



**NEWS RELEASE**  
FOR IMMEDIATE RELEASE  
June 25, 2007

**CONTACT**  
Molly Lopez, CAE, President  
Association Management, Ltd.  
Tel. (515) 243-1558

### **HEATHER TAMMINGA EARNS CERTIFIED ASSOCIATION EXECUTIVE CREDENTIAL**

WASHINGTON, D.C. – The American Society of Association Executives (ASAE) has announced that Heather Tamminga, Account Executive of Association Management, Ltd., has earned the Certified Association Executive (CAE™) credential. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned the CAE. In Iowa, there are now 42 active CAEs in the association industry.

“We are extremely proud of Heather in reaching this extraordinary achievement. The CAE exam is a comprehensive test that covers 10 key areas, including: strategic management, planning and research, leadership, administration, public policy/government relations, knowledge management, governance, membership, programs/products/services and public relations,” said Molly Lopez, CAE, Owner/President of AML. “Also, we are excited to add another CAE to AML’s staff of account executives. Of the 42 CAEs in Iowa, three are employed at AML.”

To be designated as a Certified Association Executive, an applicant must have a minimum of three years experience in nonprofit organization management, complete a minimum of 75 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold the code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and nonprofit management. Nationally, approximately 3,300 association professionals currently hold the CAE credential, which was first awarded in 1961.

Association Management, Ltd., a Des Moines-based international association management company, provides management services to 10 non-profit trade and professional client associations which represent over 5,000 individual members and 500 company members in 47 countries. AML is a nationally-accredited association management company through the American Society of Association Executives (ASAE). AML also is a member of AMCInstitute (formerly the International Association of Association Management Companies (IAAMC)) and is working to achieve international accreditation in 2008.

For additional information about Association Management, Ltd. visit [www.aml.org](http://www.aml.org).