



Criteria and Application for the NICA Certified Concessionaire Executive Program

~ POLICIES ~

1) PURPOSE

The main objective of the certification program is to bring more professional status to the concessionaire.

2) DESIGNATION & USE

A Certified Concessionaire will receive a plaque showing he or she has been awarded the designation of Certified Concessionaire Executive. This designation, CCE, may be used behind his or her name on any correspondence, letterhead, business card and any other printed materials.

3) QUALIFICATIONS & REQUIREMENTS

- a) **Membership** – Applicant must be a current member of NICA. Application must also be a current member of one of the following organizations:
 - i) CAFE (Canadian Association of Fairs and Exhibitions)
 - ii) IAFE (International Association of Fairs & Expos)
 - iii) IFEA (International Festivals and Events Association)
 - iv) WFA (Western Fairs Association)
- b) **Chief Operating Manager** – Application must have been a Chief Operating Manager of a concession business for 7 years or more.
- c) **Education** – A record of formal education from high school, college, post-graduate or equivalent educational work from business experience or vocational school.
- d) **Participation in NICA, IAFE, IFEA, WFA, CAFE, and State or Province activities** – Applicant must attend annual conventions, zone and state meetings and participate in sponsored seminars.
- e) **Contributions to the Association** – Contributions to NICA, CAFE, IAFE, IFEA, WFA and State or Province organizations. Applicant must participate in enough of the following areas to meet minimum points required in this category.
 - i) Must have had experience with administrative processes concerning the booking of events and be familiar with the flat rate and percentage process on contracting.
 - ii) Submit at least one story to the NICA News magazine or any other trade publication.
 - iii) Serve, or have served, on an active committee for NICA, CAFE, IAFE, IFEA, WFA, State or Province organizations or NICA Meetings.
 - iv) Help establish Communication Committee at one event
 - v) Help organize NICA membership meeting at 3 different events
 - vi) Encourage 10 or more new members to join NICA, CAFE, IAFE, IFEA, WFA, or State or Province organizations.
 - vii) Attend the annual convention or an educational seminar every two years to keep up-to-date and informed on the changes within our industry.
 - viii) Provide evidence of participate in programs on community leadership outside of the concession business, i.e., Chamber of Commerce, Boy/Girl Scouts, Church, Service Clubs, etc.

- f) **Communications & Management Philosophy** – Write a 150-200 word essay of applications personal philosophy on communication and management of the concessions business as it relates to the fair industry.
- g) **References** – Submit names of references who may be contacted for comments related to the attitude and regard for the applications business and his/her management.
 - i) List of events with a minimum of 5, maximum of 10.
 - ii) List of business references.

4) CERTIFICATION OF APPLICATION

Application may be obtained from the NICA office. After the applicant is satisfied he/she can meet the minimum requirements he/she may return the completed form with a \$90.00 fee. Any material misrepresented with the applications will void the application. Application fee will be returned should certification be denied.

5) REAPPLICATON

Reapplication may be made any time the applicant feels he/she can meet the standards and requirements.

6) ADMINISTRATION OF CERTIFICATION

Certificate shall be administered by NICA through its' Board of Directors. The NICA President appoints a certification committee chairperson (pending board approval) who then selects two (2) anonymous committee members. The committee members must be regular NICA members.

7) CERTIFICATION PROCESSING

- a) The NICA staff will be responsible for checking the application form to assure that all the information is complete. The staff will send the reference for to the references listed to be returned in confidential envelopes for the chairperson only.
- b) The chairperson will send applications to each of the committee members who will then individually review.
- c) The chairperson may request a committee teleconference.

8) RIGHT OF APPEAL

Should an applicant not be approved for certification, it shall be the responsibility of the committee to provide an explanation, upon written request, of the categories in which additional points are necessary to meet certification requirements. Should an application desire to appeal the Committee's findings, this may be done by filing said appeal, in writing, with the NICA Board of Directors. Such appeal must state specifically what parts of the program's policies and criteria have been overlooked or misapplied in the evaluation of his/her application.

