



2009 National Awards Manual

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Applicable USJC Policies

Policy 12-11.D

No State Organization or its Local Chapters shall be eligible to receive any single project or programming awards unless such State Organization provides at least one (1) judge to serve on The U.S. Junior Chamber Awards Committee (as a judge) for the judging of such awards, or pay a Five Hundred Dollar (\$500) proxy fee.

Policy 12-11.E

No State Organization or its Local Chapters shall be eligible to compete in any individual competitions unless such State Organization provides at least one (1) judge to serve on the Awards Committee (as a judge) judging such awards. (The project/programming judge and the individual competitions [judge] may be the same person.) If the state cannot provide one (1) judge, with the consent of the National Service Center and the Awards Committee Chairman, they may arrange for a specific substitute judge from another state, or pay a Five Hundred Dollar (\$500) proxy fee. If no such arrangements are made, competitors will be disqualified.

Policy 12-11.F

No State Organization or its Local Chapters shall be eligible to receive any memorial awards, single project or programming awards, unless such State Organization is in good standing and has no accounts receivable from the previous year, as of the date set by the Executive Committee.

What These Policies Mean

These policies exist to benefit three parties — you, your state organization, and The United States Junior Chamber. These policies are intended to provide a framework to assess the efforts and skills of Jaycees in an objective and fair manner. These policies are not intended to make the awards program challenging, raise funds for the National Organization or to cause individuals or state organizations any undue hardships.

Policy 12-11D and E — If your state has participants in Individual competitions or "books judging," the state must provide at least one (1) judge for individual competitions and at least one (1) judge for books judging; the same judge may judge both competitions and books. NOTE: The term "books" includes online submissions for both Single Project Entries (SPEs) and state and chapter Annual Reports. The judge MUST come from the state in question — however, in the case of an emergency, a proxy may be obtained with the permission of the National Service Center AND the Awards Committee Chair. Judging is the best way to bring information back to your respective states regarding "books" and competitions, and is a wonderful opportunity to keep former competitors involved in your programs.

For the purpose of judging **Individual Competitions**, each State Organization shall be entitled to designate up to three (3) members to serve at the awards judging sessions for the Annual meeting and Year-End Celebration. The National Awards Committee shall appoint judging panels from the names designated by the states, and each member of that panel shall have one (1) vote.

In case the Awards Committee feels that the number of names received is not sufficient to constitute the panel, it may add more members. However, there shall not be more than three (3) members from any one State.

A specific time period will be established by the National Awards Committee in conjunction with the National Service Center for the purpose of registering judges for the individual competitions. **Each State must go to the USJC Website during this time frame to register online their judge(s) for individual competitions.**



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For the purpose of judging **Annual Reports** submitted by states and chapters, the number of judges required **per state** will be determined by the total number of entries submitted from their state. The following scale will be used:

- For 1-4 entries, 1 judge is required
- For 5-9 entries, 2 judges are required
- For 10-16 entries, 3 judges are required
- For 17 or more entries, 4 judges are required.

NOTE: These are **minimum** requirements. Should a state wish to submit additional judges they may with the permission of the National Awards Committee Chair.

For the purpose of judging **Single Project Entries** (SPEs) submitted by chapters and **Statewide Project Awards**, the number of judges required per state will be determined by the total number of entries submitted from the state. The following scale will be used:

- For 1-10 entries, 1 judge is required
- For 10-19 entries, 2 judges are required
- For 20-29 entries, 3 judges are required
- For 30 or more entries, 4 judges are required.

NOTE: These are **minimum** requirements. Should a state wish to submit additional judges they may with the permission of the National Awards Committee Chair.

Eligibility Requirements for Judges of National Awards

A qualified judge is one who:

1. Is selected and approved by their state organization or has previously served as a National Awards Judge.
2. Is currently a member of a local Jaycee chapter or, if outside the USJC age limit, is a USJC Ambassador or a JCI Senator.
3. Has been an active Jaycee for a minimum of one year.
4. Has turned in Single Project Entry and/or Chapter Annual Report entries for state competition prior to judging or has judged either Single Project Entries or Chapter Annual Report entries at two or more state competitions.
5. Is not currently serving as the State President.



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WHAT'S NEW FOR 2009

* There will be no paper submissions for SPEs, Annual Reports, Statewide Projects, Chapter Marketing Awards or State Marketing Awards . All of these submissions will be electronic.

* Updated Chapter Division Breakdowns – Page 10

The following are the UPDATED Chapter Divisions for 2009:

Chapter Divisions	Base Membership
Division 1	0 - 20
Division 2	21 - 30
Division 3	31 - 40
Division 4	41-50
Division 5	51-70
Division 6	71-100
Division 7	101+
Division 9	Institutional Chapters

* Updates to Chapter Marketing Award and State Marketing Award Submissions format and criteria – Pages 26 and 45, respectively



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Areas of Opportunity

All programming is categorized into four Areas of Opportunity in the chapter business plan. Based on the answer to question one of the Chairman's Planning Guide (CPG) (the primary purpose), all chapter projects are placed into one of these four (4) Areas. Commissions are used to **further classify chapter projects within the Business Plan.**

NOTE: Commissions exist solely to provide assistance to chapters when developing their business plans to help chapters ensure they offer balanced programs to their members and communities. Commissions are not used to classify SPE's for awards judging. (See "Single Project Award Categories" in this manual for *judging* classifications of SPE's)

Business Area of Opportunity

Embodying the line of the Jaycees Creed that states, "Economic justice can best be won by free men through free enterprise," this area provides an opportunity for individual members to contribute to the development and enhancement of the economic infrastructure, prosperity, and well being for all nations.

Almost all members of Junior Chamber are involved in some business activity - working on their own, for another company, or preparing to open their own business. The Junior Chamber was established in 1920 to give young people an active voice in the business community. This same purpose is now found in the Business Area of Opportunity and is divided into four Commissions:

- **Marketing and Public Relations:** Projects in this Commission are conducted to promote the image of your chapter and the Junior Chamber movement in the community. Some examples are brochures, business cards, television appearances, chapter marketing via local print media, radio PR efforts, press releases, external awards programs such as Distinguished Service Awards or Business Sponsor Awards, parades, pageants, newsletters, Jaycee Week, ongoing public relations work and training in marketing and public relations.
- **Strategic Planning:** All projects involving record keeping, reporting, planning needs analysis and evaluation. Examples include developing Chairman's Planning Guides, creating, reviewing and revising a chapter business plan and any other short-term or long-term planning and evaluation. Training the above activities would also be included here.
- **Financial Management:** Projects with the primary purpose of raising funds for the chapter would go here. Examples include Texas Hold'em Tournaments, Haunted House, Beer Tent, Festivals/Carnivals where the primary purposes is to raise money for the local chapter.
- **Business Opportunities:** All projects that enhance the economics of the community and/or increase business productivity. Economic progress can be achieved by partnering with the local Chamber of Commerce, organizing small investment clubs, visiting successful companies to learn how they conduct their business, and by inviting successful entrepreneurs to speak at monthly meetings. Junior Chambers can also conduct training sessions on how to enhance company operations and promote free enterprise as the best way to achieve economic justice.

Community Area of Opportunity

Embodying the line of the Jaycee Creed that states, "Service to humanity is the best work of life," this area develops the sensitivity of individual members to societal problems and fosters knowledge of community dynamics in solving these problems, through actual experience. Like all citizens, Junior Chamber members have a stake in the betterment of their communities. The Community Area of Opportunity is built around four Commissions:

- **Community Service:** This would include projects that are designed to promote or improve the quality of life for people in the community. This includes projects that deal directly with community needs such as elderly assistance, mental health and retardation, and health and safety. Projects dealing with properties, economic development, energy and the environment would also be included here. Note: youth projects would be listed under the Children and Youth Commission (Community) and state, national and international Junior Chamber priority projects would be under the State, National and International Junior Chamber Involvement Commission (International).



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- **Community Fundraising:** Projects with the direct raising of funds for a specific non-Jaycee program. This includes local disaster or emergency assistance, health related organizations, foundations and any organized community charities.
- **Government and Civic Involvement:** Projects that generate involvement in all areas of the local, state and national governmental process. Projects include town forums, debates, "Get Out The Vote", advocacy issues, and criminal justice projects. Also projects providing assistance to other civic organizations in the community go here.
- **Children and Youth:** Projects within this commission promote benefit children and youth not related to chapter members. As the future of our community lies in the hands of today's young people, many projects should be conducted to ensure that young people are well prepared to take the community leadership roles in the years to come. Examples include youth sporting events, fingerprinting, building a playground, holiday egg hunts, reading and other educational programs. **Note:** Projects involving children of non-Jaycees fall under this Commission. Family-related projects, where children of Jaycees are involved with their Jaycee parents, fall under the Personal Development Commission or Chapter Activities Commission in the Individual Development Area of Opportunity (see below).

Individual Area of Opportunity

Embodying the line of the Jaycee Creed that states, "Earth's great treasure lies in human personality," this area provides an opportunity for individual members to realize their personal potential through training programs.

While there is an Area of Opportunity for individual development, every single activity in the Junior Chamber organization is oriented to develop the potential and skills of the individual member. Active participation in activities in any of the Areas will give the member the opportunity to enhance his or her potential. Training opportunities dedicated to the enhancement of a Jaycee member's personal skill set (not related to official Jaycee responsibilities) and not specifically covered by another Area would be included here.

Through its four Commissions, the Individual Area of Opportunity ensures that new members are brought into the organization and are provided with training to fully develop their personal and professional potential.

- **Personal Development:** This Commission includes projects that improve the quality of life of individual members. Such projects provide education that benefits members in both their personal and professional lives. Examples include training in the areas of family values, spiritual development, hobbies, retirement planning, time management, public speaking, communication skills, and the USJC competitions program, CPR training.
- **Professional Development:** Projects aimed at developing members as leaders in their chapters and professions are the focus of this Commission. Examples include the leadership training, stress management, team building, a course in "How to Motivate Others" and other managerial training.
- **Membership Retention, Growth and New Chapters:** This Commission ensures that new members join the chapter regularly, receive proper orientation and are included in the chapter's activities immediately after joining. Project examples include M-Nights, Growth Week, assisting another chapter with membership recruitment, new member orientations, establishing a new chapter and activation programs like Springboard and Degrees of Jaycees.
- **Chapter Activities:** This Commission ensures that members have the opportunity to participate in a wide variety of social activities, and that members have the opportunity to participate in meeting procedures. Some examples include picnics, chapter awards programs, chapter meetings, progressive dinners, watching fire works and sports.

International Area of Opportunity

Embodying the line of the Jaycee Creed that states, "The brotherhood of man transcends the sovereignty of nations," this area provides an opportunity for individual members to contribute to the development of goodwill, understanding, and cooperation among all peoples.

Programming in this area would encompass all projects and programs that enhance a member's knowledge of different cultures and countries around the world. This includes the following two Commissions:



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- **State, National and International Junior Chamber Involvement:** All state Jaycee, USJC, and JCI emphasis programs. Consult your state organization for a list of state programs. Current nationwide chapter projects include: the Family Talk Program, American Cancer Society's Relay for Life, Outstanding Young Farmer (OYF) and Ten Outstanding Young Americans (TOYA). For a complete list of National Partner programs for 2009 visit the U.S. Jaycees website at www.usjaycees.org. Examples of JCI programs include JCI Presenter, JCI Business Academy and the Best Business Plan in the World. For a list of additional JCI programs, visit the JCI website at www.jci.cc.
- **Note:** Chapter visitation programs would also be included under this commission. (Chapter twinning however, would be included under the International Involvement Commission. See directly below.)
- **International Involvement:** Projects in this Commission include those that provide assistance or promote understanding and communications between the chapter and people **outside** the United States. Junior Chamber members recognize the fact that the present world problems can often be solved through international collaboration, tolerance and friendship. Members put this belief into practice by collaborating in joint worldwide projects. Examples include food drives for other countries, the study of traditions and dress of other cultures, chapter twinning and international guest speakers.

Classification of Chapter Projects

Since all Junior Chamber projects provide opportunities for members to enhance their potential, it can be difficult for a chapter to determine how best to classify a project in their business plan. When planning a calendar of events for the year, a chapter should determine the purpose of each project that is suggested in order to ensure that meaningful programs and events are included into the chapter's plan of action for the year. Once the purpose of the project is determined, the project is grouped under the Area of Opportunity that is best reflected by that purpose. Grouping projects and events into Commissions and Areas of Opportunity will allow the chapter to then identify any areas that are "missing" from their business plan, thus keeping them from being a well-rounded chapter.

Remember: Commissions are simply a "helpful tool" for a Chapter to use while planning events and projects and when writing their annual Business Plan. Commissions and Areas of Opportunity should **not** be confused with **Awards Categories**, which are used to **classify projects** into groups in order to **be judged** against other projects from around the United States. For more information the Awards Categories used in judging projects, see the section labeled "**Single Project Award Categories.**"

The Difference between Chairman's Planning Guides and Single Project Entries

The purpose of the Chairman's Planning Guide (CPG) is to assist the Chairperson, Committee and the Chapter in the thorough planning and execution of a project or event. The CPG (as it commonly known) consists of ten (10) questions. The purpose of the Single Project Entry (**which includes the CPG as a component**) is to allow chapters and chairpersons an opportunity to be recognized (by means of receiving awards) for their accomplishments on projects and events.



