

The National Coffee Association

Distinguished Leadership Award

Terms & Conditions

By establishing the National Coffee Association Distinguished Leadership Award, the NCA seeks to acknowledge individuals who have selflessly given their time and talents to enhance the National Coffee Association and the coffee industry.

DESCRIPTION OF THE AWARD

The National Coffee Association Distinguished Leadership Award is given to an individual who has demonstrated extraordinary leadership, service, advocacy, and engagement to advance both the National Coffee Association (NCA) and the coffee industry. The recipient of this special honor has demonstrated exemplary leadership, service, and commitment to the NCA and the coffee industry by promoting and advancing the NCA's mission; contributing to the advancement of the coffee industry; and going above and beyond what one may usually undertake. The award is for continuous and sustained leadership, service, and contributions, rather than for a single act, no matter how monumental.

Examples of Promoting and Advancing NCA's Mission:

- Supported the Association through times of transition, change, self-assessment, or planning.
- Attended, participated, presented, sponsored, or exhibited at NCA Annual Convention or programs.
- Provided public advocacy on behalf of the NCA and its mission.
- Served on committees or task forces.
- Created or coordinated initiatives that provided increased services to members of the NCA.
- Enhanced NCA's visibility, awareness, or impact among external organizations, governing entities, or the public.
- Served on the NCA Board of Directors.

Examples of Contributing to the Advancement of the Coffee Industry:

- Contributed to the development of industry knowledge.
- Advanced industry best practices.
- Provided talents or technical capabilities to support coffee-related charitable programs.
- Provided resources, talents, or technical capabilities to support local communities.
- Provided resources, talents, or technical capabilities that had a positive impact on the reputation, growth, or sustainability of the coffee industry.
- Influenced, motivated, or supported the development of young professionals or emerging leaders in the industry.

BENEFITS

The NCA Distinguished Leadership Award recipient will receive the following benefits:

- Press release announcing the NCA Distinguished Leadership Award Winner.
- A complimentary delegate registration to attend the NCA Annual Convention at which he/she is honored.¹
- Presented with a commemorative plaque and pin at the NCA Annual Convention at which he/she is honored.
- An NCA Distinguished Leadership Award ribbon at the NCA Annual Convention at which he/she is honored, and which is held in person.
- Recognized on the event app of the NCA Annual Convention at which he/she is honored.
- Recognized in the Awards & Recognition Gallery on the NCA Annual Convention platform at which he/she is honored, and which is held virtually.²
- Recognized in the first issue of the *NCA Coffee Reporter Weekly* following the award's presentation.
- Recognized on a dedicated webpage on the NCA website titled "Distinguished Leadership Award."
- The winner will receive additional recognition among his/her peers through NCA communications channels.

NOMINEE'S ELIGIBILITY REQUIREMENTS

- The nominee must be a current or prior member of the NCA in good standing.
- No restrictions as to the classification of membership.
- The nominee must be widely regarded as possessing integrity, honesty, and the respect of his/her peers.
- This is an individual award. Companies are not eligible.
- The Nominee may be living or deceased.
- The timeframe of the nominee's contribution(s) is open-ended.
- Current members of the NCA Board of Directors are not eligible for consideration during their term of office. Nomination of a prior board member cannot occur until the candidate has left the Board.
- The award recipient or a representative, on behalf of the Award recipient, must be available for the Awards Presentation during the NCA Annual Convention.

¹ Complimentary NCA Annual Convention delegate registration only and does not include any optional activities and events that require additional registrations and/or fees.

² Production cost of all digital materials for the Awards & Recognition Gallery are not included and the responsibility of the NCA Distinguished Leadership Award recipient or the representative if awarded posthumously.

NOMINATION PROCESS

- A minimum of four (4) nominations is required, but a maximum of five (5) nominations can be submitted, by NCA members in good standing.
- **Required Nominations:**
 - One (1) Lead Nomination from an NCA member in good standing.
 - Three (3) Supporting Nominations from NCA members in good standing.
- **Additional Nominations (Not Required)**
 - There may be one (1) additional Supporting Nomination submitted from an NCA member in good standing.
- Nominees may also be identified and submitted by NCA staff.
- Self-nominations are not accepted.
- Nominations may be made to present the award posthumously.
- Nominations and any supporting materials must be in English.
- Nominations must explain to the Judges why the nominee deserves, above all others, this distinguished award.
- Nominations must contain sufficient information to inform the NCA Awards Committee without additional research.

