



---

# THE NATIONAL COFFEE ASSOCIATION

## DISTINGUISHED LEADERSHIP AWARD

### TERMS & CONDITIONS

Through the establishment of the National Coffee Association's Distinguished Leadership Award (NCA Distinguished Leadership Award), the NCA aims to recognize individuals who have dedicated their time, enthusiasm, and expertise to enhance the U.S. coffee industry by focusing on education, advocacy, and/or fostering connections within the coffee community.

### DESCRIPTION OF THE AWARD

The NCA Distinguished Leadership Award honors individuals who have demonstrated exceptional leadership, unwavering service, and dedication to the U.S. coffee community. This prestigious award is presented to individuals who have made notable leadership contributions to education, advocacy, and/or the development of connections and community within the coffee sector. This award recognizes sustained leadership, service, and contributions over time, rather than for a single act.

**Nominations are not required to cover all of the following; however, they should address your nominee's achievements, results, and impact in as many of the following categories as possible:**

#### **Contributing to the Advancement of the U.S. Coffee Industry:**

- Development of industry knowledge.
- Advanced industry best practices.
- Provided talents or technical capabilities to support coffee-related charitable programs.
- Provided resources, talents, or technical capabilities to support local communities.
- Provided resources, talents, or technical capabilities that had a positive impact on the coffee industry.
- Influenced, motivated, or supported the development of young professionals or emerging leaders in the coffee industry.
- Provided public advocacy on behalf of the industry.

- Created or coordinated initiatives that provided increased services to members of the NCA.
- Enhanced NCA's visibility, awareness, or impact among external organizations, governing entities, or the public.

### **Results and Impact of Nominee's Leadership, Service, and Contributions:**

- Industry growth and innovation.
- Improved quality and standards.
- Sustainability advancements.
- Community development.
- Professional development.
- Domestic/global recognition and influence.
- Increased consumer awareness.

## **BENEFITS**

The NCA Distinguished Leadership Award recipient will receive the following benefits:

- Press release announcing the NCA Distinguished Leadership Award Winner.
- A complimentary delegate registration to attend the NCA Annual Convention at which he/she is honored.<sup>1</sup>
- Presented with a commemorative plaque and pin at the NCA Annual Convention, at which he/she is honored.
- Receive an NCA Distinguished Leadership Award ribbon at the NCA Annual Convention, at which he/she is honored.
- Recognized on the event app of the NCA Annual Convention at which he/she is honored.
- Recognized in an issue of the NCA Coffee Reporter Weekly before the NCA Annual Convention.
- Recognized on a dedicated NCA Distinguished Leadership Award webpage on the NCA website.

---

<sup>1</sup> Complimentary NCA Annual Convention delegate registration only and does not include any optional activities and events that require additional registrations and/or fees.

- The winner will receive additional recognition among their peers with a post on the NCA LinkedIn page.

## NOMINEE'S ELIGIBILITY REQUIREMENTS

- The nominee must be a current or prior member of the NCA in good standing.
- No restrictions as to the classification of membership.
- The nominee must be widely regarded as possessing integrity, honesty, and the respect of his/her peers.
- This is an individual award. Companies are not eligible.
- The Nominee may be living or deceased.
- The timeframe of the nominee's contribution(s) is open-ended.
- Current members of the NCA Board of Directors are not eligible for consideration during their term of office. Nomination of a prior board member cannot occur until the candidate has left the Board.
- The award recipient or a representative, on behalf of the Award recipient, must be available for the Awards Presentation during the NCA Annual Convention.

## NOMINATION PROCESS

- A minimum of three (3) nominations is required, but a maximum of four (4) nominations may be submitted by NCA members or non-members.
- **Required Nominations:**
  - One (1) Lead Nomination.
  - Two (2) Supporting Nominations.
- **Additional Nominations (Not Required)**
  - One (1) additional Supporting Nomination may be submitted.
- Nominees may also be identified and submitted by NCA staff.
- Self-nominations are not accepted.
- Nominations may be made to present the award posthumously.
- Nominations must be in English.
- Nominations must explain why the nominee deserves, above all others, this distinguished award.
- Nominations must contain sufficient information to inform the NCA Awards Committee without additional research.

