

CAPITAL AWARDS 2022

JUNE 03, 2022

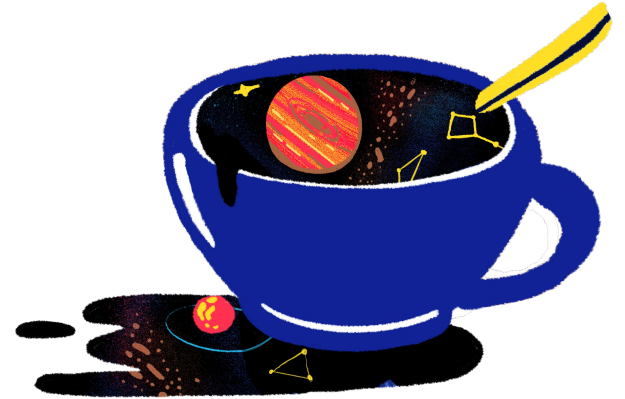
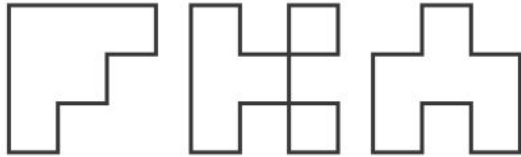


THE NEW FRONTIER
THE NEW FRONTIER
THE NEW FRONTIER
THE NEW FRONTIER

AND THE WINNERS ARE...

AWARDS OF DISTINCTION

SPONSORED BY:



ADAM ROZENHART



**INSPIRED COMMUNICATOR
OF THE YEAR**





INSPIRED COMMUNICATOR OF THE YEAR

Adam Rozenhart is a managing partner at Adverb Communications with over 15 years of experience in marketing and communications strategy, planning and execution.

He cut his teeth in the digital world as the co-founder and Editor-in-Chief of OilersNation.com before moving into the agency world, where he developed and executed award-winning digital marketing and communications strategies for dozens of clients across Alberta—including ICE District, Creative Door, Alberta Health, the Office of Traffic Safety, the Institute for Sexual Minority Studies & Services—for Calder Bateman Communications and DDB Canada.

Before starting Adverb with his partner Tyler Butler, he led the Story team at ATB Financial, supporting corporate storytelling through digital and social media channels.

Adam is also a communications instructor at the University of Alberta Faculty of Extension, where he teaches about social media communications, digital storytelling, and issues management and crisis response.

KERRY BEZZANNO



**INSPIRED MEMBER
OF THE YEAR**





INSPIRED MEMBER OF THE YEAR

Kerry Bezzanno is a multi award-winning communications leader with over 20 years' experience working with the non-profit, public and private sectors, which has included providing communications counsel and support to political figures, First Nations Chiefs and Councils, corporate CEOs and senior government officials. During her career, she has provided communications services, both in agencies and as an independent consultant, to over 100 organizations in Canada and the United States.

Her work has taken her throughout Alberta and involved large-scale, multi-stakeholder public engagement initiatives regarding complex issues on topics ranging from special education and affordable housing to gang crime reduction and emergency services. She has also provided communications planning and support to a range of municipal government initiatives, including the City of Edmonton's Council Initiative on Public Engagement. And she has worked on a number of initiatives involving brand-focused engagement, including a province-wide project supporting greater access to comprehensive healthcare for Alberta youth and their families/caregivers, which received an International Association for Public Participation (IAP2) award in the category of respect for diversity, inclusion and culture.

Currently, Kerry is the Director of Communications Services at FKA -- a leading full service agency in Edmonton that has been listed on Canadian Business and Maclean's Growth 500 ranking of Canada's fastest-growing companies three years running. In a volunteer capacity, she has previously served as the Communications Action Group Lead for the Stollery Women's Network (SWN) and the Co-Chair for Programming with the Edmonton Chapter of the Canadian Public Relations Society (CPRS), as well as in mentoring roles both in IABC and CPRS. Kerry is also a member of IAP2 and has IAP2 Foundations in Public Participation certification.

