

PRESS RELEASE
FOR IMMEDIATE RELEASE
October 7, 2021

For more information:
Robert Baylor, NUCA Director of Communications
703-890-7807, robert@nuca.com

Lauren Hensley: Making NUCA's Membership Program Even Stronger ***Utility Contractor Association Hires New Membership Director***

(Fairfax, Va.) – The National Utility Contractors Association (NUCA) announced today that Lauren Hensley has joined NUCA to lead the association's chapter and member services programs.

"After spending a decade in the association industry working in operations and sales for both membership and trade shows, Lauren has the extensive background and experience to go the extra mile for our members," said NUCA CEO Doug Carlson. "Quality membership service is what we seek for our members to get the most out of their NUCA investment. Lauren's background and personal energy is perfectly suited to move the association's growth and benefits to a higher level."

Lauren will provide operational support to the association's chapter leaders, liaison with the National Chapter Development Committee, and work with new member companies and chapters to strengthen their relationship and engagement with the association.

Prior to her NUCA job, Lauren worked for the start-up company CampfireSocial. Her position worked closely with the founder and CEO to carefully define and create a customer success vision for the SaaS company's platform, a social networking and e-commerce app designed to engage members and vendors in the association industry.

Before working for this cutting-edge start-up, Lauren worked on two of the nation's *Top 100 Trade Shows*: InfoComm and the Association of the U.S. Army (AUSA) Annual Meeting Symposium and Exposition.

She started her association career in membership at AUSA, guiding their Sustaining Member Program. Before she transitioned to the association's internationally-known trade show, she increased the number of member companies and assisted with the redesign and restructure of the AUSA's Membership Programs. While working for AUSA as an Exhibits Manager, she consistently exceeded exhibit revenue goals set for each show. She boosted the sales results by an astounding 178% for a new exposition event with only an eight-week lead-time for planning and execution.

After her AUSA work, she joined AVIXA as an exhibit sales manager where she increased her sales territory by 10% year after year, resulting in over \$1.4 million in exhibit and sponsorship revenue for the association in new and returning business. She is a 2011 graduate of Marymount University with a Bachelor of Arts in Education.

Lauren takes over the association's membership service duties from Meredith Leutbecker, who took a new position with a former employer earlier this summer. Lauren can be reached via email at lauren@nuca.com, and through NUCA's main membership contact phone number at 703-358-9300.

###

About The National Utility Contractors Association (NUCA)

Founded in 1964, the National Utility Contractors Association represents nearly 1,700 U.S. utility and excavation contractors, manufacturers, and suppliers who provide the materials and workforce to build and maintain our nation's intricate network of water, sewer, gas, telecommunications, and electric infrastructure.

NUCA is found online at www.nuca.com, and can be followed on Twitter at [@NUCA_National](https://twitter.com/NUCA_National). The association's Twitter hashtags are #WeDigAmerica and #NUCAdigs. NUCA's programs are also presented on other social media platforms such as LinkedIn, Facebook, YouTube, and Instagram.