



**NATIONAL ASSOCIATION OF SPORTING GOODS WHOLESALERS (NASGW)
MOVES NATIONAL HEADQUARTERS TO ASSOCIATION MANAGEMENT, LTD.**

Ankeny, Iowa – Association Management, Ltd. (AML) is pleased to announce the firm is now providing association management services for the National Association of Sporting Goods Wholesalers (NASGW).

The National Association of Sporting Goods Wholesalers (NASGW) was incorporated in 1954. The Association was originally identified as the Sporting Goods Jobbers Association. In 1962 the name changed, and manufacturers and reps were invited to join as Associate members. The NASGW is the organizer and sponsor of the NASGW Annual Meeting/Expo Event. This annual event provides an unmatched educational, marketing and communications opportunity for the hunting and shooting sports wholesaler, manufacturer and sales professional. The NASGW also serves as a liaison with other sporting goods associations, including the National Shooting Sports Foundation (NSSF), The Congressional Sportsmen's Foundation (CSF), The National Rifle Association (NRA), and is also an active member of The National Association of Wholesaler-Distributors (NAW). NASGW and AML have been partners since 2017.

“We started working with AML on the first of this year and we’ve created a hybrid management model that includes AML as headquarters and operations, with multiple contractors for marketing, Expo services and me as NASGW’s leader,” said Kenyon Gleason, NASGW president. “Already we appreciate the enthusiasm, experience and attention to member services that our AML staff team brings to NASGW. Molly Lopez and Lynn Harkin, our new associate directors, are Certified Association Executives (CAE) with 16+ years of experience with AML and their association clients and their insights have already made a large and positive impact.”

The AML team is excited about the shooting sports industry and the opportunity to work with wholesalers, manufacturers and retailers across the channel. NASGW is a great fit as an international trade association client for AML and Iowa is proving to be a great central location for NASGW’s headquarters.

“There is a very interesting long-standing industry with a great story to tell,” said AML President Molly Lopez, CAE. “With Kenyon Gleason as president, and committed, volunteer-elected board leaders, NASGW and the NASGW Annual Meeting/Expo Event is respected industry-wide. There is also value to NASGW with our versatile structural model with AML as a Division of ISA Management Solutions, Inc. (ISAMS), a wholly owned subsidiary of the Iowa Soybean Association.”

Since 1976, Association Management, Ltd. has provided leadership and professional management services for non-profit trade associations and professional societies through experienced staff and demonstrated best practices. As an AMC Institute, internationally accredited firm, AML successfully provides solutions that unleash the potential of our clients’ organizations, members and leaders.

To learn more about AML, please visit www.aml.org. To learn more about NASGW, please visit www.nasgw.org. To learn more about the Iowa Soybean Association, please visit www.iasoybeans.com.