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US Association Management Company Partners with International Association Professional, Bringing the AMC Model to the African Continent

Talley Management Group, Inc. and Jeffers Miruka announce new business venture

MOUNT ROYAL, NJ – August 18, 2018 – [Talley Management Group, Inc. \(TMG\)](#), and African association professional Jeffers Miruka of Kenya, are jointly launching the [African Association Management Company \(AFAMCO\)](#), providing associations with global experience, local connections, education and opportunity on the African Continent, while enabling growth for the organizations each company represents. AFAMCO, headquartered in Kenya, also assists international, national and regional associations that want to establish themselves in Africa. Both TMG and Miruka are well-known and respected within the association management industry.

“Talley Management Group is very excited to add yet another global partnership to our list of growing brands,” said TMG President Gregg Talley, CAE. “With over 30 years of experience, TMG brings knowledge in the areas of full-service management, association program consulting and association outsourcing. Jeffers is an ideal partner for TMG as he is an association professional and has connections with nonprofit associations within Africa. We are excited to see what the future holds for us and look forward to expanding the AMC model within Africa.”

Jeffers is the Executive Director, of the [African Association of Agricultural Economists \(AAAE\)](#), based in Nairobi, Kenya, an association that promotes sustainable agricultural development in Africa. As also, the President of the [African Society of Association Executives \(AfSAE\)](#), Miruka knows the importance of providing associations with the tools, resources and professional community needed to assist with growth and development.

“I have had ties with Talley Management Group, Inc. for several years and knew immediately that this would be a great business relationship,” said Miruka. “There are many established associations within the African Continent that are in need of the services that AFAMCO will provide as well as many that are just being developed. The existing and abundant knowledge and relationships that we both have are the perfect solution for the guidance that these associations need.”

The formal announcement and launch of AFAMCO will occur at [ASAE 2018](#) in Chicago, happening August 17 to August 21 at McCormick Place.

Interviews can be scheduled by [contacting](#) the AFAMCO and TMG Marketing and Communications Director, Lauren Schoener-Gaynor. Questions can also be [sent to the media contact](#) and will be answered by AFAMCO leaders. Pictures of the official ribbon cutting taken at ASAE are available upon request.

For more information about AFAMCO and its services, visit [AFAMCOmanagement.com](#).

About Talley Management Group, Inc. (TMG)

Talley Management Group, Inc., (TMG) is a full-service association management company. Founded in 1987, TMG has over 20 full-service association clients and provides event planning and consulting services to many more. Its mission is to create stronger communities and human connections to enhance global society. For more information on TMG, its services and full client partner list, visit [talley.com](#), on Facebook [@talleymanagement](#), on Twitter [@TalleyMgmt](#) and on [LinkedIn](#).

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