

Company: Naqia Corporation Sdn Bhd., Kuala Lumpur, Malaysia

Company Description: Naqia Corporation Sdn.Bhd was founded by Dr. Zamila Hussin with a \$ 250 capital and converted it into a diversified million dollar business network in short 6 years. It had won numerous international Award including finalist category and Best Chairman Award 2005 at Steve Award-IBA

Nomination Category: Individual Categories

Nomination Sub Category: Best Asian Entrepreneur

Nomination Title: Dr.Zamila Hussin: Best Asian Entrepreneur

1. Describe for the judges the activities and accomplishments of the nominated entrepreneur during the eligibility period (up to 500 words):

Dr. Zamila Hussin founded the Naqia Corporation as a private limited company with a capital of only USD 250 - a soft loan from a friend and by the 6th year, she had turned the company into a diversified million dollars business network. The Naqia International group has engaged itself in the manufacturing, fashion and design, personal insurance, properties, sales and marketing, health care, home business for women and most recently during the eligibility period, the incorporation of a distance learning university.

During the eligibility period also she has set up a National Health Association as its founder President. She regularly visits many locations in Britain, Japan, Middle

East, India and South East Asia promoting Peace and Unity as the National Vice Chancellor of Malaysia for the International Association of Educators for World Peace (United Nations NGO) and Universal Peace Ambassador with Geneva, Switzerland based Universal Peace Embassy.

She had successfully organised many business and peace seminars in Malaysia during the eligibility period and currently organising an international event in Peace and Unity in Malaysia.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

<http://www.iaewp.org>

<http://www.naqiauniversity.us>

<http://www.musoffa.com>

3. Provide a brief biography of the nominated entrepreneur (up to 100 words):

Dr. Zamila holds a PhD in Alternative Medicines and a PhD in Islamic Medicines. She has successfully set up a series of businesses within the Naqia International Group of Companies. Recently she had established a distance learning university to offer an educational opportunity on a global scale to common people through an innovative non-academic degree programs.

For her achievements in Business, Alternative Medicines and Social Works, she had received many international awards some of which are BEST CHAIRMAN AWARD 2005 Stevie Awards Inc.- International Business Award (USA), World's Best Doctor Award by Lama GangChen World Peace Foundation (Italy based United Nations NGO), World Platinum Award (Medicina Alternativa, Sri Lanka),

Universal Peace Ambassador from Peace Embassy in Geneva, Switzerland and
National Vice Chancellor of Malaysia from International Association of Educator for
World Peace, (U.S.A based United Nations NGO)

Company: Sun Life Everbright Insurance Co. Ltd., Tianjin, People's Republic of China
Company Division/Group: Hill & Knowlton (China) Public Relations Co. Ltd.
Company Description: Sun Life Everbright Insurance was established in April 2002 in Tianjin. It is a joint venture between Sun Life Financial of Canada and the China Everbright Group in China. Sun Life Financial manages assets of over CAD387.4 billion. China Everbright Group was set up in 1983 and is a financial services company. It manages assets of over CAD79.5 billion. (RMB553.5 billion)

Nomination Category: Individual Categories

Nomination Sub Category: Best Asian Executive

Nomination Title: Janet M. De Silva, President and CEO, Sun Life Everbright Insurance Co. Ltd. and President, Sun Life Financial China

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

I would like to nominate Ms. Janet M. De Silva for the award because of the vision and initiatives she brought to the Sun Life Everbright Insurance Co. Ltd. (SLEB) which took the company to a fast growth phase.

Janet joined SLEB in early 2005 and became the first female CEO of JV insurance companies in China. During the period, gross premium increased by 317% to over RMB272.2 million. Operation expanded from 2 cities to 7 cities in China. The total staff force (exclusive of insurance sales agents) expanded by 38% to 454.

Jan initiated a series of moves to boost growth, which include:

Transforming structure and process

One of Jan's first initiatives was to restructure the company organization and re-define the business strategy to align resources to key priorities. She put together a new management team to spearhead different business sections and initiated a review on operation flow. These measures contributed to laying a solid foundation for growth.

Pushing frontiers

At the same time, Jan pushed forward on geographic expansion and opened the company's third branch office in Hangzhou, the capital city of Zhejiang province bordering Shanghai to drive business in the more prosperous southeast part of the country, the Yangtze River delta region. This move also made SLEB the first JV insurance company in Hangzhou. During the period, Jan also established operations in 7 other cities in Zhejiang province and started to plan for the opening of another 2 branch offices. These are expected to be set up by the end of 2006.

Managing people

Insurance is a people's business. Jan realized the importance of having a professional and loyal workforce. She introduced a 15-month rolling resource plan, career development assignments and job rotation to attract and retain talents. During the period, over 30% of the company's middle management were promoted or transferred locally to new positions. As a result, despite a high staff turnover average of 21.3% for the industry, the turnover at SLEB was significantly lower at 9%. Of their more than 1,200 member companies worldwide, LOMA awarded SLEB their prestigious 2006 Excellence in Education Award recognizing the company's outstanding commitment to their employee's professional

development and participation in LOMA Education programs. (LOMA is an international training and education body that supports Life Industry Skills Development.)

Sharpening competitive advantages

On the back of intensive competition, Jan was determined to win by driving customer satisfaction. Through Jan's efforts, SLEB was the fastest to effect insurance claims payment in multi-death/injury accident. With continual enhancement of the claims system, the company is now able to effect claims payments within 24 hours of application, an achievement highly recognized by the local market.

Enhancing employee communication

As a foreign CEO heading a JV company, Jan realized the importance to maintain close internal communication. For example, in addition to having regular meetings with the team and conducting branch office tours, she sends out a monthly "CEO newsletter" to all staff to update them on latest corporate development.

Actively participating in the industry

As the Chairman of the Canada China Business Council, Jan takes an active role in promoting Canada-China trade and investment. During the period, Jan led a team of 20 members from the Council and a delegation from the Export Development Canada in a Tianjin visit.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

http://www.chinadaily.com.cn/bw/2006-10/16/content_708503.htm

3. Provide a brief biography of the nominated executive (up to 100 words):

Prior to the post at SLEB, Jan was CEO of Sun Life Financial (Hong Kong) a 4-year assignment where she led its turnaround and growth.

Jan has over 24 years of international experience and has worked in many lines of business within the industry. She holds an MBA from the Richard Ivey School of Business in Canada.

Jan is Chairman of the Canada China Business Council Beijing Chapter; Immediate Past Chairman of its Board of Governors and Past President of the Canadian Chamber of Commerce in Hong Kong. She sits on the Asian Advisory Board of the Richard Ivey School of Business and is a member of the Hong Kong Chapter of the International Women's Forum.

On June 24, 2006 she was awarded an Honorary Doctorate by Thompson Rivers University of Canada in recognition of her business and community leadership efforts on behalf of Canadian business in Hong Kong and China. She was also awarded a Guest Professorship by Tianjin University of China in recognition of her efforts to support career and people development for employees of SLEB in Tianjin and throughout China.

Company: SMART Technologies Inc, Calgary Alberta

Company Description: SMART Technologies Inc. is both the industry pioneer and global education market segment leader in user-friendly interactive whiteboards and group collaboration tools. SMART is a private company founded in 1987. Employing more than 800 people, SMART is headquartered in Calgary, Alberta, and offices in Bonn, Tokyo, Shanghai, New York City, Chicago and Washington DC.

Nomination Category: Individual Categories

Nomination Sub Category: Best Canadian Entrepreneur

Nomination Title: Nancy Knowlton, president, co-CEO, co-founder

1. Describe for the judges the activities and accomplishments of the nominated entrepreneur during the eligibility period (up to 500 words):

As the president of SMART Technologies Inc., Nancy has been directly responsible for the success of the company.

Achievements include:

- „< 30+ articles written by Nancy Knowlton
- „< Product sales in over 100 countries around the world
- „< Cumulative installation base of over 500,000 SMART Board interactive whiteboards (more installations than any other interactive whiteboard manufacturer)
- „< Cumulative sales of over US\$1 billion
- „< Keynote speaking engagements including:
 - Opening speaker for EduComm
 - Purchasing Managers Association
 - SMART's seminars: Implementing Education technology

Successfully.

In: London, UK, January 2006

Dubai, UAE, April 2006

Sao Paulo, Brazil, May 2006

Recognized as one of Canada's top businesswomen, Nancy was awarded the 2005 Alberta Centennial Medal for High-Tech Innovation in Alberta, presented by the Alberta's Minister of Innovation and Science.

Awards SMART Technologies has achieved under Nancy's direction from July 1, 2005 to June 30, 2006 include:

- „< Buildings Magazine Editors' Choice Award
- „< Lifetime Achievement - Canada Export Award
- „< Canada's 50 Best Managed Companies Platinum Club distinction (7th consecutive year)
- „< Digital Retailer of the Year Award
- „< China Industry Design Award
- „< 2005 Standing Ovation Award
- „< Comenius EduMedia Signet 2006 Award

Finalist status for:

- „< OCRI Awards, Technology Company of the Year, Ottawa Region
- „< Innovations in Technology Product Awards

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each

URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

Buildings Magazine Editors' Choice:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2005+Media+Releases.htm?guid={D72767C1-9178-45EF-9CA3-E7F916EC521F}>

Lifetime Achievement Canada Export Award:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2005+Media+Releases.htm?guid={9ABECB21-36BE-4C82-AF1F-22DC2E9DC86A}>

Canada's 50 Best Platinum Club Distinction:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2005+Media+Releases.htm?guid={7586C697-82B9-4F4E-9480-5683D2B1B41B}>

Comenius EduMedia Signet 2006 Award:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={41BFC031-0111-470B-8926-98690EA212977}>

China Industry Design Competition:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={A29616B5-1E40-4061-9637-00485DD7EC74}>

2005 Standing Ovation Award:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={B8866EE5-91F9-4EAE-A2DE-1B8FDDC94F27}>

Digital Retailer of the Year Award:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/default.htm?guid=%7b5E93CDB1-0D6F-49B3-9865-CD395F25EB6C%7d>

Articles written by Nancy Knowlton:

<http://education.smarttech.com/ste/en-US/About+SMART/CEO+Articles.htm>

3. Provide a brief biography of the nominated entrepreneur (up to 100 words):

Nancy Knowlton

President and Co-Chief Executive Officer

Co-Founder

Nancy is responsible for the day-to-day direction of SMART.

Nancy has a diploma of collegial studies and a business administration degree with honors, and an MBA in marketing and finance. She completed her chartered accountant accreditation in Alberta. Prior to founding SMART, Nancy taught accounting and computer science for a year at a Canadian university before taking a position with an international accounting firm in Calgary. At the time of her departure, she was a senior audit manager.

Recognized as one of Canada's top businesswomen, Nancy was the 1999 Canadian Woman Entrepreneur of the Year in the Export category, awarded by the Joseph L. Rotman School of Management at the University of Toronto and the

Bank of Montreal. She and SMART co-founder David Martin were awarded the 1999 Prairies Region Technology Entrepreneur of the Year Award, sponsored by Ernst and Young, and a Manning Innovation Award in 2002.

In 2002;V2003 Nancy was one of the nine members of the independent commission

that reviewed Alberta's basic education system and produced Every Child Learns, Every Child Succeeds. Additionally, Nancy has spoken around the world on the topic of the 21st Century Classroom...Today, sharing her perspectives on the successful integration strategies for interactive whiteboards in everyday teaching and learning.

In 2003 Nancy was awarded an honorary Doctor of Commerce degree from Saint Mary;s University in recognition of her many business.

Company: Lionbridge Technologies, Inc.

Company Description: Lionbridge [NASDAQ:LIOX] provides translation, localization and globalization services helping clients develop, release, manage and maintain their enterprise content and technology applications globally. Lionbridge has a dedicated team of 4,000 employees worldwide, in 50 cities in 25 countries, including 1,500 skilled offshore professionals in India and China

Nomination Category: Individual Categories

Nomination Sub Category: Best Canadian Executive

Nomination Title: Paula Shannon, Chief Sales Officer, SVP Lionbridge

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

Paula Shannon serves as the Chief Sales Officer and Senior Vice President of Lionbridge, a global firm providing software and content localization services for over 100 languages and locales. Based in Montréal, she is directly responsible for over \$420 Million in revenues and helps manage a 4,000 employee, publicly traded firm NASDAQ: LIOX with offices in 50 cities in 25 countries.

At the end of 2005, Lionbridge acquired the #1 firm in its field, the \$200M+ Bowne Global Solutions. In 2006, Ms. Shannon engineered the successful integration of the worldwide sales and customer services teams, integrating more than 250 positions and cutting costs by 23%, while maintaining customer satisfaction and employee morale.

Sales growth for 2006 is up 8%, in spite of the large number of shared customers the two organizations enjoyed. The company has publicly acknowledged that not a single customer was lost as a result of the acquisition and integration.

Ms. Shannon logged over 140,000 actual air miles in 2006, working with her teams across Canada and the globe and servicing customers such as Microsoft, Nokia, Google, EMC, Motorola, Adobe, eBay, and Computer Associates. In Canada, key clients include Environment Canada, Home Depot, Sears, and eBay, for whom the firm recently launched a French Canadian site.

Accomplishments during the year include the deployment of a customized Sales Force Automation (SFA) system and corporate forecasting methodology that has allowed Ms. Shannon to maintain quarterly forecasting accuracy to within 1%, even during the tumultuous integration periods.

Compensation plans were aligned across the globe, with standard remuneration frameworks, fair quotas, and shared concepts and terms rolled out with a high degree of integrity to all team members. Titles were harmonized, account coverage optimized and team and vertical reassignments made.

During 2006, training was unified, and Ms. Shannon coordinated 10+ global training sessions to ensure that all members of the worldwide sales and client services teams had completed their education in the customer centric methodology chosen.

External market forces were also at play and during the integration period, Paula prepared the sales teams and successfully shepherded the launch of Lionbridge's new Managed Services model, "Freeway", a Software-as-a-Service (SAAS) platform.

The process of software localization is engineering and technology intensive, and both onsite and offshore resources are typically required to execute multilingual projects. Ms. Shannon was instrumental in bringing the full range of Lionbridge's offshore solutions to its global customers, increasing programs in India and China by more than 40%. To accomplish this she mentored her direct reports, arranging for an extended India trip to Mumbai and Chennai to allow them to learn and experience the shift first hand.

Ms. Shannon is a dynamic, multilingual leader and has served as a role model to her employees, men and women alike. In early 2006, Ms. Shannon saw the promotion of 3 of her women leaders to the position of Vice President. One of 6 senior leaders in the firm, she was named a public officer in 2002 and is Lionbridge's senior most woman executive.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

Record Revenues

<http://biz.yahoo.com/prnews/061103/nyf034.html?.v=72>

Microsoft Contract

<http://boston.internet.com/news/article.php/1482801>

PB Shannon as Featured Case Study and Opening Vignette in Brock University
TextBook

http://wps.prenhall.com/ca_ph_manning_selling_4

India Familiarization Trip

<http://paulashannon.smugmug.com/gallery/1478489>

Localization World Montreal Committee

<http://www.localizationworld.com/lwmon2006/index.htm>

3. Provide a brief biography of the nominated executive (up to 100 words):

Paula joined Lionbridge in 1999 as VP of Internet Alliances and assumed additional responsibilities in 2001. Prior to 1999, she was Chief Marketing Officer and VP of International Sales for Alpnet, Inc., now SDL. She has 21 years of experience in the localization industry, including 10 years with Berlitz in the US and Canada.

An AFS scholarship recipient, she speaks English, French, Dutch, German, Spanish, and Russian. Educated in the US and Belgium, she holds a B.A. in Russian and German from McGill University, Montréal, Canada. Paula lives in Baie d'Urfé, QC with her husband and 3 boys.

Company: Mother of Eden, New Iberia, LA

Company Description: Mother of Eden manufactures the patented Fuzzi Bunz stay-dry diapering system. Fuzzi Bunz is a reusable diaper and is the top-rated cloth diaper according to the DiaperPin.com, the leading online diapering resource. The inventor of Fuzzi Bunz, Tereson Thomas, invented Fuzzi Bunz in 1999 in response to her son's chronic diaper rash. In June 2003, Tereson received a U.S. patent for her product.

Nomination Category: Individual Categories

Nomination Sub Category: Best Entrepreneur – Non-Services Businesses – up to 100 Employees

Nomination Title: Tereson Thomas, CEO of Mother of Eden, Inventor of Fuzzi Bunz

1. Describe for the judges the activities and accomplishments of the nominated entrepreneur during the eligibility period (up to 500 words):

Tereson Thomas is ahead of her time in terms of creating sustainable and realistic products for babies. In January 1999, Tereson invented Fuzzi Bunz reusable pocket diapers in her home. Since then, there has been no turning back. Within one year of her unique invention, the Fuzzi Bunz diaper empire was born. On June 17, 2003, Tereson was officially and legally granted a patent for her product. Many have tried to copy Tereson's unique invention; to prevent this from happening, Tereson currently licenses her invention to other moms who want to manufacture pocket-type reusable diapers too.

