



## AMERICAN ADVERTISING FEDERATION TUCSON

# *Advertising Professional of the Year* NOMINATION

The Tucson Advertising Professional of the Year is presented in memory of Warren F. Olson, an outstanding Tucson radio sales manager, to a member of our industry for his/her contributions to advertising and the community. AAF Tucson invites you to participate in this tradition of rewarding excellence by nominating an exceptional person or persons whom you consider worthy of this award. The Ad Professional of the Year is recognized by his/her peers as a model for others, and as an exceptional professional and leader in the field of advertising.

### **SELECTION CRITERIA**

*When considering a nominee for this honor, please keep in mind the following criteria:*

*The Ad Professional of the Year should be*

- an individual who has made exceptional contributions to the advertising industry, including involvement in community service and community service organizations.
- an individual who is involved in advertising-related organizations, including committee leadership and holding office.
- an individual who has shown exceptional advertising ability and has applied this ability to specific projects in the industry.
- an individual who has exhibited outstanding personal qualities which have raised the standards of advertising in Tucson.
- an individual who is involved in the process of promoting the advertising industry on a day-to-day basis.

### **NOMINATION REQUIREMENTS**

1. Complete Nomination Form on the reverse side.
2. Complete the Biographical Inquiry in the format indicated (see reverse side).
3. Submit Nomination Form and Biographical Inquiry to AAF Tucson by the deadline date.

#### **Submit nominations by November 15, 2015 to:**

AAF Tucson

By email (preferred - PDF or MS Word file attachment) [info@aافتucson.org](mailto:info@aافتucson.org)

By Fax: 520-326-9973

Or by mail: P.O. Box 90167  
Tucson, AZ 85752

**BIOGRAPHICAL INQUIRY**

Using the format below, please discuss the nominee's involvement in the following area and any other relevant factors that you feel qualify them for eligibility. Please be specific, as these criteria will be used in determining their eligibility as the Ad Professional of the Year. It is very important that your response closely follows this outline to assist the evaluators.

- I. *Describe the nominee's career or related professional activity:*
  - A. Years in advertising.
  - B. Areas of concentration or expertise.
  - C. How does their career/activity relate to Ad Fed's mission of advancing the practice of advertising in its broadest sense: through education of those engaged in advertising and related businesses and those preparing for such an activity?
  
- II. *Contributions to American Advertising Federation Tucson or other related advertising organizations:*
  - A. Number of years as a member.
  - B. Involvement in Leadership, Committees, Task Forces, etc.
  - C. Contributions (speaking engagements, publications, etc.)
  
- III. *Commitment to the advertising profession:*
  - A. General Public Service -- include personal or volunteer involvement.
  - B. Pro Bono -- include outreach activities and assistance to the community.
  - C. Community/Committee involvement -- include involvement with local, state and national associations.
  
- IV. *Leadership at the local, state or national level with respect to advertising issues:*
  - A. Publications -- include publication to which nominee has contributed.
  - B. Participation in continuing education and education provided to others.
  - C. Speaking engagements - public and professional.
  - D. Involvement in advertising-related legislature and/or legislative efforts.

Please use one form per nomination.  
 Multiple nominations are acceptable.  
 Make copies of this form for each additional nomination.

**Submit nominations by  
 November 15, 2015 to:**

AAF Tucson  
 Email: [info@aافتucson.org](mailto:info@aافتucson.org)  
 (Preferred - PDF or MS Word attachment)  
 Fax: 520-326-9973  
 Or by mail:  
 P.O. Box 90167  
 Tucson, AZ 85752

*Please provide as much as possible of the requested information regarding your nominee. If there are any questions, a Special Awards committee member will contact you for more information.*

NOMINATION FORM	
	Name of Nominee
	Company
	Position
	Address
	Phone
	Name of Person making the Nomination
	Phone
	Fax
	Email Address