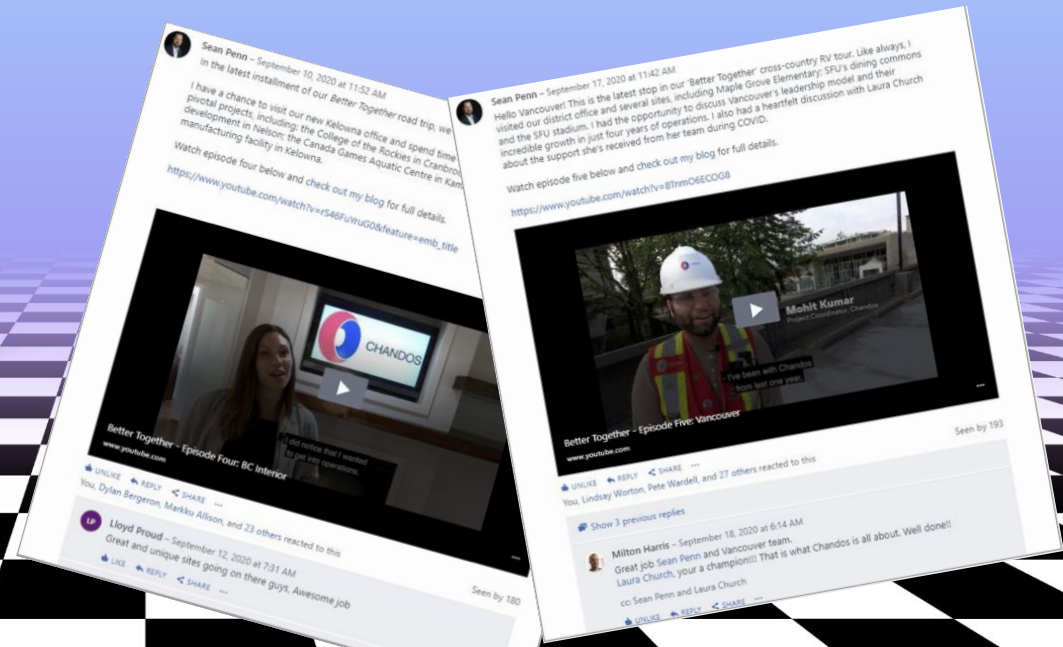
AWARDS OF EXCELLENCE



Division 1, Cat.: Internal Communication

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

## Chandos Construction





# Category: Marketing, Advertising and Brand Communication

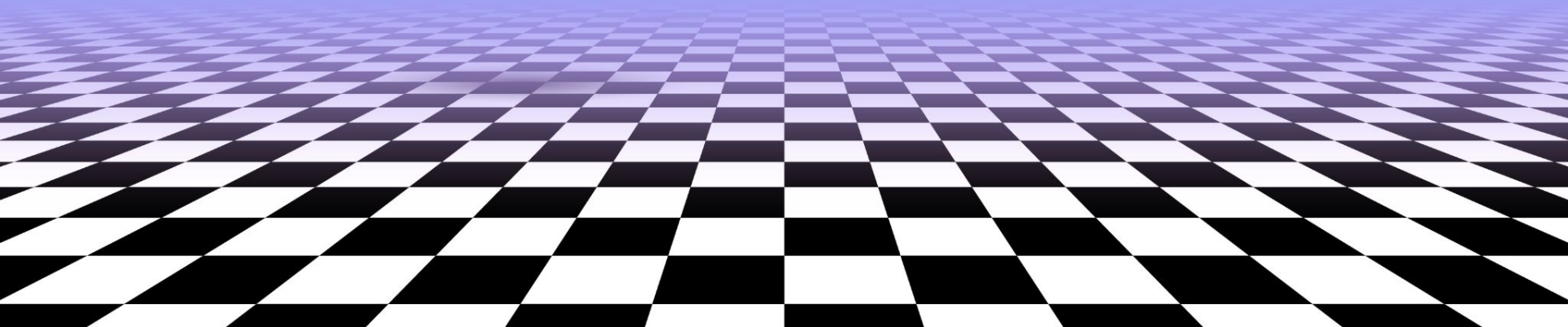
AWARDS OF MERIT



Division 1, Cat.: Marketing, Advertising and Brand  
Communication

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

**Paula Colvin - Alberta  
Cancer Foundation**



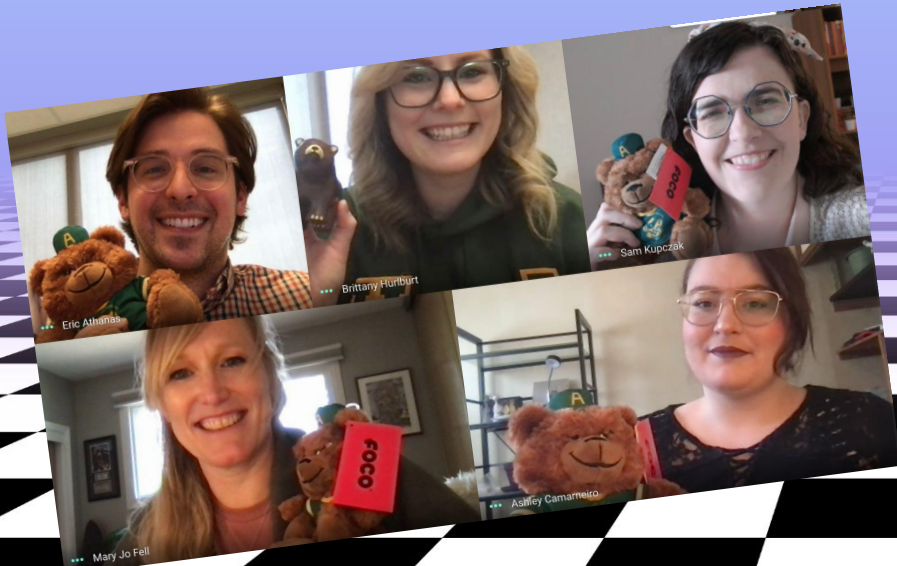
Division 1, Cat.: Marketing, Advertising and Brand Communication

