



New Column, “Shotcreter Spotlight,” to Celebrate Nozzlemen and Crews, Support Staff, and Women in Shotcrete

By Cindy Spires, Managing Editor

The editorial staff at *Shotcrete* magazine have created a new column entitled “Shotcreter Spotlight.” Its purpose is to shine a spotlight on the nozzlemen and teams who prep, shoot, sculpt, and finish the everyday jobs, the award-winning jobs, and everything in between. This new column also serves to spotlight those who work away from the nozzle as support staff and to specifically spotlight the women who make the industry thrive.

The impetus behind this column is acknowledgment and praise of team members from their own team leadership or from colleagues who value their work.

This is your opportunity—as a business owner, superintendent, director, manager, supervisor, or colleague—to tell the readers of *Shotcrete* magazine all about the wonderful things your employees are doing to make the shotcrete industry, and your business, a success.

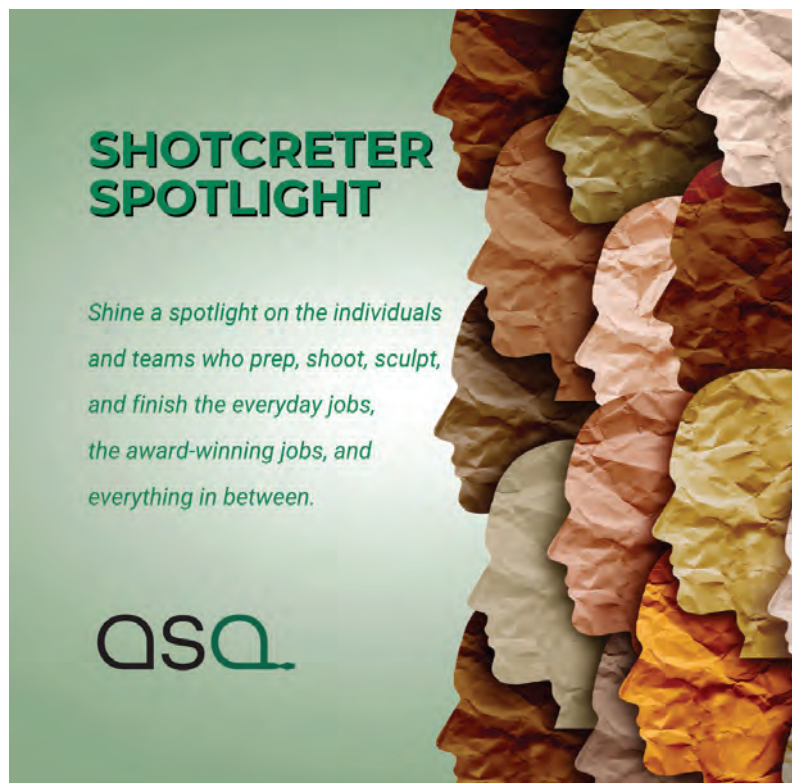
“Shotcreter Spotlight” will celebrate the individual and the team-based achievements of your employees, as nominated by you as their leaders and colleagues.

We have three categories you can nominate an individual or a team in:

- **Nozzlemen & Field Crews**—nozzlemen, field teams, and crews.
- **Support Staff**—office staff, mechanics, shop employees, etc.
- **Women in Shotcrete**—a woman who is making her mark on the shotcrete industry in big or small ways.

CONSIDERATIONS FOR NOMINATIONS

Publication Selection: Unlike the Outstanding Shotcrete Project Awards, which celebrate holistic project success, “Shotcreter Spotlight” is not voted on by a committee or evaluated for merit. Editorial staff will review submissions as we get them, follow our normal editorial process for proofreading and formatting, and publish these praise-based pieces appropriately spaced in our upcoming issues.



Nomination frequency: You can nominate an individual or team/crew once every two years maximum. You are welcome to submit multiple nominations at any given time. For example, you may want to nominate your CFO for Women in Shotcrete, and you may also want to nominate one of your nozzlemen—that is fine! Just make sure you aren't re-nominating someone you've nominated within the 2-year timeframe. If a crew changes members, and you want to nominate the crew before the 2-year timeframe, please reach out directly to me so I can review your proposed nomination with ASA editorial staff.

Publication Frequency: As space is available in *Shotcrete* magazine, these columns will be released at a maximum of one per issue in each category at the discretion of ASA's full editorial staff. Some may also be shared via ASA's social media channels if we have a hearty influx of nominations (which we hope we do!). Unlike ASA's annual awards, no committee review is involved: submit a nomination and, as space allows, these spotlights will be published.

Pre-Publication Logistics: Leaders or colleagues who submit nominations for this column will have a chance to review a proof of the column before publication and will be asked to complete ASA's typical magazine-specific requirements, including signing a copyright form, providing photos, and responding to proofs by a deadline.

Please note, when you submit this nomination, pre-approval from the individual(s) to use their pictures and names in *Shotcrete* magazine is required. Prior to final proofing, ASA staff will need confirmation that the individual or team/crew members have approved the publication of their information.

HOW TO NOMINATE SOMEONE FOR SHOTCRETER SPOTLIGHT

We have an online form that you will use to answer some questions and to provide additional information to help us understand why this person or team should be praised for their work. We will ask you to include a photo or two as well, so be sure to give us a headshot and at least one

work-based photo of this stellar employee's work (or the team of employees in action) that will showcase them!

This online form is where you will complete the nomination: <https://forms.gle/bBrNY8xJfyPqQiyq5>. Keep an eye out for announcements in our monthly newsletter, What's in the Mix, and on our social media posts. We'll share the link there as well!

The online form is the only way to nominate someone to appear in "Shotcreter Spotlight." Please reach out to me directly (cindy.spires@shotcrete.org) if you have issues with the form.

In the nomination form, in addition to some basic contact information questions, and a request to attach portrait and work-based photos, you will find these questions to answer:

1. Why are you nominating this individual/crew?
2. How has this individual/crew gone above and beyond?
3. How does the work performed by this individual/crew make it easier or more efficient for everyone else on the job site, in the company office, or in the shop?
4. When challenging conditions arise, how does this individual's/crew's reaction positively impact the company?

See your employees' names in lights in Shotcrete magazine, and nominate them for "Shotcreter Spotlight!" We look forward to celebrating their achievements with our readers!



Cindy Spires recently joined the American Shotcrete Association (ASA) as the Managing Editor of *Shotcrete* magazine. Her background is in teaching writing at the university level and in developmental and copy editing for professional and academic writers. Originally from the deep south, Cindy moved to San Diego in 2000 and earned a B.A. in English from San Diego State University. She has lived in the Detroit area since 2005 when she came to Wayne State University to earn her M.A. in English. One of Cindy's greatest strengths is helping writers communicate their intended purpose through their writing.