



2017 Idea Fair for Chapters

September 6–8, 2017 • Washington, DC

The 2017 Idea Fair for Chapters competition will be held at CMAA's annual Leadership/Legislative Conference (LLC) from September 6–8 in Washington, DC. Entries will be accepted on site until 9:00 a.m., September 6, 2017.

Winning chapters will be recognized at LLC for their achievement with a certificate. Additionally, one chapter's idea will be acknowledged as "Best in Show" and will receive a \$1,000 education grant from The Club Foundation. All winners will be recognized on CMAA's website and in other Association publications as well as at the 2018 World Conference on Club Management and Club Business Expo in San Francisco, CA.

Judging Criteria

- Creativity/clarity/content
- Transferability of idea/method to other chapters
- Uniqueness of idea

Qualifications Criteria

- Recommended poster size is 22" wide x 28" high; entries may be no larger than, 30" wide x 40" high x 6" deep.
- Projects must be identified by category on the front of each entry and include a brief description of the idea.
- Entries may not include glass (inclusive of frames) nor any electronic devices, batteries or perishable items.

2017 Categories

- 1. Chapter/National Alignment:** Chapter response to national initiatives; managing the direction of the chapter; utilizing and promoting national resources (i.e., legislative and regulatory updates, CMAA University, etc.).
- 2. Career Services:** Chapter job listings including online, hotlines and in print; mentoring programs; career-related education.
- 3. Chapter Management:** Handbooks; managing director activities; chapter meeting workflow, etc.
- 4. Chapter Communications:** Websites, social media, print pieces, workshop/session announcements, etc.
- 5. Education:** Planning, creativity, logistics, preparation, format, promotion and evaluation for/of chapter programs.
- 6. Membership Engagement:** Member recruitment campaigns; member orientation; surveys; retention efforts; social programs, etc.
- 7. Community Outreach:** Philanthropic and community programs; media outreach; effective press releases; use of social media, etc.
- 8. Mentoring:** Student mentoring programs, peer-to-peer mentoring opportunities, etc.
- 9. Student Chapter Engagement:** Events, activities, scholarships, promotion of the profession, etc.
- 10. CMAA Advocacy:** Brand awareness, club board outreach and education, importance of CCM, etc.

Fill Out Your Entry Form Online

Please fill out the online Idea Fair for Chapters Entry Form by visiting www.cmaa.org/ideafairentry. This will automatically send your information to CMAA National Headquarters and help us get all of the entries online more quickly and efficiently. **Please include three copies of your entry form in a plastic sleeve and attach the sleeve to the back of your entry(ies).**

If you choose not to hand-carry your entry, please mail it for delivery between August 28 – September 1, 2017 to:

CMAA

Attn: Idea Fair for Chapters
1733 King Street
Alexandria, VA 22314

For further information, contact:

Erica Benjamin at (703) 739-9500 or erica.benjamin@cmma.org.

Participation in the Idea Fair for Chapters does not necessarily merit an award.

Entries are the responsibility of the chapter. CMAA is not responsible for the shipment or return of entries.