



THE INTERNATIONAL  
BUSINESS AWARDS

**2004 AWARDS  
DINNER & PRESENTATION**  
MONDAY, MARCH 22, 2004  
SHERATON NEW YORK HOTEL & TOWERS

Benefitting the Global Business Coalition on HIV/AIDS



GLOBAL BUSINESS COALITION ON  
**HIV/AIDS**

The sponsors of The 2004 International Business Awards





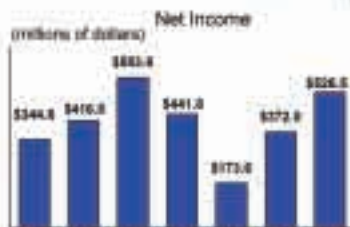


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THE INTERNATIONAL BUSINESS AWARDS  
**2004 Winner**  
Best Multinational Company



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## PACCAR Inc

For more information, visit us at [www.paccar.com](http://www.paccar.com) or write PACCAR Inc, P.O. Box 1518, Bellevue, Washington 98009, (425) 468-7400. ©2004 PACCAR Inc

Kenworth: "Highest in Customer Satisfaction among Pickup and Delivery Segment Class B Trucks"; Peterbilt: "Highest in Customer Satisfaction among Over the Road Segment Class B Trucks"; "Highest in Customer Satisfaction among the Vocational Segment Class B Trucks"; and "Highest in Customer Satisfaction with Heavy Duty Truck Dealer Service".

J.D. Power and Associates 2003 Heavy Duty Truck Customer Satisfaction Study™. Study based on 2,675 responses from principal maintainers of two-year old heavy duty trucks. [www.jdpower.com](http://www.jdpower.com). Kenworth Truck Company and Peterbilt Motors Company are divisions of PACCAR Inc.





## WELCOME!

Welcome to the first annual International Business Awards<sup>SM</sup>—the “International Stevie<sup>TM</sup> Awards.”

The Stevie Awards were created to honor and generate public recognition of the efforts, accomplishments, and positive contributions of companies and business people worldwide. Beginning with the introduction of The American Business Awards<sup>SM</sup> in 2002, and The International Business Awards in 2003, our mission is to raise the profile of exemplary companies and individuals among the press, the business community, and the general public. You can learn more about our organization and our programs at [www.stevieawards.com](http://www.stevieawards.com).

The 2004 International Business Awards attracted close to 500 nominations from companies in more than 30 countries, in virtually every industry. Tonight we honor International Stevie Award winners from 19 different countries. Those are impressive figures for a first-time program, and I thank everyone who helped to make it a success, including our sponsors; the members of the Board of Distinguished Judges & Advisors of The International Stevies; and the business professionals worldwide who participated as preliminary judges.

A portion of each ticket sold for tonight’s dinner will be contributed to the Global Business Coalition on HIV/AIDS. We urge you to learn about how your organization can join in the global fight against HIV/AIDS at [www.businessfightsaids.org](http://www.businessfightsaids.org).

Enjoy the evening!

Michael Gallagher  
President  
The Stevie Awards



## YOUR MASTER OF CEREMONIES THIS EVENING

### Gerhard Gschwandtner

Gerhard Gschwandtner is the founder and publisher of Selling Power magazine, the leading sales management magazine with a circulation of 165,000 subscribers in 67 countries worldwide. Gerhard is the author of 10 books on selling and motivation and two books on photography. Selling Power is a sponsor of The 2004 International Business Awards, and Gerhard is a member of The Board of Distinguished Judges & Advisors of The Stevie Awards.

## PRODUCTION CREDITS

Producer / Director	Peter J. Levy
Announcer	leslie Shreve
Presentation Assistant	Natalie Howe
Audio	George Cauttero
Video Recording	Vincent Verdi
Script	Kathryn Kavicky

Thank you to Kelly Coates, Courtney McVeigh, and Zachary Pollinger, students in Bob Merrilees’s management class at Northern Highlands Regional High School in Allendale, New Jersey, for their assistance this evening.



The Global Business Coalition on HIV/AIDS congratulates all Stevie Award Winners. Your companies are doing great work, but there is more to do.

25 million dead. 40 million infected. 25 million AIDS orphans by 2010.

95 % of all people infected, don't know they have the disease.