Despite the money the disposable diaper industry has to put toward marketing and advertising, the rapid-fire growth of Fuzzi Bunz has largely been due to word-of-mouth. In fact, demand is at an all time high this year. Tereson aims to support work-at-home-moms (known as WAHMs), who serve as the conduit in selling Fuzzi Bunz through their online retail sites. More than 200 WAHMs sell Fuzzi Bunz, helping fuel the product's incredible popularity among today's new moms. Additionally, because of the innovation of Tereson, loyal Fuzzi Bunz users have made Fuzzi Bunz the top-rated cloth diaper according to DiaperPin.com, the leading diapering resource on the Internet. Tereson's invention speaks for itself even without all the media hype and hoopla. In fact, in cloth diapering circles, Tereson is often referred to as a celebrity - as she is the woman leading the charge to bring reusable diapers back in-style.

This year, Tereson has focused on growing her business and spreading her wings beyond word-of-mouth marketing. Tereson brought on a general manager to handle day-to-day operations, freeing her up to focus on more strategic marketing initiatives. With concern about doing what's best for your baby and what's best for

Mother Earth at a peak, and with a generation of conscientious women emerging as new moms, Mother of Eden has received a lot of third-party interest and recognition. As an example, in September 2006, Tereson met with seven mainstream parenting press editors at publications in New York, including American Baby, BabyTalk, Cookie and Parents magazines, to name a few. These efforts planted the seeds for future media coverage in the next 3-6 months. Today, Mother of Eden is run from a 9,000 square foot building in New Iberia, Louisiana, and has annual sales exceeding \$2,500,000. All this started with the modest beginnings of a frustrated and determined mom looking to help her baby feel better. How 'bout 'em Fuzzi Bunz.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

<http://www.fuzzibunz.com>
<http://diaperpin.com/diapers/diaperpages.asp>
http://www.associatedcontent.com/article/40606/fuzzi_bunz_cloth_diapers.html
http://money.cnn.com/magazines/moneymag/moneymag_archive/2003/10/01/350610/index.htm
http://fuzzibunz.com/fb_babies1.htm
<http://fuzzibunz.com/press.htm>
http://fuzzibunz.com/press_kit.htm

3. Provide a brief biography of the nominated entrepreneur (up to 100 words):

Tereson Thomas
Founder and CEO, Mother of Eden, LLC
Inventor, Fuzzi Bunz™ Pocket Diapers

Tereson Thomas, 36, is the founder and CEO of Mother of Eden and the patent holder of Fuzzi Bunz pocket diapers. This young mother-of-three invented Fuzzi Bunz pocket diapers in January 1999 in response to her four-month old son, Eden's, chronic diaper rash. She tried every cloth and disposable diapering system on the market to no avail. After an exhaustive search, Tereson developed her own diapering system by hand-stitching diapers in her home. The diapers she invented worked so she decided to share her unique invention with mothers around the world who were also disenchanted with the available diapering options. Within one year, the Fuzzi Bunz diaper empire was born.

Tereson's mission is to make a difference in the lives of others and in society by providing products that improve comfort and quality of life, as well as improve the world at large. She says, "What makes me happiest about the work that I do is that I'm able to make a difference in the lives of others. When all is said and done, it is not the money or the recognition; it's the fact that someone's baby didn't have to experience the discomfort associated with diaper rash and that today's mothers have a real diapering option outside of disposables and traditional cloth options."

Tereson has received numerous recognitions for her invention. In 2002, the Ernst and Young Entrepreneur of the Year competition named Tereson as a finalist. Additionally, Mother of Eden is recognized in the Who's Who of Business Professionals and Executives and the company has even received press coverage from around the world.

Tereson grew up in New Orleans, Louisiana. She attended the University of Louisiana and received a BA in Child and Family Studies. Prior to founding Mother Eden, Tereson worked as a victims advocate for the Rape Crisis Center in Lafayette, Louisiana, and then became a full-time stay-at-home mother after the birth of her first child.

Tereson currently resides in Broussard, Louisiana, with her three children, Sarah, Eden and Bennett.

Company: HouseWorks, Newton, Massachusetts

Company Division/Group: The Castle Group

Company Description: Founded in 1998, HouseWorks is a local homecare company dedicated to helping seniors live independently, no matter how challenging their circumstances. Under the leadership of CEO and co-founder Andrea Cohen, HouseWorks has been named one of the Top Woman-Led Businesses in Massachusetts by The Commonwealth Institute received the 2006 Boston Chamber of Commerce 'Award for Business Excellence'.

Nomination Category: Individual Categories

Nomination Sub Category: Best Entrepreneur – Service Businesses - Up to 100 Employees

Nomination Title: Andrea Cohen, CEO and co-founder, HouseWorks

1. Describe for the judges the activities and accomplishments of the nominated entrepreneur during the eligibility period (up to 500 words):

For the past 20 years, Andrea Cohen has been a leader in eldercare business development, transforming the way private-pay services are delivered through a series of successful ventures that have been widely replicated. As HouseWorks co-founder and CEO, she has created innovative partnerships for providing private-pay services to residents of long-term care facilities, senior housing and naturally occurring retirement communities such as Beacon Hill Village – a virtual retirement community in downtown Boston.

In recognition of her elder care expertise and vision, Ms. Cohen was selected as an At-Large delegate to the 2005 White House Conference on Aging (WHCoA). As a delegate, she helps shape recommendations to the President and Congress that will influence national aging policies for the next decade and beyond.

Andrea is currently a member of the Board of Directors of the Massachusetts Home Care Alliance, the National Family Caregiver's Association, the Massachusetts Compassionate Care Coalition and the Boston College Graduate School of Social Work. She was appointed to the 2006 Kenneth B. Schwartz Center Compassionate Caregiver of the Year Award Review Committee, and is a long-standing member the NewBridge on the Charles/Dedham Project Committee of Hebrew SeniorLife. Ms. Cohen sits on the Steering Committee of the Massachusetts Social Workers Leaders in Healthcare Administration and is a member of the Boston Club and The Commonwealth Institute.

She lectures at Harvard, MIT, and Boston College on senior health, work/family, and business development issues. In June, 2006, Andrea was asked to be the keynote speaker at the Smaller Business Association of New England (SBANE) Breakfast Series on the topic of "Innovation is Alive and Well in the Elder Care Business... If You Know Where to Look." In addition, she has been invited to speak on several panels, including the Women & Long-Term Care: New Opportunities to Plan Your Future panel in conjunction with the Home Care Alliance of Massachusetts and Saint-Laurent Financial Advisors.

In 2006, Andrea began coordinating a strategic partnership with CarePages, the leading patient website service, to offer homecare clients and their families and friends an innovative way to stay intimately involved – remotely – in their loved one's care. Through a confidential, personalized website, families will be able to communicate privately with home care staff members and one another about services, health concerns, daily activities or any other matter related to the health and well-being of their loved one. HouseWorks is the first home care provider in the

nation to offer a web-based communication management tool to its clients through CarePages.

Under Andrea's leadership, HouseWorks has been named one of the Top Woman-Led Businesses in Massachusetts by The Center for Women's Leadership at Babson College and the Commonwealth Institute in 2005, and was named as a finalist for the Greater Boston Chamber of Commerce's 2006 Small Business of the Year Awards.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your nomination. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

<http://www.house-works.com/docs/WHCOA%20press%20release%20from%20HouseWorks.pdf>

<http://www.house-works.com/docs/With%20food%20and%20care%20HouseWorks%20in%20Boston%20Globe%208-7-05.pdf>

<http://www.house-works.com/docs/OneStopShop-JulyCARING.pdf>

<http://www.thematuremarket.com/SeniorStrategic/dossier.php?numtxt=7197&idrb=5>

<http://pqasb.pqarchiver.com/bostonherald/access/1141143431.html?dids=1141143431:1141143431&FMT=ABS&FMTS=ABS:FT&date=Oct+5%2C+2006&author=DONNA+GOODISON&pub=Boston+Herald&edition=&startpage=33&desc=Company+opens+window+on+home+care>

3. Provide a brief biography of the nominated entrepreneur (up to 100 words):

Andrea Cohen is a leader in eldercare business development, transforming the way private-pay services are delivered through a series of successful ventures that are widely replicated. As HouseWorks CEO, she has created innovative partnerships for providing private-pay services to residents of long-term care facilities, senior housing, and naturally occurring retirement communities. Andrea is the co-founder of the Family Caregiver Coalition of New England, and was selected as a delegate to the 2005 White House Conference on Aging. She is also a member of the Board of Directors of the Massachusetts Home Care Alliance and the National Family Caregiver's Association.

Company: The Manhattan Mortgage Company, New York, NY

Company Description: Manhattan Mortgage, founded by President/CEO Melissa Cohn in 1985, is New York's premier residential mortgage brokerage firm - and has been recognized for its many contributions to the community.

Nomination Category: Individual Categories

Nomination Sub Category: Best Entrepreneur – Service Businesses – up to 2,500 Employees

Nomination Title: Melissa Cohn, President/CEO, The Manhattan Mortgage Company

1. Describe for the judges the activities and accomplishments of the nominated entrepreneur during the eligibility period (up to 500 words):

Melissa Cohn began creating the curve in 1985, originating her first loan at her dining room table...and that was the start of The Manhattan Mortgage Company. For the first two years, she and one other employee did everything from answering phones to copying applications. Under Melissa's leadership, Manhattan Mortgage has grown to become a five billion-dollar business and the premier residential mortgage company in the country. A very hands-on owner and CEO, Melissa was named Top Mortgage Originator in the Northeast for the 10th consecutive year - and ranked third nationally in Mortgage Originator Magazine's annual survey - by brokering a total of 1,127 individual transactions and personally closing

\$781 million dollars worth of loans in 2005; she was the only East Coast broker to make the Top 50 list. Melissa also received four awards this past year for her leadership in the business world and her contributions to the community. In July, she was recognized as one of the top ten benefactors for the Children's Development Center of the Hamptons (CDCH); Melissa serves as President of the Foundation Board for the CDCH, an academic center that meets the needs of both regular education students and their special education peers. In June, Melissa was honored as a "Woman of Action" by the Israel Cancer Research Fund (ICRF), the North American organization whose mission is to eliminate cancer worldwide by funding cancer research in Israel. In April, Melissa was honored by Development New York (DNY) Magazine as one of the Top 20 Women in Real Estate and Construction, an award given to women who demonstrate that they can overcome barriers to success in R.E.- related disciplines previously closed off to them. And last summer, she was selected as the first recipient of the Retreat "Hope Award" for her dedication and support of causes that benefit women and children both on the East End of Long Island and in New York City. The Retreat is a non-profit organization that provides residential shelter, counseling and legal advocacy for victims of domestic violence and their families. Melissa's professional achievements - and her commitment to helping the future leaders in the community - make her a natural contender for a Stevie Award.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

http://www.icrfonline.org/international_current.htm

<http://www.phelpsmediagroup.com/viewarticle.php?id=1546>

<http://www.phelpsmediagroup.com/viewarticle.php?id=1488>

<http://www.phelpsmediagroup.com/viewarticle.php?id=1874>

http://www.globeinvestor.com/servlet/ArticleNews/story/PRNEWS/20050625/2005_06_25_22_1018_1396016

3. Provide a brief biography of the nominated entrepreneur (up to 100 words):

After graduating from Smith College in 1982 with a degree in American Studies, Melissa Cohn accepted an offer from Citibank where her manager advised her to focus on mortgage lending because it was on the rise. After 18 months at Citibank and a stint at a sales and marketing firm, Melissa decided to set out on her own. Realizing that no single bank could provide the best loan products to all borrowers, she founded The Manhattan Mortgage Company. She was named Ernst & Young Entrepreneur of the Year (EOY) for 2003 in the Financial Services category for the Metro NY Area. Melissa's passion for business is complemented by her passion for competitive horseback riding which she shares with her two daughters. Her favorite event to sponsor is the annual Hampton Classic Horse Show where she has also been a competitor since 1996.

Company: SAP AG, Walldorf, Germany

Company Division/Group: Burson-Marsteller

Company Description: SAP is the global market leader in collaborative, inter-enterprise business solutions. The company employs more than 34,000 people, whose commitment and innovative spirit pace our future success.

Nomination Category: Individual Categories

Nomination Sub Category: Best Executive – Non-Services Businesses – More Than 2,500 Employees

Nomination Title: Donna Troy, Executive Vice President Global SME, SAP AG

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

Donna Troy, Executive Vice President of Global Small and Midsize Enterprise (SME) for SAP AG, successfully worked in 2006 to roll out SAP PartnerEdge, an innovative channel initiative to better position SAP and its partners for success in the lucrative global small and midsize business software market. As the SME market continues to increase its appetite for business solutions (with Forrester Research realizing a 7.2% increase in SME IT spending in 2006*), Donna Troy spearheaded a major company-wide initiative to forge a stronger sales channel and reach more small and midsize businesses, while also providing greater benefits to SAP partners. Her efforts have been rewarded with flourishing growth in the partner channel, an uptick in SAP revenues and an increase in available SAP SME solutions.

SAP's focus on the small and midsize business market, first launched in 2003, centers on two solutions for SMEs (SAP Business One and mySAP All-in-One) that remain affordable, easy-to-deploy and able to meet the needs of growing customers across diverse industries. Lacking a direct sales force to reach the SME market, SAP has relied on a qualified network of reseller and ISV partners to improve the SME solution set and infiltrate regional markets around the world.

In May 2005, Donna's leadership team first announced SAP PartnerEdge, a global program that increased the investment of SAP resources into the channel by providing improved training and marketing programs and delivering an innovative merit-based rewards program to stimulate partner activity and increase sales levels. Since its inception, Donna has worked to institute a channel framework that is flexible, fosters mutual growth and provides partners with the business resources to deliver value to SME customers. Participating partners accrue Value-Points, not only through sales volume--like other programs commonly seen in the industry—but also through activities that benefits the channel as a whole, such as solution development and training programs, creating equal opportunity for partners of varying types and sizes. As such, it aligns SAP and partners in support of long-term customer satisfaction instead of short-term transactional gains.

Under Donna's leadership in 2006, SAP created a stronger partner community and provided customers with more solutions and services to meet their business needs. Approaching year's end, Donna's leadership helped to produce substantial results in the growth of the SAP channel. In 2006, the number of global channel partners grew 22% while the number of SME customers grew 36%. There are now 550 mySAP All-in-One solutions available in over 50 countries, and over 300 SAP Business One solutions in 40 country versions.

Donna's goal has been to build the volume business and make SMEs a key driver of

SAP's growth. She is building from a strong foundation. By 2010, SAP's goal is to generate between 40 – 45% of total revenues from sales to small and midsize businesses. Under Donna's tutelage, the SAP PartnerEdge program has thrived and formed a broad, functional base from which SAP will move downmarket and expand its business software market leadership.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

SAP Names Niels Theilmann Moller as Vice President of Global Strategy for SME Indirect Channels
<http://www.sap.com/solutions/sme/newsevents/press.epx?pressid=7006>

SAP ISV Partners Deliver Enhanced Business Management Solutions for Small Businesses
<http://www.sap.com/solutions/sme/newsevents/press.epx?pressid=6927>

SAP Adds New Channel Partners, Extends Market Coverage to Serve U.S. Small and Midsize Enterprises
<http://www.sap.com/solutions/sme/allinone/newsevents/press.epx?pressid=6515>

SAP to Introduce New E-Commerce and Web-Based CRM Capabilities to Business Management Solution for SMEs
<http://www.sap.com/solutions/sme/allinone/newsevents/press.epx?pressid=6490>

SAP Marks SME Milestone with 10,000th SAP® Business One Customer
<http://www.sap.com/solutions/sme/allinone/newsevents/press.epx?pressid=6389>

3. Provide a brief biography of the nominated executive (up to 100 words):

Donna Troy leads a global team to develop and execute a worldwide customer-, partner- and market-driven strategy based on SAP's solution portfolio. Under Troy's leadership, the team is growing the company's marketshare and broadening SAP's reach among small and midsize enterprises by closely collaborating with a global network of channel partners as one of the company's key initiatives. In this role, Troy oversees SAP's channel strategy, growing and supporting the worldwide channel partner network to provide the right solutions to the right customers with the framework provided by the SAP PartnerEdge Channel Partner Program.

Company: VS Publishing Company, Orlando, Florida
Company Division/Group: Gilbert & Manjura Marketing
Company Description: Established in 1974, VS Publishing Company is Central Florida's leading publisher of high-end hotel, visitor and lifestyle publications, equaling 23 unique products. VS Publishing Company expands its product offerings through five company divisions: tourism mass marketing, tourism group sales referral marketing, tourism brand marketing, local lifestyle publications and ancillary products.
Nomination Category: Individual Categories
Nomination Sub Category: Best Executive – Non-Services Businesses – up to 100 Employees

Nomination Title: Donna Stutts, President, VS Publishing Company

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

Donna Stutts, president of VS Publishing Company in Orlando, Fla., is an extraordinary woman who has accomplished great things during the past year. In addition to overseeing 23 publications and a staff of 26, 20 of which are female, Stutts dedicated herself to growing the company and staying active in the community.

During her six years at the company, Stutts has overseen the acquisition of 12 magazines to date. In all, due to Stutts' dedication to her company, her staff and the industry, VS Publishing Company publishes 23 products with a combined annual circulation of more than 10.5 million copies.

