# Entry Kit for The 2017 Stevie<sup>®</sup> Awards **for Great Employers**

Complete instructions about how to prepare and submit nominations to the awards for the world's best companies to work for



## Entry Kit for The 2017 Stevie® Awards for Great Employers

We invite your organization to submit nominations to the 2017 Stevie<sup>®</sup> Awards for Great Employers. This program recognizes the achievements of the world's best employers, in a wide variety of categories for organizations, individual human resources teams and professionals, new products and services that help to create and drive great workplaces, suppliers to the industry, and more.

All organizations worldwide are eligible to submit nominations: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations, and must be submitted in English.

The Stevie® Award trophy, the prize that is conferred in the Stevie Awards for Great Employers and all other Stevie Award programs, is one of the world's most coveted prizes.

Many of the world's largest and most famous companies have won Stevie Awards. Most of our winners each year are small and midsize companies that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to the Stevie Awards for Great Employers. The first important step to entering is to review the categories and to choose the categories in which you'll participate. There are many categories to choose from, including the following:

see page 6
see page 7
see page 9
see page 11
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see page 13

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries through our website at **www.StevieAwards.com/HR**. All of this information is also available on the website.

We hope your organization will submit entries to the 2017 Stevie Awards for Great Employers. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

Michael Gallagher President The Stevie Awards



Hear from the Stevie Awards president about the awards.

nitor Stevie® Awa	rds Social Media for Updates to the Calendar
May 3	Early-bird entry deadline, with discounted entry f
June 5	Early-bird entry deadline, with discounted entry <sup>5</sup> Final entry deadline Last day to submit late entries with \$55/entry late fee AUGUST 9
July 19	Last day to submit late entries with \$55/entry late fee EXTENDED 9
July 20 – August 13	Peer judging
July 24 – August 15	Public voting in the Employer of the Year categories
August 16	Finalists announced
September 29	Awards dinner, Marriott Marquis Hotel, New York City

## A few of the 2016 Stevie® Award Winners



Abu Dhabi Health Services Company



Ceridian



AccountingDepartment.com



**BNY Mellon** 











Kuzey Academy



RWE Group Business Services GmbH



Loot Crate



T-Mobile



**Roth Staffing Companies** 



Workiva, Inc.



### How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted over two months, from July to August, by judging committees focused on the main category groups. Judges will be both volunteers and invitees. Many of them will be past Stevie Award winners. Judges' average scores will determine the Stevie Award winners, with the exception of the Employer of the Year categories. In the Employer of the Year categories, winners will be determined by a unique blending of the average scores of the judges with the votes of the general public. Each public vote will add .001 points to the judges' average; that is, one full point will be added to the average score for every 1,000 votes received from the general public.

Finalists will be announced on August 16, and the Gold, Silver and Bronze Stevie Award placements will be revealed during an awards dinner in New York City on September 29.

Every category in which there is at least one nomination with a final average score of at least 7.0 out of a possible 10 will have a Gold Stevie Award winner. Otherwise, the nomination with the highest average score in a category will win the Gold Stevie Award trophy in that category. Every other nomination in the category with an average of at least 8.0 will win a Silver Stevie Award medal. Other nominations with an average score of at least 7.0 will win Bronze Stevie Award medals.

### **Grand Stevie Award Winner**

A Grand Stevie Award trophy will be awarded to the organization with the highest overall point total in the awards. The winner will be determined by a points system based on the total number of awards won in the Stevie Awards for Great Employers, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5. Points cannot be counted more than once in calculating the total (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

## How to Submit Your Entries

After you have chosen your categories and prepared your entries according to the requirements outlined on the following pages, do the following:

- Usit the website at <u>www.StevieAwards.com/HR</u> and click on the "Submit your entries" link on the homepage.
- Pollow the instructions to login to your existing entry-submission account, or to create a new one.
- B Within your entry-submission account, follow the instructions to create and save your first entry.
- 4 Repeat the process as necessary to create and save additional entries.
- **5** When you've created all of your entries, go to the shopping cart in your account and click the Checkout button.
- 6 Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card, check, or wire transfer.

## **Entry Fees**

	Submitted by May 3	Submitted by June 5	Submitted After June 5
Employer of the Year Categories	\$450	\$495	\$550
HR Achievement Categories	\$450	\$495	\$550
HR Individual Categories	\$225	\$270	\$325
Solution Provider Categories	\$450	\$495	\$550
HR Team Categories	\$450	\$495	\$550
New Product & Service Categories	\$450	\$495	\$550

Payment may be made by credit card, check or wire transfer. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a U.S. bank payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft.

