

# 2011 AICC INNOVATOR of the YEAR



## Call for Entries **Information Technology and/or Training**

Deadline for Entries, Friday, September 2, 2011



Co-sponsored by:



Held in conjunction with the  
**AICC 2011 Annual Meeting**

October 26-28, 2011

The Grand America Hotel  
Salt Lake City, Utah

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Co-sponsored by:

**BCN**

**Corrugated TODAY**

# Information Technologies and/or Training

## OPEN TO ALL MEMBERS (Boxmaker and Associate)

The Information Technology and/or Training category focuses on innovations in the information technologies and/or training fields that benefit the paperboard packaging industry through enhanced efficiency, quality, productivity or customer service, or enhance the knowledge and skill levels and/or safety of members of the paperboard packaging community.

Innovative software, systems and programs, unique uses of off the shelf applications, educational programs and materials...etc.

2007 Winner - Huston Patterson; HPx Academy (employee and client training program)

### **AICC, Board Converting News and Corrugated Today**

co-sponsors of the Innovator of the Year Competition, are proud to announce the Call for Entries for the 2011 Innovator of the Year!

The Information Technologies and/or Training competition is open to ALL members. The award, presented at AICC's 2011 Annual Meeting, October 26-28, 2011 at The Grand America Hotel, provides you, as an AICC member, the unique opportunity to spotlight innovations developed by your company.

This year's category will focus on unique innovations in the Information Technologies and/or Training fields such as,

- A new software application or training program that streamlines production
- A spreadsheet, training materials or program that has had a positive impact on efficiency, productivity, or safety
- A program that has contributed to the health or well-being of your employees, their families, or the community

Your company's name can be added to this award-winning list of innovative companies — but it can only happen if you take a chance and enter your innovation, something no one else in the industry has developed, into the competition!

### **Here's how:**

The Innovator of the Year Competition is a video based competition. **Entrants must submit a 5-6 minute non-commercial video presentation of the innovation with OFF-Camera narration, and the completed entry form to AICC Headquarters by September 2, 2011.** The Finalists will be selected by AICC's Plant Innovations Committee. A 7-10 minute videotape, developed by AICC, will highlight each of the finalist entries. Winners will be selected during AICC's 2011 Annual Meeting in Salt Lake City by an AICC member vote during the General Session on Thursday, October 27, and announced Friday, October 28 during the General Session.

You've got to be in it to win it! Good luck!

Cover photography courtesy of (from at top), Steve Greenwood, Salt Lave CVB, Adam Barker, Adam Barker, Steve Greenwood, Salt Lake CVB

## First Place Award

Receives the 2011 Innovator of the Year Trophy Bowl, a copy of the 2011 Innovator of the Year DVD compilation of winning innovations and finalists!

## Second and Third Place Awards

Receive a plaque noting participation and achievement in the competition and a copy of the 2011 Innovator of the Year DVD compilation of winning innovations and finalists!

## Finalists & Honorable Mentions

Receive a copy of the 2011 Innovator of the Year DVD compilation of winning innovations and finalists!

The Innovator of the Year is an anonymous competition. Your video should be informative, but non-commercial, and should not contain anything that will identify the innovations developer and/or the equipment manufacturer including:

- **NO** Product or Company logos
- **NO** Titles that display product or Company name
- **NO** Narration that refers to the product or Company by name
- **NO** On screen personalities directly identifiable to your Company
- The purpose of the video is to educate the Plant Innovation Committee and the members about the features, benefits and advantages of your product. Use straight cut editing. Wow them with information. Don't try to dazzle them with Spielberg-like effects and titling.
- Focus your efforts on providing a clear, uncluttered and well lit representation of the features and benefits of the innovation with narration that is clear and easy to understand.
- Demonstrate, if possible, how the task was performed before the innovation was put in place, if possible, and how it's performed using the innovation.
- Be sure to highlight the benefits of the innovation including production improvements, the savings of time, waste, money and enhancements in safety. Include, if possible, a projected return on investment. This year those innovations which explore issues of sustainability and increased usability will receive particular focus from the Innovations Committee.

## COMPETITION RULES

### Who Can Enter

**ALL AICC Members** - (Boxmakers and Associates)

### How To Enter The Competition

Complete the entry form located in this brochure. Give a complete written description of the innovation and its benefits, according to the questions on the entry form. All entrants must submit a 5-6 minute video presentation of the entry. Off-camera narration must accompany the video for purposes of clarifying the action on the screen. The off-camera narration will be voiced over in the final video presentation. Please include a printed, and if possible, electronic copy of the narration. The narrator(s) should explain the innovation but remain off-camera. Another person should hold up or demonstrate the innovation and point out its attributes. Please eliminate any company references (visible or audio) in your video.

