



Outstanding Marketing Director Award 2009 Nomination Form

Honor the marketing director who has shown outstanding leadership, innovation, and effectiveness.

*Nominee _____

Nominee's Title _____ Length of Service _____

Name of Community _____

Person Nominating _____ Title _____

Name of Organization _____ Phone _____

*Each community is limited to a maximum of one nominee per award category.

Nominee is exemplary in promoting IALFA's philosophy of care and service by displaying the attributes below:

- ▶ Showing leadership in how he or she manages the community's marketing and public relations efforts
- ▶ Providing exemplary guidance in directing a profitable, efficient and successful marketing program while maintaining high ethical standards
- ▶ Demonstrating innovation in formulating new ideas
- ▶ Helping to make the assisted living residence a valuable community asset
- ▶ Nurturing the spirit of each resident
- ▶ Treating each prospect and or resident with dignity and respect

Instructions:

Each community is limited to a maximum of one nominee per award category. Nominations should be submitted on a one-page (8 ½ x 11), one-sided typed document. Nominations must include detailed, objective examples of the above-mentioned criteria supporting the nomination. Please be specific.

Awards will be given during IALFA's Annual Awards Banquet on Tuesday, September 29, 2009 during IALFA's annual conference and meeting. Award finalists will receive a complimentary luncheon.

Please return this form and its accompanying nomination letter by Friday, July 24, 2009, to IALFA, attention: Becky Carter, P.O. Box 68829, Indianapolis, IN 46268, or fax to (317) 733-2385. Electronic submissions are appreciated at exdir@ialfa.org. For further information, please call IALFA at (317) 733-2390