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FOR IMMEDIATE RELEASE

**ASSOCIATION ACUMEN TO MANAGE SOCIETY OF AMERICAN TRAVEL WRITERS (SATW) AND
OPHTHALMIC ANESTHESIA SOCIETY (OAS)**

MILWAUKEE—Milwaukee based, association management firm, Association Acumen has been selected to provide management services for two organizations: the Society of American Travel Writers (SATW) and the Ophthalmic Anesthesia Society (OAS).

Association Acumen will provide financial management, Board and committee coordination, convention and program management, membership services, marketing and communications, bylaw, policies and procedures maintenance and strategy development.

“The addition of SATW and OAS will provide greater depth to Association Acumen. SATW is our first non-medical, professional organization. We look forward to adding a different dynamic to our firm and ultimately expanding what we can offer our clients,” said Acumen President and owner, Gail Bast.

SATW is a national trade organization made up of 1,400 members including travel writers, photographers, editors, Web journalists, film lecturers, and broadcast, video and film producers along with public relations representatives. The organization is dedicated to promoting responsible journalism, providing professional support and development for members and encouraging the conservation and preservation of travel resources worldwide.

OAS represents ophthalmic surgeons, anesthesiologists and nurse anesthetists from around the world whose goal is to provide the highest quality care for patients undergoing eye surgery. The organization is dedicated to ensuring that all professional personnel in the field of ophthalmic care are provided with training and continued education.

Please visit www.associationacumen.com, www.eyeanesthesia.org, or www.satw.org for more information.

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