For wire transfers to our bank, write to <u>help@stevieawards.com</u> for instructions.

No refunds will be made after June 5, 2017.



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## Categories

The following is a list of all categories in the Stevie<sup>®</sup> Awards for Great Employers. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

Employer of the Year Categories

These categories recognize the world's best employers since the beginning of 2016. Stevie Award winners will be determined by a unique blending of the votes of employees and the general public, and the scores of industry experts. Nominees in these categories will receive instructions about how to encourage their employees, customers, fans and followers to vote for them.



## Information to be submitted online for entries in these categories in the 2017 competition include

- a. An essay of up to 625 words describing the nominated organization's achievements since the beginning of 2016. Focus on achievements since that date that have made your organization a great place to work. Make reference, where appropriate, to supporting materials attached to your entry that support your claims.
- b. Summarize in up to 10 bullet points (up to 150 words) the chief accomplishments of the nominated organization since the beginning of 2016.
- c. Add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

#### A01. Employer of the Year - Accounting

- A02. Employer of the Year-Advertising, Marketing, & Public Relations
- A03. Employer of the Year Aerospace & Defense
- A04. Employer of the Year Automotive & Transport Equipment
- A05. Employer of the Year Banking
- A06. Employer of the Year Business Services
- A07. Employer of the Year Chemicals
- A08. Employer of the Year Computer Hardware
- A09. Employer of the Year-Computer Software
  - a. Up to 250 Employees
  - b. More Than 250 Employees
- A10. Employer of the Year Computer Services
- A11. Employer of the Year Conglomerates
- A12. Employer of the Year-Consumer Products-Durables
- A13. Employer of the Year-Consumer Products-Non-Durables
- A14. Employer of the Year Diversified Services
- A15. Employer of the Year Electronics
- A16. Employer of the Year Energy
- A17. Employer of the Year Financial Services

- A18. Employer of the Year Food & Beverage
- A19. Employer of the Year Health Products & Services
- A20. Employer of the Year-Hospitality & Leisure
- A21. Employer of the Year Insurance
- A22. Employer of the Year-Internet/New Media
- A23. Employer of the Year-Legal
- A24. Employer of the Year Manufacturing
- A25. Employer of the Year Materials & Construction
- A26. Employer of the Year Media & Entertainment
- A27. Employer of the Year Metals & Mining
- A28. Employer of the Year-Non-Profit or Government Organizations
- A29. Employer of the Year Real Estate
- A30. Employer of the Year-Retail
- A31. Employer of the Year Pharmaceuticals
- A32. Employer of the Year Telecommunications
- A33. Employer of the Year Transportation
- A34. Employer of the Year Utilities
- A35. Employer of the Year Other Industries (new category for 2017)



These categories recognize specific achievements — individual, team, or organizational — since the beginning of 2016.

## The information requirements for entries in these categories in the 2017 competition include:

- a. An essay of up to 625 words describing the nominated achievement(s). Describe for the judges the genesis, development, deployment, and results of the achievement(s) to date.
- b. Summarize in up to 10 bullet points (up to 150 words) the chief features and results of the nominated achievement(s).
- c. Add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

#### **B01.** Achievement in Benefits Design and Administration

Recognizing notable single achievements, or a series of achievements, related to benefits design and/or administration since the beginning of 2016.

#### **B02.** Achievement in Compensation Design and Administration

Recognizing notable single achievements, or a series of achievements, related to compensation program design and/or administration since the beginning of 2016.

#### **B03.** Achievement in Diversity and Inclusion

Recognizing notable single achievements, or a series of achievements, related to workplace or workforce diversity and/or inclusion since the beginning of 2016.





#### **B04. Achievement in Employee Engagement**

Recognizing notable single achievements, or a series of achievements, related to employee engagement or motivation since the beginning of 2016.

#### **B05. Achievement in Employee Relations**

Recognizing notable single achievements, or a series of achievements, related to employee relations since the beginning of 2016.

#### **B06. Achievement in HR Technology**

Recognizing notable single achievements, or a series of achievements, related to the design, development, deployment, and/or administration of HR-related systems or technologies since the beginning of 2016.

#### **B07.** Achievement in Human Resources Administration

Recognizing notable single achievements, or a series of achievements, related to the administration of an organization's total HR organization since the beginning of 2016.

