



**2010 National Association of the Remodeling Industry, MN Chapter
Associate of the Year (A-COTY) Award Entry Form**

Entry Number _____ (For office use only)

Companies that supply products or services to contractors are invited to compete for the 2010 NARI of Minnesota Associate of the Year (A-COTY) award. Just as the COTY Awards recognize contractor members for excellence in craftsmanship and meeting clients' needs, the A-COTY Award recognizes associate members for excellence in customer service, product/service quality, commitment to deadlines, trust and integrity, and NARI involvement. Winning the A-COTY award can enhance your image within the remodeling industry and show your clients and prospects that you are among the best product or service providers in the marketplace. Winning the A-COTY award gives companies a unique marketing edge within the NARI of MN community and beyond.

Participate in the 2010 NARI of MN Associate of the Year (A-COTY) competition by completing the following five steps:

1. Submit this Entry Form with \$150 payment. **Fees are non-refundable, non-transferable, and cannot be carried over to subsequent years.**
2. Complete the attached Self Evaluation Form and submit it to the NARI MN office by 1:00 pm, Thursday, September 30th, 2010.
3. Select and contact five NARI of MN member customer references to complete the enclosed questionnaire. Questionnaires must be returned to the NARI of MN office by 1:00 pm Thursday, September 30th 2010. **A minimum of three completed questionnaires must be submitted by the deadline to be considered eligible.**
4. Include the Self-Evaluation, MC Script, and company logo on a CD-ROM (See Item D)
5. Include two signed copies of the Promotional Agreement when you submit your entry.

Company Name: _____ Contact: _____

Address: _____ Phone: _____

Fax: _____ Email: _____

Payment form: Check ___ Visa___ MasterCard___ Discover___

Credit Card #: _____ Exp Date: _____ CCV #: _____

Name on credit card: _____ Zip Code _____

Fax this completed form with payment to the NARI of MN office at (612) 332-7854



**2010 National Association of the Remodeling Industry, MN Chapter
Associate of the Year (A-COTY) Award Competition Process**

- A. Enter the competition by submitting the Entry Form with \$150 payment. **Fees are non-refundable, non-transferable, and cannot be carried over to subsequent years.**
- B. Fill out the Self Evaluation Form and submit it to the NARI MN office by 1:00 pm Thursday, September 30th, 2010. Your responses will be evaluated based on the enclosed Self Evaluation Judging Criteria.
- C. Select and contact five NARI member customer references to complete the questionnaire. A minimum of three **completed** reference questionnaires must be submitted to be eligible to win an award. The references must be NARI members. References will rate you on customer service, product/service quality, commitment to deadlines, trust, and integrity.

It is the entrant's responsibility to follow up with their references to ensure they complete and return the questionnaire to the NARI MN office by 1:00 pm Thursday, September 30th 2010. A maximum of five completed references may be submitted. The top three scores will be used. **The Professional Reference Questionnaires must be submitted directly from the references to the NARI of MN office.**

- D. **Include a CD-ROM with your entry.** The CD must contain the following items:
 - 1. Your company logo.
 - 2. Self-Evaluation. Label on CD – “Entry #_CompanyName_Self Eval.doc”
 - 3. MC Script – 100 words or less with a pronunciation key (see example below). Label on CD – “Entry #_CompanyName_MC Script.doc”

MC Script Example:

“The foundation of our company is based on providing an excellent product and service to our clients. Building client trust and working with integrity is what sets us apart. We believe participating in NARI is crucial to support the health of the remodeling industry and align with the high standards and values of NARI members. We would like to thank our staff for their customer service spirit and our clients for giving us the opportunity to work with them.”

- E. A panel of judges from the NARI Milwaukee chapter scores each entrant's Self Evaluation. A winner is determined by the highest combined score from the results of the Self Evaluation and Reference Questionnaires. See the attached Self Evaluation Judging Criteria to learn how the Self Evaluation is judged.

All competition materials – Entry Form, Self Evaluation, completed Reference Questionnaires, CD-ROM and \$150 payment – must be submitted to the NARI MN office by 1:00 pm, Thursday, September 30th, 2010. If you have any questions, contact the NARI of MN office at 612-332-6274.



Promotional Agreement

I agree that if my entry is selected as a winner, all promotion, advertising, business stationary and/or marketing literature used by me or my company, firm or corporation, or my assigns, wherein the award is mentioned, **will clearly state the title of the award, the category and the year in which the award was presented.** NARI of Minnesota reserves the right to use your entry for promotional purposes to generate greater interest and understanding of the A-COTY competition. I understand that NARI assumes no responsibility for loss or damage of any materials submitted.

I hereby affirm that all facts and materials set forth herein are true to the best of my knowledge and belief, and that all required work relevant to this application and the materials furnished thereto were performed and furnished by the undersigned, except where otherwise specifically set forth.

I understand that entry fees, once received by NARI MN, are not refundable, transferable, and cannot be carried over to other NARI programs, awards or otherwise.

NARI of Minnesota is not responsible for lost or stolen entries or the materials contained therein.

I also affirm that I have read and agree to all the rules, regulations, and guidelines of the A-COTY awards competition.

Signature

Date

Please sign the two copies of the Promotional Agreement. One copy will be returned to you after the competition.



