



# OFFICIAL NELI AWARD NOMINATION FORM

## HONORING STELLAR LEADERSHIP IN CORPORATE RESPONSIBILITY

The National Eagle Leadership Institute® (NELI) is committed to stellar leadership in all facets of business and community development. The NELI AWARD — a symbol of corporate leadership achievement — is presented to companies that take responsibility for the impact of their initiatives and share NELI's commitment to lead well. It brings distinction and visibility to organizations that inspire us to be the change that we seek.

NELI AWARD honorees strive to set the example for corporate leadership and responsibility — not just in business but in the world around them. They foster a culture of leadership that begins with the CEO and share in NELI's mission to recognize, recruit, and retain exceptional leaders. They extend beyond the statutory obligation to be responsible corporate citizens and voluntarily take steps to improve the quality of life for employees and their families as well as for the community and society at large. Put simply, they *Lead What Matters*.

The NELI AWARD is an opportunity to punctuate your company's mission while engendering trust among shareholders, employees, suppliers, and other stakeholders. If your organization is committed to building generations of leaders while caring for the world around them and has successfully launched initiatives that achieve these goals, then we look forward to receiving your nomination.

## SUBMIT YOUR NOMINATION BY AUGUST 10, 2010

NELI will award the winners at the 18th annual red-carpet *CareerFOCUS* Eagle Awards Gala on Friday, November 12, 2010, at The InterContinental Kansas City at The Plaza.

### Categories for Award Consideration

NELI will consider a broad range of corporate-responsibility initiatives that cultivate leadership and build strong communities. You may choose to nominate your company for its achievements in any one of the following areas.

- **Recognition, Recruitment, and Retention** — nominate your company for its commitment to build, nurture, and sustain diverse leaders
- **Diversity & Inclusion** — nominate your company for its commitment to develop a unified culture for its employees, brands, and customers
- **Community Partnership** — nominate your company for its commitment to build partnerships that strengthen communities around the world (e.g., health, safety, education, environment, and human rights initiatives)

### Evaluation

Each submission will be evaluated against the following criteria:

- **Business Rationale:** There should be an explicit connection between the initiative and your organization's business strategy.
- **Senior Leadership Support:** Upper management must demonstrate a commitment to the initiative that permeates throughout the entire organization.
- **Accountability:** Formal monitoring mechanisms should support the initiative and measure individual involvement as well as overall impact.
- **Employee Engagement:** Mechanisms should exist to engage employees in the implementation and outcomes of the initiative.
- **Best Practice:** The initiative should assert a replicable process or standard that serves as an example or learning opportunity for other organizations.
- **Measurable Results:** There should be evidence to demonstrate improvement since the launch of the initiative.

### General Information

Company Name: \_\_\_\_\_

Headquarters Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Main Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Company URL: \_\_\_\_\_

## INSTRUCTIONS

Thank you for submitting your nomination for the NELI AWARD. Please thoroughly complete the following questionnaire — providing detailed, yet concise information — as this will be the committee's only means of evaluation. Use attachments when necessary and include contact information at the top of each page. Answer all questions, avoiding such references as “see below” or “same as above,” as these will be considered incomplete.

The official nomination form and all supporting materials should be submitted in one packet and mailed to NELI by August 10, 2010. Before starting, review the back of this form for eligibility and frequently asked questions and feel free to contact us at 913.317.2888 if we may be of assistance. Thank you for your participation and good luck!

### Questionnaire

1. Briefly describe your company's core business, chief market competitors, and the primary market(s) that you serve.
2. Briefly describe the corporate-responsibility initiative put forth for consideration. How or why was the idea conceived? When was it launched? Who is the intended audience?
3. Explain how the initiative champions at least one of the following:
  - Recognition, Recruitment, and Retention of Leaders
  - Diversity and Inclusion
  - Community Partnership
4. Describe any significant challenges experienced during the launch period, and explain how those challenges were mitigated.
5. Business Rationale — What is the business rationale for the initiative, and how does it fit into your company's overall business strategy?
6. Senior Leadership Support — Who leads the initiative? What role is played by the CEO and senior management? How has the CEO demonstrated a commitment to the longevity of the initiative?
7. Accountability — Who is held accountable for the success of the initiative? In what manner, and how often, is accountability measured?
8. Employee Engagement — In what ways does the company engage employees in the initiative?
9. Best Practice — What key elements make the initiative an effective model for others to emulate?
10. Measurable Results — How does the intended audience benefit from the initiative? What tools have been used to measure those results?
11. Attachments — Please attach documentation to support your nomination. Let us know what you have included by checking the items below. Attachments will not be returned.
  - Corporate Responsibility Annual Report
  - Company mission statement, core values, guiding principles
  - Published articles featuring the corporate-responsibility initiative
  - Photographs, website links, or additional illustrative materials
  - Other \_\_\_\_\_

