

Congratulations to the 2010 TRENDS All-Media Contest Winners!



01.1 Monthly Trade Association Magazine - Organization budget greater than \$1-million

Gold

Military Officers Association of America, *Military Officer Magazine*

Silver

The American Council on the Teaching of Foreign Languages (ACTFL), *The Language Educator, October 2010*

Bronze

International Parking Institute, *The Parking Professional*

01.2 Monthly Trade Association Magazine - Organization budget up to \$1-million

Gold

Independent Lubricant Manufacturers Association, *Compoundings*

Silver

Minnesota Precision Manufacturing Association, *Precision Manufacturing*

02.1 Monthly Professional Society Magazine - Organization budget greater than \$1-million

Gold

Illuminating Engineering Society of North America, *Lighting Design + Application*

Silver

ASAE, *Associations Now, May 2010*

Bronze

American Society for Engineering Education, *Prism Magazine, April 2010*

03.1 Scholarly / Technical / Scientific Journal - Organization budget greater than \$1-million

Gold

Association for Supervision and Curriculum Development, *Educational Leadership*, November 2009

Silver

American Association of Orthodontists, *American Journal of Orthodontics and Dentofacial Orthopedics*

Bronze

American Dietetic Association, *Journal of the American Dietetic Association*

03.2 Scholarly / Technical / Scientific Journal - Organization budget up to \$1-million

Gold

West Virginia State Medical Association, *West Virginia Medical Journal*

Silver

National Shellfisheries Association, *Journal of Shellfish Research*

04.1 Most Improved Magazine or Journal

Gold

Association of Pediatric Hematology/Oncology Nurses/Association Management Center, *APHON*

Silver

American Mensa, *Mensa Bulletin*

Bronze

Creative Marketing Alliance, *IMARK Now*

05.1 Annual or Quarterly Publication - Organization budget greater than \$1-million

Gold

National Association of Elementary School Principals, *Principal*

Silver

Veterans of Foreign Wars, *VFW Magazine: Korean War: Special 60th Anniversary Issue*

Bronze

Soroptimist, *Best for Women*

05.2 Annual or Quarterly Publication - Organization budget up to \$1-million

Gold

Suffolk University, *Suffolk Arts + Sciences Magazine*

Silver

International Wood Products Association, *International Wood: The Guide to Applications, Sources and Trends*

Bronze

National Christmas Tree Association/Drake & Company, *American Christmas Tree Journal*

06.1 Weekly / Daily Member Communication

Gold

National Beer Wholesalers Association, *The Daily Brew*

Silver

American Council of Engineering Companies, *Last Word, March 18, 2010*

Bronze

Interactive Advertising Bureau/SmartBrief Inc., *IAB SmartBrief*

07.1 Monthly Newsletter/Communication

Gold

Association for Supervision and Curriculum Development, *ASCD Express*

Silver

American Public Transport Association, *Passenger Transport, July 5, 2010*

Bronze

Association of Maternal & Child Health Programs, *AMCHP Pulse*

08.1 Informational / Promotional Piece

Gold

California Optometric Association, *Take Us for a Spin*

Silver

AACC International, *Grain Brains Unite*

Bronze

Children's National Medical Center/Levine & Associates, *Children's National Medical Center Hospital Brochure (English and Arabic)*

09.1 Informational CD, Video or Podcast

Gold

National Restaurant Association, *America's Restaurants: Industry of Opportunity*

Silver

Center for Alcohol Policy, *The Dangers of Alcohol Deregulation: The United Kingdom Experience vs. American Alcohol Regulation*

Bronze

Institute of Food Technologists, *A Day in the Life of a NASA Food Scientist*

10.1 Public Service Announcement

Gold

Orthopaedic Trauma Association, *Texting While Driving is a Distraction – Don't Do It!*

Silver

American Association of Orthodontists, *Bubble Wrap Video - AAO Moms For Mouth Guards Campaign*

Bronze

American Association of Orthodontists, *Special Times*

11.1 Advertising Media Kit

Gold

Produce Marketing Association, *2011 PMA Fresh Magazine Media Kit*

Silver

National Funeral Directors Association, *NFDA's 2011 Media Kit*

Bronze

Illuminating Engineering Society of North America, *LD+A 2011 Media Kit*

12.1 Press Information Kit

Gold

International Food Information Council Foundation, *2010-2012 Pocket Media Guide for Journalists*

Silver

American Association of Orthodontists, *The AAO Promotes Sports Safety and the Importance of Mouth Guard Use for all Athletes*

Bronze

Society of American Florists/Ogilvy Public Relations, *Flower Factor Press Kit*

13.1 Trade Show Exhibit Sales Package

Gold

National School Boards Association/CSG Creative, *NSBA Exhibitor Prospectus*

Silver

Society for Neuroscience, *SfN Annual Meeting Exhibit Invitation*

Bronze

The North American Association of Food Equipment Manufacturers/SmithBucklin, *The NAFEM Show Exhibitor Prospectus*

