

THE NCR \$300,000 STAKEHOLDER ESSAY COMPETITION FOR STUDENTS

THE MISSION

THE CHALLENGE

THE RULES



TO CREATE VALUE

At NCR, we've found that in order to create value, we must first satisfy the legitimate expectations of every person with a stake in our company. We call these people our stakeholders, and we attempt to satisfy their expectations by promoting partnerships in which everyone is a winner.

- *We believe in building mutually beneficial and enduring relationships with all of our stakeholders, based on conducting business activities with integrity and respect.*
- *We take customer satisfaction personally: we are committed to providing superior value in our products and services on a continuing basis.*
- *We respect the individuality of each employee and foster an environment in which employees' creativity and productivity are encouraged, recognized, valued and rewarded.*
- *We think of our suppliers as partners who share our goal of achieving the highest quality standards and the most consistent level of service.*
- *We are committed to being caring and supportive corporate citizens within the worldwide communities in which we operate.*
- *We are dedicated to creating value for our shareholders and financial communities by performing in a manner that will enhance the return on their investments.*

TO WIN

We're so committed to our mission that we're encouraging the next generation of leaders to re-examine America's business values. We're doing this by holding the NCR Stakeholder Essay Competition which all full-time undergraduate and graduate college or university students may enter. Entries should explore the topic: "Creating Value for All Stakeholders in Corporations and/or Not-for-Profit Organizations."

The student chosen as the first place winner will be awarded \$50,000 cash. Plus, the entrant's school will receive \$100,000 in NCR data processing equipment. The second place winner will receive \$15,000 cash and the entrant's school will receive \$35,000 in equipment. One hundred \$1,000 awards of merit will be given to chosen participants. In addition, selected award-winning entrants will be invited to attend the first NCR International Symposium on Stakeholders to be held June 9 & 10, 1988, in Dayton, Ohio.

- 1) The NCR Stakeholder Essay Competition is open to any full-time undergraduate or graduate student attending an accredited college or university in the United States or its territories.
- 2) Entries must be original, unpublished work on the topic: "Creating Value for All Stakeholders in Corporations and/or Not-for-Profit Organizations." Essays must not exceed 3,000 words. Areas of discussion may include, but are not limited to: Ethics, Corporate Governance, Strategic Management, Social Responsibility, or Managing Change as these topics relate to managing for stakeholders.
- 3) Entries must be typed, double-spaced on 8½" x 11" bond paper, one side only. A separate cover sheet should list the entrant's name, school, home address and title of the essay. Subsequent pages should be numbered sequentially and include the essay title in the upper right margin. Winners will be required to produce proof of current full-time college or university enrollment.
- 4) All entries must be postmarked by March 31, 1988, and received by April 15, 1988 to be eligible for consideration. Submit entries to: NCR Stakeholder Essay Competition, NCR Corporation, Stakeholder Relations Division, Dayton, Ohio 45479. NCR is not responsible for, and will not consider, late, lost or misdirected entries.
- 5) In the event any prize winner is a minor, the cash award will be made to his/her parent or guardian.
- 6) Awards to individuals will be reported as income on IRS Form 1099. All taxes are the responsibility of the recipients.
- 7) Award winners will be required to sign publicity releases and affidavits of eligibility and compliance with all rules governing the competition. Failure to return executed affidavits and releases within 15 days of receipt will cause the award to be null and void.
- 8) All entries become the property of NCR and will not be returned.
- 9) By participating in this competition entrants agree to these rules and the decisions of the judges which shall be final in all respects, and further agree to the use of their names, likenesses and entries for NCR advertising and publicity purposes without any further compensation.

State and territorial judges will consist of panels that include NCR stakeholders. Final selections will be made from state and territory winners by a national panel of judges.

If clarification is necessary, call (513) 445-1667, 8am-5pm EST.

Award winners will be notified on or about May 16, 1988. To obtain a list of finalists, send a self-addressed, stamped envelope to:

NCR Stakeholder Essay Competition
NCR Corporation
Stakeholder Relations Division
1700 South Patterson Boulevard
Dayton, Ohio 45479

NCR's Mission: Create Value for Our Stakeholders