

Frank W. Berkman "Best of the Best"

2006 Chapter Award Program

- Recognizing the "best" in chapter management
- Recognition is the "paycheck" for volunteerism
(Make sure your chapter board gets paid!)

CHAPTER AWARD PROGRAM BACKGROUND

HSMIAI Chapters are the lifeblood of the association, providing member value with education and networking opportunities in their local marketplace. The chapter infrastructure is key to HSMIAI's strategic membership development and retention. Chapter leadership and programming are the keys to our members' value.

In 1980 a Chapter Award Program was instituted to recognize those chapters that provide outstanding value to members. In 1996 the program was renamed the Frank W. Berkman Chapter Award Program to honor the memory of Frank W. Berkman, who as Executive Director of the Association, established the global chapter infrastructure during the 1960's and '70's. In 1997, the program was expanded to acknowledge the "Best of the Best" in chapter operations in lieu of the "Chapter of the Year" Award. These awards serve as a continuing source of shared best practices.

Share Your Successes!

"The most effective way to cope with change is to help create it".

L.W. Lynett

PROGRAM HIGHLIGHTS

Nine Categories to Enter:

1. Awards & Recognition
2. Chapter Communications (Web sites are a separate entry)
3. Customer Interaction Programs
4. Educational Programming
5. Fundraising/Community Involvement Programs
6. Leadership Development
7. Membership Retention & Development
8. Partnership Development
9. Web Sites

Three Levels of Competition:

Large, Medium and Small Chapter Recognition

With the implementation of the new Chapter Assessment Report (CAR) chapters are now categorized as follows:

| | |
|----------------|------------------|
| Small Chapter | 25 to 75 Members |
| Medium Chapter | 76 to 175Members |
| Large Chapter | 176 plus Members |

Awards

With the implementation of the CAR the Chapter Award Program will now recognize "one" winner in each of the nine categories for each of the chapter sizes. Winning chapters will be announced and recognized during the Annual Leadership Forum, March 7-9, 2007, Peabody Hotel in Memphis, TN.

Recognition:

- All winning entries will be featured in a Power Point presentation for the awards event.
- Winners will be photographed and published in the Membership Update.
- A press release will be issued for placement in all the industry and meeting trade publications.
- Winning chapters may add their award information on their letterhead and newsletter headings.
- All winning entries will be documented in-full in the 2006 Best of the Best Chapter Programs section of the Chapter Leadership Resource Center on the HSMIAI web site.
- Cash awards will be presented to the winning chapters.

How to Enter:

- Enter one or all nine categories by filling out the Entry Form located on page 8. (You will receive "five" CAR points for each entry)
- Email (mshsmiai@aol.com) or fax (219-962-7832) your Entry Form to Margie Sheffer by December 22, 2006.
- Your actual entry will not be due until January 26, 2007.
- Criteria for each category is well defined in this document for your reference. Call Margie on the toll free number 877-643-3511 if you have any questions.
- A "Summary Statement of Entry" (located on page 9) must be attached to the front of each entry. Consider this *Statement* the most important part of your entry. **Please copy the enclosed *Statement* as needed for each entry.**
- The "Summary Statement of Entry" is posted in each category for all entries, not just the winning chapters.
- **PLEASE DO NOT PUT YOUR ENTRY IN A 3-RING BINDER.
PLEASE SUBMIT IN A REPORT FOLDER.**

- Your ENTRY documentation requires **ONE** copy of pertinent back-up materials. Example:
 - Select just one copy of a newsletter, not one of each produced.
 - Select just one copy of board and committee minutes, not one from each meeting, etc.
 - Do not include photos from the entry's event unless they are pertinent to a theme or the objective obtained. Entries should fit in a report size folder. **DO NOT USE 3-ring binders.**
 - Do not "bind" the entry as the entries must be taken apart to be copied for scanning into the website location.

Judging:

The 2006 Chapter Award entries will be judged differently than in the past few years. Judging will be conducted during February. Winners are not notified in advance.

CHAPTER AWARD CRITERIA

AWARDS AND RECOGNITION

Describe programs designed to recognize individual members, committees, sponsors, industry leaders or an industry competition produced by your chapter. Include the following:

- Criteria for award selection.
- Description of each award presented (photos or copies of certificates).
- Description of event or setting at which award was given.
- Copies of any press coverage received.

COMMUNICATIONS

Include the following:

- A copy of one newsletter published / fax broadcast / email blast or any other methodology used to communicate with your membership during 2005. Web site entries are a separate category.

- Describe any associated advertising program (if applicable) and include rate cards and financial results.
- For newsletter submissions, describe editorial plan and method of acquiring articles.
- Describe your policy regarding (the inclusion of) HSMIAI information and that of other industry groups in your communications.

