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For Immediate Release

Pamela H. McKenna, CAE Authors Article for ASAE & The Center

CHELMSFORD, MA (December 1, 2008) – Pamela H. McKenna, CAE, President of McKenna Management, Inc., a Chelmsford, MA based Association Management Company, has coauthored an article for the American Society of Association Executives & The Center for Association Leadership's AMC Section Council e-newsletter. Along with Ira Koretsky, she wrote *The Ultimate AMC Question: "So What Do You Do?"* which appeared in the December 2008 e-newsletter, *AMC Connection*.

The Ultimate AMC Question was the most read and highest rated article in the *AMC Connection* in 2008. McKenna and Koretsky sited real life elevator speeches and showed readers out how to get their listeners to say, "Tell me more" with a proven three-step process on how to revise their business stories.

ASAE & The Center Members can click here to read the article:

<http://www.asaecenter.org/PublicationsResources/EnewsletterAMC.cfm?ItemNumber=37914>

McKenna and Koretsky have been asked to write a follow up article, *Why My AMC?*, that will be published in September 2009.

Founded in 2003, McKenna Management Inc is a full-service Association Management Company. Our mission is to provide the highest quality customized services that best fulfill our clients' needs. For more information on McKenna Management, visit www.mckennamgt.com

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