

SHARI PASH

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Shari Pash is changing the culture and way organizations approach membership recruitment and retention. She provides a customized multi-step recruitment and retention program with proven success in net new member growth. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success for accountability and growth. In addition to membership work, Pash conducts board of director orientation and planning sessions. Shari is an active conference presenter for many associations including National Home Builder's Association (NAHB), Association of Chamber of Commerce Executives (ACCE), Institute for Organization Management (IOM), Canadian Chamber of Commerce Executives (CCCE), and many state associations across the country.

Prior to starting Strategic Solutions for Growth in 2010, Shari built her career at Michigan State University, the Kellogg Center, managing and working with the Association market for over 20 years. Success in revenue generation, new market identification, and business development earned her industry awards of excellence. Following her career with MSU, she was appointed Vice President of Sales for the Greater Lansing Convention and Visitors Bureau.