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**FOR IMMEDIATE RELEASE**

**Jennifer Beever Elected to Association for Strategic Planning Board of Directors**

*Los Angeles, California — March 4, 2011—* Jennifer Beever, President of New Incite, has been elected to the Board of Directors of the Association for Strategic Planning (ASP, [www.strategyplus.org](http://www.strategyplus.org)). Ms. Beever will serve as a Director at Large on the Board and as Co-Chair of the organization's technology committee.

The Association for Strategic Planning's members includes strategic planning and other executives from major corporations and small businesses as well as consultants, other service providers and academics. "Association for Strategic Planning members include some of the smartest minds in the profession," said Jennifer Beever. "Having the opportunity to not only learn from and network with industry thought-leaders and practitioners but to also work with them to promote the strategic planning profession is an honor."

The Association for Strategic Planning (ASP) is the preeminent professional association for those engaged in strategic thinking, planning, and action. ASP currently has members in 40 states and several foreign countries, as well as active chapters operating in 14 metropolitan areas. Several others are currently in formation. The chapters serve the local area with networking and educational programs geared to the subject of strategic planning. For more information about ASP, please contact ASP's Executive Director Janice Laureen at 877-816-2080 or by [email](#).

[New Incite](#) is a marketing consultancy that offers B2B outsource CMO for Hire services including marketing analysis and planning, implementation of marketing plans and analysis of results for businesses. It was founded by Jennifer Beever in 1997 in Woodland Hills, California and serves clients in the Greater Los Angeles area as well as worldwide. Jennifer Beever is a Certified Management Consultant with the Institute of Management Consultants and an Inbound Marketing Certified Marketing Professional through the Inbound Marketing University administered by Hubspot. New Incite works cross industry, with a particular focus on technology, manufacturing and green companies. For more information about Jennifer Beever, New Incite or its outsource CMO for Hire services, visit [www.newincite.com](http://www.newincite.com) or contact Jennifer Beever by [email](#) or by calling 818-347-4248.

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