2012 NELA Industry Descriptions

Each applicant should apply under **one** industry category. Some individuals will be eligible to fit under multiple categories, but you must choose the category you feel best fits your job responsibilities.

The descriptions below are to be used as a guide to help you choose the best industry for your application and in no way will cause an applicant to be disqualified from the NELAs. The NELA program manager and judging chair of your original industry reserve the right to move your application to another industry. In the event that this happens, the applicant will be contacted immediately.

Architecture, Engineering & Construction
Any individual whose business or primary job responsibilities are in the fields of architecture, engineering or construction.

Arts, Entertainment and Music Business
Any individual whose business or primary job responsibilities are in the music business (business or creative), the entertainment industry and visual or performing arts. This industry also includes sports related jobs.

Business Services
Any individual whose primary job responsibilities are in general business functions found across a variety of career fields, including office support, and entrepreneurs whose business does not fall in another NELA industry classification.

Community Service and Nonprofit
Any individual whose business or primary employment is with any organization working for the improvement of the Nashville community, including non-profit and not-for-profit organizations.

Education
Any individual whose business or primary job responsibilities focus on the educational development and well-being of the Nashville area, such as teachers, School Board members, principals and vice principals, coaches, education committee members, etc.

Environment and Sustainability
Any individual whose business or primary job responsibilities focus on the environment or other areas of sustainability and green jobs.

Financial Services
Any individual whose business or primary job responsibilities are in the field of financial services such as accounting, banking, insurance, loan officers, financial planners, mortgage brokers, etc.

Government and Public Affairs
Any individual whose business or primary job responsibilities focus on the development of government or its agencies. This includes any individual working for the State of Tennessee, a local government, armed services, police officers, firefighters, etc.

Hospitality and Tourism
Any individual whose business or primary job responsibilities are focused on Nashville's hospitality and tourism industries. These individuals may be employed by restaurants, hotels, retail stores, museums, nightclubs, etc.

Human Resources
Any individual whose business or primary job responsibilities relate to human resource functions in the areas of HR management, recruiting, training and development, benefits, etc.

Legal Services
Any individual whose business or primary job responsibilities focus on Tennessee state law. This industry is not exclusive to lawyers, but also includes any individual supporting the law such as paralegals, court reporters, judges, etc.

Medical and Health Care Services
Any individual whose business or primary job responsibilities focus on the health care industry, providing medical attention to patients, sales of medical supplies, pharmaceuticals, etc. This includes both health care providers and administration.

Public Relations, Advertising and Marketing
Any individual whose business or primary job responsibilities are focused on the public relations, advertising and/or marketing aspects of an organization.

Real Estate Services
Any individual whose business or primary job responsibilities are in the field of buying and selling real estate, either commercial or residential.

Technology
Any individual whose business or primary job responsibilities focus on the technology needs of any organization.