



# Professional Development Awards of Excellence

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## **Objective:**

These awards honor NAMA members based on outstanding achievement in each of the professional development areas. Awards of Excellence will be presented in the areas of (1) Marketing Communications, (2) Product/Species Management, (3) Public Relations and (4) Sales.

## **Eligibility:**

Nominees **must** be NAMA members.

NAMA chapters may operate the program locally and submit chapter recipient(s) to the national level or nominate a candidate(s) directly for national consideration. Individuals may also nominate candidates.

Nominees will be solicited from agribusiness and related companies targeting individuals with direct planning and execution responsibilities in the respective PDA area.

## **How to Enter**

To enter, follow these steps:

1. Select a nominee. This nominee should excel in one of the four professional development areas. Consult the eligibility requirements closely.
2. Fill out the application on the following page and then address the three areas of excellence on a separate sheet(s) of paper. Include your contact information, if NAMA has questions regarding the application, the nominator will be contacted.
3. Send the application and narrative to NAMA by **September 1, 2011**.

Nominees will be judged solely on their write-ups. Please do not send any other appendices, video-tapes, or samples. There are no entry fees. For questions about the entry rules, contact NAMA at (913) 491-6500.

## **Judging Criteria:**

**Achievement (40):** Describe the nominee's accomplishments on the basis of innovation, PDA knowledge/expertise and overall industry impact. How has the nominee distinguished themselves among industry peers in the same PDA? Primary emphasis should be placed on achievement within the past 18 months.

**Professional Development Area (PDA) Responsibility (40):** Describe the nominee's responsibility for the respective PDA. Reveal how the nominee has capitalized on opportunities for success in the respective PDA. How has the nominee's excellence in the respective PDA enhanced their skills and increased networks and relationships for their organization?

**NAMA Involvement (20):** Describe how the nominee's service has had a significant, positive impact on NAMA. Provide details regarding the nominee's consistent participation and commitment to NAMA. How have the nominee's activities served to enhance the image or to foster improvements of NAMA?

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# APPLICATION FOR PDA AWARD OF EXCELLENCE

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Nominee's Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Person submitting nomination \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Please identify the nominee's professional development area below and address the following criteria on a separate sheet(s) of paper, not to exceed four pages:

- |   |   |
|---|---|
| <input type="checkbox"/> Marketing/Communications | <input type="checkbox"/> Product/Species Management |
| <input type="checkbox"/> Public Relations         | <input type="checkbox"/> Sales                      |

**Achievement (40):** Describe the nominee's accomplishments on the basis of innovation, PDA knowledge/expertise and overall industry impact. How has the nominee distinguished themselves among industry peers in the same PDA? Primary emphasis should be placed on achievement within the past 18 months.

**Professional Development Area (PDA) Responsibility (40):** Describe the nominee's responsibility for the respective PDA. Reveal how the nominee has capitalized on opportunities for success in the respective PDA. How has the nominee's excellence in the respective PDA enhanced their skills and increased networks and relationships for their organization?

**NAMA Involvement (20):** Describe how the nominee's service has had a significant, positive impact on NAMA. Provide details regarding the nominee's consistent participation and commitment to NAMA. How have the nominee's activities served to enhance the image or to foster improvements of NAMA?

**Submit nominations by September 1, 2011 to:**  
National Agri-Marketing Association,  
11020 King Street, Suite 205, Overland Park, KS 66210