## OFFICER INFORMATION AND AWARD AUTHORIZATION

Chief Executive Officer: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City / State / Zip: \_\_\_\_\_  
 Direct Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Direct Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_  
 Chairman/CEO Signature: \_\_\_\_\_  
*I have authorized this nomination on my company's behalf.*

Nominator: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City / State / Zip: \_\_\_\_\_  
 Direct Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Direct Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

**Please respond to the following questions as part of your company's nomination. A "yes" or "no" response is required for each.**

1. If your company is selected for the NELI AWARD, your CEO will be asked to accept the award in Kansas City, Missouri, on Friday, November 12, 2010. Do you understand that your CEO is expected to attend, and do you agree to have this event placed on his or her calendar?  yes  no
2. If selected for the NELI AWARD, your company will be appointed to NELI's Council on Corporate Leadership and Responsibility, represented by your CEO. Council membership includes annual dues of \$3,000 per company. Do you agree to honor this appointment?  
 yes  no
3. If your company is selected for the NELI AWARD, NELI will request a video-recorded response to interview questions related to the winning initiative. Footage will serve as a prelude to your live acceptance of the NELI AWARD. Detailed instructions and production guidelines will be provided upon award notification. Does your company agree to facilitate production and submission of this video footage?  yes  no
4. Is your company currently entered into an agreement for a merger or acquisition, or do you anticipate such an agreement within the next nine (9) months?  yes  no
5. If selected, your company will be featured in this year's commemorative edition of *CareerFOCUS Magazine*™ — The Magazine Leaders Read®. The magazine's editors will amass the profile using data and narrative content provided within your nomination packet, along with information gathered during a follow-up interview, if necessary. Does your company agree to be profiled by *CareerFOCUS Magazine*™?  yes  no
6. Do you agree that the information provided within this nomination and, subsequently, within your profile may become public knowledge as part of your company's recognition in *CareerFOCUS*™ and in other publicity efforts?  
 yes  no

### Nominator's Signature

I, as the nominator, submit that we have answered the questions herein firsthand and that the content is accurate and complete. If selected, we hereby authorize the usage of our name, logo, CEO headshot, video recordings, and other identifying markers for promotional use in connection with our receipt of the NELI AWARD. We understand that our submission will not be returned.

\_\_\_\_\_  
 (Nominator's signature required for consideration) Date: \_\_\_\_\_

### Corporate Liaison

This person will serve as an alternate contact for NELI. He or she should have firsthand knowledge of the corporate-responsibility initiative put forth for consideration and should have direct contact with the nominator and the CEO.

Corporate Liaison: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City / State / Zip: \_\_\_\_\_  
 Direct Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Direct Fax: ( \_\_\_\_\_ ) \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_

## Eligibility

To be considered for the NELI AWARD, a company must meet the following eligibility requirements.

- The company must be headquartered in the United States.
- The company should employ a minimum of 5,000 people.
- The corporate-responsibility initiative should have been launched at least six (6) months prior to nomination for the NELI AWARD.

