

A scenic mountain landscape with a lake and hikers. The scene is captured in a dark, blue-tinted style. In the foreground, a hiker with a large green backpack and a red hat is seen from behind, walking on a rocky trail. Another hiker is visible further ahead. In the background, a calm lake reflects the surrounding mountains and sky. The overall atmosphere is serene and adventurous.

**VISTAGE**

**MEMBER  
EXCELLENCE  
AWARDS**

RESOURCE GUIDE



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# MEMBER EXCELLENCE AWARDS DESCRIPTIONS



## IMPACT AWARD

Recognize the remarkable achievement of a new member.  
For current CE or SB members with 1-3 years' tenure.

The progress of Vistage's newest members is awe-inspiring. From business growth to leadership development, dedicated new members reach significant heights within their first years, with lasting impact on their company, Vistage group and community.



## LEADERSHIP AWARD

Celebrate a member's enduring excellence in leadership.  
For current CE or SB members with 3+ years' tenure.

Day in, day out — this trailblazing leader makes a discernible difference in their company, their Vistage group and their community. This member has implemented significant change in their business, and realizes the work they do now lays the groundwork for the future.



## LIFETIME ACHIEVEMENT AWARD

Nominate a veteran member who has moved mountains.  
For current CE or SB members with 10+ years' tenure.

A veteran Vistage member, this person sees no finish line in their pursuit of world-class. With a track record of bold decisions benefiting company, community and beyond, they are a beacon to fellow members even as they achieve personal greatness.



## LEGACY AWARD

Applaud the successes of a member leaving behind a legacy.  
All tenure eligible. Member must still be present to witness the fruits of their labor.

Whether selling their business, transitioning to the next generation of owners, executing an ESOP, or successfully navigating a merger or acquisition of their business, Legacy leaders have reached a summit – leaving behind a positive, impactful and memorable journey for future leaders to someday follow.

### Important Information

- Nominees must currently be a CE or SB member in good standing with Vistage.\*
- Chairs and members are encouraged to nominate.
- Nominate as many members as you'd like, but please do not submit duplicate nominations.
- Winner selection process and criteria is determined by a market's Vistage Chair group (VCG).
- Prior years' winners may be nominated again if the nomination reflects a new accomplishment.

\* Legacy Award nominees do not need to be current members, but do need to be available to receive their award recognition if selected.



# HOW TO NOMINATE MEMBERS & PEERS

Who in your group stands out? Give a leader the recognition they deserve. Here is guidance on how to nominate a member, along with examples.

- 1. Set aside time in a group meeting:** Dedicate time in an upcoming Vistage group meeting for members and Chairs alike to write nominations. It will set a positive celebratory feeling. Dedicate a half-hour or so to reflect on members' accomplishments and hone in on those whose stories stand out.
- 2. Draft your nominations:** Write your nomination(s) in a separate document, including personal experiences with and testimonials about the nominee; then you can simply copy and paste the final draft into the Awards form upon completion. You can nominate as many members as you'd like, ensuring that each nomination is thorough and is a true reflection of why that nominee deserves to be awarded.
- 3. Leverage your nominee's organization:** Does your nominee have a dedicated PR firm or internal contact who can assist you in filling in the gaps while crafting your nomination? Reach out.
- 4. Be specific:** The clearer and more specific your nomination is, the better their chance at winning. Include data points, numbers, quotes, anecdotes and a compelling storyline.



# WINNING EXAMPLES TO DRAW FROM



## IMPACT AWARD

### **Include specific data points to illustrate the nominee's impact on the bottom line.**

Since joining Vistage, [member name] has:

- Grown her organization 9% in revenue in 2021.
- Is now on track to grow her organization 350% in 2022.
- Clearly identified her three main sources of annual recurring revenue.
- Successfully implemented a time tracking system to determine cost of goods and services, resulting in a greater understanding of her financials.
- Launching new business unit and is signing a number of business-to-business partnership agreements in 2022.

