



## Investing in staff

*Jennifer Henkel was among 141 professionals in the Winter Class of 2018 to earn the Certified Association Executive credential*

Congratulations to Jennifer Henkel, director of member services. She recently earned the designation of Certified Association Executive (CAE) from the American Society of Association Executives (ASAE). The CAE is the highest professional credential in the association industry. The CAE program is accredited by the National Commission for Certifying Agencies (NCCA). Henkel is one of 24 association executives in Virginia to have earned the credential in the Winter class of 2018, joining more than 4,200 association professionals who hold the CAE credential nationwide.

To earn the credential, Henkel had to complete a minimum of 100 hours of specialized professional development, pass a stringent exam in association management, and pledge to uphold a code of ethics. To apply for the CAE program, individuals must have a minimum of three years of experience in nonprofit organization management. To maintain the certification, Henkel will have to pursue ongoing professional development and



activities in nonprofit and association management. Henkel's CAE certification is effective through December 2020.

"Jennifer completed a rigorous program to earn the CAE designation," said CEO Mary Jo Monahan, "and ASWB is proud of her accomplishment." The association's culture

of learning encourages all staff to identify professional development goals to achieve annually. ASWB's Education and Training Services department plans an annual all-staff training focused on increasing knowledge of working at ASWB. Education subsidies are available to full-time staff members for degree attainment in accordance with government guidelines. In addition, the association may pay for relevant continuing education courses to ensure staff maintain their licensure as well as increase skills and broaden knowledge. "ASWB makes an investment in our staff by contributing to their professional development," Monahan said. "Staff thrive from the enrichment, and in turn they make ASWB even more respected, influential, and organizationally strong."