



**IBWA / Selby Advocacy Award**  
**“The Selby”**  
**Nomination Guidelines**  
**Deadline: June 9, 2016**

The IBWA / Selby Advocacy Award recognizes the exemplary advocacy by an IBWA member or nonmember whose advocacy efforts have had a positive impact on the national/global conversation about and larger public policy issues important to the bottled water industry. The award recognizes any entity—IBWA member, individual citizen, scientist, journalist/news media figure, nonprofit, government official or agency (federal or state), regional bottled water association, and public/private company or institution, etc.—whose advocacy has changed the policy, perception, legislation, or regulation of issues important to bottled water.

During the General Session of the **2016 IBWA Annual Business Conference and Trade Show at the Gaylord Opryland Hotel in Nashville, Tennessee, November 7-11, 2016**, IBWA will announce the winner(s) of “The Selby” Advocacy Award.

### **Nomination and Election Process**

- IBWA Committees will identify candidates through discussions at the Winter and June meetings. During the Winter meeting, IBWA Committee members will be asked to begin thinking of individuals who may be worthy of this award. During subsequent Committee conference calls and the June meeting, Committees will determine if they have a candidate(s) to present to the Board.
- At the June meeting, Committee Chairs will present the name of any candidate(s) to the IBWA Board for its review.
- The IBWA Board of Directors will review all nominations that meet award criteria.
- The IBWA Board of Directors will select the award recipient(s), by a majority vote, with a deadline set at one month after the June IBWA Board of Directors meeting.
- If a Board member has been nominated for this award, he or she will not participate in the voting process.

### **Criteria**

Candidates will be based/evaluated on the scope and depth of documented advocacy, commitment, or actions that have resulted in tangible benefits to the bottled water industry. The IBWA Board of Directors will consider all provided proof of advocacy on behalf of the bottled water industry to determine a winner(s) of the Advocacy Award.

### **History of Award**



In 2014, IBWA awarded its inaugural Advocacy Award to Shayron Barnes-Selby (shown at left, with IBWA Supplier and Convention Committee Co-Chair Dan Kelly). In addition to promoting the efforts of her company (DS Services of America), Shayron tirelessly advocates on behalf of IBWA and the bottled water

industry. (She once had 31 visits with legislators on Capitol Hill in a two-day period.) She is active in all IBWA state and federal legislative and regulatory efforts. She assists with IBWA's communications and public outreach activities. For many years, Shayron has served as the co-chair of the IBWA Government Relations Committee, and she is also the treasurer of the IBWA Political Action Committee. In 2013, Shayron was appointed to the IBWA Board of Directors; she is currently vice chair of IBWA. But mostly, Shayron has been, and continues to be, the voice of the bottled water industry where we need it most—talking with our elected officials to help ensure they know the facts about the bottled water industry and our issues.

## **Questions**

If you have questions, contact IBWA Publications and Special Projects Manager Sabrina Hicks at 703.647.4601 or [shicks@bottledwater.org](mailto:shicks@bottledwater.org).