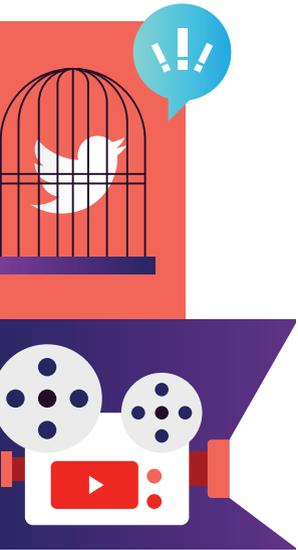


THE MIM AWARDS

2020



Celebrating Atlanta's Best Work

AM>
AMERICAN MARKETING
ASSOCIATION

Atlanta

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Order of Ceremony

5:30 pm Registration & Cocktail Reception
6:15 pm Dinner Reception
7:00 pm Awards Ceremony
9:30 pm Program Concludes



President's Welcome



AMA Atlanta community!

Tonight, we celebrate you. The 63rd annual AMY Awards are exceptional because of the incredible talent represented in this room. Creatives of every stripe – from advertising, branding, and communications to strategic planning, research, and analytics – have submitted their best work for our judges to consider. The quality of entries made the decisions hard, and it speaks to the groundbreaking work happening here in Atlanta. Be proud of our marketing community.

This community encompasses more than professionals. This evening we will recognize high school students in the DECA program and college students who are already making their mark on this profession. These individuals are the future leaders of AMA Atlanta and the companies and agencies represented in this room. We welcome your continued involvement as you progress in your careers.

We also have the distinct privilege of honoring William Pate, president of Atlanta Convention & Visitors Bureau (ACVB), who is the 2020 recipient of AMA Atlanta's Lifetime Achievement Award. We will also honor Rebecca Kritzman, Vice President, USIS Risk Marketing Leader, Equifax, and Jasmine Crowe, Founder & CEO, GOODR, Inc and many more.

I also want to recognize the volunteers who have given countless hours to make this event possible. Afton Brown and Brittany Hurley, our VP's of Awards Programs, worked tirelessly to plan and pull this event together. Their time and passion for AMA Atlanta are much appreciated.

Finally, thank you to AMA Atlanta's Board of Directors and Executive Advisory Board (EAB) for your generous support and wise counsel. You helped this organization become what it is today – a vibrant center of learning and networking where the best of Atlanta's marketing community comes together.

Cheers,

Kimberly Strong

President, AMA Atlanta

Marketing Lead, Highwoods Properties

About AMA Atlanta

AMA Atlanta is the go-to source for marketing knowledge, events, resources and networking opportunities in Atlanta.

We are proud to be the largest marketing organization in Atlanta and one of the largest chapters of the American Marketing Association. As a result, members of AMA Atlanta have access to a wide variety of incredible resources both locally and internationally.

Founded in 1949, AMA Atlanta is a home for all marketers — from high school students in the DECA program and collegiate marketers to young professionals and experienced executives. Our membership represents all aspects of marketing from research, analytics and strategic planning to advertising, branding and communications.

In addition to our Board of Directors, we are guided by the expertise and experience of our executive advisory board consisting of past AMA presidents and executive level marketers from some of Atlanta's leading organizations.



Our Mission

To provide Atlanta's marketing talent with the most relevant programs, resources, and networks to foster the essential community for marketers.

Our professional community provides opportunities to elevate the industry and all those who engage in marketing. Whether a creative or an executive, AMA Atlanta creates the links that help marketers grow their business, networks, knowledge and careers.

AMA Atlanta does this by producing events and facilitating connections for marketers that provide inspiration, education, scholarship, direction, mentoring, employment, sponsorship and leadership.

Our passion for marketing comes through in everything we do, from our sponsored events to our website content. We offer the most powerful program lineup and membership base in the city – providing you with the opportunity to learn, connect and grow.

