

December 2, 2010



CELEBRATING
HISTORIC EXCELLENCE
INDIANA HISTORICAL SOCIETY

PRESENTED BY THE INDIANA SOCIETY
OF ASSOCIATION EXECUTIVES

CALL FOR ENTRIES

Recognizing Best Practices in
Association Management



Indiana Society of Association Executives
9100 Purdue Road, #200 • Indianapolis, IN 46268
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www.isae.org



CATEGORY & ENTRY INFORMATION

The ISAE STAR Awards were designed to promote associations and association suppliers that have gone above and beyond in their dedication to excellence.

There are two types of awards for both association members as well as supplier partner members. First are the *Awards of Excellence* which are designed to recognize the association or supplier as an organization. Second are the *Awards of Achievement* which are designed to recognize individual association professionals and individual supplier employees. In order to enter/win in *any* of the categories the association and/or supplier company *must* be an ISAE member.

For association members the Awards of Excellence have been broken down into two budget categories under \$750,000 and over \$750,000. The budget is the *total annual budget* for the association that is entering a nomination. For the suppliers entering in the Awards of Excellence there is no budget division for entries. The Awards of Achievement, for both the association entries as well as the supplier partner entries, has no budget categories.

On the following pages you will find the entry requirements as well as the categories and their descriptions. Please remember the following things when entering for an award:

- **ALL** submissions are due by **October 15, 2010** (Entries submitted after deadline will not be considered.)
- An association or supplier may enter in as many categories as eligible. Please complete all required information for each submission. The same project may be entered in more than one category.

AWARDS OF EXCELLENCE:

- Entry must apply to an event/project that occurred between **August 1, 2009** and **August 1, 2010**
- Mail in/drop off all submissions to:
Indiana Society of Association Executives
9100 Purdue Road, #200
Indianapolis, IN 46268
- Please submit a hi res Jpeg logo to Katie at kvoorhest@isae.org at the time you submit entries.
- Please submit entries in a 1/4" or 1/2" white binder w/ entry cover sheet in the front pocket
- Submit a maximum 200 word narrative response to each of the following questions along with any support materials such as photos, brochures, etc.
 1. Describe the association or company and your mission
 2. Describe project mission, goals and end result
 3. List top the 3 reasons that the project is award winning
 4. List staff or volunteers that worked on project
 5. Please define the project budget and timeframe
 6. Describe why this project was a success

AWARDS OF EXCELLENCE CATEGORY DESCRIPTIONS

Association Categories

Innovative Marketing Campaign

Any new, unique or innovative way that your association marketed a program or event. The marketing should have resulted in creating a “brand” out of your product. This can include, but is not limited to, print advertising, social media, web, email, etc.

Outstanding Individual Program/Event

Any single-day, non-convention event planned by your association for your members. Examples include, but are not limited to, golf outings, awards dinners, fashion shows, casino nights, run/walks, etc.

Magazine/Newspapers

A publication that generally incorporates coated stock, 4-color photographs, editorials and in depth articles and columns on industry and association issues and concerns. May include tabloid publications. **(Only for over \$750,000 category)**

Newsletter/Bulletin

Generally a publication no more than 20 pages in length that uses one or two colors and contains announcements and brief articles. Includes electronic versions.

Association Website

Any association or society website that directly benefits the members and displays good design, easy navigation and strong functionality.

Convention

Tell us how you marketed your convention, why it was successful and what made it that way. Please include promotional materials.

Membership Program

Successful member recruitment or retention programs will be considered. Include copies of all materials and promotional item related to the program. Be sure to include how success was measured.

Government Affairs Program

Submit your legislation-specific, government affairs program that lobbies elected officials or public agencies on member issues on a local, state or nation-wide effort. How did you enhance grassroots efforts? How did you market your efforts? Programs might include sample letters, targeted newsletters, grassroots programs or coalition building.





Community Philanthropic Program

Project or program designed and developed to provide assistance to the community.

Non-Dues Revenue Program

Includes any project providing financial benefit to the association from non-dues income. Judges will look at budget and financial goals set.

Professional Development Program

Educational offerings with direct benefit to the membership. This includes certification programs, continuing education or leadership

development programs, but excludes general membership meetings and convention programming.

Golden Shoestring

This category is for the one project or program that was delivered on little or no budget with a successful outcome. **(Only for under \$750,000 category)**

AWARDS OF EXCELLENCE CATEGORY DESCRIPTIONS

Supplier Categories

Golden Shoestring

This category is for the one project or program that was delivered on little or no budget with a successful outcome. **(Only for under \$750,000 category)**

Supplier Industry Innovation Award

Any new, unique or innovative product or service especially focused on supporting your association partners. Examples can be offering a green product or service, exceptional cost saving offerings or innovate ways your firm created to meet a clients needs above and beyond the norm.

