

2011 AWARDS

Silver

Tyler Technologies
2010 Annual Report: "Cultivating Value"
 LACP Vision Award
 (League of American Communications Professionals)
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:
 First Impression: 29 out of 30
 Report Cover: 9 out of 10
 Letter to Shareholders: 10 out of 10
 Report Narrative: 10 out of 10
 Report Financials: 9 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 96 out of 100

SPECIAL NOTES:
This year's Vision Awards received more than 5,000 entries.

Honors

Tyler Technologies
2010 Annual Report: "Cultivating Value"
 International ARC Awards
 (Honoring Outstanding Achievement in Annual Reports)
Creative Partner: Eisenberg And Associates, Dallas, TX

Bronze

Fluor
2010 Annual Report: "One Team. One Fluor."
 LACP Vision Award
 (League of American Communications Professionals)
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:
 First Impression: 29 out of 30
 Report Cover: 9 out of 10
 Letter to Shareholders: 10 out of 10
 Report Narrative: 10 out of 10
 Report Financials: 8 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 95 out of 100

SPECIAL NOTES:
This year's Vision Awards received more than 5,000 entries.

JUDGES' COMMENTS:

"A terrific narrative section in this year's annual report. Very nicely done."
"Very informative! The report paints a very complete picture of the organization."

Bronze

Arkansas Children's Hospital
2010 Annual Report: "Follow the Leader"
 LACP Vision Award
 (League of American Communications Professionals)
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:
 First Impression: 28 out of 30
 Report Cover: 9 out of 10
 Letter to Shareholders: 10 out of 10
 Report Narrative: 10 out of 10
 Report Financials: 9 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 95 out of 100

SPECIAL NOTES:
This year's Vision Awards received more than 5,000 entries.

JUDGES' COMMENTS:

"Very creative. It's hard to forget this year's report."
"Very engaging! Great job drawing readers into the storytelling of this report."

2010 AWARDS

Ethics Award Finalist

**Dallas Business Journal
North Texas Business Ethics Awards**

EXCERPT FROM THE DALLAS BUSINESS JOURNAL, MAY 7, 2010:

"For a company that depends on picking the right words to generate business, that translates all the way to the top. As a result, 1400 Words Inc. founder and President Margie Bowles strives to live up to high ethical standards in her business. In tough times, Bowles says, it can be tempting to short-cut ethical principles to keep business alive and profitable. As a subcontractor to other firms, an ethical dilemma arises when end-clients reach out directly to 1400 Words, hoping to save money. 'This is probably the biggest ethical challenge we face on an ongoing basis,' Bowles says. Taking the higher road, 1400 Words notifies the end-client that its relationship hinges on its partnership with the colleague or firm that brought it the business and prefers to bill through them. The reward: loyal client partnerships."

SPECIAL NOTES:

One of seven nominees honored during a spring awards ceremony; presented in partnership with the North Texas Ethics Association.

American Graphic Design Award

Fluor

2009 Annual Report: "Insight"

Graphic Design USA Magazine

Creative Partner: Eisenberg And Associates, Dallas, TX

SPECIAL NOTES:

More than 8,000 entries nationwide.

2009 AWARDS *Telly Bronze Award*

L'Oreal

Trade Show: "Beyond the Cutting Edge"

Creative Partner: Terry McCullough Productions, Dallas, TX

Telly Silver Award

Dallas Film Commission

Video Presentation: "When I'm Big"

Professional Convention Management Association Annual Meeting

Creative Partner: Terry McCullough Productions, Dallas, TX

Bronze

Fluor

2009 Annual Report: "Insight"

LACP Vision Award

(League of American Communications Professionals)

Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 28 out of 30
 Report Cover: 9 out of 10
 Letter to Shareholders: 9 out of 10
 Report Narrative: 10 out of 10
 Report Financials: 9 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 94 out of 100

SPECIAL NOTES:

The 2009 Vision Awards received more than 4,000 entries from more than 25 countries.

