



The 37th Annual
Silver Apple
Awards Gala



THURSDAY, NOVEMBER 4, 2021
THE EDISON BALLROOM | NEW YORK, NY



*It is our great privilege to celebrate the
2021 Silver Apple honorees
an elite group of marketing professionals
moving the industry forward*



MACK BURNETT III



LESLIE DUKKER



TRISH WHEATON



AARON CANO



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DONNA HAMILTON

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Congratulations to you all!



Direct Marketing Club of New York
Welcomes you to the

2021 SILVER APPLE AWARDS GALA

Welcome to the 37th Annual Silver Apple Awards Gala!

We're here tonight to recognize and celebrate the highest of achievers in marketing.

The Silver Apple Awards Gala is the event for marketers of all disciplines to gather and celebrate with our honorees, each of whom has achieved remarkable business and career success and has given back through industry and community service.

The Silver Apple Awards Gala also serves as DMCNY's key fundraising event. With your generous support, we can provide scholarships to marketing students attending New York-area colleges and universities. We especially thank our sponsors — as well as individuals and organizations that have purchased tables, tickets, and program ads — for making this evening a tremendous success.

This swank Gala would not be possible without the help of some dedicated volunteers, as well as the esteemed board members of DMCNY and, especially, the Silver Apples Event Committee and the Silver Apples Selection Committee. To all of you, many, many thanks for all of your hard work, creativity, and dedication. Thank you also to James Jarnot, who designed our 2021 Silver Apple collateral, including this program. I would also like to express my gratitude to this evening's master of ceremony, Vincent Pietrafesa, and guest speaker David Allison for volunteering their time to make this evening shine.

I want to personally extend my congratulations and best wishes to all the honorees this evening. We welcome you to this exclusive marketing community and wish you continued success in all that you do. Cheers to the Silver Apple honorees of 2021!

Warm regards,

Ginger Conlon
President, DMCNY
Silver Apple honoree, 2015



DMCNY AND THE SILVER APPLES

LOOKING BACK TO LOOK FORWARD

As the marketing industry moves ahead at breakneck speed, it also retains the best aspects of a storied history. DMCNY has long celebrated both. Over its own 95-year history, the club has been a place to exchange ideas, strategies, and opportunities that would help members, their companies, and the industry to keep moving forward. At the same time, the club has celebrated the accomplishments of those driving that change and supporting the industry in the process.

Founded in 1926, DMCNY has long been devoted to advancing the marketing profession. The club was created to provide education and networking opportunities for marketing professionals, as well as scholarships for students attending New York-area colleges and universities.

DMCNY has always been a volunteer organization. Throughout the years, people have stepped up to participate on the board, take on projects, run events, recruit speakers and sponsors, and much more. So, in 1985, the Board decided to recognize the many contributions and achievements of DMCNY members and other industry leaders. Thus, the Silver Apple awards was born.

The criteria were simple: 25 years in marketing, notable professional success, and a record of giving back to the industry. The corporate award, added 10 years later, follows the same criteria.

Mal Dunn captured it best in 1986: "While they have lent their minds and strength to the substantial growth of direct marketing, they also have given us something of themselves." And for that, we thank them.

Now in its 37th year, the Silver Apples has honored more than 250 marketing professionals and more than 20 businesses. Their achievements continue to inspire us, and their leadership keeps us moving forward.



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Mack Burnett III is a business architect and growth hacker who helps service-based businesses, startups, and nonprofits maximize their business outcomes. As the founder and CEO of Powerful Impact, he helps organizations package up their products and services, promote them to the optimal targeted audience, and then profit from those activities. Mack is a speaker, author, coach, and professor with an intense passion for solving problems for today's entrepreneurs.

Author of *101 Things You Need To Know about Digital*, Mack currently teaches growth, strategy, and marketing at New York University and has also taught at Rutgers and St. John's University. He works with companies such as Nespresso, Planned Parenthood, Girls Who Code, Twitter, AXA Equitable, Udacity, Phase 2, Outscale, and the National Alliance on Mental Illness.

Mack Burnett III

Business Architect & Growth Hacker, Powerful Impact

Mack Burnett III is a strategic growth-focused marketer with an intense intellectual curiosity for what's next. He loves both the craft of marketing and the data that underpins it. He considers marketing to be a calling, and asserts that the love of the craft is what makes a great marketer. His love for marketing has led to significant growth at several organizations, including Parent Media Group, where he managed more than 8 million customers and helped to increase revenues by 12-15% year over year.

Burnett, who also serves as an adjunct professor at New York University and a volunteer instructor at Girls Who Code, generously shares his expertise with students and mentees—and is launching his own nonprofit called Mini-Marketers to encourage middle school, high school, and college students to learn the business and craft of marketing.

What initially drew you to marketing?

I got a job as a mailman after high school. I ran away from dogs by day and went to college at night. I got a degree in programming and then a job building these amazing products that nobody would use. We spent hundreds of thousands of dollars on these products. It made no sense to me.

I was also doing graphic design and started to think about marketing the products. I loved the technology and programming but not the whole "sitting in the backroom" aspect of the job because I like working with people. And building these



2021 SILVER APPLE AWARD HONOREES

products no one was using made no sense. So, I started studying marketing and fell in love with the craft of it. That love of marketing has evolved in studying consumer behavior and business growth.

Tell us about a career highlight or turning point.

Back before the iPad, I built something called the digital real estate window, a touchscreen kiosk. I got a lot of press, including articles in *The Wall Street Journal* and *Black Enterprise*. I also got a lot of business from it, but overhead was eating 95% of revenue. So, we were making a lot of money and not keeping it—and then the 2008 crash came. The upside was I reevaluated everything and restructured my business to focus on solving customer problems cost-effectively and profitably, where it's a win-win for everybody. That moment of failure was transformative for my career and created all the success I have today.

What excites you most about marketing right now?

More and more people are getting smarter about marketing. And, more and more, I'm seeing fads burning out and people getting to the brass tacks of customer journey marketing. They're not focused on channel-centric tactics like just Facebook ads or just SEO. They're thinking about marketing more strategically—which is great for the industry and for the craft of marketing.

