The CAMA Lifetime Achievement Award

The CAMA Lifetime Achievement award honours outstanding accomplishments and commitment in the field of Canadian agricultural marketing and continuous support of CAMA spanning over the course of a career. The award recognizes continuous dedication of the recipient to the betterment of CAMA, agri-marketing, innovation and perseverance. The award will not be handed out annually, but only when a qualified nominee is put forward. Multiple awards may also be handed out in a single year.

NOMINATION CRITERIA

- ✓ Have been a member of CAMA (in good standing) for 15 cumulative years or more
- ✓ Must have over 20 years of agriculture industry work experience
- ✓ Must have demonstrated commitment and leadership within the industry
- ✓ Must have made outstanding contributions to CAMA

JUDGING CRITERIA

1. Accomplishments (30 points)
2. Innovative Ability (10 points)
3. Leadership (20 points)
4. Marketing Emphasis (10 points)
5. Commitment to Agriculture (10 points)
6. Perseverance and Dedication (20 points)

NOMINATION FORMAT

Part A **Contact Information (Cover page)**
List the name/address/telephone/fax/email of the nominee on the cover page. Also list the name/addresses/telephone/fax/emails of the two CAMA nominators.

Part B **The Candidate**
Outline the candidate's occupation and career, including marketing responsibilities.

Part C **Accomplishments (maximum two pages)**
Discuss distinct industry accomplishments (innovative abilities and marketing emphasis) focusing on the past 10 years. Also address their continuous support of CAMA of at least 10 years or more (consecutive years not required).

Part D **Leadership (maximum one page)**
Discuss qualities and accomplishments that demonstrate the nominee is recognized as a leader with the agriculture industry.

Part E **Commitment to Agriculture**
Discuss the role and the commitment of the nominee to the growth of Canadian agriculture. Also address perseverance and dedication.

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NOTES:

1. There is no fee for the CAMA Lifetime Achievement nomination. Deadline for entries is **September 21, 2017.** Nominations will be kept confidential. Only the winner(s) will be announced during the awards presentation.

2. If the nominee is not selected as the winner, the nomination will be carried forward to the next year for consideration.

3. Two CAMA members must sign the nomination form.

4. Nominations to be submitted online at: https://bestofcama.awardsplatform.com/

5. High resolution photo is required for the nominee and to be uploaded online.

6. If you have questions, please contact:

Mary Thornley,
CAMA Executive Director
info@cama.org
(519) 389-6552