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The Association of Independent Information Professionals Presents 2010 President's Award to MarketingBase President Amelia Kassel

Baton Rouge, LA May 2, 2010—The Association of Independent Information Professionals (AIIP, www.aiip.org) today presented the organization's prestigious President's Award to Amelia Kassel, president and owner of MarketingBase. The AIIP President's Award is given in recognition of any person who or institution that has demonstrated extraordinary support of the objectives of the association.

Kassel, who was nominated by a number of AIIP members, earned the award for her extraordinary service to the association, including service on a number of committees as well as her encouragement and mentoring of members and prospective members behind the scenes. She is a former AIIP board member, having served two separate terms.

“For a long time, Amelia has contributed to the association in so many ways that it's impossible to list all of her volunteer activities,” said AIIP President Marcy Phelps and president of Phelps Research (www.phelpsresearch.com). “She's very generous with her time and expertise.”

According to Cindy Shamel, president of Shamel Information Services (www.shamelinfo.com), “Amelia has consistently worked hard, largely behind the scenes, to strengthen and promote AIIP. She always focuses her efforts with true dedication to the goals and objectives of the organization.”

About Amelia Kassel

Kassel, a recognized author and national and international speaker, is the president and owner of MarketingBase, a Sebastopol, CA-based firm specializing in industry, company and competitive and market intelligence research. She holds a Master's Degree in Library Science from UCLA, has taught graduate courses at the University of California (Berkeley) and currently teaches at San Jose State University School of Library and Information Science. She is the author of “The Super Searchers on Wall Street” (<http://www.supersearchers.com>) and serves as a columnist for *Searcher Magazine* (<http://www.infotoday.com>).

About AIIP

The Association of Independent Information Professionals (AIIP, www.aiip.org) is the premier industry association for independent information professionals. The membership

consists of more than 500 business owners from countries around the world whose firms provide information-related research and consulting services across a wide variety of industries. AIIIP's members specialize in business research, competitive intelligence, market analysis, database development, training, and library management consulting. Some of the vertical industries AIIIP members work in include scientific, medical, pharmaceutical, regulatory, information technology, education, financial services, manufacturing, nonprofits and life sciences.

For more information about the Association of Independent Information Professionals, contact AIIIP headquarters in Baton Rouge, LA, at 1.225.408.4400 or office@aikip.org.