

SNOWMOBILE EXCELLENCE AWARDS MANUAL



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2010 Revision



Snowmobile Excellence Awards Manual

The Alberta Snowmobile Association is pleased to present the ASA Snowmobile Excellence Awards program to recognize exceptional contribution to the recreational activity of snowmobiling.

The ASA Snowmobile Excellence Awards will honour individuals, snowmobile clubs, associations and businesses affiliated with ASA in Alberta that, during the past year, have made a significant contribution towards showcasing the popularity and the overall appeal of the sport, have made a remarkable effort to promote solidarity and responsibility within the snowmobile community or who have offered exceptional quality of service to snowmobilers.

Snowmobilers belonging to the Alberta Snowmobile Association will have the opportunity to submit a nomination for each of the ten (10) awards offered. The nomination ballots must be received by the ASA Head Office no later than June 1st yearly. These nominations will be submitted to a provincial panel of judges, which will select the provincial winners. The award recipients will be announced and the clubs will be notified of the location and date of the awards presentation.

The provinces/territories affiliated with the Canadian Council of Snowmobile Organization have adopted the award criteria from the national awards program. The Groomer of the Year Award and the Louise Sherren Lifetime Achievement Award are provincial awards, however, the balance of the ASA Award nomination winners shall be forwarded to the national office to be considered for the CCSO (Canadian Council of Snowmobile Organizations) Snowmobile Excellence Awards. These nominations will then be submitted to a national panel of judges, which will select the winners. The award recipients will be announced at the annual International Snowmobile Congress.

If no nominations are received for a particular category, there may be no award presented for the current year.



RULES AND REGULATIONS

A. There are ten (10) categories of ASA Snowmobile Excellence Awards. The categories and conditions of admissibility are as follows:

1. The ASA Excellence Award for Outstanding Snowmobile Dealership.

The recipient of this award will be recognized for their exceptional customer and after-sales service, superior technical knowledge, superlative efforts to promote the sport, and strong ties to their local snowmobile clubs.

2. The ASA Excellence Award for Outstanding Organized Snowmobile-related Company.

The recipient of this award will be recognized for its exceptional contribution, during the past year, to the promotion of snowmobiling. Nominees will be evaluated on their sponsorship of programs or projects in conjunction with the snowmobile community, government agencies, associations or the media; technological innovations that provide snowmobilers with greater comfort, safety or price-quality value; or initiatives leading to the expansion of snowmobiling or the enhancement of its safety and pleasure. The following business types may be nominated for this award: snowmobile clothing, parts, accessories or industry supporting corporations. Excluded are the principal snowmobile dealers and manufacturers.

3. The ASA Excellence Award for Outstanding Promotion and Development of Snowmobiling.

The recipient of this award must be a member club of the Alberta Snowmobile Association affiliated with the CCSO, or a non-profit organization, which has shown outstanding achievement in the development and implementation of a program, original initiative or event and which will have been deemed a success by snowmobilers and/or non-snowmobilers, and from which media recognition or financial benefits have contributed to increasing the image and exposure of snowmobiling and the growth of the sport in Alberta.



4. The ASA Excellence Award for Outstanding Snowmobile Club.

The recipient of this award must be a member club of the Alberta Snowmobile Association, that has, above all, distinguished itself in the following areas: management, trail quality, safety, promotion and development and community outreach.

5. The ASA Excellence Award for Outstanding Snowmobile Family.

The family receiving this award must belong to a member of the Alberta Snowmobile Association, and will have distinguished themselves in the following areas: volunteerism, leadership, safety, promotion and development and community outreach.

6. The ASA Excellence Award for Outstanding Snowmobiler.

The recipient of this award must belong to a member club and the Alberta Snowmobile Association, and will have distinguished himself or herself in the following areas: volunteerism, leadership, safety, promotion and community outreach.

7. The CCSO Excellence Award for Outstanding Snowmobile Tourism

Promotion and Development.

