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AH Senior Leader Named President of Local Industry Association *Senior Director of Business Development named MASAE President for 2016 – 2017*

MT. LAUREL, N.J. – April 28, 2015 – AH, a professional services firm that specializes in helping non-profit organizations achieve their mission, create value, and advance their causes, industries, and professions, is proud to announce the election of Senior Director of Business Development and Consulting Amy Williams, CAE, MPA, IOM, to the [Mid-Atlantic Society of Association Executives \(MASAE\)](#) board, serving as its President. MASAE is a regional association of professionals who manage trade, professional, educational, technical, and business associations, societies, and non-profit organizations. MASE represents member associations from a wide range of industries, both local, state, and international.

“We are very proud of Amy and her election as MASAE President,” said AH President and CEO Bob Waller, Jr., CAE. “MASAE is a group that is well respected within our industry, providing strong member value. I am confident that Amy will lead the association in achieving both their short term, as well as long term strategic goals. She is following in a long line of AH senior staff who have served as MASAE President.”

Amy Williams has been with AH since 2004, serving as the chief staff executive for several clients, including the [Society for Information Management \(SIM\)](#). Williams has managed non-profit organizations for more than 19 years and is a Certified Association Executive (CAE). She has a Master's degree in public administration and is a graduate of the U.S. Chamber's Institute for Organization Management (IOM).

In her consulting role, she works on internal consulting projects such as process evaluation and improvement, staff utilization, metrics/KPI gathering, analysis and reporting and research. She also leads the consulting efforts of AH's Co-Chair Solutions Division, gathering requirements, preparing proposals and securing staff to support the consulting project. Williams also works with strategic plan facilitation, volunteer training and organizational assessments.

Amy's volunteer positions have included Conference Committee Chair and Sponsorship Committee Chair for the Mid-Atlantic Society of Association Executives (MASAE), served in all of the officer positions in addition to her new role as President. Additionally, she serves as Treasurer for the Southern Regional Boys Basketball Parents Association and is a class representative for the Southern Regional Football Parents Association.

For more information about AH its services and its staff, visit www.AHredchair.com.

About AH

AH is a professional services firm that specializes in helping non-profit organizations achieve their mission, create value and advance their causes, industries and professions. The Mt. Laurel – based company is composed of four main divisions within AH; a full-service [association management company \(AMC\)](#); a [marketing and communications agency](#); a [meetings & events management team](#); and a division that focuses on other [custom solutions](#) such as strategic planning, website builds and database integrations, accounting, recruitment, public affairs and lobbying, certification management, and growing non-dues revenue. AH maintains AMC Institute Charter Accreditation status. The AMC Institute Accreditation program is based on an ANSI Standard. As named by the Customer Service Institute of America (CSIA), AH is a Platinum Certified Customer Service Organization. For more information, visit www.AHredchair.com, connect with AH on [Facebook](#) on youtube.com and follow [@AHredchair](#) on Twitter.