

LANDMARK AWARD BY RESPONSIBILITY

| CATEGORY | | CRITERIA | OFFICE | POINTS | MAX PTS |
|-----------|-----|---|-----------|--------------------|---------|
| I. Events | 1. | Annual Convention credentialed delegates | All | x 25 pts = | 75 |
| I. Events | 2. | Each additional registered attendee at Annual Convention | All | x 5 pts = | 50 |
| I. Events | 3. | Legislative Chair attending Capitol Conference | Leg | 1 x 75 pts = | 75 |
| I. Events | 4. | Each additional registered attendee to Capitol Conference | All | x 5 pts = | 50 |
| I. Events | 5. | Registered attendees at Regional Leadership Conference (RLC) | All | x 20 pts = | 120 |
| I. Events | 6. | Membership or Membership Experience Chair at RLC | Memb | 1 x 25 pts = | 25 |
| I. Events | 7. | Membership or Membership Experience Chair at Annual Convention | Memb | 1 x 25 pts = | 25 |
| I. Events | 8. | Chapter represented at Leadership Program at Capitol Conference | Board | 75 or 150 | 150 |
| II. Mgmt | 1. | Development/Publication of state bylaws | Board | 1 x 25 pts = | 25 |
| II. Mgmt | 2. | Development/Publication of state policies & procedures | Board | 1 x 25 pts = | 25 |
| II. Mgmt | 3. | Development/Publication of chapter's strategic plan to members | Board | 1 x 50 pts = | 50 |
| II. Mgmt | 4. | Annual summary report of chapter activities to members | Board | 1 x 50 pts = | 50 |
| II. Mgmt | 5. | IRS approved Tax-exempt status | Treas | 1 x 25 pts = | 25 |
| II. Mgmt | 6. | Annual publication of approved chapter budget | Treas | 1 x 25 pts = | 25 |
| II. Mgmt | 7. | Annual publication of approved state profit/loss statement | Treas | 1 x 25 pts = | 25 |
| II. Mgmt | 8. | Incorporation papers | Board | 1 x 25 pts = | 25 |
| II. Mgmt | 9. | D&O Liability insurance for officers | Board | 1 x 25 pts = | 25 |
| II. Mgmt | 10. | Purchase of liability insurance for state events | Board | 1 x 25 pts = | 25 |
| II. Mgmt | 11. | Awards event honoring members & other achievements | Awards | 1 x 100 pts = | 100 |
| II. Mgmt | 12. | Chapter Certification | Awards | 75,100,125 or 150 | 150 |
| II. Mgmt | 13. | Officers participation in officer training modules | Board | x 10 pts = | 120 |
| III. Mtgs | 1. | Hosted a State Convention/Sales Congress | Prof Dev | 1 x 100 pts = | 100 |
| III. Mtgs | 2. | Held an annual State Leadership Conference | Board | 1 x 150 pts = | 150 |
| III. Mtgs | 3. | Held strategic planning session(s) | President | 50 or 100 | 100 |
| III. Mtgs | 4. | Regularly scheduled Board meetings | President | 1 x 10 pts = | 120 |
| IV. Comm | 1. | State Newsletter Publication | Comm | x 10pts | 120 |
| IV. Comm | 2. | Maintain a Chapter Website | Comm | 1 x 125 pts = | 125 |
| IV. Comm | 3. | Active email and/or Text Distribution to membership | Comm | 25pts or 50pts | 75 |
| IV. Comm | 4. | Conducted a Member Needs Survey | Comm | 1 x 50 pts = | 50 |
| IV. Comm | 5. | Identify a NABIP Education Foundation board champion | President | 1 x 25 pts = | 25 |
| IV. Comm | 6. | Provide a NABIP Education Foundation update at board meetings | Ed Fdt Ch | 1 x 25 pts = | 25 |
| IV. Comm | 7. | Have a link to NABIP Education Foundation on chapter's website | Comm | 1 x 25 pts = | 25 |
| IV. Comm | 8. | Financial support of NABIP's Education Foundation | All | 25, 50, 75, or 100 | 100 |

