



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
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## CHAMBER BRIEF

10th Annual MERLIN  
Awards Gala Special

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### Commemorating "A Decade of Excellence in German American Business"

Over the last decade, the German American Chamber of Commerce of the Midwest has honored outstanding achievements in transatlantic business with an annual awards ceremony. To celebrate its tenth anniversary, this year's MERLIN Awards Gala played host to almost 300 distinguished guests, as a reflection on the past, present, and future of transatlantic trade. The event commemorated a "Decade of Excellence in German American Business" - while acknowledging 2010's most remarkable German newcomers, service providers, and innovators throughout the Midwest. A special highlight was the on-stage recognition of all MERLIN Award winners of the years 2000-2010.

In his keynote speech, Dr. Martin Wittig, Member of the Global Executive Committee at Roland Berger Strategy Consultants, set the tone for the evening by recapturing memorable moments in the history of German American trade - from the Marshall Plan to the arrival of the first Volkswagen Beetle in America to transatlantic cooperation on 21st century technologies.

More than an elegant annual highlight, this year's MERLIN Awards Gala also provided promising insight into the current state of the German American Business Community in the Midwest. 2010 applications for the three award categories, Best New Company, Best Service Provider, and Best Innovator, by far outnumbered those from previous years. In two categories, the jury even chose two winners, underlining that one year after the crisis, the German American business community is as dynamic and innovative as ever.

#### The 2010 MERLIN Award Winners:

##### Best New Company:

##### Melitta SystemService USA

Melitta SystemService USA Inc was founded in January 2008. Melitta SystemService equipment takes the art of specialty coffee creation out of the hands of employees and into the technology of their machines, ensuring consistency, simplicity and reliability. Nearly 5000 coffee machines are used in McDonald's stores all over the US.



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### Best Service Providers:

#### [Dachser Transport of America](#)

Dachser's mission is to create the world's most intelligent combination and integration of logistical network services, optimizing the logistical balance sheet of its customers. They have created a full global logistics concept through intercontinental connections to European and Asian networks. This is combined by integrating all service components which provides trouble-free and streamlined transportation flows around the globe for their customers.

#### [Innovations Software Technology](#)

Innovations Software Technology Corp., the U.S. subsidiary of Innovations Software Technology GmbH, part of the Bosch Group, is currently the leading provider in the US of Business Rules Management Platforms and financial industry solutions. Their products are used in a wide range of industry solutions such as customer management systems for private banking, compliance solutions to prevent money laundering and illegal insider trading, and credit risk management systems to evaluate risks based upon the requirements of the Basel II rating system.

### Best Innovators:

#### [Asmus Arbeitsbühnen und Hebezeuge GmbH & Co. KG](#)

Asmus has been working with leading wind energy companies in the development of lifts and suspended access equipment for over 10 years. Their state of the art Type 6 Platform allows repair technicians to gain easy access to the world's largest wind turbine blades without using a crane. This results in significant cost savings by providing a fast up-tower repair option whenever a problem may occur.

#### [WILO USA LLC](#)

WILO USA LLC is part of the WILO Group, one of the world's leading manufacturers of pumps. Their pump systems are used for many applications, including heating, cooling and air-conditioning technology, water supply and sewage disposal. Through innovative Electronic Communicative Motor (ECM) technologies and the launch of the Stratos and Stratos ECO products, the potential energy savings in the US is between 70%-90% compared to conventional pumps.

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