



ASSOCIATION FOR VOLUNTEER ADMINISTRATION

The Association for Volunteer Administration, an international professional association, enhances the competence of its members and strengthens the profession of volunteer resources management.

**For Immediate Release
October 4, 2001**

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AVA Honors Leaders in Volunteer Resources Management

(Richmond, Va.)—The international Association for Volunteer Administration announced the recipients of five awards for outstanding service and commitment to the field of volunteer resources management at its International Conference on Volunteer Administration, held Oct. 3-6 in Toronto, Ontario Canada.

Jackie Norris, CVA, executive director of Metro Volunteers! in Denver, Colo. USA received the Harriet Naylor Distinguished Member Service Award for her service to AVA. With over 30 years in the field of volunteer administration and 18 years as an AVA member, Norris is widely known for her dedication to volunteerism and the profession. She has been a mentor and teacher to many in the field, and her service to AVA has been extensive. Norris served as chair of the 1988 International Conference on Volunteer Administration in Denver. Following that, she chaired a task force that helped shape a new mission statement for AVA. She served as Vice President for Programs from 1990 to 1992 and created a manual to help improve the quality of AVA's annual conference. Norris held the office of AVA President from 1993 to 1995.

In addition to her board roles, Norris has been involved in strategic planning, AVA's "Positioning the Profession" initiative and chaired AVA's 40th Anniversary Celebration Committee. Most recently, she served on the Credentialing Revision Committee and currently chairs the Test Sub-Committee. Norris is a passionate promoter of AVA wherever she goes and believes that AVA membership is essential for every volunteer resources manager.

Ruth M. Buell, manager of volunteer resources at the Monterey Bay Aquarium in Monterey, Calif. USA was named Volunteer Administrator of the Year for demonstrating excellence in the field of volunteer administration. Under Buell's 13-year direction, the Monterey Bay Aquarium's Volunteer Program has become a model for volunteer programs and was nominated for the 1991 President Service Award administered by the Points of Light Foundation. Nearly 2,500 positions were filled in 2000, attracting youth and senior adults who sometimes have to wait months to have a turn at favorite tasks.

Buell entered the field of volunteer resources management through the YMCA where she collaborated with the Volunteer Center of Chicago (Ill., USA) and the Points of Light Foundation to design national training modules and support materials for volunteer recruitment, orientation, training and supervision. More recently, Buell has provided start-up packages and consultation free of charge to emerging aquariums, science centers and state park nature centers around the world.

She has also served the profession through involvement with AVA. She was a member of the planning committee for the 1994 international conference held in Anaheim, Calif. USA, and she led special meetings at two annual conferences for volunteer administrators who work in aquarium/zoo, museum and cultural arts settings.

In addition, AVA awarded three Distinguished Service Awards. The Federation of Volunteer Efforts in Korea, Inc, was recognized for its efforts as the first professional and supportive organization of its kind in Korea. The federation has contributed greatly to improving and developing volunteer programs. By supporting and motivating many grassroots volunteer groups, about 200 volunteer centers have been established throughout the nation.

(more)

Training has been a key component in the federation's work, including a Certificate Course for Volunteer Administrators endorsed by AVA and completed by 200 participants as of March 2001. Fundraising, publishing and distributing materials related to volunteer management and operating a volunteer library with more than 6,000 publications have also supported the expansion of professional volunteer management.

The federation initiated Youth Volunteer Exchange and Staff Exchange programs with Japan. In April 2002 the federation and AVA will co-sponsor the first AVA Asia-Pacific Regional Conference on Volunteer Administration in Pusan.

Knoxville Utilities Board (KUB) Employees in Knoxville, Tenn. USA also received an award for distinguished service. As a municipal utility, KUB's mission has always included good corporate citizenship. The cornerstone of KUB's community activities has traditionally been demonstrated through the efforts of its employees. KUB Cares, an internal organization that oversees volunteer efforts, provides employees with information about volunteer opportunities in the community.

Employees have supported numerous organizations and programs including street and river cleanups, fundraising walkathons, food drives, Junior Achievement and career education for youth. Over 130 KUB employees recently completed their third Habitat for Humanity house, working 1,500 hours in one week. Employees also participate in corporate initiatives such as Project Help, a local emergency heating assistance program and Project PAL, a KUB program which pairs employees with retirees who are elderly or have disabilities.

The third Distinguished Service Award was given to the UPS Foundation in Atlanta, Ga. USA. The UPS Foundation has made significant impacts in the community where it is based and on the field of volunteer administration. Neighbor-to-Neighbor, a company-wide activity that heightens employees' awareness of community needs, promotes volunteerism and encourages UPS employees and their families to participate in local service activities. More than 30,000 employees regularly participate and play an active role in deciding which programs will be supported.

