

Growth in Member Engagement

1:30 – 2:45 PM



Adele Cehrs is President of Epic PR Group, a full-service public relations agency based in Old Town Alexandria, Va. As President of Epic, Adele has overseen the development of numerous award-winning local and national PR campaigns. Epic's clients include Fortune 500 companies, regional businesses, non-profits, associations and high-profile individuals. A recognized expert in public relations, Adele has more than 15 years of experience working in PR. Cehrs is a frequent commentator on PR, crisis communications and media strategy and has been featured on *Voice of America*, *Washington Business Journal*, *PR Week*, *Bulldog*

Reporter and the Washington Post. She has also appeared on CNN Headline News, NBC4, WUSA9 News, NPR and Fox Business: Happy Hour.



Michael J. Hatch is President, of HATCH Marketing & Consulting, a leading provider of sales and marketing technologies like *Salesforce.com*, Pardot Marketing Automation, and Marketing-Smart® Websites for event organizers and exhibitors. Before moving into technology, Mike spent nearly 25-years in the *'real'* (not virtual) exhibition industry managing major corporate event programs for **AT&T**, and **Holiday Inns International**. Later he owned two successful exhibit design and graphics production companies that serviced over 5,000 exhibitors during a seventeen year span. He also produced over 50 successful trade shows and education conferences during

that time. On the association side, Mike has served on the Board of Directors for the **Trade Show Exhibitors Association**, and was Chair for the Washington, DC chapter for five years. In Y2000, Mike moved into event marketing technology when he invested in a start-up called **a2z, Inc.**, took the position of VP of Marketing & Sales, and helped build the company from ground zero to servicing over 500 events annually. Mike is a professional speaker, keynote, writer, and acknowledged trade show marketing, and sales and marketing technology expert.



Miriam Miller Wolk, CAE joined United Fresh Produce Association as the Director of Membership for the United Fresh Produce Association in July 2008 and was promoted to her current role of Senior Director of Membership in August 2010. Her responsibilities at United Fresh include formulating and executing recruitment campaigns, managing all retention activities and overseeing new member orientation. She frequently travels to regional events to promote the value of United Fresh membership. In

addition to her membership responsibilities, Miriam serves as the staff liaison to United Fresh's Wholesaler-Distributor Board and for the United Fresh Produce Excellence in Foodservice Awards. She

currently serves on ASAE's CAE Item Writing Committee, and has also previously served on the Membership Section Council and Young Professionals Committee. In addition to serving as a presenter at ASAE's Marketing & Membership Conferences and the 2011 ASAE Annual Meeting *Ignite!* Sessions, she served as a contributor to the publication "199 Ideas: Membership Recruitment and Retention," and has written articles for the Membership Section Newsletter. Miriam received her Certified Association Executive designation in January of 2010, and is a 1999 Phi Beta Kappa graduate of American University with a B.A. in Literature. Her additional work experience includes service as NACUA's Manager of Membership and Outreach Services from November 2003 to June 2008 and in various positions in business development and membership services at The Advisory Board Company from June 1999 - November 2003.



Miranda Barrett is the Vice President of Membership Development at the Entrepreneurs' Organization, an 8,000+ member organization that engages leading entrepreneurs around the world to learn and grow. She is passionate about member engagement, creative growth strategies and building international connections. She recently presented at ASAE's Annual Meeting on recruitment and retention strategies and has trained EO leaders around the world on how to grow their chapters. She is a candidate for her CAE in December 2011.

Outside of EO, Miranda is a marathon runner, reads way too many business books, and tries to keep up with a two-year-old son.