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THE ESOP ASSOCIATION'S

# 2016 AACE

ANNUAL  
AWARDS *for*  
COMMUNICATIONS  
EXCELLENCE

NOTE DEADLINE!





## Save the Date!

The ESOP Association's 39<sup>th</sup> Annual Conference in Washington, DC

May 19<sup>th</sup> and 20<sup>th</sup>, 2016

Awards Ceremony --- Wednesday, May 18<sup>th</sup>, 2016

***Each registrant for the 39<sup>th</sup> Annual Conference is entitled to one ticket to the Awards Ceremony.***

Celebrate employee ownership at the acclaimed 25<sup>th</sup> Awards Ceremony featuring leading ESOP companies and employee owners from across the nation.

Join us in Washington, DC and connect with employee owners in the ESOP community and take this opportunity to view the creativity on display at the AACE Awards exhibition. Talk with the winners and network with AACE entrants to brainstorm employee ownership communication ideas.

As part of the Conference, you'll have the chance to network with others in your field and attend interesting and instructive classes. Don't pass up this event to meet experienced people in the ESOP community.



This is a one-time mailing of the printed 2016 AACE brochure, which can also be viewed at [www.esopassociation.org](http://www.esopassociation.org).



THE ESOP ASSOCIATION'S

# 2016 AACE

## ANNUAL AWARDS *for* COMMUNICATIONS EXCELLENCE

### ***Prizes***

#### ***For First Place Winners in Each Category***

- The AACE Obelisk, with engraved company nameplate
- Winner's Certificate with custom calligraphy
- Two Complimentary Registrations to the 39<sup>th</sup> Annual Conference in Washington, DC (Each registration includes entrance to the Awards Ceremony on Wednesday evening May 18<sup>th</sup>)
- AACE Winner's Badge Ribbon for all Conference attendees from your company, and Rosette Display Ribbon
- Recognition at the Awards Ceremony, in *The ESOP Report* and on TEA's web site.
- Listing as an AACE Winner in future membership directories

#### ***For Runner-Up Winners in Each Category***

- Winner's Certificate with custom calligraphy
- One Complimentary Registration to the 39<sup>th</sup> Annual Conference in Washington, DC (Each registration includes entrance to the Awards Ceremony on Wednesday evening)
- AACE Winner's Badge Ribbon for all Conference attendees from your company, and Rosette Display Ribbon
- Recognition at the Awards Ceremony, in *The ESOP Report* and on TEA's web site
- Listing as an AACE Winner in future membership directories

## ***Eligibility***

- Any current Corporate Member is eligible. Each Corporate Member is encouraged to enter independently whether entered in other communications competitions or not.
- First Place Winners in any category may not enter that category in the following year. No such restrictions apply to Runner-Up Winners. Members may enter any category(s) for which they were not a First Place Winner the year before.



## ***Deadlines***

- The deadline for arrival at the ESOP Association Office is Friday, February 19, 2016. Set your own materials shipping deadline the week before. Links to electronic entries, along with entry forms (i.e. web sites, YouTube presentation videos, etc.) must be received at [esop@esopassociation.org](mailto:esop@esopassociation.org) Friday, February 19, 2016. (See Description of Categories).
- A list of the winning companies will be put on The ESOP Association's web site, [www.esopassociation.org](http://www.esopassociation.org), by April 1, 2016.

## ***Cost***

- There is no entry fee. You will have to pay for the initial shipping to The ESOP Association. TEA bears all other shipping costs to the judging and to the Annual Conference in May and the return to you (if you request it on the entry form) just after the Conference in May. Display boards will follow a few weeks later. You may request to pick up your materials after the Annual Conference.

