



Congratulations on taking steps toward achieving your Certified Recognition Master (CRM). You must obtain 17.0 CEUs (170 hours) of education (refer to certification description below for breakdown of CEUs) and submit a 1200 word paper. The paper's topic and thesis statement must be approved by the Education Chair prior to submitting your paper. When submitting your CRM paper it must include the following:

- I. Introduction - Introduce the topic
- II. Thesis statement (your view of the issue)
- III. Substantiate the thesis statement to explain/prove why it is important

Your introduction has a dual purpose: to indicate both the topic and your approach to it (your thesis statement). One effective way of introducing a topic is to place it in context, supply a backdrop that will put it in perspective.

A thesis is a one sentence statement about your topic. It is an assertion about your topic, something you claim or believe to be true. It is different from just stating a topic since your topic alone makes no such claim, it just defines an area to be covered. Think about what the readers want or need to know. Write a single sentence stating what will be the central idea of your paper.

To prove your thesis statement you need to list clear examples to support it and expand on each. Create clear paragraphs that develop and frame an idea or impression. You should address only one major idea per paragraph.

The topic states the obvious and won't work as the thesis. A good thesis statement asks to have more said about it. It demands some proof. Your job is to show your reader that your thesis statement is true. You need to organize evidence and look for possible relationships between known facts.

EXAMPLE

Topic – The personalization industry has an association you can join for information.

Thesis – Becoming a volunteer in the Awards and Personalization Association will produce greater membership rewards and strengthen your business.

Proof – a. You learn more about the goals of the association and what it provides to members; b. you meet other volunteers and increase your network; c. you learn new skills

Plagiarism – Plagiarism is a form of stealing. To avoid plagiarism, you must give credit whenever you use:

- Another person's idea, opinion or theory;
- Any facts, statistics, graphs, drawings that are not common knowledge
- Quotations of another person's actual spoken or written words; or
- Paraphrase of another person's spoken or written word

CEU Requirements - Certified Recognition Master

Enrollees in the Awards and Personalization Association's certification program can earn CRM status by earning 17.0 CEUs. Of the additional 10 CEUs, above those earned for CRS:

- *A minimum of .45 must be from each of the three major categories (Technical, Business Operations, and Marketing).*
- *Up to 1.5 CEUs (additional beyond CRS) may be earned from outside classes toward CRM*
- *Up to 2.5 CEUs (additional beyond CRS) may be earned through Awards and Personalization Association Home Study and online learning*

- *Up to 1.5 CEUs (additional beyond CRS) may be earned through giving seminars or writing articles. To qualify for CEU credit, written articles must be at least 1200 words in length, and must be published in **Insights** or another industry publication.*

Please contact the Awards and Personalization Association Education Manager at 847.375.4800 for additional information or to answer any questions.

TIPS FOR GETTING STARTED

1. Pick a topic that will or has helped you professionally. Most research begins with a question. What are you interested in; what have you learned that would be of value to others; what would you like to know more about.
2. Your thesis should be useful. You want the reader to be able to use your information.
3. Become well informed on your topic – read what you can from trade literature to research.
4. Your topic should not be a snapshot of information that is easily dated.
5. Decide if you are using a data gathering tool (ex. Surveys or interviews)
6. Share the topic with someone and explain to them what you are trying to accomplish. Ask for input along the way.
7. Use the included template to help organize your paper

TEMPLATE FOR YOUR PAPER

Name: _____

Topic: _____

INTRODUCTION	
Topic	
Thesis Statement	
SUPPORT/PROOF	
Point #1 to support your thesis statement	
Proof to support your thesis statement	
Point #2 to support your thesis statement	
Proof to support your thesis statement	
Point #3 to support your thesis statement	
Proof to support your thesis statement	
CONCLUSION	
Restate your thesis statement	
Summary/plan of action	