

# STEVIES

## 2011

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## 9th Annual American Business Awards<sup>SM</sup>

### Awards Dinner and Ceremonies

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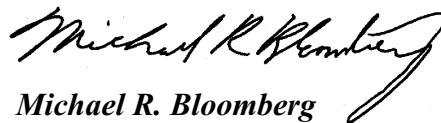
*Dear Friends:*

*It is a great pleasure to welcome everyone to the Ninth Annual American Business Awards.*

*New York City has always been proud to be a leader in international business and the scene of innovation in many fields. Last year we led the country in creating jobs, and we continue to be an engine for economic growth worldwide. That is why we are pleased to applaud all the entrepreneurs and business people who are working hard to diversify and strengthen our City's economy. Together, we look forward to seeing our investments in New York's workforce continue to drive our progress in the years ahead.*

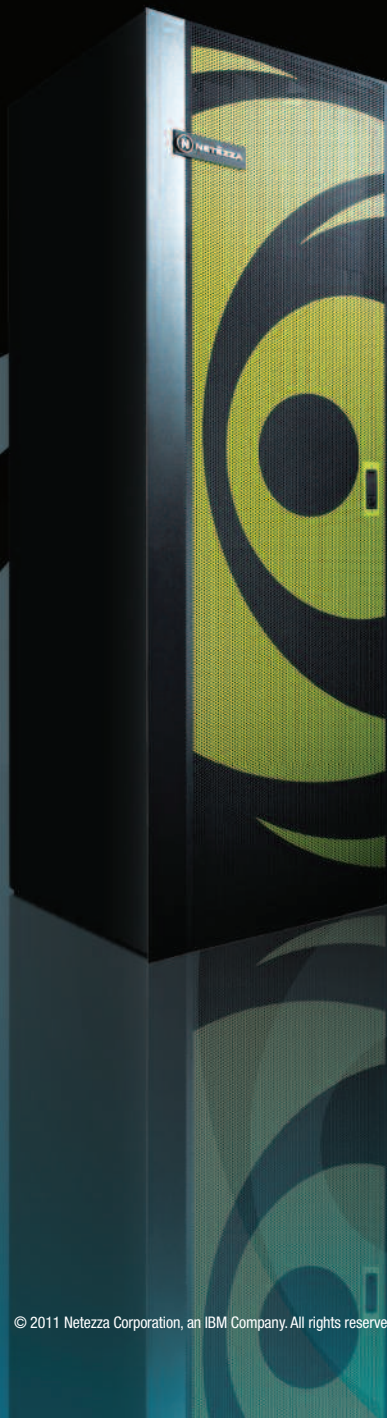
*On behalf of our great City, I offer my best wishes for an enjoyable evening and continued success.*

*Sincerely,*

  
**Michael R. Bloomberg**  
**Mayor**



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**Welcome** to The 9th Annual American Business Awards.<sup>SM</sup>

If the number and quality of entries submitted to the 2011 ABAs are an indicator of the strength and momentum of the economic recovery in the U.S.A., we would have to say that the level of innovation is startling, and that the pace of entrepreneurial — and intrapreneurial — enterprise is impressive. These bode well for our collective future.

Congratulations to all of this year's honorees in the ABAs, you've earned your place in the spotlight by your hard work, your creativity, and your dedication to excellence.

The 2011 American Business Awards attracted a record number of entries, with more than 2,800 from organizations of all types and sizes across the U.S.A. These entries were reviewed by 80 professionals in preliminary judging, and their average scores determined the Finalists. Stevie Award winners were selected from among the Finalists by the average scores of the members of 10 specialized final judging committees.

In total, more than 200 professionals participated in the 2011 judging process, and their contributions are acknowledged in this program.

The ABAs are one of four Stevie Awards programs. Learn about them at [www.stevieawards.com](http://www.stevieawards.com). While the ABAs recognize excellence in the American workplace, the other three programs recognize excellence worldwide, including the U.S.A. The 8th Annual International Business Awards<sup>SM</sup> is accepting entries through June 30. The 8th Annual Stevie Awards for Women in Business will accept entries through September 30. The 6th Annual Stevie Awards for Sales & Customer Service opens for business in July, accepting entries through the end of the year.

Best wishes for continued success,

Michael Gallagher  
President





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## Master of Ceremonies



Cheryl Casone joined FOX Business Network (FBN) in September 2007 as an anchor. Prior to FBN, Casone served as a correspondent for FOX News Channel's (FNC) business unit and was a regular guest on FNC's *Your World with Neil Cavuto* as well as *Cashin' In*, where she appeared initially as a contributor when it debuted in May 2001.

Casone brings years of experience covering finance, business, and consumer news to FBN. She has reported on the economic impact of war on the economy, consumer fraud, global markets, foreign investment, and corporate governance in addition to her work covering the U.S. markets.

Prior to FNC she worked as a freelance business correspondent for CNN, primarily reporting from the New York Stock Exchange, and CBS Newspath as a general assignment reporter. Casone moved to New York to work as an overnight and early morning news anchor for MSNBC and NBC. Prior to that she anchored a business show for San Francisco's KRON-TV, and served as a business and general assignment reporter. She began her career at CNX Media on the nationally syndicated program *Travel Update*.

Casone has served on the boards of the Associated Press Television and Radio Association, California and Nevada Regional Chapter, and American Women in Radio and Television, San Francisco Chapter.

A native of Dallas, TX, she graduated from Northern Arizona University.

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# 2011

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## 2011 Final Judging Committees

Members of the final judging committees rated Finalist nominations in their categories, and their average scores determined this year's Stevie® Award winners.



**Learn more about the 2011 Final Judges.**

### 2011 COMPANY/ORGANIZATION AWARDS FINAL JUDGING COMMITTEE

**Phil Fernandez**, *President and CEO, Marketo, Inc., San Mateo, CA*

**Eric Groves**, *Senior VP, Strategy, Corporate Development & Innovation, Constant Contact, Waltham, MA*

**Mike Maciag**, *CEO, Electric Cloud, Sunnyvale, CA*

**Nick Mehta**, *CEO, LiveOffice, Torrance, CA*

**Umberto Milletti**, *CEO, Insideview, San Francisco, CA*

**Cary Rosenzweig**, *President & CEO, IMVU, Inc., Palo Alto, CA*

**Robert Ryan**, *CEO, Opsource, Inc., Santa Clara, CA*



**Chair of Company/Organization Awards  
Category Judging Committee**

**Christopher W. Cabrera**  
*Founder, President & CEO, Xactly Corporation,  
San Jose, CA*

Christopher Cabrera is a seasoned executive with more than two decades of successful senior management experience at both early-stage and public companies. At these companies, he has managed sales, marketing, operations, and business development.

Cabrera is a noted industry expert in issues relating to sales-performance management, sales compensation, and enterprise and on-demand/software-as-a-service delivery models. He was recently named the 2011 "Alumni Entrepreneur of the Year" by the Lloyd Greif Center for Entrepreneurial Studies at the USC Marshall School of Business.

Cabrera is the coauthor of *Xactly Sales Compensation for Dummies* (Wiley Publishing, 2006), as well as a contributing writer to such industry publications as *Selling Power Magazine*, *destinationCRM.com*, *BusinessFinance*, and *SandHill.com*. Cabrera speaks frequently at leading industry forums and events such as salesforce.com's Dreamforce Conference for end-users and developers and the Software Information Industry Association (SIIA) OnDemand Conference.

Prior to founding Xactly Corporation, Cabrera was the senior vice president of operations for Callidus Software (NASDAQ: CALD), an on-premise incentive compensation management company. At Callidus, he was responsible for the execution of worldwide sales and marketing strategies, customer advocacy, and strategic alliances with companies

such as IBM, Accenture, and Deloitte. Under his leadership the company acquired more than 100 customers, contributing to the growth of annual revenues from zero to greater than \$75 million and a successful IPO in 2003 that raised more than \$70 million.

Before joining Callidus Software, Cabrera ran North American channel sales at Silicon Graphics, a UNIX hardware and software vendor, where he was responsible for annual sales that topped \$500 million.

Cabrera earned a Bachelor of Science degree in business administration with an emphasis in entrepreneurship from the University of Southern California (USC) and a master's degree in business administration from Santa Clara University.

### 2011 CORPORATE COMMUNICATIONS, INVESTOR RELATIONS AND PUBLIC RELATIONS AWARDS FINAL JUDGING COMMITTEE

**Kristen Bihary**, *VP, Communications, Aleris International, Inc., Beachwood, OH*

**Robert DeFillippo**, *Chief Communications Officer-Global Communications, Prudential Financial, Inc., Newark, NJ*

**Mike Fernandez**, *Corporate VP, Corporate Affairs, Cargill, Inc., Wayzata, MN*

**William Hughes**, *Senior VP, Corporate Communications, CA, Inc., New York, NY*

**Richard L. Nelson**, *VP, Corporate Communications, ACCO Brands Corporation, Lincolnshire, IL*

**Carol Schumacher**, *VP, Investor Relations, Wal-Mart Stores, Inc., Bentonville, AR*

**Richard Woods**, *SVP, Corporate Affairs, Capital One Services, Inc., McLean, VA*



**Chair of Corporate Communications,  
Investor Relations and Public Relations  
Awards Category Judging Committee**

**Kenneth D. Makovsky**  
*President, Makovsky + Company,  
New York, NY*

Kenneth D. Makovsky is president of Makovsky + Company, one of the largest global independent public and investor relations firms. The company, founded in 1979, is headquartered in New York, with divisions in health, financial and professional services, technology, investor relations, and branding and interactive.

In 2010, Makovsky + Company was named Midsize Agency of the Year (Bulldog Awards) and was a finalist for the same honor at the *PRWeek* Awards and the *PR News* Awards. The firm won the SABRE Award for the "Best Employee Program" and made the *Inc.* 5000 list of Fastest Growing Companies in America for the second straight year.





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## 2011 Final Judging Committees

*Continued*

A major force in the public relations field, Makovsky was honored by the Public Relations Society of America-New York with its prestigious John W. Hill Award for distinguished lifetime achievement, and he was inducted into the *PR News* PR People Awards Hall of Fame. In 2010 Makovsky won the Stevie Award for PR Executive of the Year, as well as the Bulldog Award as PR Professional of the Year and PR Blogger of the Year.

Makovsky is a founder and past president of IPREX, the third largest global corporation of independent public relations firms in 53 cities and 24 countries. His articles on public relations have been published in professional journals, and he has lectured at universities and before associations and international corporations. His blog "My Three Cents" (also carried by *Forbes.com*) has appeared weekly since January 2006 and was cited as "among the best-read blogs in the industry" by *The Holmes Report*, and as the "most popular blog" on the *Bulldog Reporter* website.

Makovsky is a founding member and on the Board of the Council of Public Relations Firms, a Trustee and Treasurer of the Institute for Public Relations, a 13-year member of the Arthur W. Page Society (a public relations honorary society), on the Advisory Committee of the Newhouse School of Communications (Syracuse University), a former board member of the New York Chapter of PRSA, a member of the College of Fellows (the honorary organization of the PRSA), and on the Advisory Board for Washington University's (St. Louis) School of Arts & Sciences.

Makovsky holds a Juris Doctor degree from Washington University School of Law and a Bachelor of Arts degree from the University.

### 2011 CREATIVE AWARDS CATEGORY FINAL JUDGING COMMITTEE

**Anne Bel c**, VP & CMO, Navistar, Inc., Warrenville, IL

**Jeff Bell**, Partner, NCT Ventures, Westerville, OH

**Kim Burke**, Senior Director, Brand & Member Community Marketing, Sam's Club, Bentonville, AR

**Colleen DeCourcy**, CEO & Founder, Socialistic, New York, NY

**Lura Lee**, CEO, L2 Ideas, Del Mar, CA

**Robert B. Leggat**, Senior Advisor, Goddard Claussen Global, Washington, DC

**David Leider**, CEO, Gas Station TV, Birmingham, MI

**Laura E. Maniccia**, Principal, Interactive Marketing Solutions, South Lyon, MI

**Andrew Mansinne**, President, Aveniu Brands, Baltimore, MD

**Elise Mitchell**, President/CEO, Mitchell Communications Group, Fayetteville, AR

**Brendan O'Connell**, Contemporary Artist, West Cornwall, CT



### Chair of Creative Awards Category Judging Committee

**Suraya Bliss**

*Senior Director of Digital Strategy  
and Communication,  
Walmart, Bentonville, AR*

Suraya Bliss followed an unusual path to her role as senior director of Digital Strategy and Communication for the world's leading retailer, Walmart. After graduating from the College of Charleston, South Carolina, with a Bachelor's degree in Psychology, Bliss worked as a Peace Corps volunteer in Guatemala, helping subsistence farmers and their families improve their living conditions. She also earned certification as a Wilderness Education Association Leader on an expedition through the Grand Teton Mountains and volunteered for the Colorado Forest Service maintaining the Poudre River Trail.

In her first position with Walmart as director of Internal Communications, Bliss built a new department responsible for strategic internal communications. In partnership with several departments, Suraya worked to develop the company's global purpose statement: "Saving people money so they can live better."

In her current position, Bliss plays a key role in shaping Walmart's corporate strategy for a presence in the digital world, building community and creating efficiencies through the development of new tools and platforms. Bliss spearheaded the first use of social media for employees through a website — *mywalmart.com* — that enables 1.8 million Walmart U.S. associates to connect with the company and each other. The site has won several awards, including a Neilson Norman Best Intranets 2010 and a Stevie Award for Best Design and Interface. She is currently working to extend the reach of social media to connect employees globally. Bliss has also been a leader in bringing together multiple external digital properties under one platform, significantly improving user experience.

Before joining WalMart, Bliss worked for DaimlerChrysler for six years. Her responsibilities included media relations and strategy development supporting marketing efforts. She managed safety programs and led the team that created and launched "SeatCheck," an innovative and effective child-safety communications initiative that won a Public Relations Society of America (PRSA) Silver Anvil Award; and "Fit for a Kid," which received a PRSA Award of Excellence.

Bliss's diverse experience also includes work with Carlson Marketing Group, where she was responsible for on-site event logistics and execution for a diverse client base; The Jewish Community Center (JCC), where she served as a Fitness Director and Program Developer; and the Aerobics and Fitness Association of America (AFAA), where she was an examiner and trainer.



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## 2011 Final Judging Committees

*Continued*

### 2011 CUSTOMER SERVICE AWARDS FINAL JUDGING COMMITTEE

**Maureen Davis**, *VP Global Service Assurance*, Verizon,  
Basking Ridge, NJ

**Kelley DeSantis**, *Executive Director*,  
J.P. Morgan Asset Management, Newark, DE

**Kate Feather**, *Executive VP*, PeopleMetrics, Inc.,  
Philadelphia, PA

**Joseph Mangiaracina**, *Principal/Owner*, SurfNet Inc.,  
Levittown, PA

**Stas Pietrucha**, *VP, Product Management — E-commerce &  
Loyalty*, Wyndham Hotel Group, Randolph, NJ

**Vivek Sawhney**, *CIO*, YAL, New York, NY

**Michael Spurlin**, *VP Operations*, Crystal Technologies  
Group, Inc., West Chester, PA



### **Chair of Customer Service Awards Category Judging Committee**

**Art Gairo**  
*Senior VP-Operations*, Broadview Networks,  
Rye Brook, NY

Art Gairo is the senior vice president of Operations for Broadview Networks, with responsibility for all Service, Repair, and Care Centers; the Enterprise Customer Support Division; Field Operations; and the Agent and Wholesale Support Divisions. Gairo has more than 18 years of leadership experience in operations management in the telecommunications industry. He joined Broadview Networks as a vice president of Customer Operations (previously ATX Communications) in May 2004. Prior to that, Gairo served as vice president of Customer Operations for Allegiance Telecom, now part of XO Communications. Before that, Gairo worked as team leader of Field Engineering for MCI Communications.

