

2006 CAREERFOCUS EAGLE AWARD

LEADING BEYOND EXPECTATIONS

Participation Details for
**2006 EAGLE
AWARD
WINNERS**
and their Sponsoring
Companies



The National Eagle Leadership Institute

proudly presents this "Eagle Award" to outstanding
culturally and ethnically diverse professionals who
embody the eagle's transcendent symbol of
dignity, integrity and honor.



2006 CAREERFOCUS EAGLE AWARD

The National Eagle Leadership Institute® (NELI) is proud of your leadership and looks forward to saluting you at the 14th Annual *CareerFOCUS* Eagle Awards Gala and Leadership Summit. The following information will help prepare you for the big event! To help ensure a successful program, we encourage you to pay close attention to important deadlines herein and plan your schedule accordingly. Trust us, it will be worth it!

Arrival/Departure Dates

Eagle Award winners should plan to join NELI in Kansas City from Wednesday, November 15 thru Saturday, November 18, 2006. The Eagle Welcome Reception, beginning at 6 p.m. on November 15, will be your first opportunity to meet fellow 2006 Eagle Award winners. This reception will include a traditional pinning ceremony in which alumni Eagles will welcome you to NELI's Eagle Roundtable—the distinguished body of executives who have already received the *CareerFOCUS* Eagle Award. The Eagle Welcome Reception is a private event for Eagle Award winners only. Your full participation is required until Saturday, November 18.

Hotel Accommodations

Travel and hotel accommodations are the responsibility of each individual attending NELI's *CareerFOCUS* Eagle Awards Gala and/or Leadership Summit. NELI does not provide travel or hotel expenses or make such arrangements. The host hotel is the beautiful Sheraton Overland Park Hotel Kansas City. Please call 1.866.837.4214 to request reservations. We've reserved a special block titled "NELI" which offers a discounted rate of \$149.00++ per night for single or double accommodations. You must reserve by October 10, 2006, and mention "NELI" to qualify for this special offer. For your convenience, an online reservation option is available. Visit www.NELI.net and select "News and Events" to link to the online reservation center. If you wish to extend your stay beyond the blocked dates (November 15-18, 2006) with the same great rate, reservations must be made by phone at 1.866.837.4214. The Sheraton Overland Park Hotel is a 30 minute commute from Kansas City International Airport (\$35.00 taxi).

The Sheraton Overland Park Hotel
6100 College Boulevard • Overland Park, KS 66211
Reservations: 1.866.837.4214 • Direct: 913.234.2100
www.sheraton.com

More About the Venue

Experience Kansas City. Whether this is your first visit or your tenth, there's always something new to discover in Kansas City (on both sides of the state line). This jazz and barbeque mecca is home to award-winning museums and attractions, an eclectic fine arts and cultural community, premier shopping, and a heavy dose of Midwestern hospitality.

We are pleased to host you at one of the area's newest and most elegant hotels, offering an ideal location and an unparalleled level of service. The Sheraton Overland Park Hotel has everything a business traveler would expect and more. Family and

friends will appreciate its close proximity to Town Center Plaza—an all-inclusive entertainment and dining venue for shoppers and movie-goers of all ages.

The hotel is a short drive away from Kansas City's Union Station featuring Science City, and The Historic 18th & Vine Jazz District where you and your guests can explore Kansas City's phenomenal jazz history and visit the nation's only Negro Leagues Baseball Museum.

Program Sponsorship

As a 2006 Eagle Award honoree, you are NELI's complimentary guest for the following events in association with your recognition: the Eagle Welcome Reception, The Eagle Roundtable™ Forum, and NELI's Leadership Summit including the Executive Leadership Exchange™ and Corporate Bound Academy™. Your attendance at the *CareerFOCUS* Eagle Awards Gala is part of your company's commitment to sponsor your participation. As each nominating company is encouraged to sponsor the Eagle Awards Gala, your nominator will receive a sponsorship proposal via mail. When your company confirms a minimum investment of \$15,000, a corporate table is included among your company's entitlements. Your seat should be reserved at your company's corporate table. The corporate sponsorship deadline is September 29, 2006. Please visit www.NELI.net, or call N. Michelle Paige at 913.317.2888 for additional rates and information.

Gala Seating & Reservations

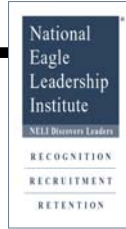
We encourage you to invite a host of colleagues and friends to celebrate your achievement at the *CareerFOCUS* Eagle Awards Gala. Families and children are welcome! When your company confirms a sponsorship level, it will include seating at the Gala. Each table seats 10 guests. Corporate tables purchased individually are \$10,000 for the first table and \$7,500 for each additional table. Individual tickets are \$1,000 each. All corporate tables should be reserved by October 16, 2006, to receive printed recognition in the Gala program. NELI cannot guarantee printed recognition for tables purchased after the deadline.

Gala tickets are not distributed prior to the event. Therefore, each guest's name should be reserved on NELI's master guest list. Please submit your corporate table seating list(s) by October 16, 2006.

