The Night the Stars Come Out in Texas

2004 TSPRA STAR AWARDS

The Night the Stars Come Out in Texas
2004 Platinum Award
Dallas ISD
Jon Dahlander
School Zone Dallas

Crystal Commendations
Bond Election
Austin ISD
Austin ISD Communications Department
AISD 2004 School Bond Election

Parent Involvement/Volunteer Program
Alief ISD
Diane Dang
Alief Independent School District Parent Involvement Program

School/Business Partnership
Lamar CISD
Christy Willman, Charlotte Cicatello & Monica Roberts
Career & Technology Education

Staff/Student Recognition
Irving ISD
Irving ISD Public Information Department
ICE Awards - Irving Celebration of Excellence

District/Association Special Event/Celebration
Keller ISD
Jason Meyer, Megan Overman, Jay Arrington & Rhonda Holliday
Bette Perot Elementary School Dedication Ceremonies

Education Foundation Special Event/Celebration
Cypress-Fairbanks ISD
Becky Daniels & Louise Henry, APR, CFRE
Salute to the Stars

Education Foundation Campaign
Carrollton-Farmers Branch ISD
Brandie Wallace
Help Plant the Seeds of Knowledge
Category 1

Internal Newsletter - 10,000 to 20,000 students/members

Best of Category
Lamar CISD
Christy Willman, Charlotte Cicatello & Monica Roberts
The New View

Gold Stars
Bryan ISD Sandy Farris & Linda Moon
Harlandale ISD David D. Ochoa
Lamar CISD Christy Willman, Charlotte Cicatello & Monica Roberts
North Forest ISD Jacquelyn Tolbert

Silver Star
Galena Park ISD Kelly Rainey & Staci Stanfield

Internal Newsletter - More than 20,000 students/members

Best of Category
Harris County Department of Education
Carol Vaughn, Tammy Lanier & Cynthia Donato
CASE Newsletter

Gold Stars
Aldine ISD Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson
Amarillo ISD Susan Hoyl
Harris Co. Dept. of Education Carol Vaughn, Tammy Lanier & Cynthia Donato
Mesquite ISD MISD Communications Dept.
United ISD Susan Carlson, Robert Nino & Raul Leal

Silver Stars
Beaumont ISD Jolene Ortego, Hollis Hood & Todd Madden
Mesquite ISD Ian Halperin & Kristin Odom

Category 2

External Newsletter - Less than 10,000 students/members

Best of Category
Dickinson ISD
Angela Alksne
Dickinson Dialogue

Gold Stars
Bastrop ISD Donald Williams
Canutillo ISD Alfredo Vasquez
Del Valle ISD Celina Bley
Dickinson ISD Angela Alksne
Friendswood ISD Karolyn Gephart
Liberty-Eylau ISD Jenny Walker
Northwest ISD Jerhea Nail, Angela Scott & Melissa Shawn
Texas City ISD Melissa Tortorici & Patricia Hill
Weatherford ISD Susan Chapel

Silver Stars
Alvarado ISD Derik Moore
Eagle Mt-Saginaw ISD Kristen Escovedo
Liberty-Eylau ISD Jenny Walker & Jerry Black
Livingston ISD Gregg Faith
San Benito CISD Isabel C. González & Celia Longoria
# External Newsletter - 10,000 to 20,000 students/members

## Best of Category

**Lamar CISD**

Christy Willman, Charlotte Cicatello & Monica Roberts  
F.A.C.T.S.  

### Gold Stars

<table>
<thead>
<tr>
<th>ISD</th>
<th>Editors/Contributors</th>
<th>Title</th>
</tr>
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<tr>
<td>Hurst-Euless-Bedford ISD</td>
<td>Judy Everett Ramos</td>
<td>Making the Grade</td>
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<tr>
<td>Lamar CISD</td>
<td>Christy Willman, Charlotte Cicatello &amp; Monica Roberts</td>
<td>F.A.C.T.S.</td>
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<tr>
<td>McKinney ISD</td>
<td>Larry Coker</td>
<td>Back-To-School Newsletter</td>
</tr>
<tr>
<td>Mission CISD</td>
<td>Craig Verley, Lee Thalman &amp; Irene Garza</td>
<td>Mission Schools</td>
</tr>
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</table>

### Silver Stars

<table>
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<td>Galena Park ISD</td>
<td>Kelly Rainey &amp; Staci Stanfield</td>
<td>Your Schools</td>
</tr>
<tr>
<td>Goose Creek CISD</td>
<td>Terri Cook, Carrie Pryor-Newman, Kathy Clausen &amp; Cindy Lamb</td>
<td>Steppin Up</td>
</tr>
<tr>
<td>Rockwall ISD</td>
<td>Joy Greenwalt, Judy Telford</td>
<td>The Report - Rockwall ISD</td>
</tr>
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<td>Rockwall ISD</td>
<td>Joy Greenwalt, Judy Telford</td>
<td>2004 Graduation &amp; Recognition</td>
</tr>
<tr>
<td>Waco ISD</td>
<td>Tiffany Hudkins</td>
<td>Building Bridges to the Community</td>
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</tbody>
</table>

# External Newsletter - More than 20,000 students/members

## Best of Category

**Aldine ISD**

Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson  
Inside Aldine  

### Gold Stars

<table>
<thead>
<tr>
<th>ISD</th>
<th>Editors/Contributors</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldine ISD</td>
<td>Leticia Fehling, Chris Labod, Mike Keeney &amp; Ben Wilson</td>
<td>Inside Aldine</td>
</tr>
<tr>
<td>Alief ISD</td>
<td>Donna Senf, Andrew Duong &amp; Paula Smith</td>
<td>Alief ISD Communicator</td>
</tr>
<tr>
<td>Dallas ISD</td>
<td>Dallas Independent School District</td>
<td>DISD Parent</td>
</tr>
<tr>
<td>Fort Bend ISD</td>
<td>Becky Walker, Nancy Porter &amp; Mary Ann Simpson</td>
<td>Good News from Fort Bend ISD</td>
</tr>
<tr>
<td>Irving ISD</td>
<td>Irving ISD Public Information Department</td>
<td>Inside ISD</td>
</tr>
<tr>
<td>Laredo ISD</td>
<td>Marco Alvarado, Veronica Castillon, APR, &amp; Veronica ‘Roni’ Cantu</td>
<td>Las Escuelas de Laredo ISD</td>
</tr>
<tr>
<td>Lewisville ISD</td>
<td>Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim &amp; Valerie Nettles</td>
<td>Fine Points</td>
</tr>
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<td>Midland ISD</td>
<td>Melissa Hendrix-Beach &amp; Melanie Maxcey Nicholas</td>
<td>School Zone</td>
</tr>
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<td>North East ISD</td>
<td>North East ISD Community Relations</td>
<td>North East Connections</td>
</tr>
<tr>
<td>Richardson ISD</td>
<td>Tim Clark, Ben Albers &amp; Jeanne Guerra</td>
<td>School Times</td>
</tr>
<tr>
<td>Round Rock ISD</td>
<td>Cathy Brandewie</td>
<td>Connect Newsletter</td>
</tr>
<tr>
<td>Spring ISD</td>
<td>Regina Curry &amp; Karen Garrison</td>
<td>Spring Schools</td>
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<td>Nicole Kaufman</td>
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<td>Beaumont ISD</td>
<td>Jolene Ortego, Hollis Hood &amp; Todd Madden</td>
<td>BISD - Back to School Issue</td>
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<tr>
<td>Keller ISD</td>
<td>Jason Meyer, Megan Overman, Jay Arrington &amp; Rhonda Holliday</td>
<td>The Key</td>
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<td>La Joya ISD</td>
<td>Lizette Martinez</td>
<td>Noticiero</td>
</tr>
<tr>
<td>Lewisville ISD</td>
<td>Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim &amp; Valerie Nettles</td>
<td>Vision Makers</td>
</tr>
<tr>
<td>Mesquite ISD</td>
<td>Mesquite ISD Communications Department</td>
<td>Report Card</td>
</tr>
<tr>
<td>Region 7 ESC</td>
<td>Katie Chenoweth</td>
<td>Caught You Doing Something Good</td>
</tr>
<tr>
<td>San Antonio ISD</td>
<td>Carmen Vazquez-Gonzalez</td>
<td>Vision SAISD Community Newspaper</td>
</tr>
<tr>
<td>Socorro ISD</td>
<td>Gabriela Warren &amp; Jim Braden</td>
<td>@socorro</td>
</tr>
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<td>TCPN - Region 4 ESC</td>
<td>Louise Henry, APR, CFRE</td>
<td>TCPN News</td>
</tr>
<tr>
<td>United ISD</td>
<td>Susan Carlson, Robert Nino &amp; Raul Leal</td>
<td>UISD Campus Connection</td>
</tr>
</tbody>
</table>
Category 3

Flyer/Brochure - Less than 10,000 students/members

Best of Category
Carroll ISD
Julie Thannum & Lauren Becera
Dragon Dining - Taste the Difference Child Nutrition Brochure

Gold Stars
Alvarado ISD
Bandera ISD
Bastrop ISD
Bastrop ISD
Carroll ISD
Del Valle ISD
Dickinson ISD
Eagle Mt-Saginaw ISD
Midlothian ISD
Nolan Catholic High School
Nolan Catholic High School
Southwest ISD
Weatherford ISD

Gold Stars
Alvarado ISD
Bandera ISD
Bastrop ISD
Bastrop ISD
Carroll ISD
Del Valle ISD
Dickinson ISD
Eagle Mt-Saginaw ISD
Midlothian ISD
Nolan Catholic High School
Nolan Catholic High School
Southwest ISD
Weatherford ISD

Silver Stars
Canutillo ISD
Carroll ISD
Dickinson ISD
Nolan Catholic High School
Nolan Catholic High School
Weatherford ISD

Silver Stars
Canutillo ISD
Carroll ISD
Dickinson ISD
Nolan Catholic High School
Nolan Catholic High School
Weatherford ISD

Flyer/Brochure - 10,000 to 20,000 students/members

Best of Category
Galena Park ISD
Chris Gause
Capturing Success

Gold Stars
Denton ISD
Galena Park ISD
Goose Creek CISD
Lamar CISD
McKinney ISD
Mission CISD
Mission CISD
North Forest ISD
Waco ISD Ed. Foundation

