

News for Immediate Release



The American Society of Consulting Arborists Has Selected Stringfellow Management Group

Forest Hill, MD (June 15, 2021) – Stringfellow Management Group, Inc. (SMG) has been selected to provide association management services and headquarters operations for the American Society of Consulting Arborists (ASCA), a professional society representing the authoritative experts on trees, and whose objective, comprehensive viewpoint ensures the safety, health, and preservation of trees. Founded in 1967, ASCA is the pinnacle of professional development for consulting arborists, providing opportunities for differing levels of expertise to engage, exchange ideas, and share knowledge.

"I strongly believe that we could not have made a better decision than to partner with SMG," ASCA President Jeremy Chancey stated. "They are proving to be the highest quality firm," Chancey continued, "and if the transition is any indication of how fantastic SMG is, I cannot wait to start this new chapter, and for all of our members to experience this level of excellence."

Kristen Philips, CAE, IOM will serve as Executive Director for ASCA. Philips brings over fifteen years of association management experience with a strong background in organizational governance and strategic leadership. Philips will lead the SMG team overseeing the full-service management and support services including operations management, leadership and governance support, event management, professional development and certificate program management, financial management, membership coordination, website management, and administrative support. SMG is also providing marketing-communications services including creative writing, media outreach, digital marketing, event marketing, and publication design and production.

SMG President, Fred Stringfellow, CAE, expressing his regard for SMG's newest partner, remarked "We're honored to have been selected as ASCA's Association Management Company and to have the opportunity to partner with such an industry leader. SMG's experience managing clients in the green industry makes this a natural fit with potential for great synergies. We're looking forward to this strategic partnership."

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About the American Society of Consulting Arborists (ASCA):

Since 1967, the American Society of Consulting Arborists (ASCA) has been dedicated to providing Consulting Arborists with the tools and knowledge they need to deliver a stronger work product to their clients.

Our members are Consulting Arborists—the authoritative experts on trees, and whose objective, comprehensive viewpoint ensures the safety, health, and preservation of trees. Their extensive level of knowledge and experience makes them highly sought after by property owners, municipalities, contractors,

attorneys, insurance professionals, landscape architects, other arborists, and more. To learn more, please visit: <https://www.asca-consultants.org/>

About Stringfellow Management Group

Stringfellow Management Group (SMG) provides headquarters operations, professional management services, specialized financial management, and conference coordination to 25 non-profit associations and foundations with its staff of 46 association professionals. SMG is an Accredited Association Management Company. Administered by the 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. For more information on Stringfellow Management Group, please visit www.stringfellowgroup.net

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