## ***Judging Guidelines***

- Ability of materials to convey concepts of employee ownership with clarity to the company's employee owners, as well as to the customers and community
- Amount of employee owner involvement in implementing material
- Respect for the contributions of employee owners themselves
- Integration of the ESOP into the fabric of the company
- Involvement and response of employee owners to communications efforts
- Encouragement of ownership attitudes
- Creative use of ideas
- Technical quality

## ***Display***

All of the entries will be displayed at the Annual Conference in Washington, DC, May 19<sup>th</sup> and 20<sup>th</sup>, 2016. Come show off your efforts, learn from others, and establish networks. Don't miss the Awards Ceremony the evening of May 18<sup>th</sup>.

## ***Questions?***

Call 202/293-2971 or email [esop@esopassociation.org](mailto:esop@esopassociation.org).

## ***Benefits***

- Helps you review  
*As you put together your entry, you can get a good overview of your program.*
- Organizes your thoughts  
*Preparing an entry forces you to organize your program for review by the judges.*
- Helps you evaluate  
*Once your program is organized, your strong points will become apparent. You can evaluate your program in the light of what the judges will look for and what they may see from other companies.*
- Generates new ideas  
*As you organize your programs for entry new ideas come to you for augmenting and improving it.*
- Shares your ideas  
*Your entry will be displayed at the Annual Conference in May so that other companies can see what has worked for you. This is a chance to set up a network, get new ideas and improve on your own program.*
- Creates an archive  
*You'll be able to look back and determine direction, growth and results.*
- Allows you the chance to join the winners  
*The coveted AACE obelisk may await you and your company (as well as other prizes).*
- Provides an opportunity for you to show off!  
*Go for it! Gain the recognition you deserve. Show your peers your company pride, and how well you communicate your ownership and ESOP.*

## ***Annual Conference***

Whether you win a prize or not, this is an opportunity to see and to learn how other ESOP companies are communicating information (and establish mutually beneficial relationships with others). Allow time to absorb information at the AACE Display, attend interesting and useful sessions, and meet others to establish ongoing networks.

## ***Required Organization of Entries***

Entries must now be specifically entered by category, either in a tabbed notebook(s) or separate small notebooks or well-secured packets. It is very important that the judges be able to find each category quickly and easily. There is no need to send another notebook for the Total Communications Category, unless there is additional material not included in the individual categories. Simply put the additional material in a notebook and label it Category 1. Do not send overfilled notebooks.

## ***What to Send (and what not to send)***

Examples of things you have used to communicate your ESOP or ownership culture could be paper in a notebook(s), such as newsletters, flyers, brochures, significant letters, etc. Photographs of ESOP events or individual employee owners can be very powerful. Web sites and Intranets show the judges another facet of your ownership culture and how you present it. (See entry instructions). Please label things such as cups, pens, lunch bags, or disks with your company name. A standard (3' x 4') tri-fold foam core display board is recommended as a backdrop for your other information. It does not have to conform to any particular category. Weight limit per box is 30 pounds.

*Examples of things not to send are digital frames or anything that has to be plugged in, overstuffed notebooks, banners (send photo instead), pictures with glass (use plexiglass instead), overweight boxes or oversized display boards.*

# **DESCRIPTION OF CATEGORIES**

*\*Note: all entries are to be submitted by category, either tabbed or in separate notebooks. Label clearly.\**

## **CATEGORY 1, TOTAL COMMUNICATIONS**

*Division A: 250 or Fewer Employees*

*Division B: Over 250 Employees*

This award recognizes excellence in a total communications program. Material should reflect a number of aspects of the company's overall communications program.

Items submitted can include, but are not limited to, newsletters, brochures, promotional items, documentation of special events and meetings, educational material, press releases, advertising art, or any other medium the company uses to promote and explain the ESOP to its employee owners or the public, such as web sites and intranets.

