

FOR IMMEDIATE RELEASE – January 1, 2009

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

Wisconsin Society of Association Executives Selects Association Acumen as Management Firm

Madison, WI – Association Acumen, a full-service association management company with offices in Milwaukee and Madison, has won the contract to provide all aspects of association management for the Wisconsin Society of Association Executives (WSAE).

As the new management firm for WSAE, Association Acumen will provide day-to-day administration, accounting and financial operations, strategic planning, membership development and retention, communications, database integration, meeting planning, Web development and networking.

WSAE, with more than 300 members, is the "association of choice" for its members, representing business, charitable, civic and professional organizations headquartered in Wisconsin. WSAE is committed to the profession of association management and promotes in its members high standards of personal and professional conduct.

WSAE President Amy Bliss says, "Association Acumen is devoted to making WSAE a leader in technology and member benefits."

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

Recently, 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.

The WSAE client service will be handled out of Association Acumen's Madison office, which was opened in October 2008. Lynda J. Patterson, MS, CAE, who leads the Association Acumen office in Madison, is heading up the WSAE client service.

###