Gold Stars
Denton ISD
Galena Park ISD
Goose Creek CISD
Lamar CISD
McKinney ISD
Mission CISD
Mission CISD
North Forest ISD
Waco ISD Ed. Foundation

Silver Stars
Galena Park ISD
Harlandale ISD
Weslaco ISD
Wichita Falls ISD

Silver Stars
Galena Park ISD
Harlandale ISD
Weslaco ISD
Wichita Falls ISD

Flyer/Brochure - More than 20,000 students/members

Best of Category
Pasadena ISD
Kirk Lewis & Linda Aber
“What’s the Buzz” Mailer
## Gold Stars

<table>
<thead>
<tr>
<th>District</th>
<th>Authors</th>
<th>Brochure Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldine ISD</td>
<td>Leticia Fehling, Chris Labod, Mike Keeney &amp; Ben Wilson</td>
<td>Thank You for Supporting Aldine Students</td>
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<td>Alief ISD</td>
<td>Andrew Duong &amp; Susan King</td>
<td>These Children Are Our Community's Future</td>
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<tr>
<td>Arlington ISD</td>
<td>Veronica V. Sopher &amp; Michelle Clark</td>
<td>“Roadmap for Reaching Student Potential”</td>
</tr>
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<td>Austin ISD</td>
<td>Nicole Kaufman</td>
<td>Back to School News 2004</td>
</tr>
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<td>Dallas ISD</td>
<td>Dallas Independent School District</td>
<td>Irma Lerma Rangel Young Womens Leadership School Brochure</td>
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<td>Fort Worth ISD</td>
<td>Valerine Robertson, Laura Smith &amp; Beth Trimble</td>
<td>Fort Worth ISD - A Great Place to Teach</td>
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<td>Steve Knagg, Judy Kriehn &amp; Reavis Wortham</td>
<td>Education GISD</td>
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<td>Carol Vaughan, Tammy Lanier &amp; Cynthia Donato</td>
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<td>Robin McAdams</td>
<td>Board of Trustees Brochure</td>
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<td>Robin McAdams</td>
<td>Foundation brochure</td>
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<td>Robin McAdams</td>
<td>Humble ISD Recruiter's Brochure</td>
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<td>Brian Q. Morris</td>
<td>Flight Plan for the Future</td>
</tr>
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<td>Mansfield ISD</td>
<td>Terry Morawski, Stacey Dudzinski &amp; Liz Wright</td>
<td>Mansfield ISD Board Brochure</td>
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<td>Mansfield ISD</td>
<td>Terry Morawski, Stacey Dudzinski &amp; Liz Wright</td>
<td>Mansfield Timberview High School Dedication Brochure</td>
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<tr>
<td>Mesquite ISD</td>
<td>Laura Jobe &amp; Rosario Welle</td>
<td>School Finance Brochure</td>
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<td>Kirk Lewis, Linda Aber</td>
<td>“What's the Buzz” Maller</td>
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<td>Tim Clark, Ben Albers &amp; Jeanne Guerra</td>
<td>Transition Services</td>
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<td>Tim Clark, Ben Albers &amp; Jeanne Guerra</td>
<td>Students on the Move</td>
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<td>Richardson ISD</td>
<td>Jeanné Guerra, Ben Albers &amp; Tim Clark</td>
<td>Back-To-School</td>
</tr>
<tr>
<td>Spring ISD</td>
<td>Regina Curry &amp; Karen Garrison</td>
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## Silver Stars

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<td>Leticia Fehling, Chris Labod, Mike Keeney &amp; Ben Wilson</td>
<td>Aldine ISD Board of Trustees</td>
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<td>Becky McIlraith</td>
<td>Facts about the 2003 Bond Election</td>
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<td>Becky McIlraith</td>
<td>AISD Bond Update</td>
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<td>Birdville ISD</td>
<td>Mark Thomas &amp; Debi Whitchurch</td>
<td>BISD: The place to teach</td>
</tr>
<tr>
<td>Conroe ISD</td>
<td>Angela Kay Galindo</td>
<td>An Overview of the Conroe ISD</td>
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<tr>
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<td>Angela Kay Galindo</td>
<td>AEIS Pocket Guide</td>
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<tr>
<td>Cypress-Fairbanks ISD</td>
<td>Becky Daniels &amp; Louise Henry, APR, CFRE</td>
<td>Scholarship Flyer</td>
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<td>Grantsmanship Series</td>
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<td>Irving ISD</td>
<td>Irving ISD Public Information Department</td>
<td>Welcome From Your Board of Trustees</td>
</tr>
<tr>
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<td>Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim &amp; Valerie Nettes</td>
<td>The Bottom Line 2004-2005</td>
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<td>TCPN - Region 4 ESC</td>
<td>Louise Henry, APR, CFRE</td>
<td>TCPN Best Value Brochure</td>
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</tbody>
</table>

## Category 4

### Booklets - Less than 10,000 students/members

#### Best of Category

**Wylie ISD**  
**Susan Dacus**

Wylie Independent School District Board of Trustees

#### Gold Stars

<table>
<thead>
<tr>
<th>District</th>
<th>Authors</th>
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<tbody>
<tr>
<td>Bandera ISD</td>
<td>Brad Domitrovich, Regina Howell &amp; Renee Schulze</td>
<td>1st Annual Academic Senior Banquet Booklet</td>
</tr>
<tr>
<td>Bastrop ISD</td>
<td>Donald Williams</td>
<td>Community Education - Spring 2004, Summer 2004, &amp; Fall 2004</td>
</tr>
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<td>Eagle Mt-Saginaw ISD</td>
<td>Kristen Escovedo</td>
<td>Back to School Booklet</td>
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<tr>
<td>Highland Park ISD</td>
<td>Highland Park Communications Department</td>
<td>Academic Planning Guide</td>
</tr>
<tr>
<td>San Benito CISD</td>
<td>Sergio Garcia, Patti Pawlik-Perales &amp; Celia Longoria</td>
<td>San Benito Veterans Memorial Academy</td>
</tr>
<tr>
<td>Wylie ISD</td>
<td>Susan Dacus</td>
<td>Wylie Independent School District Board of Trustees</td>
</tr>
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#### Silver Stars

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<thead>
<tr>
<th>District</th>
<th>Authors</th>
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<tr>
<td>Flour Bluff ISD</td>
<td>Lynn Kaylor</td>
<td>High School Career Planning Guide</td>
</tr>
<tr>
<td>Northwest ISD</td>
<td>Jerhea Nail, Angela Scott &amp; Melissa Shawn</td>
<td>2004-2005 Adopted Budget</td>
</tr>
</tbody>
</table>
Booklets - 10,000 to 20,000 students/members

Best of Category

Rockwall ISD
Joy Greenwalt & Judy Telford
2004 Information Guide

Gold Stars

Goose Creek CISD
Carrie Pryor-Newman
Education That Works

Lamar CISD
Christy Willman, Charlotte Cicatello & Monica Roberts
A Proud Tradition ... A Bright Future

Rockwall ISD
Joy Greenwalt & Judy Telford
2004 Information Guide

Silver Stars

Goose Creek CISD
Kathy Clausen, Terri Cook, Carrie Pryor-Newman
A Jump Start to Communication
& Cindy Lamb

Rockwall ISD
Joy Greenwalt, Judy Telford
“The Journey Begins” Fall 2004 Community Education Catalog

Booklets - More than 20,000 students/members

Best of Category

La Joya ISD
Lizette Martinez
Creating Learning Opportunities

Gold Stars

Aldine ISD
Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson
Aldine ISD Map & Information Guide 2004-2005

Aldine ISD
Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson
A Resource for the New and Experienced Teacher

Aldine ISD
Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson
Student Teacher University Partnerships

Amarillo ISD
Becky McCarth
AISD Information Guide

Birdville ISD
Mark Thomas & Debi Whitchurch
Texas Public Schools Week: Educating With Heart!

Fort Bend ISD
Becky Walker
Focus on Benefits

Harris Co. Dept. of Ed.
Carol Vaughn, Tammy Lanier & Cynthia Donato
Imprint Booklet

Katy ISD
Kris Taylor, APR & Nancy Mills, APR
Special Edition on Review - Human Resource

Katy ISD
Steve Stanford
Special Edition on Review - Back To School (English & Spanish)

La Joya ISD
Lizette Martinez
Creating Learning Opportunities

Midland ISD
Melissa Hendrix-Beach & Melanie Maxcy Nicholas
Midland ISD Information Guide

Northside ISD
Pascual Gonzalez
Hello Magazine

Pasadena ISD
Mark Kramer, Linda Aber
Centurion

Spring ISD
Regina Curry
2004 Academic Recognition Banquet Booklet

Texas Education Agency
Texas Education Agency Staff
Texas Public Schools Sesquicentennial Handbook

Silver Stars

Birdville ISD
Mark Thomas & Debi Whitchurch
The Road to Success

Dallas ISD
Dallas Independent School District
Awards & Honors

Fort Worth ISD
Valerie Robertson, Laura Smith & Beth Trimble
Parent News Back to School #101

Irving ISD
Irving ISD Public Information Department
Basic Facts 2004-2005

Region 4 ESC
Lisa Mahady
Products & Services for Student Success

Category 5

Calendar/Planner - Less than 10,000 students/members

Best of Category

Cleburne ISD
Lisa Magers
2004-2005 Cleburne ISD Calendar

Gold Stars

Bastrop ISD
Donald Williams

Cleburne ISD
Lisa Magers
04-05 Cleburne ISD Calendar

Flour Bluff ISD
Lynn Kaylor
Calendar Planning

Liberty-Eylau ISD
Jenny Walker & Jerry Black
Calendar Planner
Calendar/Planner - 10,000 to 20,000 students/members
Best of Category
Lamar CISD
Christy Willman, Charlotte Cicatello & Monica Roberts
Celebrating Diversity and Building Trust

Gold Stars
Bryan ISD
Sandy Farris & Linda Moon
Crayons to College Calendar
2004-2005 Academic Planning Calendar
Celebrating Diversity and Building Trust

Lamar CISD
Christy Willman, Charlotte Cicatello & Monica Roberts
District Planning Calendar
2004-05 Academic Calendar
2005 Wall Calendar