### **Showcase important leadership skills.**

[Member name] made a major move from a well-established company to company in need of a major overhaul. He has done an incredible job, in a short amount of time, creating an enterprise with tremendous opportunity. His change management skill has impressed me significantly and the short time in which he has made tremendous progress is gravity defying.

### **Demonstrate growth and positive change.**

[Member name] joined Vistage in Jan 2020... The company has added \$300M in assets and over 150 people over the time [member name] has been a member. [Member name] also changed how he interacts with his leaders, the nature of the leadership meetings, added Director of IT and the CHRO to his leadership team. [Member name] has gone from working in the business to working on the business and the benefits have been felt across the organization.

### **Tell a powerful story.**

During COVID, solutions for keeping people safe inside an aircraft were laborious, costly and had to be repeated each flight. [Member name]'s dream was to build an antiviral product that could be applied to internal surfaces. Within 18 months, working with a chemist, she had designed, tested, and brought to major airplane manufacturers the first anti-viral product, not just for COVID-19, but for all viruses. The product is now ready for market.

# WINNING EXAMPLES TO DRAW FROM



## LEADERSHIP AWARD

### Highlight how they lay the groundwork for the future.

In 2020 [member company] brought in \$10.1mm (2020 was a year their industry and hiring, in general, was greatly impacted by COVID-19). 2021 has surpassed 2020 revenue by August and they are now at a \$20mm run rate. [Member company] currently has 90+ employees and they are growing every day. Currently [member company] is doubling down on its growth trajectory with substantial investments in sales and marketing to achieve a 2-fold increase in size over the next 5 years.

### What successes can be attributed to their leadership?

Her CEO approval ratings on Glassdoor and Comparably are fantastic (Glassdoor's CEO approval rating is 82%; Comparably is 93%). In addition, under her leadership, [member company] was awarded by HRO Today Association, 'The Top RPO Provider (Mid-Sized category)' three years in a row: 2018, 2019, and 2020.

### Demonstrate how they've impacted their company, Vistage group and community.

1. [Member company] consistently outperforms budget numbers.
2. Employees nominated the company for one of the top employers in New Jersey.
3. In a time of consistent employee challenges, [member name] has had near zero turnover.
4. Employees have a longer average tenure at his company than any of our members.
5. [Member name] is the person most of our members are likely to call if they need advice.

### Describe how challenges were skillfully navigated.

In the 5 years since joining our group, [member company] was experiencing healthy growth, then lost 80% of their revenue when COVID hit in March of 2020. Subsequently, they have reenergized growth to be on track to reach 2022 revenues double their size in 2017.





# WINNING EXAMPLES TO DRAW FROM



## LIFETIME ACHIEVEMENT AWARD

### **Include specific data points to illustrate the nominee's impact on the company.**

[Member name] has substantially increased company revenue from \$71M to more than \$150M and his employee headcount from 50 to more than 90. He has placed a priority on creating an employee-first culture which encourages collaboration and thought leadership and supports workplace flexibility. [Member company] thrives due to its commitment to its core values and was honored by being named a Top Workplace in [member market] in 2022. [Member name] is a role model for all of us and is seen as a key leader of the group.

### **Describe how the nominee exemplifies word-class leadership.**

[Member name]'s long-long history in Vistage and with her peer group has helped build her agency to one of the top eight percent of all agencies in the United States and one of the top 20 B2B tech agencies in the U.S. [Member company] has helped to create as of today \$8.1 billion dollars in corporate valuations for her clients and has won five dozen awards for service excellence and [member name] has won several dozen awards for her leadership.

### **Detail the mountains climbed in your nominee's pursuit of success.**

[Member name] stepped in to a successful, well known company in 2007 and very quickly was hit with the recession. She converted the culture from operations-only focus to a sales culture during the worst downturn in company history. She had to create, communicate and lead execution of a new company vision, strategy and designed programs leading to \$20M in incremental revenue.

