



ABOUT THE AMERICAN BUSINESS AWARDSSM

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The American Business Awards — “The SteviesSM” — have been created to generate national recognition of great performances in business across the United States. American business people and organizations of all types and sizes will compete in more than 40 categories to win Stevie Awards.

The American Business Awards will be formally announced, and the Call for Nominations issued, in September 2002. A major advertising, direct marketing, and publicity campaign will support the announcement. Nominations will be evaluated by panels of industry experts throughout the first four months of 2003. The competition will culminate with a star-studded awards presentation in New York City in April 2003.

The same company that makes the Oscar, Emmy, and Clio Awards has designed the Stevie Award trophy. Stevie is approximately 12” inches tall, and is hand-cast and finished in 24-karat gold.



THE CATEGORIES

Best Executive
Best Finance Executive
Best Marketing Executive
Best Communications Executive
Best Sales Executive
Best Product Development or Engineering Executive
Best Human Resources Executive
Best Marketer
Best Corporate Communicator
Best Sales Leader
Best Salesperson
Best Creative Person
Best Product Developer
Best Plant, Facility, or Satellite Office Manager
Best Technician
Best Support Staffer
Best Marketing Team
Best Communications Team
Best Sales Team
Best Customer Service Team
Best Product Development Team
Best Human Resources Team
Best Creative Team
Best Support Team
Best Marketing Organization
Best Communications Organization
Best Sales Organization
Best Customer Service Organization
Best Product Development Organization
Best Human Resources Organization
Best Creative Organization
Best Support Organization
Best Overall Company
Best New Company
Best Business Turnaround
Most Innovative Company
Best Agency, Brokerage, or Satellite Office
Best Franchisee
Best New Product or Service
Best Annual Report
Best Newspaper Ad/Campaign
Best TV Ad/Campaign
Best Magazine Ad/Campaign
Best Radio Ad/Campaign
Best Corporate Web Site
Best Corporate Film or Video
Best Investor Relations Program

SPONSORS INCLUDE



2002-2003 PROGRAM SCHEDULE

September 24 — Press announcement and release of Call for Nominations

September 30 — Enrollment deadline for Nomination Partners Program

October 1 — Distribution of coded Call for Nominations materials to Nomination Partners begins

November 25 — Early nomination deadline. Entrants save \$25 per nomination

January 21 — Final nomination deadline

January – March — Preliminary judging

February — Nomination Partners receive their checks

April 1 – 15 — Final judging

Late April — Awards show in New York City

BOARD OF DISTINGUISHED JUDGES & ADVISORS (IN FORMATION):

Charles Fombrun, *Director*, The Reputation Institute
Julie Freeman, *President*, International Association of Business Communicators
Robert Granader, *CEO*, MarketResearch.com
Gerhard Gschwandtner, *Publisher*, Selling Power Magazine
Gary Hamel, *Visiting Professor*, London Business School; co-author of “Competing for the Future” and author of “Leading the Revolution”
David Hoffmann, *Chairman & CEO*, DHR International

Gordon Lee Jones, *VP/Publisher*, Inc. Magazine
Rich Karlgaard, *Publisher*, Forbes Magazine
Richard Kean, *Executive Director*, Business Marketing Association
Dr. Richard Klimoski, *Dean*, School of Management, George Mason University
Barry C. Melancon, *President & CEO*, AICPA
Bruce Nelson, *Chairman & CEO*, Office Depot
Michael Olson, *President & CEO*, American Society of Association Executives

Don Peppers, *Partner*, Peppers & Rogers Group
Ronald A. Rittenmeyer, *Chairman CEO & President*, Safety-Kleen Inc.
Dr. Martha Rogers, *Partner*, Peppers & Rogers Group
Joyce Rogge, *Senior VP-Marketing*, Southwest Airlines
Dr. William Schulte, *Professor*, Institute of Knowledge Management, George Washington University
Drew Schutte, *Publisher*, Wired Magazine
Jeffrey Tarr, *Chairman & CEO*, Hoover's Inc.