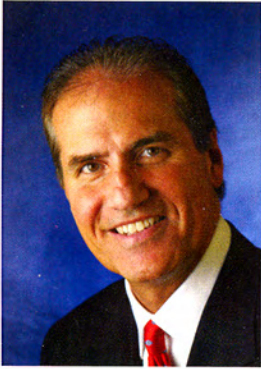


# 2008 SHAPIRO AWARD WINNER: HENRY S. GIVRAY



Many people believe that "CEO" and "leader" are synonymous, but that is not always the case, according to Henry S. Givray, chairman and CEO of SmithBucklin, in a

recent *BusinessWeek* essay. He writes that "while CEOs are measured by quantitative results, leaders are shaped and defined by character. CEOs are expected to boost sales, improve profit margins and make money for shareholders. Leaders set expectations of themselves to inspire and enable others to do excellent work, make valuable contributions and realize their utmost potential. As a result, they build great, enduring organizations."

Givray's peers believe he has done just that as both CEO and a true leader of the world's largest association management and professional services company; Givray was nominated and selected as the 2008 recipient of the Samuel B. Shapiro Award for CEO Excellence. The Shapiro Award is the Association Forum of Chicagoland's highest honor, given once a year. The award will be presented to Givray at the Forum Honors Gala on June 19 at Chicago's Navy Pier.

"I was truly surprised, humbled and deeply honored to receive this award," Givray says. "I have tremendous respect and admiration for all the Forum has done for our community. The Forum has provided me with access to an incredibly rich community of thought leaders, practitioners and service provider partners. People in this trusted network have offered me valuable advice, opened doors, provoked new insights and considerations, lent an empathetic ear and cared enough to provide honest and direct feedback.

"As CEO of SmithBucklin, it is highly valuable to me that all of our employees

are offered membership in the Forum. As a company, we are deeply committed to providing continuous learning and self-improvement opportunities for our employees, and the Forum helps us to do this in a variety of ways from its annual events to its many educational resources delivered through cutting-edge business technology."

Givray has spent his 18 years in association management at SmithBucklin — initially from 1983 to 1996 in various roles and then returning in 2002 as its CEO and president. Givray was named its chairman and CEO in 2006. In the six years since Givray rejoined SmithBucklin, the company has shattered every performance record from the previous 50 years in areas including client retention, new client acquisition, employee satisfaction, growth and financial performance. Calling it the proudest moment of his career, Givray oversaw SmithBucklin's ownership transferred from its financial investors to its employees in June 2005. The company's Employee Stock Ownership Program allows every employee — regardless of position or compensation — a fair and equal opportunity to acquire ownership in SmithBucklin.

"As a result, SmithBucklin is now 100 percent employee-owned. We believe that our own people create value for our client organizations and our company and therefore should have the opportunity to reap the rewards and experience the fulfillment of ownership," Givray says. "Our employees, not outsiders, should define and control the destiny of SmithBucklin."

Also since Givray's return, the company has grown 65 percent and, under Givray's guidance and leadership, the SmithBucklin Innovation Center, SmithBucklin Learning Center and The William E. Smith Institute for Association Research have been established.

"I am intensely proud of the important work we do at SmithBucklin on behalf of our client organizations," Givray says. "The opportunity to drive growth, create value and make a meaningful difference in the

success and long-term vitality of volunteer-governed organizations is incredibly fulfilling. I believe service to others is the highest honor and obligation of a leader and it brings great meaning to my professional and personal life.

"Association management is all about service — to a mission, to an industry or profession, to multiple and diverse stakeholders and to the volunteers who themselves give so much of their time, energy and heart," Givray says. "Success in association management — addressing issues, seizing opportunities and building great, enduring volunteer-governed organizations — begins and ends with effective leadership and effective governance." ■

**The Samuel B. Shapiro Award for CEO Excellence**, named in honor of a past Forum board chairman, is presented annually to an association chief executive officer for outstanding service and accomplishments in association management. The award is presented each year at the Forum Honors Gala. For information about this year's Gala, visit [www.associationweek.org](http://www.associationweek.org).

## Giving Hope, Building Strength

Givray's greatest source of inspiration is his mother, Stavroula Givray. In a May 2006 *BusinessWeek* essay, "Leadership Lessons from Mom," Givray reveals he was diagnosed with cancer at age 15 and the doctors told his parents there was little chance he would survive beyond nine months.

"My father and brother could barely contain their despair and would often cry in front of me. But my mom, always smiling and in good cheer, would continually reference the future. Seeing my mom 'up' bolstered my spirits and gave me hope and strength. Without a doubt, Mom's abiding optimism had a profound impact on my recovery," Givray writes.

"Years later, I found out that late at night she would go somewhere in the house and ... break down and weep uncontrollably. Reflecting on Mom's actions when I was ill, I learned that during trying times, a leader's optimism and courage lifts spirits, gives hope and builds strength in others."