Gala Announcements

Formal Gala announcements will mail the first week of October to announce your award to colleagues and friends. Your chairman, CEO, nominator, and corporate liaison will each receive an announcement. If you would like to share this announcement with additional contacts, then we invite you to submit names for the official mailing list. Professional and personal contacts are welcome. NELI must receive your announcement list by September 15, 2006, should you elect to take advantage of this opportunity. Your list should include each contact person's name, title, company, and mailing address. NELI will not honor lists received after the deadline. Your participation is optional.

Please note that this is a formal announcement only, not an invitation. For planning purposes, we recommend that you alert your guests of the Gala time, date, and location prior to their receiving this announcement.



PRELIMINARY SCHEDULE AT-A-GLANCE

The following schedule includes program start times for NELI's 2006 Leadership Summit, which includes NELI's Executive Leadership Exchange™ (ELE), the Eagle Roundtable Forum, and the 14th Annual *CareerFOCUS* Eagle Awards™ Gala. Participation is required for 2006 Eagle Award winners as part of the induction process. A more detailed schedule of events will be mailed to your attention in the coming weeks.

Professional Photo

This is your opportunity to update the photo submitted with your nomination materials. In the event that the photo currently on file does not meet NELI's production standards, we will request a new one, due by Friday, August 25, 2006. NELI will utilize your photo in pre and post-event promotional and media efforts, including your profile in *CareerFOCUS* Magazine. If you have not done so, please submit a high-quality, color head-shot. Hard copies and electronic files are welcome. High-resolution (300 dpi or higher) electronic files should be in a JPG or TIF format, sized at 3" x 5" or larger. Your photo must be received by August 25, 2006.

CareerFOCUS Profile

CareerFOCUS, "The Magazine for Today's Professional Lifestyles," will salute your leadership success in the November/December 2006 edition. *CareerFOCUS* editors will amass your profile from the information provided in your nomination form. In some cases, we will schedule a telephone interview to gather additional insight. However, do not be alarmed if you do not hear from the editors. It is not always necessary to speak with you directly. We will verify your professional data (i.e., title changes, company name, etc.) prior to publication. We trust that all other information is accurate according to your signed Award Notification and Acceptance. The profile will highlight your leadership achievements in corporate and community endeavors. It will discuss your path to leadership success, include your philosophy on leadership, showcase how you have helped others succeed, and become a source of inspiration for *CareerFOCUS* readers.

The November/December issue will be distributed at the Eagle Awards Gala in addition to its regular distribution to 250,000 readers nationally. Copies will not be available prior to the event. In November, you may order additional copies of the publication and/or article reprints. Other than the verification of pertinent data, *CareerFOCUS* does not permit editorial review prior to publication. We assure you a positive portrayal and high-quality product, as our goal is to make you and your company proud.

Additional Considerations

Program Attire:

- Eagle Welcome Reception (Wed., Nov. 15) / Business
- Executive Leadership Exchange (Thurs., Nov. 16) / Business
- Eagle Roundtable Forum (Fri., Nov. 17) / Business
- Eagle Awards Gala (Fri., Nov. 17) / Black-Tie (tuxedo/evening gown)
- 2006 Eagle Class Meeting (Sat., Nov. 18) / Business

Recording Devices:

The use of professional photographers, videographers, or any audio recording device is strictly prohibited. Photo and video packages will be available for purchase in December 2006.

Special Provisions:

Please alert NELI if you or your guests require special ADA provisions or dietary considerations.

Wednesday, November 15, 2006

6:00 p.m. **Eagle Welcome Reception**
(Eagle Award winners and alumni only)

Thursday, November 16, 2006

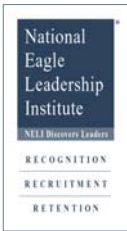
7:00 a.m. Registration
8:00 a.m. **ELE Power Breakfast**
Keynote — Ann M. Fudge
President & CEO
Young & Rubicam Brands
10:00 a.m. **ELE Conversation Series**
Reaching the Next Level of Leadership Talent
12:00 Noon **ELE Keynote Lunch**
Keynote — Tammy Edwards
Director
Inclusion & Diversity – Sprint
2:00 p.m. **ELE Conversation Series**
5:30 p.m. **Executive Network Exchange Dinner Reception**

Friday, November 17, 2006

7:00 a.m. Power Breakfast
8:00 a.m. Eagle Awards Gala Rehearsal
9:00 a.m. **Eagle Roundtable Forum**
6:00 p.m. **CareerFOCUS Eagle Awards Gala Reception**
7:00 p.m. **Gala Dinner & Awards Presentation**
10:30 p.m. Post-Gala Reception

Saturday, November 18, 2006

7:00 a.m. Power Breakfast
8:00 a.m. **2006 Eagle Class Meeting**



VIDEO PRODUCTION GUIDELINES

NELI will showcase each Eagle Award winner via video during the Eagle Awards Gala. Submission of video footage is required — you and your nominator have already agreed to participate per your nomination form and notification of award acceptance. The video presentation is a prelude to your stage acceptance, and will increase your exposure during the Gala. It also provides your nominator the opportunity to express his or her reasons for submitting your well-deserved nomination.

