January 9, 2018

TO: NAAB Member Organizations

General Managers and/or

Persons handling NAAB award applications

RE: NAAB Awards

In 2017 the NAAB board approved a motion to modify the NAAB award programs to more accurately reflect the modern A.I. industry. The new program will be implemented starting in calendar year 2018.

**Awards History**

Number of First Inseminations commenced in 1957

Years of Service commenced in 1965

Unit Sales commenced in January 1991

These awards were established at a time when the industry had a large number of A.I. centers, utilization of artificial insemination was low but increasing, the number of dairy herds was very large and the average number of cows per herd was low.

**What has Changed**

In the past several decades, the number of A.I. centers has declined due to mergers and acquisitions. Similarly, the average herd size has increased dramatically with dairy production moving closer to areas of higher population density and larger milk processing capacity. Some A.I. centers have a technical service team that focuses on breeding large herds while some large dairies employ their own technicians. Synchronization programs have changed the way producers manage their reproduction programs and larger numbers of cattle can be bred by each technician.

**Current Award Program**

In order to reflect the modern industry, the Market Development Committee recommended and the NAAB board approved changes to the award program to recognize Years of Service. It is also acknowledged that being an A.I. technician is a physically challenging profession and recognition should be granted at 15 years of service. Following are the new awards that will be recognized:

**15 Year Technician Award:** Awards are issued for A.I. Technicians that have completed 15 years of specifically A.I. Technician Service work.

**20 Year Award**: Awards are issued for a person completing 20 years of service to the A.I. industry.

**30 Year Award**: Awards are issued for a person completing 30 years of service to the A.I. industry.

**40 Year Award**: Awards are issued for a person completing 40 years of service to the A.I. industry.

**50 Year Award**: Awards are issued for a person completing 50 years of service to the A.I. industry.

**Rollout Plan**

**A.I. Technician Award Rollout Plan**

Any A.I. Technician that is eligible and has worked between 15-19 years is eligible to receive this award. In the future, the award would be given to technicians that reach 15 years of service.

**Years of Service Plaque**

NAAB would like to recognize individuals that have dedicated a significant number of years to the A.I. industry. Anyone who has worked 20 years or more in the A.I. industry will be eligible to receive the Years of Service Award with the appropriate Years of Service bar. When everyone has received the Years of Service Plaque, they will only receive the appropriate Years of Service bar when they reach the new decade mark. In the future, only new 20 year award recipients will receive the actual Plaque.

A new Award Application form is attached and should be used to nominate your staff that have made a commitment to the A.I. industry.

The new awards will be sent to the A.I. center that submitted the application. These awards will no longer be presented at the Biennial Technical Conference.

In the first year, anyone that has 20 years of experience or more would receive the plaque so there will be a large number of plaques awarded in the rollout year.

**Q & A:**

**Q:** If a technician has been working specifically as a technician for 17 years, will he qualify for a 15 year Technician Award?

**A:** Yes. Any A.I. technician that has been working between 15-19 years strictly as a technician will be eligible for the 15 year Technician Award. When they reach the 20 year mark, they will then be eligible for the “Years of Service” plaque with the 20 Year bar.

**Q:** If a technician has been working as a technician for 21 or more years, does he still receive the 15 year Technician Award?

**A:** No. At that point, that person would be eligible for the “Years of Service” plaque with the 20 Year bar.

**Q:** If a person has received a Quarter Century Plaque in the past, will they be eligible for the new “Years of Service” plaque?

**A:** Yes. Anyone that has received the Quarter Century plaque will also receive the new “Years of Service” plaque with the appropriate Years of Service bar(s). If a person has worked for 32 years, they would receive the plaque plus “Years of Service” bars for 20 & 30 years. If they worked for 27 years they would be eligible to receive the plaque plus “Years of Service” bar for 20 years. Please complete the nomination form and the plaque will be provided with the appropriate “Years of Service” bar(s).

**Q:** Will NAAB still recognize the number of First Services and Sales Level Awards?

**A:** No. Each individual A.I. organization may elect to keep records of these activities and recognize individuals internally for these accomplishments, however these will no longer be a part of the NAAB award program. NAAB will maintain the historical records of past recipients of those awards but will not add new names in the future.