

FOR IMMEDIATE RELEASE

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AMR Management Services' COO Achieves Top Certification

Lexington, KY – Jan. 20, 2011 – AMR Management Services (AMR), a full-service association management company serving national, regional and local client partners, is pleased to announce that Nick Ruffin, AMR's Chief Operating Officer, has earned the Certified Association Executive certification through the American Society of Association Executives (ASAE). The CAE is the highest professional credential in the association industry, and fewer than five percent of all association professionals have earned the CAE.

"AMR is committed to providing excellent service by expert staff, and Nick's achievement of the CAE credential confirms that commitment," said John Ruffin, President and CEO of AMR. More than fifteen percent of AMR employees have earned the top certification in their respective fields.

To be designated as a Certified Association Executive, an applicant must have a minimum of three years' experience in nonprofit organization management, complete a minimum of 100 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and nonprofit management. The CAE program is accredited by the National Commission for Certifying Agencies.

ASAE is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. For more information about ASAE, visit www.asaecenter.org.

About AMR Management Services

AMR Management Services **turns vision into action** and advances association success for a variety of national, regional and local client partners, including non-profit trade and professional organizations. Our mission is to exceed client expectations through innovative association management practices, commitment to excellence and company values, while providing opportunities for our dedicated team members to achieve their professional goals. AMR services include headquarters and administrative support, executive leadership, board and committee management, research and issue management, government affairs, conference and event management, technology, and marketing and creative services. AMR is accredited by the AMC Institute and active in the American Society of Association Executives. To learn more, visit www.AMRms.com.

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