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PROTECH CUSTOMER CONFERENCE SELECTED FOR MICROSOFT'S 2009 DISTINCTION IN MARKETING AWARD

*Customer Conference aimed at strengthening connections between
Protech's customers and their members.*

Columbia, MD – July 24, 2009 – Microsoft announced that Protech Associates, Inc. is a recipient of the 2009 Distinction in Marketing award for exceptional execution of the 2009 Protech Customer Conference. Protech is one of five Microsoft Dynamics partners throughout the United States chosen for the award.

The Distinction in Marketing awards are designed to recognize Microsoft Dynamics partners who use innovation and creativity to develop and execute clearly defined, high-impact marketing campaigns. Campaign nominations are submitted by Microsoft partners and are evaluated by a team of judges, including independent marketing consultants and Microsoft marketing experts. Winners are selected based on overall campaign quality, clarity and conciseness of messages, creativity, and campaign effectiveness.

Protech received Distinction in Marketing recognition for outstanding execution of its annual Customer Conference, held on April 22, 2009, at the Ronald Reagan Building in Washington, DC. The single-day event – attended by about 150 Protech customers, partners, and staff – featured keynote speakers, educational breakout sessions, a Wow! Awards Ceremony, and a networking reception

“Over the years I’ve attended more events that I can count, but I was blown away by Protech’s Customer Conference. There was such a connection between customers and Protech in each of the sessions I attended,” commented Lisa Dion, Microsoft Dynamics ISV Business Development Manager. “The pinnacle of the day for me was the customer awards ceremony. Protech embodies the idea of raving customers. Their customers are taking Protech’s vision of membership management and extending it further to bring value to their own members. In turn, Protech’s team amplifies these messages and ensures the entire customer base hears about everyone’s success.”

According to Michelle Spitzer, Director of Marketing at Protech, “Our customers are the heart and soul of our organization, so providing them a quality event where they can connect with and learn from our team and each other is a top priority for not only the Marketing team, but our entire company. This recognition from Microsoft is a testament to the dedication and enormous effort that every member of our team puts into hosting a top-notch event for our customers.”

About Protech Associates, Inc.

Since our founding in 1984, Protech has been a leader in developing and implementing superior association management systems exclusively for the association industry. Powered by a staff of highly trained, Microsoft Certified professionals with extensive experience working with associations, we understand associations’ unique business and technology needs. We’re committed to providing technology that enables them to be efficient and professional in anticipating and responding to members’ needs. For additional information, contact Protech at inquiry@protechassociates.com or 800-310-8813.

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