

CORPORATE ANNIVERSARY PROGRAM

must be as good or better than the one staged for the press and prominent guests. These are the people, after all, who helped the company reach this milestone anniversary.

4 Keep employees abreast of everything that's going on. If there's a contest for the public, make sure you have one for the employees, too. If souvenirs or gifts are distributed, be sure every employee gets something, even if only simple, inexpensive gifts.

4 Special recognition should be given to long-term employees during the anniversary period, as well as noted retirees, special customers, outstanding sales representatives, distributors, jobbers and others in the chain. Recognize them with a speech that honors their achievement and more importantly, ties in with the anniversary. If a retiree or long-term employee, for instance, has been with the company since its first days, make sure it's in your speech.

4 Don't skimp on anniversary mementos and gifts. These will be treasured for a long time and should reflect positively on the company. Wrap the gifts with style in either plain, elegant paper or paper printed with the anniversary logo.

Tips for Selecting Awards

•Choose inspiring awards appealing to both men and women that truly reflect the importance of this historic anniversary.

•Select gifts that are appropriate for the recipients and that are more prestigious for special honorees such as extremely long-term employees or special guests.

For example, you might choose to give shorter-term employees less expensive lapel pins, a tie tack or charm. But a special award recipient might get a costly watch that carries higher prestige. Either way, the awards are a visible reminder to the recipient and co-

workers that they are valued for helping your company achieve longevity.

•Select merchandise with trusted, brand-name recognition and warranties.

•Customize your gifts with a corporate logo.

•Seek out the advice of an experienced award manufacturer or distributor. They can offer expertise in selecting awards and promotional materials needed to enhance your corporate anniversary program. Plus, they will offer awards at below retail cost.

Last Words

When it comes to selecting the perfect award for your corporate anniversary program, consider a Bulova timepiece. Watches and clocks have been traditionally recognized as excellent awards because of their visibility, usefulness and beauty. Whether traditional in style or fashionably high-tech, watches and clocks are available in a wide range of price points to suit all budgets.

They're also readily customizable with special inscriptions or logos, making them personal gifts that will be remembered and treasured for a lifetime.

BULOVA AMERICA'S INCENTIVE

Special Markets Division
Bulova Corporation
One Bulova Avenue
Woodside, New York 11377
Or call toll-free 1-800-423-3553
In New York 1-718-204-4600 or
E-mail specialmarkets@bulova.com
Bulova Watch Company Ltd.
105 Bartley Drive
Toronto, Ontario Canada M4A 1C8
1-416-751-7151 or Fax 1-416-751-