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Hard Work Finally Gets Recognition

By Reina V. Slutske
Signal Business Writer

For local art directors, graphic designers and printers, recognition for the work they put into advertising sometimes goes unnoticed.

For those various industry professionals, that's where the ADDY awards come in.

"Although we don't do what we do for recognition, it's nice to be recognized by a panel of professionals," said Gary Jacobs, president of Advertising Professionals of North Los Angeles County.

Conducted on a local, regional, national and international level, the awards honor print, broadcast and digital media in more than 70 categories for advertisements created or published in 2006.

As the local chapter of the American Advertising Federation, the Advertising Professionals of North Los Angeles County will be accepting entries from both members and non-members until February 16 at 5 p.m.

The entry fee for the competition is \$75. For an additional \$10 per entry, late entries will be accepted until Feb. 23.

Their jurisdiction includes the Santa Clarita and Antelope valleys as well as the northern part of the San Fernando Valley.

Every year, the competition has been growing, with approximately 50 different individuals and companies entering last year, with many sending in more than one entry.

"It has been rewarding to see people ... entering their work and hoping to be recognized," Jacobs said.

The entries are judged by industry professionals outside of north Los Angeles County.

Local organizations that have been recognized by the ADDY awards include Henry Mayo Newhall Memorial Hospital, Jacobs Creative Design and The Sherwood Group, Jacobs said.

Will Sherwood, chief creative officer for The Sherwood Group, had won awards for the group's work with companies including American Pacific Industries and Iris Diagnostics, a division of IRIS International Inc.

"A lot of clients don't know good work, and this demonstrates that they're getting state-of-the-art work," he said.

Although The Sherwood Group tells its clients, the company has also have received calls from potential clients after winning ADDY awards.

"They do generate business," he said.

For Sherwood, he hasn't delayed in entering: He's already submitted 12 pieces for consideration.

Winners will be announced at the annual awards gala at the Odyssey Restaurant in Granada Hills, March 25 at 5 p.m.

Those winners will advance to a regional competitions, followed by advancement to the national/international level.

For more information on categories or to enter the competition, go to www.adprosla.com.

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