The UPS Foundation's Volunteer Impact Initiative helps nonprofit organizations to effectively recruit and manage volunteers by providing \$2 million in grant money to five national organizations in the United States. The UPS Foundation operates a Community Internship Program in which senior managers spend a month living and working as volunteers in inner cities and rural areas. The foundation funded the United States web site for the International Year of Volunteers 2001. UPS published a landmark report from a 1998 survey of 2,500 individuals, which showed strong support for volunteerism and that inefficient volunteer management practices are the greatest obstacle to volunteering.

AVA is an international professional membership organization with over 2,000 members in 16 countries who share a commitment to effective leadership of volunteer resources. Founded in 1960, AVA has shaped a profession that lacked formal structure and communication as well as a common identity.

For more information about AVA's services and programs, call 804.346.2266 or write to P.O. Box 32092, Richmond, VA 23294 USA or avaintl@mindspring.com.

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2001 AVA Awards Committee Membership

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2001 AVA
Distinguished Service
Awards

Nomination Materials

Deadline for Nominations:

Must be received in the AVA office by 5:00 p.m. on April 30, 2001

Return to:

2001 Awards Committee Association for Volunteer Administration
P.O. Box 32092 Richmond, Virginia 23294

AVA

AVA Distinguished Service Awards

PURPOSE

The Association for Volunteer Administration annually honors leaders in the field of volunteerism through its awards program. The awards are designed to recognize the leadership and management at various levels and in different settings, which helps to advance the profession of volunteer resource management. All of this is done to further the mission of AVA by recognizing accomplishments in the field and providing a means for educating the public about the quality and innovation of volunteer programs and efforts globally.

Nominations are sought in three categories: 1) Harriet Naylor Distinguished Member Service Award; 2) Volunteer Administrator of the Year Award and 3) Distinguished Service Award.

One award is given in each category each year, except the Distinguished Service Award where one or more may be awarded in any given year. Nominations are welcome from AVA members for all awards, and for Distinguished Service Awards, from others knowledgeable about volunteerism and its leadership efforts anywhere in the world. Awards will be selected in a two-phase process. An AVA Awards Committee will review the nomination form. Potential award recipients will be selected and invited to submit a more detailed application and documentation package within 30 days. Final submissions will be reviewed and the award recipients approved by the Awards Committee. Awards will be presented at the International Conference on Volunteer Administration (ICVA) in Toronto, Ontario, Canada, October 3-6, 2001.

Harriet Naylor Distinguished Member Service Award

This award is presented to an active AVA member who has made an outstanding contribution to the association. Recipients of the award are recognized for their support of AVA through leadership positions, special projects, research, publications, advocacy and other activities that have strengthened both the association and the profession of volunteer resources management.

The award honors the memory of Harriet Naylor, a mentor to many, who worked tirelessly to promote recognition for the profession of volunteer administration, strongly supported AVA, and who is known for the book she wrote in 1967, Volunteers Today: Finding, Training, and Working With Them.

SPECIFIC CRITERIA FOR NOMINATION

- The nominee **MUST** be a member of the Association for Volunteer Administration.
- The nomination must describe the specific accomplishments and contributions of the nominee, with emphasis on the positive impact on AVA and the development of this profession.
- Either the nominator or an endorser must be a member of AVA.

Note: Past and present AVA Board members are encouraged to submit nominations.

Volunteer Administrator of the Year Award

This award recognizes an AVA colleague for excellence in the field of volunteer resources management. No matter the title, those who mobilize volunteers to improve communities are central to who we are and what we do as members of the profession of volunteer administration.

SPECIFIC CRITERIA FOR NOMINATION

- The nominee **MUST** be a member of the Association for Volunteer Administration.
- Either the nominator or an endorser must be a member of AVA.
- The nominee must be a practicing volunteer administrator. Titles may vary but the principal responsibility will be managing volunteer resources for an organization. The nominee may have other assigned duties.
- The nominee should:
 - serve as a mentor for new volunteer administrators;
 - demonstrate a commitment to the core ethical values of AVA;
 - promote volunteerism within his/her organization and/or within the community while managing an effective volunteer program;
 - engage volunteers in an extraordinary way to improve the community;
 - demonstrate competency in the field of volunteer administration.
- The nomination should address the core competencies of a volunteer administrator as established by the AVA credentialing program: Commitment to the Profession; Planning and Conceptual Design; Resource Development and Management; Accountability; Perspective and Responsiveness.

AVA Distinguished Service Award

This award is presented to one or more individuals, organizations or corporations that promote volunteerism, provide service through a unique model, have made a significant or innovative contribution to furthering, improving or enhancing volunteerism or volunteer resources management, and have made a substantial impact in their community or the field. The volunteer work, dedication, support, loyalty and continued efforts are evidence of the nominees' concern for volunteerism. Up to three awards may be given in this category each year.

Successful nominations present the outstanding significance of the nominee's work through program descriptions, facts and figures demonstrating outcomes, publications and references.

