



IntrinXec
Management, Inc.

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IntrinXec Management Inc. Launches New Brand

MINNEAPOLIS — IntrinXec Management Inc., a Minneapolis-based association management company, announced today the launch of its new brand. The launch includes a new mission statement, logo and Web site.

“I started this business out of my basement six years ago,” said Jaime Nolan, CAE, founder and CEO of IntrinXec. “It originally started as an opportunity for me to do consulting, but we’ve grown to be a million dollar company with 14 employees who have directly contributed to that success. Building this new brand with the support of the entire team was important to me so that it represented who we are as a company today.”

Through the process, the IntrinXec team worked together to develop a mission statement and set of core values that represented the goals they have as a company:

Mission:

To provide strategic guidance and exceptional customer service, enabling our clients to excel as the recognized leader of their industry.

Core Values:

Integrity – We take pride in our commitment and partnership with our clients through honest, objective and open communication.

Excellence – We strive to achieve the highest standards of service, through continuing education, active industry engagement, and continued client service evaluation.

Balance – We believe strongly in the importance of personal balance, with a dedication toward supporting employees in achieving and sustaining physical, mental and emotional health.

Community – Our commitment to the community goes beyond financial support by dedicating resources through time, energy and talent.

Social Responsibility – We are committed to social responsibility by taking care and consideration as to the impact our decisions have on the environment and society.

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The new logo and Web site are live today and can be viewed at www.intrinxec.com. Key features of the new Web site include:

- Benefits of using an association management company
- Detailed descriptions of services and associated staff
- Client listing with links to their individual sites
- Testimonials from clients
- Easier navigation
- News related to both IntrinXec and clients
- Online Request for Proposal form

The next phase of the Web site rollout will include the addition of case studies and a complete graphic design portfolio.

“A huge thank you to our in house team for the support in making this launch possible,” said Nolan. “A special thank you to our award-winning graphic designer, Severyn Skoug, who did an incredible job building the site and put in many extra hours to help us meet our launch date.”

IntrinXec Management, Inc. is a leading association management company in the Midwest. Accredited by the AMC Institute, IntrinXec works with professional societies, trade associations, and charitable nonprofits in areas such as executive level staffing, strategic planning, meeting and conference management, publication management, graphic design, member services, financial management and much more. For more information about IntrinXec, visit www.intrinxec.com

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