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**KELLEN COMPANY PRESIDENT RICK CRISTOL TO LEAD  
ASSOCIATION MANAGEMENT COMPANY INSTITUTE**

ATLANTA, GA (February 24, 2011) - Association Management Company Institute, the trade association representing the association management company (AMC) industry, has appointed Kellen Company president Richard E. Cristol as its new president. Mr. Cristol was inducted last week at the AMC Institute Annual Meeting held at Mohegan Sun in Uncasville, CT.

“We are very pleased to have Rick serve as president,” said Francine Butler, executive vice president of AMC Institute. “He is one of the most incisive and influential leaders in the association management world today with a proven track record of exemplary leadership and depth of experience and expertise.”

Mr. Cristol has more than 30 years of association management experience with particular emphasis on governance, strategic planning, government affairs, public relations, meetings management and international and domestic marketing.

Rick has served as a board member of the organization for five years, most recently as president-elect in 2010. “To lead an industry that has been such a major part of my professional life is quite an honor and a privilege,” said Cristol. During his term, Cristol noted that the organization’s focus will be on promoting the benefits of the association management company (AMC) model and the importance of accreditation for AMCs.

In addition to corporate duties as a member of the Kellen Company Board of Directors, he is responsible for all of the professional service firm’s North American association management business conducted from offices in Atlanta, New York, and Washington, D.C. Mr. Cristol is engaged in a variety of activities on behalf of client associations, including legislative and regulatory representation, management of industry research and promotion programs, and international liaison, such as frequent participation on U.S. government delegations to the FAO/WHO Codex Alimentarius Commission and its

committees. He participates in a number of industry coalitions. He is also a member of the America Society of Association Executives (ASAE), where he serves on their AMC Key Committee.

**About Kellen Company:**

Founded in 1964, Kellen Company provides more than 100 association and corporate clients with professional management, government affairs, public relations, meetings management, creative communications, Web site development and other professional services. Kellen serves clients through offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia. For more information, please visit [www.kellencompany.com](http://www.kellencompany.com).

**About AMC Institute:**

A trade association headquartered in Philadelphia, AMC Institute represents the association management industry and boasts more than 180 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](http://www.AMCInstitute.org).

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