



83rd ANNUAL COLLEGIATE DAIRY PRODUCTS EVALUATION CONTEST

Joe Larson Merit Award

The Foundation of the International Association of Food Industry Suppliers is pleased to announce the continuation of **The Joe Larson Merit Award**. This award was created by a generous contribution by Joe Larson to the IAFIS Foundation. Mr. Larson was the founder and President of the Sparta Brush Company and is a strong supporter of the Contest.

The award objective is to recognize an undergraduate Dairy Products Evaluation Contest competitor that best upholds the ideals of the Contest: potential leadership, professionalism, mature behavior, and an understanding of the importance of the sensory techniques applied to dairy products. The award consists of \$500 and a plaque given at the Awards Breakfast.

The IAFIS Foundation invites one undergraduate nominee from each team to be submitted by **Friday, October 1, 2004**. The nomination will be a one-page letter written by the coach, a one-page essay written by the student and 10 copies of each. The attachments will provide specific criteria and the selection process.

Please send completed Joe Larson Award nominations to:

Attn: Kate Cantrell

IAFIS Foundation

1451 Dolley Madison Boulevard

McLean, VA 22101

Fax: (703) 761-4334

E-mail: kcantrell@iafis.org

If you have any questions, please contact IAFIS at (703) 761-2600. Thank you.

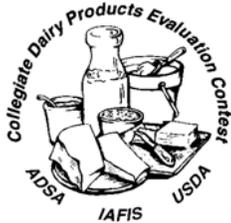
Joe Larson Merit Award Scoring Criteria

I. The coach's nominating letter shall be evaluated on the following qualities displayed by the student.

1. Demonstrated leadership skills (offices held, work experience, etc.)
2. Decision making and problem solving abilities
3. Observed professional traits
4. Self-confidence
5. Others (appropriate to the objectives of the award)

II. The student essay shall be evaluated on the following.

1. Statement of career intent
2. How the sensory training for the Contest will
 - Enhance one's career
 - Benefit the dairy industry
 - Be applied to the food industry



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Objective: The Joe Larson Merit Award is presented annually at the Collegiate Dairy Evaluation Contest to the undergraduate student who best represents the traditions of the Contest.

General

Criteria: The awardee will be a mature professional student and one with demonstrated leadership skills.

Nomination: To be a success, the Joe Larson Merit Award should be competitive. The coach nominates one student from the undergraduate team members. The coach's selection shall be based on the student's potential leadership, decision making and problem solving abilities, professional traits, self-confidence and other criteria appropriate for the objectives of the award. The nomination letter must be no more than one page.

Also required is a maximum one-page essay written by the nominated student describing career intentions and how this sensory training will be career enhancing, and benefit the dairy and food industries. **The coach should e-mail the student's name, the nominating letter and the student essay to the Contest Secretary, Kate Cantrell, at kcantrell@iafis.org by Friday, October 1, 2004.** The Contest Secretary will forward the nomination materials to the Contest officials in advance of the meeting.

Selection: The final selection will be based on the coach's recommendation, the student's essay, and the final selection jury's evaluation. The results will be announced at the Contest Awards Breakfast.

The final selection jury will include contest judges, proctors and superintendents as well as IAFIS Foundation Board members. In the case of a tie, a majority or plurality vote will be taken to break the tie.

The Award: The Joe Larson Merit Award of \$500 and a plaque will be presented.