

General Criteria

For Association Entry

- Each project must be submitted with a 2009 AEA entry form.
- **One** (1) complete copy of each entry packet (form, supporting materials, and samples) must be included.
- Each association submitting an entry must submit one (1) photograph of the executive officer. (One photo can be sent for multiple entries.)
- Entries must have been produced, but not necessarily started or completed, in 2009. Programs created in previous years are eligible to compete, but must be on-going programs at the association. On the entry form, entrants must explain why they believe the program has evolved to the point that it now deserves an award.
- **Winning entries from the last three years are not eligible to compete unless there have been substantial changes in content and/or format. This assessment is based on information provided by and the testimony of the applicant on the entry form.**
- Association entries must be submitted by the executive officer or by a designee with the approval of the executive officer.
- Associations are encouraged to submit multiple entries. Associations may submit multiple entries in each award category as long as each entry represents entirely separate and distinct initiatives, otherwise only one entry will be accepted.
- Entries will not be re-categorized and will remain in the category as entered by the applicant.
- Entries received without the appropriate entry fee will be disqualified.
- Entries must be received at the EOC office by the close of business on the stated deadline. No exception to the deadline date will be made.
- All entries become the property of the EOC and will not be returned.
- Please see category descriptions as posted on the EOC Web site for additional criteria.

Associations are encouraged to submit multiple entries; however, each project must represent separate and distinct initiatives and may only be submitted in one category.

1. Communications Pillar:

- **Best Social Media Effort**
Innovative uses of social media outlets such as Facebook, Twitter, LinkedIn, or PDA applications to communicate with members and non-members. Uses may include, but are not limited to, event promotions, industry updates, or membership recruitment or renewals. May be a stand-alone effort or part of a comprehensive communications or marketing strategy for an event, issue, program or activity.
- **Best Web Site**
Includes any Web site operated by the HBA that directly benefits consumers and/or members of the association. The site must be well designed, with timely information that is easy to access. Innovative design, unique features and demonstrated value to members or consumers will be judged, along with a written description of web site planning, promotion, and maintenance. May be either a primary website or an affiliated website for a show/event, for-profit entity, issue or program. Please include web site success measurements such as

number of hits and links followed.

- **Best Publication**
Innovative and comprehensive published communications (either print or electronic) to association membership and/or the non-member public. Entries may include, but are not limited to, magazines, newsletters or newspapers, directories, special events publications or update publications.
- **Best Public Relations Program Conducted**
Association projects, activities, and efforts related to public education about the industry. Programs might include: new home-buyer training sessions, newspaper column services, radio talk show spots, housing impact forums, building/development primers for elected officials and staff, marketing/promotional campaigns in conjunction with Home Shows and Parades.

2. Education Pillar:

- **Best Education Program**
Educational offering(s) with direct benefit to the membership. This category includes: educational programs for members in conjunction with NAHB and/or Home Builders Institute, local agencies providing continuing education, or state technical colleges and universities. May also include programs offered directly by the HBA (e.g. OSHA training, sales and marketing seminars) separate from normal general membership meetings.
- **Best Workforce Development Plan Implemented**
Successful programs, projects, or ideas that encourage and improve the number of qualified workers in the industry. This category includes educational programs in conjunction with NAHB and/or Home Builders Institute, local agencies providing continuing education, state technical colleges and universities, or K-12th grade institutions. May also include programs offered directly by the HBA separate from normal general membership meetings.

3. Government Affairs Pillar:

- **Best Government Affairs Effort - Locally**
This category includes government relations programs that specifically lobby locally elected and appointed officials (e.g. city, single municipality, county) or public agencies on local HBA member issues, such as codes, impact fees, development/building regulations, permitting, or other industry issues. Programs might include sample letters, targeted newsletter distributions, breakfast meetings, member contact/liaison programs, and strategies to include elected officials in HBA events.
- **Best Government Affairs Effort – Regionally**
This category includes government relations programs that specifically lobby elected officials or public agencies in a region (e.g. multi-municipality, multi-county, state legislators & regulators, governors) on broader HBA member issues, such as land use, growth, environmental issues, or tax legislation. Programs might include sample letters, targeted newsletter distributions, breakfast meetings, member contact/liaison programs, and strategies to include elected officials in HBA events.

- **Best Political Action Program Administered**

An organized member and/or community effort to influence political activity in the election process and/or coalition building. Programs might include voter mobilization efforts/campaigns and grassroots involvement on a particular issue to benefit and promote the industry.

4. HBA Operations Pillar:

- **Best Service to Members**

Programs or services providing economic benefit or other business development value to the membership. Examples include affinity or discount programs developed and managed by HBA (e.g. cellular phones, insurance, legal action program, long distance service), sales and marketing programs/training, specialty networking and b-to-b programs, and HBA-initiated quality-service programs.

- **Best Partnership Between State and Local(s)**

This category consists of programs or services which provide mutual benefits between local and state associations as a result of a partnership. Entries should have ongoing involvement between both the state and local in the implementation and success of the program or service. Examples include: jointly run and/or promoted events, shows, programs, services or government affairs efforts that show a collaboration beyond just mutual communications between the state and local associations. (*The defined size categories do not apply to this category. The three best entries [maximum] will be awarded and only two plaques per winning partnership will be distributed. Additional plaques may be ordered at cost.)

- **Best Service Provided by State Assn to Local Assn (State Assns only)**

Programs or services providing benefits or other incentives of direct benefit to the local associations by the state association. Examples include, Grassroots Field Programs, education/training programs local HBAs can implement, affinity revenue programs, administrative/operational services support, EO training/support, and leadership development training/support.

- **Best Association Operations Program Administered**

Programs or services developed by the association that have helped improve or enhance office operations of the association. Includes HBA Procedures/Policy Manuals, Employee Handbooks/Training/Orientation and Incentive programs, effective outsourcing or insourcing of specific projects or services, technological enhancements, customer service programs and leadership development/training programs.

- **Best Community Service Project Conducted**

Projects or programs designed and developed to provide support and assistance to the community. Programs might include services in cases of natural disasters, support of local shelter care facilities or programs, improving housing for the disadvantaged, or partnering with Habitat for Humanity, Ronald McDonald House, and other related organizations. (*Winners of this award are eligible to receive a donation directed to the charity of their choice courtesy of the National Housing Endowment.)

- ***Best HBA Partnership/Coalition***
Includes any partnership of the HBA (or its affiliated foundations and charitable arms) with other organizations, associations, and/or community stakeholders that results in support and assistance or otherwise unattainable benefit or service to members, the building industry, or the community. Partnership/coalition structure and features will be judged along with a written description of the planning and implementation of the project. (Additional Criteria: Entries must include a signed release of information from all involved partners. Entries will not meet criteria for the AEA categories of Best Member Service or Best Source of Non Dues Revenue.)

5. Membership Pillar:

- ***Best Member Recognition Program/Event***
An association program and/or event dedicated to recognizing members or members' companies, internally (throughout association) or externally (advertising, community exposure). Includes awards programs, public relations for a member or other programs or events that enhance the members' exposure in the communities where they live and build.
- ***Best Membership Recruitment/Retention Plan Implemented***
Successful programs, projects, or ideas that encourage and improve membership recruitment or renewal. Entries might include a short-term recruitment campaign or components of retention efforts. Recruitment programs may include, but are not limited to, tie-ins to NAHB's National Membership Day, samples supporting year-long recruitment efforts by the HBA through member involvement, leadership support, or written materials promoting member benefits. Retention programs may include, but are not limited to, orientations, member involvement efforts, renewal time line or promotion of HBA core services and benefits.
- ***Best Council Development Program***
Council development programs that emphasize ways associations have recognized or developed niche areas or groups within the industry leading to enhanced membership growth and involvement. The Council may be new or have been in existence for several years, but over the course of the previous calendar year has achieved strong growth or reached some other pinnacle or achievement. The local council does not have to be recognized by NAHB, however it must show a leadership structure, mission and goals. To be recognized as a council, local members must opt-in to the council, but additional dues are not required.

6. Revenue Pillar:

- ***Best Home or Industry Trade Show***
Exhibitor or trade-oriented show or event that is targeted either to consumers or the industry which benefits the association. Judges will evaluate specific components of the project, including: planning, project goals, time line, budgetary information, written communications/promotional materials, challenges faced/addressed and innovative aspects of the program or event.

- ***Best Parade or Tour of Homes***
Single or scattered site tours of homes (either new and/or remodeled) which benefit the association. Judges will evaluate specific components of the project, including: planning, project goals, time line, budgetary information, written communications/promotional materials, challenges faced/addressed and innovative aspects of the program or event.
- ***Best Source of Revenue Other Than Dues, Parades or Shows***
Includes any project of financial benefit to the association's operations, excluding dues, Tours of Homes or Home/Industry Show related income. Judges will evaluate specific components of the project, including: planning, revenue development/growth, value to members, communications/promotional materials, and innovative aspects of the program or event.