



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.
- Advertising materials that are subject to filing under Florida Bar advertising rules must have received a notice of compliance from The Florida Bar.
- 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, July 31st, 2020.

***Nominations may be submitted
anonymously.***

Please submit nomination forms and supporting materials to:

Blaire E. Bisbee

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: Bbisbee@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):*

____ Newsletter

____ Print advertisement

____ Brochure

____ Radio advertisement

____ News story

____ Television advertisement

____ Speech

____ Other (please describe)

____ PowerPoint presentation

____ Memento

____ Special event

** Please provide a link of each nominated item.*

Nominee and Entry Qualifications: (attach additional sheets if necessary)

1. How does the nominated entry advance the public's knowledge of and appreciation for legal board certification?

2. Describe the entry's use, i.e. audience, readership or advertising reach/frequency.

3. Describe the entry's innovative or distinctive qualities.
