

For Immediate Release

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Association of Professional Researchers for Advancement Selects SmithBucklin for Full-Service Management

CHICAGO – May 3, 2006 – The Association of Professional Researchers for Advancement (APRA), the premier international organization for advancement research and development professionals, announced today that it has chosen SmithBucklin as its full-service management company. Under terms of the agreement, APRA will be headquartered in SmithBucklin’s Chicago offices.

Representing more than 2,100 members worldwide in all types of nonprofit environments, APRA is committed to providing market-leading educational and networking opportunities, establishing and promoting high professional standards and ethical guidelines, and serving as an advocate and a representative voice for the profession.

“We have a strong level of comfort with SmithBucklin,” said APRA President Pamela Poland. “They recognize the challenges we face and understand our mission. We are confident that our partnership with SmithBucklin will provide us with the right guidance and expertise to meet and exceed our association’s goals.”

SmithBucklin’s Julie Sutter, CAE, is serving as APRA’s executive director. With 15 years of association management experience, Sutter will draw on her expertise to integrate APRA into SmithBucklin and manage all aspects of the association’s operations, lead the SmithBucklin team and assume responsibility for meeting the strategic vision and goals determined by APRA’s leadership. She will also continue to serve as the executive director of the International Customer Service Association (ICSA).

“We are excited to have this opportunity to work with APRA,” said SmithBucklin President and COO Julie Silverstein. The organization’s excellent leadership and strong commitment to growth and success, combined with SmithBucklin’s industry-leading resources and knowledge, will deliver great value to all APRA members.”

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About SmithBucklin

SmithBucklin is the world's largest association management and professional services company providing flexible, tailored full-service management and function/project-specific services to more than 210 trade associations, professional societies, technology user groups and government institutes/agencies. SmithBucklin's mission is to drive growth and build sustained competitiveness for client organizations. Founded in 1949, the company employs 630 professionals specializing in all phases of association activity including executive management, member and chapter administration, convention and trade show management, marketing and branding, Web services, education and programs, government relations and financial management. SmithBucklin manages more than \$200 million in annual client budgets from offices in Chicago, Washington, DC, St. Louis and Durham, NC. SmithBucklin is 100 percent employee owned. For more information, please visit www.smithbucklin.com or call 1.800.539.9740.