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## FOR IMMEDIATE RELEASE

### **The Center for Association Resources to Use Dashboard Technology for Clients**

SCHAUMBURG, IL -- The Center for Association Resources, a leading management and consulting firm for non-profits, has announced its newly developed 'dashboard' technology. The firm plans to implement this powerful tool across all client management groups. The goal of the new system is to display and monitor performance metrics to determine how well clients are progressing towards their goals -- all in an objective manner.

"The dashboard technology will be an invaluable asset," said Rob Patterson, CEO for The Center.

"We will derive information from raw data and help provide further guidance to better improve the organizations we work with," Patterson added.

The dashboard technology is the process of collecting and analyzing data and the patterns it produces to better improve decision-making and overall productivity digitally. Performance metrics then allow organizations to better understand how to reach their objectives in the most cost efficient manner.

The implementation of the dashboard technology by The Center for Association Resources will allow volunteer leaders to quantify their progress both as individuals and as an organization.

"While dashboards are not diagnostic, they help in implementing a plan that works, thereby positioning organizations for the future," said Michele Anderson, director of client services for The Center for Association Resources and creator of The Center's dashboard concept.

Based outside of Chicago in Schaumburg, Illinois, The Center for Association Resources helps qualified organizations achieve success through innovation, hard work and a level of dedicated service that is unmatched in the association management industry. In addition to association management services, The Center provides a wide range of professional services for non-profits, including board training, event management solutions, fundraising, strategic business planning and leadership development.

The planned implementation of the dashboard technology by The Center is part of a recent campaign to launch additional tools and resources for clients to make them more efficient in the current economic environment.

For more information, visit the Web site for The Center for Association Resources at <http://www.association-resources.com> or call the Center toll free at 1-888-705-1434.

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