

# CA to the Core Award 2004

The winner of the second annual CA to the Core Award is Jeff Bennett, who personifies CA's Core Values. He was nominated for the award by four CA employees and has been called the "go-to" guy in the Identity and Access Management arena.

As a Senior Consultant in the pre-sales division of CA Technology Services™, Bennett's primary responsibility is to help ensure that customer needs are met and exceeded through committed teamwork, outstanding product knowledge and an innovative solutions-based approach. As part of the account team, he plays a key role in translating the technical complexity of the products into user-friendly language that "speaks" directly to the customer. All of this translates into creating and sustaining customer relationships that drive value.

Here are just a few of the comments from Bennett's nominations, which show how he demonstrates CA's Core Values in action:

"We found out that a key contact at the client site had a family emergency — and Jeff immediately stepped up and outlined the objectives quickly and precisely and assured the Director of Security that he would be able to carry on with minimal client interfacing."

"All it took was one meeting. All heads were shaking yes as the client stopped the meeting so he could gather additional staff to hear Jeff's presentation."

"Even though he didn't get in until after midnight from a previous day's assignment in Los Angeles, Jeff did an outstanding job for us. He even went so far as to go online during a layover to download the presentation so he could prepare on the plane. He sent me an email at home at 1:00 a.m. to tell me the presentation looked fine and that he'd be ready to go. Not everyone is this dedicated!"



CEO Ken Cron (left) and SVP, Core Values Office, Kevin Long (right), present Jeff Bennett with the 2004 CA to the Core Award.

## Starlight, Technology Brighten Lives of Seriously Ill Children

A little technology can make a big difference in the life of a seriously ill child and his or her family. Just ask the Starlight Children's Foundation. It uses distractive entertainment and the latest technology to reach 100,000 children monthly throughout the United States, Canada, United Kingdom and Australia — and encourages others to do the same.

One of the ways Starlight reaches children is through the Starlight Fun Centers, which are mobile entertainment units that roll to the bedsides of pediatric patients. Each one contains a Sharp AQUOS Liquid Crystal Television, DVD player and Nintendo GameCube system. Starlight PC Pals are mobile computers that, like Fun Centers, roll bedside; PC Pals provide games, educational programming and filtered Internet access so patients can stay in touch with family and friends and keep up with schoolwork.

Starlight offers sponsorships of a Fun Centers and PC Pals in honor of a client or vendor or in the name of a company. Starlight also encourages individual or group volunteering at a "Hospital Happening" or a Kids Activity Network event through one of its local chapters.

To learn more and to see a PC Pal or Fun Center, please stop by the Starlight booth, #990, or visit [starlight.org](http://starlight.org).

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