



American Resort Development Association

Awards Program Judges Application Form

Please complete and return this form to Catherine Lacey at ARDA
via fax (202) 289-8544 or email clacey@arda.org

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____

Email: _____

Number of years in the industry: _____

Summary statement of resort industry experience: _____

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Awards Program Judges Application Form

Step 1

Please circle the division that you believe you are most qualified to judge:

Marketing & Sales | Advertising and Promotion | Management & Administration | Resort Design

Step 2

According to your previous division selection, please indicate your ability to judge each of the categories' divisions by circling the appropriate response:

Marketing & Sales Categories

Highly	Moderately	Some	Minimal	Marketing Management Executive
Highly	Moderately	Some	Minimal	Marketing Manager or Team
Highly	Moderately	Some	Minimal	Marketing – Operational Support Staff Member
Highly	Moderately	Some	Minimal	Marketing Programs
Highly	Moderately	Some	Minimal	Sales Management Executive
Highly	Moderately	Some	Minimal	Sales – Operational Support Staff Member
Highly	Moderately	Some	Minimal	Salesperson – Traditional Line
Highly	Moderately	Some	Minimal	Salesperson – In-House
Highly	Moderately	Some	Minimal	Salesperson – Telesales
Highly	Moderately	Some	Minimal	Project Team
Highly	Moderately	Some	Minimal	Salesperson - Fractional
Highly	Moderately	Some	Minimal	Fractional Project Team

Management & Administration Categories

Highly	Moderately	Some	Minimal	Homeowners Association Board Member
Highly	Moderately	Some	Minimal	Administrative Manager/Team
Highly	Moderately	Some	Minimal	Administrative Staff Member
Highly	Moderately	Some	Minimal	Owner/Customer Relations Manager/Team
Highly	Moderately	Some	Minimal	Owner/Customer Relations Staff Member
Highly	Moderately	Some	Minimal	Technology Manager/Team
Highly	Moderately	Some	Minimal	Resort General Manager
Highly	Moderately	Some	Minimal	Resort Assistant Manager
Highly	Moderately	Some	Minimal	Resort Department Manager
Highly	Moderately	Some	Minimal	Resort Staff Member
Highly	Moderately	Some	Minimal	Vendor/Supplier Department Manager

Management & Administration Categories cont.

Highly	Moderately	Some	Minimal	Vendor/Supplier Staff Member
Highly	Moderately	Some	Minimal	Maintenance Manager
Highly	Moderately	Some	Minimal	Maintenance Staff Member
Highly	Moderately	Some	Minimal	Housekeeping Manager
Highly	Moderately	Some	Minimal	Housekeeping Staff Member

Advertising & Promotion Categories

Highly	Moderately	Some	Minimal	Logo Design
Highly	Moderately	Some	Minimal	Brochure- One to Eight Pages
Highly	Moderately	Some	Minimal	Brochure- More than Eight Pages (Business to Customer)
Highly	Moderately	Some	Minimal	Brochure-More than Eight Pages (Business to Business)
Highly	Moderately	Some	Minimal	Newsletter- Print Format
Highly	Moderately	Some	Minimal	Newsletter- Electronic
Highly	Moderately	Some	Minimal	Magazine
Highly	Moderately	Some	Minimal	Magazine Advertisement
Highly	Moderately	Some	Minimal	Direct Mail
Highly	Moderately	Some	Minimal	Specialty Marketing Piece/Program
Highly	Moderately	Some	Minimal	Special Event
Highly	Moderately	Some	Minimal	Video Production
Highly	Moderately	Some	Minimal	Web Site
Highly	Moderately	Some	Minimal	Interactive Internet Advertising
Highly	Moderately	Some	Minimal	Interactive Media
Highly	Moderately	Some	Minimal	New Owner/Member Package
Highly	Moderately	Some	Minimal	Integrated Marketing Campaign
Highly	Moderately	Some	Minimal	Sales Center Materials

Resort Design Categories

Highly	Moderately	Some	Minimal	Resort Architecture
Highly	Moderately	Some	Minimal	Site Plan Design and Utilization
Highly	Moderately	Some	Minimal	Amenities
Highly	Moderately	Some	Minimal	Interior Design- Common Area
Highly	Moderately	Some	Minimal	Refurbishment – Architecture and Interior Design
Highly	Moderately	Some	Minimal	Interior Design- New Resort Unit
Highly	Moderately	Some	Minimal	Conversion
Highly	Moderately	Some	Minimal	Sales Centers
Highly	Moderately	Some	Minimal	Signage

ARDA AWARDS PROGRAM JUDGES

DIVISION	JUDGING QUALIFICATIONS	DATES & LOCATION
Marketing & Sales Division	Judged by professionals in the resort industry specializing in Sales & Marketing fields. Prospective judges submit bio and summary of qualifications, and fill out a self-evaluation form to determine qualifications within different categories. Selected judges will be notified in early January.	Entries are mailed out to judges for review by Late January (exact date TBD) . All scores and materials must be returned within 14 days of receipt.
Management and Administration Division	Judged by professionals in the resort industry specializing in Management and Administration. Prospective judges submit bio and summary of qualifications, and fill out a self-evaluation form to determine qualifications within different categories. Selected judges will be notified in early January.	Entries are mailed out to judges for review on Late January (exact date TBD) . All scores and materials must be returned within 14 days of receipt.
Advertising and Promotion Division	Judged by professionals outside the resort development industry specializing in advertising, marketing, public relations and Web site development. Prospective judges submit bio and summary of qualifications, and fill out a self-evaluation form to determine qualifications within different categories. Selected judges will be notified in early January.	Entries are judged in Washington, DC in the ARDA Office in February
Resort Design Division	Judged by professionals in the fields of interior design, architecture, landscape architecture and land planning. Prospective judges submit bio and summary of qualifications, and fill out a self-evaluation form to determine qualifications within different categories. Selected judges will be notified in early January.	Entries are judged in Washington, DC in the ARDA Office in February