



**FOR IMMEDIATE RELEASE**

Contact: Debra Nigohosian

Meeting Coordinators, Inc.

248-643-6590

P.O. Box 99463

Troy, MI 48099

**MARCY DWYER OF MEETING COORDINATORS, INC. WILL BE SPEAKING  
AT THE MICHIGAN SOCIETY OF ASSOCIATION EXECUTIVES ACADEMY**

**TROY, MICH. – April 9, 2020** – Marcy Dwyer, Meeting Coordinators, Inc. will be a speaker at the Michigan Society of Association Executives' (MSAE) Academy Program. The Academy Program will be offered on both May 4, 2020 and May 11, 2020; the programs have been moved to a virtual platform due to the COVID-19 health crisis.

The MSAE Academy is an educational program specifically designed for association professionals who want to broaden their understanding of association management. Marcy Dwyer co-teaches the session on "Membership" with Lori Birman, Vice President of Membership and Development for the Small Business Association of Michigan. These two instructors have broad experience in association management and bring national, state, and local association perspectives to membership services and communication in associations.

The session provides an in-depth presentation on membership for association professionals with breaking trends, ideas to improve your membership service and recruitment and retention techniques. The session has been updated to address membership value and communication during this health crisis of COVID-19.

The MSAE Academy of Association Management is the only statewide educational program specifically designed for association professionals who want to broaden their understanding of association management in an interactive and engaging manner. The full program covers eleven areas of association management. More information about the Michigan Society of Association Academy Program can be found at: <https://www.msae.org/academy#74157-curriculum>

**About Meeting Coordinators, Inc.**

*Meeting Coordinators, Inc. has been the leading association and meeting management firm in Southeast Michigan. Many of our current clients include Autoline, Detroit Society for Human Resource Management, Marketing & Sales Executives of Detroit, Michigan Council for the Society of Human Resource Management, Project Management Institute, Great Lakes Chapter, SAE International, SAE Foundation, Wings & Wine Society, and Women in Defense-Michigan. For more information, visit [www.meeting-coordinators.com](http://www.meeting-coordinators.com).*