Earlier this year, as a result of the acquisition of Lifestyle Publications, a collection of upscale community lifestyle magazine titles published monthly for residents in 11 of Orlando's most affluent communities, Stutts led the charge to move the company to a bigger office location. Totalling approximately 7,000 square feet, the new office space is able to accommodate all of VS Publishing's employees, in addition to acting as a warehouse for current and back issues of many of the company's publications.

Stutts was the driving force behind the redesign of one of the company's leading publications, Orlando Today. After launching the award-winning publication, which turned a profit in its first year, Stutts determined that the cover design needed to be modernized and set about redesigning it herself. The new Orlando Today design is sleek and crisp, enhancing the magazine's signature photojournalistic view of Orlando while continuing to meet the needs of an ever-evolving market. Through her leadership and guidance, Stutts has helped Orlando Today maintain one of the largest upscale circulations in Orlando with more than 400,000 in-room copies distributed annually.

During 2006, Stutts also initiated a partnership between VS Publishing Company and OrlandoEscape.com to create a joint venture between two well-respected businesses in the community. According to Stutts, "The union grants our readers, area visitors and residents instant access to premium accommodations and amenities at the best values, while allowing our advertisers the added visibility of the Web site's established following."

In addition, Stutts is leading the charge to update VS Publishing's Web site so that it is easier to navigate and the information continues to be both timely and relevant.

Over the past year, Stutts has been elected to four area boards of directors, including the Central Florida Hotel and Lodging Association (CFHLA) Allied Relations Council, the Kissimmee Chamber of Commerce's Osceola Resort Area Council, the Central Florida Property Manager's Association and the International Drive Chamber of Commerce Board of Directors, in addition to serving as the committee chair for the CFHLA 2006 Hospitality Expo. Stutts has also served on several other local boards, including the Give Kids Safe Shelter Board of Directors.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. **IMPORTANT:** List each URL on a separate line, begin each URL with `http://`, and enclose each URL in square brackets. For example, [`http://www.yourcompany.com/pressrelease.html`]:

`http://www.orlandoescape.com/ezines/vspartnership.htm`

3. Provide a brief biography of the nominated executive (up to 100 words):

Donna Stutts arrived at VS Publishing Company in February 2000 with more than 24 years of publishing experience. Stutts has grown the company from 3 to 23 unique magazine products, while overseeing the acquisition of 12 magazines to date. She also launched an award-winning new magazine, Orlando Today, which turned a profit in its first year.

Prior to VS Publishing, Stutts served as the publisher of the Miami, Broward and Palm Beach Daily Business Reviews.

A 1992 graduate of Leadership Miami and a member of Who's Who for Professional Women, Stutts is also a 2003 graduate of Tourism Orlando Leadership.

Company: SAP Labs Canada and SAP Labs Hungary

Company Division/Group: SAP Canada

Company Description: SAP Labs researches, designs, and delivers leading-edge software solutions that enhance and extend mySAP Business Suite. With operations in Bulgaria, Canada, China, France, Germany, India, Israel, Japan, and in the US, SAP Labs integrates ideas and technologies that address the needs of specific industries and geographic regions, and keep SAP and its customers at the forefront of business success.

Nomination Category: Individual Categories

Nomination Sub Category: Best Executive – Non-Services Businesses – up to 2,500 Employees

Nomination Title: Laure Le Bars, Managing Director, SAP Labs Canada and SAP Labs Hungary

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

Laure Le Bars is a visionary and builder in the Canadian and global business software and technology industries. Currently, Laure runs two cutting-edge research and development (R&D) facilities employing more than 500 people on two separate continents for SAP AG, the world's largest business software company. By applying her creativity, experience and leadership, Laure is helping companies grow and become more efficient and profitable.

In January 1998, Laure approached SAP's senior management in Germany with her idea to create an R&D facility in Montreal, Canada. This location offered a highly qualified talent pool; a thriving research community; low operating costs; and reliable infrastructure. After much deliberation, Laure convinced the SAP team to grant her approval to found and direct SAP Labs Canada in Montreal, starting with a dozen staff members.

As managing director, Laure has initiated and sustained cooperation, dialog, and exchanges between key international clients and numerous private and public sector stakeholders, resulting in a dramatic increase in the number of projects and the scope of the projects at the labs facility. Today, the Montreal center focuses on developing new applications and capabilities in crucial areas such as customer relationship management (CRM) and retail, utilities, and mobile solutions. Presently, SAP Labs Canada boasts over 300 employees in one of the few SAP locations that houses both a global research group and a development laboratory.

With her proven abilities to operate, grow and encourage innovation in Montreal, Laure was asked to launch and grow a labs location for SAP in Eastern Europe. Her analysis identified Budapest, Hungary as the most suitable candidate due to its abundant supply of highly qualified software developers, sound infrastructure, and comparatively low labour costs. Opened in July 2005 under Laure's leadership, the operation is marked by success in research and development for Supply Chain Management, Enterprise Resource Planning and Industry Development for Manufacturing. Like SAP Labs Canada, the expansion of projects has led to strong employee growth - moving from 70 employees in 2005 to 200 employees in 2006.

To maximize employee potential and best ensure the success of the labs, Laure is involved in every candidate's final interview in both Montreal and Budapest and helps to map out their individual career paths. Her employee-centric attitude is the primary reason that the turnover rates are a low 3-4% at SAP Labs Canada. Her ability to communicate with her employees extends to her mastery of languages. Laure speaks English, German, Russian and French fluently, while her employees

typically speak two or three languages.

In tandem with her leadership roles at the labs, Laure is a sought-after participant in local and international think-tanks. Locally, Laure supports the advancement of learning through education systems in Montréal and Budapest. On an international level, Laure is a member of the international Industrial Advisory Board of Software Engineering Body of Knowledge (SWEBOK), which is shaping the world's first universal definition of software engineering.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. **IMPORTANT:** List each URL on a separate line, begin each URL with `http://`, and enclose each URL in square brackets. For example, [`http://www.yourcompany.com/pressrelease.html`]:

`http://www.sap.com`
`http://www.sap.com/company/saplabs/index.epx`
`http://www.sap.com/canada/company/saplabs/`
`http://www.sap.com/hungary/saplabs/index.epx`
`http://www.sap.com/company/press/press.epx?pressid=702`
`http://www.sap.com/canada/company/press/press.epx?pressid=4770`
`http://www.sap.com/canada/company/press/press.epx?pressid=4059`
`http://www.sap.com/canada/company/press/press.epx?pressid=6737`
`http://www.sap.info/public/INT/int/index.php4/PrintEdition-17373d79b802950c4-int/0/articleContainer-45433d8f5d4525b71/deliver/Resourcefile-197403d7f0ee3cc8c0`
`http://www.swebok.org/overview/index.html`
`http://www.swebok.org/contributors/iab.html`
`http://www.hec.ca/sap/certification.html`
`http://www.investquebec.com/en/index.aspx?page=1992`

3. Provide a brief biography of the nominated executive (up to 100 words):

Laure Le Bars is Managing Director of SAP Labs Canada and SAP Labs Hungary. She currently reports to Dr. Claus Heinrich, Member of the Executive Board of SAP AG.

Ms. Le Bars had been involved in software design and product architecture internationally for over 25 years. Before joining SAP in 1995 as a development consultant, Laure worked for Dun & Bradstreet Software (DBS) (now GEAC) in varying management roles at their Canadian office in Montreal and in France.

Laure lives in Montreal, Canada with her husband and two daughters.

Company: Hyperion Solutions, Santa Clara, California

Company Division/Group: Blanc & Otus

Company Description: Hyperion Solutions provides business performance management (BPM) software solutions. Its solutions enable customers to collect, organize, and analyze data from various transaction systems, including accounting, supply chain, sales force automation, call centers and more.. Hyperion Solutions Corporation was founded in 1991 and is headquartered in Santa Clara, California.

Nomination Category: Individual Categories

Nomination Sub Category: Best Executive – Service Businesses – More Than 2,500 Employees

Nomination Title: Mercedes Ellison, Vice President of Global Partner Sales, Hyperion Solutions

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

In the past year, Mercedes Ellison has been recognized by VAR Business, a leading reseller publication, as one of the “2006 Top 100 Channel Executives” and “Power 50 Women in the Channel.” Under her direction, Hyperion’s Partner Program was also awarded “The 5 Star Program” award by VAR Business, recognizing the top Partner Programs in the industry.

As the vice president of global partner sales, Ellison leads a strategic initiative for the company and her leadership has been instrumental in helping to drive Hyperion’s growth and position in the market. Her charter is to develop and market value-added customer solutions with partners across product lines, market segments, verticals and geographies. She is also responsible for successfully developing the Hyperion partner ecosystem including the award winning Hyperion Partner Program that currently boasts an ecosystem of over 700 partners around the world.

Ellison established “Hyperion Connected,” an internal organization that is dedicated to the advancement of women at Hyperion by providing opportunities to grow personally and professionally through leadership, education, networking support and recognition. She is a founder of “Women Leading Change,” a network of women supported by United Way Silicon Valley, which is dedicated to helping single-mothers in the community overcome poverty and increase self-sufficiency through their collective financial and leadership power.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

http://www.hyperion.com/company/news/news_releases/press_release_2006_0000224.cfm

<http://www.varbusiness.com/sections/apps/2006/ppg/execs.jhtml;jsessionid=2R0AFRDXX5VD2QSNDLOSKH0CJUNN2JVN?c=38>

<http://www.varbusiness.com/showArticle.jhtml;jsessionid=2R0AFRDXX5VD2QSNDLOSKH0CJUNN2JVN?articleID=165702002>

http://www.varbusiness.com/sections/apps/2006/ppg/ppg_details.jhtml?c=83

3. Provide a brief biography of the nominated executive (up to 100 words):

As vice president of global partner sales for Hyperion, Mercedes Ellison is responsible for Hyperion’s global channel and alliance strategy. Prior to joining

Hyperion in 2004, Ellison served as senior vice president of marketing for BEA where she was responsible for alliance marketing, field marketing and demand generation. She has also held senior executive positions in alliances, business development and sales with companies such as Siebel, Liberate, Oracle and Bell South. Ellison was recognized as one of the 'Top Channel Executives' by VAR Business in 2004, 2005 and 2006.

Company: Wagner Resources, Inc. 18524 Office Park Drive, Gaithersburg, MD 20886
Company Division/Group: Wagner Resources, Inc.
Company Description: Founded in June 2003, Wagner Resources, Inc. is a woman-owned 8 (a)/SDB providing experienced Organizational Management and Administration Support Services to a broad range of clients. Our Clients include both federal/state/local government agencies as well as small to mid-sized government contractors providing their own products and/or services to the government.
Nomination Category: Individual Categories
Nomination Sub Category: Best Executive – Service Businesses – up to 100 Employees

Nomination Title: Jean Wagner CEO & President, Wagner Resources, Inc.

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

As President and CEO of Wagner Resources, Inc. (WRI), Jean H. Wagner successfully operates a government contracting firm which employs 17 full-time employees in the areas of Information Technology, Organizational Management and Administrative Support Services. WRI obtained its SBA 8(a)/SDB certification after only six months in business due to Jean's impressive business acumen and extensive professional experiences. And as any small business meets challenges towards obtaining loans, lines of credit, and/or other alternative financing methods, WRI reached its first \$1m in gross revenue in 2005 without any lending support from outside financial and/or commercial institutions.

Jean also provides the corporate backbone for WRI - Human Resources, Contracts Management, Marketing, Business Operations, and Business Development. She provides oversight over Finance and Accounting and Office Administration; however, she employs a talented team of professionals to conduct those day-to-day activities. In addition, Jean manages all strategic business partnerships and relationships - all of which help to contribute to WRI's current successes in the government contracting arena.

In addition to her day-to-day activities working as an employee of WRI working on-site in support of government and commercial clients and member of the WRI executive management team, Jean recently helped launch a software application for WRI called DELTA CORE. DELTA CORE is a web-based workers compensation tool which helps automate a difficult paper reporting process for employees injured on or away from the job. She has worked relentlessly on the concept, business plan, specifications, marketing and sales for this software application

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

<http://www.wagner-resources.com>
<http://www.wagner-resources.com/news.html>
<http://www.prweb.com/releases/2005/03/prweb221373.htm>
<http://www.prweb.com/releases/2005/6/prweb247694.php>
<http://www.prweb.com/releases/2005/1/prweb202573.php>
<http://www.prweb.com/releases/2006/3/prweb362842.htm>

3. Provide a brief biography of the nominated executive (up to 100 words):

Jean H. Wagner has 12 years of professional experience in the areas of Contract Management, Negotiations and Administration for both the Federal Government and Commercial Clients.

Prior to founding WRI, Jean served as the Associate Counsel and later the Contracts Manager for Digicon Corporation. She merged these two areas of practice as the Legal and Contracts Manager for A&T Systems, Inc., a government contracting firm, responsible for proposal preparation, program management, and contract management, administration and negotiation of over 30 major federal government contracts and over 100 subcontracts and consultant agreements including GSA MOBIS, GSA STARS, GSA Connections, FAA BITS I/II and NITAAC ECSII/III. In addition, Jean served on the Board of Directors of a successful "start up" business, Everest Technologies, Inc., and has extensive experience in vital corporate transactions from incorporation, corporate organization and management, business development, international investments, and marketing.

Jean received a BA in English and BA in Women's Studies from the University of Maryland, and holds a Juris Doctor from the Dickinson School of Law at Pennsylvania State University. She is also an active member of the American Bar Association and the National Contracts Management Association. She currently holds a SECRET Clearance and provides assistance towards certain government contractors working with intelligence agencies and Department of Defense.

Company: Avendra

Company Description: Avendra is North America's leading procurement services company serving hospitality-related industries. Avendra customers gain access to contracts leveraging \$2 billion of annual purchases, expert advisory services and in-depth purchasing data and analysis. Through Avendra, customers obtain substantial savings on their purchases and other value added services to improve their operations.

Nomination Category: Individual Categories

Nomination Sub Category: Best Executive – Service Businesses – up to 2,500 Employees

Nomination Title: Jane Marie Dunigan, Avendra: Providing Customers Integrity and Accuracy

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

Very few companies (if any) have gone to the lengths that Jane Marie Dunigan and her Price Audit Team have to validate correct contracted pricing on behalf of Avendra's customers (hotels, clubs, airports, restaurants and cruise lines). She truly "walks the talk", providing customers the integrity and accuracy they need in today's business world.

A cornerstone of Avendra's value proposition is delivering competitive pricing to customers. With over 900 suppliers, over 5000 customers and millions of transactions, ensuring that customers receive the pricing that Avendra works so hard to obtain is critical to the ultimate delivery of Avendra's value proposition.

With the goals of auditing price accuracy, identifying root causes of errors,

outlining fixes and continually auditing to ensure problems stay fixed, Ms. Dunigan and her team are able to bring a level of confidence to Avendra's contract pricing strategy that is unmatched in the industry. Recent technology and process developments led by Ms. Dunigan have put this daunting task into a manageable workflow yielding great results. In 2006, Avendra's Price Audit Team will complete audits for suppliers representing nearly \$660 million in annual spend.

A key component of Price Audit's strategy is automated auditing. Each month, Avendra's Price Audit Team leverages automated processes and tools to test over 39% of master distribution spend, representing over 420,000 customer purchases. Avendra's Item Pricing Portal captures cost and freight information from over 200 Avendra manufacturers for over 9000 cost controlled items. Customer's distributor markup information is captured in Avendra's CRM system. The Auto-Audit System merges this information to calculate an "expected sell price" for each item, compares it to the actual sell price captured in our Spend Tracking System, and flags variances (suspected pricing errors) for review by Avendra's distributors.

Automated audits played a critical role in driving the master food pricing error rate

down by over 50% within a year, from over 1.0% in late 2004 to below 0.5% today. Since 2004, these automated audits have returned over \$2.4M in overcharges to Avendra customers. In 2006, the Price Audit team will complete automated audits on over \$285m in master food distribution spend.

Ms. Dunigan's team also performs rigorous field and desk audits covering national and regional suppliers across all commodity areas. These audits test pricing and review internal processes for implementing pricing and maintaining accurate customer lists. Avendra's audit programs are among the most thorough in the

industry.

Customers are not the only beneficiaries of these audits; suppliers see value in them as well. Focusing on detecting and remedying the root causes of pricing errors has led to significant improvements in accuracy at some of Avendra's largest suppliers. The process has uncovered undercharges, identified non-Avendra customers to be removed from supplier lists, validated best practices at the most accurate distributors, and even helped influence various improvements such as the establishment of a centralized pricing team by one of Avendra's largest suppliers.

The ultimate result is confidence in Avendra's pricing that translates to greater confidence in Avendra as a whole.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

http://www.sdexec.com/article.asp?article_id=8812

http://www.avendra.com/Home/archives/Avendra_Wins_Supply_Demand_August2006Final.doc

3. Provide a brief biography of the nominated executive (up to 100 words):

Jane Marie Dunigan is Senior Vice President and Chief Information Officer of Avendra. She is responsible for Application Development, Network and Systems Operations, Business Process Analysis, Spend Tracking, Price Audit, and Program Management.

