

BARTON A. CUMMINGS GOLD MEDAL AWARD



CALL FOR NOMINATIONS 2010

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 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 chief executive officer 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.

Criteria for election

Nominees for the Barton A. Cummings Gold Medal Award must have contributed significantly as a volunteer to the advancement of advertising at the national level. Part of that contribution must have been through an AAF local, district or national affiliate or under the aegis of the AAF nationally. The nominee should have demonstrated exceptional leadership in one or more AAF activities including advancement of advertising education, government relations, 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 volunteer service and achievement.



Nominations

Nominations may be made by an 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
- A brief summary of nominee's business career
- Significant volunteer contributions the nominee made to the advancement of advertising through the AAF
- All AAF local, district and national offices held
- Other recognition or awards for volunteer contributions to advertising
- Years of AAF volunteer 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 26, 2010.

The AAF Gold Medal committee is chosen annually by the president of the American Advertising Federation and chairman of the Gold Medal Committee. They are selected for their knowledge of the unique and varied roles of AAF volunteer members and of the advertising industry.

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 the AAF National Conference in June.

Mail or e-mail nominations to...
American Advertising Federation
Barton A. Cummings Gold Medal Award
Attention: Joanne Schecter
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