

OutReach Magazine Awarded Top Honors in Two Separate Competitions

The CBS Magazine Takes Home a Total of Four Awards

We are excited to announce that *OutReach* magazine, a Christian Brothers Services (CBS) publication, has won four awards in two separate competitions - the 2014 International MarCom Awards (see side panel for more information on the MarCom awards) and the 2015 Communicator Awards (see side panel for more information on The Communicator Awards).

Winning the 2014 International MarCom golden statuettes were *OutReach* Vol. 4, No. 1, in the nonprofit magazine category and the feature article, “Signed. Sealed. Delivered. Building a Bridge Between Abundance and Need,” in the feature article writing category. This year, there were over 6,500 entries from throughout the United States, Canada and 15 other countries in the MarCom Awards competition.

The CBS magazine also took home a 2015 Communicator Silver Award of Distinction in the Magazine: Non-Profit category for *OutReach* Vol. 5, No. 1 and a 2015 Communicator Gold Award of Excellence in the Writing: Feature Article category for “Signed. Sealed. Delivered. Building a Bridge Between Abundance and Need.” The winners were chosen from over 6,000 entries received from across the United States and around the world. “The work entered in the 21st Annual Communicator Awards serves as a true testament to the innovative ideas and capabilities of communications and marketing professionals around the world. Each year our entrants continue to amaze by reinventing the ways we communicate and market in an ever-changing industry,” noted Linda Day, executive director of the Academy of Interactive and Visual Arts. She added, “On behalf of the entire Academy, we congratulate this year’s Communicator Award entrants and winners for their passion and dedication. We are humbled to be given the opportunity to recognize such amazing work.”

“We are excited to have *OutReach* magazine honored in not just one, but two prestigious international awards competitions,” stated Brother Michael Quirk, FSC, Ed.D., president and CEO of Christian Brothers Services. “Thanks to the hard work of the *OutReach* team, the magazine demonstrates our level of expertise in each of our service areas.”

“This is quite an accomplishment for a four and a half year old magazine with a team of five people,” stated Cynthia Krohn, manager of marketing and communications for Christian Brothers Services and editor of *OutReach* magazine. “I am very proud of my team, including the hard work, dedication and creativity that goes into every issue of this magazine.”

OutReach is a semiannual publication which features informative articles from each of the CBS coverage and services areas. The magazine’s audience is made up of the leadership and management of Catholic organizations, both in the United States and Canada, which belong to one or more CBS programs. The magazine delivers useful and interesting topics that are relevant and important to the leaders in today’s Catholic organizations. ☀



MarCom Awards

The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition has grown to perhaps the largest of its kind in the world. The winners range in size from individual communicators to media conglomerates and Fortune 500 companies.



The MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals. The international organization consists of several thousand creative professionals. The Association oversees awards and recognition programs, provides judges and sets standards for excellence. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry.

The Communicator Awards

The Communicator Awards is the leading international awards program honoring creative excellence for communication professionals. Founded by communication professionals over a decade ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio.

The Communicator Awards is sanctioned and judged by the Academy of Interactive and Visual Arts (AIVA), an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising and marketing firms. The 600+ member organization of leading professionals from various disciplines of the visual arts are dedicated to embracing progress and the evolving nature of traditional and interactive media. Current AIVA membership includes professionals from Condè Nast, Disney, Keller Crescent, Lockheed Martin, MTV, Time Inc. and many others.



Christian Brothers Services' 2015 Trustee Summit Gathers Board of Directors and Trustees for June Meeting

The Christian Brothers Services' (CBS) 2015 Trustee Summit was held this summer at The Hyatt Lodge at McDonald's Campus in Oak Brook, Illinois, on June 7 and 8. The Summit brought together CBS' board of directors, trustees and the organization's Member Advisory Board.

This year's Summit provided an opportunity to learn about the 2015 economic forecast and understand more about the services CBS provides to Catholic organizations. Keynote speaker, John L. Allen, Jr., an American journalist who specializes in coverage of the Vatican and the Catholic church, spoke on the radical leadership of Pope Francis since being elected to the office in March 2013. Carl Tannenbaum, the executive vice president and chief economist for Northern Trust, discussed the 2015 economic outlook and each CBS managing director gave a brief report on the trusts/programs they serve.

"This year's Summit provided an opportunity to come together with trustees, directors and advisory board members to learn about the 2015 economic forecast and understand more about the services CBS provides to Catholic organizations," explained Brother Michael Quirk, FSC, Ed.D., president and chief executive officer of Christian Brothers Services. "I thank each of the directors and trustees for their time and participation and look forward to a future full of possibilities."

The next Trustee Summit will be held in 2018. ☀