She came to Avendra from Applied Information Sciences, where she managed all aspects of a 40-person consulting organization providing enterprise application development services. She previously spent five years at Verizon in various management roles ranging from Application Development, IT Program and Release Management, IT Training and IT Recruiting. She also worked at Marriott and Accenture.

Ms. Dunigan graduated from Elon College with a BS in Business Administration.

Company: Gulf Bank, Kuwait

Company Description: Gulf Bank is Kuwait's second largest and fastest growing commercial bank, winning the 'Best Retail Bank in the Middle East' in 2005 and 2006 by Banker Middle East. Gulf Bank's main businesses are Retail Banking, Corporate Banking, Treasury, International Banking and Investment Management.

Nomination Category: Individual Categories

Nomination Sub Category: Best Executive in EMEA

Nomination Title: Sana Jumah, Acting CGM, Gulf Bank

1. Describe for the judges the activities and accomplishments of the nominated executive during the eligibility period (up to 500 words):

Upon acquiring a Bachelors degree in Economics from Kuwait University in 1982, Sana Jumah joined Gulf Bank as a management trainee. Over the next 16 years Sana built a solid track record of extensive hands-on and domestic banking experience, becoming a key player in Kuwait's banking sector and a chief contributor to Gulf Bank's successful transition and growth. In 2002, Sana became General Manager of the Corporate Banking Group.

Sana's short and long-term strategic planning made Corporate Banking the bank's leading profit-generating group with consistent, exponential growths. Within four years, assets increased by 112% and deposits by 198%; net interest grew 85% with non-interest income by 245%; operating income increased by 121% with a growth in client base of 72%. Corporate Banking contributed to Gulf Bank's bottom-line with a 33% increase in operating profits in 2005 and a 38% increase year-to-date.

Sana's most recent achievement was orchestrating a Corporate Advisory Division (CAD) by restructuring the Corporate group with the creation and segmentation of Corporate Finance; development of Business Intelligence and Business Liability Unit. CAD allowed superior and innovative offerings with versatile industry-specialized corporate services and products. More importantly, the division addressed specific customer needs with efficient customized solutions. As result of CAD, Corporate Banking:

- Almost doubled customer loans and advances with a growth of 96% and customer deposits increase by a whopping 145%
- Increase in net profit by 35% from the previous year
- Respectively, increase in net interest income by 36% and non-interest income by 34% with a resulting operating income growth of 35%

Sustaining the forward growth momentum coupled with a strong belief in employee empowerment via role and business knowledge, the Corporate team participated in various local and foreign training programs/certifications. Sana's 'group formation'

style enhanced team spirit and provided a clearer focus of the overall management pyramid which motivated individuals towards better performance. CAD also provided middle management improved exposure to new businesses and opened opportunities for succession planning. With regards to impact on business, Corporate Banking was able to provide optimized customer service with improved business understanding and portfolio returns. In addition, Sana pioneered competitive incentive plan initiatives which directly contributed to revenue growth and was instrumental in the hiring of competitive, qualified professionals supporting the projected expansion plan.

Sana's rise up the corporate ladder typifies the self-made, successful career woman of the West but defied our Middle-Eastern stereotype. Although the face of the Middle East is rapidly changing, Arab societies are still partial to traditional

customs and gender roles and are influenced by patriarchal mindsets; Sana's career path and accomplishments is not common.

When colleagues are asked on what makes Sana so good at what she does and what makes her unique, the consistency in their response is surprising: "Sana is a self-made woman. (Hmm;K) where do you start?" Sana Jumah:

- Is extremely down to earth; highly respected and well-liked
- Is charismatic and incredibly talented in her people-skills
- By nature, has a sharp business acumen and knows when to grab or hunt an opportunity
- Is an aggressive and calculated risk-taker
- Has excellent communication and listening skills with a knack for problem-solving
- Is a remarkable motivator and supporter
- Strongly supports personal and career development
- Practices an open-door policy in truest sense
- Empowers employees through delegation, extension of authority and flexibility; provides required resources when needed and continuously offers development opportunities

Sana personally meets and follows up with her Relationship Managers and Division Heads. She's aware of everyone and everything that's happening with them. Under her leadership, Sana was able to create a proactive, diverse, broad-based thinking team of professionals and lead them to new levels of success in cutting-edge markets.

Sana Jumah's journey of success serves as a role model of leadership and an inspiration to women in our region. Sana recently reached the top of the ladder with her new appointment as Acting Chief General Manager of Gulf Bank. A colleague summed it up with, Sana possesses perseverance in work and the drive to achieve; she doesn't lose hope - this is reflected in her career path.

But,

she's very realistic. Her feet are grounded and she doesn't lose focus or exaggerate.

By nature, Sana has unique leadership skills and management style - you can't describe it. You just watch her - the way she talks and acts...

There may be few women in top positions in our part of the world, but their impact is certainly huge!

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

<http://www.e-gulfbank.com/annualreport/GBannualreportE.pdf>

http://www.e-gulfbank.com/annualreport/Q2_2006E.pdf

http://www.e-gulfbank.com/annualreport/Q1_2006E.pdf

<http://www.e-gulfbank.com/gbk/13.jpg>

<http://www.e-gulfbank.com/gbk/14.jpg>

<http://www.e-gulfbank.com/gbk/12.jpg>

<http://www.e-gulfbank.com/gbk/11.jpg>

<http://www.e-gulfbank.com/gbk/10.jpg>

<http://www.e-gulfbank.com/gbk/090.jpg>

<http://www.e-gulfbank.com/gbk/080.jpg>

<http://www.e-gulfbank.com/gbk/08.jpg>

<http://www.e-gulfbank.com/gbk/07.jpg>

<http://www.e-gulfbank.com/gbk/06.jpg>

<http://www.e-gulfbank.com/gbk/05.jpg>

<http://www.e-gulfbank.com/gbk/04.jpg>

<http://www.e-gulfbank.com/gbk/03.jpg>
<http://www.e-gulfbank.com/gbk/0200.jpg>
<http://www.e-gulfbank.com/gbk/020.jpg>
<http://www.e-gulfbank.com/gbk/02.jpg>
<http://www.e-gulfbank.com/gbk/015.jpg>
<http://www.e-gulfbank.com/gbk/014.jpg>
<http://www.e-gulfbank.com/gbk/0100.jpg>
<http://www.e-gulfbank.com/gbk/010.jpg>
<http://www.e-gulfbank.com/gbk/009.jpg>
<http://www.e-gulfbank.com/gbk/008.jpg>
<http://www.e-gulfbank.com/gbk/007.jpg>
<http://www.e-gulfbank.com/gbk/005.jpg>
<http://www.e-gulfbank.com/gbk/004.jpg>
<http://www.e-gulfbank.com/gbk/002.jpg>
<http://www.e-gulfbank.com/gbk/0015.jpg>
<http://www.e-gulfbank.com/gbk/0014.jpg>
<http://www.e-gulfbank.com/gbk/0013.jpg>

3. Provide a brief biography of the nominated executive (up to 100 words):

Upon completing her Bachelors degree in Economics from Kuwait University in 1982, Sana Jumah joined Gulf Bank as a management trainee. Sana's consistent career path gained her an impressive 16-year track record incorporating hands-on and domestic experience in the banking and financial sector. In 1998, Sana headed the bank's Corporate & Private Banking Division, becoming General Manager of Corporate Banking in 2002. Sana's short and long-term strategic planning and objectives made Corporate the leading profit-generating banking group with consistent, exponential growth in assets and client-base. In 2006, Sana was appointed Acting Chief General Manager of Gulf Bank.

Noted on her business acumen and 'go-getter' attitude, Sana is also known for her management, communication and problem-solving skills. Sana's journey of success serves as a role model for leadership and an inspiration to women in the Arab world. Sana considers her number one job is taking care of her family and 8-year old twins.

Company: H2 Marketing, Seattle, Washington

Company Description: H2 Marketing is a national marketing and strategic planning firm focused on helping clients define and achieve growth objectives through innovative approaches to sales, marketing and business development. Specializing in the home care market, H2 Marketing works with a diverse clientele including technology vendors, home care providers, trade associations, and fellow consultants.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Best New Company of the Year

Nomination Title: Heather L. Rooney, President, H2 Marketing, LLC

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

The President of H2 Marketing (H2), Heather Rooney frequently expresses that “nothing good happens inside your comfort zone.” She practices what she preaches – Until September of 2005, Heather was the Senior Sales and Marketing Executive for a leading home care technology company. After growing the company substantially, as evidenced by repeat wins the Technology Fast 50 and PSBJ Top 100, Heather realized that she had stopped growing and had become “comfortable.” After 6.5 years of service, Heather resigned. A few short weeks later, in October 2005, H2 Marketing was born.

A national marketing and strategic planning firm specializing in home care, H2 is a reflection of Heather’s passion for home health, hospice and private duty. Consider the value returning home post hospitalization with access to the nursing and personal assistance you need. Imagine the miracle of dying comfortably at home in the presence of family, as opposed to spending your final days in a hospital bed. While home care’s value is obvious, it is still relatively unknown. That is changing rapidly - With more than 77 million Baby Boomers entering retirement age, and significant increases in Medicare and Medicaid expenditures, home care is now on the forefront of governmental agendas because of their ability to reduce expenditures while improving quality of life.

H2 has become a key driver as home care carves out their role in the future of healthcare delivery. Speaking at more than 15 conferences and educational workshops just since January of 2006, Heather keeps organizations aware of market trends. She has spoken at high-profile national venues and local workshops. From CEOs to Home Health Aides, Heather has earned a reputation for bringing vision, energy, and enthusiasm to the market.

Heather’s most powerful conference experience was also her first as the President of H2 Marketing. In January of 2006, the home care industry held the first national conference (across all industries) in New Orleans post Hurricane Katrina.

Shortly after starting H2, a friend from the Home Care Association of Louisiana asked Heather to consider volunteering to help New Orleans providers recover their business. This brief activity morphed into a conference designed to empower New Orleans providers while encouraging others to learn from the New Orleans experience. Entitled “Transcending Tragedy, Transforming your Future,” faculty included Tom Ridge and Bernard Kerik. Attendees were toured through the devastated areas so that they would learn first hand.

An awards dinner honored the nurses that rode out the storm with their patients. Heather not only volunteered as faculty, but she conducted all conference marketing.

Since founding H2, Heather has written four whitepapers, all of which have been published or are in the process of being published by national trade publications. She is frequently quoted in industry newsletters.

The H2 clientele now includes many of home care's most prestigious organizations. Clients range from start-ups to publicly-traded companies, vendors to providers. Recently, H2 signed a management contract with the National Private Duty Association, through which Heather serves as their Executive Director representing 710+ providers.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

http://www.homecare100.com/pdf/2007_brochure.pdf
http://www.corridorgroup.com/images/multi_date_ACP.pdf
<http://www.hclanet.org/displaycommon.cfm?an=1&subarticlenbr=103>
<http://www.h2-marketing.com/pages/downloads.htm>
<http://www.caahsa.org/education/06doc/Oct%2019-Marketing%20Phone%20Seminar.pdf#search='heather%20rooney%20and%20h2%20marketing'>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

A member of the home care community for 7 years, and with 15 years of marketing experience, Heather Rooney's colleagues describe her as a "passionate and multi-faceted marketing guru." She is a respected consultant, recognized speaker and published author. An entrepreneur, Heather and her husband also own a commercial real estate brokerage, in addition to being real estate investors. Prior to founding H2 Marketing, Heather built all aspects of Sales, Marketing, and Business Development for a leading home care technology vendor. Her background also includes marketing across international pharmaceuticals, cultural diversity, non-profit juvenile delinquency prevention, community policing, and grant management.

Company: Signature HomeStyles, Glendale Heights, Illinois

Company Description: Founded in 1971 by Madolyn Johnson, Signature HomeStyles offers an exclusive line of versatile and beautiful organizing and decorating essentials including baskets, linens, dishes, wall décor and holiday decorations. The products are available through more than 8,000 U.S and Canada sales representatives who have built successful businesses of their own around personal and family priorities.

Nomination Category: Product & Service Categories

Nomination Sub Category: Best New Product of the Year

Nomination Title: The Wall Wizard™ System

1. Describe for the judges the nominated product, including its features and benefits (up to 500 words). Include in this section the date during the eligibility period on which the product was first introduced to the marketplace:

As Signature HomeStyles kicked off its 35th anniversary celebration and new company name in January 2006, it needed a “wow” product that would make a statement about its new name and product line.

Featured in the company’s 2006 Annual Idea Book was an exclusive line of interchangeable wire and wood frames for updating, arranging and personalizing walls, dubbed The Wall Wizard™ System.

“The variety and versatility of The Wall Wizard System allows people to hang mirrors, photos, artwork, pictures and more, straight or diagonally, with a variety of interchangeable frames and inserts,” says Signature HomeStyles Founder and President Madolyn Johnson. “The wide range of inserts and colors makes it easy to give any wall in the house a modern make over. You could essentially redecorate your walls every season, every month or every day if you wanted to. It’s a simple trick for busy homeowners to personalize their space with a lot of style without spending a lot of time or money.

The wood Wall Wizard frame is available in three colors—walnut finish, black or cream—and the wire Wall Wizard frame (available in two styles) also can be used as an easel. Prices for The Wall Wizard frame and the various inserts, including a mirror insert, a photo frame insert, and a scroll design insert or a candle sconce, range in price from \$8 to \$15.

By all accounts, The Wall Wizard has been a huge success. The Walnut and Black Wall Wizard Frames and Photo Frame inserts are among the company’s top 10 best sellers to date in 2006. The Walnut Wall Wizard Frame is actually the No. 2 best seller. When responding to product surveys, customers even asked for new inserts so the company introduced more for its holiday line that premiered this summer. It also plans on adding more frames and inserts to its 2007 line so customers will have a choice of more than 96 possible combinations with this system. “Customers have embraced our new name and love our new products, especially the Wall Wizard System which has even outpaced some of our top selling baskets!” Johnson says.

Frank Bielec, a designer, who regularly appears on The Learning Channel's “Trading Spaces” and introduced the company’s new product line at its Fall Conference in November 2006, said the following about the Wall Wizard: “What a product, what an idea and what a concept. The Wall Wizard System is simply fantastic.”

2. List the URLs (web addresses) of any online news stories, press releases, product photographs, logos, or other documents that you would like the judges to see that support your entry. **IMPORTANT:** List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

http://www.findarticles.com/p/articles/mi_qn4182/is_20051207/ai_n15904120
http://www.featurexpress.com/fxDetail_new.asp?relid=72659

3. Provide a brief biography of the person or persons who lead the team that developed the nominated new product (up to 100 words):

Celebrating 35 years at the helm of this one-stop home organizing and decorating resource, and catalyst for thousands of successful female entrepreneurs, Madolyn Johnson, who leads the Product Development Team, is frequently recognized as one of the top woman business owners in the nation. Product Development Manager Dawn Bodine, who will celebrate her second anniversary with Signature HomeStyles, has more than 22 years experience in the interior design industry. Product Development Coordinator Wendy Lake celebrated her fourth anniversary with Signature HomeStyles in April.

Company: Thevirtualsalescoach.com, Skyland, NC
Company Division/Group: L. Zumstein & Co., LLC
Company Description: Innovative online character-based training environment. A division of L. Zumstein & Co., LLC and conceived and developed by owner Linda Zumstein. L. Zumstein & Co. is known throughout the U. S. as sales performance optimization specialists.
Nomination Category: Product & Service Categories
Nomination Sub Category: Best New Product of the Year

Nomination Title: Thevirtualsalescoach.com

1. Describe for the judges the nominated product, including its features and benefits (up to 500 words). Include in this section the date during the eligibility period on which the product was first introduced to the marketplace:

The first of its kind, online character-driven training environment. Trainees tackle real business situations, make irreversible decisions and receive effective, targeted feedback from Linda Zumstein, their virtual talking coach. Interactive learning with virtual talking characters throughout each role play scenario, creates consequences that mimic real-world outcomes for internalized learning and behavioral change. Trainees learn that just like in real life, their choices determine the outcome of a situation.

Each session provides a downloadable workbook, walks trainees through the learning concepts of the chosen module, provides both effective and ineffective execution examples using virtual talking characters, and provides a practice role play session at the end of each course where they get to implement what they've learned through the interaction with a virtual talking character. Retention is assessed with a "final exam". Each program uses real world business situations such as recovering lost business, prospecting for new business, converting a prospect into a buyer, delivering exceptional service, managing sales professionals, performance appraisals, etc. The purpose of this program was threefold: to replicate our field mentoring training programs which many companies need but can't afford; to offer a practice arena for business professionals across all industries to hone their skills in a safe environment instead of practicing in front of a client, and to offer training in a convenient and engaging medium. This program has been in development for almost two years and will launch online in early November, 2006.

2. List the URLs (web addresses) of any online news stories, press releases, product photographs, logos, or other documents that you would like the judges to see that support your entry. **IMPORTANT:** List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

The URL listed below is a test URL only as the final URL is still under construction. Note: should a pop-up appear when you log on, warning of a potential threat due to all numbers in the URL address, please ignore the warning. This is a common warning when URL addresses are made up of only numbers. This site is completely safe. Many testers have used this site with no repercussions.

