

386 Broadway, Suite 503

Winnipeg, Manitoba

R3C 3R6

Phone:(204) 947-9766

Fax:(204) 947-9767

FOR IMMEDIATE RELEASE

**STRAUSS EVENT & ASSOCIATION MANAGEMENT  
ACHIEVES AMC INSTITUTE ACCREDITATION**

*...first Canadian company to receive prestigious Association Management accreditation....*

WINNIPEG, MANITOBA, March 3, 2016 – Strauss event & association management (Strauss) announced that it has recently been awarded accreditation by AMC Institute (AMCI), the global trade association representing the Association Management industry. Strauss is the first Canadian-based company to receive this accreditation.

Among 500-plus Association Management Companies (AMC) worldwide, only 80 have achieved *AMC Institute Accreditation*, demonstrating the commitment and the ability to deliver the highest level of professional management services to association and not-for-profit clients.

“We applaud Strauss event & association management on this significant achievement,” AMCI Chair Greg Schultz said. “AMCI accreditation requires that association management firms demonstrate adherence to operational and ethical best practices, as outlined in the AMCI ANSI standard. Accreditation distinguishes Strauss’s ongoing commitment to leadership in association management.”

Administered by AMC Institute, *AMC Institute Accreditation* is recognized and supported by ASAE & The Center for Association Leadership and is based on the *ANSI Standard of Good Practices for the AMC Industry*. ANSI requires that the standard be reviewed and updated regularly to remain an approved standard. Measurable performance practices include:

- contracts and service delivery,
- employee recruitment,
- training and professional development, and
- and financial management and internal controls.

AMCs must earn re-accreditation every four years, demonstrating to an independent outside auditor that they continue to meet the standard.

“We are pleased to be the first and only association management company in Canada to become accredited under the ANSI standard,” said Jonathan Strauss, President, Strauss. “The accreditation process has armed Strauss with global best practices and performance standards that will enable us to provide greater value and results for all of our Canadian association clients.”

Winnipeg-based Strauss event & association management is one of Canada’s leading event and association management firms. The company focuses on serving national healthcare and scientific associations as well as provincial trade associations. Strauss is also a recognized producer of signature events across Canada for associations and non-profit organizations. For more information visit [www.strauss.ca](http://www.strauss.ca).

Association Management Companies specialize in managing associations and not-for-profit organizations, providing leadership and professional management services through experienced staff, best practices and shared resources. As AMCs manage multiple association and not-for-profit clients, their experience and knowledge base are broad and substantial, positioning AMCs as the preferred choice for full-service and specialized management services.

For more about AMC Institute accreditation, visit [www.AMCInstitute.org/accreditation](http://www.AMCInstitute.org/accreditation).

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For information:

Jonathan N. Strauss  
Strauss event & association management  
[jns@strauss.ca](mailto:jns@strauss.ca)  
(204) 947-9766  
[www.strauss.ca](http://www.strauss.ca)