

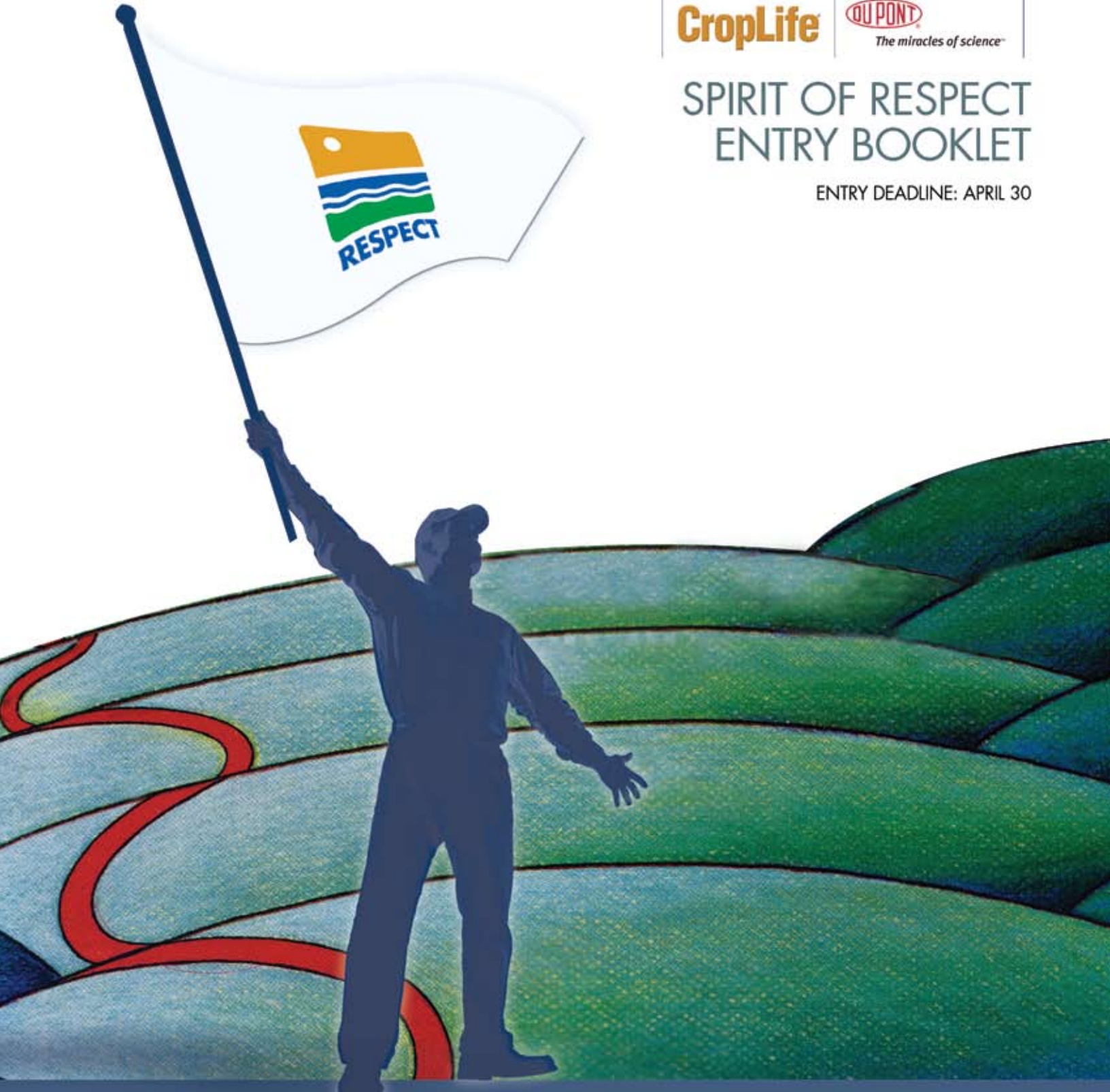
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# SPIRIT OF RESPECT ENTRY BOOKLET

ENTRY DEADLINE: APRIL 30



WE ARE  
**ENVIRONMENTAL  
RESPECT**

# Spirit of Respect Award

## ENTRY BOOKLET

Established and conducted by DuPont Crop Protection and CroLife magazine

### How To Show Your Spirit

1. Fill out the enclosed entry materials. These entry materials are designed to help you show your company's spirit in the areas of facility management, employee training and development, community relations, grower relationships and industry leadership. To apply for the Spirit of Respect Award, you must complete these entry materials in their entirety.
2. Answer each of the questions thoroughly and include specific examples when possible (attach pages if necessary). Your overall evaluation will be determined on how you tell your stewardship story.
3. Supply photos and supporting material important to your story. The selection panel must see evidence of the claims you make throughout your entry.
  - a. Attach photos and supporting material that represent only the outlet indicated in the applicant information section. One outlet per entry will be accepted. These photos should point to changes made since your regional or national Environmental Respect Award, and should show your company's continued commitment to environmentalism. When possible, use captions to explain what is in the photo and how it is relevant/has changed from previous years efforts.
  - b. Include supporting materials (letters of recommendation, newspaper clippings, materials used to communicate with and educate your community, employees or industry, company mission statement or environmental business plan, etc...)
4. Complete the applicant information at the end of this Self-Audit. Please make sure you include the information on your previous Environmental Respect Award. This will be critical to make sure the correct locations are honored.

