



FOR IMMEDIATE RELEASE

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Kansas City, Mo. -The Scaffold & Access Industry Association (SAIA) is proud to announce the appointment of Denice Posey to the position of Manager of Marketing Communication.

Denice brings a unique background to SAIA that encompasses non-profit association work, construction industry knowledge, and more than 15 years' experience in the marketing communications field. Her expertise includes copy writing and editing, graphic design and layout, branding and corporate identity, tradeshow coordination and project management.

She previously worked for Husqvarna Construction Products as the Project Manager for their tradeshow program. Prior to that, she served as the Marketing Media Designer for the Commercial Building Industry business unit at Grundfos Pumps Corporation. Denice also held several positions during her 10 years with the American Academy of Family Physicians - a 90,000+ member association for family physicians - including Tar Wars Program Coordinator and CME Home Study Editorial/Production Assistant.

Denice is a huge proponent of continuing education and life-long learning; she has attended Johnson County Community College as a part-time student in the Fashion Design & Merchandising program as well as taking graphic design classes and earning a certificate in desktop publishing. Professionally, she has attended communications and customer service training offered by employers.

Some of her many interests include fitness, fashion, good food and travel. She is an avid sports fan, loves animals (particularly cats), and going to the beach when she's lucky enough to be near one. Her favorite indulgence is artisanal (dark) chocolate.

Ms. Posey, who is originally from Denmark and fluent in Danish, graduated from the University of Kansas with a Bachelor's degree in Journalism and Mass Communications. She resides in Overland Park, Kan.

About the SAIA

The Scaffold & Access Industry Association (SAIA) is a non-profit trade 501(c)(6) association committed to raising the standards of professionalism within the scaffold and access industry. The SAIA represents all facets of the scaffold and access industry through various councils that include, aerial work platform, construction hoist, fall protection equipment, international, industrial, mast climbing, plank and platform, shoring, supported scaffold and suspended scaffold. Through its various programs, the SAIA promotes safety, training and a highly professional, responsible image of the scaffold and access professional. The SAIA delivers thousands of safety training programs a year at various locations throughout the world. These programs cover all aspects of scaffold and access safety and equipment use. The SAIA is also the secretariat for the American National Standard, SAIA ASC A92 and A11 standards. For more information, call 816 595.4860 or visit us at www.saiaonline.org.

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