

APPLICATION PACKET

2012 GAMA International Celebration of Excellence Awards

DEADLINES:

Intent to Apply Form
Due Thursday, Dec. 1, 2011

Application and Additional Materials
Due Friday, Jan. 20, 2012



Celebration of Excellence Awards General Rules and Requirements

James H. Krueger First in Class Award

History. Each year individual field leaders throughout the financial services industry find a way to excel in leading their agencies or firms to become No. 1 in their companies. To properly recognize these leaders, GAMA International created the First in Class Award in 2000. Now in its 12th year, the First in Class Award is a recognized standard in the industry.

In 2005, GAMA International's Board of Directors renamed the First in Class Award to honor its 55th president, James H. Krueger, for his many years of service to the industry.

Recipients are honored at the Celebration of Excellence recognition banquet, held during LAMP, GAMA International's annual conference; their profiles are also featured in the Celebration of Excellence Digital Gallery at http://www.gamaweb.com/awards/coe_awards.htm.

Eligibility Requirements. The First in Class Award recognizes agency or firm heads who have demonstrated outstanding leadership. Each company is responsible for determining the criteria it will use to select its nominee. Multiple nominees may be eligible for companies that segment distribution by market size or use a benchmark value proposition for their distribution systems. Nominees should excel as leaders in both their career and their communities. See application for suggested criteria.

Brian H. Early Frontline Excellence Award

History. GAMA International's Board of Directors created the Frontline Excellence Award to recognize leaders who have shown exemplary performance in their current frontline positions and are considered emerging leaders in their companies.

In 2009, GAMA International's Board of Directors named the Frontline Excellence Award after Brian H. Early, who was instrumental in creating GAMA's Leaders of Today and Tomorrow (LoTT) program.

Recipients are honored at the Celebration of Excellence recognition banquet held during LAMP, GAMA International's annual conference; their profiles are also featured in the Celebration of Excellence Digital Gallery at http://www.gamaweb.com/awards/coe_awards.htm.

Eligibility Requirements. The Frontline Excellence Award recognizes superior frontline and second-line managers, such as sales, unit, division, or district managers who have direct responsibilities for a portion of an agency or firm, including recruiting, launching, and supervising new sales professionals. Each company is responsible for determining the criteria it will use to select its nominee. Nominees should stand out as role models for other frontline managers. See application for suggested criteria.

How to Apply for a Celebration of Excellence Award

Application Process

There is a two-step application process:

- Complete your Notice of Intent to Apply (p. 3) by **Thursday, Dec. 1, 2011**, and fax it to 571-499-4282 or email to sperry@gamaweb.com.
- Complete the Celebration of Excellence Award Application (pp. 4–6) and return it to GAMA International by **Friday, Jan. 20, 2012**.

The 2012 Celebration of Excellence Awards will be presented at the Celebration of Excellence recognition banquet at LAMP in Orlando, FL, on Monday, March 19, 2012. **It is critical that all required materials are submitted by the application deadline.** Note that for convenience, all forms will be emailed to you as MSWord documents that can be filled out electronically.

To submit your application, you may either:

- **Email** application and materials to sperry@gamaweb.com.
- **Fax** application to Stacey Perry, 571-499-4282, and upload digital files by going to <http://dropbox.yousendit.com/GAMAInternational>.

This application is available as a fillable form in MSWord. If you need an electronic form or have other questions, contact Stacey Perry, 1-800-345-2687, x4324, or sPerry@gamaweb.com.

2012 Celebration of Excellence Awards Notice of Intent to Apply

Completing this Notice of Intent to Apply is the first step in applying for a Celebration of Excellence Award.

Because of the planning required in organizing the Celebration of Excellence at LAMP '12, you must submit your Notice of Intent to Apply by **Thursday, Dec. 1, 2011**, to GAMA International by either emailing it to Stacey Perry at sperry@gamaweb.com or faxing it to 571-499-4282.

After submitting your Notice of Intent to Apply, you **must** submit your completed application and additional materials (see page 2 for more information) by **Friday, Jan. 20, 2012**. If your complete application is not received by that deadline, your Notice of Intent to Apply is null and void.

NOTICE OF INTENT TO APPLY

- Yes, we will recognize a First in Class Award recipient. We will submit our completed application by Friday, Jan. 20, 2012.
- Yes, we will recognize a Frontline Excellence Award recipient. We will submit our completed application by Friday, Jan. 20, 2012.
- No, we regret that our company will not participate in these awards in 2012.

COMPANY			CONTACT NAME	
ADDRESS			PHONE	
CITY			FAX	
STATE		ZIP	EMAIL	
COUNTRY				

2012 Celebration of Excellence Awards Application Form (p. 1)

Please complete entire application and return with additional application materials by **Friday, Jan. 20, 2012.**

COMPANY INFORMATION

COMPANY		CONTACT NAME	
ADDRESS		PHONE	
CITY		FAX	
STATE	ZIP	EMAIL	
COUNTRY	MAY GAMA CONTACT AWARD RECIPIENT PRIOR TO THE EVENT? <input type="checkbox"/> YES <input type="checkbox"/> NO		
HOME OFFICE REP WHO WILL ESCORT RECIPIENT ON STAGE TO RECEIVE AWARD		NAME	
TITLE		PHONE	

