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**Play to Win Receives Terry McAdam Award**

Emeryville, CA -- August 10, 2006 -- "It was an extremely difficult decision; there were 32 entries this year—the most ever!" said Brian Fraser in discussing this year's Terry McAdam Nonprofit Book of the Year awards.

Fraser, head of the 2005-2006 Awards Committee, announced the winners at the recent Alliance for Nonprofit Management conference in Los Angeles.

Play to Win: The Nonprofit Guide to Competitive Strategy, by David La Piana and Michaela Hayes, of La Piana Associates, won one of two honorable mention awards.

The book is considered a ground-breaking work because it bridges practice (nonprofits do, in fact, compete) and principles (nonprofits believe they are inherently collaborative). It promotes both competitive and collaborative strategies as necessary, appropriate, useful, and often inter-related.

The focus is on helping nonprofits to identify and develop their unique competitive advantages, and then to use competitive strategies to build their capacity for advancing their missions.

A wealth of practical tools to support nonprofits in improving their market position and effectiveness are included, and are also available on the publisher's (Jossey-Bass/Wiley) website.

Play to Win is among excellent company. The winner of the McAdam award was Bill Shore's *The Light of Conscience: How a Simple Act Can Change Your Life*. The other honorable mention award went to *Governance as Leadership: Reframing the Work of Nonprofit Boards* (by R.P. Chait; W.P. Ryan; and B.E. Taylor).

David La Piana is founder and President of La Piana Associates, Inc., a consulting firm that helps nonprofits solve their most pressing organizational problems. A popular speaker and teacher, David is a regular contributor to the national dialogue on nonprofit and foundation effectiveness, and is a thought leader in the area of nonprofit strategy. The firm has led major R&D initiatives to create practical tools for nonprofits in the areas of both collaborative and competitive strategy. Michaela Hayes is the firm's Director of Marketing & Communications. For more information on La Piana Associates: [www.lapiana.org](http://www.lapiana.org).

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