9) EQUIVALENCIES

The Certification Committee, with the approval of the Board of Directors, shall have the right to assign a relative number of points in any category for what it judges to be an equivalent combination of training and association or community participation, to those outlined in the criteria. These points shall not be indiscriminately granted, but shall be reserved for those special circumstances which could not covered or anticipated in the general guidelines.

10) CONFIDENTIAL INFORMATION

All information relative to an applicant's scoring shall be kept confidential. The facts of the application shall be considered confidential except to those directly concerned. Only the fact of approval for certification shall be publicly announced.

11) CONDITIONS GOVERNING CERTIFICATION DESIGNATION

Once an applicant has been certified, said designation shall remain with him/her permanently, unless revoked by the NICA Board of Directors. Honorary certification may be granted by the NICA Board of Directors.

12) APPLICANT PROCEDURE

Application forms and instructions are available to members by contacting the NICA office or apply online at www.nicainc.org. Applications must be submitted by October 1st of the year in which certification is to be considered.

PLEASE BE REMINDED

You must meet the minimum number of points in EACH of the five categories.

NATIONAL INDEPENDENT CONCESSIONAIRES ASSOCIATION

1043 E. Brandon Blvd.
Brandon, FL 33511
Phone: 813-438-8926 • Fax: 813-438-8928

APPLICATION FOR CERTIFICATION

Date: _____

Applicant: _____
(First) (MI) (Last)

Name of Business: _____

Address of Business: _____
(Street or P.O. Box)

(City) (State) (Zip)

Phone _____ Fax: _____

Email: _____ Website: _____

To the best of my knowledge and recollection, the following is true and accurate:

Applicant's Signature: _____

QUESTIONNAIRE:

Have you ever been convicted of a felony? Yes No

If yes, please explain. _____

Applicant must attain the minimum number of points in each of the following categories with an overall total minimum of 75 points to qualify.

1) EXPERIENCE AS AN OPERATING MANAGER

(Minimum of 17 points – Maximum of 25 points)

| <u>Business Name</u> | <u>Dates</u> | <u>Number of Years</u> | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|----------------------|--------------|------------------------|-----------------------|----------------------|
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| | | | | |
| → TOTALS | | | | |

15 Points for the first five years and 1 point for each addition year

Minimum of 17 points *required* for this category

Maximum of 25 points *allowed* for this category

2) EDUCATION

(Minimum of 5 points – Maximum of 10 points)

| | | | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|--|----------------|---------------------|-----------------------|----------------------|
| High School Attended <i>(GED or High School Graduate 5 Points)</i> | | Year Graduated | | |
| College or University Attended | | Year Graduated | | |
| Degree(s) Received <i>(5 points for each degree received)</i> | | | | |
| Or: Number of credit hours earned <i>(1 point for each 30 semester hours or 45 Quarter hours)</i> | Semester | Quarter | | |
| Accredited Adult Education courses, correspondence, business or other accredited courses | Name of Course | Name of Institution | | |
| → TOTALS | | | | |

If necessary attach separate sheet titled Education

Minimum of 5 points *required* for this category

Maximum of 10 points *allowed* for this category

3) Work Experience in Concession Business(es)

(1 point for each 3 years – up to 15 years – Maximum 5 Points)

| <u>Name of Business</u> | <u>Number of Years</u> | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|-------------------------|------------------------|-----------------------|----------------------|
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| | | | |
| → TOTALS | | | |

Minimum of 1 point *required* for this category

Maximum of 5 points *allowed* for this category

4) Attendance in NICA, CAFE, IAFE, IFEA, WFA & State or Province Association Activities

(Within the last 5 years. Minimum of 15 points – Maximum of 25 points)