Children's Healthcare of Atlanta
would like to

congratulate

William Pate on his 2020 AMY
Lifetime Achievement Award



Children's™
Healthcare of Atlanta

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Annual Programming

The Keynote Luncheon Series – AMA Atlanta hosts a monthly networking luncheon, open to the marketing community, where we invite a special guest speaker or panel to present their expertise and insight on a key industry topic or trend. Each presentation is designed to be informative, enlightening and thought provoking.

New Member Orientation – In conjunction with each luncheon, AMA members are invited to a New Member Orientation to meet our board of directors and learn more about the organization. During the orientation, new members learn about upcoming events, membership benefits and how to become more involved with AMA Atlanta.

Special Interest Groups (SIGs) – For members with a focus on digital, social media, mentorship, non-profits or innovation marketing, we offer several Special Interest Groups (SIGs). Each SIG hosts events that provide members with the opportunity to come together, network and explore topics specific to their areas of interest.

Networking Mixers – AMA Atlanta networking mixers allow our members the opportunity to meet and connect with other industry professionals in fun, casual settings.

For information on upcoming AMA Atlanta events and membership, visit ama-atlanta.com



CONGRATULATIONS, WILLIAM!

We are honored to work with you and learn from such an incredible and generous leader. Thank you for the impact you've made on our careers and for developing the next generation of marketers.

We salute you on this well-deserved lifetime achievement award.

Your ACVB Family



AMA Board of Directors



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KIMBERLY STRONG
Highwoods Properties



President Elect
LAURA THOMPSON
Helium



Immediate Past President
CHRISTY WILLIAMS
Nebo



Vice President of Operations
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VP of Education, DECA
RICH NOBLISKI
Siemens PLM Software



Co-VP of Programming
AMY MANUS
The Goodway Group



VP of Innovation Marketing
NICK SCHITONE
Hothouse, Inc.



VP of Mentorship Program
ANNELLE BARNETT
Marketing Mob, LLC



VP of Volunteer Talent Management
JENNIFER THOMAS
VMware



Co-VP of Awards Program
BRITTANY HURLEY
Havas



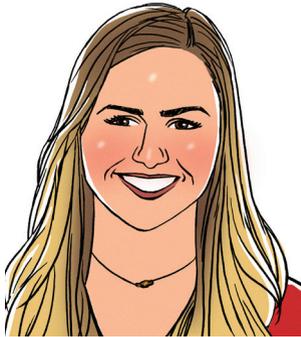
Co-VP of Awards Program
AFTON BROWN
Definition 6



Co-VP of Programming
LEE ANN TUTCHTON
The Proven Method



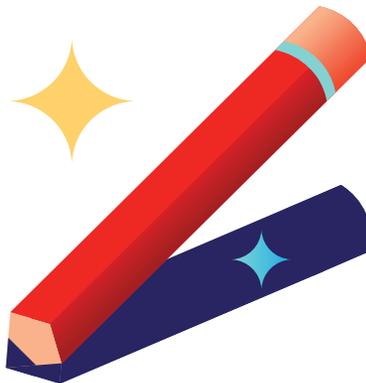
Co-VP of Communications
SUZANNE BUTLER
American Cancer Society



Co-VP of Membership
MOLLIE JAHNKE
Nebo



Co-VP of Membership
GUY POWELL
ProRelevantMarketingSolutions



Board Member Illustrations by Darnell Johnson
www.artofdarnelljohnson.com

Master of Ceremony



Joe Koufman

CEO and Founder, *Setup*

Joe Koufman is responsible for introducing three married couples and countless business relationships. In early 2014, he parlayed his passion for connecting people with his deep relationships with marketers and agencies to found Setup™ (<https://setup.us/>), which is a marketing matchmaker.

Before becoming an entrepreneur, Joe spent six years leading business development and marketing for Engauge (acquired by Publicis Groupe in 2013 and merged with Moxie). As Senior Vice President of Business Development and Marketing there, he helped the agency build new relationships with high-profile clients like Cisco Systems, Newell Brands, AMC Theatres, Hanesbrands, Hershey's, Food Lion, Georgia-Pacific, Supercuts, Turner Broadcasting, and Chick-fil-A. Previously he spent eight years growing strategic accounts for KnowledgeStorm (acquired by TechTarget in 2007). He began his career in retail moving around the country for Abercrombie & Fitch and Eddie Bauer.

