



---

THE ESOP ASSOCIATION'S

# 2012 AACE

ANNUAL  
AWARDS *for*  
COMMUNICATIONS  
EXCELLENCE

---



This is a one-time  
mailing of the printed  
2012 AACE brochure, which can  
also be viewed at [www.esopassociation.org](http://www.esopassociation.org).



THE ESOP ASSOCIATION'S

# 2012 AACE

## ANNUAL AWARDS *for* COMMUNICATIONS EXCELLENCE

"The AACE provides the best opportunity for us to objectively assess the effectiveness of our efforts. It keeps us on our 'A Game' throughout the year, and reminds us of how much fun you can have with your communications program."

—Ron Cogan

*Entertainment Partners, (Production Management Services,  
Entertainment Industry) Burbank, California*

"Our ESOP Associate Committee enjoys collaborating to create our AACE submission. Once completed, it is remarkable to see all that has been accomplished in a year. Our employee-owners look forward to viewing the entry each year. Submitting an AACE entry is a great way for us to document the past year and gather feedback for future activities!"

—Susan Spangler

*Glatfelter Insurance Group, (Insurance & Risk  
Management Services) York, Pennsylvania*

"Entering the AACE allows our ESOP Committee Representatives to evaluate the effectiveness of our communication to our employee-owners. We learn how we can improve and create new and innovative ideas for the following year."

—Faith Garbett

*Acadian Companies, (Ambulance Services) Lafayette, Louisiana*

# JOIN THE WINNERS!

The Annual Awards for Communications Excellence (“AACE”) are sponsored by The ESOP Association to recognize the outstanding communications programs of its members. AACE winners are chosen by a panel of five judges made up of both management and nonmanagement employee-owners, each of whom has demonstrated active experience and interest in the field of ESOP communications.

Every AACE entry is a winner because each one represents a company with a commitment to ESOP communications. It is hoped that the AACE program will be a motivating factor in encouraging more ESOP companies to share this valuable benefit with their employees.

All entries will be displayed at The ESOP Association’s 35<sup>th</sup> Annual Conference, May 10<sup>th</sup> and 11<sup>th</sup> 2012, in Washington, D.C. Winners will be honored at the Awards Banquet held on Wednesday, May 9<sup>th</sup>. All reservations and tickets should be arranged through the national ESOP Association office at (202) 293-2971, or 1726 M Street NW, Suite 501, Washington, DC 20036-4507.

Any Corporate Member of The ESOP Association eligible to be listed in the current or next membership directory by name may enter material from its ESOP employee communications program. Each Corporate Member is encouraged to enter independently, whether entered in other communications competitions or not.

## THE PRIZES

### CORPORATE MEMBER PRIZES

#### FIRST PLACE (\$1,000 VALUE)

- ▶ AACE obelisk, with engraved company nameplate
- ▶ One free registration to the 35<sup>th</sup> Annual Conference
- ▶ Three complimentary tickets to the Awards Banquet
- ▶ Winner’s certificate with custom calligraphy
- ▶ AACE Winner’s Badge Ribbon for the conference and Rosette Display Ribbon
- ▶ Recognition in *The ESOP Report* and on The Association web site
- ▶ Listing as an AACE Winner in future membership directories

#### RUNNER-UP

- ▶ Winner’s certificate with custom calligraphy
- ▶ Two complimentary tickets to the Awards Banquet
- ▶ AACE Winner’s Badge Ribbon for the conference and Rosette Display Ribbon
- ▶ Recognition in *The ESOP Report* and on the web site
- ▶ Listing as an AACE Winner in future membership directories

## BENEFITS

### WHY SHOULD YOU ENTER?

There are many more reasons to enter the AACE Competition than winning a prize. When you put together your entry, you will find that several remarkable things happen:

### ORGANIZES YOUR THOUGHTS

Preparing an entry forces you to organize your program for review by the judges.

### HELPS YOU REVIEW

As you put together your entry, you can get a good overview of your program.

### HELPS YOU EVALUATE

Once your program is organized, you can evaluate it in the light of what the judges will look for, and what they are likely to see from other companies.

### GENERATES NEW IDEAS

As you organize your program 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 ESOP companies can see what has worked for you.

### 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 obelisk may await you and your company, as well as other prizes.

### LETS YOU SHOW OFF!

Go for it! Gain the recognition you deserve. Show your peers how you communicate your ESOP.

## ELIGIBILITY

### WHO CAN ENTER?

Any Corporate Member listed in the current or next membership directory by name may enter.

