



"All of us here think that this is the best-organized competition we've ever experienced. Thanks for your hard work!"

2008 VISION AWARDS™ ANNUAL REPORT COMPETITION

ENTRY DEADLINE: MAY 15, 2009
 With Extension Fee: **May 29, 2009**

CALL FOR ENTRIES

8 OF THE TOP 10 FORTUNE 500 FIRMS HAVE JOINED LACP COMPETITIONS

Those in the Top 100 Include:

- Exxon Mobil (1) · Wal-Mart (2)
- Chevron (4) · Ford Motor (5)
- GE (7) · Citigroup (8) · AIG (9)
- IBM (10) · H-P (11)
- Bank of America (12)
- Home Depot (14)
- McKesson (16) · Verizon (18)
- Altria (20) · State Farm (22)
- P&G (24) · Dell (25)
- Boeing (26) · Costco (28)
- Pfizer (31) · J&J (32)
- MetLife (35) · WellPoint (38)
- AT&T (39) · Time Warner (40)
- Lowe's (42) · United Tech. (43)
- Walgreen (45) · Wells Far. (46)
- Intel (49) · Lockheed (52)
- Motorola (54) · Caterpillar (55)
- Archer Daniels Midland (56)
- Allstate (58) · Sprint Nextel (59)
- Lehman (62) · Disney (63)
- Prudential (64) · Sysco (68)
- American Express (69)
- DuPont (73) · Johnson Co (75)
- Delphi (77) · Hartford (78)
- Tyson Foods (80) · Cisco (83)
- HCA (84) · Federated (87)
- Coca-Cola (89) · Aetna (91)
- MassMutual (92) · Abbott (93)
- Comcast (94) · Merck (95)
- Raytheon (97) · Nationwide (98)
- Washington Mutual (99)

...and many, many more!

NEW FOR 2009
FREE HOSTING OF WINNING ENTRIES
 A \$100 Value

ALSO NEW
SMARTCHOICE PROTECTION: FULL REFUND AVAILABILITY
 Learn More at www.lacp.com/sc

Spring 2009

Nothing distinguishes your work and brings recognition to you and your team more than honors from the 2008 Vision Awards, the nation's most trusted and popular Annual Report Competition.

From **Aetna to Wells Fargo, Toyota to Sony**, companies large and small **compete against peers of similar size and means** to earn esteem for their achievements. In fact, more than 2,500 competed in the Vision Awards last year alone.

Here's your chance to earn recognition for your hard work in communications. The 2008 Vision Awards provides a platform for communications professionals to demonstrate the value they're delivering to their organizations and clients.

So whether you support a **corporation, non-profit, educational institution, or governmental entity**, LACP's 2008 Vision Awards Competition is a chance to have the high quality of your work validated in one of the most respected competition forums in the world.

The **Call for Entries ends May 15, 2009.** (May 29 with late fee.) So don't delay; be sure to submit your entry today!

Best of luck,

Christine Kennedy

Christine Kennedy
 LACP Competition Director

BY THE NUMBERS

- **3,000** Total number of entries last year.
- **100** Number of top entrants ranked.
- **62** Number of categories in which to win.
- **25** Percent of entries honored.
- **5** Number of agencies recognized as the year's very best.
- **0** Number of competitions more esteemed than the Vision Awards.





2008 VISION AWARDS

ANNUAL REPORT COMPETITION

QUESTIONS AND ANSWERS

DO I HAVE TO BE BASED IN THE UNITED STATES IN ORDER TO ENTER?

Non-U.S. based organizations are welcome to apply. We regularly receive entries from Austria, the Benelux, Bermuda, Canada, China, Czech Republic, Germany, Hong Kong, India, Indonesia, Israel, Japan, Korea, Mexico, New Zealand, Norway, Saudi Arabia, South Africa, Sri Lanka, Switzerland, Turkey, and the U.K.

WHEN MUST I HAVE CREATED MY ANNUAL REPORT?

It must be for the most recent fiscal year.

HOW SHOULD I SUBMIT MY ENTRY?

Entries can be submitted in both hard- and soft-copy formats. The preferred soft-copy format is PDF. Contact us if you need to use another entry medium. Cover letters are welcome but not required. Only one annual report needs to be provided for judging.

HOW DOES JUDGING OCCUR?

