

## **The Travel and Tourism Research Association (TTRA) has Selected a New Management Team**

### **TTRA Moves Headquarters to Treeline Associates**

LAKE ORION, MI – March 2<sup>nd</sup>, 2009 – TTRA has selected Treeline Associates, a Lake Orion, Michigan based association management company, to become their new management team. The selection follows a comprehensive search process implemented by the TTRA Board of Directors. Transition from Idaho to the Lake Orion office will be completed by mid-March.

Elements that contributed to the selection of Treeline include:

- Treeline's proven expertise in the areas of membership growth and the delivery of comprehensive member services
- Treeline's history of successful conference management and comprehensive site selection process
- Treeline's expansive industry knowledge in both the travel and research worlds.

Treeline's areas of specialty, coupled with their size and accreditation by the prestigious Association Management Company Institute (AMCI) make TTRA and Treeline an ideal match.

***"Treeline is a fantastic match for TTRA," says Rick Cain, President. "After an exhaustive search, it was a difficult decision. Once we saw their proposed plans and enthusiasm for TTRA and experience of their team in the travel industry, we knew that Treeline was the right choice for us!"***

Treeline takes over management of TTRA as preparations for the 40<sup>th</sup> Annual TTRA Conference are in full effect. "Catch the Wave: Tourism Research" will take place June 21-24, 2009 in Honolulu, HI – registration is currently open. With Treeline and TTRA working together, the conference is looking to be one of the most successful in recent memory. Rick Cain adds: ***"Everyone should attend the Hawaii Conference for networking, educational opportunities and a chance to meet our new management team partners. Attending this conference also shows our commitment to the travel industry despite the economic environment."***

Treeline hosted TTRA's February Board meeting in Lake Orion, MI and is committed to working towards a smooth transition and the continued growth and success of TTRA.

#### **About TTRA:**

The Travel and Tourism Research Association (TTRA), founded in 1970, is a nonprofit professional organization committed to improving the quality, value, effectiveness and use of travel and tourism research and marketing information. TTRA seeks to improve the industry through education, publications and networking activities. For more information on TTRA, please visit [www.ttra.com](http://www.ttra.com).

#### **About Treeline Associates:**

Treeline Associates, Inc. (Treeline) is an association management and business services company dedicated to improving and growing the organizations it serves. Treeline was founded in the spring of 1998. Treeline provides full association management services as well as selected services to businesses and nonprofit associations. Treeline is a proud member of the prestigious Association Management Company Institute (AMCI) and is one of less than 50 AMCI accredited association management companies in the US. For more information about Treeline, please visit [www.treelineassociates.com](http://www.treelineassociates.com).

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