JUDGES' COMMENTS:

"A well-organized report. Information is easy to access and follows a very intuitive order. Great job bolstering the book's overall clarity!"

"Collectively, we were very impressed with the report for Fluor. Very nice from the first impression forward."

Bronze

Tyler Technologies

2009 Annual Report: "Speaking from Experience"

LACP Vision Award

(League of American Communications Professionals)

Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 28 out of 30
 Report Cover: 9 out of 10
 Letter to Shareholders: 9 out of 10
 Report Narrative: 10 out of 10
 Report Financials: 10 out of 10
 Creativity: 9 out of 10
 Message Clarity: 9 out of 10
 Information Accessibility: 10 out of 10
Total Score: 94 out of 100

SPECIAL NOTES:

The 2009 Vision Awards received more than 4,000 entries from more than 25 countries.

JUDGES' COMMENTS:

"A terrific report. It positions Tyler positively and sympathetically. Well done."

"I found this report to be very engaging. The development team really seems to understand what will draw the target audience's attention and effectively create a level of interaction with the reader. Very well done."

W 1 O 4 R O D O S

All we do is write.

2008 AWARDS *American Graphic Design Award*

Tyler Technologies

2008 Annual Report: "By Design"

Graphic Design USA Magazine

Creative Partner: Eisenberg And Associates, Dallas, TX

SPECIAL NOTES:

*More than 10,000
entries nationwide. Also
featured in the December
issue of GDUSA.*

2007 AWARDS *Platinum*

Brinker International

2007 Annual Report: "Stories That Connect Us"

MarCom Award (Association of Marketing & Communication Professionals)

Creative Partner: Peterson Ray & Company, Dallas, TX

Gold

Fluor Corporation

2007 Annual Report: "The Strength of Experience"

LACP Vision Award

(League of American Communications Professionals)

Show Category: Business, Engineering & Construction

Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 28 out of 30
 Letter to Shareholders: 10 out of 10
 Report Narrative: 10 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 95 out of 100
Overall Ranking: 234 out of 3161

SPECIAL NOTES:

The 2007 Vision Awards received more than 3,000 entries with less than one out of every four entries receiving award-level recognition.

Honors

Fluor Corporation

2007 Annual Report: "The Strength of Experience"

International ARC Awards (Honoring Outstanding Achievement in Annual Reports)

Show Category: Construction/Engineering

Creative Partner: Eisenberg And Associates, Dallas, TX

Gold

Tyler Technologies

2007 Annual Report: "Channeling Success"

LACP Vision Award

(League of American Communications Professionals)

Show Category: Technology/IT Services

Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 27 out of 30
 Letter to Shareholders: 10 out of 10
 Report Narrative: 10 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 93 out of 100
Overall Ranking: 392 out of 3161

SPECIAL NOTES:

The 2007 Vision Awards received more than 3,000 entries with less than one out of every four entries receiving award-level recognition.

Bronze

Tyler Technologies

2007 Annual Report: "Channeling Success"

International ARC Awards (Honoring Outstanding Achievement in Annual Reports)

Show Category: IT Services and Solutions

Creative Partner: Eisenberg And Associates, Dallas, TX

Award

Tyler Technologies

2007 Annual Report: "Channeling Success"

American Graphic Design Awards

Creative Partner: Eisenberg And Associates, Dallas, TX

SPECIAL NOTES:

Only 15 percent of entries were honored. Also featured in the December 2008 issue of GDUSA.

2006 AWARDS

Silver

Fluor Corporation
2006 Annual Report: "A Company That Delivers"
 LACP Vision Award
 (League of American Communications Professionals)
Show Category: Business, Engineering & Construction
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:
 First Impression: 28 out of 30
 Letter to Shareholders: 9 out of 10
 Report Narrative: 10 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 94 out of 100
Overall Ranking: 247 out of 2539

SPECIAL NOTES:
The 2006 Vision Awards received more than 2,500 entries with less than one out of every five entries receiving award-level recognition.

