Raising the bar!
Students win coveted four gold Louie awards

The Louisville Advertising Federation recently hosted the annual Louie Awards at Horseshoe Casino in Indiana. The Louie Awards is the first round of the American Advertising Federation’s (AAF) ADDY Awards, the world’s largest advertising competition. Sponsored by the AAF, the Louies honor excellence in advertising and cultivate the highest creative standards in the industry. The event was certainly festive and well planned! Sixteen students submitted their work in categories ranging from a brochure, poster or package design to a logo or illustration No college or company represented there had a louder or more enthusiastic cheering section than Sullivan College of Technology and Design (SCTD)!

Diana Mathews, Computer Graphic Design instructor, said, “Four Gold Awards! The evening was a class act with tons of great designs, a beautiful venue and the red carpet treatment. Our students put in lots of time and hard work on their projects; receiving the Gold ADDYS is the icing on the cake.”

Craig Niemann, Chair of the Computer Graphic Design and Dynamic Web Development programs, said, “Winning four Gold ADDYS showcases the talents of students in the program and gives credibility to our department and the education we provide.”

Tony Niemann, aptly, said “EEEEEEAAAAA!”

Congratulations to Craig Niemann, all of the Graphic Design faculty, and the 16 students whose work represented SCTD at the Louie Awards. Special congratulations to Tony Niemann, Bethany Lucas, Brandon Beeler and Alison Saltsman for their achievement as honored 2011 Gold ADDY Award winners!