



NATIONAL
INDEPENDENT
CONCESSIONAIRES
ASSOCIATION



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) IAFE (International Association of Fairs & Expos)
 - ii) IFEA (International Festivals and Events Association)
 - iii) 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 and State activities** – Applicant must attend annual conventions, zone and state meetings and participate in sponsored seminars.
- e) **Contributions to the Association** – Contributions to NICA, IAFE, IFEA, WFA and State 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, IAFE, IFEA, WFA, State Zone 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, IAFE, IFEA, WFA or a State organization.
 - 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. Applications must be submitted by October 1st of the year in which certification is to be considered.

PLEASE BE REMINDED

**Application must be legible
(typed or written in ballpoint pen)**

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



NATIONAL INDEPENDENT CONCESSIONAIRES ASSOCIATION

**P.O. Box 89429
Tampa, FL 33689-0407
Phone: 727-346-9302 Fax: 727-346-9312**

APPLICATION FOR CERTIFICATION

Please type or print clearly in ballpoint pen

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 A 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>
→ 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		
<i>If necessary attach separate sheet titled Education</i> → TOTALS				

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>
→ TOTALS			

Minimum of 1 point *required* for this category

Maximum of 5 points *allowed* for this category

4) Attendance in NICA, IAFE, & State Association Activities

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

A) State Association meeting – Years Attended

(2 points per state 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>

B) IAFE Annual Convention

Years Attended
(within the last 5 years)

Applicants Use

NICA Use Only

--	--	--	--



C) Zone Meetings or Seminars at Non-Convention Times

Years Attended
(within the last 5 years)

Applicants Use

NICA Use Only

Event Name	Years Attended (within the last 5 years)	Applicants Use	NICA Use Only
Event Name			
Event Name			
Event Name			
Event Name			

D) NICA Annual Meeting, Food Show or Education Seminar

Years Attended
(within the last 5 years)

Applicants Use

NICA Use Only

Event Name	Years Attended (within the last 5 years)	Applicants Use	NICA Use Only
Event Name			
Event Name			
Event Name			
Event Name			

TOTALS

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, IAFE, IFEA, WFA, or State Association
Committee Member

(1 point each committee, each year 1 point extra if chairman)

Years Attended
(within the last 5 years)

Applicants Use

NICA Use Only

Committee Name: Association Name:	Years Attended (within the last 5 years)	Applicants Use	NICA Use Only
Committee Name: Association Name:			
Committee Name: Association Name:			
Committee Name: Association Name:			
Committee Name: Association Name:			
Total			



B) NICA State Representative (2 points)	<u>Years Attended</u> <i>(within the last 5 years)</i>	<u>Applicants</u> <u>Use</u>	<u>NICA</u> <u>Use Only</u>
STATES Represented:			
Total			

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

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



E) Membership in Allied Association
(1 points for each Association)

Years Attended
(within the last 5 years)

Applicants
Use

NICA
Use Only

IAFE			
OABE			
IFEA			
State Association			
Other Association(s):			
Total			

F) Served as Associate Representative
(2 points for each Organization)

Years Attended
(within the last 5 years)

Applicants
Use

NICA
Use Only

Organization			
Organization			
Organization			
Total			

G) Established Communications Committee at an event without one
(5 points for each committee formed)

Years
(within the last 5 years)

Applicants
Use

NICA
Use Only

Name of Event			
Name of Event			
Name of Event			
Total			

H) Participated on Communication Committee
(2 points for each committee participation)

Years
(within the last 5 years)

Applicants
Use

NICA
Use Only

Name of Event			
Name of Event			
Name of Event			
Total			



I) Participate in NICA Meetings THIS year
(1 point for each meeting – Maximum 5 points)

Applicants NICA
Use Use Only

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) *(2 points for each article)*

Issue and Applicants NICA
Page # Use Use Only

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 or State Association *(1 points for each new member)*

Applicants NICA
Use Use Only

NAME	ASSOCIATION		
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)

Applicants
Use NICA
Use Only

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

Applicants
Use NICA
Use Only

Organization	Year(s)		
Total			

TOTALS FOR CONTRIBUTIONS TO ASSOCIATIONS

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

Applicants
Use NICA
Use Only

→ TOTALS		
<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>
→ Total				

<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	<u>Phone</u>
City, State, Zip		
Name	Address	<u>Phone</u>
City, State, Zip		
Name	Address	<u>Phone</u>
City, State, Zip		
Name	Address	<u>Phone</u>
City, State, Zip		
Name	Address	<u>Phone</u>
City, State, Zip		
Name	Address	<u>Phone</u>
City, State, Zip		



B) GIVE LIST OF EVENTS WITH A MINIMUM OF 5 AND A MAXIMUM OF 10

1) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
2) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
3) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
4) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
5) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
6) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
7) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
8) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
9) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
10) Event Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		



C) GIVE A LIST OF BUSINESS REFERENCE WITH A MINIMUM OF 5 AND A MAXIMUM OF 10

1) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
2) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
3) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
4) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
5) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
6) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
7) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
8) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
9) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		
10) Business Name	Contact Person	<u>Phone</u>
Address		
City, State, Zip		

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