## RESTRICTIONS

### WHO CAN WIN?

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 for which they were not a First Place winner the year before.

## SUBMISSION DEADLINE

### HOW MUCH TIME DO YOU HAVE TO PREPARE YOUR ENTRY?

Begin NOW. Entries must be **received** by Pat Barnes, AACE Program Manager, no later than **Thursday, March 1<sup>st</sup>, 2012**.

**Use your AACE entry to review your program and generate new ideas.**

# ENTRY PREPARATION

## HOW DO YOU ENTER?

- ▶ Check [www.esopassociation.org](http://www.esopassociation.org) for tips on winning an AACE. Click on the AACE obelisk logo at the bottom of the home page.
- ▶ Begin by reviewing each category together with its entry requirements. Important note: the judges are looking for ESOP/ownership related materials, not product information.
- ▶ You may enter Category 1 (Total Program) and other individual categories using only one entry form. Do not enter a category for which you received an obelisk last year. Runner-Up winners are not limited by this. You may enter just an individual category if you wish. If you have a number of categories you wish to enter, you should probably also enter Category 1, if eligible. It is not necessary to send duplicate materials.
- ▶ Collect the entry items and mark each separate part (such as notebooks, each promotional item, and especially CDs and DVDs (and containers) with your company name, viewing time and title.
- ▶ Assemble your entry in an organized way. Most companies use notebooks. Some assemble by chronological order, some organize by sections, such as "Newsletters", "Special Events", etc. Mark materials done in 2011-2012 with a sticky note with "New" written on it. Judges are instructed to read everything, taking it out of plastic sleeves as necessary.
- ▶ If you decide to send a display board, it is strongly recommended that you use foam core or cardboard backing, approximately 3' x 4' unfolded (a standard size trifold for science projects). If you send several display boards, they will be shown at the

May Annual Conference only as space allows. Electronic entries will be seen by the judges, but may be limited as far as display at conferences. Printed backup is recommended. Please install the program player on your disk, to be run on a computer. Do not send computers or screens. Maximum weight limit/box is 30 pounds!

- ▶ Write a brief commentary for each entry. The judges only know what you tell them. Anecdotes fit here. Overcoming a low budget, using an item that has special meaning for the company culture, planning efforts, execution, follow up, employee-ownership participation, etc. belong here.
- ▶ Make a general list (2 notebooks, 1 cup, etc.) of what you're sending, to help the judges see your whole entry.
- ▶ Carefully read and complete the entry form. Please double check the information!
- ▶ Pack your selections, together with your entry form, list, and commentary pages. Several boxes (maximum 30 lbs. each) are better than one huge box. In lieu of sending a very large banner, send a photograph (with commentary). Use a trackable shipping service. Bubble wrap or crumpled paper is much preferable to peanuts or shredded paper.
- ▶ Ship to Pat Barnes to ARRIVE by Thursday, MARCH 1<sup>st</sup>, 2012.

## ENTRY ADDRESS

### WHERE DO YOU SEND YOUR ENTRY?

Pat Barnes, AACE Program Manager  
51 Swearingen Way,  
Shepherdstown, WV 25443  
Telephone: (304) 876-3624

Please put your physical address with the correct zip code on the entry form if you wish your items returned.

**Begin preparing your entry now.**

## FURTHER INFORMATION

### WHAT IF YOU HAVE A QUESTION?

Call Pat Barnes, AACE Program Manager at (304) 876-3624 or email: PatBarnesArt@gmail.com. See The ESOP Association's web site at [www.esopassociation.org](http://www.esopassociation.org) for tips on entering the competition.

## NOTIFICATION

### HOW DO YOU FIND OUT WHO WON?

Winners will be notified as soon as possible after the judging process has been completed. At this time, we anticipate that notification will take place the third week in April.

## COMMENTS ON PREPARING YOUR ENTRY

Although you are not judged on how well the entry is put together, the presentation does matter. For example, a shoebox full of unidentified material will not display your program as well as an orderly, well-documented notebook with clearly identified items. Here are a few suggestions to help you get started.

### IDENTIFY YOUR ITEMS

Make sure you have clearly marked any separate items with your company name. Remember to mark video materials and their containers with title, viewing time and company name.

### MARK YOUR NEW MATERIALS

There is no requirement that materials be new, as the judges recognize that many companies build upon past materials from year to year. However, please send only materials which bear a direct relationship to this year's entry. You should always include your most recent materials and date them or mark them "new" with a sticky note for the judges' information. It is not necessary to send duplicate materials. Your commentary pages can also explain the usage of your materials over time.