## MAKE AIDS YOUR BUSINESS



Image courtesy of Bill & Melinda Gates Foundation

Educate your workers.

Provide access to testing and treatment.

Support local community initiatives.

Help break the silence.

Speak out.

Destigmatize the disease.

Use your products and innovation.

Your company can make a difference

Join the Global Business Coalition on HIV/AIDS. Our member companies stand for the corporate commitment to fight AIDS.

Abbott Laboratories/Acamen Sciences/AEA Investments/AFA Botswana/AfricaCommetec Com/Alphamax/Austria/American Express Company/American International Group/Anglo-American plc/AngloGold/Anglovaal Mining/Asiatic/Bajaj Auto/Bancays Bank/BASF Corporation/Bayer/BD (Beckman Dickinson)/Berlethmann/BHP Billiton/Black Entertainment Group/The Body Shop/Boehringer Ingelheim/Booz Allen Hamilton/Bristol-Myers Squibb/British American Tobacco/JP/Calypso Biomedical Corporation/Calvin Klein/Care Capital/The Carlyle Group/Chemicon International/Chevron/Tenax/Compugen/Congroup/City First/The Coca-Cola Company/Coca-Cola HBC/Condomi/The Cookery Group/DaimlerChrysler/DBM Associates/De Beers/Debswana/Diageo/Tichonov/Edelman Public Relations/Eni/Enkom/Esso/Lauder & Companies/Exxon Mobil Corporation/Farmie Mac/Federal Express/Fonak Health Company/Fox Rural Bank/Gary Images/GlossSmithKline/Global Satellite Telematics/Global Technology Investments/Gold Fields/Haco Industries/Harman International Industries/Heineken/Jewett-Packard Company/HSBC/Human Genome Sciences/Industria Villares/Infinito Technologies/Johnson & Johnson/Kernner International/KPMG/Lafarge/Levi Strauss & Co./L'Oréal/M.A.C. Cosmetics/Mar Industries/McKinsey & Co./Merck & Co./Merrill Lynch & Co./Metropolitan (SA)/Microsoft/Medicon/MTV Networks International/National Basketball Association/Nike/Ogilvy Public Relations/Old Mutual (SA)/Orange Technologies/PepsiCo/Petronas LLC/Pliner/Placer Dome/Pierceall/Pulmold/Ranbaxy/Renault/RossmoreLinC/Com/ Rio Tinto/ILK.C. (Ukraine)/Robert Bosch/Royal Dutch - Shell Group of Companies/HPG Enterprises/RRR Industries/RWE/SBC Communications/Sennor/Shear Health Group/Siemens/Simpson, Thatcher & Bardlett/Spencer Trask & Co./SRF Ltd (India)/SSI International plc/Standard Chartered Bank/StarOil/Tata Iron & Steel/Tekpar Brazil/Telcel SA/Time Warner/The Noel Group/ThyssenKrupp/Total/Unilever/Viagra Environment/Viacom International/Virapharma/Voith/Volkswagen/Voxira/Yankees Entertainment & Sports Network

The Global Business Coalition on HIV/AIDS (GBC) is a rapidly-expanding alliance of over 130 international businesses in 138 countries dedicated to combating the AIDS epidemic through the business sector's unique skills and expertise. The GBC is lead by Chairman Jürgen E. Schrempf, Chairman of the Board of Management of Daimler Chrysler, Vice-Chairman Bertrand Collomb, Chairman of Lafarge, President Richard Holbrook and Executive Director Trevor Nelson.

Our Annual Awards Dinner, with major addresses by German Chancellor Gerhard Schröder, World Bank President James Wolfensohn, U.S. Ambassador Randall Tobias and founder of D.A.T.A. and lead singer of U2 Bono is sponsored by Booz Allen Hamilton, The Coca-Cola Company, DaimlerChrysler and Merck & Co. and will be held in Berlin on April 21. For information on how to attend the dinner or join, please call +1-212-846 5893.



GLOBAL BUSINESS COALITION ON  
HIV/AIDS

1515 Broadway, 45th Floor, New York, NY 10036 + Tel: 212-846 5893 + [www.businessfightsaids.org](http://www.businessfightsaids.org)





STATE OF NEW YORK

GEORGE E. PATAKI  
GOVERNOR

March 22, 2004

Dear Friends:

It is a pleasure to send greetings and warm regards to all gathered for the First Annual International Business Awards.