The recipient of this award must be a tourism operator, or not-for-profit agency, association or organization, which has shown outstanding innovation and achievement in the development and implementation of a snowmobile tourism program or original initiative that has resulted in positive media recognition or increased participation from snowmobilers and/or non-snowmobilers. The net result is to have been a contribution to increasing the image and exposure of snowmobiling and the growth of the sport in that area, region, province or territory. In so doing, the recipient must have demonstrated a willingness to work closely with members of the organized snowmobiling community.

8. The CCSO Excellence Award for Outstanding Youth Contribution Towards the Continued Development of Family Snowmobiling

The recipient of this award must be under 18 years of age, belong to a member club and be in good standing with the Alberta Snowmobile Association. They must be able to show examples demonstrating their continued participation and dedication towards the continued growth of the sport. In particular examples involving the recipient and showing projects, which have helped to improve the overall image of snowmobiling in the areas of safety and environmental awareness would be most helpful. Other projects might also be considered.

9. The ASA Excellence Award for Outstanding Groomer Operator

The recipient of this award must belong to a member club of the Alberta Snowmobile Association, and will have distinguished himself or herself through their dedication and outstanding performance while performing their grooming duties.

10. The ASA Excellence Award: The Louise Sherren Lifetime Achievement Award

The recipient of this award must have distinguished himself/herself over a period of time as a leader or pioneer for snowmobiling in Alberta at a club, provincial or national level. This person will have contributed by increasing the image, exposure, development or growth of the recreational lifestyle of snowmobiling within the Province of Alberta.

B.

a. Nomination ballots for each of the ASA Awards will be made available at no cost to all clubs, which are members of the Alberta Snowmobile Association.

b. Clubs affiliated with the Alberta Snowmobile Association may request as many nomination ballots as they wish. These ballots may be distributed to club members for internal nominations within each club to be submitted to the provincial snowmobile organization. This may assist the local clubs in nominating their official club nomination to the provincial panel of judges, which will select and declare a winner for each category of award. The ASA clubs are encouraged to use this awards criteria for their local awards program.

C.

Each club within the Alberta Snowmobile Association may only submit one candidate per category. The candidate must be located in Alberta from which the nomination originates, or must have been an active participant in Alberta during the current award's year between April 1 and March 31.

D.

Nominations will be deemed valid only if:

- a. The nomination ballot is properly completed and signed by an authorized officer of the club affiliated with the ASA;
- b. The properly completed nomination ballot is to be received by the ASA Awards Head Office **no later than June 1 annually.**

E.

Eligibility requirements for businesses, clubs and individuals:

A. A Snowmobile dealership must be an accredited dealer for one of the four principal snowmobile manufacturers, between April 1 and March 31 of the awards year, and be a member in good standing of the ASA to receive consideration for the ASA Excellence Award for Outstanding Snowmobile Dealership;

B. A business must be in operation and/or do business in Alberta between April 1 and March 31 of the awards year, and be a member in good standing of the ASA to receive consideration for the ASA Excellence Award for Outstanding Organized Snowmobile-related Company;

C. A member club of a the Alberta Snowmobile Association or a non-profit organization must have been active between April 1 and March 31 of the awards year, to receive consideration for the ASA Excellence Award for Outstanding Promotion and Development of Snowmobiling;

D. A member club of the Alberta Snowmobile Association must have been affiliated between April 1 and March 31 of the awards year, to receive consideration for the ASA Excellence Award for Outstanding Snowmobile Club;

E. A snowmobiling family must have purchased their trail passes and been members in good standing in a club affiliated with the Alberta Snowmobile Association, between April 1 and March 31 of the awards year, to receive consideration for the ASA Excellence Award for Outstanding Snowmobile Family;

F. A snowmobiler nominated for an award must have purchased his or her trail pass and have been a member in good standing during the previous or the current season, in a club affiliated with the Alberta Snowmobile Association, to receive consideration for the ASA Excellence Award for Outstanding Snowmobiler.

G. An association, business or agency nominated for an award must be in operation and/or do business in Canada between April 1, and March 31 of the awards year and have demonstrated willingness to work closely with the organized snowmobiling community to receive consideration for the ASA Excellence Award for Outstanding Snowmobile Tourism Promotion and Development.

