

# BETTY RIEHL EXCELLENCE IN SERVICE AWARD



## CALL FOR NOMINATIONS 2010

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.

### AAF Excellence in Service Committee

The Excellence in Service Committee is chosen annually by the president of the American Advertising Federation and chairman of the Excellence in Service Committee. Members of the committee are selected for their knowledge of the unique and varied roles of paid employees relative to advancing the goals of an AAF member club, federation, district and the national AAF.

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 the AAF National Conference in June.



### Criteria for Election

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.

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.

### Nominations

Nominations may be made by an 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
- Other information or recognition relative to "Excellence in Service"
- A brief summary of the nominee's business career
- Years of employment
- 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.

Mail nominations to...

American Advertising Federation  
Betty Riehl Excellence in Service Award  
Attention: Joanne Schecter  
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Washington, DC 20005  
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