*Note: if you wish to enter this category, mark it on the entry form, and all the other materials you send will be considered. If there is additional material not included in other submissions, put this extra material in an additional notebook or section and mark "Category 1". CD/DVD disks or thumb drives should be labeled, put in the front of a notebook and noted on the entry form.*

## **CATEGORY 2, PRESENTATION VIDEOS**

*Division A: 250 or Fewer Employees*

*Division B: Over 250 Employees*

This award recognizes excellence in the use of video to promote the ESOP concept to employees or the outside world. Note: presentation videos must be uploaded to YouTube and a link sent to [esop@esopassociation.org](mailto:esop@esopassociation.org) February 19, 2016. There is a five (5) minute time limit. If your video is longer, only the first 5 minutes will be considered. Judges will be looking for ESOP/ownership related material. Content, editing, timing, visual, sound and technical qualities are important. Include the link on the entry form. Entry form must accompany your link, designating category entered.

## **CATEGORY 3, PRINTED MATERIALS**

*Division A: 250 or Fewer Employees*

*Division B: Over 250 Employees*

This award recognizes excellence in the use of original, printed informational materials which are used to communicate the company's ESOP to employee owners, customers or the community. If the item contains other information, mark the ownership related information clearly. This can include PowerPoint presentations (send printed copy), banners (photos only) etc. Photos of things printed on trucks, signs and flags should probably be entered under marketing or special events.

*A very brief commentary page is permitted, but not required, to be submitted with each category, as a way to communicate with the judges.*

## **CATEGORY 4, INTRANETS**

Division A: 250 or Fewer Employees

Division B: Over 250 Employees

This award recognizes excellence in ESOP communication efforts using a company intranet, available to employee owners, usually in a password protected area.

*Note: a restricted area for judges to view is acceptable where judges are granted access with a link and a password. Alternatively, PDF (readable with the free version of Adobe Acrobat Reader), JPG, OR PNG files are acceptable file types for CD/DVD entries. A printed copy may be submitted, with private information blacked out, but it must be readable. Full page screen shots showing what would be visible in a browser are acceptable. If using a link, provide it on the entry form.*

## **CATEGORY 5, ESOP ADVERTISING/OWNERSHIP MARKETING**

Division A: 250 or Fewer Employees

Division B: Over 250 Employees

This award recognizes excellence in print advertising/marketing pieces that are used to promote a company and its ESOP to the outside world. Marketing materials must reference the ESOP or ownership. Mark these references with a sticky note. *Consider such things as brochures, marketing materials, marketing videos (see guidelines), print advertisements in newspapers, magazines, on company vehicles, license plates, banners, etc. Also social media, such as YouTube, Twitter, blogs, etc. qualify as long as links or specific access instructions are given on the entry form. Label all items with company name.*

This award includes recognition of excellence in the creative integration of the ESOP concept and ownership into the company web site. The quality and amount of ownership content, ease of access, clarity, presentation and consideration of audience are important. *Note: links to web sites should be sent to [esop@esopassociation.org](mailto:esop@esopassociation.org) February 19, 2016. The web site address should also be listed on the entry form.*

## **CATEGORY 6, SPECIAL EVENTS & PROMOTIONS – ONE OUTSTANDING EVENT**

Division A: 250 or Fewer Employees

Division B: Over 250 Employees

This award recognizes excellence in the organization and creativity involved in one significant ownership event, such as a special celebration, ESOP community service day, parade float, etc. Label all items with company name.

## **CATEGORY 7, SPECIAL EVENTS & PROMOTIONS – SERIES OF EVENTS**

Division A: 250 or Fewer Employees

Division B: Over 250 Employees

This award recognizes excellence in the organization and creativity involved in a series of ownership events. Employee Ownership Month events are often entered in this category. Send photos of trucks, banners and other oversize items, as well as events. Label all items with company name

### **Questions?**

Call 202/293-2971 or email [esop@esopassociation.org](mailto:esop@esopassociation.org).