<http://63.134.219.49/private/login.cfm>
Login: vscdemo
Password: 447796

3. Provide a brief biography of the person or persons who lead the team that developed the nominated new product (up to 100 words):

Linda Zumstein has twenty years of award winning sales and sales management experience. Over the past ten years, she has had her own training and consulting business. She travels the U. S. and Canada helping sales professionals optimize their performance by shadowing them in the field and developing a distinctive, consultative approach which sets them apart from their competition and positions them for optimal personal and professional growth. Always looking for new and better ways to move people to the next level, Thevirtualsalescoach.com was her brainchild about two years ago. She has devoted much of her time to the design and development of this online training program, but never turned aside a client with an immediate training or testing need in the process.

Company: VIPdesk, Alexandria, Virginia

Company Description: VIPdesk is the innovative provider of high touch virtual contact center and loyalty solutions for companies committed to the retention and growth of their high-value customers. VIPdesk specializes in delivering Concierge Programs, Virtual Contact Center Services, and Reward Redemption Services for national brand leaders in the travel, auto, financial services, and retail industries.

Nomination Category: Product & Service Categories

Nomination Sub Category: Best New Service of the Year

Nomination Title: Advancing Corporate Concierge Services Under the Leadership of VIPdesk CEO Mary Naylor

1. Describe for the judges the nominated service, including its features and benefits (up to 500 words). Include in this section the date during the eligibility period on which the service was first introduced to the marketplace:

Mary Naylor understands the business effects of 100,000 home-based agents currently working today. As founder and CEO of VIPdesk, the leading provider of premium virtual contact center solutions, Naylor has steadily proven her leadership in concierge services for more than a decade. She's now harnessed this workforce trend to address growing corporate needs and customer service requirements. In 2006, Naylor advanced the remote work service industry with new strides, launching VIPdesk Connect, a virtual contact center for national brand leaders seeking "concierge quality" customer care.

A pioneer in virtual servicing, Naylor's company VIPdesk initially capitalized on the specialized skill set of home-based professionals, delivering high-touch Concierge Services for Fortune 1000 companies, such as MasterCard, Citi and BMW. In 2006, VIPdesk embarked on a new approach in service, leveraging its concierge roots to answer the rising demand for high-quality, cost-effective, customer contact solutions.

VIPdesk Connect was developed in response to market trends, reflecting a rapidly growing movement toward using remote Brand Ambassadors. Analysts from Gartner predict by 2007, 10% of call centers will use home-based agents in some capacity. Jupiter Media reports 39% of surveyed call center executives will use home-based agents within two years. Finally, the home-base agent model attracts the significant talent pool of women who left full-time professional careers to care for loved ones. According to the National Study of the Changing Workforce, Families and Work Institute, one in five working moms are a part of the "sandwich generation", raising children and caring for parents.

With no facility costs per representative, coupled with high employee productivity and retention rates, VIPdesk Connect represents a cost-effective alternative to the traditional centralized call center. The benefits of VIPdesk Connects' Brand Ambassadors are quantifiable: 95% are college educated, the retention rate is unmatched at 88% and their environment efficiency results in a 20% productivity increase compared with traditional centralized agents.

VIPdesk Connect is cost efficient because the work is done remotely, with unparalleled customer service provided by the best talent and relevant subject matter experts. Naylor notes it's the first time in industry history concierge-quality

customer service is available at a compelling price point. VIPdesk Connect components include inbound and outbound customer service, customer surveys, product support, reservation and event management and fulfillment services.

Since launching, National Wildlife Direct, a multi-channel merchant supporting the National Wildlife Federation, has adopted the service. The wildlife preservation agent utilizes VIPdesk Connect to increase corporate sales and raise awareness of its mission. VIPdesk Connect is currently launching a program for a major national clothing and catalog retailer, driving the employment of almost 150 home-based agents. Naylor projects \$5 million in revenue for VIPdesk Connect this year.

Mary Naylor's vision in creating VIPdesk Connect has proven VIPdesk's lead role in the remote agent revolution. According to Naylor, "combining the latest technology and processes with a highly-skilled remote workforce hugely empowers clients to cultivate quality customer relationships and drive revenues." Making good fiscal, employment and customer service sense, VIPdesk Connect is the best new service of 2006.

2. List the URLs (web addresses) of any online news stories, press releases, logos, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

* VIPdesk website: <http://www.vipdesk.com>

* Mary Naylor's bio: http://www.vipdesk.com/info/about_team_MN.asp

* Press release "VIPdesk Launches VIP Customer Connect Virtual Contact Center Service": http://www.vipdesk.com/info/news_pressreleases_20060110.asp

* Benefits of VIPdesk Customer Connect:
http://www.vipdesk.com/info/products_customercare.asp

* VIPdesk Customer Connect collateral material:
<http://www.vipdesk.com/info/pdf/VIPCustomerConnect.pdf>

* Customer selection (National Wildlife Direct) of VIPdesk Customer Connect:
http://www.vipdesk.com/info/news_pressreleases_20061011.asp

* Mary Naylor's byline "Virtual Servicing: Raising the Bar for Delivering Premium Customer Service" in International Contact Center Management:
<http://www.iccmnewsline.com/Insider/03-15-06.htm>

* Mary Naylor's byline "There's No Workforce Like Home" as featured on Business Week online and MSNBC.com:
http://www.businessweek.com/technology/content/may2006/tc20060502_763202.htm and <http://www.msnbc.msn.com/id/12614294/>

* VIPdesk featured on Good Morning America – "Need Flexibility? Work from Home": <http://abcnews.go.com/GMA/CareerManagement/story?id=2371804&page=1>

3. Provide a brief biography of the person or persons who lead the team that developed the nominated new service (up to 100 words):

As CEO and founder of VIPdesk, Mary Naylor's business instincts and perpetual

drive grew the company into the leading corporate concierge service with 10+ million users and 65+ Fortune 1000 clients. Previously, Naylor founded Capitol Concierge, a corporate concierge company serving 80+ locations. Awards include: Inc. 500 (1997, 2003), 1997 Inc. Magazine's National Marketing Masters for Business Services; Working Woman Magazine's National Entrepreneurial Excellence. Naylor serves on the Executive Committee of the Young President's Organization and is a member of Young Entrepreneurs Organization. Naylor authored Customer Chemistry and earned her B.A. in Communications from the University of California, Santa Barbara.

Company: CableOrganizer.com

Company Description: Founded in February 2002 and headquartered in Fort Lauderdale FL, CableOrganizer.com is a premier cable and wire management-related product vendor that provides companies, organizations and individuals around the globe with 24/7/365 access to an extensive array of high-quality products and information resources through its convenient online storefront

Nomination Category: Company/Organization Categories

Nomination Sub Category: Best Overall Company of the Year - Non-Services Businesses – Up To 100 Employees

Nomination Title: Woman-Led CableOrganizer.com Taking Male Dominated Industry by Storm

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

Women's intuition proves fruitful as CableOrganizer.com CEO Valerie Holstein, the reigning queen of equipment, cable and wire management solutions, plows ahead as her four-year-old garage startup forecasts 2006 sales revenue of \$8 Million.

Home, pregnant and frustrated by the endless amount of unsightly, unruly and unsafe office equipment and the cabling and wiring related thereto, Valerie Holstein

was not one to just sit around and suffer the problem. Instead, with the "intuition"

that others in the marketplace shared her and her husband's frustration and with a strong desire to start a home based business that would allow her to earn an income while caring for her newborn, out of her garage and with just \$30 CableOrganizer.com was born. The result? After just four years post-launch, Valerie's "other" baby is tracking to log sales revenue of \$8 million, which is a full

28% over the \$5.7 million realized the year prior.

Although not named in Internet Retailer's 2006 'Top 500 Guide, "we they certainly qualify for such a distinction. ," said Valerie. "Had they listed usCableOrganizer.com, we the company would have registered in position number 463 based on the qualifying criterion – impressive, by all accounts, for an operation that started out of my garage just four years ago. Also somewhat unexpected given ours is a woman-owned business, which is quite an anomaly within our male-dominated, technology-driven industry."

What's in a name? A mere \$30 and insightful branding, as this initial investment allowed Valerie to register the intuitive CableOrganizer.com web site address. And, ever-resourceful, Valerie then took full advantage of the many online business resources at her disposal, such as free web hosting and a revenue sharing system with PayPal in "exchange" for her online shopping cart system. Valerie's frugality has also been a boon for a company's bottom line, as all office equipment and furniture is paid for, the company carries no debt, and all of her invoices are discounted as she pays within the net 10 window.

A women's touch has proved fruitful. Valerie continues, "While we they offer somewhat commodity products, we they have chosen to differentiate ourselves themselves and add intrinsic value by offering nothing short of customer service excellence. This mandate, combined with our its goal to remain the most comprehensive 'one-stop-shop' on the planet for quality solutions that help our customers 'do business better,' has clearly resonated with consumers and, they believe, is the unique combination of factors largely propelling our the company's

success.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

Watch CableOrganizer.com CEO Valerie Holstein's interview on Canada's Report on Business television program at:
<http://cableorganizer.com/press/cnn-video.html>

Company Overview
<http://cableorganizer.com/press/company-overview.htm>

Company Fact Sheet
<http://cableorganizer.com/press/media-fact.htm>

Customers At-a-Glance
<http://cableorganizer.com/customer-service/customer-list.htm>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

Valerie Holstein, Co-Founder, President and CEO

Valerie Holstein is Co-Founder, President and CEO of CableOrganizer.com, Inc., now among the world's leading purveyors of cable and wire management-related products. In these capacities, Holstein is charged with strategic planning as well as overseeing the company's marketing and web design. She has been instrumental in growing CableOrganizer.com's sales to more than \$5.7 MM in just three years, with 2006 gross annual sales forecasted at \$8MM.

Prior to co-founding CableOrganizer.com in 2002, from 2001 to 2002 Holstein served as VP of Sales Assistant and Drafter at Buchanan Screens, a major fabricator of screen enclosures in South Florida. Prior to this, from 2000 to 2001 Holstein served as an Office Manager for Transeastern Properties, a large home building company in Florida.

Company: Best Upon Request

Company Division/Group: M&S Solutions

Company Description: Best Upon Request is a national minority and women owned "Quality-of-Life" firm offering concierge services to business and healthcare institutions as a highly utilized employee benefit as well as an innovative approach to patient-focused care. Our clients view concierge services as critical for employee retention, being Employer of Choice and increasing patient satisfaction.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Best Overall Company of the Year – Service Businesses – up to 100 Employees

Nomination Title: Best Upon Request

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

Tillie joined Best Upon Request in 1996 as Vice President of Operations, becoming President in 1999 and promoted to President/CEO in 2003. The results she has achieved during her ten year tenure is nothing short of miraculous and under very trying circumstances. When Tillie came on board, it was run by her husband. In 2002, after much personal soul searching by both spouses, they jointly made the tough decision for him to leave the organization and for Tillie to take over running the business as CEO. Facing a very serious turnaround situation, Tillie put the company back on a path to profitability, while retaining her marriage (just celebrated 25th anniversary).

1) Revenue and Profit Growth

Tillie led the company through a traumatic recovery period after the loss of a major client who represented 74% of their revenues. She proved that implementing a solid plan and staying the course pays off. Tillie broadened the customer base so that no one client represents more than 15% of overall revenue and shifted company focus into healthcare.

Revenues have grown from their low in 2002 of only \$3/4 million to almost \$3 million expected in 2006, a 400% increase over five years. Each year has seen steady growth, ranging from 8% to 75% and, in the last year revenue growth has been 48%.

Profit growth has followed suit, growing 377% over the five years and 361% during the applicable award period.

2) Utilization Growth

One way customer satisfaction is measured is through a robust database tracking system which reports many things not the least of which is customer utilization. This number averages 43% for the applicable award period versus a goal of 40% and up from 38% for the prior period, or a 13% growth rate. One client has over 90% utilization!

3) Overall Business Excellence

The other principle reason for Best Upon Request's success is Tillie's absolute commitment to business excellence. She and her team have begun the Baldrige journey and incorporated performance excellence into their everyday practice. Just a few examples include strategically hiring people who exude the essence of company values, cultivating a

culture of caring including lots of employee recognition, and establishing an Advisory Board comprised of varied disciplines (law, accounting, marketing, human resources) to guide her business to higher levels and ensure impeccable ethics.

These efforts have paid off handsomely, not only in increased profit but in recent recognitions as well, such as:

- Cincinnati USA Regional Chamber Small Business Excellence Award for Minority Business of the Year
- Finalist for the Better Business Bureau Torch Award (to be awarded later this month)
- Journal of Organizational Excellence recognition as a best practice for concierge services
- Business Courier's Greater Cincinnati's Largest 250 Companies, ranking in the top 25 Largest Tri-State Women-Owned Businesses
- Cincinnati Business Courier Fast 55 (Greater Cincinnati's fastest-growing private companies)
- "Woman Against All Odds" award by the Leading Women of Cincinnati
- Deloitte's One Hundred Wise Women

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

http://www.bestuponrequest.com/abt/abt_reco.php
http://www.bestuponrequest.com/res/res_exec.php
http://www.bestuponrequest.com/res/res_emp.php
http://www.bestuponrequest.com/res/res_client.php
http://www.bestuponrequest.com/prs/prs_pr.php
http://www.bestuponrequest.com/prs/prs_art.php
http://www.bestuponrequest.com/prs/prs_clips.php
<http://www.bestuponrequest.com/prs/mov/rockchester.mpg>
<http://www.bestuponrequest.com/prs/mov/Healthoneclips.mpg>
<http://www.bestuponrequest.com/prs/mov/WTMJ-TV4.mpg>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

Tillie Hidalgo Lima, CEO of Best Upon Request, was born in Cuba and learned resourcefulness and tenacity at an early age.

She earned her B.S. in Pharmacy from the University of Cincinnati and practiced pharmacy for 13 years before coming to Best Upon Request as Vice President of Operations, then to President, becoming CEO in 2003.

Tillie is active in business and community organizations including four board positions. She frequently lectures and keynotes for universities and other organizations and has published two articles in industry publications.

She has received numerous honors, as a "Leading Woman", one of 100 Wise Women and as a Leadership Cincinnati participant, among others.

Company: Hollister Inc., Boston, MA

Company Description: Hollister is a leading New England full-service recruiting firm, distinguished by our unwavering commitment to exceptional service and enduring relationships with our clients and candidates.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Best Turnaround of the Year

Nomination Title: Hollister Inc

1. Describe for the judges the financial or operational turnaround achieved by the nominated company during the eligibility period (up to 500 words):

When Kip Hollister Founded Hollister Inc at age 26, her vision was to create an organization that's success would be steered by the strength and consistency of an internal values system. In an industry that is often viewed as commodity-driven and transactional, Kip was determined to strategically align her values of open, honest communication, mutual respect, trust and commitment to the greater good, with her business model that encompassed a consultative and relationship-driven approach to staffing.

Through 18 years of working hard as founder, CEO, wife and proud mother of four, Kip lived the ups and downs of the economy: battling two recessions and facing head-on the struggles tied to reactively shifting her operation pattern to survive these bumps.

The past few years at Hollister have been great. As we approached the close of 2005 business was growing with our revenue at \$15m and business flowing in. However, there was no doubt that the internal culture was somewhat disconnected and unaligned with the original vision of Hollister.

Kip stepped back and made a few moves that were as risky as they were unpredictable. She let go of both a Vice President and Chief Operating Officer. For the next few months her focus was not on rebuilding her C-level support system. Instead, her charge was to replant her vision within her management team-aligning them so they could re-infiltrate the system of values down through their teams.

In one year the Hollister Team worked to rebuild the brand, focusing on the following brand initiatives:

- Rebuilding the Hollister Website into a media system that now portrays the real culture of the company

- Strengthening both the mission statement and the number of employees participating in the Hollister Philanthropy Committee.

- Investing heavily in sponsoring and co hosting events themed around good business practice and commitment to philanthropy including: Lead sponsor of Best Places to Work event, Lead Sponsor of the first annual Corporate Philanthropy Summit, Sponsor of the Babson College Forum on Entrepreneurship and Innovation, Co-host of forum Aligning your Philanthropy with your Business Strategy and more).

- Holding each manager 100% accountable for their teams, brining them to more of an ownership level and pushing them into a results-driven mentality.

- Scheduling off-sites with the management team

In 2006, we have already surpassed our 2005 revenue and anticipate a 33% increase, bringing us to revenue of \$20m by year-end.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

<http://www.hollisterstaff.com/index.cfm/About>
<http://www.hollisterstaff.com/>
<http://www.bizjournals.com/boston/event/1506?mp=3>
<http://boston.bizjournals.com/boston/event/2738>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

Over nearly two decades since transforming her business plan into a company founded on the principles of honesty, integrity and strategic client relationships, Kip has evolved Hollister, which she still owns today, into a full-service recruiting firm for many of New England's leading companies. Her focus on expanding the firm's capabilities to meet the changing needs of its clients highlights her fearless embrace of innovation to ensure an enduring competitive advantage in the staffing industry.

Serves on the boards of: YMCA Training Inc. and North Cambridge Catholic High School. Kip is also actively involved with City Year and Year Up.