# Project: Just Add Alberta FKA and ALSA



Division 1, Cat.: Marketing, Advertising and Brand Communication

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



**Free up your summer**  
8 month contract flexibility to stay c

**Get better grades**  
sidence places you in a giant , which can help raise your GPA

**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



Division 1, Cat.: Marketing, Advertising and Brand  
Communication

Project: Love AB Forests  
Campaign

**Berlin Communications**



Division 1, Cat.: Marketing, Advertising and Brand  
Communication

## Project: APEGA Centennial

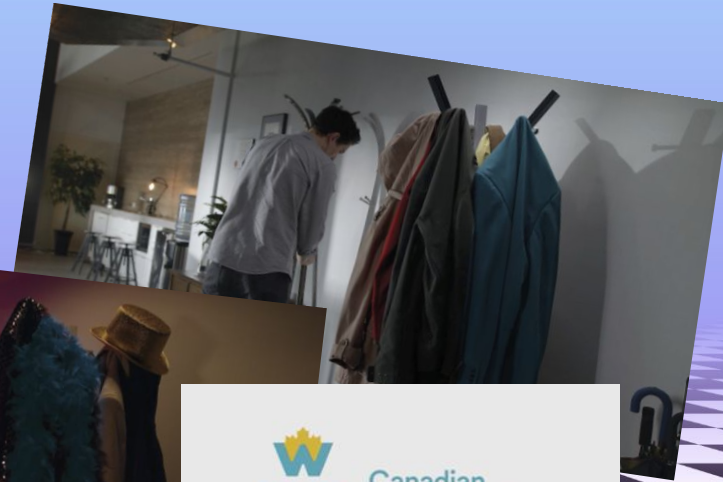
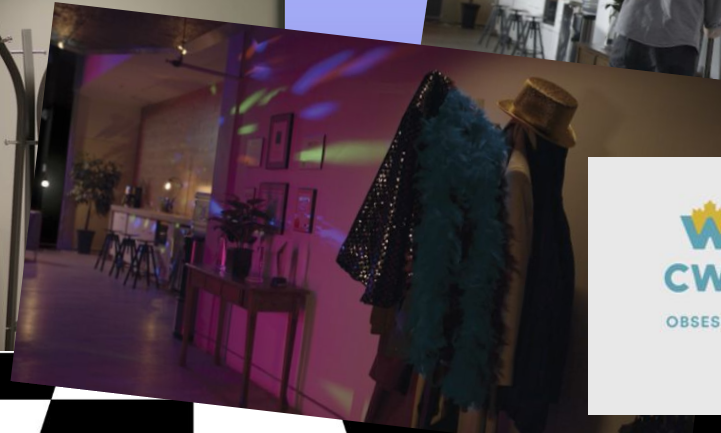
### Sticks & Stones



Division 1, Cat.: Marketing, Advertising and Brand  
Communication

Project: CWB: Ode to Business

**FKA and CWB**






Division 1, Cat.: Marketing, Advertising and Brand  
Communication

# Project: However You Slice It

**zag**



**You're a monster.**  
However you slice it  
papajohns.ca



Division 1, Cat.: Marketing, Advertising and Brand Communication


## Project: CWB:You'll Love It Here

### FKA and CWB

Ready to work with a bank that's ready to help with your business goals?

Call 289-804-6081 or email [mississauga@cwbank.ca](mailto:mississauga@cwbank.ca)

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

  
**CWB**  
Canadian  
Western Bank

[cwbank.com/love-it-here](http://cwbank.com/love-it-here)

Loved  
by those  
who want  
solutions  
before  
they have  
problems.

Loved by  
those who  
usually don't  
love banks

Loved by those  
who want a  
partner and  
not just a bank.

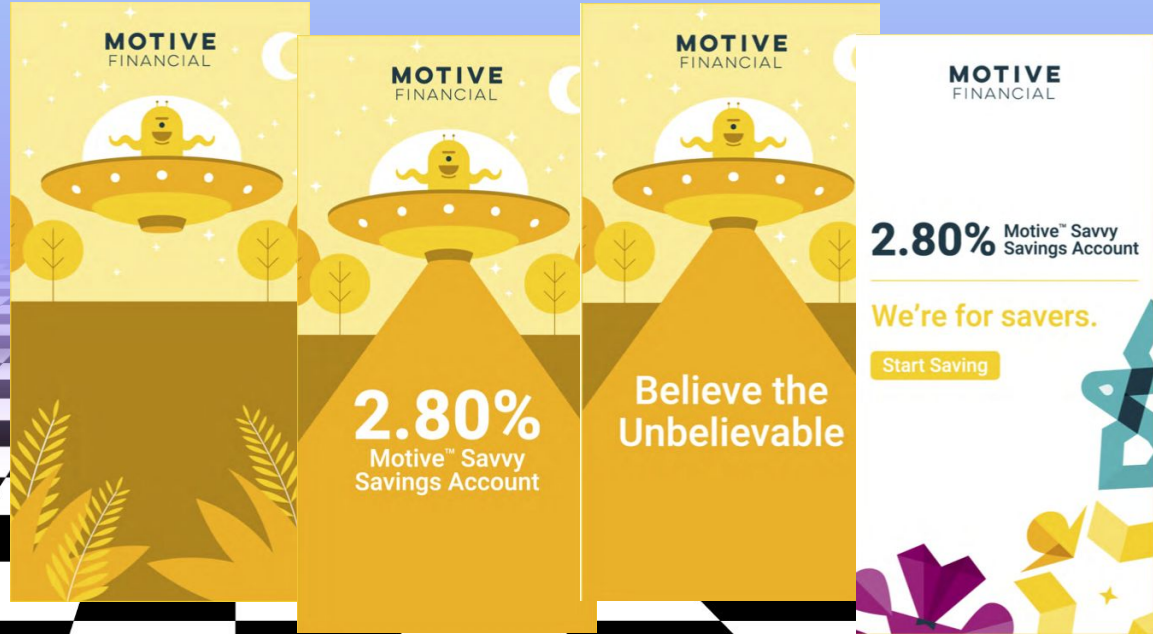
"We really feel that **we have a partner**; not an institution where we're putting money through and taking money out."