## IMPORTANT DATES AND DEADLINES

### ONLINE SUBMISSION DEADLINES: **November 7, 2025.**

- **Supporting Nominators** should submit their nominations by **November 3, 2025**, so that the **Lead Nominator** has time to submit all required nominations by **November 7, 2025**.
- For nominees to be considered as award recipients at the next NCA Annual Convention, online nominations must be submitted to the NCA by **November 7, 2025**.

**AWARDS PRESENTATION: Friday, March 13, 2026.** The Awards Presentations will take place during the Friday Luncheon & Awards Ceremony at the 2026 NCA Convention.

## JUDGES AND AWARD CRITERIA

### JUDGES

- The NCA Awards Committee shall review nominations for the NCA Distinguished Leadership Award.
- The NCA Awards Committee will consist of the current Chair of the NCA Board and at least four other members of the NCA Board of Directors. The NCA Awards Committee may include additional judges designated by the Awards Committee and the NCA.

### JUDGING CRITERIA

Nominations will be judged based on the following criteria:

- Demonstration of Character, Leadership Qualities, and Commitment to the Coffee Industry.
- Type of Leadership, Service, and Contributions.
- Degree of Leadership, Service, and Contributions.
- Leadership, Service, and Contributions Results.
- Impact - Scope and Scale of Leadership, Service, and Contributions.

## **SELECTION PROCESS AND NOTIFICATION**

### **SELECTION PROCESS**

- The final candidate for the NCA Distinguished Leadership Award will be determined by consensus of the NCA Awards Committee.
- The recommendation by the NCA Awards Committee will be reviewed and approved by the Board of Directors.
- The NCA Distinguished Leadership Award is limited to one recipient in any given year.
- The NCA Distinguished Leadership Award is not required to be given annually.
- The NCA Awards Committee may decide not to give the award if, in its sole discretion, the judging criteria are not met.

### **NOTIFICATION**

The NCA Distinguished Leadership Award recipient and nominators will be notified by the Chair of the NCA Board of Directors. Such notification will be sent by email within 30 days prior to the date of the Award presentation. The email will contain a request not to disclose the selection prior to the official announcement by the NCA.

## **RELEASE WAIVER AND USE OF NOMINATOR'S INFORMATION**

The NCA will not return any of the submission materials. By submitting a nomination for the NCA Distinguished Leadership Award, the nominator takes full responsibility for the accuracy of all information submitted and warrants that all necessary permissions have been obtained from others who may have rights to the information and/or materials and that no compensation is due to the nominator in exchange for the information/materials submitted. Nominator further holds the NCA and NCA employees, agents, officers, directors, and members harmless from all liability, and grants to the NCA the non-exclusive right to publish, reproduce, and distribute submitted information on the NCA website, at the 2026 NCA Convention, on the 2026 NCA Convention app, and in NCA digital, social, and print communications.

## REMOVAL AND REVOCATION OF NCA DISTINGUISHED LEADERSHIP AWARD

The NCA shall have the sole authority and discretion to rescind the NCA Distinguished Leadership Award and all privileges connected therewith, having determined that there is good cause to do so. This may include, but is not limited to, misrepresentation, fraud, deception, or unethical practices. The NCA's discretion in this matter shall include the right to rescind an Award and remove the individual from the list of honorees after the Award has been bestowed.

## AMENDMENTS

The NCA shall have the sole authority to interpret and enforce all terms and conditions contained herein, to make any amendments thereto, and to make further rules as shall be considered necessary. Any and all matters or questions not specifically covered by these terms and conditions are subject to the discretion of the NCA, whose decisions will be final.

## NCA PRIVACY POLICY

[Click here](#) to view the most recent Privacy Policy.

## QUESTIONS

Contact Terri Bartlett, Director of Member Relations, [via email](#) or at (646) 924-4039.