McKinney ISD
Larry Coker
2004-2005 School Calendar

Mission CISD
Craig Verley, Lee Thalman & Irene Garza
District Planning Calendar

Weslaco ISD
Arminda Munoz
2004-05 Academic Calendar

Silver Star
Mission CISD
Craig Verley, Lee Thalman & Irene Garza
Pocket Calendar

Calendar/Planner - More than 20,000 students/members
Best of Category
Aldine ISD
Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson
Aldine ISD Calendar of Events

Gold Stars
Aldine ISD
Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson
Aldine ISD Calendar of Events
2004-3005 School Planning Calendar
Calendar of Religious Observances

Brownsville ISD
Drue Brown
2004-2005 Calendar

Lewisville ISD
Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles

Plano ISD
Mary Gorden
Calendar Booklet

Silver Stars
Garland ISD
Judy Kriehn & Steve Knagg
2004-2005 Calendar

Mesquite ISD
Laura Jobe
Elementary Menu

Pasadena ISD
Linda Aber
Elementary Menu Calendar

United ISD
Susan Carlson, Robert Nino & Raul Leal
District Calendar 2004-2005

United ISD
Susan Carlson, Robert Nino & Raul Leal
UISD Telephone Directory 2004-2005

Category 6

Programs - Less than 10,000 students/members
Best of Category
Flour Bluff ISD
Lynn Kaylor
Hornet Fish Haven

Gold Stars
Burnet CISD
Sharon Schwartz
“Time to Shake, Rattle, and Roll” Saginaw IDOL Program

Burnet CISD
Sharon Schwartz
2004 Spring Sports Awards Hornet Fish Haven

Eagle Mt-Saginaw ISD
Kristen Escovedo
Full Swarm Women Who Wear Many Hats

Flour Bluff ISD
Lynn Kaylor
Star Makers 2004

Flour Bluff ISD
Lynn Kaylor
Biggest Best Rootin’ Tootin’ Employee

Flour Bluff ISD
Lynn Kaylor
Appreciation Banquet in Texas

Flour Bluff ISD
Lynn Kaylor

Friendswood ISD
Karolyn Gephart

Hays CISD
Julie Crimmins

Texas City ISD
Melissa Tortorici & Patricia Hill
Programs - 10,000 to 20,000 students/members

Best of Category

Mission CISD
Craig Verley, Lee Thalman & Irene Garza
Teacher of the Year

Gold Stars

Lamar CISD
Christy Willman, Charlotte Cicatello & Monica Roberts
The Leadership High School of 2004
“Making An Impression”
Teacher of the Year

Mission CISD
Craig Verley, Lee Thalman & Irene Garza

Silver Stars

Allen ISD
Jared Johnson & Tim Carroll
Ereckson Middle School Dedication program

Galena Park ISD E
Lois Killough
Dazzling Diamonds Gala Program

Goose Creek CISD
Carrie Pryor-Newman, Terri Cook & Kathy Clausen
Goose Creek Gala Program

McKinney ISD
Larry Coker
Minshew Elementary Dedication Program

Category 6

Programs - More than 20,000 students/members

Best of Category

Mesquite ISD
Mesquite ISD Communications Department
Mackey Elementary Dedication Program

Gold Stars

Aldine ISD
Chris Labod
Nimitz High School Varsity Treble Choir

Dallas ISD
Dallas Independent School District
Partners/Volunteers Awards Event Program

Fort Bend ISD
Nancy Porter, Mary Ann Simpson & Becky Walker
Scanlan Oaks Dedication Program

Humble ISD
Robin McAdams
Spelling Bee Program

Humble ISD
Robin McAdams
TASA/TASB Performance Program

Katy ISD
Kris Taylor, APR
Morton Ranch High School Dedication Program

Keller ISD
Jason Meyer, Megan Overman,
Jay Arrington & Rhonda Holliday
Welcome to the Home of the Perot Patriots

Keller ISD
Jason Meyer, Megan Overman,
Jay Arrington & Rhonda Holliday
Welcome to Woodland Springs Elementary School

McAllen ISD
Norma Zamora-Guerra
“United We Stand” State of the District Banquet

Mesquite ISD
Mesquite ISD Communications Department
Gentry Elementary Dedication Program

Mesquite ISD
Mesquite ISD Communications Department
Mackey Elementary Dedication Program

Mesquite ISD
Laura Jobe
Apple Corps Gala Program

Northside ISD
Monica Faulkembery
Luna Middle School Dedication Program

Plano ISD
Mary Gorden
Teacher of the Year Program

Spring ISD
Regina Curry & Karen Garrison
Celebrate Spring - Reaching for the Stars

Silver Stars

Clear Creek ISD
Clear Creek ISD Office of Public Information
This Veterans’ Day We Salute Our Heroes

Clear Creek ISD
Clear Creek ISD Office of Public Information
All the Places You Will Go

La Joya ISD
Lizette Martinez
La Joya ISD Memorial Fund

Lewisville ISD
Margaret Gurecky, Tohma Morrison, Cathy Gunter,
Amanda Brim & Valerie Nettles
Veterans Day Program

Lewisville ISD
Margaret Gurecky, Tohma Morrison, Cathy Gunter,
Amanda Brim & Valerie Nettles
Board Recognition Program
**Invitations/Announcements - Less than 10,000 students/members**

**Best of Category**

Nolan Catholic High School  
Richie Escovedo  
Mardi Gras Invitation

**Gold Stars**

Bastrop ISD  Donald Williams  Invitations to Lost Pines Elementary, Bluebonnet Elementary, & Cedar Creek Intermediate School Dedication Ceremony  
Burnet CISD  Sharon Schwartz  Certificate of Recognition  
Burnet CISD  Sharon Schwartz  “Meet Us at the Hop”  
Del Valle ISD  Celina Bley  Hornsby Elementary Invitation  
Dickinson ISD  Angela Alksne  Down on the Bayou Card Invitation  
Eagle Mt-Saginaw ISD  Kristen Escovedo  Saginaw IDOL Invitation  
Flour Bluff ISD  Lynn Kaylor  Forecasting Our Growth  
Friendswood ISD  Karolyn Gephart  Women Who Wear Many Hats  
Nolan Catholic High School  Richie Escovedo  Mardi Gras Invitation  
San Benito CISD  Sergio Garcia, Patti Pawlik-Perales & Sergio Garcia  San Benito Veterans Memorial Academy  
Southwest ISD  Sharon Woldhagen  Employee Recognition Banquet

**Silver Stars**

Dickinson ISD  Angela Alksne  Down on the Bayou Service Awards Invitation  
Dickinson ISD  Angela Alksne  Celebrating Our New School

**Invitations/Announcements - 10,000 to 20,000 students/members**

**Best of Category**

North Forest ISD  Jacquelyn Tolbert  One Child at a Time

**Gold Stars**

Goose Creek CISD  Carrie Pryor-Newman & Terri Cook  Goose Creek Gala Invitation  
Hurst-Euless-Bedford ISD  Judy Everett Ramos  HEB is Wild About Volunteers  
Lamar CISD  Janice Knight, Charlotte Cicatello & Christy Willman  Lamar Education Awards Foundation Donors Reception  
North Forest ISD  Jacquelyn Tolbert  One Child at a Time  
Rockwall ISD  Joy Greenwalt & Judy Telford  2004 District Thank You Note

**Silver Stars**

Galena Park ISD  Staci Stanfield  Happy Birthday  
McKinney ISD  Larry Coker  Minshew Elementary Invitation

**Invitations/Announcements - More than 20,000 students/members**

**Best of Category**

Katy ISD  Kris Taylor, APR  Employee Service Awards Invitation

**Gold Stars**

Birdville ISD  Mark Thomas & Debi Whitchurch  Mystical Moments  
Brownsville ISD  Drue Brown  Wild in Waikiki Employee Awards Night Luau  
Clear Creek ISD  Clear Creek ISD Office of Public Information  This Veterans’ Day We Salute Our Heroes  
Clear Creek ISD  Clear Creek ISD Office of Public Information  Laying the Foundation of Our Future  
Dallas ISD  Dallas Independent School District  35th Annual Partners/Volunteers Recognition Invitation  
Fort Bend ISD  Becky Walker  Behind Every Door - Gala XI  
Fort Worth ISD  Valerie Robertson, Laura Smith & Beth Trimble  Enchantment on the Orient - FWISD Retirement Dinner  
Katy ISD  Kris Taylor, APR  Employee Service Awards Invitation
Katy ISD Kris Taylor, APR School Dedication Invitation
Keller ISD Jason Meyer, Megan Overman, Jay Arrington & Rhonda Holliday Woodland Springs Elementary School Dedication Invitation
Laredo ISD Marco Alvarado & Veronica ‘Roni” Cantu Alma A. Pierce Elementary School Ribbon Cutting Invitation
Laredo ISD Veronica Castillon, APR Invitation - A new chapter begins for Bruni Elementary
Laredo ISD Marco Alvarado & Veronica ‘Roni” Cantu Macdonell Elementary School Ribbon Cutting Invitation
Laredo ISD Veronica Castillon, APR Laredo ISD Retirement Banquet
Lewisville ISD Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles Board Recognition Invitation
Mansfield ISD Terry Morawski, Stacey Dudzinski & Liz Wright Mansfield ISD Dedication Weekend 2004
McAllen ISD Norma Zamora-Guerra Celebrating Our Past ... Our Present ... and Our Future
Plano ISD Mary Gorden Teacher of the Year Invitation
Socorro ISD Minerva Baumann National Bus Safety Week “You Keep Us Rolling”
Socorro ISD Gabriela Warren Nurses’ Day ‘Spoon Full of Sugar’

Silver Stars
Garland ISD Judy Kriehn Greeting Card Contest Certificate
Keller ISD Jason Meyer, Megan Overman, Jay Arrington & Rhonda Holliday Bette Perot Elementary School Dedication Invitation
Lewisville ISD Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles Veterans Day Invitation
McAllen ISD Norma Zamora-Guerra “United We Stand” State of the District
Mesquite ISD Laura Jobe Apple Corps Gala Invitation
Socorro ISD Gabriela Warren Media Awards Invitation

Category 8

Posters - Less than 10,000 students/members
Best of Category
Waxahachie ISD Candace Ahlfinger Retiree Poster

