

Midwest Society of Association Executives

MSAE

Serving Associations in Minnesota, North Dakota and South Dakota

2010

Awards of

Excellence

Honoring the Best in Association Work

CALL FOR ENTRIES
DEADLINE APRIL 12, 2010

Overview

AWARDS OF EXCELLENCE

The MSAE Awards of Excellence are designed to recognize association activities and programs that make a difference within associations, the community or both.

Associations throughout the Midwest and throughout the country make a difference everyday in a variety of ways: provide education for members, create knowledge, develop rules and regulations, provide invaluable information, organize socially responsible and charitable efforts, conduct research, plus much more. As society changes, the basic role of associations stays the same - steeped in the tradition of working for the common good. The MSAE Awards of Excellence program recognizes how associations truly make a difference.

Any MSAE member in good standing, including CVBs are eligible to submit an entry for these awards and is encouraged to do so. At this time allied members are excluded but we are looking to expand our program in 2011.

Awards will be announced and presented at the MSAE Annual Meeting & Expo luncheon on June 10, 2010 at the Minneapolis Convention Center.

WINNING ENTRIES

Entries of winners will be displayed and highlighted on June 10, 2010. Winners will receive an engraved award suitable for display. Recognition will be given on MSAE's website and in Association FOCUS newsletter. Division Excellence winners will also be given a moment at the podium to say thank you.

MSAE will feature winning entries on a table top display in the event hallway on June 10, 2010. MSAE will also feature an article on each Division Excellence winner as a podcast and newsletter article. Press releases will be available for pick up as well as sent to MSAE members.

**For more information on
MSAE's Awards of
Excellence program
contact:**

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MSAE
651.647.6388
online@msae.com

Categories

*Honoring the best in
Association Work*

PUBLIC SERVICE

To recognize and pay tribute to associations and other member companies that have achieved outstanding results operating or supporting a program for the benefit of the community or society.

ASSOCIATION

To recognize outstanding achievement in innovation in the following areas:

- 1. Education/Resource Materials:** educational programs, surveys, research
- 2. Membership:** recruitment or retention campaigns, member services, networking opportunities
- 3. Special Events:** fundraising, conventions, tradeshow
- 4. Lobbying/Government Relations/Public Policy**
- 5. Leadership Development:** initiatives in administration and/or governance resulting in improvement in staff, boards, individuals, volunteers

COMMUNICATION

To recognize excellence in communication strategy and/or design in the following areas:

- 1. Newsletter/Magazine/Journal**
- 2. Publication:** single purpose/special publication
- 3. Electronic Communication:** newsletter, website, blog
- 4. Marketing/Communication Campaign**
- 5. Public Relations Campaign**
- 6. Social Media**

Judging & Preparation

Entries will be judged in each category based on annual budget (divisions) as indicated on the Award Entry Form. One featured entry in each budget division will be recognized as the *Division Excellence Winner* on June 10, 2010. The top three entries from each division, based on judging criteria will receive an Award of Excellence.

PREPARATION

- ✓ Up to three entries are allowed per association.
- ✓ Submit one overall Registration & Payment form. One copy of the Award Entry Form must also accompany each entry.
- ✓ Include one copy of accompanying materials for each entry.
- ✓ Each entry should be clearly marked with association name, category of award and budget division.
- ✓ Incomplete entries will be eliminated from consideration. Please follow the instructions on the Award Entry Summary carefully.
- ✓ Entries for consideration of the 2010 Awards of Excellence must represent programs/products produced in 2009.
- ✓ Entries and payment must be postmarked no later than April 12, 2010.
- ✓ Please notify MSAE if you would like your award entry returned. Entries will be available for pick-up from the MSAE office.

JUDGING CRITERIA

- 1** Your association or company has a complete description including your association or company's mission/vision.
- 2** A short summary, prior history and or examples of the project or piece are included.
- 3** The project goals (including target audience), how project goals were developed, and an action plan for achieving project goals has been discussed in full detail.
- 4** Roles played by staff, volunteers, interns, contractors, vendors, association management companies, or others who influenced the completion of this project have been described.
- 5** The project budget, along with financial and measurable results have been provided with supporting details.
- 6** A description of how this project or piece demonstrated excellence and what it helped your association or company achieve.

Award Entry Form

Photocopy this form as needed and include one form with each entry. This form must be included in the packet containing all entries and registration materials. Please type or print clearly. Information listed below will be used for the engraved award, ceremony and publicity.

PLEASE NOTE! All associations submitting an award entry are required to register for the awards luncheon (12 - 1pm). MSAE will allow all award entry attendees to participate in the EXPO before the luncheon complimentary from 10 am - 12 pm.

All fields are required and must be filled out.

Association/Company: (print name as it should appear on award)

Person(s) who will accept award (and be listed in brochure)

***by submitting an entry I agree to have a representative from my association at the awards luncheon shall I win to accept our award.*

Signature

Date

Name of Entry (assign a name to each entry for identification purposes. Example: XYZ 2009 Membership Campaign, 2009 XYZ Website Re-Design):

Check the appropriate award category for this entry:

Please select the annual budget of the association for this entry:

A. Public Service Excellence

Public Service Project

1 - up to \$500,000

B. Association Excellence

B-1: Educational/Resource Materials

B-2: Membership

B-3: Special Events

B-4: Lobbying/Government Relations/Public Policy

B-5: Leadership Development

2 - \$500,001 - \$1 Million

3 - \$1 Million +

C. Communication Excellence

C-1: Newsletter/Magazine/Journal

C-2: Publication (*single purpose*)

C-3: Electronic Communication

C-4: Marketing/Communications Campaign

C-5: Public Relations Campaign

C-6: Social Media

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Registration & Payment Form

Please return this completed form as a cover sheet for all entries and the appropriate total fees. Mail Entry Form(s) and fees with Registration & Payment Form to:

MSAE 2010 Awards of Excellence
Midwest Society of Association Executives
1970 Oakcrest Avenue, Suite 100
Roseville, MN 55113

Mark Your Calendar!

MSAE Annual Meeting & Expo
June 10, 2010
Mpls Convention Center

Contact Name _____

Association/Company _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Website _____

PAYMENT INFORMATION

Entry Fee: Total number of entries _____ X \$50 = _____

_____ Check Enclosed

_____ Charge my Visa / MasterCard

Card Number _____ Exp _____ / _____

Name _____

Billing Address _____

CSV (3-digit code) _____

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Congratulations

Award of Excellence winners were announced on June 2, 2009 at the Saint Paul RiverCentre. MSAE is very proud of our member associations for these superb entries.

The accomplishments and activities of these associations are an example of how associations work to improve their communities and their professional industries. Honors were awarded to the following organizations:

DIVISION I

DIVISION EXCELLENCE WINNER

Independent Community Bankers of MN
Public Service

NAGRA/Ewald Consulting
Publications/Single Purpose

Minnesota Psychological Association/
Ewald Consulting
Membership

DIVISION II

DIVISION EXCELLENCE WINNER

Polycom Users Group/
The Harrington Company
Special Events

Hospitality Minnesota
Special Events

Minnesota Utility Contractors Association
Education/Resource Materials

DIVISION III

DIVISION EXCELLENCE WINNER

Minnesota Safety Council, Inc.
Marketing/Communications Campaign

Minnesota Bankers Association
Lobbying/Gov't Relations/Public Policy

Better Business Bureau of MN & ND
Public Service

HONORABLE MENTION

American Academy of Neurology
Periodical Magazine/Journal

MN Society of CPA's
Publications/Single Purpose

Congratulations 2009 Award Winners!

