



National Agri-Marketing Association

NAMA Marketer of the Year

About the Award

NAMA will recognize its active members with senior management of marketing and/or sales responsibilities with the **NAMA Marketer of the Year** award. This award is the most prestigious honor awarded to an active member of the association and honors outstanding accomplishments in the field of agri-marketing.

Objective

The award honors outstanding accomplishments in the field of marketing directly to ag producers. Nominees are solicited from agribusiness and related companies with overall marketing and/or sales responsibilities. The award is presented during the spring Agri-Marketing Conference.

Eligibility

Individuals should possess overall responsibility for marketing and/or sales of their company or organization and be directly associated with a company or firm marketing product(s)/service(s) to farmers or ranchers.

Nominees **must** be NAMA members.

How to Enter

To enter, follow these steps:

1. Select a nominee. This nominee should exemplify the qualities of a true leader. Consult the eligibility requirements closely.

2. Fill out the application and address the four areas of outstanding marketing on separate sheet(s) of paper. Include your contact information. If NAMA has questions regarding the application, the nominator will be contacted. All nominations will be kept confidential. Nominees not honored for 2012 will be automatically considered for next year.

3. Send the application and narrative to NAMA by January 20, 2012.

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 Jenny Pickett at (913) 491-6500.

Nomination

All nominations will be considered. NAMA chapters may either 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.

NAMA Marketer of the Year Application

Nominee's Name _____

Company _____

Title _____

Address _____

Telephone _____ FAX _____

Email _____

Person submitting nomination _____

Company _____

Title _____

Address _____

Telephone _____ FAX _____

Email _____

Please address the following areas of marketing leadership on a separate sheet(s) of paper, not to exceed four pages:

Accomplishment (40): Discuss the nominee's accomplishments on the basis of innovation, marketplace success, and agribusiness impact. Have the nominee's accomplishments involved new concepts, methods/models, and the use of marketing research or market-based knowledge? How do the accomplishments of the nominee distinguish them among industry peers? Primary emphasis should be placed on accomplishments within the past 18 months.

Innovative Ability (20): Discuss the nominee's understanding of current issues and needs related to agribusiness. How has the nominee's leadership style contributed to unique approaches and demonstrated leadership in action? Please site practical examples from the nominee's professional career.

Marketing/Sales Responsibility (20): Discuss the nominee's responsibility for marketing and/or sales. Discuss marketplace challenges and the nominee's marketing strategy and tactics used to answer challenges and initiate creative solutions. Demonstrate how initiatives have contributed to the overall marketing and/or sales success. Examples include improved profitability or market share.

NAMA/Industry Involvement (20): Discuss how the nominee's service has had a significant positive impact on NAMA or other industry related organizations. Discuss how the nominee has demonstrated consistent participation and commitment to NAMA or other organizations. How have the nominee's activities served to enhance the image or to foster improvements of NAMA?

**Submit nominations by January 20, 2012 to:
Jenny Pickett, National Agri-Marketing Association,
11020 King Street, Suite 205, Overland Park, KS 66210**