# 2016 ESOP AACE ENTRY FORM PAGE 1 OF 2

▶ *Photocopy these two pages onto one page, front and back.*

COMPANY NAME		CONTACT PERSON NAME TITLE			
SHIPPING ADDRESS				WEB SITE	
CITY		STATE		ZIP - Physical Address for Shipping	
PHONE NUMBER		E-MAIL ADDRESS			
PRINCIPAL ACTIVITY OF COMPANY (please be specific)				ESOP ASSOCIATION CHAPTER AFFILIATION	
NUMBER OF EMPLOYEES	NUMBER OF ESOP PARTICIPANTS	PERCENTAGE OWNED BY ESOP	ESOP EFFECTIVE YEAR	UNION MEMBERS? <b>Y    N</b>	PUBLICLY TRADED? <b>Y    N</b>

▶ *Check each category in which you wish to be entered.*

**CHECK ALL CATEGORIES YOU ARE ENTERING HERE (Entries must be entered by category)**

- |  |  |
|--|--|
| <p>____ <b>1-A</b> Total Communications - 250 or Fewer Employees</p> <p>____ <b>1-B</b> Total Communications - Over 250 Employees</p> <p>____ <b>2-A</b> Presentation Videos - 250 or Fewer Employees</p> <p>____ <b>2-B</b> Presentation Videos - Over 250 Employees</p> <p>____ <b>3-A</b> Printed Materials - 250 or Fewer Employees</p> <p>____ <b>3-B</b> Printed Materials - Over 250 Employees</p> <p>____ <b>4-A</b> Intranet - 250 or Fewer Employees</p> <p>____ <b>4-B</b> Intranet - Over 250 Employees</p> <p>____ <b>5-A</b> ESOP Advertising/Ownership Marketing, Including Web Sites, 250 or Fewer Employees</p> | <p>____ <b>5-B</b> ESOP Advertising/Ownership Marketing, Including Web Sites, Over 250 Employees</p> <p>____ <b>6-A</b> Special Events &amp; Promotions - One Outstanding Event - 250 or Fewer Employees</p> <p>____ <b>6-B</b> Special Events &amp; Promotions - One Outstanding Event - Over 250 Employees</p> <p>____ <b>7-A</b> Special Events &amp; Promotions - Series of Events 250 or Fewer Employees</p> <p>____ <b>7-B</b> Special Events &amp; Promotions - Series of Events Over 250 Employees</p> <p>____ <b>NOTE:</b> We are also entering TEA's poster contest.</p> |
|--|--|

▶ **Entries must be RECEIVED no later than February 19, 2016.**

Materials will not be returned unless requested. Disks are not returned unless specifically requested. Although your materials will be handled carefully, The ESOP Association and the judges cannot be held responsible for loss or damage. Please do not send items that you cannot replace. Black out numbers you do not wish to be revealed. Permission to copy is hereby given, unless denied by initialing this blank \_\_\_\_\_.

Entries will be displayed at the 2016 ESOP Association Annual Conference. Permission is given to publish company name, address, telephone number and contact name on the web, along with selected items from your entry, unless denied by initializing this blank \_\_\_\_\_. Entering itself gives permission to publish, on the web or on paper, company name and address, i.e. as in a Winner's List. Winners will be posted on [www.esopassociation.org](http://www.esopassociation.org) by April 1<sup>st</sup>, 2016. Call 202-293-2971 or email [esop@esopassociation.org](mailto:esop@esopassociation.org).

**Photocopy Page One and Page Two onto one page, front and back.**

# 2016 ESOP AACE ENTRY FORM PAGE 2 OF 2

Company Name

► **Checklist - Remember, entries must be divided by separate categories.**

- \_\_\_\_\_ One page entry form (front & back), signed. Place in front of notebook or in top of box.
- \_\_\_\_\_ Include General List of Items, Disk List, and Link List, see below. All disks should be labeled and placed with entry form in front of notebook or in top of box.
- \_\_\_\_\_ If included, commentary pages should be placed with each separate category.
- \_\_\_\_\_ Include actual items to be considered, every item labeled with company name.
- \_\_\_\_\_ Important: consult with shipping department about requirements (See below\*)
- \_\_\_\_\_ Record tracking number(s) of shipment
- \_\_\_\_\_ Ship to ARRIVE by February 19, 2016
- \_\_\_\_\_ Do you want items returned? All \_\_\_\_\_ Some \_\_\_\_\_ (Attach note) \_\_\_\_\_ None \_\_\_\_\_
- \_\_\_\_\_ Do you want display board returned? Yes \_\_\_\_\_ No \_\_\_\_\_ N/A \_\_\_\_\_

