



MIDWEST TECHNOLOGY LEADERS

MIDWEST COLLABORATION AWARD 2010

INTRODUCTION

Midwest Technology Leaders (MTL) 2010 is an exclusive gathering of the Midwest Region's top Information Executives who are committed to innovation, excellence and results. Unrivaled in its quality content and strategic focus, MTL 2010 will provide all delegates the opportunity to challenge conventional wisdom through engaging in highly-interactive executive sessions with their senior peers. Through a compilation of keynote presentations, panel discussions, roundtables and executive networking assemblies, the delegation will address the critical issues impacting the local/regional IT industry, including economic policies and business developments, in addition to an in-depth analysis of the future outlook of the national/international IT industry.

MTL is comprised exclusively of the Information Leaders driving Midwest economies. It is a non-political, cross-industry sponsored, annual event providing a platform to celebrate the achievements of this technology community.

Together, this group will discover innovative approaches for surmounting considerable IT challenges.

WHY THIS AWARD

The Midwest Collaboration Award (MCA) was created in 2005 to identify, create, support and honor impacting partnerships between Midwest companies and local individuals or groups benefiting the technology community. Information technology is one of the fastest growing sectors of the Midwest economy. As the regional economy has become increasingly more reliant upon technology, local communities, organization and businesses have also come to have a vested interest in the role technology plays within their world.

The Midwest Collaboration Award recognizes one partnership that has made a recognizable impact on the growth of the technology community.

For a list of past winners of the Midwest Collaboration Award (MCA) and Corporate Commitment to Michigan (2CMICHIGAN) awards, please visit www.midwesttechnologyleaders.com.



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ELIGIBILITY CRITERIA

Partnerships between companies, organizations, or individuals and local governments, academic institutions (elementary to university), non-profit organizations, and businesses with a technology focus and measurable results are eligible to participate in the award. There is no restriction on number of participating parties. All participating parties must have at least one office, district, branch, or other facility located in the State of Michigan. The following are not eligible to participate in this award: companies, academic institutions, organizations, clients, or businesses employing members of The Midwest Collaboration Award Council.

APPLICATION FORMAT GUIDELINES

- Applications are available at: www.midwesttechnologyleaders.com/mtl-awards
- Applications and abstracts should be completed in full, with as much detail as possible, and focused on set forth criteria
- Each participating party must complete an application
- Applications and abstracts should contain page numbers on every page
- Applications and abstracts should include name of primary partners on each page
- The abstract portion of the application should be typed, twelve-point font, and must not exceed 2,000 words. See Submission and Abstract Criteria for complete requirements
- Partnerships should submit only one abstract that reflects responses of each participating party
- Applications and abstracts should be submitted via email or fax only
- Those wishing to be considered for the 2010 award must submit applications and abstracts no later than no later than **Friday April 23, 2010**.

SUPPORTING MATERIALS

Applicants are encouraged to provide as much supporting materials as they feel necessary. Supporting materials should be submitted via email or fax only. The application name (primary partnership names) must accompany all materials either in the subject line of an email or the cover sheet of a fax. Appropriate supporting materials should provide The Council with visual, written, and/or audible evidence of the benefits, process, strategy, management, and/or results of the partnership. Please note that all submitted materials become property of The Midwest Collaboration Award Council and cannot be returned.



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SUBMISSION
INSTRUCTIONS

All applications and supporting materials should be submitted via email or fax. Applications and supporting materials must be received no later than **Friday, April 23, 2010** for review. Applications submitted after April 23, 2010 will be considered for the following year.

Applications: www.midwesttechnologyleaders.com/mtl-awards/MTL10_MCA_Application.pdf

Fax Number: (248) 250-5225

Email Address: mca@midwesttechnologyleaders.com

For questions regarding the Midwest Collaboration Award 2010 Application please email Kelli Baird at kelli@arzika.com.

Timeline:

Application Submission Phase Begins: March 1, 2010

Application Due Date/Submission Phase Closes: April 23, 2010

Top Nominated Applications Notified: April 30, 2010

Announcement of Winning Application: May 26, 2010
**Midwest Technology Leaders
Premier 2010 Awards Cocktail Reception**



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SELECTION AND ABSTRACT CRITERIA

It is important that the abstract guidelines below are followed and that responses reflect the perspective of all the partners. Corporate partnerships are those, in which projects and/or initiatives are made by a government, organization, institution, individual, or business where:

- There is a clear benefit to a specific community, arising from a relationship with another partner(s) government, organization, institution, individual, or business and producing clear, measurable results
- Such initiatives and investments also have benefits to the participating partner(s), are neither legal nor mandated requirements, and are beyond the immediate business essentials that form the core activities of the company
- The focus of the partnership is technology based

Applicants should address abstracts to and will be evaluated based on the following criteria:

CATEGORY 1 FOUNDATION OF PARTNERSHIP (20%)

- Provide the name and a brief description of all partners
- Provide a brief description of the partnership
- Describe how the partnership is defined by mutually beneficial goals between partners
- Describe how the partners established clearly determined and defined short and long-term goals
- Provide objectives which the partnership aims to achieve
- Describe the target market(s) for the partnership
- List up to three major strategic reasons for forming the partnership relationship.

