Eating Alphabet Soup

Attaining Any Certification One Letter At A Time

Holly Duckworth, CAE, CMP
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Holly Duckworth, CAE, CMP
The Future of Leadership

- Native Oregonian
- Commitment to CSR & Green Initiatives
- President Elect National Speakers Association
- Certified Body Language Expert
- Lifelong learner

LEADERSHIP SOLUTIONS INTERNATIONAL

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Use this as a place to learn and grow.

IDEA

Intentions for our time:.

- Credential vs. Certificate
- What designations are out there
- Why seek to attain a designation
- What a designation may do for you
- 4 Steps in the process

Certificate vs. Certification

CMP

1985 25 YEARS 2010

Certified in Exhibition Management

CEM™

CITE

CDME

Certified Destination Management Executive

CHME

CERTIFIED ASSOCIATION EXECUTIVE

CAE

ASAE

CMM

Certification in Meeting Management

- **Recognition**: distinguishes holders as career professionals who have demonstrated a high level of experience, skill and knowledge.
- **Competitive Advantage**: Any designation conveys credibility to a meeting professionals opinions and ideas, both at work and in the greater meetings, conventions and exhibitions industry.

- **Peer Acceptance:** are immediately recognized by others with same designation as fellow professionals committed to the advancement of the profession.
- **Salary Enhancement:** use the certification as a competitive advantage when it comes to negotiating salaries and other business.

- **Personal Achievement:** After passing a rigorous application and examination process, express a profound sense of personal achievement at finally being regarded as the exceptionally skilled professional they are.

- **Commitment:** Successful completion of the certification process conveys that the certified meeting professional is committed and goal driven in their career.

