

## **NEW YORK SOCIETY OF ASSOCIATION EXECUTIVES (NYSAE) LAUNCHES SHARED INTEREST GROUP FOR NONPROFIT MARKETING & COMMUNICATIONS EXECS**

*Holly Koenig, Kellen Company Vice President Chairs new NYSAE Shared Interest Group*

To kick off the New Year, New York Society of Association Executives (NYSAE) has launched a new member benefit, a Shared Interest Group (SIG) for Marketing & Communications executives who work for membership-based and donor-based nonprofit organizations. The NYSAE SIG offers a free, no-pressure environment in which members can learn, network and find support from like-minded individuals.

The topic for the first SIG in January was Social Media Strategies. "It was a valuable experience for me," said Maria Ungaro, Executive Director, New York Women in Communications, Inc. "It was a great member benefit and I truly appreciated the contacts and resources I gained from attending."

"With the ever-changing landscape of marketing and communications strategies for nonprofits, the SIG is a great solution. It provides a unique forum for offering each other advice and talking about similar challenges we may be facing," said Holly Koenig, NYSAE SIG Chair, and Executive Director of multiple trade and professional associations under Kellen Company, a professional services firm.

Future SIG topics include: Promoting Conferences, Trade Shows and Special Events; E-Newsletters – Increasing Usability, Tracking; Strategies for Small Organizations – No to Low budgets, strategic partnerships; Global Marketing & Communications.

The Shared Interest Group meets on the 2<sup>nd</sup> Tuesday of every month from 8 – 9:30 AM at Kellen Company's New York City office. For more information on the NYSAE Shared Interest Group, contact Holly Koenig at Kellen Company, 212-297-2123 or [hkoenig@kellencompany.com](mailto:hkoenig@kellencompany.com).

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### About the New York Society of Association Executives (NYSAE)

Founded in 1919, the New York Society of Association Executives' mission is to lead in advancing and serving the profession of association and not-for-profit management. NYSAE is the "association of associations" which are headquartered in the Tri-State region of New York, New Jersey & Connecticut. NYSAE's members are full-time paid chief executives and middle managers of trade associations, professional societies, voluntary organizations, other not-for-profit organizations and supplier firms. The basic purpose of NYSAE's Shared Interest Group Program is to form and maintain forums for open, regular communication among professionals sharing an interest in a particular area of the association management field.