

## Improving Businesses Improves Indiana

Do you strive to improve your business practices, products or services? Have these improvements made a positive impact to your bottom-line or benefited Indiana? If so, you can be the next winner of the 2008 BKD Indiana Excellence Awards.

**Entry Deadline:**  
Monday, June 23, 2008  
Please email your  
organization's intent to  
apply to  
[tschwarz@bkd.com](mailto:tschwarz@bkd.com)

The BKD Indiana Excellence Awards are designed to promote business performance excellence and recognize measured improvements of public and private organizations in Indiana. Now in its 13th year, the program recognizes business improvements of any type to a product, service or business practice. *Indiana Business* magazine is presenting the awards program with title sponsor BKD. We are proud to also include National City as a sponsor.

Take advantage of this opportunity to showcase your organization and promote world-class business excellence in our state. We look forward to your entry and hope to see you at the awards luncheon November 19, 2008, at the Indiana Convention Center, and on the cover of *Indiana Business* magazine as winner of the 2008 BKD Indiana Excellence Award.



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For more information, visit [indianabusiness.com/excellence](http://indianabusiness.com/excellence)

## ABOUT THE AWARDS

### What are the BKD Indiana Excellence Awards?

The BKD Indiana Excellence Awards recognize business excellence, rewarding organizations for doing better, no matter what their starting point. The program is founded on the concept that improving businesses improve Indiana, making it a better place to live, work and play. Winning organizations will demonstrate a commitment to business excellence through the improvement of a product, service or business practice and the positive impact it has on the organization and the state of Indiana.

### Eligibility

Any measurable improvement to a product, service or business process implemented in a business or not-for-profit organization in the state of Indiana is eligible. Improvements that span more than one year are welcomed. However, your application should focus on the implementation and results that occurred over the past year. Only complete applications will be considered for the awards.

### How are the winners selected?

Applications in each category will be reviewed, evaluated and recognized through the following process:

1. Each completed application will be scored in accordance with the award criteria. The top entries in each category will be selected as semi-finalists (no more than ten in each category).
2. On-site visits will be conducted at the facilities of each semi-finalist organization. Visiting judges will verify the accuracy of the application and further evaluate the nominee based on the award criteria. The combined results of the initial round of judging and the site visits will determine the finalists (no more than five in each category).
3. Finalist applications and their site-visit reports will be reviewed and ranked by a panel of independent judges to determine the winner in each category.
4. The winner in each category will be re-evaluated by a panel of judges (one from each category) to select the overall 2008 BKD Indiana Excellence Award winner.

The top finalists in each category will be recognized at the awards luncheon. Award winners will receive trophies and banners. Category winners and finalists will be profiled in the January 2009 issue of *Indiana Business* magazine.

### Who are the judges?

The semi-finalist and visiting judges (stages 1 and 2 above) will consist of representatives from sponsoring organizations. A final panel of judges consisting of an independent group of industry leaders from your profession and professional organizations will determine the winners in each category, as well as the overall winner (stages 3 and 4 above).

### Key dates

Application deadline: **Monday, June 23, 2008**  
Awards luncheon: **Wednesday, November 19, 2008** (reservations needed by Wednesday, November 12). *Finalists will receive eight complimentary luncheon tickets. Additional tickets are \$40 per person.*

### Confidentiality

With the exception of the executive summary and information on advisors, information obtained through the application process will only be used for the purpose of judging and not for public distribution.



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## APPLICATION

**Send your application to:**

Tracy Schwarz  
**BKD, LLP**  
 201 N. Illinois Street,  
 Suite 700  
 Indianapolis, IN 46204  
 317.383.4000  
 tschwarz@ bkd.com

Final categories will be determined by the quantity and quality of applications received.

**Part 1—Entry Form**

You may download an electronic application in Word/RTF format from indianabusiness.com/excellence. Please email electronic copies of the completed application and attachments to **tschwarz@bkd.com**. If you prefer to submit a hard copy nomination package, please mail to the BKD address. Your nomination package should include your completed entry form, executive summary, application narrative, signed certification and no more than 10 pages of supporting documents. Please note, if you send more than 10 pages of supporting documentation, only the first 10 pages will be evaluated. Nomination packages will not be returned. All applicants should send a \$40 entry fee to the BKD address (check payable to Indiana Excellence).

