2019 TRENDY Award Winners

The winners are listed in no particular order. Winners will be notified of placement at the 41st Annual Salute to Association Excellence Luncheon on March 20, 2020 in Washington, DC. Register today!

Advertising Media Kit

Association Headquarters in partnership with WOCN; WOCNext Sponsorship Prospectus
American Association of Endodontists; AAE20 Annual Meeting Prospectus
American Staffing Association; ASA Prospectus

Annual or Quarterly Magazine

Mercury Publishing Services, Inc. in partnership with Alpha Phi Alpha; Sphinx
Association for Print Technologies; LeadingPRINT magazine
NAMIC; IN magazine

Annual Report

Society for Neuroscience; Preparing for the Next 50 Years of Neuroscience Progress
National Association of Manufacturers; Keeping Our Promise
American Public Transportation Association; 2019 Annual Report

Best Advocacy Campaign

Association for Accessible Medicines in partnership with Dirt Media; Doesn’t Add Up Campaign
Iowa State Association of Counties in partnership with Bing Bang; #MentalHealthMattersIA
American Society of Radiologic Technologists; National Library Partnership

Book/Manual/Catalog

Oncology Nursing Society; Cancer Survivorship: Interprofessional, Patient-Centered Approaches to the Seasons of Survival
News Media Alliance in partnership with Yondee Designs, LLC; Connecting the Dots: Digital Subscriptions - Media Subscribers’ Motivations & Preferences
CSG Creative in partnership with WICT; CSG Creative for the WICT Commemorative Book

CD, Video, Podcast, or PSA

General Building Contractors Association; We Built This Skyline: GBCA Video Vignettes
Virtual Inc. in partnership with PCI Security Standards Council; PCI Security Standards Council Community Meeting Opening Video by Virtual Inc.

National PTA; Notes from the Backpack - A PTA Podcast

Commemoration/Tribute

American Foreign Service Association; Focus on the Fall of the Berlin Wall

Asphalt Institute; Centennial Video Brochure

Association Vision in partnership with NIRI; IR Update NIRI 50th Anniversary Commemoration Issue

Convention Program

Mercury Publishing Services, Inc. in partnership with Alpha Phil Alpha Fraternity, Inc.; Alpha Phi Alpha 95th General Convention Souvenir Journal

Association of American Medical Colleges; Learn Serve Lead 2019: The AAMC Annual Meeting Program

American Bakers Association; Annual Technical Conference

Convention Promotion Package

BOMA International; 2019 BOMA International Conference & Expo

PMMI, The Association For Packaging and Processing Technologies, in partnership with Fixation Market; PACK EXPO Las Vegas and Healthcare Packaging EXPO 2019 Attendee Campaign

Healthcare Businesswomen's Association; HBA's Annual Conference

Daily or Weekly Communication

Multiview in partnership with Produce Marketing Association; Produce Marketing Association - Hand Picked

FASA; The FASA Friday Facts

USFN; USFNstitute

Direct Marketing Piece/Promotion

Casualty Actuarial Society; CAS Casualty Loss Reserve Seminar

ASAE; ASAE Great Ideas 2020 Conference Mailer

Specialty Food Association, in partnership with Fixation Marketing; 2019 Summer Fancy Food Show Direct Marketing Piece

eLearning & Live Training

Public Affairs Council; Public Affairs Training On Demand

American College of Allergy, Asthma & Immunology; ACAAI Pediatric Asthma eYardstick
Casualty Actuarial Society; CAS In Focus Virtual Seminar

**Exhibitor Sales Kit**

Association Headquarters In partnership with ATC; ATC 2020 Exhibitor Prospectus

Fixation Marketing in partnership with PMMI; PACK EXPO International and Healthcare Packaging EXPO 2020 Exhibit Sales Kit

Naylor in partnership with NAFA Fleet Management Association; NAFA 2019 Institute & Expo Prospectus

**Marketing Automation**

SHRM; SHRM Automated Email Drip Campaign

Association of Pediatric Hematology/Oncology Nurses; Re-engaging Dropped Members

National Recreation and Park Association; NRPA New Member Onboarding and Welcome Campaign

**Membership Promotion Kit**

GRAPHEK in partnership with AABB; AABB Focus

CSG Creative in partnership with NTCA; CSG Creative for the NTCA Membership Campaign

National Recreation and Park Association; 2020 NRPA Premier Member Calendar

**Monthly Newsletter or Communication**

Public Affairs Council; Impact

American Bar Association; The ABA Washington Letter

American Dental Association; ADA New Dentist News

**Monthly Professional Society Magazine**

American Society for Clinical Pharmacology & Therapeutics; Clinical Pharmacology & Therapeutics, May 2019

American Foreign Service Association; Focus on Professional Diplomats: Leadership and Lessons

ASQ & GLC - a marketing communications agency; Quality Progress

**Monthly Trade Association Magazine**

Argentum; September/October 2019 Senior Living Executive magazine

National Recreation and Park Association; April 2019 Issue, Conservation, Parks & Recreation magazine

NAPEO; PEO Insider
Most Improved Magazine
Institute for Operations Research and the Management Sciences; OR/MS Today
Association for Supply Chain Management; SCM Now
Indiana CPA Society; CPA IN Perspective Magazine

Promotional Items
American Association of Endodontists; Worth Saving Campaign Tooth Bank
Professional Beauty Association; Everybody loves good swag
American Physiological Society; APS Promotional Giveaways

Scholarly/Technical/Scientific Journal
Kappa Delta Pi; The Educational Forum

Social Media
Association for Accessible Medicines; Happy 35th Birthday Generic Medicines
American Society of Addiction Medicine; National Addiction Treatment Week
American Association of Orthodontists; AAO Social Media: World Smile Day Influencer Marketing Campaign

Websites
American Gaming Association; Dynamic, Thriving, and Responsible
American Society of Radiologic Technologists; National Library Partnership
Bat Conservation International & GLC - a marketing communications agency; Florida Bonneted Bat