New York City, home to major financial institutions, corporations and world markets, is recognized as a global center of economic activity that affects countries and people worldwide. Virtually all businesses benefit from a presence here, which affords them mutual access to services that meet the needs of our nation and others and to organizations that define the dynamics of international trade.

The Empire State is proud to host events that bring together professionals who represent the very best in their field, such as this evening's distinguished honorees as well as your Board members who have chosen them to receive this inaugural award. Tonight also allows you the opportunity to reflect upon your own roles in which your leadership and experience can help determine the future course to be taken by your respective industries. Sharing vision and insight into strategies for continued economic growth and progress around the world remains a valued responsibility of each member of the business community.

Exceptional leaders in international commerce clearly inspire future generations of business professionals. I would like to join in congratulating this year's honorees recognized for a lifetime of hard work and noteworthy contributions to the success of their chosen field. Such distinction of service has earned each of them enduring respect and gratitude from this community of peers.

Lastly, I applaud your generosity of time and effort in meaningful areas of charitable service, including The Global Business Coalition on AIDS/HIV, which benefits from the proceeds of this event.

Best wishes for an enjoyable evening and continued success.

Very truly yours,

EXECUTIVE CHAMBER STATE CAPITOL ALBANY 12224  
<http://www.state.ny.us>



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, N.Y. 10007

March 22, 2004

Dear Friends:

It is a great pleasure to welcome everyone to the First Annual International Business Awards.

The City of New York is delighted to be a part of this exciting event that honors individuals, products and companies that have played an important role in the international business community. I congratulate the Stevie Award recipients and commend their significant contributions on behalf of their industries and the business world. They are most deserving of this recognition, and I extend my best wishes for continued success in their endeavors.

In addition, I commend the Board of Distinguished Judges and Advisors and sponsors for recognizing the achievements of tonight's award recipients and for hosting this celebration in support of the Global Business Coalition on HIV/AIDS. The businesses sector's involvement in combating this global epidemic is commendable, and I thank all those gathered tonight for benefiting this important organization. It is always gratifying to recognize those who are dedicated to giving back to the community and improving the quality of life for those in need.

Sincerely,

  
Michael R. Bloomberg  
Mayor





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THE STEVIE AWARD  
FOR BEST MULTINATIONAL COMPANY



ON BEHALF OF OUR 13,000 GLOBAL EMPLOYEES

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AND PROVIDING BENEFITS  
*to growers and the environment.*

WE ALSO THANK OUR MANY STAKEHOLDERS FOR  
GIVING US FEEDBACK ON OUR PATH FORWARD.  
THROUGH INNOVATIVE TECHNOLOGY AND PRODUCTS,  
MONSANTO IS DEDICATED TO PROVIDING HEALTHY  
FOOD AND A HEALTHY ENVIRONMENT.

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CONGRATULATIONS TO ALL HONOREES.





## THE BOARD OF DISTINGUISHED JUDGES & ADVISORS OF THE INTERNATIONAL BUSINESS AWARDS

The participation and counsel of our judges and advisors—all of whom are leaders in the international business community—have helped establish The International Business Awards—the “International Stevies”—as the world’s preeminent business awards show. They and their staffs performed the Final Judging.

**Vladimir K. Aksionov**, *Corporate Relations Director*,  
British American Tobacco, Russia

**Francois Baird**, *Founder and Chairman*, Baird’s Renaissance (Pty) Ltd,  
South Africa

**Vivek Bharati**, *Advisor*, Federation of Indian Chambers of  
Commerce & Industry, India

**Alexander I. Borisov**, *General Manager*, Moscow International  
Business Association, Russia

**Guillermo Cisneros Garrido**, *Professor and Director*, ESADE, Spain

**Robert Clifford**, *Managing Director*, Mortgage Force Ltd,  
United Kingdom

**Boris L. Eremin**, *President*, Russian Chapter of the International  
Advertising Association

**Kim Faura Batlle**, *Executive VP MK & Content Unit*,  
Telefonica, S.A., Spain

**Charles Fombrun**, *Director*, The Reputation Institute

**Julie Freeman**, *President*, International Association of  
Business Communicators

**Jonas Garbovetsky**, *Founder & CEO*, Clickmedios, Argentina

**Robert Granader**, *CEO*, MarketResearch.com

**Vili Grdadolnik**, *Area Director*, GCI Adriatic, Slovenia

**Gerhard Gschwandtner**, *Publisher*, Selling Power Magazine

**Gary Hamel**, *Visiting Professor*, London Business School; co-author of  
“Competing for the Future” and author of “Leading the Revolution”