Mack Burnett III's go-to marketing metric

I'm a conversion rate optimization nerd—because if I can convert more qualified people earlier on in a user journey, I can amplify the results without spending any more money. Along with that, I've gotten good at testing friction, because sometimes it's better to slow walk people through a process to get that higher conversion rate. I also watch bounce rate and time on page; there are a lot of variables that impact conversion rate: messaging, traffic, offers. Conversion rate is where the rubber meets the road.

Share a treasured mentee story.

A dean of my college recommended a very smart young man for a job. Mozart. Brilliant guy. He came in and became my righthand man, doing everything, and after a while was pretty much running the business. Then he left abruptly. I didn't know why, and I was so disappointed because he was so talented.

Years went by and I ran into him. He had spent time working at a bank, but he was back in the craft, working at Grey Advertising and fully into



2021 SILVER APPLE AWARD HONOREES

marketing. He said, "Thank you for giving me an opportunity. I've worked at all these big firms, but the best work I did was working with you."

I realized right then that I was doing so much more than marketing. The passion we bring to our craft has an impact on people's lives. Marketing isn't just a job for me. I want other people to be inspired about the craft, too. So, I try to add value to people's lives over and above marketing outcomes.

Share a favorite data story.

I live in data. When people ask me, "What do you think?" I don't guess; I say, "Let's see what the data tells us." I want to tell the story with data.

A few years ago, when I was working at an agency, I had a trade school client that my boss insisted I sell on purchasing a new website from us. But I wasn't going to do that. So, I looked at the data, met with them a few times, and recommended that we add analytics and heat mapping to their current site. We learned that 65% of his traffic was on mobile, but his site wasn't optimized for mobile. I showed him the data and he wrote the check for mobile site optimization the same day.

What's one piece of advice for someone just starting out in marketing?

Learn as much as you can. Find a mentor, learn from them, and then find your own way—because you won't be able to duplicate what they did. But you can use their success as a North Star.

Also, try everything and then find the right discipline for you, where you can be unique, special, fantastic; find your own sweet spot and go after it.

What was the best piece of business advice you've received?

The best piece of advice I ever received was from one of my college mentors, Dr. Les Edmonds. He said to learn the language of your craft or discipline, so you can speak intelligently to those in the industry who are more established. This will help you be respected and accepted.

We often speak in acronyms. If you don't learn the lingo, you can't sit at the table.

**Stirista congratulates all
the 2021 Silver Apple
Award winners**

*And a special shoutout to everyone's
favorite emcee, Vincent Pietrafesa.*



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Leslie Dukker Doty *CEO, Women in the Boardroom*

Leslie Dukker Doty is a revenue-focused marketer who has an impressive track record of strategic reinvention, digital and technology transformation and revenue growth at several Fortune 500 companies, including Citibank, Mastercard, CVS Health and Time Inc. Doty successfully relaunched the *Reader's Digest* brand, was a member of the team that developed CVS Health's rebranding strategy, and spearheaded the marketing strategy that helped Mastercard seal a multibillion-dollar deal with Bank of America.

Leslie Dukker Doty is CEO of Women in the Boardroom, which guides women in attaining a seat in the corporate boardroom. She also currently serves as an Advisory Board member of Action IQ.

A C-suite and global operating executive with broad P&L expertise, Leslie has an exemplary record of strategic reinvention, data, digital and technology transformation, and revenue growth for some of the largest Fortune 500 institutions globally. As a corporate officer who has inspired change at some of the most iconic global brands including Time Inc., CVS Health, Mastercard and Citibank, she has a unique perspective on leadership in industries facing market disruption. Leslie is an expert in brand positioning, performance marketing, and using consumer insights to develop and deliver breakthrough go-to-market strategies.

Doty was named a *Direct Marketing News* Marketing Hall of Femme honoree and a NOW Women of Power and Influence honoree. She received a Silver Effie Award and an Eddie Award for Best Consumer Website while at Trusted Media Brands and a Supplier Diversity Award while at MasterCard.

Throughout her career, she has focused on improving gender and racial equality in the C-suite and providing leadership opportunities for women. Additionally, she has served as a mentor for women and girls to gain the education, knowledge, and experience needed to succeed in their career and in the boardroom.

What initially drew you to marketing?

It all started when I was a communication studies major at Northwestern. The major focused on how speech affects action in both a historical and a contemporary sense: What's the impact of different forms of communication from a societal perspective? It was fascinating to me because speech has real impact, which is as true today as when I was an undergrad, and can drive significant cultural change.

And then, when I started my MBA at NYU, I took two marketing courses—human behavior and market research—because I hadn't decided what direction I wanted to go in.



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I'm kind of a data geek. I love numbers and statistics. And I also love the creative side of marketing, as well—the qualitative side of the insights. Through these two courses, it all came together for me as my passion: understanding consumer behavior, marrying that with insights from qualitative and quantitative research, and using that information to change behavior and increase commerce.

That is the core of what's driven my passion in marketing throughout my career, especially performance marketing. I loved it then; I love it now.

Tell us about a career highlight or turning point.

I've had quite a few turning points in my career. The first was when I was head of the Citibank AAdvantage card business. We discovered that the key motivation for using the card wasn't about traveling, it was about collecting miles and gaming. That was a big aha moment at the time that turned into an award-winning campaign called "Was It the Miles?" As a result, the portfolio grew exponentially and became more profitable.

What excites you most about marketing right now?

Marketers' focus today is clearly performance marketing and this is just so exciting to me. I feel like marketing and my career as a marketer have come full circle. I started in direct when the glamour jobs were CPG. We were sending a billion pieces of mail a year quite profitably. But it wasn't sexy like brand marketing or advertising.

There has been a huge shift with digital marketing, AI, and martech tools. Today it's all about performance marketing. And with marketing, data, and technology all coming together, the CMO, CXO, CIO, CTO, the head of digital, they all have to work together to drive success. It's the convergence of those disciplines that drives growth today.

To me, all of this is like validation. It's so exciting. And I love it.

Share a treasured customer story.

When I was at MasterCard in the early 2000s, there were many, many bank and credit card acquisitions and consolidations. What this meant for MasterCard was that we were constantly rebidding our businesses. If one bank in a merger was Visa, and the other bank was MasterCard, we were all in a bidding war and trying to maintain or grow our business.

So, when Bank of America purchased MBNA, it was quite an issue for us. MBNA was a very, very large part of our North American payments business, as well as our Central European business. But a majority of Bank of America's payment business was Visa. So, we had a lot of risk.

