



FOR IMMEDIATE RELEASE

Jodi Fisher Earns Certified Association Executive Credential

Madison, WI, March 1, 2021 – ASAE has announced that Jodi Fisher, CEO and Founder of Impact Association Management, 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 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. More than 4,500 association professionals currently hold the CAE credential. The CAE Program is accredited by the National Commission of Certifying Agencies (NCCA).

After 15 years in the association management profession, Fisher looks forward to what this new certification could mean for the growth of her company.

“Receiving this certification could open many doors for Impact and allow us to work with associations and nonprofits that require someone on their staff to be certified,” Fisher said. “We have always held ourselves to the highest standard, but it’s great that we can now point to this credential as evidence that we lead our team with a commitment to quality and accountability.”

Fisher was also motivated to complete the lengthy CAE program so that she could be a source of guidance for her team of Association Managers.

“I want to be able to help coach and guide my employees whenever possible,” Fisher said. “Going through the process of obtaining my CAE was an opportunity for me to deepen my skills in association management and gain valuable knowledge to share with my team and our clients.”

About Impact Association Management:

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Impact was founded in 2006 by Jodi Fisher, and since then the company has successfully supported many associations in growing and retaining memberships and increasing operational efficiencies. Impact is headquartered in Madison, WI with a second branch in Nashville, TN. As a full-service Association Management firm, Impact successfully manages small and medium sized Associations in growing membership, managing financials, supporting board operations, executing marketing campaigns, holding successful meetings and events, and implementing efficient and goal-driven processes. The Impact team consists of Association Managers with impressive backgrounds in association, non-profit, and event management.

About ASAE:

ASAE is a membership organization of more than 48,000 association executives and industry partners representing 7,400 organizations. 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.