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**AMC INSTITUTE LAUNCHES MARKETING EFFORT TO PROMOTE VALUE OF  
HIRING ACCREDITED ASSOCIATION MANAGEMENT COMPANIES**

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John Francis, president, Board of Directors, AMC Institute

**PHILADELPHIA (December 19, 2008)** – AMC Institute today announced it will launch a marketing effort to increase awareness of Accreditation and the value of hiring an industry-accredited Association Management Company (AMC).

“Accreditation is important both for our clients and our members,” said John Francis, president of the AMC Institute Board of Directors. “There are hundreds of consultants and varying models for association management, but there is only one industry standard recognized by ANSI and ASAE & The Center for Association Leadership.”

Association Management Companies specialize in managing associations and not-for-profit organizations, providing leadership and professional management services through experienced staff, best practices and shared resources. Because AMCs manage multiple association and not-for-profit clients, their experience and knowledge base are broad and substantial, positioning AMCs as the preferred choice for full-service and specialized management services.

Among 500+ AMCs worldwide, fewer than 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. These AMCs are the recognized choice of association and not-for-profit organizations.

“We applaud the AMCs that have achieved accreditation,” said Francis. “The *AMC Institute Accreditation* evaluation is the most demanding and comprehensive in our industry. Clients of accredited AMCs should feel assured that this exclusive group operates with the highest level of professionalism and responsibility, and consistently meets or exceeds all industry requirements.”

Administered by AMC Institute, the trade association that represents the Association Management Company industry, *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. AMCs must earn re-accreditation every four years, demonstrating to an independent outside auditor that they continue to meet the standard.

Francis added that AMC Institute has a process for addressing valid claims brought against accredited firms. “Accredited firms must meet the standard or risk the loss of accreditation status,” he said.

To find out more about AMC Institute accreditation, visit [www.AMCInstitute.org/accreditation](http://www.AMCInstitute.org/accreditation).

### **About Association Management Companies (AMCs)**

AMCs are professional service firms that provide leadership in association management and other specialized association services through experienced staff, proven practices and shared resources. Services include executive, administrative and financial management; strategic planning; membership development; public affairs and lobbying; education and professional development; statistical research; meetings management; and marketing and communication services. In the past 20 years, the AMC industry has grown by 150 percent. Based on recent industry surveys, there appear to be at least 500 AMCs worldwide, representing 7,600-plus associations and nonprofit organizations.

### **About AMC Institute**

A trade association headquartered in Philadelphia, AMC Institute represents the association management company industry and boasts more than 150 AMC members throughout the U.S., Canada, Europe and Asia. 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](http://www.AMCInstitute.org).

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