Company: SZPR Inc., Carlsbad, California

Company Description: SZPR is an award-winning national boutique PR and marketing firm focused on maximizing exposure and recognition for clients in diverse industries. Our hands-on approach has resulted in coverage by global media outlets including USA Today, Forbes, Money, Wall Street Journal, Wired, Oprah Magazine, Harper's Bazaar, ESPN, MTV, VH-1, and many others.

Nomination Category: Individual Categories

Nomination Sub Category: Best Young Entrepreneur

Nomination Title: Sarah Znerold, CEO & Founder of SZPR Inc.

1. Describe for the judges the activities and accomplishments of the nominated young entrepreneur during the eligibility period (up to 500 words):

Accomplishing more in the past six years than most people finish in a career; Sarah Znerold's passion and determination continue to be a powerful force in managing her life and her public relations agency. At 28, Sarah Znerold is the founder and CEO of SZPR Inc., an award-winning national boutique PR and marketing firm in Carlsbad. SZPR's roster of clients span industries such as technology, consumer, nonprofit, beauty and fashion, arts and entertainment as well as the financial and real estate. Sarah's responsibilities at SZPR include client management, financial operations, human resources, new business and overseeing the day-to-day aspects of a fast paced PR firm.

Her energetic personality, enthusiasm, integrity and leadership set her apart from her business competition and have built a strong cache of satisfied customers including Dreyer's Grand Ice Cream, Croce's, Hilton Hotel and San Diego Restaurant Week. After starting the agency from the ground up at the age of 25, she has rapidly expanded to twenty clients, a dozen employees and a global presence, all within three years. While Sarah is good at bringing in new clients, she is best known for keeping them happy, which is why her agency is regularly referred to others. Her creative campaigns have generated high-profile coverage in USA Today, Wall Street Journal, Forbes, Travel & Leisure, Harper's Bazaar, Self, Glamour, MTV, CBS Early Show, and many others. Sarah's strong commitment to the nonprofit community is evident from her efforts on behalf of Keep A Breast, Bravo San Diego and the REPeritory Theatre.

In the past year, SZPR has increased name recognition and credibility both locally and nationally. She has added to her roster big name national clients such as Dreyer's Grand Ice Cream and Hilton and positioned SZPR as the 13th largest PR firm in San Diego, according to a recent San Diego Business Journal report. Finally, she has been honored with two awards at the 14th Annual Edward L. Bernays Mark of Excellence Awards as well as an honorable mention and gold award from the MarCom Creative Awards.

In addition to her successful agency work, Sarah is also dedicated to helping increase awareness on behalf of nonprofit organizations with limited resources throughout the community. Over the past year she has taken on several pro-bono clients, donating countless hours of public relations services to ensure successful campaigns. In addition to pro-bono clients, Sarah has worked with numerous local non-profit organizations including ECO-LIFE Foundation, Vista Community Clinic, Oceanside Museum of Art, P33, Inc., African Conservancy and Mercy Housing. She also sits on the board of directors of the Keep A Breast Foundation and volunteers her time to manage all PR efforts for the nonprofit breast cancer awareness organization.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

<http://www.szpr.com>
<http://www.sandiegometro.com/2005/sep/40under40/znerold.php>
http://www.signonsandiego.com/uniontrib/20060817/news_1wstreet.html
<http://www.szpr.com/headline8pop.html>
<http://www.szpr.com/headline7pop.html>
<http://www.szpr.com/Bernays%20release.pdf>

3. Provide a brief biography of the nominated entrepreneur (up to 100 words):

Sarah oversees day-to-day operations of SZPR, working closely with clients and the media to deliver effective PR and marketing campaigns. She is quoted regularly in industry publications such as PR Week and has been recognized with San Diego Metropolitan Magazine's 40 Under Forty Award, 944 Magazine's "Movers and Shakers Under 30" and the YWCA Tribune to Women in Business Award. Sarah graduated Summa Cum Laude from the University of Denver with a degree in Communications and Marketing. She is a member of the Public Relations Society of America, International Association of Business Communicators and Carlsbad Chamber of Commerce.

Company: VerticalResponse, San Francisco, CA

Company Description: VerticalResponse is a self-service web-based solution enabling small businesses to get up and running quickly and affordably with their email marketing and direct mail campaigns. Founded in 2001 by Janine Popick, VerticalResponse employs 33 people and has been named to Inc.'s Fastest Growing Company list as well as San Francisco Business Times Fastest Growing Company list two years running.

Nomination Category: Media & Marketing Categories

Nomination Sub Category: Blog of the Year

Nomination Title: VerticalResponse Email Marketing Blog - Best Blog for Marketers

1. When was this blog first published?

August 16, 2005

2. Briefly describe the purpose of the nominated web blog (up to 100 words). Include in this section the URL (web address) of the nominated blog. IMPORTANT: begin the url with http://, and enclose the complete URL in square brackets. For example, [http://www.yourwebsite.com/ourblog.html]:

<http://verticalresponse.blogs.com>

The VerticalResponse Email Marketing blog is jam-packed with information and tips on how to use Email Marketing and other forms of marketing to grow a business. Categories include Copywriting, Case Studies, Email and the Law, Restaurant Marketing as well as many many others. They are filled with fun-to-read posts as well as comments from readers.

The content is fresh and updated at least two times per week and announced to our users through the form of an email newsletter, that's right, we practice what we preach.

Many customers and marketers frequently read the blog for the latest tips and trends in the industry. A few blogs have also been repurposed for use in marketing trade publications as well.

3. List the names and titles of the people who are involved in creating and maintaining the nominated blog:

Janine Popick - CEO

Alf Brand - Director of Marcom

Company: SheaHedges Group, McLean, Virginia

Company Description: The SheaHedges Group is a high-impact communications firm with a core competency in technology. The company offers a full suite of innovative business communications services, including marketing and public relations, uniquely customized to meet individual client needs. The SheaHedges Group was founded by Elizabeth Shea and Kristi Hedges and employs 17 communications professionals.

Nomination Category: Media & Marketing Categories

Nomination Sub Category: Communications Campaign of the Year

Nomination Title: SheaHedges Group's PR Campaign for VIPdesk

1. Describe for the judges the objectives, activities, and results of the nominated communications campaign (up to 500 words):

VIPdesk engaged the women-owned SheaHedges Group (SHG) to develop a public relations strategy that would drive its sales and recruiting efforts. With a successful flagship product and a thriving core business, VIPdesk wanted to increase visibility for its newly announced home-based call centers and reward and redemption services. The company's ultimate focus, however, was on increasing inbound sales and employment prospects for the company as a whole.

With these requirements in mind, SHG developed and executed a customized media relations campaign that secured interest from more than fifty media outlets. This campaign drove results for VIPdesk in the form of increased sales and an increase in number of employment candidates for the company's home-based workforce.

The media relations campaign included both proactive media outreach and thought leadership components:

Proactive Media Outreach: Using established industry relationships and some good old fashioned research, SHG targeted national business, regional business, national customer service and vertical market press.

With the help of VIPdesk, SHG developed press releases announcing VIPdesk's strategy for servicing retailers during the upcoming holiday season, the company's latest virtual contact call center offering and customer announcements with Grant Thornton and National Wildlife Federation and coordinated these with internal corporate announcements and industry news.

As part of its proactive media outreach effort and as a complement to corporate news announcements, SHG developed creative, relevant and timely pitch angles for target publications, leveraging trends such as managing a virtual workforce, growth in home-based agents and working parents. SHG also worked with target publications on opportunities to leverage existing editorial opportunities.

Thought Leadership: In the absence of customer news or other news release items early in the campaign, SHG targeted industry publications for authored article opportunities. This was an attempt to gain a higher profile for the company in a market dominated by several giants. Placements in Contact Center World and ICCM Weekly provided significant visibility for VIPdesk in a crowded market. Placing an authored article on BusinessWeek.com was a major coup and SHG has written a follow up article that will be published on BusinessWeek.com this fall.

Results

SHG's targeted media relations campaign produced stellar results. Not only did VIPdesk receive a more than 200% increase in media placements over the previous nine months, the company also received more than 1,800 inbound resumes from job seekers as a result of a placement on Good Morning America. In addition, the more than 42 media placements with target publications and the three authored articles by VIPdesk executives, combined with other marketing efforts, generated \$12 million for the company in terms of overall sales.

VIPdesk received coverage in top-tier outlets such as The Washington Post, MSNBC, The Wall Street Journal and NBC4. In addition, the company was featured in vertical market publications like American Banker and Hotel & Motel Management and in the trade press including CRM, Contact Center World and Network World.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

<http://www.sheahedges.com>

<http://www.vipdesk.com>

<http://www.msnbc.msn.com/id/12614294/>

<http://www.washingtonpost.com/wpdyn/content/article/2006/06/10/AR2006061000163.html>

http://www.businessweek.com/technology/content/may2006/tc20060502_763202.htm?chan=search

3. Provide a brief biography of the person or persons who lead the team that created and carried out the nominated communications campaign (up to 100 words):

Reggie Kouba was the leader of the SheaHedges Group team that created and executed VIPdesk's PR campaign. As a senior vice president for SHG, Kouba provides strategic oversight for clients and manages the day-to-day business operations of the firm. In addition to VIPdesk, she has led teams on accounts such as Arlington Economic Development, The Telework Consortium and W2COG.

Kouba serves on the Board of Directors for the National Capital Chapter of the Public Relations Society of America. She is a frequent guest speaker at local colleges and previously wrote the PRWeek column "Reply to All".

Company: Feaster and Associates

Company Division/Group: Feaster and Associates

Company Description: Feaster & Associates, a leader in strategic corporate communication training, facilitation, leadership coaching and consulting, provides Best-in-Class services to a diverse group of government, corporate and non-profit clients. We are also committed to facilitating community engagements across America to impact communities in crisis.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Community Involvement Program of the Year

Nomination Title: Building Community Engagement Across America

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

Since 9-11, Virginia entrepreneur Rebecca Feaster has been involved in changing local American communities' relationship with crime, law enforcement and public safety.

Feaster facilitates community engagements and teaches community collaborative problem-solving as a consultant with the U.S. Department of Justice and non-profit police organizations in communities across America.

Her mission: Facilitate common ground and understanding between local police and government officials and neighborhood residents in tough neighborhoods.

Her goal: To build bridges and help communities have greater interaction with local government.

Feaster is among a small group of facilitators leading engagements across America. She is routinely thrust into communities where little trust exists between citizens and police, and her role is to foster better understanding between community stakeholders and public safety officials while establishing a vision and blueprint for that community. Feaster also leads strategic planning symposiums for senior law enforcement executives.

Feaster was chosen for these assignments because of her background in non-profit and government. This African-American businesswoman is a high-energy, motivational speaker and problem solver who draws upon previous roles as an Air Force Officer, police and city government spokesperson, and her work with underprivileged communities through Community Action agency programs in the mid-Atlantic region.

Feaster gauges success by seeing the transformation in the communities she works in – by the numbers of people who attend community engagements, and in the depth of change in attitude by the end of a two-day session and whether a blueprint or strategic plan has been developed to enable better community interaction with local law enforcement.

Feaster personally facilitated more than 30 multi-day community engagements in 2005 & 2006. She even traveled to Jamaica for multiple engagements between underprivileged communities and the Jamaican Constabulary Force as part of a USAID effort, and helped develop and test new community liaison programs including a collaborative police counterterrorism effort hinged on community interaction. Her community engagement facilitation and blueprint symposium site list includes:

- Albuquerque, NM, Police Department
- Anchorage, AK, Police Department
- Arlington, TX, Police Department
- Beaumont, TX, and Port Arthur, TX, Police Department
- Birmingham, AL Police Department
- Cambridge, MA, Police Department
- Concord, CA, Police Department
- Flint, MI, Police Department
- Ft. Myers, FL, Police Department
- Harrisburg, PA, Police Department and Weed and Seed Program
- Jackson, TN, Police Department
- Kingston, Jamaica, Jamaican Constabulary Force
- Lansing, MI, Police Department
- Lafayette, LA, Police Department
- Los Angeles, CA, Police Department
- Louisville, KY, Police Department
- Memphis, TN, Police Department
- Montgomery County, MD (county & city police departments)
- New Bern, NC, Police Department
- Norfolk, VA, Office of Community Outreach and Code Enforcement
- Omaha, NE, Weed and Seed Program
- Riverside, CA, Police Department
- Springfield, MA, Police Department
- Tampa, FL, Police Department
- Virginia Beach, VA Police Department
- Wilmington, DE victim's advocacy group

In 2005, Ms. Feaster was recognized by Hampton Roads' Inside Business magazine with a Women in Business Achievement Award. She was also selected by Fast Company magazine readers to their 2006 Reader's Challenge Fast 50 (#13 among America's top business innovators), and was a finalist for a 2006 American Business Award.

Learn more at: <http://www.feasterandassociates.com/pages/1/index.htm>

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. **IMPORTANT:** List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

Read about Rebecca in Inside Business:
<http://www.insidebiz.com/output.cfm?ID=4020414>

Read about Rebecca among Fast Company magazine's 2006 Fast 50 Reader Favorites (including reader comments!):
http://www.fastcompany.com/fast50_06/readers.html

View a training program Rebecca developed:
http://www.feasterandassociates.com/images/Virginia_Department_of_Emergency_Management_Presentation_-_Rebecca_Feaster.pdf

Read Rebecca's bio:
<http://www.feasterandassociates.com/pages/3/index.htm>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

Rebecca Feaster founded Feaster & Associates in 2001 after working in a variety of strategic communication leadership positions in the United States and internationally. She has facilitated and presented seminars and training around the world, and is known for her high-energy presentations and workshops. She specializes in delivering “best-in-class” crisis communication and leadership communication training, develops communication training curriculum, teaches and facilitates community engagement, and provides leadership coaching and media training to senior executives.

Ms. Feaster holds a Master of International Public Policy (M.I.P.P.) degree from the Johns Hopkins University School of Advanced International Studies (SAIS) in Washington, DC, a Bachelor of Arts degree in Economics from Tufts University, Medford, MA, and is a certified mediator in the State of Virginia.

Company: Insight Performance Improvement, Inc.

Company Description: Insight is an HR consulting firm that helps CEOs achieve their business objectives through strategic human resource practices and tactical program implementation. Founded in 1995 by the President and CEO, Nancy Mobley, Insight works with early stage and mid-sized companies in a variety of industries, including biotech, medical device, manufacturing, technology and professional services.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Employer of the Year

Nomination Title: Valuing Employees as Internal Customers Creates Exceptional Workplace

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

Insight Performance is built around the belief that employees are its #1 asset, and everything the company does is based on this philosophy.

As a strategic Human Resources consulting firm, Insight focuses on creating exceptional workplaces for its clients. The way CEO Nancy Mobley treats her employees is a model for the company's work with clients. Insight views its employees as "internal customers" that share equal importance to traditional customers.

Insight has a family-friendly, flexible environment that supports work/life balance and professional development. Its corporate culture, benefits and policies underscore this commitment:

- Policies to make the workplace family-friendly and flexible
- Respect for ideas from all staff
- Open and honest communications
- Open-door policy and flat organization
- Focus on developing and mentoring employees.
- Rewards and recognition for success

Insight's approach has really made a difference in the lives of employees:

- "I have two young children and a father who is very sick with cancer. Insight has been extremely flexible and understanding whenever I need to take time off to take care of family issues. Nancy and my co-workers are tremendously supportive and it makes a huge difference.
- "Nancy really knows how to inject fun into work. She can laugh at herself and add lightness to a heavy issue to elevate all of us."
- "Insight is like a family. Nancy takes an interest in the personal lives of all of the employees. She remembers what is going on in your life and what's important to you. She has your best interests at heart."
- "Insight Performance has always been very flexible in accommodating our family and life circumstances, whether it's part-time, flex-time or needing time off to take care of children, aging parents, etc."
- "Insight helped me develop my skills so I could move up in my career. Nancy would always ask, 'What can we do to help you do the job you want to do?' With continual opportunities to learn from other employees, and do more challenging work, I moved from a receptionist to HR specialist. This was an opportunity I never imagined I could have. Now Insight will be paying for my professional certification."

Insight's commitment to building exceptional workplaces for its clients and itself has earned Insight ongoing industry recognition. In addition to being a winner of the 2005 Stevie Awards "Employer of the Year," a finalist in that category for 2004 and a finalist for the Stevies American Business Awards "Best Human Resources Organization" in 2005 – Insight was ranked number three in the small business category in Boston Business Journal's "Best Places to Work in Massachusetts" in 2005, and number two in 2004.

Insight's success is based on the relationships it has built within its organization

and clients. This success is apparent by Insight's 90% client retention rate, and 30% growth rate, which well exceeds industry growth.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

<http://thesteves.com/SAWIB06Attachments/BostonGlobe9-17-06.pdf>

<http://thesteves.com/SAWIB06Attachments/CFOHumanCapital2-06.pdf>

<http://thesteves.com/SAWIB06Attachments/InsightBankerTradesman606.pdf>

<http://thesteves.com/SAWIB06Attachments/InsightWomenToWatch106.PDF>

3. Provide a brief biography of the person or persons who lead the nominated organization (up to 100 words):

As President and CEO, Nancy Mobley is a graduate of Wheaton College and a graduate of the Entrepreneurial Management Program at Babson College. She is a former faculty member of the Center for Creative Leadership and a nationally recognized executive coach, teacher and author in the field of high performance work environments.

