



2008 AWARD WINNERS

We're proud to announce a stellar field of winners for our inaugural E2E Communication Awards. Look for case studies on these fantastic programs in our publications *ContentWise* and *The Influential Executive*. (And look for next year's Call for Entries soon!)

Best Overall Employee Communication Program

Monsanto Company
Instilling Company Values in an Online News Publication
www.monsanto.com

Honorable Mention

GE
GE Employee Activation Beijing 2008 Olympic Games

Most Strategically Focused Employee Communication Program

Launch Creative Marketing
Sara Lee "On the Road Again - 30 More Miles"

Most Transparent Employee Communications

CMH Regional Health System
Riddell Rumor Remover

Best Internal Branding Project

Healthways, Inc.
The Building Design

Best Use of Social Media - Executive Videocast

Cisco Systems
Cisco Systems' CEO Video E-mails

Best Change Communication Campaign

Catholic Healthcare West
Go Green

Best Wellness Communication Vehicle or Event

Healthways, Inc.
Move to Health

Best Internal Executive Communication Event

Cisco Systems
Cisco Systems' Viral Company Meetings

Honorable Mention

Cisco Systems
Cisco Systems' 10 Year Anniversary Gala

Most Improved Employee Communication Program

Monsanto Company
Instilling Company Values in an Online News Publication
www.monsanto.com

Most Dramatic Impact on the Organization

Penn State Outreach
Outreach Innovation Posters

Best Use of Social Media - Executive Blog

UNUM
www.unum.com

Best HR Communication Program

Honorable Mention

Superior Energy Services, Inc.
HR Communication

Best Employee Crisis Communication Campaign

Superior Energy Services, Inc.
Superior Puts Priority on People with Employee
Emergency Center

Best Safety Communication Campaign

Central Hudson Gas & Electric Corporation
"Why I Work Safely" Campaign



2008 Award Winners Continued...

Best IT Communication Campaign

University HealthSystem Consortium
UHC Email Cleanup Initiative and Contest

Best Employee Publication - Newsletter

Palo Alto Medical Foundation
PAMF Connection: Creating a Bridge to Connect
Physicians and Employees

Best Intranet Site

Monsanto Company
Instilling Company Values in an Online News Publication

Best Employee Publication - Magazine

State Farm Insurance
Timberlines magazine

Best Employee Video

Feather River Hospital
Focusing On Our Mission