PUNEETA MCBRYAN



INSPIRED LEADER
OF THE YEAR





INSPIRED LEADER OF THE YEAR

Puneeta McBryan is the Executive Director of the Edmonton Downtown Business Association (EDBA), where she is working hard to secure the ongoing and renewed vibrancy of Downtown Edmonton, having taken on the role in the midst of the COVID-19 pandemic as downtowns across North America grappled with the new realities and challenges ahead.

Prior to joining the EDBA she was on the leadership team at ZGM Marketing, serving public and private sector clients across Alberta as a business strategist and consultant specialising in marketing, communications, and stakeholder & community engagement.

Puneeta was named one of Edify Magazine's Top 40 Under 40 in 2021 for her 'tireless promotion of Edmonton's core', and now spends her days pushing the envelope of what's possible for the future of our city through innovative new initiatives, transformational relationship-building with all three levels of government, and injecting her trademark optimism and enthusiasm into everything she does.

DIVISION 1

COMMUNICATION MANAGEMENT

DIV1 • COMMUNICATION • MANAGEMENT

AWARD OF EXCELLENCE

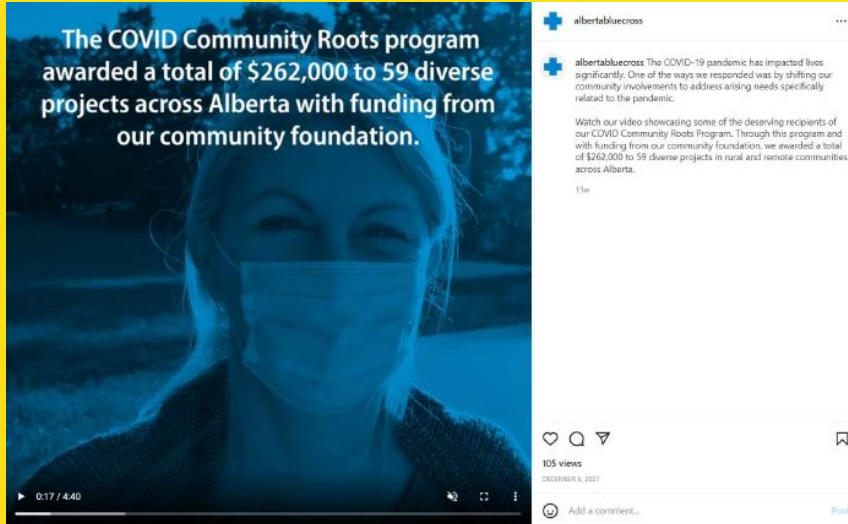
COVID-19 RESPONSE & RECOVERY MANAGEMENT AND COMMUNICATION:

- *COVID Community Roots Program*
 - Alberta Blue Cross

COVID-19 RESPONSE & RECOVERY MANAGEMENT AND COMMUNICATION:

