



north-american association of uniform manufacturers & distributors

# 2010 BEST DRESSED PUBLIC SAFETY AWARDS

CALL FOR **DEALER** SUBMISSIONS

*"You've Got to be in it to Win It!"*



## WHY SHOULD YOU PARTICIPATE?

- Gain National & Local Media Exposure for YOUR Company and Products
- Increase YOUR business due to recognition by other Departments through news!
- Increase employee belief in YOUR organization and services offered
  - Enjoy positive media exposure for your Client Department
    - Increase your profits & grow your business!
  - Gain recognition from your peers and competitors!

**DEADLINE FOR SUBMISSIONS: January 15, 2010**

Presented during: **NAUMD 2010 Convention & Exposition**

**Welcome Breakfast & Awards Program!**

March 6, 2010 – NAUMD Convention & Exposition  
Rio All-Suite Hotel & Casino, Las Vegas, NV

# 2010 NAUMD Best Dressed Public Safety Awards

**“You must submit YOUR Program to Win it!”**  
**Deadline for submissions is: January 15, 2010.**

Each year NAUMD hosts its Best Dressed Competition, recently re-named **NAUMD Best Dressed Public Safety Awards** to honor and publicly acknowledge Police Departments, Fire Departments and all Public Safety organization as well as their NAUMD Member Uniform Suppliers as the very best uniformed organizations. This competition emphasizes the importance of professional, neat, well fitted, and immediately identifiable uniforms for all concerned in the vitally important role of public safety and law enforcement. The Award indicates a dedication of the Association’s Uniform Professionals to meet the exacting needs of today’s public safety professionals.

## **BENEFITS OF PARTICIPATION:**

Winners gain significant exposure through press coverage throughout the North-American continent and in many forms. This past year the program was recognized on numerous local and regional television and radio programs and vast numbers of magazines & newspapers! This coverage contributed to increased sales and profits for those winning members! Further, the positive recognition and press helped improve community relations for the winning departments!

## **Submission Categories:**

The competition recognizes the following categories:

- **Cities under 50 officers**
- **Cities under 200 officers**
- **Cities over 200 officers**
- **County Sheriffs departments**
- **State agencies**
- **Specialized agencies** (such as Federal, transit, hospital, or school if role is that of a police department.)
- **Canadian Department**
- **Mexican Department**
- **Fire Services Agency** (including Fire, EMS etc.)
- **NEW! Most Innovative New Law Enforcement Uniform Accessory**
- **NEW! Product/Service of Greatest Lifesaving Qualities**

## **Eligibility for Submission:**

**NAUMD Member Dealers**, in addition to, Police, Fire and other Public Safety Department representatives may also enter submissions with a Member-in-good-standing of the NAUMD as the Sponsoring Company. The NAUMD Public Safety Committee strongly encourages member dealers to enter their client Departments into the competition. The greater the number of high quality entries we receive, the more attention and positive the publicity will be for the uniform industry as a whole. The result for Members and their Client Department participating will be tangible benefits for the dealer/distributor as outlined further in this document.

## **Judging Criteria:**

Submissions are judged by a set of criteria designed to recognize excellence in the development and design of the multi-faceted programs required by 21<sup>st</sup> century Public Safety Organizations!

- **Overall design excellence of the Uniform Program**
- **Innovative design for use within the environment and special conditions in which the uniforms must be worn.**
- **Effectiveness in meeting the image goals of the Department and Teams within the Department** (i.e., SWAT Team, Special Services, etc.),
- **Innovative use of fabric, design and accessories to develop a uniform image most fitting the Department & Town’s requirements.**
- **Overall attractiveness of the entire program**
- **Effectiveness in design in the Identification of each Team within the Department for the Public and other Government agencies.**

## **Judges & Judging Process:**

Judges will be invited to participate in evaluation of the nominees from public safety and other Media as well as public safety focused educational institutions. The Judges will vote on submissions on the Password & Username required protected Website viewing submissions and voting on them using a number system.

Submissions including electronic photos and descriptions (without the name of NAUMD Member Sponsors in view so as to totally avoid any favoritism) will be uploaded on a new NAUMD Best Dressed Public Safety Awards website using the same technology as currently employed by The NAUMD IOY Awards Program. The submissions will be uploaded within the correct category as indicated. ONLY the Judges invited will vote, and view the submissions before the process is completed. The submissions with the greatest number of votes will then be named. Only when the judging is complete will the Committee, and NAUMD Professional Staff, be made aware of the winning members and departments. This process will allow for a totally clean and open competition!

### 2009-10 Timeline Revision

NAUMD will present the Winners of the **2010 NAUMD Best Dressed Public Safety Awards** in conjunction with the **2010 NAUMD Convention & Exposition in Las Vegas – March 5-9 at Rio All-Suite Hotel & Casino, Las Vegas**. Winners will be presented with their Awards during the Opening Breakfast, the best attended event during the entire Convention! The winners will also be recognized with a front page article in the NAUMD Official Guide to the Convention and Press coverage in numerous media outlets via a North American Focused Press Campaign. Department Representatives will be invited to Register for "FULL REGISTRATION" at a significant discount allowing them to attend all events.

