Chapter Leader Positions

Awards
Agribusiness, NAMA Marketer and Ag Association Leader of the Year, Next Gen NAMA, Prof. Development Awards of Excellence

Position Description
The chapter awards chair is responsible for the promotion, judging, and awards presentation for the awards above. Note: Chapter participation in these awards programs is optional. If you present these awards on the chapter level, they may also be nominated for participation on the national level. Awards criteria can be found under the “Awards” tab on the NAMA home page.

Award Descriptions
Ag Association Leader of the Year
NAMA recognizes outstanding achievements through this award. Solicited from senior management in association service, nominees should exemplify excellence in leadership by their significant contributions to their association and the ag industry. The national award is presented at the annual Agri-Marketing Conference in April.

Agribusiness Leader of the Year
This is NAMA’s highest award presented to an outstanding leader in agribusiness, education, government service, or another agribusiness related area. Nominees do not need to be NAMA members. The national award is presented at the annual Agri-Marketing Conference in April.

NAMA Marketer of the Year
This award is the highest award presented to a NAMA member. Nominees may be from agribusiness and related companies and targets senior management with overall marketing and/or sales responsibilities. The national award is presented at the annual Agri-Marketing Conference in April.

Next Gen NAMA
To thrive in the future, the NAMA community needs to develop and support the next generation of members. Bright young professionals are the lifeblood of the industry and NAMA honors up to five individuals each year with a special award, that includes a complimentary registration to the Agri-Marketing Conference. The national award is presented at the Agri-Marketing Conference in April.

Professional Development Awards of Excellence
The Professional Development Awards of Excellence are presented in the four professional development areas of (1) Marketing Communications, (2) Product/Species Management, (3) Public Relations, and (4) Sales. Nominees must be NAMA members and may be solicited among agribusiness and related companies targeting individuals with direct planning and execution responsibilities in the respective PDA area. These national awards are presented during the Fall Conference.

Execution
• Promote the various awards to your members. These awards can be presented at the chapter and national levels. You can use national award forms for your chapter nominations.
• Once you collect the nominations, line up a panel of judges to look over the nominations and choose the winner. Judges can be previous recipients, members, etc.
• Order a plaque to be presented to the winner.
• Notify award winners. Hold an awards presentation during a chapter meeting.
• Forward the chapter honoree’s nomination to the NAMA office for national consideration.
• Keep a file of previous nominations sent or submitted to the NAMA office. Nominations that do not win may be resubmitted for up to the following three years.