H. A Snowmobiling Youth award nominee must be under 18 years of age belong to a member club and be in good standing with the ASA between April 1 and March 31 of the awards year, to receive consideration for the ASA Excellence Award for Outstanding Youth Contribution.

I. A groomer nominated for an award must be a member in good standing of the ASA during the previous or the current season, in a club affiliated with the Alberta Snowmobile Association or as a corporate member, to receive consideration for the ASA Excellence Award for Outstanding Groomer of the Year.

J. The recipient of the Louise Sherren Lifetime Achievement Award must have distinguished himself/herself over a period of time as a leader or pioneer for snowmobiling in Alberta at a club, provincial or national level. This person will have contributed by increasing the image, exposure, development or growth of the

recreational lifestyle of snowmobiling within the Province of Alberta. The recipient does not have to be an ASA member and can be awarded posthumously.

F.

In order to proceed to the final validation of candidates and to the selection of the recipients of the Awards, for which nominations may be submitted, the provincial panel of judges will be comprised of:

- a. The ASA Executive Committee or other Board members and the Executive Director

G.

The provincial panel of judges will select the recipient of each ASA Award no later than June 30 annually. Immediately thereafter, a member of the Executive Committee will contact the recipient to advise them of their selection.

H.

By way of a press release immediately after the Awards presentations, the Alberta Snowmobile Association will announce publicly the recipients of both the ASA and CCSO Excellence Awards. The CCSO awards will be distributed at the International Snowmobile Congress (ISC).

I.

In keeping with the goal of the Excellence Awards program, the panel of judges reserves the right, where it is deemed to be appropriate and justified, to select a nominee and appoint the title of “**Honourable Mention**” in any or all of the categories. This honor is to be bestowed to another nominee who, while not selected a formal award recipient, is deserving of a special mention in honor of the contributions made in the given category.

Alberta Snowmobile Association

Awards NOMINATION BALLOT

Please complete this nomination ballot and check the appropriate items for the chance to be selected for one of the ASA Awards.

1. Only one nominee per form permitted.
2. Please check off the award category in the category list.
3. Please answer all the questions relating to the appropriate category and use a separate sheet for each category.
4. Attach all documentation that you feel will be useful for a proper evaluation of the nominee, e.g.: photos, videos, testimonials, magazine/newspaper articles, etc.

AWARD CATEGORY (Check only one)

- 01 Dealer of the year
- 02 Snow-related company
- 03 Promotion/Development
- 04 Snowmobile Club
- 05 Snowmobile Family
- 06 Snowmobiler of the year
- 07 Tourism
- 08 Youth
- 09 Groomer of the year
- 10 Louise Sherren Lifetime Achievement Award

Nominee name: _____ **Date:** ____/____/____

Name of Club: _____

Address: _____ **City:** _____

Postal Code: _____ Telephone: (_____) _____ - _____

Fax: (_____) _____ - _____ e-mail _____

Authorized signature: _____

Submitted by: _____ phone: _____

(Please print)

Please answer the questions for the appropriate category. Do not hesitate to use additional sheets to complete your submission. You may attach any documentation you feel might help provide a better evaluation of the nominee e.g.: photos, videos, testimonials, magazine/newspaper articles, etc.

1. The ASA Excellence Award for Outstanding Snowmobile Dealership.

- a. How many years has the snowmobile business been operating?
- b. Tell us what you feel is most important to your snowmobile business.
- c. What is your involvement with your local snowmobile club (financial or other contribution)?
- d. What services do you offer?

Snowmobile sales	Yes	No	%
Sale of used snowmobiles	Yes	No	%
Snowmobile rental	Yes	No	%
Sale of accessories	Yes	No	%
Repair service	Yes	No	%

Repair service (weekend)	Yes	No	%
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Other (specify):

e. Tell us why you should be recognized as the Dealer of the Year.

f. What information or assistance do you provide new snowmobilers before they take to the trails?

2. The ASA Excellence Award for Outstanding Organized Snowmobile-related Company.

a. For how many years have you been running a business related to organized snowmobiling?

b. Tell us what led you to become involved in a business related to organized snowmobiling.

c. What is your involvement with your local snowmobile club (financial or other contribution)?

d. What services do you offer?

