



# PRIX D'EXCELLENCE 2007

## Best Program: Alumni Relations/Meilleur programme : relations avec les diplômés

**GOLD/OR**  
Kitchener-Waterloo Alumni Chapter  
*Wilfrid Laurier University*  
Janina Ganton

**SILVER/ARGENT**  
plan A! alumni supported student programs  
*University of Victoria*  
Linda Nicoll

**BRONZE**  
Engineering Generations:  
A seamless blend of alumni relations  
and development  
*University of Alberta*  
Katherine Irwin

## Best Alumni Event/Meilleur événement à l'intention des diplômés

**GOLD/OR**  
Manulife Evening of Comedy  
*Wilfrid Laurier University*  
Brian Breckles

**SILVER/ARGENT**  
Mois des Diplômés  
*Université de Montréal*  
Joëlle Ganguillet

**BRONZE**  
UBC Alumni Weekend  
*University of British Columbia*  
Christina Gray, Marguerite Collins

## Best Program: Development/Meilleur programme : Développement

**GOLD/OR**  
University of Waterloo Keystone Campaign  
*University of Waterloo*  
Jennifer Lorette

**SILVER/ARGENT**  
Engineering Generations:  
A seamless blend of alumni relations  
and development  
*University of Alberta*  
Katherine Irwin

**BRONZE**  
The 2006 Carleton University Campus  
Community Campaign  
*Carleton University*  
Corrie Hobin, Sarah Clarke

## Best Fundraising Case Statement and Campaign Materials/Meilleur énoncé de mission et documents relatifs à une collecte de fonds

**GOLD/OR**  
BU and You Campaign  
*Brandon University*  
Institutional Advancement Team

**SILVER/ARGENT**  
Reach! A New World Standard of Health  
*University of Calgary*  
Lois Epp

**BRONZE**  
The Sheridan Student Capital Campaign  
*Sheridan Institute of Technology and Advanced Learning*  
Susan Atkinson

## Best Program: Public Affairs, Marketing and Communications/Meilleur programme : Affaires publiques, marketing et communications

**GOLD/OR**  
Discover the Unexpected  
*Dalhousie University*  
June Davidson

**SILVER/ARGENT**  
Seriously, Don't Come Here  
*Mount Saint Vincent University*  
Robyn McIsaac

**BRONZE**  
See Red  
*Carleton University*  
Doug Wotherspoon

## Best Institutional Annual Report/Meilleur rapport annuel d'un établissement

**GOLD/OR**  
Think About It  
*University of Lethbridge*  
Alesha Farfus-Shukaliak

**SILVER/ARGENT**  
2007 Research Matters  
*Memorial University of Newfoundland*  
Deborah Inkpen

**BRONZE**  
VOIR LOIN/Looking Ahead  
*University of Waterloo*  
Martin Van Nierop

## Best Program—Student Recruitment/Meilleur programme—recrutement d'étudiants

**GOLD/OR**  
Seriously, Don't come here  
*Mount Saint Vincent University*  
Robyn McIsaac

**SILVER/ARGENT**  
Discover the Unexpected  
*Dalhousie University*  
June Davidson

**BRONZE**  
McMaster University Student  
Recruitment Program 2006  
*McMaster University*  
Paula Johnson

## Best Student Recruitment Viewbook/Meilleure brochure de recrutement

**GOLD/OR**  
We Bring You the World  
*University of British Columbia*  
Lisa Fisher

**SILVER/ARGENT**  
2006/2007 Viewbook  
*Kwantlen University College*  
Peter Chevrier

**BRONZE**  
Enter Here  
*York University*  
Laurence Boucher, Robin Edmison

## Best Audio, Video or Multimedia Presentation/Meilleure présentation audio, vidéo ou multimédia

**GOLD/OR**  
*University of Alberta*  
Geoff McMaster

**SILVER/ARGENT**  
York to the Power of 50  
*York University*  
Paul Marcus

**BRONZE**  
Durham College School of  
Skilled Trades  
*Durham College*  
Donna McFarlane

## Best Institutional Homepage on the World Wide Web/Meilleure page d'accueil institutionnelle sur le Web

**GOLD/OR**  
www.mun.ca  
*Memorial University of Newfoundland*  
Paul Whittle

**SILVER/ARGENT**  
www.uqam.ca  
*Université du Québec à Montréal*  
Sylvain Bédard

**BRONZE**  
www.ucalgary.ca  
*University of Calgary*  
Catherine Bagnell Styles

## Best Program or Department Site on the World Wide Web/Meilleur site Web de service ou de programme

**GOLD/OR**  
UBC Alumni Affairs  
www.alumni.ubc.ca  
*University of British Columbia*  
Elisa Cachero

**SILVER/ARGENT**  
UNBC Office of Communications  
www.unbc.ca/communications  
*University of Northern British Columbia*  
Linda van der Zande

