

The MADACS Awards Program

BY MARY M. RIPPE, MHA'S PRESIDENT

The 16th annual Multi Housing Achievement in Design, Advertising and Community Support (MADACS) awards program was a huge success. From its inception in 1995, we have seen phenomenal growth in this program, not only in terms of number of entries and attendance, but also in the increasingly high standards, caliber and professionalism exemplified by all the nominees. When this program was first developed our committee had a vision of an awards program that would promote professionalism, honor the exceptional employees who are the heart and soul of our communities, recognize outstanding building design, and showcase the programs and services the multi housing industry provides. We were thrilled with the initial reception of this program and attendance in the early years, but I know the sustained growth of MADACS far exceeds the wildest expectations of anyone serving on the original committee, myself included.

In the past 16 years, the MADACS Committees continue to expand and improve the program and have taken it to a whole new level. But what hasn't changed is the reason we are there. We want to celebrate all the good this industry has to offer. We want others to know what a great job the multi housing industry does to provide homes to over a quarter of the state's residents. We want everyone in the industry to be proud of where they work and know that their hard work and dedication is appreciated. We want to recognize those who make a community a home. We salute all the 2011 nominees for their exceptional dedication, commitment to excellence, and attention to the needs and interests of their residents and their communities. At MHA, we never tire of telling others what extraordinary people our association represents and serves.

The awards banquet is the culmination of months of work by the MADACS Committee and staff to fine-tune the categories and review the entry requirements for each category; prepare the call for entries and process entries; solicit sponsors; select the

venue and menu, and coordinate all the details with the facility; select the theme and decorations; coordinate the judging, prepare the judging sheets and handouts, notify the nominees and judges; design the invitations; order the awards; prepare the paparazzi wall; coordinate all the details with the AV crew; prepare the seating charts and making sure that everything looks great and flows smoothly. Thanks to the entire MADACS Committee, co-chaired by **Steve Everett** and **Amy Matras**, for helping make MADACS 2011 one of the best ever. **Carla Bush** and **Stacey Winston** deserve special recognition for all their enthusiasm, energy, passion, and attention to detail that make this program a success.

One of the people who served on the original MADACS Committee was **Kathy McKenna Harmon** and she also was the person who came up with the name for MADACS (although it took three meetings and finally some alcohol to reach consensus on the name). We were excited to have Kathy serve this year as co-emcee of MADACS along with 2007 MHA Board Chair **Frank French**. They were a terrific duo. And, thanks to our current chair **Jon Segner** for handing out the awards.

The awards at MADACS are also judged by industry experts and peers that are knowledgeable in the industry with *one* exception. Every year the MHA staff recognizes ten Product Service members who work tirelessly on behalf of MHA and industry all year long. They serve on committees, chair committees, teach classes, donate silent auction items, write articles, sign up new members, serve as mentors to new members, get involved legislatively, host events, provide meeting space, design tickets, print

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brochures, and contribute any way they can for the benefit of the entire membership.

The 2011 nominees for the prestigious MADACS Product Service Member of the year included: **All, Inc.**; **Brothers Manufacturing**; **Hanbery & Carney P.A.**; **Hellmuth & Johnson, PLLC**; **HousingLink**; **Johnson Printing**; **Renovation Systems Inc.**; **Restoration Professionals, Inc.**; **ServiceMaster Cleaning & Restoration - Maple Grove and St. Paul Branches** and **Value Plus Flooring, Inc.** These are the "go-to" companies that are always offering their help and the ones who we call when we are in a bind. Thank you for your continued support and over the top involvement.

The recipient of the MADACS 2011 Product Service Member Company of the Year was **Hellmuth and Johnson**. Let me tell you a little about what they did in the past year to receive this award. Many people from their company have been active instructing classes including numerous Lunch and Learns, Fair Housing/Dual Agency classes, CCAM, and sessions at our Convention and the Working Together Conference. In addition to instructing seminars, **Dave Hellmuth**, **Nancy Polomis**, **Joel Hilgendorf**, **Phaedra Howard**, **Chad Johnson**, **Robert Keena** and **Edward Beckmann** have all written articles for *CIC Midwest News*. Phaedra is also active on MHA's Professional Education Committee, Charitable Outreach Committee and co-chair of the CIC Midwest Education subcommittee. She is helping to write the new CCAM curriculum and was a top recruiter in our last membership contest. Phaedra was also active and very helpful during the 2011 Legislative Session testifying on behalf of the industry. On behalf of the entire industry, congratulations and thank you for all you do for MHA and our members. ■

On a much sadder note, I want to extend our sympathy to the family of James Riley, Sr. who passed away suddenly last month. Our thoughts are with them all in this difficult time.