FOR IMMEDIATE RELEASE

TERRI BARTLETT JOINS THE NCA AS DIRECTOR OF MEMBER SERVICES

Accomplished Membership Professional Assumes Newly Created Position

New York (October 31, 2016) – The National Coffee Association (NCA) is proud to announce that Theresa R. (Terri) Bartlett has joined the NCA in the newly created position of Director of Member Services. Bartlett comes to the NCA from the International Institute for Conflict Prevention & Resolution (CPR), where she served as Vice President, Member Services.

“As the NCA works to broaden the value and scope of membership, we found a strong membership professional in Terri Bartlett,” said NCA President & CEO Bill Murray. “I’m proud of the entire NCA team and what they’ve accomplished in recent years as we serve an increasingly complex industry. Terri brings the team back to full staffing, and her outstanding credentials, diligent professionalism and creative thinking will help us tap the NCA’s enormous membership potential as the U.S. industry’s leading trade group.”

Strategic Membership Professional

Prior to joining the NCA, Bartlett headed all membership services at CPR, the leading international think tank and membership organization for conflict management and resolution for corporations and their outside counsel. Reporting to the president and CEO, she held primary responsibility for developing and implementing the strategic acquisition plan aimed at identifying, growing and retaining members by reinforcing CPR’s value proposition. During her six-year tenure at CPR, Bartlett re-engineered membership operations, expanding membership by cultivating awareness of CPR’s value proposition and member benefits, and strengthening member retention. She was also instrumental in the development of a new membership model that tailored pricing to the value that companies and law firms attached to CPR benefits.

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Previously, Bartlett spent nearly two decades at the Direct Marketing Association (DMA). As Director of Special Interest Councils, she developed and implemented an integrated membership marketing program that expanded membership and retention. She also developed special partnership programs, directed renewal operations, and developed and marketed educational seminars and networking programs. At the DMA, she also served as Director of the Library & Resource Center, creating promotions and marketing efforts for DMA library products, researching new print and online resources, developing secondary research products, and managing the web-based DMA Bookstore. Earlier in her marketing career, Bartlett served as Director of Marketing for Shasho Jones Direct, Inc. and Assistant Director of Conference Programming at the DMA.

Prior to her marketing career, Bartlett practiced corporate law. She served as an attorney at the Long Island Lighting Company and as Assistant General Counsel at Mosely Securities Corporation. Bartlett holds a J.D. from the University of Dayton School of Law and a B.S in Business Administration from Long Island University’s C.W. Post Center, where she graduated with honors as a marketing major.

**About the National Coffee Association**
The National Coffee Association of U.S.A., Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. The NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of the NCA’s membership, which accounts for over 90% of U.S. coffee commerce, is comprised of small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers and allied industry businesses. The NCA offers a wide array of services, focusing on market and scientific research, domestic and international government relations, issues management and public relations, and education. The NCA’s core purpose is to champion the well-being of the U.S. coffee industry within the context of the world coffee community. Visit [www.ncausa.org](http://www.ncausa.org).

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