



# ABA News

Press Release from the American Bakers Association



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**FOR IMMEDIATE RELEASE**

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## **ABA Announces Revamped Membership Services Focus**

“In recognition of the importance of providing greater value to current American Bakers Association members and to attract new members to the organization, ABA is re-organizing its membership services to provide the proper leadership and profile they deserve,” said ABA President and CEO Robb MacKie. “As ABA has embarked on its Strategic Planning process, it has become clear that to take advantage of growth opportunities as well as address the challenges’ facing ABA and its members, ABA needs a more strategic coordination of its member services.”

ABA has brought on board Ms. Karin Soyster, CMP, CAE in the newly created position of Vice President Membership Services. Ms. Soyster will provide overall coordination of meetings, membership service and membership development. Ms. Soyster also will coordinate meetings, housing and transportation for the Baking Expo this fall. She brings over 16 years of association management experience ranging from meeting and trade show planning, membership service and development, education, and government relations. Ms. Soyster has worked for the National Association of Industrial and Office Properties, the National Association of Real Estate Investment Trusts, and the Manufactured Housing Institute. In addition, Ms. Soyster has consulted with various associations on how to improve membership retention and recruitment. She will join the ABA Professional Staff on January 22, 2007.

In addition, ABA has promoted long-time Membership and Communications Manager Kelly Kotche to Director of Membership and Communications. Ms. Kotche has been with ABA since 1996 and served in a variety of capacities. Her recent successes in revamping the ABA website and membership development efforts have significantly improved ABA’s outreach to current and prospective members. Ms. Kotche also provides strong support for the marketing and registration functions of the Baking Expo.

“Ms. Kotche has done a remarkable job on behalf of the ABA membership over the years, but particularly in the past year,” said Mr. MacKie. “With her initiative, energy and creativity, ABA has taken major strides in the past year and that deserve proper recognition. With Ms. Soyster’s guidance, I anticipate that Ms. Kotche’s value and service to the ABA membership will only continue to grow.”

“ABA is extremely pleased to have someone with Ms. Soyster’s experience and talent on the team. With her leadership, I look for ABA to strengthen the service it provides to its current members and take advantage of the opportunities to expand its membership base,” said Mr. MacKie. “With Ms. Soyster’s strategic vision and Ms. Kotche’s energy and creativity, there is no doubt that ABA is poised for greater service and advocacy on behalf of the baking industry.”

ABA also announced that Meetings and Convention Manager Carol McDougall would be leaving the organization effective January 12. Her position was eliminated as part of the reorganization.

“Ms. McDougall has served ABA with distinction these past 8 years. Her efforts led to many memorable ABA Conventions and Board meetings,” said Mr. MacKie. “ABA thanks Ms. McDougall for her dedication and personal attention to the baking industry and wishes her much success in her future endeavors.”

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