



**WASHINGTON STATE UNIVERSITY EXTENSION  
2009 DISTINGUISHED SERVICE AWARD FOR INNOVATION**

*"An innovation, to be effective, has to be simple and it has to be focused. ... All effective innovations are breathtakingly simple. Indeed, the greatest praise an innovation can receive is for people to say, 'This is obvious. Why didn't I think of it?'"*

*—Peter F. Drucker, The Essential Drucker, Harper, 2001, pp. 273-4.*

**AWARD: \$1,000** to be used on continued programming for continued professional development of individual or team members.

**ELIGIBILITY**

Individuals or teams of WSU Extension educators, support personnel and program partners (if applicable) working on or within a WSU Extension program or project.

**NOMINATIONS**

Nominations are welcome from:

- Extension colleagues;
- Academic departments, Extension administrators, and district directors;
- Community organizations/agencies, members that work with WSU Extension; and
- Team members.

**NOMINATION GUIDELINES**

**The entire nomination (excluding cover page and letters of support) is limited to five double-spaced, typewritten pages and must be organized according to the specific format presented below.** Judging is conducted using the specific points identified below for each section of the narrative summary.

**I. Cover Page** including: Name of nominee(s); county/area, department, or unit; present position and/or title of team members; name of nominator (individual, organization, self). (Limit: 1 page.)

**II. Narrative summary** outlining (Limit: 5 pages double-spaced, 12 pt font minimum):

- The innovation, classified as the creation of a new process, product, system, or idea. (30 Points)
- Description of the innovation process. Include obstacles, efficiency, creativity/originality, successes, and sustainability. (30 Points)
- Documented impacts of the innovative process, product, system, or idea. (40 Points)

**III. Supporting Information** (Limit: 4 pages). Include any publications, awards, support from community organizations or participants in the program/effort, and any other data that might be helpful.

**NOMINATION DEADLINE – February 19, 2009**