

3rd
Annual

**FAST
50**

Global
Readers'
Challenge

CALL FOR ENTRIES

**ARE YOU IN FAST COMPANY?
YOU COULD BE.**



Tell us about somebody remarkable -- it could be you or someone you know -- and end up in the pages of FAST COMPANY magazine. For the third straight year, FAST COMPANY is launching the Fast 50, a worldwide search for ordinary people doing extraordinary things.

In the past two years, FAST COMPANY readers have submitted more than 3,000 entries and 30,000 comments to the Fast 50.

Who should enter? It's not just about the bigwigs or the bottom line. We're looking for uncompromising leaders, tireless innovators, turnaround artists, truth-tellers, and trendsetters -- readers who are fueled by courage, integrity, passion, and a commitment to results.

Don't wait for us to define who's fast. You tell us.

DEADLINE: DECEMBER 1, 2003



ARE YOU IN FAST COMPANY? YOU COULD BE.



Get high-profile recognition in the pages of **Fast Company** magazine. Just tell us your story – or the story of someone else you think should be in the Fast 50 – and discover an extraordinary community in the process. Here's how:

- 1. Log on.** Visit fastcompany.com/fast50 and read the winning entries from past Fast 50 winners.
- 2. Choose a category.** Keep in mind they're only there to help you tell your story:
 - **LEADERS.** Uncompromising executives who have created value through the power of their ideas and the depth of their commitment.
 - **INNOVATORS.** Risktakers, at any level, whose courage and insight have piloted an unlikely success.
 - **DISRUPTERS.** Scientists and engineers whose breakthrough advances have created new ways to live and work.
 - **TRENDSETTERS.** Marketers, designers and artists whose tireless creativity has changed the way we look at the world.
 - **RISING STARS.** People who will be setting the agenda in the future. Up-and-comers whose work promises to have a profound impact on the world.
 - **WILD CARDS.** An open category for unsung heroes, truth-tellers, trailblazers and turnaround artists. Anyone fueled by passion, guided by integrity, and committed to results.
- 3. Share your story.** Fill out a simple online form, come up with a catchy headline, then answer a few questions like these with a brief paragraph each:
 - What challenge did you face?
 - How did you handle it?
 - How have you seen the results?
- 4. Submit your entry.** Act fast. **The deadline is December 1, 2003.** Fast Company's editorial team will determine whether you make it to the next round of judging. If selected, your entry will be published in fastcompany.com, at which point, your colleagues and Fast Company readers will be invited to share their comments online. We recommend submitting your entry as early as possible to generate readers' comments, which will be evaluated as part of your entry.
- 5. Stay posted.** Continue to read all the comments generated by your story, and comment on the other entries as they come in. Winners will be announced in the March 2004 Issue.

If you have any questions about the Fast 50, please contact Paul Cabana, Fast Company senior producer, at pcabana@fastcompany.com or call 617-624-9180.



WWW.FASTCOMPANY.COM/FAST50

ABOUT FAST COMPANY

Fast Company is the only idea-driven business title. It provides impact players in business with the best thinking, best tools, and best practices to outsmart and outperform the competition. Fast Company is about innovation, creativity, leadership, and vision. Every issue is filled with innovative solutions and smart technologies that companies can use to gain the strategic advantage. Owned by Gruner + Jahr, a unit of Bertelsmann AG, the award-winning magazine has a circulation of 725,000.

THE COMPANY OF FRIENDS

The Company of Friends, Fast Company's global readers' network, comprises about 10,000 members in more than 200 local and special-interest groups that span nearly 70 countries, from Afghanistan to Zimbabwe. These groups connect Fast Company readers, business leaders, and innovators in active conversations about trends in the workplace, as well as how to build better businesses, careers, and professional communities. For more information, visit fastcompany.com/cof.

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