



2019 Totem Awards Winners

Best of Show

Northwest Energy Efficiency Alliance with C+C, “Heat Pump Water Heater Consumer Campaign”

Presidents’ Choice Award

Woodland Park Zoo, “Rhino Lookout”

PR Professional of the Year

Karla Slate, APR

Young Professional of the Year

Michelle Richo

Category	Campaign	Client	Developed by	Award
Annual Reports	Washington Potatoes in the Spotlight	Washington State Potato Commission	What’s Your Avocado? Marketing & Public Relations	Totem Award
Communications Plans	Fighting Fire in the 49th State: Wildfire Preparedness for Alaska	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award

Communications Plans	Allstate hires as State Farm fires	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Communications Plans	Trouble in Paradise: Responding to Mt. Kilauea's Eruption	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Communications Plans	July 4th – America's Deadliest Day on the Road	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Communications Plans	Hometown Heroes and Helping Hands: Allstate's Commitment to Community	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Communications Plans	Breaking the Cycle of Domestic Violence	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award

Communications Plans	Preparing for the worst – Are you ready for a disaster?	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Community Relations	Hometown Heroes and Helping Hands: Allstate's Commitment to Community	Allstate Insurance	Allstate Northwest Corporate Relations	Certificate of Excellence
Community Relations	Bold for Blood	Bloodworks Northwest	Bloodworks Northwest	Certificate of Excellence
Community Relations	PSE Energy Upgrades Campaign	Puget Sound Energy	C+C	Certificate of Excellence
Community Relations	Preparing for the worst – Are you ready for a disaster?	Allstate Insurance	Allstate Northwest Corporate Relations	Certificate of Excellence

Community Relations	Fighting Fire in the 49th State: Wildfire Preparedness for Alaska	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Community Relations	Trouble in Paradise: Responding to Mt. Kilauea's Eruption	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Community Relations	July 4th – America's Deadliest Day on the Road	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Community Relations	Save Your Energy for the Things That Really Matter	Chelan County Public Utility District	Susan Gillin	Totem Award
Community Relations	Breaking the Cycle of Domestic Violence	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award

Community Relations	ESD transitions unemployment benefits from check to debit card	Employment Security Department	Employment Security Communications	Totem Award
Crisis Communications	Trouble in Paradise: Responding to Mt. Kilauea's Eruption	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Feature	Rising to Meet New Loads – Is Your Utility Ready	Chelan County Public Utility	Chelan County Public Utility	Totem Award
Institutional Programs	Just Do It "Pep Talks" Campaign	NIKE	C+C	Certificate of Excellence
Institutional Programs	Advancing Education through DreamBox Investment	Dreambox Learning	Raffetto Herman Strategic Communications	Certificate of Excellence

Institutional Programs	Tip Pooling Changes Bring Restaurant Wage Equity	Washington Hospitality Association	Washington Hospitality Association	Totem Award
Institutional Programs	Alaska Airlines Aviation Day	Alaska Airlines	C+C	Totem Award
Institutional Programs	Inaugural Freestone Future Leaders Scholarship Builds and Strengthens Community Outreach	Freestone Capital Management	Firmani + Associates Inc.	Totem Award
Investor Relations	Tilray Disrupts Wall Street with First U.S. Cannabis IPO	Tilray	C+C, with Kekst and Pomp & Circumstance	Totem Award
Magazines	Using Compelling Content to Publish a Comprehensive Community Health Resource	EvergreenHealth	Firmani + Associates Inc.	Certificate of Excellence

Marketing Communications	This is How We Zoo	Woodland Park Zoo	Woodland Park Zoo in partnership with Wild Gravity LLC	Certificate of Excellence
Marketing Communications	The Road Trip Is Back	Olympic Peninsula Visitors Bureau	JayRay	Certificate of Excellence
Marketing Communications	Find Your Freedom: King County Metro ORCA Youth Card	King County Metro	The Vida Agency	Certificate of Excellence
Marketing Communications	Making Gaming More Inclusive with the Xbox Adaptive Controller	Microsoft	Assembly Media, Inc.	Totem Award
Marketing Communications	Stemilt Growers Apple Pop-Up Shop	Stemilt Growers	Kiterocket	Totem Award

Marketing Communications	Nintex America's Most Broken Processes	Nintex	Walker Sands Communications	Totem Award
Marketing Communications	Heat Pump Water Heater Consumer Campaign	Northwest Energy Efficiency Alliance (NEEA)	C+C	Totem Award
Marketing Communications	Launching Baraja's 'laser eyes' for self-driving vehicles	Baraja	Raffetto Herman Strategic Communications	Totem Award
Marketing Communications	LiveStories Gender Pay Gap	LiveStories	Walker Sands Communications	Totem Award
Multicultural Communications	Renton Multicultural Festival	City of Renton	City of Renton	Certificate of Excellence