IMPORTANT DATES AND DEADLINE

ONLINE SUBMISSION DEADLINES: Tuesday, November 26, 2024.

- **Supporting Nominators** should submit their nominations by **November 22, 2024**, so that the **Lead Nominator** has time to submit all required nominations by **November 26, 2024**.
- For nominees to be considered as award recipients at the next NCA Annual Convention, online nominations must be submitted to the NCA by **Tuesday, November 26, 2024**.

AWARDS PRESENTATION: Friday, March 7, 2025. The Awards Presentations will take place during the Friday Awards Luncheon at the 2025 NCA Convention.

JUDGES AND AWARD CRITERIA

- **JUDGES**
 - The NCA Awards Committee shall review nominations for the Distinguished Leadership Award.
 - The NCA Awards Committee will consist of the current NCA Chair of the NCA Board and at least four other members of the NCA Board of Directors. The NCA Awards Committee may include additional judges designated by the Awards Committee and the NCA.
- **JUDGING CRITERIA**
 - Nominations will be judged based on the following criteria:
 - Demonstration of Character, Leadership Qualities, and Commitment to the NCA and the coffee industry.
 - Type of Leadership, Service, and Contributions.
 - Degree of Leadership, Service, and Contributions.
 - Leadership, Service, and Contributions Results.
 - Impact - Scope and Scale of Leadership, Service, and Contributions.

SELECTION PROCESS AND NOTIFICATION

• SELECTION PROCESS

- The final candidate for the NCA Distinguished Leadership Award will be determined by consensus of the NCA Awards Committee.
- The recommendation by the NCA Awards Committee will be reviewed by the Board of Directors during a meeting (i.e., in person, electronic, telephone, or video), in which a quorum is present and shall be approved by a three-quarters vote of those Board members present at the meeting.
- The NCA Distinguished Leadership Award is limited to one recipient in any given year.
- The NCA Distinguished Leadership Award is not required to be given annually.
- The NCA Awards Committee may decide not to give the award if, in its sole discretion, the judging criteria are not met.

• NOTIFICATION

The NCA Distinguished Leadership Award recipient and nominators will be notified by the Chair of the NCA Board of Directors. Such notification will be sent by email within 30 days prior to the date of the Award presentation. The email will contain a request not to disclose the selection prior to the official announcement by the NCA.

RELEASE WAIVER AND USE OF NOMINATOR'S INFORMATION

The NCA will not return any of the submission materials. By submitting a nomination for the NCA Distinguished Leadership Award, the nominator takes full responsibility for the accuracy of all information submitted and warrants that all necessary permissions have been obtained from others who may have rights to the information and/or materials and that no compensation is due to the nominator in exchange for the information/materials submitted. Nominator further holds the NCA and NCA employees, agents, officers, directors, and members harmless from all liability, and grants to the NCA the non-exclusive right to publish, reproduce, and distribute submitted information on the NCA website, at the 2025 NCA Convention, on the 2025 NCA Convention app, and in NCA digital, social, and print communications.

REMOVAL AND REVOCATION OF NCA DISTINGUISHED LEADERSHIP AWARD

The NCA shall have the sole authority and discretion to rescind the NCA Distinguished Leadership Award and all privileges connected therewith, having determined that there is good cause to do so. This may include, but is not limited to, misrepresentation, fraud, deception, or unethical practices. The NCA's discretion in this matter shall include the right to rescind an Award and remove the individual from the list of honorees after the Award has been bestowed.

AMENDMENTS

The NCA shall have the sole authority to interpret and enforce all terms and conditions contained herein, to make any amendments thereto, and to make further rules as shall be considered necessary. Any and all matters or questions not specifically covered by these terms and conditions are subject to the discretion of the NCA, whose decisions will be final.

NCA PRIVACY POLICY

[Click here](#) to view the most recent Privacy Policy.

QUESTIONS

Contact Terri Bartlett, Director of Member Relations, [via email](#) or at (646) 924-4039.