



## FOR IMMEDIATE RELEASE

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### **FSA Named Association Management Company for Mystery Shopping Providers Association-North America (MSPA-NA)**

Louisville, KY (November 15, 2011) – [The Mystery Shopping Providers Association](#)-North America (MSPA-NA) announced its decision to award Louisville, KY-based FSA Management Group a contract to manage the operations of the association effective November first.

MSPA-NA President Lynn Saladini said, “The MSPA-NA board of directors conducted a nationwide search for the right management company and we have every confidence that FSA's strategic resources, association management experience and depth of staff will build on the growth and success of MSPA-NA, our members and our [global partner](#).”

Key members of the newly assigned management team include: Executive Director Dan Denston, Membership Coordinator Candice Zavatsky, Event Planning and Production Peg Plaut, Marketing and Communications, Michael Alderson, and Financial Services and Operations, John Bunker.

President of FSA Management Group Tony Butler said “We are delighted to welcome MSPA-NA to FSA Management Group and look forward to a collaborative relationship resulting in enhanced benefits, services and member success stories.”

Saladini said the MSPA-NA board of directors and conference committee is already working closely with FSA on strategic planning and next year's conference.

**About FSA**

*Founded in 1969, FSA Management Group provides full management to national and international associations representing thousands of members worldwide. FSA also offers professional support for companies seeking services such as event planning and production, marketing, public relations, graphic design and site selection. FSA's mission is to offer creative management solutions to organizations seeking to grow, diversify, and thrive in an ever-changing global society. For more information visit [www.aboutfsa.com](http://www.aboutfsa.com).*

**About Mystery Shopping Providers Association-North America**

*The MSPA-NA is the largest professional trade association dedicated to improving service quality using anonymous resources. With several hundred member companies worldwide, our diverse membership includes marketing research and merchandising companies, private investigation firms, training organizations and companies that specialize in providing mystery shopping services. Our member companies work with their clients to establish mechanisms to measure and improve levels of service.*