Multicultural Communications	Building Community with the Kent Y	YMCA of Greater Seattle	C+C	Totem Award
Multicultural Public Relations	Emery's 9-1-1 Educational Toolbox	King County E-911 Program Office	C+C	Totem Award
News Releases	Allstate hires as State Farm fires	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
News Releases	PEMCO Insurance Northwest Poll Raises Company Profile, Reinforces Credibility	PEMCO Insurance	Firmani + Associates Inc.	Totem Award
Newsletters	Activate Red Dot Internal Newsletter to Instill Employees' Sense of Ownership and Improve Engagement	Red Dot Corporation	Firmani + Associates	Certificate of Excellence

Other	WSDOT SR 500 Safety Improvement Study: Engaging the Vancouver Community Online to Improve Highway Safety	Washington State Department of Transportation	Stepherson & Associates Communications	Totem Award
Public Affairs	Save the Endangered Species Act: A Woodland Park Zoo Call to Action	Woodland Park Zoo	Woodland Park Zoo	Totem Award
Public Affairs	Utility Challenge – Providing Electric Service to Cryptocurrency Miners	Chelan County Public Utility District	Chelan County Public Utility District	Totem Award
Public Service	Rhino Lookout	Woodland Park Zoo	Woodland Park Zoo	Totem Award
Public Service	Emery's 9-1-1 Educational Toolbox	King County E- 911 Program Office	C+C	Totem Award

Reputation/Brand Management	Trouble in Paradise: Responding to Mt. Kilauea's Eruption	Allstate Insurance	Allstate Northwest Corporate Relations	Certificate of Excellence
Reputation/Brand Management	CHI Franciscan in the Community	CHI Franciscan	Quinn Thomas	Certificate of Excellence
Reputation/Brand Management	Woodland Park Zoo – Tree Kangaroo Conservation Program	Woodland Park Zoo	Woodland Park Zoo	Certificate of Excellence
Reputation/Brand Management	Allstate hires as State Farm fires	Allstate Insurance	Allstate Northwest Corporate Relations	Certificate of Excellence
Reputation/Brand Management	Fighting Fire in the 49th State: Wildfire Preparedness for Alaska	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award

Reputation/Brand Management	July 4th – America’s Deadliest Day on the Road	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Reputation/Brand Management	Hometown Heroes and Helping Hands: Allstate’s Commitment to Community	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Reputation/Brand Management	Breaking the Cycle of Domestic Violence	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Reputation/Brand Management	Preparing for the worst – Are you ready for a disaster?	Allstate Insurance	Allstate Northwest Corporate Relations	Totem Award
Social Media	Bold for Blood	Bloodworks Northwest	Bloodworks Northwest	Certificate of Excellence

Social Media	"You'll Like Tacoma" Influencer Campaign	Travel Tacoma + Pierce County	Travel Tacoma + Pierce County	Certificate of Excellence
Social Media	Stay Safe – Unplug!	Chelan County Public Utility District	North40	Totem Award
Social Media	BECU Cash Back VISA Campaign	BECU	C+C	Totem Award
Social Media	Engaging Homebuyers Through Social Media	Newland Communities	C+C	Totem Award
Special Events & Observances	#CelebrateEastside, the grand opening of Eastside Community Center	Metro Parks Tacoma (lead agency)	Metro Parks Tacoma (lead agency)	Totem Award

Special Events & Observances	Compass Health Harnesses Mental Health Influencer to Drive Interest for Annual Gala	Compass Health	Firmani + Associates	Totem Award
Special Events & Observances	Manufacturing Month in Washington	Employment Security Department, WorkSource, Association of Washington Business, Center of Excellence (COE) for Aerospace and Advanced Manufacturing	Employment Security/AWB/COE	Totem Award
Videos	BECU & Seattle Reign Inspiring Leaders	BECU	C+C	Totem Award
Videos	Save Your Energy for the Things That Really Matter	Chelan County Public Utility District	North 40 Productions and Susan Gillin, energy efficiency marketing strategist for Chelan PUD	Totem Award
Videos	"On the Road, Off the Phone" – Spring Campaign for Moms	Washington Traffic Safety Commission	C+C	Totem Award

Videos	BECU Presents "Bow Down to Washington"	BECU	C+C	Totem Award
--------	--	------	-----	-------------