CUSTOMER INTERACTION PROGRAMS

Describe chapter activity for Trade Shows / Industry Joint Programs / Customer Forums/ any other event that brought customers face to face with your membership during 2005. Include the following:

- Description of your goals and objectives for each event.
- Marketing methods utilized for event participation: newsletter, postcard, flyers, fax broadcasts, email blasts, website promotion or call-a-rounds, etc.
- Copies of correspondence related to event.
- Copies of any press received

EDUCATIONAL PROGRAMMING

List all educational programs held and show the attendance for each. Note: A minimum of four is required. Include one copy of:

- Survey taken to acquire member input on programming.
- Program evaluation sheet/form.
- Speaker/site correspondence.
- Marketing methods: newsletter, postcard, flyers, fax broadcasts, email blasts, telephone call-a-rounds, email marketing and events put on www.hsmia.org
- Chapter's role in state or regional conferences.
- Chapter's utilization of HSMIAI University Webinars

FUND-RAISING/COMMUNITY INVOLVEMENT PROGRAMS

Describe your various plans, programs and activities for fund raising and community involvement. Include information on the selling of 50/50 tickets, the pricing of your programs, golf outings, auctions, student activities, etc. Include the following:

- List each organization and what your project or program involved.
- List scholarships

- Provide copies of correspondence, press coverage, collateral or any other item associated with the event or activity.
- Show financial results and distribution of funds for each project.

LEADERSHIP DEVELOPMENT

Describe your board of directors/executive board structure, succession planning, board retreat experiences, standards of operation regarding number of board meetings. Describe your committee structure and reporting structure. Include the following:

- List of all board members with their respective board role titles/responsibilities
- Executive Board member list (if applicable)
- Board member succession policy/procedure (You may refer to by-laws if applicable)
- Schedule of board meetings for 2006
- Agenda from one board meeting
- Minutes from one board meeting
- Board Retreat function, include related correspondence/agenda/minutes
- Committee member list and with description of relationship to board reporting procedure
- Nominating/voting/transition and installation procedures.

MEMBERSHIP DEVELOPMENT & RETENTION

Describe your goals and objectives for the program. Explain your activities/events for membership development, appreciation, retention and student memberships. Give the results and evaluation of the program. Use the Chapter Leadership Resource Center to provide the data required. Summary reports will not be available until the end of the first week in January.

- Describe how you use the web based chapter membership reports
 - For retention
 - For new member contact guidance
 - For checking that your board members do not lapse
 - For board reporting
- Describe your student membership program
- State your net increase of membership in 2006
 - State the number of members that dropped
 - State the number of new members

- State the number of new members from International events
- State the ranking of your chapter in your size category by # of member increase

PARTNERSHIP DEVELOPMENT

Partnership entries should relate to your acquiring funding/sponsorships from area companies. Please include the following:

- Objective of plan
- Action Plan
- Result of plan

WEB SITES

The only page needed for your web site entry is the Statement of Entry and your web site address. All judging of this category will be conducted on-line at your site. Include the following information in your Statement of Entry:

- Address of site
- Include the following information:
 - Site Usage (number of hits)
 - Functionality capabilities. (credit card payment ability, registration on-line, member history, etc.)
- If new or upgraded in 2006, give a brief explanation of the reason for new development, the cost and a timeline.

Frank W. Berkman 2006 Chapter Award Program

ENTRY FORM

NAME OF CHAPTER: _____

NAME OF CONTACT: _____

TELEPHONE NUMBER: _____ FAX NUMBER: _____

EMAIL: _____

We are submitting entries in the following 2006 Chapter Award Categories (put a check mark by each):

_____ Awards & Recognition Programs

_____ Communications (Web sites are a separate entry)

_____ Customer Interaction Programs

_____ Educational Programming

_____ Fundraising/Community Involvement Programs

_____ Leadership Development (Includes chapter board communications)

_____ Membership Retention & Development Programs

_____ Partnership Development

_____ Web Sites

DEADLINE FOR ENTRY FORMS: December 22, 2006

DEADLINE FOR FINAL SUBMISSIONS: January 26, 2007

Please send Entry Forms and Submissions by the above dates to:
Margie Sheffer, CHME, CHA (mshsmai@aol.com)
HSMIAI CHAPTER RELATIONS OFFICE
2266 North Parke Street, Lake Station, IN 46405
phone: (219) 962-7705 toll free (877) 643-3511 fax: (219) 962-7832

SUMMARY STATEMENT OF ENTRY

Note:

This page must be the first page of every entry and it must be typed.
You may make your own Summary Statement of Entry form, however, it must be one page only and including the following four areas.

1) Why was this initiative important to your chapter?

2) What did you want to accomplish?

3) What did you do, and how did you do it?

4) What happened as a result?