Joe continues to give back to the marketing community by serving on the board of directors of the American Marketing Association (AMA Atlanta), the Atlanta Interactive Marketing Association (AIMA), and the Terry College of Business at the University of Georgia. He also volunteers weekly at Everybody Wins! Atlanta, and participated in the Entrepreneurs' Organization Accelerator program.

Joe often jokes that he uses his Speech Communications major from Wake Forest University every day and his Politics major more frequently than he would like.

When Joe isn't working, he loves to discover new music (he hosts a weekly radio show at <http://GumboShow.com>) and spend time with his wife, Michelle, and their twins - Joss and Radley. Most weekends he is supporting his kids' activities, running, playing tennis, and immersing himself in music.

Ken Bernhardt AMA Atlanta Outstanding Collegiate Marketer Of The Year Award Winners

The Ken Bernhardt AMA Atlanta Outstanding Collegiate Marketer of the Year Award is presented to collegiate members of AMA Atlanta who have demonstrated an outstanding commitment to making a difference in the field of marketing.

This year, we are proud to announce the following award recipients:

Mary Caroline Tracy | Georgia College & State University | \$1,000

Kyle Awbrey | University of West Georgia | \$500

Emily Blevins | University of North Georgia | \$500

Emma Fransen | Piedmont College | \$500

Melissa Gurvitz | Georgia Tech | \$500

Julia Smith | Georgia State University | \$500

AMA DECA Scholarship Recipients

Each year, AMA Atlanta awards scholarships to outstanding DECA high school students who have demonstrated exceptional leadership qualities and a strong passion for the field of marketing. It is our honor to help these individuals pursue their dreams and look forward to the great things they contribute to the industry.

Student scholarships:

\$1,000: Christina Whitehead (Whitewater High School)

\$500: Lelani Smith (Douglas County High School)

Teacher grants:

\$500: Faith Davenport (Mill Creek High School)

\$500: Halie Bissell (East Paulding High School)



Lifetime
Achievement
Award

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WILLIAM!

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entertainment destination
in the world.



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Congress Center
Authority

CONGRATULATIONS **WILLIAM PATE**

A FIRST-CLASS LEADER.

Thank you for your innovation and **EXEMPLARY INFLUENCE** throughout your career that will have a **LASTING IMPACT ON ATLANTA** and the broader travel industry.

On behalf of your friends and colleagues in the travel community, **CONGRATULATIONS** on a portfolio of achievements worth celebrating.

