



CANADIAN VACATION OWNERSHIP  
ASSOCIATION

## 2017 CORNERSTONE AWARD ENTRY FORM

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BY:



### **CVOA CORNERSTONE AWARD**

The 2017 CVOA Cornerstone Award – sponsored by [Fiesta Americana Vacation Club](#) - will recognize an industry innovator who ...

- seized an opportunity, addressed a need, solved a problem and created a game changing value proposition;
- communicated in compelling ways, engaged the marketplace and achieved outstanding results and commercial success; and/or,
- will have a lasting positive impact on vacation ownership, the environment and society and is an inspiration to CVOA stakeholders.

### **WHY ENTER?**

The finalists will:

- be featured on the VO-Con website and in numerous industry press releases and conference e-blasts;
- receive special industry recognition by making presentations at VO-Con to the media and attendees;
- be featured in a dedicated media-wide press release.

### **ELIGIBILITY AND NOMINATIONS**

Any company, HOA, individual or vacation ownership project that is currently active in the industry is eligible to be nominated.

Nominations are to be made based on the nominee's achievements and accomplishments during the 18 months ending August 31, 2017.

Nominators can submit as many nominees as they would like. The nominee does not need to be a member of CVOA. The nominee may self-nominate.

### **CRITERIA**

CVOA is seeking nominees whose achievements are truly outstanding. The following is a list of broad criteria areas to consider when nominating. NOTE: To be eligible, a nominee only needs to meet one of the criteria areas.

#### Project Excellence

Created and completed a successful development that demonstrated innovative planning/architecture/design/amenitization, effective marketing and sales, exemplary returns on investment, etc.; success may be measured by a combination of financial returns, environmental friendliness, impact on the local economy and other metrics.

#### Transaction Excellence

Completed an acquisition, sale, merger, financing or other deal that was deemed successful by all stakeholders and was completed with a high degree of integrity.

#### Innovation

Developed a groundbreaking product, service or concept that was successfully implemented.

#### HOA/Owner Relations

Implemented responsive programs and delivered superior service on behalf of owners to meet the challenges of HOA's in areas such as owner relations, communications, collections, budgets, accounting, reservations, rentals and guest service.

#### Communications/Public Relations/Marketing and Sales

Created innovative, effective campaigns to establish relationships with current or prospective owners, drive sales, promote brand awareness or increase exposure utilizing public relations, newsletters, blogs, podcasts, social media, video and/or websites.

#### Rental Programs

Demonstrated excellence in the operation of a resort's rental program, including guest service, owner accounting, marketing, partnerships, program development, vacation packages, marketing strategies, revenue management and inventory utilization.

#### Green/Sustainable Programs

Established innovative programs that make a commitment to conserve and protect natural resources by integrating green practices into operations, interior design, technology and/or owner services.

#### Community Service and Philanthropy

Consistently gave time, energy, creativity and talents in order to further the vacation ownership industry.

### **SUBMISSIONS**

There are three parts to the Submission: (1) Nomination Form; (2) Narratives; (3) Collateral Materials. All materials must be submitted electronically in PDF format. If the submission file is too large to email, CVOA will arrange a DropBox account for uploading. Each document and file must be clearly marked with the Nominee's name.

Since the judges cannot visit the properties or meet with the nominees, they must rely upon accurate submissions for their evaluations. Note that incomplete or inaccurate entries may be disqualified.

All entries, including supporting documentation, must be received by CVOA no later than September 5, 2017. Submit to: CVOA Cornerstone Award; Attn: Jon Zwickel; [jonz@canadianvoa.org](mailto:jonz@canadianvoa.org)

### **SELECTION PROCESS**

Three finalists will be selected by the CVOA Awards Committee. Each will be featured on the VO-Con website and in numerous industry press releases and e-blasts. The three finalists will make presentations to all the VO-Con attendees during the conference.

The Awards Committee will judge the entries and select the winner.

### **AWARD PRESENTATION**

The Cornerstone Award formal presentation and photo session will occur during VO-Con '17 in Whistler.



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### **PART 1: NOMINATION FORM**

This form must be filled out for each nomination. Deadline for submission is September 5, 2017.

#### **AWARD NOMINEE**

Company/HOA/Individual:

Address:

Phone:

Website:

Contact Name and Title:

Phone:

Email:

The nominee is a member of the following vacation ownership trade associations:

Please provide us with an industry reference for the Nominee:

Name:

Company:

Phone:

Email:

#### **AWARD NOMINATOR**

Company/HOA/Individual:

Contact Name and Title:

Phone:

Email:

By my signature, I attest that: (a) the nominee is in compliance with the CVOA Code of Ethics; (b) the information submitted in this nomination is accurate; (c) the nominee's achievements and accomplishments occurred during the 18 months ending August 31, 2017.  
If any further documentation is necessary, I agree to submit it upon request.

Signature of Nominator: \_\_\_\_\_ Date: \_\_\_\_\_

#### **SUBMISSION INFORMATION**

The Nomination Form, Narrative and Collateral Material must be submitted electronically in PDF format by September 5, 2017.

Incomplete entries may be disqualified. Submit questions and completed nominations to:

CVOA Cornerstone Award; Attn: Jon Zwickel; [jonz@canadianvoa.org](mailto:jonz@canadianvoa.org)



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### **PART 2: NARRATIVE SUBMISSION**

Tell us in no more than 750 words why the nominee deserves to win the CVOA Cornerstone Award. Examples of areas to highlight in the narrative include:

- The nominee's record of success, leadership, productivity, professionalism, integrity, creativity, innovation, reliability, quality standards, ethics, mission, philosophy or guiding principles.
- Metrics that have been established to monitor performance.
- Methods to ensure that your programs are market driven.
- Examples of how quality is promoted, maintained, measured and improved.
- The nature and need for the project, as well as the project's positive impact on company, its operations, its staff, and the vacation ownership industry as a whole.
- The exceptional/unexpected challenges were faced in order to achieve success.
- Examples of recognition the nominee has received.

#### **Narratives Tips:**

- Make sure your narratives are directly responsive to the criteria.
- The emphasis should be placed on quality, not quantity.
- Incorporate specific facts, figures and statistics.
- Include information about the target audience.
- Include overall budgets as well as unit cost and ROI.
- Highlight any innovative concepts used to overcome unique situations or challenges.

### **PART 3: COLLATERAL SUBMISSION**

Collateral pieces assist the judges in making their decisions. These additional materials might include project renderings, color boards, floor plans, direct mail pieces, brochures, ads, screen shots, etc.

Collateral must be submitted electronically in PDF format. If the file is too large to email, CVOA will arrange a DropBox account for uploading.

Each document and file must be clearly marked with the Nominee's name.

#### **Collateral Tips:**

- Imagine that the judges are your target audience – show them see exactly what you would show to the public.
- It is better to use a few great photos than many photos of lesser quality.
- Include before and after shots, where appropriate.