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## Smithbucklin AXP: Driving Association Excellence

AXP<sup>SM</sup> is Smithbucklin's association excellence program. Designed to help associations, societies, and communities achieve their greatest potential, our proprietary program blends the industry's best association performance research with Smithbucklin's expansive association management experience and expertise. It's available solely to our association management clients.

AXP's innovative platform strengthens alignment on priorities and opportunities by fueling regular, meaningful, and focused conversations among boards, executive directors, and staff. It further optimizes organizational performance by presenting relevant research, data, and facts through intuitive reporting that encourages collaboration and growth.



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