**Phillip Hawkins**, *Managing Director*, Citigate Albert Frank,  
United Kingdom

**Graham Hayward**, *former Executive Director*, Singapore International  
Chamber of Commerce

**Juan Jose Hernandez**, *Director of Customer Relationship  
Management*, Intermundo, Mexico

**David Hoffmann**, *Chairman & CEO*, DHR International

**Dezsö Horvath**, *Dean*, Schulich School of Business,  
York University, Canada

**Lee Jones**, *VP/Publisher*, Inc. Magazine

**Paul Jones**, *Senior VP*, Rogers Publishing Ltd., and Publisher,  
Maclean’s Magazine, Canada

**Rich Karlgaard**, *Publisher*, Forbes Magazine

**Richard Kean**, *Executive Director*, Business Marketing Association

**Dr. Richard Klimoski**, *Dean*, School of Management,  
George Mason University, U.S.A.

**Barry C. Melancon**, *President & CEO*, AICPA, U.S.A.

**Michael L. Metter**, *President/CEO*, BusinessTalk Radio Network

**Paddy Miller**, *Professor*, IESE Business School, Spain

**John Lim Kok Min**, *Chairman*, Senoko Power, Singapore

**Tim Modise**, *Chairman*, Proudly South African Group, South Africa

**Bruce Nelson**, *Chairman & CEO*, Office Depot

**Dr. Ajit Pathak**, *National President*, Public Relations Society of India

**Don Peppers**, *Partner*, Peppers & Rogers Group

**Brian Pottinger**, *CEO for African Expansion*, Johnnic Communications,  
South Africa

**C.K. Ranganathan**, *Chairman & Managing Director*,  
Cavinkare Pvt. Ltd., India

**Vitaly Rasnitsin**, *President*, Business League Communication Group,  
Russia

**Sam Reese**, *President & CEO*, Miller Heiman

**Ronald A. Rittenmeyer**, *Chairman CEO & President*, Safety-Kleen Inc.

**Anthony Robbins**, *Chairman & CEO*, The Anthony Robbins Companies

**Dr. Martha Rogers**, *Partner*, Peppers & Rogers Group

**Joyce Rogge**, *Senior VP-Marketing*, Southwest Airlines

**Dr. William Schulte**, *Associate Professor*, Byrd School of Business,  
Shenandoah University

**Kersten Schüssler**, *Director*, lizard media.com /  
lizard Medienproduktion, Germany

**Drew Schutte**, *Publisher*, Wired Magazine

**Steven Shindler**, *Chairman & CEO*, NII Holdings, Inc.

**James Spanfeller**, *President & CEO*, Forbes.com Inc.

**Jeffrey Tarr**, *President*, Hoover’s Inc.

**Jonathan Thompson**, *VP-Marketing & Communications*, Software &  
Information Industry Association

**Han Tjan**, *Vice President*, DaimlerChrysler Corporation

**Donald Trump**, *Chairman, President & CEO*, The Trump Organization

**Alexander B. Vassilenko**, *Director of Public Relations*, LukOil, Russia





# Celebrate Excellence!

We congratulate the winners and finalists of the 2004 International Stevie Award and thank all of the companies that participated.

*Selling Power* magazine is proud to be a sponsor of this first annual presentation of the award destined to raise the standards in business and industry. Read all about the sales award winners in the next issue of *Selling Power*.

[www.sellingpower.com](http://www.sellingpower.com)

**Selling**Power

For a free copy of *Selling Power* call 1-800-752-7355.





## PRELIMINARY JUDGES

The following judges participated in preliminary judging between December 1, 2003 and February 11, 2004. They reviewed and scored nominations in categories that were assigned to them based on their function and experience. We thank them for their time, efforts, and insights.