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Date

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Frequently Asked Questions – 2010 NARI of MN A-COTY Competition

1. How do I know if I should enter the A-COTY Competition?

Determine your eligibility before purchasing the entry materials. Entry materials are posted to the Member Resources section of the NARI MN website at www.narimn.org/resources_memb.html for you to review.

2. When is the deadline to enter A-COTY?

Entry materials are available for purchase from the NARI MN office starting Tuesday, June 1st, 2010. The Entry Form, Self-Evaluation, and a minimum of three completed Reference Questionnaires are due at the NARI MN office by 1:00 pm Thursday, September 30th 2010. **Entries submitted after the deadline will not be accepted.**

3. How do I enter?

There are two ways to enter. 1. Contact the NARI MN office to purchase an entry form and the entry materials will be emailed to you. 2. Download the entry materials off of the Member Resources section of the NARI MN website at www.narimn.org/resources_memb.html, and submit the Entry Form, Self Evaluation, and \$150 payment to the NARI MN office.

4. Do I have to be nominated to participate?

No outside nomination is necessary to enter the competition. You enter the A-COTY competition by purchasing, completing, and submitting the entry materials.

5. Can I enter if I am a sub/specialty contractor?

Yes. If you provide a product or service to NARI MN contractor members you may enter the competition.

6. How many NARI MN member references can I submit?

A maximum of five completed references may be submitted. The top three scores will be used for the competition. It is to your advantage to have up to five references submitted, but a minimum of three are required to be eligible for the competition.

7. Can I see an example of a winning entry?

Yes. A-COTY entrants are strongly encouraged to attend the NARI MN COTY Info Session on Friday, August 6th from 9:00 – 11:00 am in Conference Room B of International Market Square in Minneapolis. The A-COTY portion will run from approximately 10:15 – 11:00 am. Best practices as well as past winning examples will be covered. Bring your questions and learn how to prepare a winning entry!

8. Is the fee refundable if I decide not to enter the competition after buying my entry materials?

No. Once the entry materials are purchased, no refunds are issued. Entry materials cannot be carried over to subsequent years and fees are not transferable.

9. Can I find out if I have won the A-COTY Award prior to the Awards Gala?

No. The NARI MN A-COTY winner will only be announced at the Awards Gala on Friday, November 19th, 2010. Winners are presented with a crystal award, promotional opportunities through NARI MN channels, and a marketing edge as they promote their company through their own individual marketing efforts.

10. If I enter the A-COTY competition can I also enter the regular COTY competition?

No. Depending on the nature of your company you may enter COTY or A-COTY, but not both.



2010 NARI of MN Associate of the Year Award Self-Evaluation Form

In two pages or less answer the following six questions. **Do NOT include any company or personal identifying information in your answers (i.e. company name, employee name, etc).** If identifying information is included you may be disqualified. Your responses will be evaluated based on the enclosed Self Evaluation Judging Criteria.

1. Describe how your company's customer service supports your customers and adds value to their businesses.
2. Indicate how your company provides quality products or services to the remodeling industry.
3. Explain your company's approach to delivering on commitments and deadlines.
4. Describe how your company demonstrates trust and integrity. If you have acted as a positive example for the industry, please share an explanation.
5. Discuss any of your company's additional services or unique characteristics that provide significant or added value to your clients.
6. Describe your company's involvement in NARI. Consider any and all ways your company and employees participate to strengthen the NARI of MN community.

Upon completion fax this form to the NARI MN office at (612) 332-7854.

Deadline to submit this form is 1:00 pm Thursday, September 30th, 2010



2010 NARI of MN Associate of the Year Award Questionnaire Form (Page 1 of 2)

Company entering the competition: _____
The A-COTY Award recognizes a company achievement, not an individual achievement.

Reference name: _____

Date: _____

Please check the box if you are a client of the above mentioned company.

Please include written explanations and examples of the company’s demonstrated behavior for each of your answers below.

SCALE: 1 = Very Unsatisfied to 6 = Very Satisfied

1. Rate and explain how the company’s customer service supports and adds value to your business.

Note: A score of “6” will not be accepted without specific written examples.

1 2 3 4 5 6

2. Rate and explain how the company provides quality products or services to you and the remodeling industry.

Note: A score of “6” will not be accepted without specific written examples.

1 2 3 4 5 6



2010 NARI of MN Associate of the Year Award Questionnaire Form (Page 2 of 2)

3. Rate and explain how the company delivers on commitments and deadlines.
Note: A score of "6" will not be accepted without specific written examples.

1	2	3	4	5	6
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4. Rate and explain how the company demonstrates trust and integrity.
Note: A score of "6" will not be accepted without specific written examples.

1	2	3	4	5	6
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As a member in good standing with NARI of Minnesota, I certify that my statements are true about the above mentioned company to the best of my knowledge.

Signature

Date

Printed Name & Company

Upon completion fax this form to the NARI MN office at (612) 332-7854

Deadline to submit this form is 1:00 pm Thursday, September 30th, 2010



Self-Evaluation Judging Criteria

The nominees were asked to respond to the following questions. When judging their reply please assign a value of 1 - 5 to each question, with 5 representing the highest attainable score.

1. Describe how your company's customer service supports your customers and adds value to their businesses.
2. Indicate how your company provides quality products or services to the remodeling industry.
3. Explain your company's approach to delivering on commitments and deadlines.
4. Describe how your company demonstrates trust and integrity. If you have acted as a positive example for the industry, please share an example.
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