



DEAR COMMUNICATOR:

The PRSA Rochester Chapter seeks your input for the **CEO of the Year Award**. This award recognizes a corporate executive in the Greater Rochester area who has demonstrated his/her understanding and regard for the practice of public relations.

This nominee is most likely not currently a full-time public relations practitioner but may have come from that background. PRSA members are invited to nominate a local CEO who has demonstrated successful utilization of public relations, and has embraced and fostered the field. Nominations should be based on the following criteria:

Value—Does the CEO value the practice of public relations? Does he or she demonstrate personal excellence in understanding and fostering the implementation of public relations practices? If she/he comes from a public relations background or is still a practitioner in some capacity, how does she/he use public relations as a proactive business tool, not just part of their day-job activities?

Vision—Does the CEO have a personal vision and actively communicate that vision?

Effectiveness—Is the CEO effective in communicating with employees and external stakeholders?

Involvement—Is the CEO productively involved in the community?

Excellence—Has the CEO displayed excellence in averting or dealing with crises? (This area may not be applicable in all cases and will be taken into consideration upon evaluation.)

Ethics/Integrity—Are public relations activities executed in accordance with PRSA Code of Ethics and the highest standards of integrity?

A panel of PRSA past presidents, the current president and president-elect, and other current board members will review the pool of nominees. The panel has the option of not selecting a recipient in a given year. If a recipient is selected, the award will be presented at the PRISM Awards ceremony on June 17, 2010.

Please submit the nomination form (attached below) along with a copy of the nominee's resumé to:

PRSA Rochester Chapter

c/o Kathy Phelps
Dixon Schwabl
1595 Moseley Road
Victor, New York 14564.

You may also e-mail the info to kathy_phelps@dixonschwabl.com by May 21.

Sincerely,
Kathy Phelps
President, PRSA Rochester Chapter



CEO of the Year Award Nomination Form



Candidate's name.....

Full title.....

Employer.....

Work phone.....

Number of years as CEO.....

BE SURE TO ANSWER ALL OF THE FOLLOWING QUESTIONS:

Does the CEO value the practice of public relations? How does he/she demonstrate personal excellence in understanding and fostering the implementation of public relations services?

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Does the CEO have a personal vision and actively communicate that vision?

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Is the CEO effective in communicating with employees and external stakeholders?

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Is the CEO productively involved in the community?

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Has the CEO displayed excellence in averting or dealing with crises?
(This area may not be applicable in all cases and will be taken into consideration upon evaluation.)

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Has the CEO executed public relations activities in accordance with PRSA Code of Ethics and the highest standards of integrity?

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Nomination submitted by (name, title and company).....

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Address.....

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Phone number.....

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E-mail.....

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How do you know the nominee?.....