



*The Florida Bar*  
*Board of Legal Specialization and Education*

---

651 EAST JEFFERSON STREET • TALLAHASSEE, FLORIDA 32399-2300 • (850) 561-5842 • FAX: (850) 561-9421

## **Award for Excellence In The Promotion of Board Certification**

“We firmly believe that The Florida Bar and this Court must responsibly move forward to assist the public in determining those individuals who are qualified specialists and not leave that role to telephone directory editors, voluntary professional groups, or to entrepreneurs with high-sounding specialty certificates and advertising techniques. ... This Court recognizes its responsibility to ensure that Florida’s legal system is responsive to public needs and that the lawyers of this state have available to them a method for improving their proficiency. We believe that the public is entitled to know which lawyers have demonstrated special skills and possess technical competency in specific legal areas ....”

*- Excerpts from The Florida Supreme Court Opinion approving The Florida Bar Certification Plan, May 21, 1981, 399 So.2d 1385*

---

**The Florida Bar Board of Legal Specialization and Education has established an annual award for Excellence in the Promotion of Board Certification. The award recognizes excellence and creativity by a Florida Bar Board Certified lawyer or a law firm in advancing the public’s knowledge of and appreciation for legal board certification.**

**Accepted entries may include newsletters, brochures, news stories, speeches, PowerPoint presentations, mementoes, special events, and print, radio and television advertisements that raise awareness about board certification for lawyers in Florida.**

The criteria for the award are as follows:

- Materials should be distinctive and related to the promotion of board certification: graphics, slogans, special events, advertising, etc.
- Materials, if subject to Florida Bar advertising rules, must have been approved by The Florida Bar Standing Committee on Advertising.
- Candidates must be board-certified attorneys or law firms that employ board-certified attorneys.



## Award for Excellence In The Promotion of Board Certification

---

***Nomination deadline is Friday, May 05, 2018.  
Nominations may be submitted anonymously.***

**Please submit nomination forms and supporting materials to:**

Arlee J. Colman  
The Florida Bar  
Legal Specialization and Education Department  
651 E. Jefferson Street  
Tallahassee, Florida 32399-2300  
Fax: 850/561-5805, cover sheet clearly labeled "Excellence Award  
Nomination" or e-mail: [acolman@floridabar.org](mailto:acolman@floridabar.org)

**Name of Nominee or Firm:** \_\_\_\_\_ **Bar #** \_\_\_\_\_

**Nominee's Business Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Nomination Category (indicate one category that best describes the entry):\***

- |  |   |
|--|---|
| <input type="checkbox"/> Newsletter              | <input type="checkbox"/> Print advertisement      |
| <input type="checkbox"/> Brochure                | <input type="checkbox"/> Radio advertisement      |
| <input type="checkbox"/> News story              | <input type="checkbox"/> Television advertisement |
| <input type="checkbox"/> Speech                  | <input type="checkbox"/> Other (please describe)  |
| <input type="checkbox"/> PowerPoint presentation | _____   |
| <input type="checkbox"/> Memento                 | _____   |
| <input type="checkbox"/> Special event           | _____   |

*\* Please include only one copy, photo, CD or DVD of each nominated item.*

