

OUTSTANDING PROMOTER

Description

This award recognizes individual promoters who had the greatest impact on increasing concrete pavement market share locally. No more than two promoters may be honored annually.

Eligibility Requirements

All concrete pavement promoters, including ACPA members and staff, are eligible for this award. Nominees should be evaluated on their promotional efforts between June 1, 2007 and May 30, 2008.

Nomination Process

Nominations will be accepted from all ACPA members, staff and Chapter/States in good standing. Only one nomination is allowed per member company, staff member or chapter.

Selection Process

The ACPA Executive Committee will review the nominations and select the winner. The nominees will be evaluated based on the following:

Degree of Success

- Positive change to policies that impact pavement selection
- Impact on the total market segment
- Change in "how we do business"
- Rapport with specifiers
- Interaction with industry
- Press release, ads, magazine articles
- Presentations – workshops, consultants, city, etc.
- Open houses

Enthusiasm/Commitment

- For the product
- For the industry
- For the association

Knowledge

- Of the product
- Of the promotion process
- Of the competition