

AAEF AMERICAN ADVERTISING FEDERATION

THE PAT MARTIN EXCELLENCE IN DISTRICT LEADERSHIP AWARD

Call for Nominations 2016



When Pat Martin began her first job as a copywriter, she was among the first women to break into the advertising industry. She continued to be a leader throughout her career: as the first woman ad director in one company, as a pioneer in the integration of advertising, promotion and sales training, and as the first woman chair of the American Advertising Federation.

Throughout her career she championed—and exemplified—ethical practices and served as a role model and mentor. She was also a dedicated leader within the AAF organization and District 2 in particular. As a result of her of her work, AAF's

District 2 became a powerhouse and was instrumental in strengthening all of the clubs within it.

The Pat Martin Excellence in District Leadership Award is given to an AAF member who exemplifies Pat's work by making outstanding contributions to his or her District.

Nomination Deadline: April 8, 2016

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Criteria for Nomination

The nominee must meet all the following criteria to be eligible:

- Be a member in good standing of a local AAF affiliated club or federation thereby being a member of their AAF District
- Demonstrate leadership by building consensus within the District leading to growth in leadership, programming and industry status
- Serve as a mentor by providing guidance, strategic planning and the necessary tools to local clubs within the District in their efforts to achieve their mission and goals and that lead to club growth and prominence in the club's community
- Demonstrate innovation by spearheading an initiative that has advanced some aspect of the industry within the district
- Devotes a minimum of 5 years of their professional life to working on behalf of the District and the American Advertising Federation on the national level
- Works diligently "behind the scenes" on behalf of the District and the AAF

Required Information & Documentation

Nominations must include the following:

- Name and address of nominee, current title and business affiliation
- AAF District that the nominee represents
- A summary of the significant contributions the nominee has made to the District

Nominations should be typed, double-spaced and three pages or fewer and must be received by close of business on April 8, 2016. Only one nomination for each candidate is allowed. Any letters of support or endorsement must be included as part of the three pages.

Award Recipient's Responsibility to Continue Pat's Legacy

Award recipients will agree to establish or take an active role in a mentoring program that will elevate future district leaders. Award will only be bestowed when there are deserving recipients and be awarded at ADMERICA, AAF's national conference during the Salute to Achievers luncheon.

Mail or email nominations to:

American Advertising Federation
Pat Martin Excellence in District Leadership Award
Attention: Joanne Schecter
1101 Vermont Avenue NW, 5th Floor
Washington, DC 20005
jschecter@aaf.org