Gold Star
Waxahachie ISD Candace Ahlfinger Retiree Poster

Silver Stars
Bandera ISD Brad Domitrovich Take a Tour of Bandera ISD Schools
Dickinson ISD Angela Alksne Great Escapes Menu

Posters - 10,000 to 20,000 students/members
Best of Category
Lamar CISD Janice Knight & Charlotte Cicatello Innovative Idea - Apply for a LEAF Grant Today

Gold Star
Lamar CISD Janice Knight & Charlotte Cicatello Innovative Idea - Apply for a LEAF Grant Today

Silver Stars
Galena Park ISD Chris Gause Make a World of Difference
Harlandale ISD David D. Ochoa School District Mission and Goals

Posters - More than 20,000 students/members
Best of Category
Austin ISD Katherine Anthony “I Am AISD” Poster
Gold Stars
Alief ISD
Andrew Duong & Dana Christensen
bring a Child's Life Into Focus
Austin ISD
Katherine Anthony
"I Am AISD" Poster
Fort Bend ISD
Becky Walker
Education with Heart
Harris Co. Dept. of Ed.
Carol Vaughn, Tammy Lanier & Cynthia Donato
School Districts' Calendar
Lewisville ISD
Margaret Gurecky, Tohma Morrison, Cathy Gunter,
Veterans Day Poster
Amanda Brim & Valerie Nettles
Mansfield ISD
Terry Morawski
"The Producers"
Northside Ed. Foundation
Bonnie Ellison
Northside Pillars 2004 Poster
Northside ISD
Northside ISD Communications Department
Anti-Marijuana Poster
Richardson ISD
Ben Albers
Scary Poster
Texas Education Agency
Texas Education Agency Staff
A Sculptor's Point of View

Silver Stars
Alief ISD
Susan King
Mentor Facilitator's Office Poster
Beaumont ISD
Todd Madden
College Night Poster
Clear Creek ISD
Clear Creek ISD Office of Public Information
Bond dollars at work
Garland ISD
Judy Kriehn
Administrative Retreat Posters
Harris Co. Dept. of Ed.
Carol Vaughn, Tammy Lanier & Cynthia Donato
Battle of the Sexes
Lewisville ISD
Margaret Gurecky, Tohma Morrison, Cathy Gunter,
Chess Tournament Poster
Amanda Brim & Valerie Nettles
Mesquite ISD
Ian Halperin
Dress Code Poster
Pasadena ISD
Mark Kramer, Linda Aber
Texas Invitational Poster
San Antonio ISD
Carmen Vazquez-Gonzalez
Graduation Poster

Category 9

Holiday - Less than 10,000 students/members
Best of Category
Eagle Mt-Saginaw ISD
Kristen Escovedo
Holiday Invitation

Gold Stars
Burnet CISD
Sharon Schwartz
“Merry Christmas”
Eagle Mt-Saginaw ISD
Kristen Escovedo
Holiday Invitation
Friendswood ISD
Karolyn Gephart
Friendswood Education Foundation Cards
Friendswood ISD
Karolyn Gephart
Friendswood ISD Holiday Cards
Highland Park ISD
Helen Williams
Holiday Card
Nolan Catholic High School
Richie Escovedo
Christmas Card
Weatherford ISD
Susan Chapel & MJ McDaniel
Weatherford ISD Holiday Card
Wylie ISD Ed. Foundation
Kayla Adams
Giving Thanks

Holiday - 10,000 to 20,000 students/members
Best of Category
Rockwall ISD
Joy Greenwald & Judy Telford
2003 Holiday Greeting Card

Gold Stars
Galena Park ISD
Staci Stanfield
Have A Texas Size Christmas
Lamar CISD
Janice Knight, Charlotte Cicatello & Christy Willman
Thanksgiving Card
Rockwall ISD
Joy Greenwald & Judy Telford
2003 Holiday Greeting Card

Holiday - More than 20,000 students/members
Best of Category
Plano ISD
Mary Gorden
2004 Holiday Greeting Card
## Gold Stars

- Birdville ISD Mark Thomas & Debi Whitchurch
  Merry Christmas
- Harris Co. Dept. of Ed. Carol Vaughn, Tammy Lanier & Cynthia Donato
  Happy Holidays Card
- Keller ISD Rhonda Holliday, Megan Overman, Jason Meyer & Jay Arrington
  Keller ISD Holiday Greeting Card
- Mansfield ISD Terry Morawski
  Holiday Card
- Plano ISD Mary Gorden
  2004 Holiday Greeting Card
- Region 4 ESC Lisa Mahady
  Region 4 ESC 2004 Holiday Card

## Category 10

### Non-English Speaking Audience - 10,000 to 20,000 students/members

#### Best of Category

<table>
<thead>
<tr>
<th>Mission CISD</th>
<th>Craig Verley, Lee Thalman &amp; Irene Garza</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mission Schools</td>
</tr>
</tbody>
</table>

#### Gold Stars

- Galena Park ISD Kelly Rainey & Staci Stanfield
  Sus Escuelas
- Goose Creek CISD Kathy Clausen, Terri Cook, Carrie Pryor-Newman & Cindy Lamb
  Spanish Steppin Up
- Lamar CISD Christy Willman, Charlotte Cicatello & Monica Roberts
  Smith Superstars - Haciendo una diferencia en la vida de una criatura
- Mission CISD Craig Verley, Lee Thalman & Irene Garza
  Mission Schools

#### Silver Star

- Bryan ISD Sandy Farris & Linda Moon
  Elementary Handbook in Spanish

### Non-English Speaking Audience - More than 20,000 students/members

#### Best of Category

<table>
<thead>
<tr>
<th>Aldine ISD</th>
<th>Leticia Fehling</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Calendario Académico 2004-2005</td>
</tr>
</tbody>
</table>

#### Gold Stars

- Aldine ISD Leticia Fehling
  Calendario Académico 2004-2005
- Carrollton-Farmers Branch ISD Cindy Randle
  New Student Success Kit
- Dallas ISD Dallas Independent School District
  DISD Parent Spanish
- Fort Bend ISD Becky Walker, Nancy Porter & Mary Ann Simpson
  New Nutrition Guidelines
- Mesquite ISD Laura Jobe & Rosario Welle
  School Finance Brochure in Spanish
- Spring ISD Regina Curry
  Estandares de Spring

#### Silver Stars

- Dallas ISD Dallas Independent School District
  El Boletin
- Mesquite ISD Laura Jobe & Rosario Welle
  Student Handbook & Student Code of Conduct in Spanish
- Socorro ISD Jim Braden & Gabriela Warren

## Category 11

### Annual Report - Less than 10,000 students/members

#### Best of Category

<table>
<thead>
<tr>
<th>Bastrop ISD</th>
<th>Donald Williams</th>
</tr>
</thead>
</table>

#### Gold Stars

- Bastrop ISD Donald Williams
- Nolan Catholic High School Richie Escovedo
  03-04 Annual Report
Annual Report - 10,000 to 20,000 students/members
Best of Category
Allen ISD
Tim Carroll & Jared Johnson
A Day in the Life of Allen Schools: 2004 State of the Schools Report

Gold Star
Allen ISD

Silver Stars
Goose Creek CISD Terri Cook, Kathy Clausen, Carrie Pryor-Newman & Cindy Lamb Goose Creek CISD’s 2003 Annual Report

Annual Report - More than 20,000 students/members
Best of Category
Aldine ISD
Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson Annual Performance Report for 2002-2003

Gold Stars
Aldine ISD Leticia Fehling, Chris Labod, Mike Keeney & Ben Wilson Annual Performance Report for 2002-2003
Austin ISD Andy Welch, Katherine Anthony & Nicole Kaufman “I am AISD” Annual Report 2004
Fort Worth ISD Valerine Robertson, Laura Smith & Beth Trimble FWISD Annual Report - Faces of Success
Irving ISD Irving ISD Public Information Department Annual Report 2004
Katy ISD Kris Taylor, APR On the Move
Killeen ISD Bob Massey & Todd Martin Foundation Community Report
Richardson ISD Ben Albers State-of-the-District

Silver Stars
Brownsville ISD Drue Brown 2004 Annual Performance Report
Carrollton-Farmers Branch ISD Brandie Wallace Annual Report
Clear Creek ISD Karen Permetti Annual Performance Report
Keller ISD Jason Meyer, Megan Overman, Jay Arrington & Rhonda Holliday Keller ISD State of the District
Laredo ISD Marco Alvarado, Veronica Castillon, APR & Veronica ‘Roni” Cantu 2002-2003 LISD Annual Report “Serving up a quality education since 1882”
United ISD Susan Carlson, Robert Nino & Raul Leal UISD Annual Summary

Category 12
Communication Plan - Less than 10,000 students/members
Best of Category
Liberty-Eylau ISD Jenny Walker
Public Relations & Marketing Strategies for Liberty-Eylau ISD

Gold Star
Liberty-Eylau ISD Jenny Walker Public Relations & Marketing Strategies for Liberty-Eylau ISD

Communication Plan - 10,000 to 20,000 students/members
Best of Category
Denton ISD Susan Ramsay
Denton ISD Crisis Response - A Quick Reference Guide

Gold Star
Denton ISD Susan Ramsay Denton ISD Crisis Response - A Quick Reference Guide
Communication Plan - More than 20,000 students/members
No Best of Category

Silver Stars
Austin ISD Carmen Luevanos & Andy Welch 2004 AISD Student Vaccination Communication Plan
Irving ISD Irving ISD Public Information Department Strategic Communication Plan 2004-2005

Category 13

Magazines - Less than 10,000 students/members
No Best of Category

Gold Star
Nolan Catholic High School Richie Escovedo The Shield

Magazines - More than 20,000 students/members
Best of Category
Texas Classroom Teachers Association Kelley Strutton TCTA Magazine The Classroom Teacher

Gold Stars
Texas Classroom Teachers Association Kelley Strutton TCTA Magazine The Classroom Teacher

Category 14

Handbooks/Manuals - Less than 10,000 students/members
Best of Category
Celina Bley San Marcos CISD Bond Referendum

Gold Star
Del Valle ISD Celina Bley San Marcos CISD Bond Referendum

Handbooks/Manuals - 10,000 to 20,000 students/members
Best of Category
McKinney ISD Larry Coker 2004-2005 Student Handbook