Award results are based on the judging of submissions within peer-level competition classes. They are determined according to company size, annual revenue, and other pertinent factors. Scoring is derived according to LACP's proprietary judging system, which grades various criteria of an entry. A composite score is then determined. Your Results Kit will provide full details.

DO I HAVE TO BE AN LACP MEMBER TO ENTER?

No.

SHOULD I INCLUDE A COVER LETTER?

While not mandatory, it does help judges better understand an entry's goals, target audience, messaging, development, and success metrics.

HOW DO COMPETITION CATEGORIES WORK?

All entrants are required to enter the Overall category—this is where the heart of competition takes place primarily among organizations of similar size and means. If you believe your entry stands out in any of the other achievement categories (e.g. Most Creative, Most Improved), you can enter those separate competitions and contend against all other entrants solely on that category's single criterion.

ARE LATE ENTRIES ACCEPTED?

Yes, through May 29, 2009.

HOW IMPORTANT IS IT THAT MY ENTRY BE ACCURATE?

We assume your entry form is 100% accurate.

LEGAL INFORMATION: Fortune 500 is a registered trademark of Fortune Magazine. All entries become property of LACP LLC unless otherwise arranged. All entrants agree to waive LACP LLC of all liability pertaining to the conduction of its competitions and related programs. International entrants are responsible for all customs duties and taxes.

HOW TO ENTER IN THREE EASY STEPS

- 1) Package Your Annual Report.** Carefully package one (1) copy of the latest annual report for your company or client. Please avoid stapling or paper-clipping any material to the front cover of your publication since all entries will be scanned. Completed annual reports awaiting printing can be submitted on a CD in PDF format.
- 2) Complete the Entry Form.** Complete all fields for you and/or your client as accurately as possible. A one- to two-page cover letter is optional.
- 3) Mail Your Entry.** You're done! Entries must be postmarked by deadline.



IMPORTANT DATES

- May 15, 2009:** Deadline to mail entries.
- May 29, 2009:** Deadline to mail entries with late fee.
- July 13, 2009:** Winners announced online; kits FedExed.

INDUSTRY KEY—USE WHEN COMPLETING ENTRY FORM

| Code | Industry Name | Sample Organizations — Previous Winners | Code | Industry Name | Sample Organizations — Previous Winners |
|------|--|--|------|--|---|
| 01 | Aerospace & Defense | Boeing, Lockheed Martin, Raytheon | 23 | Health Care — Equipment & Supplies | Baxter Int'l, Dade Behring |
| 02 | Agribusiness | Bayer CropScience, Bunge, Agrium | 24 | Health Care — Providers & Services | WellPoint, Vanderbilt Univ. |
| 03 | Automobiles & Components | Fleetwood Enterprises, Volvo, Michelin | 25 | Insurance | MetLife, RGA, Selective, Allstate, Mutual of Omaha |
| 04 | Banks — Commercial | Bank of America, Wells Fargo, SunTrust | 26 | Materials | Georgia-Pacific, Rock-Tenn, Vulcan, Gibraltar Steel |
| 05 | Banks — Thrifts & Mortgage Fin. | Countrywide, Washington Mutual | 27 | Media | Cox, E.W. Scripps, Scholastic, ESPN |
| 06 | Biotechnology | Biogen Idec, Myogen | 28 | Non-Profits | RAND, Nemours, Goodwill, KPMG Foundation |
| 07 | Business/Construction/Engineering Services | Monster, Pitney Bowes, Accenture | 29 | Pharmaceuticals | Johnson & Johnson, Merck, Pfizer, Abbott |
| 08 | Chemicals | BASF, DuPont, Eastman Chemical, Lubrizol | 30 | Real Estate/REIT | BRE, Regency Centers, Gables, Home Prop. |
| 09 | Conglomerates, Holding Co., Div. Invest. | GE, Tectron, Walter Ind. | 31 | Retailing — Food & Specialty | Office Depot, Lowe's, Tiffany, Publix |
| 10 | Consumer Consum. — Food/Bever./Tobacco | Hormel, Coca-Cola, Altria | 32 | Retailing — Internet/Catalog | 800-FLOWERS, Sharper Image |
| 11 | Consumer Consum. — Household/Personal | Mattel, Colgate-Palm., P&G | 33 | Retailing — Multi-line Retail | Big Lots!, Federated Dept. Stores |
| 12 | Consumer Durables — Household | Maytag, Stanley Works | 34 | Technology — Computers & Peripherals | Dell, H-P, IBM, Maxtor |
| 13 | Consumer Durables — Textile/Apparel/Luxury | Steve Madden | 35 | Technology — Electronic Equip. & Instruments | XEROX, CDW, Agilent |
| 14 | Consumer Services — Hotels/Restaurants/Leisure | Hilton Hotels | 36 | Technology — Hardware & Equip. | Cisco, Motorola, QUALCOMM |
| 15 | Consumer Services — Other | H&R Block, Mighty Ducks (NHL) | 37 | Technology — I.T. Services | EDS, Iron Mountain, Perot Systems, Fiserv |
| 16 | Educational | Kent State, National University, WestEd | 38 | Technology — Semiconductors & Equipment | Intel, AMD, Broadcom |
| 17 | Energy — Equipment & Services | FMC, Halliburton, Schlumberger | 39 | Technology — Software | EarthLink, Yahoo!, Adobe, Symantec |
| 18 | Energy — Oil, Gas & Consumable Fuels | BP, Anadarko, Peabody | 40 | Telecommunications | Sprint Nextel, Verizon, U.S. Cellular |
| 19 | Equipment, Machinery & Instruments | Caterpillar, Fluor, Hyundai H.I. | 41 | Transportation & Logistics | American Airlines, Ryder, Yellow |
| 20 | Financials — Capital Markets | Bear Stearns, Charles Schwab | 42 | Utilities — Electric | Progress Energy, Exelon, Entergy |
| 21 | Financials — Diversified Services | Citigroup, Principal Financial | 43 | Utilities — Gas | AGL Resources, Peoples Energy |
| 22 | Government — City/State/Nat'l | U.S. State Dept., FAA, U.S. Army | 44 | Utilities — Multi/Water/Traders | Ameren, TXU, Constellation |