### ORGANIZE YOUR ENTRY

Because of the number of items that may be included in an entry for Category 1, the organization of your materials may play an important role.

Include brief explanations of how each item was used to increase employee-owners' knowledge of your company's ESOP. If you submit a piece that had more than one function, be sure to indicate how the piece fostered ESOP communications. If you can, include an estimate of how well the piece worked to communicate the ESOP.

### INCLUDE COMMENTARY PAGES

Your brief commentary should include as much explanatory information as necessary. For example, how was the material used? Was there any personal or individual attention involved in its use? Was there feedback? Were employee-owners encouraged to participate or respond? If so, did they do this? Did management respond to employee-owners' feedback? How and when? Is this material connected with past or future communications efforts? How many

# Identify and date your materials.

times a year is this item used or published (as in the case of a newsletter or company brief)? Did the communications effort seem to be successful? How did you know? Were there budget or time restraints which were handled creatively? Are there other related activities? If this is an entry for Category 1, comments may be made about the program as a whole with special items cited for elaboration. Please include extra pages as necessary.

### SHOWCASE YOUR PROGRAM!

Remember, the judges know only what you tell them about your communications program. Pretend to be a judge yourself, and say, "Would this make sense to me?" Organization, commentary pages, and actual presentation can make a difference here.

### PRESENTATION

A large notebook with plastic see-through sleeves makes a good presentation format for any printed materials. Promotional items such as mugs, pens, pencils, T-shirts, etc. must be labeled with your company name. If there is a specific story connected with an item, include it with the item. A poster format can work for photographs (for a special event) or other flat materials. ***Note size and weight limitations (3' x 4' for display, 30 lbs for boxes)!***

Whatever your chosen format, it needs to travel well and be easy to assemble. Table display arrangements will be made by the AACE Staff.

### ELECTRONIC DISPLAYS

A laptop PC setup will be provided at the judging and at the May conference. Please do not send computers or screens. Please label all disks and containers with company name.

If you have any questions about the format for your material, call the AACE Program Manager, Pat Barnes at (304) 876-3624 or email: PatBarnesArt@gmail.com.

## JUDGING GUIDELINES

In general, the judges will look for the following qualities from each entry:

- ▶ Ability of material to convey concepts of employee-ownership to the company's employee-owners
- ▶ 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
- ▶ Frequency of communications efforts
- ▶ Involvement and response of employee-owners to communications efforts
- ▶ Encouragement of ownership attitudes
- ▶ Creative use of ideas
- ▶ Technical quality

**Showcase your  
program—the judges  
only know what you  
tell them.**

# CATEGORIES - (Revised, please read carefully!)

## 1 TOTAL COMMUNICATIONS

**Division A:**

100 or Fewer Employees

**Division B:** 101-500 Employees

**Division C:** 501-1,000 Employees

**Division D:** Over 1,000 Employees

This award recognizes the best total communications program submitted in each division. Material should reflect most aspects of the company's communications program. Items submitted could 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.

Although there is no need to mark your actual entry, make sure to mark the entry form with all the categories for which your entry might be considered. A Total Communications Program entry might well qualify for a number of other categories as well, so be sure to enter as many as apply.

## 2 VIDEO

**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. It includes the different ways in which companies share information through videos, for example: training classes, new employee orientation, company meetings/events, humorous videos, etc. that include an ESOP/employee-ownership component. All CDs/DVDs must be clearly labeled with the company name. Length of viewing time is not to exceed 15 minutes; viewing time must be marked on the entry. ESOP related clips from

longer presentations may be entered, timed and marked separately. Include video player software on CD/DVD presentations. Judges will be looking for ESOP/ownership related material.

## 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. Include a brief commentary page. If all information submitted does not deal exclusively with the ESOP, be sure to mark the relevant sections clearly. Items to submit may include anything used to inform employee-owners about how the ESOP works, for example: newsletters, brochures, PowerPoint presentations, company financial information, educational events, summaries/handouts, new employee training/orientation information and handouts, training class information and handouts, educational outreach efforts, etc. Commentary should include the purpose of each item, how it was used, and an evaluation as to how well it worked.

## 4 INTRANET

**Division A:**

250 or Fewer Employees

**Division B:**

Over 250 Employees

This award recognizes excellence in ESOP educational efforts using a company intranet. Items to submit may include anything used for educational purposes to inform employee-owners about how their ESOP works that is available online to employees in a password protected area. Commentary should include the purpose of each item, how it was used, and an evaluation as to how well it worked. For intranets, send the intranet web address and

# CATEGORIES - (Revised, please read carefully!)

password, or a CD/DVD with printed copy in either case.

## 5

### ESOP ADVERTISING/ OWNERSHIP MARKETING

**Division A:** General

This award recognizes excellence in print advertising/marketing pieces that are used to promote a company and its ESOP to the outside world. Information submitted should contain references to employee-ownership in general and to ESOPs in particular. The quality and amount of ownership content, clarity, presentation and consideration of audience is important. The category combines everything a company would share with the outside world in efforts to promote the company and its ESOP, for example: brochures; company marketing materials; company marketing videos; print advertisement placements in magazines, newspapers, and on company vehicles; online advertisements such as Google AdWords, Facebook, LinkedIn, YouTube, Blogs, Twitter, Wikis, etc. Include a brief commentary page with information, components, and how the judges may access them. Also consider graphic design of things entered in this category. Marketing materials MUST have reference to ESOP or ownership. Mark ownership references with a sticky note.

**Division B:** Web Sites

This award recognizes excellence in the creative integration of the ESOP concept and ownership into the company web site. The quality and amount of ownership content, clarity, presentation, and consideration of audience is important. Information submitted should contain references to employee-ownership in general and to ESOPs in particular. The web sites will be viewed from the internet if possible, but be sure to include a printed copy. You may wish to include a CD/DVD as backup. Include a brief

commentary page with information and components. Graphic design and ease of navigation will be considered in this category.

## 6

### SPECIAL EVENTS & PROMOTIONS - ONE OUTSTANDING EVENT

**Division A:**

250 or Fewer Employees

**Division B:** Over 250 Employees

This award recognizes the creativity involved in one significant event, item or meeting. Examples are a special celebration such as for Employee-Ownership Month or a special event such as a parade float, community service day or computer program. Photographs, promotional items - banners, buttons, mugs, visors, umbrellas, key rings, etc. can be included here. In lieu of sending a room size banner, please send a photograph. Be sure to identify each item with your company name. Include commentary and anecdotes that help to explain the event or promotion.

## 7

### SPECIAL EVENTS & PROMOTIONS - SERIES OF EVENTS

**Division A:**

250 or Fewer Employees

**Division B:** Over 250 Employees

This award recognizes the creativity involved in a series of events, items or meetings. Many companies have an event a month to help promote the ESOP, or a series of especially creative events. If a company has more than one event a year, all or some events may be entered as a series in this category. Photographs, promotional items - banners, buttons, mugs, visors, umbrellas, key rings, etc. can be included here. (In lieu of sending a room size banner, please send a photograph.) Be sure to identify each item with your company name. Include commentary and anecdotes that help to explain the events or promotions.

# 2012 ESOP AACE ENTRY FORM

► Please read carefully and type or print clearly. May be photocopied. Only one AACE entry form per company, please.

COMPANY NAME		CONTACT PERSON NAME TITLE			
SHIPPING ADDRESS			WEB SITE		
CITY		STATE		ZIP (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 DATE	UNION MEMBERS? Y    N	PUBLICLY TRADED? Y    N

► Check each category in which you wish to be entered. You may use the same materials for more than one category.

## CHECK ALL CATEGORIES YOU ARE ENTERING HERE (Categories have changed, read pp 6 & 7 carefully!)

- |  |   |
|--|---|
| ___ <b>1-A</b> Total Program Entry - 100 or Fewer Employees  | ___ <b>5-B</b> ESOP Advertising/Ownership Marketing, Web Sites                              |
| ___ <b>1-B</b> Total Program Entry - 101-500 Employees       | ___ <b>6-A</b> Special Events & Promotions - One Outstanding Event - 250 or Fewer Employees |
| ___ <b>1-C</b> Total Program Entry - 501-1,000 Employees     | ___ <b>6-B</b> Special Events & Promotions - One Outstanding Event - Over 250 Employees     |
| ___ <b>1-D</b> Total Program Entry - Over 1,000 Employees    | ___ <b>7-A</b> Special Events & Promotions - Series of Events 250 or Fewer Employees        |
| ___ <b>2-A</b> Video - 250 or Fewer Employees (Time: _____)  | ___ <b>7-B</b> Special Events & Promotions - Series of Events Over 250 Employees            |
| ___ <b>2-B</b> Video - Over 250 Employees (Time: _____)      | ___ <b>NOTE:</b> We are also entering TEA's poster contest.                                 |
| ___ <b>3-A</b> Printed Materials - 250 or Fewer Employees    |   |
| ___ <b>3-B</b> Printed Materials - Over 250 Employees        |   |
| ___ <b>4-A</b> Intranet - 250 or Fewer Employees             |   |
| ___ <b>4-B</b> Intranet - Over 250 Employees                 |   |
| ___ <b>5-A</b> ESOP Advertising/Ownership Marketing, General |   |

► Note weight and size limitations! See Page 3.