4 Steps To Success Attain A Certification

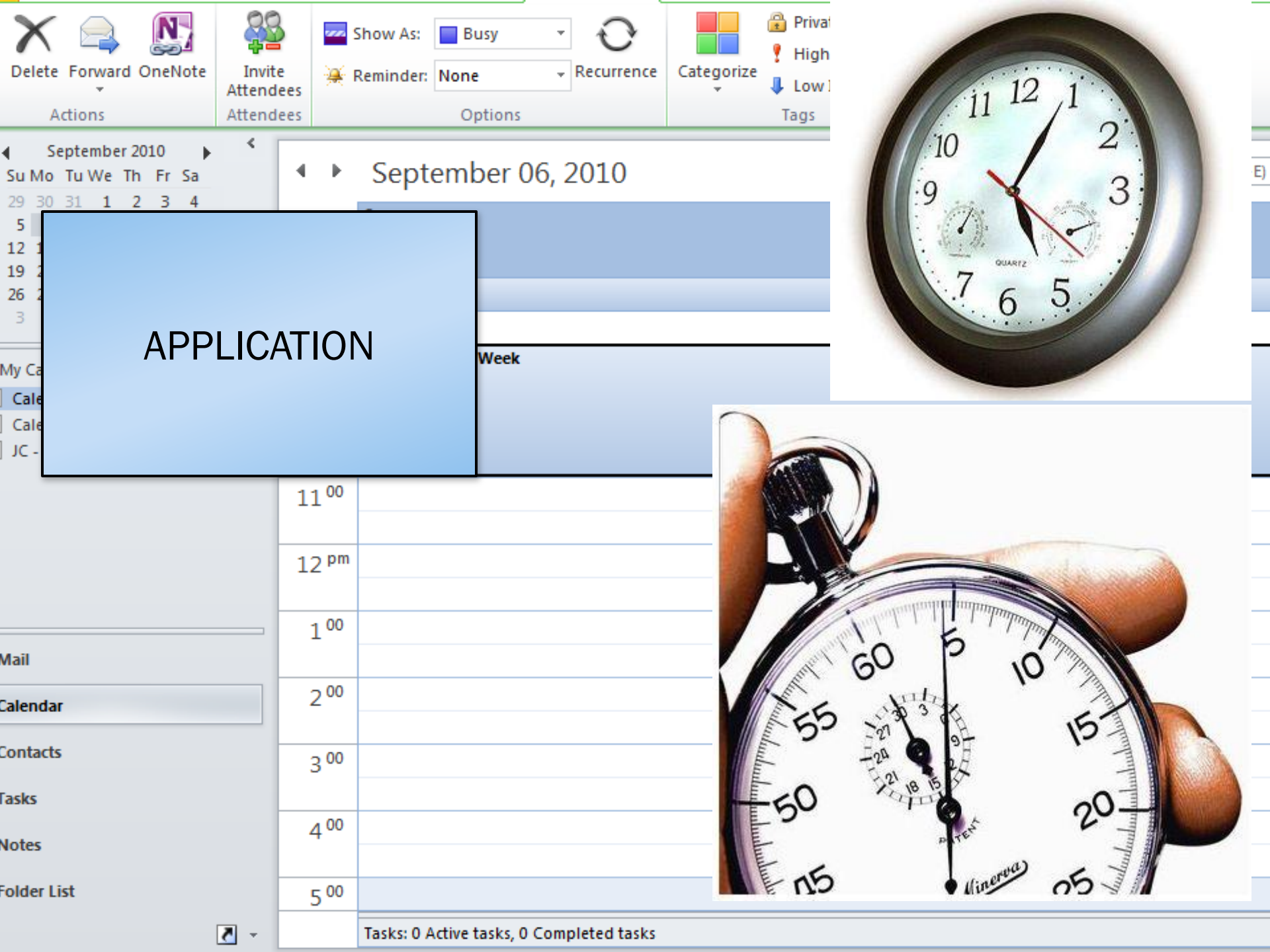
APPLICATION

COMMUNITY

KNOW MATERIAL

CELEBRATE

APPLICATION



APPLICATION

Print Form

Certified Association Executive Application

This application is the first step toward earning the Certified Association Executive (CAE™) credential. Please read and complete each section fully and accurately in clear, legible handwriting or type. You may submit this form anytime during the year. All qualifying velopment activities must be completed at the time the application is submitted. The the CAE office by the designated application deadline.

nail a pdf of your completed application to:

edpad within two weeks.

ly for the CAE exam, and ASAE & The Center for Association Leadership members and ne application and subsequent examination. The CAE program does not discriminate on any ional origin, sexual orientation, or disability. Additional information on program requirements, CAE Candidate Handbook and at www.whatiscae.com. For further assistance, contact CAE nter.org.

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☐ **Section 4: Higher Academic Education** I have a bachelor's degree or equivalent from an accredited institution of higher learning, or have submitted professional work equivalence to fulfill program requirements.

☐ **Section 5: Qualifying Employment Experience** I have been employed within the past five years by a qualifying organization (e.g., a nonprofit trade association, professional society, individual membership organization, association management company, or philanthropic organization) and have completed the required years of qualifying professional experience to fulfill program requirements.

☐ **Section 6: Professional Development Activities** I have completed at least 100 hours of qualifying association management professional development within the past five years in fulfillment of program requirements.

