



## News Release

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### **DENISE HOFFMAN EARNS CERTIFIED MEETING PROFESSIONAL CREDENTIAL**

**WASHINGTON, D.C.** – The Events Industry Council announced that Denise Hoffman, meeting planner for Association Management, Ltd. (AML), has earned the Certified Meeting Professional (CMP) credential.

The CMP exam is a comprehensive test in nine key areas: strategic management, project management, risk management, financial management, human resources, stakeholder management, event design, site management and marketing. Upon passing, CMPs are considered the leading experts in the global meetings, conventions and exhibitions industry.

Hoffman has more than 20 years of meeting planning experience, bringing her expertise to the Association Management, Ltd. (AML) team in March 2015. AML is a division of Iowa Soybean Association's ISA Management Solutions, Inc. Hoffman manages convention and conference planning for AML's client associations including the interNational Association of Lighting Management Companies (NALMCO), the Federation of Exchange Accommodators (FEA) and the National Rural Economic Developers Association (NREDA).

"We are extremely proud of Denise in reaching this extraordinary achievement," said Molly Lopez, CAE, president, AML. "There are fewer than 50 active CMPs in the state, and we are excited to add another certified professional to our team. Pursuing this certification demonstrates our commitment to the profession and depth of services we provide."

To receive CMP designation, an applicant must have at least three years professional experience, complete a minimum of 25 hours of specialized professional development and pass a stringent examination. To maintain the certification, individuals must continue ongoing, industry-specific professional development.

AML is an internationally accredited Association Management Company (AMC). AMCs specialize in managing associations and not-for-profit organizations, providing leadership and professional management services through experienced staff, best practices and shared resources. As AMCs manage

multiple association and not-for-profit clients, their experience and knowledge base are broad and substantial, positioning the organizations as the preferred choice for full-service and specialized management services.

To learn more about AML and ISA, please visit [www.aml.org](http://www.aml.org) or [www.iasoybeans.com](http://www.iasoybeans.com).

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***The Iowa Soybean Association** ([www.iasoybeans.com](http://www.iasoybeans.com)) develops policies and programs that help Iowa's more than 38,000 soybean farmers expand profit opportunities while promoting environmentally sensitive production using the soybean checkoff and other resources. The association was founded in 1964 and is governed by an elected volunteer board of 22 farmers. It strives to be honest and transparent, fact-based and data driven and committed to environmental stewardship, collaborations and partnerships.*

*Not funded by the soybean checkoff*