American Graphic Design Award

Fluor Corporation
2006 Annual Report: "A Company That Delivers"
 Graphic Design USA Magazine
Creative Partner: Eisenberg And Associates, Dallas, TX

SPECIAL NOTES:
More than 10,000 entries nationwide. Also featured in the December 2007 issue of GDUSA.

Bronze

Bell Helicopter/Textron
2006 HAI HELI-EXPO Annual Convention
 Ex Award for Best Integrated Trade Show Campaign
 Event Marketer Magazine
Creative Partner: Terry McCullough Productions, Dallas, TX

Sizzle Award

Bell Helicopter/Textron
2006 HAI HELI-EXPO Annual Convention
 Exhibitor Magazine
Show Category: Integrated Program
Creative Partner: Terry McCullough Productions, Dallas, TX

Honorable Mention

Bell Helicopter/Textron
2006 HAI HELI-EXPO Annual Convention
 Focus Award Trade Show Exhibitors Association
Show Category: Integrated Program
Creative Partner: Terry McCullough Productions, Dallas, TX

American Graphic Design Award

Alcon Laboratories
2006 Annual Report: "A Partner You Can Depend On"
 Graphic Design USA Magazine
Creative Partner: Eisenberg And Associates, Dallas, TX

SPECIAL NOTES:
More than 10,000 entries nationwide. Also featured in the December 2007 issue of GDUSA.

2006 AWARDS
(CONTINUED)

Honors

Tyler Technologies
2006 Annual Report: "Channeling Success"
 LACP Vision Award
 (League of American Communications Professionals)
Show Category: Technology/IT Services
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 27 out of 30
 Letter to Shareholders: 9 out of 10
 Report Narrative: 9 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 92 out of 100
Overall Ranking: 375 out of 2539

SPECIAL NOTES:

The 2006 Vision Awards received more than 2,500 entries with less than one out of every five entries receiving award-level recognition.

Honors

Rent-A-Center
2006 Annual Report: "What Drives Rent-A-Center"
 LACP Vision Award
 (League of American Communications Professionals)
Show Category: Retailing
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 28 out of 30
 Letter to Shareholders: 9 out of 10
 Report Narrative: 9 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 9 out of 10
Total Score: 92 out of 100
Overall Ranking: 346 out of 2539

SPECIAL NOTES:

The 2006 Vision Awards received more than 2,500 entries with less than one out of every five entries receiving award-level recognition.

2005 AWARDS

Gold

Alcon Laboratories
2005 Annual Report: "Seeing Beyond Today"
 LACP Vision Award
 (League of American Communications Professionals)
Show Category: Healthcare/Equipment & Supplies
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 28 out of 30
 Letter to Shareholders: 9 out of 10
 Report Narrative: 10 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 10 out of 10
Total Score: 94 out of 100

American Graphic Design Award

Alcon Laboratories
2005 Annual Report: "Seeing Beyond Today"
 Graphic Design USA Magazine
Creative Partner: Eisenberg And Associates, Dallas, TX

SPECIAL NOTES:

This competition is among the most prestigious as well as most selective, as only 10% of entries were honored.

Silver

Brinker International
2005 Annual Report: "Where the World Comes to Eat"
 MarCom Award (Association of Marketing & Communication Professionals)
Creative Partner: Peterson Ray & Company, Dallas, TX

Award of Excellence

Brinker International
2005 Annual Report: "Where the World Comes to Eat"
 Communicator Awards Print Competition
Creative Partner: Peterson Ray & Company, Dallas, TX

Bronze

Rent-A-Center
2005 Annual Report: "Renewing Value"
 LACP Vision Award
 (League of American Communications Professionals)
Show Category: Retailing
Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 28 out of 30
 Letter to Shareholders: 9 out of 10
 Report Narrative: 9 out of 10
 Creativity: 9 out of 10
 Message Clarity: 10 out of 10
 Information Accessibility: 9 out of 10
Total Score: 92 out of 100

