



TNSAE Awards of Excellence

Recognizing 2025 Initiatives

Entry Guidelines

PART A – ASSOCIATION PROGRAM EXCELLENCE AWARDS

Below are examples of submission ideas for each category to get you thinking about your association successes:

- **Continuing Education Programming** (Virtual, Hybrid or In-person Continuing Education)
- **Marketing** (Website, Social Media Campaign, Association Collateral Material, Marketing Campaign)
- **Special Events** (Annual Meeting, Conference, Tradeshow, Awards Program, Tournament)
- **Associations Impact Tennessee** (Project or program designed and developed to provide community assistance or to respond to community need. The project or program must also align with the association mission.)

Rules and Entry Preparation

1. Front Page Entry Form must accompany each submission. All entries must be received to TNSAE by Tuesday, Nov. 178 2025.
2. All questions listed below must be answered to be considered. Nominee Entry Form Part A responses must be typed in the same order as the questions.
 - a. Official title of entry (include website and page links, if applicable).
 - b. When was this project/service implemented? Beginning date(s)? Ending date(s)?
 - c. In 50 words or less, please describe what sets this entry apart making it an award-winning entry.
 - d. Needs Assessment
 - i. How was the need for this program/service identified?
 - ii. How does this program/service address this need?
 - e. Logistics and Production
 - i. How was the program delivered to the target audience?
 - ii. Provide details describing promotional materials and methods.
 - f. Budgeting and Finance
 - i. What were the financial goals?
 - ii. Were the financial goals met?
 - g. Evaluation
 - i. What method(s) were used to evaluate the success of this program/service?
 - ii. Provide evaluation summaries.
3. Your entry should not exceed five (5) pages.
4. Your submission:
 - a. Provide one (1) original entry form and one copy of any supporting materials, samples, brochures, evaluation instruments or supplemental information (this can be in a PDF).
 - b. If submitting via email, email all documents as PDF attachments to info@tnsae.org.
5. All entries and provided samples/files become the property of TNSAE and will not be returned.

6. Entries must have been implemented—with majority of planning and preparation completed—during 2023 and/or 2024.
7. Entry forms must be received by 5 p.m. on Tuesday, Nov. 18. No extensions will be given.

Judging Criteria

1. The South Carolina Society of Association Executives (SCAE) Awards Committee will evaluate and judge entries for the association program excellence awards. The evaluation will be based on your responses to the questions listed above.
2. The committee may choose to not name a recipient of the award for that year.

PART B – INDIVIDUAL AWARDS

- **Associate Member of the Year**
 - The Associate Member of the Year recognizes a supplier member (associate member category) for their ongoing service to their industry, to the association community and to TNSAE.
- **The Betty Brock Association Executive of the Year**
 - The Betty Brock Association Executive of the Year is the highest recognition given by TNSAE. Respected leaders of their own associations, recipients are individuals who contribute their time and expertise to other voluntary membership organizations and play an active role in civic and community affairs. They exemplify the very best in association management, continually bringing credit to the profession and to the entire association community.
- **Rising Star**
 - The Rising Star Award recognizes a TNSAE member for professional achievement, specifically recognizing members who have been in association management for less than five years.

Entry Preparation & Point Breakdown

ASSOCIATE MEMBER OF THE YEAR – Point Breakdown

1. Provide Nominee's name, and nominator's name (if not self-nominated). Self-nominations are welcome.
2. List nominee's contributions to TNSAE and other allied societies. Include service on boards and committees, speaking and teaching assignments, publication of articles, continuing education courses, honors and awards, etc. (45 points)
3. Provide the following information. (20 points)
 - a. Number of years as provider of products/services to associations.
 - b. Number of years with current employer.
 - c. Number of years as a TNSAE Associate member.
4. Please list nominee's special services to and/or leadership in other professional societies and associations (civic, fraternal, political, clubs, etc.). List memberships, describe achievements, include positions held, honors received, etc. (20 points)
5. List nominee's participation in civic and community activities. Describe contributions made and positions held, honors received, etc. (10 points)
6. Does nominee hold a professional designation such as CHSE, CMP, CHSP? (5 points)

THE BETTY BROCK ASSOCIATION EXECUTIVE OF THE YEAR AWARD – Point Breakdown

1. Provide Nominee's name, and nominator's name (if not self-nominated). Self-nominations are welcome.

2. List nominee's achievements during their association management career. Describe programs and activities that they have implemented that have enhanced the overall effectiveness and development of their employing association(s) and the field of association management as a whole. (45 points)
3. List nominee's contributions to TNSAE and other allied societies. Include service on boards and committees, speaking and teaching assignments, publication of articles, continuing education courses, honors and awards, etc. (20 points)
4. Provide the following information. (10 points)
 - a. Number of years in association management.
 - b. Number of years with current association.
 - c. Number of years as a TNSAE Regular member.
5. Please list nominee's special services to and/or leadership in other professional societies and associations (civic, fraternal, political, clubs, etc.) List memberships, describe achievements, include positions held, honors received, etc. (10 points)
6. List nominee's participation in civic and community activities. Describe contributions made and positions held, honors received, etc. (10 points)
7. Is nominee a Certified Association Executive? (5 points)

RISING STAR - Point Breakdown

1. Provide Nominee's name, and nominator's name (if not self-nominated). Self-nominations are welcome.
2. Provide the following information. (10 points)
 - a. Number of years in association management.
 - b. Number of years with current association.
 - c. Number of years as a TNSAE Regular member.
3. List nominee's achievements during their association management career. Describe programs and activities that they have implemented that have enhanced the overall effectiveness and development of their employing association(s) and the field of association management as a whole. (30 points)
4. List nominee's contributions to TNSAE and other allied societies. Include service on boards and committees, speaking and teaching assignments, publication of articles, continuing education courses, honors and awards, etc. (25 points)
5. Please list nominee's special services to and/or leadership in other professional societies and associations (civic, fraternal, political, clubs, etc.) List memberships, describe achievements, include positions held, honors received, etc. (15 points)
6. List nominee's participation in civic and community activities. Describe contributions made and positions held, honors received, etc. (15 points)
7. Is nominee a Certified Association Executive? (5 points)

Additional Entry Details

1. Front Page Entry Form must accompany each submission. All entries must be received to TNSAE by Tuesday, Nov. 18.
2. All requested listed above must be answered to be considered.
3. Your entry should not exceed five (5) pages.
4. Your submission:
 - a. Provide one (1) original entry and include in the PDF any supporting materials, samples, brochures, evaluation instruments or supplemental information.
 - b. If submitting via email, email all documents as PDF attachments to info@tnsae.org.
5. All entries become the property of TNSAE and will not be returned.
6. Previous nominees that have not won an award in one of these individual award categories may be re-nominated for that same category. A new form must be submitted.

7. Entry forms must be received by 5 p.m. on Tuesday, Nov. 18. No extensions will be given.

DEADLINE & SUBMITTAL INFORMATION: The entry form must accompany each submission. All entries must be received by Tuesday, Nov. 18. Questions? Contact TNSAE Executive Director, Jamie Flynn at 615-298-5944 or jamie@tnsae.org.