# Purpose of Award

To honor the professionalism and unique contributions of an outstanding Customer Service Representative (CSR) who works for a PIA member agency.

# Judging Criteria

Nominees are judged on their:

* Consistently demonstrates strong leadership qualities in their role
* Abilities and aptitudes
* Dedication to a PIA member agency
* Ability to provide clients with a high level of customer service
* Commitment to betterment through education
* Contribution to his or her community

The 2025 PIA National CSR of the Year must be nominated by a PIA member agency. The nominee must be an employee of a PIA member agency and not be an agency owner or principal.

Entries must be received at PIA by Wednesday, August 13, 2025.

# Prize

The winner will be recognized at the 2025 PIA Annual Leadership Conference, via a PIA press release, and online video.

# How to Submit Your Nomination

Complete this form on your computer by entering information in each form field (i.e. CANDIDATE’S NAMES, TITLE, etc.). You can use your mouse, the TAB key, or the arrow keys to move between fields. The amount of space for answers will expand as you type. There is unlimited space for answers to each question.

Save the completed form as a PDF file and email it to [awards@pianational.org.](mailto:awards@pianational.org) If you are providing supplemental materials to support your nomination, email all supplemental material to [awards@pianational.org.](mailto:awards@pianational.org) Entries and supplemental materials will not be returned.

If you have any questions, contact Suzanne Proctor at [awards@pianational.org.](mailto:awards@pianational.org)

## Nominee’s Information

**Candidate’s Name:\***

*\*Please list name exactly as it should appear on an award trophy.*

**Length of Time in Industry:**

**Agency Name:**

**Street Address:**

**City:****State:****Zip:**

**Phone:**

**Fax:**

**Email:**

**Web Site:**

**Date Agency Established:**

**Number of CSRs:**

**% of Commercial Business:**

**% of Personal Business:****PIA Member Submitting**

**Nomination:**

**PIA Member’s Phone:**

When typing your answers below, the amount of space for answers will expand as you type. There is unlimited space for answers to each question.

## Capabilities/Contributions

* 1. What qualities does this person possess making him/her deserving of this honor? Describe any unique aptitudes, characteristics or abilities that make this person unique, or set them apart. (Please provide specific examples and details.)

* 1. Give examples of how this person has improved the operations of your agency.

* 1. How has this person served their clients in a unique or extraordinary way?

## Designations & Awards

List this individual's insurance designations/awards.

## Community Involvement

List contributions made in serving public, e.g. charitable, business, community, religious, civic/governmental, etc. (include dates).

## Insurance Industry Involvement

Describe this person's involvement specific to the betterment of the insurance industry. Include memberships and activities.