

# GEORGE GOODRICK EMERGING LEADER AWARD

The Emerging Leader Award recognizes and encourages early-career professionals who have demonstrated exceptional commitment, passion and promise of leadership to the Canadian Recreation Vehicle industry.

Emerging Leaders are autonomous thinkers, risk takers, and trend setters. They forge their own paths, cultivate an environment where growth is promoted, and create unity in the community and in the industry. They bring strategic thinking and solutions to the challenges faced by the Canadian Recreation Vehicle sector while contributing to the betterment of the industry through active community participation, exceptional professionalism, and outstanding service.

This award is open to all personnel in the Canadian retail and wholesale recreation vehicle industry sector.



**NOMINATION  
DEADLINE  
JUNE 28, 2024**



Submit a nomination to  
Anita Lien at [anital@rvda.ca](mailto:anital@rvda.ca).

Recreation Vehicle Dealers Association of Canada



## Recipient Selection

The Emerging Leader Award Selection Committee will select a recipient for the award. The Committee will make the selection based only on the information submitted pertaining to the following fields of assessment:

- Customer service
- Impact
- Innovation
- Initiative
- Social Responsibility

The committee may verify the information but will not seek out additional information.



## Recipient Recognition

The recipient of the George Goodrick Emerging Leader Award will be recognized in front of industry peers at a Provincial or Regional Recreation Vehicle Dealers Association (RVDA) event.

- One personalized plaque
- A digital logo for royalty-free use online and in print
- An RVDA of Canada-issued press release
- A press release template suitable for release by your organization
- Recognition on RVDA of Canada website, member newsletter and social channels.

## Nominees must

- Be employed by, and consistently have been employed by, a member\* of Recreation Vehicle Dealers Association in good standing.
- Have demonstrated outstanding leadership, commitment, promotion, and consistent contribution to the continuous development of the Recreation Vehicle and Campground sector in Canada.
- Have shown outstanding promise for continuing excellence and leadership.
- Have demonstrated significant accomplishments in business and community.
- Not have previously won the George Goodrick Emerging Leader Award.
- Not be the owner or acting principal of a Recreation Vehicle retail, manufacturing, supply or distribution business.

\*Employees of Recreation Vehicle Dealers Association or members of the Emerging Leaders Selection Committee are not eligible to nominate OR win this award.

**Self-nominations are not accepted.**

## Nominators must

- Have known the nominee professionally for a minimum of two years. Nominators are not required to be a member of a Recreation Vehicle Dealers Association.
- Not be, employed by Recreation Vehicle Dealers Association, a relative of the nominee or currently a member of the Emerging Leaders Selection Committee.

**Demonstrate, with examples, how the nominee has met the criteria below:**

### Customer Service

Provide examples of how the nominee has proven to deliver consistent customer satisfaction, loyalty, and operational excellence as reflected in areas such as: organizational and employee development, revenue growth, and excellent customer experience.

### Impact

Provide examples of how the nominee created significant impact in achieving a strategic goal in a business, community, industry, or national scale.

### Innovation

Describe the nominee's most innovative contributions such as how the nominee has creatively used new knowledge, ideas or technology to address a problem or issue.

### Initiative

Describe activities and initiatives, both through work and volunteering, in which the nominee is currently engaged which highlights their personal growth and demonstrated significant potential.

### Social Responsibility

Outline how the contributions made by the nominee led to the betterment of society.



# NOMINATION FORM

## GEORGE GOODRICK EMERGING LEADER AWARD

**SUBMIT A NOMINATION BY JUNE 28, 2024**

### NOMINEE INFORMATION

Full Name

Name of  
Business\*

\*Be employed by, and consistently have been employed by, a member\* of Recreation Vehicle Dealers Association in good standing.

Full Business  
Address

Years  
Employed\*

\*Minimum of two years

### BEFORE YOU BEGIN, REVIEW CHECKLIST BELOW:

The nominee is "not" the owner or acting principal of a Recreation Vehicle retail, manufacturing, supply or distribution business.

☐ Yes ☐ No

This is not a self-nomination. **Note: Self-nominations are not accepted.**

☐ Yes ☐ No

You have known the nominee professionally for a minimum of two years.

☐ Yes ☐ No

### NOMINATION CRITERIA

Nominators will need to provide a letter of recommendation summarizing the nominee's business and professional achievements and contributions in 400 words or more. Letters\* of support from customers, industry peers and community are also encouraged. Nominees will be evaluated based on the following criteria:

\*Minimum of one letter of support

**Customer  
service**

How has the nominee delivered consistent customer satisfaction, loyalty, or operational excellence as reflected in areas such as: organizational and employee development, revenue growth, and excellent customer experience?

**Impact**

How has the nominee created significant impact in achieving a strategic goal in a business, community, industry, or national scale?

**Innovation**

What are some of the nominee's most innovative contributions? i.e. creative use of new ideas, resources or technology to address an issue.

**Initiative**

Describe recent activities and initiatives the nominee has undertaken in business or in private that promoted personal growth and demonstrated leadership potential.

**Social  
Responsibility**

How has the contributions made by the nominee led to the betterment of society?



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Recreation Vehicle Dealers Association of Canada