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The Chairman's Planning Guide (CPG)

The Chairman's Planning Guide (CPG) is one of the best tools for success that The U.S. Junior Chamber has. It is a ten-step format used to plan and evaluate a project. It has been effectively used across the nation in launching many successful chapter projects, businesses (for example, Dominos Pizza) and even political campaigns. Every project a chapter runs should utilize this guide. The CPG is a series of questions designed to guide the project chairperson and the members of the committee through the process of running and evaluating the project. The following is an explanation of each of the ten questions. (In order to receive recognition for chapter projects, the questions of the Chairman's Planning Guide are combined with supporting documents, photographs and materials that substantiate the progress and impact of a project, to form the Single Project Entry. Please refer to the section on Single Project Entries for more details on submitting projects for awards.)

1. Primary Purpose.

A brief statement giving the one reason the chapter wants to conduct this project.

2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project.

Summarize the concept of the proposed project - who, what, or how that provided the idea. Explain how this proposed project relates to the chapter's objectives, priorities, and goals. The brief description will relate specifically to a priority and goal in your chapter business plan. Finally, briefly describe the goals and desired results. Project goals must be **S.M.A.R.T.** (**S**PECIFIC, **M**EAASURABLE, **A**TTAINABLE, **R**EALISTIC, and **T**IMELY.) There must be at least two goals listed, but there is no maximum number of goals a project may have. The first goal **must** match the primary purpose. Questions three through seven are the plan of how to attain these goals. When establishing project goals, remember that the successful achievement of the project goals will have a positive influence on achievement of the primary purpose.

3. What are the specific manpower assignments?

Document the proposed involvement of both members and non-members involved in this project. List each individual's contact information along with his or her specific duties and responsibilities. For manpower assignments where a specific person(s) has not yet been selected, list the specific responsibilities, talents, skills, knowledge, or abilities that person(s) will need to possess to fulfill those duties.

4. What specific materials, supplies, and resources will be required?

List all materials and supplies that will be needed from both chapter and community resources to successfully complete this project. List each resource, providing detailed contact information (contact person, address, telephone numbers, etc.). Also indicate if the materials are expected to be purchased or donated. This will assist in preparing a budget later.

5. Describe the potential problems and the possible solutions to successfully complete this project.

Anticipate potential problems and develop solutions to each problem.

6. Complete a proposed budget indicating all anticipated income and expenses.

While keeping project goals in mind, refer to the list of materials, supplies, and resources, along with the proposed action steps, to determine estimated project income and expenses. Include the value of donated items (goods and services) under both income and expenses. Because every Junior Chamber is a type of not-for-profit organization, a non-profit style budget is utilized. The non-profit budget requires that all project income must match the project expenses and that all profit be returned to the chapter.

The Project Financial Statement is a helpful form to maintain good budgeting of the project. The form is available on the USJC Website at www.USJAYCEES.org.



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7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

Prepare a detailed list of what actions are planned or will need to be completed, including estimated completion dates for each planned action. These steps should be detailed enough to provide future chairpersons with the knowledge and insight necessary to conduct the project solely based on the information provided.

8. Record any revision of the original plan.

In this section, anything that changed from the original plan in steps one through seven should be listed in detail and explained. It is important to highlight all modifications so that a clear understanding is provided for future chairpersons. Minor changes do not need to be listed, such as a committee meeting held on Tuesday instead of Monday. NOTE: it is very important to record the actual income and expenses, including any revisions, on the budget sheet under tab two.

9. What solutions or recommendations do you have for a future chairperson?

Compile a detailed list of recommendations for the next project chairperson. What changes could have been made that would have made the project more successful? What things made the project successful? What were some ideas that you thought of after the fact or perhaps you would have done if you had more time or better resources.

10. Give specific and measurable results for each goal established. Describe the impact of the project on the chapter, individual members and the community.

First, list each goal from question two and then describe the specific results accomplished for each goal. Next, explain the impact of the project on the chapter, the individual members (including committee members and the chairperson) and the community as a result of the completion of the project. Use this opportunity to justify to the reader as to why this project should - or should not - be run again.



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Chapter Awards

Chapter Divisions

Single Project Entries, Area of Opportunity award entries and Annual Report award entries submitted by chapters are initially judged against submissions from other chapters having similar membership bases. The groups that chapters are classified into are known as the Chapter Divisions. The USJC National Service Center assigns the Chapter Division based on the chapter's **January 1 base** membership.

The following are the **UPDATED** Chapter Divisions for 2009:

Chapter Divisions	Base Membership
Division 1	0 - 20
Division 2	21 - 30
Division 3	31 - 40
Division 4	41-50
Division 5	51-70
Division 6	71-100
Division 7	101+
Division 9	Institutional Chapters

Chapter Project Awards

Each year, chapters across the nation conduct projects that impact their members and the communities in which they serve. The National Awards Program has been established to honor the chapters that conduct these outstanding projects. Chapter projects (in the form of a Single Project Entry) are submitted and judged annually at the national level.

Single Project Entries

The material and information used in managing and conducting good projects serve as the basis on which national recognition is given. Project committees should utilize the Chairman's Planning Guide (CPG) to plan and conduct projects. From the start through the completion of the project, records and receipts of the committee's activities should be collected and maintained. This original planning guide (CPG) along with all the records, substantiating material, and photographs from the project should be compiled to create the final award entry known as a Single Project Entry or SPE. See the section titled "Procedures for Certifying Eligible Single Project Entries" for details on eligibility and submitting SPE's to be judged nationally.



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Single Project Award Categories

Based solely on its primary purpose, each Single Project Entry **must** be placed into **one** of the following eleven award categories for judging.

Business Development

Projects conducted with the goals of creating, increasing or improving business and economic opportunities and/or productivity in the local community. Also includes strategic planning projects.

Project Examples: Chamber of Commerce involvement, How to start your own business, investment clubs, speakers from successful local companies, How to write a Chairman's Planning Guide, planning needs and analysis, record keeping, Board retreats, short-term and long-term planning

Area of Opportunity: Business

Chapter Business Plan Commissions: Strategic Planning and Business Opportunities

Public Relations

Projects that obtain positive recognition for the chapter, or establish, maintain or improve a favorable relationship between the chapter and the public.

Project Examples: Press releases, Distinguished Service Awards, Parades, Pageants, Newsletters and Websites, plus training in marketing and public relations.

Area of Opportunity: Business

Chapter Business Plan Commission: Marketing and Public Relations

Chapter Ways and Means Fundraising

Projects conducted to raise funds to pay for the operation and expenses of the local Jaycee chapter. (NOTE: The CPG's Primary Purpose **must** state that the money is benefiting the *chapter* – not a charitable donation.)

Project Examples: Haunted House, parking cars, raffle, running a County Fair

Area of Opportunity: Business

Chapter Business Plan Commission: Financial Management

International Development

Projects conducted to enhance a member's knowledge of different cultures and countries around the world. This category also includes all projects conducted for state Jaycee, USJC, and JCI emphasis programs.

Project Examples: Guest speakers from other countries, Relay For Life, Outstanding Young Farmer (OYF), Ten Outstanding Young Americans (TOYA), JCI Presenter, a fund raiser for a camp for children supported as a "emphasis" or "priority" project by your state (ex: Camp Virginia Jaycee). (NOTE: CPG's Primary Purpose **must** state if the project is a state Jaycee emphasis program if it not obvious but the name. ex: To raise money for the Nevada Jaycees' state priority project the Las Vegas Children's Home.)

Area of Opportunity: International

Chapter Business Plan Commissions: International Involvement and State, National and International Junior Chamber Involvement

Individual Development

Projects conducted to provide personal, spiritual and professional development. This category also includes projects that provide social opportunities (chapter activities), as well as family involvement opportunities for chapter members and their families.

Project Examples: Time Management, Public Speaking, Family Day at the Zoo, New Member Orientation, How to Deal With Difficult People, a speaker explaining the principles of Buddhism, Putt-Putt Golfing, Movie Night, Spring Board and Degrees, How to Change a Flat Tire, Chapter Awards

Area of Opportunity: Individual

Chapter Business Plan Commissions: Personal Development, Professional Development, Chapter Activities and Membership Retention and Activation



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Membership Recruitment

Projects conducted to recruit new members to the organization. This category also includes recruitment drives to establish new chapters or save existing chapters.

Project Examples: M-Nights, Door-to-Door Membership Recruiting, Growth Week Activities, Chartering a Chapter

Area of Opportunity: Individual

Chapter Business Plan Commission: Membership Retention, Growth and New Chapters

Environmental Development

Projects conducted to improve the natural world, especially the preservation, management, and care of natural and community resources.

Project Examples: Adopt-A-Highway, planting trees in a park, phone book recycling

Area of Opportunity: Community

Chapter Business Plan Commissions: Community Service

Community Development

Projects conducted that are designed to promote or improve the quality of life for people in the community and assist with community needs. This includes: community service, government and civic involvement. Government involvement in all areas of the local, state and national governmental process, plus projects designed to provide the education of laws and governmental processes would be in this category.

Project Examples: Game Night at the Senior Citizens Center, holding a How to Buckle in a Child Seat event, Model Legislation, Get Out the Vote, Meals on Wheels, Political Debates, Blood Drive, collecting canned food for the local food pantry, working at a homeless shelter

Area of Opportunity: Community

Chapter Business Plan Commissions: Community Service and Government and Civic Involvement (NOTE: Although projects dealing with the environment are in the Community Service Commission, SPE's for environmental projects are **judged** in a **separate** category.)

Community and Charity Fundraising

Projects conducted to raise funds for non-Jaycee programs and charities in the local community. (NOTE: The CPG's Primary Purpose **must** state that the money is benefiting a **charitable** cause – **not** the Jaycee Chapter)

Project Examples: Raising money to help a local person get a kidney transplant, holding a car wash for the domestic violence shelter, collecting coins for the Ronald McDonald House, selling raffle tickets to raise money to help a local dance troop to compete at out-of-state finals

Area of Opportunity: Community

Chapter Business Plan Commission: Community Fundraising

Youth Activities

Projects conducted for children and youth which promote and encourage their involvement in activities and/or the learning of personal and leadership skills. Note: Projects involving primarily children of non-Jaycees fall under this category.

Project Examples: Easter Egg Hunt, reading to kindergarteners, Kid Care fingerprinting, a youth leadership weekend for High School students, T-Ball tournament, Summer Soccer league

Area of Opportunity: Community

Chapter Business Plan Commissions: Children and Youth

United Nations Millennium Development Groups (UN MDG)

Projects that are specific to the goals listed, that work with the United Nations Millennium groups. At the Millennium Summit in September 2000, the largest gathering of world leaders in history adopted the UN Millennium Declaration, committing their nations to a new global partnership to reduce extreme poverty and setting out a series of time-bound targets, with a deadline of 2015. These targets have become known as the Millennium Development Goals.



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- Goal 1: Eradicate Extreme Hunger and Poverty
- Goal 2: Achieve Universal Primary Education
- Goal 3: Promote Gender Equality and Empower Women
- Goal 4: Reduce Child Mortality
- Goal 5: Improve Maternal Health
- Goal 6: Combat HIV/AIDS, Malaria and other diseases
- Goal 7: Ensure Environmental Sustainability
- Goal 8: Develop a Global Partnership for Development

NOTE: Projects that fall into the UN MDG category will be located under various Areas of Opportunity and Commissions in your Business Plan, depending on which of the eight goals is targeted. For the best examples of UN MDG projects, log on to the JCI website at www.jci.cc and find the heading "Programs." Choose the option "Awards" from the drop down menu. On the Awards Home Page, select "Previous Winners" in the left-hand column. If you have difficulties, contact the National Awards Committee member assigned to your state or the National Awards Committee Chair.