—  
REID'S BIRCH ISLAND RESORT

Division 1, Cat.: Marketing, Advertising and Brand Communication

# Project: Motive Financial: Believe the Unbelievable

**FKA  
and Motive  
Financial**



# Category: Nonprofit Campaigns

AWARDS OF EXCELLENCE

Sponsored by:



**Athabasca  
University**

Division 1, Cat.: Nonprofit Campaigns

# Project: Bringing Career Awareness to New Heights

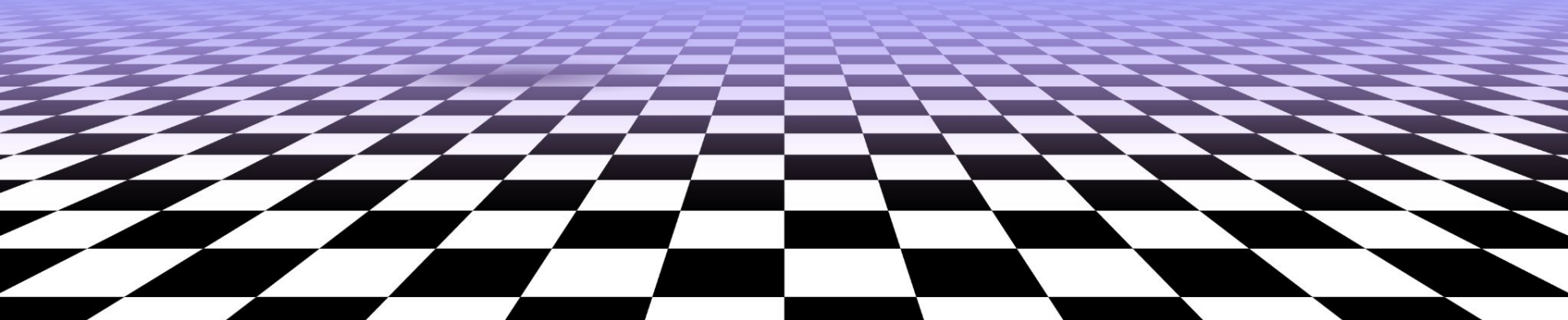
**zag**



Division 4, Cat.: Nonprofit Campaigns

Project: Conquer Silence

**DDB Canada/CPSI/Healthcare Excellence**



Division 1, Cat.: Nonprofit Campaigns

Project: Construction Safety  
Training System 2020 (CSTA 2020)

**Alberta Construction  
Safety Association**



Division 4, Cat.: Nonprofit Campaigns

Project: LitFest Digital Strategy on a shoestring budget..