#### **B08. Achievement in Internal Communications**

Recognizing notable single achievements, or a series of achievements, related to internal communications programs or campaigns since the beginning of 2016.

#### **B09. Achievement in New Employee Onboarding**

Recognizing notable single achievements, or a series of achievements, related to the onboarding, assimilation, and training of new employees since the beginning of 2016.

#### **B10.** Achievement in Recruitment

Recognizing notable single achievements, or a series of achievements, related to an organization's new-employee or executive recruitment efforts since the beginning of 2016.

#### B11. Achievement in Workforce Development and Learning

Recognizing notable single achievements, or a series of achievements, related to workforce learning or training since the beginning of 2016.

#### **B12.** Achievement in Workplace Design

Recognizing the design of workplaces that promote engagement, productivity, and employee wellbeing. There is no eligibility timeframe for this category—it doesn't matter when the workplace's current design or configuration was established.

- a. for up to 10 employees
- b. for up to 100 employees
- c. for more than 100 employees single location
- d. for more than 100 employees multiple locations

#### **B13.** Achievement in Workplace Health & Wellbeing

Recognizing notable single achievements, or a series of achievements, related to an organization's efforts to promote and protect workforce health and wellbeing since the beginning of 2016.

#### B14. Achievement in Workplace Safety & Compliance

Recognizing notable single achievements, or a series of achievements, related to an organization's programs to promote workforce compliance and workplace safety since the beginning of 2016.

#### www.StevieAwards.com/HR



These categories recognize the achievements of individual professionals since the beginning of 2016.

## Information to be submitted online for entries in these categories in the 2017 competition include:

- a. An essay of up to 625 words describing the nominated individual's achievements since the beginning of 2016. Focus on achievements since that date. Make reference, where appropriate, to supporting materials attached to your entry that support your claims.
- b. Summarize in up to 10 bullet points (up to 150 words) the chief accomplishments of the nominated individual since the beginning of 2016.
- c. Add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

#### CO1. People-Focused CEO of the Year

Recognizing the top organizational executives who best demonstrate a commitment to making their organizations great employers.

#### C02. Chief Human Resources Officer of the Year

Recognizing the achievements of organizations' top human resources executives.

#### CO3. Chief Happiness Officer of the Year

Recognizing the achievements of executives who focus on the happiness and wellbeing of organizations' employees.

#### CO4. Chief Learning Officer of the Year

Recognizing the achievements of executives who focus on the training and skills- and knowledge-advancement of organizations' employees.

#### **C05. Human Resources Executive of the Year**

Recognizing the achievements of HR executives at the VP level or higher.

#### CO6. Benefits or Payroll Professional of the Year

Recognizing the achievements of individual professionals in benefits or payroll administration.

#### C07. Compliance & Safety Professional of the Year

Recognizing the achievements of individual professionals in the design and delivery of compliance and workplace safety programs.

#### CO8 Employee Relations Professional of the Year

Recognizing the achievements of individual employee relations professionals.

#### **C09. Human Resources IT Professional of the Year**

Recognizing the achievements of individual professionals in HR systems development, installation, and maintenance.

#### C10. Human Resources Professional of the Year

Recognizing the achievements of non-executive HR professionals.





#### C11. Internal Communications Professional of the Year

Recognizing the achievements of individuals who specialize in internal communications.

#### C12. Learning or Training Professional of the Year

Recognizing the achievements of individual professionals in training or corporate learning.

#### **C13.** Onboarding Professional of the Year

Recognizing the achievements of individual professionals who work in new employee orientation and assimilation.

#### C14. Recruiting or Talent Acquisition Professional of the Year

Recognizing the achievements of individual recruiters.

#### C15. Technical Recruiting Professional of the Year

Recognizing the achievements of individual technical recruiters.

## Photographs from the 2016 Awards Dinner







#### www.StevieAwards.com/HR



These categories recognize the achievements, since the beginning of 2016, of the providers of solutions that help to create and drive great places to work.

## The information requirements for entries in these categories in the 2017 competition include:

- a. An essay of up to 625 words describing the nominated organization's achievements since the beginning of 2016. Focus on achievements since that date. Make reference, where appropriate, to supporting materials attached to your entry that support your claims.
- b. Summarize in up to 10 bullet points (up to 150 words) the chief accomplishments of the nominated organization since the beginning of 2016.
- c. Add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

#### D01. Business Acumen & HR Strategy Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for diversity services, management consulting, outplacement, outsourcing, and relocation, among others.

