



American Advertising Federation
2008 Silver Medal Award
 Nomination

Established in 1959, the American Advertising Federation's Silver Medal Award recognizes Fresno Advertising Federation members who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Annually, AAF's local advertising federations bestow this honor upon outstanding community leaders for their life-long contributions to advertising and the community.

Selection Criteria

- The nominee has been in the industry for at least 25 years. The nominee has demonstrated a consistently high degree of creative and original thinking in his/her field.
- The nominee has worked to raise and maintain high standards in the advertising profession.
- The nominee is recognized for achieving success in media, marketing and/or advertising.
- The nominee has been a consistent contributor of his/her talents to improve some phase of social welfare.
- The nominee has consistently maintained a position of role model for those in the advertising industry.

Complete the form below, including information regarding nominee and nominator.
 Attach the nominee's resume, including history of their participation in the advertising industry and community service duties.
 Fax entry form and resume to (559) 323-4873.

Name of Nominee	Name of Person making Nomination
Company	Company
Position	Phone
Address	Fax
Phone	E-mail address

Honors