



GovMark COUNCIL

Building Government IT Marketing Community

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Contact:

Katie Maxwell
GovMark Council
703-883-9000 ext. 133
kmaxwell@govmarkcouncil.org

Sixth Annual GovMarks Awards Winners Demonstrate Excellence in Government IT Marketing

NetApp Honored with Best Overall Marketing Program

Alexandria, Virginia, July 14, 2011 – [GovMark Council](#), a not-for-profit forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology and Telecommunications (IT&T) market, today announced the winners of the GovMarks Awards, an annual program which honors the industry's best marketing campaigns.

The GovMark Council presented twelve awards, four of which recognized outstanding programs focused on reaching Federal civilian IT decision makers and three of which highlighted programs targeting state and local government. In addition, GovMark Council recognized two programs for creative excellence, as well as two outstanding interactive programs. The highest scoring program was dubbed "Best Overall Marketing Program."

A panel of nine independent judges from both the public and private sectors ranked the nominations. The selection committee includes Ken Allen, ACT/IAC; Larry Allen, Allen Federal Business Partners; Cindy Auten, Telework Exchange; Suzanne Behrens, Microsoft; Tricia Davis-Muffett, IPS Learning; Dena McLaughlin, General Services Administration (GSA); Mark Meudt, General Dynamics Information Technology; Cori Minton, IBM; Teresa Rivera, Department of Interior; Josh Sawislak, Clio Strategies; and Tom Temin, Federal News Radio.

Award winners are as follows:

Best Overall Marketing Program

- NetApp – 1,100: How Many Federal Data Centers Does It Take...

Outstanding Federal Civilian Marketing Programs

- Office of Citizen Services & Innovative Technologies, GSA – USA.gov Mobile Apps Gallery
- NetApp – 1,100: How Many Federal Data Centers Does It Take...
- RightNow Technologies – Federal Customer Experience Study

- Telework Exchange and Cisco – National Telework Week

Outstanding State and Local Government Marketing Programs

- Rhode Island Interactive – RI Recreational Saltwater Fishing Registry Program Marketing Campaign
- Texas Department of Information Resources – Texas.gov
- Utah Governor’s Office of Economic Development and Utah.gov – Utah Broadband Project Web Site

Outstanding Creative Marketing Programs

- Kansas.gov (Kansas Information Consortium) – “Final Piece to the Puzzle” Local Government Campaign
- MeriTalk – Cloudboys Viral Video

Outstanding Interactive Marketing Programs

- Deloitte – Engaged
- Virginia Interactive, LLC – Virginia Interactive “Virginia.gov” Campaign

“Data center consolidation has become one of the driving IT reforms for this administration, and we are thrilled to be honored for our innovative approach in providing a platform for critical dialogue on the issues surrounding consolidation at the very early stages of the government’s initiative,” said Jennifer Held, marketing manager, U.S. Public Sector for NetApp. “We continue to build on the relationships with the partners, attendees, and speakers that the 1,100 event brought together to help agencies maintain momentum to achieve their mission.”

“Tight budgets and the government’s IT efficiency demands make it a real challenge to stand out in the tech marketing crowd, but this year’s nominees did just that,” said Stephen W.T. O’Keeffe, GovMark Council executive director. “In fact, the outstanding quality of the GovMarks submissions inspired us to give multiple awards in each category. We thank all who participated and applaud this year’s winners for their truly innovative campaigns.”

About the GovMark Council

The GovMark Council is a forum that facilitates education and networking for senior-level marketing executives who serve the government Information Technology (IT) market. The GovMark Council provides members with quarterly educational programs, proprietary research reports, and opportunities to interact with other senior-level industry IT marketing professionals. Visit the GovMark Council online at www.govmarkcouncil.com.

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