CANDY HALL OF FAME

NCSA

Guidelines & Helpful Tips

for Navigating the Candy Hall of Fame Nomination Process

Induction into the Candy Hall of Fame is based on contributions in several key areas throughout the inductee's career – Leadership, Professionalism, Category Commitment, Mentoring, Giving Back. Specific details outlining a nominee's achievements, contributions and leadership in these areas must be part of the nomination.

This is not a secret nomination process, do not submit a nomination without first talking to the nominee and making sure they are aware they are being nominated and are willing to actively participate in the process. Note that not all nominees are successful in getting into the Candy Hall of Fame.

For the best chance of a successful nomination, the nominee and the person making the nomination should be working closely together to ensure the Candy Hall of Fame Selection Committee has the information it needs to make an informed decision.

The Candy Hall of Fame Selection Committee bases its decisions on the information and supporting documents provided by the nominee (they will be sent a request for additional information once the nomination is received) in combination with the information provided by the person(s) making the nomination and the letters of support from members of the industry and the community. None of these components is weighed more heavily than another.

This is not the time to be shy about the contributions the nominee has made during their career and in their community.

Person Making The Nomination: Along with the completed nomination form you MUST send a letter highlighting all the things that make your nominee a worthy candidate for induction. You can also send other supporting materials you might have – a CV, articles in trade/business media, etc.

It is also strongly suggested that the nominee and/or the person making the nomination solicits letters of recommendation in support of the nomination. Typically, nominees feel awkward asking for letters for their nomination so the person making the nomination can do this.

Letters of Recommendation/Support: These can be solicited and compiled by the nominee and/or the person making the nomination. A maximum of 10 to 12 letters is recommended. Following are suggestions of letters that can be solicited.
Nominee's boss/supervisor, if applicable. This letter should state that the company supports/endorses the nomination, which tells the committee that if the nominee is successful the company knows about the nomination and the individual would be allowed to attend the event and accept the award.

One or more letters from high-ranking individuals in companies that you do business with. These letters should detail your relationship and the material ways you have worked to support and advance the category and/or people working in the category. The types of companies would vary depending on the role the nominee has within the confectionery industry — ie. Brokers would seek out letters from manufacturers and retailers, manufacturers would

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seek out letters from brokers, suppliers or others that they work with directly, etc.

Friends, colleagues, peers who are in the Candy Hall of Fame. This shows that people who are Candy Hall of Fame members believe that the nominee is worthy of holding the same honor.

Executives in organizations where you are active both within and outside the industry. Ie NCA, AACT, WCC. These can also be letters from fellow committee members who have witnessed the nominee's contributions within the organizations or groups where the nominee participates, including groups within their own companies/organizations.

Current or former colleagues who can speak about the nominee's leadership, mentoring, etc. and what this has meant to them and how it has helped them in their career.

A member of the nominee's family — spouse, sibling, child, someone close to the nominee who can speak their personal commitment to family, community etc and perhaps offer observations of their dedication/commitment to the industry looking in from the outside.

Avoid having all the letters say the same thing and the letters do not need to include the nominee's resume – that will be collected separately. These letters should show unique sides of the nominee's style and focus specifically on the contributions, skills or insights that the individual writing the letter can speak to from personal interaction with the nominee.

Sometimes it can work best if the nominee identifies the people they want to write letters for them and asks them — "would you be willing to write a letter of recommendation for me?" When they say yes, the nominee confirms that they will ask the person making the nomination to contact them with the details. This can eliminate any awkwardness the nominee might feel in asking for the specifics of what the letter should contain.

Timing/Deadlines: Since it can be time consuming to collect all of the materials needed for a nomination, it is recommended that the nomination be made as early in the process as possible to allow the NCSA/Candy Hall of Fame to reach out to the nominee regarding the addition information it will collect on behalf of the Candy Hall of Fame Selection Committee. Once the initial nomination is submitted the letters of support and other materials can be submitted by the final deadline. This allows the nominee more time to gather the details required by the Committee.

If possible, all letters and supporting materials should be submitted together, but if that is not possible, documents and letters can be sent separately to the NCSA by the individuals writing the letters. Note the NCSA will not disclose the names of individuals submitting letters directly to the Association to either the nominee or the person making the nomination.

Questions: Call the NCSA at (216) 631 8200 or email ttarantino@candyhalloffame.org