



NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS, INC.

**FOR IMMEDIATE RELEASE**

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## **NAACO Invests in Strategic Growth Initiative to Enhance Member Value**

*CMA Selected for Management and Marketing Expertise*

**PRINCETON JUNCTION, NJ – November 22, 2011** – The North American Association of Commencement Officers (NAACO), a professional association of commencement and convocation officers from colleges and universities throughout North America, has partnered with association management and marketing firm, Creative Marketing Alliance (CMA) for a strategic growth initiative to enhance member value.

CMA will work with NAACO to expand educational and networking opportunities for members, develop new member benefits and increase its membership base and industry visibility through a targeted social media and public relations campaign. By providing membership services, financial and event management, sponsor and exhibitor recruitment and marketing communications activities, CMA will continue NAACO's mission to provide a community structure for commencement and convocation professionals to exchange ideas, share traditions, explore new opportunities and connect with colleagues.

Future objectives include expanding its membership to include accredited county and community colleges, professional institutions and institutes of technology while raising awareness and the value of NAACO among executive level commencement professionals, which were determined through CMA's strategic planning process, Marketecture™.

"Our members place high value in an association that can help them sharpen their skills and broaden their knowledge of how other institutions manage commencement and convocation ceremonies," said Douglas Bolin, NAACO President. "They are searching for direction and an authoritative voice on industry trends and topics and we are confident CMA's management and marketing expertise will help NAACO provide these much needed resources to our constituents."

"Having managed associations for 25 years, we understand NAACO's needs and through our experience, we will help enhance member value and grow the organization," said Jeffrey Barnhart, President and CEO at CMA.

For more information on NAACO, visit [www.naaco.info](http://www.naaco.info) or call (877) 622-2606.

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### **About NAACO**

Founded in 2001, the North American Association of Commencement Officers (NAACO) is a professional association of commencement and convocation officers from colleges and universities throughout North America. NAACO is dedicated to providing a community structure for commencement professionals to exchange ideas, share traditions, explore new opportunities and connect with colleagues from around the world who share the monumental responsibility of producing commencements. For more information, visit [www.naaco.info](http://www.naaco.info).

### **About CMA**

Based in Princeton Junction, NJ, Creative Marketing Alliance (CMA) provides integrated marketing programs, high-impact creative services and single-source association and event management to produce measurable results on a regional, national and global scale. CMA is one of only 60 association management companies worldwide accredited by the Association Management Company Institute (AMCI). Please visit [www.ThinkCMA.com](http://www.ThinkCMA.com), our blog [www.cmaassociations.blogspot.com](http://www.cmaassociations.blogspot.com) or call 609-297-2235 for more information.