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FOR IMMEDIATE RELEASE

ASSOCIATION ACUMEN EMPLOYEES SET BAR HIGH



Sarah Martis, CAE

MILWAUKEE – Association Acumen, LLC is proud to announce the achievements of Sarah Martis, Manager of Association Services and Michelle Johnson, Meetings and Membership Manager respectively earning their Certified Associations Executive (CAE) and Certified Meeting Professional (CMP) credentials.

“We are extremely proud of Michelle and Sarah. These are just two areas where tenacity and dedication have been demonstrated. Association Acumen encourages and values professional development because as our employees evolve, so do the associations we manage,” said Association Acumen’s President, Gail Bast.



Michelle Johnson, CMP

Martis is of only 5 percent of all association professionals who have earned the CAE certification. To be designated as a CAE, an applicant must have a minimum of three years experience in nonprofit organization management, complete a minimum of 100 hours of specialized professional development, pass an examination in association management and pledge to uphold a code of ethics. To maintain the

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certification, individuals must undertake ongoing professional development and activities in association and nonprofit management.

The CAE is offered by the American Society of Association Executives (ASAE). They are the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession and provide resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community.

Martis has been employed by Association Acumen since its inception in 2006. She specializes in continuing medical education, accreditation compliance, fund development, grants management and event planning. She graduated from St. Norbert College in 2004 where she double majored in international business and Spanish.

Johnson is also among few to receive the designation of CMP. To be designated as a CMP, the applicant must have at least three years professional, meetings management experience along with 25 hours of continuing education, pass a written exam and pledge to uphold a code of ethics.

The CMP program is offered through the Convention Industry Council (CIC) and recognizes individuals who have achieved the highest standards in their profession. CIC offers many tools and programs designed to support the industry and meet its challenges; facilitate the exchange of information and ideas and educate the public on its profound economic impact. They provide professionals the means for increased industry involvement, continuing education programs and industry-wide recognition.

Johnson received her Bachelor of Arts degree in broadcast and electronic communication and history from Marquette University in 2003 and has been working at Association Acumen since Oct 2006. She is responsible for managing the logistical aspects of medical and non-medical meetings for 100 to 2,500 professional attendees. She is experienced in all areas of meeting planning from contracting with hotels and vendors to organizing all details within promotion and website design.

Association Acumen, LLC was established by Bast in 2006 to provide association headquarters services, meeting planning and project management for local, national and international professional and trade organizations.

Please visit www.associationacumen.com, www.asaecenter.org or www.conventionindustry.org for more information regarding Association Acumen, the CAE or the CMP process.