



Northwest Iowa
Community College

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NEWS RELEASE

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Northwest Iowa Community College Marketing Department Wins International Award

NCC's Marketing Department was awarded top honors at the annual National Council for Marketing & Public Relations (NCMPR) National Conference held in New Orleans, Louisiana March 19-21.

NCC received Gold in the Print Advertisement, Single category.

There are fifty one categories in which to submit entries and there were two thousand entries in the competition. Entries submitted to the Paragon Awards are judged on design, copy and overall effectiveness by marketing professionals from across the United States and Canada.

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

Marking its 40th anniversary, the National Council for Marketing & Public Relations is the leading professional development organization exclusively serving two-year college communicators. As one of the largest affiliates of the American Association of Community Colleges, NCMPR today has more than sixteen hundred members from hundreds of colleges across the United States and Canada and other countries.

Kollbaum stated, "What is exciting is that we (NCC) are competing directly with very large schools from New York, Los Angeles and even schools in other countries like Canada and the Bahamas. It's nice to know we are developing marketing materials and campaigns that can compete within that group of professionals."