**BRONZE**  
St. Mary's Hearts & Minds Campaign  
www.heartsandminds.ca  
*St. Mary's University*  
Alice Paradis

## Best e-Innovation in University Advancement/Meilleure innovation technologique en avancement institutionnel

**GOLD/OR**  
Queen's University on iTunes U  
*Queen's University*  
Robin Moon

**SILVER/ARGENT**  
U-Now Widget and U-Now Live  
Electronic Billboards  
*University of Calgary*  
Adam Zakreski, Colleen Turner

**BRONZE**  
TrekConnect  
*University of British Columbia*  
Dianna DeBlaere

## Best Magazine/Meilleur magazine

**GOLD/OR**  
Headway/En tête  
*McGill University*  
James C. Martin

**SILVER/ARGENT**  
Idea&s  
*University of Toronto*  
Diana Kuprel

**BRONZE**  
McMaster Times  
*McMaster University*  
Jean Burrows

## Best Magazine Under \$100,000/Meilleur magazine : budget de moins de 100 000 \$

**GOLD/OR**  
Trinity Magazine  
*University of Toronto*  
Karen Hanley

**SILVER/ARGENT**  
Inspired: Banff Report to the  
Community  
*The Banff Centre*  
Debra Hornsby

**BRONZE**  
Edge – Research, Scholarship and  
Innovation at the University of Toronto  
*University of Toronto*  
Paul Fraumeni, Anjali Baichwal,  
Jenny Hall

## Best Print Ad or Ad Campaign/Meilleure annonce ou campagne publicitaire écrite

**GOLD/OR**  
Discover the Unexpected  
*Dalhousie University*  
June Davidson

**SILVER/ARGENT**  
Aberdeen  
*Queen's University*  
Kathleen Vollebregt

**BRONZE**  
Yale Shmale  
*Lakehead University*  
Eleanor S. Abaya

## Best Brochure/Meilleure brochure

**GOLD/OR**  
Recrutement – CUSB  
*Collège universitaire de Saint-Boniface*  
Rose-Marie Beaulieu, René Dupuis,  
Carmelle Mulaire, Joël Couture,  
Martine Bordeleau

**SILVER/ARGENT**  
Young Alumni Magazine 2006  
*The University of Western Ontario*  
Christina Fox, Cara McCarthy,  
David Scott

**BRONZE**  
Rez/Live at the heart of campus  
*University of Waterloo*  
Julie Humel, Julie Kalbfleisch, Brian Trotter,  
UW Housing and Residence; Conrad  
Grebel University College Residence;  
St. Jerome's University Residence; St.  
Paul's College Residence; UW graphics

## Best Flyer/Meilleur dépliant

**GOLD/OR**  
Vancouver Community College  
School of Music  
*Vancouver Community College*  
Stephen Barrington

**SILVER/ARGENT**  
Quality Alliance  
*Langara College University*  
Nancy Wickham

**BRONZE**  
The Dream Takes Shape  
*Queen's University*  
Lorinda Peterson

## Best Poster/Meilleure affiche

**GOLD/OR**  
Go Global Before/After  
*University of British Columbia*  
Meg Whetung

**SILVER/ARGENT**  
MacEwan's 14<sup>th</sup> Writer in Residence  
*Grant MacEwan College*  
MacEwan Faculty of Arts & Science

**BRONZE**  
Which headline...  
*Queen's University*  
Kathleen Vollebregt

## Best Newsletter/Meilleur bulletin de nouvelles

**GOLD/OR**  
Update  
*University of Northern British Columbia*  
Rob van Adrichem

**SILVER/ARGENT**  
*Carleton University*  
Nancy Lynn

**BRONZE**  
Alumni Matters  
*York University*  
James Allan

## Best Newspaper/Meilleur journal

**GOLD/OR**  
UBC Reports  
*University of British Columbia*  
Scott Macrae, Randy Schmidt, Ann  
Goncalves, Martin Dee, Brian Lin, Hilary  
Thomson, Lorraine Chan, Basil Waugh,  
Bud Mortenson

**SILVER/ARGENT**  
U of C on Campus  
*University of Calgary*  
Colleen Turner

**BRONZE**  
Prof Makes Seed Decontamination  
Breakthrough  
*University of Guelph*  
Paule des Rivières

## Best Photograph/Meilleure photographie

**GOLD/OR**  
“Kenneth Bartlett” by Liam Sharp  
*University of Toronto*  
Scott Anderson

**SILVER/ARGENT**  
“Pasha Bains, Thunderbird”  
*University of British Columbia*  
Randy Schmidt, Martin Dee,  
Sharm Thiagarajah