AWARD OF EXCELLENCE

- *COVID Community Roots Program*
 - Alberta Blue Cross



DIV1 • COMMUNICATION • MANAGEMENT

AWARD OF EXCELLENCE

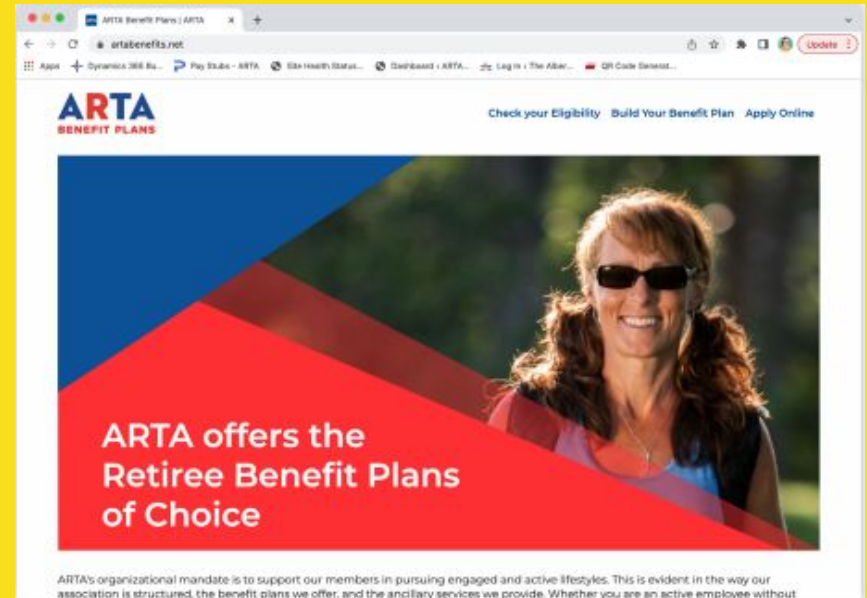
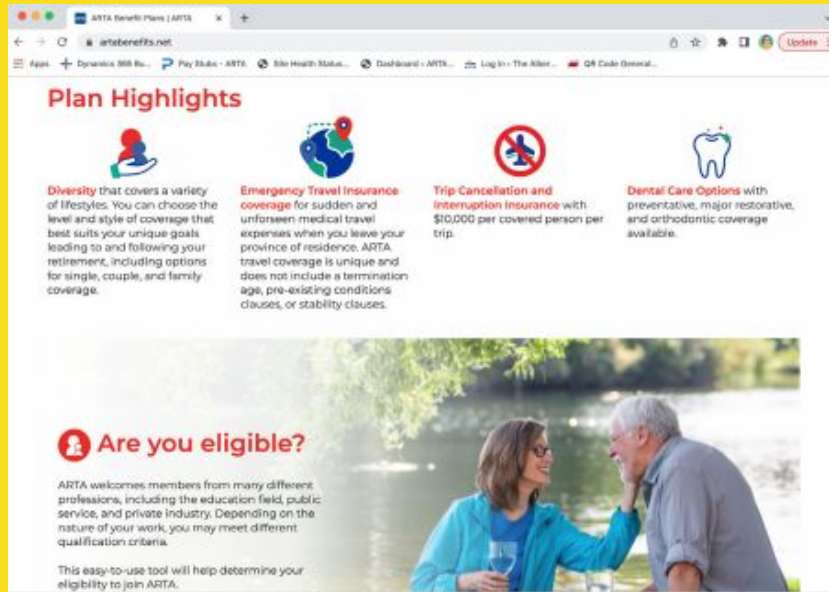
CUSTOMER RELATIONS:

- Navigating Choice in Retirement - artabenefits.net Website
 - Alberta Retired Teachers' Association

CUSTOMER RELATIONS:

- Navigating Choice in Retirement - artabenefits.net Website
 - Alberta Retired Teachers' Association

AWARD OF EXCELLENCE



DIV1 • COMMUNICATION • MANAGEMENT

AWARD OF MERIT

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

- *Alberta Blue Cross brand and advertising campaign*
 - Alberta Blue Cross

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

- *Alberta Blue Cross brand and advertising campaign*
 - Alberta Blue Cross



AWARD OF MERIT



DIV1 • COMMUNICATION • MANAGEMENT

AWARD OF EXCELLENCE

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

- *CWB Agriculture Banking*
 - FKA

DIV1 • COMMUNICATION • MANAGEMENT

AWARD OF EXCELLENCE

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

- *Celebrating 15 years of the Women and Children's Health Research Institute*
 - Women and Children's Health Research Institute

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

AWARD OF EXCELLENCE

- Celebrating 15 years of the Women and Children's Health Research Institute
 - Women and Children's Health Research Institute



DIV1 • COMMUNICATION • MANAGEMENT

AWARD OF EXCELLENCE

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

- *Navigating Choice in Retirement - artabenefits.net Website*
 - Alberta Retired Teachers' Association

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

AWARD OF EXCELLENCE

- *Navigating Choice in Retirement - artabenefits.net Website*
 - Alberta Retired Teachers' Association

Build Your Benefit Plan | ARTA

artabenefits.net/benefits/view

Dynamic MSB Bu... Pay Stub - ARTA Site Health Status... Dashboard - ARTA... Log in - The Alber... QR Code Genera...