► **General List of Items**

(example – 2 notebooks,  
1 cup, 1 compass, etc.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

► **Link List** *(Must accompany Links, include password if necessary)*

Category	Link	Function: <small>Presentation Video, Web Site, Internet, Intranet or support video)</small>

► **Disk List** *(All files should open with the free version of Adobe Acrobat Reader. Label actual disks w/company name & ship with entry form in front of notebook or in top of box.)*

Category	Title	Time

► **Shipping Requirements\***

- No box over 30 pounds, use several if necessary
- Display board to be shipped separately
- Pack notebooks carefully, do not overfill, use more notebooks instead.
- Bubble wrap, crumpled paper is fine: please bag shredded paper or packing popcorn
- Use tape, do not staple boxes to seal

**Send entries to:**  
**The ESOP Association**  
**1726 M Street NW, Suite 501**  
**Washington, DC 20036-2506**

Signature of ESOP Company AACE contact person	Direct Phone	Direct Email	Date

**Enclose One Page entry, Page 1 and Page 2, photocopied back & front**



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ESOP

EMPLOYEE OWNERSHIP  
MONTH (“EOM”)

POSTER  
CONTEST

2016

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# POSTER JUDGING

Although it is a separate award, a panel of five judges who also act as the judges of the famed AACE Awards will select the winner of the EOM Poster Contest in March 2016. The winner of the contest will also be announced at the 25<sup>th</sup> Annual Awards Ceremony on Wednesday, May 18<sup>th</sup>, 2016, in Washington, D.C.

The judging guidelines are as follows:

- ✎ Good employee owner education of EOM
- ✎ Respect for the contributions of employee owners
- ✎ Integration of the concepts of both employee ownership as well as the celebration of EOM into the fabric of the poster design
- ✎ Encouragement of ownership attitudes in the poster design
- ✎ Clear, simple design
- ✎ Creative use of ideas
- ✎ Good graphic design

## BENEFITS OF ACHIEVING THE WINNING DESIGN

The Corporate Member winner of the 2016 ESOP Association EOM Poster Contest will benefit in the following ways:

- ✎ Receive one (1) non-transferable complimentary registration to The 2016 ESOP Association's Annual Conference.
- ✎ Have your company's name to appear on the poster and EOM promotional product as the designer of the winning poster
- ✎ Receive an elegant certificate of achievement at TEA's 25<sup>th</sup> Annual Awards Ceremony
- ✎ Receive publicity in "*The ESOP Report*" and on the web site.
- ✎ Praise from your colleagues upon the publicity of the prepared press release provided by TEA announcing your company as the winner of the EOM Poster Contest

## DEADLINE

Entries must be **received** at the national offices of The ESOP Association **no later than February 19, 2016.**

## WHERE SHOULD THE ENTRIES BE SENT?

Submit all EOM Poster Contest entries to:

The ESOP Association  
1726 M Street NW, Suite 501  
Washington, D.C. 20036-2506

Contact: Gwenn Rosenthal, (202) 293-2971.

