Boeing Receives Gold Quill Award for Communications Excellence

The International Association of Business Communicators (IABC) has named The Boeing Company as a 2002 Gold Quill Award of Excellence recipient for its communications campaign surrounding the company's corporate structure reorganization, which included the moving of its headquarters from Seattle to Chicago.

The award is in the category of strategic management. It recognized the leadership of Judith Muhlberg, vice president of communications, who led the Boeing World Headquarters team in developing and managing a communications program that generated awareness of the company's reasoning and vision to both internal and external audiences.

"We are honored to receive this award and the recognition from our peers," said Muhlberg. "I believe we were successful in leveraging this historic event at Boeing to aggressively illustrate our transformation from a company based on building commercial airplanes to one seeking global aerospace leadership.

IABC's Gold Quill Awards program is an annual international competition in which communications professionals submit their best practices for evaluation by a panel of senior communicators selected from around the world. This year, 1,347 entries were submitted of which 46 received awards of excellence and 79 received awards of merit.

Award recipients will be honored at IABC's 2002 international conference in Chicago on June 10.

About IABC:
IABC is a not-for-profit international network of more than 13,500 communication professionals in 58 countries. The organization provides products, services and network opportunities to help people and organizations achieve excellence in public relations, employee communications, marketing, public affairs and other forms of communication.

About Boeing:
The Boeing Company is the world's leading aerospace company, with its heritage mirroring the history of flight. It is the largest manufacturer of satellites, commercial jetliners, and military aircraft. The company is also a global market leader in missile defense, human space flight, and launch services. In terms of sales, Boeing is the largest U.S. exporter. Total company revenues for 2001 were $58 billion.

###

C1912

For further information:
Ken Mercer
Boeing
312-544-2002