

2011 NAHMA ART/CALENDAR CONTEST

“Open Doors with Your Imagination –

Explore the Magical World of Books and Reading”

OPEN TO
BOYS & GIRLS (K-12)

and

ELDERLY/DISABLED/
SPECIAL NEEDS RESIDENTS

CREATIVE MEDIA ENTRIES ALLOWED!



Regional Competition:

Due in AHMA-PSW office by Friday, May 13, 2011



What's Inside:

- *Management Agent Letter*
- *Order Form Request*
- *Resident Manager Letter*
- *Tips for a Successful Program*
- *Entry Forms*
- *Contest Rules*

WHO CAN ENTER...BOYS AND GIRLS (K-12)

ELDERLY/DISABLED/SPECIAL NEEDS RESIDENTS

Media can be posters, photographs, websites, computer art or other media, such as tile, macramé, needlework etc., (which must be submitted as a photograph).

Note: See Local Contest Rules (included)



BOYS AND GIRLS (K-12) YOU COULD BE THE GRAND PRIZE WINNER!!

All boys and girls from kindergarten through 12th grade and who live in an AHMA-PSW member community may participate in this year's art/calendar contest. The types of artwork have been expanded, so be sure to check out the "Local Contest Rules" for all the specific information.

AHMA-PSW will provide special gifts to our 12 regional youth finalists. Winners of the national contest receive educational scholarships in the form of a check awarded by the NAHMA Educational Foundation. The national GRAND PRIZE WINNER, whose art appears on the cover of the calendar, receives an educational scholarship, and a trip to Washington, D.C., where he or she will be honored at the NAHMA Fall Meeting October 23-25, 2011.



ELDERLY/DISABLED/SPECIAL NEEDS RESIDENTS

All those 55 years or older who live in AHMA-PSW member communities are also invited to create and submit posters consistent with this year's theme and conveying a positive message to kids "Open Doors with Your Imagination—Explore the Magical World of Books and Reading". AHMA-PSW judges will select 3 entries to be sent to Washington D.C. to compete with submissions from across the country.

AHMA-PSW will provide a special personal gift to our 3 regional elderly/disabled/special needs finalists.

The 2012 theme is "**The Next Step is Yours-Let's Take Care of Our World**"
so start thinking of some great ideas that refer to this subject.

Your entry needs to be 22 x 28 inches in size, and in the AHMA-PSW office by **May 13, 2011**.

TIPS FOR A SUCCESSFUL ART/CALENDAR CONTEST PROGRAM

- ❖ Be aware that media can include posters, photographs, websites, computer art or other media, such as tile, macramé, needlework etc. (which must be submitted as a photograph). **See Local Contest Rules (included).**
- ❖ Hold kick-off parties to motivate the residents and keep them interested in the contest. Invite other community groups to be involved as helpers, such as Big Brothers and Sisters, Rotary, Lions Club, etc.
- ❖ Put up posters, flyers or banners around the complex letting children and those living in elderly/disabled communities know about the contest and announcing your own on-site activity, or distribute special flyers door-to-door.
- ❖ Talk it up! Visit with the kids at the playground, talk to the parents, encourage those in elderly/disabled communities, and work with your resident association.
- ❖ Hold a special residents' meeting to inform them of the contest, and go over the rules and deadline dates for entering. Encourage them to get all eligible residents to participate.
- ❖ Schedule special sessions where the residents can come in and practice on butcher paper before drawing their actual entry or work on preparing their posters, photographs or multi-media submissions.
- ❖ Keep reminding participants of the theme, and that they **CANNOT use cartoon characters, product brand names, or their own name or apartment name on the front of their entry.**
- ❖ Hold one or two actual "poster days" when residents can come in and prepare their entries. Provide refreshments and entertainment, and invite other people to help with supervision and provide encouragement. **(Remind them, however, that while they make suggestions, the entrants MUST create the posters themselves!)**
- ❖ Be sure to provide **THE PROPER ENTRY FORMS** to be completed and **TAPE THEM SECURELY ON THE BACK OF THE SUBMISSION. MAKE SURE THE NAME IS LEGIBLE** and all information is completed. **UNREADABLE FORMS WILL CAUSE DISQUALIFICATION.**
- ❖ Since it is often difficult to read a resident's handwriting, please **TYPE THE NAME OF THE SITE, RESIDENT MANAGER, ADDRESS, PHONE AND MANAGEMENT COMPANY ON THE ENTRY FORM BEFORE COPYING FOR DISTRIBUTION.**
- ❖ Be on time! Watch the DEADLINE DATE – **received by May 13th** for the regional competition and be sure to allow enough time to promote the contest, hold your on-site activity, and get your posters into the AHMA-PSW office in time for judging.
- ❖ Posters, when mailed, should be separated by age category and sent **FLAT!** Posters curled in tubes do not uncurl and often arrive damaged. To arrive intact, use a corrugated cardboard box or "mirror" shipping box to protect your entries.