I was part of an executive committee created to find something to help us retain the MBNA business, as well as grow the business. I looked to find the white space, as well as gain an understanding of Bank of America as a prospective customer. I read their most recent analyst's presentations and they basically said they acquired MBNA because MBNA's business was primarily built on co-branded relationships like the AAA co-branded card, or an airline



2021 SILVER APPLE AWARD HONOREES

card—and, that MBNA had proven that customers who hold co-branded cards are more loyal and more profitable. I also learned that part of their affinity marketing plan was to launch affinity debit products.

So, I looked at MasterCard's unique assets that would fit into Bank of America and MBNA's strategy of affinity marketing. We had an exclusive Major League Baseball sponsorship and came up with a plan to use it exclusively for their debit products, something that the competition could not offer. That sealed our multibillion-dollar deal and helped us retain the credit card business and get into the debit card business with BofA.

But the point of this story is that it was about understanding your customer's needs and finding a way to satisfy those needs in a win-win situation. It doesn't matter whether your customer is a business or an individual consumer, you need to understand their DNA. And that is the way to growth and profitability.

Leslie Dukker Doty's go-to marketing metric

It's changed over time depending upon what I'm doing and consumer trends Today, it's customer satisfaction.

Consumers expect us to know them—their needs and wants, emotions and desires—and expect us to offer them the right products and services at the right time. How we engage with customers, how satisfied they are, how connected they are to our brands and companies emotionally, how they feel about us is what drives success today, especially in the digital world where consumers are influenced by their friends, by reviews, and by opinions over social media.

So, you really need to know your customer from an analytical and emotional perspective and how they connect or do not connect to your brands and companies. And that's why satisfaction, or dissatisfaction, is the most important metric today.

Share a favorite data story.

My favorite data story is when I joined Time as EVP of consumer marketing, the division head of their consumer products globally, because it would require taking all the skills that I had developed throughout my career in transforming companies and brands to profitably grow revenue, and apply it to a large legacy company that was in a very distressed market. When I joined Time, they didn't have a household database; they hadn't changed their marketing and operations structure in 20 years. Amazingly, on the consumer products side, their customer base represented almost every household in the U.S. and almost half of the business for Time Inc. globally.

Time owned over 90 publications, including People, Time, Fortune, Sports Illustrated, and Travel and Leisure, but each brand had its own infrastructure and its own ecosystem because that's how publishing was built. It was incredibly inefficient and didn't drive profitability.



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So, I said, “We need a data warehouse,” and worked with the new head of IT to create it. I wanted to understand Time, Inc’s varied customers and do the basics: put them into segments, understand the profitability of those segments. I believe the 80/20 rule, that 20% of your customers are going to drive 80% of your business. Marketing to them is not hard; it’s the next 20% that we want to convert to buy more. And some customers, we probably shouldn’t be talking to at all. Knowing who those customers are, what to market to them, how and when, and how much to spend on each of them, is what drives profitable growth and long-term customer value.

But I couldn’t wait for a data warehouse. So, I brought in a couple of AI firms to use advanced analytical techniques to review our pricing and promotional data over the prior two years. We were able to create segments that way, and to understand those segments first from a profitability, and then from a customer behavioral perspective—and this really changed the game.

It changed how we marketed, how we spent, what we marketed to whom, and informed how we’d create new digital products. And, through this change, we were able to increase top- and bottom-line growth enough in the consumer business to make up for the shortfalls in advertising revenue, which had really begun to decline. That’s something that I’m very proud of because this strategy supported Time Inc. in meeting market guidance every quarter.



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Trish Wheaton

Principal & Founder, *LEANING OUT™*

Trish Wheaton is a results-driven marketing leader with a record of helping companies leverage their data assets to drive profitable growth. She's provided a holistic perspective of marketing's integral role in business transformation as a senior global executive at two of WPP's largest agencies, Wunderman and Young & Rubicam. Trish was Wunderman's first-ever Global Chief Marketing Officer and was instrumental in fueling the organization's exponential new business growth. She also held leadership roles in two of Wunderman's largest offices, Canada and the UK, transforming both into marketing powerhouses. As founder of WPP's INSPIRE, she helped companies strategically leverage their social impact efforts to attract the growing demographic of socially conscious consumers.

Most recently, Trish founded *Leaning Out™* a consultancy that helps senior career women envision and plan their next act.

Trish Wheaton has been a risk-taker and trailblazer throughout her storied marketing career. She led two of Wunderman's largest offices, Canada and the UK, and was the agency's first-ever global chief marketing officer. In all those roles she was instrumental in fueling the organization's exponential new business growth. During her tenure as global CMO, Wunderman became a \$1 billion company and the world's largest digital network. These are just a few of the accomplishments that led *Direct Marketing News* to induct Wheaton into its Marketing Hall of Femme.

As founder of INSPIRE, an integrated sustainability practice from WPP's Young & Rubicam Group, she helped companies think strategically about using their social impact efforts to attract, engage, and retain socially conscious consumers. She was chair of the board of directors of the Canadian Marketing Association and has served on the Cannes Lions jury.

Today, Wheaton is inspiring late-career clients to find their next purposeful challenge, whether that's serving on a board, moving to a nonprofit, launching a business, or another fulfilling pursuit.

What initially drew you to marketing?

Marketing came hunting for me. I started out in book publishing at Yale University Press and like most people who go into book publishing, I wanted to become an editor. Turns out I was too gregarious to spend my time copy editing, which is, of course, what you have to do for years before you ever get into acquisition.

So, it was 'suggested' I move to the marketing department. Once there, I filled in for the direct mail manager on maternity leave—and that was it. Direct marketing appealed to both my right brain and left brain; it was qualitative and creative.



2021 SILVER APPLE AWARD HONOREES

Early on, for example, I wanted to change the color of the Yale remainders catalog, which had always been blue and white. I tested it against an orange cover, which was an absolute apostasy because that was Princeton's color. But the orange cover significantly outperformed the blue and white. Right then, I was hooked.

And that's how marketing, and in particular, direct marketing, found me.

Tell us about a career highlight or turning point.

I left publishing and joined Wunderman. I'd never heard of the agency; I'd never heard of Lester Wunderman. But I did recognize his wife, Suzanne Cott, who was a newscaster in New York. I thought, well, if he's married to Sue Cott, he must be a pretty good guy. And that became the beginning of a 30-plus-year career.