League of American Communications Professionals

11622 El Camino Real, Suite 100 • San Diego, CA 92130

2008 VISION AWARDS ANNUAL REPORT COMPETITION ENTRY FORM

INSTRUCTIONS: Simply complete this entry form and submit it along with one annual report to be judged and, optionally, a one- or two-page cover letter summary. Materials should be mailed to LACP at the above address by May 15, 2009 (May 29 with \$50 late fee). Agencies are welcome to submit entries on their clients' behalf. Winners will be announced July 13, 2009 at www.lacp.com and via FedEx.

ENTRY FORM

1 COMPANY SIZE (AGENCIES: SIZE OF CLIENT ORGANIZATION)

Up to 100 employees 100 - 1,000 employees 1,000 - 10,000 employees 10,000+ employees

2 GROSS REVENUE (AGENCIES: REVENUE OF CLIENT ORGANIZATION)

Up to \$10 million \$10 - \$100 million \$100 million - \$1 billion \$1 - \$10 billion \$10+ billion

3 MAJOR INDUSTRY (SEE INDUSTRY KEY ON BOTTOM OF PAGE 2)

CODE: _____ OTHER/INDUSTRY KEY NOT AVAILABLE: _____
See previous page for codes.

OPTIONAL: REPORT THEME/TITLE/TAGLINE/NAME: _____

4 **REPORT TYPE** Annual Report Online Annual Report Sustainability Report 10-K Wrap Corporate Responsibility Report
 Citizenship Report Dean's Report Diversity Report Foundation Report Other: _____

5 COMPETITION CATEGORIES* (SEE Q&A ON PAGE 2 FOR DETAILS)

OPTION A: ENTER ALL COMPETITIONS, RECEIVE ALL RESOURCES/SERVICES & SAVE 40% (CHECK HERE & COMPLETE ONLY 9-10) . \$ 500**

OPTION B: PICK ENTRY CATEGORIES, RESOURCES & SERVICES A LA CARTE (COMPLETE ALL STEPS BELOW, 9-10)

Overall Entry Fee—Required (Save \$50/\$25 by delivering your entry and paying in full by March 20/April 24, 2009). \$ 250

OPTIONAL: SPECIAL ACHIEVEMENT CATEGORIES

Best Report Cover. \$ 25 Most Improved Report (Include Previous Edition) \$ 25
 Best Letter to Shareholders \$ 25 Most Engaging Report \$ 25
 Best Report Narrative \$ 25 Most Creative Report \$ 25
 Best Report Financials. \$ 25 Best In-House Report (50%+ Developed In-House). \$ 25
 Best Agency Report (50%+ Developed by Agency) \$ 25

