Six Associations Recognized With ASAE’s 2004 Summit Award

WASHINGTON, DC—Six associations have been selected by the Associations Advance America (AAA) Committee to receive the American Society of Association Executives’ (ASAE) Summit Award at the 5th Annual Summit Awards Dinner at the National Building Museum in Washington, DC Oct. 5.

The Summit Award is ASAE’s highest honor for associations that implement new and innovative, community-based programs. Part of the AAA Awards program, the Summit Award symbolizes the very best efforts engineered by associations across the country in areas like public education and information, business and social innovation, citizenship and democracy enhancement, and civic and community volunteerism.

The six 2004 winners were chosen from nearly 300 entries submitted in the AAA Awards program this year. The winners and program descriptions are attached.

“Speaking on behalf of the AAA Committee, we are continually amazed and impressed at the quality of new programs and services being generated by associations each year to benefit our communities locally and nationwide,” said Kris Cook, CAE, AAA Committee Chairman and Executive Director, National Affordable Housing Management Association. “All of our winners exemplify the broad mission of associations to unite behind society’s common goals and values – a mission we honor with the ASAE Summit Award.”

The AAA Committee reviewed award entries on three different occasions this year, and selected the six Summit Award winners from 29 Award of Excellence winners named earlier in 2004. ASAE’s Summit Awards Dinner will bring together association executives, legislators and other government officials, and business and community leaders for an evening to celebrate the value of associations and their impact on American society.

-ASAE-

The American Society of Association Executives, Washington, DC, is an individual membership organization made up of roughly 22,000 association executives and suppliers. Its members manage leading trade associations, individual membership societies, and voluntary organizations across the United States and in 50 countries around the globe. It also represents suppliers of products and services to the association community.
American Institute of Certified Public Accountants

*Disaster Recovery: A Guide to Financial Issues*

New York, NY

Following the devastation of Sept. 11, 2001, *Disaster Recovery: A Guide to Financial Issues* was developed to fill an important and pressing need. Quite simply, individuals and families affected by disaster, whether man-made or natural, require financial guidance. Previously, no comprehensive, easy-to-use financial resource for disaster victims had existed. The guide was launched in April 2003. The 32-page guide was written and produced by the AICPA and the National Endowment for Financial Education. It is being distributed free of charge by participating local chapters of the American Red Cross throughout the U.S. Approximately 120,000 copies have been given away by local Red Cross chapters to families and individuals as a financial recovery tool. Through this tool, American families involved in a disaster have been able to expedite financial recovery and stabilize their households. The disaster guide has been used in three major natural disasters since April of last year - tornadoes that hit the Midwest, Hurricane Isabel that hit the East Coast, and fires that recently struck southern California. The U.S. Department of Homeland Security/FEMA is now considering using the guide and making it available to assist people affected by disaster. Because it has been such a success, the *Disaster Recovery* guide is heading for a reprint, and a new preparedness guide - how to be ready for disaster before it strikes - is in the works.

American Podiatric Medical Association

*It's What You Don't Feel That Can Hurt You*

Bethesda, MD

APMA’s annual diabetes campaign was launched in November 2002 to enhance public understanding of diabetes as a serious and life-altering disease. Through a multi-media outreach campaign, APMA was able to adjust public perception of diabetes and those who suffer from the disease, while also building new relationships with media outlets nationwide. The main objective of the campaign was to increase public awareness of the correlation between diabetes and foot health. This objective included making the audience aware that foot screenings can prevent complications from diabetes, particularly neuropathy. In keeping with the foot health theme, APMA then initiated the “Best Walking Cities in America” competition to help reduce the number of people diagnosed with diabetes and to encourage more Americans to get on their feet. Through this survey and campaign, APMA was able to alert millions of consumers to the important role walking and proper foot care play in maintaining a healthy lifestyle.

American Trucking Associations

*Highway Watch*

Alexandria, VA

“Highway Watch” is an ATA-designed safety program that has been in effect since May 1998. Originally, “Highway Watch” trained professional truck drivers to spot and properly report to a national call center safety incidents on the roads they traveled: crashes, stranded motorists, aggressive drivers, etc. Law enforcement authorities would then handle the report accordingly. However, after Sept. 11, 2001, ATA added a security component to driver training, with national security professionals teaching drivers to determine and report suspicious activities along our highways that might have a security connection. The goal is to use as an advantage what truck drivers do everyday and every mile: to be extra sets of eyes and ears for law enforcement. “Highway Watch” has proven to be such a success that the Transportation Security Administration (TSA) has awarded ATA a $19.3
million grant (to be renewed annually) to expand “Highway Watch” to all of the highway transportation sector--expanding training from truck drivers to include, for example, toll booth collectors, highway construction crews, truck stop employees, welcome center staffers, and school, public, and private bus drivers. The “Highway Watch” goal: to link transportation professionals with "first responders", law enforcement, and the intelligence community in an effort to ensure that a commercial vehicle is never used as a weapon.

**Association of Air Medical Services**

*ADAMS (Atlas and Database of Air Medical Services)*

Alexandria, VA

ADAMS, America's first web-based, interactive, geo-coded database of air ambulance resources, is a new weapon in the battle to reduce the deaths and injuries on our nation's roads and highways. By providing national, state and regional views of the coverage areas for our country's air ambulance services, among other data points, ADAMS was initially designed to be a tool to help public policy makers, researchers and industry reduce the number of deaths (42,000) and serious injuries (250,000) occurring each year on U.S. highways. A joint project of the Association of Air Medical Services and the Center for Transportation Injury Research, with funding by a grant from the FHWA and developed with technical guidance from the National Highway Traffic Safety Administration, ADAMS is proving to be a useful tool in improving medical response to all kinds of emergencies, which annually result in 150,000 deaths, 2 million years of potential life lost, 35 million emergency room visits and $300 billion in economic cost to the nation. Furthermore, the tragic events of Sept. 11, 2001, have resulted in ADAMS now being seen as a fundamental tool to improve our nation's response to natural and man-made emergencies by representatives within FEMA, the FAA and TSA.

**Ohio Restaurant Association**

*Ladders to Success*

Columbus, OH

The butcher, the baker, the candlestick maker are just a few of the 376,100 workers needed by the restaurant industry in Ohio. To fill these jobs and many more, the Ohio Restaurant Association partners with the Ohio Rehabilitation Services Commission, the state agency that helps people with disabilities get jobs and become independent. Through a joint program called “Ladders to Success,” people with disabilities are recruited, trained, and placed in competitive jobs. In the past year, the “Ladders” program has expanded the state agency’s marketing to employers; designed an enhanced database to collect important employment information; and opened the doors to a wide variety of businesses throughout the state. Since 1985, “Ladders” has placed nearly 2,000 people with disabilities in jobs earning competitive pay, ranging from minimum wage to $100 per hour. The program works. The restaurant industry has expanded access to qualified, well trained, willing workers, as well as valuable tax incentives. People with disabilities have increased opportunities for training and employment, become taxpayers instead of tax users, and gained the dignity that comes with independence and meaningful work. It’s good for business, good for people, and good for everyone’s bottom line.

**SCORE Association**

*Small Business Counseling*

Washington, DC

For 40 years, SCORE's activities have served the small business community by providing free business counseling, through the donation of time and talent by current and former entrepreneurs and business executives. In 1997, SCORE volunteer Bob Souza was among those who led the charge to meet the needs of the modern business owner with the addition of e-mail counseling. Thanks to this volunteer initiative, SCORE now provides 30 percent of its counseling online. SCORE has provided more than 6 million entrepreneurs with business advice. Through the third quarter of Fiscal Year
2003, SCORE conducted nearly 350,000 counseling and training sessions for entrepreneurs. Each year, SCORE's volunteer counselors donate more than one million hours of volunteer service. With an estimated market value of $100 per hour, that translates into $100 million of service contributed to aid small business economic success. In 2003, SCORE was honored with the USA Freedom Corps Award for its volunteer service.

-ASAE-