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FOR IMMEDIATE RELEASE

Association Headquarters Partners with The Geothermal Resources Council
The Geothermal Resources Council (GRC) makes a strategic change to position itself for growth, and ensure financial sustainability and more robust programming for its members

Mount Laurel, New Jersey - April 9, 2020: Association Headquarters, a leading association management company located in Mount Laurel, New Jersey and Alexandria, Virginia, partnered with the Geothermal Resources Council (GRC). Dr. Will Pettitt will remain as the GRC executive director in this hybrid-style partnership while both organizations work together to grow and innovate.

The GRC is evolving into an association focused on public relations with a thriving strategic program. Whilst continuing to provide a successful annual meeting and expo, the GRC has continued to build relevance for the geothermal community by helping promote and elevate the geothermal industry. This year the association launched its flagship marketing project that develops a campaign plan for geothermal energy, rebrands the association, and redevelops its website as the main communication tool.

GRC has been based in Davis, California and will continue to have a presence there as well as a physical library, however, the full headquarters will be moving to the Mount Laurel, New Jersey location.

“It’s the right time for us to make this change at the GRC as geothermal energy is on the cusp of growth like we’ve not seen before. The GRC needs to position itself for that growth, with scalable and dynamic capabilities that help us build our program and best service our members and industry,” said Dr. Andrew Sabin, president of the board.

“It’s an exciting time for our association. After a robust search for an AMC we have selected Association Headquarters to help operationalize the board’s strategic plan. AH is recognized as one of the largest and most talented of these companies in the world and provides a complete management service from administration to annual meeting management,” said Will Pettitt. “AH will allow us to strengthen and grow our existing program, as well as expedite engagement with industry partners inside and outside of geothermal energy.”

“As an AMC that has been partnering with associations for more than 40 years, it was immediately apparent that GRC has tremendous growth potential,” said Bob Waller, Jr., CAE, president & CEO of Association Headquarters. “I’m confident this will be a fruitful partnership and we’re excited to take GRC and the industry to new heights, and to provide members with outstanding programs.”

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About the Geothermal Resources Council: The GRC is a non-profit professional and trade association for the geothermal industry and community in the USA and abroad. They were founded in 1972 and are headquartered in Mount Laurel, New Jersey. The GRC works to advance the industry by supporting the development of geothermal energy resources through communication of robust research, knowledge and guidance. For more information, please visit www.geothermal.org.

About Association Headquarters

Association Headquarters (AH) is a best-in-class professional services firm dedicated to enabling non-profit organizations to fulfill their missions, create value, and advance their causes, industries, and professions. AH understands association trends and best practices and has professionals experienced in management, meetings, marketing, non-dues revenue growth, technology, recruiting, finances, and more. The Mt. Laurel, NJ – based company 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.associationheadquarters.com, connect with AH on [Facebook](#) on youtube.com and follow [@association_hq](#) on Twitter.