

NESPA 2008 Service Company Awards of Excellence Competition Official Entry Form

To enter the Service Company Awards of Excellence Competition, you simply need to fill out this form and return it to the address listed below with your entry fee. We will then send a letter and questionnaire to each of the customers you have listed, and upon the return of the questionnaires we will make the selection of the awards. Thank you for entering.

Please type or print carefully to ensure accuracy in entry processing, on award plaques and in promotion of winners.

**List two Opening/Closing Service Customers
Use a last name beginning with the letter "C":**

Name: _____
Address: _____

Name: _____
Address: _____

**List two Opening/Closing Service Customers
Use a last name beginning with the letter "P":**

Name: _____
Address: _____

Name: _____
Address: _____

**List eight regular Service Customers:
Use a last name beginning with the letter "D" or "L":**

Name: _____
Address: _____

Name: _____
Address: _____

Name: _____
Address: _____

Name: _____
Address: _____

**List two Opening/Closing Service Customers
Use a last name beginning with the letter "H":**

Name: _____
Address: _____

Name: _____
Address: _____

**List Two Opening/Closing Service Customers
Use a last name beginning with the letter "J":**

Name: _____
Address: _____

Name: _____
Address: _____

Name: _____
Address: _____

Name: _____
Address: _____

Name: _____
Address: _____

Name: _____
Address: _____

PERSON SUBMITTING ENTRY:

I hereby affirm that the information provided on this form is true to the best of my knowledge. I have read, I understand and I agree to abide by all the Rules and Regulations pertaining to the NESPA Service Company Awards of Excellence.

Signature: _____ Name of Principal (please print): _____

Company Name: _____ NESPA Member #: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____ Email: _____

Enclose entry fee payable to NESPA - \$85

Mail with entry fee to: 2008 NESPA Service Company Awards of Excellence Competition

Northeast Spa & Pool Association * 6B South Gold Drive, Hamilton, NJ 08691 * (phone): 609-689-9111 (fax): 609-689-9110

DEADLINE FOR ENTRY: September 19, 2008

Northeast Spa & Pool Association 2008 Service Company Awards of Excellence Competition Rules and Regulations



PURPOSE

The purpose of this competition is to:

1. Recognize and reward NESPA members who exemplify the best in customer service and customer relations.
2. Create an opportunity for winning contestants to use this recognition as a marketing tool in their own sales efforts.
3. Expand positive industry exposure to the public.

AWARDS

At the judges' discretion, any number of the following awards may be presented:

- Gold Award – First Place
- Silver Award – Second Place
- Bronze Award – Third Place

All Place awards will be a wooden plaque containing the winner's name, place of business and a description of the award given.

JUDGING

Each entrant must select sixteen customers who will be sent a form to rate its company in 6 categories of service:

- The company's performance when servicing the customer's pool
- The response time to any problems that may have occurred with the customer's pool
- The company's service department
- The company's employees that service the customer's pool (friendliness, appearance, communication, etc.)
- If the customer would recommend the company to a friend or neighbor
- The overall performance of the company in the past year.

The company will be required to select the customers they wish to use based on forms provided by NESPA. Five random letters will be chosen by NESPA, and the company is to provide sixteen customers with a surname starting with each random letter. NESPA will send the judging forms to each of the customers provided by the company and tabulate the scores entered when returned by the customer.

ELIGIBILITY

All entrants must be members of NESPA.

ENTRY FEE

A non-refundable entry fee of \$85 per entry, in the form of a check made payable to **NESPA** (Northeast Spa & Pool Association) must accompany the entry form.

LIMITATIONS

By virtue of making application, all entrants agree to observe completely the "Guidelines for the Use of the NESPA Service Company Awards of Excellence" and its logo.

HOLD HARMLESS

By virtue of making application, all entrants agree to waive any right of action against NESPA for any loss, which might be related directly to participation in the NESPA Service Company Awards of Excellence Competition, or denial thereof. Further, entrants agree to hold NESPA harmless as to any loss, which might be related directly to participation in the Service Company Awards of Excellence Competition, or denial thereof.

PLEASE READ CAREFULLY

Each entry must contain the following:

1. Completed entry form.
2. Fee of \$85.
3. Deadline for completed entries is Sept. 19, 2008.
4. Attached is a sample letter that we invite you to use to request you customers' cooperation. This is to notify them that you have submitted their name and would like them to return the letter to NESPA by the deadline.

Date

Customer Name & Address

Dear

I would like to thank you for your continued service. Our company has entered a competition for pool service companies who are members of the Northeast Spa & Pool Association (NESPA). The competition is the Service Company of Excellence Awards. Every year NESPA has asked its members who would like to participate in the competition to supply them with customers' names who require Opening/Closings and weekly services from our company. I have given your name as a current customer for the competition.

NESPA will be sending you a letter asking you to rate us as a service company. When you receive the letter kindly fill it out and return it to NESPA by September 19, 2008. A self-addressed stamped envelope will be provided with the letter. If you have any questions regarding the questionnaire, please do not hesitate to contact NESPA at 732-972-9111.

Once again, thank you for your continued business and we look forward to your inclusion in the competition.

Sincerely,

Name

Title