



2012 Excellence Awards Overview

The KCCE Excellence Awards have been created to recognize superior achievement and professional excellence among local chambers in the state. Awards will be presented during the 2012 Kentucky Chamber of Commerce Executives spring conference.

Awards will be given in the following categories:

- ★ Communications (newsletter, e-news, publications & website)
- ★ Special Events
- ★ Public Policy Campaigns
- ★ Membership (retention & growth)
- ★ Executive of the Year

Requirements:

- Must be a current KCCE member in good standing
- All entries must be received by **March 1, 2012**
- Entry fee **must** accompany all submissions. Make checks payable to KCCE.
- All applications must be complete and include all requested information (*incomplete applications may be disqualified*)
- Submissions should be for your most recently completed fiscal year

Judging:

KCCE is committed to enhancing the professional development of executives through the recognition of their efforts. All entries will be reviewed by a panel of judges, familiar with the general goals, purpose and direction of chambers of commerce.

With the exception of the Executive of the Year, which is an overall award, each category will be divided into five groups:

Group I – Annual income less than \$50,000

Group II – Annual income between \$50,000 - \$100,000

Group III – Annual income between \$100,001 - \$250,000

Group IV – Annual income between \$250,001 - \$500,000

Group V – Annual income more than \$500,001

Entry Fee: \$50 for 3 categories; \$25 each additional category. Please send the entry fee with your application(s). Make checks payable to **KCCE**.

**KCCE Excellence Awards
464 Chenault Road
Frankfort, Kentucky 40601
acrain@kychamber.com**



2012 Membership Excellence Award Application

Membership Retention and Growth

The membership **Excellence Awards** will recognize chambers that excel in one of two categories, membership retention and/or membership growth. To submit an entry, complete this application and return by the **March 1, 2012 deadline**.

Name of Chamber

Contact Person

Title

Address

City

State

Zip

Phone

Fax

E-mail

Web Site

Total Annual Income

Number of Members

All questions must be complete to be considered for the membership renewal and growth awards.

Applying for renewal award

Applying for growth award

What **percentage** of billing accounts renewed membership in your organization last fiscal year?
_____ %

Formula for calculation:
$$\frac{(\# \text{ of billing accounts last fiscal year} - \text{all lost accounts last fiscal year})}{\# \text{ of billing accounts last fiscal year}}$$

By what percentage did your organization experience a net gain in the **number of member** accounts (billing) during the last fiscal year? _____ %

By what percentage did your organization experience a net gain in **membership revenue** last fiscal year? _____ %

Total number of members at beginning of last fiscal year _____

Total numbers of members at ending of last fiscal year _____

Number of new members _____ Number of members lost _____

Of the number of members lost, how many were lost because they went out of business? _____

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2012 Communication Excellence Award Application

Chamber Communications

Chamber communication programs, such as newsletters or websites, can position your organization as an information and community resource, while at the same time providing access to and information about your chamber's programs, services and staff.

This year the communication **Excellence Awards** will recognize chambers that excel in one of three categories, printed newsletter, e-news and/or website. To submit an entry in these categories, complete this application and provide requested information. All entries must be received by noon **March 1, 2012**.

Local Chamber

Contact Person

Title

Address

City

State

Zip

Phone

Fax

E-mail

Web Site

Total Annual Income

Number of Members

Category Requirements

Newsletters will be judged on content, creativity, design and composition/style

Web sites will be judged on speed, content, creativity and design.

Publications must be at least 50% completed in house; examples: annual reports, strategic plans, directories, quality of life magazines, maps and brochures

Printed Newsletter

Must be published at least 4 times per year
Submit your 3 most current issues

E-News

Published at least 6 times per year
Submit your 3 most current issues

Website

Special Publication

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2012 Events Excellence Award Application

Special Events

This year the events ***Excellence Awards*** will recognize chambers that excel in marketing and producing special events. To submit an entry, complete this application and provide requested information. All entries must be received by noon **March 1, 2012**.

Local Chamber

Contact Person

Title

Address

City

State

Zip

Phone

Fax

E-mail

Web Site

Total Annual Membership Dues

Number of Members

Category Requirements

Event must be managed/produced by the chamber. Please submit the following:

- Marketing and/or promotional materials
- Attendance for the event
- Comments from participants
- Community response or positive effect on the community
- Amount budgeted. Did you meet budget? Exceed budget? If yes, by how much?
- Submit photos of the event

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2012 Public Policy Campaigns Award Application

NEW!!!

Recognition of chamber's effort to secure pro-business legislation or increase community awareness on a federal, state or local level. To submit an entry, complete this application and provide requested information. All entries must be received by noon **March 1, 2012.**

Local Chamber

Contact Person

Title

Address

City

State

Zip

Phone

Fax

E-mail

Web Site

Total Annual Membership Dues

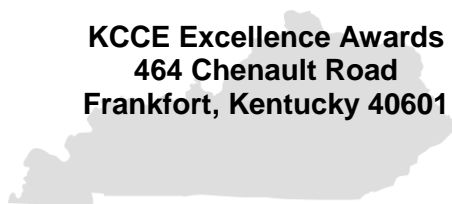
Number of Members

Category Requirements

Campaign must secure pro-business legislation or increase community awareness on a federal, state or local level. Please submit the following:

- Campaigns influence on intended audience(s)
- Intended issue(s)
- Overall level of achievement

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2012 Chamber Professional of the Year

Nomination Form

The selection committee will consider the following areas: outstanding achievements; involvement in KCCE and other professional organizations, program development and implementation and participation in the community, which includes civic, charitable, educational and other activities. **Nominations are due by noon March 1, 2012.**

Nomination for _____

Local chamber _____

Years at this chamber _____ Years in chamber profession _____

Years active in KCCE _____

Current population served _____

Self-nominations are accepted. All nominations must include three letters of recommendation from community members. Using a separate sheet of paper, please describe:

- **ACCOMPLISHMENTS.** Using 2-3 paragraphs, please list and describe the most recent *outstanding* accomplishments the chamber professional has made.
- **KCCE INVOLVEMENT.** Please briefly describe your involvement in KCCE.
- **PROGRAM DEVELOPMENT & IMPLEMENTATION.** Using 2-4 paragraphs, please describe innovative actions the nominee has used to develop and execute a meaningful business plan/program of work.
- **COMMUNITY PRESENCE/INVOLVEMENT.** How is the nominee involved with and serving the community beyond his/her position?

OTHER REQUIREMENTS. Please attach the nominee's resume, business plan/program of work for the chamber and three letters of recommendation from community members.

Nomination submitted by _____

Phone _____

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