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Some tips for determining how to classify chapter projects:

- First determine a **single** main purpose for conducting a project or event. The project or event should be classified under the Commission and Area of Opportunity that relates **specifically** to that **one** purpose.
- A fund-raising project must be classified in the Award Category according to whom the funds raised are benefiting: the chapter or a charitable cause. Under **no** circumstances should a project have the primary purpose of raising money for **both** the chapter **and** a charitable cause. Choose one (the chapter or a charity) as the **primary** recipient of the funds (thus indicating under which category the project should be classified) and make it one of the **project's goals** to **also** provide money to the second cause.
- Remember **training courses** specifically held in Public Relations, Marketing, writing Chairman's Planning Guides and strategic planning (both long and short-term) should be placed in the **Business Development** award category because you are developing specific **business** skills. (Specific business skill trainings should not be placed in the Individual Development award category.)
- **Remember: Jaycees from other states will be judging your projects.** You and everyone in your state **know** what your state's "emphasis" or "priority" projects are. However, many judges from other states may not realize this is a program "adopted by" and supported by all the chapters in your state. Thus, **unless you specify** in your Chairman's Planning Guide that this is a **state-supported** or **state-run project or program**, a judge may think that your project was submitted for judging under the wrong category and thus may not rank your project as high when judging your entry. **State emphasis programs or priority projects** are classified under "State, National and International Junior Chamber Involvement" commission, and are judged under the "**International Involvement**" awards category. If not indicated as a state-supported program, a judge may think it belongs in the Community Service, Community Fund-Raising or Youth Activity categories
- Another thing to keep in mind regarding Jaycees from **other** states judging your projects: Even if it is a long-running project for your chapter and everyone in your state knows it by name, be sure to consider that the judge may not be familiar with your project or even any project of its type. Be sure to give a solid explanation of the project's concept and its history in your Chairman's Planning Guide.
- **Commissions** are simply a "**helpful tool**" for a Chapter to use while planning events and projects and when writing their annual Business Plan. They will help a chapter create a balanced and well-round plan. Commissions should not be confused with **Awards Categories**, which are used specifically to **classify projects into groups** in order to be judged against other projects from around the United States.
- The US Jaycee Awards Categories are very similar **but not identical** to the categories used by JCI for judging awards on the International level. (For example, on the International level all projects that raise money are grouped together into one Awards Category.) Some project winners from the US Junior Chamber **may** have to be placed into a **different category** to be judged **Internationally**. Consult the JCI website at www.jci.cc for all deadlines and rules regarding submitting awards on an International level. For additional help, consult the National Awards Committee Member assigned to your state or contact the National Awards Committee Chair.



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Judging Guidelines for Single Project Entries

The following are the basic criteria that will be considered by the judges when selecting the most outstanding Single Project Entries. The **overall judging will be based on the impact of the project.** The first questions on the CPG to be read by the judges will be questions one, two and ten. (These questions are examined **first** so as to assist in “narrowing down” the field of entries in an Awards Category. They however will **not** be the **sole** questions used for judging or in determining the overall best projects in a Chapter Division or Awards Category.)

Remember: When writing and judging a SPE – either on the State or National level - the **IMPACT accomplished** by the project is **always far MORE important** than actual format of the entry.

When evaluating SPE's, initial items the judges will consider include:

A. What was the impact on the chapter and/or the community?

1. Did the project accomplish its goals?
2. Did the committee chairperson and members learn leadership and management skills through the project?
3. Did the project reflect a sincere effort to fulfill specific needs?
4. Was the project based on needs rather than ease of undertaking?
5. Did the project address a concern of the chapter and/or community?
6. Did the project reflect a sincere effort to get involved in problem areas?

B. How well was the project managed?

1. Was the chairperson given the proper training and/or authority for his or her responsibilities?
2. How well did the committee plan for the achievement of its goals as they related to the chapter's objectives?
3. Was adequate concern given to the financial management of the project?
4. Did the committee's management reflect a consideration of the individual talents of its members?
5. Was proper communication utilized such as committee meetings, committee structures and public relations?

C. How successful was the project?

1. Was the CPG used as an ongoing management tool?
2. Does the substantiating material adequately document the committee's action?
3. Were the evaluations taken seriously and used as learning experiences?
4. Was the project well managed?
5. Were specific, detailed, sincere and helpful suggestions made for future project chairs?

D. How well were resources used?

1. Were possible community resources identified?
2. How well did the chapter utilize the time, talent, and other resources of non-members in the following areas:
 - a. Problem or need determinations
 - b. Goal setting (Were “SMART” goals utilized?)
 - c. Committee planning
 - d. Project success
3. Were the resources used to benefit the participating individuals?



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Eligibility and Rules for Submitting Single Project Entries

1. The project **MUST** be outlined using the CPG format with the project submission information fully and correctly completed. (If a paper entry is submitted, the CPG form must be the first page seen inside the cover.)
2. Only entries that place first or second in state judging are eligible for national competition (see below).
3. Each state **MUST fill out a State Award Winners Certification form**. This form lists **all** the entries being submitted for National competition. This list serves as the state's **authentication** that the entry has placed first or second place on the state level and **is certified to represent the state**.
4. State and local organizations **MUST** have all dues paid in full through December 31st to be eligible.
5. Recognition is based on the progress of the project between January 1st and December 31st. Projects must be completed to receive an award. The project can be *started* the previous awards year but in order to be eligible, it must be finished during the awards year in which it is being submitted for competition.
6. The chapter's membership size at the beginning of the award year (January 1st) is the basis for determining the chapter's appropriate chapter division. The National Awards Committee Chairperson can verify the chapter's January 1 membership base.
7. All decisions of the National Awards Committee and the National President are final and irrevocable.
8. A specific project may be entered in only **one** of the 11 Single Project Award Categories. Under **no** circumstances may the same project be submitted and considered for an award in more than one (1) Award Category in the same awards year.
9. In theory, a chapter may submit up to two (2) Single Project Entries in each of the 11 Single Project Award Categories so long as the entries placed first or second in their chapter division on the state level and have been certified by the State President of the awards year as the entries certified to represent the state.
10. Entries must be submitted using the online system provided by the US Jaycees and available on the USJC Website.*
11. Once an entry has been submitted online by a chapter, the entry must be then approved by the President of State Organization who held office during the awards year. To do so, the State President must use the means indicated by US Jaycees and available on the USJC Website before the posted deadline
12. Single Project Entries must be created, edited, submitted and approved during the time frame established for that purpose by the USJC National Awards Committee.
13. To learn how to use the USJC Awards Program Software, please refer to the USJC website where you will find the guidelines to do the following:•
 - Create and edit a Single Project Entry, including substantiating material
 - Delete an Entry
 - View an Entry
 - Approve an Entry (available to State Presidents only)

NOTE: A state is **not required** to utilize the **online** judging system for their **state SPE judging** in order to determine the projects eligible for submission for National Awards.

** See the section titled "Specific Guidelines for Hardcopy Single Projects Entries" for detailed information on creating hardcopy (i.e. paper or non-electronic) Single Project Entries.



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Procedures for Certifying Eligible Single Project Entries

- Before a Single Project Entry can be submitted to be judged on the National level, it must first be certified by the State Jaycee Organization as a first or second place winner from judging held on the state level. Each state may submit up to two (2) Single Project Entries (SPE's) per Chapter Division in each Single Project Award Category. It is up to the state organization to judge the entries submitted on the state level to determine which SPE's will represent their state on the national level. **NOTE:** Only SPE's that have placed **first** or **second** on the state level are eligible to compete on the national level.
- After placing first or second, the SPE's must then be "**certified**" by the President of the State Organization who held office during the awards year. To do so, the State President must designate two individuals as "upload managers" and submit contact information to the National Awards Committee. An account will be created for each "upload manager" on the online system and the entries uploaded. At the close of the upload period, Detailed Excel Spreadsheets for each state listing the specific entries for SPEs, Annual Reports and Area of Opportunity Reports will be sent to the "Upload Managers" and State President from each state for verification/correction. A review period will be in place and final electronic sign off will be sent to the National Awards Committee by the State President on the specified date. This final spreadsheet will serve as the **State Certification Form** and the **Accounting Sheet**.
- **Payment for Entries:** The **State Certification Form/Accounting Sheet** provides a complete list of the number of and types of award entries submitted from the state (including state and chapter Area of Opportunity and Annual Reports). It must be completed and sent to the National Service Center by the deadline posted on the USJC Website, along with a check covering all the fees due for the entries submitted from the state. Arrangements for Credit Card or Electronic Payment may be made with the staff at the National Service Center. (**NOTE:** Even if a system of electronic payment is utilized to submit fees, the Accounting Sheet **must still** be submitted by the state and/or chapter.)

Project of the Year Awards

Each State may submit a maximum of two (2) Single Project Entries per **Chapter Division per Award Category** to be judged on the National level. On the National level, Single Project Entries submitted from the states are first judged in their respective chapter divisions within each Single Project Award Category. The entries that place **first** in each chapter division will then be judged against each other within the respective awards category to determine the "Single Project of the Year" winner for that Award Category. All first place Single Project of the Year winners from each award category then advance to compete for the Dr. Jerry Bruce Memorial Award. (See below for details.)

William B. Robertson Award

The Project of the Year winner in the Community Development Award Category is presented with William B. Robertson Award. This award signifies that the project was chosen as the Best Community Development project in the nation, regardless of chapter size. The award is named in honor of William B. Robertson of Virginia. He was a co-founder of Camp Virginia Jaycee, a Jaycee-operated summer camp for children and adults who are mentally challenged. Robertson was elected to the US Jaycee Hall of Fame in 1987.

Dr. Jerry Bruce Memorial Award

Also known as "The Overall Project of the Year Award," the Dr. Jerry Bruce Memorial Award is presented annually to the chapter having the Most Outstanding Project in the Nation regardless of Award Category or chapter size. The winner is selected from the first place Single Project of the Year winner in each Award Category. The award is named in honor of Dr. Jerry Bruce, who served as President of the Idaho Junior Chamber during 1961-62 and was killed in an automobile accident near Boise, Idaho, in 1962.

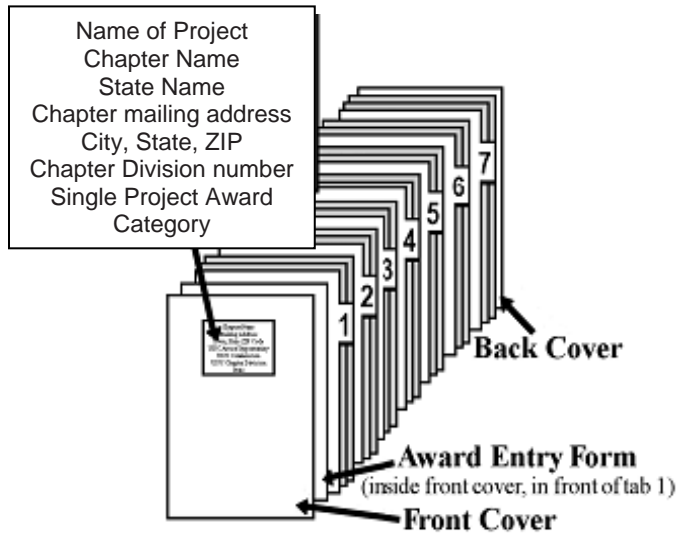


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Specific Guidelines for Single Projects Entries (SPEs)

1. The Single Project Entry shall be limited to a total of 30 pages, **including** the CPG (tab one) and substantiating sections (tabs two – seven) and **excluding** the Awards Entry Form (which serves as the cover sheet), tab dividers and front and back covers.
2. Up to **eight (8)** pages can be multiple-page documents. The CPG - including the CPG form – will be your first multiple-page document. (The CPG must be located behind tab one.) Multiple-page documents include such items as magazines, bulletins, manuals, agendas and newsletters. Each of these may be counted as a multiple-page document. A collection of related items (photographs, receipts, newspaper clippings, etc.) is NOT considered to be a multiple page document.
3. All pages must be **one-sided** on a sheet of paper and each page shall be numbered. Each multiple page shall be numbered Multiple Page No. 1, Multiple Page No. 2, etc., in addition to the overall page numbers. For example, a radio broadcast transcript included in the substantiating material might be numbered Page 7, Multiple Page No. 2. This means it was the seventh page of the thirty allowed and the second multiple-page document in the Single Project Entry. The CPG was Page 1, Multiple Page No. 1 and the Budget Sheet/Financial Statement was Page 2.
4. White (8-½ × 11) paper should be used for all materials in the entry. This will permit photocopying. Originals of substantiating material that are not on white paper, i.e. magazines and flyers, are excluded from this requirement unless they have been photocopied.
6. Photographs that best substantiate the project should be included.
7. A page with the following information is required in the electronic submission:

Name of Project
Chapter Name
State Name
Chapter mailing address
City, State, ZIP
Chapter Division number
Single Project Award Category



Remember:

The **primary purpose** of the project will determine the **Award Category** in which the project should be entered.

For example, if the primary purpose was to raise money for a charitable organization, the Single Project Entry would be placed in the Community and Charity Fundraising category (which falls under the Community Area of Opportunity in the chapter's Business plan).

If the project's primary purpose was to raise money for administration of the chapter, the Single Project Entry would be placed in the Chapter Ways and Means Fundraising category (falling under the Business Area of Opportunity in the chapter plan).

The following is an example of the Single Project Entry guidelines:

FIRST PAGE (COVER PAGE)

(see above)

AWARDS ENTRY FORM

TAB 1: Chairman's Planning Guide

Include the CPG Form and the completed Chairman's Planning Guide, questions 1-10. This is page one, multiple page 1.

TAB 2: Financial Management

Include the Budget Sheet/Financial Statement. This is the document that demonstrates the planned and actual expenses and income. Copies of statements, receipts, etc., may be included as supporting documentation.

TAB 3: Planning/Training

Include any committee meeting notes, reports, surveys or correspondence documenting the planning and intended purpose of the project.

TAB 4: Correspondence

Include all correspondence (incoming and outgoing), newsletter articles, chapter fliers, minutes, etc.

TAB 5: Personnel Management

Include a participation list of Jaycee and non-Jaycee involvement, records used to support activities on the project, sign-in sheets, new member recruits, etc.

TAB 6: Public Relations

Include promotional materials, news clippings, communications to the public, transcripts of radio and TV spots broadcast, etc.

