



FOR IMMEDIATE RELEASE
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The Small Association Leadership Alliance (SALA) announces strategic partnership with Potomac Digitek (PODI), a leading provider of technology
SALA and PODI will collaborate to offer webinar content and a Small Association Resource Fair

(Washington, DC): The **Small Association Leadership Alliance** <http://www.smallassociations.org>, a national membership organization representing small non-profit organizations, announced today that it reached an agreement with a leading provider of technology solutions for associations, Potomac Digitek (PODI), to develop and offer solutions for small and resource-challenged non-profits.

"Finally, there is an organization focused on under-served small associations." says Paul Finkel, Potomac Digitek's President. "Small associations will benefit greatly from an organization focused on their concerns, understanding their challenges, and providing for their unique needs. We are eager to support SALA's mission by being both a National Partner and by providing support to SALA Staff and insights to SALA members."

Rich Lawson, SALA President sets the stage for great things to come, observing, "As a long-time leader in providing innovative solutions for associations, we are thrilled to have the strong support from PODI. We are eagerly looking forward to working with them to provide new and meaningful solutions to small association challenges."

In fact, SALA and Potomac Digitek are already working to develop the Fall 2018 rollout of webinar content and a Small Association Resource Fair for SALA's Washington D.C.-based membership. Details will be announced soon.

SALA's mission is to provide common-sense programs and services for small association professionals and volunteers that help them face and conquer the unique management challenges confronting their organizations. Working with leading service providers like PODI, SALA pursues opportunities through economies of scale to bring programs and services ordinarily accessible to larger and well-funded associations to its members.

Small associations with challenging missions and much to accomplish often struggle to find the reliable support and workable technical solutions they need to be successful. Potomac Digitek has been helping organizations like these for more than 20 years. You can find additional information on Potomac Digitek and the wide range of services they offer at www.PODI.com.

More information about the Small Association Leadership Alliance and its benefits of membership can be found online at www.SmallAssociations.org.