

Call for Nominations 2021 Rusty Brooks Distinguished Service Award

The Society for Marketing Advances (SMA) in 2018 established the Rusty Brooks Distinguished Service Award. The intent of this award is to recognize a very limited number of SMA members who have shown uncommon service to the Society for Marketing Advances during their membership. This award may be given to SMA members who have, based on recommendations from the previous award winners' nominating committee, shown meritorious service to the Society as affirmed by the SMA BOG. This year's nominating committee consists of the two prior year Rusty Brooks Distinguished Service Award winners and one additional BoG member:

- John R. "Rusty" Brooks, Jr., Houston Baptist University (jbrooks@hbu.edu) -past winner
- Alvin J. Williams, University of South Alabama (awilliams@southalabama.edu) - past winner
- J. Charlene Davis, Trinity University, (cdavis2@trinity.edu)

All members of the SMA who have provided exemplary long-term service to SMA are eligible to be nominated for consideration for the Rusty Brooks Distinguished Service Award. The nominated member must have been a member of SMA for at least ten-years. Examples of service include, but are not limited to, serving as an officer in SMA, conference chair or co-chair, member of the BOG, or other substantive service over time to SMA as recognized by the BOG. Current SMA Officers are not eligible for consideration for the Rusty Brooks Distinguished Service Award during their term of office.

To be considered by the nominating committee for the 2021 award time period, nominations must be received ***no later than Sunday, August 1, 2021***. Self-nominations and nominations from non-SMA members are not accepted. To be considered, the nominations must include, at a minimum:

1. *A letter detailing the nominee's exemplary service to SMA. The letter must justify in detail why the nominator believes the nominee merits the Rusty Brooks SMA Distinguished Service Award.*
2. *The letter must be written by an SMA member. It must state the name, position, affiliation, and contact information of the nominee and the nominator. A full curriculum vita of the nominee must accompany the nomination.*
3. *The letter and accompanying documents should be addressed to the Chair, Nominating Committee for the Rusty Brooks SMA Distinguished Service Award.*

Important: Any selected Rusty Brooks Distinguished Service Award winner **MUST** attend the upcoming 2021 SMA meeting (November 3-6, 2021 in Lake Buena Vista, FL) to be recognized by the Society for his or her accomplishments.

Please send nominations by email by Sunday, August 1, 2021 to all committee members: Rusty Brooks (jbrooks@hbu.edu), Alvin Williams (awilliams@southalabama.edu), and J. Charlene Davis (cdavis2@trinity.edu).