**Corey-Jan Albert**, *Senior Marketing Writer*, Scientific-Atlanta, Inc., Lawrenceville, Georgia, U.S.A.

**David Allan**, *Managing Director*, GCI Worldwide Sdn Bhd, Kuala Lumpur, Malaysia

**Seong Bong Bae**, *Manager*, Korea Commercial Film Makers Union, Seoul, South Korea

**Michael Berman**, *Partner*, CPath Solutions, New York, New York, U.S.A.

**Lea-Ann Berst**, *Senior Consultant*, Sleddogg Marketing, Raleigh, North Carolina, U.S.A.

**Luigi Carinci**, *President*, Pinpoint Experts Corp., Woodbridge, Alberta, Canada

**Anouar Chennoufi**, *President*, Strategy NetCom International, Bizerte, Tunisia

**Laura Clements**, *CEO*, Performance PR, Glenorchy, Australia

**Carolyn Clendening**, *Director*, Office Depot, Delray Beach, Florida, U.S.A.

**Stephanie Feher**, *Account Executive*, Edelman, Chicago, Illinois, U.S.A.

**Celia Fleischaker**, *Director of Corporate Communications*, Epicor Software Corp., Louisville, Kentucky, U.S.A.

**Peter Graedel**, *Head of Corporate Communications*, Rieter Group, Winterthur, Switzerland

**Naresh Gupta**, *Director*, IBM Global Services, Gurgaon, India

**Larry Hamilton**, *Senior Account Executive*, Pitney Bowes, Sugarland, Texas, U.S.A.

**Louise Harris**, *Managing Director*, Ruder Finn Asia, Singapore

**Kelli Hauser**, *Account Supervisor*, Fleishman Hillard, Montreal, Quebec, Canada

**Steve Johns**, *President*, Sell 'em Up Training Systems, Moore, Oklahoma, U.S.A.

**Gurumurthy Kalyanasundaram**, *Circle Logistics Chief*, Reliance Infocomm Ltd., Bhopal, India

**Alexey Karaguezian**, *PR Department Chief*, Moscow International Business Association, Moscow, Russia

**Nagib Khalloof**, *President*, Beau Monde International, Chatsworth, California, U.S.A.

**Sunil Kulwal**, *Executive President*, Grasim Industries Ltd., Nagda, Madhya Pradesh, India

**Kristina Laco**, *Deputy General Manager*, Premisa Communications Management, Zagreb, Croatia

**Dragana Lukic**, *Manager*, Leo Burnett, Belgrade, Serbia

**Alif M. Gunawan**, *Editor-in-Chief*, CAKRAM Komunikasi, Jakarta, Indonesia

**Marcy Mahoney**, *Executive Assistant*, Fleishman Hillard, St. Louis, Missouri, U.S.A.

**Mark O'Toole**, *Vice President*, The Castle Group, Boston, Massachusetts, U.S.A.

**Laurie Rich**, *Director of Marketing & Communications*, MadWaves UK, Ltd., MadWaves USA, Inc.

**Almudena Rodriguez**, *Managing Director*, Bassat Ogilvy Consejeros de Comunicación, Madrid, Spain

**Amy Santoro**, *President*, LucidWorks Strategic Communications Planning, Edmonton, Alberta, Canada

**Paula Shannon**, *Chief Sales Officer, SVP*, Lionbridge Technologies, Baie d'Urfe, Canada

**Chris Stanley**, *Senior Communications Specialist*, Memphis Light, Gas & Water, Memphis, Tennessee, U.S.A.

**Katarzyna Terej**, *Client Service Director*, Partner of Promotion, Warsaw, Poland

**Tim Tiffin**, *Inventory Manager*, Just Service, Wilton, New York, U.S.A.

**Helmut von Fircks**, *CEO*, F & H Porter Novelli, Munich, Germany

**Stephen Watkins**, *Founder & CEO*, Entrex, Washington, D.C., U.S.A.

**Kwek Ping Yong**, *CEO*, Inventis Investment Holdings (China) Ltd, Shanghai, China

**Joseph Zitzelberger**, *Director of Manufacturing Development*, Kenworth Truck Company, PACCAR Inc., Chillicothe, Ohio, U.S.A.



# SEMANA económica

Wishes to congratulate all participant companies, finalists and International Stevie Award Winners. We are proud to have been able to participate in such an important event being the exclusive sponsor of the International Business Awards 2004 in Perú.



**Semana Económica** is a unique weekly publication which provides an access to business, economic and financial prime news which may influence in any business' direction. It is due to its precision, opportunity and reliability an indispensable communication tool for the decision making of every business executive and Peruvian entrepreneur or investor.