LOCAL CONTEST RULES – PLEASE POST

1. Who is eligible to enter the calendar contest?

Children – Boys and girls from Kindergarten to 12th grade who live in a family community of a NAHMA and/or a local AHMA-PSW member company.

Elderly/Disabled – Residents who are 55 years or older and who live in a NAHMA and/or a local AHMA-PSW member company.

Special Needs – Residents who live in a permanent supportive housing community or 811 community of a NAHMA and/or a local AHMA-PSW member company.

2. What specifications must the artistic submission meet to enter?

- Posters must be done on poster board (or heavy art paper) measuring 22 x 28 inches.
- Any media may be used including paints, crayons, color pencils, chalk, and collage, but contestants are advised to ensure that the media selected be adequately protected against damage.
- The poster must be marked clearly with an official entry form attached.
- Photography can be in color or black and white and must measure at least 8 x 10 inches but not larger than 22 x 28 inches.
- Website design – web pages must be printed in color and measure 8.5 x 11 inches, and then mounted to poster board measuring 22 x 28 inches.
- Digital art must be printed and measure at least 8.5 x 11 inches but not larger than 22 x 28 inches.
- Other media such as tile, macramé, carving, quilting, needlework, etc., must be submitted as a photograph measuring at least 8 x 10 inches but not larger than 22 x 28 inches.

***NOT ALLOWED on any poster or other forms of art are cartoon characters, names of individuals, product brands, or the name of the development or AHMA-PSW. Submissions will be disqualified.**

3. When is the deadline? Entries must be received by May 13th. Please mail to:

**AHMA-PSW ART/CALENDAR CONTEST
275 E. Hillcrest Drive, Suite 215, Thousand Oaks, CA 91360**

4. How does the contest work?

Local AHMAs select three winning entries [posters, photographs, websites, computer art or other media such as tile, macramé, needlework etc. (which must be submitted as a photograph)] for each grade category for children and up to three entries for those living in elderly/disabled/special needs communities. Individuals who have won three or more times at the local level will receive special recognition in our “Hall of Fame” for repeat winners. In addition to national winners, all entries are eligible to be selected as “Honorable Mentions” and their artwork featured in a special section of the 2012 “**Open Doors with Your Imagination-Explore the Magical World of Books and Reading**” Calendar.

- The five grade categories for children are based on the grade level the contestants have completed by June of 2011:
 - * Kindergarten to 1st Grade
 - * 2nd Grade to 3rd Grade
 - * 4th Grade to 6th Grade
 - * 7th Grade to 9th Grade
 - * 10th Grade to 12th Grade
- All AHMA-PSW winning submissions are forwarded to NAHMA where a distinguished panel of judges will select the winning entries that will appear inside the pages of the 2012 calendar.
- One special entry will be selected as the grand prize winner, which will appear on the cover. (Only children are eligible to become the grand prize winner.)
- All art submitted to NAHMA becomes the property of NAHMA and NAHMA has right to use the art for publicity, publications and advertisements.

