



Maryland Farm Bureau

Awards of Excellence

(Awards program year July 1, 2009- June 30, 2010)

Awards Program

Level 1

The first level is an **Award of Excellence**. Awards of Excellence can be given for each program area that the judges deem deserving of recognition. They will be awarded on three levels, Gold, Silver and Bronze levels.

Level 2

The second level is the **President's Award** designations shall be given to the most outstanding entry for each activity area. The President's Award is based on these two criteria: results and innovation, each with a value of 50 points.

Counties may submit their entries in any or all six activity areas. These six activity areas represent areas in which County Farm Bureaus should conduct programs in order to achieve the organization's mission. The six program areas are:

LEGISLATIVE AFFAIRS
MEMBER BENEFITS AND MEMBERSHIP
LEADERSHIP DEVELOPMENT
WOMEN'S LEADERSHIP & AG EDUCATION
YOUNG FARMER'S
OUTSTANDING COUNTY PROGRAM

Judges will determine designating the Awards of Excellence based on the following value:

Member Involvement – 15 percent
Communication – 10 percent
Planning/Goals – 15 percent
Results – 60 percent

There may be one President's Award presented for each of the six activity areas. The President's Awards will be determined by results (impact) and innovation (uniqueness, use of resources – volunteer and financial). Judges will assign President's Award entries up to 50 points each for results and innovation.

Rules:

1. Awards applications must be submitted to MFB by August 1, 2010. Please submit entries to Laura Ruhlman at Laurar.mdfb@verizon.com or Maryland Farm Bureau, 8930 Liberty Road, Randallstown, MD 21133. The county will receive a confirmation email.
2. Applications for the Awards for Excellence, when printed, shall be limited to no more than two one-sided pages per activity area. The four categories of Member Involvement, Communication, Planning/Goals and Results must be used. Counties may use the template that is provided as a guide.
3. **No** Identifying information is to appear in application. For example, no County names, no town names, no Farm Bureau member names, no County Presidents name etc.
4. Counties that earn an Award of Excellence will be considered for the President's Award. The President's Award is judged on results and innovation. There is a 100 point scale with 50 points assigned to results and 50 points assigned to innovation.
5. The font size must be a minimum of 10 point Times New Roman or Aerial font only. Pages must have a minimum ½ inch margin on all sides. No underlining of words or sentences.
6. The Silver Bowl is determined by the top scores in all program areas.

LEGISLATIVE AFFAIRS

Please describe your County's Legislative affairs activities. Please include the purpose/goals of the project, how it was implemented and communicated, how many members were involved, who the project benefited and what the benefit was to the County Farm Bureau.

The narrative will be measured by the judges' assessment of success according to the following:

Member Involvement – 15 percent

Communication – 10 percent

Planning/Goals – 15 percent

Results – 60 percent

You may describe as few as one activity or as many activities as you feel are appropriate.

Among the programs you may want to discuss in the area of Legislative Affairs are: Policy Development process; Day in Annapolis and Washington Drive In; Grassroots Programs, such as FB ACT; Legislative meetings and tours; Political Action Committee activities; Letter writing/email campaigns; Local Affairs

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Program Area: **LEGISLATIVE AFFAIRS**

Member Involvement 15%:

Communication 10%:

Planning /Goals 15%:

Results 60%:

MEMBER BENEFITS & MEMBERSHIP

Please describe your County's Member Benefits and Membership activities. Please include the purpose/goals of the project, how it was implemented and communicated, how many members were involved, who the project benefited and what the benefit was to the County Farm Bureau.

The narrative will be measured by the judges' assessment of success according to the following:

Member Involvement – 15 percent

Communication – 10 percent

Planning/Goals – 15 percent

Results – 60 percent

You may describe as few as one activity or as many activities as you feel are appropriate.