Exit the Build Your Benefit Plan Tool

ARTA
BENEFIT PLANS

Start Age Extended Health Emergency Travel Drug Supplier Choose Your Plan Dental Plan Dental Coverage Summary

Welcome to the Build Your Benefit Plan tool

Thank you for checking your eligibility.
Continuing with the assigned participating organization: Alberta Municipalities.

Continue with Alberta Municipalities

Not the correct participating organization? Complete the eligibility check again:

Check Your Eligibility

Build Your Benefit Plan | ARTA

artabenefits.net/benefits/build/coverage

Dynamic MSB Bu... Pay Stub - ARTA Site Health Status... Dashboard - ARTA... Log in - The Alber... QR Code Genera...

You have been redirected to the Dependant Coverage step.

Exit the Build Your Benefit Plan Tool

ARTA
BENEFIT PLANS

Start Age Extended Health Emergency Travel Drug Supplier Choose Your Plan Dependant Coverage Dental Plan Dental Coverage Summary

Displaying rates for ARTA Rx + Travel in public by Alberta Municipalities and Under Age 65.

Dependant Coverage

Drug Maximum per Year: \$2,500

Please select your level of coverage

Single
\$152.00 per month

Couple
\$300.00 per month

Family
\$361.00 per month

DIV1 • COMMUNICATION • MANAGEMENT

AWARD OF EXCELLENCE

MARKETING, ADVERTISING AND BRAND COMMUNICATION:

- Breathe Outdoors Launch
 - FKA

DIV1 • COMMUNICATION • MANAGEMENT

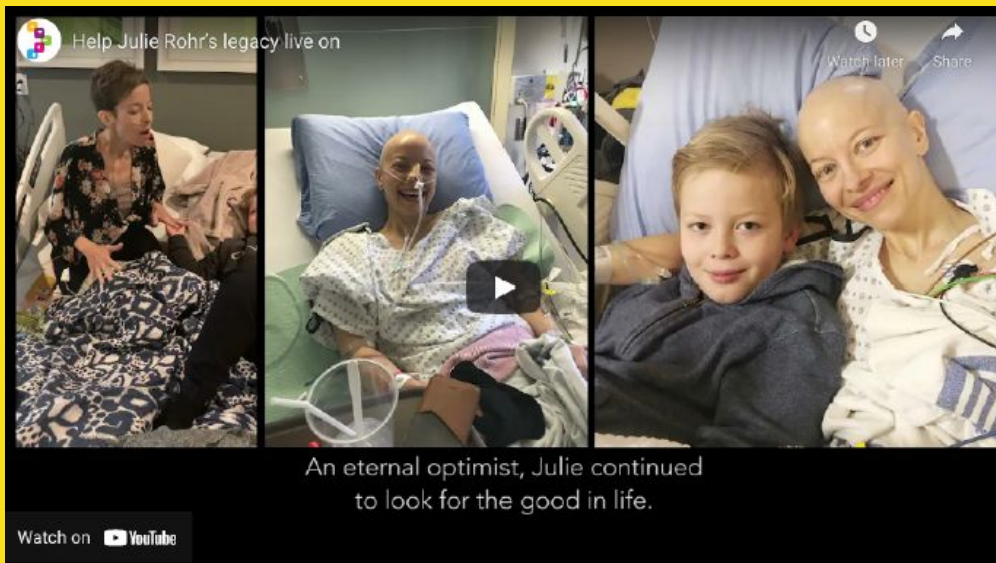
AWARD OF EXCELLENCE

NONPROFIT CAMPAIGNS:

- End of Year Campaign - Julie Rohr's Legacy
 - Alberta Cancer Foundation

NONPROFIT CAMPAIGNS:

- End of Year Campaign - Julie Rohr's Legacy
 - Alberta Cancer Foundation



AWARD OF EXCELLENCE



JULIE ROHR

A VOICEMAIL CHANGED EVERYTHING.