TAB 7: Photographs

Photo documentation of the project provides an excellent, usable record for future project chairmen.

BACK COVER



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Chapter Annual Report Awards

In addition to the Single Project Entry awards, local chapters also compete for awards based on the chapter's Annual Report. These are known as the Chapter Annual Report Awards.

Chapter Annual Report awards identify the successful chapters based all the areas of activity for the awards year. The Annual Report should incorporate the evaluation and results of the chapter's initial Business Plan (also known as Plan of Action). Simply stated, it is a year-end summary of the results of the chapter's activities, goals and results grouped within the report according to Areas of Opportunity for judging.

Guidelines for the Chapter Business Plan and Annual Report

One of the key components of the Annual Report is the Chapter's Business Plan. Each Chapter should start the year with a Business Plan. The following are suggestions designed to assist in preparing the chapter's Business Plan. These are ONLY suggestions and are NOT intended to be a SET FORMAT.

Planning the Year

The chapter should have a clearly stated purpose that embodies the overall philosophy of the chapter. (Some chapters refer to this as the Chapter Plan, the Chapter's Plan of Action, the Chapter's Business Plan or a Year of Planned Action.) The start of any good chapter Business Plan is to determine the needs and desires of the membership, chapter and community.

1. Surveying the Needs of the Members

The key to a successful chapter program is to understand the needs and wants of the chapter members. The easiest way to accomplish this is by conducting an effective survey. Surveys are recommended at the beginning of the year and at mid-year. Be sure the survey is detailed, customized for and relevant to the members, is anonymous and allows for input and feedback.

Analyze the results from the survey and relate the information learned from it - including specific information concerning the number of members responding and quantitative results. If available, look at last year's Annual Report for comments and suggestions.

2. Assess Chapter and Community Needs

When assessing the needs of the chapter, be sure to look at both long- and short-term goals and objectives to shape the direction of the chapter. Evaluating strengths and weaknesses will show areas where improvements are required to ensure that the chapter meets the needs of the members and community.

There are numerous other sources that can be used to determine community needs and what projects and programs can or should be conducted. A membership survey specifically about community concerns will provide an idea of what projects will ensure good participation and what the passions may be of some members. Various community organizations and local government may also be included to determine what *they* see as concerns in the community. In some cases, they may have their own survey results available for use by the chapter.

3. Define the Objective of the Chapter

A chapter exists to meet the needs of the membership and community it serves, as determined by the surveys. A statement should be drafted to define that objective. Be sure to reveal the objective of the chapter to the members. Such a statement creates a "buy in" for the membership. It also gives a purpose and direction that is visible to everyone. (Likewise it may help members who have difficulty expressing in their own words the "why" of the Jaycee Chapter or the purpose of their involvement.)



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4. Establishing the Level of Success

Establishing the level of success is best accomplished through the process of goal setting. The goals established need to address the particular concerns identified in the survey process. Set specific goals for each area that was prioritized. Goals need to be quantitative in nature. Good goals need to be

“SMART:”

- Specific
- Measurable
- Attainable
- Realistic
- Timely (have a time frame)

Goals should be listed in order of importance, from highest to lowest. The highest priority goals should be those that directly affect the impact of the area being addressed. For example, a community fundraising area's highest priority goal should be the desired amount of money to be raised.

In setting goals, pay attention to the desired impact, especially in relation to the strengths and weaknesses identified. For example, if a weakness is identified as low attendance at general membership meetings, goals may need to be established under that area to address how many members per meeting are targeted. The goals established will create the level of success being aimed for during the coming year. Achievement of that success is the measure of the chapter's impact.

Now that the goals have been set, plans should be made to accomplish them. The next step is to select the best projects and programs to conduct during the year to achieve those goals. This is the basis for developing the chapter's Calendar of Events.

Reviewing the Chapter Business Plan

It is important to periodically review the chapter's plan and evaluate progress toward the achievement of the goals. Reviews can be conducted as often as deemed necessary to effectively monitor success. Effective approaches may include:

1. Review of the goals established in the plan.
2. Evaluate of the projects conducted thus far and the specific results achieved.
3. Review of upcoming projects and activities.

Remember to take into consideration that the needs and wants of the members are continually changing. New members join chapters and bring with them new ideas, passions and resources. Constant monitoring of this situation will enable a chapter to better serve its members and achieve its goals. Likewise an idea proposed at the beginning of the year may not sound like such a worthwhile effort at any point later in the year. A chapter's Plan of Action is not written in stone. Change it according to reviews and evaluations done throughout the year. If significant changes have been made to the Plan of Action, it is important to communicate this to the membership. Keeping them updated shows you value their input and involvement and shows them that you are modifying things to benefit them.

Creating the Year-End Chapter Annual Report and Area of Opportunity Reports

These seven items **must** be included in your Chapter Annual Report in **some** format:

1. Summary and evaluation from President
2. Financial statement
3. Chapter Business Plan, including any revisions to the plan created from periodic evaluation(s)
4. Report of activities, including specific and measurable accomplishments and areas that were impacted
5. Problems encountered and actions taken
6. Revised chapter strengths and weaknesses
7. Recommendations for the future administration(s)

Chapter Annual Reports should include a separate section for each Area of Opportunity. Each area should include the seven items listed above. Chapters may find it helpful to further break down the Areas of Opportunity into Commissions when constructing their Chapter Business Plans and Annual Reports. However, **Commissions are not used for judging Annual Reports**, and submissions that cover only an individual Commission will not be judged.



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Submitting Chapter Annual Report and Area of Opportunity Reports for Competition

Chapter Annual Reports and Area of Opportunity Reports will be created, submitted and judged electronically using the online system (see the USJC Website for access). As a result, chapters will prepare **one** Chapter Annual Report submission. Since entries will be submitted and judged electronically, it is **not** necessary to also create a separate submission for each individual Area of Opportunity. Judges will simply access the Annual Report submission to view and evaluate the individual Area of Opportunity books that are also being judged separately. Only the Annual Reports and Area of Opportunity books that have placed either **first** or **second** in their Chapter Division from the state competition are eligible for national competition. (These must be certified as such by the state organization - see #3 below).

The process for submitting for year-end Chapter Annual Reports and Area of Opportunity books is the same as that for Single Project Entries:

1. Submit the Chapter Annual Report (includes all four Area of Opportunity "books") through the online system
2. The entry must then be authorized online during the designated time period by the President of the State Organization who held office during the awards year.
3. The entries submitted electronically must be listed on the State Certification form and the Accounting Slip (formerly known as the "Packing Slip"). The applicable fees **must** accompany these forms.

When compiling the Annual Report and Area of Opportunity books, keep in mind that the easier they are to read, the easier they will be to judge. In each area, be sure to tell what was done, percentage of each goal that was accomplished, results from the projects and events and their impact on the chapter, its members and the community. Charts, graphs, photographs, etc., may also be included. As with SPE's, report *format* and writing *quality* is secondary to the **impact and accomplishments achieved** by the chapter or state organization. **IMPACT** is everything.

Remember that the *ultimate* reason for creating a chapter Annual Report is to leave a written record of the chapter's activities for future generations. Be sure to include opinions of what worked or didn't work and why, as well as suggestions and important "lessons" learned.

National judging for **Annual Reports** is based on the **overall impact** of the chapter's annual report **in its entirety** (including **all four** Areas of Opportunity). Think of this as the measurement of a chapter's ability to be "well rounded." Unlike the annual report, the chapter **Area of Opportunity Reports** are judged **individually** and **only** on the area(s) specifically submitted for competition.

Keep in mind that individual Area of Opportunity reports and chapter Annual Reports must place either **first or second** on the state level in order to be submitted for judging on the National Level. Remember that the Annual Report will be submitted as a **whole** for judging, but the individual Areas of Opportunity may **not** be eligible to be judged **separately** if they have not placed first or second on the state level.

For example, a Chapter may submit their (entire) Annual Report **but just** their Individual Area of Opportunity and Community Area of Opportunity books will be judged. In other words, just because a chapter submits their Annual Report for judging, it does **not** mean that **all** four Area of Opportunity Reports included in that Annual Report **must** or will be judged individually.

Every eligible entry that is being submitted for national judging, must be listed on the State Certification /Accounting Sheet and must include the fee of \$5.00 per entry. In the above example, at \$5 per submission, the total fee would be \$10 -- \$5.00 for the Individual Area of Opportunity and \$5.00 for the Community Area of Opportunity. If a Chapter has been certified as placing first or second on the state level for their Annual Report **and** each of the four Areas of Opportunity **and desires** to have them **all** judged on the national level, then **all five entries** would be listed on the forms and the total charge would be \$25.00. (\$5.00 for the Annual Report **and** \$5.00 for **each** of the **four** Area of Opportunity Reports.)

NOTE: A state is **not required** to utilize the **online** judging system for their **state Annual Reports** in order to determine the reports eligible for submission for National Awards.



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Sweepstakes Awards

Sweepstakes awards are presented to the most outstanding chapter in each of the four Areas of Opportunity, regardless of chapter division. In each Area of Opportunity, the **first-place** winner from each chapter division (nine total) will be judged against each other. The submission receiving the highest scores will be named the Sweepstakes winner for that Area of Opportunity.

Henry Giessenbier, Jr. Memorial Award

State organizations annually recognize their chapters that have done the best job in developing "the WHOLE member through the WHOLE chapter." This award is known as the Giessenbier Memorial Award.

Henry Giessenbier Jr. (1892-1935) was the founder and first President of The United States Junior Chamber, which was established in 1920. He conceived the idea of a young person's organization dedicated to the personal and professional development of its members.

Eligibility:

Each state organization may recognize one chapter per chapter division with a Giessenbier Memorial Award. **Chapter Annual Reports** are the basis for state recognition. Entries selected as the first-place Giessenbier award winners and second-place chapter division winners at the state level are eligible to enter national competition in the following areas:

- Clarence H. Howard Memorial Award
- Institutional Chapter Howard Award
- Hampton Whetsell Memorial Award

Clarence H. Howard Memorial Award

The Giessenbier Memorial Award winner (first place) **and** the entry that places second in **each** chapter division from state competition are eligible to be judged on the National level for the Clarence H. Howard Memorial Award. A chapter must be "established" (in existence for at least 18 months) in order to be eligible. (Note: If the first or second place winner in a chapter division is a newly formed chapter – under 18 months – the third place winner may be submitted in its place for the Howard Award. Be sure this is clearly explained to the National Awards Chair, or the third place entry may accidentally be disqualified.) Up to three (3) Howard award winners are chosen in chapter divisions one through eight. Up to three (3) Institutional Howard awards are awarded for chapter division nine.

This award is named in honor of Clarence H. Howard, who as President of the St. Louis Chamber, was a major contributor to Henry Giessenbier's success in founding the St. Louis Junior Chamber and The U.S. Junior Chamber.

Hampton Whetsell Memorial Award

The U.S. Junior Chamber annually presents the Hampton Whetsell Memorial award to up to three (3) first-year chapters that conducted the most outstanding activities during their first year of affiliation. The first year of activities (from affiliation) must be **CONCLUDED** during the award year, January 1 through December 31. (For example, a chapter chartered in October of 2007 would be eligible for the Whetsell in the 2009 awards year based on the projects and activities conducted during the one year time frame from obtaining their affiliation.)

This award is named for Hampton Whetsell III. Whetsell's desire to be the best and his will to succeed were recognized during the Annual Meeting in Memphis, Tennessee, where he was presented with The U.S. Junior Chamber "Chapter Pacesetters" award for the largest extension (113 members) in a community of between 850 and 2,500 people. A member for only five months, he was the Chapter President of the Bowman, South Carolina Junior Chamber. He died in an auto accident on August 18, 1989, while driving home from working on a chapter extension.

No chapter division breakdown is used in determining the Hampton Whetsell Memorial Award winners. The same criteria and format used for the other Chapter Annual Report awards is used and judging is based **only** on the **first 12 months** of the chapter's activities. (Note: Even if the Whetsell winner was a first- or second-place chapter division winner in state Giessenbier judging, the entry can **not** be considered for the Howard awards.)



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Whetsell Memorial Award Eligibility

A chapter is eligible after concluding its first 12 months of affiliation and up to 24 months of affiliation, but in no case would be eligible for this award after the second Year-End Meeting following its initial affiliation with The U.S. Junior Chamber. (Only activities, projects and accomplishments that take place within the first twelve months after the chapter's affiliation will be considered when judging this award. For example, if a chapter obtains its affiliation in June 2008, the awards submission should be based on June 2008 through June 2009. **NOTE:** March of 2009 is included in consideration because an affiliation is "counted" as being granted at the **end** of the charter month, regardless of the actual date the charter is submitted to the state or National Organization.)

Judging Criteria for Howard and Whetsell Memorial Awards

Successes in each Area of Opportunity will help determine a chapter's overall success. In addition to the chapter's accomplishments in each Area of Opportunity, the following criteria will be used to assess a chapter's overall success:

1. Did the chapter increase its membership size during the awards year?
2. Does it appear that the members actively participated in the planning and evaluation process?
3. Were members given the opportunity for personal and professional development through chapter activities?
4. Did the chapter make an impact on its members? On the community? (Was there a high level of involvement and interaction with the community?)