Among the programs you may want to discuss in the area of Member Benefits & Membership are:

Membership drives; Retention of existing members and recruitment of new members; Promotional/member discount programs such as a) Dodge, b) Choice Hotels, etc; Nationwide Insurance and The County's relationship with local agents; Activities to thank your local agents; Web Site updates; Spotlight articles; My Maryland Articles; Coalitions built with other agricultural groups to promote and fulfill the Farm Bureau mission of informing the public about agriculture; Fair Displays;

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Program Area: **MEMBER BENEFITS & MEMBERSHIP**

Member Involvement 15%:

Communication 10%:

Planning /Goals 15%:

Results 60%:

LEADERSHIP DEVELOPMENT

Please describe your County's Leadership Development activities. Please include the purpose/goals of the project, how it was implemented and communicated, how many members were involved, who the project benefited and what the benefit was to the County Farm Bureau.

The narrative will be measured by the judges' assessment of success according to the following:

Member Involvement – 15 percent

Communication – 10 percent

Planning/Goals – 15 percent

Results – 60 percent

You may describe as few as one activity or as many activities as you feel are appropriate.

Among the programs you may want to discuss in the area of Leadership Development are:

Leadership development/training opportunities offered to your membership, including board members, county president, women, and Young Farmer's and Ag in the Classroom program; How are you developing the leaders within your county? How do you surface and involve new members in county board and committees, activities, etc? How have you utilized the Discussion Groups within your county?

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Program Area: **LEADERSHIP DEVELOPMENT**

Member Involvement 15%:

Communication 10%:

Planning /Goals 15%:

Results 60%:

WOMEN'S LEADERSHIP & AG EDUCATION

Please describe your County's Women's Leadership activities. Please include the purpose/goals of the project, how it was implemented and communicated, how many members were involved, who the project benefited and what the benefit was to the County Farm Bureau.

The narrative will be measured by the judges' assessment of success according to the following:

Member Involvement – 15 percent

Communication – 10 percent

Planning/Goals – 15 percent

Results – 60 percent

You may describe as few as one activity or as many activities as you feel are appropriate.

Among the programs you may want to discuss in the area of Women's Leadership are: Day in Annapolis; Food Check Out Day Activities; MAEF/Ag in the Classroom Activities; Miss Contest and activities

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Program Area: **WOMEN'S LEADERSHIP & AG EDUCATION**

Member Involvement 15%:

Communication 10%:

Planning /Goals 15%:

Results 60%:

YOUNG FARMER'S

The Outstanding Young Farmer's Committee is chosen based on the top scores and will be awarded at the Young Farmer Annual meeting.

Please describe your County's Young Farmer's activities. Please include the purpose/goals of the project, how it was implemented and communicated, how many members were involved, who the project benefited and what the benefit was to the County Farm Bureau.

The narrative will be measured by the judges' assessment of success according to the following:

Member Involvement – 15 percent

Communication – 10 percent

Planning/Goals – 15 percent

Results – 60 percent

You may describe as few as one activity or as many activities as you feel are appropriate.

Among the programs you may want to discuss in the area of Young Farmer's are: Day in Annapolis; Harvest for All Projects; Retreat Participation; Discussion Meet; Excellence in Ag and Achievement Award Applicants; Dairy Bar Participation; State Convention Participation; Ag Education Activities; Community Activities

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Program Area: **YOUNG FARMER'S**

Member Involvement 15%:

Communication 10%:

Planning /Goals 15%:

Results 60%:

OUTSTANDING COUNTY PROGRAM

The applications for Outstanding County Program will be shared with the 23 County Farm Bureau's and displayed on the Maryland Farm Bureau website, as an idea exchange.

Please describe your Outstanding County Program. Please include the purpose/goals of the project, how it was implemented and communicated, how many members were involved, who the project benefited and what the benefit was to the County Farm Bureau.

The narrative will be measured by the judges' assessment of success according to the following:

Member Involvement – 15 percent

Communication – 10 percent

Planning/Goals – 15 percent

Results – 60 percent

You should describe one activity or program.

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Member Involvement 15%:

Communication 10%:

Planning /Goals 15%:

Results 60%: