Chapter of the Year – 2019 Term
November 1, 2018 to October 31, 2019

Program Summary and Entry Requirements
The Chapter of the Year (COY) award competition recognizes outstanding work, participation, and accomplishments by CMAA Chapters. The Chapter of the Year and the Award for Excellence in Education programs were combined this year to create this new Chapter of the Year Award Program. You will notice less emphasis on individual member statistics and more emphasis on chapter efforts and accomplishments. After judging, results are determined and the winning Chapters from each size category will be given appropriate recognition at the 2020 World Conference in Grapevine, TX.

Preparing the Entry
The entry is broken up into four sections. The entry form is on pages 2-3 of this packet. The chapter must submit sections 1, 2, and 4. National staff will automatically score section 3 for all chapters that enter, so no need to add anything in for that section. Please keep in mind that the judges have a limited amount of time to get through all the entries. No additional folders, binders, etc., should be included. When the entry is received by headquarters, it will be placed in the entry folder. Late entries will not be accepted.

Judging
Judging is the primary responsibility of the At-Conference Chapter of the Year Committee, with the CMAA staff tabulating section 3. Please make sure your Managing Director/Chapter Secretary has submitted the meeting minutes and attendance rosters for all Chapter meetings as anything received at National Headquarters after December 15, 2019, will not be considered for judging. The judging categories are as follows:

1. Chapter President’s Paragraph (scored by the Chapter of the Year Committee)
2. Managing Director’s/Chapter Secretary’s Paragraph (scored by the Chapter of the Year Committee)
3. Chapter Statistics (scored by National Staff)
4. Chapter Officer Reports (scored by the Chapter of the Year Committee)

Awards
The Chapter of the Year awards will be presented at the 2020 World Conference during the Member & Chapter Awards Breakfast to the first and second place Chapters in each of three size categories: small, medium, and large. A $3,000 education grant will be awarded to the three winning Chapters and a $2,000 education grant will be awarded to the three second-place Chapters. All education grants are funded by The Club Foundation.
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I. Chapter President’s Paragraph – In 300 words or less, please explain how your Chapter effected the 2019 annual theme: “E3 - Encourage, Engage, and Enlighten.” How does E3 apply to you as a chapter, your chapter members, your member’s clubs, and club boards. (20 points)

2. Managing Director’s/Chapter Secretary’s Paragraph – In 300 words or less, please describe how an engaged board is vital to the success of your chapter. What do you do to encourage, engage, and enlighten them? (20 points)

3. Chapter Statistics (Scored by National; nothing needs to be submitted by the Chapter) (50 points)

1. Score 10 points for holding a Chapter Workshop(s)
2. Score 10 points for entering the Idea Fair for Chapters
3. Score up to 10 points based on your Chapter’s recruitment percentage in the New Chapter Member Recruitment Contest (sliding scale)
4. Score 10 points for Chapter’s donation to The CF (pledges or Auction/Wine Donations)
5. Score 10 points for authorized elected Chapter rep attending the LLC

4. Chapter Officer Reports – Please work with your Chapter Officers and Chairman to answer the following questions (each answer should be 200 word or less) (each question is worth 10 points):

1. How does your chapter address the diversity of professional development needs among its members (GMs/COOs vs. Assistant Managers)? (Education Chairman)
2. Which of the ten competency areas did your chapter’s educational program cover? Briefly describe how your chapter covered each one (what were the topics of the programs?). (Education Chairman)
3. What does your chapter do in its educational program that is unique or innovative? (Education Chairman)
4. How does your chapter promote and support the certification process? (Certification Chairman)
5. How does your Chapter actively recruit and retain members? (Membership Chairman)
6. What methods of communication does your Chapter use to connect and how do those methods help you to engage with your members? (Communications/Public Relations Chairman)

7. Does the Chapter host event(s) to raise funds for/benefit charitable or philanthropic organizations and, if so, how do these events impact your local community? (Managing Director)

8. How does your chapter support and encourage participation in CMAA’s Member Communities (i.e. International Wine Society, YoPros, Women in Club Management, etc.) on the chapter- and National-level? (Wine Society Chapter Representative/SIG Chapter Representatives)

9. How does your Chapter support The Club Foundation and its scholarship and grant opportunities? (The Club Foundation Liaison)

10. Describe what your Chapter does to ensure the sustainability of the club management profession’s career path. (Student Chapter Liaison)

11. How does your chapter promote involvement in CMAA’s research initiatives? (Research Chairman)

12. How does your Chapter engage members in state and local advocacy efforts? (Advocacy/Legislative Chairman)

13. How have you encouraged your chapter to take advantage of CMAA’s coaching services? (Career Services Chairman)

14. How do you enlighten Chapter members about the Club Resource Center (CRC) and what it has to offer? (Corporate Relations Chairman)
**Chapter of the Year - 2019 Term**  
(November 1, 2018 to October 31, 2019)  
**SCORING SHEET - FOR JUDGING PURPOSES ONLY**

Chapter _________________ (S M L)

<table>
<thead>
<tr>
<th>I. Chapter President’s Paragraph (scoring completed by Judges)</th>
<th>Score</th>
<th>Sub-Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judges to evaluate 1 to 20 points;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sub-Total</td>
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<td>*___</td>
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<thead>
<tr>
<th>2. Managing Director’s/Chapter Secretary’s Paragraph (scoring completed by Judges)</th>
<th>Score</th>
<th>Sub-Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judges to evaluate 1 to 20 points;</td>
<td></td>
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<tr>
<td>Sub-Total</td>
<td></td>
<td>*___</td>
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</tbody>
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<thead>
<tr>
<th>3. Chapter Statistics (completed by CMAA Staff)</th>
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</thead>
<tbody>
<tr>
<td>1. Score 10 points for holding a Chapter Workshop(s).</td>
</tr>
<tr>
<td>2. Score 10 points for entering the Idea Fair for Chapters.</td>
</tr>
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<td>3. Score up to 10 points based on your Chapter’s recruitment percentage in the Chapter New Member Recruitment Contest (sliding scale).</td>
</tr>
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<td>4. Score 10 points for Chapter’s donation to The Club Foundation (pledges or Auction/Wine Donations).</td>
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<tr>
<td>5. Score 10 points for authorized elected Chapter rep attending the LLC.</td>
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<td>Sub-Total</td>
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<tr>
<th>4. Chapter Officer Reports (scoring completed by judges)</th>
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<tbody>
<tr>
<td>Judges to evaluate 1 to 10 points for each of the 14 questions;</td>
</tr>
<tr>
<td>Sub-Total</td>
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**Sub-Totals:**

| I. Chapter President’s Paragraph | *___ |
| II. Managing Director’s/Chapter Secretary’s Paragraph | *___ |
| III. Chapter Statistics | *___ |
| IV. Chapter Officer Reports | *___ |

**Grand Total**

_______
2019 Chapter Size Categories

**Small Chapters**
Alabama, Aloha State, Arkansas Razorback, Central Pennsylvania, Dogwood, Evergreen, Illini, Inland Empire, Iowa Tall Corn, Nebraska, Oklahoma-Kansas, Oregon, Tennessee Volunteer, Toledo, Utah

**Medium Chapters**
City of New York, Greater Baltimore, Greater Cleveland, Mid-America, Mile High, New York State, Pelican, Pittsburgh, St. Louis District, Upper Midwest, Virginias, Wisconsin Badger

**Large Chapters**

**Sliding Scales (for Judging Purposes Only)**

**Sliding Scale for New Member Recruitment Goals**

- Meet 50%-74% of Goal 5 points
- Meet 75%-99% of Goal 7 points
- Meet 100% or More of Goal 10 points