



*Encompassing People, Places, and Products of Northwest Colorado*

## **2011 Ann Copeland Emerging Producer Award**

### **Description**

The Community Agriculture Alliance initiated the development of the Northwest Colorado Products program in 2005. *The mission of the Northwest Colorado Products program is to promote and establish and maintain a market for products and services that originate in Northwest Colorado.*

**The PURPOSE of the NWCP program is to:**

- ❖ Create a market for products and services that originate in Northwest Colorado.
- ❖ Develop retail opportunities that can be easily accessed by locals and tourists.
- ❖ Tell the stories of Northwest Colorado and its residents.

To encourage local product development, the Northwest Colorado Products Board of Directors has established an annual award to recognize emerging producers in the Northwest Colorado region. This award is named after Ann Copeland, a NWCP Board Member who passed away in July 2009. Ann embodied the entrepreneurial spirit and led the way for many producers in the Yampa Valley to market and sell their products through the Hayden Marketplace, which Ann helped to establish in 2008. Ann was a fourth-generation Yampa Valley resident. The list her accomplishments is long. As mentioned, she helped lead the effort to start the Hayden Marketplace, where she sold homemade jewelry under the name Annie's Antics. She served on the Hayden Chamber of Commerce Board of Directors and worked to promote cultural heritage tourism in the area. She and her husband leased and led llama pack trips in the Flat Tops from their ranch on Routt County Road 19, about 28 miles from Hayden.

The intent of the ***Ann Copeland Emerging Producer Award*** is to recognize an individual who exhibits innovation, good business practices, and the entrepreneurial spirit in his/her approach to designing, developing, marketing, and distributing a product that originates in the region of Northwest Colorado. The award will be presented at the **NWCP Annual Meeting and What's in Our Foodshed III – Saturday, October 22, 2011**. The winning producer will be awarded opportunities that will assist in realizing their marketing and promotional plan goals for their product.

Nominations for the award are being solicited from regional educational institutions and other agencies involved with product development as well as the general public. The Board of Directors of Northwest Colorado Products will partner with local business leaders to determine the award winner. The Board of Directors of Northwest Colorado Products is honored to offer this award in Ann's name. For more information, contact Nancy B. Kramer at (970) 879-4370 or [nbkramer@communityagalliance.org](mailto:nbkramer@communityagalliance.org).

## **Application Deadline: Monday, October 3, 2011**

### **Criteria**

- Currently active in the design, development and marketing of a local product within the region of Northwest Colorado (Routt, Moffat, Rio Blanco and Jackson counties).
- Exhibits innovation in product development, marketing and business practices.
- Established business plan to sustain production and company
- Dedicated to Community Service - individually and/or through company
- Exhibits Anne Copeland's high level of enthusiasm for Local product development, community engagement and embodies the Entrepreneurial Spirit

### **The Award**

- Plaque recognizing the award
- One year FREE Northwest Colorado Products Producer membership
- Featured profile on [www.nwcproducts.org](http://www.nwcproducts.org)
- Marketing and Business Development Support Package