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FOR IMMEDIATE RELEASE

Association for Strategic Planning Announces 2008 Annual Conference “Strategic Planning & Action: Driving Growth from Change”

Los Angeles, California — December 10, 2007 — The Association for Strategic Planning (ASP, www.strategyplus.org) announces that its annual conference will take place on February 24-26, 2008, in Marina Del Rey, California.

The 2008 ASP conference will focus on how to drive business growth from change. Attendees will include corporate and non-profit executives, government personnel, strategy consultants and service providers, students and professors of strategic planning.

Keynote speakers include Dr. Kevin Clancy, strategic marketing consultant and co-author of the bestselling book, *Counterintuitive Marketing* (The Free Press, 2000); Ira A. Jackson, the Henry Y. Hwang Dean & Professor of Management of the Drucker School, Claremont, California; Art Kleiner, Editor-in-Chief of *Strategy + Business* and author of the book *Who Really Matters: The Core Group Theory of Power, Privilege, and Success* (Doubleday/Currency, 2003); and Michael Mankins, Partner at Bain & Company in San Francisco and author of *The Value Imperative*, (The Free Press, 1994).

According to ASP President Dr. Stan Rosen, “ASP has grown tremendously in the last year – our membership increased by 60% and our member benefits have been significantly strengthened. The ASP annual conference is growing, too, and has proven to be a key benefit for our members and others involved in strategic planning. We have an especially strong lineup of keynote speakers and focused presentations planned for 2008, along with opportunities for deep dives into specific interest areas, contact with a number of innovative exhibitors and extensive networking. We invite anyone who is serious about organizational strategic planning to save the dates of February 24-26 and to register as soon as possible to take advantage of early bird and member discounts, since attendance will be limited.”

The Association for Strategic Planning (ASP) is the preeminent professional association for those engaged in strategic thinking, planning, and action. ASP currently has members in 35 states and several foreign countries, and active chapters operating in twelve metropolitan areas, with others in formation. The chapters serve the local area with networking and educational programs geared to the subject of strategic planning.

For more information about ASP or the annual conference, please contact ASP's Executive Director Janice Lauren at 877 816-2080 or by emailing her at executivedirector@strategyplus.org.

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