



FOR IMMEDIATE RELEASE
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The Small Association Leadership Alliance (SALA) announces strategic partnership with the Member Savings Program, a leading provider of affinity programs for trade associations, professional associations and chambers.

New partnership allows SALA members, including industry associations, chambers and other organizations, the opportunity to provide a leading affinity program to their member companies.

(Washington, DC): The Small Association Leadership Alliance a national membership organization representing small non-profit organizations, announced today a partnership agreement with the Member Savings Program Inc. (MSP), a leading provider of both business and employee affinity savings programs for professional associations, trade associations and chambers of commerce of all sizes.



As part of the agreement, SALA members will receive a 50% discount on one time set up fees for the MSP turnkey program. “We are pleased to have a partner such as the MSP which caters to small associations. Their flexibility and scalability allow associations of all sizes an opportunity to have a leading affinity program which fits into their budgets and can even generate non-dues revenue,” says Kevin Kennedy CEO of SALA.

Mark Schiavone, President of the MSP stated, “We are excited to partner with SALA. It’s great to see the focus and emphasis on small association programs, which aligns well with the MSP mission of leveling the playing field for all membership-based groups.” 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 the MSP, SALA pursues

opportunities through economies of scale to bring programs and services ordinarily accessible to larger and well-funded associations to its members.

MSP Suppliers include leaders in both business and personal needs. Alliant Insurance, UPS, Hertz, Office Depot, Heartland Merchant Services & Payroll, WEX , Sherwin Williams, Hewlett Packard , Ferrellgas, Exxon/Mobil as well as over 1,100 other companies. These suppliers offer significant savings for members on their day to day business and personal purchases. Members in the Group Purchasing Alliance save an average of 20% on many indirect expenses

“Associations and their members who take advantage of these programs are able to save significant money and increase their company’s profitability on products and services they already buy” stated Mr. Kennedy.

About SALA

The Small Association Leadership Alliance (SALA) is the only national association for small staff association leadership, staff, consultants and service providers. While larger associations have large associations helping to guide them, small associations are left behind or priced out of the market. SALA provides tangible benefits to small associations, which fills this void. More information about the Small Association Leadership Alliance and its benefits of membership can be found online at www.SmallAssociations.org.

About The Member Savings Program Inc.

Member Savings Program Inc. (MSP) provides private label affinity program management to membership-based groups such as trade associations, buying groups, chambers of commerce and franchisors. The program offers a comprehensive offering of over 30 B2B services which save member companies significant money on their day to day operational expenses. In addition; the MSP provides a member staff portal which saves member staff significant money on day to day personal purchases. Launched in 2003; the MSP and their Group Purchasing Partner Alliance represent over 150 membership-based groups with over 250,000 member companies. Contact Mark Schiavone 303-963-6441 for more information.