



**FOR IMMEDIATE RELEASE**

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## **Scott A. Herceg Earns Certified Association Executive Credential**

Washington, DC, January 29, 2016 -- The American Society of Association Executives (ASAE) has announced that Scott A. Herceg, Executive Officer of The Home Builders Association of Northern Michigan, which supports the building industry of Charlevoix, Cheboygan, Emmet and Otsego counties, has earned the Certified Association Executive (CAE) designation.

The CAE is the highest professional credential in the association industry and is designed to elevate professional standards, enhance individual performance, and identify association professionals who demonstrate the knowledge essential to the practice of association management. Founded in 1960, the CAE Program stands as a mark of excellence and has evolved to reflect what it takes to manage an association in today's challenging climate. A little more than 4,000 association professionals currently hold the CAE credential with 130 of those in the State of Michigan. With this certification Herceg now is one of only two CAE's managing organizations north of Grand Rapids.

To be designated as a Certified Association Executive, an applicant must have a minimum of three years 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 specific code of ethics. To maintain the certification, individuals must undertake ongoing

professional development and activities in association and nonprofit management. The CAE program is accredited by the National Commission for Certifying Agencies (NCCA).

The American Society of Association Executives is a membership organization of more than 21,000 association executives and industry partners representing 10,000 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 [www.asaecenter.org](http://www.asaecenter.org).

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