Gairo is a graduate of the Pennsylvania Institute of Technology with a degree in electrical engineering, and he holds a Master's Certificate in Lean Six Sigma from Villanova University.

### 2011 HUMAN RESOURCES AWARDS FINAL JUDGING COMMITTEE

**Tom Capizzi**, *Executive VP, Global HR CHRO*, DJO Global,  
Vista, CA

**Carole Dalton Slover**, *Vice President, Human Resources*,  
Yell Adworks, King of Prussia, PA

**Nancy Grycewicz**, *Director of Human Resources*,  
CJs Tire and Automotive, Phoenixville, PA

**Robert Madonna**, *Principal and Executive VP Sales &  
Marketing*, McCoy Enterprises, West Chester, PA

**Mark Spool**, *President*, Management Development Solutions,  
West Chester, PA

**Doug Trainor**, *Principal*, Leadership Vanguard,  
Pearl River, NY



### **Chair of Human Resources Awards Category Judging Committee**

**Jim Gillece**  
*Senior VP of Human Capital Management*,  
*Chief People Officer*, AlliedBarton Security  
Services, Conshohocken, PA

Jim Gillece joined AlliedBarton Security Services in 2006 as vice president, Learning and Organizational Effectiveness. He was appointed senior vice president of Human Capital Management in 2007. Gillece oversees all human capital-management including learning and development, organizational effectiveness, human resources, compensation, benefits, and recruitment.

Before joining AlliedBarton Security Services, Gillece worked for nine years at Pfizer, Inc., first as Specialty Division manager in Union, Kentucky; then as director, Global Leadership Education and Development in New York City, where he was responsible for the leader-of-leaders education level at Pfizer.

Gillece is experienced at developing programs, tools, and services for global employee populations. He is a Leadership Research Institute Certified Executive Coach. At both AlliedBarton and Pfizer he has been involved in the design of multiple award-winning leadership programs on transition management, managing change, and leadership; and he has designed organization-specific content on retention initiatives, talent planning, diversity, performance management, and e-learning.

Gillece has been a guest lecturer in Leadership at The Haub School of Business, Saint Joseph's University, and has given talks on human capital management for the Human Capital Institute Leadership Development Forums. He has experience as a judge for the Corporate University Xchange Excellence in Leadership Awards, and is a former member of the Cornell University advisory board for strategic human capital management. Gillece has also been a featured author for ExecBlueprints' "Executive Coaching: Measuring the Importance and Finding the Resources" and "Leading Teams Effectively: How HR Can Drive Company Productivity," and for "Inside the Mind," a publication for human capital best practices education.

Gillece obtained a B.S. degree in Business Administration at La Salle University in 1989 and an MBA in Pharmaceutical Marketing at The Haub School of Business, Saint Joseph's University in 2001. He achieved Beta Gamma Sigma — the highest academic honor — for a Business Post-graduate Certificate in Leadership and Team Effectiveness at Yale School of Management in 2001. Gillece has received the title of Kentucky Colonel from Kentucky Governor Paul E. Patton for contributions to the community.





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## 2011 Final Judging Committees

*Continued*

### 2011 INFORMATION TECHNOLOGY AWARDS CATEGORY FINAL JUDGING COMMITTEE

**Simone Acha**, CEO, iLuMina Solutions Inc., Alexandria, VA

**David W. Coker**, Senior VP Technology Services & Solutions,  
MicroTech, Vienna, VA

**Soren Hastrup**, CEO, Telesto Group LLC, Princeton, NJ

**Darren L. MacLennan**, President, Sureship (a G&G Outfitters  
Company), Lanham, MD

**Samvit Raina**, Senior VP, Patni Americas Inc., Fremont, CA

**David L. Sentman, Jr.**, Senior VP—Change Management,  
Bank of America, Newark, DE

**Jack L. Stem**, Senior VP, Maritime and Defense Agencies,  
CACI International, Ashburn, VA

**Rajani Veeramachaneni**, President, E Center, Inc.,  
Newtown, PA



#### Chair of Information Technology Awards Category Judging Committee

**Sheri Thureen**

VP, Enterprise Business Transformation, CSC,  
Marlton, NJ

Sheri Thureen is vice president of Enterprise Business Transformation within CSC's North American Public Sector—Defense. She has 23 years of information technology experience, including 18 years of ERP experience. Thureen has extensive business and project-management experience and has led numerous projects involving ERP implementations, business reengineering transformations, infrastructure upgrades, and sales and marketing initiatives. She has worked on global projects spanning Europe, Asia, and the United States.

Prior to her current assignment, Thureen managed the Enterprise Business Solutions Division within the CSC Defense Group. She also managed the Logistics Modernization Program (LMP). The successful implementation of this program delivered global logistical modernization to the United States Army in support of the Army Materiel Command's global logistics network. Under her direction, CSC's solution became one of the largest fully integrated supply-chain, maintenance, repair, and overhaul (MRO) solutions in the world.

Thureen earned a Bachelor's degree in Computer Sciences and a Bachelor's degree in Psychology from Concordia College in Minnesota. She also holds an MBA degree with a concentration in International Business from the University of Delaware. She is a graduate of the Advanced Management Program at the Harvard Business School.

### 2011 MANAGEMENT AWARDS FINAL JUDGING COMMITTEE

**Jonathon Aberman**, Managing Director, Amplifier Ventures,  
McLean, VA

**Mirza Baig**, CEO, Legal Advantage LLC, Bethesda, MD

**Tony Florence**, Managing Director,  
New Enterprise Associates (NEA), Chevy Chase, MD

**Amir Hudda**, Entrepreneur (previously Chairman of the Board  
for Brickstream, CEO of Apptix, and CEO of Entevo)

**Anjali Kataria**, Entrepreneur, Washington, DC

**Brian Mulvey**, Vice President of Technology,  
Investor Growth Capital, New York, NY

**John Rothenberger**, CEO, SE Solutions, Reston, VA

**Vijay Suri**, President & CEO, InferX Corporation, Sterling, VA

**Patrick Sweeney**, CEO, ODIN, Ashburn, VA



#### Chair of Management Awards Category Judging Committee

**Reggie Aggarwal**

Founder & CEO, Cvent,  
McLean, VA

Reggie Aggarwal is founder and chief executive officer of Cvent, a meetings management technology company with over 750 employees and more than 90,000 users in 40 countries.

A noted leader in Washington, D.C.'s high-tech and association communities, Aggarwal has been honored with numerous business and industry accolades, including being named Ernst & Young Entrepreneur of the Year® 2009 in the Greater Washington area, one of *Washingtonian Magazine's* 100 Tech Titans of Washington, and a rising star of Washington by *Forbes Magazine*. In addition, Cvent was selected by the *Washington Business Journal* as one of the 50 Best Places to Work in Greater Washington in 2009 and 2010, honored for the 2010 "Management Team of the Year" by the American Business Awards, and recognized for exceptional growth as a *SmartCEO* Future 50 company.

Aggarwal has been featured in over 100 articles in publications including *Business Week*, *USA Today*, *Forbes*, and the *Washington Post*; and has appeared on ABC News, CBS News, NBC News, and CNN's "Moneyline with Lou Dobbs" as an authority on meetings and technology.

Aggarwal is the Founder and Chairman Emeritus of the Indian CEO High Tech Council (now TiE-DC), and has served on the Board of Directors of the Greater Washington Board of Trade, Inova Healthcare System, and the DC Chamber of Commerce. Aggarwal was also on the Global



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## Congratulations to all the 2011 Stevie Awards winners and nominees!





## 2011 Final Judging Committees

*Continued*

Board of Trustees of TiE as well as Sales and Marketing Executives International (SMEI); and he was appointed by the Governor of Virginia to be Chairman of the Chief Information Officers Advisory Commission.

Aggarwal was the Student Body Vice President at the University of Virginia, Class President at Washington and Lee Law School, and President of Georgetown's Graduate Law School. He graduated with a BS from the University of Virginia, a JD from Washington and Lee University Law School, and an LLM (Post-law degree) from Georgetown University Law School. Aggarwal was presented with an Honorary Doctorate from Southeastern University for his contribution to the community.

### 2011 MARKETING AWARDS FINAL JUDGING COMMITTEE

**Ryan Azus**, *VP, Worldwide Sales*, RingCentral, San Jose, CA

**Keri Brooke**, *VP, Marketing*, Host Analytics,  
Redwood City, CA

**Ranjith Kumaran**, *Founder*, PunchTab, Inc., San Jose, CA

**Erin (Mack) McKelvey**, *Senior VP Marketing*,  
Millennial Media, Baltimore, MD

**Eugene Lee**, *CEO*, Socialtext, Palo Alto CA

**Anthony Nemelka**, *CEO*, Teleplace, Inc., Redwood City, CA

**Lynn Vojvodich**, *CMO*, Terracotta & CEO, Take3,  
Mill Valley, CA



### Chair of Marketing Awards Category Judging Committee

**Ivan Koon**  
*CEO*, YouSendIt, Inc.,  
Campbell, CA

Ivan Koon manages the company's core operations, business growth, strategy, and key partnerships.

In this role, Koon has transformed the company from an ad-based to a subscription-based model and has played an integral role in solidifying YouSendIt's leadership in digital content delivery.

Koon has a proven track record of more than 20 years of operational and management success. Prior to joining YouSendIt, Koon was senior vice president of the Acrobat Intelligent Document business unit at Adobe, where he more than doubled Acrobat's revenue in less than three years and created an Enterprise Document LifeCycle Server business that grew to over \$100 million in revenue.

Before Adobe, Koon was president of the New Technologies Division at BEA Systems, a world leader in enterprise infrastructure software. Under his leadership, his team quickly became the fastest-growing business unit in the company. Earlier in his career, Koon served in a variety of executive management roles, including president and COO at S2 Systems, a wholly owned subsidiary of Stratus Computer.

### 2011 NEW PRODUCTS & PRODUCT MANAGEMENT AWARDS FINAL JUDGING COMMITTEE

**M. Brian Cotter**, *VP Business Development – Technical Solutions Group*, Quattro BPO Solutions Pvt Ltd, Glendale, CA

**Jim Fowler**, *Founder*, Jigsaw, San Mateo, CA

**Melody Haller**, *President & Founder*, Antenna Group Inc.,  
San Francisco, CA

**Bob Graves**, *President*, Green Technology, Pasadena, CA

**Peter Justen**, *CEO*, My Biz Home Page, Inc., Middleburg, VA

**Joel Makower**, *Chairman & Executive Editor*,  
GreenBiz Group Inc., Oakland, CA

**Marc Parrish**, *VP Marketing*, Barnes & Noble, New York, NY

**David Steinberg**, *CEO*, SnappCloud, Washington, DC

### Chair of New Product Awards & Product Management Category Judging Committee

**Noah T. Rowles**,  
*CEO*, iolo technologies, LLC,  
Los Angeles, CA

Noah T. Rowles founded iolo technologies, LLC ([www.iolo.com](http://www.iolo.com)) in June 1998 at the age of 25 with only a few hundred dollars from his personal savings account. Weary of being the family and neighborhood tech-whiz-on-call, Rowles decided to start a company dedicated to creating software that helps other people's computers run smoothly. Thirteen years later, Los Angeles-headquartered iolo technologies has defined, created, and taken the helm of this critical software category. Commanding 85% of the US and 98% of the Canadian market shares alone and with a recent patent for its proactive maintenance technology, iolo technologies is now the global leader in the PC tune-up software category. Today its products are sold in 18,000 stores throughout 33 countries and used by more than 32 million users worldwide to keep over 75 million computers running like new.





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## 2011 Final Judging Committees

*Continued*

### 2011 SUPPORT AWARDS CATEGORY FINAL JUDGING COMMITTEE

**Mark R. LeClair**, *Senior Vice President, Volt Consulting Group, New York, NY*

**Steve Marfisi**, *Product Manager, Flex Services, Vision Solutions, Inc., Indianapolis, IN*

**Scott Sauder**, *Area Operations Director, The UPS Store, Nobelsville, IN*

**Lynn Shourds**, *President & CTO, HEROWare, Inc., San Clemente, CA*



#### **Chair of the Support Awards Category Judging Committee**

**Todd Crowder**  
*Senior Director of Services, Scale Computing, Indianapolis, IN*

Todd Crowder is Senior Director of Services at Scale Computing, a developer and manufacturer of intelligent, clustered storage solutions that are tailored to the needs of

the small and medium-sized businesses, where he will utilize his experience with start-up businesses. For the previous eleven years, Crowder was director of Customer Care for Double-Take® products at Vision Solutions, Inc.®, an Irvine, California-based software-development company specializing in disaster recovery and high-availability products for major OS platforms. At Vision Solutions, Crowder revolutionized existing views and tactics on support delivery and drove customer satisfaction ratings to over 95%. This increased satisfaction rate played a key role in establishing Double-Take as a global brand. Crowder was a speaker at the 2008 Service and Support Professionals Association (SSPA) conference (Delivering World-Class Support Services in the SMB), and his U.S.-based Customer Care division was named Support Department of the Year in The 2010 American Business Awards. Prior to joining Vision Solutions, Crowder was the director of Field Services at Advanced Microelectronics, Inc. He is a graduate of Purdue University School of Engineering and Technology. He has contributed volunteer services in various capacities with the Boy Scouts of America for over 25 years.



**THE INTERNATIONAL  
BUSINESS AWARDS<sup>SM</sup>**

**June 30 is the  
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CONGRATULATIONS  
to all Finalists in the American Business Awards

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## Board of Distinguished Judges & Advisors for the Media Section

This board was formed to recognize the growth of entries in the ABA's categories for media including web sites and blogs, video, publications, interactive productions, and live events. They participated in final judging of the media categories.



Learn more about this judging panel.