We reach most of the top executives in Perú, including members of the Congress, government officials, all major media personalities and most representatives of trade associations, executives, successful entrepreneurs and businessmen in Perú.

For information on suscriptions or publicity please contact Miss Carla Pennano at 511 242 5656 or send an email: [cpennano@apoyo.org.pe](mailto:cpennano@apoyo.org.pe)

For more information you may access our website at: [www.semanaeconomica.com](http://www.semanaeconomica.com)





## 2004 INTERNATIONAL STEVIE AWARD WINNERS

The full-text of the International Stevie-winning nominations has been published on [www.stevieawards.com/iba](http://www.stevieawards.com/iba).

### ADVERTISING & CORPORATE MEDIA CATEGORIES

#### ADVERTISING CATEGORIES

##### **Best Magazine Ad Campaign**

Scientific-Atlanta European Ad Campaign, Scientific-Atlanta, Lawrenceville, Georgia, U.S.A. *Industry: Telecommunications*

##### **Best TV or Cinema Ad Campaign**

The Future Takes Visa, Saatchi & Saatchi London, London, United Kingdom. *Industry: Financial Services*

UNION FENOSA's Announcement Campaign, UNION FENOSA S.A., Madrid, Spain. *Industry: Energy*

##### **Best Copywriting in a Campaign**

Scientific-Atlanta European Ad Campaign, Scientific-Atlanta, Lawrenceville, Georgia, U.S.A. *Industry: Telecommunications*

#### CORPORATE LITERATURE & INVESTOR RELATIONS CATEGORIES

##### **Best Annual Report**

Bertelsmann AG 2002 Annual Report, Bertelsmann AG, Guetersloh, Germany. *Industry: Media*

Lear Corporation 2002 Annual Report, Lear Corporation, Southfield, Michigan, U.S.A. *Industry: Automotive and Transport Equipment*

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

Cushman & Wakefield Global Brochure System, Cushman & Wakefield, New York, New York, U.S.A. *Industry: Real Estate*

Basel II Marketing Kit, SAS Institute GmbH, Heidelberg, Germany. *Industry: Computer Software*

#### CORPORATE WEB SITE CATEGORIES

##### **Corporate Information**

Avnet Corporate Web Site, Avnet, Inc., Phoenix, Arizona, U.S.A. *Industry: Electronics*

##### **E-Commerce**

Canada Post On-line Business Centre, Canada Post, Ottawa, Ontario, Canada. *Industry: Other*

##### **Home Page**

eds.com Homepage, EDS, Plano, Texas, U.S.A. *Industry: Business Services*

SsangYong Motor Company Corporate Website, SsangYong Motor Company, Seoul, Korea. *Industry: Automotive and Transport Equipment*

##### **Investor Relations**

Unibanco's Investor Relations Website, UNIBANCO S/A, Sao Paulo, SP, Brazil. *Industry: Banking*

Woolworths Group plc Corporate Web Site/Investor Area, Woolworths Group plc, London, United Kingdom. *Industry: Retail*

##### **Overall Design**

Eurotel Company Corporate Web Sites, Eurotel Praha, spol. s r.o., Prague, Czech Republic. *Industry: Telecommunications*

Swedish Match new corporate website, Hallvarsson & Halvarsson AB, Stockholm, Sweden. *Industry: Advertising, Marketing & Public Relations*

'psm.co.uk - matching information with innovation', The PSM Law Group, Dunfermline, Scotland, United Kingdom. *Industry: Legal*

##### **Interface Design**

Play Music on StarHub's Web Site, StarHub Pte Ltd, Singapore. *Industry: Telecommunications*

##### **Writing/Content**

Spectrum of Local Arts on StarHub's Web Site, StarHub Pte Ltd, Singapore. *Industry: Telecommunications*

#### INTERACTIVE MULTIMEDIA CATEGORIES

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

CD-ROM LigaRecordBP/PremierPlus, Ogilvy & Mather Portugal, Lisbon, Portugal. *Industry: Media*

#### CORPORATE FILM OR VIDEO CATEGORIES

##### **Internal Communications**

Pride - Inspiring Confidence, Nationwide Building Society, Swindon, Wiltshire, United Kingdom. *Industry: Financial Services*

