



## Silver Medal Award Nomination

The American Advertising Federation's Silver Medal Award was established in 1959 to recognize outstanding members of the Advertising community. This award is bestowed by a panel of past Silver Medalists to honor an individual's contribution in the advertising field, who have been active in furthering the industry's standards, in displaying creative excellence, and in demonstrating responsibility in areas of social concern.

It is the AAF-Tallahassee Club's highest honor.

A panel of judges from the American Advertising Federation – Tallahassee Club selects Silver Medal recipients. Judges use the following criteria when making their selections:

- **Contribution to His/Her Company** - The recipient must have achieved success in one of the following areas of work: advertising agency, advertiser, media or advertising service.
- **Creative Ability** - The recipient must have shown a consistent, high degree of original thinking in their field.
- **Contributions to the General Advancement of Advertising** – The recipient must have worked to increase the stature and raise the standards of the advertising profession.
- **Contributions to the Community** - The recipient should have been active in civic, religious, or other groups dedicated to human or social welfare.

## Past Silver Medal Recipients

1974 - Fellis Carnley  
1977 - Susan Hove  
1978 - Bill Boydston  
1979 - Carol Ann Boydston  
1980 - Fellis Carnley  
1983 - Chal Crowell  
1984 - Don Keyes  
1985 - Lynne Stephenson  
1986 - John Evans  
1987 - Len Taliaferro  
1988 - Peter Mitchell  
1989 - Judy Newsome  
1991 - Duane Franceschi  
1992 - Gene Deckerhoff  
1993 - Frank Watson  
1994 - Maureen Thompson  
1995 - Bob Carnley  
1996 - Tyler Wold  
1997 - John Burns  
1998 - Karen Moore  
1999 - Richard Rice  
2000 - Lee Ann Franceschi  
2001 - Rick Oppenheim  
2002 - Anna Johnson Riedel  
2003 - John Goodson  
2004 - Heather Johnson  
2005 - Belinda Bininger  
2006 - Tod Thomas  
2007 - Mike Vasilinda  
2008 - Tom Tomasi  
2009 – Ron Sachs