**BRONZE**  
“Jeffrey Rosenthal” by Liam Sharp  
*University of Toronto*  
Scott Anderson

## Best Writing or Article: English Language/Meilleur article : langue anglaise

**GOLD/OR**  
“A Newsroom of One's Own”  
*University of Toronto*  
Stacey Gibson, Scott Anderson

**SILVER/ARGENT**  
“A Cut Above The Rest”  
*McGill University*  
Neale McDevitt

**BRONZE**  
“When Technology Gets Under Your Skin”  
*University of Ottawa*  
Tim Lougheed, Christel Binnie

## Best Writing or Article—French Language/Meilleur article—langue française

**GOLD/OR**  
La fièvre du jardinage  
*Université Laval*  
Jean Hamann

**SILVER/ARGENT**  
Les robots sont parmi nous  
*Université Laval*  
Jean Hamann

**BRONZE**  
Depuis Babel  
*Université de Montréal*  
Daniel Baril

## Best News Release in English/Meilleur communiqué de langue anglaise

**GOLD/OR**  
Study shows body checking hazardous  
to young hockey players  
*York University*  
Janice Walls

**SILVER/ARGENT**  
Few High School Students Take PE, Play  
Sports, Study Finds  
*University of Guelph*  
Lori Bona Hunt

**BRONZE**  
Prof Makes Seed Decontamination  
Breakthrough  
*University of Guelph*  
Rachelle Cooper

## Best News Release in French/Meilleur communiqué de langue française

**GOLD/OR**  
Don du Groupe financier BMO  
*York University*  
Paul Marcus

**SILVER/ARGENT**  
L'événement Hubert Aquin  
*Université du Québec à Montréal*  
Jenny Desrochers

## Best Community Outreach Program/Meilleur programme d'approche communautaire

**GOLD/OR**  
MedQUEST  
*The University of Western Ontario*  
Dr. Tom Lacroix, Kathy Wallis

**SILVER/ARGENT**  
Medical Quartet  
*The University of Western Ontario*  
Catherine Black, Janis Wallace

**BRONZE**  
“I Was There” – A Century of Alumni Stories  
about the University of Alberta, 1906 – 2006  
*University of Alberta*  
Ellen Schoeck, Lori Bennett

## Best Donor or Volunteer Recognition Program/Meilleur programme de reconnaissance des donateurs ou des bénévoles

**GOLD/OR**  
Prenez position pour l'UQAM/  
UQAM Take a Stand  
*Université du Québec à Montréal*  
Francine Jacques

**SILVER/ARGENT**  
Making a Difference Where a  
Difference Matters  
*University of Guelph*  
Kathryn Elton

**BRONZE**  
Report on Philanthropy and the  
100 Day Plan  
*Trent University*  
External Relations and Advancement

## Best Special Event/Meilleur événement spécial

**GOLD/OR**  
I ♥ MUNDays: Celebrate Memorial  
*Memorial University of Newfoundland*  
Michael Pickard, Victoria Collins,  
Dr. Lilly Walker, Amanda Martin,  
Roxanne Keats, Gerry Sullivan

**SILVER/ARGENT**  
Manulife Evening of Comedy  
*Wilfrid Laurier University*  
Brian Breckles

**BRONZE**  
York to the Power of 50  
Campaign Launch  
*York University Foundation*  
Paul Marcus

## Best New Idea: Creativity on a shoestring/Meilleure nouvelle idée : la créativité à petit budget

**GOLD/OR**  
Here's the movie...Now how about dinner?  
*Sheridan Institute of Technology & Advanced Learning*  
Susan Atkinson

**SILVER/ARGENT**  
Online Orientation & Training Program  
for University Advancement  
*McGill University*  
Debbie Mercier, Lori Yersh

**BRONZE**  
Langara College University Quality  
Alliance Program  
*Langara College*  
Nancy Wickham; Langara College  
International Education and  
Communications & Marketing  
Departments

## Best Program: Independent School or Small Shop/Meilleur programme : école privée ou petit bureau

**GOLD/OR**  
Upward Bound Communications  
Materials  
*Greenwood College School*  
Jennifer Bizzarri, Alison Holt,  
Keiko Okutsu, Greenwood College  
School, Hambly & Woolley Inc.

**SILVER/ARGENT**  
Northern BC Community Reports  
*University of Northern British Columbia*  
Linda van der Zande, Rob van Adrichem,  
Sandra Earle, Erin Acton

**BRONZE**  
2006 Grad Class Bursary  
*Lakefield College School*  
Theresa Butler-Porter, Rachel Honig



# CCAE PRIX D'EXCELLENCE 2007



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CCAE is grateful for the generous support of the  
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## Host Institutions

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MacEwan College  
McMaster University  
Northern Alberta Institute of Technology  
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Université Laval  
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University of Toronto  
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University of Windsor  
Wilfrid Laurier University  
York University

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for their dedication and hard work.



# 2007

# PRIX D'EXCELLENCE



*Oceans of Opportunity*  
Charlottetown PEI  
CCAE National Conference  
June 2-5, 2007

*Océan de possibilités*  
Charlottetown IPE  
Congrès national du CCAE  
2-5 juin 2007