Before founding Insight Performance, Nancy was a Senior Consultant for Watson/Wyatt where she directed leading organizations in the development of effective performance strategies. Nancy is a member of The Boston Club, the Commonwealth Institute, SHRM and an active supporter of the Center for Women and Enterprise in Boston.

Company: WilkinsonSheinCommunications, Arlington, VA

Company Description: WilkinsonShein Communications is a strategic public relations agency connecting the technology industry. Founded in 2003 when a corporate PR executive teamed up with an agency vice president, WilkinsonShein's partners have over 20 years experience developing and implementing communications programs for technology and telecommunications companies and tradeshows.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Fastest-Growing Company of the Year

Nomination Title: WilkinsonShein Grows Revenue 217%

1. Describe for the judges the growth of the nominated company during the eligibility period (up to 500 words):

In October 2003, two public relations (PR) professionals joined forces to start a full-service PR firm dedicated to companies in the technology industry. Keira Shein and Leah Wilkinson came together to form WilkinsonShein Communications (WS), a women-owned PR agency based in Arlington, VA. In its three years of operations, WS has achieved great success in many areas, including new business outreach, execution of client campaigns and client retention. Since its inception, WS has grown its business and made a mark for itself amongst area firms. The agency has been recognized for its success through 18 awards won for its strategic execution of client PR campaigns.

After building a successful public relations practice, in early 2006, WS decided to expand its service offering to include marketing communications and branding. By offering a full range of marketing communications capabilities, the firm quickly doubled its business and attracted an expanded client list, including Lucent Technologies, Lucent Government Services, Opnext and DLT Solutions.

Year after year, WS has doubled its growth reaching \$850M in billings in FY2006. The company's growth came from growing current accounts and adding new PR and marketing clients. WS also increased its retained client base from five clients with monthly retainers in 2005 to 12 clients with monthly retainers in 2006. Certainly many companies experience drastic growth year after year, but WS did this with just two full-time partners and a variety of consultants.

WS's client base includes organizations of various sizes in the optical components space, telecommunications marketplace and government market. Here's what a few of them had to say:

"WilkinsonShein Communications has taken OFC PR efforts to a whole new level. From creative tactics to strategic recommendations, the WS team has increased our effectiveness as a news forum for our exhibiting community and has strengthened our ties to all of the core publications and analyst groups within optical communications. WilkinsonShein consistently exceeds our expectations."

Colleen Morrison, director, Media Relations and Government Affairs, Optical Society of America (OSA)

"We continue to be impressed with the effectiveness of our PR and marketing program, as led by WilkinsonShein Communications. Our coverage from the press has almost doubled over the past six months and they helped us establish and strengthen our relationships with the analyst community. WS also

recently led our company rebranding effort with great success. We are happy to have WS as an extension of our Opnext team."
Rebecca Bosco-Andersen, corporate communications manager, Opnext, Inc.

Awards

WS received a total of 18 business, marketing and PR industry awards during the eligibility period, including the following, to name a few:

- 2006 Winner, Communicator Award
- 2005 Finalist, Holmes Report Silver Sabre Awards
- 2005 Winner, 2005 PR Platinum Awards, Honorable Mention
- 2005 Winner, Magellan Awards, Communications Campaign
- 2005 Winner, Marcom Awards, Gold
- 2005 Winner, Telecom Marketing Awards for Best Overall PR Campaign

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

WS Coverage

PR News August 14, 2006 Tradeshow PR 101"
<http://www.wilkinsonshein.com/pdf/Tip%20Sheet.pdf>

Tomorrow's Business Radio March 2006
<http://www.wgms.com/index.php?nid=35&sid=345557>

Work in PR July 2005
https://www.workinpr.com/industry/research/2005_07_prperspective.asp

PR News July 2005
http://wilkinsonshein.com/pdfs/PR_News_Case_Study_Reprint.pdf

WS News
<http://www.wilkinsonshein.com/wsnews.php>

Client coverage

The Economist Oct 26th 2006 (News story featuring client, Optical Society of America)
http://www.economist.com/science/displaystory.cfm?story_id=8074851

Scientific American October 6, 2006 (News story featuring client, Optical Society of America)
<http://www.sciam.com/article.cfm?articleID=0003FA95-AAB6-1526-AAB683414B7F0000&sc=l100322>

Reuters October 3, 2006 (News story featuring client, Optical Society of America)
http://today.reuters.com/news/articlenews.aspx?type=healthNews&storyID=2006-10-03T220814Z_01_N03255970_RTRUKOC_0_US-SKIN.xml&WTmodLoc=HealthNewsHome_C1_%5BFeed%5D-2

Federal Times September 8, 2006 (Feature article on client, GovWorks)
<http://www.federaltimes.com/index.php?S=2091207>

Washington Post April 24, 2006 (News story featuring client, InfoZen)
<http://www.washingtonpost.com/wp-dyn/content/article/2006/04/23/AR2006042300829.html>

Lightwave Magazine February 2006
http://lw.pennnet.com/articles/article_display.cfm?Section=ARCHI&C=Indus&ARTICLE_ID=249368&KEYWORDS=opnext&p=13

Telecommunications Magazine June 2005 (Cover story featuring client, Mintera)
http://www.telecommagazine.com/search/article.asp?Id=AR_436&SearchWord=

Lightwave 2005 (Bylined article placement, Opnext)
http://lw.pennnet.com/Articles/Article_Display.cfm?Section=ONART&Subsection=Display&ARTICLE_ID=218178&KEYWORD=opnext&p=13

Full Awards Listing: <http://www.wilkinsonshein.com/awards.php>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

Keira Shein

Keira leads the strategic management of client campaigns, focusing on reaching targeted audiences who can most influence the company's success. Prior to co-founding WilkinsonShein, Keira was Director of Marketing and PR for OCG Ventures, a venture capital firm focused on investing in data, cable and telecommunications service providers and infrastructure companies.

Leah Wilkinson

Leah possesses extensive knowledge and experience in maximizing public relations strategy and tactical elements for business-to-business and business-to-government technology companies, as well as for tradeshow serving the technology market. Prior to co-founding WilkinsonShein, Leah was a Vice President, Public Relations with TMP Worldwide where she worked with various technology-focused clients.

Company: Mariah Fenton Gladis

Company Division/Group: The Pennsylvania Gestalt Center

Company Description: Mariah Fenton Gladis, M.S.S., L.S.W., is the Founder and Clinical Director of the Pennsylvania Gestalt Center for Psychotherapy and Training. She has over 35 years experience as a psychotherapist and Gestalt Trainer, having trained hundreds of professionals in Gestalt therapy and conducted workshops throughout the United States, Europe and South America.

Nomination Category: Individual Categories

Nomination Sub Category: Lifetime Achievement Award

Nomination Title: Mariah Fenton Gladis

1. Describe for the judges the nominated individual's lifetime of accomplishments (up to 500 words):

I would like to nominate Mariah Fenton Gladis for the 2007 Stevie Awards For Women Entrepreneurs, for the Lifetime Achievement Award category.

Mariah Fenton Gladis, M.S.S., L.S.W., is the Founder and Clinical Director of the Pennsylvania Gestalt Center for Psychotherapy and Training. She has over 35 years experience as a psychotherapist and Gestalt Trainer, having trained hundreds of professionals in Gestalt therapy and conducted workshops throughout the United States, Europe, the West Indies and South America.

Mariah currently carries a full caseload of weekly individual clients and 3 bi-weekly psychotherapy groups. An internationally renowned workshop leader and trainer, Mariah conducts four psychotherapy weekends a year locally, two ten-day workshops at Esalen Institute in California, and offers weekend and weeklong workshops and seminars in Pennsylvania, New Jersey, Maine, Arizona, Hawaii, Germany, Ireland, and the U.S. Virgin Islands. Recently, Mariah was named Social Worker Of The Year in Pennsylvania, and conducted a workshop in Machu Picchu, Peru where 30 people from the United States attended. She is currently finishing her book, "Tales Of A Wounded Healer."

Awards / Honors

- Hope and Courage Award from Greater Philadelphia Chapter Of The ALS Association
 - Lifetime Achievement Award – Marymount University Alumni Association
 - Social Worker of the Year in Pennsylvania - Brandywine Division, National Association Of Social Workers
 - Pennsylvania State House of Representatives and State Senate Citation for Recognition of Community Service
 - Advocacy Award from Greater Philadelphia Chapter of Amyotrophic Lateral Sclerosis (ALS) Association
 - Chairman's Choice Award for Citizenship – Great Valley Regional Chamber of Commerce
 - Annual Achievement Award from Fighting Back, a rehabilitation program dedicated to those recovering from traumatic illness
 - Certificate Of Recognition from Governor Milton J. Schapp for her service as a member of the Pennsylvania Abortion Laws Commission
- Present Professional Positions Held
- Owner and Clinical Director Of Pennsylvania Gestalt Center for Psychotherapy and Training
 - Faculty of Esalen Institute in Big Sur, California
 - Adjunct Faculty – Gestalt Therapy Institute of Philadelphia
 - Coordinator of Youth in Action for ALS

- Board of Advisors of Camp Dreamcatcher – a camp for children affected/infected with HIV/AIDS
- Consultant for Academy of Community Music, a non-profit organization dedicated to engaging children and parents in shared musical activity
- Faculty and Trainer for Center for a Healthy World, a volunteer-driven psychotherapy cooperative Staff Trainer
- Mirmont Drug and Alcohol Treatment Center in Pennsylvania
- Kripalu Health Center in Massachusetts
- Esalen Institute, Big Sur, California

In February, 2006, Mariah established the Mariah Fenton Gladis Foundation which supports wellness, life skills training, personal growth and educational and psychotherapeutic counseling programs for individuals interested in or needing these services. The foundation's mission is inspired by the goal of improving the quality of life for those that are less fortunate through programs designed to develop their emotional, spiritual, intellectual and physical needs.

I think you'll see what an extraordinary and remarkable entrepreneur Mariah is and how her life offers inspiration and hope to others dealing with catastrophic illness or major life challenges.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

<http://www.gestaltcenter.com/mariah.shtm>
<http://www.gratefulness.org/readings/RelationshipofCompassion.htm>
<http://www.marymount.edu/news/mutoday/63/alumni.html>
http://cache.zoominfo.com/cachedpage/?archive_id=9417682&page_id=279271596&page_url=%2f%2fwww.nasw-pa.org%2fdisplaycommon.cfm%3fan%3d1%26subarticlenbr%3d2&page_last_updated=4%2f19%2f2002+4%3a03%3a01+PM&firstName=Mariah&lastName=Gladis
http://www.dailylocal.com/site/news.cfm?newsid=15888004&BRD=1671&PAG=461&dept_id=17785&rfi=6
http://www.esalen.org/workshops/searchfiles/digitalforest/biosearchresults.lasso?-session=Reservation_Session:4451F4E8190ce2F24Drjn14485DD

3. Provide a brief biography of the nominated individual (up to 100 words):

It's hard to imagine a woman who can hardly walk and talk can hold a room spellbound with the depth of her strength and compassion. That's the gift of Mariah Fenton Gladis who has developed an exceptional therapeutic style that has helped thousands of people mend lives broken by trauma and tragedy. In 1981, Mariah was diagnosed with Lou Gehrig's disease (ALS). Three neurologists gave her a 10% chance of surviving 2 years. Yet, Mariah married and proceeded to have 2 children. Her courage to go forward with grace and determination demonstrates the amazing capacity of the human spirit.

Company: Lauren Fix

Company Division/Group: The Car Coach

Company Description: Lauren Fix, the Car Coach, is an automotive expert. She writes: womens publications & auto magazines. Authored 2 books & "The Essential Guide To Car Smarts" for St. Martin Press. Lauren on TV: Oprah, The View, TODAY, CNN, FOX News, etc. Lauren hosts Talk 2 DIY Automotive, airing 4 years. Lauren has working on cars since 10. Charity work: local children, schools & seniors.

Nomination Category: Media & Marketing Categories

Nomination Sub Category: Marketing Campaign of the Year

Nomination Title: Victims of Flood Damaged Cars

1. Describe for the judges the objectives, activities, and results of the nominated marketing campaign (up to 500 words):

Hurricane sufferers of Katrina and Rita who have already been displaced from their homes and lives, are now being further victimized by swindlers who are looking to take advantage of them, especially women, by an illegal car selling scam that involves flood damaged cars.

The scam involves selling flood damaged cars, especially to a large percentage to women, that are supposed to be crushed or shredded due to unrepairable water, ecoli and mold damage.

These scam artists are looking to take these individuals limited funds and in return provide them flood-damaged vehicles that are an unsafe to drive.

The objective is to educate all consumers of these 650,000 dangerous cars through TV, radio and print. We sucessfully have continued this program.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your nomination. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

<http://www.laurenfix.com>

http://askpatty.typepad.com/ask_patty_/2006/08/hurricane_suffe.html

<http://www.autoextra.com/vehiclegloodtips.php>

<http://www.familycar.com/NextCar/FloodDamagedCars.htm>

<http://www.expertclick.com/NewsReleaseWire/default.cfm?Action=ReleaseDetail&ID=12678>

<http://www.cnn.com/2005/US/10/06/fix/index.html>

http://www.usatoday.com/money/autos/2005-09-26-flooded-cars-usat_x.htm

<http://transcripts.cnn.com/TRANSCRIPTS/0610/14/cnr.04.html>

http://www.salon.com/news/feature/2006/07/01/forgotten/index_np.html

http://news10now.com/content/features/around_your_home/default.asp?ArID=54315

there are 104,000 more just google "hurricane flood cars lauren fix"

3. Provide a brief biography of the person or persons who lead the team that created and carried out the nominated marketing campaign (up to 100 words):

Lauren Fix, is in high gear and enjoying every moment of her fast paced career in the automotive industry. As Oprah's "car expert", Fix often appears live on this top rated talk show as well as many morning and news shows to empower women to understand car care, purchase and maintenance issues. She is a business owner and host of Talk 2 DIY Automotive, running in its 4th season and authoring her 3rd book Lauren Fix's Essential Girls Guide To Car Smarts.

Company: R & L Associates

Company Division/Group: M. Weisner Coaching & Consulting

Company Description: R & L Associates, Inc. is a full service, woman owned placement agency providing quality staffing services in Beverly, MA for thirty years. Their success is based on excellent customer service and personalized attention. There are three divisions in the company; R & L Temps, R & L Personnel, Inc. offers permanent placement, The Aries Group specializes in Contract Engineering.

Nomination Category: Individual Categories

Nomination Sub Category: Mentor of the Year

Nomination Title: Fran Dichner, President & CEO of R & L Associates

1. Describe for the judges the nominated individual's activities and accomplishments that supported women in business during the eligibility period (up to 500 words):

It is a privilege to nominate Fran Dichner for The Mentor of the Year award. She is the Owner, President and CEO of R&L Associates, a full service temp, temp-perm, and permanent staffing and HR consulting firm, and CEO of the Aries Group, a national contract and engineering design firm headquartered in Beverly, MA. R&L Associates has been serving the North Shore as placement specialists since 1974. Under Fran's management, in the last three years R&L has grown from a small family-owned business to a woman-owned multi-million dollar company, recognized as one of the Top 10 Recruitment Firms in New England by Boston Women's Business and as one of the Top 25 Fastest Growing Private Staffing Firms in America by Staffing Industry Review. With over 25 years experience in sales and placement with prestigious Boston Placement Firms and Fortune 100 and 500 companies, Fran has gained leadership skills, which she demonstrates by serving on boards and being involved in many organizations, associations and non-profits. She is the President of the Boston chapter of The National Association of Women Business Owners (NAWBO). Fran currently serves on the board of directors for Girls Inc., Salem State College, where she received her BA, and as a Corporator for the Beverly Cooperative Bank Mutual Holding Company. She is also involved in North Shore Women in Business (NSWIB), the Beverly, North Shore, and Boston Chambers and serves on the President's Advisory Council for NAWBO and is their representative for women business owners in Washington, D.C. Fran has been honored as a North of Boston Businesswoman of the Year, a NSWIB Businesswoman of the Year and as a nominee for the Commonwealth of Massachusetts Status of Women Eleanor Roosevelt Award for the Advancement of Women. Fran takes leadership and her role as an entrepreneur seriously and acts as a mentor for many young women entering the workforce. A committed leader, advocate and motivational speaker for women in business Fran has achieved recognition for the past three years as a Commonwealth Institute Top 100 Women-led Business and is a member of the Million Dollar Circle Group. Her community involvement also includes being an active supporter of Camp Sunshine, MDA, Kiwanis Children's Hospital and Read Boston.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

<http://www.nawbo.org/cms/index.php?pid=223>

<http://www.jewishjournal.org/profiles.htm>

<http://www.commonwealthinstitute.org/membership/news/dichner1.aspx>

<http://business.bostonherald.com/womensBusiness/view.bg?articleid=160408>

<http://albuquerque.bizjournals.com/albuquerque/entrepreneur/2005/06/10/>
<http://www.zoominfo.com/Search/PersonDetail.aspx?PersonID=67880194>
<http://www.nawboboston.com>

3. Provide a brief biography of the nominated individual (up to 100 words):

Growing up in a manufacturing city north of Boston, Fran identified early on, the importance of education. She took advantage of enrichment programs offered through community organizations completing her studies in education at Salem State College.

