

AAE AMERICAN ADVERTISING FEDERATION

BARTON A. CUMMINGS GOLD MEDAL AWARD CALL FOR NOMINATIONS 2016



Recognizing an individual for volunteer service to advertising through work with the AAF.

The Barton A. Cummings Gold Medal Award was established by the American Advertising Federation's board of directors in 1994 to recognize distinguished individuals for their service to advertising through volunteer work with the AAF. The award is named in honor of the late Bart Cummings, former CEO of Compton Advertising (now Saatchi & Saatchi Advertising), whose extraordinary career was dedicated to industry service and to advancing the social and economic values of advertising. Cummings' volunteer work included serving as chair of the American Advertising Federation, the American Association of Advertising Agencies, the Advertising Council, the Advertising Educational Foundation and the American Advertising Foundation. His many honors include election to the Advertising Hall of Fame.

Nomination deadline: March 7, 2016

BARTON A. CUMMINGS GOLD MEDAL AWARD

AAF GOLD MEDAL COMMITTEE

The AAF Gold Medal Committee is made up of past Barton A. Cummings Gold Medal winners. This year's committee members are:

- Murray Gaylord
- Mike Kelly
- Carla Michelotti
- Andy Narrai
- Steve Pacheco
- Howard Bell, Ann Iverson—Co-chairs

All nominations are presented to the Gold Medal Committee for selection by secret ballot. Choosing a recipient is at the discretion of the committee. The selection committee, however, may choose not to make a selection in any given year. The award is presented at ADMERICA, AAF's national conference in June.

CRITERIA FOR ELECTION

Nominees for the Barton A. Cummings Gold Medal Award may come from any one of three AAF member classifications: advertisers, advertising agencies, and/or media companies. They must have contributed significantly as an AAF volunteer to the advancement of advertising at the national level. In addition, the honoree should have demonstrated:

- Understanding and support for the local clubs, Districts and Council of Governors structures.
- Exceptional leadership in one or more AAF activities including but not limited to the advancement of advertising education, government relations, governance, industry recognition, public service, self-regulation or other services important to the AAF.

While the candidate need not have completed his or her primary career, the breadth of contributions should indicate a long-term commitment of AAF volunteer service and achievement. The candidate may be living or deceased.

REQUIRED INFORMATION & DOCUMENTATION

Nominations may be made by any AAF member, including advertisers, advertising agencies, media companies, advertising clubs and federations, college chapters and affiliated associations.

Nominations must include the following:

- Name and address of nominee, current business title and business affiliation
- Significant volunteer contributions the nominee made to the advancement of advertising through the AAF
- All AAF local, district and national offices held
- Years of AAF volunteer service
- A brief summary of nominee's business career
- Other recognition or awards for volunteer contributions to advertising
- Name, address and phone number of person submitting the nomination

Nominations should be typed, double-spaced and three pages or fewer and must be received by close of business March 7, 2016. Only one nomination for each candidate is allowed. Any letters of support or endorsement must be included as part of the three pages.

MAIL OR EMAIL NOMINATIONS TO:

American Advertising Federation
Barton A. Cummings Gold Medal Award
Attention: Joanne Schecter
1101 Vermont Avenue NW, 5th Floor
Washington, DC 20005
jschecter@aaf.org