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ALBRECHT EVENTS EXPANDS STAFF WITH ADDITION OF NATIONAL EVENTS MANAGER

Lansdale, Pa.—Ashley Albrecht, managing director of Albrecht Events, announced today that Dana Miller has joined the staff of the Philadelphia-area boutique event-management firm.

As National Events Manager for Albrecht Events, Miller manages events for Baby Loves Disco, an exciting new national client. Throughout the course of this year, she will coordinate logistics for more than 150 Baby Loves Disco events across the United States, working with an extensive group of volunteers and with sponsors at the national and local levels. Miller will apply her energy and enthusiasm to expanding the national and international presence of this revolutionary alternative in family entertainment.

Miller's professional background includes more than a decade of experience working in marketing. Miller has executed marketing campaigns aimed at individual and corporate customers and has promoted products and services at trade shows throughout the country. Among her strengths are a knack for organization; a genial, outgoing personality; and a creative approach to the pursuit of strategic initiatives.

Miller is well versed in relationship marketing and prospecting activities. She has produced and disseminated electronic communications as part of corporate marketing campaigns and has measured and handled the subsequent response from the target audiences. Miller is also passionate about special events and has planned theme dinners, casual and formal parties, and business and personal travel.

"We are thrilled to welcome Dana Miller to our team of event professionals. She is an outstanding addition and offers exciting growth opportunities for our company," remarked Albrecht.

Miller resides in Coatesville, Pa.

Note to Editors: Albrecht Events specializes in corporate meeting and event planning and Philadelphia-area destination management services. In collaboration with our customers, we produce high-quality events at a reasonable cost and work to achieve strategic business objectives. We help our customers spark connections, inspire their audience, and deepen relationships with people and products. Albrecht Events creates an environment that gives attendees an opportunity to explore, exchange ideas, and detach from the everyday. For more information, visit our Web site at www.albrechtevents.com.

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