



### Central California Advertising and Marketing Hall of Fame

Cliff Davis	1997	Mike Thielen	2002	Susan Early	2007
Jack Moody	1998	Charles Looney	2003	Bruce Batti	2007
Larry Early	1999	Marge Traver	2003	Susan Blaze	2008
Roberta Asahina	2000	Doug Stewart	2004	Jim Mueller	2008
Marv Allen	2000	Jeff Hall	2004	Susan Good	2009
John Ostlund	2001	Harry Pappas	2005	Blair Looney	2009
Art Reker	2001	Jan Edwards	2006		
Ed & Vonny Sturgeon	2002	Ray Steele, Jr.	2006		

### American Advertising Federation Silver Medal

Cliff Davis	1965	Deborah Boyett	1989	Jan Edwards	2000
Duane Zamzow	1967	Dr. Roberta Asahina	1990	Susan Blaze	2001
Frank Wells	1979	Art Reker	1991	Kathleen Goble	2002
Ed Sturgeon	1980	Mark Arminio	1992	Bruce Batti	2003
Jack Moody	1981	Larry Early	1993	Gail Perry	2004
Susan Good	1982	Jeff Hall	1994	Maria Gutierrez	2005
Larry Gamble	1983	Kathy Burk	1995	Eric McCormick	2006
Mike Thielen	1985	Connie Batti	1996	Jenny Dowdy	2007
Marv Allen	1986	Vivian St. Louis	1997	Tricia Bowlby	2008
John Ostlund	1987	Charles Shields	1998	Charlie Pfaff	2009
Doug Stewart	1988	Doug Broten	1999		

### J.U. Berry Award

Russell Lake	1979	Vonny Sturgeon	1990	John Wallace	2001
Don Shearn	1980	Cliff Davis	1991	Bob Long	2002
Sally Fosse	1981	Al Radka	1992	Vahe Mekhitarian	2003
Art Bender	1982	Jerry Laval	1993	Ralph Brown	2004
Verne Traver	1983	Marc Edwards	1994	Dave Eisenbise	2004
Chuck Dixon	1984	Dan Pessano	1995	Mike Dana	2005
Dick Halls	1985	Joe Levy	1996	Lee Jason	2006
Marge Traver	1986	Leslie Botos	1997	Kopi	2007
Jack Hall	1987	Sid Cox	1998	Nancy Osborne	2008
Carol Richards	1988	Dick Cavanaugh	1999	Gordon Webster	2009
Al Geller	1989	Harry Pappas	2000		

### Nancy Thielen Award

Paul McDougal	1994	Michael Insalaco	2000	Stephanie Wong	2006
Susan Blaze	1995	Eric McCormick	2001	Andrea Rebella	2007
Francisco Mata	1996	Vince Coronado	2002	Carleen Dark	2008
Beth Hullender	1997	Kevin O'Rorke	2003	Travis Huff	2009
Mike Randrup	1998	Ron Nikkel	2004		
Mike Rolph	1999	Casey Lamonski	2005		

### Fresno Advertising Foundation Advertising Professional of the Year Award

The Fresno Grizzlies	2008
DeYoung Properties	2009



## **Award Criteria**

### **Central California Advertising and Marketing Hall of Fame**

Cliff Davis, Jack Moody, Larry Early, Roberta Asahina, Marv Allen, John Ostlund, Art Reker, Mike Thielen, Ed and Vonny Sturgeon, Charles Looney, Marge Traver, Doug Stewart, Jeff Hall, Harry Pappas, Jan Edwards, Ray Steele, Jr., Susan Early, Bruce Batti, Susan Blaze and Jim Mueller are the members of the Hall of Fame. Individuals nominated should have a lifetime of advertising and business excellence and adherence to a strict code of ethics to recommend them, in addition to a wealth of community service (including service to the Fresno Advertising Federation). The Hall of Fame is the Fresno Advertising Federation's highest honor, reserved for the most esteemed living members of the Central California advertising and marketing industry.

### **AAF Silver Medal**

The American Advertising Federation Silver Medal is the highest national honor accorded to an individual Fresno Advertising Federation member. Silver Medal recipients are honored at AAF's annual national conference. The Medal seeks to honor a career in advertising devoted to excellence, as well as service to the Federation. The 2008 recipient is Tricia Bowlby of Gottschalks.

### **J.U. Berry Award**

Like the AAF Silver Medal, the J.U. Berry Award honors an individual's career and service, but is usually given to an individual who is not a Fresno Advertising Federation member, but whose life and business path has intersected with the Club and its members. The award was named in honor of the Club's first president, an employee of PG&E. The 2008 recipient is Nancy Osborne .

### **Nancy Thielen Award**

The Nancy Thielen Award recognizes dedicated younger people in the advertising industry. Honoree should exhibit a desire to pursue excellence, provide service to the community, and be developing a strong presence in the advertising industry. The award is named in honor of the late Nancy Thielen, who dedicated herself to mentoring the advertising and marketing careers of young people. The 2008 recipient is Carleen Dark.

### **Fresno Advertising Professional of the Year Award**

The award is presented to a industry member or company industry in recognition of their contributions to advertising and the community during the previous year. The recipient has specifically made a professional contribution to advertising and marketing in the Fresno/Clovis region during the past year that is exceptional and has been a consistent contributor of his/her talents to improve some phase of social welfare. The Professional of the Year has been recognized by his/her peers as a model for others, an as an exceptional professional and leader in the field of advertising and marketing.

### **The Joe Levy Lifetime Achievement Award**

In 2009, in recognition of his enormous contributions to commerce and the quality of life, the Fresno Advertising Federation presented Joe Levy with the inaugural Joe Levy Lifetime Achievement Award. At a future date, the Federation intends to present the award to another deserving individual.

Ad Club Honors are nominated by Fresno Advertising Federation members, selected by recipients of the AAF Silver Medal and presented at the Ad Club Honors Reception in June.