The highlights I would cite from those decades were leading the Canadian office and then the London office; leading people who were all dedicated to the practice of marketing.

What excites you most about marketing right now?

It's a hugely exciting time because marketing has never played a greater role than it does right now. If you look at all the different channels, from social media to traditional brand marketing, plus all the opportunities to use data, there is so much going on that makes marketing more important than ever.

Trish Wheaton's go-to marketing metric

It's one that's not always available, but it's a key metric, and that's lifetime value. Often an initial metric—clicks or sales, for example—doesn't tell the whole story. Lifetime value does. It can be a real beast to measure, but if you're able to capture it or measure it, lifetime value answers so many questions of accountability. So, it's my personal favorite. And that goes way, way back to working on businesses like Time-Life Books, and some of the other classic direct marketing clients who understood that long ago. I think a lot of businesses are trying to capture and measure LTV now.

Share a treasured customer story.

When you're in the agency business, you get to work for so many great clients, and their customers. One of the highlights was back in the early 2000s, working with Kraft to launch their CRM program. Here is this rock-solid consumer packaged goods marketer moving into the world of CRM—through its *Food & Family* magazine—and then the data that accompanied it. Seeing how their consumers responded was fascinating.

It was hard to set the metrics early on because you're in such new territory, but our goals were built around three consumer problems we were solving: time constraints, idea constraints—limitations on ideas for what to fix for dinner—and skills competence in terms of what people would be able to cook. We put forward recipes that made life easy by meeting those needs. And what we saw were spikes



2021 SILVER APPLE AWARD HONOREES

in usage and purchase of many of the Kraft products that went into these recipes.

We conducted match-market testing in areas where the program was running, versus markets where it wasn't running, which showed a dramatic increase in the sale of featured products in the magazine. That was a real validation of the program.

It was an absolutely transformative time for many organizations. And now, of course, you see a lot of programs that are similar to this. But that was one of the original CPG CRM programs.

Share a favorite data story.

We were launching a premium pet food across North America. The challenge was identifying who would buy this premium pet food, which was substantially more expensive than the usual kibble that you'd find in the grocery store. So, we were looking for a golden question to put in our data capture that would find these consumers; we were capturing data through the usual channels, such as customer surveys.

Eventually, we landed on the question: 'Do you celebrate your pet's birthday?' This was before dogs of Instagram or everybody celebrating their pet's birthday. At that time, it was very unusual. We found our target market in the answer to that question.

We were able to reach those people with this premium pet food and they bought it—because it was much healthier than standard brands—which accounted for the higher price.

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Aaron Cano is a customer-centric marketing analyst whose approach has led to significant business results for numerous category-leading brands.

He developed acquisition tools for FreshDirect that led to a 50% increase in response and a 30% reduction in time to profit. While at 1800flowers, he managed the development of behavior segments for many of 1800flowers' brands — driving value through personalization. While at JP Morgan Chase Bank, Aaron identified a \$100 million a year revenue opportunity within the consumer investment business.

Aaron has been spotlighted in industry publications and has spoken at countless conferences. And he has served as an adjunct professor in the Applied Analytics Master of Science Program at Columbia University School of Professional Studies.

Aaron Cano

SVP, Analytics and Marketing
Operations, *FreshDirect*

Aaron Cano has spent most of his career helping organizations build a data-driven culture. He is among the most customer-centric marketing analytics leaders out there.

He's the one who always makes sure the customer is represented in strategy meetings. In fact, he won a 1to1 Customer Champion award, as well as a FreshDirect Customer Achievement award, 1800flowers Quality award, and Chase Manhattan Bank Excalibur Award for excellence and commitment to customer-centric values.

Cano espouses a customer-focused, data-driven approach to marketing at every opportunity. He's spoken at countless conferences about how to best use customer data to optimize marketing. He taught his customer-centric approach to analytics at Columbia University. And his winning strategies have been spotlighted in several industry publications, including *Integrated Solutions for Retailers* and *Direct Marketing News*.

Those winning strategies have led to results such as a 50% increase in response and a 30% reduction in time to profit for FreshDirect and a 25% increase in new customer revenue at JP Morgan Chase Bank.

What initially drew you to marketing?

Like every other kid not knowing what to do with my life, I took a mix of classes in college, one of which was a market research class taught by an outstanding professor named Nancy Church. Her passion for the customer really got me excited about marketing.

I took all her classes and then got an internship at the local small business association doing research—everything from



2021 SILVER APPLE AWARD HONOREES

research for a local hotel on expansion to research for the fire department on supply chain. And then, while in grad school, I learned this amazing data tool called SAS in an econ class.

After grad school, I landed at Publishers Clearing House using SAS to run models and selections for direct mail campaigns. It was fascinating to use data to make decisions on who gets what campaign or promotion. And that was it. Marketing was my path forward.

Tell us about a career highlight or turning point.

Working at Publishers Clearing House was a great learning experience but after about a year, there wasn't anything more for me to learn in my role and there wasn't another role that was a fit. So, I got myself an interview at Chase Bank—which was rife with data and opportunity.

I walked in expecting to meet with a stereotypical banker; instead, I met Mike Eichorst, this guy who was straight out of the Sixties with long hair and a mustache and all he talked about was customers and data. And I thought, "I need to work with this guy." And from there, it was all about using data to transform everything we could in marketing.

Aaron Cano's go-to marketing metric

Loyalty, but the definition is different for every business. So, it's coming up with that metric and managing around it. It's also understanding what loyalty means for the customer. At Fresh Direct, for example, it's about creating a habit that translates to weekly or biweekly purchases. But a customer who shops with us once a month every month may think of themselves as loyalty.

What excites you most about marketing right now?

The advancement of technology enables us to use data in more ways than we ever imagined. Today, we can use real-time customer information to change offers and experiences in the moment, where 10 or 15 years ago that would've been a dream. But it's not easy. You have to handle it the right way, so customers don't think the personalization is creepy; instead, they think it's useful.

Share a favorite customer story.

Back in the day, 800Flowers was very innovative. We had an idea to use data for a reminder program. We'd remind customers of occasions—birthdays, anniversaries—that they had previously purchased a gift for. So, we created this campaign that proactively sent out direct mail pieces and emails reminding customers about an upcoming occasion. The reminders only included the occasion, not the prior recipient's name.



