



Results

The DMEF Leonard J. Raymond Collegiate ECHO Competition *Attracting and Educating Students to the Excitement of Direct/Interactive Marketing*

The winners of the 2007 Collegiate ECHO Competition, sponsored by Litle & Co. are:

UNDERGRADUATE COLLEGIATE GOLD ECHO AWARD and Honorable Mention for Smartest Budgeting Approach

For: *"Charge Forward with Litle & Co."*

Christopher Newport University

Faculty Advisor: Lisa S. Spiller

Marc Aldridge

Chris Gregoire

Catherine Smagala

Andrew Vannatta

GRADUATE COLLEGIATE GOLD ECHO AWARD

For: *"What Isn't Your Payment Processor Preparing You For?"*

Baruch College

Faculty Advisor: Harvey Markovitz

Rebecca Coons

Melinda Gonzalez-Mehfar

Silvia Ivanova

Bradford Nicoll

UNDERGRADUATE COLLEGIATE SILVER ECHO AWARD

For: *"One of a Kind"*

University of Northern Colorado

Faculty Advisor: Denny E. McCorkle

John Clifford

Heidi Leonard Diehl

Josef Dittrich

GRADUATE COLLEGIATE SILVER ECHO AWARD

For: *"Litle & Co. Lighthouse Campaign"*

Loyola University Chicago

Faculty Advisor: Mary Ann McGrath

Darrick Alvarado

Nancy Garza

Adrian Graham

Kelly Odom

UNDERGRADUATE COLLEGIATE BRONZE ECHO AWARD

For: *"Litle & Co. Campaign"*

Ithaca College

Faculty Advisor: Arhlene Flowers

So Hyeon Park

Lisa Voyticki

GRADUATE COLLEGIATE BRONZE ECHO AWARD

For: *"Litle by Litle. One Travels Far"*

Baruch College

Faculty Advisor: Harvey Markovitz

Elena Bloch

Urmi Dantwala

Hoon Young Lee

Jung-Woo Lee

The recipients of **Honorable Mention** are:

BEST CREATIVE EXECUTION (Undergraduate)

For: "*Little & Co. Campaign*"
St. Cloud State University
Faculty Advisor: Drue K. Schuler

Michelle Anderson
Sheena Mann
Tristan Schumer

BEST CREATIVE EXECUTION (Graduate)

For: "*Little & Co. Campaign*"
Baruch College
Faculty Advisor: Michael Findley

Anastasia Ioannou
Gorkem Koroglu
Monique Marsh
Chan W. Park

BEST DATABASE ANALYSIS AND RECOMMENDATIONS (Undergraduate)

For: "*Payment Processing Redefined*"
University of Northern Colorado
Faculty Advisor: Denny E. McCorkle

Richard Mattison
Renee Nuccio
Rose Robertson
Allyson Schmidt

**BEST DATABASE ANALYSIS AND RECOMMENDATIONS
And**

BEST MEDIA PLAN (Graduate)

For: "*There's Big and Then There's Little*"
Loyola University Chicago
Faculty Advisor: Mary Ann McGrath

Kathy Daniels
Ron MacDonald
Corri Mattison Overstreet
Stacey Whaley

BEST MEDIA PLAN (Undergraduate)

For: "*Building Blocks*"
University of South Carolina
Faculty Advisor: Lee S. Wenthe

Katherine M. Crosby
Yoshimi Masuda
Angela Wise Shaw
Randa Zakhour

Honorable Mention recipients (continued)

MOST INNOVATIVE MARKETING STRATEGY (Undergraduate)

For: "*Litle by Name, BIG on SECURITY*"

University of Northern Colorado

Faculty Advisor: Denny E. McCorkle

Louay Bachir

Craig Jagger

Julia Lam

Jessica Vedsted

MOST INNOVATIVE MARKETING STRATEGY (Graduate)

For: "*Making the World a Better Place,
One Company at a Time...That's Litle & Co.*"

Baruch College

Faculty Advisor: Harvey Markovitz

Maciej Capala

Eduardo Martinez

Irina Mayakova

Charles Paul

SMARTEST BUDGETING APPROACH (Graduate)

For: "*Your Success Is Our Business*"

Baruch College

Faculty Advisor: Harvey Markovitz

Ramakrishnan Balasubramanian

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