

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Re: **Assiter Receives IOM Recognition from U.S. Chamber of Commerce**

LUBBOCK, Texas – The Lubbock Chamber of Commerce and Institute for Organization Management, the professional development program of the U.S. Chamber of Commerce Foundation, is pleased to announce that Haily Assiter, IOM, Director of Communications and Public Relations graduated from the program on Saturday, January 6 in Tucson, Arizona. Awarded to all graduates of the Institute program, the IOM Graduate Recognition signifies completion of 96 hours of course instruction in nonprofit management.

“Institute graduates are recognized across the country as leaders in their industries and organizations,” said Raymond P. Towle, IOM, CAE, the U.S. Chamber Foundation’s vice president of Institute for Organization Management. “These individuals have the knowledge, skills, and dedication necessary to achieve professional and organizational success in the dynamic association and chamber industries.”

Since its commencement in 1921, the Institute program has been educating tens of thousands of association, chamber, and other nonprofit leaders on how to build stronger organizations, better serve their members and become strong business advocates. Institute’s curriculum consists of four weeklong sessions at five different university locations throughout the country. Through a combination of required courses and electives in areas such as leadership, advocacy, marketing, finance, and membership, Institute participants are able to enhance their own organizational management skills and add new fuel to their organizations, making them run more efficiently and effectively.

“Our Board of Directors strongly believes in staff development and the U.S. Chamber of Commerce does a fantastic job at fostering individual growth through interactive learning and networking opportunities,” stated Eddie McBride, IOM, President and CEO of the Lubbock Chamber of Commerce. “We are thrilled to add a fifth IOM graduate (*and a sixth this summer*) to our current staff and I know that this recognition will benefit not only the chamber, but our members too.”

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The Lubbock Chamber of Commerce represents more than 1,900 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.