14.1 Convention Registration Promotion Package

Gold

American Dietetic Association, *One Source...Endless Opportunities*

Silver

Institute of Food Technologists, *2010 IFT Annual Meeting & Food Expo Attendee Marketing Program*

Bronze

American Association of Pharmaceutical Scientists, *PSWC Promotion Package*

15.1 Convention Program

Gold

Association of Corporate Counsel, *ACC 2010 Annual Meeting "BE THE SOLUTION" Program Guide*

Silver

American Society for Surgery of the Hand, *Embracing Excellence: Making a Difference; 65th Annual Meeting of the American Society for Surgery of the Hand*

Bronze

HDMA, *2010 Distribution Management Conference & Technology Expo Final Program*

16.1 Promotional Items

Gold

American Association of Orthodontists, *Style 'n Smile Goodie Bag*

Silver

Society for Neuroscience, *SfN Presidential Gift Give Away*

Bronze

American Dietetic Association, *ADA Membership - Your Recipe for Success*

17.1 Membership Promotion Kit

Gold

Security Industry Association, *SIA Membership Promotion Kit*

Silver

Distinguished Restaurants of North America/FSA Management Group, *Distinguished Restaurants of North America Membership Promotion Kit*

Bronze

American Dietetic Association, *ADA Member Benefits Guide*

18.1 Membership Directory

Gold

SPI: The Plastics Industry Trade Association, *SPI National Board Directory - Fall 2010*

Silver

Global Cold Chain Alliance/Documation LLC, *Global Cold Chain Directory 2010*

Bronze

Religious Conference Management Association/Documation LLC, *RCMA Who's Who in Religious Conference Management 2010-2011*

19.1 Book / Manual / Catalog

Gold

American Association of Orthodontists, *Advertising/Marketing Online Toolkit*

Silver

Biotechnology Industry Organization in partnership with Fixation Marketing, Inc., *2010 BIO International Convention Digital Directory & Buyers' Guide*

Bronze

Association for Supervision and Curriculum Development, *Curriculum 21: Essential Education for a Changing World*

20.1 Annual Report

Gold

Associated Builders and Contractors, *ABC 2009 Year in Review*

Silver

Institute of Food Technologists, *2009 Institute of Food Technologists Annual Report: Connection. Communication. Collaboration.*

Bronze

American Society of Anesthesiologists, *2009 ASA Annual Report*

21.1 Commemoration / tribute

Gold

National Beer Wholesalers Association, *Memorial to Victims of Hartford Distributors Shooting*

Silver

Association of Maternal & Child Health Programs, *Celebrating the Legacy, Shaping the Future: 75 Years of State and Federal Partnership to Improve Maternal and Child Health*

Bronze

American Mosquito Control Association in partnership with Association Headquarters, *American Mosquito Control Association - The 75 Year History*

22.1 Educational Program

Gold

American Society of Plant Biologists, *Teaching Tools in Plant Biology*

Silver

American Road & Transportation Builders Association, *Green and Clean -Transportation Design and Construction*

Bronze

American Farm Bureau Federation, *It's All about Membership*

23.1 Social Media - Internal Use

Gold

Society for Marketing Professional Services (SMPS), *SMPS Community Site*

Silver

American Association of Homes and Services for the Aging/O'Keefe Communications, Inc., *2010 AAHSA Annual Meeting Movie Trailer*

Bronze

International Association of Lighting Designers, *IALD Social Media Strategy*

23.2 Social Media - Integrated, external campaign

Gold

Society of Women Engineers/David James Group, *SWE Social Media Program*

Silver

JPMA/Association Headquarters, *The Juvenile Products Manufacturers Association Twitter Feed, Facebook Page, YouTube, JPMA Parenting Blog & JPMA LinkedIn Group*

Bronze

Consumer Electronics Association, *2011 International CES*

24.1 Web Sites

Gold

Institute of Food Technologists, *IFT.org*

Silver

International Association of Lighting Designers, *IALD LightMap*

Bronze

American College of Foot and Ankle Surgeons, *foothealthfacts.org*

25.1 Supplier Promotion to Associations

Gold

Fixation Marketing, Inc., *Not the Usual Holidays Holiday Cards and E-cards*

Silver

Documation LLC, *America's Association Printer Magazine*

26.1 Production of an Association Piece

Gold

American Society of Heating, Refrigerating and Air Conditioning Engineers/Kellen Company, *ASHRAE K-12 brochures*

Silver

Association of Community Ministries/FSA Management Group, *Association of Community Ministries*

Bronze

The Sporting Goods Manufacturers Association (SGMA), *SGMA 2010 National Health Through Fitness Day Briefing Book*

28.1 Career Resource for Members

Gold

American Association of Orthodontists, *Practice Opportunities Online*