

ASAE Names Three For Most Prestigious Individual Awards

By Ben Shlesinger

ASAE has named three veteran association and industry professionals as the winners of its most prestigious individual awards.

Mark J. Golden, CAE, FASAE, Executive Director and CEO of the National Court Reporters Association, has been selected as the Key Award winner.

Jodie Slaughter, FASAE, President and Founding Partner of McKinley Advisors, will be honored with the Academy of Leaders Award.

Matthew Gertzog, CAE, Deputy Executive Director of the American Society of Hematology, has been named the Professional Performance Award winner.

"I think Mark exemplifies what a Key Award winner should be. We're delighted to recognize his accomplishments as an active ASAE volunteer," said John H. Graham IV, CAE, President and CEO, ASAE. "But it also exemplifies someone who has been successful as the CEO of an association. Mark has had a long career in association leadership and management. And his long career with the National Court Reporters Association demonstrates that."

Golden has been an active volunteer with ASAE for many years. He has served as Chair of The Center For

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Association Leadership, Chair of APAC, and he currently serves as the Chair of The Power of A Committee.

"I'm a little bit breathless. There's so many people who have earned the award. I remember looking at that list when I first became an association executive and it was full of people I'd be afraid to walk up and talk to," Golden told *USAЕ*. "It's a huge honor. It's an honor to be included with them and it's an honor to be amongst mentors and friends. I feel very unworthy honestly."

Golden finds the recognition very humbling because he cannot imagine himself working in any other industry.

"I was actually very lucky. I suspect like a whole lot of association executives I sort of fell into the profession by accident," Golden said. "I was lucky enough from my very first association in 1979, that I was working for a CEO that was working with ASAE and encouraged me to get involved with ASAE. I first started participating for professional development and networking and the things that would help me grow. But the longer you're in there the more you find opportunities to do other things."

Slaughter said she was awestruck when she learned the news of her winning the award. It is given out each year to someone who has excelled in their

career and also been of great service to ASAE, but does not work for an association.

"I joined ASAE in 1985 and I have served in many different roles but my longest tenure of service has been with ASAE Business Services Inc. Ten years on the board and two terms as Chair," said Slaughter, who is still on the ASAE Business Services board. "I like business and it's a for-profit business and my background is in for-profit business. I think that not a lot of people understand it. It's a unique corner of our community and not all associations have a for-profit entity. So it's probably not as well understood as other areas like government relations and meetings."

Graham is also quite pleased Slaughter has won this award.

"In the early years of the Academy of Leaders Award, it was generally given to hospitality executives, and that certainly was appropriate, but in the last 15 years we've seen an emergence of industry partners that provide support to the association community and ASAE," Graham said. "I think Jodie exemplifies that situation."

"I was overwhelmed with joy when I heard that I won because I've served this community for so long and I didn't do it for awards," Slaughter said. "I think it's probably the exception and not the rule for an association to recognize its partners at such a high level. And that's what makes it so special

for me."

Gertzog was touched when he learned he was being recognized by his peers. He attributes a lot of his success to his CEO and the collaboration they have.

"I'm delighted. I am touched because it's always wonderful to be recognized by one's peers and it feels real good. I'm still processing it," Gertzog said. "I love what I do and when you love

what you do and it feels good and others can sense that you enjoy what you do and can recognize the positive impact you're having, it's a reassuring feeling to take a step back and say I've made some headway. I've made a difference."

Graham is pleased someone on the rise in the association world, who has been very active with ASAE, is getting the honor.

"Matt is a longtime volunteer with ASAE in a number of different capacities and he's a person who is being recognized for his professional accomplishments, not as a CEO but as a senior association professional at Hematology," Graham said. "We're delighted because a lot of the individuals who receive these awards are not known names in the broad association community but clearly in the community of ASAE volunteers. He has a long history of serving ASAE."

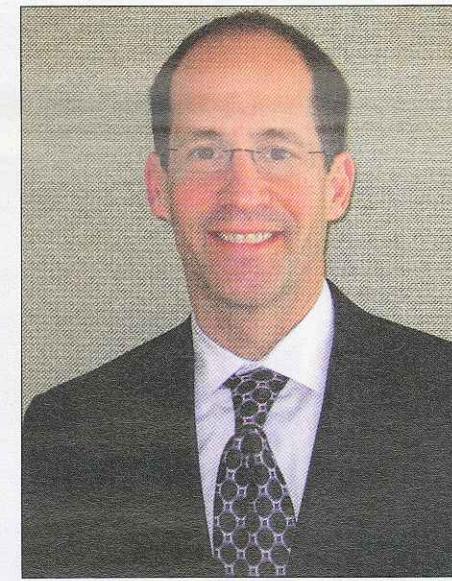
"What's interesting about this [award] is it's wonderful to recognize people who make a difference and not be a CEO," Gertzog said. "And I applaud ASAE for taking the steps to make that possible. I don't take that for granted and I think that's very important."



Mark J. Golden, CAE, FASAE



Jodie Slaughter, FASAE



Matthew Gertzog, CAE