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FOR IMMEDIATE RELEASE

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SOUTHEASTERN CARWASH ASSOCIATION SELECTS ORGANIZATION MANAGEMENT GROUP

Virginia Beach, Virginia – The Board of Directors of the Southeastern Carwash Association (SECWA) has selected Virginia Beach-based Organization Management Group, Inc. (OMG) to provide full management services for the Association.

This move will enable SECWA to grow their membership and expand the services provided to the carwash industry. Gail Phillips, Senior Vice President of OMG, will serve as Executive Director of SECWA. OMG will provide executive leadership, financial management, meeting and convention planning, and administrative support to ensure that the association is operating effectively and efficiently.

SECWA President Richard Davis invites the “professionalism and enthusiasm” that OMG brings to the Association. The carwash industry is facing many changes and OMG will help lead SECWA through its unique challenges.

“We look forward to helping SECWA meet its strategic goals,” Phillips says. “Our staff is dedicated to providing the members of SECWA with programs and services that exceed their expectations.”

SECWA hosts two very popular conferences and expositions. Printed and electronic communications are published regularly. Educational seminars, carwash tours, business services, and networking are other benefits of membership.

SECWA was founded in 1957 to represent and promote the cooperation of those engaged in the business of operating professional carwashes. Membership currently stands at about 450 carwashes, located throughout the southeast from Maryland to Louisiana.

The purposes of SECWA are to improve standards and professionalism; to disseminate information; and, to cultivate relationships among operators, suppliers, employees, and customers.

About OMG: Organization Management Group is one of only 11 firms in the world to have earned Charter Accreditation from both the International Association of Association Management Companies and from the American Society of Association Executives. OMG has a staff of 24, with offices in Virginia Beach, Chesapeake, and Newport News. OMG

currently serves nine national, state, and regional associations on a full-service or project basis.

For more information about Organization Management Group, Inc., visit www.ManageGroup.com or call President Mike Reitelbach at 757-473-8701. To learn more about the Southeastern Carwash Association, visit www.SECWA.org.