2021 SILVER APPLE AWARD HONOREES

Even so, it turns out that we should have done a little more research, because a lot of wives were calling and complaining that they weren't the recipients of the original gift; the husbands had been buying gifts for other women.

We learned a lot in a short time from that. And we quickly shifted the campaign to an opt-in at the time of purchase. We simply asked if the customer wanted to set a reminder for that occasion the following year.

Share a treasured data story.

Back in March 2020, FreshDirect couldn't handle the increased volume of orders coming in due to Covid from new and existing customers. Our loyal customers weren't able to get delivery time slots because of all the new customers coming in. So, we dug into the data we have on our loyal customers—and there were thousands of them—to learn their favorite time slots and proactively reserved recurring deliveries for that time slot. And over time, as capacity increased, we were able to serve more new customers.

We received countless accolades from our customers about being there for them in their time of need. Our Net Promoter Scores were in the mid-70s because we made sure that our customers were taken care of first.



CONGRATULATIONS

TO ALL OF THE DMCNY 2021 SILVER APPLE HONOREES

Mack Burnett III
Aaron Cano

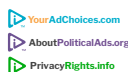
Leslie Dukker Doty
Deborah Fain

Donna Hamilton
Trish Wheaton

CORPORATE HONOREE
Trusted Media Brands

From all of us at the Digital Advertising Alliance

DIGITAL
ADVERTISING
ALLIANCE



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Deborah Fain

*Assistant Clinical Professor
Pace University Lubin School
of Business*

An expert in CRM and integrated Marketing, Deborah Fain has been developing acquisition and retention programs for more than 40 years.

She wrote lifetime value programs for Doubleday Book Clubs, served as the first product manager on the American Express Corporate Card developing unique marketing programs for everything from SMBs to large enterprises, and reinvented marketing for countless financial institutions, non-profits, and other businesses as principal of consultancy Infomorphosis.

Deborah has taught on-site at companies all over the world, and she has taught on the university level since 1988. She is currently Clinical Assistant Professor of Marketing at Pace University and co-directs the Integrated and Direct Marketing Lab, a student-operated marketing agency where students learn the skills necessary to shine as business leaders after graduation.

Deborah Fain's impact on marketing is unique in its breadth. As a mentor and teacher to countless graduate and undergraduate students who are studying everything from data-driven marketing to sales to consumer behavior, she nourishes the industry with enthusiastic, novice marketers eager to make their mark and move the industry forward. And that impact is a lasting one as those students advance in their careers. Top brands and agencies continue to benefit from the work that she's done in preparing students for immediate and long-term success — and who are now in leadership positions.

Fain has served as the associate director of the Pace University's Lubin School of Business Interactive and Direct Marketing (IDM) Lab, as well as serving as a coach to the Lubin Sales Team. She's brought her innovative marketing approach to powerhouses such as American Express. And she supports the broader industry by sharing her expertise at conferences and in content.

What initially drew you to marketing?

Direct marketing found me. I was selling spot TV time after college, and I went back to get an MBA. While I was at Columbia, our group was working on a direct marketing project for MIT Press. I fell in love, and I've been in love ever since. It's so much easier to control than general marketing because you know your source; you know where your customers are coming from.

Tell us about a career highlight or turning point.

In the 1980s, I was on was doing a lot of writing papers and presenting them all over Europe. After one summer I thought, "I should



2021 SILVER APPLE AWARD HONOREES

get a doctorate and become a professor, because I love teaching." So, I started on my doctorate in the fall of 1991. And I love teaching today just as much as I loved it then.

What excites you most about marketing right now?

Change, change, change. Marketing keeps changing so quickly. It's different today than from last year. What other area in business could you have less of a chance of getting bored?

But it does bother me a bit that we've been forgetting about the qualitative side of marketing. Quant isn't enough. We have all this data, but we don't know why things happen. We need the why. So, throughout my career, I've always been out there interviewing people to learn the why.

Share a treasured student story.

I had a student in my customer relationship management class at Pace University who was a Navy vet. He came to me at one point and said, "There's a new digital program at Columbia School of Education and I really would love to join it. I've actually met the person who heads it, but I don't know what to do." So, I helped him get into the program, and he graduated last year. He now has his bachelor's from

ACXIOM APPLAUDS THE SILVER APPLE AWARDS HONOREES

Mack Burnett III, Business Architect and Growth Hacker, POWERFUL IMPACT, and Adjunct Instructor, Digital Strategy, Analytics, Content and Mobile, New York University

Aaron Cano, Senior Vice President, Analytics and Marketing Operations, FreshDirect, and Principal Consultant, AC Consulting Services

Leslie Dukker Doty, Chief Executive Officer, Women in the Boardroom, and Advisory Board Member, ActionIQ

Deborah Fain, Clinical Assistant Professor, Marketing, Pace University – Lubin School of Business, and Principal, Infomorphosis

Donna Hamilton, Senior Vice President, Data Strategy, Alliant – The Audience Company

Trish Wheaton, Principal and Founder, LEANING OUT, and Senior Advisor, The Artemis Partnership

And the corporate Silver Apple honoree
Trusted Media Brands





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Pace and a master's from Columbia. It's so exciting to me to see his success.

Share a favorite data story.

I had AGI, a company that provides products and services to outdoor enthusiasts, especially RVers, as a client when I was doing a lot of consulting. They weren't using the data they had, and they weren't collecting other data that could be valuable. They were just trying to sell stuff to their RVers. I said, "We're going to have to sit down to look at what data you have and we're going to start to use it." They made a fortune by using that data.

Deborah Fain's go-to marketing metric

My current one is customer service—because retention matters. To get retention, you have to serve the customer. And every customer interaction brings a possibility of something different to occur that impacts service one way or another. Service is a qualitative metric, but retention numbers are quantitative. I'm not suggesting marketers go away from quant; we just need more qualitative measures.



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Donna Hamilton is a highly skilled data strategist at Alliant and a thought leader in product ideation and innovation who is recognized across the industry. She leads Alliant's efforts to source compliant data sets, package them, and develop direct and digital audiences that deliver exceptional results.

