



2027 NATIONAL COFFEE ASSOCIATION

LUMINARY AWARD

TERMS & CONDITIONS

DESCRIPTION OF THE AWARD

The National Coffee Association Luminary Award ("The NCA Luminary Award") is inspired by the definition of "luminary" as a person who inspires or influences others, especially one prominent in a particular sphere.¹ The NCA Luminary Award is NCA's highest recognition for an individual whose extraordinary and groundbreaking contribution(s) have been a driving force of positive change and have had a significant, profound, and lasting impact on the coffee community. The NCA Luminary Award is selected not on an annual basis but rather in recognition of an individual whose contributions are deserving of this exceptional honor.

NOMINEE'S ELIGIBILITY REQUIREMENTS

- NCA membership is not a requirement.
- This is an individual award. Companies are not eligible.
- The Nominee must be widely regarded as possessing integrity, honesty, and the respect of their peers.
- The Nominee may be living or deceased.
- The Nominee may have a primary occupation either within or outside the coffee industry.
- Recognition can be for a single contribution.
- The Nominee must have made extraordinary, groundbreaking, and game changing contribution(s) that have been a driving force of positive change and have had a significant, profound, and lasting impact on the coffee community.

¹ Lexico.com

- The timeframe of the nominee's contribution(s) is open-ended.
- The award recipient or a representative, on behalf of the Award recipient, must be available for the Awards Luncheon during the NCA Annual Convention.

JUDGING CRITERIA

Nominations will be judged based on the following criteria:

- Nominee's Character, Leadership, and Vision.
- Degree in which the Nominee's Contribution was Creative, Innovative, Extraordinary/Groundbreaking, and Game Changing.
- Contribution(s) Results.
- Impact - Scope and Scale of the Contribution.

BENEFITS

The NCA Luminary Award recipient will receive the following benefits:

- Press release announcing the NCA Luminary Award Winner.
- A complimentary lifetime delegate registration to attend the NCA Annual Convention.²
- Presented with a commemorative plaque at the NCA Annual Convention at which they are honored.
- Receive an NCA Luminary Award badge ribbon at the NCA Annual Convention, at which they are honored.
- Recognized in the event app of the NCA Annual Convention, at which they are honored.
- Recognized in an issue of the *NCA Coffee Reporter Weekly* before the Annual Convention.
- Recognized on a dedicated webpage on the NCA website, tentatively titled "The National Coffee Association Luminary Award."

² Complimentary NCA Annual Convention delegate registration only and does not include any optional activities and events that require additional registrations and/or fees.

- The Luminary Award recipient will receive additional recognition among their peers with a post on the NCA LinkedIn page.

NOMINATION PROCESS

- A minimum of four (4) nominations is required, but a maximum of six (6) nominations may be submitted.
 - **Required Nominations:**
 - One (1) Lead Nomination from an NCA member.
 - Two (2) Supporting Nominations from NCA members.
 - One (1) Supporting Nomination from either an NCA member or a non-member.
 - **Additional Nominations (Not Required)**
 - There may be up to two (2) additional Supporting Nominations from NCA members or non-members.
- All Nomination letters must focus on the criteria for the award.
- Nominees may also be identified and submitted by NCA staff.
- Self-nominations are not accepted.
- Nominations may be made to present the award posthumously.
- Nominations must explain why the nominee deserves, above all others, this distinguished award.
- Nominations must contain sufficient and detailed information to inform the NCA Awards Committee without additional research.
- Lead Nomination letters, Supporting Nomination letters, and supportive materials must be in English.
- **Nominations must include:**
 1. Describe the nominee's employment history and current employment/status (**Please Note: only the Lead Nomination is required to include the Nominee's employment history and current employment/status in their Nomination Letter.**)
 2. A detailed description explaining why the nominee deserves this honor. Your letter of nomination must address your nominee's qualifications within as many of the following factors as possible:
 - a. Details of the nominee's character, including reputation and leadership qualities.
 - b. Details of the nominee's contribution(s).
 - c. Details and time frame of the contribution(s).

- d. Degree to which the nominee's contribution(s) was (were) creative, innovative, extraordinary, groundbreaking, and game changing.
- e. Results of the contribution(s).

IMPORTANT DATES AND DEADLINES

For nominees to be considered as award recipients at the next NCA Annual Convention, the Lead Nomination Letter, all Supporting Nominations, and supportive materials must be submitted to the NCA by **September 30, 2026**. The NCA may request additional information to support any nomination.

