



2018 AWARD NOMINATION GUIDELINES

Thursday, February 7, 2019

Celebrate your 2018 achievements!
ESSAE members invest a great deal of time, effort and talent into the programs and services they provide to their members. We want to acknowledge your innovation and excellence by sharing your models and benchmarks with your association peers!

INDIVIDUAL AWARDS

The George Burton Award recognizes the initiative and innovation by an ESSAE member in promoting the interests and serving the needs of ESSAE, demonstrated through development of new projects, ideas or procedures, as well as improvement of current programs, e.g., trade show, educational programs, social events, etc. George Burton Award recipients serve ESSAE, contribute to other voluntary membership organizations and participate in civic and community affairs. They exemplify the best in association management by continually bringing credit to the association management community.

Distinguished (Association) Member of the Year recognizes an association professional, and active ESSAE member, who has made exceptional contributions to their association, provided all around leadership both within his or her association and to the field at large, and has demonstrated abilities for continued high levels of achievement in the field of association management.

Associate (Supplier) Member of the Year recognizes outstanding professionalism and exemplary service to the association community. The Associate Member of the Year recipients have made significant contributions to ESSAE and its members through exceptional service to the association industry.

Rising Star Award recognizes an ESSAE member who has demonstrated extraordinary potential for future leadership in association or hospitality management. Nominee should go beyond the call of duty, encourage participation among fellow members and nonmembers; and exemplify qualities of leadership and professionalism within the organization. Nominees must be under the age of 39 and be nominated by a supervisor or colleague who is an ESSAE member executive or association staff member. Nominees must be a current ESSAE Member.

ASSOCIATION EXCELLENCE AWARDS

Association Excellence Awards recognize achievements by an ESSAE member for a particular project, idea, publication, practice or membership service instituted by an association in the last 24 months in any of these seven categories:

Professional Development / Education: This category recognizes an association for its professional development program in meeting the learning needs of its members. Submissions can include program development, education curricula and/or special techniques to enhance professional development.

Government Relations: This category recognizes savvy development and implementation of an association government relations project. Submissions can include grassroots lobbying, special campaigns, and ongoing efforts that created legislative or regulatory success.

Marketing / Public Relations: This category recognizes innovative campaigns to increase awareness of an organization among the general public, media and/or other external audiences. Submissions can include campaigns to increase awareness of an association or its members, or public policy issues among the general public, media and/or other external audiences.

Meetings & Expositions: This category honors excellence in association meeting, convention and/or exposition marketing and execution. Submissions can include innovative themes, new meeting formats, promotional materials, special events, marketing plans that yield high attendance, etc.

Member Engagement: This category recognizes best practices where an association successfully engages a wide spectrum of its membership base as volunteers, participating in education programs and/or events.

Publication / Magazine: This category honors high quality magazines that exemplify effective association communication. Submissions (print or electronic) can include newsletters, bulletins, and magazines which are effective in promotional content, writing, format, graphic design and innovation.

Industry Innovation: This category honors a new, unique, or innovative product or service focused on supporting our association partners and/or members. Examples are offering a green product or service, exceptional cost saving offerings, innovative ways your association/firm met a client's needs, activities where the innovative application of technology was used for the improvement or development of member services or improving the effectiveness and efficiency of association operations.

INDIVIDUAL AWARD REQUIREMENTS

A letter summarizing why the nominee should receive this recognition as well as the nominee's leadership and accomplishments in the association management profession.

Supporting materials can include:

- Description of service to ESSAE
- Outstanding career leadership and achievements in current and/or past association or organization
- Contributions to other voluntary membership organizations
- Participation in civic and community affairs
- One or more letters of recommendation
- Nominee's Resume

ASSOCIATION EXCELLENCE AWARD REQUIREMENTS

Please provide a general overview of the association's purpose. Each Association Excellence Award entry must be submitted with supporting materials for each category (as applicable). Examples listed below.

GOVERNMENT RELATIONS PROJECT:

- Grassroots collateral communication material
- Policy position statement
- Testimonials and opinion polls
- Press releases and news clippings
- High resolution image of the promotional material cover as an .EPS or .JPG file

PUBLICATION / MAGAZINE:

- Two consecutive issues (hard copy—2 copies of each)
- High resolution image of the front cover for each issue as an .EPS or .JPG file

MEMBER ENGAGEMENT:

- Description of the Member Engagement Plan that includes the information outlined in the judging criteria
- Promotional material used for each communication medium, such as printed collateral, social media, video or email marketing
- High resolution image of the promotional material cover as an .EPS or .JPG file

MEETINGS & EXPOSITIONS:

- Press releases
- Advertisements
- Materials, brochures, convention or event registration forms
- Video or social media
- Evaluation summary of participant feedback
- High resolution image of the promotional material cover as an .EPS or .JPG file

PROFESSIONAL DEVELOPMENT:

- Description of the professional development program that includes the information outlined in the judging criteria
- Promotional material to market the program
- Evaluation results from program participants
- High resolution image of the promotional material cover as an .EPS or .JPG file

MARKETING / PUBLIC RELATIONS CAMPAIGN:

- Press releases and news coverage
- Printed materials and promotional items
- Video or Social Media
- Additional supporting information (or report) displaying the success of the campaign
- High resolution image of the promotional material cover as an .EPS or .JPG file

INDUSTRY INNOVATION:

- Description of the project, product or service that includes the information outlined in the judging criteria
- Promotional material to market innovation
- Evaluation results and/or testimonials
- High resolution image project/product as an .EPS or .JPG file

JUDGING CRITERIA

ESSAE staff takes no part in the selection process. The Awards Committee will review all of the award categories, and their decision is final. Awards are given to individuals and/or organizations that meet or exceed the threshold for the category.

