



News Release

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ASAE Awards Highest Individual Honors for Exceptional Leadership

June 27, 2011

WASHINGTON—ASAE will honor Mark J. Golden, CAE, FASAE, executive director & CEO of the National Court Reporter Association, with this year's Key Award. The Key Award honors the association CEO who demonstrates exceptional qualities of leadership in his or her own association, and displays a deep commitment to voluntary membership organizations as a whole.

In addition, Jodie Slaughter, FASAE, president and founding partner of McKinley Advisors, will be honored with the Academy of Leaders Award; and Matthew Gertzog, CAE, MBA, deputy executive director of the American Society of Hematology, with the Professional Performance Award.

"Mark Golden, Jodie Slaughter and Matt Gertzog have committed significant time to the association profession and embody skills of true association leadership. Their numerous contributions over the years to ASAE and many other organizations in our community represent the highest standard of conduct as well as a personal and professional commitment to the association community. I'm proud to serve ASAE along with Mark, Jodie and Matt, who are an inspiration to all," said Catherine A. Brown, CAE, FASAE, executive director of The Leukemia & Lymphoma Society, Greater San Francisco Bay Area Chapter, and chair of the 2011 Awards Committee.

Mark J. Golden, CAE, FASAE is the 162nd recipient of the Key Award, ASAE's highest honor bestowed upon association chief staff executives. Golden will become part of the award's rich heritage of recipients who have been recognized since 1960.

Mark J. Golden has more than 30 years of experience managing and leading professional and trade associations. Before joining the NCRA staff in December 1998, Golden spent eight years with the Personal Communications Industry Association (PCIA) in Washington, and 12 years with the Association of Telemessaging Services International in Alexandria, VA. Long active in the association community, Golden is a Past Chairman of the Board of Directors of The Center for Association Leadership and has served in numerous capacities with ASAE. He is a frequent speaker at conferences on strategic planning, governance and leadership development.

Jodie Slaughter, FASAE is the 24th recipient of the Academy of Leaders Award, ASAE's highest honor given to industry partners who have demonstrated exemplary support of ASAE and the entire association community.

Slaughter founded McKinley Marketing in 1994 to bring a new, creative and informed approach to supporting associations. Her business acumen, marketing expertise and leadership skills have positioned McKinley Marketing as a highly-respected consulting firm in the association world. Slaughter has been an active member of ASAE and has volunteered in some capacity at almost every level of the association, and continues to be heavily involved as Chair of the Fellows program and Director on the ASAE Business Services Board.

Matthew Gertzog, CAE, MBA is the 37th recipient of ASAE's Professional Performance Award, which recognizes invaluable contributions made by association executives who are at the top level within their organizations but are not CEOs.

Gertzog is currently the deputy executive director of the American Society of Hematology (ASH) where his primary responsibilities include overseeing the day-to-day operations of the Society and working closely with the executive director in the strategic management of the organization. Gertzog joined the ASH staff in March 2003 as its first chief operating officer. Prior to joining ASH, Gertzog was with the National Association of Insurance and Financial Advisors (NAIFA) for over 15 years where he served in a number of executive roles and ultimately as chief operating officer. Gertzog has served ASAE in a number of volunteer roles and was the 2008-09 chair of the ASAE's Health Care Committee where he presided over ASAE's inaugural Healthcare Association Conference. Gertzog currently serves on The Power of A (PWRA) Awards Judging Committee.

The awards will be presented at ASAE's 2011 Annual Meeting & Exposition, August 6-9 in St. Louis.

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About ASAE

ASAE is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. 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. For more information about ASAE, visit www.asaecenter.org.

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