



**From:**

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## **WORLD AIRLINE ENTERTAINMENT ASSOCIATION SELECTS KELLEN COMPANY FOR FULL SERVICE ASSOCIATION MANAGEMENT**

### ***Kellen VP Holly Koenig to serve as Executive Director***

**New York, NY (December 8, 2009)** – The board of directors of the World Airline Entertainment Association (WAEA) has selected Kellen Company as its association management company. Kellen Company is a global AMC with operations in New York, Washington DC, Atlanta, Tucson, Brussels and Beijing.

A not-for-profit organization founded in 1979, WAEA is the official global association of more than 90 commercial airlines and 250 airline suppliers and related companies committed to excellence in the passenger inflight entertainment and communications experience.

“Kellen Company’s extensive experience in association management, global presence and seasoned team make it ideally suited to help the WAEA better meet the needs of its members,” said WAEA President, Patrick Brannelly. “Kellen is an industry leader in non-profit management and we are confident that we have engaged a strategic partner that aligns perfectly with our mission.”

Effective January 1, 2010, WAEA will be headquartered in New York City, where Kellen Company will manage all aspects of WAEA, including financial services, strategic planning, education, government affairs, communications and events management. Kellen will apply its proven recruitment and retention strategies to enhance the WAEA membership experience, reinforcing WAEA’s leadership within the industry and maximizing opportunities for membership development and growth worldwide. Holly Koenig, a 22 year veteran of the association management industry, will serve as Executive Director.

“Kellen Company has more than 45 years experience managing associations,” said Peter Rush, chairman and chief executive officer, Kellen Company. “We look forward to applying our unique understanding and well-established best practices in association management to assist WAEA in accomplishing its goals now and for the continued enhancement of the inflight industry.”

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Founded in 1964, Kellen Company is an employee-owned professional services firm. Widely regarded as a leader in non-profit association management, Kellen is an accredited association management company with unrivaled expertise and extensive international capabilities. The company's 195 employees service more than 100 clients situated across the U.S., Europe, China, the Middle East, India and Southeast Asia, including the International Flight Services Association (IFSA). Kellen's strong company culture is a natural reflection of the pride and proficiency of its employees, all of whom share in the company's success.

For more information about WAEA, please visit [www.waea.org](http://www.waea.org).

### **About WAEA**

WAEA members make great flights happen. From designing, building and installing multi-million dollar network TV and data systems on commercial aircraft to the delivery of the inflight movies, TV and games; from the inflight magazines you read to the moving map display showing the flight's progress, WAEA is committed to providing the best possible inflight entertainment and communications experience for passengers around the world.

### **About Kellen Company**

Founded in 1964, Kellen Company provides association management, government affairs, public relations, meetings management, creative communications, Web site development and other professional services to associations, as well as individual companies and other organizations. Kellen serves more than 10,000 companies and 100,000 professionals worldwide, either through its more than 100 client associations or directly from offices and representation in the United States, Europe, China, the Middle East, India and Southeast Asia. For more information, please visit [www.kellencompany.com](http://www.kellencompany.com), [www.kelleneurope.com](http://www.kelleneurope.com).

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