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## DMS Announces New CEO

Press Release

FOR IMMEDIATE RELEASE: Thursday, August 18, 2011

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Diversified Management Services announces new CEO

(DES MOINES) - On Monday, August 8, 2011, Kathryn Banasiak was named the new CEO of Diversified Management Services, purchasing the majority interest from former CEO Dick Goodson.

After 39 years working in the association community, Dick Goodson, CEO and principal owner of Diversified Management Services (DMS), will be stepping down. For the next two and a half years, Mr. Goodson will be acting as Consultant, helping to transition the company.

Dick began his management career in 1972, with the Polk Des Moines Taxpayers Association. In 1980, he became President of the Iowa League of Savings Institutions later known as Iowa's Community Bankers. By the late 80's, a declining membership caused by high interest rates and bank member mergers, caused Mr. Goodson to begin the process of starting an association management company. In 1987, the banker's association subsidiary, S&L Services Inc. became Diversified Management Services. In 1991 Dick, along with two other staff, purchased DMS from the bankers.

In 2006, Kate Banasiak was hired as an account executive and within a few years it became apparent she had the skills necessary to manage the company and eventually became the majority stockholder.

"My experience in the business world taught me that the most important decision a CEO can make is to pick their replacement. I am certain that I have done that correctly. Kate Banasiak cares about the employees, focuses on the bottom line, is smart as a tack and most of all is ethical to a fault," Goodson said.

Prior to her new appointment, Kate Banasiak served as COO of Diversified Management Services, serving several clients as well as maintaining DMS operations. Prior to joining DMS, she worked as a meeting and convention planner in the hotel industry. Mrs. Banasiak is a member of the Iowa Society of Association Executives and the AMC Institute. She also volunteers her time with several civic organizations such as Devour Des Moines and the Young Professionals Connection.

Diversified Management Services is an accredited association management company

headquartered in Des Moines, Iowa with a local, state and national client base.

For more information, please visit [www.assoc-mgmt.com](http://www.assoc-mgmt.com), or call (515) 282-8192.

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