

Supplemental Media Info for the

NFL's Business Leadership Forum
Wednesday, February 2, 2011
Eisemann Center, Richardson, Texas
5:30 – 8:00 p. m

IMPACT AWARD CRITERIA

Leadership Impact – Today's small and emerging business executives must be visionary.

- Leaders in the marketplace
- Thought leaders in their area(s) of expertise
- Demonstrated excellence in performance

Innovation Impact – Today's small and emerging business executives must produce innovative solutions.

- Breaking through the clutter in the marketplace
- Providing relevant solutions to real problems

Social Responsibility Impact – Today's small and emerging business executives must consider the environmental, philanthropic and/or supplier diversity impact of their actions.

- No harm to the environment or community in which it operates
- Gives back to the communities in which it operates
- Promotes diversity within its supplier customer base

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