**John Avila**, *Senior VP, Executive Design Director*,  
Edelman Design, Chicago, IL

**Thomas R. Beeby**, *Principal, Executive Creative Director*,  
Beeby Clark + Meyler, Irvington, NY

**Christy Belden**, *Vice President, Media +*,  
LeapFrog Interactive, Louisville, KY

**Patrick Bonomo**, *Managing Partner, Director of Search &  
Digital Operations*, MediaCom Search, New York, NY

**Alison Cahill**, *Marketing Director*, E\*TRADE,  
New York, NY

**Ming Chan**, *CEO*, The1stMovement, Pasadena, CA

**Lisa Chapman**, *Senior Manager, Brand Marketing*,  
Blue Shield of California, San Francisco, CA

**David Clarke**, *Managing Partner*, BGT Partners, Miami, FL

**David Crawford**, *Senior VP—Managing Group Creative  
Director*, GSD&M Idea City, Austin, TX

**Kevin Daly**, *CEO*, Creek Systems Inc., Aliso Viejo, CA

**Rob Davis**, *CEO & Founder*, Akavit, Denver, CO

**Stephen Donaldson**, *Principal*, Radiant Brands,  
Atlantic City, NJ

**Chad Eikhoff**, *Owner*, Trick 3D, Atlanta, GA

**Matt Finizio**, *Creative Director*, Slack and Company,  
Chicago, IL

**Max Fresen**, *Executive Creative Director*, Isobar North  
America, Inc., Watertown, MA

**Katherine Goldman**, *Senior VP, Executive Creative Director*,  
Jack Morton Worldwide, New York, NY

**Steven Hacker**, *President*, International Association of  
Exhibitions and Events, Dallas, TX

**Tina Hansen**, *Supervising Marketing Analyst*,  
Port Authority of New York & New Jersey,  
New York, NY

**Christopher Harmon**, *Principal & CEO*, theBATstudio,  
Oakland, CA

**Nancy Hasselback**, *President & CEO*, Diversified Business  
Communications, Portland, ME

**Scott Holmes**, *President-Interactive*, WONGDOODY,  
Crandall, Wiener, Seattle, WA

**Douglas Kelly**, *Executive VP—Design Director*,  
Imagination Publishing, Chicago, IL

**Frank Laudo**, *VP, Chief Creative Officer*, GES,  
Las Vegas, NV

**Peyton Lindley**, *Executive Director of User Experience Design  
and Technology*, EffectiveUI, Denver, CO

**Michael Magnani**, *President*, Nvision, New York, NY

**Dawn McDermott**, *Marketing Associate Director*,  
Sun Life Financial, Wellesley Hills, MA

**Jeannine McHenry**, *Senior Graphic Designer*,  
Creative Channel Services, Los Angeles, CA

**Joe Mele**, *Manager for Media & Marketing*, Razorfish West,  
Seattle, WA

**Dana Mellecker**, *Director, Public Relations*, iCrossing,  
New York, NY

**Patrick Milling Smith**, *Partner*, Smuggler, New York, NY

**Rajendran Nair**, *Marketing Director*, Callidus Software,  
Pleasanton, CA

**Gillian Rawcliffe**, *Business Development Manager*,  
Verite, Inc., Sandy, UT

**David M. Rich**, *Senior VP—Client Services Worldwide*,  
George P. Johnson Co., Detroit, MI

**Katie Rogers**, *Executive Vice President*, DirectAnswer, Inc.,  
Oxon Hill, MD

**Ann Roskey**, *VP, Marketing & Audience Development*,  
Accela Communications, Southborough, MA

**Greg Schell**, *Director, Marketing, Brand, Advertising &  
Sponsorships*, BMO Capital Markets, New York, NY

**Molly E. Spataro**, *Global Director, Internet Marketing*,  
Accenture, Chicago, IL

**Scott Takeda**, *Director-Producer-Actor*,  
Takeda Entertainment, Inc., Denver, CO

**Tinne Teugels**, *Account Director*, Metia, New York, NY

**Michael Weil**, *Vice President*, Hall-Erickson, Inc.,  
Westmont, IL

**Michael Weiss**, *CEO*, imagistic Media Studios,  
Westlake Village, CA



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11 Stevie Finalists

5 Award-Winning Core Values

1 Exceptional Company



High Performance Technologies, Inc., received the 2009 American Business Ethics Award. We provide technology services for America's safety and prosperity.





## 2011 Preliminary Round Judges

The following professionals participating in preliminary judging of The 2011 American Business Awards in April–May. Their average scores determined the Finalists. We thank them for their time, insights and support.



### Learn more about this judging panel.

**Alexsis Stephens**, HR Manager, Assurant Solutions, Lawton, OK  
**Ananda Jagoda**, Creative Director, Smart Media — The Annual Report Company, Colombo, Sri Lanka  
**Andrew Filev**, CEO, Wrike, Inc., San Jose, CA  
**Avis Richards**, CEO, Birds Nest Foundation, New York, NY  
**Barbara Zenz**, President and CEO, The Stephenz Group, Inc., San Jose, CA  
**Behfar Jahanshahi**, CEO, InterWorks, Inc., Stillwater, OK  
**Beth Castro**, Sales Center VP, AT&T, San Antonio, TX  
**Beth Ready**, Senior Associate, Gensler, Washington, DC  
**Brent Almond**, Creative Director, Design Nut LLC, Bethesda, MD  
**Bridgette Ridgeway**, President & CEO, Taylorfield, Brown Deer, WI  
**Carole Holden**, Founder & CEO, Gelmtree Advertising, Howey in the Hills, FL  
**Chris Risheill**, Director of Sales, Marketing & Exhibits, NMSA — The Association for Middle Level Education, Westerville, OH  
**Chris Rodengen**, Sales and Marketing Coordinator, Amerilab Technologies, Plymouth, MN  
**Christopher DeYoung**, Managing Partner, The DeYoung Financial Group, Cherry Hill, NJ  
**Christopher Erb**, Vice President – Brand Marketing, EA SPORTS, Orlando, FL  
**Craig Kaiser**, Product Manager, Wireless, Qwest Communications, Denver, CO  
**Dave Rockenbaugh**, VP, Executive Creative Director, Robinson & Maites, Chicago, IL  
**David Johnston**, President, Sales Resource Group Inc., Oakville, ON, Canada  
**David Powers**, VP – Marketing, Thinking Phone Networks, Cambridge, MA  
**David Street**, Marketing Manager, Technica Corporation, Clifton, VA  
**Denise Clancey**, President, Teledirect Partners, Boston, MA  
**Dennis Reno**, VP – Customer Experience, Oracle Corporation, San Francisco, CA  
**Didi Yunginger**, Director of Strategy & Development, Wolper Subscription Services, Easton, PA  
**Fabi Preslar**, President, SPARK Publications, Matthews, NC  
**Frank Laudo**, Senior VP Creative Director, GES, Grapevine, TX  
**Fred Cannizzaro**, Creative Director, nVision, New York, NY  
**Gabrielle Medeck**, Principal, MEDECKI, San Francisco, CA  
**Georgiana Comsa**, Managing Partner, Silicon Valley PR, San Jose, CA  
**Gordon Hochhalter**, Managing Partner, creativitystrategyconnectivity, mobium, Chicago, IL  
**Harshad Natu**, Associate VP, Core Accounts & Business Development, MphasiS, New York, NY  
**Israel Bonequi**, Creative Director, Birds Nest Foundation, Montreal, PQ, Canada  
**Jacqueline Gay**, Marketing Services Manager, Quincy Compressor, Bay Minette, AL  
**Jake Wengroff**, Global Director, Corporate Communications, Frost & Sullivan, San Antonio, TX  
**Jamie Holt**, President/CEO, JMK Notary & Services, Miami, FL  
**Jean Simmons**, Marketing Coordinator, MailerMailer, Rockville, MD  
**Jeannine McHenry**, Senior Graphic Designer, CCS, Los Angeles, CA  
**Jennifer Fisher**, Director of Sales Operations, The Chronicle of Higher Education, Washington, DC

**Joe Thoma**, President/Chief Planner, Awareness Campaign, Inc., Oviedo, FL  
**John Gorelski**, Marketing Strategist, Red Letter Partners, Arlington, VA  
**Jon Baer**, President, Wakefly, Westborough, MA  
**Judilynn (Judi) Niedercorn**, President and CEO, SysTactics, McLean, VA  
**Julia Zamorska**, VP of Corporate Communications, iolo technologies, Los Angeles, CA  
**Kabir Shahani**, CEO, Appature Inc., Seattle, WA  
**Kathy Menzie**, Associate Professor & Chair, Mass Media Department, Washburn University, Topeka, KS  
**Kent Morris**, Director of Customer Service, GameStop Corporation, Grapevine, TX  
**Kevin Chen, Ph.D.**, CMC, President/CEO, Business Methods Corporation, Randolph, NJ  
**Kirsten Osolind**, CEO, re:invention marketing, Chicago, IL  
**Lauren Selikoff**, Chief Marketing Officer, Allison & Partners, New York, NY  
**Lauri Flaquer**, Marketing & Branding Specialist, Saltar Solutions, St. Paul, MN  
**Leslie Yeransian**, Creative Writer, Rising Medical Solutions, Chicago, IL  
**Lisa Gregovich**, VP – Customer Service, ePlan Services, Inc., Denver, CO  
**Lloyd Lofton**, VP Sales, American Eagle Consultants, Inc., Marietta, GA  
**Mark Geiger**, Associate Director of Marketing & Communication, Georgia World Congress Center Authority, Atlanta, GA  
**Mary Ann Henker**, President, The Henker Group, Easton, MD  
**Marylee Klinkhammer**, Web Development Director, DRG, Bernie, IN  
**Matthew Toren**, Co-founder/President, YoungEntrepreneur.com, Scottsdale, AZ  
**Michael Berman**, Executive Vice President and Chief Client Officer, Merisel, New York, NY  
**Michael Jernigan**, Lead Instructional Designer, CM Group, Bellevue, WA  
**Michelle Manuel**, President, Manuel Communications, Inc., Kansas City, MO  
**Nye Word**, Director of Public Relations, Good Samaritan Society-Lake Forest Village, Denton, TX  
**Patrick King**, Founder, ImagineDesign, Manassas, VA  
**Peter Byer**, Freelance Graphic Designer/Illustrator, Arlington, VA  
**Peter Levy**, President, Corniche Productions, Brooklyn, NY  
**Rachel Deutsch**, President/Principal Creative Director, Biondi LLC, McLean, VA  
**Ravinder Paul Singh**, Director – Strategy and Online Marketing, Kulwant Advisory, Nairobi, Kenya  
**Rebekah Clerk**, National Customer Service Manager, Empire Today, Northlake, IL  
**Rob Davis**, CEO and Founder, Akavit, Denver, CO  
**Robyn McNeely**, Process Improvement Coordinator, Cigna Government Services, Nashville, TN  
**Roja Kolachina**, CEO/President, Synerteq, Inc., Rockville, MD  
**Seth Hall**, VP Customer Service, Philadelphia Insurance Companies, Bala Cynwyd, PA  
**Stan Mendoza**, Managing Partner, Mendoza Media LLC, Montclair, NJ  
**Stephen Gallagher**, Independent Producer, Bronx, NY  
**Stewart Andrews**, Creative Director, Noodlebox Design, LLC, Arlington, VA  
**Susan Hein**, Creative Director, Office of Communications/Marketing, Export-Import Bank of the U.S., Washington, DC  
**Tina Stafford**, Senior Account Executive, Stafford Creative Inc., Edmonds, WA  
**Tracy Tran**, Founder and CEO, Tran Recruiting, LLC, Fairfax, VA  
**Vaughn Mootoo**, Global Category Analyst, Chevron, San Francisco, CA  
**Vincent Verdi**, Director of Photography, CUNY-TV, New York, NY  
**Yvonne Sotomayor**, Assistant to the Executive Director, CUNY-TV, New York, NY  
**Zainab Ansari**, Director/CEO, Xenith PR (Pvt.) Ltd., Karachi, Pakistan





Integrate is a next generation advertising marketplace that applies new technology to streamline the media buying and selling process. Through the fusion of **online** and **offline** distribution channels, advertisers and publishers gain a comprehensive media management tool.

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## Unify Distribution

We combine virtually every type of media source into a single dashboard, allowing one person to do the job of an entire team.

## Marketing Methods

Online	Offline
Search Engines	Mobile
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Contextual Ads	Radio
Display	TV
Social Media	Offline Surveys

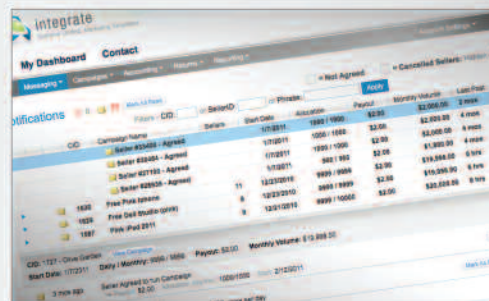
## I.M.P.A.C.T. Your Marketing

(Intelligent Matching Publisher Advertiser Compatibility Tool)

Integrate proprietary IMPACT technology automatically matches advertisers and publishers based on a series of data points obtained from vital business detail, campaign criteria and performance statistics. This is meant to remove the trial and error marketing process that has historically wasted dozens of weeks and thousands of dollars – for advertisers and publishers – in their search for the right partner.

## Get S.A.F.E. (Security Against Fraudulent Enterprise)

Integrate applies comprehensive data validation and fraud prevention technology to deliver a level of security and quality not available elsewhere in the industry. Our first step is to identify fraud before it becomes a problem. Those results are then regulated so that they never reach the end buyer. And the originating sources are eliminated from our platform. The resulting quality is unparalleled.



▲ Integrate Messaging Center

## Connect

Market participants directly connect and communicate with one another. They review one another's vital business data – including performance metrics and trade reference reports – before deciding to work together. Through our messaging center, parties:

- ▶ Negotiate pricing
- ▶ Communicate goals
- ▶ Optimize campaigns

Integrate's open environment fosters increased trust and quality, allowing parties to build long-term partnerships.



The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

### *Honorees in the 5:00 pm Awards Ceremony*

#### ANNUAL REPORT & CORPORATE LITERATURE AWARDS CATEGORIES



Learn more about these honorees.

##### **Best Annual Report—Online/Electronic**

Harris Corporation, Melbourne, FL: Harris Corporation 2010 Annual Report

IDEXX Laboratories, Westbrook, ME: IDEXX Laboratories 2010 Annual Review

##### **Best Annual Report—Print**

Addison, New York, NY: American Express Company Annual Report 2010

Addison, New York, NY: GE 2010 Annual Report

Addison, New York, NY: Goldman Sachs 2010 Annual Report

CME Group, Chicago, IL: CME Group's 2009 Annual Report

Georgia World Congress Center, Atlanta, GA: Georgia World Congress Center Authority Annual Report FY10

Heffernan Insurance Brokers, Walnut Creek, CA: Heffernan Insurance Brokers 2010 Annual Report

##### **Best Marketing or Sales Brochure or Kit**

American Animal Hospital Association, Denver, CO: AAHA Media Kit

CaseStack, Santa Monica, CA: CaseStack Company & Services Brochure 2010

Heffernan Insurance Brokers, Walnut Creek, CA: Heffernan Pocket Brochure

NMSA, Westerville, OH: 2010 NMSA Exhibitor Prospectus

Sun Life Financial Inc., Wellesley Hills, MA: CSR Brochure: Get to Know Sun Life: Our Commitment to Making Lives Brighter

XPLANE, Portland, OR: Microsoft Azure: XPLANE

##### **Best House Organ**

Buckeye Partners, L.P., Breinigsville, PA: Buckeye's 125th Anniversary Celebration Newsletter

CME Group, Chicago, IL: CME Group Magazine —2010

Midwest Palliative & Hospice CareCenter, Glenview, IL: Keeping Our Promise

#### INTERACTIVE MULTIMEDIA AWARDS CATEGORIES



Learn more about these honorees.

##### **Business/Government**

AngelVision, Portland, OR Shazam!

##### **Consumer Entertainment/Information**

Blue Shield of California, San Francisco, CA: Blue Shield of California's Operation Game

Carney, Inc., Alexandria, VA: Social Networking Version 1.0

Voices Heard Media, Knoxville, TN: Voices Heard Media EventBox Powers AOL Autoblog User Engagement

XPLANE, Portland, OR: Holiday Recipes from Around the World —XPLANE

##### **Marketing**

AngelVision, Portland, OR: Avitus Group

Vérité, Inc., Sandy, UT: Rio Tinto Digital Holiday Greeting Card

##### **Professional Education**

Carney, Inc., Alexandria, VA: HAZCOM/HAZMAT Interactive Multimedia Performance Experience

The Network, Norcross, GA: Ethics & Compliance ReadyTraining from The Network: Anti-Bribery — Doing Business Fairly





# Far better it is to dare mighty things,

to win glorious triumphs,  
even though checkered by failure,  
than to take rank with those poor spirits  
who neither enjoy much nor suffer much,  
because they live in the gray twilight  
that knows neither victory nor defeat.