A) State or Province Association meeting – Years Attended

(2 points per state or province meeting attended per year in the last five years)

| <u>Association Name</u> | <u>Years Attended</u> <i>(within the last 5 years)</i> | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|-------------------------|---|-----------------------|----------------------|
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| B) <u>CAFE, IAFE, IFEA, WFA Annual Convention(s)</u> | <u>Years Attended</u> <i>(within the last 5 years)</i> | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|--|---|-----------------------|----------------------|
| | | | |
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| C) <u>Zone Meetings or Seminars at Non-Convention Times</u> | <u>Years Attended</u> <i>(within the last 5 years)</i> | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|---|---|-----------------------|----------------------|
| Event Name: | | | |
| Event Name: | | | |
| Event Name: | | | |
| Event Name: | | | |

| D) <u>NICA Annual Meeting, Food Show or Education Seminar</u> | <u>Years Attended</u> <i>(within the last 5 years)</i> | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|---|---|-----------------------|----------------------|
| Event Name: | | | |
| Event Name: | | | |
| Event Name: | | | |
| Event Name: | | | |

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| → TOTALS | | |
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Minimum of 15 point *required* for this category

Maximum of 25 points *allowed* for this category

5) CONTRIBUTIONS TO ASSOCIATIONS

(Within the last 5 years. Minimum of 25 points – Maximum of 40 points)

| A) NICA, CAFE, IAFE, IFEA, WFA, or State or Province Association Committee Member <i>(1 point each committee, each year 1 point extra if chairman)</i> | <u>Years Attended</u> <i>(within the last 5 years)</i> | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|---|---|-----------------------|----------------------|
| Committee Name: Association Name: | | | |
| Committee Name: Association Name: | | | |
| Committee Name: Association Name: | | | |
| Committee Name: Association Name: | | | |
| Total | | | |

| B) NICA National Representative or Council Member (2 points) | <u>Years Attended</u> (within the last 5 years) | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|---|--|---------------------------------|--------------------------------|
| STATES Represented: | | | |
| Total | | | |

| C) NICA, CAFE, IAFE, IFEA, WFA, or State or Province Association Annual Convention, NICA Education Seminar, Speaker, Panelist or Table Topic Leader (2 points for each year) | <u>Years Attended</u> (within the last 5 years) | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|--|---------------------------------|--------------------------------|
| List Association, Event & Topic: | | | |
| | | | |
| | | | |
| | | | |
| Total | | | |

| D) Program participant at NICA, CAFE, IAFE, IFEA, WFA or State or Province Association Meeting or Seminar (2 points for each year) | <u>Years Attended</u> (within the last 5 years) | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|--|---------------------------------|--------------------------------|
| List Association, Event & Topic: | | | |
| | | | |
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| | | | |
| Total | | | |

| E) Membership in Allied Association <i>(1 points for each Association)</i> | <u>Years Attended</u> <i>(within the last 5 years)</i> | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|---|---|---------------------------------|--------------------------------|
| CAFE | | | |
| IAFE | | | |
| IFEA | | | |
| OABA | | | |
| WFA | | | |
| State or Province Association: | | | |
| Other Association(s): | | | |
| Total | | | |

| F) Served as Associate Representative <i>(2 points for each Organization)</i> | <u>Years Attended</u> <i>(within the last 5 years)</i> | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|---|---------------------------------|--------------------------------|
| Organization: | | | |
| Organization: | | | |
| Organization: | | | |
| Total | | | |

| G) Established Communications Committee at an event without one <i>(5 points for each committee formed)</i> | <u>Years</u> <i>(within the last 5 years)</i> | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|--|---------------------------------|--------------------------------|
| Name of Event: | | | |
| Name of Event: | | | |
| Name of Event: | | | |
| Total | | | |

| H) Participated on Communication Committee <i>(2 points for each committee participation)</i> | <u>Years</u> <i>(within the last 5 years)</i> | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|--|---------------------------------|--------------------------------|
| Name of Event: | | | |
| Name of Event: | | | |
| Name of Event: | | | |
| Total | | | |

| I) Participated in NICA Meetings THIS year <i>(1 point for each meeting – Maximum 5 points)</i> | | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|--|---------------------------------|--------------------------------|
| List City/State | | | |
| List City/State | | | |
| List City/State | | | |
| List City/State | | | |
| Total | | | |