### Each entry should include the following:

- One entry form only (photocopy ok) with signature(s)
- Description of entry with commentary pages
- General list of entry materials (include viewing time for audiovisual category)
- Items to be considered – each one labeled.

### Send entries to:

Pat Barnes, Program Manager  
51 Swearingen Way, Shepherdstown, WV 25443  
(304) 876-3624  
Remember to use a mailing service that can be tracked!

► **Entries must be RECEIVED no later than Thursday, March 1, 2012.**

### Please read the following:

Materials will not be returned unless requested. **Return my entry: YES \_\_\_ NO \_\_\_.** Disks are not returned unless specifically requested. Although your materials will be handled carefully, neither The ESOP Association nor the contractor can be held responsible for loss or damage. Please do not send things 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 2012 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. Direct all questions to Pat Barnes at (304) 876-3624 or email: PatBarnesArt@gmail.com. *This brochure will also be posted on [www.esopassociation.org](http://www.esopassociation.org).*

► SIGNATURE OF ESOP COMPANY AACE CONTACT PERSON	DIRECT LINE PHONE	DATE
---	-------------------	------

*Note: poster entries are separate. See following pages.*



---

ESOP

EMPLOYEE-OWNERSHIP  
MONTH (“EOM”)

POSTER  
CONTEST

2012

---

# 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 2012. The winner of the contest will also be announced at the Twenty-first Annual Awards Banquet on Wednesday, May 9<sup>th</sup>, 2012, 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 2012 ESOP Association EOM Poster Contest will benefit in the following ways:

- ✎ Receive one (1) non-transferable complimentary registration to The 2012 ESOP Association's Annual Conference and one (1) complimentary ticket to the Awards Banquet.
- ✎ 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 Twenty-first Annual Awards Banquet
- ✎ 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 Thursday, March 1, 2012.**

## WHERE SHOULD THE ENTRIES BE SENT?

Submit all EOM Poster Contest entries to:

The ESOP Association  
1726 M Street, N.W.  
Suite 501

Washington, D.C. 20036-4507

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

# 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 Corporate Member listed in the current or next ESOP Association membership directory by name 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. All entries should be mounted on foamcore (available at stationery stores) for display purposes.
5. **If requested**, designs and accompanying materials will be returned to the entrants.
6. TEA will acknowledge receipt of your entry shortly after its delivery to TEA.
7. TEA has the right to display the winning entry at any TEA event or reprint the design in any TEA publication.
8. Applicants are responsible for all design/graphic expenses, shipping costs and postage incurred in sending entries to TEA.
9. 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.
10. The poster design entry must be received at the national offices of TEA **no later than March 1, 2012**.
11. The winner of the TEA EOM Poster Contest will be selected in March 2012 by the Annual Awards for Communications Excellence (“AAACE”) judges. Official announcement of the winner will be made at the Twenty-first Annual Awards Banquet to be held Wednesday, May 9<sup>th</sup>, 2012 in Washington, DC, as part of TEA’s National Conference.
12. The poster must be a minimum of three (3) colors and 18 inches by 24 inches in size, and be mounted on foamcore for display purposes.
13. 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.
14. 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).
15. The poster may include (but it is not mandatory to include) the names of all ESOP Corporate Members in the background of the design as of June 30, 2012, which will be added to the poster design after the winning entry is selected.
16. **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.

17. 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.
18. 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.
19. 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.
20. 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 Thursday, March 1, 2012]

All entries must be received by Thursday, March 1, 2012. This form may be photocopied.

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) \_\_\_\_\_

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

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

**NOTE:** *Please acknowledge that the electronic file described in rule #19 will be available by signing here \_\_\_\_\_ date \_\_\_\_\_.*

*Please acknowledge that you are complying with rule #20 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 displayed at the 2012 ESOP Association Annual Conference.*

**MAIL ENTRY FORM & EOM POSTER DESIGN TO ARRIVE BY THURSDAY, MARCH 1, 2012:**

The ESOP Association  
1726 M Street, N.W. - Suite 501  
Washington, D.C. 20036  
Telephone: 202/293-2971

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

(202) 293-2971

THE ESOP ASSOCIATION'S

# 2012 AACCE

---

51 Swearington Way, Shepherdstown, WV 25443