Theodore Roosevelt, 1899



Here's to the unrelenting  
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## 2011 Honorees

*Continued*

### **INTERACTIVE MULTIMEDIA AWARDS CATEGORIES** — *Continued*

#### **Training**

Allen Interactions Inc., Mendota Heights, MN: California Commission on Peace Officer Training — Gangs Course  
Allen Interactions Inc., Mendota Heights, MN: Genesco — New Hire Training  
BrainStorm Inc., American Fork, UT: BrainStorm QuickHelp™  
Content Master, Bellevue, WA: 2010 Standards of Business Conduct — SMSG  
Microsoft Corporation, Redmond, WA: 2010 Standards of Business Conduct Training  
Microsoft Corporation, Redmond, WA: 2010 SBC Training — Sales, Marketing and Services Group  
Protiviti, Pleasanton, CA: Interactive Computer Based Training Module

### **VIDEO & FILM AWARDS CATEGORIES**



Learn more about these honorees.

#### **Internal/Employee Communications**

AXA Distributors, LLC, New York, NY: Words From The Field  
Blue Cross and Blue Shield of North Carolina, Durham, NC: BCBSNC's Corporate Vision Anthem — 2011  
DaVita, El Segundo, CA: DaVita Nationwide 2010: Bill Litchfield Program  
Mountain View Group, Schenectady, NY: GE Energy Signature Videos

#### **Meeting Modules**

Mountain View Group, Schenectady, NY: Raytheon Leadership Forum

#### **Motivational**

American Express OPEN, New York, NY: Reveille  
Paycor, Cincinnati, OH: Payrollin'  
Rising Medical Solutions, Chicago, IL: Rising Medical Solutions: YOU-MAKE-IT-HAPPEN  
XPLANE, Portland, OR: Celebrating Working Women!: XPLANE

#### **P.R.: Media & Entertainment**

Grasshopper Group, Needham, MA: The New Dork — Entrepreneur State of Mind

#### **P.R.: Non-profit Fund Raising**

Oakwood Healthcare Inc., Dearborn, MI: Oakwood's 2010 Wine for the Spirit  
Oneupweb, Traverse City, MI: Step & Close

#### **P.R.: Other**

Blue Cross and Blue Shield of North Carolina, Durham, NC: BCBSNC Community Relations 2010  
Dawson + Murray + Teague Communications, Houston, TX: Verizon Foundation — Domestic Violence Leadership Video  
Mountain View Group, Schenectady, NY: The Power of Partnerships  
Vérité, Inc., Sandy, UT: Neumont University Projects Presentation

#### **P.R.: Technology**

Mountain View Group, Schenectady, NY: Personalized Medicine  
Wasp Barcode Technologies, Plano, TX: Wasp MobileAsset: Paladin Video Testimonial

#### **Sales: Other**

American Express OPEN, New York, NY: Reveille  
Blue Cross and Blue Shield of North Carolina, Durham, NC: BCBSNC Service Story — Peace of Mind  
Easyup Consulting Co. Inc, White Plains, NY: My Friend Phonecard Mother's Day TV Commercial







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The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### VIDEO & FILM AWARDS CATEGORIES — *Continued*

#### Sales: Product Sales

American Express OPEN, New York, NY: Reveille

Mountain View Group, Schenectady, NY: Beautiful Sight

Quality Systems, Inc., Irvine, CA: Quality Systems, Inc.: Creating Solutions the Doctor Ordered

Wasp Barcode Technologies, Plano, TX: Wasp MobileAsset: City of Dallas Video Testimonial

#### Sales: Service Sales

Integrated Marketing Services, El Segundo, CA: Integrated Marketing Services Sales Video

XPLANE, Portland, OR: Kronos, How Will You Manage?: XPLANE

#### Sales: Technology

Blackboard, Washington, DC: SENA and Blackboard: Powering the Future of Columbia

Mountain View Group, Schenectady, NY: GE in the Energy Industry: Electricity, Fuel and Water

Mountain View Group, Schenectady, NY: Raytheon Mission Assurance

Sheffield Marketing Partners, Downers Grove, IL: iDirect Product Launch Trailer

#### Security/Safety

Mountain View Group, Schenectady, NY: That's Green to Me

The Port Authority of New York & New Jersey, New York, NY: Port Authority Trans-Hudson (PATH) "Use Closest Staircase" PATHVISION Video

#### Training

Content Master, Bellevue, WA: 2010 Standards of Business Conduct—Corporate

Microsoft Corporation, Redmond, WA: 2010 SBC Training - Sales, Marketing and Services Group

Microsoft Corporation, Redmond, WA: 2010 Standards of Business Conduct Training

Prescription Solutions/UnitedHealth Group, Irvine, CA: Blueprint: Onboarding New Clients and Customers

Vérité, Inc., Sandy, UT: Novell Intelligent Workload Management Chalk Talk

Xcelus, LLC, Provo, UT: Life Technologies Protocol Training

### LIVE EVENT AWARDS CATEGORIES



Learn more about these honorees.

#### Best Consumer Event

Blackboard, Washington, DC: BbWorld 2010: Bringing Together Education Leaders for Growth and Development

Sprint Prepaid Brands, Warren, NJ: Virgin Mobile FreeFest

Summit Medical Group, Berkeley Heights, NJ: Live Well Sports and Health Festival

#### Best Corporate Image Event

Quality Systems, Inc., Irvine, CA: NextGen Users Group Meeting Attracts Record Attendees; Largest in Company History

SAP Marketing, New York, NY: SAP SAPPHIRE NOW

#### Best Internal Recognition/Motivational Event

High Performance Technologies, Inc., Reston, VA: HPTi Internal Trade Show

Quality Systems, Inc., Irvine, CA: NextGen Users Group Meeting Attracts Record Attendees; Largest in Company History

Slack and Company, Chicago, IL: Dow Corning Corporation GMEA Awards Show

#### Best New Product Introduction Event

Hilton Hotels & Resorts, McLean, VA: Global Launch of eforea: spa at Hilton

House Party, Irvington, NY: Sony Playstation Ultimate Play Date House Party—Launch of Move

MWW Group, East Rutherford, NJ: Showcasing the Surprisingly Sophisticated All-New 2011 Volkswagen Jetta





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## 2011 Honorees

*Continued*

### LIVE EVENT AWARDS CATEGORIES — *Continued*

#### Best Tradeshow or Convention

BMO Capital Markets, New York, NY: Global Metals & Mining Conference  
Craft & Hobby Association, Elmwood Park, NJ: CHA Summer Show Bucks Declining Trade Show Trends  
SAP Marketing, New York, NY: SAP SAPPHIRE NOW  
UBM TechWeb, San Francisco, CA: Cloud Connect 2011  
USANA Health Sciences, Inc., West Valley, UT: USANA's 2010 International Convention Breaking Through  
Vemma Nutrition Company, Scottsdale, AZ: Vemma Power of Why Convention

### WEB SITE & BLOG AWARDS CATEGORIES



Learn more about these honorees.

#### Advertising, Marketing & Public Relations

Global Experience Specialists (GES), Las Vegas, NV: Global Experience Specialists (GES) New Corporate Blog, "Defying Convention"  
Martopia, Saint Charles, IL: Martopia Website  
MOST Brand Development + Advertising, Aliso Viejo, CA: MOST Brand Development + Advertising Web Site  
VerticalResponse, San Francisco, CA: VerticalResponse Company Website  
VerticalResponse, San Francisco, CA: VerticalResponse Marketing Blog

#### Aerospace & Defense

EffectiveUI, Denver, CO: Blue Angels

#### Automotive & Transport Equipment

Tesla Motors, Palo Alto, CA: Teslamotors.com

#### Business Services

Accenture, Chicago, IL: Accenture Corporate Website  
Venda, Inc., New York, NY: The Venda Website

#### Computer Hardware & Services

Brocade, San Jose, CA: Brocade Web Site  
Catapult Technology, Bethesda, MD: Catapult Technology's Web Site Design  
L-com Connectivity Products, North Andover, MA: L-com Ecommerce Website  
MailerMailer, Rockville, MD: MailerMailer Email Marketing Metrics Report

#### Computer Software

Aternity, Westborough, MA: Aternity Inc. Launches Industry's First End User Experience News And Blog Portal  
Eloqua, Vienna, VA: Eloqua's It's All About Revenue blog  
Rethink Autism, Inc., New York, NY: Rethink Autism's Website—Computer Software

#### Consumer Products—Durables

BDA, Woodinville, WA: PowerA.com  
Definition 6, Atlanta, GA: Bliss Website  
Web Advanced, Irvine, CA: Kwikset's Web Site  
Web Advanced, Irvine, CA: Thermador's Web Site

#### Diversified Services

BGT Partners, Miami, FL: Tyco Website Redesign  
LifeLock, Tempe, AZ: LifeLock's Web Site  
ThomasARTS, Farmington, UT: The Northcentral University Website  
Weather Trends International, Bethlehem, PA: Weather Trend Intl's Consumer Web Site [www.wt360.com](http://www.wt360.com)







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The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **WEB SITE & BLOG AWARDS CATEGORIES** — *Continued*

#### **Electronics**

Wakefly, Inc., Westborough, MA: Redesign of Smiths Interconnect Website

#### **Energy**

Bayshore Solutions, Tampa, FL: ThermoEnergy Corporation

BGT Partners, Miami, FL: FPL NextEra

#### **Financial Services**

CME Group, Chicago, IL: Open Markets: Providing Perspectives on Global Finance

CME Group, Chicago, IL: CME Group Website Redesign: Marketing Through Education

Credit Sesame, Sunnyvale, CA: Credit Sesame's Web Site

John Hancock Funds, Boston, MA: John Hancock Mutual Funds Investor and Financial Profession Web Site

Wakefly, Inc., Westborough, MA: Redesign of Sentinel Benefits Group Website

#### **Food & Beverage**

BGT Partners, Miami, FL: Darden—LongHorn Website Redesign

Incredimeal.com, Spring, TX: [www.incredimeal.com](http://www.incredimeal.com)

#### **Health Products & Services**

Dodge Communications, Roswell, GA: Specialists on Call's Website

MonaVie, South Jordan, UT: MonaVie's RVL Web Site

Rethink Autism, Inc., New York, NY: Rethink Autism's Website—Health Products & Services

Summit Medical Group, Berkeley Heights, NJ: Summit Medical Group Web Site

#### **Hospitality & Leisure**

Embassy Suites Hotels, McLean, VA: Embassy Suites Tour

Galveston.com & Company, Galveston, TX: [blog.galveston.com](http://blog.galveston.com)

iCrossing, Scottsdale, AZ: Sophisticated with a Wink: The Cosmopolitan of Las Vegas Web Site

#### **Insurance**

Acquity Group, LLC Chicago, IL: Allstate Teen Driver website

Blue Shield of California, San Francisco, CA: Blue Shield of California's "Open Enrollment Simplified"

PlanSource, Orlando, FL: PlanSource's Website

#### **Legal**

Clearspire, Washington, DC: Clearspire Website

HR 360, Inc., Stamford, CT: HR 360, Inc.'s Web Site

#### **Manufacturing**

Definition 6, Atlanta, GA Mitsubishi Electric Website

RPI (Reischling Press, Inc), Seattle, WA: RPI Company Web Site

#### **Materials & Construction**

Arketi Group, Atlanta, GA: Arketi Group Breaks Ground on Panattoni Construction's New Website

#### **Media**

Baseline, Los Angeles, CA: Baseline, Inc.

Cozi, Seattle, WA: Cozi

TechMediaNetwork, Ogden, UT: SPACE.com Web Site Redesign

#### **Non-Profit Organizations**

Akavit, Denver, CO: Akavit Initiates HonorBib's Strategy to Partner with Hundreds of Non-Profits and Honor Those We Love

Association of American Medical Colleges, Washington, DC: AAMC.org

Web Advanced, Irvine, CA: University of California, Riverside—Promise Campaign Web Site



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## 2011 Honorees

*Continued*

### WEB SITE & BLOG AWARDS CATEGORIES — *Continued*

#### Pharmaceuticals

Acorda Therapeutics, New York, NY: Acorda Therapeutic Web Site

Prescription Solutions/UnitedHealth Group, Irvine, CA: AdvoCassie Blog

#### Retail

Acquity Group, LLC Chicago, IL: Boot Barn website re-design

Acquity Group, LLC Chicago, IL Radio Flyer: website re-design

Sears Holdings Corporation, Hoffman Estates IL: MySears and MyKmart Communities

#### Telecommunications

EffectiveUI, Denver, CO: MyLevel3 Customer Portal

Grasshopper Group, Needham, MA: Grasshopper

#### Transportation

BGT Partners, Miami, FL: U.S. Xpress Website Redesign

EMKAY Inc., Itasca, IL: Analytical and Data Power —EMKAY.com

### WEB SITE & BLOG — CRAFT & FUNCTION AWARDS CATEGORIES



Learn more about these honorees.

#### Best E-commerce Site

Billeo, Inc, Santa Clara, CA: Billeo.com

PeopleFinders.com, Sacramento, CA: PeopleFinders

#### Best Home Page

Accenture, Chicago, IL: Accenture Corporate Website Home Page

AT&T, Bedminster, NJ: Premier Platform

Callidus Software, Pleasanton, CA: Callidus Software's Web Site Home Page

Epic Media Group, New York, NY: Entertainment by Epic Home Page

LifeLock, Tempe, AZ: LifeLock's Home Page

Oneupweb, Traverse City, MI: Oneupweb's Home Page

Tesla Motors, Palo Alto, CA: Teslamotors.com

Webs, Inc., Silver Spring, MD: Webs, Inc.