### **How has the nominee created positive change in their business, family or community?**

In 2021, [member company] ranked 2nd in the nation for families served out of 1,200 Affiliates across the country. Specifically, in [member market] in 2021, 285 low income families were served, 25 new home ownership opportunities were created and 285 local home repair projects were completed.

# WINNING EXAMPLES TO DRAW FROM



## Describe the impact the nominee has had in the exit/exit planning.

She joined Vistage a little over 11 years ago, and since then, she has almost tripled her company revenues while only increasing her headcount by 60%. More importantly, she is building a strong leadership team that will enable her to transition her business to her employees through an ESOP in the next couple of years.

## Showcase a skillful, successful business transition.

In March 2022, [member name] led the management team through the sale process of the company to [investor company] for \$1.6 billion... [Member name] is very deserving of the Vistage Legacy Award for his outstanding accomplishment of building the company and successfully leading the sale of the business. He has continued on as the CEO under the new equity owners and has plans to grow the company 50% over the next five years.

## Detail the legacy the nominee leaves behind for future leaders to someday follow.

[Member name] has successfully transitioned out of the company that he built over his lifetime. Due to his leadership and foresight gained through Vistage, he has been implementing his own succession plan for the past few years. Although [member name] is stepping into retirement and out of the company that he built, his imprint will forever live on in the company.

## Highlight how the nominee created positive change.

Because [member name] built the company around the employees and structured it as an ESOP, when the business sold, they made over 70 millionaires, and another 80 plus made life-changing money. [Member name] has decided to remain a part of the Vistage community because even at 73 he is still learning and contributing to the lives and businesses of the other members.





# NOMINATION OUTLINE

[Download documents](#) to draft your Vistage Member Excellence Awards nominations. When finished copy, paste and [submit](#).\* You'll receive a confirmation email when your nomination is successfully submitted!

Please be as thorough as possible in completing the fields below to ensure a competitive nomination. Include data points, specific achievements, and anecdotes that truly demonstrate the excellence of your nominee.

**\*Your nomination must be submitted at [vistage.com/awardsform](https://vistage.com/awardsform) to be counted. We accept nominations year-round.**



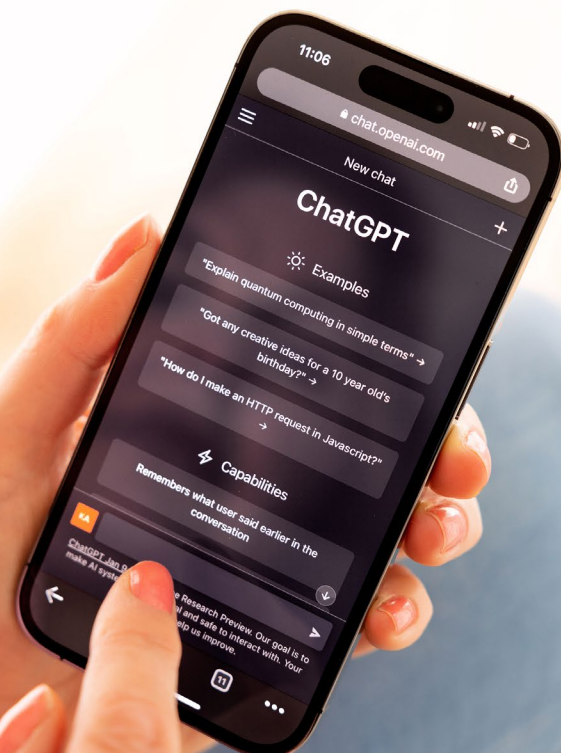
# LEVERAGE AI TO HELP MAKE YOUR NOMINATIONS SHINE

## Fear of the blank page? Leverage Chat GPT to assist you in crafting robust Vistage Member Excellence Awards nominations!