SUBMISSION DEADLINE: September 30, 2026.

AWARDS PRESENTATION: Friday, March 5, 2027. The awards presentation will take place during the Friday NCA Awards Luncheon at the 2027 NCA Convention.

HOW TO SUBMIT THE NOMINATION

- **By Email:** info@ncausa.org.
- **PLEASE NOTE:** *If you do not receive a confirmation within three (3) business days of emailing your nomination, please notify the NCA by email at info@ncausa.org.*

JUDGES AND AWARD CRITERIA

JUDGES

- The NCA Awards Committee shall review nominations for the NCA Distinguished Leadership Award.
- The NCA Awards Committee will consist of the current Chair of the NCA Board and at least four members of the NCA Board of Directors. The NCA Awards Committee may include additional judges designated by the Awards Committee and the NCA.

JUDGING CRITERIA

- The NCA Awards Committee will evaluate each nomination based on the following criteria:
 - **Demonstration of Character, Leadership, and Vision**

- Reputation, integrity and honesty, and the respect of his/her peers.
- Leadership Qualities.
- **Degree in which the Contribution was:**
 - Creative.
 - Innovative.
 - Extraordinary/Groundbreaking.
 - Game Changing.
- **Contribution Results**
 - Furthered NCA's mission.
 - Advanced the coffee industry.
 - Protected or drove/increased coffee consumption.
 - Demonstrated positive influence.
 - Strengthened the coffee industry.
- **Impact - Scope and Scale**
 - Evidence of substantive, significant impact (both immediate and long-term) on the coffee community.

SELECTION PROCESS AND NOTIFICATION

SELECTION PROCESS

- The final candidate for the NCA Luminary Award will be determined by consensus of the NCA Awards Committee.
- The recommendation by the NCA Awards Committee will be reviewed and approved by the Board of Directors.
- The NCA Luminary Award is limited to one recipient in any given year.
- The NCA Luminary Award is selected not on an annual basis but rather in recognition of an individual whose contributions are deserving of this exceptional honor.
- The NCA Awards Committee may decide not to give the award if, in its sole discretion, the judging criteria are not met.

NOTIFICATION

The NCA Luminary Award Winner and nominators will be notified by the Chair of the NCA Board of Directors. Such notification will be sent by email within 30 days prior to the date of

the Award presentation. The email will contain a request not to disclose the selection prior to the official announcement by the NCA.

RELEASE WAIVER AND USE OF NOMINATOR'S INFORMATION

The NCA will not return any of the submission materials. By submitting a nomination for the 2027 NCA Luminary Award, the nominator takes full responsibility for the accuracy of all information submitted and warrants that all necessary permissions have been obtained from others who may have rights to the information and/or materials and that no compensation is due to nominator in exchange for the information/materials submitted. Nominator further holds the NCA and NCA employees, agents, officers, directors, and members harmless from all liability, and grants to the NCA the non-exclusive right to publish, reproduce, and distribute submitted information on the NCA website, at the 2027 NCA Convention, on the 2027 NCA Convention app, and in NCA digital, social, and print communications.

REMOVAL AND REVOCATION OF THE NCA LUMINARY AWARD

The NCA shall have the sole authority and discretion to rescind the NCA Luminary Award and all privileges connected therewith, having determined that there is good cause to do so. This may include but is not limited to, misrepresentation, fraud, deception, or unethical practices. The NCA's discretion in this matter shall include the right to rescind an Award and remove the individual from the list of honorees after the Award has been bestowed.

AMENDMENTS

The NCA shall have the sole authority to interpret and enforce all terms and conditions contained herein, to make any amendments thereto, and to make further rules as shall be considered necessary. Any and all matters or questions not specifically covered by these terms and conditions are subject to the discretion of the NCA, whose decisions will be final.

ACKNOWLEDGMENT AND CONFIRMATION

By submitting a nomination for the 2027 NCA Luminary Award, the Nominator confirms that they have read the Release Waiver and Use of Nominator's Information and the

complete 2027 Luminary Award Terms and Conditions, agree with all of the terms and conditions, and are authorized to submit the nomination.

NCA PRIVACY POLICY

The NCA Privacy Policy is available at ncausa.org/Privacy.

QUESTIONS

Contact Terri Bartlett, Director of Member Relations, [via email](#) or at (646) 924-4039.