



north-american association of uniform manufacturers & distributors

2010 BEST DRESSED PUBLIC SAFETY AWARDS

CALL FOR **DEPARTMENT** SUBMISSIONS

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



WHY SHOULD YOU PARTICIPATE?

- Gain National & Local Media Exposure for YOUR Department
- Increase YOUR positive community appearance through news!
- Increase employee belief in YOUR Department and services offered
- Enjoy positive media exposure for your Department

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 December 15, 2009.

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 organizations 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 thought 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 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:

Official Police, Fire and other Public Safety Departments from Canada, Mexico and the United States may enter the contest.

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 21st 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 of Winning for the Department

Winning Agencies have in the past found significant press and media attention paid to the Public Safety Department. 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.

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 **December 15, 2009, 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

PUBLIC SAFETY DEPARTMENT

2010 Best Dressed Public Safety Awards Submission Form

***Mail to:** NAUMD, 336 W. 37th Street – Suite 370, New York, NY 10018

▶ **QUESTIONS?:** Call: 1.212.736.3010 Ext 205

DEADLINE FOR INCLUSION IN THE JUDGING: December 15, 2009.

Please check the category of your program:

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

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

Please complete NAUMD Sponsor Information

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

1. What method is used to purchase Uniforms?

Please complete the below:

- Department Purchase \$ _____ Per Year
 Voucher System \$ _____ Per Year
 Cash Allowance \$ _____ Per Officer
 Individual Purchase \$ _____ Per Year
 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 attach specifications for Class A-C Uniforms on separate 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 so which? (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 37th Street, Suite 370, New York, NY 10018

Phone: 212.736.3010 Ext 205 • Fax: 212.736.301

Web: www.naumd.com