

The Caldwell Lifetime Achievement Award Presented by the Custom Content Council Program Overview

Purpose:

To recognize individuals who have made significant contributions to the development and promotion of the custom publishing industry.

Concept:

John Caldwell was an early pioneer of custom publishing who passed away in 2006. In honor and memory of John's contributions to the evolution of custom publishing as a marketing channel, the CCC has created the Caldwell Award.

The award will be presented as deemed appropriate (not more than annually) to an individual who has made significant contributions to the industry by virtue of their leadership and success at promoting the use of custom publishing as a marketing channel and a standard for work that demonstrates excellence in custom publishing.

The first Caldwell Award was given at the 2006 Pearl Awards Gala posthumously to John. Future Caldwell Awards will be given periodically at the Pearl Awards Gala subject to nomination and selection.

Background on John Caldwell

John started Marblehead Communications, a spin off from Crosby Vandenberg Publishing in 1987. He primarily focused in entertainment custom publishing and he truly would have been, at that time, one of the early "legitimately commercial custom publishers working with multiple clients for marketing purposes..."

He sold Marblehead to Cadmus Communications Corporation in 1993 and started Custom Communications Partners on Newbury Street. He sold that to Forbes in late 2000 and then after leaving Forbes around 2003, John started his own consulting business still working with clients and then also, other custom publishers.

Nomination Process:

Nomination – Candidates for the Caldwell Lifetime Achievement Award may be nominated by anyone (member or nonmember). To nominate someone for consideration in 2010, please fill out an application, or send the information below to caldwell@customcontentcouncil.com.

The deadline for nominations is Monday, September 13, 2010.

Nominees will be notified of their nomination and invited to accept or decline the nomination within two weeks of the deadline for nominations.

Selection Process:

Selection – Nominations will be evaluated and voted on by an ad hoc committee of the CCC consisting of past and current board members.

Upon selection, the Caldwell Lifetime Achievement Award recipient will be presented with the Award at the Pearls Gala.

Criteria for Award Selection:

Considerations for criteria selection include:

- A. Minimum length of time in (or associated with) the industry
- B. Demonstrated impact on furthering the custom publishing industry's growth
- C. Innovative use of custom media



Caldwell Lifetime Achievement Award Nomination Application

The Caldwell Lifetime Achievement Award is given periodically to an individual (or organization) in recognition of significant contributions made to promotion and development of the custom publishing industry.

Please provide the following information (attaching additional sheets as necessary) and submit to:

Attn: Caldwell Lifetime Achievement Award Nominating Committee
c/o Custom Content Council
30 West 26th Street, 3rd Floor
New York, NY 10010

Fax: 212-255-8456
Email: Caldwell@customcontentcouncil.com

Nominations will be kept confidential and all nominees will be given the option to accept or decline nomination before their name is made public.

Your Name: _____

Your company/organization: _____

Contact information (should the nominating committee have questions for you):

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Nominee's Name: _____

Nominee's company/organization: (current) _____

Nominee's contact information: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Reason for nomination: (Please be as detailed as possible regarding your reason for nominating the above nominee for the Caldwell Award. Attach additional sheets as necessary).

Describe your relationship with the Nominee (i.e. employee (current or former); supervisor (current or former); customer (current or former); vendor (current or former); Other)

Describe Nominee's history in the custom publishing industry

Describe how the Nominee has made a unique and significant impact on the custom publishing industry:

Please provide contact information for others who are knowledgeable about Nominee's tenure and contributions to the industry: