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Contact: Andrea Bower
215-564-3484
abower@amcinstitute.org

AMC INSTITUTE EXECUTIVE VICE PRESIDENT WINDING DOWN WITH THE INSTITUTE AND RETURNING TO ASSOCIATION CONSULTING

AMC Institute looks forward to launching new initiatives and working with key staff in elevated roles.

PHILADELPHIA (May 24, 2011) –After two years of dedicated service as AMC Institute’s Executive Vice President, Francine Butler, PhD, CMP, CAE, will be winding down her time with the Institute this summer.

As Executive Vice President of the AMC Institute, Francine had the privilege of working with her peers in the AMC world. She began this position in August 2009, having completed the sale of her own AMC in Denver. As president of her company she grew the business over many years serving as Executive Director of several professional societies in publishing, health care, nursing and providing leadership/direction through strategic planning. Francine has worked closely with AMC Institute leadership to strategically position the Institute as an organization primed to deliver valuable services to its members, all while keeping activities in line with the Institute’s three Strategic Focuses: Market Expansion, Best Practices, and Alignment.

Francine shared, “My tenure with AMC Institute has been one of sharing, collegiality, problem solving and collaborative growth. I had the unique experience of serving on the Board as a volunteer for some 6 years and then took the opportunity to move “across the Board table” to serve as Executive Vice President. I wish the Institute every success in their future endeavors. You have been a major part of my life and I will miss the collaboration with good friends and colleagues.”

The AMC Institute team, headquartered at Fernley & Fernley, Inc. in Philadelphia, PA, consists of management liaison G.A. Taylor Fernley, President and CEO of Fernley & Fernley, Andrea Bower, Executive Director and Jennifer Miller, Associate Director. “Members, partners, and constituents of the AMC Institute community can expect to continue to receive the same great level of customer service and should look forward to the Institute of the future... A new website experience for its members, heightened marketing initiatives and supportive research and benchmarking activities, strong programming and new educational offerings – all pointing associate management companies in the right direction to grow their businesses” said Andrea Bower, Executive Director of AMC Institute.

Richard E. Cristol, of the Kellen Company and AMC Institute President stated, “We appreciate what Francine brought to the Institute and the progress that has been made in the past two years and wish her all of the best in her future endeavors. The AMC Institute Board has the utmost confidence in our management team to lead our organization as we focus on promoting the benefits of the association management company (AMC) model and the importance of accreditation for AMCs.”

About Association Management Companies (AMCs)

AMCs are professional service firms that provide leadership in association management and other specialized association services through experienced staff, proven practices and shared resources. Services include executive, administrative and financial management; strategic planning; membership development; public affairs and lobbying; education and professional development; statistical research; meetings management; and marketing and communication services. In the past 20 years, the AMC industry has grown by 150 percent. Based on recent industry surveys, there appear to be at least 500 AMCs worldwide, representing 7,600-plus associations and nonprofit organizations.

About AMC Institute

A trade association headquartered in Philadelphia, AMC Institute represents the association management company industry and boasts more than 160 AMC members throughout the U.S., Canada, Europe and Asia. AMC Institute promotes service excellence among association management companies, and strives to raise awareness of a burgeoning AMC industry by establishing its member companies as the recognized and preferred choice for quality association management and professional services. For more information, visit www.AMCInstitute.org

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