



HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

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**Proudly Presents**

**The Frank W. Berkman**

**2004**

**America's Chapter Award Program**

(Subject to changes based on evaluation of the 2003 program)

- Recognizing the “best” chapter operations.
- The “paycheck” for volunteerism is “recognition”.
- Make sure your chapter board gets paid!

**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

## **Two Levels of Competition:**

### **Large Chapter and Small Chapter Recognition**

Each year the median average of chapter membership is calculated and used to designate the chapters in each category.

## **Awards**

There will be two awards for each of the nine categories in both the Large and Small Chapter segments for a total of 36 Awards. First place winners will receive \$300 in cash and a plaque. Second place winners will receive an attractive framed certificate personalized with the designated winning category.

### **Recognition:**

- All winning entries will be included in the Power Point presentation of 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 presented in the 2003 Best of the Best section of the Chapter Resource Center on the HSMAI web site for use by all chapters to stimulate ideas and enhance their operation.
- Cash awards will help to offset the chapter expense to send board members to the Leadership Forum.

### **How to Enter:**

- Enter one or all categories by filling out the enclosed Entry Form and faxing to Margie at 219-962-7832.
- Criteria for each category is well defined for your reference. Call Margie on the toll free number 877-643-3511 if you have any questions.
- A “**Summary Statement of Entry**” 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. Each “Summary Statement of Entry” will be presented in the Best of the Best regardless of winning status.

**DO NOT PUT YOUR ENTRY IN A 3-RING BINDER  
– MUST BE IN A REPORT FOLDER**

- Your support 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. Avoid 3-ring binders.
  - Do not bind the entry info as the entries must be taken apart to be copied for scanning into the website location.



**2004**

**Frank W. Berkman  
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.

You may also use this category to describe your plan to promote CHME certification. List all CHME candidates (those who are in the process) in your chapter and identify all current CHME members.

**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 2004. 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) HSMAI 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 brings customers face to face with your membership during 2004.

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-arounds, 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, website promotion or call-arounds, etc.
- Chapter's role in state or regional conferences.

## **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 2004
- 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.
- Current set of Chapter By-Laws
- Signed copy of Chapter Charter

## **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. Include applicable samples of:

- Survey forms and Brochures
- Events and/or membership contest.
- Correspondence.
- Membership Directory.
- Student programs.
- State your net increase of membership in 2004 and identify the number of new members you acquired in 2004.
- Using your previous year's roster, compare your 2003 year-end roster to determine the number of renewals that came in 2004. Create a percentage based on the number needing to be renewed (actually should be everyone).
- Contact Margie or Julie if need your year-end figure from 2003.

## **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 Purpose 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 Purpose:

- Address of site
- Site Usage (number of hits) and functionality capabilities. (credit cards payment ability, registration on-line, etc.)
- If new or upgraded in 2004, give a brief explanation and timeline of development.



**Frank W. Berkman**  
**2004 CHAPTER AWARD PROGRAM**  
**ENTRY FORM**

NAME OF CHAPTER: \_\_\_\_\_

NAME OF CONTACT: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Please check off all applicable. We are submitting entries in the following 2004 Chapter Award Categories:

\_\_\_\_\_ 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 1, 2004

DEADLINE FOR FINAL SUBMISSIONS: January 16, 2005

Please send Entry Forms and Submissions by the above dates to:

Margie Sheffer, CHME, CHA

HSMIA CHAPTER RELATIONS OFFICE

2266 North Parke Street, Lake Station, IN 46405

phone: (219) 962-7705 toll free (877) 643-3511 fax: (219) 962-7832

email: [mshsmai@aol.com](mailto:mshsmai@aol.com)

## 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?

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2) What did you want to accomplish?

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

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4) What happened as a result?

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