

HOSPITALITY

COO buys Alexandria management firm from founder

By Jennifer Nycz-Conner
Staff Writer

Potomac Management Resources is under new management.

Carol Montoya, who was PMR's chief operating officer, bought the Alexandria-based association and event management company from its founder and president, Noelle McGlynn.

Financial terms were not disclosed.

Montoya is now president of the nine-

person company, which started as an events management business in 1996 and expanded into association management in 2000 with its first client — the Ad Club of Metropolitan Washington.

Since then PMR has built its niche working with organizations new to professional management services. Groups pay PMR to manage their databases, events, finances and other activities.

"We basically serve as their back office," Montoya says.

The company manages national and regional groups, including the Retail Contractors Association, Women in Technology, the Advertising Club of Metropolitan Washington and the D.C. chapter of the American Marketing Association.

McGlynn, who is selling the business to spend more time with her two children, says she had been thinking about it for about two years but waited until she could sell to someone who shared her vision.

"The best thing for me to do is to make

it an invisible transition with continuity for the clients," McGlynn says. "Not everyone has that luxury."

Montoya, who met McGlynn while on the volunteer board of the Advertising Club, joined the company in 1998. She was its second employee.

Montoya previously worked on social marketing contracts for government agencies at D.C. communications firm Lisboa Associates.

■ E-MAIL: JNCONNER@BJJOURNALS.COM PHONE: 703/816-0339