

**2009 YWCA Tribute to Women
Sample Nomination**

1. What qualities does your nominee possess that make her an effective leader in her field?

This nominee is everything that a leader should be: bright, approachable, decisive, fair, and level-headed with a great sense of humor.

She communicates superbly with all levels of our organization – her direct reports, other department directors, upper management and members of the Board of Directors. She has an excellent rapport with those within the organization, as well as those outside the organization, such as vendors, advertising agency representatives and media representatives.

It did not take long for this nominee to make her mark in her professional field. Her communication skills, creativity and attention to detail were quickly recognized within the organization, resulting in her rise to the leadership position she holds today. Her calm, collected nature enables her to handle any situation.

Her team members appreciate her “open-door” policy and the way she encourages them to further their own professional development. She regularly provides recognition for her team members – as well as employees in other departments – so they can see how their efforts contribute to the overall mission and goals of the organization.

2. How has your nominee demonstrated skill development and growth within the category of her nomination?

This nominee began her career in an entry-level position within our department. Early in her ten-year career, she participated in a company leadership program in which she learned about all aspects of the organization, including human resources, finance, marketing, operations and sales. In addition, she was also taking night and weekend classes to complete her Master’s Degree in Marketing.

After just three years with the company, she was promoted to a department supervisor within the marketing department and, two years, later, she was named to her current position as Director of Marketing and Public Relations.

She continues to pursue professional development through membership in the Sales & Marketing Executives, where she was just named to their governing board. She is an avid reader of print and online marketing journals to broaden her knowledge about the marketing and public relations field, which enables her to bring new information to her team members to help them in their every day work. She also encourages the members of her team to participate in programs that further their own professional and personal development.

3. What achievements has your nominee made, personally and/or professionally, that are evidence of her qualification for the YWCA Tribute to Women award?

- Graduate of our company’s leadership program
- Completed her Master’s Degree in marketing while working full-time
- Supervises 12 full-time staff
- Launched dynamic, new website in January 2008 that has seen a 50% increase in traffic during the first year and that has contributed to over 40% increase in online sales.
- Led a change in company branding that has led to increased recognition and top of mind awareness for our company
- Developed an in-house agency for design and print services for improved stewardship of marketing resources

4. Please share a brief story that illustrates a specific contribution made by your nominee, as well as, her overall impact in her business, organization, and/or community.

Prior to this nominee assuming the role of Director of Marketing and Public Relations, our company website was rather static with limited opportunities for true interaction with our customers. This nominee formed a workgroup that included representatives from our information technology, human resources, sales, operations and finance staff to redesign a site that was database-driven to allow us to capture the interests of site visitors in order to promote the products more effectively, to provide a secure means for online sales – all within a specific budget. In addition, her leadership in this project afforded the human resources department the opportunity to add an online recruitment portal that has benefited their hiring efforts. She ensured that all areas of the organization were represented in this effort, and the launching of the new site has positively impacted our organization – as well as enhanced our image in the community and throughout the region.