

# 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 Phi 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*