

# 2017 Ted Bushelman Legacy Award for Creativity and Excellence

## Call for Nominations

As the ACI-NA Marketing and Communications Committee marked its 40th anniversary in June 2008, it launched the Ted Bushelman Legacy Award for Creativity and Excellence to be presented at the annual ACI-NA Marketing and Communications Conference. The award is named for its first recipient, Ted Bushelman, who was one of the Committee's founders and a pioneer in airport marketing.

The ACI-NA Marketing and Communications Committee is currently seeking nominations of deserving individuals for the 2017 award, which will be presented at the 2017 ACI-NA Marketing and Communications Conference, November 6<sup>th</sup> - 8<sup>th</sup>, in St. Louis, MO. The deadline for nominations is Friday, September 1, 2017.

## About the Bushelman Award

Ted Bushelman was the face and voice of the Cincinnati/Northern Kentucky International Airport for 42 years. He retired from the airport in 2008. Ted was one of the founders of the ACI-NA Marketing and Communications Committee and retired from the Committee in 2008.

The Bushelman Award is presented to an individual nominated and selected by his or her peers in the airport industry. It is a special award because it recognizes the values, accomplishments, and creativity of airport marketing and communications professionals who also share those talents and contribute to the legacy of professionalism experienced throughout our meetings and programs.

## Selection Process

The recipient of this award must have a minimum of 15 years experience in airport marketing and communications. Nominees may not be current members of the Marketing and Communications Committee Steering Group.

All nominations must be submitted online at <https://www.surveymonkey.com/r/2017BushelmanAward> by 5:00 p.m. on Friday, September 1, 2017.

Candidates will be evaluated following a six-part judging matrix by a Nominating Subcommittee of the Marketing and Communications Committee Steering Group. The Subcommittee will present a recommendation to the full Steering Group. The 2017 recipient will be notified in advance.



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Photo by Benet Wilson at 2008 Marketing and Communications Conference in Pittsburgh.

## BUSHELMAN AWARD RECIPIENTS

- 2008 – Ted Bushelman (Cincinnati/Northern Kentucky)
- 2009 – Michael Conway (Detroit)
- 2010 – Jerry Staples (Halifax)
- 2011 – Tara Hamilton (Washington )
- 2012 – Patrica Rowe (Milwaukee)
- 2013 – No award
- 2014 – Lucinda Harshman (Pittsburgh)
- 2015 – Carolyn Fennell (Orlando)
- 2016 – Dickie Davis (Miami)

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## Nomination Criteria

The following criteria will be used as guidance when selecting the winner:

The recipient of this award must have a minimum of 15 years experience in one or more of the following disciplines represented by the Marketing and Communications Committee:

- Air Service Development
- Aviation Education
- Community Relations
- Customer Service
- Marketing
- Media Relations

In addition, the individual who is selected must have a record of demonstrating his or her skills, expertise, and professionalism in some or all of the following areas:

- Promotes the professionalism of the marketing and communications disciplines within the airport industry.
- Has a history of generating and embracing new ideas to promote and support his or her airport's programs and services.
- Actively shares his or her knowledge and experience with other marketing and communications professionals within the airport industry.
- Participates in the ACI-NA Marketing and Communications Committee and attends its programs.
- Promotes the importance, and advances the understanding, of airports and aviation within the broader community.

## Judging Criteria

In completing the nomination form, the judges will apply the following matrix to your presentation:

- Experience — 50%
- Examples of contribution to the profession — 15%
- Sharing of talents with others — 15%
- Participation in ACI-NA activities — 10%
- Why should he/she be honored with this award — 5%
- Overall quality of the presentation — 5%

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## 2017 Nomination Form

The nomination form can be accessed at: <https://www.surveymonkey.com/r/2017BushelmanAward>

The following information must be provided:

- Name and title of nominee
- Name, phone, and e-mail of person submitting the nomination
- Nominee's current job description
- Number of years the nominee has served as an aviation professional (minimum 15 years)
- Airports where nominee has worked
- Other aviation-related positions
- Please provide three examples of the nominee's contributions to the airport industry in the area(s) of public affairs, marketing, air service, community relations, and/or education.
- Does the nominee participate in ACI-NA activities? How?
- How has the nominee shared his or her talents and experience with others in the aviation industry?
- What three words best describe the nominee?
- Why do you think this individual should be recognized with a legacy award?

## Deadline

The completed [nomination form](#) must be submitted by Friday, September 1, 2017. If your nominee is selected, ACI-NA may contact you for photos or video for the award presentation.

For questions about the 2017 Bushelman Award, please contact [communications@aci-na.org](mailto:communications@aci-na.org).