



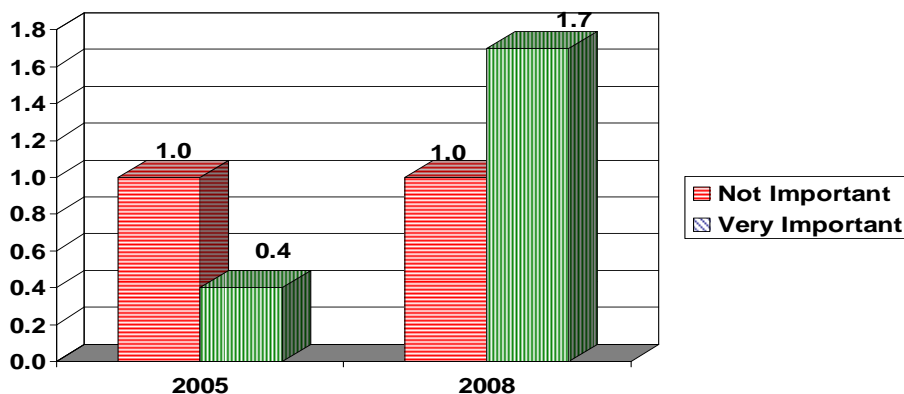
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ASSOCIATION AND NOT-FOR-PROFIT LEADERS WEIGH IN: ACCREDITATION INCREASINGLY IMPORTANT WHEN EVALUATING ASSOCIATION MANAGEMENT COMPANIES

PHILADELPHIA – More than ever, association and not-for-profit leaders seeking professional management are considering Association Management Companies (AMCs) that have earned industry accreditation, a recent survey shows. Data collected in 2008 by AMC Institute indicates that nearly twice as many association leaders prefer an accredited AMC to a non-accredited AMC. That preference is four times what it was in 2005.

Growth in Importance of Accreditation (Based on RFP Analysis)



In 2005, for every RFP that indicated industry accreditation was not important, less than half indicated it was very important. In 2008, for every RFP that indicated industry accreditation was not important, nearly twice as many indicated it was very important.

The data was gathered from an analysis of Request for Proposals (RFPs) for professional association management submitted to the AMC Institute over the last three years. Originally developed in 2002 and administered through an independent audit, the accreditation program evaluates whether an AMC is operating with the highest level of professionalism and responsibility and is consistently meeting or exceeding all industry requirements.

Among 500-plus AMCs worldwide, 50 have achieved *AMC Institute Accreditation*, demonstrating the commitment and the ability to deliver the highest level of professional management services to association and not-for-profit clients. The elite designation requires extensive documentation supported by an independent audit to verify policies, procedures and operations.

“As associations and not-for-profits become more knowledgeable about the AMC model, it makes sense that they are placing greater emphasis on accreditation,” said Steve Drake, president of AMC Institute. “Organizations that partner with AMCs want to be assured they are working with an AMC that operates with the highest level of professionalism and responsibility, and consistently meets or exceeds all industry requirements.”

Administered by AMC Institute, *AMC Institute Accreditation* is recognized and supported by ASAE & The Center for Association Leadership and is based on the ANSI *Standard of Good Practices for the AMC Industry*. ANSI requires that the standard be reviewed and updated regularly to remain an approved standard. Measurable performance practices include contracts and service delivery; employee recruitment, training and professional development; and financial management and internal controls, among others. AMCs must earn re-accreditation every four years, demonstrating to an independent outside auditor that they continue to meet the standard. Membership in AMC Institute is not a requirement for accreditation.

About AMC Institute

A trade association headquartered in Philadelphia, AMC Institute represents the association management industry and boasts more than 150 AMC members worldwide. 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.

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