

## CAPITAL ONE, ALCOA CITED FOR BOOSTING U.S. IMAGE ABROAD

WORLD AFFAIRS COUNCIL UNIT SET UP AWARDS IN PART BECAUSE OF CONCERN ABOUT ANTI-AMERICAN SENTIMENT  
[City Edition]

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### Document Text

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Two of the Richmond area's largest private employers were recognized last night for promoting American values in their overseas operations.

At its annual dinner, the World Affairs Council of Greater Richmond gave its Virginia Global Business Ambassador Awards to Capital One Financial Corp. and Alcoa Inc.

The nonprofit group created the awards in part because of concerns about a recent increase in negative opinions about the United States in other nations. Business leaders fear that those sentiments could hurt U.S. products and services sold overseas.

The awards recognize companies that have worked to strengthen the U.S. image abroad and promoted values such as free enterprise, creativity and innovation.

Winners were selected from about 60 nominees. An 11-member panel co-chaired by Richmond Mayor L. Douglas Wilder and S. Buford Scott, chairman of the investment firm Scott & Stringfellow Inc., selected the winners from 10 finalists.

Pittsburgh-based Alcoa was the winner for manufacturing companies, while McLean-based Capital One was the winner for service companies. Both are among the Richmond area's largest employers.

"We were quite taken with the roles that all 10 companies played in setting good examples of what you might call the American, free-enterprise way of doing business," Scott said yesterday. "People might have disagreements with our country, but there are an awful lot of people who would like to live in our country and work for some of these companies."

Alcoa was selected for efforts that included encouraging its employees to volunteer in the countries where it operates, its higher-education grants for the children of its employees, and its contributions to disaster relief and other charities. Capital One was selected for promoting a culture of innovation, and for its investments and volunteerism in communities where the company does business.

The other finalists in the services category were Bank of America Corp., Erlanger Inc., Genworth Financial Inc. and Overnight. The other finalists in manufacturing were Alfa Laval Inc., Canon Inc., Chesapeake Corp. and Philip Morris USA.

Credit: Times-Dispatch Staff Writer Any ideas? Staff writer John Reid Blackwell can be reached at (804) 775-8123 or jblackwell@timesdispatch.com

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### Abstract (Document Summary)

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