

FOR IMMEDIATE RELEASE:

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### **AMR Announces New Staff**

Lexington, KY - July 6, 2009 -- AMR Management Services (AMR), a full-service association management company, is pleased to announce the following key staff additions:

AMR has assigned Emily Crumrine to the position of Marketing Coordinator where she will provide support to the AMR Director of Business Development, Nick Ruffin. Emily began her career at AMR as a Project Coordinator, providing services directly for various AMR clients.

Emily holds a B.A in Integrated Strategic Communications from the University of Kentucky and prior to joining AMR, Emily served as Director of Community Relations and Special Events for the Lexington Legends Professional Baseball team.

AMR has hired Cathy Redford to serve as Conference and Event Manager, reporting to AMR Director of Conferences and Events Joy Kirchner. Cathy will be responsible for providing event management support for multiple AMR client partners.

Cathy brings more than 14 years of experience in the hospitality and corporate event planning industries. Most recently, Cathy served as Strategic Event Planner for Brown-Forman Corporation. Prior to that, she worked for Humana, Inc. and The Hyatt Regency in Louisville, KY. Cathy earned her Bachelor of Arts degree from Transylvania University in Lexington, KY.

AMR has hired DeAnna Gentry to serve as AMR's receptionist. DeAnna will be responsible for acting as the AMR "first-impression", as well as administrative support to AMR client teams and functional departments such as Finance and Human Resources.

DeAnna is a graduate of Fisk University where she earned her B.S. in Business Administration. DeAnna has previously worked for National City Bank as a Sales and Service Representative.

"We are very excited to have Emily, Cathy and DeAnna joining our team" said John Ruffin, AMR President and CEO. "The experience and enthusiasm they possess will be a great contribution to the AMR team and our client partners."

AMR provides full and a la carte association management services, such as conference and event management, technology, and marketing/creative, for both non-profit and for-profit organizations. For more information, visit [www.AMRms.com](http://www.AMRms.com).

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