**LitFest**



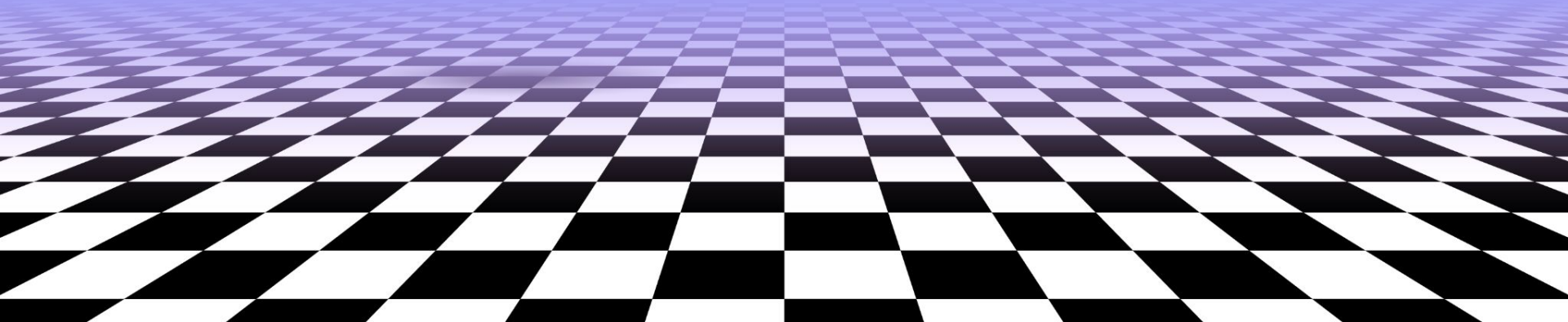


# DIVISION 4

Communication Skills

# Category: Audio/Visual

AWARDS OF MERIT



Division 4, Cat.: Audio/Visual

Project: Royal Alberta Museum:  
Vikings Video

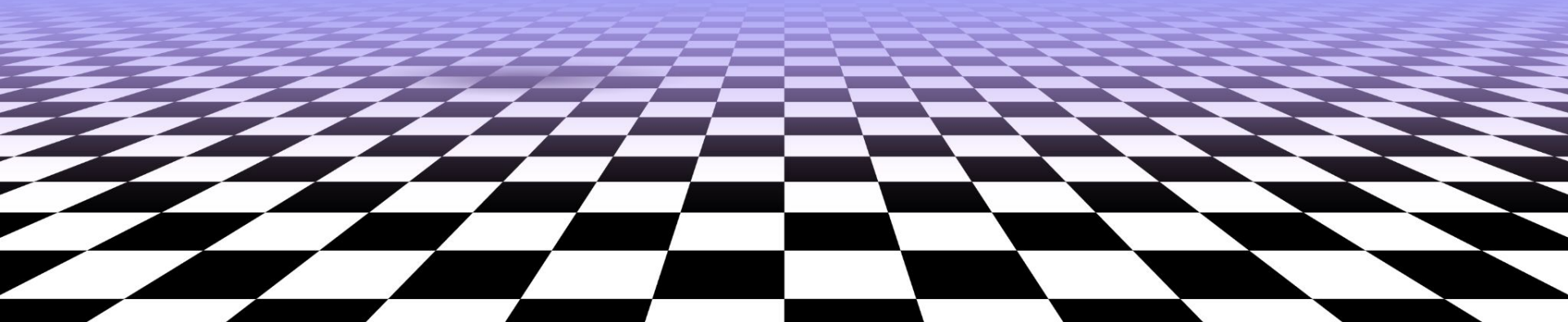
**Royal Alberta Museum**



Division 4, Cat.: Audio/Visual

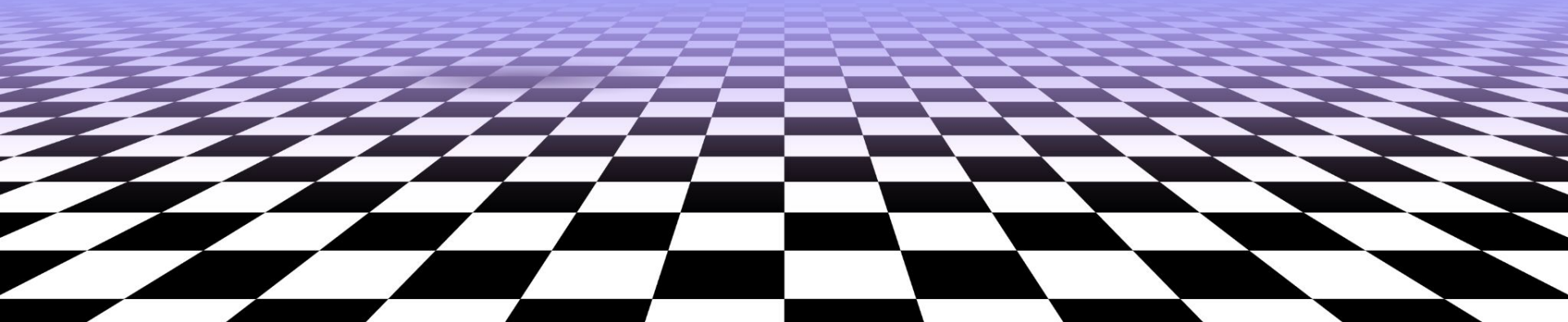
Project: A Century Well Built

**Sticks & Stones**



# Category: Audio/Visual

AWARDS OF EXCELLENCE



Division 4, Cat.: Audio/Visual

# Project: Love AB Forests Tour

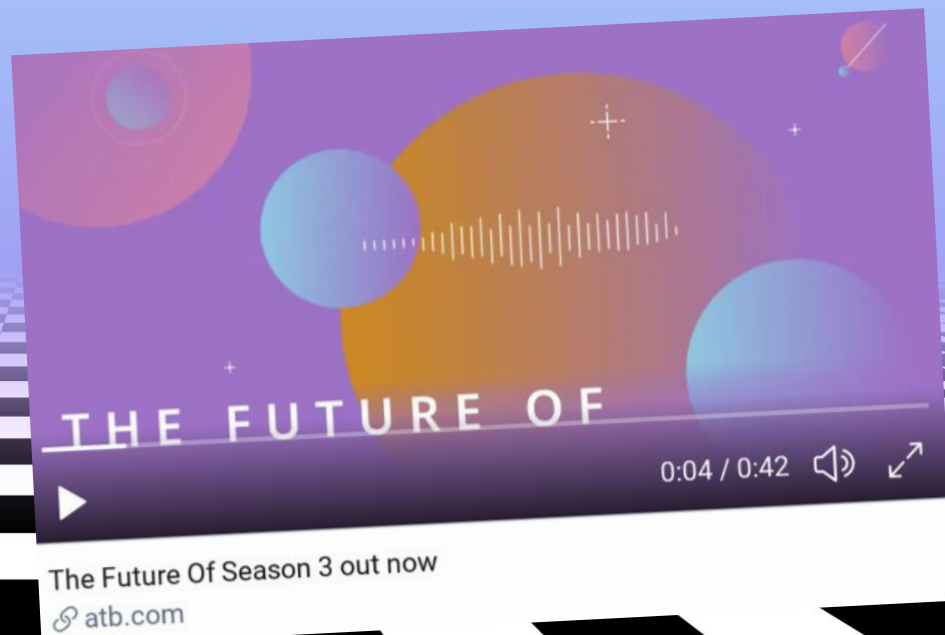
## Berlin Communications



Division 4, Cat.: Audio/Visual

Project: ATB Financial's  
The Future of podcast

**ATB Financial**



Division 4, Cat.: Audio/Visual

# Project: Commuter Challenge

## F&O Communications (FOCO)

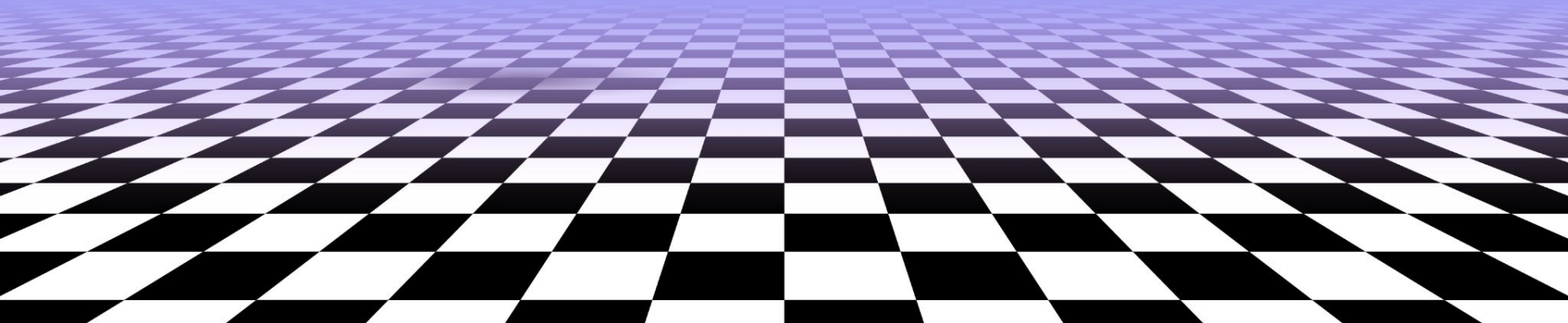




Division 4, Cat.: Audio/Visual

Project: The Not So Distant Future

**Sticks & Stones**



# Category: Communication for the Web

AWARDS OF MERIT

Sponsored by:

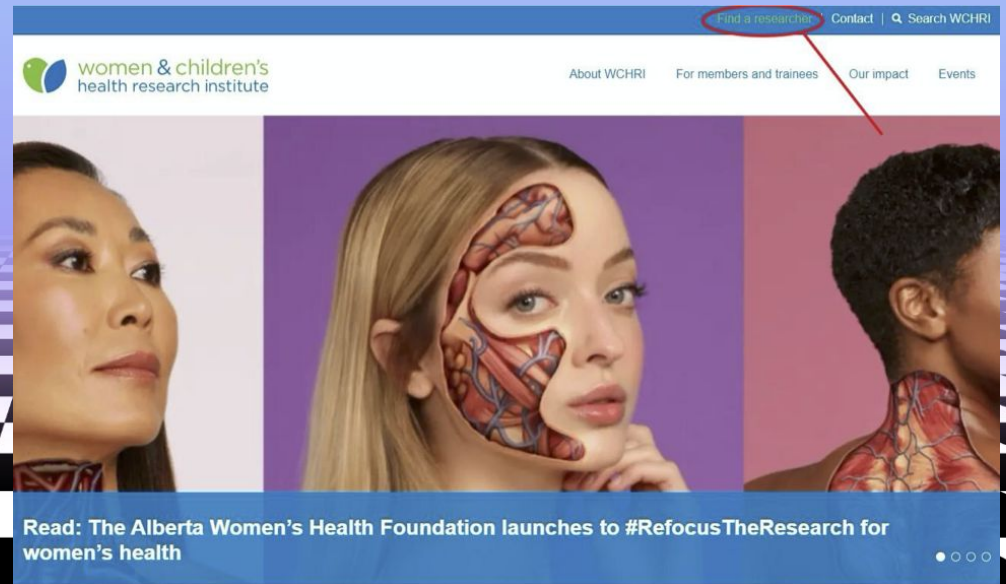


**Athabasca  
University**

Division 4, Cat.: Communication For The Web

Project: WCHRI website redevelopment  
communication tools

# WCHRI Communications Team



# Category: Communication for the Web

AWARDS OF EXCELLENCE

Sponsored by:

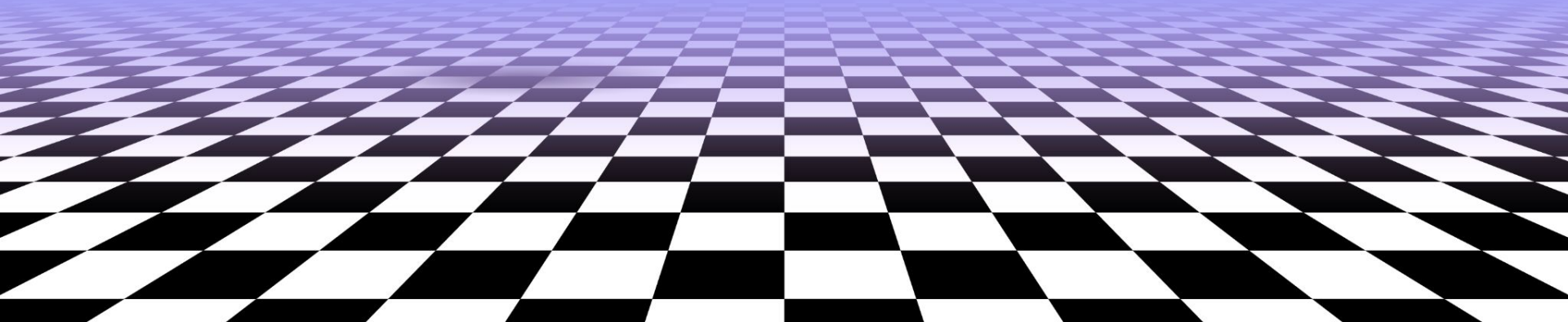


**Athabasca  
University**

Division 4, Cat.: Communication For The Web

Project: Discover APEGA

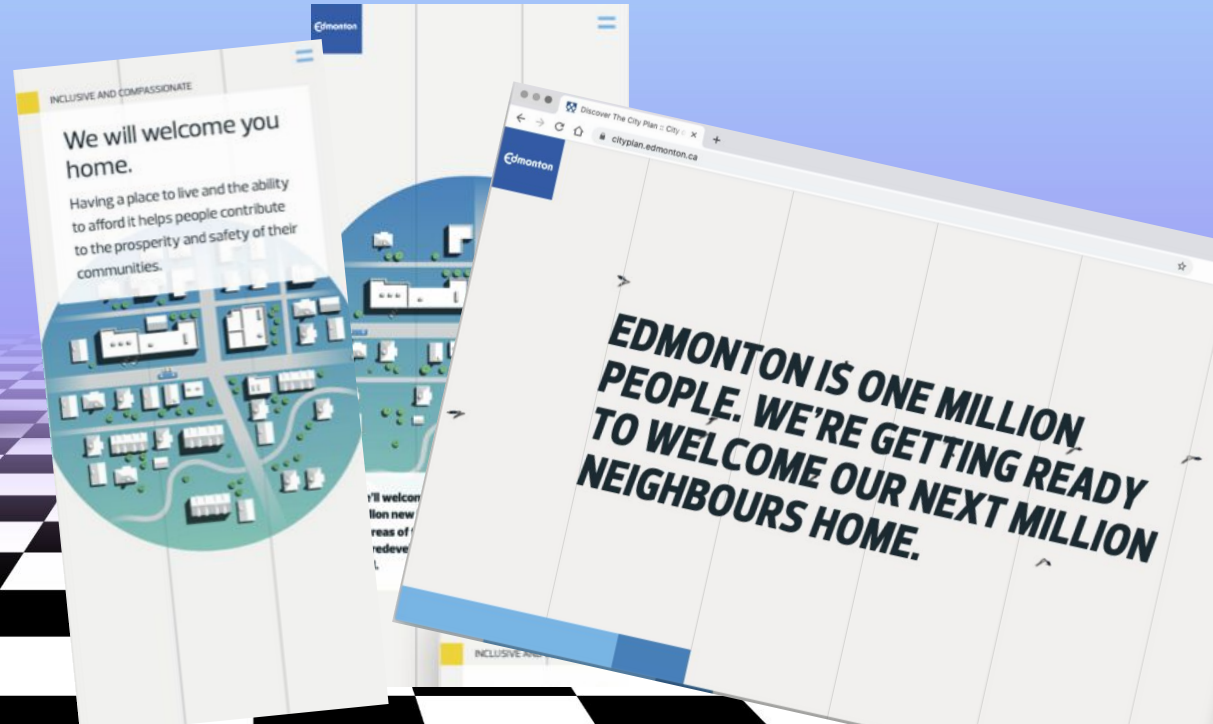
**Sticks & Stones + APEGA**



Division 4, Cat.: Communication For The Web

# Project: Edmonton's City Plan Website

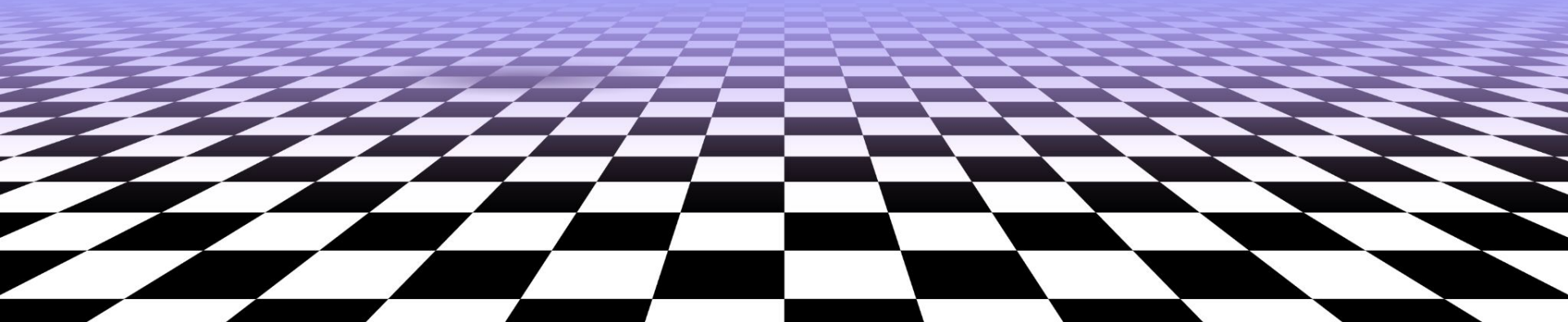
**DDB Canada**



Division 4, Cat.: Communication For The Web

Project: The Wood Building Revolution

**PCL Construction**



Division 4, Cat.: Communication For The Web

Project: Protect Our Elders

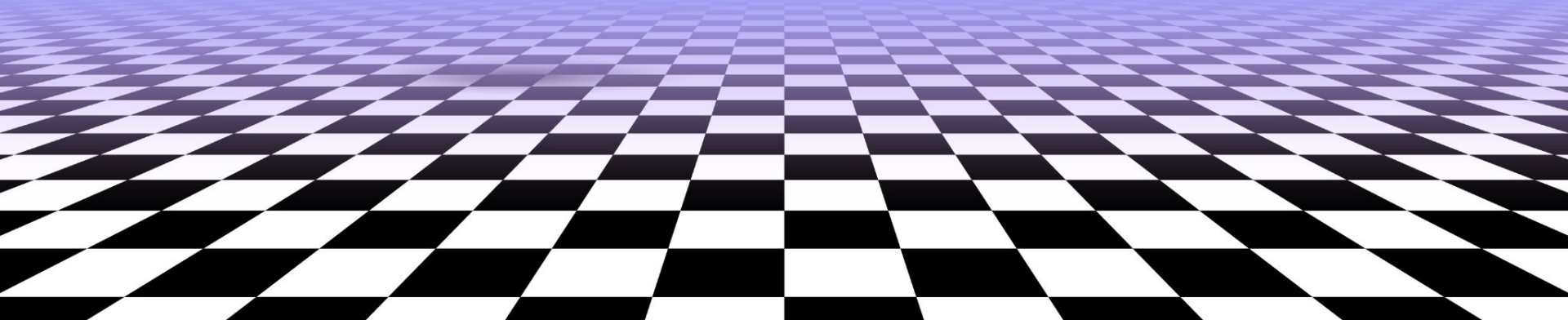
Gwin Communications





# Category: Publications

AWARDS OF MERIT



Division 4, Cat.: Publications

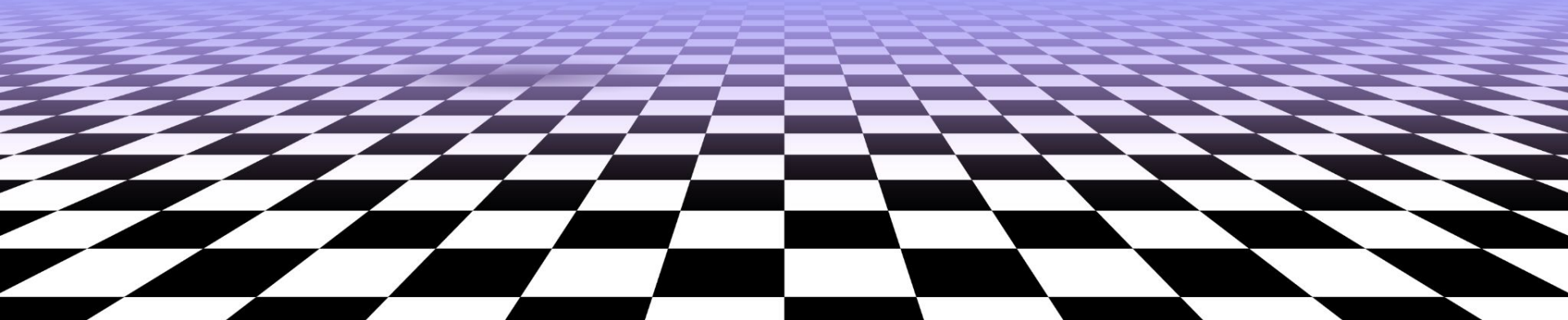
# Project: CWB Financial Group 2020 Annual report