[gwenn@esopassociation.org](mailto:gwenn@esopassociation.org)

# POSTER ENTRY RULES AND GUIDELINES

1. Read the instructions for preparing your entry carefully and submit all of the necessary information. Neither The ESOP Association (“TEA”) nor the judges will contact you for required materials that are not included with your entry.
2. Any current Corporate Member is eligible to enter the contest.
3. Submit only **one** entry per company to the EOM Poster Contest.
4. Complete an entry form for the poster design entry; photocopies are acceptable. **Be sure to label the back** of all of the components of your entry with your name, company and delivery address.
5. **If requested**, designs and accompanying materials will be returned to the entrants.
6. TEA has the right to display the winning entry at any TEA event or reprint the design in any TEA publication.
7. Applicants are responsible for all design/graphic expenses, shipping costs and postage incurred in sending entries to TEA.
8. TEA will pay the printing costs of reproducing the poster selected and all mailing and handling costs to distribute the poster to TEA’s Corporate and Affiliate membership.
9. The poster design entry must be received at the national offices of TEA **no later than February 19, 2016**. Plan to ship the week before.
10. The winner of the TEA EOM Poster Contest will be selected in March 2016 by the Annual Awards for Communications Excellence (“AAACE”) judges. Official announcement of the winner will be made at the 25<sup>th</sup> Annual Awards Ceremony to be held Wednesday, May 18<sup>th</sup>, 2016 in Washington, DC, as part of TEA’s Annual Conference.
11. The poster must be a minimum of three (3) colors, 18 inches by 24 inches in size, and be mounted on foamcore for display purposes.
12. The company submitting the poster design is encouraged to incorporate their company name and/or logo on the poster as having designed the poster. Company name must also be written on the back.
13. The poster design must not only include the design concept of the poster, but also the words communicating the concept of EOM on the poster (in other words, both a slogan and the graphics). The poster design may be either vertical or horizontal in its positioning.
14. **It should be taken into account that the design of the poster may also be screened on the front of an EOM promotional product sold by TEA celebrating Employee Ownership Month.** The winning entry design placed on the front of the EOM promotional product will only display the winning entrant’s corporate name.

15. TEA reserves the right to select the printer of the selected winning poster design based on TEA's normal vendor selection policies and procedures. The design winner may submit a bid for the printing of the poster. If the chosen design is not printed by the design winner, the poster will not mention the name of the vendor who did its printing. If the design winner does do the printing of the poster, then the poster will also mention the company's name as the designer and printer of the EOM poster.
16. TEA intends to display all entries submitted to the EOM contest at any TEA event, such as TEA's Annual Conference unless the submitter of the entry specifically requests that their design entry not be displayed.
17. Due to printing requirements, the winning poster must be submitted to The ESOP Association in electronic form, with a digital file available with a resolution of no less than 300 DPI. There is no need to submit the digital file to The ESOP Association until the poster is declared the winner.
18. Any clip art used must be fairly purchased, not violating any copyright and/or trademark laws and incorporated into the digital file at a minimum of 300 DPI.



# POSTER CONTEST ENTRY FORM

[Deadline: *Received* by February 19, 2016]

Please print clearly or type:

*This entry is being submitted by*

Company Contact \_\_\_\_\_

Title \_\_\_\_\_

ESOP Company Name \_\_\_\_\_

**NOTE:** *Also be sure to write company name on back of poster.*

Address (include street address) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip (for shipping) \_\_\_\_\_

Telephone ( \_\_\_\_\_ ) \_\_\_\_\_ FAX No.( \_\_\_\_\_ ) \_\_\_\_\_

E-mail \_\_\_\_\_

**NOTE:** *Please acknowledge that the electronic file described in rule #18 will be available by signing here \_\_\_\_\_ date \_\_\_\_\_.*

*Please acknowledge that you are complying with rule #19 by signing here \_\_\_\_\_ date \_\_\_\_\_.*

Signature of the ESOP Corporate Member representative:

\_\_\_\_\_ Date: \_\_\_\_\_

**NOTE:** *Entries will not be returned unless requested. Please check here if you wish your entry to be returned. \_\_\_\_\_ Although your design entry will be handled carefully, The ESOP Association nor its contractors are not responsible for loss or damage. Please do not submit a design entry that cannot be replaced. The winning entry will be announced and displayed at the 2016 ESOP Association Annual Conference.*

