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Graphic Design Duo Achieves High Honors

Association Headquarters Staff Win Two Awards in the TRENDS Annual All-Media Contest

MOUNT LAUREL, N.J., March 15, 2010--Association Headquarters Inc.'s (AH) Graphic Designer Diana Harasewicz and Art Director Mark Denato received honors at the *Association TRENDS* Salute to Association Excellence All-Media Contest recently held in Washington, D.C. The *TRENDS* All-Media Contest is the most prestigious competition for association communications, and more than 400 entries were made this year in 26 categories.

Harasewicz received recognition for her work redesigning the official newsletter of the American Association of Heart Failure Nurses (AAHFN). The new design for AAHFN's newsletter, "The Connection," received a Silver Award for Most Improved Magazine or Journal. The updated design is a departure from the previous, text-heavy format and reflects a professional newsletter that is colorful, inviting and more reader-friendly. The fresh look of the newsletter is inviting and encourages readers to experience the program rather than simply digest text.

Denato's winning piece was a new design theme to be carried through all printed components for the International Liver Transplant Society (ILTS) 16th Annual International Congress hosted in Hong Kong. His work earned a Gold Award for an Informational / Promotional Piece. The thematic design captures the feel of the city, and follows the pattern of ILTS materials which often reflect the culture and style of the location of the meeting. Many of ILTS' meetings are held in exotic, interesting locations – previous host cities include Rio de Janeiro, Paris and Milan – which, according to Denato, impacts the approach to design, fostering the opportunity for increased creativity.

"We pride ourselves on providing the highest caliber of creative work for our client partners, and it's an honor to have Mark and Diana's contributions recognized," said Frank Scussa, Assistant Vice President of Creative Services. "They are tremendous assets to our team, and go to great lengths to creatively portray the key messages of our client partners."

Association TRENDS is a weekly newspaper circulated to more than 25,000 readers nationwide.

About Association Headquarters, Inc.

Association Headquarters, Inc. (AH), based in Mt. Laurel, N.J., is a leader in the field of voluntary organization management. For more than 30 years, the company has provided executive management, trade show management, meeting and convention planning, public relations, marketing, creative services, membership development and administrative support for trade associations and professional societies. AH holds a dual charter accreditation with the AMC Institute to ANSI standard, and the American Society of Association Executives. For more information, visit www.associationheadquarters.com and follow @AssociationHQ on Twitter.

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