**Award Category** (*choose one*)

- Health-Care Providers
- Manufacturing and Distribution—  
Small (*less than or equal to 200 FTEs\**)
- Manufacturing and Distribution—  
Large (*more than 200 FTEs\**)
- Not-For-Profit and Government
- Service (e.g. financial institutions, professional service providers)

**Applicant Information**

Brief description of organization

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Annual revenue (*or budget if not-for-profit*)

Total FTEs\*:

Please email your organization's intent to apply to: tschwarz@bkd.com. Deadline for receipt of application materials is 5:00 p.m., Monday, June 23, 2008.  
 \* Full-Time Employees, including parent company & subsidiaries

Organization's Name \_\_\_\_\_

CEO Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact (if different than above): \_\_\_\_\_

Name: \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Organization's Advisors \_\_\_\_\_

Bank: \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Accounting Firm \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Law Firm \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

PR/Marketing Firm \_\_\_\_\_ Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Questions?**

Contact Tracy Schwarz,  
BKD, Marketing, at  
317.383.4000, 888.476.7258  
or [ttschwarz@bkd.com](mailto:ttschwarz@bkd.com).  
For more information, visit  
[www.indianabusiness.com/excellence](http://www.indianabusiness.com/excellence)

**APPLICATION**

**Part 2—Narrative**

Complete the sections as indicated below. Narratives for each section should **not** exceed 500 words. Please include the following: your response, supporting documentation (**no more than 10 pages**) and signed certification. Only complete applications will be considered for the awards. Please note, if you send more than 10 pages of supporting documentation, only the first 10 pages will be evaluated. *Nomination packages will not be returned.*

Entries will be judged and ranked on pre-defined criteria. A complete list of criteria is provided online at [indianabusiness.com/excellence](http://indianabusiness.com/excellence). PLEASE NOTE: The most heavily weighted section is the Results section, representing 40% of the total possible points.

**1. History/Background**

Why did your organization decide to commit resources to improve this area of your business? How does this area of your business affect your customers or stakeholders? How did the initiative align with your organization’s strategic objectives? Was it supported by upper management?

**2. Plan**

Describe the plan developed to address your need for improvement. What were the objectives? What steps were taken to develop methods to measure progress? Include the projected: • Timeframe • Budget • Resources • Measures of success

**3. Execution of the Plan**

Explain how your organization accomplished the improvement. Who led the effort? How were goals and progress communicated to employees? Provide details about significant measurements and milestones.

**4. Results**

Demonstrate the effect the improvement had on your organization’s financial position. Provide as much financial information as necessary related to the outcome of your improvement. Demonstrate the impact of your improvement and emphasize the quantitative evidence. Be sure to address your own measures of success, as you defined in step 2 above, and if they were met. Also, quantify the impact to the state as a whole, *e.g.*, did it create new jobs, increase exports, help you serve more people in the community, etc.? And finally, what are the long-term benefits of the improvement?

**5. Executive Summary**

Provide a brief overview (**no more than 500 words**) of the most important points of your project, highlighting the most essential information. Useful information to share in your summary might include a brief synopsis of any specific issue(s) your organization was attempting to resolve, and a sampling of statistics or other evidence of improvement or overall excellence. Please also briefly describe your company or organization’s product/service, and include the Indiana city where the company or organization is located. Please do not include any information that you would not want publicized.

**Part 3 – Certification**

*All entries must be signed  
by the applicant’s CEO  
President, CFO, Executive  
Director or equivalent.*

I certify that the  
information provided in this  
application, including all  
financial representations, is  
true and complete to the best  
of my knowledge.

\_\_\_\_\_  
Name  
\_\_\_\_\_  
Title  
\_\_\_\_\_  
Signature  
\_\_\_\_\_  
Date