#### Best Interface Design

Akavit, Denver, CO: VarVee Launches a Social-Oriented Website to Enable People to Follow High School Athletes and Teams in All Sports

Rovi Corporation, Santa Clara, CA: AllRovi.com

Terralever, Tempe, AZ: Terralever's AshleyFiolek.com Interface Design

#### Best Online Press Room

Accenture, Chicago, IL: Accenture Corporate Website Newsroom

Hilton Hotels & Resorts, McLean, VA: Hilton Global Media Center

#### Best Overall Web Design

Accenture, Chicago, IL: Accenture Corporate Website

BDA, Woodinville, WA: PowerA.com

BGT Partners, Miami, FL: Darden Generation Commitment

CaseStack, Santa Monica, CA: 2010 CaseStack Web Site Redesign

Nutricap Labs, Farmingdale, NY: Nutricap Labs' Web Site

Tesla Motors, Palo Alto, CA: Teslamotors.com



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## 2011 Honorees

*Continued*

### WEB SITE & BLOG – CRAFT & FUNCTION AWARDS CATEGORIES – *Continued*

#### Best Software Programming/Design

Akavit, Denver, CO: HonorBib Non-Profit Partner Strategy Strengthened with CakePHP RAD Framework

#### Best Training Site

BDS Marketing, Inc., Irvine, CA: BDSmktg's Live and Learn Dell™ Training Website

Merchant Warehouse, Boston, MA: Merchant Warehouse's Web-Based Resource Center for Sales Agents

Rethink Autism, Inc., New York, NY: Rethink Autism's Web-Based Training Program

#### Best Web Animation

BGT Partners, Miami, FL Darden Generation Commitment

Epic Media Group, New York, NY Epic Media Group's Mansion Summer Bash

#### Best Writing/Content

Accenture, Chicago, IL: Accenture Corporate Website

Catapult Technology, Bethesda, MD: Catapult Technology's Web Site Content

HR 360, Inc., Stamford, CT: HR 360, Inc.'s Web Site

Summit Medical Group, Berkeley Heights, NJ: Summit Medical Group Web Site

Tesla Motors, Palo Alto, CA: Teslamotors.com

**Learn more about these honorees.**

### MARKETING AWARDS CATEGORIES



**Learn more about these honorees.**

#### Marketer of the Year

MicroTech, Vienna, VA: Michael Jordan, Senior Marketing Manager

PlanSource, Orlando, FL: Stephen Bruner, Director of Marketing

Rising Medical Solutions, Chicago, IL: Rachel Fikes, Director of Marketing

#### Marketing Executive of the Year

Accenture, Chicago, IL: Teresa Poggenpohl, Executive Director—Global Image

Epic Media Group, New York, NY: Mike Sprouse, Chief Marketing Officer

Informatica Corporation, Redwood City, CA: Chris Boorman, CMO and Senior VP Education and Enablement

iolo technologies, Los Angeles, CA: JJ Schoch, VP of Marketing

NIIT Technologies, Inc., Atlanta, GA: Aninda Bose, Head, Strategic Sales and Marketing

Pizza Hut, Inc., Plano, TX: Kurt Kane, Chief Marketing Officer

Sprint Prepaid Brands, Warren, NJ: Bob Stohrer, Vice President, Marketing

Venda, Inc., New York, NY: Ron Brien, VP Marketing

#### Marketing Team of the Year

Epic Media Group, New York, NY

Venda, Inc., New York, NY: Venda's Virtual International Marketing Team

#### Marketing Department of the Year

American Specialty Health, San Diego, CA

Citizens Financial Group, Providence, RI

iolo technologies, Los Angeles, CA

John Hancock Funds, Boston, MA

PetRays Veterinary Telemedicine Consultants, The Woodlands, TX

SAP Marketing, New York, NY

Vemma Nutrition Company, Scottsdale, AZ







The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### MARKETING AWARDS CATEGORIES — *Continued*

#### Marketing or Advertising Agency of the Year

MOST Brand Development + Advertising, Aliso Viejo, CA

#### Business-to-Business Advertising Campaign of the Year

Accenture, Chicago, IL: Accenture High Performance Delivered Advertising Campaign

American Express OPEN, New York, NY: Start Booming

MetLife, New York, NY: MetLife's 2010 Quotes Advertising Campaign

#### Business-to-Business Marketing Campaign of the Year

Accenture, Chicago, IL: Accenture High Performance Delivered Integrated Marketing Campaign

American Express OPEN, New York, NY: Start Booming

Approva Corporation, Herndon, VA: Approva Corporation — "Control Freak"

Overture Networks, Morrisville, NC: Overture Networks — Hatteras Networks Corporate Merger Marketing Campaign

Siemens Industry, Inc., Alpharetta, GA: Welcome to Plantville — Are You Ready to Become the Ultimate Virtual Plant Manager?

Sun Life Financial Inc., Wellesley Hills, MA: The Sun Life Story Campaign

Venda, Inc., New York, NY: Venda B to B Marketing Campaign of Year

VinSolutions, Overland Park, KS: Be One With VIN: VinSolutions Marketing Blitz

#### Consumer Advertising Campaign of the Year

LifeLock, Tempe, AZ: LifeLock — Relentlessly Protecting Your Identity

Sprint Prepaid Brands, Warren, NJ: Boost Mobile Shuffle

#### Marketing Campaign of the Year — Aerospace & Defense

Cisco, San Jose, CA: An Eye on Security at Cisco

#### Marketing Campaign of the Year — Automotive & Transport Equipment

Fathom Communications, Chicago, IL: The Power of ONE

MediaCom Search, New York, NY: Super Bowl Search Strategy

#### Marketing Campaign of the Year — Business Services

Accenture, Chicago, IL: Accenture High Performance Delivered Integrated Marketing Campaign

Coverall Health-Based Cleaning System, Boca Raton, FL: Coverall Health-Based Cleaning System Marketing Campaign

McKinley Marketing Partners, Inc., Alexandria, VA: McKinley Marketing Partners' 2010 Marketing Campaign

Slack and Company, Chicago, IL: LinkedIn "Fortune"

Venda, Inc., New York, NY: Venda Marketing Campaign of Year

#### Marketing Campaign of the Year — Chemicals

Slack and Company, Chicago, IL: XIAMETER brand campaign

#### Marketing Campaign of the Year — Computer Hardware or Software

Cenzic, Santa Clara, CA: Cenzic Leads Cybersecurity Awareness Month

CrownPeak, Los Angeles, CA: CrownPeak Don't Buy a CMS Marketing Campaign

F5 Networks, Seattle, WA: F5 Manifesto Campaign

#### Marketing Campaign of the Year — Financial Services

American Express OPEN, New York, NY: Start Booming

John Hancock Annuities, Boston, MA: John Hancock's Retirement Talk® Campaign

John Hancock Funds, Boston, MA: Back-to-School Campaign

MWW Group, East Rutherford, NJ: North Jersey Community Bank: Building A Trusted Banking Thought Leader in an Otherwise Scrutinized Industry

Slack and Company, Chicago, IL: Nuveen "CEF Stones" Campaign

#### Marketing Campaign of the Year — Food & Beverage

Definition 6, Atlanta, GA: Where Will Happiness Strike Next?

Mindshare, New York, NY: Mindshare's Tiny Typos Campaign

Slack and Company, Chicago, IL: National Starch: Building the Brand — and Demand — From the Inside Out





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **MARKETING AWARDS CATEGORIES** — *Continued*

#### **Marketing Campaign of the Year — Insurance**

Blue Cross and Blue Shield of North Carolina, Durham, NC: BCBSNC HealthNAV Mobile App

Blue Cross and Blue Shield of North Carolina, Durham, NC: BCBSNC Service Story Campaign

Sun Life Financial Inc., Wellesley Hills, MA: Sun Life Rising Star Awards Program

#### **Marketing Campaign of the Year — Media & Entertainment**

Jake Records, Las Vegas, NV: BINC Sampler Campaign

MediaMind, New York, NY: MediaMind Avatar Home Entertainment Release

obi creative, Omaha, NE: Nighthawks 2010 Marketing Campaign

#### **Marketing Campaign of the Year — Non-Profit Organizations**

MWW Group, East Rutherford, NJ: From Surviving to Thriving: African Program for Onchocerciasis Control (APOC)

Produce Marketing Association, Newark, DE: PMA Foodservice Conference and Exposition 2010 Campaign

Slack and Company, Chicago, IL: Partnership at Drugfree.org Influence the Influencers Program

The Henker Group, Easton, MD: Frederick Douglass Honor Society/YMCA of Talbot County 10-Mile Race and Celebration

#### **Marketing Campaign of the Year — All Other Industries**

LifeLock, Tempe, AZ: LifeLock — Relentlessly Protecting Your Identity

MOST Brand Development + Advertising, Aliso Viego, CA: The National Association of Realtors' Housewarming Campaign

obi creative, Omaha, NE: Miller Electric 2010 Marketing Campaign

Slack and Company, Chicago, IL: Dow Corning Construction Integrated Campaign

Specialized Marketing Services, Inc., Santa Ana, CA: LGE MobileComm Executive Launch Kit Campaign

#### **Mobile Marketing Campaign of the Year**

Millennial Media, Baltimore, MD: "Jackass 3D" Global Mobile Advertising Campaign

#### **Online Marketing Campaign of the Year**

Embassy Suites Hotels, McLean, VA: Embassy Suites Facebook Strategy

MediaCom Search, New York, NY: Super Bowl Search Campaign

Morpheus Media, New York, NY: The Outnet

Psion, Mississauga, ON Canada: Open Innovation Strategy Goes Live With IngenuityWorking.com, Psion's Online Community

Sears Holdings Corporation, Hoffman Estates IL: Sears Wish Book Online Marketing Campaign

#### **Small-Budget Marketing Campaign of the Year (<\$3 million)**

Marketing 24/7, Inc., Trussville, AL: Business Makeover Birmingham® (BMB®)

Slack and Company, Chicago, IL: Partnership at Drugfree.org Influence the Influencers Program

WMS Gaming, Waukegan, IL: WMS Gaming's UNLEASH IMAGINATION Marketing Campaign

#### **Viral Marketing Campaign of the Year**

Sears Holdings Corporation, Hoffman Estates IL: Come See the Zombie Side of Sears

TelecityGroup, New York, NY: TelecityGroup's T-Shirt Viral Marketing Campaign

WowWe Inc., The Woodlands, TX: WowWe's Viral Marketing Campaign





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

### *Honorees in the 8:00 pm Awards Ceremony*

#### MANAGEMENT AWARDS CATEGORIES

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Learn more about these honorees.

#### Chairman of the Year

Coloredge, New York • Los Angeles: Donald R. Uzzi, Chairman

EmpowHER Media, Scottsdale, AZ: Michelle King Robson, Founder, Chairperson and CEO

MOST Brand Development + Advertising, Aliso Viejo, CA: John G. Most, Chairman and CEO

Stream Energy, Dallas, TX: Rob Snyder, Chairman

#### Executive of the Year—Computer Hardware

Atmel Corporation, San Jose, CA: Steve Laub, CEO

Intel Corporation, Santa Clara, CA: Paul S. Otellini, President, Chief Executive Officer

MBX, Wauconda, IL: Tom Crowley, CEO

#### Executive of the Year—Computer Services

ExactTarget, Indianapolis, IN: Scott Dorsey, CEO

Google, Mountain View, CA: Eric Schmidt, Chairman and CEO

I Love Rewards, Boston, MA: Razor Suleman, CEO and Founder

Quality Systems, Inc., Irvine, CA: Steven T. Plochocki, CEO

#### Executive of the Year—Computer Software

*Two (2) Stevie Awards will be conferred in this category*

BlackLine Systems, Woodland Hills, CA: Therese Tucker, CEO & Founder

Epicor Software Corporation, Irvine, CA: George Klaus, Chairman, President & CEO

Fieldglass, Chicago, IL: Jai Shekhawat, CEO

Hubspan, Inc, Seattle, WA: Trisha Gross, President and CEO

iolo technologies, Los Angeles, CA: Noah T. Rowles, CEO and Founder

LiveOffice, Torrance, CA: Nick Mehta, CEO

Pegasystems, Cambridge, MA: Alan Trefler, Founder and CEO

Quality Systems, Inc., Irvine, CA: Steven T. Plochocki, CEO

TIBCO Software Inc. Palo Alto, CA: Vivek Ranadivé, Founder and CEO

TOA Technologies, Beachwood, OH: Yuval Brisker, President and Co-founder

Vivisimo, Pittsburgh, PA: John Kealey, CEO

Webtrends, Portland, OR: Alex Yoder, CEO

#### Executive of the Year—Financial Services

Blackhawk Network, Pleasanton, CA: Talbott Roche, President

Cisco, San Jose, CA: Maryann Von Seggern, Director of Worldwide Channels Development, Cisco Capital

Kessler International, New York, NY: Michael G. Kessler, President and CEO

Tax Resolution Services, Co., Encino, CA: Michael Rozbruch, Founder and CEO

#### Executive of the Year—Health Products & Services—Up to 100 Employees

Braces By Burris, Jonesboro, AR: Ben Burris, CEO

EmpowHER Media, Scottsdale, AZ: Michelle King Robson, Founder, Chairperson and CEO

Free For All, Inc, Marlton, NJ: Gerard J. Ferro, CEO

Happy Hour Effect LLC, Minneapolis, MN: Kristen Brown, Founder/President

Nutricap Labs, Farmingdale, NY: Jason Provenzano, President and Founder







The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### MANAGEMENT AWARDS CATEGORIES — *Continued*

#### Executive of the Year — Health Products & Services — Up to 2,500 Employees

Acorda Therapeutics, New York, NY: Ron Cohen, M.D., Founder, President and CEO

Quality Systems, Inc., Irvine, CA: Steven T. Plochoki, CEO

Rising Medical Solutions, Chicago, IL: Jason Beans, CEO and Founder

USANA Health Sciences, Inc., West Valley, UT: David Wentz, CEO

Vemma Nutrition Company, Scottsdale, AZ: BK Boreyko, Founder and CEO

#### Executive of the Year — Health Products & Services — More Than 2,500 Employees

Pfizer Inc., New York, NY: Ian Read, President and Chief Executive Officer

Signature HealthCARE, Louisville, KY: E. Joseph Steier, III, President

Tallahassee Memorial HealthCare, Inc., Tallahassee, FL: G. Mark O'Bryant, President and Chief Executive Officer

#### Executive of the Year — Manufacturing

Coloredge, New York • Los Angeles: Michael Berman, Chief Client Officer

First Solar, Inc., Tempe, AZ: Robert J. Gillette, President & CEO

Ford Motor Company, Dearborn, MI: Alan Mulally, President & CEO

Kraft Foods Inc., Northfield, IL: Irene Rosenfeld, Chairman and CEO

ZAGG Inc., Sandy, UT: Robert G. Pedersen II, CEO/President, Chairman, Co-founder

#### Executive of the Year — Media & Entertainment — Up to 100 Employees

BrightRoll, San Francisco, CA: Tod Sacerdoti, CEO

Easypup Consulting Co. Inc, White Plains, NY: Kelly Dantas, CEO

IMVU, Inc., Palo Alto, CA: Cary Rosenzweig, CEO

#### Executive of the Year — Media & Entertainment — Up to 2,500 Employees

Arkadium, Inc., New York, NY: Kenny Rosenblatt, CEO

Dealer.com, Burlington, VT: Mark Bonfigli, Founder & CEO

Infogroup, Omaha, NE: Clare Hart, President & CEO

Millennial Media, Baltimore, MD: Paul Palmieri, President and CEO

ValueClick, Inc., Westlake Village, CA: James R. Zarley, CEO

WMS Gaming, Waukegan, IL: Orrin Edidin, President

#### Executive of the Year — Media & Entertainment — More Than 2,500 Employees

Comcast Corporation, Philadelphia, PA: Brian L. Roberts, Chairman & CEO

ESPN, Bristol, CT: George W. Bodenheimer, President & CEO

#### Executive of the Year — Services — Up to 100 Employees

Animus Solutions, Inc., Tampa, FL: Phara E. McLachlan, CEO

Artitudes Design Inc., Issaquah, WA: Andrea Heuston, CEO & Creative Principal

International Checkout Inc, Van Nuys, CA: Saskia Chiesa, President and CEO

#### Executive of the Year — Services — Up to 2,500 Employees

McKinney Rogers, New York, NY: Damian McKinney, Founder

Viverae, Dallas, TX: Michael Nadeau, President and CEO

Yammer, San Francisco, CA: David Sacks, CEO

#### Executive of the Year — Services — More Than 2,500 Employees

ABM Industries, New York, NY: Tracy Price, Chairman, President and Chief Executive Officer, The Linc Group

Accenture, Chicago, IL: Teresa Poggenpohl, Executive Director - Global Image

Amazon.com, Inc., Seattle, WA: Jeffrey Bezos, Chairman of the Board, President & CEO

EXIT Realty Corp. USA, Woburn, MA: Tami Bonnell, President

Priceline.com Inc., Norwalk, CT: Jeffery H. Boyd, President & CEO

Target Corporation, Minneapolis, MN: Gregg W. Steinhafel, Chairman, President and CEO





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### MANAGEMENT AWARDS CATEGORIES — *Continued*

#### Executive of the Year — All Other Industries — Up to 100 Employees

AutoClaims Direct, Carlsbad, CA: Ernie Bray, Chief Executive Officer

MOST Brand Development + Advertising, Aliso Viejo, CA: John G. Most, CEO

The Knowland Group, Lewes, DE: Michael K. McKean, CEO/COO

#### Executive of the Year — All Other Industries — Up to 2,500 Employees

Arkadium, New York, NY: Kenny Rosenblatt, CEO

Basement Systems, Inc., Seymour, CT: Lawrence Janesky, Founder/Owner

MWW Group, East Rutherford, NJ: Michael Kempner, President, Founder & CEO

Overstock.com, Salt Lake City, UT: Patrick Byrne, CEO

World Compliance, Miami, FL: Dirk Mohrmann, CEO

#### Executive of the Year — All Other Industries — More Than 2,500 Employees

Marathon Oil Corporation, Houston, TX: Clarence P. Cazalot, Jr., President & CEO

Valero Energy Corporation, San Antonio, TX: William R. Klesse, Chairman of the Board & CEO

#### Finance Executive of the Year

Coloredge, New York • Los Angeles: Victor L. Cisario, CFO

High Performance Technologies, Inc., Reston, VA: Bill Milligan, Chief Financial Officer

#### Turnaround Executive of the Year

21st Century Insurance, Wilmington, DE: Anthony (Tony) DeSantis, President and CEO

Americas' SAP Users' Group, Chicago, IL: Bridgette Chambers, CEO

Coloredge, New York • Los Angeles: Donald R. Uzzì, Chairman

Coloredge, New York • Los Angeles: Michael Berman, Chief Client Officer

Coloredge, New York • Los Angeles: Victor L. Cisario, CFO

CoreClean Group, Nipomo, CA: Anyck Turgeon, CEO & CISS

Crocs, Inc., Niwot, CO: John McCarvel, President and Chief Executive Officer

#### Management Team of the Year — Up to 100 Employees

Akraya, Inc., Sunnyvale, CA

Spend Radar, Chicago, IL

The Receivables Exchange, New Orleans, LA

#### Management Team of the Year — More Than 100 Employees

BroadSoft, Gaithersburg, MD

Coloredge, New York • Los Angeles

iolo technologies, Los Angeles, CA

Latisys, Englewood, CO

Quality Systems, Inc., Irvine, CA

USANA Health Sciences, Inc., West Valley, UT

YouSendIt, Campbell, CA

Presentation of the 2011  
Difference Maker Award to

**Russell Simmons**



Learn more about Russell Simmons.





