



## Award Descriptions and Criteria

The Wisconsin Dental Association presents Pyramid of Pride Awards in 10 categories:

- Lifetime Achievement
- Community Outreach
- Friends of Dentistry
- Media Awareness
- Communications
- New Dentist Leadership
- Outstanding Leadership in Mentoring
- Political Action
- WDA Award of Honor
- WDA Foundation Philanthropic Award

### Lifetime Achievement

#### PURPOSE

- The Lifetime Achievement Award is the WDA's highest honor and recognizes an individual dentist who has given time, energy and expertise to the organizations representing dentistry throughout his/her career.

#### NOMINEE CRITERIA

- The Lifetime Achievement Award is given to a dentist who has accomplished the following:
  - 20 or more years of continuous membership in the WDA
  - Participation in the professional affairs of local, state, regional and/or national dental organizations
  - Has made a significant contribution to organized dentistry throughout their lifetime

#### RECIPIENTS

- The WDA Board of Trustees will select ONE recipient in any given year.

### Community Outreach

#### PURPOSE

- To honor an individual, a team of individuals, or an organization that has systematically provided exceptional service to the public, of a nature that reflects great credit on the dental profession.

#### NOMINEE CRITERIA

- Nominees may be individuals or organizations who have contributed to dentistry in the "Purpose" section of these guidelines. Nominees need NOT be a dentist; however, all dentists who are nominated must be members of the WDA.

#### RECIPIENTS

- The WDA Board of Trustees will select up to FIVE recipients in any given year.

## **Friends of Dentistry**

### PURPOSE

- To honor an individual or organization that makes ongoing contributions to the mission of the WDA.

### NOMINEE CRITERIA

- Nominees may have contributed in any combination of the following ways:
  - Material contributions to the WDA
  - Involvement in WDA programs
  - Service on a WDA committee, sub-committee or task force

### RECIPIENTS

- The WDA Board of Trustees will select up to TWO recipients in any given year.

## **Media Awareness**

### PURPOSE

- To recognize a member of the print or broadcast media industry for demonstrating a commitment to inform and educate the general public about the importance of oral health and/or dental-related issues in Wisconsin.

### NOMINEE CRITERIA

- Nominees can be an organization, individual or team.
- Nominees should serve Wisconsin residents on a local, regional and/or statewide basis

### RECIPIENTS

- The WDA Board of Trustees will select up to TWO recipients in any given year.

## **Communications (formerly Media Relations)**

### PURPOSE

- To honor a dentist or team of dentists who use mass communications – ranging from news media to social media to WDA publications and more – to promote the WDA and its mission.

### NOMINEE CRITERIA

- Nominees must be dentists(s) who are members in good standing of the WDA.

### RECIPIENTS

- The WDA Board of Trustees will select up to TWO recipients in any given year.

## **New Dentist Leadership**

### PURPOSE

- To recognize the efforts of an early-career WDA member dentist for significant involvement in organized dentistry at the local, state and/or national levels.

### NOMINEE CRITERIA

- Nominees must be dentists who have been out of dental school for 10 years or less who have demonstrated outstanding leadership qualities as they relate to new dentist issues and who are members in good standing of the WDA.

### RECIPIENTS

- The WDA Board of Trustees will select up to THREE recipients per year.

### **Outstanding Leadership in Mentoring**

#### PURPOSE

- To recognize a member dentist who has demonstrated outstanding leadership in mentoring in an academic or professional setting.

#### NOMINEE CRITERIA

- Must be a WDA member who demonstrates outstanding mentorship ability. Supporting letters from those mentored (not to exceed two pages each) will be considered.

#### RECIPIENTS

- The WDA Board of Trustees will select ONE recipient in any given year.

### **Political Action**

#### PURPOSE

- To honor an individual, a team of individuals, or an organization that has increased member involvement on the grassroots level to further WDA legislative interests.

#### NOMINEE CRITERIA

- Nominees must have worked to promote the WDA legislative interests in one or more of the following areas:
  - Soliciting funds or contributing to WIDPAC and the Direct Giver program
  - Hosting and/or attending political action fundraisers
  - Participating in local campaign efforts
  - Coordinating letter-writing campaigns or phone trees on important issues
  - Testifying on issues of concern to the dental profession
- Nominees who are dentists must be members in good standing of the WDA.

#### RECIPIENTS

- The WDA Board of Trustees will select up to FIVE recipients in any given year.

### **Award of Honor**

#### PURPOSE

- To recognize individuals and organizations for contributions and activities that reflect great credit on the dental profession.

#### NOMINEE CRITERIA

- Nominees may have contributed to the dental profession in any of the following ways:
  - Material contributions to the Wisconsin Dental Association
  - Advancement of the art and science of dentistry
  - Provision of exceptional service to the dental community

#### RECIPIENTS

- The WDA Board of Trustees will select up to FIVE recipients in any given year.

## **WDA Foundation Philanthropic Award**

### **PURPOSE**

- To recognize a member of the dental community who supports the mission of the WDA Foundation.

### **NOMINEE CRITERIA**

- Nominees may have contributed to the mission of the WDA Foundation in any of the following ways:
  - Material contributions to the WDA Foundation or other dental foundations
  - Support of projects that provide dental care for the disadvantaged
  - Involvement in WDA Foundation

### **RECIPIENTS**

- The WDA Foundation Executive Committee will select ONE recipient in any given year.