Gold Star
McKinney ISD Larry Coker 2004-2005 Student Handbook

Silver Star
Lamar CISD Christy Willman, Charlotte Cicatello & Monica Roberts Elementary/Secondary Handbooks

Handbooks/Manuals - More than 20,000 students/members
Best of Category
Round Rock ISD Cathy Brandewie Resource Packet for Campus Leaders

Gold Stars
Alief ISD Susan King Mentor Handbook for Volunteers
Dallas ISD Dallas Independent School District Compensation Resource Book
Harris Co. Dept. of Ed. Carol Vaughn, Tammy Lanier & Cynthia Donato New Employee orientation Manual
Lewisville ISD Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles Outstanding School Board Nomination
Midland ISD Melissa Hendrix-Beach & Melanie Maxcey Nicholas Midland ISD Board of trustees
Richardson ISD Ben Albers, Jeanne Guerra & Tim Clark Student Handbook
Round Rock ISD Cathy Brandewie Resource Packet for Campus Leaders
Texas Classroom Teachers Association Kelley Strutton TCTA Survival Guide

Silver Stars
Fort Worth ISD Valerine Robertson, Laura Smith & Beth Trimble FWISD 2004-05 Student Code of Conduct
Mesquite ISD Laura Jobe Student Handbook & Student Code of Conduct
Category 15

Image/Identity Packages - Less than 10,000 students/members

Best of Category
Flour Bluff ISD
Lynn Kaylor

Flour Bluff ISD Information Packet

Gold Stars
Carroll ISD  Julie Th Annun & Lauren Becera  Carroll ISD Image/Identity Package
Lynn Kaylor  Flour Bluff ISD Information Packet
Friendswood ISD  Karolyn Gephart  Women Who Wear Many Hats
La Porte ISD  Beth J. Rickert  La Porte ISD Information Package
Northwest ISD Ed. Foundation  Leslie Flanery  Charting the Course to Excellence
Texas City ISD  Melissa Tortorici & Patricia Hill  Biggest Best Rootin’ Tootin’ Employee Appreciation Banquet in Texas

Silver Stars
Bandera ISD  Brad Domitrovich, Regina Howell & Renee Schulze  Bandera ISD Logo
Nolan Catholic High School  Richie Escovedo  NCHS Image/Identity Package - Recruiting Packet

Image/Identity Packages - 10,000 to 20,000 students/members

Best of Category
Lamar CISD
Christy Willman, Charlotte Cicatello & Monica Roberts

Lamar CISD Image/Identity Package

Gold Stars
Lamar CISD  Christy Willman, Charlotte Cicatello & Monica Roberts  Lamar CISD Image/Identity Package

Image/Identity Packages - More than 20,000 students/members

Best of Category
Socorro ISD
Gabriela Warren

2004 Teacher of the Year Banquet

Gold Stars
Brownsville ISD  Drue Brown  Charles Stillman Middle School Dedication
Clear Creek ISD  Clear Creek ISD Office of Public Information  Clear Creek ISD Bond 2004
Conroe ISD  Angela Kay Galindo  Conroe ISD Information Packet
Garland ISD  Judy Kriehn  Get In Step Daily Materials
Irving ISD  Irving ISD Public Information Department  Irving ISD Information Packet
La Joya ISD  Lizette Martinez  Employee Memorial Fund Package
Northside ISD  Monica Faulkenbery  Academic Decathlon
Pasadena ISD  Linda Aber  Morris Fifth Grade Center Image Design
Plano ISD  Mary Gorden  Plano ISD Relocation Packet
Socorro ISD  Gabriela Warren  2004 Teacher of the Year Banquet
Socorro ISD  Gabriela Warren  Partners In Education Recognition

Silver Stars
Brownsville ISD  Drue Brown  2004 Spelling Bee Materials
Carrollton-Farmers Branch ISD  Brandie Wallace  A Morning For Children CCISD Logo
Clear Creek ISD  Clear Creek ISD Office of Public Information  Midland ISD Education Foundation
Midland ISD  Melissa Hendrix-Bach  Banquet Designs
Richardson ISD  Ben Albers  Student Guide to Graduation
Texas Education Agency  Suzanne Marchman
Category 16

Writing - Less than 10,000 students/members
Best of Category
San Benito CISD
Celia Longoria
Teacher wins truck

Gold Star
San Benito CISD Celia Longoria

Silver Star
Alvarado ISD Derik Moore

Writing - 10,000 to 20,000 students/members
Best of Category
Hurst-Euless-Bedford ISD
Judy Everett Ramos
“Students Get Head Start in College Because of IB Program”

Gold Stars
Galena Park ISD Staci Stanfield
Hurst-Euless-Bedford ISD Judy Everett Ramos

Writing - More than 20,000 students/members
Best of Category
McAllen ISD
Norma Zamora-Guerra
Celebrating Our Past ... Our Present ... and Our Future

Gold Stars
Aldine ISD Leticia Fehling
Fort Worth ISD Valerine Robertson, Laura Smith & Beth Trimble
McAllen ISD Norma Zamora-Guerra
Pasadena ISD Mark Kramer
Plano ISD Nancy B. Long
Socorro ISD Minerva Baumann
Socorro ISD Jim Braden

Silver Star
McAllen ISD Norma Zamora-Guerra

Category 17

Published News or Feature - Less than 10,000 students/members
Best of Category
Highland Park ISD
Helen Williams
Music Connects Us

Gold Stars
Alvarado ISD Derik Moore
Cleburne ISD Lisa Magers
Highland Park ISD Helen Williams
San Benito CISD Isabel C. González

Silver Stars
Alvarado ISD Derik Moore
San Benito CISD Celia Longoria
San Benito CISD Celia Longoria

“Work of the Angels”
R.E.A.D.
Music Connects Us
“Much to smile about”

AHS Pole Vaulting Feature
“Counselor records CD”
Employees Serving Our Country
**Published News or Feature - 10,000 to 20,000 students/members**

### Best of Category

**Galena Park ISD**  
Staci Stanfield  
GPISD Responds to Newspaper Article  
A Father’s Heartfelt Donation

<table>
<thead>
<tr>
<th>Gold Stars</th>
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<tbody>
<tr>
<td>Galena Park ISD</td>
<td>Staci Stanfield</td>
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<td>Staci Stanfield</td>
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<tr>
<td>Lamar CISD</td>
<td>Monica Roberts</td>
<td></td>
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<tr>
<td>McKinney ISD</td>
<td>Larry Coker</td>
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<td>McKinney ISD</td>
<td>Diana Gulotta</td>
<td></td>
</tr>
</tbody>
</table>

### Category 17

**Published News or Feature - More than 20,000 students/members**

### Best of Category

**Texas Classroom Teachers Association**  
Arlene Oelenberger  
“Bullying: An Old Problem Gets New Attention”

<table>
<thead>
<tr>
<th>Gold Stars</th>
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</thead>
</table>
| Amarillo ISD | Becky McIlraith | Guest Article - Amarillo Globe News  
CVHS teachers and students build steps toward success |
| Clear Creek ISD | Carrie Ann Taylor | On a HUNCH, students become assets to NASA |
| Clear Creek ISD | Carrie Ann Taylor | What parents need to know about school safety and district policy |
| Clear Creek ISD | Carrie Ann Taylor | Building education bridges in English |
| Dallas ISD | Dallas Independent School District | DISD cracks down on student tardiness |
| Dallas ISD | Dallas Independent School District | Pregnancy and Parenting Program keeps teens in school |
| Humble ISD | Robin McAdams | Teaching in the Global Village |
| Irving ISD | Irving ISD Public Information Department | Academy Internship Program Growing |
| Killeen ISD | Todd Martin | Reenlist at School |
| Laredo ISD | Veronica Castillon, APR | Cooking Class |
| Richardson ISD | Jeanne Guerra | Our Own Consejera |
| Texas Classroom Teachers Association |  | Arlene Oelenberger |

**“Bullying: An Old Problem Gets New Attention”**

<table>
<thead>
<tr>
<th>Silver Stars</th>
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<tbody>
<tr>
<td>Aldine ISD</td>
<td>Mike Keeney</td>
<td>Sherman earns well-deserved break</td>
</tr>
<tr>
<td>Clear Creek ISD</td>
<td>Carrie Ann Taylor</td>
<td>Soldier’s memory lives through scholarship</td>
</tr>
<tr>
<td>Clear Creek ISD</td>
<td>Carrie Ann Taylor</td>
<td>Parents can reduce back to school conflicts and fear with minimal fuss</td>
</tr>
<tr>
<td>Humble ISD</td>
<td>Robin McAdams</td>
<td>Everyone is an Educator</td>
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<tr>
<td>Killeen ISD</td>
<td>Todd Martin</td>
<td>Fossil Hunters</td>
</tr>
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<td>Killeen ISD</td>
<td>Todd Martin</td>
<td>Operation: Unite</td>
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<tr>
<td>Socorro ISD</td>
<td>Jim Braden</td>
<td>Cabin Story</td>
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<tr>
<td>Spring ISD</td>
<td>Karen Garrison</td>
<td>Spring ISD installs GPS tracking system on school buses to increase student safety</td>
</tr>
</tbody>
</table>

### Category 18

**Published News Release, Edited - Less than 10,000 students/members**

### Best of Category

**Highland Park ISD**  
Helen Williams & Lee Zethraus  
Former Astronaut to be Speaker at Highland Park Middle School Career Day

<table>
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<td>Highland Park ISD</td>
<td>Helen Williams &amp; Lee Zethraus</td>
<td>Former Astronaut to be Speaker at Highland Park Middle School Career Day</td>
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<tr>
<td>Del Valle ISD</td>
<td>Celina Bley</td>
<td>Del Valle ISD News Release</td>
</tr>
</tbody>
</table>
Published News Release, Edited - 10,000 to 20,000 students/members
Best of Category
Goose Creek CISD
Terri Cook
Locks of Love

Gold Stars
Galena Park ISD Staci Stanfield
Goose Creek CISD Terri Cook

WAMS wins $650,000 technology grant
Cloverleaf Elementary PTA takes top honors at summer seminar
A Dream Come True for the Sterling Choir

Published News Release, Edited - More than 20,000 students/members
Best of Category
Laredo ISD
Veronica Castillon, APR
MHS cadet wins national honor

