



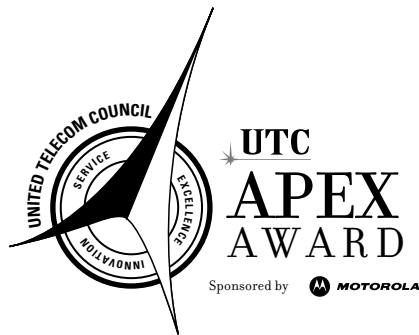
UTC
APEX
AWARD

Sponsored by  MOTOROLA



*The UTC Apex Award.
Recognizing utilities & energy companies for excellence
and innovation in communications for the public good.*





“The UTC Apex Award is about honoring the vital but often unsung work our utility partners do everyday to improve the service they provide their communities. Motorola is proud to co-sponsor the United Telecom Council’s highest organizational honor.”

– Chris Banakis, MCEI Vice President and Director, Enterprise Utility Solutions, Motorola, Inc.



OVERVIEW

The UTC Apex Award bridges the divide between recognizing individual accomplishment and generating organizational commitment for outstanding projects undertaken by utility telecom workers. This award symbolizes the valiant dedication the industry provides communities through the use of communications.

The United Telecom Council (UTC) is the only global trade association dedicated to supporting and promoting the communications and IT needs of utilities and critical infrastructure companies. UTC works to create a favorable business, regulatory, and technological environment for companies that own, manage, or provide critical communications systems in support of their core business.

Founded in 1948 to advocate for the allocation of additional radio spectrum for power utilities, UTC has evolved into a dynamic organization that represents electric, gas, and water utilities; natural gas pipelines; critical infrastructure companies; and other industry stakeholders in all fifty states, Canada, Central and South America, Europe, Asia, and Australia.

For years, UTC has focused on recognizing the contributions made by individuals to the utility telecom environment. The leadership of UTC seeks to not only recognize the service utility and energy companies provide to their communities through the use of telecom systems, but also to raise awareness of the great value these industries' professionals bring to the communities they serve; the UTC Apex Award represents this dedication.

PROGRAM GOALS

The UTC Apex Award is open to energy and utility companies that provide water, gas, and electric services and have demonstrated innovative projects, actions, and procedures within their companies that will positively affect or have already affected the communities they serve. The UTC Apex Award was created to:

- Recognize a utility's public service through use of communications
- Raise awareness of the important role communications systems play in ensuring the reliability of utility services
- Highlight creative and innovative approaches that promote quality and service excellence by utility companies

UTC APEX AWARD WINNER BENEFITS

The UTC Apex Award winner not only represents the highest honor awarded in the utility industry, but award winners will also receive:

- Extensive media coverage through press releases and media placement
- Exposure on www.utc.org and www.motorola.com/utility
- Company use of UTC Apex Award logo for a 2-year period
- Public recognition at UTC TELECOM 2006
- Presentation ceremony with industry colleagues and award sponsor
- Local event for utility employees

GENERAL ELIGIBILITY AND RESTRICTIONS

The UTC Apex Award is open to all utility and energy companies that provide water, gas, and electric services. All companies, independent of corporate size or geographic scale, are eligible and applicants will be judged on how well they work within their available resources, not by the size or number of employees.

- Applicants must have approval of senior management (CEO, CIO, Director of Communications, General Manager).
- Previous winners of the Apex Award must wait one year before submitting an application.
- One applicant may submit multiple applications if the topics presented are different.

“The UTC Apex Award recognizes more than individuals – it honors utilities and energy companies for communications excellence and innovation employed to better the communities they serve.”

– William R. Moroney, President and Chief Executive Officer, United Telecom Council

APPLICATION INSTRUCTIONS

Applicants must follow the proper procedures for preparing and submitting projects for consideration. Proper submission consists of three parts: an application form, an abbreviated project synopsis (abstract), and any supporting project documentation.

This information will be sent to multiple panels for judging; therefore materials should be submitted in electronic format at www.apexaward.utc.org or must be sufficiently high quality to photocopy easily.

1. The application form must be completely filled out and mailed to UTC. Applicants must make sure to fill out the mailing address block on the application form, and to include a signature from senior management (CEO, CIO, Director of Communications, General Manager).
2. The abstract should briefly summarize the project and should not exceed two typewritten pages.
3. Supplemental information (optional) may be included in the application. This must be in a format that is easy to duplicate, such as news clippings, magazine/trade articles or any pertinent miscellaneous data that does not lend itself to the abstract.

Applicants should NOT include videotapes or audiotapes.

2006 APEX AWARD TIMELINE

Application Deadline:
January 31, 2006

Semifinalist Notification:
March 31, 2006

Finalist Notification:
May 1, 2006

Winner Announcement:
UTC TELECOM 2006 – Tampa, FL

QUESTIONS TO HELP PICK A TOPIC

Your entry could be as simple as deploying a new automatic meter reading system to help your customers control their costs. Or, as dramatic as how your communications system helped save lives in an emergency, or the special role it played in a major restoration exercise. The following are some questions to help you determine the right topic for your UTC Apex entry.

1. Does this entry demonstrate how your communications system/network has benefited the public/community?
2. Does the entry highlight the project, the action or the procedure implemented within your organization?
3. Can innovation be demonstrated?
4. Why was the project, action or procedure different than other possible options?
5. Were the results quantifiable? How many people/agencies benefited from this solution?

RECOMMENDED FORMAT FOR PROJECT ABSTRACT

The abstract should briefly summarize the project, and should not exceed two typewritten pages. We recommend using the following format:

1. **Situation** – Two to three paragraphs should be devoted to articulating what happened, when, and how many people were affected.
2. **Solution** – Two to three paragraphs should be focused on what steps, actions or procedures were taken to resolve the situation.
3. **Results** – One to two paragraphs should illustrate the final outcome and briefly explain what future implications can be expected, based on the results of this situation.

JUDGING

A panel made up of utility representatives selected by UTC's Chairman of the Board will judge applications. Motorola (the award sponsor) will not, at any time, be involved in the data collection and selection process.

APPLICANTS CHECKLIST

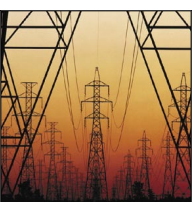
- 1. Study the Guide Book and Application.
- 2. Select an issue/problem to analyze and solve as your project.
- 3. Write an abstract (abbreviated project synopsis).
- 4. Gather supporting documentation.
- 5. Mail the completed application form, abstract*, and any supporting documents to:

UTC – United Telecom Council
Attn: The UTC Apex Award
1901 Pennsylvania Avenue, NW
5th Floor
Washington, DC 20006

* Project abstract can also be submitted electronically at www.apexaward.utc.org

HOW TO ORDER ADDITIONAL APPLICATION GUIDEBOOKS

For additional application guidebooks or for more information, please visit www.apexaward.utc.org or call UTC at 202.872.0030.



APPLICATION

Company: _____

Address: _____

Name of Project: _____

Person Submitting Application: _____ Title: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Application Approval:
Senior Management Representative

(Print Name Here)

(Title)

(Signature)

(Date)

NOTE: Please use one application form for each project you are submitting. Send it along with your abstract and supporting documentation to:

**UTC – United Telecom Council
Attn: The UTC Apex Award
1901 Pennsylvania Avenue, NW
5th Floor
Washington, DC 20006**

*****ALL APPLICATIONS MUST BE RECEIVED BY UTC NO LATER THAN January 31, 2006.*****





1901 Pennsylvania Avenue, NW
5th Floor
Washington, DC 20006
1.202.872.0030
www.utc.org



MOTOROLA

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