Business Development Professional of the Year Award

Nominations Deadline: December 29, 2017
Entry Materials Deadline: January 22, 2018

Entry deadline will be strictly followed – no entries will be accepted after January 22, 2018 so please don’t wait until the last minute – applications take time to fill out and complete. Thank you!

The CUNA Marketing & Business Development Council’s Business Development Professional of the Year Award recognizes and honors an individual who exemplifies excellence in credit union business development. This distinction is reserved exclusively for the credit union business development elite: individuals who, in all aspects of their chosen profession, consistently excel in perpetuating the growth of credit union membership and expansion of services, while maintaining the ideals of the credit union movement.

The Selection Process

A volunteer panel of judges, who are selected through an application process and are peers, industry professionals and past winners, will review and score the Business Development Professional of the Year entries. Selection will be based upon the candidates’ mastery of and contributions to:

- Business Development as a management function
- Business development as a factor in their credit union’s success
- Fostering the success of the credit union movement
- Enhancing their community through organizational involvement/activism

Winner Recognition

The winner will be announced at the 25th Annual CUNA Marketing & Business Development Council Conference, held March 11-14, 2018 in San Francisco. The winner should plan on attending the conference and will receive the following:

- A prestigious commemorative award
- A profile in Credit Union Magazine
- Recognition throughout the credit union industry
- Complimentary registration to the conference
- The opportunity to help select the following year’s recipient and present the award
Nomination Procedures

To nominate an associate or yourself, complete the online nomination form no later than December 29, 2017. You may nominate more than one person.

All nominees must be from a CUNA-affiliated credit union and must be a current member of the CUNA Marketing & Business Development Council.

The announcement of the 2018 Business Development Professional of the Year will be made at the annual conference, so all nominees should plan on attending the conference March 11-14, 2018 in San Francisco.

Entry Procedures

Those interested in competing for this prestigious award must submit entry materials no later than January 22, 2018.

All entrants must be from a CUNA-affiliated credit union and must be a current member of the CUNA Marketing & Business Development Council.

How to Enter

The entry form must be completed and submitted online. The steps below outline exactly how to enter.

1. Register an Account
2. Create Your Entry
3. Upload Digital Files
4. Submit Entry

LOGIN to begin entry process

Include the following information.

- An executive summary highlighting:
  - Current credit union employment responsibilities
  - Credit union industry involvement at the:
    - chapter/district level (list years, e.g. 2013-2017)
    - league level (list years)
    - national level (list years)
    - other (list years)
Community activities and organizational involvement (if applicable, include how these activities contribute to your business development perspective)

- CUNA Marketing & Business Development Council involvement
- SEG involvement, including plans, strategies, and measurable results on new SEG mergers.
- Awards and recognition (may include credit union awards that could be attributed to the support of business development)
- Continuing education (include continuing education and/or credit union-related educational courses and programs undertaken)
- Special considerations

- Samples of your work from the past 2 years that you feel are exemplary in supporting your credit union’s business and marketing plan. Please provide measurable results and your viewpoint behind each piece.
- A summary that includes your objectives, your overall philosophical viewpoint, vision and core value statements, and steps you have taken to achieve goals. Include in your summary a description of what you are doing that is above and beyond other credit union marketers, how you have worked with management to achieve goals, and how you are reaching out to members and potential members.
- A color photo, which may be used for publication in the event you are the award winner.

Nominations must be received by **December 29, 2017**.

Entry materials must be received no later than **January 22, 2018**.

If you have questions about the entry process, please contact CUNA Councils at 1-800-356-9655, ext. 4018 or awards@cuna.coop.

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