1. Visit [chat.openai.com](https://chat.openai.com).
2. Sign up for a free OpenAI account.
3. Click "New Chat" and input a new prompt (examples provided below).
4. Press enter to start using ChatGPT.
5. Review the output results and regenerate the response until satisfied.

### Tips to keep in mind while using Chat GPT:

- **Simplicity:** Keep prompts short and simple. One to three sentences is the ideal length of a prompt.
- **Context:** Include as much contextual information as possible.
- **Format:** Specify the response format and length. Are you looking for bullet points or paragraphs? Feedback: Provide feedback to tighten up the answers you receive. Consider referencing the Vistage award category descriptions to ensure you are providing relevant information.
- **Revise:** Review and revise your nomination to ensure it contains accurate and relevant information.





# LEVERAGE AI TO HELP MAKE YOUR NOMINATIONS SHINE

## 5 Chat GPT prompts to kickstart your nominations:

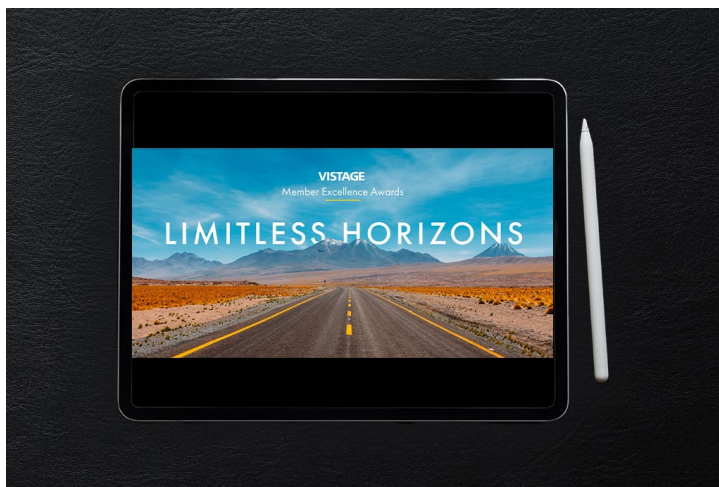
1. Using the data points below, please write 2-3 paragraphs demonstrating how [member name] impacted their company and community, thus qualifying them for the Vistage [Impact/ Leadership/ Lifetime Achievement] award. [Paste data points.]
2. Write 10 bullet points about how [member name] navigated the following business transaction, summarizing how this makes them a good candidate for the Vistage Legacy award: [Paste specific information about the transaction(s).]
3. Write 10 bullet points about how [member name] navigating the following challenge(s) in their time as a Vistage member has made them a stronger leader: [Paste specific information about the challenge(s).]
4. [Member name] is responsible for the following business accomplishments: [Paste specific accomplishments.] Can you summarize in 1-2 paragraphs how these accomplishments make them a good candidate for the Vistage [Impact/ Leadership/ Lifetime Achievement/ Legacy] award?
5. Using the following data points and biographical information, write a 2-3 paragraph [Impact/Leadership/Lifetime Achievement/Legacy] award nomination for [member name]: [Paste specific information about the nominee and their business successes.]



# MEMBER EXCELLENCE AWARD WINNER & FINALIST RECOGNITION



Winners will receive a professionally produced, on-camera interview and write-ups to leverage for brand-building and PR.



Winners and finalists will be featured in the annual Member Excellence Awards e-book.

**The 2023 e-book was our highest-performing PDF of the year with over 9,000 views.**



Winners receive exclusive event invitations such as Vistage on the Hill with the US Chamber of Commerce.



# MEMBER EXCELLENCE AWARD WINNER & FINALIST RECOGNITION

**VISTAGE**  
Member  
Excellence  
Awards

**Impact**  
Anton C. Bizzell, MD  
CEO,  
Bizzell US

**Lifetime Achievement**  
Rick Reuter  
President and Founder,  
Power Mechanical, Inc.

**Leadership**  
Paul VanVeldhuisen  
President, Emmes Public Sector,  
Emmes Company, LLC

**Legacy**  
Robert Lyons  
Co-CEO,  
TIPCO Technologies

DMV

Award winners and their companies will be showcased across Vistage’s social platforms (these are some of our most engaged-with posts at two times the industry average, great exposure for the member and their company).

