



FOR IMMEDIATE RELEASE

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The Sanford Organization Poised to Expand Operations

(Wauconda, IL) The Sanford Organization (TSO), celebrating its 40th year of service in association management, is expanding its services to current and new association clients. Rand Baldwin, TSO's President, said, "We are taking a three-pronged approach to expand in 2014: organization, new services, and continued AMC accreditation."

Earlier this year, Jeff Henderson was added to the executive team to drive new client activity and expand TSO's ongoing relationship with its flagship client, the Aluminum Extruders Council (AEC). "Jeff brings years of experience in the AEC as a key volunteer. Transitioning from active volunteer to an executive staffer gives Jeff a unique perspective on what association management organizations can deliver to their members," Mr. Baldwin explained.

Henderson agrees. "In my former role as business development director for the largest aluminum extruder in the world, we wanted to develop differentiated strategies. We looked for offerings that addressed the issues that 'kept them up at night'. In order to truly understand the needs of those markets, we hired someone from that industry to teach us what those drivers were and spearhead our efforts to create the offering. That is what we decided to do at TSO. By coming from an industry rescued from cheap imports and the Great Recession in large measure by its trade association, I know the critical offerings a strong association management company can provide."

With this new insight, TSO is developing and enhancing its already large array of services. Mr. Henderson explains, “We took a fresh look at our service offering last year and decided to move forward, full speed, into the digital arena. We recently completed an overhaul of our servers, internal digital suite, and electronic services to clients. Our clients want the latest technology that is secure, inexpensive, and works when it’s needed. From modern mail servers to webinars, TSO is able to offer clients the complete ‘virtual world’ that is safe, secure, and cost-effective.”

However, it’s not just infrastructure TSO has modernized. Building on a successful track record in international trade issues and industry promotion, the team at TSO, can offer existing and new clients a real opportunity to protect and grow their industries. “The days of only hosting a successful trade show and keeping a website updated are over,” said Henderson. “While the basic boilerplate offering is essential, it’s simply not enough. Industries need advocates. They need a voice that promotes their products and services, a voice that defends its interests in an ever-expanding reach of its government. TSO has proven they can be that advocate on behalf of their clients. That’s why I joined them. Expanding the size of our clients’ market and protecting its interests against unfair trade practices, or counter-productive regulations, are critical in the global economy.”

The Sanford Organization (TSO) is a full-service management organization that manages trade associations, professional societies, and trade shows. TSO provides administrative oversight for 8 organizations and 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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