



FOR IMMEDIATE RELEASE

September 22, 2011

**Associations Honored for Innovation and Excellence at 10<sup>th</sup> Annual Diamond Awards, Three Executives Inducted into Hall of Fame**

The Michigan Society of Association Executives (MSAE) held its 10<sup>th</sup> Annual Diamond Awards Banquet on September 21, 2011, at The Baronette Renaissance Hotel in Novi. Nearly 250 members and guests attended the event, designed to recognize excellence and innovation in associations.

Three of Michigan's respected association leaders were inducted into the Michigan Association Hall of Fame and individual awards were given for emerging new leader, strategic association leader and supplier partner.

Nearly 30 entries competed for top honors in ten categories, with Experience Grand Rapids taking the Best In Show Award. Diamond Awards were given to associations and individuals as follows:

**DIAMOND AWARDS**

E-Newsletter

\$1.5 million and greater budget

**Diamond Award Winner:** **Small Business Association of Michigan**  
**Gold Honorable Mention:** **Associated General Contractors of Michigan**

Government Relations Project

Less than \$1.5 million budget

**Diamond Award Winner:** **County Road Association of Michigan**

\$1.5 million and greater budget

**Diamond Award Winner:** **Michigan Beer & Wine Wholesalers Association and Michigan Restaurant Association**

Innovative Collaboration

\$1.5 million and greater budget

**Diamond Award Winner:** **Small Business Association of Michigan**  
**Gold Honorable Mention:** **Michigan Association of Certified Public Accountants**  
**Silver Honorable Mention:** **Michigan Dental Association**

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Magazine Publishing

\$1.5 million and greater budget

**Diamond Award Winner:** Michigan Restaurant Association  
Gold Honorable Mention: Construction Association of Michigan  
Silver Honorable Mention: Associated Food & Petroleum Dealers

Meetings & Expositions

Less than \$1.5 million budget

**Diamond Award Winner:** Michigan Library Association  
Gold Honorable Mention: Michigan Physical Therapy Association (Managed by Association Management Resources)

\$1.5 million and greater budget

**Diamond Award Winner:** National Truck Equipment Association  
Gold Honorable Mention: Michigan Association of Certified Public Accountants

Membership Development

\$1.5 million and greater budget

**Diamond Award Winner:** The Engineering Society of Detroit  
Gold Honorable Mention: Michigan Dental Association

Print Newsletter

\$1.5 million and greater budget

**Diamond Award Winner:** National Truck Equipment Association  
Gold Honorable Mention: Michigan State Medical Society

Public Relations Campaign

Less than \$1.5 million budget

**Diamond Award Winner:** Associated Builders & Contractors of Michigan

Social Media Campaign

\$1.5 million and greater budget

**Diamond Award Winner:** Michigan High School Athletic Association  
Gold Honorable Mention: Experience Grand Rapids  
Silver Honorable Mention: Michigan Association of School Boards

Website

\$1.5 million and greater budget

**Diamond Award Winner:** Experience Grand Rapids

**BEST IN SHOW**

**Experience Grand Rapids**  
Website Entry

## INDIVIDUAL ACHIEVEMENT AWARDS

### **Michigan Association Hall of Fame Class of 2011 Inductees**

James Carney, CAE  
Executive Director  
National Truck Equipment Association

Spencer C. Johnson  
President & CEO  
Michigan Health & Hospital Association

Harvey Zuckerberg  
Retired Executive Director  
Michigan Home Health Association

### **Emerging New Leader**

Aaron D. Wolowiec, CAE, CMP, MSA  
Director, Education and Associate Partnerships  
Health Care Association of Michigan

### **Strategic Association Leader**

Kathy Hayes  
Executive Director  
Michigan Association of School Boards

### **Supplier Partner**

Shana P. Killips, CMP  
Sales Manager and Events Coordinator  
The Henry Center At MSU

MSAE has a membership of more than 900 association professionals and suppliers involved in the management of 400 international, national, state, regional and local associations. MSAE provides executives with the opportunity to exchange ideas, opinions, and experiences through discussion, study, and networking.

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