

Robbie Heacock Earns Certified Association Executive Credential

Forest Hill, MD (January 24, 2024) – ASAE has announced that Robbie Heacock, Meeting Planner/Associate Director at Stringfellow Management Group, has earned the Certified Association Executive (CAE®) designation. The CAE is the highest professional credential in the association industry.

To be designated as a Certified Association Executive, an applicant must have experience with nonprofit organization management, complete 100 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics. Ongoing professional development in association management is required to maintain the credential. More than 4,700 association professionals currently hold the CAE credential. The CAE Program is accredited by the National Commission for Certifying Agencies (NCAA).

“The entire SMG team is proud of Robbie’s accomplishment, all while maintaining a full client workload. Robbie Heacock, CAE joins a long list of CAEs on the SMG staff – it’s a professional credential that we support wholeheartedly,” said Fred Stringfellow, CAE, President of Stringfellow Management Group (SMG).

“After several years of experience in the world of association management, I set my goal for 2023 to earn my CAE. It was a lot of hard work and I couldn’t have done it without the support of SMG and their emphasis on professional development and support for employees,” Heacock stated. “I look forward to putting my certification to use with our current roster of associations and the ones who will join us in the

future!” Heacock joined SMG in 2018, and serves as the Meeting Planner/Associate Director of Building Owners and Managers of Greater Baltimore (BOMA Baltimore).

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About ASAE:

ASAE is a membership organization of more than 47,000 association executives and industry partners. Since it was established 100 years ago, its members have and continue to lead, manage, and work in or partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. With the support of the ASAE Research 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. Visit ASAE at asaecenter.org.

About Stringfellow Management Group

Stringfellow Management Group (SMG) provides headquarters operations, professional management services, specialized financial management, and conference coordination to 24 non-profit associations and foundations with its staff of 60 association professionals. SMG is an Accredited Association Management Company. Administered by the AMC Institute, AMC Institute Accreditation is recognized and supported by ASAE & The Center for Association Leadership and is based on the ANSI Standard of Good Practices for the AMC Industry. For more information on Stringfellow Management Group, please visit www.stringfellowgroup.net

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