



FOR IMMEDIATE RELEASE – January 2, 2009

CONTACT: Gail Bast, President/Owner, Association Acumen
Office: (414) 359-1676 ext. 100
Cell: (414) 640-1635

Association Acumen Named to Manage Women in Ophthalmology

Milwaukee, WI – Association Acumen, a full-service association management company with offices in Milwaukee and Madison, has been chosen to provide management services for Women in Ophthalmology (WIO).

The purpose of WIO is to enhance and improve the professional environment for women ophthalmologists. The services that Association Acumen will provide as organization headquarters for WIO include financial management; Web site, marketing and public relations; Board and committee coordination and meeting planning.

Association Acumen, with broad expertise in the management of health associations, will coordinate the 2009 WIO Summer Symposium in San Diego, California. The Annual Summer Symposium provides solid scientific and practice management information to clinicians, researchers, and other professionals who are engaged in the diagnosis and treatment of eye diseases.

Association Acumen President and owner Gail Bast, MBA, CAE, says, “Because Women in Ophthalmology is a progressive and proactive organization, it fits well with Association Acumen. We look forward to guiding their continued growth, and meeting the needs of an evolving society.”

Bast founded Association Acumen in Milwaukee in 2006. Association Acumen provides association headquarters services, meeting planning and project management for local, national and international professional and trade organizations.

The Madison office of Association Acumen was opened in 2008. In 2009, Association Acumen joined the ranks of a select professional group of association management companies earning AMC Institute accreditation. Fewer than 50 of the 500-plus association management companies worldwide have achieved the AMC accreditation.

###

11950 W. Lake Park Dr. Ste. 320
Milwaukee, Wisconsin 53224-3049
T: 414-359-1676
F: 414-359-1671
E: gbast@associationacumen.com
W: www.associationacumen.com