



February 6, 2018

To: Update Management Clients

From: Mike and Sandra Fisher - Owners of Update Management

Re: Transition of Ownership

There is no simple way to make such an announcement, but after 35 years of service to our association clients, and friends, we have made the decision to sell Update Management and enter the next phase of our journey--retirement. We are happy to announce that Geoff Horning has acquired Update Management effective immediately.

Horning has nearly 25 years of association management experience, as outlined in his enclosed biography. That includes time as executive director of Oregon Aglink and CEO of the Oregon Hazelnut Commodity Commission, Hazelnut Marketing Board, and Nut Growers Society of Oregon, Washington and British Columbia. He also served as Trade Show Director with the Oregon Association of Nurseries.

We've been blessed to work with so many fantastic organizations and people. Finding the right person or entity to sell our company to was a diligent process that we spent a lot of time vetting. We're confident that Horning will maintain the top-level of service that we pride in providing our clients.

"I'm excited to become a part of the Update Management team," Horning said. "I want to assure all of our clients that nothing is going to change in the day-to-day operations of your association, and that the Update Management team will remain intact, and will continue to provide you with first-rate service."

If you have any questions please don't hesitate to contact Geoff at ghorning@updatemanagement.com, or contact your association manager.



Geoff Horning

Geoff Horning is a native Oregonian who has more than 20 years of association management experience. His career path includes time spent in publications and event management, as well as serving as executive director and CEO of two different organizations over the past 12 years.

A graduate of Linfield College with a degree in Mass Communications, Horning got his professional start with the Oregon Association of Nurseries as the publications coordinator. While selling ads and writing for the industry publication, Horning showed an ability to become more involved with the association and soon earned additional responsibility.

This desire to learn led Horning down a path to get involved with the Oregon Society of Association Management, and ultimately an offer to become marketing director for the Western Energy Institute. Though his time with WEI was brief, it coincided with the merger of the Western Electric Power Institute and the Pacific Coast Gas Association. Navigating the politics of an energy association merger during the precursor to the ENRON scandal added a unique layer of bureaucracy that needed to be managed. The merger was a success.

Horning was at WEI only a few months when an opportunity presented itself to return to the OAN in the role of Trade Show Director, where he was responsible for managing a \$1.2 million budget.

Prior to the economic downturn of 2008, the Farwest Show had long been considered the diamond of nursery industry trade shows, consistently distinguished as the highest attended green industry trade show in North America. Though well established, the expansion construction of the Oregon Convention Center in 2001 created a set of challenges that required strategic planning and implementation. The end result was a successful expansion of the Farwest Show from 870 exhibit spaces to 1,365. While those numbers are impressive and significantly helped the OAN's bottom line, Horning takes as much pride in the efficient ingress and egress that was developed to deal with limited access to the convention center during construction. They still utilize many aspects of that plan today.

In addition to B2B events, Horning also has an extensive background in the production of consumer shows, and the OAN's Yard, Garden & Patio Show captivated his soul. Also housed at the Oregon Convention Center, the YGP averaged more than 30,000 attendees over a three-day weekend. Under Horning's direction, the 2006 YGP built the largest indoor lake ever constructed at a gardening event in North America at that time. The lake encompassed more than 80,000 gallons of water and was inclusive of a 27-

foot waterfall. Six display gardens were developed around its edges. If you want an example of his ability to plan, coordinate and lead you should know that this project was constructed in 3 days while the rest of the show was being installed around it.

While Horning excels in a fast-paced environment and at multi-tasking, no single person can produce events the size of the YGP and Farwest Show. No one person can be responsible for the activities of an organization. It requires communication and coordination. It requires trust and team building. Not only are these strengths required to produce a successful event, but these are strengths that are required to lead a successful organization. Horning believes he has these traits and will need them to follow in the big footsteps left behind in wake of the retirement of Mike and Sandra Fisher.

In 2006 Horning was named executive director of the Agri-Business Council of Oregon, now known as Oregon Aglink. Despite the economic downturn of 2008, Oregon Aglink witnessed financial and program growth. In his tenure they nearly doubled the annual revenue of the association without raising membership dues. The association, through key volunteer contributions, reinvigorated its campaign to engage urban Oregonians about key issues facing Oregon agriculture, and developed programs intended to provide better safety education for Oregon's agricultural workers.

Oregon Aglink boasts one of the highest supplemental discounts for Workers' Compensation within Oregon. Many of its 600+ members participate in this program through SAIF, and it's critical to the membership health of the association. An internal evaluation of the organization revealed a lack of resources in place to keep the program healthy, so a safety committee was formed. Via grant writing and partnerships Oregon Aglink developed four safety videos over a 5-year period. The first, which Horning penned, "Think: Make Safe Choices," won two national awards for its creativity and ability to uniquely incorporate a bilingual message.

In 2017 Horning accepted the CEO position of Oregon Hazelnut Industries, which oversees four non-profits for the hazelnut industry. The Oregon Hazelnut Marketing Board, The Oregon Hazelnut Commission, The Nut Growers Society of Oregon, Washington and British Columbia, and Associated Oregon Hazelnut Industries. In his brief tenure with OHI, Horning planned the 2018 Oregon Hazelnut Winter Meeting, which brought nearly 1,000 members of the industry to a trade show and seminars on the campus of Oregon State University.

Horning is a past president of the Oregon Society of Association Management, former chair of Oregon Ag Fest and currently sits as a founding board member of REAL Oregon, a leadership development program for the natural resources industry. In his spare time Horning enjoys fly fishing for trout and spending time with his son, Andrew.