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3PM Selects CMA To Grow Association

The **Third Party Marketers Association** has signed on **CMA Association Management** to handle day-to-day activities and develop new marketing and public relation programs. 3PM consists of more than 50 member firms that assist investment management firms in increasing assets. According to a news release, CMA will work with 3PM to expand membership both domestically and internationally, introduce new compliance and regulatory initiatives, develop new member benefits, redesign the association's Web site and increase sponsorship and advertising opportunities.

"The 3PM board of directors conducted a rigorous search to find the management firm that fits well with the association's goals. We retained CMA as a strategic partner because we believe it has the management and marketing expertise needed to take our association to the next level," said **Donna DiMaria**, President of 3PM, in a statement.