

**FOR IMMEDIATE RELEASE – February 10, 2011**

**CONTACT:** Gail Bast, President/Owner, Association Acumen

Office: (414) 359-1676 ext. 1100

Cell: (414) 640-1635

**LEMEK TO JOIN ASSOCIATION ACUMEN**



**MILWAUKEE**— Association Acumen, LLC of Milwaukee, WI welcomes Cindy Lemek, as Executive Director of the Society of American Travel Writers (SATW) and the Ophthalmic Anesthesia Society (OAS). She will provide budgeting, finance, meeting planning, Board and committee coordination and overall organizational management services for both organizations.

Lemek brings ten years of experience working with non-profit organizations as a staff member and as a board member. She has gained a broad base of experience in all facets of non-profit management by working in a variety of organizations—both the sole staff member as well as being part of a large staff. Throughout her career, Lemek has stressed the need for professionalism and good customer service when recruiting and retaining members, customers and donors.

“Cindy’s experience as executive director of the Polish Heritage Alliance will benefit our clients as well as the Acumen team. She has extensive experience in strategic planning and organizational assessments as well as fundraising and membership management. These are hot-buttons in non-profit management today and we welcome her knowledge and expertise,” said Association Acumen President and owner Gail Bast.

Association Acumen, LLC provides association headquarters services, meeting planning and project management for national and international professional, trade and medical organizations. Please visit [www.associationacumen.com](http://www.associationacumen.com) for more information.

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