

PRESS RELEASE

For Immediate Release

SYSTEMATION CEO BEN SNYDER RECEIVES “SPIRIT OF ISA” AWARD

DALE CITY, VA (March 20, 2018) – Ben Snyder, CEO of Systemation, was awarded the 2018 “Broomfield Award–The Spirit of ISA” at ISA-The Association of Learning Providers’ Annual Business Retreat Awards Dinner, held in Tucson, AZ, on March 20. The designation recognizes an individual whose contributions have advanced the association’s vision and strategic direction.

“Ben has been involved in the life of ISA since becoming a member back in 2004,” says Craig Ross, CEO, Verus Global, and Chair of the Awards Committee. “His consistent, creative and committed service already earned him recognition as ISA’s Outstanding Individual Contributor in 2011. From his active committee and Board work, including his tenure as president of the Board of Directors from 2013 to 2016, to his everyday leadership and encouragement to both new and seasoned members alike, Ben truly personifies the spirit of ISA.”

Snyder’s Board of Directors service extended from 2009 to 2016, during which time he also chaired and significantly enhanced ISA’s Financial Benchmarking Study. He’s been a mega session speaker at a number of Annual Business Retreats, facilitated the CEOs/Presidents/Owners meetings in 2014 and 2015, and has lent his leadership and expertise to a variety of committees and strategic decisions throughout the years.

“After fourteen years of active membership and steady leadership, it’s time to call attention to Ben’s service and celebrate his ability to carry the spirit of ISA forward in a way that’s uniquely his,” says Pamela Schmidt, Executive Director of ISA. “His candor and resourcefulness, along with his willingness to make himself available to any member interested in comparing best practices or sharing experiences, is a model for all of us.”

With this honor, Snyder joins previous recipients of the Broomfield Award, including James Chisholm (ExperiencePoint), Tony Jace (Crisis Prevention Institute), Ann Herrmann-Nehdi (Herrmann International), Dan Roberts (Ouellette & Associates), Al Switzler (VitalSmarts), Beverly Kaye (Career Systems International), Joe Trueblood (Amplify), and John Humphrey (Humphrey Enterprises), in demonstrating a dedication to ISA’s success and serving as a role model for all members.



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To learn more about the 2018 ISA Awards, visit www.isaconnection.org.

About ISA–The Association of Learning Providers

[ISA](#) is the only industry-specific association devoted exclusively to helping executives in the training, learning and performance consulting industry grow their businesses. More than 80 companies comprise the membership of ISA, who are contributing to the success of more than 100,000 clients across the Fortune 500 and around the world. Members come together to learn key business insights, share their collective wisdom, expand their resources and enhance their results.

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