#### D02. Employee Relations Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for arbitration/mediation/dispute resolution, awards and motivation, employee engagement, performance appraisal and management, and employee surveys, among others.

#### D03. Global HR Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for cultural awareness/cultural competence, global employment law, global outsourcing, and global relocation, among others.

#### D04.Health, Wellness and Safety Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for drug and alcohol treatment or testing, health promotion, recreation, safety, security, or wellness, among others.

#### D05. HR Technology Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for human resources-related systems, software or analytics.

#### D06. Leadership or Skills Development Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for assessment tools, certificate programs, distance learning, leadership development, or training materials, among others.

#### D07. Talent Acquisition & Retention Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for applicant assessment or tracking, background investigations, executive search, recruitment, recruitment advertising, or temporary staffing, among others.

#### D08. Total Rewards Solution Provider of the Year

Recognizing the achievements of providers to the industry of solutions for child or dependent care, insurance, pensions/retirement benefits, and wage and salary administration, among others.



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These categories recognize the achievements of HR-related teams since the beginning of 2016.

## The information requirements for entries in these categories in the 2017 competition include:

a. An essay of up to 625 words describing the nominated team's achievements since the beginning of 2016. Focus on achievements



since that date. Make reference, where appropriate, to supporting materials attached to your entry that support your claims.

- b. Summarize in up to 10 bullet points (up to 150 words) the chief accomplishments of the nominated team since the beginning of 2016.
- c. Add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

#### E01. Benefits or Payroll Administration Team of the Year

Recognizing the achievements of benefits and/or payroll administration teams since the beginning of 2016.

#### E02. Compliance or Safety Team of the Year

Recognizing the achievements of compliance or safety teams since the beginning of 2016.

#### E03. Employee Relations Team of the Year

Recognizing the achievements of employee relations teams since the beginning of 2016.

#### E04. Engagement/Happiness Team of the Year

Recognizing the achievements of employee engagement/happiness teams since the beginning of 2016.

#### E05. HR IT Team of the Year

Recognizing the achievements of human resources IT teams since the beginning of 2016.

#### E06. Internal Communications Team of the Year

Recognizing the achievements of internal communications teams since the beginning of 2016.

#### E07. Learning/Training Team of the Year

Recognizing the achievements of learning or training teams since the beginning of 2016.

#### E08. Onboarding Team of the Year

Recognizing the achievements of onboarding or orientation teams since the beginning of 2016.

#### E09. Recruiting or Talent Acquisition Team of the Year

Recognizing the achievements of recruiting or talent acquisition teams since the beginning of 2016.

#### E10. Human Resources Team of the Year - Other

Recognizing the achievements of HR teams, since the beginning of 2016, that are not addressed by one of the other HR team categories.

#### www.StevieAwards.com/HR



These categories recognize HR-related products and services first issued to the marketplace since the beginning of 2016. Both brand-new and new-version products are eligible.

## The information requirements for entries in these categories in the 2017 competition include:

- a. An essay of up to 625 words describing the nominated product or service: its benefits, features, functions, and sales results to date.
- b. Summarize in up to 10 bullet points (up to 150 words) the chief benefits, features, and functions of the nominated product or service.
- c. Add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, or images, for example.

#### \_\_\_\_SOFTWARE

- F01. 360 Degree Feedback Solution New
- F02. 360 Degree Feedback Solution New Version
- F03. Applicant Assessment or Tracking Solution-New
- F04. Applicant Assessment or Tracking Solution New Version
- F05. Attendance Tracking Solution-New
- F06. Attendance Tracking Solution New Version
- F07. Benefits Management Solution New
- F08. Benefits Management Solution New Version
- F09. Compensation Management Solution New
- F10. Compensation Management Solution New Version
- F11. Course Authoring Solution-New
- F12. Course Authoring Solution-New Version
- F13. Employee Engagement Solution New
- F14. Employee Engagement Solution New Version
- F15. Employee Recognition Solution New
- F16. Employee Recognition Solution New Version
- F17. Employee Scheduling Solution New
- F18. Employee Scheduling Solution New Version
- F19. HR Reporting Solution New
- F20. HR Reporting Solution New Version
- F21. Human Capital Management Solution New
- F22. Human Capital Management Solution New Version
- F23. Human Resource Information System-New
- F24. Human Resource Information System New Version
- F25. Human Resource Management System New
- F26. Human Resource Management System New Version
- F27. Job Board Solution New