Sale of used snowmobiles	Yes	No	%
Snowmobile rental	Yes	No	%
Sale of accessories	Yes	No	%
Repair service	Yes	No	%
Repair service (weekend)	Yes	No	%

Other (specify):

e. Tell us why you should be recognized as the Business of the Year Related to Organized Snowmobiling.

3. The ASA Excellence Award for Outstanding Promotion and Development of Snowmobiling.

- a. How long has your organization been in operation and what is its principal role?

- b. What is done with the profits from events?

- c. Describe the most important activities put on by your organization in the past two snowmobile seasons involving the promotion and development of snowmobiling.

- d. What distinguishes you from other snowmobiling organizations in your province?

- e. Briefly explain how your organization is financed.

4. The ASA Excellence Award for Outstanding Snowmobile Club.

- a. For how many years has your snowmobile club been in operation?

- b. How many members have you? Please indicate membership numbers for the last three years.

- c. How many kilometers of trail does your club maintain?

- d. What are the three most important events organized by your club or association in the past two years to promote your club or your region?

- e. What distinguishes your club from other clubs or snowmobile organizations in your region, province or territory?

- f. Briefly explain the means by which your club or association is financed.

5. The ASA Excellence Award for Outstanding Snowmobile Family.

- a. Please identify each family member and the number of years each has been involved with the sport.

- b. How many snowmobiles has your family owned since the beginning of your involvement in the sport?

- c. What club are you members of and for how long?

- d. What distinguishes your snowmobiling family from others for this award?

- e. List your involvement in volunteer activities with your local club or association.

- f. What do you expect from your local snowmobile club or association?

- g. Name three snowmobile club or association activities in which you have participated and describe them.

6. The ASA Excellence Award for Outstanding Snowmobiler.

- a. For how many years have you been practicing the sport of snowmobiling?

- b. How many snowmobiles have you owned since the beginning of your involvement in the sport?

- c. How many kilometers do you log per year? Please give figures for the last three years.

- d. What club are you a member of and for how long?

- e. Name three snowmobile club activities in which you have participated and describe them.

- f. Why do you think you should be named the year's exceptional snowmobile personality?

- g. What do you expect from your local snowmobile club or association?

- h. Tell us how you have made snowmobiling better.

7. The ASA Excellence Award for Outstanding Snowmobile Tourism Promotion and Development.

- a. How long has this business, organization or agency been operating?
- b. How long have they been involved in developing or promoting snowmobile tourism?
- c. What is their level of involvement with the local/provincial/national organized snowmobiling organization?
- d. Briefly outline the nature of their program or initiative.
- e. How has their program or initiative had a positive impact in attracting non-local snowmobilers?
- f. How has their program or initiative been successful in attracting new participants to the sport?
- g. How have they been successful in raising the positive image and profile of recreational snowmobiling in your local area, province/territory, or across Canada?

8. The ASA Excellence Award for Outstanding Youth Contribution Towards the Continued development of Family Snowmobiling

- a. How old is the individual that is being considered?
- b. What snowmobile organization/club is the individual associated with?
- c. How long has the nominee been involved with the sport of snowmobiling?
- d. Briefly outline some of the projects that the nominee has been involved with.
- e. How has this individual helped towards the further development of snowmobiling as a family activity.

9. The ASA Excellence Award for Outstanding Groomer of the Year

- a. Identify the groomer operator

- b. Indicate how many years he has been involved with grooming.

- c. Identify what club(s) the groomer is a member of and for how long.

- c. What distinguishes your groomer from others for this award?
Illustrate dedication and going “beyond the call of duty”.

10. The Louise Sherren Lifetime Achievement Award

- a. Identify the nominee
- b. Indicate how many years the nominee has been involved in snowmobiling, where and how.
- c. Identify the nominee's achievements as a leader or pioneer for snowmobiling in Alberta
- d. How has the nominee increased the positive image and development of growth in snowmobiling
- e. Is the nominee a member of your club or how have you interacted with him/her.

The nomination ballots must be received annually by the ASA Head Office no later than June 1.

Mail or delivery to the following address:

Alberta Snowmobile Association

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