Harold A. Marks Memorial Award

The Harold A. Marks Memorial Award is the highest achievement a Junior Chamber chapter can attain in the US Jaycee Organization. The chapter receiving this award is chosen from the first-place Clarence Howard Memorial Award winners and is recognized as the Most Outstanding Junior Chamber Chapter in the Nation, regardless of state, chapter division or number of members.

The award is named in honor of Harold A. Marks who served as a National Director of the Arizona Jaycees in 1935-36. He was killed in March of 1936 while flying to the installation of a new chapter.

NOTE: States are **not** required to utilize the online system for judging chapter Annual Reports and Area of Opportunity books on the state level. Below is listed the proper procedure for creating hardcopy submissions. By following these basic guidelines, a smooth and efficient judging process will be ensured.



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Blue Chip Program

Blue Chip is defined as, "A consistently successful venture or enterprise; something that is well-established in its worth and stability." Completing the Chapter Blue Chip program will help to ensure that the chapter is consistently successful, is well managed and is a stable organization.

The Chapter Blue Chip program is a planning, evaluation, and reporting process which utilizes input from both the chapter members and the community. When used properly, the Blue Chip program will help the chapter develop its members and create a positive impact in the community.

Continual Blue Chip Success - Several levels of Blue Chip have been created in order to recognize chapters' continuous years of success. The different levels and requirements include:

Blue Chip: Chapters achieving the requirements listed on the Chapter Blue Chip Certification Form will be recognized as Blue Chip chapters for the first two consecutive years.

Bronze Chip: Chapters that achieve Blue Chip status for a minimum of three consecutive years will be recognized as Bronze Chip chapters.

Silver Chip: Chapters that achieve Blue Chip status for four consecutive years, and complete an extension within any one of the first four years, are awarded the Silver Chip.

Gold Chip: Chapters that achieve Blue Chip status for five consecutive years. NOTE: The chapter must complete Silver Chip during the previous year to receive the Gold Chip.

Diamond Chip: Chapters that achieve Blue Chip status for 10 consecutive years plus complete an extension between years six and ten, will be recognized as Diamond Chip chapters.

Platinum Chip: Chapters that achieve Blue Chip status for 15 consecutive years plus complete an extension between years eleven and fifteen, are recognized with the Platinum Chip award.

Double Diamond Chip: Chapters that achieve Blue Chip status for 20 consecutive years and complete an extension between years sixteen and twenty, will be recognized as Double Diamond Chip chapters.

Henry Giessenbier Chip: Chapters that achieve Blue Chip status for 25 consecutive years, plus complete an extension between years twenty-one and twenty-five, are awarded with the highest level of recognition, the Henry Giessenbier Chip.

** (NOTE: If 2007 broke a consecutive streak for your chapter, please do NOT count it! Your streak will continue!)

For more information refer to Blue Chip Tips or Green/Red Chip Tips on the official USJC website, www.USJAYCEES.org.



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Chapter Marketing Campaign Award

The Chapter Marketing Campaign Award is presented annually at Year-End Meeting to up to three chapters having the most outstanding chapter marketing campaign promoting the Junior Chamber organization through print, broadcast, and/or electronic Media. First-, second- and third-place awards are presented.

Judging Criteria

All **publications** must be published at least quarterly and will be judged according to the following criteria:

1. PLANNING
 - Primary purpose stated clearly and simply
 - Stated goals related to chapter's priorities
 - Goals are specific and measurable
 - Realistic budget presented
 - Management techniques defined
 - Benefits to members stated clearly
2. IMPLEMENTATION
 - Roles of chapter officers defined
 - Roles of non-members defined
 - Manpower, resources, and supplies identified clearly
 - Steps to implement project stated clearly
 - Project implemented to produce benefits to members
3. EVALUATION
 - Goals evaluated separately, results measured
 - Financial results presented clearly
 - Recommended changes clearly explained
 - Complete description of problems and how they were handled
 - Ways benefits were delivered to members

Procedure for Entering

Submit a completed Chairman's Planning Guide and substantiating materials in **Electronic Form** by the upload deadline that details the Chapter's Overall Marketing Campaign for the year. Include in the Guide or substantiating material, the links to the chapter website.

The following criteria will be evaluated when looking at the chapter **website** as part of the overall Chapter Marketing Submission:

1. The pages must not be part of a personal home page.
2. The pages must be dedicated to the chapter and chapter business.
3. There must be a minimum of two pages.
4. The Website must have a Board of Directors page.
5. There must be a statement of purpose and mission statement.
6. There must be a section listing a minimum of two upcoming, current or recent chapter projects.
7. There must be one or more links to community Websites.
8. There must be a link to the U.S. Junior Chamber Website.



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Individual Competitions

The USJC Individual Competition Program is designed to help promote the skills of its members in the areas of speaking, writing, debating and interviewing. These competitions help members become more confident in presenting themselves both verbally and in written format; skills that can be transferred to a member's personal and professional life.

General Eligibility Requirements

Each state selects its representatives through statewide competitions. The state's first-place competitor/team or alternate is eligible to represent the state on the National level. Only **one** (1) representative from each state per competition is eligible to compete. (Or in the case of debate, only one team per state is eligible.) Contestants must be fully registered to attend the Year-End Meeting or Annual Meeting prior to the time of competition; one-day registration is not permitted. Competitors must be of Jaycee age (18-40) at the time of national competition, or their dues must still be current. Each competitor must also be a Jaycee in good standing and a member of a recognized Jaycee chapter. In the Andrew and Charlotte Mungenast Family of the Year competition, at least one family member must be of Jaycee age and meet the above requirements. Note: Family members that are outside of the USJC age limits (either older or younger) are not required to be registered for the Year-End Meeting or Annual Meeting.

Other Specific Eligibility Factors:

1. Current or past National officers, National staff officers, National Award Committee Chairs and current State Presidents are **not** eligible to compete in any of the competitions.
2. National Award Committee members are not eligible to compete for a period of three years after leaving the committee.
3. Unless otherwise specified, current State Officers (elected or appointed), local chapter presidents and ineligible State chairpersons/program managers and are **not** eligible to compete. (See separate section below listing ineligibility requirements for state chairpersons/program managers)
 - **“Current”** is defined as “having served during any portion of the year on which judging is based.”
 - **“State Officers”** are defined as: President, Vice Presidents, Regional Directors and District Directors.
4. Competitors are allowed to compete once at the Year-End Meeting and once at the Annual Meeting in a given competition. After a member has competed in the same competition at both the Annual Meeting and Year-End Meeting, the member is no longer eligible to compete in that competition. The member is eligible to participate in other competitions providing that he or she still meets all of the qualifications of the competition, as well as the General Eligibility requirements. (Note: The portfolio competitions are only held at the Year-End Meeting.)
5. Once a member has placed first in competition in an International competition, (Area C or World Congress), he or she is no longer eligible to compete in that particular competition again on the National level.



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State Chairpersons/Program Managers Eligibility

Program Managers **are** allowed to compete in Individual Competitions on the National level only IF THEY MEET THE FOLLOWING CRITERIA:

- Meet all General Eligibility requirements and qualifications of the particular competition
- Are (or were) **NOT responsible for ANY** of the following Individual Competitions during any portion the of the year on which judging is based:

Durward Howes (Speak-Up)
Write-Up
Brownfield
Armbruster
Mungenast Family of the Year
John W. Clark Jaycee Jeopardy
Jaycee Debate
Master's Speak-Up

General Guidelines for All Competitions

Dress

Contestants are expected to wear business professional attire during the competition. Military uniforms are considered business professional attire. No chapter or state uniforms, badges, pins or buttons will be allowed. A membership pin of the US Jaycees or JCI is allowed and encouraged, but will have no impact on the competitor's score.

Use of Notes or Props

In all competitions (including the interview portion of the portfolio competitions), no notes or props will be allowed. The **only** exception is Debate. Notes **are** permitted during the debate competition, but props are strictly prohibited.

Procedure for Entering

An official entry form and an entry fee of \$50 per competitor per competition must be submitted. The only exception: Debate teams must only submit **one** (1) entry fee of \$50 **for the team** (not \$50 per team member). Fees can be paid online or by a check mailed to the National Service Center postmarked by the date published by the National Awards Committee. Entries postmarked (or electronically submitted and received) after the published deadline, are subject to a \$50 late fee.

For the portfolio competitions, a total of **six** copies of the portfolio (including the official entry form) must **also** accompany the entry fee. **EACH COPY NEEDS TO BE STAPLED / CONNECTED AND MUST BE THREE-HOLE PUNCHED. NO BINDERS OR NOTEBOOKS.** Portfolios must be submitted in **hardcopy** form directly to the National Service Center. No electronic format for the portfolio will be accepted.

Portfolio Competitions

A **hardcopy** "Portfolio" submission is required for Brownfield, Armbruster, and Mungenast Family of the Year competitions. The following is the format for the Portfolios on all three competitions:

The **Individual Awards Entry Form** specific to the competition should be completely filled out and placed in front of the first tab. For a listing of the correct forms for each competition area, refer to the Forms section of the USJC Website. A cover sheet with label is permissible, but certainly not required. (The Awards Entry Form contains all of the necessary information.)

TAB 1: Resume

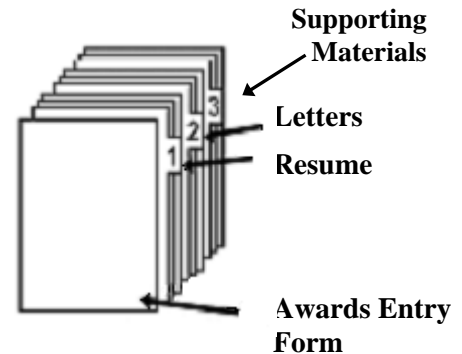
Use a professional resume format - maximum two pages in length.

TAB 2: Letters of Recommendation

Include three to five one-page letters of recommendation. One of the letters **must** be from the competitor's Local Chapter President.

TAB 3: Substantiating Materials

Include a section of substantiating materials up to ten pages in length.



Additional Tips and Suggestions

1. Portfolios should be in order and tabbed. The Awards Entry Form should be first, before tab 1. Behind tab 2, the Local Chapter President's letter of recommendation should be first.
2. **NO MORE THAN 15 PAGES TOTAL.** Multiple-page documents are **NOT** permitted (see "Rules and Suggestions for Single Project Entries" for the definition of a multiple-page document).
3. All pages must be numbered.
4. The original portfolio and five copies must be submitted. See "Procedure for Entering," (above) for more information.
5. Competitors should make copies of items that he or she does not want to lose, in case the Competition Portfolios are not able to be returned to the competitor.

The Resume

There is no "standard" resume format. This gives members the flexibility to use a format comfortable to them. It is suggested that you start with basic personal information, including educational and professional/employment information. The competitor should be sure to indicate when he or she first joined the Jaycee organization. After this information, items to be included *in both the resume and substantiating material* sections are to be *from the current Jaycee award year* (except Brownfield, which is the first 12 months of membership).

Suggested Resume Items

- Number of members recruited (and even names of members if your desire)
- Number of projects attended (ex: list the projects attended by Area of Opportunity)
- Number of projects chaired or committees served on (also note the projects with completed CPGs)
- Number of Degrees advanced (list specific/notable/unique accomplishments, if applicable)
- Local Jaycee office(s) held
- Number of new member orientations (attended and/or conducted)
- Number of state, national, or international meetings attended (include names and dates)
- List of Individual Development Competitions participated in (include at which level and the results)
- Number and types of training sessions (attended and/or conducted)
- Honors and awards received
- Number of public relations opportunities involved in
- Number of extensions worked on (and number of extensions successfully completed)
- Number of chapter assists (especially at-risk chapters under 30) - include details such as projects worked on, members recruited, renewals assisted with, amount of travel, etc.



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- List the significant events that occurred in the competitor's life that year beyond the Jaycees. Focus on positive changes that occurred outside of the Jaycee organization but are directly related to or a result of the Jaycee movement. (**NOTE:** Items not related to Jaycees should be carefully explained. If a competitor wishes to show a relationship between these items and their Jaycee experience, it should be made explicit.)

Substantiating Material

More information rather than less will enable for easier judging and selection of the Brownfield, Armbruster and Mungenast award winners. Even though there is an award presented to the winners, most importantly there are valuable benefits that the members should gain by taking part in the portfolio competitions. The experience and skills gained from the creation of their resume and from participating in the interview process should increase the member's ability to market themselves for employment. As a result, the **majority** of the points in judging the portfolio is based on the resume and the letters of recommendation, rather the substantiating material.

Examples of Substantiating Materials

- Membership applications
- Letters
- Fliers, calling lists, etc.
- Lists, charts and graphs
- Summaries
- PR including Newspaper clippings and radio or TV coverage listings
- Travel vouchers
- Color Photos
- Thank you notes
- Postcards
- Certificates
- Calendars
- Financial statements and receipts
- Agendas or meeting minutes showing actions taken by the competitor
- Training vouchers or certificates of completion

The above items are **merely suggestions**. These are **not** requirements. A competitor is **not limited to nor expected to include** the above items in his or her portfolio. The choices and order of items included will depend on the competitor. The portfolio should be professional, creative and innovative, but should reflect the competitor's style in every way possible.



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C. William Brownfield Memorial Award

The C. William Brownfield Memorial Award is presented annually to up to five outstanding first-year members. The award is named in honor of Bill Brownfield, the author of the Jaycee Creed. Bill Brownfield recognized that the spirit and enthusiasm of the Junior Chamber movement came from the spirit of first-year members.

Additional Eligibility Requirements

New members are eligible to compete for the Brownfield any time during and up to their first 24 months of membership. In no case would a member be eligible for this award after the second Year-End Meeting following the nominee's initial entry into membership of the U.S. Junior Chamber. Jaycees that were members of the organization, left the organization (for whatever reason and for any time frame) then joined the organization again as a new member, are ineligible to compete in this competition. All other eligibility criteria listed under "General Eligibility Requirements" also apply.

Brownfield Portfolio Requirements

Nominees must submit a personal portfolio that reflects their activities in relation to real life. Although a member is eligible to complete anytime during his or her first 24 months of membership, the portfolio shall include only those activities entered into during the first 12 months of the nominee's Junior Chamber career. If applicant has MORE than 12 months experience, they are evaluated only on their FIRST 12 MONTHS of participation only.

Judging Procedure

A panel of judges will review the portfolios and conduct an exclusive oral interview of each nominee at the competition. Absolutely no spectators are allowed to be present during the interview competition. In the initial judging round, the portfolio and the oral interview will each count as 50% of the competitor's total score. The final round of competition (also known as "Finals" or "Call Backs") will consist of an oral interview only. Winners of the award will be determined by combining the portfolio score with the scores from each oral interview round.

Most of the oral interview will be based on the nominee's answers to life-relevant questions, the nominee's enthusiasm for the Junior Chamber and his or her understanding of the organization's philosophy, aims and beliefs. It is not the intent of this award to recognize those competitors who have memorized volumes of Junior Chamber history.

John H. Armbruster "Keyman" Memorial Award

The John H. Armbruster "Keyman" Memorial Award is presented annually to up to five outstanding members who have continued to show support, dedication and enthusiasm following their first year of membership.

The award is named in honor of John H. Armbruster in recognition of his long and faithful service to The U.S. Junior Chamber. He was a charter member of the St. Louis Junior Chamber and throughout his life he contributed to the organization. John H. Armbruster founded The Junior Chamber Crew Club and through his publication, Log of the S.S. Fellowship, he kept up correspondence with members across the nation and throughout the world for more than 40 years.

Additional Eligibility Requirements

Members who have been a member of the U.S. Junior Chamber for more than one year are eligible to compete, provided they meet all other eligibility criteria listed under "General Eligibility Requirements" section. Members who have competed in the Brownfield competition on a state or National level in a **previous** award year **are** eligible to compete in the Armbruster competition, provided they meet all other eligibility criteria listed under "General Eligibility Requirements" section.

Judging Procedure

A panel of judges will review the portfolios and conduct an exclusive oral interview of each nominee at the competition. Absolutely no spectators are allowed to be present during the interview competition. In the initial judging round, the portfolio and the oral interview will each count as 50% of the competitor's total score. The final round of competition (also known as "Finals" or "Call Backs") will consist of an oral interview only. Winners of the award will be determined by combining the portfolio score with the scores from each oral interview round.

Most of the oral interview will be based on the nominee's answers to life-relevant questions, measurement of his or her enthusiasm for the Junior Chamber and the nominee's understanding of the organization's philosophy, aims and beliefs. Judges are also looking for evidence of the skills the member has obtained or improved throughout his or her Jaycee career, and how these skills have been and are being put to use.



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Andrew and Charlotte Mungenast Memorial Award (Family of the Year)

The Andrew and Charlotte Mungenast Memorial Award is presented annually to up to five outstanding families in The U.S. Junior Chamber. These are families who have promoted and exemplified the objectives and beliefs of the Jaycee Creed. The award is named in honor of Andrew and Charlotte Mungenast. Andrew was one of the founders of The U.S. Junior Chamber and served as its first secretary. Both the U.S. Junior Chamber and Junior Chamber International considered his wife Charlotte to be "The First Lady of Jaycees."

Additional Eligibility Requirements

A "Family" is defined as: a married couple with or without children, a single parent with one or more children, and siblings (i.e. brother/sister, brother/brother, sister/sister) living in the same household.

At least one (1) member of the family unit must be a Jaycee in good standing and meet the criteria listed under "General Eligibility Requirements." Any family may enter this competition regardless of the member's length of membership in the organization. All members of the family group that are 18-years-old or older must be present and participate in the competition. Children under the age of eighteen are welcome to attend and participate in the competition, but are not required to do so. Members who are competing in the Brownfield or Armbruster competitions on a state or National level in the current award year or who have competed in either or both competitions in a previous award year **are** eligible to compete in the Mungenast competition, provided they meet all other eligibility criteria listed under "General Eligibility Requirements" section.

Judging Procedure

A panel of judges will review the portfolios and conduct an exclusive oral interview of each family at the competition. Absolutely no spectators are allowed to be present during the interview competition. In the initial judging round, the portfolio and the oral interview will each count as 50% of the family's total score. A portion of the interview will be based on the resume and portfolio. The entire family will be interviewed, although children are not required to be present.

An additional round of competition (also known as "Finals" or "Call Backs") will consist of an oral interview only. Winners of the Andrew and Charlotte Mungenast Memorial Award will be determined by combining the portfolio score with the scores from each oral interview round.



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Durward Howes "Speak-Up" Memorial Award

Speak-Up competition is held twice each year (Year-End Meeting and Annual Meeting) to determine the most outstanding speakers in the U.S. Junior Chamber for that year. It is not the intent of this award to recognize professional speakers. The first-place winner must deliver his or her winning prepared speech at the general assembly meeting following the announcement of winners. The first place Speak-Up winner at the Year-End Celebration is eligible to represent the U.S. Junior Chamber at the JCI World Speaking Competition. This competition is held in May at the Area C Conference of the Americas. The winner of the Area C competition is eligible to compete at JCI World Congress.

The award is named in honor of Durward Howes, President of The U.S. Junior Chamber in 1930-31. Howes is known as the father of the Ten Outstanding Young Americans program.

Additional Eligibility Requirements

- Past national Master's Speak-Up winners are not eligible. All other eligibility criteria listed under "General Eligibility Requirements" also apply.
- Members who are employed in a profession in which public speaking is required, is not eligible to participate. "Employed" is defined as a position from which at least 25% of their income is derived.

Judging Procedure

The first round of competition will consist of a previously prepared speech, five to seven minutes in length. The topic of the speech shall be given to the competitors approximately ten days prior to the national competition. Under no circumstances will the prepared topic be published or released to the competitors until after the deadline passes for all competitors to register for competitions with the National Service Center. All competitors shall compete in this initial round and shall speak on the same topic. A second round of competitions known as "Finals" or "Call Backs," will be held for the competitors receiving the highest scores on their prepared speech. The finalists will compete against one another on the same impromptu topic. That topic will be announced to each candidate individually just prior to his or her speech. All competitors will be given the exact same amount of time (1 minute) to prepare for the impromptu speech. The length of the impromptu speech will be three to five minutes. The winners of the Durward Howes Speak-Up Award will be determined solely by the scores received in the final (impromptu) round.

The contestants will be judged on the basis of their delivery, speech content, salesmanship and continuity. All judges will utilize the same speech evaluation sheet. Contestants should take care **not** to identify their chapter or state in either their prepared or impromptu speeches.

Master's Speak-Up

The Master's Speak-Up competition is held twice a year (Year-End Meeting and Annual Meeting) and provides eligible state officers and local chapter presidents the opportunity to compete while in office. The format and judging procedure for this competition is the same as for the Durward Howes "Speak-Up" competition, including minimum and maximum times for the prepared and impromptu speeches. The topic for the prepared speech shall also be released in advance; however, it will not be the same topic that used for the Durward Howes "Speak-Up" competition. The first-place Master's Speak-Up winner must also deliver his or her speech at the general assembly meeting following the announcement of winners.

Additional Eligibility Requirements

Only current (the year on which judging is based) state officers and local chapter presidents are eligible to compete in Master's Speak-Up. Past national Durward Howes (Speak-Up) winners are eligible to participate in Master's Speak-Up. All other eligibility restrictions on current or past national officers, state presidents, National Awards Committee members and ineligible Program Managers also apply to this competition.

Write-Up Award

Write-Up competition is held twice each year (Year-End Meeting and Annual Meeting) to determine the most outstanding writers in Junior Chamber for that awards year. It is not the intent of this award to recognize professional writers. A "professional writer" is defined as a member who is currently or previously employed in a profession in which writing or publishing is required. "Employed" is defined as an occupation from which at least 25% of their income is derived. The winning essay from the competition at each Meeting will be published in the official publication of The U.S. Junior Chamber.



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Judging Procedure

Write-Up competition will take place in two rounds. Unlike Speak-Up, the Write-Up topics are not release in advance and no submissions are prepared in advance. All contestants will participate in the first round of competition. Everyone shall be sequestered in the same room. A topic will be revealed to the competitors at the beginning of the competition. Each contestant will have 30 minutes to complete an essay on the same topic. The entry will be judged on the basis of the comprehension and clarity of the topic, format of presentation (logic), development of the entry (creativity), and mechanics (spelling neatness and correct use of grammar). Contestants should take care not to identify their chapter or state in their essays. All essays will be hand-written. Nothing to assist the writer (dictionary, thesaurus, reference materials, etc.) will be permitted to be used or even brought into the room. Competitors judged as receiving the highest scores on their essay will participate in the second round of competitions known as "Finals" or "Call Backs." Write-Up competition for finalists will be conducted the same competition day, later in the afternoon. The same procedure used in the initial round of competition will be followed for the finalists' competition. The finalists will again have 30 minutes to complete an essay on a new topic. Winners of the award will be determined strictly by final round scores. Sorry, spectators are not allowed in the competition room during any portion of the Write-Up competition.

John W. Clark "Jaycee Jeopardy" Award

Jaycee Jeopardy is a question-and-answer contest dealing mainly with the history of the Junior Chamber organization, its officers, goals and activities. The competition is held twice each year (Year-End Meeting and Annual Meeting) to determine the most outstanding historians in the Junior Chamber for that year. Sources of information may include The Jaycee Book, USJC Website, Jaycees Magazine, A Legacy of Leadership (the 75th anniversary history book), Annual Meeting program book, National Programs and TOYA program book. Up to five winners will receive the John W. Clark Jaycee Jeopardy Award.

The award is named in honor of John W. Clark, author of the book A Legacy of Leadership, which describes the first 75 years of the U.S. Junior Chamber movement. Mr. Clark also serves as the organization's official historian.

Judging Procedure

The contestants will be judged on the number of correct answers given. For the preliminary round, a written questionnaire will be given to all contestants at the beginning of the competition. Each contestant will have 30 minutes to answer the questions. Competitors with the highest scores will advance to the final round, also known as "Call Backs." The finalists' competition is an oral round, "Jeopardy" style. Spectators are not allowed during the written test portion of the competition, but are encouraged to watch the final round.



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Jaycee Debate

The Jaycee Debate competition is held twice each year (Year-End Meeting and Annual Meeting) to determine the most outstanding debate team in the U.S. Junior Chamber for that year. It is not the intent of this award to recognize debate professionals, including but not limited to litigators, mediators and lobbyists. The first, second and third place winning debate teams will be recognized during the awards ceremony. Any teams (regardless of if they placed during National competition) may represent the United States Junior Chamber in competition at the Area C Conference of the Americas, held in May and/or the JCI World Congress, held annually in November. Members should consult the JCI website to obtain additional information regarding competing on an international level, including eligibility, deadlines and registration procedures.

Additional Eligibility Requirements

A Jaycee Debate team must include three (3) members: a "Captain" and two speakers. All three members must be from the same state, but do not have to be from the same chapter. **One** member of the team may be a current State officer or local chapter president. "Current" is defined as "having served during any portion of the year on which judging is based." "State Officers" are defined as: President, Vice Presidents, Regional Directors and District Directors. Both of the remaining two members of the team **must** meet the same eligibility criteria for all other competitions listed under "General Eligibility Requirements."

Competition Procedure

Competition will be on a single-elimination basis with winning teams moving on to the next level of competition. Depending on the number of teams competing and the combined score from previous rounds, the top 3 or 4 finalist teams will face off in "head to head" style competition or a "round-robin" style competition. The winners of the Debate competition shall remain secret until reveal at the awards ceremony. Audiences are invited to witness the Debate Competition throughout all rounds.

Teams will argue opposite sides of the topic. A coin toss prior to the announcement of the topic will be used to determine which team will be able to choose their preferred side. The team winning the coin toss will be provided with 30 seconds to make their decision to choose either "for" (the Pro side) or "against" (the Con side). Each team will be given the topic fifteen minutes prior to the start of the debate. Both teams are provided with the topic at the same time. Different topics, chosen via random drawing, will be used for each round of competition. The topics may be either Jaycee or non-Jaycee related. Speakers should take care **not** to identify their chapter or state (or that of their opponents) at anytime during their arguments.

