



Northwest Iowa  
Community College

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**October 20, 2011**

## **NEWS RELEASE**

*May be published  
when received.*

### **Northwest Iowa Community College Marketing Department Wins Four Awards**

NCC's Marketing Department was awarded top honors at the annual District 5 National Council for Marketing and Public Relations, NCMPR, Conference held September 25-27 in Omaha, NE.

NCC won second, or silver, in the categories of: Foundation Annual Report, Newspaper Ad Series and Logo Design (the new Thunder logo).

NCC received 3<sup>rd</sup> place, or the bronze award for an informational postcard series that was developed for NCC's friends and alumni.

There are forty four categories in which to submit entries and there were over 240 entries in the competition; 132 gold, silver or bronze awards were presented. Entries submitted to the Medallion Awards are judged on design, copy and overall effectiveness.

Members of the Marketing Department include Kristin Kollbaum, Director of Marketing/Alumni, Marcus; Lori Richards, Graphic Designer, Sheldon; and Pamela Lien, Administrative Support, Sheldon.

The National Council for Marketing & Public Relations (NCMPR) is the only organization of its kind that exclusively represents marketing and PR professionals at community, technical and junior colleges.

Kollbaum stated, "What is exciting is that we (NCC) are competing directly with very large schools from St. Louis, Kansas City and Minneapolis. It's nice to know we are developing marketing materials and campaigns that can compete within that group of professionals."

District 5 is made up of urban and rural community colleges in Iowa, Nebraska, Kansas, Missouri, Minnesota, North Dakota, South Dakota and Manitoba, Canada.