

PRESS RELEASE

Lisa Higginbotham of FiveStar Awards & Engraving Earns Top Industry

Certification

Chicago, IL (October 9, 2020) - Lisa Higginbotham of FiveStar Awards & Engraving has earned her *Certified Recognition Master* (CRM) designation, an achievement shared by less than 1% of all awards professionals nationwide. There are currently only 69 professionals with their CRM worldwide. The CRM certification marks one of the highest levels of professional accomplishments in the awards and personalization industry, achieved by writing an approved thesis and completing 170 hours of technical and business seminars sponsored or approved by the Awards and Personalization Association.

The certification program for personalization professionals is operated by the [Awards and Personalization Association](#), an international trade organization with thousands of members worldwide. The CRM designation was conferred upon Higginbotham on February 21, 2020, during the association's International Awards & Personalization Expo in Las Vegas, NV.

Through the education program offered by the Association, Higginbotham has had opportunities to engage with top industry leaders and speakers in order to achieve a high level of knowledge and skill in technical processes, as well as to learn best practices in the areas of sales, marketing, and business operations.

"The Awards and Personalization Association is proud to recognize individuals that have put in the time and hard work to gain the honorable designation of Certified Recognition Master," said Awards and Personalization Association President Tom Jackson. "Their customers can be assured that orders are filled by highly trained and qualified masters that will create a fabulous and unique product just for them. Our industry is better because of the dedication of all who have worked to earn these designations."

Mrs. Higginbotham is the owner of FiveStar Awards & Engraving. The custom engraving store is located at 100-B Woodwinds Industrial Ct., Cary, North Carolina. Established in 1999 by Lisa and Jeff

Higginbotham, FiveStar Awards & Engraving is a top provider of high-quality awards, recognition items, and engraving services in the nation. They own and use cutting edge laser engraving, UV printing, sandblasting, sublimation and embroidery machines to serve customers all over the US from their manufacturing location in Cary. FiveStar Awards & Engraving has been an active member of the Awards and Personalization Association since 2000. Lisa currently serves as a member of the board of directors of the association.

The Higginbothams are also active members of Rotary, serving their community and global opportunities. Additionally, FiveStar is a licensee to Rotary International. Lisa is adamant that a business owner has a responsibility to give back to the community, and FiveStar is part of multiple community projects. Lisa is also currently a scholar in the Goldman Sachs 10,000 Small Businesses program. To learn more about FiveStar Awards & Engraving, go to their website at fivestarawards.net.

The Awards and Personalization Association, based in Chicago, IL, is an international nonprofit membership organization serving retailers and suppliers in the awards, personalization, and engraving industry. By providing a high-quality education program, the industry's largest trade show, and access to a vibrant community of professionals, the Awards and Personalization Association helps its members inspire the world through personalization and recognition. To learn more about the association, visit [Awards and Personalization Association](#). To learn more about the importance of recognition, visit [Awards and Personalization Association - For Consumers](#).