



FOR IMMEDIATE RELEASE

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**NEW WEB SITE OFFERS RESOURCES AND SOLUTIONS TO VOLUNTEER LEADERS
AND STAFF OF ASSOCIATIONS AND NONPROFITS**

**Visit AMCInstitute.org for Industry Trend Reports and Surveys,
Articles and Association Management Best Practices**

PHILADELPHIA (October 8, 2009) – AMC Institute, the trade association that represents the Association Management Company (AMC) industry, announced the launch of a new Web site for volunteer leaders and staff of associations and nonprofit organizations: www.AMCInstitute.org. The site offers ideas and resources for nonprofit management, addressing topics from governance and finance controls, to meetings, education trends and strategic planning. The site also discusses various models for association management, including Association Management Companies (AMCs), at a time when outside professional management is growing.

“Nonprofit organizations are increasing their reliance on AMCs to improve results and enhance operational resources and flexibility,” said Steve Drake, president of the AMC Institute board of directors. “Is your organization as effective as it can be? Are you focusing your resources in the right areas, on the right programs? Are you receiving the most from the way you deploy your resources? At www.AMCInstitute.org, association leaders can tap into guiding principles to maintain a strategic focus, maximize efficiency, and overcome today’s economic challenges, drawing on best practice scenarios from AMC-managed nonprofits.”

Access Resources at Your Fingertips

From new trend reports to surveys, articles and more, www.AMCInstitute.org offers expert management insights – presented with volunteer leaders and association staff in mind – to help raise nonprofits to the next level.

Keep in the know with the latest industry survey results, from demand for management services, to use of social media, green meeting trends and more. Download issues of AMC Institute’s Managing Not-for-Profits series, which explores hot topics and tips for effectively managing the economic downturn and maximizing opportunities. Access a just-released white paper, “AMC Managed and Standalone

Organizations – A Sibling Study,” which examines and compares data on the AMC-managed model and the standalone model for associations and nonprofits. And check out member-contributed case studies on AMC solutions for assessing staffing needs, enhancing buying power, and reducing overhead costs.

Discover the AMC Advantage

AMCs specialize in managing associations and nonprofit organizations, providing an affordable, high degree of professionalism, management expertise and technology through shared resources. Because they manage more than one association, their experience and knowledge base are broad and substantial. And AMCs allow volunteer leaders to concentrate on program and policy, advancing the organization's mission rather than getting caught up in administrative tasks.

“As associations and nonprofits face shrinking budgets, fewer staff and reduced volunteer time, the efficiencies of using outside professional management become more appealing. By design, the AMC model provides scalable service – professional expertise, where, when and how you need it,” said Drake.

Find and Partner with Member AMCs

Many AMCs serve as client headquarters, managing day-to-day operations and providing staff members who are experts in various management functions. For nonprofit organizations that already have staff in place, AMCs provide a range of specialized outsourcing services from strategic planning and membership development to communications and advocacy.

At www.AMCInstitute.org, association leaders can access a directory of member AMCs, including the exclusive group of AMC Institute Accredited AMCs – the preferred choice of associations and nonprofits worldwide. These AMCs have proven the commitment and the ability to consistently deliver the highest level of professional management services to association clients.

An online Request for Proposal tool allows associations to solicit support from more than 150 association management companies across the U.S., Canada, Europe and Asia – all at the click of a button.

Visit www.AMCInstitute.org for the latest resources and information.

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 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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