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### HUMAN RESOURCES AWARDS CATEGORIES



Learn more about these honorees.

#### Human Resources Executive of the Year

Cabell Huntington Hospital, Huntington, WV: Barry Tourigny, VP of Human Resources

DHL Global Forwarding, Miami, FL: John P. Hovnanian, VP of Human Resources, Labor Relations and Regional Compliance Officer

ExactTarget, Indianapolis, IN: Todd Richardson, Senior Vice President of Human Resources and Risk Management

Farbman Group, Southfield, MI: Kristen Higginbotham, Director of Human Resources

High Performance Technologies, Inc., Reston, VA: Eleni Antoniou, Director of Human Resources

Sungard, Wayne, PA: Clint Fairweather, Director, Organizational Effectiveness, Financial Systems

#### Human Resources Team of the Year

Cabell Huntington Hospital, Huntington, WV: Cabell Huntington Hospital Human Resources Team

Cartus Corporation, Danbury, CT: The Cartus Virtual HR Integration Team

#### Human Resources Department of the Year

Cabell Huntington Hospital, Huntington, WV

Flextronics International, Milpitas, CA

Tallahassee Memorial HealthCare, Tallahassee, FL

Volusion, Austin, TX

### INFORMATION TECHNOLOGY AWARDS CATEGORIES

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#### Technical Professional of the Year

High Performance Technologies, Inc., Reston, VA: Tom Simmavath, Team Lead

Metafile Information Systems, Rochester, MN: Dan Hunstad, Senior Systems Analyst

#### Information Technology Executive of the Year

ABS Associates, Inc. Rolling Meadows, IL: Thomas L. Mitchell, Vice President and Chief Technology Officer

Broadview Networks, Rye Brook, NY: Ken Shulman, Chief Information Officer and Chief Technology Officer

Carbonite, Inc., Boston, MA: David Friend, Co-Founder, CEO & Chairman

High Performance Technologies, Inc., Reston, VA: Diane Lambkin, Account Lead

Informatica Corporation, Redwood City, CA: Tony Young, CIO

Kelly Services, Troy, MI: Joe Drouin, Senior VP & CIO

Weather Trends International, Bethlehem, PA: Matt Alonso, VP Information Technology

#### Information Technology Team of the Year

CIGNA Government Services, LLC, Nashville, TN: Rising to the Challenge

High Performance Technologies, Inc., Reston, VA: HPTi Cloud Computing Team

ProcureStaff Technologies, New York, NY: ProcureStaff Technologies' Configuration Team

Weather Trends International, Bethlehem, PA: Weather Trends International's Consumer Web Site Development Team







The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### INFORMATION TECHNOLOGY AWARDS CATEGORIES — *Continued*

#### Information Technology Department of the Year

Hallmark Services Corporation, Naperville, IL

I Love Rewards, Boston, MA

InterContinental Hotels Group, Atlanta, GA

Sundance Vacations, Wilkes Barre, PA

#### Presentation of 2011 IBM Netezza Value Partner Awards to

Coveo  
and  
ISOdx

### COMPANY/ORGANIZATION AWARDS CATEGORIES

Sponsored by 



Learn more about these honorees.

#### Best Overall Company of the Year—Up to 100 Employees—Business Services

ActionCOACH, Las Vegas, NV

Creative Lodging Solutions, Lexington, KY

Grasshopper Group, Needham, MA

International Checkout Inc, Van Nuys, CA

McKinney Rogers, New York, NY

Wasp Barcode Technologies, Plano, TX

#### Best Overall Company of the Year—Up to 100 Employees—Computer Services, Electronics, Software or Telecommunications

Aegis Electronic Group, Inc. Gilbert, AZ

I Love Rewards, Boston, MA

Integration Partners, Lexington, MA

Tellago, Inc., Schaumburg, IL

Thinking Phone Networks, Cambridge, MA

VerticalResponse, San Francisco, CA

Vindicia, Belmont, CA

#### Best Overall Company of the Year—Up to 100 Employees—All Other Industries

Credit Alliance Group, Dallas, TX

Digital Lumens, Boston, MA

EmpowHER Media, Scottsdale, AZ

IMVU, Inc., Palo Alto, CA

M & E Painting, Loveland, CO

Nutricap Labs, Farmingdale, NY

Red Frog Events, Chicago, IL

The Knowland Group, Lewes, DE

WhaleShark Media, Austin, TX





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **COMPANY/ORGANIZATION AWARDS CATEGORIES** — *Continued*

#### **Best Overall Company of the Year — Up to 2,500 Employees — Computer Services & Software**

Callidus Software, Pleasanton, CA

Constant Contact, Waltham, MA

ExactTarget, Indianapolis, IN

iYogi, New York, NY

LivePerson, New York, NY

Pegasystems, Cambridge, MA

SYSPRO, Costa Mesa, CA

TeleNav, Inc., Sunnyvale, CA

#### **Best Overall Company of the Year — Up to 2,500 Employees — Health Products & Services**

Isagenix International, LLC, Chandler, AZ

Quality Systems, Inc., Irvine, CA

USANA Health Sciences, Inc., West Valley, UT

Viverae, Dallas, TX

#### **Best Overall Company of the Year — Up to 2,500 Employees — Advertising, Business Services, Marketing & Public Relations**

Dealer.com, Burlington, VT

Direct Alliance, Tempe, AZ

Epic Media Group, New York, NY

Dealer.com, Burlington, VT

the Rubicon Project, Los Angeles, CA

#### **Best Overall Company of the Year — Up to 2,500 Employees — All Other Services**

A-T Solutions Inc., Vienna, VA

Empire Today, Northlake, IL

Farbman Group, Southfield, MI

Overstock.com, Salt Lake City, UT

SurePayroll, Glenview, IL

#### **Best Overall Company of the Year — Up to 2,500 Employees — All Other Industries**

American Support, Chapel Hill, NC

Chacon Autos, Dallas, TX

Coloredge, New York • Los Angeles

Howden North America Inc., Columbia, SC

Modern Technology Solutions, Inc., Alexandria, VA

Zayo Group, Louisville, CO

#### **Best Overall Company of the Year — More Than 2,500 Employees**

Apple Inc., Cupertino, CA

Bank of America, Charlotte, NC

EMC Corporation, Hopkinton, MA

Epicor Software Corporation, Irvine, CA

Groupon, Inc. Chicago, IL

PAREXEL International, Waltham, MA

The Coca-Cola Company, Atlanta, GA





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **COMPANY/ORGANIZATION AWARDS CATEGORIES** — *Continued*

#### **Business Innovation of the Year — Computer Services or Software**

Lattice Engines, San Mateo, CA

Mindjet, San Francisco, CA: Mindjet: Deal Navigator Visually Maps Account Paths for Salesforce Customers

NetWorth Services, Inc, Phoenix, AZ: Netbasis

seoClarity, Des Plaines, IL

Spend Radar, Chicago, IL

Volusion, Austin, TX: Volusion Ecommerce Software

#### **Business Innovation of the Year — All Other Services**

BrightRoll, San Francisco, CA: The BrightRoll Exchange (BRX)

CIGNA Government Services, LLC, Nashville, TN

Easyhire, Inc. Aliso Viejo, CA

Mondial Assistance USA, Richmond, VA: Mondial Assistance USA's Agent Onboarding System

Weather Trends International, Bethlehem, PA: Year-ahead Weather Forecasting for Business, Humanitarian and Consumer Applications

#### **Business Innovation of the Year — All Other Industries**

Coloredge, New York • Los Angeles: Coloredge, Visual Communications Management Training Program

Luminex Corp., Austin, TX: MAGPIX

Pareto Networks, Sunnyvale, CA

Starkey Laboratories, Inc., Eden Prairie, MN: SoundLens

#### **Business Turnaround of the Year — Up to 2,500 Employees**

American Support, Chapel Hill, NC

Coloredge, New York • Los Angeles

#### **Business Turnaround of the Year — More Than 2,500 Employees**

Delta Airlines, Inc., Atlanta, GA

eBay Inc., San Jose, CA

Novelis, Atlanta, GA

Whole Foods Market, Inc., Austin, TX

#### **Corporate Environmental Responsibility Program of the Year**

Donlen, Northbrook, IL

IFDS Canada, Toronto, Canada

#### **Corporate Social Responsibility Program of the Year — Up to 100 Employees**

Artitudes Design Inc., Issaquah, WA

Family Heritage Life Insurance Company of America, Cleveland, OH

Special Needs Group, Ft. Lauderdale, FL

#### **Corporate Social Responsibility Program of the Year — Up to 2,500 Employees**

*Two (2) Stevie Awards will be conferred in this category*

Broadview Networks, Rye Brook, NY

Epic Media Group, New York, NY

Farbman Group, Southfield, MI

High Performance Technologies, Inc., Reston, VA

IFDS Canada, Toronto, Canada

Isagenix International, LLC. Chandler, AZ

LifeLock, Tempe, AZ

LPS SoftPro, Raleigh, NC

Meltwater Group, San Francisco, CA

MWW Group, East Rutherford, NJ

Vemma Nutrition Company, Scottsdale, AZ







The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **COMPANY/ORGANIZATION AWARDS CATEGORIES** — *Continued*

#### **Corporate Social Responsibility Program of the Year—More Than 2,500 Employees**

*Two (2) Stevie Awards will be conferred in this category*

Bacardi USA Inc., Coral Gables, FL

Campbell Soup Company, Camden, NJ

Cisco, San Jose, CA

Harris Corporation, Melbourne, FL

Homewood Suites by Hilton, Memphis, TN

KPMG LLP, Montvale, NJ

Salesforce.com Foundation, San Francisco, CA

TeleTech, Englewood, CO

Yum! Brands, Inc., Louisville, KY

#### **Fastest-Growing Company of the Year—Up to 100 Employees**

Animus Solutions, Inc., Tampa, FL

I Love Rewards, Boston, MA

PetRays Veterinary Telemedicine Consultants, The Woodlands, TX

Red Frog Events, Chicago, IL

The Knowland Group, Lewes, DE

#### **Fastest-Growing Company of the Year—Up to 2,500 Employees—Computer Software**

CitiusTech Inc., Sarasota, FL

Covario, San Diego, CA

iolo technologies, Los Angeles, CA

Pegasystems, Cambridge, MA

YouSendIt, Campbell, CA

#### **Fastest-Growing Company of the Year—Up to 2,500 Employees—All Other Industries**

Dealer.com, Burlington, VT

GeoEye, Inc., Dulles, VA

LifeLock, Tempe, AZ

Quality Systems, Inc., Irvine, CA

thebigword, New York, NY

#### **Fastest-Growing Company of the Year—More Than 2,500 Employees**

CenturyLink, Inc., Monroe, LA

Groupon, Inc. Chicago, IL

MEMC Electronic Materials, Inc., St. Peters, MO

Rackspace Hosting, San Antonio, TX

Teradyne, Inc., North Reading, MA

#### **Most Innovative Company of the Year—Up to 100 Employees—Advertising, Business Services, Marketing & Public Relations**

adBrite, San Francisco, CA

Creative Lodging Solutions, Lexington, KY

EffectiveUI, Denver, CO

International Checkout Inc, Van Nuys, CA

Welcomemat Services Inc., Atlanta, GA





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **COMPANY/ORGANIZATION AWARDS CATEGORIES** — *Continued*

#### **Most Innovative Company of the Year— Up to 100 Employees— Computer Services, Electronics & Software**

Appature Inc., Seattle, WA  
Fulton Innovation, Ada, MI  
seoClarity, Des Plaines, IL  
uTest, Southborough, MA  
Webs, Inc., Silver Spring, MD

#### **Most Innovative Company of the Year— Up to 100 Employees— All Other Industries**

Mangia Technologies, Salt Lake City, UT  
PetRays Veterinary Telemedicine Consultants, The Woodlands, TX  
RiseSmart, Inc., San Jose, CA  
SquareTrade, San Francisco, CA  
The Knowland Group, Lewes, DE

#### **Most Innovative Company of the Year— Up to 2,500 Employees— Computer Software**

DocuSign, Seattle, WA  
eClinicalWorks, Westborough, MA  
IQMS, Paso Robles, CA  
Jive Software, Palo Alto, CA  
Legend3D, San Diego, CA  
MarketTools, Inc., San Francisco, CA  
QAD, Santa Barbara, CA

#### **Most Innovative Company of the Year— Up to 2,500 Employees— Telecommunications**

American Support, Chapel Hill, NC  
Kony, San Mateo, CA  
Tekelec, Morrisville, NC  
Virtela, Greenwood Village, CO

#### **Most Innovative Company of the Year— Up to 2,500 Employees— All Services**

CIGNA Government Services, LLC, Nashville, TN  
Dealer.com, Burlington, VT  
IFDS Canada, Toronto, Canada  
Millennial Media, Baltimore, MD  
SurePayroll, Glenview, IL  
Travelex Global Business Payments, Washington DC  
Yammer, San Francisco, CA

#### **Most Innovative Company of the Year— Up to 2,500 Employees— All Other Industries**

Bridge Publications, Inc., Los Angeles, CA  
Isagenix International, LLC, Chandler, AZ  
Luminex Corp., Austin, TX

#### **Most Innovative Company of the Year— More Than 2,500 Employees**

Beam Global Spirits & Wine, Deerfield, IL  
Frito-Lay, Plano, TX  
General Electric, Niskayuna, NY  
Harris Corporation, Melbourne, FL  
Henkel, Scottsdale, AZ  
Microsoft Corporation, Redmond, WA  
Nissan North America, Smyrna, TN  
Procter & Gamble, Cincinnati, OH  
salesforce.com Inc., San Francisco, CA  
The Walt Disney Company, Burbank, CA





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **COMPANY/ORGANIZATION AWARDS CATEGORIES** — *Continued*

#### **New Company of the Year**

AmberMcGown.com, The Woodlands, TX

Bhava Communications, Berkeley, CA

Integrate.com, Denver, CO

Meritus Payment Solutions, Santa Ana, CA

myi, Redwood City, CA

QuiBids, Oklahoma City, OK

#### **Non-Profit or Government Organization of the Year**

SCRA, Charleston, SC

The Stephen J. Wampler Foundation, Coronado, CA

### **Presentation of 2011 Infogroup Awards**

to  
**SuperMedia**  
and  
**Valassis**

for their innovation in fueling business growth.