From All of Us at

U.S. TRAVEL
ASSOCIATION®



2020 AMY Awards Judges

Troy Brown

Russ Davis

Debbie Domer

Daryl Evans

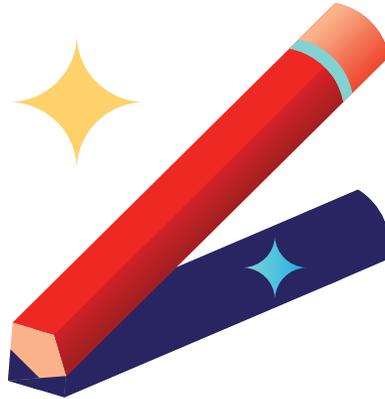
Jana Ferguson

Patrick Fitzmaurice

Jeff Maggs

Jenny Reineck

Moira Vetter

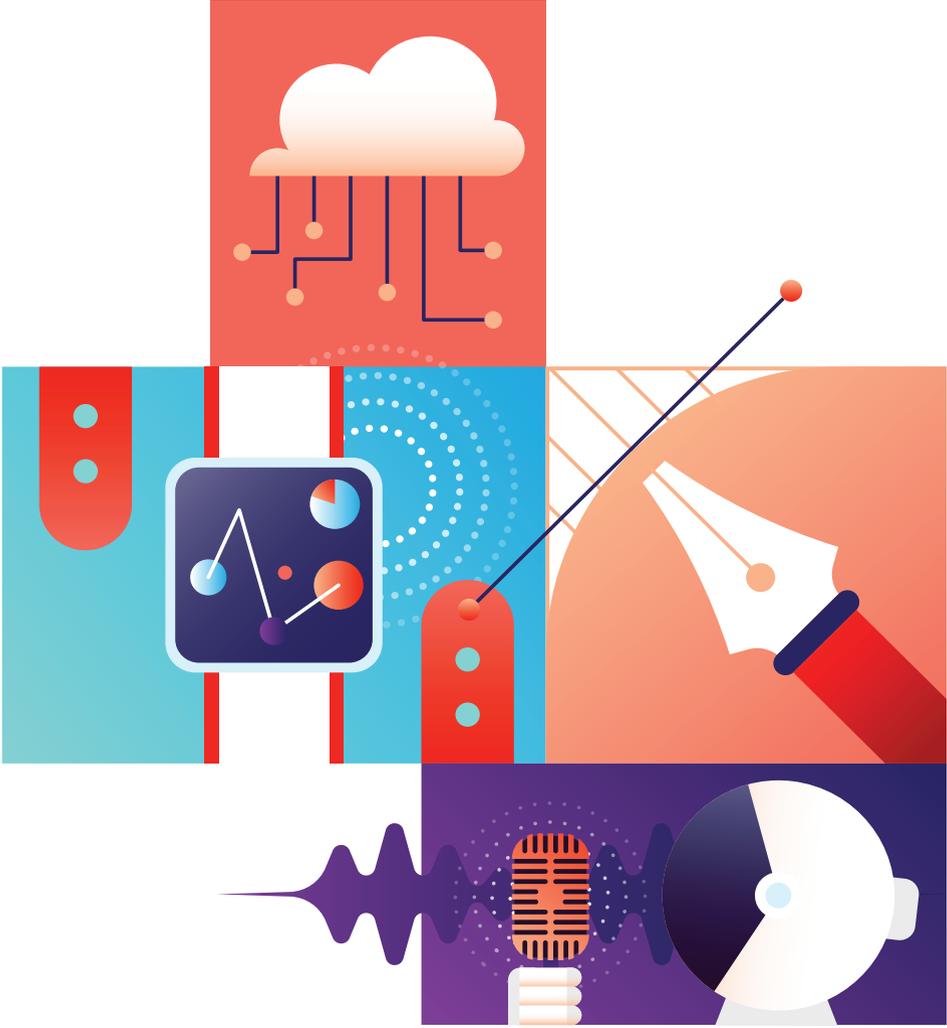


About the AMY Awards

Each year, the AMY Awards, presented by AMA Atlanta, celebrate more than just creative — they recognize and honor companies and agencies who deliver innovative strategies, unforgettable campaigns and outstanding results.

Tonight, as we have done for the past 63 years, the AMY Awards will honor the individuals and organizations behind the big ideas, those who have made their mark on the Atlanta marketing scene.

As a symbol of the AMY Awards, the Red Pencil represents our dedication and commitment to the pursuit of excellence. This concept was originated 13 years ago to pay tribute to all the hard work and time that goes into award winning creative. It represents the refinement, reduction and resolve that inform the decisions marketing professionals make throughout the creative process. It represents the process that drives creativity, innovation and our desire to connect with our audience. It symbolizes the final product that is ultimately executed from all the brand work iterations and “red pencil” markups that occur throughout the development of a campaign.



