

PARAGON AWARDS

A Model of Excellence

2010 CALL FOR ENTRIES

Submission Deadline is Friday, March 19, 2010

The NAA PARAGON Awards recognize excellence and leadership in the rental housing industry. These national awards celebrate that builders, industry professionals and affiliated apartment associations make unique contributions to our industry. For the winners, a PARAGON award represents a milestone along the path to personal and professional achievement. For our industry, the winners demonstrate characteristics that benchmark success.

Winners will receive their PARAGON award during the 2010 NAA Education Conference & Exposition held June 24-26 in New Orleans.. They will also be featured in the September 2010 issue of *units* magazine, NAA's monthly publication that reports on the apartment industry.

All NAA members are encouraged to submit their entries representing models of excellence for our industry in one or more of the following categories.

Affiliated Association Awards

- **Communications**
- **Community Service**
- **Education**
- **Government Affairs**
- **Membership Development**

Builders, Owners and Developers

- New (less than 5 yrs) - (2)
 - Small (up to 150 units)
 - Large (more than 150 units)
- 5-20 yrs - (2)
 - Small (up to 150 units)
 - Large (more than 150 units)
- 20+ yrs - (2)
 - Small (up to 150 units)
 - Large (more than 150 units)
- Green - (1)
- Specialty any category - (1)
 - Affordable
 - Military
 - Student

NAA Individual Achievement

- Chris Christenson Association Executive of the Year
- Independent Rental Owners of the Year (under 100 units & 101 – 500 units)
- National Suppliers Council Achievement

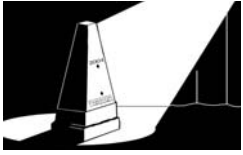
NAAEI Individual Achievement

- NAAEI Designate Awards
 - Certified Apartment Maintenance Technician (CAMT)
 - Certified Apartment Manager (CAM)
 - National Apartment Leasing Professional (NALP)
 - Professional Designate of the Year



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**The ceremony will be held during the
2010 NAA Education Conference & Exposition - June 24-26, 2010
Ernest N. Morial Convention Center, New Orleans, LA**



2010 PARAGON

Affiliated Apartment Association Awards

Submission Instructions and Award Criteria

Submissions*

- Use the *2010 PARAGON Awards Application Cover* below for each submission. (Please submit one copy of the complete submission.)
- All PARAGON Award entries in the Affiliated Association Awards category should be limited to one type-written page of description per criteria, and up to 10 pages of sample materials. Each criteria, with criteria title, should be listed on a separate sheet of paper. All materials must be submitted on 8 ½ x 11 inch paper.
- Submissions in each category are intended to apply to programs achieved during the previous year, 2009. Submissions may be for one program or series of programs.
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***PARAGON Award winners are not eligible for consideration again for the same award category for 5 years.**

General Criteria

All awards will be judged using the following criteria. Additional criteria for each award category follows.

- Goals and objectives of the program (1 page);
- Target audience for the program and the size of the target audience (1 page);
- Demonstration of program success and how that success was measured (1 page);
- Innovativeness of the program (1 page);
- Cost effectiveness of the program (1 page); and,
- Correlation of program materials with program goals and objectives (10 pages of materials maximum).

Communications Award Criteria

- Percentage of target audience reached by the program (1 page); and,
- Impact of the program as measured by target audience response to the program (1 page). Entries may include, but are not limited to: publications, newsletters, form letters, regular and special event promotions, and print and electronic media campaigns

Community Service Award Criteria

- Ability to attract member volunteers to participate in the program (1 page);
 - Impact on the organization receiving the service (1 page); and,
 - Public recognition of the association for community service (1 page).
- Entries may include, but are not limited to: resident relations programs, media promotions, public/private partnership programs, charity efforts and crime prevention activities

Education Award Criteria

- Timeliness of program delivery if in response to an emerging issue (1 page); and,
 - Percentage of target audience reached by the program (1 page).
- Entries may include, but are not limited to: NAAEI designation programs, special seminars, workshops and panels, and professional development programs.

Government Affairs Award Criteria

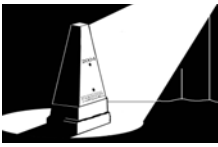
- Degree of political opposition to program's goals and objectives (1 page); and,
- Ability to identify other organizations sharing the same goals and build a coalition (1 page).
- Entries may include, but are not limited to: legislative programs, voter registration drives, Political Action Committee (PAC) solicitation campaigns and non-campaign assistance programs.

Membership Development Award Criteria

- Demonstration of growth in numbers of property management and vendor members (1 page);
 - Demonstration of retention of property management and vendor members (1 page); and,
 - Involvement of members in the execution of the program (1 page maximum).
- Entries may include, but are not limited to: recruitment programs, retention programs, new member orientations, special award programs, and member benefit programs.



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Affiliated Association PARAGON Awards 2010 PARAGON Awards Application Cover

Affiliated Association Awards *(check appropriate box)*

- Communications Community Service Education
 Government Affairs Membership Development

Contact Name: _____

Association Name: _____

City, State Zip: _____

Phone: _____ **Fax:** _____

E-mail: _____ **Web site:** _____



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Entries must be received by
Friday, March 19, 2010

Submit one copy of the entry to:

NAA PARAGON AWARDS
4300 WILSON BLVD, SUITE 400
ARLINGTON, VA 22203
703/518-6141 phone 703/248-9440 fax

Questions: contact Kimberlee Berry 703/797-0625 or Kimberlee@naahq.org