"Hi Julie, I have your lab results and I'd like to discuss them with you."

Stage four cancer.

Which, as she says, "to put it bluntly, meant I was dying. It also meant, for now, I was very much living."

She certainly was. Julie Rohr found the beauty in every moment. She loved fiercely until her last, labored breath. She inspired her family, her community, her country to find the beauty in the ordinary.

Julie's words continue to inspire our community to give, to "lift your face to the sun" and create more moments for other Albertans facing cancer.

HELP HER LEGACY LIVE ON.
Donate today at albertacancer.ca



DIVISION 4

COMMUNICATION SKILLS

DIV4 • COMMUNICATION • SKILLS

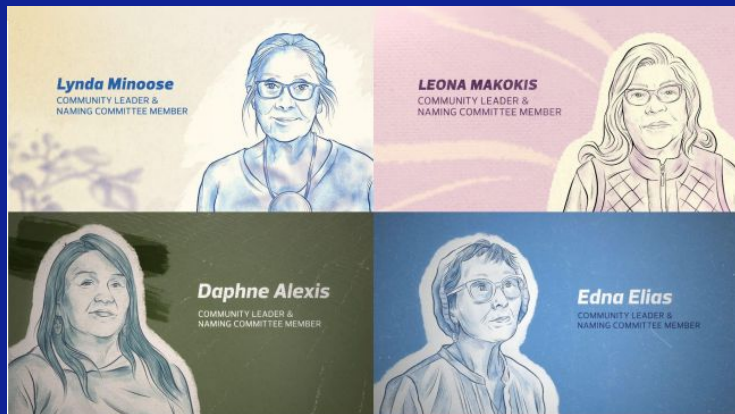
AWARD OF EXCELLENCE

AUDIO/VISUAL:

- *Wards*
 - Sticks & Stones and pipikwan pêhtâkwan

AUDIO/VISUAL:

- *Wards*
 - Sticks & Stones and pipikwan pêhtâkwan



AWARD OF EXCELLENCE

DIV4 • COMMUNICATION • SKILLS

AWARD OF EXCELLENCE

AUDIO/VISUAL:

- *Sorrentino's Compassion House Fashion with Compassion event videos*
 - Alberta Blue Cross

AUDIO/VISUAL:

- *Sorrentino's Compassion House Fashion with Compassion event videos*
 - Alberta Blue Cross



AWARD OF EXCELLENCE



DIV4 • COMMUNICATION • SKILLS

AWARD OF EXCELLENCE

AUDIO/VISUAL:

- *Built Together: St. Paul BMX and skatepark*
 - Alberta Blue Cross

AUDIO/VISUAL:

- *Built Together: St. Paul BMX and skatepark*
 - Alberta Blue Cross



AWARD OF EXCELLENCE



DIV4 • COMMUNICATION • SKILLS

AWARD OF EXCELLENCE

PUBLICATIONS:

- *Women and Children's Health Research Institute Annual Report*
 - Women and Children's Health Research Institute

DIV4 • COMMUNICATION • SKILLS

AWARD OF EXCELLENCE

SPECIAL AND EXPERIMENTAL EVENTS:

- *I heART Edmonton Scavenger Hunt*
 - Edmonton Arts Council

DIV4 • COMMUNICATION • SKILLS

AWARD OF EXCELLENCE

SPECIAL AND EXPERIMENTAL EVENTS:

- *PCL's United Way Wellness Dog Event*
 - PCL Construction



DIV4 • COMMUNICATION • SKILLS

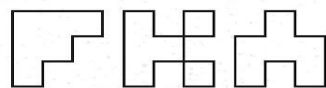
AWARD OF EXCELLENCE

WRITING:

- *I am Yeg Arts - Edmonton Arts Council blog series*
 - Edmonton Arts Council



OUR SPONSORS



CURTIS COMEAU
PHOTOGRAPHY



International Association
of Business Communicators
Edmonton





THANK YOU!

