



SALES AND MARKETING
EXECUTIVES INTERNATIONAL

TOPS IN MARKETING AWARD
HONOREES

1995	Nicholas Imparato, Ph.D. , Professor of Marketing and Management, University of San Francisco
1994	Dr. Stephen R. Covey , Founder and Chairman, Covey Leadership Center, Provo, Utah
1993	Herbert D. Kelleher , Chairman, President and CEO, Southwest Airlines Company, Dallas, Texas
1992	Donald R. Keough , President, The Coca Cola Company, Atlanta, Georgia
1991	Robert W. Galvin , Chairman of the Executive Committee, Motorola, Inc., Schaumburg, Illinois
1990	John V. Roach , President, CEO and Chairman of the Board, Tandy Corporation, Fort Worth, Texas
1989	Jack Trout and Al Ries , Co-authors of Positioning and Marketing Warfare , Trout & Ries, Inc., New York, New York
1988	Peter Coors , President, Coors Brewing Division, Adolph Coors Company, Golden, Colorado
1987	Thomas Curley , President, USA Today, Arlington, Virginia