## Frequently Asked Questions

**What is the National Eagle Leadership Institute®?**

The National Eagle Leadership Institute® (NELI) is a professional network committed to promoting a higher standard of leadership in American business. NELI connects and cultivates leaders and helps organizations recognize, recruit, and retain culturally diverse professionals. To learn more, visit [www.NELI.net](http://www.NELI.net). **Our Mission Is to Help You Lead.**

**What is *CareerFOCUS Magazine*™ and how is it connected to NELI?**  
*CareerFOCUS Magazine*™ — The Magazine Leaders Read® — was established in 1988 to inform, influence, and inspire African-American and Hispanic/Latino professionals who set a higher standard of leadership. In 1993, the magazine launched the *CareerFOCUS* Eagle Award to salute professionals like those who grace its pages — men and women whose records of performance inspire others to lead. The publisher established NELI in 1995 to provide support for corporate-diversity recognition, recruitment, and retention initiatives. The Institute presented the first NELI AWARD in 1997.

**Who typically submits the nomination on their company's behalf?**

While this may vary, nominations are typically submitted by an officer in Corporate or Social Responsibility, Diversity & Inclusion, Corporate Communications, or Corporate Community Affairs. In some cases, the nomination is managed by an agency of record working on behalf of the nominated company. The nominator should be an executive with authority to put forth the information requested and to sanction your company's participation.

**How many initiatives may we submit for consideration?**

Choose just one. NELI will consider one initiative per company per year.

**May we submit a nomination if our company has previously received the NELI AWARD?**

Yes. However, you must either submit a different initiative for consideration this year or clearly demonstrate how the original initiative has been enhanced since its original submission.



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[www.NELI.net](http://www.NELI.net)

**How many winners are selected each year?**

Until 2007, the NELI AWARD was reserved for one recipient per year. It is now open to multiple recipients per year, with no set number.

**Who evaluates the nominations?**

Nominations are screened and evaluated by NELI's Board of Directors.

**When can we expect to hear from NELI regarding selection?**

NELI will send written notification to each nominating company within 30 days after the submission deadline. In the event that additional time is required for the evaluation process, we will make prior contact.

**What are the costs associated with submitting a nomination?**

There is no nomination or entry fee associated with the NELI AWARD. However, should your company be selected among this year's honorees, there are participation fees to consider.

- **Video Production:** Each honoree must submit video footage according to production guidelines that will be provided to the winners upon notification of award. Footage will be broadcast during the NELI AWARD segment of the *CareerFOCUS* Eagle Awards Gala.
- **Program Participation:** NELI does not offer compensation for program attendance. Each honoree is responsible for transportation and accommodations related to accepting the NELI AWARD.
- **Sponsorship:** After the winners have been notified, your company will be invited to sponsor the *CareerFOCUS* Eagle Awards Gala, at which the NELI AWARDS are presented. Customized investment packages range from a \$10,000 table to complete underwriting. For sponsorship details, contact N. Michelle Paige at 913.317.2888 or [nmpaige@neli.net](mailto:nmpaige@neli.net).
- **Corporate Membership:** Upon receiving the NELI AWARD, honorees are appointed to NELI's Council on Corporate Leadership and Responsibility. Each company is represented on the Council by its CEO and pays annual membership dues of \$3,000. For details, contact N. Michelle Paige at 913.317.2888 or [nmpaige@neli.net](mailto:nmpaige@neli.net).

**What is NELI's Council on Corporate Leadership and Responsibility?**

The Council assembles CEOs to identify excellence in corporate leadership and responsibility. Members exchange best-practice ideas and foster advanced research for sustainable leadership development and effective corporate-responsibility initiatives. The collaboration provides an educational venue for its members and encourages action on issues that are important to the companies that they each represent.

**What is the time commitment for Council membership?**

The Council on Corporate Leadership and Responsibility convenes annually (once a year) during NELI's Gala and Leadership Summit. The meeting is a one-day commitment in the fall of each year. Additional correspondence takes place electronically.

**Will the contents of our nomination remain confidential?**

Yes, unless your company accepts the NELI AWARD. Details of winning initiatives are generally made public in the process of recognizing the winners and in an effort to exchange best practices. However, NELI is sensitive to proprietary information and will honor requests to protect specific details when the request is received in writing.

**May we submit our nomination electronically?**

Yes. The nomination form is available as a Word or PDF document at [www.NELI.net](http://www.NELI.net). You may e-mail your completed nomination form to N. Michelle Paige, NELI's vice president and director of programs, at [nmpaige@neli.net](mailto:nmpaige@neli.net). Please call us at 913.317.2888 if we may be of assistance.