Top 100 Award

Reata Restaurant
Web Site
 STEP Inside Design Annual
Creative Partner: Renaissance Media, Fort Worth, TX

2004 AWARDS

Silver & One of the Top 100 Annual Reports of the Year

SCORING DETAILS:

Tyler Technologies

2004 Annual Report: "Focus"

LACP Vision Award

(League of American Communications Professionals)

Show Category: Technology/IT Services

Creative Partner: Eisenberg And Associates, Dallas, TX

First Impression: 28 out of 30
 Letter to Shareholders: 9 out of 10
 Report Narrative: 10 out of 10
 Creativity: 9 out of 10
 Message Clarity: 9 out of 10
 Information Accessibility: 9 out of 10
Total Score: 92 out of 100
TOP 100 RANK: 96 out of 100

Bronze

SCORING DETAILS:

Rent-A-Center

2004 Annual Report: "Centered Around You"

LACP Vision Award

(League of American Communications Professionals)

Show Category: Retailing

Creative Partner: Eisenberg And Associates, Dallas, TX

First Impression: 27 out of 30
 Letter to Shareholders: 10 out of 10
 Report Narrative: 10 out of 10
 Creativity: 9 out of 10
 Message Clarity: 8 out of 10
 Information Accessibility: 9 out of 10
Total Score: 90 out of 100
Overall Ranking: 183 out of 1435

Award of Excellence

Nokia

3600 e-Learning

The Society for Technical Communication

Creative Partner: M-Link Technologies, Lewisville, TX

JUDGES' COMMENTS:

"Very good. Is this really the work of one technical writer?"

"Good job of conveying the feature set of the Nokia phone."

"I found the Feature - Advantage - Benefit sequences effective."

"Navigation was straightforward and the entry provides good guideposts to let users know where they are in the overall sequence."

"Interactivity was engaging and well thought out."

"Excellent use of testing and review!"

2003 AWARDS

Platinum

Lajitas Resort

Marketing Brochure: "Lajitas: The Ultimate Hideout"

HSMAI Adrian Awards (Hospitality Sales and Marketing Association International)

Show Category: Hotels Under 300 Rooms

Creative Partner: David Carter Design Associates, Dallas, TX

Gold

Lajitas Resort

Marketing Brochure: "Lajitas: The Ultimate Hideout"

Creativity Magazine 33

Creative Partner: David Carter Design Associates, Dallas, TX

Bronze

Rent-A-Center

2003 Annual Report: "This is My Rent-A-Center"

LACP Vision Award

(League of American Communications Professionals)

Show Category: Retailing

Creative Partner: Eisenberg And Associates, Dallas, TX

SCORING DETAILS:

First Impression: 26 out of 30

Letter to Shareholders: 8 out of 10

Report Narrative: 9 out of 10

Creativity: 8 out of 10

Message Clarity: 8 out of 10

Information Accessibility: 8 out of 10

Total Score: 83 out of 100

Overall Ranking: 262 out of 1223

2002
(& EARLIER)
AWARDS

Gold

Johnson & Johnson Medical

Double-Page Magazine Ad: "Protection So Complete"

The Rx Club Show for Health Care Advertising Excellence

Creative Partner: Pierce Davis & Associates, Arlington, TX

Silver

Johnson & Johnson Medical

Full-Page Magazine Ad: "Real Protection Can Be Real Comfortable"

The New York Art Directors Club

Creative Partner: Pierce Davis & Associates, Arlington, TX

Webby Award

AtLink Technologies

Web Site

International Academy of Digital Arts and Sciences

Kudo

Ericsson

Trade Show Booth: "Talk of the Town"

Creative Partner: Stop Look Listen, Dallas, TX

EXHIBITOR MAGAZINE:

"The most memorable theater presentation across all industries."

Kudo

Ericsson

Trade Show Booth: "Talk of the Town"

Creative Partner: Stop Look Listen, Dallas, TX

TELEPHONY MAGAZINE:

"Ericsson set a new standard in performance with its sensational new booth."