Donna began her career on the brand side, and soon moved to creating data-driven solutions with the Millard Group and InfoGroup, where she became a recognized innovator in transitioning traditional mailers to email, online, mobile, database, and modeling programs. In 2019, Donna was distinguished by the Interactive Advertising Bureau as a Data Rockstar, honoring her leadership in data strategy across the industry.

She currently serves on the Subscription Trade Association board and spearheads Alliant's internship program.

Donna Hamilton

SVP, data strategy, Alliant

Donna Hamilton has spent the better part of three decades leaving an indelible mark on the industry as a brand strategist, direct mail maven, and digital innovator. Her own digital transformation is always just ahead of the market, staying abreast of change and being an avid learner. As a result, Hamilton has and continues to help clients expand their marketing strategies to keep pace with an ever-evolving market; for example, moving beyond a focus on direct mail to adopting everything from email and mobile match programs to adtech-based engagement strategies. She's led and launched an assortment of initiatives, including list fulfillment, enhancement services, database processing, modeling, and data-driven digital display advertising.

While helping clients to move forward with marketing advancements, Hamilton also makes time to mentor talent and lead intern programs. She generously shares her knowledge, frequently speaking at industry events and serving on the boards of various industry associations, including SUBTA, IAB, and HVDMA.

What initially drew you to marketing?

Early on I was pursuing a singing career. I was a singer-songwriter, so I was marketing my music and myself for years. It was my first foray into marketing. When I eventually had a reality check that I wasn't going to be making a living that way, I went to business school for marketing. It felt like a natural fit.

Tell us about a career highlight or turning point.



CONGRATULATIONS TO
INDUSTRY ROCKSTAR

Donna Hamilton!

Data Guru · Innovator · Mentor · Friend

We are grateful for all that you do and can't wait to see what you do next. Cheers to you!

TO ALL OTHER HONOREES:

**Mack Burnett III | Aaron Cano
Leslie Dukker Doty | Deborah Fain | Trish Wheaton
and The Trusted Media Brands Team**

Thank you for your contributions and leadership
in marketing throughout the years.

Alliant[®]
The Audience Company™



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While I was pursuing a singing career, I also was working as an administrative assistant at Bank of America Insurance Group. While I was in business school, a manager gave me a chance by giving me a marketing coordinator position. I coordinated all the direct marketing and telemarketing programs for the insurance offers.

From there I just continued to grow in my marketing career. I needed that first opportunity, and it meant a lot to me that someone took me to that next level. I've tried to do the same over the years.

What excites you most about marketing right now?

Alliant is all about data and analytics, which is so much at the forefront of everything for marketing right now. At the same time, I've worked extensively in the digital realm, including the launch of Alliant's digital audiences. What's exciting is that marketing is ever-changing. There's always something new—from digital applications to identity resolution to advanced analytics; you don't know what to expect next. It keeps you on your toes.

Donna Hamilton's go-to marketing metric

Profitability metrics are my go-to. Sure, you may bring in lots of new customers, but sometimes it takes X number of orders to be profitable. How many times do you need that customer to order to be profitable? Knowing that for our customers, building solutions that prove that out, is a sweet spot for us.

Share a treasured team story.

Anytime I've helped clients make or save money throughout my career, it's been about supporting their business so they can keep growing. Launching the digital audiences program at Alliant is an example of that. But it's also an example of helping a colleague advance and succeed in their career.

Alliant launched one of the earlier datasets for adtech years ago. I was working with Chris Morse, who was my right hand, and we were learning together about the connectivity of all the platforms and data delivery through them. Early on, we put a lot of resources against the initiative. It was taking time to grow; we were reporting lower numbers than expected because adtech was still in its infancy. And I would say, "Give it time. One day I'm going to be wearing a T-shirt that says, 'I told you so.'" Well, fast forward a couple of years and everyone said, "You were right!"

Chris and I had lots of help along the way, but we spearheaded that launch together. He's now our director of platform partnerships, and it's so rewarding to see how that initiative was able to advance his career.



2021 SILVER APPLE AWARD HONOREES

What's one piece of advice for someone just starting out in marketing?

Be curious and take advantage of all resources at your disposal. Getting a degree is great, but it's just the start. Take online courses, participate in trade associations, and of course, learn all you can from experienced coworkers. Use your own initiative to keep learning.

What was the best piece of business advice you've received?

I tend to be very creative, get excited, and jump into something and run with it—without stepping back and really planning. The best advice I received was to take a step back and see the big picture, and look at it from all angles, before jumping in. Now I do a lot more due diligence upfront than I had in the past.

Do you have either a personal motto or an inspiring quote that guides you?

Sometimes when people ask me for advice about making a big move in their personal or professional life, I say, "Life's an adventure; go for it!" You've got to take some risks and be willing to change to make the most of your life's journey.

Audience Data

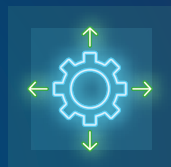
for Now AND the Future



Seamless activation
with ID flexibility



Platform agnostic
custom modeling



Scale across
all channels

Alliant® | The Audience Company™



Trusted Media Brands is a leading digital-first media company that reaches hundreds of millions of global viewers, readers, and consumers via our dynamic portfolio of media properties. We offer best-in-class insights and data-driven marketing solutions that reach engaged communities across food, home, lifestyle and wellness content; and now following our August 2021 acquisition of Jukin Media, a leading digital entertainment company, we also engage audiences across the pets, humor, and active lifestyle verticals. In all we reach nearly 60 million people in the US, and we deliver more than two billion minutes of monthly video viewership across streaming TV and social media. See what's new at Taste of Home, Family Handyman, Reader's Digest, The Healthy, Birds and Blooms, The Pet Collective, FailArmy, and People Are Awesome.

Trusted Media Brands

New York, NY

Trusted Media Brands is a publishing and media giant that comprises such well-known favorites as *Family Handyman*, *Readers Digest*, and *Taste of Home*, as well as newly acquired Jukin Media UGC-centric brands such as The Pet Collective, People are Awesome, and This is Happening. It is also a self-described direct marketing company that connects with its audience not only by providing compelling content in the moment, but also by using data extensively to learn what its customers and consumers want and need next to deliver that, as well.

The company creates content and builds community among its audiences to help bring their passions to life. It weaves stories across media to give them robust and engaging experiences. And it uses data about customers' actions and interests to help advertisers reach the right consumers with relevant messages. Trusted Media brands also provides a platform for its audiences to share their own accomplishments, ideas, projects, and stories.