| J) Submitted at least one story to NICA News (or any other trade publication) <i>(2 points for each article)</i> | <u>Issue and</u> <u>Page #</u> | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|-----------------------------------|---------------------------------|--------------------------------|
| Name of Article/ Publication | | | |
| Name of Article/ Publication | | | |
| Name of Article/ Publication | | | |
| Total | | | |

| K) Encouraged 10 or more new members to Join NICA, IAFE, IFEA, WFA or State or Province Associations <i>(1 points for each new member)</i> | | <u>Applicants</u> <u>Use</u> | <u>NICA</u> <u>Use Only</u> |
|--|-------------|---------------------------------|--------------------------------|
| NAME | ASSOCIATION | | |
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| | | Total | |

| L) Organized/participated in a fundraiser sanctioned by NICA within that last 5 years (2 points for participation – 5 points for serving as chairman) | | | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|---|--------------------|-------|-----------------------|----------------------|
| City | Name of Fundraiser | Date | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | Total | | |

| M) Name of civic or community organization in which you are a member or have contributed to in the last 5 years, i.e. Chamber of Commerce, Farm Bureau, Service Clubs such as Rotary, Kiwanis, Jaycees or others; 4 H; FFA; Girl/Boy Scouts; YMCA/YWCA; or other recognized civic service or fraternal organization (1 point per organization per year) ONLY FOR LAST 5 YEARS | | | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|---|--|---------|-----------------------|----------------------|
| Organization | | Year(s) | | |
| | | | | |
| | | | | |
| | | | | |
| | | Total | | |

| TOTALS FOR CONTRIBUTIONS TO ASSOCIATIONS (Within the last 5 years. Minimum of 25 points – Maximum of 40 points) | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|---|-----------------------|----------------------|
| → TOTALS | | |

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| <u>Minimum</u> of 15 point <i>required</i> for this category |
| <u>Maximum</u> of 25 points <i>allowed</i> for this category |

6) EVIDENCE OF MANAGEMENT SKILLS

Show at least 5 bookings. Indicate some flat, some percentage.

(Minimum 5 points, Maximum 10 points – 1 point each)

| Event Name | Flat | % | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|------------|------|---|-----------------------|----------------------|
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| → Total | | | | |

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| <u>Minimum</u> of 5 point <i>required</i> for this category |
| <u>Maximum</u> of 10 points <i>allowed</i> for this category |

Add Totals from Sections 1 through 6
(Minimum of 75 points required)

| | <u>Applicants Use</u> | <u>NICA Use Only</u> |
|--------------------|-----------------------|----------------------|
| Section 1 Total | | |
| Section 2 Total | | |
| Section 3 Total | | |
| Section 4 Total | | |
| Section 5 Total | | |
| Section 6 Total | | |
| GRAND TOTAL | | |

7) COMMUNICATIONS AND MANAGEMENT PHILOSOPHY

Write a statement of 150 – 200 words giving your philosophy of communications and management of your business as it relates to the fair industry.

Please use space provided on last page of application

(Above may be used for NICA News.)

8) REFERENCES

A) Give at least three individuals, other than concessionaires, who may be contacted for PERSONAL references.

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

B) Give list of events with a minimum of 5 and a maximum of 10

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____
Address _____
City _____ State _____ Zip _____ Phone _____

Event Name _____ Contact Person _____
Address _____
City _____ State _____ Zip _____ Phone _____

C) Give a list of business reference with a minimum of 5 and a maximum of 10

Business Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____ Phone _____

Business Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____ Phone _____

Business Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____ Phone _____

Business Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____ Phone _____

Business Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____ Phone _____

Business Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

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City _____ State _____ Zip _____ Phone _____

Business Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Business Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

Business Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____ Phone _____

NICA USE ONLY

Fee Received (Check #) _____ Total Points Earned _____

Application Reviewed by Committee: _____ (date)

Approved

Returned to Applicant

STATEMENT OF COMMUNICATIONS AND MANAGEMENT PHILOSOPHY (150-200 words)

Use separate sheet if necessary.

DISCLAIMER STATEMENT

I hereby give permission for this statement to be considered for publication in NICA News. I understand that this statement may be edited (for grammar and spelling, if needed) and sent to me for approval prior to publication.

Signed

Date