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*For Immediate Release*

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## The Coulter Companies Restructures Organization for Assertive, Intelligent Growth, Names Maria Efantis Brennan, CAE a Partner

*Brennan, with more than 20 years of experience in all facets of association management, exemplifies The Coulter Companies' commitment to delivering the people, possibilities, and performance*

*that transform high-potential, socially principled organizations, from good to great.*

**MCLEAN, VA, December 3, 2007** -- In a structural and branding action that underscores the growing market prominence of The Coulter Companies, the firm announced a restructuring and rebranding of its four business units, Coulter Nonprofit Management (formerly Association Management Bureau), Coulter Events (formerly IntellEvents), Coulter Consulting and Coulter Creative, to seamlessly address accelerated growth across markets and clients. Concurrently, as part of the company's shift to equity sharing and recognition of the alignment of individual's ethos and commitment to the organization's mission, The Coulter Companies announced the promotion of Maria Efantis Brennan to Partner.

"Aligning our four primary disciplines as related business units under The Coulter Companies brand positions our enterprise for accelerated growth and market recognition. Our concurrent migration to an equity sharing model allows us to distribute the rewards of intelligent growth among those most central to our sustained excellence," said Thomas Coulter Gibson, CEO and Founder of The Coulter Companies. "Maria Brennan exhibits a style of strategic leadership that inspires her colleagues and our clients to excel. She demonstrates each and every day what it takes to be a partner in a growing enterprise."

Brennan, a Certified Association Executive (CAE), joined The Coulter Companies in 1998 and was made a member of Coulter's Executive Leadership Team in 2004. In addition to her corporate duties, Brennan serves as President of American Women in Radio and Television and

the Foundation of American Women in Radio and Television, and has helped to propel this Coulter client to new levels of stature and significance.

“From my first day of employment with The Coulter Companies, I recognized this as an organization with the type of corporate ethos and integrity that enabled a deep career commitment,” said Brennan. “The new market positioning of The Coulter Companies will allow us to demonstrate to a growing business audience our skills and passion for fueling client success.” (Go to [www.coultercos.com](http://www.coultercos.com) for detailed biographical information on Maria Efantis Brennan).

Coulter Nonprofit Management is a comprehensive headquarters management solution fueling smart growth and mission fulfillment for high-potential, socially principled national and international nonprofit organizations. Coulter Nonprofit Management manages trade and professional associations as well as foundations serving a wide array of sectors, including health care, communications and media, small business, financial services, training and education, women’s issues and cause-related organizations.

Coulter Events creates and produces highly visible strategic events for nonprofit organizations and their corporate and governmental partners and supporters that inform, educate, celebrate, and provide recognition. Coulter events include the *Gracie Allen Awards*, *EXCEL Awards*, *Balance Awards*, and *Gies Awards for Vision, Innovation, and Achievement*, the *SCORE/OPEN Small Business Speed Coaching Test Drive Series*, and an array of public policy and leadership events, conferences, and trade shows.

Recently formed, Coulter Creative delivers strategic communications services for the nonprofit sector, from campaign conceptualization through fulfillment, with special emphasis on print and electronic editorial and issues management.

Leveraging the collective wisdom and experience of The Coulter Companies professionals, Coulter Consulting provides strategic growth, organizational design, marketing, resource development and governance counsel to nonprofit organizations as well as advising Fortune 500 corporations on optimizing their investments in, relationships with, and return on investment from the nonprofit sector.

### **About The Coulter Companies**

The Coulter Companies, recognized by its Soaring Spirit icon, delivers the *People, Possibilities and Performance* that transform high-potential, socially principled organizations from good to great. The organization serves the strategic and operational needs of national and international nonprofits through its four business units, Coulter Nonprofit Management, Coulter Events, Coulter Creative and Coulter Consulting.