



AMCA International News Release

30 West University Drive • Arlington Heights, IL 60004, USA
Phone: +1 (847) 704-6325 • Fax: +1 (847) 253-0088
Email: communications@amca.org • www.amca.org

The International Authority on Air System Components Since 1917

FOR IMMEDIATE RELEASE

CONTACT

Robb Clawson
Associate Director, Marketing and Communications
+1 (847) 704-6325
rclawson@amca.org

AMCA International Grows Marketing & Communications Team

Robb Clawson and Scott Arnold Join Staff, Bringing Extensive Marketing and Editorial Experience to Association Team

ARLINGTON HEIGHTS, Ill., U.S.A., Dec. 10, 2017—Air Movement and Control Association (AMCA) International Inc. announces the addition of Robb Clawson and Scott Arnold to the association staff, significantly bolstering the marketing and communication efforts of the international authority on air-system components.

"We recognized the need to enhance the AMCA brand, messaging, and educational outreach," said Michael Ivanovich, AMCA senior director of industry relations. "Robb and Scott will lead our efforts in these and other areas. They bring outstanding marketing and editorial expertise to our team and will make us more effective advocates for AMCA's members—and the air-systems industry as a whole."

Clawson joins AMCA as the associate director of marketing and communications, bringing more than 25 years' experience, primarily in the manufacturing and financial-service industries. He led the global branding and communications initiatives for companies such as The Weir Group, Rexnord, Experian, Hargrove, and Harley-Davidson Financial Services. He brings an extensive background in digital and social media, as well as advertising and tradeshow/events.

"Robb brings broad and deep capabilities to AMCA, and we look forward to his leadership in establishing a more integrated global identity for AMCA as membership and participation in the Certified Ratings Program continue to grow in Asia, Europe, and the Middle East," said Mark Stevens, AMCA executive director.

Arnold joined AMCA in August as manager of industry content. He will lead the development and publication of AMCA inmotion magazine, newsletters, white papers, and other educational content. He is no stranger to the air-systems industry, having served as an editor for HPAC Engineering over the previous 18 years.

"I've known and worked with Scott for many years," Ivanovich said. "He is a highly respected editor who is knowledgeable of the industries served by AMCA, and members and staff will enjoy working with him to develop and deliver educational content."



Robb Clawson



Scott Arnold

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About AMCA International

Air Movement and Control Association (AMCA) International, Inc. is a not-for-profit trade association with more than 370 member companies worldwide representing more than \$3 billion in annual revenue. AMCA's mission is to advance the health, growth, and integrity of the air-movement-and-control industry, with programs such as certified ratings, verification of compliance, and international standards development. AMCA also advocates for model codes, regulations, and utility incentive programs promoting efficiency and life safety. For more information about AMCA, visit www.amca.org.

High resolution images available upon request