WHPRMS
Wisconsin Healthcare Public Relations & Marketing Society

WHPRMS PROFESSIONAL EXCELLENCE AWARD NOMINATION FORM

To nominate a colleague or fellow WHPRMS member, write a letter no longer than three pages describing how you believe the nominee fits the profile noted below. E-mail it as a Word attachment to WHPRMS President Tracey MacGregor at duenorth42@gmail.com or send via mail to **1477 Prairie Ln., Hubertus, WI 53033** postmarked on or before August 6, 2010. Be sure to include your daytime telephone number.

Member Nominated: _____
First Middle Last

Hospital/Organization: _____

Title: _____

Degree(s) earned: _____ College/University: _____

Number of years in marketing and public relations? _____

Number of years in healthcare marketing and public relations? _____

Nominated by: _____

Telephone: (_____) _____-_____ E-mail: _____

AWARD CRITERIA

Nominees must…

- be current members of WHPRMS.
- have 10 or more years' experience in planning, marketing, or public relations/communications, including at least five years of direct involvement in the healthcare industry.
- have demonstrated each of the following:
  - **Innovation in the practice of the strategy development** through the use of solid marketing, public relations, or planning techniques, including (but not limited to) new product development, product line management, sales, community relations, environmental analysis, competitor assessment, needs assessment, forecasting or network development. Demonstrated ability to produce outstanding work.
  - **Enhancement of the healthcare marketing/public relations profession's credibility,** including participation in professional organizations at a leadership level, publication in professional literature or professional public speaking engagements. Willingness to share skills and help others learn and grow.
  - **Exceptional personal qualities and leadership abilities,** such as integrity, the ability to work with diverse groups, a record of motivating or mentoring others and exemplifying the values and ethics of healthcare marketing/public relations to people in other disciplines and fields. Examples from inside and outside of the workplace are welcome.
  - **Community service/civic achievement** on a local, regional or national level.

The 2010 award will be presented to one deserving individual at the WHPRMS Annual Conference, October 6-8 in Green Bay. Visit WHPRMS.org to learn more.