



ARKANSAS SOCIETY OF ASSOCIATION EXECUTIVES

April 29, 2025

Dear ASAE Executive Members:

ASAE has an annual tradition of recognizing the outstanding accomplishments of our members. It is once again time to gather nominations. Specifically, we are requesting submissions for the following awards:

- Excellence in Communications
- Ken Graves Memorial Award
- Partner of the Year
- Emerging Leader

Applications for each award, as well as the requirements for submissions, are included in this packet. We look forward to receiving many submissions for the outstanding work we know has been taking place over the last year. As an alternative, you can also choose to submit through an online form located at

<https://www.arksae.net/awards>.

Please note that the Excellence in Communications Awards are divided into **three categories**, according to association **annual marketing budget** levels.

Each category has two levels of entries: **1. Single Piece** (brochure, newsletter, annual report, website, social media, video, podcast, etc.) and **2. Overall Campaign** (any program or event that used more than one medium by which to promote it).

Submissions for all awards are due by midnight on June 15. We look forward to honoring the winners on the evening of July 15th at the 2025 Annual Convention in Tunica, MS. Convention Registration opens soon.

Please contact Leigh at office@arksae.net or 501-223-9188 with any questions.

Sincerely,

Leigh Anderson, Executive Director
Arkansas Society of Association Executives
Phone: 501-223-9188
Email: office@arksae.net



2025 ASAE Excellence in Communications Awards Entry Form

P.O. Box 23034, Little Rock, Arkansas 72221 | 501-223-9188

Rules: Any and all kinds of communications media (print, broadcast, web-based) **produced from July 2024 to present will be considered**. Please submit in print or electronic format **by midnight on June 15, 2025**. There is no fee to submit an entry. If submitting multiple entries, be sure to attach separate forms for each entry.

Submitted by: _____ Title: _____

Association: _____

Phone: _____ E-mail: _____

Name of Entry: _____

Category (Please check which you are entering)

- ☐ Category 1: For associations with marketing/communications **budgets under \$350,000**
- ☐ Category 2: For associations with marketing/communications **budgets from \$350,001 to \$750,000**
- ☐ Category 3: For associations with marketing/communications **budgets over \$750,000**

Type of entry (Please check which you are entering)

- ☐ **Single Communications Piece:** A single piece may be brochure, newsletter, ad, annual report, membership materials, website, social media account, etc.
- ☐ **Overall Campaign:** Must include **more than one medium** used for an event, program or campaign.

Associations can submit multiple entries for Single Communications piece but **only one entry for Overall Campaign**. Associations submitting entries are asked to **provide samples** and descriptions of their communications to be evaluated. Entries will be judged by communications professionals on the following criteria:

- Planning
- Implementation - design, layout, content or delivery
- Results and evaluation

Please answer the following questions for each entry. Submit your answer, along with this form, to us by June 14.

1. Goals: What were the goals of this communications program?
2. Planning and Implementation: How did you plan and implement the communication?
3. Results: What were the measurable results achieved with this project?
4. Evaluation: How did you evaluate its success?

Entry Deadline: Midnight on June 15. All entries should be delivered by close of business to:

ASAE, P.O Box 23034, Little Rock, AR 72221

OR

1401 W. Capitol Ave., Ste 440, Little Rock, AR 72201

Contact Leigh Anderson at office@arksae.net or 501-223-9188 with questions.



Ken Graves Memorial Award Nomination Form

The award will be given to an Association Executive who has exemplified an exceptional level of professionalism in Association Management and in his/her community in which they live and work.

Criteria:

1. The recipient would be an Association Executive in good standing of ASAE either as a regular member or a retiree.
2. The recipient should have been involved in the association management field for five (5) years or more.
3. The recipient should exemplify a high level of professionalism and integrity in association management.
4. The recipient should have worked toward the betterment of ASAE and furthered the quality of the association management field.
5. The recipient should be a respected member of their community.
6. For a list of previously honored recipients, see page 6 of the ASAE Membership Directory.

Nominee: _____

Association: _____

Guidelines:

1. A minimum of one paragraph must be included with this nomination form stating why the nominee is deserving of this award.
2. Nominations for the Ken Graves Memorial Award are reviewed by a nominations committee composed of the Executive Board, past award recipients (active and inactive) and the Executive Director. The Executive Director is a non-voting member.
3. The award is based solely on merit and is not necessarily an annual award.

DEADLINE TO RETURN FORM: JUNE 15

ASAE Ken Graves Memorial Award

P.O. Box 23034

Little Rock, AR 72221

office@arksae.net



ASAE Partner of the Year Award Nomination Form

This award should be presented to an associate member (individual or company) who has demonstrated exemplary support of the association community and supports ASAE's programs by their attendance and willingness to help with projects when called upon. Financial support can be a consideration but is not a requirement.

Criteria:

1. The recipient would be an Associate Member or Partner in good standing of ASAE.
2. The recipient should have worked toward the betterment of ASAE and furthered the quality of the associations programming and events.
3. The recipient should be a respected member of their community.

Nominee: _____

Organization: _____

Guidelines:

1. A minimum of one paragraph must be included with this nomination form stating why the nominee is deserving of this award.
2. Nominations for the Partner of the Year Award are reviewed by a nominations committee composed of three association executives selected by the President.
3. The award is based solely on merit and is not necessarily an annual award.

DEADLINE TO RETURN FORM: JUNE 15

ASAE Partner of the Year Award

P. O. Box 23034

Little Rock, AR 72221

office@arksae.net



ASAE Emerging Leader Award Nomination Form

This award would be presented to either an associate or executive member who demonstrates skills for future leadership in the association and distinguishes themselves every day and make exceptional contributions in their chosen field of work.

Criteria:

1. The recipient would be an Associate Member or Association Executive in good standing of ASAE.
2. The recipient should have worked toward the betterment of ASAE and furthered the quality of the association's programming and events.
3. The recipient should demonstrate skills for future leadership within the organization.

Nominee: _____

Organization: _____

Guidelines:

1. A minimum of one paragraph must be included with this nomination form stating why the nominee is deserving of this award.
2. Nominations for the Emerging Leader Award are reviewed by the Board of Directors.
3. The award is based solely on merit and is not necessarily an annual award.

DEADLINE TO RETURN FORM: JUNE 15

Arkansas Society of Association Executives
Emerging Leader Award
P. O. Box 23034
Little Rock, AR 72221
office@arksae.net