

The North Carolina Press Association presents



**Fred D. Crisp Jr.
Outstanding
Sales
Professional
of the
Year Award**



**Honoring North Carolina's
Best Newspaper Advertising
and Marketing Professionals**
Display • Online • Classified

Nomination Deadline: April 2, 2010



Nominate Your Best and Brightest Star for NCPA's Fred D. Crisp Jr. Outstanding Sales Professional of the Year Award

- This award is designed for sales personnel. Two winners will be named: one each for newspapers under-20,000 and 20,000-and-over circulation. A manager may be eligible only if they spend at least 50 percent or more of their time actively selling local newspaper accounts.
- The ideal candidates will demonstrate leadership and tenacity in sales.
- The winners will be outstanding salespeople who have engineered growth in lineage and revenues, and who have developed and grown new accounts.
- The winners will also be those who demonstrate excellent time management skills, have an organized approach to making sales calls, are detail-oriented and accurate, possess great copy and layout skills, excellent communication skills and perform extraordinary service for clients.
- The winners will be champions in winning and retaining business.
- The winners will have great attitudes—they will be competitive, compassionate, positive and enthusiastic. The winners will demonstrate strong leadership skills and they will be reliable and responsible.
- The winners will receive \$1,000 from NCPA.
- The NCPA Fred D. Crisp Jr. Sales Professional Of The Year Award will be presented during the annual Best Ad Contest awards ceremony. Candidates for the award may be nominated by their newspaper publisher , advertising director or one of their fellow sales reps. The nominations will be reviewed by a task force comprised of professionals from the newspaper industry. This tribute will celebrate the entrepreneurial efforts, mentoring skills, attitude and accomplishments that define a superior achiever.



Fred D. Crisp Jr. retired as publisher of *The News & Observer* at the end of 1999 after a long career with the newspaper. He started in the advertising department and worked his way through the management ranks, becoming general manager in 1990 and publisher in 1996. The UNC-CH graduate maintained career-long activity in various trade associations, serving as president of the NCPA, the Mid-Atlantic NAME and the Newspaper Association of America's Ad Bureau. He was chairman of a committee that merged a number of newspaper trade associations under the NAA umbrella and created the federations that exist today. He is a past-president of the UNC-CH Journalism Foundation and a former member of the North Carolina Press Foundation Board of Directors. In 1991, Crisp was inducted into the NC Advertising Hall of Fame.



Fred D. Crisp Jr. Outstanding Sales Professional of the Year Award

Nomination Form

The Sales Professional of the Year award allows you to celebrate the qualities, traits and skills that are a part of your best sales staff. NCPA will select two winners. The winners will be considered role models whose qualities have led to great success in the newspaper advertising profession. When filling out this form, please consider why you think your nominee deserves this honor. Your nominee must be currently employed and **must have at least a two-year tenure** with your newspaper. **All parts of the nomination form must be typed.**

Deadline for submitting nomination form: Thursday, April 2, 2010.

Nomination Form Part I.

Please complete the following:

Your name:

Your job title:

Newspaper:

Address:

Phone:

E-mail:

Newspaper frequency:

Newspaper circulation:

Name and job title of your nominee:

How long has your nominee been employed at your newspaper?

How long in his/her current position?

Past positions at other newspapers and other media:

Other professional experience:

Professional affiliations and memberships:

Awards won:

Community involvement & public service:

Education:

Nomination Form Part II.

Please complete the following:

1) List outstanding achievements in advertising and ways nominee has successfully created and implemented innovative programs and strategies to grow advertising lineage over the previous calendar year. This includes, but is not limited to revenue growth.

2) Why do you think your nominee deserves to win? *(Please consider the following: amount of lineage sold over the past calendar year; awards won; leadership in professional associations; innovative advertising ideas; major success story; revenue growth, account growth, developing new accounts; time management skills; sales call organization; accuracy of details; layout/copy skills; client service; winning and retaining business; communication skills; outstanding public service and community involvement; good mentoring skills; teamwork; responsibility; competitiveness; compassion; self-education; positive attitude; enthusiastic; leadership qualities; reliability).*

3) Please submit two letters of reference, one of which should be from a client.

Thank you for taking the time to complete this form. Your nominee will be contacted at a later date about scheduling an interview with the selection committee . Please return the nomination form to NCPA Crisp Award at NCPA Headquarters, 5171 Glenwood Ave., Suite 364, Raleigh, NC 27612. Call 919-787-7443 for more information.

Deadline for submitting nomination form: Thursday, April 2, 2010.