### Entry Fees

There are no entry fees required.

### Multiple Entries

Member companies may enter more than one entry into the competition provided that each entry includes its own completed entry form and 5-6 minute video presentation. Previous winning entries (1st, 2nd, 3rd place) are excluded from all future Innovator of the Year competitions.

**Innovations must have been introduced after October of 2007.**

### Entry Deadlines

Entries – including videos – must be received at AICC Headquarters by September 2, 2011. Eligible entries will include a completed and signed entry form for each entry and a 5-6 minute video presentation of the innovation.

### Judging

The entries submitted into the Innovator of the Year Competition are first judged by a panel of industry experts who make up the AICC Plant Innovations Committee. Finalists are chosen and featured at the AICC Annual Meeting during which the meeting's attendees vote by ballot for the Innovator of the Year.

## Video Guidelines

1. Use the highest grade tape available.
2. Please use supplemental lighting when possible. The more light, the better the video quality.
3. **Mount the video camera on a tripod.** If this is not possible lean against a wall or post to steady the camera.
4. Zooming in and out of a subject quickly becomes very boring. Use the zoom function sparingly, if at all.
5. During the taping, have another person demonstrate or show the innovation. Videotape the demonstration or innovation in a "wide shot" and then do it over in a "close up." **The demonstrator should not talk.**
6. While someone is demonstrating the innovation, have another person stand offscreen beside the camera and verbally describe the action or innovation or incorporate voiceover narration.
7. Limit your video to five (5-6) minutes. **DO NOT EDIT THE VIDEO!** We will use the footage that we need. **Please note that you will be judged on the merit of your innovation, not on the professionalism of the video.** However, please note that a video shot in better lighting or a well explained innovation can only help in judging your innovation.
8. Videos submitted to AICC become the property of AICC to use in promotional and Association materials.

## Production Options

### Option 1: Professionally produced materials

If the video you are submitting was produced professionally please ask that the following technical guidelines be observed:

- Raw, rather than edited footage is encouraged. Graphics and overlays should NOT be used unless they are critical to explaining how your product operates, are noncommercial in nature and do NOT contain your company and/or product name or any other identifying information.
- Straight-cut editing is also encouraged. Effects such as fade-ins or outs, dissolves, page-turns, etc. should not be used.
- **DVD (Region 1- North America, or Region 0 - worldwide) are the preferred formats for submissions.** Tape formats of Beta, Beta SP, Mini DV and digital files in Quicktime format, 640 x 480 size minimum, 29.97 fps, lower or first field dominant are also acceptable and must be in USA - NTSC format.
- First generation dubs from camera originals are preferred. **Submission of digital files other than those described above cannot be accepted.**
- Other formats such as DVCam, XDCam Beta SX and Digi-Beta will be accepted but will incur a \$200 transfer fee\*. Submission of VHS tapes is discouraged but will be accepted.
- Please submit no more than 5-6 minutes of video. We will be editing this down to 2-3 minutes. If you submit a video that is longer than 5-6 minutes you may be disqualified from the competition.

### Option 2: Video you shoot yourself

If you opt to submit video shot with consumer grade video cameras we highly recommend that the following guidelines be observed.

- We do not want an edited program. The actual raw tapes used in the camera should be submitted.
- Mount the video camera on a tripod. A "shaky" handheld video will not show your product to its best advantage and is unlikely to be considered favorably in the competition.
- Tape format must be NTSC. If you purchased the camera in North America you have no need to worry.
- Use the highest grade videotape or DVD available. This should be the first use of a brand new tape.
- Use additional lighting when possible. Typically, the more light, the better the video quality.
- "Pre-roll" EVERY TIME you start and stop the camera. A minimum of ten seconds should be recorded at the beginning of every scene BEFORE any action begins. This helps assure that all of the demonstration is usable for editing.
- **See Option 1 for full listing of acceptable formats.**
- Original camera tapes in 8mm and Hi-8 formats are discouraged as these formats often require use of the original camera for smooth playback. We recommend against the submission of materials copied to VHS as the image quality will not portray your product well.
- Please submit no more than 5-6 minutes of video. We will be editing this down to 2-3 minutes. If you submit a video that is longer than 5-6 minutes you may be disqualified from the competition.

**IMPORTANT!** - Failure to adhere to these rules and guidelines may result in disqualification of your entry.

## QUESTIONS?

### Competition

**Cindy Guarino - AICC**  
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### Technical - Video

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