

Wes Trochlil is president of Effective Database Management, located in Hamilton, VA. For nearly two decades, Wes has worked in and with over a hundred associations, non-profits, and membership organizations throughout the US, ranging in size from three staff to over 700. In that time Wes has provided a range of consulting services, from general consulting on data management issues to full-scale, organization-wide selection and implementation of data management systems.

Having written over 50 articles and hundreds of blog posts, Wes is the most published author on data management in the association market. In addition to his articles, Wes is also the author of "Put Your Data to Work: 52 Tips and Techniques for Effectively Managing Your Database," published by ASAE.

Wes is a frequent speaker and writer for organizations throughout the US and Canada. Wes has written for and been quoted in *Associations Now*, *CRMBuyer*, *Association Management*, *ECommerce Times*, *Association Trends*, *techiecrossing.com*, *SearchSMB.com*, *eWeek*, *monster.com*, *Executive Update*, *The Membership Management Report*, and *FORUM* magazines, and appeared as an expert on CRM issues on Microsoft's Non-Profit TV program.

Prior to starting his own consulting firm, Wes has nearly ten years experience working in associations as director of membership and marketing. He has worked for four national and international trade associations, serving as Director of Membership, Marketing, Customer Service, and Communications. With all four associations, Wes was responsible for managing the association's database, from membership databases of less than 1,000 records to fully integrated databases containing over 100,000 membership, publication, and seminar registration records.

Wes is a member of ASAE and the Center for Association Leadership, where he recently served on the Technology Section Council. He is past Chair of the Membership Section Council. He is also a member of the Society for Advancement of Consulting.