



FOR IMMEDIATE RELEASE

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The Sanford Organization Chosen as New AMC for National Plasterers Council

(Wauconda, IL) -- The Sanford Organization (TSO) is pleased to announce that it has been selected as the new association management company (AMC) for The National Plasterers Council (NPC). "With this partnership a new chapter begins for the NPC," said Dave Schilli, President of Schilli Plastering Company and Board Chair of NPC. "We are excited to have TSO become our new AMC. They have an outstanding track record in trade association management over the last 40 years."

The search for a new association management company began in October 2013. During that time the NPC successfully managed through a challenging time including a positive and successful annual conference held in Nashville last February. Schilli reflected on that key event. "It was clear to the board that the membership was anxious to see the organization move forward and start executing our strategic vision. Members were very curious about when the search committee would complete the interview process, and get a new management firm in place. We took our time in order to be sure we were making the right decision," Schilli said.

Rand Baldwin, owner and CEO of The Sanford Organization, commented, "This was one of the most thorough and complete searches in which I've participated in my career. I was impressed with the energy and seriousness of NPC's search committee. It was clear to TSO that the search committee and the board were highly motivated to see NPC succeed. We are honored that after this exhaustive vetting process that TSO was chosen over 15 other candidates, and received a unanimous vote from the board to become their new AMC."

The new executive director for NPC will be Jeff Henderson. Henderson is Vice President of TSO, and a relative newcomer to association management. “In my former role as Director of Marketing for the largest aluminum extrusion company in North America, I was heavily involved with several trade associations. I was most involved with the Aluminum Extruders Council, which has been managed by TSO for decades. I loved association work so much, I decided to make the jump and join TSO when the opportunity arose.” Henderson explains why his experience is a key asset to NPC, “When I listened to NPC’s story, I became convinced that my experience in manufacturing and contracting related well to NPC’s members. Also, my background in marketing and communications is exactly the type of skill set NPC wanted as they move forward. It is critical that NPC effectively communicate state-of-the-art information and training regarding the installation and care of plastered pools. There is simply too much misinformation regarding the proper materials, installation, and service issues related to pools in the market today. This is confusing for homeowners, insurers, and well intentioned service companies.”

The first order of business for the NPC and TSO is to select a 2015 conference site and prepare for membership renewals. Henderson reports, “Our team is currently reviewing several locations for NPC’s Annual Conference and expect to have an announcement very soon. We are also excited about the upcoming July renewal season. The new staff working for NPC hopes to learn more about the members and their vision for NPC during the renewal cycle.”

Dave Schilli summed it up by saying, “The good news is that the NPC has survived some of the greatest challenges imaginable. Our leadership is optimistic and energized, and our members are eager to get to work. We are absolutely convinced that The Sanford Organization is the right team for the NPC.”

The Sanford Organization (TSO) is a full-service management organization that manages trade associations, professional societies, and trade shows. TSO provides administrative oversight for 7 organizations, including the Aluminum Extruders Council, the Aluminum Anodizers Council, the Commercial Law League of America, the International Magnesium Association, and more. TSO is an accredited member of the AMC Institute, the standard-setting organization for association management companies. Under the guidance of the American National Standards Institute (ANSI), AMC Institute has developed a Standard of Good Practices for the Association Management Industry. Association Management Companies (AMCs) who have adopted the Standard have made a commitment to uphold and deliver the highest

level of customer service using a documented set of best practices. Achievement of AMC Institute Accreditation demonstrates an AMC's commitment and ability to deliver consistent quality service to present and prospective clients.

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