



## **FOR IMMEDIATE RELEASE**

June 26, 2014

### **Jeff Henderson Named President of The Sanford Organization**

(Wauconda, IL) -- The Sanford Organization (TSO) is pleased to announce that Jeff Henderson, currently Vice President of TSO, will become TSO president effective July 1, 2014. In this new role, Henderson will be responsible for the company's ongoing profitability, growth, and strategic direction. In the first half of 2014 Henderson has been focused on new client development, his role as Director of Operations for the Aluminum Extruders Council (AEC), and the onboarding of TSO's newest client, the National Plasterers Council (NPC). Henderson will retain these responsibilities and continue to lead TSO's strategic plan to grow its footprint in trade association management. "I am pleased and honored to become TSO's new leader. The Sanford Organization has a long history of providing clients with world class association management services. We will build on that tradition as we look to grow our client base in the years to come."

Henderson brings with him 20 years of executive-level experience at major companies within the aluminum industry. Over the last ten years, starting with Alcoa, and then with Sapa (which purchased Alcoa's soft alloy business), Henderson held a number of Commercial Leadership positions within those companies, including Sales Management, Operations Management, and eventually, Director of Marketing and Business Development for North America. Over the last four years, Henderson has been a key contributor within the AEC developing the Industry Promotion program, providing leadership within the Fair Trade Committee, and participating as a passionate and dedicated Board Member.

Rand A. Baldwin, CAE, current President/CEO of TSO, will retain the duties of CEO. In this capacity he will continue his role as President of the AEC, President of the Aluminum Anodizers Council (AAC), and President of the Extrusion Technology Foundation (ETF). Baldwin commented, "I couldn't be more pleased with Jeff's leadership at TSO this year. I am delighted to make him our new President, and look forward to continuing my support of TSO as CEO."

# # #

Contact:

Nancy Molenda, Communications Manager

The Sanford Organization

1000 N. Rand Road, Suite 214

Wauconda, Illinois 60084

847.526.2010; Secure Fax: 847.526.3993

[www.tso.net](http://www.tso.net)