FOR IMMEDIATE RELEASE

American Student Dental Association Wins 2019 Gold Circle Award for Excellence in Association Communications from ASAE

CHICAGO, May 8, 2019 — The American Student Dental Association (ASDA) announced today it has been recognized by the American Society of Association Executives (ASAE) with a 2019 Gold Circle Award in the print magazine category for its publication, Contour. The Gold Circle Awards competition is the premier award that recognizes excellence, innovation and achievement in association/nonprofit marketing, membership and communications programs. This year’s competition received a record-breaking number of 200 entries across 15 categories, including convention/meeting campaign, member retention campaign, print magazine and video.

“ASDA’s student-member editorial board, Publication Manager Frances Moffett and Designer Kristen Villalongo, work diligently to create a magazine that is interesting and valuable,” said Nancy Honeycutt, CAE, ASDA’s executive director. “Over 90 student authors and a variety of advertisers contribute to the success of the magazine. We are honored that ASAE chose Contour for a Gold Circle Award.”

Entries for the Gold Circle Awards competition are judged consistently in each category based on criteria established by the ASAE Gold Circle Award Committee.

“The Gold Circle Awards is an opportunity for the community to recognize the important role marketing, membership and communications play in associations,” said ASAE President and CEO John H. Graham IV, FASAE, CAE. “Congratulations to the winning organizations. You have shown that combining creativity, design, technology and metrics lead to campaigns with lasting impact.”
“We were thrilled to receive a record number of applications this year. The creativity and achievements of the winning entries was superb. We look forward to celebrating all 15 award winners at the 2019 ASAE Marketing, Membership & Communications Conference June 6-7, where we will also announce the recipient of the Overall Excellence Award,” said Alan Rickard, CAE, president of Association Vision and chair of the Gold Circle Awards Committee.

“As the long-time sponsor of the Gold Circle Awards, we were overwhelmed by the response of the association community to this year’s application. Congratulations to the winners on behalf of HighRoad Solution,” said Ron McGrath, CEO, HighRoad Solution.

For more information on the winners, visit Gold Circle Awards.

About ASDA

The American Student Dental Association is a 24,000-member student-run association that protects and advances the rights, interests and welfare of dental students. ASDA is the largest dental student organization, representing 92 percent of all students at each of the nation’s 66 dental schools. ASDA and its members advocate locally and nationally for licensure reform, eliminating barriers to care and addressing dental student debt. Beyond advocacy, ASDA programming focuses its members on leadership development, wellness, ethics and education regarding outreach to underserved and diverse populations.

About ASAE: The Center for Association Leadership

ASAE is a membership organization of more than 44,000 association executives and industry partners representing 7,400 organizations. Its members lead, manage and work in or partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge, and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas, and advocacy to enhance the power and performance of the association and nonprofit community. Visit ASAE at asaecenter.org.