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STEVIE® AWARDS UPDATE
 News About the World's Premier Business Awards

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Finalists Announced in 8th Annual American Business Awards

Finalists were announced last week in The 8th Annual American Business Awards. Companies as diverse as Apple, Ford Motor Company, Life Technologies and PepsiCo are among those recognized. For a full list of Finalists, visit www.stevieawards.com/aba.

The American Business Awards are the U.S.A.'s premier business awards program. All organizations operating in the U.S.A. are eligible to submit entries -- public and private, for-profit and non-profit, large and small. This year's Stevie Award winners will be announced during the annual gala on Monday, June 21 at the Marriott Marquis Hotel in New York City. More than six-hundred executives from across the U.S.A. are expected to attend. The event will benefit Oceana (oceana.org), the largest international organization focused solely on ocean conservation. The ceremonies will be broadcast on radio nationwide by the Business TalkRadio Network.

More than 2,700 entries from organizations of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Most Innovative Company of the Year, Management Team of the Year, Best New Product or Service of the Year, Corporate Social Responsibility Program of the Year, and Corporate Environmental Responsibility Program of the Year.

Members of the Awards' Board of Distinguished Judges & Advisors and specialized final judging committees will select Stevie Award winners from among Finalists in final judging that will continue through May 28. Finalists were chosen by business professionals nationwide during preliminary judging in April and May.

Sponsors and partners of The 2010 American Business Awards include Infogroup, Netezza, CIGNA, Citrix Online, Epic Media Group, High Performance Technologies Inc., imagistic, John Hancock, LifeLock, Lionbridge, PetRays, RCN, and SoftPro.



» **Learn More About The American Business Awards ...**

Case Study: Sustainable Luxury in San Francisco

Graham & Associates, Inc., the San Francisco, California-based national and international PR agency, received the Stevie Award for Communications Campaign of the Year in North America in The 2009 International Business Awards. Here we look at that campaign and what the team at Graham achieved for the client.

When Cavallo Point – the Lodge at the Golden Gate was poised to open in the summer of 2008, it marked a milestone in the hospitality category. A remarkable restoration of a former military base—Fort Baker—and within the Golden Gate National



Park, the lodge was to be an upscale urban retreat. When it opened, Cavallo Point received immediate recognition from *Travel + Leisure* magazine as a top national green landmark both for its restoration of turn-of-the-century buildings and for its green building practices.

On receiving the Stevie Award for the communications campaign for Cavallo Point Lodge, Lydia Graham, president of Graham & Associates, said, "This development received a lot of national media coverage when it opened, which drove sales, as well as a number of coveted awards. It's an honor for the Graham team to be recognized with a Stevie Award for all our creative energy and hard work in the areas of messaging, positioning, and communications that contributed to Cavallo Point's success."

Challenges of 2008

When Graham & Associates was approached to handle the launch of Cavallo Point, there were challenges: the economy was spiraling downward; and the lodge opening date—in July—meant missing the big summer travel stories. Cavallo Point also had expansive guest offerings, from a learning program and a cooking school to a restaurant and a spa, and from an art program to a group retreat. So many elements made for a complex message mix that could potentially confuse target audiences.

Planning & Execution

Graham & Associates' objective was to drive reservations by generating immediate awareness and excitement for the opening as well as to offset confusion from the dense message mix.

The agency planned a series of timed, themed campaigns throughout 2008 that introduced one element at a time, thereby avoiding information overload and establishing sustained media interest. A series of strategic messaging sessions led to the development of a pivotal positioning statement and set of core messages that differentiated the lodge and clearly highlighted what made it remarkable.

» **[Read the Rest of This Article...](#)**

Video Interview: Rene Co, General Manager, Greater China External Relations, Asia Corporate Communications & Reputation, The Procter & Gamble Company, China

Procter & Gamble Asia won a Stevie Award in The 2009 [International Business Awards](#) for Corporate Social Responsibility Program of the Year in Asia (China, Japan and Korea) for their work to help the children of Asia to "[Live, Learn and Thrive.](#)" Having entered Asia in 1935 and headquartered in Singapore, P&G has operations in 14 countries with 19,000 employees in Asia.

Rene Co is General Manager, Greater China External Relations, Asia Corporate Communications & Reputation, for The Procter & Gamble Company in China. He's a leading force behind the Live, Learn and Thrive project, and accepted our invitation to join the Board of Distinguished Judges & Advisors for The 2010 International Business Awards.

We recently asked Rene about his career, about the history of P&G in Asia, about the Live, Learn and Thrive program and about why he thinks awards recognition such as the Stevie Awards are important to companies like P&G.



» **[Watch the Interview With Rene Co of Procter & Gamble Asia ...](#)**

IN BRIEF: Stevies for Women Entries to Open May 24; Volunteer Judge the Stevie Awards; Stevie Awards Sponsorship Opportunities

Entries for the 2010 (7th annual) Stevie Awards for Women in Business will be accepted beginning the week of May 24. This awards competition recognizes women entrepreneurs, women executives, and the organizations they run - worldwide. [Make sure you're on the mailing list](#) so that you're emailed the entry kit as soon as it's available that week.

Volunteer to be a preliminary-round judge in [The International Business Awards](#). You'll learn about how other organizations around the world are achieving success.

The Stevie Awards offer a variety of low-cost sponsorship opportunities that provide many participatory, lead generation, and brand-awareness benefits. As you finalize your 2010 marketing budgets, be sure to consider a Stevie Awards sponsorship. [Contact us to learn more...](#)

Upcoming Stevie Awards Calendar

May 24: Entries open for 2010 Stevie Awards for Women in Business

June 9: Late entry deadline for 7th annual International Business Awards

June 21: Awards banquet of 8th annual American Business Awards, Marriott Marquis Hotel, New York

o/a July 1: Honorees announced in 7th annual International Business Awards. Awards to be presented in Istanbul on September 27.

July 28: Early-bird entry deadline for 7th Stevie Awards for Women in Business