During the Debate, speakers will adhere to the following **speaking order** and **time limits**:

- Captain FOR the motion (PRO): 2 minutes**
- Captain AGAINST the motion (CON): 2 minutes**
- 1st Speaker FOR the motion (PRO): 3 minutes**
- 1st Speaker AGAINST the motion (CON): 3 minutes**
- 2nd Speaker FOR the motion (PRO): 3 minutes**
- 2nd Speaker AGAINST the motion (CON): 3 minutes**
- Captain FOR the motion (PRO): 2 minutes**
- Captain AGAINST the motion (CON): 2 minutes**

The "Captains" for each team will be responsible for the team's "introduction" of their point of view and "summary" or "closing argument" for their point of view. **NO NEW MATERIAL MAY BE INTRODUCED** during the closing arguments; the speaker may only restate their point of view and rebut material already presented.



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POINT OF INFORMATION

Only a participating speaker can give a Point of Information. Substitutes, supporters, members of the audience cannot offer or answer Points of Information. A point of information may be made only during the second and third minutes of the first or second speaker's time. A Point of Information is not permitted anytime while the Captain is speaking.

Following are the procedures for giving and accepting Points of Information:

- a) If giving a Point of Information, raise your hand or place your hand over your head, stand up and address the speaker at the podium, saying, "On A Point Of Information."
- b) Wait for the speaker to indicate whether he or she will listen to your point. If the speaker says "No, thank you", or indicates by way of a gesture that the point will not be taken, or continues with their speech without yielding the floor, then sit down.
- c) If the speaker indicates that he or she will take the point, then deliver it clearly and briefly and then sit down. Do not retort to the speaker's reply. At no point should the speakers engage in a conversation with each other.
- d) If speaking, and an opponent offers a Point of Information, you can accept it right then, you can refuse to accept it, or you can indicate you will deal with it in a moment when you are finished with the point you are making.
- e) When replying to a Point of Information, be brief, humorous if possible, and then return to your speech.
- f) The time used to ask and answer the question (or Point of Information) counts against the current speaker's time. Thus it is important that the speaker keep control of his/her allotted time.

TIMEOUTS

- (a) Each team is allowed a quantity of one (1) time-out, one-minute in length, during the debate.
- (b) A timeout may be taken at any time during the debate as long as it is called in between speakers.
- (c) The team captain shall indicate to the Chairman that his/her team wishes to use their timeout, at which time the Chairman will ask the Timekeeper to inform them when the minute is up.

NOTE: Debate competitions held on the International level require a fourth member of the team, who shall to serve as an "adjudicator." An adjudicator is a judge for the competition. Since the US Jaycees have other methods in place for assigning judges for each competition (including debate), this position is not part of the US Jaycees Debate Competition.

If a member has competed in the Debate Competition at both National Meetings, he or she is ineligible to compete again on the National level. However, the member is eligible to participate on the International level in the position of adjudicator, Captain or speaker so long as he or she meets the International eligibility requirements. For the most updated International rules and guidelines, please visit the JCI website at www.jci.org.

**** For additional information on all Individual Competitions,
please consult the US Jaycee website. ****



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Officer Awards

The following awards are presented annually to those individuals who meet eligibility requirements and demonstrate outstanding dedication to The U.S. Junior Chamber. Except for Cavalli, Frost, and Whitfield nominees, entries must be submitted using the online method detailed on the USJC Website. The nominees must be authorized by the State President of the award year and submitted by the deadline published by the National Awards Committee. For each officer award, the National President appoints a select panel of judges.

Don Cavalli Memorial Award

The Don Cavalli Memorial Award is presented annually to the most outstanding National Vice President in the nation. The award is named in honor of Don Cavalli, of Ogden, Utah, former State President of Utah and a past National Vice President. Cavalli died in October 1977 from a rare blood disease. The National President shall select the recipient of the Don Cavalli Memorial Award.

Clayton Frost Memorial Award

The Clayton Frost Memorial Award is presented annually to up to five (5) outstanding State Presidents. The award is named in honor of Clayton Frost, former North Carolina State President, who died in April 1946 in an automobile accident while returning from the installation of a new chapter. The National President, after conferring with the National Vice Presidents, shall select the recipients of the Clayton Frost Memorial Award.

Allen Whitfield Memorial Award

The Allen Whitfield Memorial Award shall be presented annually to up to 20 outstanding State Presidents who have shown exemplary dedication and commitment to the Junior Chamber movement. The award is named in honor of Allen Whitfield from Iowa. He served as National President in 1936-37 and passed away in 1984. The National President, after conferring with the National Vice Presidents, shall select the recipients of the Allen Whitfield Memorial Award.

R. Bradley Trafton Award

This award is presented annually to up to 25 outstanding non-paid State Officers. This includes State Secretary, Administrative Officer, Legal Council, Treasurer, Chaplain, appointed Officers and other state-level positions that do not qualify for other awards. This award is named in honor of R. Bradley Trafton, a past U.S. Junior Chamber staff officer from New Hampshire. He also served as State President, Internal Vice President, and Chaplain (twice) for the New Hampshire Junior Chamber.

A letter of recommendation from the State President who held office during the awards year must accompany each nominee's entry form. Each state organization may nominate up to six (6) individuals for this award. The National Executive Committee selects the top 60 State Officer nominees. A committee appointed by the National President selects the award recipients.

Dennis Hamilton Memorial Award

The Dennis Hamilton Memorial Award is presented annually to up to ten (10) outstanding State Vice Presidents who, regardless of the name of their offices, are responsible for statewide programming. The award is named in honor of Dennis Hamilton, who, while serving as an Administrative Vice President of the Oklahoma Junior Chamber, died in an airplane crash on April 7, 1973, at the age of 30.

For each entry, two (2) letters of recommendation - one from the State President who held office during the awards year and the second from a National Vice President who held office during the awards year - must accompany each nominee's entry form. Each state organization may nominate up to two (2) outstanding State Vice Presidents for this award. The National Executive Committee selects the top 20 State Vice President nominees. A committee appointed by the National President selects the award recipients.

Steve Little Memorial Award

The Steve Little Memorial award shall be presented annually to up to ten (10) outstanding State Vice Presidents who, regardless of the name of their office, are in charge of statewide or area-wide membership activities. The



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award is named in honor of Steve Little who, while serving as President of the Wisconsin Junior Chamber, died in a car accident in January 1982 while driving to a Junior Chamber meeting.

For each entry, two (2) letters of recommendation - one from the State President who held office during the awards year and the second from a National Vice President who held office during the awards year - must accompany each nominee's entry form. Each state organization may nominate up to two (2) outstanding State Vice Presidents for this award. The National Executive Committee selects the top 20 State Vice President nominees. A committee appointed by the National President selects the award recipients.

Clint Dunagan Memorial Award

The Clint Dunagan Memorial Award is presented annually to up to 15 outstanding Regional Directors in the nation. The award is named in honor of Clint Dunagan from Midland, Texas. He served as President of the Texas Junior Chamber in 1944. He died on November 5, 1956, at the age of 37 in an airplane crash near Lampasas, Texas.

To be nominated, a letter of evaluation from the State President who held office during the awards year and the region's final Blue Chip submission must accompany the nominee's entry form. Each entry form must have the signature of the State President who held office during the awards year. Each state organization may nominate up to two (2) outstanding Regional Directors for this award. The National Executive Committee selects the top 40 Regional Director nominees. A committee appointed by the National President selects the award recipients.

M. Keith Upson Memorial Award

The M. Keith Upson Memorial Award is presented annually to up to 25 outstanding District Directors in the nation. The award is named in honor of M. Keith Upson from Caney, Kansas, who served as U.S. Junior Chamber Vice President in 1958-59. He died October 29, 1959, from a life-long diabetic ailment.

For each entry, a letter of evaluation from the State President who held office during the awards year and the district's final Blue Chip submission must accompany the nominee's entry form. Each entry form must have the signature of the State President who held office during the awards year. Each state organization may nominate up to three (3) outstanding District Directors for this award. The National Executive Committee selects the top 60 District Director nominees. A committee appointed by the National President selects the award recipients.

Seiji Horiuchi Memorial Award

The Seiji Horiuchi Memorial Award is presented annually to up to 12 outstanding State Chairpersons/Program Managers. The award is named in honor of Seiji Horiuchi, who served as Vice President of The U.S. Junior Chamber in 1958-59. He is credited with originating the concept of the Chairman's Planning Guide.

For each entry, a State Program Manager's Planning Guide (the ten-question CPG form with substantiating material) must accompany each nominee's entry form. Each entry form must have the signature of the State President who held office during the awards year. Each state organization may nominate up to five (5) State Chairpersons/Program Managers for this award. The National Executive Committee selects the top 30 State Chairpersons/Program Managers nominees. A committee appointed by the National President selects the award recipients.

Charles Kulp, Jr. Memorial Award

The Charles Kulp, Jr. Memorial Award is presented annually to up to 40 outstanding Local Presidents in the nation. The award is named in honor of Charles Kulp, Jr. from Delaware. Kulp served as the Local Chapter President for the Wilmington Junior Chamber and also as a State President for Delaware. He died of cancer in 1979.

For each entry, a letter of evaluation from the State President who held office during the awards year and the chapter's final Blue Chip submission must accompany each nominee's entry form. Each entry form must have the signature of the State President who held office during the awards year. Each state organization may nominate up to six (6) outstanding Local Presidents for this award. The National Executive Committee selects the top 120 Local President nominees. A committee appointed by the National President selects the award recipients.

Outstanding Local Vice President Award

The Outstanding Local Vice President Award will be presented annually to up to 20 outstanding Local Vice Presidents, regardless of the name of their office.

For each entry, a letter of evaluation from the State President who held office during the awards year and the chapter's final Blue Chip submission must accompany each nominee's entry form. Each entry form must have the



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signature of the State President who held office during the awards year. Each state organization may nominate up to twelve outstanding Local Vice Presidents for this award. The National Executive Committee selects the top 40 Local Vice President nominees. A committee appointed by the National President selects the award recipients.

Seldon Waldo Memorial Award

The Seldon Waldo Memorial Award will be presented annually to up to five (5) outstanding U.S. Junior Chamber Committee Chairpersons, Committee Members or National Consultants having served during the awards year. The award is named in honor of Seldon Waldo, an attorney from Gainesville, Florida, who served as U.S. Junior Chamber President in 1946-47. He died November 8, 1950, of nephritis, at the age of 35.

All National Consultants, National Chairpersons and National Committee Members (whether appointed by the President of The U.S. Junior Chamber or designated by the Staff Program Manager or National Chairperson with the approval of the President of The U.S. Junior Chamber) whose programming activity is nationwide in scope are eligible.

For each entry, a U.S. Junior Chamber Planning Guide (the ten-question CPG form with substantiating material) must accompany each applicant's form. The CPG must include the following information:

1. A copy of committee's objectives. A report on the nominee's activities, results and recommendations.
2. Copies of all promotional materials developed in full or in part and distributed, mailed out or made available electronically by The U.S. Junior Chamber during the awards year.
3. Financial report, including originally approved budget, approved budget changes and actual expenses.
4. Recommendations for future Chairpersons, Consultants or Committee Members in the nominee's position.

Wayne McCall Memorial Award

The Wayne McCall Memorial Award is presented annually to up to three (3) individual members who have made the most outstanding contributions in International Affairs activities. The award is named in honor of Wayne McCall, the first JCI Senator from Oregon. On October 28, 1956, he died fighting a fire while serving as a member of the volunteer fire department of Cottage Grove, Oregon. The National Executive Committee will select up to three (3) McCall Award winners. The judging is based on the project CPG with substantiating material.

Bill Butler Memorial Award

The Bill Butler Memorial Award is presented annually to the individual or program that has contributed the most to improving and modernizing corrections facilities during the awards year. The award is named in honor of Bill Butler, who served as President of an institutional chapter. He was killed while putting down a riot within his community.

A letter of recommendation must accompany each entry form. A local chapter or state organization must submit the nomination. A committee appointed by the National President shall select the award recipients based on the following criteria:

1. The individual or program must have actually helped people within the criminal justice system find the motivation and/or a method to remain crime-free and re-enter mainstream society.
2. The individual or program must be capable of being judged on a factual (statistical) level rather than emotional appeal.
3. The individual or program must utilize as high a degree of community resources as possible.



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MEMBERSHIP AWARDS

Recruiter's Hall of Fame

Each year, up to ten (10) of the most outstanding recruiters may be inducted into the Recruiter's Hall of Fame. To become a nominee, a member must accomplish **one or both** of the following criteria:

1. Recruit minimum of 200 new members during the awards year (January 1–Dec. 31)
2. Recruit a total of 500 members during the member's lifetime

To be eligible for consideration, the Hall of Fame application must be mailed to the National Service Center and postmarked by the date published by the National Awards Committee. Each winner will receive a plaque at the Year-End Meeting and his or her name will be permanently enshrined in The U.S. Junior Chamber Exhibition Hall.

Return the Favor Award (RTF)

The "Return the Favor" Award is presented annually to U.S. JCI Senators and/or U.S. JCI Senate Organizations that provide outstanding and conscientious service to the Jaycees of their city, town, state or the national organization.

The judging is based on written records detailing the contributions of the Senator or Senate Organization during the awards year. The records must be submitted to the U.S. JCI Senate's Return The Favor Chairman by the State President, Regional Vice President and/or State RTF Chairperson. The U.S. JCI Senate presents RTF Awards quarterly. These recipients are eligible for the annual U.S. Junior Chamber RTF Award presented at the Year-End Meeting.

The U.S. JCI Senate National President, the Administrative Vice-President and the RTF Chairperson judge the RTF award entries. Judging is based on activity reported during the year and supported by substantiating material and letters of nomination and/or recommendation.

Membership Excellence Awards

The Chapter Membership Excellence Awards

Chapter Membership Excellence awards recognize the outstanding accomplishment of chapters that multiply their membership within one year. These awards are presented at the Year-End Meeting and are designed to recognize those chapters that double, triple or quadruple their membership during the awards year (January 1st through December 31st).

The Individual Membership Excellence Awards

Individual Membership Excellence awards recognize the outstanding accomplishments of individuals and their contributions to growing the organization. These awards are presented at the Year-End Meeting and are designed to recognize those individuals who recruit 50, 75 or 150 members during the awards year.



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State Awards

Each year, state organizations establish programming and conduct projects that impact their members and the communities in which they serve. The National Awards Program has been established to honor those states that develop outstanding programming, exhibit and encourage leadership and provide opportunities for their members through projects and events. Entry procedures for State Awards are identical to that of Chapter Awards submissions and must be submitted using the online system provided by the USJC and available on the USJC Website. All entries must be authorized by the State President who held office during the awards year and be submitted by the date published by the National Awards Committee.

State Tiers

State Annual Report entries are classified into groups for the initial round of awards judging. States that are similar in membership size are placed into the same group. These groups are known as State Tiers. The USJC National Service Center assigns the State Tiers based on each state's January 1 base membership. The following are the State Tiers:

State Tier	Base Membership
Tier 1	0 - 750
Tier 2	751 - 1,750
Tier 3	1,751 +

Suggested State Business Plan Guidelines

State Business Plan awards identify a successful state by evaluating the state's performance in all areas. Just as with chapter annual reports, a state's goals and results need to be grouped according to the Areas of Opportunity for judging. Planning to be successful in each of these areas is the first step toward the state's overall success.

The same planning and procedures utilized by chapters in developing a Business Plan should also be utilized by the state. The objectives of the chapter and state plans are similar, however, there are **three** main differences:

1. In addition to the needs of individual members' and community needs, the needs of the **chapters** must also be considered. For example, programs should be developed to assist in meeting chapters' needs. If it is determined that several chapters have a need for officer training, then perhaps a statewide Local Officers Training could be held in January. If several chapters don't have websites, create a "Technology Program Manager" position whose responsibility it is to educate chapters on the basics that they need to know to get started.
2. In **state** business plans, a majority of the goals should be set in reference to **chapters**. For example, instead of setting goals by *membership* involvement, goals should be set in terms of gaining the involvement of *chapters* in state programs and projects. Likewise, membership growth should be expressed numbers per chapter (and not merely an overall growth number – i.e. "To grow the state by one."). Keep in mind that all goals (reflected in numbers) should be tracked and reported.
3. A state should identify the need for new Junior Chamber affiliations by location within the state. Timeframes for chartering and the reasons the locations were chosen should also be outlined.

A state's Business Plan should reflect the needs of the local chapters, the members, the state communities and the state organization as a. These needs can be determined through many means, including but not limited to:

1. Survey of chapters, members and/or state officers
2. Brainstorming and evaluation by state officers
3. Recommendations from previous administrations
4. Input from local government and community leaders
5. Recommendations from other bodies, such as long-range planning committees, Blue Ribbon-type panels, the state Senate organization, etc.

These needs, once ascertained, should assist in establishing and prioritizing the goals and objectives for the state organization. Once the needs have been identified and the goal and objectives established, a state can now evaluate its organizational structure and determine whether the current structure should be maintained or changed. States are no longer limited to having the set programming, membership, and administrative structure as previously prescribed. Each state best knows the needs of the state organization and should add and/or delete areas of the organization to ensure that the structure will produce successful results. In the initial writing of the state plan the state should include the rationale behind how and why the needs were determined and the goals and objectives established. Remember, if a goal cannot be tracked numerically, it is a wish, not a goal.



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Once goals are established, throughout the year (perhaps monthly, quarterly, or mid-year) evaluation of the state plan and the organization's progress to date, should be conducted. Such evaluations may reveal that revisions to the state plan may be warranted. Decisions to modify, delete, expand or add to the original goals and objectives should be included in the reports created from the evaluation of the plan. (Annual Report).

Suggestion for Creating State Annual Reports

State Annual Report is a year-end summary of the state's activities, goals and results. It incorporates the evaluation of state's initial Business Plan (including periodic evaluations) and details the and results – both positive accomplishments as well as noting while things fell short. The State Annual Report is organized into Areas of Opportunity.

The overall impact on chapters, members, and the state organization will be presented in the Annual Report. The Annual Report needs to explain how the goals, objectives, changes in structure (or lack there of), etc., impacted the local chapters, members, and state organization. The most important criteria on which the state will be evaluated, both in overall Annual Report and each Area of Opportunity is **IMPACT**. (See "Judging Guidelines for State Annual Reports" below more detailed information about impact.)

The State Annual Report submission is similar to a Local Chapter Annual Report. It should include:

1. State President's summary and evaluation for each area and the state's performance overall
2. Report from Vice Presidents, regions, districts, or from other organizational structures.
3. Financial statement for the state (proposed budget and actual or "final")
4. State Business Plan, including all revisions, periodic evaluations and year-end evaluation. Include impact on the local chapters, members and state organization.
5. Recommendations for the future.

Unless there are extensive changes in the state's organization and structure, the state Annual Report will be similar to the previous state programming books. However, with the use of electronic submissions, instead of creating four additional separate books (one per area), all area reports will be incorporated into a single Annual Report submission. This is exactly how a business or company would produce their annual report for investors and shareholders.

State Area of Opportunity Reports

Success for a state in each Area of Opportunity will help to determine a state's overall success. After all, the whole is as good as the sum of its parts. State Area of Opportunity awards evaluate the activities of a successful state organization **by area**. They are designed to recognize those **portions** of a state's plan that achieve excellence in impacting the state's members. The Area of Opportunity awards are determined by judging the state's Annual Report. Just as with local chapter submissions, no separate or additional documentation is necessary



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Judging Guidelines for State Annual Reports

**** In judging Annual Reports, **the report format and writing quality is secondary to the impact and accomplishments achieved** by the state organization. ****

To determine **impact** ask questions like:

- "What was accomplished for the local chapters, members, and state?" Don't forget: Quantitative results should be clearly stated, (e.g. net growth numbers, retention numbers, net number of chapters, number of local members involved, etc.) as well as the significance of those numbers. (For example: "This was a 27% increase in attendance from last year's second quarter conference.")
 - "What was important about the results achieved? What is their significance?" For example, did the growth focus on red-line chapters? Was a previously un-serviced area attended to?
 - How were state programs instrumental in promoting and developing Chapters and members?

In addition, the following criteria will be used to assess a state's overall success:

- Did the state increase its membership (number of members and/or quantity of chapters) during the awards year?
- Does it appear that the chapter and state leaders actively participated in the planning and evaluation process?
- Were state leaders provided the opportunity for training and development?
- Were members given the opportunity for personal and professional development through state programs and activities?
- How did the state make an impact on its members, chapters, and/or on the community?
- How were the state goals determined as they related to the State Areas of Opportunity? Do the goals appear to relate to the needs and desires of chapters or the state?
- What levels of success were used and how were these levels determined based on available resources and activities? Were these levels met?
- How did the results achieved in the Business Plan make an impact on the chapters? Individual members? The State Organization?

Finally, keep in mind that the judges' evaluation of State Annual Reports will encompass all areas of state management and operation. For example, communication efforts will not be judged merely by just the state newspaper or President's newsletter (or other "official" or "formal" means of communication). Instead they will also evaluate the means used and effectiveness of all communication used for all officers and areas. In this respect, the entire Annual Report will be used to judge each Area of Opportunity.

Judging Process for State Annual Reports and Area of Opportunity Reports

The State Annual Report will be judged first within state tiers; focusing on their overall performance as a state organization. The same State Annual Report will be also judged by each Area of Opportunity within the state tiers. The first-place winners for the Annual Report and in each Area of Opportunity by state tier, will then compete against the other state tier winners to determine the Most Outstanding State in the Nation **and** the Most Outstanding State in each Area of Opportunity category. **NOTE:** The most outstanding state in the nation will **not** be determined by which state wins the **most** Area of Opportunity awards. Instead it will be awarded to the state that has the best overall results and accomplishments, and demonstrates the greatest achievements in programming and leadership for their chapters.



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State Awards

George O. Wilson Memorial Award

The George O. Wilson Memorial Award is presented annually to the state organization with the best programming by Area of Opportunity, by state tier. The award is named in honor of George O. Wilson, who served as President of The U.S. Junior Chamber in 1921-1922.

Number One Overall State Award

The Number One Overall State award is presented annually to the state organization with the greatest impact in the U.S. Junior Chamber. The best overall state organization will be selected from the George O. Wilson Memorial award winners of each state tier.

James McKeithan Memorial Award

The James McKeithan Memorial Award is presented annually to the state organization conducting the best and most comprehensive activities in the area of International Involvement. Judging is based on the International Area of Opportunity section of a state's George O. Wilson Annual Report submission. No other separate documentation is required. The award is judged by the National President, Executive Vice President and one Staff Officer selected by the National President from suggestions made by the Executive Committee.

James McKeithan of Mission, Texas, represented The U.S. Junior Chamber as an Ambassador to South America in 1968. While serving in this capacity, he drowned while swimming in Natal, Brazil.

Statewide Project Award

Statewide Project awards are presented annually to the state organizations conducting the most outstanding statewide projects. First, second-, and third-place awards are presented at Year-End Meeting. Statewide projects are **not** judged according to Area of Opportunity. All Statewide Projects are judged equally against one another regardless of state tier (number of members) or the Area of Opportunity in which the project falls.

The award is judged based on the submission of a Chairman's Planning Guide with substantiating materials. Only projects entered specifically for these awards will be considered. States may enter as many statewide projects as they desire. Entries for the Statewide Project Award will be uploaded using the eAwards System and will be certified by the State President and the appropriate entry fee must be remitted to the National Service Center by the date published by the National Awards Committee.

Andrew G. Mungenast Founder's Plaques

Two Andrew G. Mungenast plaques are presented annually in recognition of increases in new chapter affiliations. The first is presented to the state with the greatest numerical growth in chapters (the largest number of new chapters chartered) within the awards year. The Second plaque recognizes the state with the highest percentage of increase in number of new chapter affiliations. Verification is made through U.S. Junior Chamber growth records from January 1st through December 31st.

These awards are presented in honor of Andrew G. Mungenast, who was one of the founders of The U.S. Junior Chamber and served as its first secretary.

Membership Plaques

Two plaques are presented annually each year in recognition of outstanding membership growth by a state. The first is awarded to the state with the highest **percentage** of membership growth. The second plaque is presented to the state with the greatest **numerical** membership growth. Both are based on official U.S. Junior Chamber membership records from January 1st through December 31st of the awards year..



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State Marketing Campaign Award

The State Marketing Campaign Award is presented each year at Year-End Meeting to up to three states having the most outstanding state marketing campaign promoting the Junior Chamber organization through print, broadcast, and/or electronic Medias. First-, second-, and third-place awards are presented.

Judging Criteria

All publications must be published at least quarterly and will be judged according to the following three criteria:

1. PLANNING
 - Primary purpose stated clearly and simply
 - Stated goals related to state's priorities
 - Goals are specific and measurable
 - Realistic budget presented
 - Management techniques defined
 - Benefits to members stated clearly
2. IMPLEMENTATION
 - Roles of state officers defined
 - Roles of non-members defined
 - Manpower, resources, and supplies identified clearly
 - Steps to implement project stated clearly
 - Project implemented to produce benefits to members
3. EVALUATION
 - Goals evaluated separately, results measured
 - Financial results presented clearly
 - Recommended changes clearly explained
 - Complete description of problems and how they were handled
 - Ways benefits were delivered to members

Procedure for Entering

Submit a completed Chairman's Planning Guide and substantiating materials in **Electronic Form** by the upload deadline that details the State's Overall Marketing Campaign for the year. Include in the Guide or substantiating material, the links to the chapter website.

The following criteria will be evaluated when looking at the State **website** as part of the overall State Marketing Submission:

1. Design and layout (does it flow, will I go inside?)
2. Originality (creativity)
3. Functionality (easy and clean navigation)
4. Appropriate use of JavaScript, applets, graphics, Flash, audio, video, etc
5. Does site present a positive image and communication?
6. Good content (is it engaging, do I want to come back?)
7. Good links (no or limited broken links, missing pictures or graphics)
8. Contact information (board members, project chairs, webmaster, chapter or state)
9. Fast loading pages - bandwidth usage
10. Overall look and feel of site