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Newsroom

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Welcome, Cheryl
Ziola.

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CSAE Presents Inaugural Communication Awards of Excellence

(CALGARY, AB) – The Canadian Society of Association Executives (CSAE) today presented its inaugural Communication Awards of Excellence to the Retail Council of Canada (best newsletter), the Canadian Home Builders' Association (best website), and FORED BC (best magazine) during a special Honours and Awards Ceremony at CSAE's National Conference & Showcase, "CSAE 2001: Association Adventures", held in Calgary, Alberta.

CSAE introduced the three categories of Communication Awards of Excellence this year to help generate greater recognition and awareness for the excellence of communication programs and vehicles created by Canada's non-profit organizations.

"Effective communication is at the heart of every successful association," said Signe Holstein, C.A.E., Executive Director of the Ontario Physiotherapy Association and Chair of CSAE's Honours & Awards Committee. "We received excellent submissions in each category, and this year's winners enable us to truly acknowledge and celebrate outstanding examples of successful communications initiatives."

Best Newsletter

The Retail Council of Canada was named the first recipient of the Best Newsletter Award for *InStore News*, its quarterly newsletter with a circulation of 8,500. The newsletter's objective is to provide association members with information and tips they can use to run their businesses more efficiently and enhance their bottom line. The goal is to be the voice of their industry in Canada. Member feedback has been extremely positive. Readers find the information useful from a business perspective, and many have implemented published suggestions in their own businesses.

The Best Newsletter Award recognizes an association's print newsletter that contains short, current articles and is published at least quarterly. The award recipient will have demonstrated success in meeting the newsletter's stated objectives, content, writing, layout and design, and/or use of photography or illustration.

Best Website

The recipient of the inaugural Best Website Award was www.newhomesmonth.com, the website of the Canadian Home Builders' Association. Launched in April 2001, the site

brought a new element to a promotional campaign that had not changed significantly in recent memory. The site was well supported by members, many of whom now provide links from their own sites. It was particularly appealing to corporate sponsors who saw it as a way to generate greater exposure, and they supported its inception by including the website address on their traditional print pieces. The site was designed to present an industry association's information directly to a national consumer audience, augmenting the promotional efforts undertaken by a network of 60 local associations. The site includes online tools to help consumers better understand the purchasing process and available financing options, as well as links to public and private sector organizations in allied industries.

The Best Website Award recognizes an association's website that was created or significantly upgraded between May 1, 2000 and April 30, 2001, and the award recipient will have demonstrated success in meeting the stated objectives of the site, effectively using the medium, general impact, technical quality and creativity.

Best Magazine

FORED BC received the Best Magazine Award for "Landscapes", produced to help teachers and students in British Columbia stay abreast of current issues in its industry sector. It reflects the organization's mandate to help educators and students understand cultural and economic values of our natural environment and to build citizenship skills for responsible, active participation in environmental decisions. With a target audience of 45,000 teachers and 625,000 students across the province, the magazine enjoys substantial "pass along" readership beyond its subscriber base. The magazine is also distributed to government representatives, business leaders, and not-for-profit organizations in related sectors.

The Best Magazine Award recognizes an association magazine that is published at least quarterly. Annual reports, special event publications or promotional pieces, brochures and pamphlets are excluded from competition. The award recipient will have demonstrated success in meeting the stated objectives of the publication, content, effectiveness, writing, layout and design, and/or use of photography or illustration.

CSAE is a knowledge-based organization that promotes excellence in association management, provides resources to enhance the professional development of its members to ensure their continued growth and success, and represents the association community to legislators and policy-makers on issues relevant to the third sector.

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