## Canadian Western Bank



# Category: Publications

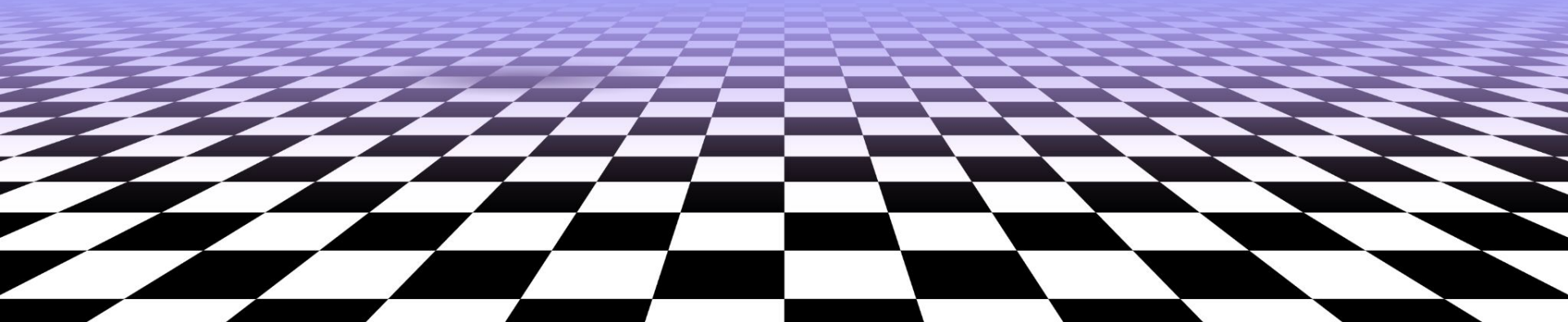
AWARDS OF EXCELLENCE



Division 4, Cat.: Publications

Project: 2019 Corporate Social  
Responsibility Report

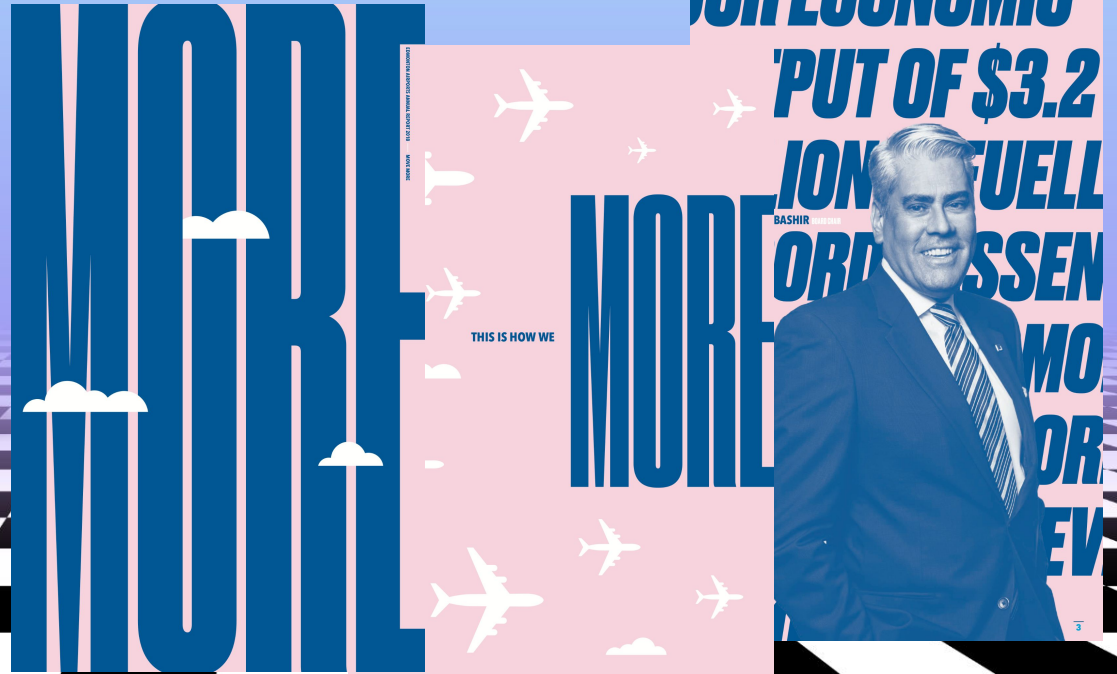
**PCL Construction**



Division 4, Cat.: Publications

Project: EIA 2018 Annual Report

**DDB Canada  
and EIA**



Division 4, Cat.: Publications

# Project: Alberta Cancer Foundation - 2019 Annual Report

## The Alberta Cancer Foundation



Division 4, Cat.: Publications

Project: Rural Health Beat

# Rural Health Professions Action Plan



RAPAP's

# Rural Health Beat



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

Division 4, Cat.: Publications

# Project: 2019 Leap Magazine

## The Alberta Cancer Foundation





Division 4, Cat.: Publications

# Project: Flagstaff Crafted Gift Guide

zag



Division 4, Cat.: Publications

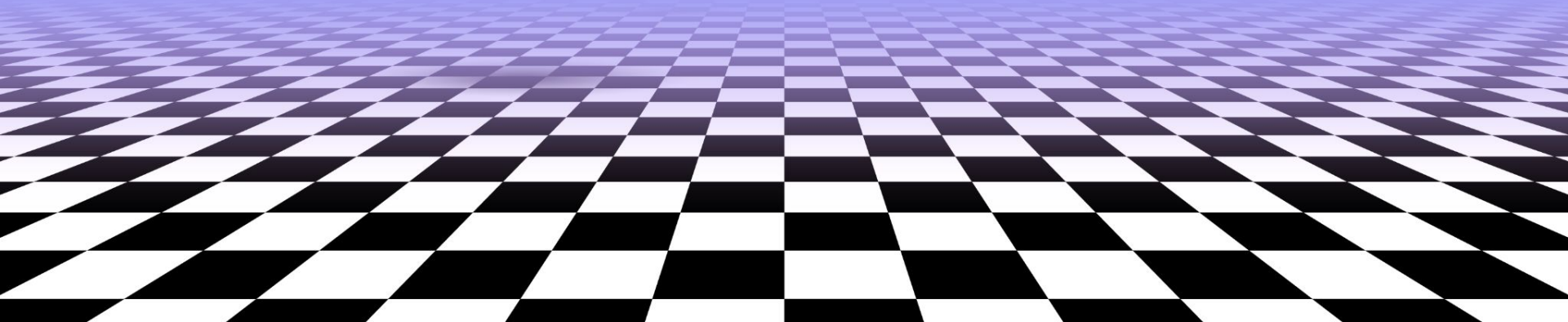
# Project: WCB-Alberta 2019 Annual Report