Gold Stars
Harris Co. Dept. of Ed. Carol Vaughn, Tammy Lanier & Cynthia Donato
Laredo ISD Veronica Castillon, APR
Region 7 ESC Katie Chenoweth

Zenith Project
MHS cadet wins national honor
Furby Forensics

Silver Stars
Socorro ISD Minerva Baumann & Jim Braden

SISD Realtors Tour

Category 19
Photo - Sports Subjects - Less than 10,000 students/members
Best of Category
Wylie ISD
Susan Dacus
Camo Flip

Gold Stars
Alvarado ISD Derik Moore
Burnet CISD Sharon Schwartz
Wylie ISD Susan Dacus

“P. T. Cruiser”
“Blood, Sweat, and Tears”
Camo Flip

Silver Star
Alvarado ISD Derik Moore

District Hurdles

Photo - Sports Subjects - 10,000 to 20,000 students/members
Best of Category
Galena Park ISD Staci Stanfield
Headed for a Field Goal

Gold Star
Galena Park ISD Staci Stanfield

Headed for a Field Goal

Silver Star
Galena Park ISD Staci Stanfield

Defense

Photo - Sports Subjects - More than 20,000 students/members
Best of Category
Keller ISD
Rhonda Holliday, Megan Overman, Jason Meyer & Jay Arrington
Field Goal Practice

Gold Stars
Keller ISD Rhonda Holliday, Megan Overman,
Jason Meyer & Jay Arrington

Field Goal Practice
Category 20
Photo - Other Subjects - Less than 10,000 students/members

Best of Category
San Benito CISD
Isabel C. González
Viejitos (Old Men)

Gold Stars
Alvarado ISD Derik Moore
Cleburne ISD Lisa Magers
San Benito CISD Isabel C. González
San Benito CISD Isabel C. González

Silver Stars
Alvarado ISD Derik Moore
Alvarado ISD Derik Moore
Friendswood ISD Karolyn Gephart
Wylie ISD Susan Dacus

Best of Category
San Benito CISD Isabel C. González
Viejitos (Old Men)
Kites Fly High

Gold Stars
Alvarado ISD Derik Moore “Stars and Stripes”
Space Day
San Benito CISD Isabel C. González Viejitos (Old Men)
Cleburne ISD Lisa Magers

Silver Stars
Alvarado ISD Derik Moore First Day of School
Indian Mascots
San Benito CISD Isabel C. González
Space Day

Category 20
Photo - Other Subjects - 10,000 to 20,000 students/members

Best of Category
Bryan ISD
Sandy Farris & Linda Moon
Blowing Bubbles

Gold Stars
Bryan ISD Sandy Farris & Linda Moon Blowing Bubbles
Galena Park ISD Staci Stanfield Private Prayer
Galena Park ISD Staci Stanfield Future Camera Man
Goose Creek CISD Carrie Pryor-Newman Beginners to Winners
Goose Creek CISD Cindy Lamb A Cool Ride
Mission CISD Craig Verley VM H high School’s First Graduates

Silver Stars
Bryan ISD Sandy Farris & Linda Moon Elvis Lives!
Bryan ISD Sandy Farris & Linda Moon Honoring Our Veterans
Bryan ISD Sandy Farris & Linda Moon Hot Job
Galena Park ISD Staci Stanfield Getting Acquainted
Goose Creek CISD Cindy Lamb Two Thumbs Up
Goose Creek CISD Terri Cook First Day - Farewell
Goose Creek CISD Carrie Pryor-Newman Mommy Off to War

Category 20
Photo - Other Subjects - More than 20,000 students/members

Best of Category
Lewisville ISD
Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles
LISDOLA Student 2

Gold Stars
Clear Creek ISD Carrie Ann Taylor Power tools make powerful learning experience
Clear Creek ISD Carrie Ann Taylor Spoonful of sugar helps the math go down
Cypress-Fairbanks ISD Gary Durrenberger Got Milk? The Importance of Dairy in Bone Development
Dallas ISD Dallas Independent School District Ira Sleeps Over
Humble ISD Robin McAdams With all our hearts
Katy ISD Steve Stanford Engaged
Lewisville ISD Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles LISDOLA Student 2
Lewisville ISD Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles LISDOLA Student 1
Mesquite ISD  Ian Halperin  Career Day
Mesquite ISD  Ian Halperin  Final Hug
Socorro ISD  Minerva Baumann  2004 Graduate Silhouette
Socorro ISD  Minerva Baumann  Twin Towers Photo “Freedom Flag Memorial”
United ISD  Susan Carlson, Robert Nino & Raul Leal  Children First Photo

Silver Stars
Aldine ISD  Leticia Fehling  Diversity: The Many Faces of Aldine
Aldine ISD  Leticia Fehling  Aldine Regional Qualifiers
Aldine ISD  Mike Keeney  School bus goes crunch
Clear Creek ISD  Carrie Ann Taylor  A special friend for Julio
Humble ISD  Robin McAdams  Three Girls
Irving ISD  Irving ISD Public Information Department  Lunch Time
Katy ISD  Steve Stanford  Veterans Day 1
Lewisville ISD  Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles  Veterans Day 1
McAllen ISD  Norma Zamora-Guerra  The ‘A’ List
Mesquite ISD  Ian Halperin  Graduate!!!
Northside ISD  Northside ISD Communications Department  Campus Arrest Photo
Richardson ISD  Ben Albers  Bukhair Choir Photo
Spring ISD  Karen Garrison  Reading Recovery

Category 21

**Logo, Trademark, Symbol - Less than 10,000 students/members**
**Best of Category**
Del Valle ISD  Celina Bley
Del Valle Adopt-A-School Logo

**Gold Star**
Del Valle ISD  Celina Bley  Del Valle Adopt-A-School Logo

**Silver Star**
Flour Bluff ISD Ed. Foundation  Lynn Kaylor  Foundation Logo

**Logo, Trademark, Symbol - 10,000 to 20,000 students/members**
**Best of Category**
Lamar CISD  Janice Knight, Charlotte Cicatello & Christy Willman
Men Who Cook

**Gold Star**
Lamar CISD  Janice Knight, Charlotte Cicatello & Christy Willman  Men Who Cook

**Logo, Trademark, Symbol - More than 20,000 students/members**
**Best of Category**
Northside ISD  Northside ISD Communications Department
Academic Decathlon Logo

**Gold Star**
Northside ISD  Northside ISD Communications Department  Academic Decathlon Logo

**Silver Star**
Lubbock ISD  Brian Q. Morris  “Where the Future Takes Flight”
Category 22

Original Art - Less than 10,000 students/members
No Best of Category

Silver Stars
Flour Bluff ISD  Lynn Kaylor  Hornet Graphics
Flour Bluff ISD  Lynn Kaylor  Hornet Beans Graphics

Original Art - 10,000 to 20,000 students/members
No Best of Category

Silver Star
Galena Park ISD  Jonathan Frey  Our Treasures DVD Cover

Original Art - More than 20,000 students/members
Best of Category
Fort Bend ISD  Becky Walker  FBISD Employee Phone Book Cover

Gold Stars
Alief ISD  Andrew Duong  Hooray for Alief!
Dallas ISD  Dallas Independent School District  35th Celebration Jump
Fort Bend ISD  Becky Walker  FBISD Employee Phone Book Cover

Silver Stars
Clear Creek ISD  Joe Perez  CCISD Stadium Celebration
Clear Creek ISD  Clear Creek ISD Office of Public Information  HERO - helping everyone receive opportunities

Category 23

Published Print Advertisement - Less than 10,000 students/members
Best of Category
Nolan Catholic High School  Richie Escovedo  Preparing for Tomorrow Ad

Gold Stars
Nolan Catholic High School  Richie Escovedo  Preparing for Tomorrow Ad
San Benito CISD  Isabel C. González  Gifted & Talented Education Program Advertisement

Silver Stars
Texas City ISD  Melissa Tortorici  A Century of Educational Excellence

Published Print Advertisement - 10,000 to 20,000 students/members
Best of Category
Galena Park ISD  Chris Gause  Right Stuff

Gold Stars
Galena Park ISD  Chris Gause  Right Stuff
Galena Park ISD  Chris Gause  Make a World of Difference

Silver Stars
Bryan ISD  Sandy Farris & Linda Moon  Excellence in Education Ad Series
Published Print Advertisement - More than 20,000 students/members
Best of Category
Richardson ISD
Ben Albers & Jeanne Guerra
Silver Cup Ad

Gold Stars
Richardson ISD
Ben Albers & Jeanne Guerra
TCPN - Region 4 ESC
Louise Henry, APR, CFRE

Silver Stars
Harris Co Dept. of Ed.
Carol Vaughn, Tammy Lanier
& Cynthia Donato
Mansfield ISD
Terry Morawski, Stacey Dudzinski & Liz Wright
McAllen ISD
Norma Zamora-Guerra
Region 4 ESC
Linda Combs
TCPN - Region 4 ESC
Louise Henry, APR, CFRE

Advertisement - Other - Less than 10,000 students/members
Best of Category
Alvarado ISD
Derik Moore
AISD Candy Bar

Gold Stars
Alvarado ISD
Derik Moore
Wylie ISD
Susan Dacus

Silver Star
San Benito CISD
Isabel C. González, Ernest Leal & Celia Longoria

Advertisement - Other - 10,000 to 20,000 students/members
Best of Category
Galena Park ISD
Chris Gause
Serving Our Nation Through Education Table Skirt

Gold Star
Galena Park ISD
Chris Gause

Silver Star
Galena Park ISD
Chris Gause

Advertisement - Other - More than 20,000 students/members
Best of Category
United ISD
Susan Carlson, Robert Nino & Raul Leal
UISD's Drug Sniffing K-9s Promotional Postcards

Gold Stars
Fort Worth ISD
Valerie Robertson, Laura Smith & Beth Trimble
Laredo ISD
Marco Alvarado & Veronica 'Roni" Cantu
Richardson ISD
Ben Albers
United ISD
Susan Carlson, Robert Nino & Raul Leal

Silver Star
Alief ISD
Andrew Duong
United ISD
Susan Carlson, Robert Nino & Raul Leal

Alief ISD Recruiting Display
"Our Kids, Our Schools, Our Future" - Your Bond
Money at Work Billboard
Every Child Counts Billboard
Teacher Recruitment Billboard
Come Help Us Learn Bus Ad
UISD's Drug Sniffing K-9s Promotional Postcards
**Category 25**

