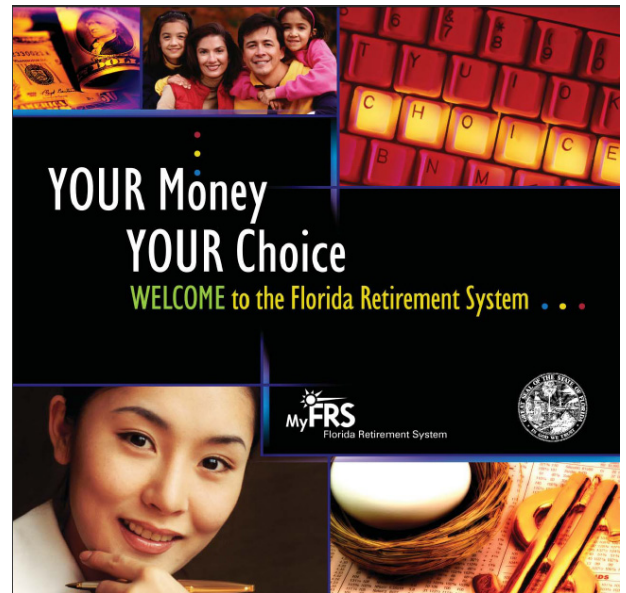


MyFRS Communication Awards

IABC Bronze Quill Award

The MyFRS Financial Guidance Program's "New Employee Orientation Brochure" recently won an Award of Excellence in the Employee/Member Communication Category. The "New Employee Orientation Brochure" provides new employees with an overview of both the FRS Pension Plan and FRS Investment Plan and highlights both plans' features.

The Bronze Quill Awards competition is conducted annually by the International Association of Business Communicators (IABC), Tampa Bay Chapter, to recognize excellence in all areas of business communication. The IABC is the premier industry association for communications professionals.



Past Awards Won by the MyFRS Financial Guidance Program

The State Board of Administration is the administrator of the Florida Retirement System (FRS) Investment Plan and is responsible for the MyFRS Financial Guidance Program (FGP). The FGP is a multimedia education resource that supports employees' choices between retirement plans and, on an ongoing basis, provides all FRS members with the information necessary to make informed decisions about choices within their Plan and in preparation for retirement. The SBA prides itself on providing FRS members with meaningful communication materials and has been awarded the following communication and efficiency awards.

Eddy Award

The publication "Pensions & Investments" annually presents "Eddy Awards" to honor superior education campaigns of defined contribution plan sponsors.

- **MyFRS.com website** - In 2003, the MyFRS.com web site won first place in the public plan sponsor New Media category. Pensions & Investments stated that: "This website did a terrific job of giving employees enough information to make informed decisions about staying with their DB plan or switching to the new DC plan." "It looks like an investment website, but better," one judge noted.

NAGDCA Leadership Recognition Award

The National Association of Government Defined Contribution Administrators (NAGDCA) annually recognizes outstanding achievements in effective communication or plan design and administration.

- **FRS New Hire Materials** - In 2007, the FGP's redesigned new hire education program was awarded a Leadership Recognition Award. Research showed that employees

were significantly more likely to make an informed, active election after the redesign than they were prior to the redesign. In addition, the new look was highly recognizable and employees receiving the new materials immediately knew that the piece was from the FRS.

- **Law Change Permitting DROP Rollovers to the Investment Plan** - In 2006, NAGDCA awarded a Leadership Recognition Award to the SBA for proposing legislation to the Florida Legislature permitting Pension Plan DROP participants to rollover distributions from their DROP account into the Investment Plan. The purpose of this proposal (which ultimately became law) was to provide DROP members with a way to keep their money in the FRS and take advantage of the low cost products available in the DC plan.

MarCom Creative Award

The MarCom Creative Awards, judged by the Association of Marketing and Communication Professionals, is an international awards competition that recognizes outstanding achievement by marketing and communications professionals.

- **FRS Employer Toolkit** - In 2007, the FRS Employer Toolkit won a Platinum award.
- **Miscellaneous Brochures** - In 2007, the following brochures received an Honorable Mention Award: Your Guide to FRS Resources, Investment Funds Summary, Distribution Options, and Keep Your Money Working.
- **New Employee Orientation Brochure** - In 2006, this publication won a Gold Award.

Media Achievement Award

The Media Achievement Awards Competition was created to honor outstanding creativity, skill, craft, and talent in television/film/video/commercials, print, advertising, web-design, audio and radio.

- **New Employee Orientation Brochure & New Employee Enrollment Kit** - In 2007, each publication received a Diamond Statue of Distinction.

Hermes Creative Award

The Hermes Creative Awards are an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies.

- **New Employee Orientation Brochure, Enrollment Kit, & Reminder Letters** - In 2007, these publications won a Gold Award in the Integrated Marketing category.
- **New Hire Video** - In 2010, the New Hire Video won an Hermes Platinum Award.

Golden Image Award

The Golden Image Awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs in Florida.

- **New Employee Enrollment Kit** - In 2007, the Enrollment Kit won an Award of Distinction in the Printed Tools of Public Relations category.

APEX Award

APEX, the Annual Awards for Publication Excellence Competition, is open to communicators in corporate, nonprofit and independent settings. APEX is sponsored by the editors of Writing That Works, the newsletter for communicators who write, edit and manage business publications.

- **New Hire Video** - In 2010, the New Hire Video won an Apex Grand Award.
- **New Employee Enrollment Kit** - In 2007, the Enrollment Kit won an Award of Excellence.

IABC Bronze Quill Award

The Bronze Quill Awards competition is conducted annually by the International Association of Business Communicators (IABC), Tampa Bay Chapter, to recognize excellence in all areas of business communication.

- **New Employee Brochure** - In 2008, this publication received an Honorable Mention Award.

The Videographer Awards

The Videographer Awards is an international competition designed to recognize excellence in Video Productions, TV Commercials/ News/ Programs and New Media. Entries are judged by the Association of Marketing and Communication Professionals (AMCP), an organization that consists of several thousand marketing, communication and video professionals.

- **New Hire Video** - In 2009, this video received an Award of Excellence.

Aegis Video and Film Awards

The Aegis Awards has established itself as a leading competition for professional video and film makers. The mission of the Aegis Awards competition is to provide a forum to recognize the people and organizations responsible for developing some of the most effective video/film productions being produced today.

- **New Hire Video** - In 2009, this video was an Aegis Award Winner.

Telly Awards

The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the Web. The 30th Annual Telly Awards received over 13,000 entries from all 50 states and 5 continents.

- **New Hire Video** - In 2010, this video received a bronze award in the Online Video category.

Communicator Awards

The Communicator Awards is the leading international awards program honoring creative excellence for Communications Professionals. The Communicator Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, communications, advertising, creative and marketing firms.

- **New Hire Video** - In 2010, this video received a Communicator Award of Distinction.