## WCB's 2019 Annual Report Project Team



# Category: Social Media

AWARDS OF EXCELLENCE



Div. 4, Category: Social Media

Project: H0BN0B

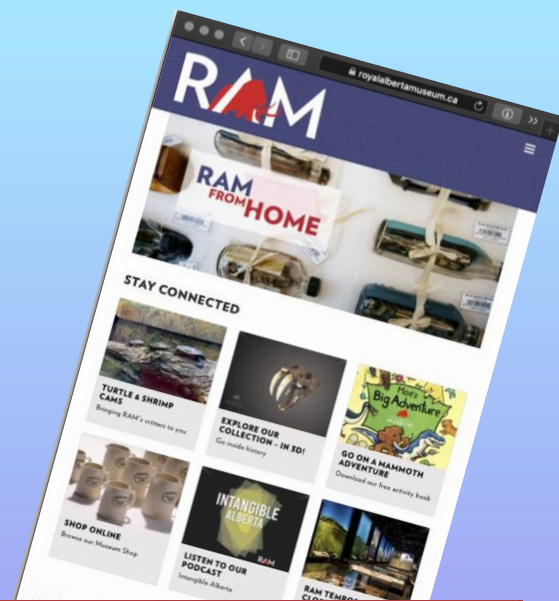
**Berlin Communications**



Div. 4, Category: Social Media

Project: Royal Alberta Museum:  
RAM From Home

**Royal Alberta Museum**



Div. 4, Category: Social Media

# Project: Royal Alberta Museum Vikings Exhibit Social Media

## DDB Canada

The image displays three social media posts from Twitter, each featuring a user profile, a reply, and a promotional graphic for the Vikings exhibit. The background of the entire slide is a blue gradient with a black and white checkered floor pattern at the bottom.

**Post 1 (Left):**  
User: **Áleifr** @maxwellaward · Jul 18 @yourvikingname  
Reply: **yourvikingname** @yourvikingname  
Text: Replying to @maxwellaward  
Áleifr: Related to words like "inheritance" and "riches," so consider buying a lottery ticket. Find the rest of your clan at @RoyalAlberta's Vikings: Beyond the Legend exhibit: [bit.ly/vikings](http://bit.ly/vikings) #yegvikings #yeg

**Post 2 (Middle):**  
User: **Brock Skretting** @brocksretting · Jul 16 @yourvikingname  
Reply: **yourvikingname** @yourvikingname  
Text: Replying to @brocksretting  
Auðr: Your name is Old Norse for "prosperous" and "riches," so consider buying a lottery ticket. Find the rest of your clan at @RoyalAlberta's Vikings: Beyond the Legend exhibit: [bit.ly/vikingsnames](http://bit.ly/vikingsnames) #yegvikings #yeg

**Post 3 (Right):**  
User: **CAS** @VeryTiredGirl · Jul 12 @RoyalAlberta, I need to know @YourVikingName, please!  
Reply: **yourvikingname** @yourvikingname  
Text: Replying to @VeryTiredGirl  
Njord: The root of your name means "strong" or "vigorous," and you share a name with the Norse legend who ruled the seas. Find the rest of your clan at @RoyalAlberta's Vikings: Beyond the Legend exhibit: [bit.ly/vikingsnames](http://bit.ly/vikingsnames) #yegvikings #yeg

**Graphics:**  
Three red promotional graphics are shown below the posts:  
1. **ÁLEIF [THE CANADIAN]**: Features a sword and a circular profile picture of a person with purple hair.  
2. **AUÐR [THE CALGARIAN]**: Features a large, curved wooden artifact and a circular profile picture of a person with a beard.  
3. **NJORD [THE EARTHLING]**: Features a complex wooden artifact and a circular profile picture of a person with a green background.

# Category: Special and Experiential Events

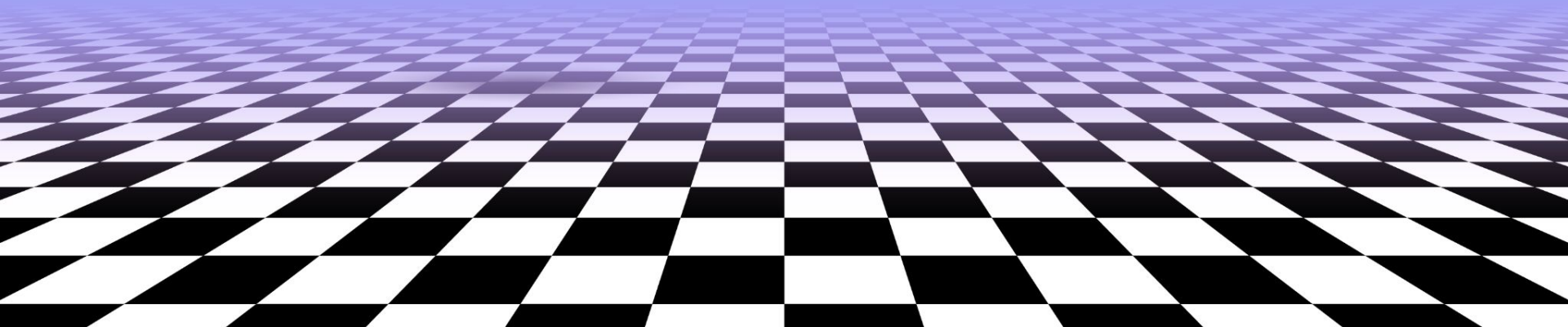
AWARDS OF EXCELLENCE



Div. 4, Category: Special and Experimental Events

Project: Alberta Rural Health Week

# **Rural Health Professions Action Plan**





THANK YOU!

**IABC  
CAPITAL  
AWARDS**

*Online*