

15th Annual - ATLANTIC CANADA CRAFT AWARDS for EXCELLENCE

The Atlantic Canada Craft Awards for Excellence are the principle form of recognition for leadership and excellence for professional craft and giftware producers and for those who are strong supporters of the industry in Atlantic Canada. The awards are given annually by Craft Alliance ~ Alliance métiers d'arts, during a gala ceremony held in conjunction with the Atlantic Craft Trade Show (ACTS) in February 2012.

Categories of the Atlantic Canada Craft Awards

One Award is presented in each of the following categories:

- ❖ Excellence in Product Design
- ❖ Outstanding Exporter
- ❖ Outstanding Retailer
- ❖ Industry Leader/Supporter

Recipients of the Atlantic Canada Craft Awards for Excellence are CRAFT AND GIFTWARE PRODUCERS THROUGHOUT Atlantic Canada who, by their professional example, personify outstanding standards within the industry. Through dedication and commitment, recipients are those who have achieved prominence in their community's and credibility in the industry.

CRITERIA:

Excellence in Product Design

The purpose of this award is to recognize a producer who has demonstrated outstanding quality and creativity in the design of a product.

Out of 100 points, scoring is based on (but not limited to):

- 40 points for innovative & creative approach to solving technical problems
- 20 points for how well the product responds to trends through it's design
- 30 points for how well a producer has responded to volume production demands through the design of a product
- 10 points for the general overall quality and impression of the design of the product

Outstanding Exporter

The purpose of this award is to recognize an individual, organization or company for exporting achievement of crafts/giftware outside Atlantic Canada for a minimum of 2 years.

Out of 100 points, scoring is based on (but not limited to):

- 30 points for showing a substantial increase in export sales on a regular basis
- 30 points for introducing new product to export markets
- 10 points for accomplishing creative activities to improve the competitive edge in an export market
- 10 points for showing ingenuity and aggressive marketing techniques used to sell products in an export market
- 20 points for finding new export markets for existing products

Outstanding Retailer

The purpose of this award is to recognize an individual, organization or company showing excellence in display, merchandising and service to the public and, through retailing, represents their Province with quality craft and giftware products.

Out of 100 points, scoring is based on (but not limited to):

- 30 points for representing Atlantic Canada with quality craft and giftware products in a retail setting for more than 3 years
- 30 points for showing excellence in quality of merchandise from one or more of the Atlantic Provinces
- 25 points for contribution to the growth of the industry by assisting the development of craft and giftware producers and their product lines.
- 15 points for outstanding display, merchandising and service to the public

Industry Leader/Supporter

The purpose of this award is to recognize an individual, organization or company that has shown superior leadership, excellence in the development of quality crafts or giftware and has made exceptional contributions to the industry in Atlantic Canada over the past 5 years.

Out of 100 points, scoring is based on (but not limited to):

- 10 points for having been in operation for more than 5 years
- 15 points for supporting more than one craft or giftware industry segment.
- 15 points for enhancing the development of excellence in the industry in Atlantic Canada
- 15 points for working cooperatively with a wide range of individuals
- 45 points for displaying excellence in management skills, setting and achieving goals, motivating, directing, prioritizing, scheduling and meeting deadlines in a timely fashion

Nominations

- ❖ Nominations can be made in more than one category
- ❖ Self Nomination is acceptable
- ❖ Use the Nomination Form (attached) to submit a name for consideration
- ❖ Within 30 days of nomination, the nominee must submit a portfolio of supporting documents (8 copies required), on which judging will be based. Supporting documentation should be a combination of photographs, letters of support, newspaper articles, product brochures, written descriptions and anything else that would better inform the Review Committee of the accomplishments or excellence of the nominee. (See Check list attached)

Deadline

The nomination must be received by the Provincial Representative no later than **October 31, 2011.**

Nominees are required to submit a portfolio of supporting documentation (8 copies required) within 30 days or the nomination will be considered withdrawn.

Eligibility

All craft/giftware producers or retailers having their operations located in one or more of the Atlantic Provinces and working in the industry full-time will be eligible for nomination for the Excellence in Product Design, Outstanding Exporter and Outstanding Retailer awards.