6 LACP WINNERS' GALLERY

Yes, should my communications project win an award, please include it in the online gallery and for related promotional use FREE
 No thanks, please only list my company name FREE

OPTIONAL: LACP MEMBERSHIP & PR TOOLS 2008 BUNDLE — SAVE 15%

Yes, please provide me with a one-year LACP membership and access to a downloadable edition of PR Tools 2008 \$ 125

7 TOP 100 PARTICIPATION

Yes, please consider my entry for the Top 100 Annual Reports of 2008. FREE
 No thanks, please don't consider my entry FREE

8 COMPETITION HIGHLIGHTS & BEST PRACTICES REPORT— SAVE 50%

Yes, provide me with a downloadable edition of LACP's 6,500+ word, 12+ page best practices report when it's released (August) \$ 100
 No thanks, please don't send me the report or provide me with access to the database. FREE

OPTIONAL: COMMUNICATORS' CHOICE AWARD PARTICIPATION (SEND PDF TO VISION@LACP.COM)

Yes, please post a PDF of my publication online for award consideration. I understand others will view and vote for my publication. FREE
 No thanks, please don't consider my entry FREE

OPTIONAL: NARRATIVE EVALUATION OF ANNUAL REPORT — SAVE 50%

Yes, please evaluate my annual report. I have selected the following level of analysis: (Choose one) (Pick "Option A" for 4? Deduct \$50)
 Marked-up edition of materials. We'll return your materials marked up with approx. 800 words of commentary plus summary. \$ 400
 Marked-up edition plus write-up. Above service plus one page, review-style write-up of materials \$ 600

International Entrants: Please add \$50 for international delivery or check here for narrative evaluation to be e-mailed in a PDF format.

9 ORGANIZATION & AGENCY INFORMATION

Company: _____ Company Ticker Symbol: _____ Company URL: http:// _____
Agency: _____ Agency URL: http:// _____
Contact Person: _____ Contact is with: Company Agency
Contact Address: _____ City, State, ZIP: _____
Phone: _____ FAX: _____ E-Mail: _____

10 METHOD OF PAYMENT (Visa/MasterCard/American Express/Discover Accepted. Invoice Terms: Net 30)

Credit Card: Exp: Signature: _____

Check (enclosed, payable to LACP) Bill Me/Certificate Redemption (Certificate Code/PO Number, if necessary: _____)

It is important that entry fees be paid in a timely manner. Entrants selecting the "bill me" payment method enjoy Net 15 payment terms from the date of receipt of entry. Late payments are subject to an ongoing late charge of \$25 or 3% per month, whichever is greater. By submitting an entry, those companies with a standing past due balance with LACP agree to have that balance cleared by either 1) charging it to the credit card number listed on the entry form or 2) having the charges added to their current invoice. LACP reserves the right to refuse Net 15 payment terms for companies who maintain a past due balance at the time of entry.

MAILING CHECKLIST

Have you included: One copy of your annual report. (Optional) A cover letter/summary on the development, distribution, and/or utilization of the annual report. Payment details.
* Submissions from outside the U.S. are subject to a surcharge to cover international FedEx shipping costs. The fee is only for the first submission. (\$25 Canada, \$50 Western Europe/Asia, \$75 for E. Europe, Middle East, Africa.)



2008 VISION AWARDS

ANNUAL REPORT COMPETITION

Gain the recognition you've earned.

Why the 2008 Vision Awards is the Best Yet.

Statuettes Recognize Platinum Award Winners

- Complimentary & Custom-Engraved to Recognize Your Accomplishment

Full-Blown Results Kits

- 12+ Pages of Competition Coverage, Judges' Feedback & Metrics

Online Winners' Gallery

- The Most Extensive : Profiles on Each Winning Submission

Award Certificates for All Honorees

- Designed for Framing, Embossed with Gold Seal

Downloadable Winner's Logos

- Always Accessible and Ready for Print or Web Production



SmartChoice Protection
New for 2009: Enjoy the Security of Full Refund Availability. Learn More at lACP.com/sc

MORE THAN 3,000 ENTRIES LAST YEAR

**Enter the Industry's
Largest Annual Report
Competition!**

With Extension Fee: May 29, 2009

**ENTRY DEADLINE:
MAY 15, 2009**

**2008
VISION AWARDS
ANNUAL REPORT
COMPETITION**



CALL FOR ENTRIES

11622 El Camino Real, Suite 100
San Diego, CA 92130

