

Celebrating Excellence: StarChapter 2025 Customer Award Winners!



Our association chapter customers continue to do extraordinary work—transforming their association platforms and communication channels to better connect with and provide for members, prospects, sponsors and broader communities. From creative meeting engagement to high-impact web sites, we continue to be inspired by the innovation that’s happening.



To highlight the excellence we see across chapters, we’ve created the *StarChapter Celebrating Excellence Awards*. Each organization we recognize here and in future awards exemplifies what it means to lead with purpose and creativity to deliver real results and demonstrated change. These winners share a clear and common denominator: they’re raising the bar to move their missions forward and strengthen the communities they serve.

We’re excited to share our inaugural award winners with you. The following awards recognize chapter achievements from January to December 2025.

Top performing chapters

Sales: ACI-Houston

This award recognizes the chapter with the highest sales performance. To select the winner, we looked at income from meetings, events, sponsorship, dues, swag, etc., and chose a winner that thought outside the box to bring in sales, coming up with original ways to generate revenue.

ACI-Houston brings together individuals, groups and businesses in the Houston area with a common interest in concrete. According to their website, they “work to promote the overall interests of the American Concrete Institute, an international organization based in Farmington Hills, Michigan.” ACI-Houston runs a highly successful virtual training program that they began during COVID. Originally the program was just for local members, but as a result of the program’s success, it now has a nationwide reach.

Meetings: Maryland Writers’ Association

This award honors the organization with the highest number of events. The Maryland Writers’ Association (MWA) is dedicated to supporting the art, business and craft of writing. They have a diverse membership that “ranges from professional freelancers and published authors, to writers aspiring to be published and those who write as a creative outlet.”

MWA held 152 meetings in 2025! These meetings included monthly chapter meetings featuring guest speakers, open mic readings and workshops, as well as an annual writers conference, critique groups throughout Maryland and teen writers groups.

Website activity: Association of Cooperative Counselling Therapists of Canada

This award was given to the customer with the most active and engaging web presence and the most member logins. This year, that chapter is ACCT of Canada, with over 6,750 unique logins. ACCT of Canada is “the first community service cooperative for competency-based counsellors incorporated under the Cooperative Association Act of British Columbia.”

Website of the year: South Central Chapter of AAEE

Each month, we choose a chapter website to highlight in the StarChapter newsletter, and the Website of the Year award recognizes our favorite website from those 12. Chosen by StarChapter team members for its overall design, active event schedule and great use of our content sections, for this first award we chose the South Central Chapter of AAEE.



The South Central Chapter of AAAE consists of individuals and businesses involved in the management of airports across Kansas, Louisiana, Oklahoma, New Mexico, Texas and Central America. Their purpose is to augment the educational efforts of the parent organization (AAAE) and promote the airport management industry and related careers.

What stands out about their website is how it incorporates design trends that make for easy and strong engagement with members, member guests, sponsors and other audiences. This includes how they use typography to engage readers and how they set up their content to not overwhelm readers.

Another solid year!

This year's winners exemplify excellence and innovation in the association chapter space. Congratulations to all our winners, and thank you to the entire StarChapter community. We are committed to helping every one of you succeed.

As we close out the year, we've started to think about what chapters will focus on to stand out in 2026. With many chapters experiencing a decline in in-person meeting dues from new and renewing members, how will chapters turn things around?

Will they work on:

- Increasing their emphasis on sponsorship?
- Looking for ways to better leverage technology like AI to make it easier for boards and chapter members to accomplish tasks?
- Evolving their membership models to offer tier-based membership?
- Creating more exclusive and unique events?
- Expanding their member-driven content and community building?

Tell us what 2026 looks like for your chapter. What and how will you be adjusting? What new things do you plan to implement? Share your plans and thoughts in the comments below. We'd love to hear from you and maybe feature your chapter in a future blog article.



