



ASA Recruiter All-Stars Tournament

Be the Best of the Best!

Have you ever wanted to be the one who gets to cut down the net after winning the championship? **Now you can!**

ASA is giving **YOU**, the best of the best recruiters in the country, an opportunity to show who is the ultimate recruiter. The top 128 recruiters in the country will be matched up for a head-to-head membership recruiting competition in a six round tournament to win **\$500 CASH!**

Beginning November 1 through January 2012 a starting field of 128 recruiters will be competing head-to-head until the field is reduced to the Round of the Sweet 16. Each member of the Sweet 16 will get an ASA Recruiter All-Stars Tournament polo shirt. February will determine the Elite Eight and the Final Four will be named at the end of March.

The Final Four recruiters will compete during a three-month recruiting marathon of April through June. Each will receive an ASA Recruiter All-Stars Tournament jacket and compete for the \$500 cash prize. All Final Four winners receive a trip to the ASA Legislative Forum in Washington, D.C.

How The Contest Works

The 128 recruiters will compete in four brackets of 32. The top 128 recruiters are chosen based on the FY 2011 recruiter results.

Tournament winners are determined in six rounds. All recruiters start each round with ZERO points and the winners will be determined based on official ASA end of month membership reports.

This tournament does not replace the annual top recruiter contest. ASA will continue to recognize overall recruiter excellence in each of the three levels.

ASA Recruiter All-Stars Tournament Final Four Winners receive:

First Place: \$500 Cash
Second Place: \$300 Cash
Third Place: \$200 Cash
Fourth Place: \$100 Cash

All Final Four participants receive a trip to the ASA Legislative Forum in Washington, D.C.

See back of this page for tournament rules.

ASA Recruiter All-Stars Tournament Rules

All recruiters begin each round of the tournament with zero points. The winner of each round will be determined by the number of new and renewed members reported in the ASA database by the official monthly closing. Recruiters and state association staff will be notified if they are eligible to move to the next round.

Each new or renewed member equals one point in the tournament.

It is the responsibility of each recruiter and the state membership staff to have membership sales entered in the ASA member database at the time of each month end closing. A schedule of monthly closing dates for the fiscal year is given to all state associations.

Recruiter Recognition

If in attendance, the Sweet 16 recruiters will be recognized at the Recruiter Reception at the 2012 Commodity Classic. Each of the Sweet 16 recruiters will receive an ASA Recruiter All-Stars polo shirt. The Final Four will be determined at the end of March. Each of the Final Four will receive an ASA All-Stars Tournament jacket. The Final Four will receive a trip to the ASA Legislative Forum in Washington, D.C. and be recognized at the ASA Board Meeting in July 2012. The Final Four will also be recognized at the 2012 Soybean Advocate and Influencer Conference.

Tie-Breakers

In the event of a tie, winners will be determined in the following manner:

1. If two recruiters competing head-to-head end the month with the same amount of points, the first tie-breaker will be determined by their previous monthly points.
2. If the two recruiters are still tied then the tie-breaker will be determined on a cumulative points basis from the beginning of the ASA All-Stars Tournament
3. If the two recruiters are still tied then the tie-breaker will be determined on a cumulative points basis from the beginning of the Fiscal Year 2012 Membership Program year.
4. If the two recruiters are still tied then the tie-breaker will be determined by their final Fiscal Year 2011 recruiter totals.
5. If still tied, then each recruiter's name will be put into a drawing and the winning name will be drawn by the ASA Executive Director of Membership and Industry Relations

SIX ROUNDS

Round 1: November 2011

Round 2: December 2011

Round 3: January 2012

Round 4: February 2012

Round 5: March 2012

Round 6: April through June 2012

For more information about the ASA Recruiter All-Stars Tournament contact Byron Keelin at 314-754-1355 or bkeelin@soy.org.



If you believe, belong.