Supplier Marketing Award

This award is for the supplier that has used an effective and new/unique way to market their brand, products and services. It can include a website, emails, printed materials or in person experiences.

Supplier Star Service Award

This award would go to an associate member company that has shown creative and unique ways of showcasing their property, entertaining or treating association executives within the past year. This includes site visits.

Supplier Website

Any supplier website that provides customer information in an innovative creative and user-friendly way.

AWARDS OF ACHIEVEMENT CATEGORY DESCRIPTIONS

All achievement nominations will be judged by the ISAE Executive Committee. Scoring will be based criteria listed for each award. Nomination narratives should address each of the pertinent judging criteria. While a candidate's overall contributions will be considered, the judges are especially interested in why the award is deserved this year.

Please include a 1-2 page write up on the candidate being nominated that includes the listed criteria for each type of award. If room allows feel free to include any additional information that would be beneficial for the judges.

Regular Members Individual Awards of Achievement:

Association Executive of the Year

Nominee must be a regular, voting member of ISAE actively involved in a full-time position as the chief staff executive for an association. Minimum 3 years association management experience.

Association Professional of the Year

Nominee must be a regular, voting member of ISAE employed in a full-time position as a staff member (not CEO) of an association. This may include staff meeting planners, government affairs directors, membership directors, etc. Minimum three years association management experience.

Judging criteria for the Association Executive and Professional of the Year:

1. Contributions to the management function of the nominee's organization
2. Significant contributions to the association/not-for-profit management profession
3. Dedication & innovation shown in provision of services
4. Active involvement & support of ISAE programs & services
5. Continued professional development through ISAE and/or through other experiential & educational activities
6. Additional leadership & service shown in the community

Rising STAR of the Year:

Nominations for this award should be made in coordination with or originated by the nominee's supervisor. Nominee needs to be a regular member of ISAE. Must have from one to three years service in or to the association industry.

Judging criteria for the Rising STAR of the Year:

1. Exemplary contributions to the employing organization or company
2. Dedication & innovation shown in provision of service(s) to members
3. Professional development through ISAE and/or through other experiential & educational activities.



Associate Member Individual Awards of Achievement



Associate of the Year

Nominees must be an associate member of ISAE in full-time position serving the association industry. Must have a minimum of three years work experience with associations.

Supplier of the Year

Any ISAE associate member company in good standing.

Judging criteria for the Associate and Supplier of the Year:

1. An associate member or company that has shown exceptional service in working with associations and is understanding of association needs
2. Active involvement and support of ISAE programs and services
3. Contributions to community, professional, civic, charitable and service organizations



Deadline for entries is 5:00 p.m., October 15, 2010.

Winners will be announced on Thursday, December 2, 2010 at the Annual STAR Awards program held at Indiana Historical Society.

Entries that do not meet eligibility requirements will automatically be disqualified.

2010 ISAE STAR AWARDS

OFFICIAL ENTRY FORM



Category Submission

Please use a separate form for each submission and select only one category on this form.

This is ____ of ____ total entries submitted.

Associations:

- NEW! Innovative Marketing Campaign
- Outstanding Individual Program
- Magazine or Newspaper
(Only for Over \$750,000)
- Newsletter or Bulletin (printed or electronic)
- Association Website
- Convention
- Membership Program
- Government Affairs Program
- Community Philanthropic Program
- Non-Dues Revenue Program
- Professional Development Program
- Golden Shoestring
(Only for Under \$750,000)

Suppliers:

- Supplier Industry Innovation Award
- Supplier Marketing Award
- Supplier Star Service Award
- Supplier Website

Individual Awards of Achievement:

- Association Executive of the Year
(Association Professional)
- Association Professional of the Year
(Association Professional)
- Rising Star (Association Professional)
- Associate of the Year (Supplier)
- Supplier of the Year

Budget Category:

- Under \$750,000
- Over \$750,000

Please email your logo in jpeg format to Katie at kvoorhest@isae.org.
It will be used during the presentation if you are selected as a winner.

Entrant Information: (Name will appear in the award as submitted)

Association/Company/Individual Nominated:

Person Who Will Accept Award

Name:

Title:

Association:

Address:

City:

State:

Zip:

Phone:

Email:

Web Address:

Deadline for entries is 5:00 p.m., October 15, 2010.

Entries that do not meet eligibility requirements will automatically be disqualified.