



Next Wave Group, LLC is an association management firm specializing in using technology to provide quality services in a cost-effective way. While we make heavy use of technology, we pride ourselves on our ability to communicate on the phone and in person with members and to be responsive to their needs. We look at technology as a powerful tool, rather than an end unto itself.

We have put together systems that use simple and inexpensive Web-based products to deliver powerful results. Simplification and work flow optimization have enabled us to provide our clients with the services they need at an affordable price. Our systems are continually evolving, as we find new and better ways to accomplish our work.

Formed in 2000, Next Wave Group, LLC now manages 14 organizations in a variety of industries. Next Wave Group, LLC was spun off from our sister firm, Bay Media, in 2000, and we have actually been managing associations since 1992.

Using the services of Bay Media, direct billed to clients through, Next Wave Group, we are able to offer a range of print and electronic/Web publications at affordable rates. Some of our print products include promotional brochures, books (hard and softcover), magazines, directories, and newsletters. Bay Media publishes WashTrends magazine, a full color, glossy quarterly magazine focusing on trends in the carwash industry.

After operating in a “bricks and mortar” environment, we made the move to “virtual operations” in the fall of 2006. All of our team members (comprised mostly of independent contractors) are working from home offices. All are seasoned professionals, capable of working well independently. Our gradually evolving use of Web-based applications and email has made this change possible. The result is improved productivity, project assignments based on skill and expertise (able to choose from a wider range of expertise by using contractors), and reduced operational overhead. We are one a very few association management companies in the world operating in a virtual environment.

By using the services of Next Wave Group, LLC, the client is relieved of the need to rent office space, provide for employee payroll and benefits, maintain office equipment, buy and update licenses computer software, pay insurance costs for furniture and equipment, pay utility expense or long distance charges, and all other expenses associated with having an office and staff.

Recognizing the client needs vary, Next Wave Group offers full management services, as well as an array of support services which may include: database management, accounting, membership services, publications, strategic planning, Web sites, event management, and more.

Next Wave Group is a member of the Association Management Institute, the American Society of Association Executives, and the Annapolis and Anne Arundel County Chamber of Commerce.

Next Wave Group president, Pat Troy is in the process of completing writing a book called *Flex: The Virtual Office Advantage*. The book will be released this spring and is targeted to the owners of small service based businesses who are considering the move from conventional to virtual operations.

PATRICIA H. TROY

Patricia Troy is a recognized community leader and business owner in Anne Arundel County, Maryland, where she has lived since 1976.

In 1989, Troy formed Bay Media, Inc., a publication management firm. The firm focuses on specialty publications for nonprofit organizations, Web sites, and local interest books. Bay Media gradually acquired clients requesting full-service organization management; and in 2000, Troy formed a new company, Next Wave Group, LLC, to handle these requests.



Always active in community work, Troy was the founding chairman of ASPIRE, Inc. (Association for Severna Park Improvement, Renewal and Enhancement) which she organized in 1994 to focus on community master planning. She serves as a lifetime board member of Chesapeake Academy, which she and three other educators founded in 1980. Today the independent elementary school enrolls nearly 300 students in grades preschool through five and just completed a \$4 million expansion. She is a three-term president of the Greater Severna Park Council, an umbrella organization of more than 60 communities. She chaired the Anne Arundel County Advisory Task Force on Cancer Control and the Severna Park Small Area Plan. Troy served as vice chair of the board of trustees for Anne Arundel Health System and was chair of the Strategic Planning Committee. She is a past president of the board of trustees for the Cultural Arts Foundation of Anne Arundel County, past president of the Three Rivers Unit of the American Cancer Society, past president of the Panhellenic Club of Annapolis and a former board member of the Friends of the B&A Trail.

Troy is also involved in the business life of Anne Arundel County. She has served multiple terms on the board of directors for the Annapolis and Anne Arundel County Chamber of Commerce; she is a past officer of the Greater Severna Park Chamber of Commerce, and a member of the Annapolis and Anne Arundel County Conference and Visitors Bureau. In 1980, Troy joined the Severn River Chapter of ABWA and is a past president of the chapter. She is now a member of Maryland Capital Chapter of ABWA. In 2003 she was selected by ABWA National as one of their Top Ten Women in Business. In 2004 she was the recipient of The Association for Women in Communications Georgina MacDougall Davis Award (Founder's National Award). She has been named three times among Maryland Top 100 Women by the Daily Record. She was also selected by the SBA as Women in Business Advocate. In 2009, she was inducted into the Annapolis and Anne Arundel Chamber of Commerce Hall of Fame.

Troy's education is a unique blend of coursework in education, media and nonprofit management. Troy holds B.S. and M.Ed. degrees from Auburn University and a CASE (specialist) degree from Loyola College. In 1994, she graduated in the inaugural class of Leadership Anne Arundel. She is a 1999 graduate of the Organization Management Institute run by the US Chamber of Commerce and has taken a variety of courses and seminars in nonprofit management. She holds the CAE (Certified Association Executive) designation, the professional credential awarded by ASAE (American Society of Association Executives).

Honors and awards include:

- Baltimore's Top 100 Women 1997, 1999, 2001 - The Daily Record (Circle of Excellence)
- Business Leader of the Year - Anne Arundel Trade Council
- Woman of the Year (2) and Business Associate of the Year (2), Inner Circle - American Business Women's Association, Severn River Chapter ABWA
- SBA Women in Business Advocate - Maryland SBA
- Service Above Self Award - Severna Park Rotary Club
- Independence Day Parade Grand Marshal - Greater Severna Park Chamber of Commerce
- Outstanding Unit President Award - American Cancer Society, Maryland Division
- TWIN Award (A Tribute to Women and Industry) - YWCA
- Certificate of Merit - Zeta Tau Alpha
- ABWA, Top Ten Women in Business (US)

Pat and her husband Stephen, a retired engineer and now technical consultant, live in Arnold, Maryland. They have one son, David, who is an international, serial entrepreneur. David and his wife, Jennifer, have two children. Pat's hobbies include photography and travel.