JAMES H. KRUEGER FIRST IN CLASS AWARD RECIPIENT INFORMATION

RECIPIENT'S FULL NAME AND DESIGNATIONS			
AGENCY OR FIRM NAME (please indicate if agency or firm)			
Please note that the recipient's name, designations, and agency/firm will appear on the award plaque exactly as they appear here. Double-check the spelling and make sure that the name appears the way the recipient prefers it.			
ADDRESS		PHONE	
CITY		FAX	
STATE	ZIP	EMAIL	
BASIS FOR RECOGNITION (please select one of the items below)		COUNTRY	
<input type="checkbox"/> First in Total Commissions <input type="checkbox"/> First in Profitability <input type="checkbox"/> First in Overall Agency Performance <input type="checkbox"/> First in Total Product for Market Size <input type="checkbox"/> First in Leadership for the Company <input type="checkbox"/> First in Combined Weighted Agency/Firm-Building Factors <input type="checkbox"/> Selected for Overall Achievement <input type="checkbox"/> Other: <input type="checkbox"/> First in Productivity			

BRIAN H. EARLY FRONTLINE EXCELLENCE AWARD RECIPIENT INFORMATION

RECIPIENT'S FULL NAME AND DESIGNATIONS			
AGENCY OR FIRM NAME (please indicate if agency or firm)			
Please note that the recipient's name, designations, and agency/firm will appear on the award plaque exactly as they appear here. Double-check the spelling and make sure that the name appears the way the recipient prefers it.			
ADDRESS		PHONE	
CITY		FAX	
STATE	ZIP	EMAIL	
BASIS FOR RECOGNITION (please select one of the items below)		COUNTRY	
<input type="checkbox"/> First in Total Unit Commissions <input type="checkbox"/> First in Frontline Leadership <input type="checkbox"/> First in Unit Growth <input type="checkbox"/> First in Overall Unit Performance <input type="checkbox"/> First in Productivity <input type="checkbox"/> Other: <input type="checkbox"/> Selected for Overall Achievement <input type="checkbox"/> First in Profitability			

This application is available as a fillable form in MSWord. If you need an electronic form or have other questions, contact Stacey Perry, 1-800-345-2687, x4324, or sPerry@gamaweb.com.

Celebration of Excellence Awards Application Form (p. 2)

LIST OF 12 ATTENDEES FOR THE CELEBRATION OF EXCELLENCE RECEPTION AND RECOGNITION BANQUET:

Each person listed below will receive one ticket that will allow them to attend the reception and banquet. The award recipient is counted as one of the 12 attendees. Please note that LAMP attendance requires separate registration. Be sure to notify those whom you list here so that they do not mistakenly order additional tickets on the LAMP registration form. You may invite fewer than 12 or, if you wish, additional people (attach a separate sheet). Invitees may include spouses, home office representatives, team members, and anyone else planning to attend LAMP. People not on this list will not be seated together. Individuals without a ticket will not be able to attend the reception and banquet.

1.		7.	
2.		8.	
3.		9.	
4.		10.	
5.		11.	
6.		12.	

RECOGNITION OPTIONS

BEST VALUE – First in Class and Frontline Excellence Awards Package – BEST VALUE

First in Class bronze medallion and plaque	3 color DVDs of ceremony
Frontline Excellence bronze medallion and plaque	3 color photos of award presentation
12 tickets to Celebration of Excellence reception	Total Cost: \$3,679
12 tickets to Celebration of Excellence banquet	

Complete First in Class Package

First in Class bronze medallion and plaque
10 tickets to Celebration of Excellence reception
10 tickets to Celebration of Excellence banquet
1 color DVD of ceremony
1 color photo of award presentation
Total Cost: \$2,790

Complete Frontline Excellence Package

Frontline Excellence bronze medallion and plaque
10 tickets to Celebration of Excellence reception
10 tickets to Celebration of Excellence banquet
1 color DVD of ceremony
1 color photo of award presentation
Total Cost: \$2,590

SUBTOTAL 1 = \$

ADDITIONAL RECOGNITION OPTIONS

ITEM	PRICE PER UNIT	x	QUANTITY ORDERED	=	AMOUNT DUE
First in Class medallion and plaque	\$675	x		=	\$
Frontline Excellence medallion and plaque	\$675	x		=	\$
Celebration of Excellence reception tickets	\$50	x		=	\$
Celebration of Excellence banquet tickets	\$149	x		=	\$
Table of 10 for Celebration of Excellence banquet	\$1,250	x		=	\$
Recognition ad in July/August 2011 <i>GAMA International Journal</i>					
Full-page, four-color ad	\$2,800	x		=	\$
Full-page, black-and-white ad	\$1,700	x		=	\$
Half-page, four-color ad	\$2,000	x		=	\$
Half-page, black-and-white ad	\$900	x		=	\$
SUBTOTAL 2				=	\$
GRAND TOTAL (SUBTOTAL 1 + SUBTOTAL 2)				=	\$

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Celebration of Excellence Awards Application Form (p. 3)

PAYMENT

- Enclosed is my check (made payable to GAMA International in U.S. dollars)
 Please charge my VISA Mastercard American Express

CARD NUMBER		EXPIRATION DATE		BILLING ZIP CODE	
SIGNATURE					

APPLICATION CHECKLIST

Did you remember to:

- Completely fill out the front and back of this application?
- Include a color head-shot photo? (Only JPG or EPS files accepted.)
- Include your company logo? (Only EPS files accepted.)
- Include a check payable to GAMA International or pay by credit card?

SUBMIT YOUR APPLICATION BY FRIDAY, JAN. 20, 2012

<p>METHOD 1 Email application and additional materials to: sperry@gamaweb.com.</p>	<p>METHOD 2 Fax application to: Stacey Perry 571-499-4282 and upload additional materials by going to http://dropbox.yousendit.com/GAMAInternational.</p>
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