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Tovar named director of business development for ABC

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Associated Builders and Contractors (ABC) said that Nick Tovar has been hired as director of business development and partnerships. Tovar comes to ABC after nearly 10 years at Meridian One Corp. in Alexandria, VA., where he was the director of sales responsible for working with both associations and businesses to develop, market and manage member discount programs.

In his new role, Tovar will focus on bringing value to ABC members by leveraging his knowledge of the marketplace to help members save money on products and services they use every day in their operations.

"We are thrilled to have Nick as part of the ABC team," said ABC vice president of public affairs and member services Sandy Lynch.

"His background and relationships with association executives and ABC's current and prospective partners will be extremely helpful in delivering programs that provide the greatest return on investment for ABC members. Nick's experience gives him a unique perspective to help ABC evaluate prospective programs that can deliver discounts to members and generate non-dues revenue for the association and its chapters."

Tovar is a graduate of the College of William and Mary in Williamsburg, VA.

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