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An AMC Story: Growing an AMC AMC Connection, September 2007

An Interview with Jaime Nolan, CAE, founder and president of IntrinXec Management Inc. of Minneapolis.

Jaime Nolan, CAE, is founder and president of IntrinXec Management Inc. of Minneapolis. Along with her duties as president of IntrinXec, she serves as the executive director of the Health Care Administrators Association and the associate director for the Preeclampsia Foundation. Nolan previously served as the CEO and partner at Synergy Resource Group (SRGI) in Plymouth, Minnesota.

AMC Connection spoke with Nolan about her introduction to the association world and the rise of IntrinXec, an association management company that services nonprofit foundations and associations.

AMC Connection: When did you first become interested in association work?

Nolan: Well, I got into the industry by accident—so I guess I got interested after I was already in it. I was working as a paralegal and planning to go to law school, but first I wanted to see what else was out there. I applied for several jobs and got one as a meeting planner for an association management company. After building relationships with the members and learning how associations help people grow within their own professions, I understood how valuable that cause is—it made me enjoy the association work that much more.

Tell us about the history of IntrinXec.

IntrinXec was founded in the fall of 2004. I was a partner at another AMC and left in the spring of 2004. The more I started working with associations on my own and the more their requests increased, the more we saw the need to become a full-fledged AMC.

What is the biggest challenge at this point in your career?

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The biggest challenge has been managing the growth spurt we've had this year. I've hired nine people in six months, and I took on nine new clients (the client total now is 16, with 12 staff). I've been training new employees about clients and the AMC industry, and developing a structure, internally, for us to best serve the clients. It had just been three of us wearing all the hats. While doing all of that, we had to make sure our clients were being served well.

What is the biggest opportunity for your company now?

The biggest opportunity comes from the continued growth of the company. It's an opportunity to develop the company with the employees, because the success of a company is in the hands of the people on board. The vision of our company is to be a great place to work. I wanted to build a company where people looked forward to seeing peers at work and working with clients.

Describe a typical day.

There is not a typical day. We're going 100 miles per day, every day. We may leave here with a to-do list for the next day, but by the next day the to-do list has usually changed. It makes for a very organic schedule.

Tell us about your personal interest in preeclampsia, and the two fundraisers: the Preeclampsia Foundation Walk-a-Thon and Saving Grace: A Night of Hope.

We lost a daughter due to [preeclampsia](#), and we knew the purpose of her life didn't end with her death. So much of what I have learned is that patient education is so important. Lots of doctors miss the signs of preeclampsia. Doctors who know the signs can save lives. We also want the public to know about preeclampsia. When we took over, the Preeclampsia Foundation was still in its infancy. I got together with a father in Iowa who had lost his daughter to preeclampsia to get the message out there, educate and spread the news. Both fundraisers are in their third year, and they are two of the largest fundraisers for the foundation.

What are some of your long-term goals?

To continue to grow the business. Eventually, I'd like to sell it to the employees so they are really benefiting from the hard work they put into it.

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