

Selection of award winner(s) is a three-step process:

1) Application from the bank marketer (or CEO) needs to demonstrate excellence in community bank marketing (Copy the nomination form as needed).
Deadline February 11, 2008.

2) The CBA Public Relations Committee will review the nominations and select finalists for award consideration.

3) A panel of judges will review the applications and select the CBA Marketer of the Year Award winner.

The Marketer of the Year Award will be announced at the 5th Annual CBA Marketing Conference, February 28, 2008 at the Westin Savannah Harbor Golf Resort & Spa.



CBA of GA
1900 The Exchange,
Suite 600
Atlanta, GA 30339-2022
(770) 541-4490 or
(800) 648-8215
Fax (770) 541-4496
www.cbaofga.com
cba@cbaofga.com

Community Bankers Association of Georgia Presents:

The JULIAN AWARDS

*For Community Bank Marketing
Effectiveness*



Marketer of the Year Award

Deadline - February 11, 2008

The sixth annual **Julian Awards For Community Bank Marketing Effectiveness**, the premier marketing competition for Georgia's community banking industry, is delighted to present the Marketer of the Year Award, which is presented annually to a community bank employee who has demonstrated sustained excellence in his or her commitment to bank marketing. Apply today to be recognized as a role model in the community bank marketing profession.

Application

Criteria:

The **CBA Marketer of the Year Award** will be presented to a professional who has made a significant contribution to bank marketing over a sustained period of time, demonstrating excellence in more than one of the following areas:

- A consistent ability to generate recurring success in the development and implementation of innovative marketing programs that have resulted in increased business, an improved image and enhanced community service.
- Brand-building through an integrated marketing mix.
- Consistency of quality and communication.
- Innovation, vision, and willingness to take risks.
- Strengthening of the community banking industry through service to CBA or other activities of benefit to community bankers.
- Repeated development of new leaders for the banking profession by identifying, training and mentoring others.

The winner must be currently employed at a CBA-member bank.

The Marketer of the Year Award will be announced at the 6th Annual CBA Marketing Conference, February 28 - 29, 2008, at the Westin Savannah Harbor Golf Resort & Spa.



Please type or handwrite legibly in black ink on this form or on another sheet of paper.

Name of Bank Marketer _____

Bank _____ Title _____

Phone _____ E-Mail Address _____

If filled out by someone other than marketer:

Name of Nominator _____

Bank _____ Title _____

Phone _____ E-Mail Address _____

Please submit completed application no later than **February 11, 2008**.

Mail application to: Lauren Dismuke, CBA, 1900 The Exchange, Suite 600, Atlanta, GA 30339 or fax application to (770)541-4496.

Please provide examples and results on the following...

A consistent ability to generate recurring success in the development and implementation of innovative marketing programs that have resulted in increased business, an improved image and enhanced community service:

Brand-building through an integrated marketing mix:

Consistency of quality and communication:

Innovation, vision, and willingness to take risks:

Strengthening of the community banking industry through service to CBA or other activities of benefit to community bankers:

Repeated development of new leaders for the banking profession by identifying, training and mentoring others:
