

SOCAP International is pleased to recognize the winners of the 2009 Chapter Achievement and STAR Awards in the areas of Outstanding Program, Innovation/Creativity, Membership and Chapter Newsletter.

Outstanding Program Award

is presented to the **Southwest Regional Chapter** for a successful joint event entitled "Multi-Cultural Marketing and Branding and Networking at the Speed of Sound" held on April 2, 2009. 60 attendees gathered to learn best practices on how to dissolve marketing barriers to build brand communities. The day ended with a speed networking session which was a big hit. Participants were able to exchange cards, share ideas and discuss potential business opportunities.

Innovation/Creativity Award

is presented to the **Great Lakes Chapter** for the "Total Communications Vehicle Build-out Project". The Chapter completed an innovative infrastructure upgrade to support streamlined communications to chapter members and prospects. The upgrade included an enhanced website and database to make communications with Chapter members more efficient.

Membership Retention Award

is presented to the **Georgia Chapter** for actively recruiting and retaining SOCAP members through local activities and initiatives that contribute to the growth of the organization. The Chapter achieved an impressive 85% member retention rate.

Newsletter Award

is presented to the **Heartland Chapter** for the 2009 Spring Newsletter. This professionally designed newsletter is a must read for SOCAP members! It contains upcoming chapter and national events, a resource section of member benefits and a profile of the Chapter Board.

The SOCAP STAR Awards are given to hardworking, dependable and dedicated individuals who support their local SOCAP chapter.

Congratulations to the SOCAP 2009 STAR Award Winners:

Holly Beatty

New York Metro Chapter (NY)

Michele Jaffe

Georgia Chapter (GA)

Terry Sorteberg

Minnesota Chapter (MN)

Linda Dickey

Dallas Ft.-Worth Chapter (Dallas, TX)

Jeff Maszal

Washington, DC Area Chapter (DC, MD, VA)

Scott VerBracken

Heartland Chapter
(NE, IA, KS, Western MO, ND)

Special Thanks to the SOCAP Chapter Award Judging Committee:

Joy Eades, Altria Consumer Engagement Services Inc.; Cheryl Holtzen, Omaha Steaks;
Sofie Lorenzo, GSA, Federal Citizen Information Center; Kim McMiller, Kraft Foods; Tom Rocca, KPI Group, LLC.

Visit the SOCAP website (www.socap.org) for detailed information on all of our Chapter Award Winners as well as the other great programs and initiatives that were nominated!