



# JOIN THE CIRCLE

## CALL FOR ENTRIES

## Maryland Society of Association Executives 2009 Circle of Excellence Awards

The Maryland Society of Association Executives invites you to step into the Circle of Excellence by sharing your best work with your peers. You have invested a great deal of time, effort and creativity in your work. Now it's time to be recognized. MSAE's 2009 Circle of Excellence Awards recognize top quality work in seven categories. Here is everything you need to know to enter.

**Eligibility:** Projects must have been completed during 2008.

**Entry Fees:** \$25 per entry for MSAE members. \$35 per entry for non-members.

**Deadline for Entries:** March 27, 2009.

**How to Enter:** Complete a separate entry form for each entry. Send entries with payment to MSAE Headquarters, 305 Huntsman Ct., Bel Air, MD 21015, Attention Mitch Lebovic.

**What to Submit:** Read the description for each category you want to enter. Some require only samples of the project. Others require a statement of goals, implementation and results. These statements need not be extensive. The basic information will suffice.

**Awards Presentation:** First and second-place awards are available in each category. Judges are not obligated to present awards if no entries are deemed worthy. Awards will be presented April 24 at MSAE's Circle of Excellence Luncheon.

**Questions:** Contact Mitch Lebovic, CAE, APR, Executive Director (mitch@mdsae.org).

### 2008 Circle of Excellence

Home Builders Association of Maryland

Local Government Insurance Trust

Maryland State Dental Association

Pet Industry Distributors Association

Spill Control Association of America



ENTRY DEADLINE: MARCH 27, 2009



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## CATEGORY DESCRIPTIONS

### #1 Associations Advance Maryland

Associations and non-profit organizations are key to the well-being of our society. Tell us about what your group has done in one of the following areas:

- Product & Safety Standards
- Code of Ethics
- Community Service
- Research

What to submit: Send a brief statement defining the program's goals, implementation and results. Attach copies of relevant materials or web addresses.

### #2 Membership Development/Retention

This is the most important thing we do. Submit representative components of your recruitment/retention program and tell us about the results. Entries will be judged on ingenuity and how well the results matched the objectives of the program.

### #3 Government Relations

This category recognizes creative, successful efforts to represent members' interests with legislative or regulatory bodies. Submit copies of relevant materials along with a brief statement defining the program's goals, implementation and results.

### #4 Education

Recognizes outstanding educational programs for members or the general public on issues relevant to the organization's mission. Enter in the following categories:

**Program Innovation:** Submit a brief description of your program, why it's unique and the results it generated. Send along relevant printed materials as well.

**Marketing:** Submit samples of meeting marketing materials. Entries will be judged on creativity and innovation in communication.

### #5 Communications

This category recognizes excellence in communicating the association's message. Submit entries in the following categories:

**Total Communications Program:** Submit a copy of your communications plan, samples of communication materials and a brief statement detailing how these materials successfully met the goals of the plan.

**Public Relations Program:** Submit sample materials along with a brief statement of the program's goals, implementation and results.

**Magazines:** submit two consecutive issues published during 2008

**Newsletters:** submit two consecutive issues published during 2008.

**Web Sites:** submit your url along with passwords to access any members-only areas to be considered.

### #6 Technology

Tell us how you have used technology to create new member services or enhance existing services. Submit a brief description of the program and results.

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## ENTRY FORM

Please complete a separate entry form for each entry. You may make as many copies of this form as necessary.

### Category 1 - Associations Advance Maryland

- 1a. Product & Safety Standards
- 1b. Code of Ethics
- 1c. Community Service
- 1d. Research

### Category 2

- Membership Development/Retention

### Category 3

- Government Relations

### Category 4 - Education

- 4a. Program Innovation
- 4b. Marketing

### Category 5 - Communications

- 5a. Total Communication Program
- 5b. Public Relations Program
- 5c. Magazine
- 5d. Newsletter
- 5e. Web Site

### Category 6

- Technology

Entry Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

2008 Annual Association Budget \_\_\_\_\_

### Payment Information

MSAE members enclose a check for \$25 per entry. Non-members enclose a check for \$35 per entry. Make checks payable to the Maryland Society of Association Executives. If you would prefer to pay by credit card, complete the section below:

\_\_\_ VISA \_\_\_ MasterCard \_\_\_ American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder name \_\_\_\_\_

Billing Address \_\_\_\_\_

### Shipping Information

Send all entries by March 27, 2009 to:

Maryland Society of Association Executives  
305 Huntsman Ct.  
Bel Air, MD 21015  
Attention: Mitch Lebovic

### Questions

Mitch Lebovic - Executive Director  
mitch@mdsae.org

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