



## **McKenna Management, Inc.**

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For Immediate Release

### **Heather Hartshorn Joins McKenna Management, Inc.**

CHELMSFORD, MA (October 1, 2011) – McKenna Management, Inc., a Massachusetts based Association Management Company, is pleased to welcome Heather Hartshorn to our team.

Heather will be serving as Executive Director for several of McKenna Management's clients. Most recently, Heather was the Deputy Director for the Massachusetts Nonprofit Network where she doubled their Annual Conference attendance. She also worked for the Woman's Action for New Directions, the Retired Educators Association and the Massachusetts Municipal Association.

Heather has a Master of Arts Degree in Politics from Brandeis University and a Bachelor of Arts Degree in Government from Colby College. She was a Watson Fellow and a White House intern.

A few of her many other accomplishments included managing a ½ million dollar budget, increasing press contacts by 300%, initiating a first time state house program with the Governor and other elected leaders, implementing strategic planning processes, creating new education materials, increasing membership and redesigning brands.

McKenna Management's President, Pam McKenna says "We are honored to have Heather Hartshorn join our team. Her extensive successful association background, successful strategies and political knowledge will be a huge asset to McKenna Management and the clients we serve."

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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](http://www.mckennamanagement.com)