



CAE Certification Profile

In every issue, ISAE News interviews a Certified Association Executive. This month, we visit with Heather Tamminga, CAE, account executive/marketing director at Association Management, Ltd. Tamminga has been in association management since 1998. She received her BA in journalism/mass communications and BA in international studies from Iowa State University.

Heather Tamminga, CAE

ISAE News: Tell us about your association. What does it do, how many members does it serve?

Tamminga: Association Management, Ltd. (AML) is an ASAE accredited association management company. AML's clients include six state, one regional, one national and two international trade and professional associations. In total, AML serves over 5,000 individual members and 500 companies in 47 countries. One

thing that makes AML unique is that we are a staff of nine women, three of which are CAEs. I am the marketing director for the company and I am an account executive for the Association of Image Consultants International (AICI) and the Iowa Water Well Association (IWWA).

ISAE News: How long have you been certified?

Tamminga : I'm the new kid on the block; I received my CAE in May of this year.

ISAE News: Why did you decide to become certified?

Tamminga: It seemed like the next logical step. I really enjoy associaton management and decided early in my career that this is where I want to be. I am very fortunate to have a talented mentor who encouraged me to set my goals and nudged me along until I was ready to sit for the exam.

ISAE News: How has certification helped your association and career?

Tamminga : Simply studying for the exam has made me a better professional, and I believe it shows in my work every day. Passing the exam has elevated my position at AML and with the clients we serve. As a company, AML takes the time to educate clients about the importance of the CAE. AML reinforces that our clients excel through a CAE's enhanced knowledge of association management and through our continued professional growth. To me, the equation is simple: the more you know, the more value you provide to your association. This value can be measured in dollars and cents and in the subtleness of advancing your association so that it fulfills its purpose.

ISAE News: What #1 tip would you give to someone considering the CAE exam?

Tamminga : My #1 tip is to participate in the CAE study group. This is a great way to network with other CAE hopefuls, discuss and revisit ideas, and take practice quizzes that put you in the mindset of the exam. Also, it keeps you focused and accountable on studying and motivates and encourages you along the way. (Tip 1.5: Don't let lack of time be an excuse! There will never be a good time to take the exam.)

ISAE News: Why do you belong to ISAE?

Tamminga : I belong to network with other association management professionals; it's always nice to know that you're not alone out here.

ISAE News: Has your association diversified into any areas in the last three years? If so, what?

Tamminga : AML continues to strive in offering state-of-the-art technology to our clients. At this time, we are offering the capability of real-time Webinars. This is a great, affordable means for them to offer educational opportunities more often throughout the year.

ISAE News: What do you think is a hot button issue facing the industry?

Tamminga : Diversity is a common theme in associations and in business as a whole. Whether you are referring to cultural or generational differences, boards and staff must be cognizant of how they are represented, how they communicate and how they will work together to move forward.

ISAE News: How do you give back to the profession or to your community?

Tamminga : Very few conversations don't include reference to my dogs, adopted from local shelters. Since shelters have brought dogs to our family, I focus on giving back to them. I volunteer at the Animal Rescue League of Iowa (ARL) in post-adoption follow-up and participate in many dog behavior classes.

CAE BREAKFAST DATES

If you are an ISAE member and have earned the Certified Association Executive (CAE) designation, you are invited to attend the CAE breakfasts. The dates have been selected and locations are listed below:

Friday, October 5

Iowa Medical Society, 1001 Grand Avenue, West Des Moines

Friday, November 2

Iowa Gaming Association, 4401 Westown Pakway, Ste 209, West Des Moines

Friday, December 7

Iowa Grocery Industry Association, 2540 106th Street, Ste 102, Des Moines

Friday, January 4

Iowa Telecommunications Association, 2987 100th Street, Urbandale

Friday, February 1

Association Management, Ltd., 100 East Grand Avenue, Ste. 330, Des Moines

Friday, March 7

International Association for Food Protection, 6200 Aurora Ave, Ste. 200W, Des Moines

Friday, April 4

Iowa Association of Realtors, 1370 NW 114th Street, Ste 100, Clive

Friday, May 2

Associated General Contractors of Iowa, 701 East Court Avenue, Ste. B, Des Moines

Friday, June 6

Iowa Osteopathic Medical Association, 920 12th Street, Des Moines

Contact Jack B. Clark, CAE at the Iowa Utility Association, (515) 282-2115 or jackbclark@iowautility.org for more information.