

Chapter Achievement Award

The Award	The Travel and Tourism Research Association's chapter achievement award is presented to the chapter that best furthers the mission of TTRA through spirit, innovation, effectiveness and creativity.
Areas of Excellence	Chapters are asked to describe why they think their activities in the past year make them worthy of the Chapter Achievement Award. Areas of excellence might include membership recruitment and retention, member communications, programming and networking, member benefits or outreach, or some other activity.
How to Apply	Complete the simple form that follows, describe the Chapter's area of excellence in your own words, and submit the documentation to the TTRA International office in electronic or hard copy (see address below).
Selection	Entries will be assessed by a non-partisan panel of TTRA members, under the supervision of the TTRA Board's Chapter Liaison.
Deadline for Entries	March 31, 2011
Notification of Award	The winning Chapter will be notified at the Awards Luncheon during the annual conference.

Submit your completed entry no later than March 31, 2011 to:

Connie Brauer, Foundation Administrator
Travel and Tourism Research Association
3048 W. Clarkston Rd
Lake Orion, MI 48362 USA
Phone: 1-248-708-8872 x213
Fax: 1-248-814-7150
cbrauer@ttra.com

Chapter Achievement Award – 2011 Entry Form

Chapter Name

Contact Person

Name

Mailing Address

Telephone #

email address

**Area of
Excellence**

Select one or more of the following or write in.

MEMBERSHIP RECRUITMENT AND RETENTION
(e.g., unique membership recruitment tactics; retention programs)

COMMUNICATION (e.g., newsletter, website, directory)

PROGRAMMING AND NETWORKING (e.g., educational opportunities, member meetings - annual conference, monthly luncheons, etc.)

MEMBER BENEFITS (e.g., new benefits and services added)

OUTREACH (e.g., student involvement, strategic alliances/partnerships)

OTHER (awards, or your own category of excellence – write in)

**Entry
Framework**

Using the framework below, submit a description of the project or activities you would like considered for the award.

Objectives - State your objectives for the entry

Action Plan - Summarize the action plan. Explain how your members were involved in implementing the strategy (if applicable).

Documentation - Provide samples of materials documenting your activity.

Results - State measurable results if possible

Summary - State in 50 words or less why you think your entry is a TTRA Chapter of the Year Award winner.