



MBSA Receives Industry Award and Recognition for its Employee Recruitment Video

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The Midwest Building Suppliers Association (MBSA) has been awarded by the Indiana Society of Association Executives (isae.org) at its prestigious annual *STAR Awards* ceremony last week for the association's impactful work and production of its employee recruitment video. ISAE provides the state's leading educational and networking events designed specifically for the needs of association executives. As such, it is the "association for associations."

The STAR Awards (Society's Top Association Recognition) examines association programming, events, and strategies, and selects only those top performers in a variety of categories. For MBSA, the award was in the "Impactful Technology" category, intended to highlight members who demonstrate an innovative use of technology. Organizations considered for this award detail the objective and goals of the effort and demonstrate an effective use of the organization's resources.

"This video strategy, part of a larger-encompassing awareness effort, is an asset to not only our individual members, but to our industry as a whole", said Mike Dykstra, MBSA President (Zeeland Lumber & Supply, Zeeland, Michigan). "This has certainly served to heighten awareness of the LBM world, and how young people can forge a satisfying career with this great industry."

The video can be found at theMBSA.org, under the "Careers" tab on the home page.

About MBSA

The Midwest Building Suppliers Association is the organization representing the interests of independent building material retailers, wholesalers, suppliers, and manufacturers in the states of Indiana and Michigan, providing public relations, professional development opportunities, government relations, and advocacy to the industry. It is headquartered in Indianapolis, Indiana.

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