##### **Intro: Company/Association Meeting**

Avnet Leadership Meeting Great Leaders Video, Avnet, Inc., Phoenix, Arizona, U.S.A. *Industry: Electronics*

##### **P.R.: Corporate Image**

Siemens Innovation TV Series, Siemens Corporation, New York, New York, U.S.A. *Industry: Electronics*

##### **Sales: Computers or Telecommunications**

The Watermen, Unisys, Blue Bell, Pennsylvania, U.S.A. *Industry: Computer Services*



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## 2004 WINNERS — *Continued*

### **CORPORATE FILM OR VIDEO CATEGORIES — *Continued***

#### **Multi-Image, Film or Video Hybrid: PR/Image — Non-profit**

Community Showcase of Local Talents: Spectrum of Short Films, Animation & Digital Arts by StarHub, StarHub Pte Ltd, Singapore.

*Industry:* Telecommunications

### **BUSINESS OR INDUSTRIAL THEATRE PRODUCTION CATEGORIES**

#### **Convention**

International Telindus Symposium, Telindus, Heverlee, Belgium. *Industry:* Telecommunications

## HUMAN RESOURCES CATEGORIES

#### **Best Human Resources Executive**

Paul Turner, General Manager (People), West Bromwich Building Society, West Bromwich, West Midlands, United Kingdom.

*Industry:* Financial Services

#### **Best Human Resources Team**

J&V Resguardo SAC, Lima, Peru. *Industry:* Other

#### **Best Human Resources Organization**

DaimlerChrysler South Africa (Pty) Ltd., Pretoria, Gauteng, South Africa. *Industry:* Automotive and Transport Equipment

## CREATIVE CATEGORIES

#### **Best Creative Team**

Ulitza Sezam Summer Road Show (2002) Creative Solution Team, Point Passat, Moscow, Russia. *Industry:* Advertising,

Marketing & Public Relations

#### **Best Creative Organization**

Saatchi & Saatchi, Bangkok, Thailand. *Industry:* Advertising, Marketing & Public Relations

## MARKETING CATEGORIES

#### **Best Marketer**

Pal A. Hvistendahl, Director Marketing Communications, Opera Software ASA, Oslo, Norway. *Industry:* Computer Software

#### **Best Marketing Organization**

UPS, Atlanta, Georgia, U.S.A. *Industry:* Transportation

## SALES CATEGORIES

#### **Best Sales Leader/Manager**

Matt Galligan, Director of Federal Sales, Secure Computing Corp., San Jose, California, U.S.A. *Industry:* Computer Software

#### **Best Sales Executive**

Paula Barbary Shannon, Chief Sales Officer, Lionbridge Technologies, Montreal, Quebec, Canada. *Industry:* Other

#### **Best Sales Team**

Secure Computing Corporation's Federal Sales Team, Secure Computing Corp., San Jose, California, U.S.A.

*Industry:* Computer Software

#### **Best Sales Organization**

Kraft Foods, Northfield, Illinois, U.S.A. *Industry:* Food and Beverage

## SUPPORT CATEGORIES

#### **Best Support Team**

Secure Computing's Technical Support and Service Team, Secure Computing Corp., San Jose, California, U.S.A.

*Industry:* Computer Software

#### **Best Support Organization**

Coverall Cleaning Concepts, Ft. Lauderdale, Florida, U.S.A. *Industry:* Business Services

## CUSTOMER SERVICE CATEGORIES

#### **Best Customer Service Team**

Autodesk Revit Client Support Team, Autodesk, Inc., Waltham, Massachusetts, U.S.A. *Industry:* Computer Services

#### **Best Customer Service Organization**

Oracle Corporation EMEA, Reading, Berkshire, United Kingdom. *Industry:* Computer Software





## 2004 WINNERS — Continued

### COMMUNICATIONS CATEGORIES

#### **Best Corporate Communicator**

Sandra Chiovitti, Canada Post Corporation, Mississauga, Ontario, Canada. *Industry:* Other

#### **Best Communications Team**

ACCPAC Press and Analyst Relations Team, ACCPAC International, Pleasanton, California, U.S.A. *Industry:* Computer Software  
Socom Pty Ltd, Carlton, Victoria, Australia. *Industry:* Advertising, Marketing & Public Relations