**News/Information - Less than 10,000 students/members**

**Best of Category**
San Benito CISD
Patti Pawlik-Perales, Sergio Garcia & Roger Torres
On Location

**Gold Star**
San Benito CISD
Patti Pawlik-Perales, Sergio Garcia & Roger Torres
On Location

**Silver Star**
Texas City ISD Foundation for the Future
Stingaree TV News

**News/Information - 10,000 to 20,000 students/members**

**Best of Category**
Weslaco ISD
Steve Valdez
Weslaco Inside

**Gold Stars**
Weslaco ISD
Steve Valdez
Weslaco ISD Bond Issue
Weslaco Inside

**Silver Star**
Waco ISD
Dale Caffey & Jesse Botello
Inside Waco ISD

**News/Information - More than 20,000 students/members**

**Best of Category**
Brownsville ISD
Dr. Baltazar Cisneros
Bond Issue 2004

**Gold Stars**
Austin ISD
Carmen Luevano
2004 Chalk Talk
Brownsville ISD
Dr. Baltazar Cisneros
Bond Issue 2004
Clear Creek ISD
Joe Perez, Karen Permetti & Carrie Ann Taylor
Get Connected www.ccisd.net
Dallas ISD
Jon Dahlander
Preparing for College / Preparandose para la universidad
Dallas ISD
Jon Dahlander
School Zone Dallas
San Antonio ISD
Carmen Vazquez-Gonzalez
Vision SAISD TV News Program
United ISD
United ISD Communications Department
United Today

**Silver Stars**
Cypress-Fairbanks ISD
Denise Walker & Adam Raney
District News
Laredo ISD
Jeanette G. Martinez
Campus News
McAllen ISD
Norma Zamora-Guerra
Honor Roll
North East ISD
Deb Caldwell
Designs
North East ISD
Deb Caldwell
NEISD Presents 50th Anniversary Interviews
North East ISD
Deb Caldwell
Simply, North East #2
Northside ISD
Terry Whittle & Julie Ann Matonis
Inside Northside Video Magazine
United ISD
United ISD Communications Department
K-9 Unit PSA

**Category 26**

**News Release/News Package - 10,000 to 20,000 students/members**

**Best of Category**
Bryan ISD
Sandy Farris & Linda Moon
I Vision
News Release/News Package - More than 20,000 students/members

Best of Category
Clear Creek ISD
Joe Perez

Clear Creek ISD Education Foundation Prize Patrol

Gold Star
Carrollton-Farmers Branch ISD
Clear Creek ISD
McAllen ISD
Northside ISD

Silver Star
Carrollton-Farmers Branch ISD
Clear Creek ISD
Garland ISD
McAllen ISD

Category 27

Documentary - Less than 10,000 students/members

Best of Category
San Benito CISD
Patti Pawlik-Perales, Sergio Garcia & Roger Torres

Puppy Pals

Gold Star
San Benito CISD

Purple Dream

Documentary - 10,000 to 20,000 students/members

Best of Category
Weslaco ISD
Steve Valdez
Purple Dream

Gold Star
Weslaco ISD

Purple Dream

Documentary - More than 20,000 students/members

Best of Category
Laredo ISD
Jeanette G. Martinez & Veronica ‘Roni” Cantu
Shattered Dreams

Gold Stars
Clear Creek ISD
La Joya ISD KlJS TV 17
Laredo ISD
Northside ISD

Silver Stars
Brownsville ISD
Carrollton-Farmers Branch ISD
Clear Creek ISD
Mesquite ISD

A Builder of Cities - Charles Stillman Middle School Dedication
Veteran's Day Tribute - A Salute to Service
Teaching In America
Mesquite Academy Graduation 2004
Special Interest/Feature Series - Less than 10,000 students/members

Best of Category

**Carroll ISD**

Julie Thannum & Lauren Becera

*We are Carroll ISD ... This is Our Story*

**Gold Star**

Carroll ISD

Julie Thannum & Lauren Becera

*We are Carroll ISD ... This is Our Story*

**Silver Stars**

Highland Park ISD

Helen Williams

First Day

San Benito CISD

Patti Pawlik-Perales, Sergio Garcia & Roger Torres

Christmas Special

San Benito CISD

Patti Pawlik-Perales, Sergio Garcia & Roger Torres

It's Elementary

San Benito CISD

Patti Pawlik-Perales, Sergio Garcia & Roger Torres

Mariachi Fest

Special Interest/Feature Series - 10,000 to 20,000 students/members

Best of Category

**Galena Park ISD**

Jonathan Frey

*Our Treasures*

**Gold Stars**

Galena Park ISD

Jonathan Frey

Waco ISD

Dale Caffey & Jesse Botello

*“I Have a Dream”*

**Silver Stars**

Bryan ISD

Sandy Farris & Linda Moon

Spotlight on Schools

Bryan ISD

Sandy Farris & Linda Moon

The Real World Connection

Waco ISD

Dale Caffey & Jesse Botello

Hillcrest PDS Theatre Production 2004

Weslaco ISD

Steve Valdez

Pigskin 2004

Special Interest/Feature Series - More than 20,000 students/members

Best of Category

**Dallas ISD**

Jon Dahlander

*School Zone Dallas*

**Gold Stars**

Alief ISD

Andrew Duong & Diane Dang

2004 Teacher of the Year Finalists

Austin ISD

Carmen Luevanos

AISD Trustees Recognition Video

Brownsville ISD

Dr. Baltazar Cisneros

A Lifetime of Service - Congressman Solomon Ortiz Elementary School Dedication

Dallas ISD

Jon Dahlander

School Zone Dallas

Garland ISD

Homer Clayton, Peter Roome & Chris Mathis

Spotlight on the Arts #6

McAllen ISD

Norma Zamora-Guerra

Healthy Bites

McAllen ISD

Norma Zamora-Guerra

Partners in Excellence Promotions

McAllen ISD

Norma Zamora-Guerra

Teachers of the Year

Silver Stars

Austin ISD

Andy Welch & Carmen Luevanos

Board Briefs Edition: 2004 Bond Initiative

Austin ISD

Carmen Luevanos

2004 Teacher of the Year Finalists

Brownsville ISD

Dr. Baltazar Cisneros

Wild in Waikiki

Cypress-Fairbanks ISD

Denise Walker, Gary Durrenberger, Craig Eichhorn, John Taylor & Adam Raney

Celebration of Success

Fort Worth ISD

Valerie Robertson & Laura Smith

Convocation 2004

Fort Worth ISD

Valerie Robertson & Laura Smith

Fort Worth After School

Laredo ISD

Jeannette G. Martinez

Back-to-School Celebration Video “Champions for Education”

McAllen ISD

Norma Zamora-Guerra

Parking PSA

Mesquite ISD

Wei-Tung Chou

Mesquite ISD Employee Benefits 2004-2005

Northside ISD

Terry Whittle

Building Northside Together Bond 2004
Category 29

Promotional/Marketing - 10,000 to 20,000 students/members

Best of Category
Weslaco ISD
Steve Valdez
Students First

Gold Stars
Waco ISD Dale Caffey & Jesse Botello “Walk This Way” Students First
Weslaco ISD Steve Valdez

Silver Star
Galena Park ISD Jonathan Frey Beware - The Swarm

Promotional/Marketing - More than 20,000 students/members

Best of Category
McAllen ISD
Norma Zamora-Guerra

Celebrating Our Past ... Our Present ... and Our Future

Gold Stars
Austin ISD Carmen Luevanos & Andy Welch Children's Health Insurance Program (CHIP)
Clear Creek ISD Joe Perez, Carrie Ann Taylor & Karen Permetti Clear Creek ISD Ed. Foundation Breakfast
Dallas ISD Jon Dahlander American Airlines Center Scholarship
Klein ISD Lizbeth Johnson Success in the Klein Independent School District ... One Day at a Time
McAllen ISD Norma Zamora-Guerra Celebrating Our Past ... Our Present ... and Our Future
McAllen ISD Norma Zamora-Guerra “United We Stand” State of the District
Northside Ed. Foundation Bonnie Ellison “Feel the Magic of Making an Impact”

Silver Stars
Alief ISD Andrew Duong & Diane Dang In the Small, Small World of Alief
Arlington ISD Robert Spence & Michelle Clark Arlington ISD’s 4th of July Parade Float Special
Carrollton-Farmers Branch ISD Public Information Office PTA Clothes Closet PSA
Fort Worth ISD Valerine Robertson & Laura Smith FWISD: Fort Worth After School
La Joya ISD KLJS TV 17 Joe L. Martinez 580-KICK
Laredo ISD Jeanette G. Martinez ITV Channel Realignment
McAllen ISD Norma Zamora-Guerra Pigskin Jubilee 2004
Mesquite ISD Jeffrey Franks Celebrating the Victories
United ISD United ISD Communications Department Judith Zaffirini Reading PSA

Category 30

Instructional - 10,000 to 20,000 students/members

Best of Category
Weslaco ISD
Steve Valdez
Not Another TAKS Movie

Gold Stars
Weslaco ISD Steve Valdez Not Another TAKS Movie

Instructional - More than 20,000 students/members

Best of Category
Dallas ISD
Jon Dahlander

Nuevos Amigos - 2nd Grade Lesson 13

Gold Stars
Carrollton-Farmers Branch ISD Public Information Office & CFB-TV Conserve Energy
Dallas ISD Jon Dahlander Nuevos Amigos - 2nd Grade Lesson 13
Mesquite ISD Wei-Tung Chou Moving On to Middle School
**Silver Stars**  
Birdville ISD  
Mark Thomas & Debi Whitchurch  
BISD Graduate Profile  
Carrollton-Farmers Branch ISD  
Public Information Office, AMAT & CFB-TV  
CFB ISD Fire Safety - Are You Up to Code?

