

Daniels Plows Ads Earn National Recognition

Pat Szpekowski, APR, President of PmS advertising, inc., a full service advertising agency and public relations firm in Carpentersville, IL, was awarded first place national recognition in the category of Trade Magazine Color Advertising from the the National Federation of Press Women (NFPW).

The NFPW honored Szpekowski, along with ten other members of the Illinois Woman's Press Association (IWPA), a local affiliate, with national Communications Contest Awards. Szpekowski's award-winning entry was recognized for her creativity in combining a bold ad with customer testimonial for Daniels Plows in Barrington, Illinois, a manufacturer of its own designed box, plow, pull and wing snow plows.

"It is an honor to receive this award from the National Federation of Press Women," Szpekowski said. "I am extremely proud to be recognized in the same company with many accomplished journalists and writers from across the country."

Only first place IWPA Mate Palmer Communications Contest winners were sent entry into the NFPW Communications Contest for further judging.

The competition recognizes excellence in communications and covers a wide range of categories in print and electronic media, books, photography, advertising, public relations, and Web sites.

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.

For more information, contact Pat Szpekowski at (847) 426-6900.

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