Award Finalists

Social Media Campaign

SunTrust 31-Day #bestlifegiving Challenge
22squared

Brookdale Senior Living Social Media Campaign
Nebo

Propelling A Startup Into A \$100,000,000 DTC Lending Brand
DRUM Agency

B2B - Integrated Marketing Campaign

"Experience the Adrenaline Effect" at The Financial Brand Forum
Adrenaline Agency

Habasit - Line Between Farm & Table
Modo Modo Agency

Event Marketing

Crucial Catch Cancer
Emory Healthcare

TNT/WarnerMedia, Snowpiercing Culture (Snowpiercer TNT)
TNT/WarnerMedia

Email Marketing

Chick-fil-A Points Redemption
BrightWave

Delta TechOps Reaches New Heights with Elevate
Jackson Spalding

Synovus - Birthday Campaign
Brightwave

Digital Advertising (Online, Website Sponsorship, etc.)

IONOS US Market Launch
Brunner

Mobile World Congress Los Angeles Event
Nebo

Piedmont Healthcare Living Donor Campaign
Piedmont Healthcare

Non-Profit Marketing

Boys & Girls Clubs: Whatever it Takes Campaign
Dagger

The Hunger Monster
Atlanta Community Food Bank

Website/Web Creative

Krystal Website
Dragon Army

SweetWater Guide Beer
22squared

Ogletree Deakins
Mighty Roar

Project Management

Damon Borozny, The Project Manager Vampire Slayer Returns
Nebo

Lead Generation/eComm

Integrating an Online Campaign in Aaron's Stores
The Swarm Agency, Inc.

Purchasing Power Marketo
Brown Bag Marketing

Turning a website into a reboot lead generation machine
KORE Wireless

B2B + B2C Visual Branding / Identity

Atlanta Dream

Tantrum Agency

Rescue Pledge

Nebo

SEO - Search Engine Optimization

Nebo & Arrow Exterminators - Leveraging Audience Insights to Provide Geo-Specific Answers

Nebo

Captivate Expands Window Film Depot's National Web Presence using its Search First® approach

Captivate

Swarm Agency & Maid Brigade Redesign for SEO

Swarm Agency

Paid Search / PPC

Buy-Rite Beauty

Nebo

B2C Integrated Marketing Campaign

Piedmont Healthcare Online Scheduling Campaign

Piedmont Healthcare

Room Key Integrated Marketing Campaign

Hothouse Inc.

Toyota Motor North America Drives Takata Air Bag Repairs

Jackson Spalding

Marketer for Good

Each year, AMA Atlanta selects an individual or organization responsible for using their marketing talents to help others in creative, inspiring and effective ways.



Jasmine Crowe

Founder and CEO, *Goodr*

Jasmine Crowe is an award winning social entrepreneur, she is an HBCU alumna and MBA graduate who is working to make the world a better place one cause at a time. Having dedicated over a decade of her life to helping others Jasmine's goal is to foster change and create awareness about the leading socioeconomic issues and challenges of today including poverty, food waste and hunger. In January of 2017 after years of feeding people experiencing homelessness from her own kitchen, she

launched Goodr, a sustainable waste management app that leverages technology to combat hunger. She has been featured on CNBC, in Oprah Magazine, Inc. Forbes, Fast Co., NY Times and was named by Entrepreneur Magazine was one of the top 100 influential female founders. Under her direction Goodr has redirected over two million pounds of surplus food from restaurants, event centers, airports, and businesses to the millions of people who are food insecure. Goodr clients now include: SAP, Netflix, Hartsfield Jackson Airport, Georgia World Congress Center and many more.



The energy to inspire

Congratulations to William Pate for being selected as the 2020 Lifetime Achievement Award recipient.

Thank you for your immeasurable contributions to the city and citizens of Atlanta.



Southern Company

[southerncompany.com](https://www.southerncompany.com)

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Congratulations

William Pate



*for receiving the
AMA Amy Awards*

Lifetime Achievement Award



Marketer of the Year



Rebecca Kritzman

Vice President, USIS Risk Marketing
Leader, *Equifax*

Rebecca Kritzman is an Atlanta marketing industry veteran with over 20 years of results in corporate and agency environments. She joined Equifax in 2016 with an emphasis on the creation of marketing campaigns that empower U.S. businesses to better understand their customers and markets with an eye for accelerating and simplifying the credit decisioning process.