The company supports the marketing and publishing industries, as well; for example, CEO Bonnie Kintzer serves as chairperson of the board at the MPA, which advocating for publishers in a variety of ways, including how they can market to and engage consumers. And CMO Michelle Korchinski-Ogden participates in the IBM-hosted CMO Exchange, a cross-industry problem-solving think tank for chief marketers.

The company has a rich and storied history and, through its data-driven approach to innovation, has tremendous opportunity in the future. Here, Korchinski-Ogden shares some insights about Trusted Media Brands' marketing strategy and successes.



2021 SILVER APPLE AWARD HONOREES

Tell us about TMB's overarching approach to marketing.

You have to put the consumer at the center of everything. If you don't—if you don't anchor on the consumer and understand who they are, their interests, their pain points, and what the common denominators are across the datasets—you can't provide them with the products they want or need or engage them with content.

What's a favorite story about how TMB has used data to improve marketing or gain a better understanding of customers?

I'll share one about our data and insights team. The team is top-notch. They've developed response and pricing models that help us broaden our reach and improve profitability in meaningful ways across digital and traditional channels. That use of data helps us more deeply understand our consumers, so we know exactly what offers to put in front of them for maximum return.

What's a favorite reader story?

Last winter we got a letter from a gentleman who regularly reads *Family Handyman*. He saw that we had done a camper renovation story in the magazine, where we took a vintage camper and renovated it from end to end, which is a little bit outside of the type of story *Family Handyman* historically had done. We also created DIY University classes around specific elements of a renovation like that, in addition to video and site content.

The gentleman went out and bought a vintage camper himself, and then renovated it from end to end. He took the classes, he reread the story, consumed online content, and watched the videos. He was fully immersed in the content.

It was nice to see that we have license to expand the horizons of what we do within our content, so our consumers can take their hobbies to the next level. It's also a wonderful story of connecting the dots across platforms—the site, magazine, videos, DIY university—all to complete a project he saw in the magazine.

What's a favorite advertiser story?

We have a number of pharma clients. Often, when they first come to us, they've been advertising within condition-based content on very health-oriented sites and not necessarily in lifestyle content. By using our dataset, we're able to identify consumers who have a particular set of conditions or meet a target profile and serve them the appropriate ad.

For one such pharma company, this was the first time partnering with Trusted Media brands and they were very much in "test" mode. As the program ran, we continued to optimize the segment and ad effectiveness to increase the engagement of our audience with their message. We ended up being their most efficient partner for reaching unique individuals with this specific condition because it was a new, highly targeted audience for them.

We've been quite successful in using tools to isolate consumer segments within our database and then target them specifically when they come to the site.



2021 SILVER APPLE AWARD HONOREES

What's one thing that's surprising about TMB?

The brands are very strong, and consumers love them. They trust our editorial teams and that trust opens the door to any number of new opportunities and ways to engage consumers. What's surprising is the extraordinary opportunity we have to fill a need or address a pain point—in ways well beyond what we're doing today.

Our brands create an intersection of utility and delight that few can achieve. We deliver functionality, but we also deliver aha moments within the brands that are highly engaging, giving us an opportunity to go beyond our current mediums.

We're looking at expanding our e-commerce, paid newsletters opportunities, and new products and services. We want to evolve and expand how we engage our consumers, which is so exciting. I'm looking forward to what comes next.



Accepting the Silver Apple on behalf of Trusted Media Brands is CMO Michelle Korchinski-Ogden

What makes Trusted Media Brands stand out as a data-driven marketing powerhouse?

It's several things. The first is testing. You can never stop testing; consumer behavior changes so rapidly. When you continue to test, collect information, learn, and relearn over and over again your marketing results improve.

Second, we model extensively. We've been collecting data on consumers for a long time from our sites, magazines, book programs, new products, and newsletters. All that data gets pulled together to understand responsiveness and where there might be an opportunity to engage consumers with a new product or via a new platform. Those models allow us to optimize results across channels.

Third, we continually expand our data set. Whenever we contact customers directly and we have an opportunity to gather information, we do—and we pull all of that into that single database. One example is when consumers submit a recipe to Taste of Home, that additional data point indicates a particular level of engagement. We can then use that information in conjunction with other datasets to understand behavior, engagement, and where there's an opportunity to market more effectively.

The last piece is simply we deliver what we promise. You can only be effective in your marketing if you are trustworthy to the consumer. That trust enhances our ability to collect data and use it to then be able to re-market to our consumers.



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APPLE
AWARDS GALA

SILVER APPLE AWARD RECIPIENTS 1985–2019

2019

Carl Horton, Jr.
Gretchen Littlefield
Joe Pych
Britt Vatne

ADVOCACY: Tony Hadley

DISRUPTOR: Mayur Gupta

CORPORATE GOLDEN:
Marketing EDGE

2018

Anita Absey
Matt Blumberg
Pam Haas
Keira Krausz
Tim Suther

CORPORATE:

Winterberry Group

ADVOCACY: Stu Ingis

DISRUPTOR: B. Bonin Bough

2017

Fran Green
John L. Princiotta
Eva Reda
Randall Rothenberg
Jay Schwedelson
Rita Shankewitz

GOLDEN: Stuart Boysen

CORPORATE:

BMI Global OMS

2016

Thomas J. Benton
Buell Duncan
Jennifer Barrett Glasgow
Nina La France
Cyndi Lee
Phil Wiland

GOLDEN: William R. Denhard

CORPORATE:

Experian Marketing Services

2015

Robert M. Cohn
Ginger Conlon
Chet Dalzell

Peg Kuman

Tim Prunk

Charlie Swift

GOLDEN: Lester Wunderman

CORPORATE: Ethnic Technologies

2014

Brian Fetherstonhaugh
Timothy F. Kennon
Pamela Maphis Larrick
Thomas J. "Tim" Litle
Lon Mandel
Debbie Roth
Dawn Zier

CORPORATE: Fosina Marketing Group

2013

Liberta Abbondante
Pete Carney
Richard Hochhauser
Deborah Holland
Gary Laben
Richard Vergara

GOLDEN: Arthur Blumenfeld

CORPORATE:

