

**News for Immediate Release**

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## **Stringfellow Management Group Has Named Tricia Clarke as Director of Diversity, Equity & Inclusion**

**Forest Hill, MD (February 17, 2021)** – Stringfellow Management Group, Inc. (SMG) is pleased to announce that Tricia Clarke, CMP, CED, DES has been named to a newly-created Director of Diversity, Equity and Inclusion position for SMG.

Tricia Clarke has several years of experience planning high-level meetings and large scale conferences within a variety of industries including healthcare and higher education. Diversity awareness has been a long-time passion of hers and as the Director of Meetings for a human resources association the exposure to experts, speakers and practitioners in this space has deepened her knowledge and commitment to DE&I.

In this role, Tricia will be working with SMG leadership to develop and implement integrated diversity, equity and inclusion (DE&I) best practice solutions that will drive inclusive behaviors and business practices at all levels aligning with SMG's mission and core values. Tricia will spearhead the Diversity, Equity & Inclusion Taskforce, created to serve as an advocate and resource for SMG employees, and work with this group to recommend and execute programs, resources and policies. Tricia will also focus on creating external partnerships with a future vision of assisting SMG clients in their DE&I efforts and desire to become more inclusive associations. Tricia will continue to serve as Director of Meetings for two SMG clients: CHRA and FMF.

"We're extremely fortunate to have Tricia Clarke leading our DE&I program at SMG. Tricia is passionate about sharing the research and information she has gathered in this important area; and our entire team appreciates her leadership in this area," offered Fred Stringfellow, CAE, SMG President.

Tricia shared, "I am very proud of SMG's commitment to DE&I and am excited to take on this role to help develop a culture of inclusion that honors, respects, and leverages SMG's workforce. I am looking forward to working with the DE&I Taskforce to make real change within the organization but also to create meaningful and external partnerships that will benefit SMG and the clients we serve."

*Tricia recently completed the Digital Event Strategist certification from PCMA, the Event Design Certificate Program through Caesars Entertainment and has obtained her Certified Meeting Planner (CMP) certification.*

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**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](http://www.stringfellowgroup.net)

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