### Send your completed entry:

Email: [kamccloskey@meistermedia.com](mailto:kamccloskey@meistermedia.com)

Mail: Environmental Respect Awards, 37733 Euclid Ave., Willoughby, OH 44094

Online: [www.environmentalrespect.com](http://www.environmentalrespect.com)

### ■ SECTION A: Facility and Operations Management

This section will focus on evaluation of physical plant improvements and improvements to facility operations and processes since the applicant's previous Environmental Respect Award. The applicant must demonstrate improvement to equipment and physical structures, investment in updated technology, and positive change to processes and work flow. The applicant should be able to provide documentation and photographic evidence that supports these improvements.

1. Describe improvements that have been made to the physical plant (buildings, storage and warehousing, security, fencing, containment areas, loading areas, etc...) that contribute to environmental stewardship and safety.

**Provide photos of these improvements.**

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2. Describe how you have enhanced work processes (management and movement of inventory, employee and company safety procedures, adoption of new technologies that help streamline workflow, etc...) to encourage environmentally responsible business practices.

**Provide photos of these improvements.**

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3. Name the most significant environmental improvement that has been made since this company's last Environmental Respect Award and describe the impact of this improvement on the company, customers, and community.

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## ■ SECTION B: Employee Training and Development

This section will focus on evaluation of employee practices and procedures. Applicants will need to demonstrate ways in which employees are encouraged to grow, and motivated to be more environmentally aware.

1. In what ways has the company improved upon the development of employee skills and training? (regularity of training, training records, job descriptions, goals and plans, investment in people)

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2. Since your previous Environmental Respect Award, how are employees encouraged to grow, be safer and be more environmentally aware?

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## ■ SECTION C: Community Involvement

Applicants will be evaluated on the depth to which the company is active in the community. This will include an evaluation of initiative and physical visibility within the community through time.

1. Describe and explain a local community environmental challenge and proactive initiatives the facility has taken to address this challenge and be an example for its neighbors.

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2. Name specific events, presentations, community meetings, and/or educational opportunities the company has participated in since your previous Environmental Respect Award to encourage environmental respect within local and neighboring communities.

**Provide examples (photos, documentation, news releases, community newsletters, or educational marketing materials) your company has developed to help carry the environmental flag.**

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## ■ SECTION D: Grower Relationships

Emphasis In this section will be placed on the depth to which the company has carried the environmental message to its customers. The applicant will need to provide evidence of stewardship advocacy at the grower level.

1. Describe a voluntary, creative and innovative approach to a stewardship challenge presented to your business by a customer. What actions did the company take to create a positive outcome in this situation?

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2. Describe and explain proactive ways in which the company has carried the message of environmental stewardship to local growers. List specific examples of employee/customer relationships, company marketing literature, and products and services offered.

**Provide examples (photos, documentation, company brochures, marketing materials, letters from customers, etc.) that demonstrate positive grower relationships over time.**

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If possible, please provide 1-3 references from grower customers.

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## ■ SECTION E: INDUSTRY LEADERSHIP

In this section, applicants will need to provide clear evidence of ways in which representatives from the company (management, employees, etc...) have been actively involved in industry and government advocacy. Emphasis will be placed on actions the company has taken to carry agriculture's good news to the larger industry and the results of those actions.

1. List industry organizations (at the local, state or national level) that your business and/or representatives from your company belong to and the approximate length of time of service.

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2. Explain the ways in which your company has been an active advocate of environmental stewardship through the years in relation to local and state government.

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## ■ SECTION F: THE BIG PICTURE

This section is the applicant's opportunity to show the company's greater commitment to environmentalism and the plans the organization is putting into place to improve the future of the industry.

1. Name three environmental goals your company/outlet has set.  
What have you done in the last 3-5 years to achieve and exceed these goals?  
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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Briefly describe the plans you have put in place to further your environmental initiatives over the next 3-5 years.  
How will your company continue to be a positive voice for agriculture's environmentalism in the future?  
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\_\_\_\_\_  
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3. What would you say to encourage others to carry the flag of environmentalism?  
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## SECTION G: BUSINESS PROFILE

Company Name \_\_\_\_\_

Applicant Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City, \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone, Fax, Email \_\_\_\_\_

Web Site \_\_\_\_\_

Regional or National Winner? \_\_\_\_\_

Year of Award \_\_\_\_\_

Company Name at Time of Award \_\_\_\_\_

DuPont Representative Name, Phone \_\_\_\_\_

Applicant Signature \_\_\_\_\_

For 20 years, the Environmental Respect Award has been the premier award in agricultural stewardship among agricultural retailers and distributors around the world. The program was developed to honor agricultural retailers who are preserving and protecting the environment, to provide information on the excellence of these facilities in a way that other retailers will be encouraged to improve, and to share the good news about environmentally responsible agriculture. Since its inception in 1990, more than 5,000 businesses in the U.S. have shared their stories of environmental respect. The effort is sponsored by DuPont Crop Protection and is managed and conducted by CroLife magazine and Farm Chemicals International magazine.

**CroLife**



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