Target Marketing Group

2012

Scott Fenwick
Jim Fosina
Don Hinman
Harvey Markovitz
Pegg Nadler
Don Peppers
Martha Rogers

GOLDEN: Leon Henry

CORPORATE:

McVicker & Higginbotham

2011

Joseph Gomez
Tom Mastrocola
Gerald Messer
Adrea Rubin
David Williams

GOLDEN: Ralph Stevens

CORPORATE: Japs-Olson Company



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SILVER APPLE AWARD RECIPIENTS 1985–2019

2010

Bruce Biegel
Raymond Butkus
Jerry Cerasale
Ralph Drybrough
Karen Isenberg
Gene Raitt
Christine Slusarek
CORPORATE: Alliant

2009

Andy Goldberg
Ed Mallin
Beatriz Mallory
Ruth Stevens
Tom Turner
Brian Wolfe
CORPORATE: Axiom Corporation

2008

Betty Anne Cooper
Dr. Marjorie Kalter
Jon Lambert
John Papalia
Markus Wilhelm
Caroline Zimmermann
GOLDEN: James W. Prendergast
CORPORATE: Penton Media

2007

Pat Corpora
Walter Neff
Holly Pavlika
Brian Snider
Suzanne Taliaferro
John Temple
GOLDEN: Lee Epstein
CORPORATE: Equifax

2006

Margaret Ginns
Gordon Grossman
Liz Kislik
Larry May
Don Mokrynski
Lee Marc Stein
CORPORATE: Leon Henry, Inc.

2005

Ken Altman
Kay Cassidy
JoAnne Monfradi Dunn
Robert M. Edmund
Joseph M.A. Furguele
Murray Miller
Christopher Paradysz
CORPORATE: Boardroom Inc.

2004

Kathy Duggan-Josephs
Jonah Gitlitz
Linda Huntoon
Penny Vane
H. Robert Wientzen
Alan Zamchick
CORPORATE: The Horah Group

2003

Michael Faulkner
Richard Goldsmith
Christy Karl
Lawrence Kimmel
Susan McNamara
Neil Metviner
John Wargo
CORPORATE: Direct Media

2002

Tony Ambrose
Regina Brady
William Korn
Brian Kurtz
Joan Oppenheimer
Donn Rappaport
Ray Roel
CORPORATE: DM News

2001

Adrian Courtenay
Bernice Grossman
Mitchel Hisiger
Andrea Nierenberg
Ray Schultz
Laurie Spar
CORPORATE: Mailmen Inc.



SILVER APPLE AWARD RECIPIENTS 1985–2019

2000

Robert Albert
Phillip N. Dresden
Peggy Hatch
Rosalie Sacks Levine
Rosemarie Montroy
Tom Whiteway
Alice Zea

CORPORATE:

Publishers Clearing House

1999

Charles M. Cavanagh
Lois Geller
Florence Leighton
Neil Mason
Richard Montesi
Katie Muldoon
Ed Nash
Ron Sichler

CORPORATE: Columbia House

1998

Dorothy Carroll
Henry Reed Hoke, III
Pierre Passavant
Henry W. Rossi
Richard Steeg
Robert Sawyer
Jo-Von Tucker
GREEN APPLE:
Brian Wolfe

CORPORATE:

Mal Dunn Associates, Inc.

1997

Elliot Abrams
Stuart Boysen
John A. Cleary
Michele Duffy
Hal Roberson
Shirley Stevens
Robert J. Teufel

GREEN APPLE: Jeff Fischer

CORPORATE:

The McGraw-Hill Companies

1996

Robin Black
Caryl Gold
Robert H. Jurick
James Knox
Irving Mayer
David Shepard
Tom Zukas

CORPORATE:

Hoke Communications, Inc.

1995

Michael T. Buoncristiano
Philip Charles Cheevers
Evelyn Deitz
Martin Edelston
Doug Flynn
Lillian Vernon
George S. Wiedemann

1994

Arthur Blumenfi eld
William R. Denhard
Michael Manzari
John Pahmer
Robin B. Smith
Emily Soell
Julius J. Spector

1993

Robert Castle
John Jay Daly
Hugo Dunhill
Paul Goldberg
Kathleen O'Shaughnessy
David Wilkison
Stan Winston
Richard C. Wolter

1992

Junius R. (Sandy)Clark, III
Arline Feigen
Alfred M. Goodloe
Leon Henry, Jr.
Walter Karl
Richard G. McEnroe
Eliot DeY. Schein



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SILVER APPLE AWARD RECIPIENTS 1985–2019

1991

E. William Carney
Howard E. Flood
Richard M. King
Bruce W. Murray
Stan Woodruff

1990

Robert H. Cherins
Rev. Dr. John Erickson
Carol Enters
Dennison Hatch
Ed McLean
Robert W. Redman
Robert E. Riordan
Christopher Stagg
Ralph Stevens
Peter Vane

1989

Bert Garmise
Earl Hermance
Barbara Kumble
Florence Peloquin
Jerome Pickholz
Milt Pierce
Jerry I. Reitman
Victor and Phyllis Sawdon
C. James Schaefer
Harold L. Schwartz
Irving Wunderman

1988

Phil Boehm
Robert B. Clarke
S. Arthur Dembner
J. Wendell Forbes
Allen M. Greer
Henry R. Hoke, Sr.
Marge Landrau
Lester F. Suhler
Leo R. Yochim

1987

Ed Burnett
Bob Chapman
Mal Dunn
Dave Florence
Jerry Hardy
Ray Longden
Otto Meyer
O.E. McIntyre
Max Sackheim
Joan Throckmorton

1986

Herb Ahrend
Robert F. DeLay
Lee Epstein
Mike Fabian
Henry R. "Pete" Hoke, Jr.
Bill Howe
Neil Keating
Jim Prendergast
Leonard Raymond
Nat Ross
Bill Steiner

1985

Dick Benson
Annette Brodsky
John Caples
Larry Chait
Tom Collins
Henry Cowen
Bob Dale
Andi Emerson
Bob Fisler
Rose Harper
Lou Kleid
Ed Mayer
Harold Mertz
Walter Prescott
Stan Rapp
Frank Vos
Walter Weintz
Lester Wunderman

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We deliver forward-thinking, data-driven strategies that effectively identify the best audience to optimize performance, maximize investments and monetize your data assets.