

## **California Library Association News**

*For Immediate Release*

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### ***California Library Association Names New Executive Director***

FOLSOM, CA – Kim Bui-Burton, 2009-2010 California Library Association (CLA) President, has announced the selection of Holly Macriss as the Association's new Executive Director, effective February 1, 2010.

Ms. Macriss brings over 12 years of association management experience, and most recently served as the Executive Director of the Western Carwash Association (WCA). During her tenure at WCA, Holly developed the organization's first working budget in its 25-year history, reduced operating expenses, grew and enhanced membership, and also implemented a long-range plan.

In making the announcement, CLA President Bui-Burton stated that she is "delighted that Holly will serve our association as our new Executive Director. Holly brings extensive non-profit association management experience to the position, which will help CLA move forward and *Navigate the New.*"

According to Ms. Macriss, "To be part of an organization that means so much to our communities is an honor. I am excited to partnering with the CLA Board of Directors, members and other industry leaders in moving CLA forward and representing California's librarians."

Ms. Macriss takes over for CEO Michael M. Reyna, who assisted the California Library Association in its operations during December of 2009. California Library Association President Bui-Burton said, "We would like to thank Mr. Reyna for his invaluable assistance during his brief tenure, and on behalf of the Board, wish him well in his new position at the State of California."

#### **About the California Library Association**

Established in 1895, the California Library Association is a 501(c)(3) non-profit association that provides leadership for the development, promotion, and improvement of library services, librarianship, and the library community. CLA helps its 3,000 members excel in a fast-changing job market and is a resource for learning about new ideas and technology. Furthermore, CLA is a leading advocate on all statewide library issues and actively works to influence legislation affecting libraries and librarians. Governed by an elected Board of Directors, CLA is headquartered in Folsom, California.

More information may be obtained at [www.cla-net.org](http://www.cla-net.org)