Prior to joining Equifax, Kritzman held marketing leadership positions at Chicago-based Inventus Power as well as Atlanta's Modo Modo Agency, and The Morrison Agency.

Cindy Underwood Volunteer of the Year

Established to honor Cindy's legacy of volunteerism following her untimely passing, this award will recognize outstanding individuals who dedicate time and service to AMA Atlanta. The recipient of the "Cindy Underwood Volunteer of the Year Award" demonstrates their commitment to AMA Atlanta by going above and beyond in volunteering their time, effort and creative energy.

AMA Atlanta would like to thank Cindy's family for allowing us to honor her memory with this award.



Christy Williams

Director of Marketing Project Management, *Nebo*

Christy earned her B.S. in marketing and management at Florida State University, where she quickly discovered her passion for digital marketing and weekend trips to Disney's Magic Kingdom. At Nebo, she puts her communication skills and knack for relationship building to good use as the director of marketing project management, helping clients launch award-winning campaigns and engage with their users.

After serving on the AMA Atlanta Board of Directors for five years, in 2018 she stepped into the role as President of the AMA Atlanta chapter.

When she's not hustling for her clients or planning events for AMA, you can find Christy watching just about any sporting event (Go Noles!), helping keep Atlanta's retail stores in business and traveling to Florida beaches whenever possible.

Rising Star



Caty Leslie

Senior Account Manager,
Everywhere Agency

Caty is the Senior Account Manager for Everywhere Agency, serving as the strategic lead and day-to-day contact for a variety of high-profile clients, including Carters, Georgia Lottery, Macy's, and FAGE, in addition to leading the account management team. Before finding her current home in social media strategy and influencer marketing, Caty lived in New York City executing consumer experiences across the country for some

of the world's most beloved brands by the likes of Coca-Cola and LVMH. Her love of human connection is obvious throughout each professional position and is the main driver throughout her personal life.

As a passionate person by nature, Caty dedicates much of her time to serving non-profit visions, specifically those that aid young women to find solace, a sense of confidence, independence, and ability to achieve success. It was this synergy that led Caty to volunteer to serve as Everywhere Agency's Corporate Social Responsibility chair. As chair, she has participated in supporting GCAPP (Georgia Campaign for Adolescent Power & Potential) and the Atlanta Women's Foundation, utilizing her skills as a digital marketer to provide social media coverage to increase visibility and, ultimately, donations for these amazing non-profits. Caty is also a founding member and President of Atlanta organization, Wellspring Living, where she leads their Young Professionals Board — advocating for those at risk or victimized by sexual exploitation in Georgia.

AMA Lifetime Achievement Award



William Pate

President and CEO,
Atlanta Convention & Visitors Bureau

As president and CEO of Atlanta Convention & Visitors Bureau (ACVB), William Pate is responsible for maintaining tourism as one of the city's top economic drivers. The industry brought nearly 56 million visitors to metro Atlanta in 2018, generating \$16 billion in visitor spending and sustaining approximately 300,000 jobs.

A native of Atlanta, Pate is revered locally for his leadership and marketing prowess. In 2019, Atlanta Business League named him its Herman J. Russell CEO of the Year, Atlanta Magazine recognized him as one of the most influential leaders in Atlanta and Georgia Trend magazine included him on its list of 2019 Notable Georgians. Atlanta Business Chronicle honored Pate multiple times as one of Atlanta's 50 most admired CEOs and named him to its 100 most influential Atlantans list every year since 2009. American Marketing Association's Atlanta chapter also selected him as corporate marketer of the year.

A prominent leader in the nation's hospitality industry, Pate serves on the board of directors of U.S. Travel Association and is immediate past chair of Destinations International. Hospitality Sales and Marketing Association International honored him as one of the top 25 most extraordinary minds in sales and marketing, and he received the International Gay and Lesbian Travel Association award of appreciation for his commitment to diversity and inclusion within the travel industry.

