



McKenna Management, Inc.

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For Immediate Release

Pam McKenna, CAE, Chairing the AMC Institute Annual Meeting

CHELMSFORD, MA (August 1, 2011) – Pam McKenna, CAE, President of McKenna Management, Inc., a Massachusetts based Association Management Company, is honored to be Chairing the Annual Meeting for AMC Institute, the trade association for Association Management Companies.

The Annual Meeting is the must attend event for owners and principals of Association Management Companies. Keynote speakers selected by Pam and her committee include Harrison Coerver, author of the American Society of Association Executives' hugely popular book *Race for Relevance: 5 Radical Changes for Associations*. Harrison will present *5 AMC Strategies for Success* and *The Association Volunteer of the Future*. Also keynoting will be Maureen Broderick, an expert on professional services organizations, who will deliver *The Ten to Tackle: Critical management areas of focus for building a high performance firm*.

AMCs are professional service firms that provide not only headquarters but executive, administrative, and financial management; strategic counsel planning; membership development; public affairs and lobbying; education and professional development; meetings management; and marketing and communication services. Thousands of associations, large and small, turn to AMCs for high-quality, professional management. The AMC Institute Annual Meeting is the best vehicle for member companies who have set the standard for association management through commitment to education and development of industry best practices as well as quality professional services to expand their knowledge.

Founded in 2003, McKenna Management Inc is a full-service Association Management Company. Our mission is to provide the highest quality customized services that best fulfill our clients' needs. For more information on McKenna Management visit www.mckennamanagement.com