



CHAPTER AWARD PROGRAM HISTORY

HSMAI Chapters are the lifeblood of the association, providing education and networking opportunities to members in their local marketplace. The chapter infrastructure is key to membership development and retention. The majority of members gain their HSMAI experience from the chapters more than any other aspect of the association's many activities.

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. In 1997, the program was expanded to acknowledge the "Best of the Best" in chapter operations in lieu of the one "Chapter of the Year" Award. The winning chapters are listed here:

History of the Chapter of the Year Award Winners

1980	New Mexico
1981	New Mexico
1982	Minnesota
1983	Washington DC
1984	Central Florida
1985	Central Florida
1986	Chapter of the Virginias
1987	Greater Phoenix
1988	Greater Phoenix
1989	Broward County (now Ft. Lauderdale)
1990	Broward County
1991	Greater Philadelphia
1992	Greater Philadelphia
1993	Vail Valley
1994	Greater Philadelphia
1995	Greater Phoenix
1996	Big Apple Chapter

HISTORY OF BEST OF THE BEST CHAPTER AWARD WINNERS!

The Best of the Best Chapter Awards began in 1997. A compilation of winning entries from each year's Frank W. Berkman Chapter Award Program have been printed in a Best of the Best Manual, a valuable chapter resource. The Best of the Best is now presented in the Chapter Leadership Resource Center of the HSMIAI web site.

<u>1997 Winners</u>	CATEGORY	CHAPTER
	CHME	Phoenix
	COMMUNITY SERVICE	Big Apple
	EDUCATION	Phoenix
	FUNDRAISING	Phoenix
	MEMBERSHIP	Phoenix
	NEWSLETTERS	Dallas
	PUBLIC RELATIONS	Phoenix
<u>1998 Winners</u>	AWARDS & RECOGNITION	Dallas
	CHAPTER MANAGEMENT	Big Apple
	FUNDRAISING	Big Apple
	EDUCATION	Florida Keys
	MEMBERSHIP	Phoenix
	NEWSLETTER	Dallas
	PUBLIC RELATIONS	Vail Valley
<u>1999 Winners</u>	AWARDS & RECOGNITION	Norway
	CHAPTER MANAGEMENT	Norway
	EDUCATION	Phoenix
	FUNDRAISING	Phoenix
	MEMBERSHIP	Norway
	NEWSLETTER	Phoenix
	PUBLIC RELATIONS	Big Apple
	TRADE SHOWS	Cancun
<u>2000 Winners</u>	AWARDS & RECOGNITION	Phoenix
	COMMUNICATIONS	Big Apple
	EDUCATIONAL PROGRAMMING	Phoenix
	FUNDRAISING/COMM SERVICE	Phoenix
	MARKETPLACE EVENTS	Norway

MEMBERSHIP DEVELOPMENT
S.U.P.E.R.B.
WEBSITE

Georgia
Phoenix
S. California

The Frank W. Berkman Chapter Award Program was changed for the 2001 competition. In response to the evaluations from the previous programs, an award structure for large and small chapters was implemented.

2001 Winners

LARGE CHAPTERS

Awards & Recognition	Big Apple
Communications	Dallas
Customer Event/Marketplace	Phoenix
Educational Programming	Dallas
Fundraising /Community Service	Phoenix
Leadership/Partnership	Big Apple
Membership	Dallas

SMALL CHAPTERS

Communications	S. California
Customer Event/Marketplace	Vail Valley
Educational Programming	Virginias
Fundraising/Community Service	Oregon

2002 Winners

LARGE CHAPTERS

Awards & Recognition	CA Desert
Communications	Big Apple
Community Involvement	Big Apple
Educational Programming	CA Desert
Fundraising Programs	Dallas/Ft. Worth
Leadership Development	Phoenix
Membership	CA Desert
Partnership Development	Central FL
Website	Los Angeles

SMALL CHAPTERS

Awards & Recognition	FL Keys
Communications	NE Florida
Community Involvement	Missouri
Educational Programs	FL Keys
Fundraising Programs	Oregon

Leadership Development
Membership
Partnership Development
Website

Oregon
Magnolia
Maryland
FL Keys

2003 Winners

LARGE CHAPTERS

Awards & Recognition
Communications
Community Involvement
Educational Programs
Fundraising Programs
Leadership Development
Membership
Partnership
Website

Northern California
Greater Phoenix
Central Florida
Dallas/Ft. Worth
Ft. Lauderdale
Greater Phoenix
Big Apple
Ft. Lauderdale
Big Apple

SMALLER CHAPTERS

Awards & Recognition
Communications
Community Involvement
Educational Programs
Fundraising Programs
Leadership Development
Membership
Partnership Development
Web Sites

Colorado Springs
Northeast Florida
Magnolia
Northeast Florida
Northeast Florida
Oregon
Magnolia
Maryland
Magnolia

2004 Winners

LARGE CHAPTERS

Awards & Recognition
Communications
Customer Interaction
Educational Programs
Fundraising/Comm Involv
Leadership Development
Membership
Partnership
Web Sites

Northern California
Dallas/Ft. Worth
Greater Phoenix
Dallas/Ft. Worth
Central Florida
Big Apple
Dallas/Ft. Worth
Greater Phoenix
Big Apple

SMALLER CHAPTERS

Awards & Recognition
Communications
Customer Interaction

Missouri
Colorado Springs
Magnolia

Educational Programs
Fundraising/Comm Involv
Leadership Development
Membership
Partnership
Web Sites

Northeast Florida
Greater Charlotte
Magnolia
Magnolia
Missouri
Magnolia



Proudly Presents
The Frank W. Berkman
2005

America's Chapter Award Program

(Subject to changes based on evaluation of the 2004 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

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 99 Members
Medium Chapter	100 to 199 Members
Large Chapter	200 plus Members

Awards

With the implementation of the CAR, chapters will be recognized for a variety of accomplishments throughout the year or at least quarterly. The Chapter Award Program will now recognize one winner in each of the nine categories. Winning chapters will be announced and recognized during the Annual Leadership Forum

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 2005 Best of the Best Chapter Programs section of the Chapter Leadership Resource Center on the HSMAI web site.
- Cash awards may vary for small, medium and large chapter winners.

How to Enter:

- Enter one or all categories by filling out the enclosed Entry Form and faxing to Margie at 219-962-7832 by December 16, 2005.
- 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**” 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. THE ENTRIES MUST BE TAKEN APART TO SCAN FOR THE WEB SITE. 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. 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.



2005

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 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) 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 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-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 2005
- 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 2005 and identify the number of new members you acquired in 2005.
- Using your previous year's roster, compare your 2004 year-end roster to determine the number of renewals that came in 2005. 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 2004.

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 2005, give a brief explanation and timeline of development.