



PRESS RELEASE

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FOR IMMEDIATE RELEASE

PALMER EARNS CERTIFIED ASSOCIATION EXECUTIVE CREDENTIAL

Washington, D.C., (06/17/09) – The American Society of Association Executives has announced that Michael Palmer, President of Treeline Associates, Inc. has earned the Certified Association Executive (CAE) credential. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned the CAE.

To be designated as a Certified Association Executive, an applicant must have a minimum of three years experience in non profit organization management, complete a minimum of 75 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and non profit management. More than 3,500 association professionals currently hold the CAE credential, which was first awarded in 1961.

The American Society of Association Executives (ASAE) is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in 50 countries across the world. The Center for Association Leadership is the premier provider of learning, knowledge and future-oriented research for the association profession. Together, ASAE & The Center for Association Leadership provides resources, education, ideas and advocacy to enhance the power and performance of the association community. For more information about ASAE & The Center, please visit www.asaecenter.org.

Founded in 1998, Treeline Associates Inc. is an Association Management & Business Services company dedicated to improving the organizations they serve. Treeline provides both full-service Association and Non-Profit Management and Business Consulting services throughout the United States. For more information, visit www.treelineassociates.com, or call 248-814-7151 ext 202.

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