



Press Release

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FOR IMMEDIATE RELEASE

HERCEG RECERTIFIED WITH ASSOCIATION EXECUTIVE CREDENTIAL

Washington, DC, February 11, 2019 – The American Society of Association Executives (ASAE) has announced that Scott A. Herceg, Executive Director of The Cheboygan Area Chamber of Commerce and the Cheboygan Area Visitors Bureau has successfully completed the recertification process for the Certified Association Executive (CAE®) designation. The CAE is the highest professional credential in the association management industry. Having first obtained the CAE Designation in 2016, this is Herceg's first recertification.

To be designated as a Certified Association Executive, an applicant must have a minimum of three years of experience with nonprofit organization management, complete a minimum of 100 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and nonprofit management totaling more than 40 hours in a three year period.

Founded in 1960, the CAE Program is accredited by the National Commission for Certifying Agencies (NCCA) and stands as a mark of excellence and has evolved to reflect what it takes to manage an association in today's challenging climate. More than 4,200 association professionals currently hold the CAE credential with 154 of those in the State of Michigan. With this recertification, Herceg is one of only three CAE's managing organizations north of Grand Rapids.

ASAE is a membership organization of 44,000 association executives and industry partners representing 7,400 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the

United States and in nearly 50 countries around the world. With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community. For more information about ASAE, visit <http://www.asaecenter.org>.

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