



# Audrey Award 2009

**It is time again for your nominations for the Audrey Award!**

This annual award is given in honour and in spirit of the late Audrey Bothamley. From the first winner in 1988, the trophy recipients read like a who's who history of the advertising industry in Vancouver.

**The Audrey Award recognizes an outstanding commitment and contribution to our industry. The winner is viewed as a success, an innovator and most importantly, a leader.**



## About Audrey:

I had the pleasure of working with Audrey at McAnn Erickson back in the late '70s and early '80s. She may have been short in stature, and lucky if she weighed 90 pounds, but she was a firecracker. She knew the media business and all the players. You dare not have taken advantage of her, cause it only happened once. She was one of the queens of media in Vancouver, and could out drink, out smoke and out swear any rep, any day. Ultimately though, Audrey was a very fair person. She understood her representatives had a job to do and she would always give you a hearing... if she liked you.

One of her great attributes was her ability to see the big picture. Audrey had the talent to see how to tie-in a spot buy with promotional elements and to merchandise a campaign to the client's benefit. She knew how to take a chance on an idea and make it work. She understood that numbers alone do not make a good media buy. – Mel Sprackman

## Past winners:



Past winners are: Darrel Shee, Jim Stovin, Martha King, Jim Crawford, Jean Hardman Henderson, Alden Diehl, John Newbery, Ray Dagg, Frank Jobes, Red Robinson, Joyce Shea, Terry Dinsmore, Al Anaka, Smita Patel, Warren Morgan, David Stanger, Michael Godin, Ian Grant, Ruth Powell, Steve Vrlak, and Mel Sprackman.

## How to nominate someone:

Please go to the ABCOM website at [www.abcom.bc.ca](http://www.abcom.bc.ca), download and print the **Audrey Award Nomination Form** (pdf), then fax the completed form to Shawn Elphick at **604.876.2476** by Friday Nov. 20, 2009.