



2011 Hawai'i Marketer of the Year CALL FOR ENTRIES

The American Marketing Association Hawai'i Chapter (AMA Hawai'i) is pleased to announce the **2011 Hawai'i Marketer of the Year CALL FOR ENTRIES**. This prestigious award will honor businesses, organizations and individuals for their outstanding marketing achievements implemented within the 2011 calendar year. At the 2011 Hawai'i Marketer of the Year Awards Luncheon, our chapter will salute the state's 35th Marketer of the Year, as well as recognize outstanding programs in Non-Profit Marketing, E-Marketing, and Marketing of a New Product or Service.

2011 Marketer of the Year Awards Luncheon
11:30 a.m. – 1:30 p.m.
Tuesday, April 16, 2012
Hawai'i Convention Center

Past Hawai'i Marketers of the Year, each exemplifying outstanding marketing achievement:

1975	Bank of Hawaii	David Cheever, Director
1976	Malia International Ltd.	William Foster, President
1977	Frito-Lay of Hawaii, Inc.	Kenneth Froelich, President
1978	Budget Rent-A-Car, Hawaii	Irwin S. Bickson, President
1979	McDonald's of Hawaii, Mgmt. Corp.	Patrick W. Kahler
1980	Hemmeter Investment Corp.	Christopher Hemmeter, Senior Partner
1981	Mid Pacific Airlines	John Higgins, Nolan Kramer
1982	United Airlines	Richard Ferris, John Zeeman
1983	Matson Navigation	Robert J. Pfeiffer
1984	Crazy Shirts	Rick Ralston, President
1985	Outrigger Hotels Hawaii	Dr. Richard Kelley, President
1986	Theo H. Davies and Co. Inc.	David A. Heenan, President/CEO
1987	First Hawaiian Bank	Walter A. Dods, President
1988	KHON-TV2	Michael Rosenberg
1989	Oceanic Properties	Thomas Leppert
1990	Aloha Airlines	A. Maurice Myers, President/CEO
1991	Bank of Hawaii	Lawrence Johnson, Howard Stephenson
1992	Pizza Hut Hawaii	Frank Haas, Clive Schlee
1993	Foodland Super Market, Ltd.	Maurice J. Sullivan, Ron Hellstrom, Jenai Wall
1994	Polynesian Cultural Center	Lester W.B. Moore
1995	Liberty House	Barbara Tunno
1996	Hilton Hawaiian Village	Peter Schall
1997	Hawaiian Airlines	Paul Casey
1998	American Savings Bank	Wayne Minami
1999	Hilo Hattie	Jim Romig
2000	Kaiser Permanente Hawaii	Bruce Behnke
2001	Outrigger Hotels & Resorts	David Carey, President/CEO
2002	McDonald's of Hawaii	Veronica Kaneko, President
2003	Aloha Airlines	Glenn R. Zander, President/CEO
2006	Hawaii Pacific University	Chatt Wright, President
2007	American Savings Bank	Constance Lau, Chairman/CEO
2008	Royal Hawaiian Center	Marlene Akau, General Manager
2009	Marriott Resorts Hawaii	Rodney Ito, Vice President of Operations, North Asia, Hawaii & South Pacific
2010	Hawaii Visitors and Convention Bureau	John Monahan, President and CEO



2011 Hawai'i Marketer of the Year CRITERIA

Categories

Marketer of the Year (person or organization)

Best Non-Profit Marketing*

Best E-Marketing*

Best Marketing of a New Product or Service*

**organization only*

Judging Criteria

Entries will be scored according to the following criteria:

INSIGHT — What was the basic challenge or situation to be addressed by the entry?

OBJECTIVES — What were the objectives established to meet the challenge or address the situation? Were the objectives sounds, clear, measurable and/or verifiable?

STRATEGY — What was the strategy for achieving the objectives? How well was the strategy defined, and was it a match for achieving the objectives?

TACTICS — What were the individual tactics involved in carrying out the strategy? How well were the tactics defined, and did they support the strategy?

RESULTS — What were the results toward achieving the objectives? Since results will receive TRIPLE WEIGHT, it is extremely important to describe quantifiable results and/or how the entry achieved the stated objectives.

This competition is open to all Hawai'i-based businesses, organizations or professionals. It is NOT limited to AMA members. In order to qualify, the major portion of an entry's project work must have been implemented between Jan. 1, 2011, and Dec. 31, 2011.

Extended Deadline for Submissions
Friday, Jan. 20, 2012



2011 Hawai'i Marketer of the Year ENTRY FORM

Category

- Marketer of the Year (person or organization)
 Best Non-Profit Marketing*
 Best E-Marketing*
 Best Marketing of a New Product or Service*

**organization only*

Entry Title/Description: _____

Date of Implementation (first used): _____

Contact Name: _____

Company/Individual Entering: _____

Street Address: _____

City, State, Zip Code: _____

Phone: _____ E-Mail: _____

If your entry becomes a finalist or winner, what entity name and entry title would you like engraved or printed on the award or certificate?

Entity Name to Be Printed/Engraved: _____

Entry Title to Be Printed/Engraved: _____

How to Submit Entries

Submit two copies of each entry in a plain, hardcover binder, consisting of the following:

- Entry Form (one entry form per submission)
- Entry Summary (maximum one-page)
- Supporting Materials
- Creative Samples (provided on CD/DVD)

SUBMIT Entries to:

2011 Hawai'i Marketer of the Year
Attn: Karen Andersen
1003 Bishop St., 9th Floor
Honolulu, HI 96813

Extended Deadline for Submissions **Friday, Jan. 20, 2012**

Questions? Call Jeremy Althof at 808-673-8734
or email at jeremy.althof@hawaiianair.com