



## News Release

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### **DENISE HOFFMAN JOINS IOWA SOYBEAN ASSOCIATION, ASSOCIATION MANAGEMENT, LTD. AS MEETING PLANNER.**

**Ankeny, Iowa** – Denise Hoffman has joined the Iowa Soybean Association (ISA) as Meeting Planner for Association Management, Ltd. (AML), a division of ISA Management Solutions, Inc. (ISAMS).

Hoffman is a meeting planning professional with 16 years of experience with professional associations. She helps lead AML's client associations' international and national conferences, conventions and trade shows and seminars efforts. Currently, Hoffman serves as AML's primary contact for meetings-related activities on behalf of the interNational Association of Lighting Management Companies (NALMCO), the National Rural Economic Developers Association (NREDA) and the Federation of Exchange Accommodators (FEA), working with their conference planning committee leaders, staff, hotels and venues, tourism location contacts, site selectors and transportation contacts. Her role will expand to other AML association clients and within ISA.

"I am very excited to be a part of the Iowa Soybean Association's AML division," Hoffman says. "I love working with associations and their volunteer members, and with the diverse client base of associations at AML, I'll be able to put into practice and expand my skills to help each of them advance their professions. Meeting planning contributes to these associations by bringing education, information, innovation, new ideas and potential business to their members and conference attendees."

Hoffman and her husband, Fred, reside just outside Huxley. They have two children, Chance, who is stationed in Camp Casey, South Korea, and Jackie who, with her husband, Matt, live and work in Storm Lake.

To learn more about AML, please visit [www.aml.org](http://www.aml.org). To learn more about ISA, please visit [www.iasoybeans.com](http://www.iasoybeans.com).

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*The Iowa Soybean Association ([www.iasoybeans.com](http://www.iasoybeans.com)) develops policies and programs that help Iowa's more than 40,000 soybean farmers expand profit opportunities while promoting environmentally sensitive production using the soybean checkoff and other resources. The association was founded in 1964 and is governed by an elected volunteer board of 21 farmers. It strives to be honest and transparent, fact-based and data driven and committed to environmental stewardship, collaborations and partnerships.*

*Funded by the soybean checkoff*