



News Release

10401 North Meridian Street
Suite 202
Indianapolis, IN 46290
317-663-4180

Contact: Jill Delaney
Real Estate Investment Securities Association
317-663-4175
jdelaney@reisa.org

REISA Hires New Chief Operating Officer

INDIANAPOLIS – June 1, 2011 – The Real Estate Investment Securities Association (REISA) has hired Alyssa A. Pfennig, CAE as the chief operating officer.

Pfennig brings more than eight years of association management experience for both national and international trade associations. Prior to joining REISA, she served as Director of Membership and Event Services for the National Dart Association (NDA), an international trade association serving coin-operated vending companies and dart leagues in eight countries. Among her many duties, she planned and directed a 10-day, international dart tournament at Bally's Las Vegas each year.

In her role as chief operating officer, she will be responsible for the administrative direction, evaluation and coordination of the operational functions of REISA.

“Her extensive experience, background and enthusiasm will be a valuable asset for the development and growth of REISA,” said Brandon Balkman, executive director at REISA. “We look forward to leveraging Alyssa’s experience to help direct the association and industry.”

She received her bachelor’s degree from Indiana University-Purdue University Indianapolis. Additionally, she is actively involved in the American Society of Association Executives (ASAE), Indiana Society of Association Executives (ISAE) and serves as the International Vice President for the Indianapolis Chapter of the Junior Chamber.

For more information, contact Jill Delaney at 317.663.4175 or jdelaney@reisa.org.

About the Real Estate Investment Securities Association (REISA)

The Real Estate Investment Securities Association (REISA) is a national, non-profit trade association for professionals who offer and distribute securitized real estate investments. Members include real estate sponsors, broker-dealers, registered representatives, financial advisors and affiliated businesses such as law, accounting and real estate brokerage firms.

REISA works to maintain the integrity and reputation of the industry by promoting the highest ethical standards to its members and providing education, networking opportunities and resources. For more information, call REISA at 866.353.8422.

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