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Third Party Marketers Association launches strategic growth effort

Third Party Marketers Association (3PM), a professional association of more than 50 member organizations that assist in increasing assets for their diverse following of investment manager clients, announced that it has engaged the association management firm, CMA Association Management (CMA), for a new strategic growth effort. In addition to managing 3PM's day-to-day activities, CMA will work with the association to develop new marketing and public relations programs.

Since its formation in 1998, the goals of 3PM have been to provide business opportunities, educate members about the financial services industry and enhance current standards and business practices. 3PM selected CMA for its complete suite of management services including marketing, advertising, interactive, and public relations, with the aim of raising awareness for the group in order to drive overall membership and industry visibility.

CMA will work with 3PM on several upcoming initiatives including:

- Expansion of membership both domestically and internationally
- Introduction of new compliance and regulatory initiatives
- Development of new member benefits
- Website redesign that will improve on both form and functionality
- 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.

CMA works with a variety of associations to provide structured and organized management systems, supported by comprehensive strategic marketing programs and creative communications. Using CMA's innovative analysis techniques and planning processes, the firm transforms research, industry trends and market forces into compelling positioning messages and creative products that help associations realize their full potential.

"We as fellow marketers and communicators understand the needs of this industry and will apply our management expertise to help grow 3PM as an association," said Jeffrey Barnhart, CEO and Founder of CMA.

3PM is a professional association with more than 50 member organizations that assist in increasing institutional assets for their diverse following of investment manager clients. The organization's goals are to cultivate relationships and business

opportunities among members and to provide information and education about the industry. In addition, 3PM also aims to enhance professional standards, integrity and business practices by advancing ongoing agendas such as regulatory compliance and adherence to the highest standards and best practices applied throughout the financial services industry. More information is available at www.3pm.org.

CMA Association Management (CMA) has successfully served a diverse range of international, national and regional association clients for 20 years, effectively meeting their needs with seasoned and innovative management, financial, membership and event strategies. As one of only three dozen association management companies worldwide accredited by the Association Management Company Institute (AMCI), CMA provides day-to-day association support, event coordination and marketing services to a wide range of professional and trade associations. For more information, please visit

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