

AAF AMERICAN ADVERTISING FEDERATION

BETTY RIEHL EXCELLENCE IN SERVICE AWARD



Call for Nominations 2016

Honoring employees of AAF member clubs, federations, districts and the national AAF for distinguished service to the organization.

The American Advertising Federation board of directors established the Betty Riehl Excellence in Service Award in 1997 to recognize and honor employees of AAF member clubs, federations, districts and the national AAF. The award is named in honor of the late Betty Riehl, who served on the staff of the American Advertising Federation for over two decades, prior to her retirement in 1995. Betty Riehl was the executive assistant to the president and staff liaison to the AAF board of directors and board committees. She was respected and revered throughout the membership for her dedication to her job; her organization skills; and her grace, good humor and caring nature in addressing and responding to member needs throughout her AAF career.

Nomination Deadline: March 18, 2016

BETTY RIEHL EXCELLENCE IN SERVICE AWARD

Criteria for Nomination

Nominees for the Betty Riehl Excellence in Service Award should exhibit similar qualities of devotion to duty and member service as were reflected in the career of Betty Riehl. Nominees should also have demonstrated exceptional leadership or participation in one or more AAF national or district activities.

The nominee must be a paid employee of an AAF member club, federation, district or the national AAF. The nominee's distinguished service to her or his organization should be over a considerable period of time and reflect contributions above and beyond the call of duty. Nominee may be retired from the position.

All nominations are presented to the Excellence in Service Committee for selection by secret ballot. Choosing a recipient is at the discretion of the committee. The award is presented at ADMERICA, AAF's national conference.

Required Information & Documentation

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

Nominations must include the following:

- Name and address of nominee, current title and business affiliation
- A summary of significant contributions the nominee made to the advancement of the goals of her or his organization and to the AAF
- A brief summary of the nominee's business career
- Years of employment
- Other information or recognition relative to "Excellence in Service"
- 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 18, 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,
Betty Riehl Excellence in Service Award
Attention: Joanne Schecter
1101 Vermont Avenue NW, 5th Floor
Washington, DC 20005
jschecter@aaf.org