

# **Association of Defense Trial Attorneys**

## **“We Prefer to Refer” Award Nomination Criteria and Form**

### **I. History and Purpose**

At the 2009 Annual Meeting in Scottsdale Arizona, the Marketing Committee of ADTA introduced a new client referral network initiative, “We Prefer to Refer.” As part of this program, the Marketing Committee created an award that will be given annually to the ADTA member who has best exemplified our commitment to refer business to other ADTA members. The first “We Prefer to Refer” Award will be presented at the 2010 Annual Meeting in Boston, Massachusetts.

The participation of the members in the nominating process is vital and ensures that all of those who deserve recognition will have the opportunity to be duly considered for this prestigious award.

### **II. Procedure for Selection of Award Winner**

- A. The Nominating Committee shall consist of the current members of the Marketing Committee.
- B. Any member of the Nominating Committee that has a business relationship with a nominee will be excused from the entire nomination process.
- C. The current Chairperson of the Marketing Committee shall serve as the Chairperson of the Nominating Committee. If the Chairperson of the Marketing Committee has a business relationship with a nominee he/she will be excused from the nomination process and a Chairperson of the Nominating Committee will be chosen by the remaining members of the Nominating Committee.
- D. The Nominating Committee will review the nominations that are timely submitted and meet the criteria listed in Section III. From the nominations submitted by ADTA members, the Nominating Committee shall select up to five deserving candidates as semi-finalists for the award. The rationale for the selection of such candidates shall be set forth by the Nomination Committee in a memorandum to the Council of the ADTA’s Past Presidents (the “Council”).
- E. The names of the semi-finalists, along with the memorandum relating to the action taking by the Nominating Committee, shall be submitted to the Council to review. The Council will select the recipient of the award.

### **III. Nomination Process and Format**

- A. The sponsor of a nominee must be a current ADTA member in good standing.
- B. The sponsor may nominate anyone who meets the following criteria:

1. The nominee must be a current ADTA prime or associate member in good standing or an ADTA member who has passed away since the last Annual Meeting;
  2. The nominee has referred or attempted to refer business to other ADTA members;
  3. The nominee attempting to make the referral has placed an emphasis on his or her ADTA relationship thereby increasing the profile of ADTA; and
  4. The ADTA membership of the lawyer receiving the referral was a significant reason for the referring lawyer's decision to make the referral.
- C. To ensure that the recipient of the "We Prefer to Refer" award is worthy of this honor, the Marketing Committee has adopted criteria that may be considered in both nominating and selecting the honoree. Items that may be considered include:
1. The number and quality of the referrals by the nominee.
  2. The number and quality of the attempted referrals.
  3. The number of ADTA members to whom business was referred by the nominee.
  4. The nominee's emphasis on the ADTA relationship as the basis for the referral.
  5. The result(s) of referral(s).
- D. The sponsor is encouraged to address as many of these criteria as possible in submitting an accurate and convincing presentation advocating the selection of his or her nominee. Nominations must be written and be limited to six double-spaced pages on 8 ½ x 11 inch paper. As an alternative, the sponsor may submit a detailed resume of the nominee, or a brief resume augmented with a short written summary of applicable criteria relative to the nominee.
- E. The deadline for nominations is February 1, 2010.
- F. All nominations should be sent to:

F. Daniel Balmert, Chairman  
ADTA Marketing Committee  
[fdbalmert@vorys.com](mailto:fdbalmert@vorys.com)

or mail to:

106 South Main Street, Suite 1100  
Akron, OH 44308

G. If you have any questions, contact:

F. Daniel Balmert, Chairman  
ADTA Marketing Committee  
330-208-1016  
[fdbalmert@vorys.com](mailto:fdbalmert@vorys.com)

Name of Nominee \_\_\_\_\_

\_\_\_\_\_

Law Firm (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Type of Practice \_\_\_\_\_

Date of Admission to Bar \_\_\_\_\_ Number of Years Practiced \_\_\_\_\_

ADTA Member Since \_\_\_\_\_

Sponsored By: \_\_\_\_\_

Law Firm Name (If Applicable) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

ADTA Member Since \_\_\_\_\_