Any individual, commercial producer, retailer, association or industry contributor from Atlantic Canada will be eligible to be nominated for the Industry Leader/Supporter award.

Review Committee

A Review Committee consisting of members of 4 members of the Craft Alliance Board of Directors and 4 Jurors from the industry will review nominee submissions. The decisions of the Review Committee will be final.

Winning Nominations

Award winners will receive the Atlantic Canada Craft Award for Excellence.

NOMINATION CHECKLIST

Should you wish your nomination to stand, your name will be submitted to the Awards Review Committee consisting of 4 members of the Craft Alliance Board of Directors and 4 Jurors from the industry who will review nominee submissions. (The decisions of the Review Committee will be final).

The Review Committee will base their decisions for award winners in each category on supporting documentation that is provided by the nominee. The documentation you provide should highlight your accomplishments and abilities. In your "portfolio", you might want to include things like photographs, brochures, catalogues, newspaper articles, written descriptions and/or letters of support. It is perfectly acceptable to submit your documentation organized in a simple binder or folder (8 copies required). Your supporting documentation must be received by the Craft Alliance Office within 30 days of nomination. The deadline for nominations is October 31, 2011.

The following list are things that you might want to include in your supporting documents:

Excellence in Product Design

- ❖ Include color brochures, catalogues or photographs.
- ❖ Illustrate your complete range of design abilities.
- ❖ Indicate your design training and/or experience.
- ❖ Describe how you produce your product.
- ❖ Note any awards or recognition by the industry.
- ❖ Identify your contribution to design.

Outstanding Exporter

- ❖ How have you increased volume of exports on a sustained basis?
- ❖ Identify new products you have introduced to export markets.
- ❖ Describe how you have improved the competitive situation in export markets or how you have entered new export markets successfully.
- ❖ Indicate how your aggressive marketing and ingenuity have contributed to your success.
- ❖ List the export marketing barriers that you have overcome to penetrate the market (i.e. pricing, packaging, foreign distribution, etc.).
- ❖ Include marketing materials you have used in the market identified.

Outstanding Retailer

- ❖ Provide color brochures, catalogues, advertisements, photographs, newspaper clippings.
- ❖ Identify your complete range of product lines.
- ❖ Identify your unique marketing abilities.
- ❖ Indicate your number of employees and shops.
- ❖ Briefly summarize how you have had significant impact on the growth and/or development of the industry.

Industry Leader/Supporter

- ❖ How have you demonstrated support and leadership over the last 5 years?
- ❖ Indicate which sectors of the craft industry you support.
- ❖ Briefly describe how you have contributed to the level of quality of crafts / giftware.
- ❖ Briefly summarize how you have had a significant impact on the growth and/or development of the industry.
- ❖ Describe how you have been able to work with a wide variety of people.
- ❖ Identify ways in which you have been able to advise, mentor, inspire and support the industry.



**15th Annual
Atlantic Canada Craft Awards for Excellence**

2012 Nomination Form

Deadline for Nominations is 4:00 pm October 31st, 2011

Use a separate form for each nomination. Please refer to the nomination criteria sheet for information on each category. The nomination checklist is used to help the nominee prepare supporting documentation.

I (We) would like to nominate _____

Address _____

City/Prov. _____ Postal Code _____ Phone _____

For the Atlantic Canada Craft Awards for Excellence in the following category:

- | | |
|---|--|
| <input type="checkbox"/> Excellence in Product Design | <input type="checkbox"/> Outstanding Exporter |
| <input type="checkbox"/> Outstanding Retailer | <input type="checkbox"/> Industry Leader/Supporter |

The nominated person/company is aware of this nomination and has agreed to the nomination:

- Yes No

Please complete the Statement of Nomination on the reverse side of the form.

Name of Nominator _____

Company/Organization _____

Address _____ Postal Code _____

Phone _____ Fax _____

Please submit your nomination to Craft Alliance ~ Alliance métiers d'arts:

Deadline for Applications – October 31, 2011

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