

***For Immediate Release*****Contacts:** Aaron Schlott/David Schulte  
Healy Communications  
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of Encompass**

**CHICAGO – June 5, 2006** – SmithBucklin, the world’s largest association management company, announced today that Mary Ellyn Zola has rejoined the company as Executive Director of Encompass, an HP user group. In her new role, Zola will work out of SmithBucklin’s Chicago office to manage all aspects of Encompass’ operations, lead the SmithBucklin team, and assume responsibility for meeting the strategic goals determined by Encompass’ leadership. Established in 1961, Encompass (formerly DECUS) is a community of IT professionals that delivers information, education, networking and advocacy benefits to users of HP (and legacy Compaq and Digital) technologies.

“We are excited to welcome Mary Ellyn back to SmithBucklin,” said SmithBucklin President and COO Julie Silverstein. “Her leadership abilities and broad base of experience managing user groups will make her a valuable asset to Encompass and SmithBucklin overall.”

During Zola’s tenure with SmithBucklin from 1993 to 2000, she managed operations and strategy implementation for numerous user groups, including SHARE (IBM); Joint Users of Siemens Technologies – United States (JUST-US<sup>®</sup>); International Commerce One Network (ICON); Infinium UserNet; and the Acacia North American Users Group (ANAug). Zola left SmithBucklin as an executive director, having been promoted several times.

Prior to rejoining SmithBucklin, Zola served as a senior project manager for Discovery Chicago, a medical education agency. While there, Zola developed and managed initiatives including accredited symposia, advisory board meetings, virtual educational offerings, publication planning, and advocacy programs that supported the agency’s client marketing and medical affairs teams. Zola received her bachelor’s degree in communications from Elmhurst College.

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**About SmithBucklin**

SmithBucklin is the world’s largest association management and professional services company providing flexible, tailored full-service management and function/project-specific services to more than 210 trade associations, professional societies, technology user groups and government institutes/agencies. SmithBucklin’s mission is to drive growth and build sustained competitiveness for client organizations. Founded in 1949, the company employs 630 professionals specializing in all phases of association activity including executive management, member and chapter administration, convention and trade show management, marketing and branding, Web services, education and programs, government relations and financial management. SmithBucklin manages more than \$200 million in annual client budgets from offices in Chicago, Washington, DC, St. Louis and Durham, NC. SmithBucklin is 100 percent employee owned. For more information, please visit [www.smithbucklin.com](http://www.smithbucklin.com) or call 1.800.539.9740.