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**FOR IMMEDIATE RELEASE**

## **Five Association Leaders Named to ASAE & The Center's 2010 Class of Fellows**

**WASHINGTON**—Five association leaders have been named to ASAE & The Center for Association Leadership's 2010 class of Fellows. The Fellows program recognizes individual accomplishments and contributions to ASAE & The Center and the association community, and is a call to service for the profession.

"It is an honor to recognize the 2010 class of Fellows as outstanding leaders of the association community," said R. Norris Orms, FACHE, CAE, executive vice president and COO, Healthcare Information and Management Systems Society, and chair of ASAE & The Center's Fellows Selection Committee. "Fellows are identified by their demonstration of continual leadership, emotional intelligence and visionary and strategic thinking, as well as having earned certification in our industry. The selection committee agrees that these new Fellows exemplify these attributes."

The Class of 2010 includes:

Mark N. Dorsey, MBA, CAE  
Executive Director and CEO  
American Snowsports Education Association

Rob Olcott, CIMA, CAE  
Managing Partner  
Olcott Consulting Group

Lynda J. Patterson, MS, CAE  
President/ Owner  
Association Management Partners, LLC (DBA Association Acumen)

Arlene A. Pietranton, Ph.D., CAE  
Executive Director  
American Speech-Language-Hearing Association

Gregg H. Talley, CAE  
President and CEO  
Talley Management Group Inc

The 2010 Fellows join 220 association industry professionals to receive this designation since the program's inception in 1986. Serving as role models and ambassadors for the association

community, Fellows seek out opportunities to serve on boards and committees, and by participating as speakers, authors, reviewers and mentors.

The goals of the Fellows are:

- To represent a diverse community of thought leaders that create and expand on both knowledge and insight into the strategic issues of the profession and industry;
- To identify and develop future leadership;
- To take an active role in ASAE & The Center in areas such as mentoring Diversity Executive Leadership Program (DELP) scholars and Future Leaders Conference participants, and in the identification of future trends and issues;
- To serve through their active leadership and support of ASAE & The Center and Fellows activities and programs.

The Fellows selection process includes nomination by a peer; an in-depth application describing the individual's innovation, leadership and commitment to the profession; an interview with a member of the selection committee; and ultimately selection from among a group of highly-qualified candidates. This year the Fellow selection committee had the privilege of reviewing more than 25 association industry representatives.

For more information about ASAE & The Center's Fellows program, visit [www.asaecenter.org/fellows](http://www.asaecenter.org/fellows).

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### **About ASAE & The Center for Association Leadership**

The American Society of Association Executives (ASAE) is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in 50 countries around the world. The Center for Association Leadership is the premier provider of learning, knowledge and future-oriented research for the association profession. Together, ASAE & The Center for Association Leadership provides resources, education, ideas and advocacy to enhance the power and performance of the association community. For more information about ASAE & The Center, visit [www.asaecenter.org](http://www.asaecenter.org).

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