

For Immediate Release

Sept. 19, 2008

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Michigan Association of CPAs Tax Conference Awarded Best of Show at Michigan Society of Association Executives (MSAE) Annual Diamond Awards Banquet

Dearborn, Mich.-Association industry professionals joined to honor and celebrate innovation, achievement and excellence at the Michigan Society of Association Executives (MSAE) 7th Annual Diamond Awards Banquet on Sept. 18 at Lovett Hall at The Henry Ford in Dearborn. Nearly 200 members and guests attended the event, designed to recognize excellence and innovation in associations.

More than 45 entries were submitted for top honors in nine categories, with the Michigan Association of CPAs Tax Conference winning the Best-of-Show Award.

Categories were E-Newsletter, Government Relations Project, Magazine Publishing, Meetings & Expositions, Membership Development, Non-Dues Revenue (Affinity) Program, Print Newsletter, Public Relations Campaign, Web Site, Strategic Association Leader, Emerging New Leader, Supplier Partner and Michigan Association Hall of Fame Inductee.

Diamond Awards were given to associations that distinguished themselves in the nine categories, as follows:

2008 Program Award Winners & Honorable Mentions

E-Newsletter

\$500 k - \$2.5 million budget

Winner:

Gold Honorable Mention:

Associated General Contractors of Michigan

Michigan Municipal League

Over \$2.5 million budget

Winner:

Gold Honorable Mention:

Silver Honorable Mention:

Michigan Association of CPAs

Michigan Association of REALTORS

National Truck Equipment Association

Government Relations

\$500 k - \$2.5 million budget

Winners (tie):

Michigan Municipal League and

Michigan Beer & Wine Wholesalers Association

Gold Honorable Mention:

Silver Honorable Mention:

Associated General Contractors of Michigan

Mechanical Contractors Association of Detroit

Over \$2.5 million budget

Winner:

Michigan Townships Association

Michigan's
Association
Resource

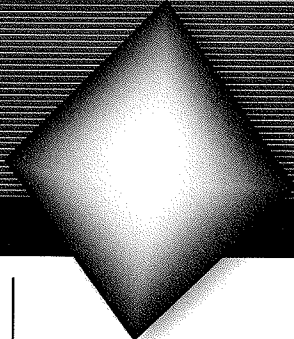
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MSAE

MICHIGAN SOCIETY OF ASSOCIATION EXECUTIVES



Magazine Publishing

Under \$500,000 budget

Winner:

Michigan Floral Association

\$500 k - \$2.5 million budget

Winner:

The Engineering Society of Detroit

Gold Honorable Mention:

Michigan Green Industry Association

Silver Honorable Mention:

Associated General Contractors of Michigan

Over \$2.5 million budget

Winner:

Michigan Association Realtors

Gold Honorable Mention:

Michigan Restaurant Association

Silver Honorable Mention:

Michigan State Medical Society

Meetings & Expositions

\$500 k - \$2.5 million budget

Winner:

The Engineering Society of Detroit

Gold Honorable Mention:

Associated General Contractors of Michigan

Over \$2.5 million budget

Winner:

Michigan Association of CPAs Tax Conference

Gold Honorable Mention:

National Truck Equipment Association

Silver Honorable Mention:

Michigan Association of CPAs Awards Dinner

Membership Development

\$500 k - \$2.5 million budget

Winner:

Associated General Contractors of Michigan

Over \$2.5 million budget

Winner:

National Truck Equipment Association

Non Dues Revenue

\$500 k - \$2.5 million budget

Winner:

The Engineering Society of Detroit

Print Newsletter

Over \$2.5 million budget

Winner:

Michigan Restaurant Association

Gold Honorable Mention:

National Truck Equipment Association

Silver Honorable Mention:

Michigan State Medical Society

Public Relations Campaign

\$500 k - \$2.5 million budget

Winner:

The Engineering Society of Detroit

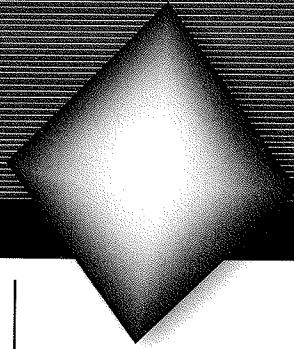
Gold Honorable Mention:

Associated General Contractors of Michigan

Michigan's
Association
Resource

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Over \$2.5 million budget

Winner:

Gold Honorable Mention:

National Truck Equipment Association

Michigan Dental Association

Web Site

\$500 k - \$2.5 million budget

Winner:

Gold Honorable Mention:

The Engineering Society of Detroit

Associated General Contractors Of Michigan

Silver Honorable Mention:

Michigan Green Industry Association

Over \$2.5 million budget

Winners:

National Truck Equipment Association

Gold Honorable Mention:

Michigan Restaurant Association

2008 Best in Show:

Michigan Association of CPAs Tax Conference

**2008 Diamond Awards
Personal Award Winners**

Key Award

Darlene Trudell

Executive Vice President

The Engineering Society of Detroit

Gavel Award

Nanette Pearson

Chief Financial Officer

Michigan Association of School Boards

Strategic Association Leader

Bernadette M. Droste

Manager/Continuing Dental Education

Michigan Dental Association

Supplier Partner Award

Barry Freed

President/CEO

Art Craft Display, Inc.

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Resource

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