#### **Best Communications Organization**

Global Crossing, Florham Park, New Jersey, U.S.A. *Industry:* Telecommunications  
NCR Corporation, Dayton, Ohio, U.S.A. *Industry:* Other

### PRODUCT DEVELOPMENT CATEGORIES

#### **Best Producer Developer**

Mayank Sharma, Grasim Industries Limited, Nagda, Madhya Pradesh, India. *Industry:* Chemicals

#### **Best Product Development or Engineering Executive**

Mike Gallagher, Senior Vice President of Product Development, Secure Computing Corp., San Jose, California, U.S.A.  
*Industry:* Computer Software

#### **Best Product Development Team**

Telelogic Development Team, Telelogic, Malmö, Sweden. *Industry:* Computer Software

#### **Best New Product or Service**

FedEx International Online Shipping Solutions, FedEx, Memphis, Tennessee, U.S.A. *Industry:* Transportation  
Land's End Custom Dress Shirts, Land's End, Dodgeville, Wisconsin, U.S.A. *Industry:* Retail  
Research In Motion's BlackBerry 7230, Research In Motion, Waterloo, Ontario, Canada. *Industry:* Other  
Stellent Site Studio, Stellent, Eden Prairie, Minnesota, U.S.A. *Industry:* Computer Software

### BEST FINANCE EXECUTIVE

Byron Siliezar, CFO, NII Holdings, Reston, Virginia, U.S.A. *Industry:* Telecommunications

### BEST EXECUTIVE

Alexander I. Borisov, General Director, Moscow International Business Association, Moscow, Russia. *Industry:* Non-Profit Organizations  
Rob McCormick, Chairman & CEO, SAVVIS Communications, Herndon, Virginia, U.S.A. *Industry:* Telecommunications  
Dr. Erich Reinhardt, President & CEO, Siemens Medical Solutions, Malvern, Pennsylvania, U.S.A. and Erlangen, Germany.  
*Industry:* Health Products and Services

### COMPANY & OFFICE CATEGORIES

#### **Best Agency, Brokerage, or Satellite Office or Facility**

Business League Communication Group, Moscow, Russia. *Industry:* Advertising, Marketing & Public Relations

#### **Most Innovative Company**

Factiva, a Dow Jones & Reuters Company, Princeton, New Jersey, U.S.A. *Industry:* Media  
Hitachi Data Systems, Santa Clara, California, U.S.A. *Industry:* Other  
Rockwell Collins, Cedar Rapids, Iowa, U.S.A. *Industry:* Aerospace and Defense

#### **Best Business Turnaround**

NII Holdings, Reston, Virginia, U.S.A. *Industry:* Telecommunications  
Tenneco Automotive, Lake Forest, Illinois, U.S.A. *Industry:* Automotive and Transport Equipment

#### **Best Overall Company**

Alcan, Montreal, Quebec, Canada. *Industry:* Metals and Mining  
element 5, Cologne, Germany. *Industry:* Computer Services

#### **Best Multinational Company**

Monsanto Company, St. Louis, Missouri, U.S.A. *Industry:* Other  
PACCAR, Bellevue, Washington, U.S.A. *Industry:* Automotive and Transport Equipment





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## 2004 STEVIE AWARDS SCHEDULE

Dates are subject to change. Visit [www.stevieawards.com](http://www.stevieawards.com) often for updates

<b>April 12</b>	Finalists announced and notified in second annual American Business Awards
<b>May 10</b>	Second annual American Business Awards, Sheraton New York Hotel & Towers, New York City
<b>May 10-11</b>	American Business Awards conference program, Sheraton New York Hotel & Towers
<b>May</b>	Announcement of the first edition of the newest Stevie Awards program, The Small Business Stevies. This first edition will be for women-owned businesses.
<b>September</b>	Call for Entries for The 2005 International Business Awards
<b>October</b>	Call for Entries for The 2005 American Business Awards
<b>November 12</b>	Early-bird entry deadline for 2005 American Business Awards. Final entry deadline will be in January 2005.
<b>December 10</b>	Entry deadline for 2005 International Business Awards

## ELIGIBILITY

### **American Business Awards**

All American companies, and the U.S.-based operations of foreign companies, are eligible to participate.

### **International Business Awards**

All companies worldwide are eligible to participate, including American companies that generate at least 10% of their sales outside the U.S.A.

## CONTACT

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