



The 2010 Platinum PAW Award Entry Form

sponsored by Comfort Zone®

Platinum PAW Award – Network

Network Name: _____

Network Leader: _____

Company Name: _____

Mailing Address: _____

e-Mail Address: _____

Phone Number: () _____

*See note below.

The Platinum PAW Award – Individual

Pet Sitter's Name: _____

Network Name (if applicable): _____

Company Name: _____

Mailing Address: _____

e-Mail Address: _____

Phone Number: () _____

* **Note:** Each award entry should include a one to two page description of the business promotion or public outreach effort and should briefly describe the planning process, execution, attendance (if applicable), budget and any measurable results. Photos of the event and/or promotion samples are encouraged. See Award Criteria for detailed information.

Thank You for your participation and support of excellence in professional pet sitting!

Deadline for entries is 5:00 p.m. on December 31, 2010.

Mail entries to: PSI PAW Award, c/o PSI, 418 E. King Street, King, NC 27021
or fax to (336) 983-3755

Check here if you do not want us to share your address with sponsoring businesses for special promotional offers.

PAW
AWARD
PLATINUM



The 2010 Platinum PAW Award

The Platinum PAW Award was created to recognize PSI members and networks for outstanding work associated with promoting professionalism in the pet-sitting industry.

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The Platinum PAW Award – Network Criteria

- Network leader must be a current PSI member in good standing.* The Network should be recognized as a “PSI Registered Network.” (For more information on registering a network, visit the member’s area of petsit.com.)
- The network must have conducted a noteworthy pet sitter-related industry promotion or public outreach effort during the time period of May 1, 2010, to November 30, 2010. Examples are: adoption event, community presentation, fundraising event, fair or festival exhibition, etc.
- The nominated event or promotion should exemplify outstanding thinking and creativity. It should include measurable outcomes as submitted in a one- to two-page description of the business promotion or public outreach effort including any of the following: objectives, advertising efforts, community relations efforts, media relations efforts and results. Briefly describe the planning process, execution, attendance (if applicable), budget and any measurable results. Photos of the event and/or promotion samples are encouraged.
- Indicate the number of participating network members and briefly describe how each team member contributed to the promotion or effort.
- Note that networks of different sizes will be judged based on their relative strengths; more will be expected from a large team than from a small one.

The Platinum PAW Award – Individual Criteria

The candidate should:

- Be a current member in good standing of Pet Sitters International.*
- Have conducted or participated in a noteworthy pet-sitter business promotion or public outreach event during the time period of May 1, 2010, to November 30, 2010.
- The nominated event or promotion should exemplify outstanding thinking and creativity. It should include measurable outcomes as submitted in a one- to two-page description of the industry promotion or public outreach effort including any of the following: objectives, advertising efforts, community relations efforts, media relations efforts and results. Briefly describe the planning process, execution, attendance (if applicable), budget and any measurable results. Photos of the event and/or promotion samples are encouraged.

***Good Standing:** An active PSI member who is current and up to date on all fees and dues associated with membership and can provide proof of business liability insurance.

Award Judging

PSI reserves the right to select the award winners in its sole discretion. For each award, PSI will select the network event and individual effort that best exemplifies professionalism in the pet-sitting industry. Selections will also be based on:

- use of innovation and creativity
- how well the event or promotion is presented, and
- how well the goals for the event or promotion were determined and measured.

Award Winners

Award winners will receive free registration at PSI’s 2011 Quest for Excellence Convention where he or she will be presented with an engraved award, a \$250.00 cash prize and a prize pack courtesy of Comfort Zone®. Winners are not required to attend the event in order to receive the Award. Award winners will have the opportunity to participate in recognition including, but not limited to, information for PSI’s magazine, Web site, on-line media and public relations, as well as from the award sponsor, Comfort Zone®

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