INDIVIDUAL AWARDS

George Burton and Distinguished Member of the Year Awards:

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

Rising Star Award:

- Exemplary contributions to the employing organization or company.
- Dedication and innovation shown in provision of service(s) to members.
- Participation in professional development through ESSAE and/or through other experiential and educational activities.
- Additional service and leadership shown in the community.

Associate (Supplier) of the Year:

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

ASSOCIATION EXCELLENCE AWARDS

Professional Development / Education: Promotional material used to market educational offerings, diversity of learning opportunities in relationship to membership categories, summary evaluation of professional development program from participants, various ways education is being delivered, tips given to speakers/presenters to maximize the learning experience for members, and how the principles of adult learning are incorporated into the professional program.

Government Relations: Achievement of program objectives, efficiency of program organization and management, incorporation of policy position, and degree to which results were achieved.

Marketing / Public Relations: Creativity and effectiveness of program design, achievement of program objectives, clarity of message(s), use of multiple media channels, use of graphic elements, and overall originality.

Meetings & Expositions: Clearly defined achievement of objectives, effectiveness of marketing strategies, attendance and revenue goal objectives, and overall success of the event.

Member Engagement: Achievement of objectives, how diversity was incorporated into the member engagement plan, description and results of each outreach method used to target members, percentage of membership volunteering for the association, participating in education and/or attending events.

Publication / Magazine: Achievement of objectives, comprehensiveness and clarity of content, effectiveness of writing, variety of content, format, graphic design, and overall appearance.

Industry Innovation: Achievement of objectives, comprehensiveness and clarity, effectiveness of innovation, and impact on membership.

PAST AWARD RECIPIENTS

George C. Burton Award

2016 Rebecca Marion Flach
2013 Rita M. Lashway, CAE
2012 Linda Lambert, CAE
2010 Jennifer Mauer, CAE
2004 Association Development Group
2002 Randy L. McCullough
2001 George C. Burton (posth.)
2000 Jennifer Carroll, CMP

Distinguished Member of the Year

2017 Kathy Febraio, CAE
2016 Mark Nelson, Ph.D., MBA, CAE
2015 Peter Mannella
2011 Joseph Van De Loo
2009 Dan Murphy
2008 Joseph Reilly
2007 Richard Poppa, CAE, AAI
2006 Barbara Rodriguez
2005 George Perry
2004 John Newman
2003 Mark L. Yavornitzki, CAE
2002 Martha L. Orr, MN, RN, CAE
2001 Edward J. Stafford
2000 Bernard N. Bourdeau, CAE

Associate Member of the Year

2017 Deborah Goedeke
2016 Linda D'Agostino, CMP, Sheraton at the Falls
2015 Chip Lacure, CMI Communications
2014 Jack Roddy, Desmond Hotel
2013 Darryl Leggieri, Saratoga Hilton
2009 Melissa & Richard Carrier, Total Events
2005 Kim Keenan, Turning Stone Resort & Casino
2004 Eric DeYoung, CMI Communications
2003 Sandy Denney, Prime Hotel Saratoga
2002 Bruce McDonough Photography Services
2001 Alex R. Warden, Albany Marriott
2000 Katherine Frodey, Clifton Park Convention Services
1999 Sylvia Daigle, Lane Press of Albany
1998 Mary Thompson, CMP, ONCENTER
1996 Robert Faller, The Desmond

Rising Star Award

2017 Jacqlene McAllister, MBA
2016 Shannon Licygiewicz
2015 Sara-Becca Smith
2014 Jennifer Martin
2013 Tom Coté, MBA, CAE
2012 Angelina McGrath
2011 Garry Polmateer
2010 Amber Carpenter

PAST AWARD RECIPIENTS

Association Excellence Awards

2017

Government Relations - NYS Association of Counties

Marketing & Public Relations - NYS Academy of Nutrition and Dietetics

Meetings & Expos - NYS Association of Counties

Industry Innovation - Automotive Recyclers Association of NY

2016

Education - American Institute of Architects with Urban Green Council

Government Relations - NYS Academy of Family Physicians

Member Recruitment/Retention - Association Development Group and Insurance Brokers Association of NY

Publications - NY Association of Convenience Stores

2015

Technology - Northeastern Retail Lumber Association

Meetings & Expositions - NY Farm Bureau, Inc.

Publications - NY School Nutrition Association

2014

Publications - Lawsuit Reform Alliance of NYS

Membership Recruitment/Retention - NYS Association of Town Superintendents of Highways, Inc.
(Park Strategies, LLC)

Marketing & PR - NY Credit Union Association (Association Development Group)

2013

Marketing & PR - NY Insurance Association, Inc.

Government Affairs - The Vandervort Group

2012

Technology - PIA of CT, NH, NJ & NY

Government Affairs - NYS Association of Counties

Publications - LeadingAge New York

Marketing & PR - NYS Hospitality & Tourism
Association

2011

Marketing & PR - NYS School Boards Association

Government Relations - American Institute of Architects, New York State

Meetings & Expositions - LeadingAge New York

2010

Marketing - Women in Insurance & Financial Services (Association Development Group)

Meetings & Expositions - NYS Dispute Resolution Association

Technology - NY Public Transit Association