

# SMEI Lehigh Valley Proudly Presents the 2007 DSMA Achievement Award Winners

**Distinguished  
Citizen Award**



**Ardath Rodale**  
Chairman of the Board  
Rodale, Inc

**President's  
Award**



**Lehigh Valley Hospital**  
Carol Biscontini  
SVP Marketing

**Distinguished  
Service Award**



**Miracle Field LV**  
Kostas Kalogeropoulos  
Board President

**Lehigh Valley  
Footprint Award**



**Lou Pektor**  
President/CEO  
Ashley Development

**Best Marketed  
Company Award**



**LCCC**  
Don Synder  
College President

**Johnny  
Appleseed Award**



**OraSure, Inc**  
Joseph E. Zack  
Exec VP Marketing & Sales



2007 DSMA Achievement Winners

smei

Sales & Marketing Executives, International | Lehigh Valley Chapter

Our 2007 Achievement Awards are an on-going testament to the vitality, brilliance and exceptional character of the Lehigh Valley. This year's awards are no exception. Chosen from a list of impeccable entries, these companies and citizens hallmark a broad spectrum of accomplishments over time.

These six awards collectively represent a sweeping brush stroke of all the economic and magnanimous spirit of the Lehigh Valley. Some have enhanced the landscape, some have aspired to create a healthy, livable and pleasant community, some have educated, and inspired, and some have reached beyond all expectations to achieve a greater good that adds dimension and meaning to the lives of so many.

The Distinguished Sales & Marketing Awards (DSMA) take place on March 22, 2007 at Silver Creek Country Club. You are invited to join us.

*Congratulations*

[www.smeilehighvalley.org/dsma2007](http://www.smeilehighvalley.org/dsma2007)

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or you may make your reservations  
on line and pay with your credit card