COMMUNITY

COMMUNITY

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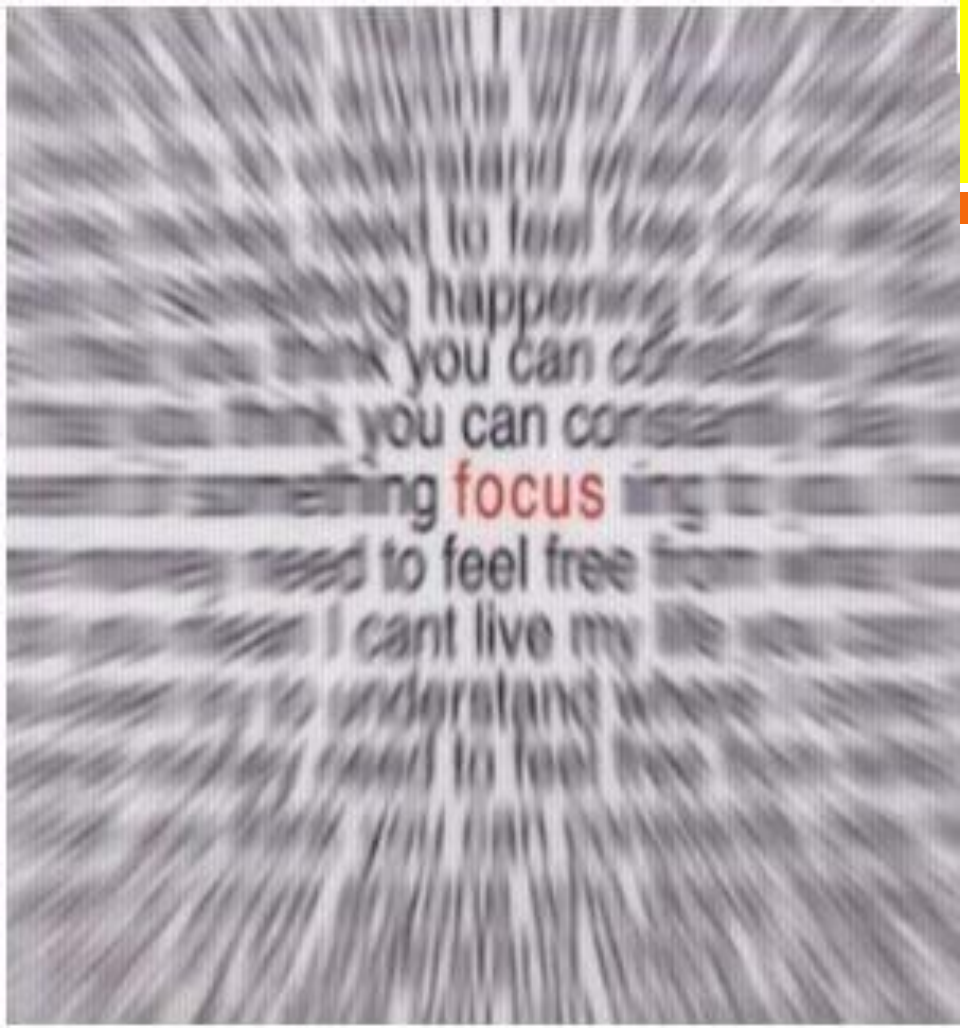

KNOW MATERIAL

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- SPIE – Scan, Plan, Implement, Evaluate
- LERP – Legal, Ethical, Reasonable, Practical
- B2B – S2S – CSE2CEO
- Anti-Trust Buster = MMR –Monopolies, Mergers, Restraint of Trade (Sherm (DOJ enforced), Clayton-Mergers (DOJ enforced), FTC-Restraint of Trade
- Violated Anti-Trust – FARR = Fixed Prices, Allocated Markets, Restrained Access
- 4 P's Marketing Plan = Product, Price, Place (distribution), Promotion
- Performance Reviews – WE EAT = Written Evaluations are Equitable, Acc
- Employee Performance and Objectives for Strategic Planning–SMART = S Measurable, Attainable, Relevant & time based
- Process – ADDIE=Analysis, Design, Develop
- E = Planner, Expectations, Persistent, Listene
- ents = TPIE = Thinking, Planning, Implementat
- l, Safety, Affiliation, Self-Esteem, Self-Actualiz