### **SUPPORT AWARDS CATEGORIES**



Learn more about these honorees.

#### **Support Staffer of the Year**

Quality Systems, Inc., Irvine, CA: Julie Farlow, Assistant to the CEO

SkillStorm, Fort Lauderdale, FL: Amber Armellino, Corporate Office Manager

#### **Support Team of the Year—Computer Services & Software**

High Performance Technologies, Inc., Reston, VA: Veterans Affairs Support Team

IBM Netezza, Marlborough, MA: IBM Netezza Technical Account Management

IBM Netezza, Marlborough, MA: IBM Netezza Support Technology Team

LPS SoftPro, Raleigh, NC: LPS SoftPro—Making the Impossibly Difficult Look Easy

VerticalResponse, San Francisco, CA: VerticalResponse Delivers Top-Rated Customer Support

Webs, Inc, Silver Spring, MD: Webs, Inc Customer Support Team

#### **Support Team of the Year—All Other Industries**

CIGNA Corporation, Hartford, CT: experienceCIGNA.com Development Team

CIGNA Government Services, LLC, Nashville, TN: Their success meant that 400 plus co-workers would still be employed

Electric Insurance Company, Beverly, MA

DYMO/Mimio Inside Sales & Sales Operations, Cambridge, MA: DYMO/Mimio Sales Operations/Inside Sales

DHL Express, Tempe, AZ: DHL Express—Workforce Planning and Reporting







The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **SUPPORT AWARDS CATEGORIES** — *Continued*

#### **Support Department of the Year— Computer Software**

Alloy Software, Nutley, NJ: Alloy Software Technical Services Department

Avalara, Bainbridge Island, WA

IBM Netezza, Marlborough, MA: IBM Netezza Customer Support

IBM Netezza, Marlborough, MA: IBM Netezza Technical Account Management

INSZOOM.COM INC., San Ramon, CA

LPS SoftPro, Raleigh, NC

QAD, Santa Barbara, CA

#### **Support Department of the Year— All Other Industries**

CIGNA Government Services, LLC, Nashville, TN

LearnKey, St. George, UT

PetRays Veterinary Telemedicine Consultants, The Woodlands, TX

USANA Health Sciences, Inc., West Valley, UT: USANA Health Sciences, Inc., Warehouse and Manufacturing Department

Webs, Inc, Silver Spring, MD

### **CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, AND PUBLIC RELATIONS AWARDS CATEGORIES**



Learn more about these honorees.

#### **Communications Professional of the Year**

Craft & Hobby Association, Elmwood Park, NJ: Victor Domine, PR Manager

High Performance Technologies, Inc., Reston, VA: Laura Chamberlain, PhD, Corporate Communications Officer

Hilton Hotels & Resorts, McLean, VA: John Forrest Ales, Director- Global Brand Public Relations

Hilton Worldwide, McLean, VA: Kate Mikesell, Manager, Global Corporate Communications

Microsoft, Redmond, WA: Wendy Grover, Director, Worldwide Industries Public & Analyst Relations

MSL Group, Chicago, IL: Emily Bendix, Account Supervisor, Corporate Branding

USANA Health Sciences, Inc., West Valley, UT: Ashley Collins, Director of Marketing, Public Relations and Social Media

USANA Health Sciences, Inc., West Valley, UT: Tim Haran, Manager of Social Media

#### **Communications, Investor Relations, or PR Executive of the Year**

Accenture, Chicago, IL: Teresa Poggenpohl, Executive Director - Global Image

American Institute of Certified Public Accountants, New York, NY: Janice Maiman, CAE, Vice President of Communications and Media Channels

Bhava Communications, Berkeley, CA: Elizabeth Zaborowska, Founder and Principal

Hilton Worldwide, McLean, VA: Ellen Gonda, Senior Vice President, Global Corporate Communications

Informatica Corporation, Redwood City, CA: Stephanie Wakefield, VP, Investor Relations

iolo technologies, Los Angeles, CA: Julia Zamorska, VP of Corporate Communications

LifeLock, Tempe, AZ: Mike Prusinski, Senior VP Corporate Communications

#### **Communications Team of the Year**

American Institute of Certified Public Accountants, New York, NY: American Institute of CPAs' Communications and Media Channels Team

Hilton Worldwide, McLean, VA: Hilton Worldwide Reshapes Communications Processes

Humana, Inc., Louisville, KY: Strategic Communications — Enterprise Contact Process Management

LifeLock, Tempe, AZ: LifeLock Public Affairs Team





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, AND PUBLIC RELATIONS AWARDS CATEGORIES – Continued**

#### **Communications Department of the Year**

AECOM Technology Corporation, New York, NY

Groupon, Inc. Chicago, IL

Hilton Worldwide, McLean, VA

iolo technologies, Los Angeles, CA

Legacy, Washington, DC

#### **Communications or PR Campaign of the Year—Community Relations**

Atlantic Shores Retirement Community Virginia Beach, VA: Pin-up Boys of Atlantic Shores

Dawson + Murray + Teague Communications, Houston, TX: Telling Amy's Story

Entergy Corporation, New Orleans, LA: Entergy's Earned Income Tax Credit Program

LifeLock, Tempe, AZ: LifeLock's Free Identity Theft Education for Consumers

RFI Binder, New York, NY: Malaysia Kitchen for the World 2010

The Dow Chemical Company, Freeport, TX: Dow Texas Operations Honors the Greatest Generation

#### **Communications or PR Campaign of the Year—Crisis Communications**

CALYSTO COMMUNICATIONS, Atlanta, GA: Turning Crisis Into Opportunity

#### **Communications or PR Campaign of the Year—Low Budget (Under \$10,000)**

Farbman Group, Southfield, MI: Farbman Group and I Love Detroit

Tesla Motors, Palo Alto, CA: Roadster Roadtrip: Los Angeles to Detroit

#### **Communications or PR Campaign of the Year—Marketing - Business-to-Business**

Accenture, Chicago, IL: Accenture High Performance Delivered Integrated Marketing Campaign

Actiontec Electronics, Sunnyvale, CA: CrossTalk

Approva Corporation, Herndon, VA: Approva Corporation—"Control Freak"

CoreLogic, Santa Ana, CA: New Technology Acquisition Becomes Cinderella Story for CoreLogic

Global Experience Specialists (GES), Las Vegas, NV: The Art and Science of Balance

Millennial Media, Baltimore, MD: Millennial Media's S.M.A.R.T. Report—The Leading Advertiser and Marketer Resource in Mobile Advertising

salesforce.com, San Francisco, CA: Salesforce Chatter: Collaboration Breakthrough for Enterprise Cloud Computing

Winning Strategies, Newark, NJ: NFI

#### **Communications or PR Campaign of the Year—Marketing—Consumer Products**

Hewlett-Packard, Palo Alto, CA: From Geek to Chic: Turning HP Into a Fashion Brand

Makovsky + Company, New York, NY: Unveiling a New Category and Beating the Odds in Las Vegas

MWW Group, East Rutherford, NJ: Building a Community of Targeted Prospects for Jimmy Dean

MWW Group, East Rutherford, NJ: Remaking Jimmy Dean From a Sausage Brand Into a Breakfast Brand

MWW Group, East Rutherford, NJ: Samsung Mobile Makes the Smartphone Brilliant With the Launch of the Galaxy S in the U.S.

Procter & Gamble, Cincinnati, OH: Pepto-Bismol Takes a Bite Out of Summer

Weber Shandwick, Dallas, TX: Omni Chicago Launches Café 676

#### **Communications or PR Campaign of the Year—Marketing—Consumer Services**

Bhava Communications, Berkeley, CA: Yummly Launches World's First Semantic Search Platform for Food and Recipes

Embassy Suites Hotels, McLean, VA: Embassy Suites Builds a Social Media Community by Hijacking Online Fandom

Huntington Bank, Columbus, OH: Giving Customers More Time... Not More Fees: 24-Hour Grace Launch

mWEBB Communications, Inc., Culver City, CA: AutoMD.com Website Launch

#### **Communications or PR Campaign of the Year—Multicultural**

MWW Group, East Rutherford, NJ: Samsung Mobile's March to a Million In-School Education & Recycling Program





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **CORPORATE COMMUNICATIONS, INVESTOR RELATIONS, AND PUBLIC RELATIONS AWARDS CATEGORIES – *Continued***

#### **Communications or PR Campaign of the Year—Public Affairs**

Entergy Corporation, New Orleans, LA: Entergy's Pre-K Advocacy Program

LifeLock, Tempe, AZ: LifeLock's 2010 Law Enforcement Education Program

#### **Communications or PR Campaign of the Year—Public Service**

Entergy Corporation, New Orleans, LA: Entergy's 10 Years of Caring for Low-Income Customers

Legacy, Washington, DC: truth® Orange Summer and Fall Tours 2010

LifeLock, Tempe, AZ: LifeLock's Free Identity Theft Education for Consumers

#### **Communications or PR Campaign of the Year—Reputation/Brand Management**

Accenture, Chicago, IL: Accenture High Performance Delivered Integrated Communications Campaign

Corning Incorporated, Corning, NY: Corning Incorporated Turns Technology Gurus Wild for Gorilla Glass

DeVry University, Downers Grove, IL: Getting an Education on Reputation Management

F5 Networks, Seattle, WA: F5 3-2-1-0 Campaign

Fisher Communications, Inc., Seattle, WA: Fisher's Centennial Celebration

Sundance Vacations, Wilkes Barre, PA: Sundance Vacations Reputation/Brand Management Campaign

#### **Communications or PR Campaign of the Year—Social Media Focused**

MWW Group, East Rutherford, NJ: Jimmy Dean and Hillshire Farm Cook Up Social Media Results at BlogHer

MWW Group, East Rutherford, NJ: Bowling Proprietors Association of America (BPAA) 2010 Celebrity Bowling Hall of Fame Campaign

MWW Group, East Rutherford, NJ: From Surviving to Thriving: African Program for Onchocerciasis Control (APOC)

PwC, New York, NY: PwC US Personal Brand Week Campaign

USANA Health Sciences, Inc., West Valley, UT: USANA Health Sciences, Inc., Use of Social Media

Winning Strategies, Newark, NJ: Man Cave Makeover Hosted by Ryan Clark

#### **Investor Relations Program/Campaign of the Year**

Quality Systems, Inc., Irvine, CA

#### **Public Relations Agency of the Year**

Allison & Partners, San Francisco, CA

Bhava Communications, Berkeley, CA

Kwittken & Company, New York, NY

MWW Group, East Rutherford, NJ

Zeno Group, New York, NY

### **CUSTOMER SERVICE AWARDS CATEGORIES**



Learn more about these honorees.

#### **Customer Service Executive of the Year**

DHL Express, Tempe, AZ: Trish McGee

DHL Express, Tempe, AZ: Amy Wagner

DHL Express, Tempe, AZ: Mark Sanchez

High Performance Technologies, Inc., Reston, VA: Robert Jones, Senior Vice President

IBM Netezza, Marlborough, MA: Patricia Cotter, VP Worldwide Operations

Information Builders, New York, NY: Stu Madison, VP of Corporate Technical Support Services

LifeLock, Tempe, AZ: Tammy Valdez, VP of Member Services

Overstock.com, Salt Lake City, UT: Stormy Simon, SVP of Marketing and Customer Care







The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **CUSTOMER SERVICE AWARDS CATEGORIES — Continued**

#### **Customer Service Team of the Year—Computer Hardware & Services**

ABS Associates, Inc. Rolling Meadows, IL: ABS Associates, Inc.'s ABShelp Call Center Team

Dell, Austin, TX: The Dell Listening & Command Center

Dell, Inc., Round Rock, TX: Dell Public/Large Enterprise Customer Service Team

Unitiv, Inc., Alpharetta, GA: Unitiv's Intelligent Help Desk Customer Service Team

Webs, Inc, Silver Spring, MD: Webs, Inc Customer Service Team

#### **Customer Service Team of the Year—Computer Software**

IBM Netezza, Marlborough, MA: IBM Netezza Support Technology Team

IBM Netezza, Marlborough, MA: IBM Netezza Technical Account Management

Information Builders, New York, NY: Information Builders' Premium Support Team

LPS SoftPro, Raleigh, NC: LPS SoftPro: A Culture of Service Has No Boundaries

#### **Customer Service Team of the Year—Financial Services & Insurance**

CIGNA Government Services, LLC, Nashville, TN

Electric Insurance Company, Beverly, MA

Family Heritage Life Insurance Company of America, Cleveland, OH: Family Heritage Life Insurance Claims Department Customer Service Team

SurePayroll, Glenview, IL

#### **Customer Service Team of the Year—All Other Industries**

DeVry Inc., Oak Brook, IL: DeVry University's Student Finance Solutions Center

EMKAY Inc., Itasca, IL: EMKAY's Client Support Team

Epic Media Group, New York, NY: The Epic Advisor Team

LifeLock, Tempe, AZ: LifeLock's Resolution Team

Overstock.com, Salt Lake City, UT: Overstock.com Customer Care Team

PEER 1 Network Enterprises, Vancouver, BC Canada: PEER 1 Hosting Team

PetRays Veterinary Telemedicine Consultants, The Woodlands, TX

Staff Management, Chicago, IL: Staff Management's Client Dedicated Customer Service Team

#### **Customer Service Department of the Year—Computer Hardware & Services**

BOXLIGHT, Belfair, WA

FireHost, Dallas, TX

I Love Rewards, Boston, MA

Internap Network Services, Atlanta, GA

Webs, Inc, Silver Spring, MD

#### **Customer Service Department of the Year—Computer Software**

Backup My Info!, New York, NY

Dean Evans & Associates, Denver, CO

IBM Netezza Customer Support, Marlborough, MA

IBM Netezza Technical Account Management, Marlborough, MA

Information Builders, New York, NY

LPS SoftPro, Raleigh, NC

SilkRoad Technology, Winston-Salem, NC

#### **Customer Service Department of the Year—Financial Services & Insurance**

CIGNA Government Services, LLC, Nashville, TN

Electric Insurance Company, Beverly, MA

GPS Capital Markets, Salt Lake City, UT

PAi, De Pere, WI

SurePayroll, Glenview, IL





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **CUSTOMER SERVICE AWARDS CATEGORIES** — *Continued*

#### **Customer Service Department of the Year — Telecommunications**

American Support, Chapel Hill, NC  
MASERGY Communications, Inc., Plano, TX  
Telcentris Inc., San Diego, CA  
Virtela, Greenwood Village, CO

#### **Customer Service Department of the Year — All Services**

Empire Today, Northlake, IL  
LifeLock, Tempe, AZ  
Marriott Intermediary Partner Care, Omaha, NE  
PetRays Veterinary Telemedicine Consultants, The Woodlands, TX  
Reputation.com, Redwood City, CA  
The Knowland Group, Lewes, DE  
TheLadders.com, New York, NY  
USANA Health Sciences, Inc., West Valley, UT

#### **Customer Service Department of the Year — All Other Industries**

Delta Faucet Company, Indianapolis, IN  
eHarmony, Santa Monica, CA  
EMKAY Inc., Itasca, IL  
MonaVie, South Jordan, UT  
Prescription Solutions/UnitedHealth Group, Irvine, CA  
Stamps.com, Los Angeles, CA



### **Presentation of the 2011 People's Choice Stevie Awards for Favorite New Products**

2011 Favorite New Smartphone: Apple iPhone 4  
2011 Favorite New Telecom Product or Service: Broadview's OfficeSuite ACD  
2011 Favorite New Server Software Product: Datacert Passport  
2011 Favorite New Smartphone or Tablet App: Humana's MyHumana Mobile App  
2011 Favorite New Tablet: Motorola Xoom  
2011 Favorite New Health Product or Service: PetRays 30 Minute STAT Service  
2011 Favorite New Desktop/End-User Software Product: PetRays Accelerator  
2011 Favorite New Computer Software—New Version: PetRays DICOM Sender 2.3.2  
2011 Favorite New Service: PetRays Image Vault  
2011 Favorite New Computer Service: Premiere Global Services' iMeet®  
2011 Favorite New Consumer Product: Reliv International's Reliv 24K  
2011 Favorite New Software as a Service: Saba Software's Saba Live  
2011 Favorite New Manufacturing Product: SYSPRO Inventory Optimization  
2011 Favorite New Media or Entertainment Product: USANA Health Sciences' Health and Freedom Solution DVD  
2011 Favorite New Financial Service: www.AmberMcGown.com  
2011 Favorite New Computer Hardware Product: Zebra Technologies' 'RXi4' Radio Frequency Identification Printer





The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### NEW PRODUCTS & PRODUCT MANAGEMENT AWARDS CATEGORIES



Learn more about these honorees.

