



2021 AWARD NOMINATION GUIDELINES

Celebrate your 2021 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 active ESSAE member in promoting the interests and serving the needs of ESSAE, demonstrated through the 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/or participate in civic and community affairs. They exemplify the best in association management by continually bringing credit to the association management community. The nominee must be a current, active, and engaged ESSAE member with a minimum of 10 years of association leadership and/or management experience.

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 Member of the Year recognizes an individual for their outstanding professionalism and exemplary service to the association community. Associate Member of the Year nominees must have made significant contributions to ESSAE and its members through exceptional service to the association industry.

Associate Organization of the Year recognizes an organization for its outstanding professionalism and exemplary service to the association community. Nominees can include venues, facilities, and/or other service organizations that have made significant contributions to ESSAE and its members through exceptional service to the association industry. Nominees must have at least ONE current and active ESSAE member.

Rising Star Award recognizes an ESSAE member who has demonstrated extraordinary potential for future leadership in association or hospitality management. The 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 current ESSAE Member.

Volunteer of the Year Award recognizes an ESSAE Member for outstanding volunteer attributes such as being results-driven, having a collaborative mindset, and dedication to the “cause”. This nominee should also show the ability to think creatively, be eager to take initiative, and be humble about their work. They should be a leader that others wish to emulate.

ASSOCIATION EXCELLENCE AWARDS

Association Excellence Awards recognize achievements for a particular project, idea, publication, practice or membership service instituted by an association in the last 12 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 meetings, conventions, and/or exposition marketing and execution. Submissions can include innovative themes, virtual/hybrid programs or events, 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 that 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

Supporting documents are required for all submissions. A letter summarizing why the nominee should receive this recognition, as well as the nominee's leadership and accomplishments in the association management profession, is required. Supporting materials should 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

**Nominations for the George Burton Award require submission of all the supporting documents listed above.*

ASSOCIATION EXCELLENCE AWARD REQUIREMENTS

Each Association Excellence Award entry **MUST** be submitted with supporting materials for each category (as applicable) and provide a general overview of the association's purpose. Examples are 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, PNG, 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, PNG, 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, PNG, 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, PNG, 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, PNG, 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, PNG, 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, PNG, 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 Memorial Award

- Minimum 10 years experience as an association professional or in association management.
- Current, active, and engaged member of ESSAE with active involvement to promote the interests and needs of ESSAE including its programs and services.
- Significant contributions to the association/not-for-profit management profession.
- Continued professional development through ESSAE and/or through other experiential and educational activities.
- Contributions to the management of the nominee's organization.
- Dedication and innovation in the provision of services.
- Additional volunteer leadership and civic support are shown in the community.

Associate Member of the Year

- An individual member 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 the community, professional, civic, charitable, and service organizations.

Associate Organization of the Year

- An organization that has shown exceptional service in working with associations and is understanding of association needs.
- Must have at least one active ESSAE member representative
- Active involvement and support of ESSAE programs and services.
- Contributions to the community, professional, civic, charitable, and service organizations.

Distinguished Association Member of the Year

- Made exceptional contributions to the management of the nominee's organization.
- Made significant contributions to the association/not-for-profit management profession.
- Provided all-around leadership both within the nominee's organization and to the field of association management
- Current member of ESSAE with active involvement and support of Society programs and services.
- Additional leadership and service shown in the community.

Rising Star Award

- Exemplary contributions to the employing organization or company.
- Dedication and innovation shown in the 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.

Volunteer of the Year Award

- Nominee must demonstrate exemplary volunteerism leadership and serve as a positive example to others, while advancing the mission of ESSAE
- Contribution has been consistent and continuous with Nominee being involved throughout the year
- Sets an example that others would like to emulate
- Helps to actively promote ESSAE's name and mission among a variety of audiences

ASSOCIATION EXCELLENCE AWARDS

Professional Development / Education: Promotional material used to market educational offerings, diversity of learning opportunities in relation 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, the efficiency of program organization and management, incorporation of policy position, and the degree to which results were achieved.

Marketing / Public Relations: Creativity and effectiveness of program design, the 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, the 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 members volunteering for the association, participating in education, and/or attending events.

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

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

PAST AWARD RECIPIENTS

George C. Burton Award

2020 Thomas J. Coté, MBA, CAE
2019 Jim Calvin
2018 Kathy Leitgeb
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 Bruce, CMP

Distinguished Member of the Year

2020 Jay Simson, CAE
2019 Kathy Gormley, CMP
2018 Robert Schneider, CPA, CAE
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

2019 Mary Jo Janis
2018 Linda Persico, CMP
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

2020 Amanda Grace Wing
2019 Ashley Ranslow
2018 Meagan Bowker, CAE
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

Volunteer of the Year

2020 Addy Waldie, CMP
2019 Donna Denley, CAE

PAST AWARD RECIPIENTS

ASSOCIATION EXCELLENCE

2020

Professional Development - NYS Association of Independent Schools
Government Relations - Healthcare Association of New York State (HANYSS)
Marketing & Public Relations - New York State Association of REALTORS
Meetings & Expos - NYS School Nutrition Association
Member Engagement - The Business Council of New York State, Inc.
Industry Innovation - American Council of Engineering Companies of New York
Publication or Magazine - New York Library Association

2019

Government Relations - New York Association of Convenience Stores
Meetings & Expositions - American Council of Engineering Companies of New York
Professional Development - American Institute of Architects New York State

2018

Government Relations - NYS School Nutrition Associations
Marketing & Public Relations - NYS Optometric Association
Meetings & Expos - NY Aviation Management Association
Industry Innovation - NY Battery & Energy Storage Technology Consortium
Professional Development - American Institute of Architects NYS
Publication - NYS Association of Counties

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 Assoc. of Town Superintendents of Highways, Inc. (Park Strategies)
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