



THE SHERWOOD GROUP, INC.

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**For Immediate Use**

**American Association for Public Opinion Research  
Selects The Sherwood Group for Full-Service Management**

DEERFIELD, IL – The American Association for Public Opinion Research (AAPOR) selected The Sherwood Group, Inc., to provide full-service staff and headquarters solutions to the society, effective September 1, 2009.

AAPOR is the leading professional organization of public opinion and survey research professionals, with members from academia, media, government, the non-profit sector and private industry. AAPOR promotes sound and ethical conduct and use of public opinion research, supported by the principle that public opinion research is essential to a healthy democracy, informed policymaking and giving voice to the nation's beliefs, attitudes and desires.

Sherwood Group President John Waxman is serving as the Interim Executive Director for AAPOR. A permanent executive director will be identified later this year, and Waxman will continue to serve as the Sherwood Group Managing Partner for AAPOR, providing strategic support to the AAPOR staff and council.

“We are honored to have the opportunity to work with this important and vibrant organization,” Waxman said. “We are working to help the council focus on those things that will grow the AAPOR community and add value and efficiency to the organization's operation, while preserving those things that make a specialty organization like AAPOR a professional home to members.”

The Sherwood Group provides staff and headquarters solutions to national and international organizations representing biological, social and health sciences and technology. The firm was founded in 1979 to support associations whose members share a passion for their fields and a commitment to professional development, advocacy and service to their colleagues and communities. The Sherwood Group earned charter accreditation from the AMC Institute and the American Society for Association Executives. Contact Vice President Greg Schultz: +1-847-205-2646; [gschultz@sherwood-group.com](mailto:gschultz@sherwood-group.com).

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