



**Mr. Donnelly K. Eurich, CAE, CMP**  
*President*  
*Eurich Management Services L.L.C.*

Donnelly K. Eurich, CAE, CMP has been active in association management for all thirty years of his professional career. Upon graduation from Michigan State University in 1976 with a bachelor's degree in Financial Administration, Donn joined the Michigan Retail Hardware Association (MRHA) and also had the opportunity to work closely with the Mid America Health Organization (MAHO) in the areas of new store financing and development, cash flow and financial statement analysis, and developing new member services. Donn's tenure with MRHA and MAHO ended in December 1983 when he became Vice President of Public Affairs for the Michigan Bankers Association (MBA) where he began providing lobbying and consulting services to other associations.

In January 1992, Donn became President/CEO of the Michigan Association of Credit Unions (MACU). Four years later, Donn founded an association management and government relations firm, Capitol Advocacy Services Group. In 1998 this firm evolved into Eurich Management Services (EMS) which specializes in association management and consulting. Through EMS, Donn handles his duties as Executive Director for ten associations and oversees the production of several regional trade shows and several in state conferences.

In 1991, Donn earned the Certified Association Executive (CAE) designation, the highest honor of professional achievement in association management. In 1999 he earned the designation Certified Meeting Professional (CMP).