

News for Immediate Release



Stringfellow Management Group Selected to Manage the Global Offset and Countertrade Association

Forest Hill, MD (February 2019) – Stringfellow Management Group, Inc. (SMG) has been selected to provide association management services and headquarters operations for the Global Offset and Countertrade Association (GOCA), a trade association promoting global trade and understanding.

GOCA's mission is to usher the understanding of trade and commerce between companies around the world and their foreign customers through a greater knowledge of countertrade and offset. GOCA offers a forum for companies involved in offset and countertrade to meet and provides resources for companies exploring the possibilities offered by countertrade. Countertrade is listening to your international customers and meeting their needs. This could be in the areas of meeting an offset obligation, providing technology transfer, subcontracting, co-production, investment, marketing assistance, or the generation of hard currency

SMG is assuming full management responsibilities for GOCA, including administrative and headquarters operations, governance management and leadership development, membership coordination and development, financial management, meetings and events coordination, sponsorship development, and website management. Jennifer Miller will serve as Executive Director for GOCA.

GOCA Chairman, Cary Viktor stated, "The Global Offset & Countertrade Association expects a long, productive relationship with SMG that enhances member value, improves processes and augments board strategies. I'm personally excited with the excellent work that Jennifer and her team have done to ensure a smooth and seamless transition to an integrated GOCA team approach."

SMG President, Fred Stringfellow, CAE, expressed his appreciation for SMG's newest partner, "It has become very apparent how critically important global trade is for today's economies. It's exciting to be supporting an association whose purpose is built around facilitating global trade. We believe that synergies already exist between GOCA and other SMG clients and we feel that SMG's background makes us a great match."

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About the Global Offset and Countertrade Association

The purpose of the Global Offset and Countertrade Association (GOCA) is to promote trade and commerce between companies around the world and their foreign customers through a greater understanding of countertrade and offset. For over 30 years, the GOCA has grown from less than ten U.S. companies at its inception as the American Countertrade Association (ACA) to over 100 globally based companies engaged in countertrade and offset as the Global Offset and Countertrade Association. To learn more, visit <http://www.globaloffset.org/>.

About Stringfellow Management Group

Stringfellow Management Group (SMG) provides headquarters operations, professional management services, specialized financial management, and conference coordination to non-profit associations and foundations. 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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