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|---------------|---|-----------|--------------------|---------|
| V. Leg | 1. Active Legislative Committee | Leg | 1 x 50 pts = | 50 |
| V. Leg | 2. Regular legislative communications piece to all members | Leg | 1 x 150 pts = | 150 |
| V. Leg | 3. Full or Part-time State Lobbyist | Leg | 1 x 125 pts = | 125 |
| V. Leg | 4. Membership Support of State PAC | HUPAC | 10,20,30,40, or 50 | 50 |
| V. Leg | 5. Membership Support of NABIP PAC | HUPAC | 10, 20, 30 or 50 | 50 |
| V. Leg | 6. Meet with state DOI and/or other regulatory bodies | Leg | x 25 pts = | 50 |
| V. Leg | 7. Hold a state legislative conference or "Day with Legislators" | Leg | 1 x 75 pts = | 75 |
| V. Leg | 8. State-based Operation Shouts (for period 01/01-12/31) | President | 15, 30, or 50 | 50 |
| V. Leg | 9. Hold/attend meetings with industry colleagues/coalition partners | Leg | 1 x 25 pts = | 25 |
| VI. Memb | 1. Chartering one or more local chapters | Memb | 100, 125 or 150 | 150 |
| VI. Memb | 2. Net membership gain during awards year | Memb | 10 up to 250 pts | 250 |
| VI. Memb | 3a. Active Membership Campaign - One day blitz | Memb | 1 x 25 pts = | 25 |
| VI. Memb | 3b. Active Membership Campaign - Ongoing (3-6 months) | Memb | 1 x 25 pts = | 25 |
| VI. Memb | 3c. Active Membership Campaign - Recruitment materials | Memb | 1 x 25 pts = | 25 |
| VI. Memb | 3d. Active retention efforts | Memb | 1 x 25 pts = | 25 |
| VI. Memb | 4. Contact local chapters on follow-up retention activities | Memb | x 10 pts = | 120 |
| VI. Memb | 5. Develop/conduct new member outreach with local chapters | Memb | 1 x 100 pts = | 100 |
| VI. Memb | 6. 100% of identified officers achieve Triple Crown | Memb | 1 x 100 pts = | 100 |
| VI. Memb | 7. Additional board members achieving Triple Crown | Memb | x 10 pts = | 40 |
| VI. Memb | 8. State membership and membership experience chair training | Memb | x 10 pts = | 30 |
| VI. Memb | 9. Participation on regional membership calls | Memb | 20, 40, 60, or 80 | 80 |
| VII. Prof Dev | 1. Host state education or prof development programs | Prof Dev | 1 x 100 pts = | 100 |
| VII. Prof Dev | 2. Actively promoted LPRT to members three times or more | Comm | 1 x 25 pts = | 25 |
| VII. Prof Dev | 3. Compile list of speakers and publish to membership | Prof Dev | 1 x 10 pts = | 10 |
| VII. Prof Dev | 4. Present NABIP's prepared leadership training materials | President | 1 x 50 pts = | 50 |
| VII. Prof Dev | 5. Conduct an overview of NABIP's web site at chapter mtg | Prof Dev | 1 x 50 pts = | 50 |
| VII. Prof Dev | 6. Number of NABIP-sponsored certifications or NAHU Live CE | Prof Dev | 25, 50, or 75 | 75 |
| VII. Prof Dev | 7. Promote the designation REBC three times or more | Comm | 1 x 75 pts = | 75 |
| VII. Prof Dev | 8. Number of LPRT members | All | x 10 pts = | 100 |
| VII. Prof Dev | 9. Number of Triple Crown recipients | All | x 10 pts = | 100 |
| VII. Prof Dev | 10. Awards program that honors member achievements | Awards | x 25 pts = | 75 |

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|-------------|-----|---|-----------|--------------|---------|
| VIII. Media | 1. | Appoint a Media Relations Chair | President | 1 x 35 pts = | 35 |
| VIII. Media | 2. | Compile a list of local media contacts | Media Rel | x 10 pts = | 100 |
| VIII. Media | 3. | Media Outreach - Letters to Editor | Media Rel | x 10 pts = | 100 |
| VIII. Media | 4. | Media Outreach - Op-Ed Articles | Media Rel | x 10 pts = | 50 |
| VIII. Media | 5. | Media Outreach - Press Releases | Media Rel | x 10 pts = | 60 |
| VIII. Media | 6. | Media Outreach - TV or Radio Appearance | Media Rel | x 50 pts = | 150 |
| VIII. Media | 7. | Media Outreach - Press Hits | Media Rel | x 10 pts = | 50 |
| VIII. Media | 8. | Present "Working with the Media" PowerPoint | Media Rel | 1 x 25 pts = | 25 |
| VIII. Media | 9. | Assisted local chapters with promotion Health Awareness Day | Media Rel | 1 x 50 pts = | 50 |
| VIII. Media | 10. | Use social media to increase the chapter's public presence | Media Rel | x 5 pts = | 200 |