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- F28. Job Board Solution New Version
- F29. Learning Management Solution New
- F30. Learning Management Solution New Version
- F31. Onboarding Solution New
- F32. Onboarding Solution New Version
- F33. Payroll Management Solution New
- F34. Payroll Management Solution New Version
- F35. Performance Appraisal Solution-New
- F36. Performance Appraisal Solution New Version
- F37. Performance Management Solution New
- F38. Performance Management Solution New Version
- F39. Self-Service HR Solution New
- F40. Self-Service HR Solution-New Version
- F41. Talent Management Solution New
- F42. Talent Management Solution New Version
- F43. Time and Expense Solution New
- F44. Time and Expense Solution New Version
- F45. Workforce Management Solution New
- F46. Workforce Management Solution New Version



### \_ TRAINING PROGRAMS OR MEDIA

May be blended, instructor-led, microlearning, video or web-based.

- F50. Brand Training
- F51. Compliance Training
- F52. Consumer Education Training
- F53. Diversity or Sensitivity Training
- F54. Interpersonal Skills Training
- F55. Leadership Training
- F56. Literacy Training
- F57. Managerial Training
- F58. New Hire Training
- F59. Problem-Solving Training
- F60. Product Training
- F61. Professional or Legal Training
- F62. Quality Training
- F63. Safety Training
- F64. Sales Training
- F65. Skills Training
- F66. Systems Training
- F67. Technical Training
- F68. Other

### \_\_ CURATED TRAINING PLATFORM OF THE YEAR

- F70. Consumer
- F71. Industrial/Technical
- F72. Managerial/Professional
- F73. Technology
- F74. Other



### **10 Reasons Why You Should Enter**

- 1. Entering the Stevie<sup>®</sup> Awards for Great Employers is a cost-effective way to thank and honor your valued employees and to build or burnish your organization's brand.
- 2. The entry fees are nominal compared to the publicity boon your firm can reap when you become a Stevie winner.
- 3. Small organizations have just as much chance to win a Stevie as big companies do. Every year, worldfamous companies such as AT&T, IBM, Samsung, and Turkish Airlines are joined in the winners' circle by small and medium-size organizations that are still building their brands.
- 4. There are scores of categories to recognize achievement in every facet of the workplace, from the executive suite to the training room. For a list of categories, **click here**.
- 5. If you're a solution provider or product marketer, your work will be reviewed and honored by potential *clients*, not just your competitors.
- 6. Many of the world's top business executives will review your nominations during the judging process, and you'll have access to all of their comments about your entries an invaluable resource.
- 7. We'll promote your win across our web site and media. We get more than 70,000 visitors to our site every month, have more than 24,000 weekly email newsletter subscribers, and many thousands of Facebook, LinkedIn, and Twitter followers.
- 8. When you win a Stevie Award you'll get to make a <u>**30-second acceptance speech**</u>...before an audience of executives from around the world...during an internationally-broadcast awards dinner.
- 9. The Stevie Award is one of the world's most coveted prizes. It was designed by the company that makes the Emmy and other major awards.
- 10. As a winner you'll get a range of **free tools** that you can use to promote your award.



## **Entry Preparation Tips**

#### 1. Write Your Entries Before Submitting Them

Write your entries offline, so that you have a permanent record of them. It will then take just a few minutes to submit them through our easy-to-use online submission system. Don't write your entries spontaneously online — if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

#### 2. Include Supporting Materials and Links

Attaching supporting files or web URLs to your entries is optional, not required. But we strongly recommend that you include supporting materials with your entries because you will receive extra points from the judges for including them. At the very least, include a link to your organization's website.

#### 3. Focus on Achievements During the Eligibility Period

The eligibility period for the 2017 Stevie<sup>®</sup> Awards for Great Employers extends from January 1, 2016 through July 19, 2017 (the last day that entries will be accepted). While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period. The judges will not give high scores to your entries if they don't.

#### 4. How to Submit Entries for Multiple Clients

If you're with a public relations or marketing agency and you want to submit entries on behalf of multiple clients, you don't have to create separate entry-submission accounts in our online system for each client. You will be able to create a separate "nominee" for each of your clients, and submit each clients' entries under their own nominee name.

#### 5. Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before your submit it, and click your links in it to ensure that they are valid and will present to the judges the content you would like them to see.





### The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in business to organizations and individuals in more than 60 nations.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.



#### | USA Headquarters

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