

For Immediate Release

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SmithBucklin Promotes Heather Nash to Senior Manager

CHICAGO – August 15 – SmithBucklin, the world’s largest association management company, announced today that Heather Nash has been promoted to Senior Manager in its Convention & Trade Show Services unit. Having rejoined SmithBucklin in May 2005, Nash currently works on Americas’ SAP Users’ Group (ASUG). One of her primary duties involves managing SmithBucklin’s staff efforts for ASUG’s Annual Conference, which was co-located this year with SAP’s SAPPHERE meeting.

“Heather has taken on enormous responsibility in the last year, especially related to the ASUG/SAP SAPPHERE co-location success,” said SmithBucklin Senior Vice President Lise Puckorius. “That undertaking showcased her exceptional ability to build and maintain cohesiveness and alignment within our ASUG team. She also demonstrated her expertise and professionalism in the urgent move of the North American Building Material Distribution Association out of New Orleans last fall following Hurricane Katrina.”

Nash originally joined SmithBucklin in 1989 and worked for seven years in Convention & Trade Show Services on a number of accounts including ITUG (The International HP NonStop Users Group) and Symbol Technologies. Prior to returning to SmithBucklin, she was director of meetings at the Academy of General Dentistry for five years. She also worked at Blue Cross and Blue Shield Association as manager of meetings for four years.

Nash received her bachelor’s degree in business administration from Illinois State University in Normal, Ill., and her CMP (Certified Meeting Professional) certification from the Convention Liaison Council. Nash also is actively involved in the Professional Convention Management Association (PCMA).

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About SmithBucklin

SmithBucklin is the world’s largest association management and professional services company providing flexible, tailored full-service management and function/project-specific services to more than 210 trade associations, professional societies, technology user groups and government institutes/agencies. SmithBucklin’s mission is to drive growth and build sustained competitiveness for client organizations. Founded in 1949, the company employs 630 professionals specializing in all phases of association activity including executive management, member and chapter administration, convention and trade show management, marketing and branding, Web services, education and programs, government relations and financial management. SmithBucklin manages more than \$200 million in annual client budgets from offices in Chicago, Washington, DC, St. Louis and Durham, NC. SmithBucklin is 100 percent employee owned. For more information, please visit www.smithbucklin.com or call 1.800.539.9740.