Fran's leadership and mentoring skills have been honed in all facets of business. She has extensive experience in the public/ private sectors, particularly as a business owner/entrepreneur. She has been a tireless advocate for young people and contributes time and financial support to them. Knowing the impact of early intervention, Fran is a voice for women as a mentor, leader, and partner in growth.

Company: Sew What? Inc, Rancho Dominguez CA

Company Division/Group: Sew What? Inc

Company Description: Committed to creativity, flexibility and customer service, Sew What, Inc., was recently named winner in the third annual Small-Business Excellence Award program sponsored by Dell and the NFIB. The firm, located in Rancho Dominguez, CA, is well-known for its dramatic theatrical drapes and fabrics used in major rock concerts, top fashion shows and other artistic staged venues.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Most Innovative Company of the Year – Up to 100 Employees

Nomination Title: Sew What? Inc, Theatrical Drapery Manufacturer

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

Sew What? based in Rancho Dominguez, California, provides custom theatrical draperies and fabrics for stages, concerts, fashion shows and special events worldwide, and has become an industry leader in rock and roll staging. In fact, Sew What? draperies were recently featured on the cover of Rolling Stone magazine's commemorative 1,000th issue, and artists including Sting, Rod Stewart, and Madonna have all used theatrical backdrops designed and manufactured by the custom drapery maker.

What was once an old-fashioned cottage business started "on the kitchen table" – is now a state-of-the-art service provider with international capabilities. All this has been made possible by a recent high-tech business makeover which included implementation of a solid IT infrastructure to help keep the company running smoothly.

Here are some specifics:

Thanks to our Dell Poweredge 860 server and customized version of QuickBooks Enterprise, our customer service managers can satisfy their client needs with blazing performance. Now they can deliver near-instantaneous responses, email product quotations, send digital photos or even videos of work-in-progress, and produce flame-retardant certifications all at the click of a button.

Our completely redesigned website (www.sewwhatinc.com) offers an interactive experience for our customers unlike that of any of our competitors. By optimizing for common terms in multiple countries, it is visited daily by international prospects, and customers can now browse swatches, learn about the types of fabrics and their theatrical applications, and review our extensive portfolio no matter where they are or what time of day (or night). Interactive customer satisfaction surveys give us in-depth feedback which has led us to make a host of significant new changes, keeping us light on our feet and customer-centric.

One of our most recent changes is the implementation of a new dual-windows user-friendly ftp site. This has taken days off the process of ordering digitally-printed backdrops, which until recently meant buying CDs and waiting for "snail mail" to deliver.

A custom coded sewing plan program has automated the process of converting a written order into a sewing pattern and fabric cutting instructions. Unique to our industry and 12 months in the making this allows us to now digitally store all

client

sewing patterns for future reorders while cutting down on use of paper.

These changes and more have allowed us to provide world-class service to a world-wide clientele from New York to Athens, all at internet speed. Our customers now regard us as their creative equal in the world of theater and performance, and have come to depend on us to deliver when others can't. All this has been made possible by combining traditional business values with today's newest technologies. The result of this extreme electronic makeover has been a growth in revenue of 65% within the last 12 months alone! A far cry from the tiny business we started in 1992.

Sew What? Inc's unique business model and recent accomplishments have been recognized and rewarded in 2006 by Dell Computer, The National Federation of Independent Business and the Los Angeles Business Journal.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with <http://>, and enclose each URL in square brackets. For example, [<http://www.yourcompany.com/pressrelease.html>]:

<http://www.sewwhatinc.com/news060626.php>

<http://www.sewwhatinc.com/news060514.php>

http://www.businessweek.com/smallbiz/content/jul2006/sb20060705_363880.htm

<http://www.sewwhatinc.com/news060712.php>

<http://www.smallbusinesscomputing.com/news/article.php/3621716>

<http://www.usnews.com/usnews/biztech/articles/060723/31smallbiz.htm>

<http://www.sewwhatinc.com/news060801.php>

<http://www.mybusinessmag.com/fullstory.php3?sid=1441>

<http://www.sewwhatinc.com/news060919.php>

<http://www.direct2dell.com/one2one/archive/2006/10/04/2922.aspx>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

Megan Duckett is founder and president of Sew What? Inc., a small craft business started on the kitchen table in 1992. She brings her enthusiasm and love for the SMB environment to the office each and every day, learning "real time" and utilizing her entrepreneurial skills to continually grow the business. Megan's willingness to embrace available technologies has helped her take the company to the next level, which is now a major player in its field. Originally from Melbourne Australia, she now lives with her husband Adam and son William in Palos Verdes Estates, California.

Company: SMART Technologies Inc, Calgary Alberta

Company Description: SMART Technologies Inc. is both the industry pioneer and global education market segment leader in user-friendly interactive whiteboards and group collaboration tools. SMART is a private company founded in 1987. Employing more than 800 people, SMART is headquartered in Calgary, Alberta, and offices in Bonn, Tokyo, Shanghai, New York City, Chicago and Washington DC.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Most Innovative Company of the Year – Up to 2,500 Employees

Nomination Title: SMART Technologies Inc.

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

Achievements include:

„« New products/programs introduced between July 1 2005 and June 30, 2006 include:

„X SMART Board interactive whiteboard 600 series

„X Bridgit Conferencing software adds VoIP

„X SynchronEyes software 6.0 upgrade

„X Subject Specific Training Seminars

„X Plug n Play software (GoWire)

„X SMART Board 690 interactive whiteboard (largest board on the market at 94”)

„X SMART 600i Board interactive whiteboard (including Unifi projector)

„X Bridgit software for Mac

„X Sympodium ID350/ID370

„X 32” Actalyst Overlay

„« Product sales in over 100 countries around the world

„« Cumulative installation base of over 500,000 SMART Board interactive whiteboards (more installations than any other interactive whiteboard manufacturer)

„« Cumulative sales of over US\$1 billion

Awards SMART Technologies has received from July 1, 2005 to June 30, 2006 include:

„« Buildings Magazine Editors’ Choice Award

„« Lifetime Achievement - Canada Export Award

„« Canada’s 50 Best Managed Companies - Platinum Club distinction (7th consecutive year)

„« Digital Retailer of the Year Award

„« China Industry Design Award

„« 2005 Standing Ovation Award

„« Comenius EduMedia Signet 2006 Award

Finalist status for:

„« OCRI Awards, Technology Company of the Year

„« Innovations in Technology Product Awards

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

SMART Board interactive whiteboard 600 series:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2005+Media+Releases.htm?guid={E1B126D4-3099-4EE7-973E-135FBA323179}>

Bridgit software VoIP:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={545B60C7-5405-4BBD-AEFB-450DEA4D6F55}>

SynchronEyes software 6.0:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={32AB9310-4570-438D-8524-05BCFDA1D12C}>

Subject Specific Training Seminars:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={FAB4215D-AEFE-4662-9DC1-7E24C10D46B5}>

Plug n Play software:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={C5284C29-E6D3-42A1-834F-2DE2BDE009EF}>

94 i§ SMART Board interactive whiteboard:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={78E14E4B-85E4-4D68-A09E-453837BCB5AB}>

SMART Board interactive whiteboard 600i:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={04A350CF-FFAC-493F-9B5B-45BC13A39D60}>

Bridgit Software for Mac:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={1D28BCBC-CEA1-4E3F-AACB-BA16DFB457BE}>

Symposium:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={10EA571E-3AF3-45E9-9755-F2057CAAB117}>

Actalyst overlay:

<http://www2.smarttech.com/st/en-US/About+Us/News+Room/Media+Releases/2006+Media+Releases.htm?guid={70FE104B-4101-44B0-A381-74B7878A47D6}>

3. Provide a brief biography of the person or persons who lead the nominated company (up to 100 words):

Nancy Knowlton

President and Co-Chief Executive Officer

Co-Founder

Nancy is responsible for the day-to-day direction of SMART.

Nancy has a diploma of collegial studies and a business administration degree with honors, and an MBA in marketing and finance. She completed her chartered accountant accreditation in Alberta. Prior to founding SMART, Nancy taught accounting and computer science for a year at a Canadian university before taking a position with an international accounting firm in Calgary. At the time of her departure, she was a senior audit manager.

Recognized as one of Canada's top businesswomen, Nancy was the 1999 Canadian Woman Entrepreneur of the Year in the Export category, awarded by the Joseph L. Rotman School of Management at the University of Toronto and the Bank of Montreal. She and SMART co-founder David Martin were awarded the 1999 Prairies Region Technology Entrepreneur of the Year Award, sponsored by Ernst and Young, and a Manning Innovation Award in 2002.

In 2002;V2003 Nancy was one of the nine members of the independent commission

that reviewed Alberta's basic education system and produced Every Child Learns, Every Child Succeeds. Additionally, Nancy has spoken around the world on the topic of the 21st Century Classroom...Today, sharing her perspectives on the successful integration strategies for interactive whiteboards in everyday teaching and learning.

In 2003 Nancy was awarded an honorary Doctor of Commerce degree from Saint Mary's University in recognition of her many business.

Company: VMD Systems Integrators, Vienna, VA

Company Description: VMD is a leading provider of services and solutions including strategic consulting; systems design, development and integration; technology evaluation; application development in emerging areas including wireless, voice, and eLearning; survey development; and data collection and analysis. Clients include Dept. of Defense, Health and Human Services, Dept. of Veterans Affairs and IBM.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Technology Innovator of the Year

Nomination Title: VMD Systems Integrators, Inc.

1. Describe for the judges the activities and accomplishments of the nominated company during the eligibility period (up to 500 words):

Ms. Deepti Malhotra, the CEO of VMD, is passionate about combining Information Technology and her background in Public Health to better serve VMD clients and their constituents. Ms. Malhotra was named one of Fifty Influential Minorities in Business for Her Work in Healthcare and Technology.

In order to keep her small company growing she maximizes the value of her distributed consulting work force by mandating the use of a centralized virtual office. The online virtual office replaces the water cooler chatter with the opportunities to view one another's work, post comments, edit files for review and upload the entire history of changes to a file. This paperless office is accessible to all employees as long as they have an Internet connection and permissions to view files. Employees benefit from the collaboration and organization of content in expediting the creation, editing and delivery of projects.

The virtual office plays a critical role in VMD's responsiveness to requests for proposal. The centralized repository of past proposal efforts allows the team to quickly pull together the best data for each proposal and increase odds of winning. VMD leads its customers in information technology by example.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. IMPORTANT: List each URL on a separate line, begin each URL with http://, and enclose each URL in square brackets. For example, [http://www.yourcompany.com/pressrelease.html]:

<http://newsblaze.com/story/2006080305300200001.ew/topstory.html>

3. Provide a brief biography of the nominated person(s) or the leader(s) of the nominated organization or (up to 100 words):

Deepti Malhotra, CEO of VMD Systems since 2005, is a recognized expert in technology support for public health research. Her work has had a positive impact on critical social issues such as Fetal Alcohol Spectrum Disorders, Marijuana Eradication Targeting, Residual Substance Abuse and Evaluation of Methadone Treatment Program Accreditation. Her expertise includes program evaluation, quantitative and qualitative data analysis, data policy studies, and community assessments. She is the principal or co-author of many professional publications in her field and holds a BA in Biology from Washington University and a MPH from The University of Texas School of Public Health.

Company: For Her Information Media

Company Description: For Her Information Media (a division of In Her Shoes, LLC) is a creative production and publishing company. Founded in 2003 by CEO, Beth Aldrich; For Her Information Media employs 20 people and had been recognized for a Stevie Award last year.

Nomination Category: Media & Marketing Categories

Nomination Sub Category: Website of the Year

Nomination Title: For Her Information Web Site

1. When was this website first published?

2003

2. Briefly describe the purpose of the nominated web site (up to 100 words). Include in this section the URL (web address) of the nominated web site. IMPORTANT: begin the url with http://, and enclose the complete URL in square brackets. For example, [http://www.yourwebsite.com]:

The For Her Information website is designed to offer FHI TV and Magazine viewer/readers the opportunity to read the current issue of the magazine or online newsletter or watch a sample episode of our TV series. Vistors can also sign up for a magazine subscription, purchase FHI merchandise, find useful related links for further information, read about our team and stay in touch with Founder Beth Aldrich by reading her blog.<http://www.ForHerInformation.com>

3. List the names and titles of the people who are involved in creating and maintaining the nominated web site:

Beth Aldrich~Creator, Writer, Editor

Jason Taylor~Webmaster

Daisy Simmons~Copy Editor, Writer

Company: FORTUNE magazine, New York, NY

Company Description: FORTUNE, the leading biweekly business magazine, is known for its unrivaled access to industry leaders and decision makers throughout the world. Founded in 1930, FORTUNE has grown to a worldwide circulation of more than 1 million. FORTUNE, along with FORTUNE Small Business, Money, Business 2.0, and CNNMoney.com is part of The Time Inc. Business and Finance Network, a division of Time Warner.

Nomination Category: Company/Organization Categories

Nomination Sub Category: Women Helping Women Award

Nomination Title: FORTUNE/U.S. State Department International Women Leaders Mentoring Partnership

1. Describe for the judges the activities and accomplishments of the nominated individual or company during the eligibility period (up to 500 words):

The U.S. Department of State and FORTUNE magazine, in partnership with Vital Voices, joined together to launch the International Women Leaders Mentoring Partnership (IWLMP) in May 2006. The month-long program placed 17 talented, emerging women leaders from all over the world in mentoring programs with FORTUNE's Most Powerful Women Leaders. Divided into two phases, the program opened with a week-long Orientation and Leadership Training session in Washington, D.C., and then paired each of the women with a top executive in one of 14 U.S. cities for three weeks. The initial phase of the program allowed participants to explore American business practices and governmental policy, hone leadership and communication skills, and network with business and government leaders. The participants were welcomed to Washington, D.C. by First Lady Laura Bush while visiting the White House, and had the opportunity to meet with Secretary of State Rice. The women explored American and international business practices and policy at the Georgetown University Business School and the World Bank, sharpened their own leadership and communication skills with leading experts, networked with potential partners at special events and evening receptions, and explored the impact that the federal government has on business at the US Department of Labor. The participants also met with women leaders such as Carly Fiorina, former President & CEO of Hewlett-Packard, Judith McHale, President & CEO of Discovery Communications, and Vital Voices Honorary Co-Chairs Senators Hillary Clinton and Kay Bailey Hutchison. The second phase paired each participant with a leading woman executive of a FORTUNE 500™ company. For 3 weeks, American and international participants worked together in mentoring relationships to share the skills and experiences necessary for strengthening women's leadership. This portion of the program gave the women an opportunity to observe best practices, learn organization and management skills, study business etiquette and conduct, practice their acquired skills and cultivate a valuable network of American professionals. Many participants remain in contact with mentors, and continue to draw on that support as they continue leading in communities throughout the world.

Participant feedback was overwhelmingly positive:

"This mentorship program is about women empowerment. I had a unique chance to meet face to face with passionate, American women from business, administration and academia, who share a strong belief that if they broker their power with other women, the women will advance and the world will be a better place to live. Interacting with other emerging global women business leaders from 4 different continents, I realized my personal responsibilities and impact I can make to help women advance locally and globally."

- Daria Golebiowska-Tataj, Poland

Following the IWLMP, the participants are making tremendous progress in their

home countries. Some examples:

- Vital Voices hosted an event to support a new partnership between Maria Stella Pacheco and the First Lady of Guatemala, Wendy Berger to promote women's economic empowerment in Guatemala.
- Mentees from throughout Africa are working with Vital Voices to plan a Pan-African Women's Leadership Summit in Cape Town, South Africa in January 2007.

2. List the URLs (web addresses) of any online news stories, press releases, or other documents that you would like the judges to see that support your entry. **IMPORTANT:** List each URL on a separate line, begin each URL with `http://`, and enclose each URL in square brackets. For example, [`http://www.yourcompany.com/pressrelease.html`]:

Press release announcing partnership:

`http://www.timeinc.net/fortune/information/presscenter/fortune/press_releases/20051111_mpwmentoring.html`

International Women Leaders Mentoring Partnership alumnae's active blog site created by Bolivian participant Maria Cecilia Aguirre:

`http://ideasyencuentros.blogspot.com/`

3. Provide a brief biography of the nominated person, or of the person or persons who lead the nominated company (up to 100 words):

Many women played an important role in developing the IWLMP including Carrie Welch, Vice President, Communications, Time Inc. Business & Finance Network (TIBFN), Patricia Sellers, FORTUNE Editor at Large, and Dina Habib Powell, Assistant Secretary of State for Educational and Cultural Affairs.

Carrie Welch, oversees all communications for the TIBFN, which includes oversight of all media relations, public affairs, and strategic planning activities for the publications as well as the website, conferences, and special projects.

Patricia Sellers has written some of FORTUNE's most talked-about cover stories and major profiles.

Dina Powell leads the team that administers exchange programs that are among the most effective tools of public diplomacy.