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STRAUSS EVENT & ASSOCIATION MANAGEMENT IS RETAINED BY THE WINNIPEG EXECUTIVES ASSOCIATION

*Strauss to work closely with the prestigious Winnipeg Executives Association
to help streamline operations and grow business networking in Manitoba*

WINNIPEG, March 21, 2011 - Strauss event & association management announced today it has secured the Winnipeg Executives Association (WEA) as a new client. Strauss was retained by the association after WEA identified a need for a new management solution after long-time Executive Director, Judy Godfrey retired from the association in December 2010. Strauss will lend its association management expertise to assist the association with its continued growth, including helping volunteer leaders, improving governance and enhancing special events.

Established in 1923, WEA boasts an impressive membership of more than 125 decision-makers from Winnipeg's top businesses. The association is Winnipeg's largest and most respected networking and leads organization. Its membership is comprised of only decision-makers from Winnipeg's most reputable and top businesses. Membership is structured by business category. There are no two competing categories within the organization. The association is committed to providing the best products and services to the marketplace and actively providing leads to other members to ultimately help grow business in Winnipeg.

"We are pleased to be working with Strauss event & association management, as they have a proven and successful track record in association management," says Daryl Silver, President of the Winnipeg Executives Association. "Strauss' knowledge of governance and not-for-profit management and operations will help us streamline operations and become even more efficient and effective. Plus Strauss' event management experience and expertise will take our association's annual special events and tradeshow initiatives to the next level."

"Strauss looks forward to working closely with the Winnipeg Executives Association to assist with operational enhancements, governance and special events. The Winnipeg Executives Association is pegged for growth in 2011 and it will continue to evolve with the introduction of new technologies and enhanced best practices," says Jonathan N. Strauss, President of Strauss event & association management.

About the Winnipeg Executives Association

The Winnipeg Executives Association is a preeminent group of local business leaders from Winnipeg's most reputable businesses. The association is committed to providing the best products and services to the marketplace and actively providing leads to other members to ultimately help grow business in Winnipeg. For more information please visit www.wpgexecs.ca.

About Strauss Event & Association Management

Winnipeg-based Strauss event & association management provides customized, strategic management of its clients' leadership, governance and strategy processes to ensure they continue to grow to the next level. By providing focus, efficiency and speed in organizations' administration, Strauss produces tangible results and affects change over the short and long term. For more information please visit www.strauss.ca.

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