**Garland ISD**  
Peter Roome, Francisco Tristan, Delbert Richardson, Homer Clayton, & Chris Mathis  
Plato Pathways System Management - “Setting Up Classes”

**Laredo ISD**  
Jeanette G. Martinez  
Reading Rocks!

**McAllen ISD**  
Norma Zamora-Guerra  
Tech Essentials

**Category 31**

**Sports Event - Less than 10,000 students/members**

**Best of Category**
San Benito CISD
Patti Pawlik-Perales, Sergio Garcia & Roger Torres
Sportszone - SB vs Los Fresnos

**Gold Star**
San Benito CISD
Patti Pawlik-Perales, Sergio Garcia & Roger Torres
Sportszone - SB vs Los Fresnos

**Sports Event - 10,000 to 20,000 students/members**

**Silver Stars**
Galena Park ISD  
Jonathan Frey  
The Moment
Waco ISD  
Dale Caffey & Jesse Botello  
Heart of Texas Kickoff Classic
Weslaco ISD  
Steve Valdez  
Football Coverage

**Sports Event - More than 20,000 students/members**

**Best of Category**
Northside ISD  
Terry Whittle  
Clark Cougar Football Mentors

**Gold Star**
Northside ISD  
Terry Whittle  
Clark Cougar Football Mentors

**Silver Stars**
Garland ISD  
Peter Roome, Francisco Tristan, Delbert Richardson, Homer Clayton, & Chris Mathis  
GRS-TV Football - GHS vs. NGHS

**Category 32**

**Radio - More than 20,000 students/members**

**No Best of Category**

**Silver Stars**
Carrollton-Farmers Branch ISD  
Public Information Office, CFB-TV & AMAT  
CFB ISD Football Broadcast
Laredo ISD  
Marco Alvarado & Veronica ‘Roni” Cantu  
Laredo ISD Teacher Recruitment Commercial

**Category 33**

**Computerized Presentation - Less than 10,000 students/members**

**Best of Category**
Eagle Mt-Saginaw ISD  
Kristen Escovedo  
Administration Team Building Invitation

**Gold Stars**
Bandera ISD  
Brad Domitrovich  
Hill Country Special Olympics CD
Eagle Mt-Saginaw ISD  
Kristen Escovedo  
Administration Team Building Invitation
Highland Park ISD  
Helen Williams  
Spot on Scot
Longview ISD  
Marsha Dotson  
Excellence For All
Midlothian ISD  
Jana Hathorne  
Midlothian ISD Goes to Hollywood
Computerized Presentation - More than 20,000 students/members

Best of Category
Humble ISD
Charlotte Hoya
“Choose Your Favorite!”

Gold Stars
Humble ISD
Charlotte Hoya
Mesquite ISD
Katherine Cernosek

Category 34

Electronic Newsletter - Less than 10,000 students/members

Best of Category
San Benito CISD
Isabel C. González, Celia Longoria & Patti Pawlik-Perales
Staff Update www.sbcisd.net

Gold Stars
Burnet CISD
Sharon Schwartz
Del Valle ISD
Celina Bley
Highland Park ISD
Helen Williams, Lee Zethraus & Chris Cunningham
Midlothian ISD
Jana Hathorne
Nolan Catholic High School
Richie Escovedo
San Benito CISD
Isabel C. González, Celia Longoria & Patti Pawlik-Perales
Waxahachie ISD
Candace Ahlfinger
Wylie ISD
Susan Dacus

Silver Star
Texas City ISD
Melissa Tortorici

Electronic Newsletter - 10,000 to 20,000 students/members

Best of Category
McKinney ISD
Larry Coker
McKinney ISD Wins

Gold Stars
McKinney ISD
Larry Coker
Mission CISD
Craig Verley, Lee Thalman & Irene Garza

Silver Stars
Galena Park ISD
Kelly Rainey & Staci Stanfield
Mission CISD
Craig Verley, Lee Thalman & Irene Garza

Electronic Newsletter - More than 20,000 students/members

Best of Category
Fort Bend ISD
Tanisha Blair & Keryn Miles
ENews Around the Bend

Gold Stars
Arlington ISD
Bruce Barrs, Veronica V. Sopher & Michelle Clark
Birdville ISD
Mark Thomas & Debi Whitchurch
Fort Bend ISD
Tanisha Blair & Keryn Miles
Humble ISD
Robin McAdams

Silver Star
Fort Bend ISD
Tanisha Blair & Keryn Miles
Humble ISD
Robin McAdams

Silver Star
Burnet CISD
Sharon Schwartz
“Choose Your Favorite!”

Gold Stars
Humble ISD
Charlotte Hoya
Mesquite ISD
Katherine Cernosek

Category 34

Electronic Newsletter - Less than 10,000 students/members

Best of Category
San Benito CISD
Isabel C. González, Celia Longoria & Patti Pawlik-Perales
Staff Update www.sbcisd.net

Gold Stars
Burnet CISD
Sharon Schwartz
Del Valle ISD
Celina Bley
Highland Park ISD
Helen Williams, Lee Zethraus & Chris Cunningham
Midlothian ISD
Jana Hathorne
Nolan Catholic High School
Richie Escovedo
San Benito CISD
Isabel C. González, Celia Longoria & Patti Pawlik-Perales
Waxahachie ISD
Candace Ahlfinger
Wylie ISD
Susan Dacus

Silver Star
Texas City ISD
Melissa Tortorici

Electronic Newsletter - 10,000 to 20,000 students/members

Best of Category
McKinney ISD
Larry Coker
McKinney ISD Wins

Gold Stars
McKinney ISD
Larry Coker
Mission CISD
Craig Verley, Lee Thalman & Irene Garza

Silver Stars
Galena Park ISD
Kelly Rainey & Staci Stanfield
Mission CISD
Craig Verley, Lee Thalman & Irene Garza

Electronic Newsletter - More than 20,000 students/members

Best of Category
Fort Bend ISD
Tanisha Blair & Keryn Miles
ENews Around the Bend

Gold Stars
Arlington ISD
Bruce Barrs, Veronica V. Sopher & Michelle Clark
Birdville ISD
Mark Thomas & Debi Whitchurch
Fort Bend ISD
Tanisha Blair & Keryn Miles
Humble ISD
Robin McAdams
Lewisville ISD  Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles  Flash Points
Mesquite ISD  Ian Halperin & Kristin Odom  Board Notes
Northside ISD  Monica Faulkenbery & Marina Madden  Inside Northside e-newsletter
Richardson ISD  Ben Albers, Tim Clark & Jeanne Guerra  Tuesday Notes on www.risd.org
Round Rock ISD  David Coronado & Cathy Brandewie  Round Rock ISD E-News
Texas Classroom Teachers Association  Arlene Oelenberger  TCTA's eUpdate Electronic Newsletter

Silver Stars
Carrollton-Farmers Branch ISD  Public Information Office, CFB-TV & AMAT  C-FB E-ssentials Electronic Newsletter
Dallas ISD  Dallas Independent School District  @DISD
Harris Co. Dept. of Ed.  Carol Vaughn, Tammy Lanier & Cynthia Donato  E-fusion

Category 35

Web Site - Less than 10,000 students/members
Best of Category
White Settlement ISD
Tom Kearley & Desiree Coyle
www.wsisd.com

Gold Stars
Alvarado ISD  Derik Moore  www.alvarado.isd.tenet.edu
Bandera ISD  Brad Domitrovich  www.banderaisd.net
Dickinson ISD  Angela Alksne  www.dickinsonisd.org
Flour Bluff ISD  Lynn Kaylor  www.flourbluffschools.net
Friendswood ISD  Karolyn Gephart  www.fisd12.net
Hays CISD  Julie Crimmins  Hays CISD - A Place Where Ideas Grow (www.hayscisd.net)
Highland Park ISD  Helen Williams & Chris Cunningham  www.hpisd.org
Kerrville ISD  Phil Houseal  www.kerrvilleisd.net
La Porte ISD  Chuck Davis  www.lpisd.org
Nolan Catholic High School  Richie Escovedo  www.nolancatholic.org
Waller ISD  Stephanie D. Burman  www.wallerisd.esc4.net
Weatherford ISD  Susan Chapel & MJ McDaniel  www.weatherfordisd.com
White Settlement ISD  Tom Kearley & Desiree Coyle  www.wsisd.com

Silver Stars
Carroll ISD  Julie Thannum & Lauren Becera  www.southlakecarroll.edu
Livingston ISD  Gregg Faith  www.livingstonisd.com

Category 35

Web Site - 10,000 to 20,000 students/members
Best of Category
Allen ISD
Jared Johnson & Tim Carroll
www.allenisd.org

Gold Stars
Allen ISD  Jared Johnson & Tim Carroll  www.allenisd.org
Bryan ISD  Sandy Farris & Linda Moon  www.bryanisd.org
Galena Park ISD  Chris Gause  www.galenaparkisd.com
Hurst-Euless-Bedford ISD  Carolyn Marcantel  www.hebisd.edu
Waco ISD  Tiffany Hudkins, Dale Caffey & Jesse Botello  www.wacoisd.org

Silver Stars
McKinney ISD  Diana Gulotta  www.mckinneyisd.net
Category 35

Web Site - More than 20,000 students/members
Best of Category
Plano ISD
Mary Gorden
www.pisd.edu

Gold Stars
Austin ISD Orlando L. Castillo www.austinisd.org
Garland ISD Judy Kriehn www.garlandisd.net
Irving ISD Irving ISD Public Information Department www.irvingisd.net
Lewisville ISD Margaret Gurecky, Tohma Morrison, Cathy Gunter, Amanda Brim & Valerie Nettles www.lisd.net
Mansfield ISD Terry Morawski & Stacey Dudzinski www.mansfieldisd.org
Midland ISD Melissa Hendrix-Beach & Melanie Maxcy Nicholas www.midlandisd.net
Northside ISD Victor Valdez www.nisd.net
Plano ISD Mary Gorden www.pisd.edu
Region 4 ESC Lisa Mahady www.esc4.net
Round Rock ISD David Coronado & Cathy Brandewie www.roundrockisd.org
Round Rock ISD David Coronado & Suzanne Lynn www.rrisdeducationfoundation.org
Texas Classroom Teachers Association Jeremy Lomas www.tcta.org

Silver Stars
Birdville ISD Mark Thomas & Debi Whitchurch www.birdville.k12.tx.us
Dallas ISD Dallas Independent School District DISD Intranet Site www.dallasisd.org
Humble ISD Charlotte Hoya www.humble.k12.tx.us
Keller ISD Rhonda Holliday, Jason Meyer, Megan Overman & Jay Arrington www.kellerisd.net