Either your company's internal communications department or ad agency should provide footage according to the following production guidelines. NELI will edit your submission for consistency, clarity, and length. In the event that two people served as your nominator, you must select one individual to speak on camera. We encourage you to relax, speak naturally, and enjoy the process. The video submission deadline is Wednesday, September 20.

Production Guidelines

- Format:** BetaCam SP, DVCAM or Full Resolution DVD
- Camera Angle:** Waist up
- Record subjects from the waist up. Record interviews separately in two separate segments (segment one—Eagle Award winner / segment two—Nominator). Fade to black between segments 1 and 2. Subjects should speak directly into the camera as though addressing an audience. Record in a quiet, indoor studio or officesetting.
- Attire:** Subjects should dress in formal business attire (suit and tie)
- Footage Length:** Submission should not exceed two (2) minutes total (including both segments). Submit only the best take of each segment.
- Interview Subjects:** **Segment One** — Eagle Award winner
Segment Two — Nominator
- Proper Award ID:** Correct identification of the award is a must. When referring to the award, please use the proper name—"CareerFOCUS Eagle Award" or simply, "The Eagle Award".
- Production Don'ts:** Do not use outdoor footage or B-roll. Do not shoot in a high-traffic area. Do not incorporate graphics, music, or character generation. Do not submit multiple takes.
- Interview Guidelines:** Respond to each question separately, allowing 30 seconds for each response. Do not combine responses. Do not exceed the 30 second time limit per response. Fade to black after each response. Use of a TelePrompTer is recommended to ensure eye contact with the camera and a natural, conversational tone of voice.

Interview Questions for the Award Winner — Segment One

1. State your name for the record.
2. In a natural tone, announce this year's theme: *Leading Beyond Expectations*
3. In a natural tone, quote the scripted line below your name under **Script Assignments**
4. In 30 seconds or less, tell us what has been your most powerful lesson in leadership... what have you learned?
5. The Eagle Award is a national salute to your leadership achievement. In 30 seconds or less, describe what this recognition symbolizes for you.

Interview Questions for the Nominator—Segment Two

1. State your name for the record.
2. In 30 seconds or less, tell us why you nominated your company's honoree for the *CareerFOCUS* Eagle Award.

Submission Guidelines

- Deadline:** Submission must reach NELI by Wednesday, September 20.
- Product Labeling:** Clearly label the video with your company name, Eagle Award winner's name, and video production contact name, address, telephone number, and Email address.
- Production Release:** On company letterhead, include a letter of authorization permitting NELI to edit and broadcast footage for the 2006 Eagle Awards Gala. Include names and contact information for the winner and nominator.
- Mailing Address:** Mail via secured overnight service to:
N. Michelle Paige
National Eagle Leadership Institute
7300 W. 110th Street, 7th Floor
Overland Park, KS 66210
Phone: 913.317.2888

Script Assignments

A portion of the video is scripted by NELI. Each 2006 Eagle Award winner has been assigned one line of script to be quoted for the 2006 Gala video. Please find your name (in alphabetical order) printed above the line that you have been asked to quote. This footage should fall in sequence as item # 3 under Interview Questions for the Eagle Award Winner — Segment One. Recite only the line that you have been assigned, exactly as it is printed below. Please do not vary from the script. Speak in a natural tone of voice keeping in mind that the footage will be streamed together one after the other to merge the 12-part statement scripted below.

Daniel "Dan" August Alcazar

Our mission as Eagles is to set a higher standard of leadership...

Olivia Biggs

Each day, we recognize our responsibility to make things happen...

Calvin G. Butler

We accept the expectation to achieve greatness...

David L. Casey

We plan and prepare all the way to the end...

Michele Chow-Tai

And share the conviction that leadership is the most powerful competitive advantage.

Celeste Clark

We are gifted men and women whose integrity is non-negotiable...

Robert Johnson

Our leadership demonstrates constant purpose...

Emeka Okeani

Shaped by the lessons we've learned and the passions we've pursued.

Miguel Charles Thames

Because change is constant, our foundations are strong...

Jeff A. Ward

We are committed to leaving a powerful legacy...

Anise Wiley-Little

One that marks not only what we've done, but who we are...

Jerry L. Williams

We are Eagles who are leading beyond expectations.

Terms of Submission & Use

- Footage will become the property of the National Eagle Leadership Institute® and will not be returned.
- Footage is part of your company's agreement to sponsor its honoree's participation as an Eagle Award winner.
- NELI reserves the right to utilize footage in subsequent production for promotional purposes.
- NELI reserves final production rights and does not permit review prior to the Eagle Awards Gala.
- NELI will not provide monetary compensation for production.
- NELI reserves the right to edit for consistency, clarity, and length.
- NELI reserves the right of refusal in the event that submission does not meet production guidelines, arrives after the posted deadline, or is not acceptable for any other reason at NELI's sole discretion.

When you have questions, please contact Michelle Paige at 913.317.2888, or nmpaige@neli.net. Thank you.