KNOW MATERIAL

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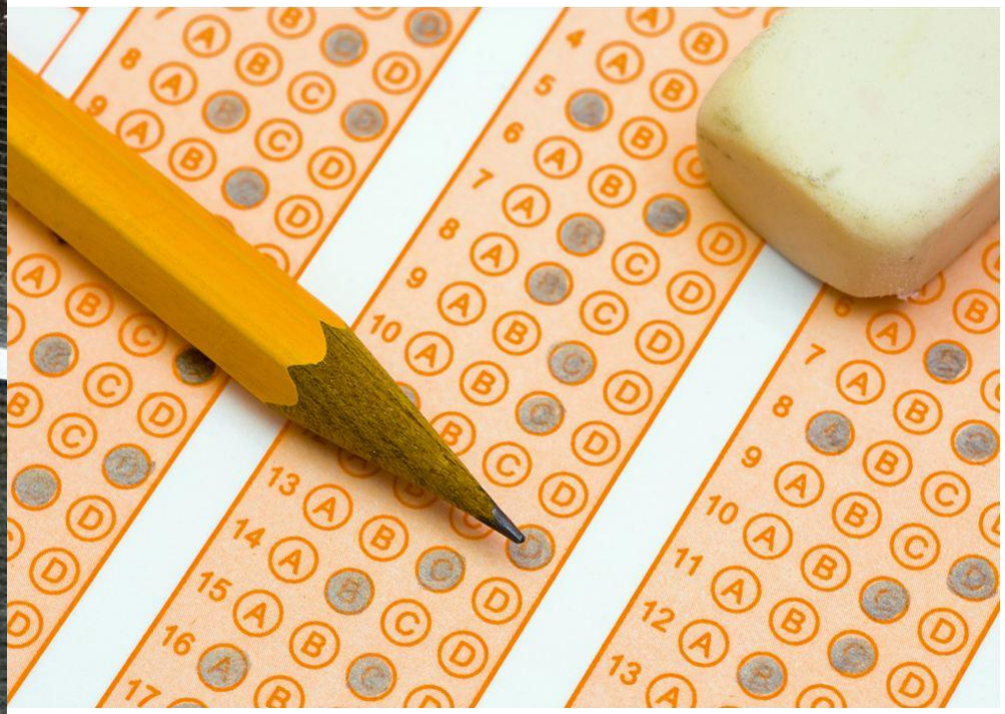
KNOW MATERIAL



asae
The Center for Association Leadership

January 13, 2011

Ms. Holly Duckworth, CMP
President
Leadership Solutions International
1504 Oak Street
Lake Oswego, OR 97034

Dear Ms. Duckworth:

Congratulations! ASAE's Certified Association Executive (CAE) Commission has conferred upon you the CAE credential based on your fulfillment of the necessary application requirements and your performance on the December 3, 2010 CAE examination.

This letter is your official notification that you may now use the designation on letterhead, business cards, and all forms of address. As a standard rule, capitalized letters must be used and periods are never used to abbreviate the designation.

We have enclosed a sample press release for your distribution. ASAE will also prepare a release on behalf of your CAE class, which will be distributed to the trade press and local, state, and regional societies of association executives. We will also publish your name in an upcoming issue of ASAE's *Associations Now* magazine and recognize the 2011 class of CAEs at ASAE's Annual Meeting in August. To further highlight your achievement, ASAE can send a letter to your chief-elected volunteer leader or immediate supervisor announcing your accomplishment. Details on how to request a letter of announcement will be provided by email in early February. (Please note that ASAE will update our database and web information with your certified status after the list of new certificants has been publicly released later this month.)

In the next few months, you will receive a CAE certificate of achievement commemorating your accomplishment. We will print your name as "Holly Duckworth". If you prefer to have your name appear differently, please let credentialing staff know by email no later than January 28.

