



FOR IMMEDIATE RELEASE

Alabama Council of Association Executives Session on Maximizing Membership Retention Features Melissa Hicks

WEST CHESTER, PA., Sept. 22, 2005 – Mosaic Marketing announced that its president, Melissa A. Hicks, has accepted an invitation to speak at the 2005 annual convention of the Alabama Council of Association Executives on October 13 at the Hilton Sandestin Beach Golf Resort in Destin, Fla.

During a session titled “Maximizing Your Membership Retention Results,” Hicks will draw upon her experiences in the association sector and will share proven strategies for retaining members.

Hicks currently serves on the Membership Council for ASAE and is the editor of ASAE’s *Membership Developments* newsletter. She has published several articles in ASAE publications and recently spoke at the organization’s annual meeting in Nashville. In addition, she has served as a judge in the American Chamber of Commerce Executives’ (ACCE) marketing excellence awards program.

Prior to launching Mosaic Marketing, a full service consulting and public relations firm, Hicks’ was the vice president of marketing and membership services for the Society of Cable Telecommunications Engineers in Exton, Pa. During her career, she also served as the director of marketing and membership for GAMA International in Washington, D.C.

“Membership strategy is one of my favorite interests, so I’m honored to have the opportunity to share my knowledge and experience to help associations take their success to the next level,” said Melissa Hicks.

About Mosaic Marketing

Mosaic Marketing is a full-service marketing and consulting firm serving nonprofit and corporate organizations throughout the U.S. Mosaic furthers the success of its clients by integrating various marketing disciplines including business development, advertising, public relations, branding, direct marketing, communications, graphic and Web design. A proven reputation for results has fueled Mosaic Marketing’s steady growth. For more information, visit www.mosaicmarketing.com.