Pate's involvement in Atlanta's sports industry includes serving on the boards of Atlanta Sports Council, Chick-fil-A Peach Bowl and Chick-fil-A College Football Hall of Fame. He served as vice president of the board of directors for the Atlanta Football Host Committee, which managed the 2018 College Football Playoff National Championship. He was secretary of the board for the Atlanta Super Bowl Host Committee in 2019 and is vice chair of the board of directors for the Atlanta Basketball Host Committee for the 2020 NCAA Men's Final Four.

Pate is very active in the Atlanta community, serving on the board of directors for Central Atlanta Progress, Chick-fil-A Foundation, Children’s Museum of Atlanta, First Tee Atlanta, Metro Atlanta Chamber and Woodruff Arts Center. He is also on the Board of Councilors of The Carter Center and the industry advisory board for Georgia State University’s Cecil B. Day School of Hospitality Administration.

Prior to joining ACVB, Pate served as president of Career Sports & Entertainment, a national sports marketing and representation firm. He is the former chief marketing officer of BellSouth, one of the world's largest communications companies. Prior to joining BellSouth, Pate supervised domestic and international advertising and communications at MCI during the telecom ad wars of the 1990s.

Pate attended Georgia State University where he received his undergraduate degree in journalism and his graduate degree in communications.

AMY Award Committee Volunteers

Co-Chairs:
AFTON BROWN
Account Supervisor
Definition 6

BRITTANY HURLEY
Account Supervisor
Havas Annex ATL

Courtney Tierney
John Levinson
Mitchell Olszewski
Keona Jones
Payton Green
Mark Harmon
Matt Cochran



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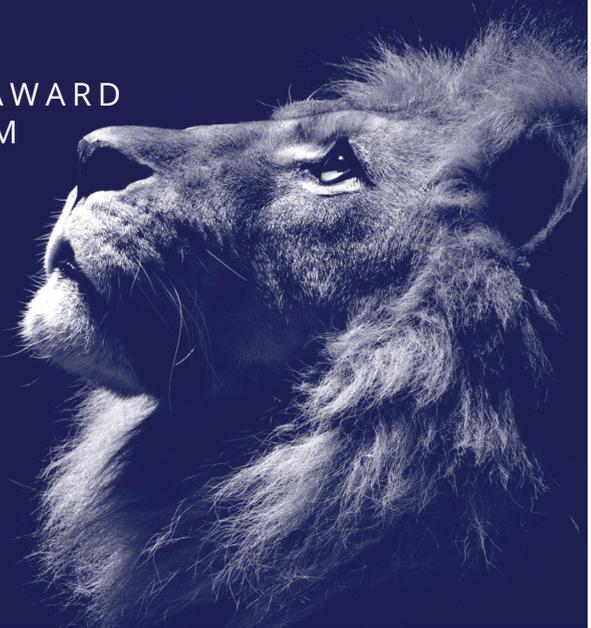


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marketers because we
are better together.

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CONGRATULATIONS WILLIAM PATE

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Celebrating your achievement

We're honored to congratulate William Pate for receiving the Lifetime Achievement Award from the American Marketing Association Atlanta.

we are proud

to sponsor AMA
Atlanta and the 63rd
AMY Awards.

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CONGRATULATIONS, WILLIAM

on this very deserving lifetime achievement award. We are grateful for your many years of support and innovative leadership for our organization and the entire travel and tourism industry.

Your friends at Destinations International



Destinations International is a community of over 5,000 professionals from nearly 600 destinations around the world. We represent a powerful, forward-thinking, collaborative association by exchanging bold ideas, connecting innovative people and elevating tourism to its highest potential.

THE
AWARDS

The logo features the word 'AWARDS' in a bold, sans-serif font. The letters are filled with a gradient of colors: red, dark blue, light blue, and orange. The word 'THE' is positioned above the 'A' and is written in a smaller, dark blue font. The entire logo is centered at the bottom of the page.