#### Product Developer of the Year

Appature Inc., Seattle, WA: Stephen Meyles, Product Developer

High Performance Technologies, Inc., Reston, VA: Steve Klotz, Senior Developer

#### Product Development/Management Executive of the Year

Del Palma Orthopedics, Columbia City, IN: Dale Dellacqua, MD

Metafile Information Systems, Rochester, MN: Virginia Wimmer, Vice President of Product Development

ReputationDefender, Redwood City, CA: Michael Fertik, CEO

#### Product Development/Management Department or Team of the Year

CrownPeak, Los Angeles, CA: CrownPeak SaaS WCM Product Development Team

EMC Corporation, Hopkinton, MA: EMC Greenplum Data Computing Appliance Launch Team

Hubspan, Inc, Seattle, WA: Hubspan's Product Development Team

Junction Networks, New York, NY: OnSIP—Ongoing Innovation for the Small Business User

LPS SoftPro, Raleigh, NC: A Challenging Year—And a Better Product Development Team Because of It

SteelHouse, Los Angeles, CA: SteelHouse's Game-Changing Technology: The Opportunity Machine™

VerticalResponse, San Francisco, CA: VerticalResponse Making Email Marketing Easy for Small Business

#### New Product or Service of the Year—Computer Hardware

Atmel Corporation, San Jose, CA: Atmel Corporation's maXTouch for Large Screens

Other World Computing, Woodstock, IL: Other World Computing's Mercury Aura Pro Express for the 2010 MacBook Air

Psion, Mississauga, ON Canada: Psion's Omnii™ XT10

Research In Motion, Waterloo, ON Canada: Research In Motion's BlackBerry PlayBook

Temperature@lert, Boston, MA: Temperature@lert Cellular Edition

Zebra Technologies, Lincolnshire, IL: Zebra Technologies' 'RXi4' Radio Frequency Identification Printer

#### New Product or Service of the Year—Computer Services

Cenzic, Santa Clara, CA: Cenzic's ClickToSecure Cloud

Dimension Data, New York, NY: Dimension Data Adoption Management Program

Premiere Global Services, Atlanta, GA: Premiere Global Services' iMeet®

SYSPRO, Costa Mesa, CA: SYSPRO FastStart Software Implementation

uTest, Southborough, MA: uTest Express for Mobile

#### New Product or Service of the Year—Computer Software—New Desktop/End-User Software

A-T Solutions Inc., Vienna, VA: A-T Solutions' FireScene™

DYMO Endicia, Palo Alto, CA: DYMO Endicia Printable Postage

MokaFive, Redwood City, CA: MokaFive Suite Service Provider Edition

Novell, Waltham, MA: Novell Vibe Cloud

Soteria Systems, LLC, Denver, CO: Soteria Systems' FORSSE™ Mobile App

Wheels Inc., Des Plaines, IL: Wheels, Inc.'s New Homepage, Vehicle Selector, and Violations Management Enhancements

#### New Product or Service of the Year—Computer Software—New Server Software

Datacert, Inc., Houston, TX: Datacert Passport

Internap Network Services, Atlanta, GA: Internap Accelerated IP (XIP™)

NetScout Systems, Inc., Westford, MA: NetScout nGenius Integrated Agent for HP

NetWitness Corporation, Reston, VA: NetWitness Spectrum

Novell, Waltham, MA: Novell Cloud Manager







The highlighted names represent the 2011 Stevie Award winners.

## 2011 Honorees

*Continued*

### **NEW PRODUCTS & PRODUCT MANAGEMENT AWARDS CATEGORIES** — *Continued*

#### **New Product or Service of the Year — Computer Software — New Version — Up to 100 Employees**

Aplicor, Boca Raton, FL: Aplicor Cloud Suite 7

Berkshire Associates Inc., Columbia, MD: Berkshire Associates' BALANCEtrak

BQE Software Inc., Torrance, CA: BillQuick

Cambium Learning Technologies, Natick, MA: Kurzweil Educational Systems' Kurzweil 3000™

Message Systems, Inc., Columbia, MD: Message Systems' Mobile Momentum

MokaFive, Redwood City, CA: MokaFive Suite 3.0

NetWorth Services, Inc, Phoenix, AZ: NetWorth Services' Netbasis Navigator

nlyte Software, Menlo Park, CA: nlyte 6.0

PetRays Veterinary Telemedicine Consultants, The Woodlands, TX: PetRays DICOM Sender 2.3.2

Visual Mining, Inc., Rockville, MD: NetCharts Performance Dashboards for Microsoft Dynamics

Wrike, San Jose, CA Wrike Social Project Management Software

#### **New Product or Service of the Year — Computer Software — New Version — Up to 2,500 Employees**

A-T Solutions Inc., Vienna, VA: A-T Solutions' ATTAC Version 5.0

Blackboard, Washington, DC: Blackboard Mobile Learn™

Callidus Software, Pleasanton, CA: Callidus Software's Monaco Suite Fall 2010

Harvard Business Publishing, Boston, MA: Harvard Business Publishing's Harvard ManageMentor® v11

LiveOffice, Torrance, CA: LiveOffice Personal Archive

Metafile Information Systems, Rochester, MN: Metafile Information Systems' MetaViewer

Noetix Corp., Redmond, WA: Noetix Analytics Version 5.1

Percussion Software, Woburn, MA: Percussion Software's CM System

ThomasARTS, Farmington, UT: ThomasARTS LeadForward 2.0

TIBCO Software Inc. Palo Alto, CA: TIBCO Software's tibbr

#### **New Product or Service of the Year — Computer Software — New Version — More Than 2,500 Employees**

Hewlett Packard, Palo Alto, CA: HP ArcSight ESM and HP ArcSight Logger

Novell, Waltham, MA: Novell Identity Manager 4

#### **New Product or Service of the Year — Computer Software — Software as a Service — Up to 100 Employees**

Agilience, Inc., San Jose, CA: Agilience Continuous Compliance Service™ for PCI/PA DSS 2.0/1.2.1

Bill.com, Palo Alto, CA: Bill.com Zen

eCarList, Dallas, TX: eCarList TrueTarget Mobile

Jobvite, Burlingame, CA: Jobvite

Responsys, San Bruno, CA: Responsys Social Network Marketing Campaign Solution

Spend Radar, Chicago, IL: Spend Radar's Data Manager and Reporting and Analysis

SteelHouse, Los Angeles, CA: SteelHouse's The Opportunity Machine™

VirtuOz, Emeryville, CA: VirtuOz Intelligent Virtual Agents

#### **New Product or Service of the Year — Computer Software — Software as a Service — Up to 2,500 Employees**

Affinnova, Waltham, MA: Affinnova's IDDEA2

Avalara, Bainbridge Island, WA: Avalara's vCert E-Commerce

Covario, San Diego, CA: Covario's CMO Dashboard

Moxie Software, Mountain View, CA: Moxie Software's Employee Spaces

QAD, Santa Barbara, CA: QAD Enterprise Applications On Demand

Saba, Redwood Shores, CA: Saba Live

Service-now.com, Solana Beach, CA: Service-now.com SaaS ITSM Product 2010

TOA Technologies, Beachwood, OH: TOA Technologies' ETAdirect 4.0





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## 2011 Honorees

*Continued*

### **NEW PRODUCTS & PRODUCT MANAGEMENT AWARDS CATEGORIES — Continued**

#### **New Product or Service of the Year — Computer Software — Software as a Service — More Than 2,500 Employees**

Humana, Inc., Louisville, KY: Humana's MyHumana Mobile Application

Perceptive Informatics, Waltham, MA: Perceptive Informatics' DataLabs® Electronic Data Capture  
salesforce.com Inc., San Francisco, CA: Salesforce.com's Service Cloud 3

#### **New Product or Service of the Year — Consumer Products**

Innex, Inc., City of Industry, CA: Innex Inc.'s electroHUB

Jura-Capresso, Closter, NJ: Capresso's Froth PRO

Kuhn Rikon, Novato, CA: Kuhn Rikon's Frosting Deco Pen

Logitech International, Fremont, CA: Logitech® HD Webcam Pro C910

Logitech International, Fremont, CA: Logitech Alert™ 700i Indoor Master System

Logitech International, Fremont, CA: Logitech® TV Cam

Reliv International, Inc., Chesterfield, MO: Reliv International's Reliv 24K

Rosetta Stone Inc., Arlington, VA: Rosetta Stone® Version 4 TOTALE®

ZAGG Inc., Salt Lake City, UT: ZAGGmate by ZAGG

#### **New Product or Service of the Year — Financial Services — Up to 2,500 Employees**

Blackhawk Network, Pleasanton, CA: Blackhawk Network's PayPower

Doxo, Seattle, WA: Doxo Digital File Cabinet

NewLogic Business Loans, Rockland, MA: NewLogic Business Loans' Flexible Loan Product

The Receivables Exchange, New Orleans, LA: The Receivables Exchange's Commercial Receivables Paper Market

The Receivables Exchange, New Orleans, LA: The Receivables Exchange's Invoice Import System

www.AmberMcGown.com, The Woodlands, TX: www.AmberMcGown.com

#### **New Product or Service of the Year — Financial Services — More Than 2,500 Employees**

American Express, New York, NY: American Express OPEN Business Apps Solutions

Citizens Financial Group, Providence, RI: Citizens Financial Groups' Student Money Bundle

Citizens Financial Group, Providence, RI: Citizens Financial Groups' Video Banking

Citizens Financial Group, Providence, RI: Citizens Financial Group's GoalTrack Savings

#### **New Product or Service of the Year — Health Products & Services**

Del Palma Orthopedics, Columbia City, IN: Del Palma Orthopedics Advansor TF

MonaVie, South Jordan, UT: MonaVie RVL Weight Management

Nu Skin Enterprises, Provo, UT: Nu Skin Enterprises' ageLOC Vitality

PetRays Veterinary Telemedicine Consultants, The Woodlands, TX: PetRays 30 Minute STAT Service

Special Needs Group, Ft. Lauderdale, FL: Special Needs Group

#### **New Product or Service of the Year — Manufacturing**

Delta Faucet Company, Indianapolis, IN: Delta Faucet Addison Kitchen Faucet

Delta Faucet Company, Indianapolis, IN: Delta Faucet Universal Design Traditional Shower

IQMS, Paso Robles, CA: IQMS's EnterpriseIQ 7.8.1

Kids II, Inc. Atlanta, GA: Bright Starts™ InGenuity Cradle & Sway™ Swing

QAD, Santa Barbara, CA: QAD Service and Support Suite (MFS and FSS v. 3.0.2)

The Lincoln Electric Company, Cleveland, OH: Lincoln Electric's VRTEX 360

#### **New Product or Service of the Year — Media & Entertainment — Up to 100 Employees**

Brand Affinity Technologies (BAT), Irvine, CA: Brand Affinity Technologies' Fantapper

Central Desktop, Pasadena, CA: Central Desktop's SocialBridge™

HipLogic, Fremont, CA: HipLogic \*Spark

Moreover Technologies, Reston, VA: Moreover Technologies' Newsdesk 4

RightsFlow Inc., New York, NY: RightsFlow's Limelight Online Clearance Tool

Weather Trends International, Bethlehem, PA: Weather Trend's Free Year-Ahead Weather Forecasting Site





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## 2011 Honorees

*Continued*

### **NEW PRODUCTS & PRODUCT MANAGEMENT AWARDS CATEGORIES** — *Continued*

#### **New Product or Service of the Year—Media & Entertainment—Up to 2,500 Employees**

Actiontec Electronics, Sunnyvale, CA: Actiontec Electronics' MyWirelessTV

MediaMind, New York, NY: MediaMind Version 2.0

WMS Gaming, Waukegan, IL: WMS Gaming's The Lord of the Rings™: Player's Life® Web Services

#### **New Product or Service of the Year—Services**

American Express Business Travel, New York, NY: American Express Business Travel's mobileXtend

Assurant Solutions, Atlanta, GA: Assurant Solutions e-Gift Card

Cisco, San Jose, CA: Cisco Smart+Connected Communities Institute

HR 360, Inc., Stamford, CT: HR 360, Inc.'s Web Site

ILoveVelvet, New York, NY: ILoveVelvet's The Velvet Suite

PetRays Veterinary Telemedicine Consultants, The Woodlands, TX: PetRays Image Vault

PHH Arval, Sparks, MD: PHH Arval's Center for Transportation Safety

Volt Consulting Group, New York, NY: Volt Consulting Group Amplify™ Methodology

#### **New Product or Service of the Year—Telecommunications**

Actiontec Electronics, Sunnyvale, CA: Actiontec's New VDSL Bonded Router

Actiontec Electronics, Sunnyvale, CA: Actiontec Electronics' 4G LTE Integrated Router with DECA & VoIP

Broadview Networks, Rye Brook, NY: Broadview's OfficeSuite ACD

Gigamon, Milpitas, CA: Gigamon's GigaVUE-HD8

LiveOps, Santa Clara, CA: LiveOps' On-Demand Contact Center Platform

NetScout Systems, Inc., Westford, MA: NetScout nGenius Service Assurance Solution

Openet, Reston, VA: Openet Policy Manager 3.0

Sprint Prepaid Brands, Warren, NJ: Virgin Mobile Prepaid MiFi 2200 Launch

Tekelec, Morrisville, NC: Tekelec's Diameter Signaling Router

Virtela, Greenwood Village, CO: Virtela's Cloud-based Application Acceleration Service