SPECIFIC CRITERIA FOR NOMINATION

- Nominations are open to the entire community service and volunteerism fields. They may be international, national or local in scope.
- The nomination must describe the accomplishments and contributions of the nominee and what impact the described activities have made to the field of service and volunteerism.
- Either AVA members or non-members may make nominations. However, either the nominator or one endorser should be an AVA member.

Official Nomination Form
Deadline for Nominations: April 30, 2001

Nominee

Name _____ Title _____

Organization _____

Mailing Address _____

City _____ State/Province _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Award Category

Please check one:

Harriet Naylor Distinguished Member Service

Distinguished Service Award

Volunteer Administrator of the Year Award

Individual

Organization

Corporation

Nominator

Name _____ Title _____

Organization _____

Mailing Address _____

City _____ State/Province _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

Endorsements

Name _____

Title _____

Organization _____

Mailing Address _____

City _____ State/Province _____ Postal Code _____

Country _____

Phone _____ Fax _____

E-mail _____

Name _____

Title _____

Organization _____

Mailing Address _____

City _____ State/Province _____ Postal Code _____

Country _____

Phone _____ Fax _____

E-mail _____

AVA Awards Recipients

PAST RECIPIENTS OF THE HARRIET NAYLOR DISTINGUISHED MEMBER SERVICE AWARD

1981	Marion Jeffery	1990	Christine C. Franklin, CVA
1982	Carol G. Moore; Marlene Wilson	1991	Nancy Jane Barker
1983	Eva Schindler Rainman	1992	Laura Lee Geraghty
1984	Ivan Scheier	1993	Caroline W. Todd
1985	Harriet Naylor; Sarah Jane Rehnborg, CVA	1994	Billie Ann Myers
1986	Sue Vineyard	1995	Katherine H. Campbell, CVA
1987	Joanne Holbrook Patton	1996	Jeanne Bradner
1988	Winifred Brown, CVA	1997	Jane Leighty Justis
1989	Susan J. Ellis	1999	Betty Stallings, MSW
		2000	Kathy McCleskey

PAST RECIPIENTS OF THE AVA VOLUNTEER ADMINISTRATOR OF THE YEAR AWARDS

1997	Nancy J. McLeod, City of Phoenix Municipal Volunteer Program (MVP); Arizona, USA
1998	Mary Mulligan, Karmanos Cancer Institute; Michigan, USA
1999	Joyce Connor, City of Kettering ACTIVE (Active Citizens Together in Volunteer Endeavors) Program; Ohio, USA
2000	Joan Brown, Civic Center Volunteers Program, Marin County; California, USA

PAST RECIPIENTS OF THE AVA SERVICE AWARD

1981	Hon. James B. Hunt, Jr., Governor of North Carolina
1982	Women in Community Service, Inc.; Helping Hands Program, Allstate Insurance Co.; Hon. Robert D. Ray, Governor of Iowa.
1983	JC Penney Company, Inc.; Army Community Service Program; Corporate Volunteer Coordinators Council of New York
1984	National Council of Jewish Women; National Football League Charities
1986	Peace Corps
1987	United Way of America
1988	Brian O'Connell of Independent Sector; The Association of Junior Leagues, Inc.
1989	Hon. George C. Romney, Governor of Michigan; The American Red Cross
1990	Campus Compact; The Salvation Army
1991	Habitat for Humanity
1992	Mrs. Lt. Colonel Jean Davis, Chicago, IL; Corporate Volunteerism Council of Minneapolis/St. Paul
1993	Bernice Skirboll, Compeer, Inc.; RSVP of the Community Service Society of New York
1994	Cesar Rivera, American Red Cross of Greater New York; Providian Corporation, Louisville, KY; Anna Bixby Women's Center, Harrisburg, IL; American Association of Retired Persons (AARP)
1995	Marilyn MacKenzie, Toronto, ON, Canada; Community of Oklahoma City, OK; Southwest Airlines
1996	Volunteer Centre, Calgary. AB, Canada; Carroll Community College, Westminster MD; Lt. Col. Ronda Bollwahn, The Salvation Army
1997	Texas Department of Human Services Adopt-a-Nursing Home
1998	Idaho Press-Tribune; Courage Center, Minneapolis, MN
1999	U.S. Army Family Team Building; Community Service Volunteers, United Kingdom
2000	Abington Savings Bank, MA; Terry K. Watanabe Volunteer Center of Gay Men's Crisis, New York, NY.

Official Nomination Form (continued)

Please carefully review the criteria for the award category for which you are making this nomination. Please use the space below to describe, in several concise statements, the reasons this nominee should receive this award. Additional details will be requested for those nominees selected as potential award recipients.



Deadline for Nominations:

Must be received in the AVA Office by 5:00 p.m., on April 30, 2001

Send to:

**2001 Awards Committee
Association for Volunteer Administration
P.O. Box 32092
Richmond, VA 23294 USA
FAX 804-346-3318**