CATEGORY 2 IMPLEMENTATION OF PARTNERSHIP (25%)

- Describe how the partnership provides members of each partner with opportunities to interact at government, institution, community, and/or business sites
- Describe how each partner has appointed a point person to manage the partnership
- Describe how the partners have developed written descriptions of roles and responsibilities, accountability measures, and position guidelines as well as training for key personnel
- Describe how the partnership has defined specific and measurable outcomes
- Describe how the partnership includes ongoing discussions of values, goals, and needs



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CATEGORY 3 GAINING SUPPORT FOR SUSTAINABILITY OF PARTNERSHIP (20%)

- Describe how the partnership has support at the highest level (including senior management and management boards) within the government, institution, organization, and/or business and concurrence at all levels
- Describe how the partnership is explicitly supported by employees and other constituents
- Describe how the partners communicate regularly about expected and actual outcomes of all activities
- Describe how the communication about the partnership allows for opportunities for private and public recognition of both parties

CATEGORY 4 EVALUATION /IMPACT OF PARTNERSHIP (30%)

- Describe how the evaluation includes collection and analysis of information to determine accomplishments, strengths and weaknesses of the partnership
- Describe the impact of the partnership on community achievement
- List benefits and results deriving to all partners as a result of the relationship
- List which internal and external business functions primarily benefit from the partnership
- List devices and describe the methodology used to evaluate the effectiveness of the partnership
- Outline the processes for measuring and evaluating each party's contributions and benefits, and for reviewing the outcomes and impacts for each party
- Describe how the partnership was guided by a written collaborative agreement on outcomes, benchmarks and measures of progress

JUDGES MAY CONSIDER THE FOLLOWING IN THEIR EVALUATIONS (5%)

Uniqueness of Partnership

- Describe how the goals, structure, management and/or benefits of the partnership are unique from others

Third-Party Support of Partnership

- Describe how the benefit and impact of the partnership are recognized by third-party supporters



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JUDGES

Applications will be judged by members of The Midwest Collaboration Award Council. The Council is composed of members from various backgrounds in the technology, government, academic, business development, non-profit, and consulting sectors on local, national, and international levels.

DISCLAIMER: The opinions of The Midwest Collaboration Award Council do not necessarily reflect those of individual Council members.

AWARD AND RECOGNITION

The winner and nominees for The Midwest Collaboration Award 2010 will be honored at the awards cocktail reception on May 26 at the Premier Awards Cocktail Reception. All nominated companies, organizations, institutions, individuals, and businesses will be featured in the Michigan Technology Journal publication, to be distributed to top IT executives and providers during the Midwest Technology Leaders 2010. Additionally award honorees will receive recognition in magazines, journals, and other international publications.

Honored partnerships will be invited to be the subject of case studies. Case studies will examine the foundation, implementation, sustainability, impact, and success of the winning partnership as set forth in the Eligibility and Submission and Abstract Criteria. Case studies will focus on creating a best-practice model for technology focused partnerships.



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APPLICATION PART I
PARTNER INFORMATION

Each participating applicant must complete a Partnership Application. For questions regarding the Midwest Collaboration Award 2010 or application please contact Kelli Baird at (248) 910-4588 or kelli@arzika.com.

APPLICANT

Name:
Title:
Phone:
Email:

NOMINATED
PARTNER

Legal Name of Government, Organization, Corporation, Institution, or Business:

HQ Address:

Michigan Address *(if different from above)*:

Parent Company Name and Address *(if nominated Organization or Corporation is a division or subsidiary)*:

Date Nominated Partner was founded:

Total number of employees:

Fiscal Year 2009 Revenue *(as reported to the SEC, if available, otherwise please provide estimate)*:



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APPLICATION PART 2
EXECUTIVE INFORMATION

CHIEF
INFORMATION
OFFICER
OR EQUIVALENT
IT EXECUTIVE

Name:
Title:
Address:

Phone:
Email:
Assistant Name:
Assistant Phone:
Assistant Email:

CHIEF
EXECUTIVE
OFFICER
OR EQUIVALENT
TOP EXECUTIVE

Name:
Title:
Address:

Phone:
Email:
Assistant Name:
Assistant Phone:
Assistant Email:

PUBLIC
RELATIONS
CONTACT

Name:
Title:
Phone:
Fax:
Email:



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APPLICATION PART 3 INDUSTRY INFORMATION

PRIMARY
INDUSTRY/MARKET
SELECT ALL THAT APPLY

Non-Computer Related Industries

- Aerospace/Defense contractor
- Agriculture/Construction
- Automotive/Transportation
- Academic
- Business Services/Consultant
- Education/Non-Profit
- Finance/Banking/Accounting
- Government: Federal (including Military)
- Government: State or Local (including Law Enforcement)
- Healthcare/Medical Services/Pharmaceutical/Bio-Tech
- Insurance
- Manufacturing
- Mining/Oil/Gas
- Media (Publishing/Broadcast)/Advertising/PR
- Real Estate/Legal
- Research
- Utilities
- Wholesaler/Retailer/Distributor

Other (please indicate):

Computer Related Industries

- Communication Carriers (Telecomm/Data Comm)
- Computer or Network Consultant/Data Processing Services
- Manufacturing – Hardware
- Manufacturing – Software
- Service Provider (ISP/ASP/MSP/BSP/ESP/Web Hosting)
- VAR/VAD/OEM/Systems or Network Integrator
- Wholesaler/Retailer/Distributor

Other (please indicate):