



FOR IMMEDIATE RELEASE

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***Summary:** The Iowa Soybean Association (ISA) has announced that, effective Aug. 1, 2011, Ag Insight, a wholly owned ISA subsidiary has acquired Association Management, Ltd. (AML). AML is an AMC Institute internationally accredited association management company (one of only 70 accredited companies worldwide), currently providing management solutions for eight state, regional, national and international association clients.*

Iowa Soybean Association/AgInsight acquires Association Management, Ltd.

ANKENY, Iowa – The Iowa Soybean Association (ISA) has announced that, effective Aug. 1, 2011, Ag Insight (AI), a wholly owned ISA subsidiary, has acquired Association Management, Ltd. (AML).

Founded in 1964, ISA is one of the largest agricultural trade associations in the United States. ISA is recognized internationally for its innovative approaches to research, market development, environmental stewardship, communications and membership growth. In 2000, ISA established AgInsight as a wholly owned subsidiary in order to diversify its revenue stream and to leverage a number of its internal management capacities. AI maintains three business entities: a food marketing firm called Flavorful Insight, a communications/public relations firm called Communications Insight, and an association management company called Association Insight. AML will replace Association Insight, keeping all existing association clients of both entities intact.

Kirk Leeds has been ISA's CEO for nearly 20 years, also serving as president/CEO of AgInsight and now CEO of AML. He brings broad experience in helping boards lead strategically through innovation and flexible board governance.

"We were looking to grow our association management company and recognized it would take years to accomplish the success AML already has with their international accreditation, expanded geographic market and qualified staff team," Leeds says. "The synergies between ISA/AI and AML became evident early on in our exploratory conversations with Molly Lopez. This dynamic merger is a win/win for both companies and all of our collective association clients."

According to Molly Lopez, CAE, who will remain as president of AML, "We are excited about AML's acquisition by Iowa Soybean Association and its for-profit subsidiary Ag Insight. Kirk Leeds is a visionary leader who will help to take AML and our clients to the next level."

Lopez says some things will stay the same, including the AML company name, the existing association clients, the same qualified staff team and AML's international accreditation, while others will change, including additional staff, more strategic partners, access to resources and ideas, and a new headquarters location with advanced technology, larger conference space and ample parking.

"This acquisition allows AML to best serve our association clients with expanded capabilities and services, and bring on additional new association client business," Lopez says.

Since 1976, AML has provided leadership and professional management services through experienced staff utilizing best practices. AML is an AMC Institute internationally accredited association management company (one of only 70 accredited companies worldwide). AML currently provides management solutions for eight association clients, including two international, one national, one regional and four state associations. The company's personnel of eight in-house staff have 100-plus combined years of association experience in all facets of organizational management to provide

member services. Currently, three staff members are Certified Association Executives (CAEs), a designation held by only 10 percent of association professionals. The AML staff team currently serves more than 5,000 individual members and 500 company members from 57 countries.

AML moved to the ISA building in Ankeny on Sept. 1, 2011.

For more information about AML, please visit aml.org, or contact Molly Lopez by calling (515) 334-1043 or via email at aml@aml.org.

To learn more about ISA, visit its website at iasoybeans.com.