5. How are the art submissions judged?

- Entries are judged on the artist’s ability to create a submission with the “Open Doors with Your Imagination-Explore the Magical World of Books and Reading” contest theme. Specifically judges consider:
 - * Interpretation of the theme “Open Doors with Your Imagination-Explore the Magical World of Books and Reading”
 - * Originality
 - * Quality - Is the art submission appealing to the eye? Lots of color is a plus!
 - * Overall artistic ability - Does the art submission show some degree of creativity & skill for its age group?
 - * Will the submission be able to be reproduced with reasonable quality and clarity?

The official entry form must be legible and attached to each submission.

**RESIDENT MANAGER: PLEASE FILL IN RESIDENT MANAGER INFORMATION
before reproducing for the residents in your complex**

YOUTH ENTRY FORM

Please TYPE or PRINT CLEARLY the information requested and tape this form (FILLED OUT COMPLETELY) to the BACK of your entry.

Mail your submission with completed form TAPED (ON ALL 4 SIDES) ON BACK OF ENTRY to:

**AHMA-PSW ART/CALENDAR CONTEST
275 E. Hillcrest Drive, Suite 215, Thousand Oaks, CA 91360**

Entries must be received by May 13th

To be completed by Youth *Grade / Check one:* K-1 2-3 4-6 7-9 10-12

Youth's Name _____ Age _____

Grade Level Completed in June of 2011 _____

Name of School _____

Name of Apartment Complex _____

Youth's Address _____

City/State/Zip _____

Name of Youth's Parent or Guardian _____

Youth's Phone _____

To be completed by Resident Manager:

Name of Resident Manager _____

Resident Manager's Address _____

City/State/Zip _____

Resident Manager's E-Mail Address _____

Resident Manager's Telephone Number _____

Name of Management Company _____

Name of Member AHMA _____ PACIFIC SOUTHWEST _____

**CARTOON CHARACTERS, NAMES OF INDIVIDUALS, PRODUCT BRANDS OR THE NAME OF YOUR
APARTMENT COMPLEX ARE NOT ALLOWED ON THE FRONT OF THE SUBMISSION. ANY OF THESE
WILL DISQUALIFY THE ENTRY IN THE CONTEST.**

NOTE: All entries become the property of AHMA-PSW and none will be returned.

**RESIDENT MANAGER: PLEASE FILL IN RESIDENT MANAGER INFORMATION
before reproducing for the residents in your complex**

ELDERLY/DISABLED/SPECIAL NEEDS ENTRY FORM

Please TYPE or PRINT CLEARLY the information requested and tape this form (FILLED OUT COMPLETELY) to the BACK of your entry.

Mail your submission with completed form TAPED (ON ALL 4 SIDES) ON BACK OF ENTRY to:

**AHMA-PSW ART/CALENDAR CONTEST
275 E. Hillcrest Drive, Suite 215, Thousand Oaks, CA 91360**

Entries must be received by May 13th

Name _____
Name of Apartment Complex _____
Address _____
City/State/Zip _____
Phone _____

To be completed by Resident Manager:

Name of Resident Manager _____
Resident Manager's Address _____
City, State, Zip _____
Resident Manager's Email _____
Resident Manager's Telephone Number _____
Name of Management Company _____

Name of Member AHMA _____ PACIFIC SOUTHWEST _____

CARTOON CHARACTERS, NAMES OF INDIVIDUALS, PRODUCT BRANDS OR THE NAME OF YOUR APARTMENT COMPLEX ARE NOT ALLOWED ON THE FRONT OF THE SUBMISSION. ANY OF THESE WILL DISQUALIFY THE ENTRY IN THE CONTEST.

NOTE: All entries become the property of AHMA-PSW and none will be returned.



Dear AHMA-PSW Resident Manager:

This is the seventh year for the **NEW RULES** for the "AHMA-PSW" art/calendar contest. Along with the traditional posters, the types of art media have been expanded to include photographs, websites, computer art or other media, such as tile, macramé, needlework etc. (which must be submitted as a photograph). Check out "*Local Contest Rules*" enclosed. The theme for the 2011 contest is **"Open Doors with Your Imagination-Explore the Magical World of Books and Reading."**

In addition to boys and girls from kindergarten through 12th grade living in an AHMA-PSW member community, **we invite elderly/disabled/special needs residents** to participate with an art/multi-media project that demonstrates a positive message about kids finding good role models.