**MAIL ENTRY FORM & EOM POSTER DESIGN TO ARRIVE BY FEBRUARY 19, 2016:**

The ESOP Association  
1726 M Street NW, Suite 501  
Washington, D.C. 20036-2506

*Questions:* Call Gwenn E. Rosenthal, Vice President, Administration

The ESOP Association

Email: gwenn@esopassociation.org

(202) 293-2971



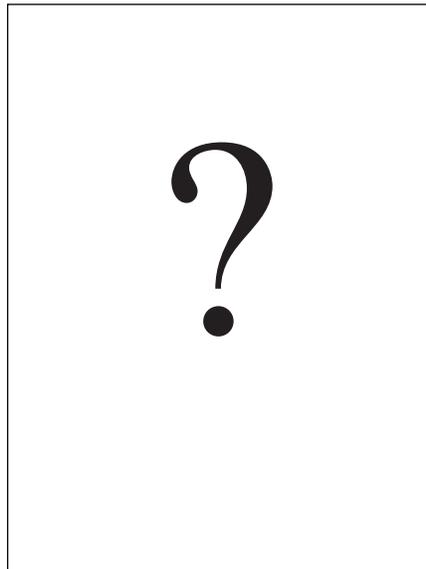
# Learn from the winners!

## Prior winning themes...

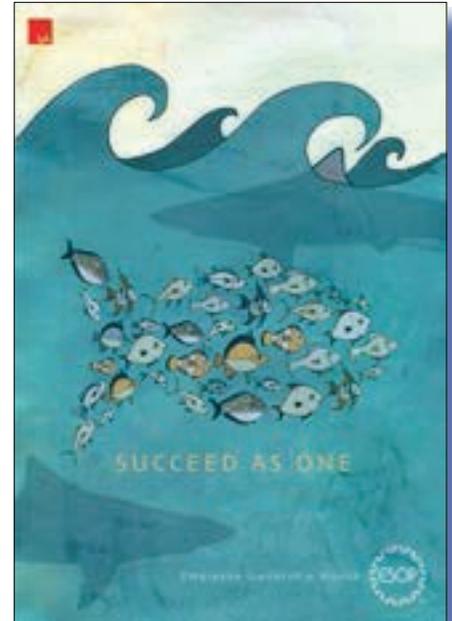


**2011**

Acadian Ambulance Service, Inc.  
Lafayette, LA

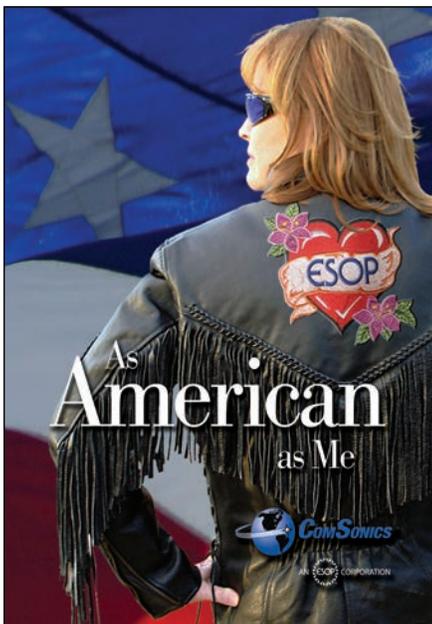


**2016**



**2012**

Libby Perszyk  
Kathman, Inc.  
Cincinnati, OH



**2013**

ComSonics  
Harrisonburg, VA



**2014**

Entertainment Partners  
Burbank, CA



**2015**

The ASU Group

THE ESOP ASSOCIATION'S

# 2016 AACCE

1726 M Street NW, Suite 501, Washington, D.C. 20036-2506

