

# HEATHER C. TAMMINGA, CAE

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## CERTIFIED ASSOCIATION EXECUTIVE

I am a creative, dynamic, detail- and results-oriented Certified Association Executive (CAE) with 13 years of experience in association management and events planning. I am an exceptional leader with a proven track record of creating meaningful educational programs for members; organizing profitable events; project management that delivers tasks on time and on budget; ensuring that strategic plans don't sit on shelves; and providing volunteers with the tools they need to meet their personal and professional goals through their membership associations.

### **Areas of Expertise:**

- Board Training
- Program Development
- Chapter Relations
- Meeting and Events Planning
- Project Management
- Finance
- Volunteer Management
- Communications
- Member/Certification Programs

## PROFESSIONAL EXPERIENCE

**ASSOCIATION MANAGEMENT, LTD.,** A Division of ISA Management Solutions      **June 2005 – Present**  
Ankeny, Iowa

### Account Executive

Association Management, Ltd. is an outsourced association management company that provides full management services to associations. As an association executive and meeting strategist, I manage the executive and meeting services provided to one international and two state associations, and publications management for one international association. I supervise a staff of five, am responsible for three association budgets, directly coordinate 40 meetings per year, 50 committees and three boards of directors.

### **Selected Achievements:**

- **48% increase in annual convention revenue** of a convention the first year I took ownership of the meeting, and I have consistently maintained this level of profit for the past five years while growing attendance from 300 to over 500. Due to the growth of this convention in, the association had to find a new facility to adequately hold all functions and attendees. The profit of this convention is 32% of the organizations operating revenue. The income has allowed the association to offer additional member services.
- **Increased net revenue by \$8,000 while lowering attendee registration rates by \$100 per person** by forecasting trends of one annual meeting and implementing a sponsorship package that would sustain the overall profit of the event. Realizing that there was a need to change some programming and reduce registration rates, I took a three-year approach to develop, introduce and refine a sponsorship program that was a quick success. At year three, the association was able to lower attendee registration rates and achieve greater profitability through the new sponsorship program. The profit of this convention is 20% of the organizations operating revenue.
- **Develop and coordinate** 40+ meetings per year, including board meetings, teleclasses, webinars, and traditional meetings that range from one to five days. Meetings are held for state and international groups, and range in participation from 15 – 500.
- **Achieved a \$30,000 net profit** by creating a certification renewal program that met with standard certification best practices. The outcome was a viable certification program that enhanced the credibility of the association and the certification program.
- **20% reduction in staff time** in the area of membership by recommending and supervising the integration of the website with the association's database, eliminating the need to maintain two databases, improving accuracy in managing member activity, and gaining increased functionality of the site.
- **Decreased staff time by 130+ hours** per year by matching job responsibilities to staff's expertise, resulting in efficient operations and a three-year contract renewal with the client.
- **Developed a Policy and Procedures Manual** used by staff, chapters, and the Board of Directors. This manual ensured consistency and saved time in addressing association business and allowed leadership to focus on strategy.
- **Led the project to develop computer-based testing** of a certification exam that is help in seven languages and is available globally.

**AMERUS GROUP (NOW AVIVA PLC)**  
Des Moines, Iowa

**Sept. 2004 – June 2005**

**Communications & Web Specialist**

I managed four intranet sites reaching 1,100 associates in Iowa, Kansas, Indianapolis and New York. I acted as a liaison between departments to develop company-based articles, assisted the VP of Investor Relations in writing stakeholder communications, and coordinated public relations events.

**Selected Achievements:**

- **Created the architecture establishing the integration of four intranet sites into one comprehensive site.** Development included a readership survey and analysis of the results, researching other corporate intranet sites, and working with the IT Department on functionality.
- **Organized volunteers** to assist with a winter clothing drive that benefited 150 elementary students at an inner-city school.

**IOWA FUNERAL DIRECTORS ASSOCIATION**  
Des Moines, Iowa

**Sept. 1998 – Sept. 2004**

**Assistant Executive Director**

*Jan. 2004 – Sept. 2004*

**Communications Director**

*Sept. 1998 – Jan. 2004*

Crafted all communications, developed continuing education programs, organized and promoted the annual convention, procured sponsorships, provided media training to board members, created public relations campaigns, assisted with membership programs, volunteer management and governmental affairs.

**Selected Achievements:**

- **Realized a 225% increase in profit** from the annual convention in six years by expanding the exhibit hall and developing programs to meet exhibitor needs. Income allowed the association to subsidize attendee registration fees which boosted overall attendance.
- **20% increase in magazine advertising revenue**, shifting the magazine to an income generating publication.
- **Received a “Golden Apple” award** from the Council of Funeral Association Executives after presenting a program addressing the future of communications in associations.
- **Redesigned the association’s website** and created a valuable resource to members and the public. Created and organized content, learned content management software, and maintained site.
- **Developed a successful public awareness campaign** that educated Iowans about consumer protection laws governing funeral service. Senator Grassley advocated the campaign through his work related to the industry.
- **Promoted** to Assistant Executive Director based on professional merits.

**CREDENTIALS & EDUCATION**

**Certified Association Executive (CAE), 2007**  
**Iowa State University, 1998**

**Bachelor of Arts Journalism and Mass Communications**, emphasis in magazine  
**Bachelor of Arts International Studies**, emphasis in Western European studies

**PROFESSIONAL ASSOCIATIONS**

- Iowa Society of Association Executives (ISAE)
- ASAE – The Center for Association Leadership
- Iowa CAE Breakfast Group
- Toastmasters International

**PROFESSIONAL LEADERSHIP**

• **Iowa Society of Association Executives:** Board of Directors, 2009 – 2011; Program Chair, 2010 – 2011; Program Vice-Chair, 2009 – 2010; Program Committee, 2008 – 2009; Nominations Committee, 2008 – 2009; Graduate of the ISAE Leadership Class, 2002

- **ASAE – The Center for Association Leadership:** CAE Ambassador, 2011 – current

### **PUBLISHED WORKS & PRESENTATIONS**

“Got CAE?,” *AMC Connection*. Sept. 2010

“Building Successful AMC – Client Relationships,” *Associations Now Supplement*. July 2008

“The Next Generation of AMC Leaders,” *AMC Connection*. August 2008

“Benefits of Earning Your CAE,” ISAE Leadership Class Presenter, April 2008

CAE Lounge Conversation: Facilitator: "We've Only Just Begun...", ASAE Annual Convention, Chicago, 2007

Panel Discussion: Third Party Meeting Planners, Iowa Meetings Association, 2006