

Daniels Plows product catalog receives honors

The Illinois Woman's Press Association (IWPA), an affiliate of the National Federation of Press Women (NFPW), recognized Pat Szpekowski, APR, President of PmS advertising, inc. in Carpentersville at the IWPA Mate E. Palmer Communications Contest Luncheon held at the Union League Club on May 15, 2010 in Chicago.

Szpekowski was honored with a first place award for the Daniel Plows catalog and two second place awards in the public relations-news release for the Prairie Valley YMCA of Elgin Activate Elgin project and the four color Provena Saint Joseph Hospital newsletter.



“The Daniels Plows product catalog was clean and to the point,” said the IWPA judge who reviewed all of the materials. “This was a beautiful marketing layout, clean and to the point. Shoot...I want to buy one now!”

“It is a great honor to receive this recognition,” said Szpekowski. “Being independently judged for your work is a great experience. Judges anonymous comments offer the opportunity to learn, improve, and accomplish even more for our clients.”

Szpekowski has been a member of IWPA and NFPW for the past sixteen years. Over the past seven years, Szpekowski has received six first place awards, five second place, and one honorable mention in the IWPA Mate E. Palmer Communications Contest and two first place awards from the National Federation of Press Women.

IWPA is the state affiliate of NFPW, an organization that offers networking and professional development. It is dedicated to professional excellence and the highest ethical standards in the communications field, and to the rights and responsibilities of the First Amendment.

Founded in 1987, PmS advertising, inc. is a full service advertising agency/public relations firm providing professional writing, graphic design, and candid event photography, specializing in media relations, brand management, marketing plans, and publicity.

PmS advertising, inc./public relations is located at 2429 Randall Road in Carpentersville. For more information, contact Pat Szpekowski at (847) 426-6900 or visit www.pmsadv.com.

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