### Benefits for the Member & Their Client Department

Winning Members and their client Agencies have in the past found significant press and media attention paid to the Public Safety Department and the Member. This helps to promote continuous work with the Department and perhaps other departments considering the Member Company for future work. Many have found very positive public response as well when their Department is recognized in a positive way for something other than the negative press unfortunately often reserved to these same Departments.

National, regional, and local publicity in newspapers, magazines, and on television stations creates a positive image for the dealer/distributor and manufacturer ensuring more business opportunities in the future. The entire process showcases the best our industry has to offer and emphasizes why departments of all sizes need to work through and with members of the NAUMD on their uniform programs.

### Submission Requirements

Each submission must include the following:

1. A completed NAUMD Submission form with all asked for information completed.
2. A CD-ROM including electronic photos of your program which include:
  - a. **Class A Uniform**
  - b. **Patrol Uniform**
  - c. **Bike Uniform**
  - d. **SWAT Team Uniform**
  - e. **Group shot including all types of uniforms the department utilizes**
  - f. **Close-up photo of entire group of all uniform designs in the program**
  - g. **Any other photos you would like to include.**
3. Photo formats: GIF, or JPEG or Tiff on CD-ROM. CD-ROM must be clearly marked with your company and your client's name. Entries must include one photograph of the complete uniform program. At least one close-up shot is highly recommended. Submissions without required materials will be disqualified.
4. Only uniform programs worn within the United States, Canada or Mexico are eligible to enter.
5. The North-American Association of Uniform Manufacturers and Distributors (NAUMD) must receive all entries no later than **January 15, 2010, and must be accompanied with photos CD-ROM**. Entries will be judged and the winners notified by email and by phone for a follow-up questionnaire.
6. The NAUMD retains the right to use all photographs in publicity and future promotion materials.



**north-american association of uniform manufacturers & distributors**

# NAUMD DEALER

## 2010 Best Dressed Public Safety Awards Submission Form

\*Mail to: NAUMD, 336 W. 37<sup>th</sup> Street – Suite 370, New York, NY 10018

► QUESTIONS?: Call: 1.212.736.3010 Ext 205

**DEADLINE FOR INCLUSION IN THE JUDGING: January 15, 2010**

Please check the category of your program:

- |   |  |
|---|--|
| <input type="checkbox"/> Cities under 50 Officers     | <input type="checkbox"/> Mexican Department                                    |
| <input type="checkbox"/> Cities under 200 officers    | <input type="checkbox"/> Fire Services Agency                                  |
| <input type="checkbox"/> Cities over 200 officers     | <input type="checkbox"/> Most Innovative New Law Enforcement Uniform Accessory |
| <input type="checkbox"/> County Sheriffs departments  | <input type="checkbox"/> Product/Service of Greatest Lifesaving Qualities      |
| <input type="checkbox"/> State agencies               |  |
| <input type="checkbox"/> Specialized agencies         |  |
| <input type="checkbox"/> Canadian Province Department |  |

Please complete NAUMD Sponsor Information

NAUMD Member Company Name:	Company Contact Name:
Company Contact Email:	Company Contact Phone#:

Department Contact Name:	Title:
Department Name:	Name of Program Entered:
Address:	City, State, Zip:
Contact Email:	Phone:
Website:	Fax:

### 1. What method is used to purchase Uniforms?

Please complete the below:

- |   |   |
|---|---|
| <input type="checkbox"/> Department Purchase \$_____ Per Year                                 | <input type="checkbox"/> Voucher System \$_____ Per Year      |
| <input type="checkbox"/> Cash Allowance \$_____ Per Officer                                   | <input type="checkbox"/> Individual Purchase \$_____ Per Year |
| <input type="checkbox"/> How many Officers & Others are in the Program being uniformed? _____ |   |

Other (please describe):

*Please continue on next page...*

**2. Who establishes uniform specifications?**

Department Head  Committee  Other: \_\_\_\_\_

**3. Do you have written uniform specifications?**  YES  NO (if "YES" please describe specifications for Class A-C Uniforms on attached sheet).

**4. How frequently are uniform inspections held?**

Weekly  Monthly  Quarterly  Other: \_\_\_\_\_

**5. Who pays for the Uniform Cleaning?**  Department  Officer  Other

**6. Does the department specify the Manufacturer of each component of the uniform (Shirt, Pant etc.?)**

Yes  No

**7. If "YES" which items?** (please check all that apply)

Shirt  Pants  Shoes  Outerwear  Hat  Class A  Badge  Holster/Belt

Other \_\_\_\_\_

**8. What does YOUR department do to encourage well-dressed police officers?**


**9. By what standards does YOUR department measure the appearance of your officers?**


**10. What Goals were set and did you accomplish them by implementing this new uniform program and what challenges did you have to overcome to meet your goals?**


**NAUMD Public Safety Committee**

*Chairman: Dan Donahue, Strong Leather Company, Inc.*

*Vice Chairman: Steve Robinson, Liberty Uniforms Mfg. Co., Inc.*

*NAUMD Chairman: Roger Heldman, Blumenthal Uniform Co., Inc.*

*NAUMD President: Richard J. Lerman*



**336 W 37<sup>th</sup> Street, Suite 370, New York, NY 10018**

**Phone: 212.736.3010 Ext 205 • Fax: 212.736.301**

**Web: [www.naumd.com](http://www.naumd.com)**