**V**

**A LIFE OF CLIMB**  
THE CEO'S JOURNEY

Graphic featuring a circular portrait of a man against a background of a mountain climber on a rocky peak.

Winners and their companies may be featured in other Vistage campaigns, such as Perspectives Magazine and the Life of Climb Podcast.

**VISTAGE**  
**Perspectives**  
SUMMER 2024

AGELESS WISDOM  
FROM A  
30-YEAR MEMBER  
+  
FUELING  
SUCCESS WITH  
NETWORKS

ELEVATING STRATEGIC  
**GROWTH**  
CEO KAREN NORHEIM LIFTS AMERICAN CRANE TO NEW HEIGHTS

Graphic featuring a woman with arms crossed in a professional setting.

# MEMBER EXCELLENCE AWARD WINNER & FINALIST RECOGNITION



The awards are a great opportunity to showcase the caliber of members in each market, as well as an excellent source of marketing and social media exposure for the region.



## CELEBRATE TOGETHER

Celebrate your winners and finalists at an upcoming group meeting. It's a great opportunity to present the engraved crystal awards and share the winner videos. Make it a party with snacks and drinks! [Explore additional celebration ideas.](#)

In order to share with the greater Vistage community, be sure to send photos to: [member.awards@vistage.com](mailto:member.awards@vistage.com).



# FAQ

## **Can I nominate a member who has already won a Member Excellence Award?**

Prior years' winners may be nominated again if the nomination reflects a new accomplishment.

## **I'm a Vistage member. May I nominate another member?**

Vistage members are encouraged to nominate each other.

## **I submitted a nomination for a member last year. May I nominate this member again?**

If this nominee did not win the year prior, you may re-submit your nomination for this member.

## **May I work with others to complete this nomination?**

Feel free to complete your nomination in a way that works best for you. Many Vistage members and Chairs have found success when working on nominations with each other, the nominee's company, or with the nominee themselves.

## **I nominated a member and they didn't win the award. Now what?**

All nominees who do not win a member excellence award are considered finalists, which entails the following:

- Recognition in the annual Member Excellence Awards e-book
- Both winners and finalists should be celebrated by Chairs in a group meeting
- A crystal award recognizing their accomplishment
- The potential to be contacted by Vistage and featured in a different channel

## **Can multiple members from the same Chair win in a year?**

Yes, a Chair may have more than one award winner in a year. The winner selection committee is made aware of each nominee's Chair (presented as "Member of Chair A") when they are given the nominations.

## **What if my market doesn't have an Executive Summit or other event this year?**

The Vistage Executive Summits, CEO Social, and other Vistage events have no impact on the Member Excellence Award program. All markets are encouraged to participate, and all winners and finalists will receive the same recognition and opportunities.

# FAQ

## **How can I edit a nomination I've already submitted?**

Please reach out to the planner assisting your market or [member.awards@vistage.com](mailto:member.awards@vistage.com). They will be able to assist in making your requested edits for you. Please ensure any requested edits are made prior to the nomination deadline.

## **What should I do if I missed the nomination deadline?**

Late nominations may not be accepted, but you can prepare for next year and ask that your late nomination be saved and included in the following year's award program.

## **Will nominees be notified of their nomination?**

Nominees will not automatically be notified when a nomination is submitted on their behalf. An email template notifying nominees of their status will be made available to Chairs.

Once winners are selected, Chairs will be asked to notify their winners and/or finalists, and winners will later be contacted to schedule their award interview.

## **How are Member Excellence Award winners selected?**

Winner selection is determined by each market's Vistage Chair group.

Submit your questions, feedback, celebratory photos  
and more to [member.awards@vistage.com](mailto:member.awards@vistage.com)





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