

FOR IMMEDIATE RELEASE

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**Kathleen A. DeMarco Earns  
Certified Association Executive Credential**

FOREST HILL, MD, January 28, 2015 - American Society of Association Executives (ASAE) has announced that Kathleen A. DeMarco, Senior Account Executive 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 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 code of ethics. To maintain the certification, individuals must undertake ongoing professional development and activities in association and nonprofit management. Only about 4,000 association professionals worldwide currently hold the CAE credential. The CAE Program is accredited by the National Commission for Certifying Agencies (NCCA).

"With 27 years of experience in association management, this credential is well-deserved. I have worked with Kathy for the past six years and have the highest regard for her professionalism and dedication to her clients," said Fred Stringfellow, CAE, President of Stringfellow Management Group (SMG). Kathy currently serves as the Account Executive for SMG clients Web Sling & Tie Down Association, National States Geographic Information Council, Generic Animal Drug Alliance and Equipment Service Association.

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ASAE is a membership organization of more than 21,000 association executives and industry partners representing 9,300 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.asacenter.org](http://www.asacenter.org).

SMG provides headquarters operations, professional management services, specialized financial management, and conference coordination to non-profit associations and foundations. For more information on Stringfellow Management Group, please visit [www.stringfellowgroup.net](http://www.stringfellowgroup.net).

Follow SMG on LinkedIn: <http://www.linkedin.com/company/stringfellow-management-group-inc/>  
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