AHMA-PSW will provide special gifts to our 12 regional youth winners, the 3 elderly/disabled/special needs winners and the resident managers from these sites at a special recognition event. Nationally, the youth individual with the Grand Prize winning poster for the overall contest will have his/her submission reproduced on the 2012 calendar cover, receive a \$2,500 educational scholarship check, and win a trip to Washington, D.C., where he or she will be honored at the NAHMA Fall Meeting October 23-25, 2011. The other national youth winners will receive educational scholarships in the form of a check and have their entries appear in the 2012 calendar. A cash award will be made in the name of the national elderly/disabled/special needs winner to their community for use in purchasing or funding a project from which all of the community's residents will benefit (i.e. books for their community library or appliances for the community room, garden bench or sculpture) or other appropriate items. All entries are eligible to be selected as Regional "Honorable Mentions" and will have their artwork featured in a special section of the calendar and receive a cash award.

To ensure the success of the contest, **you as a resident manager can make the difference!** For family properties, **YOU MIGHT WANT TO HOLD A SPECIAL "ART/CALENDAR CONTEST DAY."**

Enclosed are a few helpful tips for a successful program. GOOD LUCK!!

Yours very truly,

Michael E. Drandell, CPA
President

**Due in AHMA-PSW Office
by May 13th, 2011**



Dear AHMA-PSW Management Agent:

NAHMA is proud to kick off its 25th AHMA-PSW "Open Doors with Your Imagination-Explore the Magical World of Books and Reading" art/calendar contest. In addition to **boys and girls from kindergarten through 12th grade, we invite elderly/disabled/special needs residents living in AHMA-PSW-member communities** to participate with an art/multi-media project that demonstrates a positive message about finding good role models. The theme for the 2011 contest is "**Open Doors with Your Imagination-Explore the Magical World of Books and Reading.**" **NOTE: Deadline is May 13th.**

AHMA-PSW will provide special gifts to our 12 regional youth winners and 3 in the elderly/disabled/special needs division, as well as the resident managers from these complexes at a special recognition event. Nationally, the youth individual with the Grand Prize winning poster for the overall contest will have his/her submission reproduced on the 2012 calendar cover, receive a \$2,500 educational scholarship check, and win a trip to Washington, D.C., where he or she will be honored at the NAHMA Fall Meeting October 23-25, 2011. The other national youth winners will receive educational scholarships in the form of a check and have their entries appear in the 2012 calendar. A cash award will be made in the name of the national elderly/disabled/special needs winner to their community for use in purchasing or funding a project from which all of the community's residents will benefit (i.e. books for their library or appliances for the community room, garden bench or sculpture) or other appropriate items.

- Stress to your on-site managers the importance of the contest, and make sure everyone receives a copy of the enclosed contest rules and tips for conducting on-site activities.
- Offer incentives to managers who have the largest number of entries, the most creative on-site activity, a winning entry, etc.
- Donate or solicit donations for poster materials, including poster board, crayons, paints, magic markers, etc. Provide the materials to all your family and elderly/disabled sites.
- Provide a prize or gift for all who enter the contest. Some agents buy calendars and T-shirts for everyone who enters. How about free passes to a local pizza place, or tickets for a special show?
- Hold your own contest company-wide or at each property. (But be sure to send all the posters into the regional competition!)

The contest rules are given in the enclosed materials and we encourage you to provide sufficient numbers to be distributed to your individual communities and posted there. The information may be printed from our website or you may use the 'Order Form Request' for extra packets on the following page. With your support, this will be the greatest contest we've ever had. I would like to thank you in advance for all you will do to see that the children and elderly/disabled residents at your properties participate in this year's art/calendar contest.

Yours very truly,

Michael E. Drandell, CPA
President



275 E Hillcrest Drive, Suite 215
Thousand Oaks, CA 91360

DUE BY May 13th

- **BOYS AND GIRLS K-12**
- **ELDERLY/DISABLED/SPECIAL NEEDS RESIDENTS**
- **CREATIVE MEDIA ENTRIES ALLOWED**