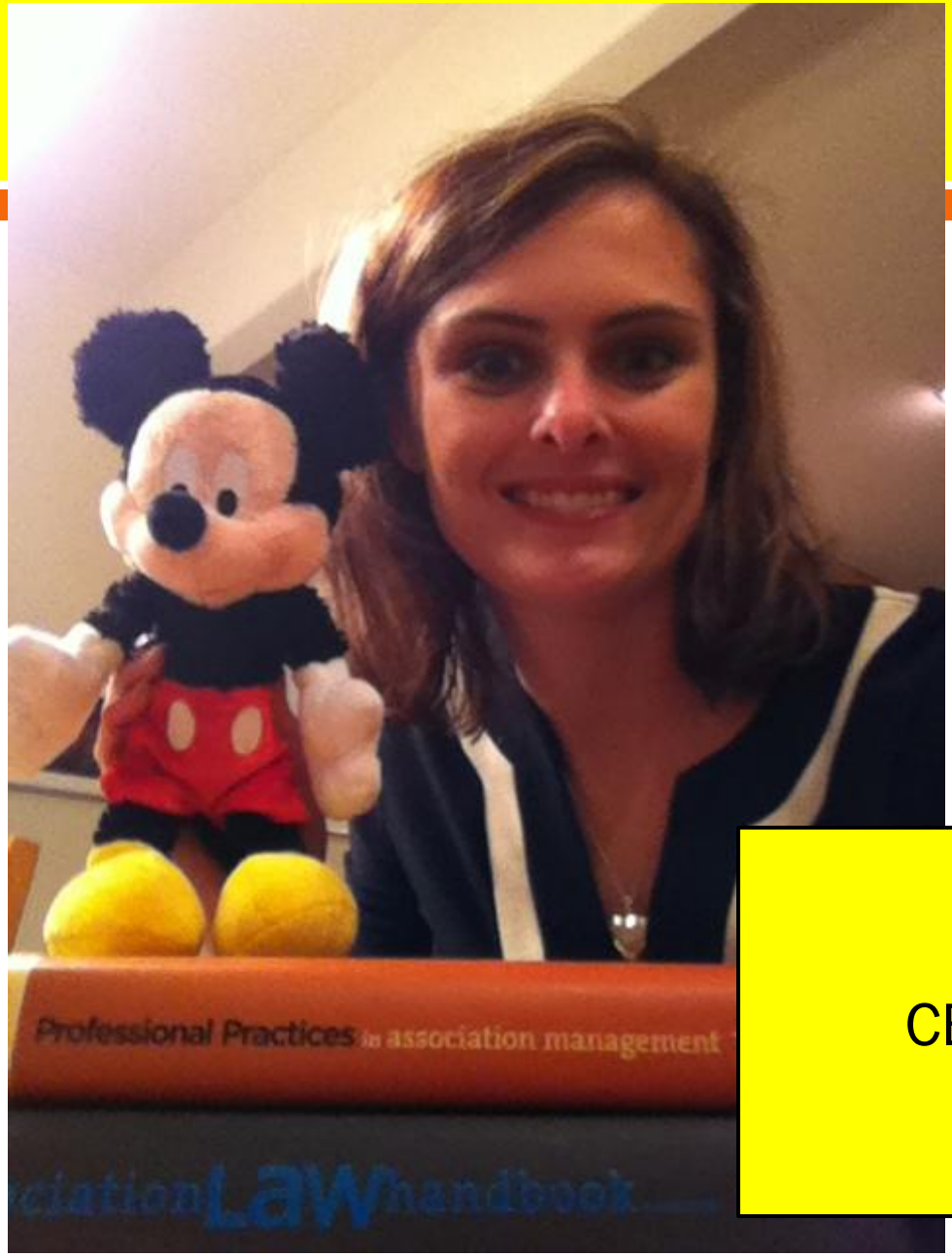
Your CAE certification is effective through December 31, 2013. Reduced fees for renewal are offered for renewals submitted by October 31, 2013. For full details on renewal requirements, please see www.whatiscae.com.

Again, congratulations on becoming a CAE! If you have any questions, please feel free to contact *Lori Frison, CAE, Director of Credentialing* at 202-626-2759 or lfrison@asaecenter.org.

Sincerely,

Sara Blair Lake, JD, CAE

CELEBRATE


Professional Practices in association management
Law handbook

CELEBRATE

4 Steps To Success As A CAE Candidate

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