



ASSOCIATION MANAGEMENT LTD.

A Division of ISA Management Solutions, Inc.

Dear Forty Under 40 Selection Committee Members,

It is my privilege to nominate Heather Tamminga, CAE for the *Business Record* Forty Under 40 Class of 2015.

As the President of Association Management, Ltd. (AML), I have the pleasure of serving as Heather's direct supervisor for nearly 10 years. Heather was designed for a career in non-profit management. She is a star and is an asset to our firm. If you have ever owned a business or managed a staff team, then you understand the joy of knowing you hired the right person for the job.

Heather is an Account Executive. Her role with AML is important as she is assigned as Executive Director for one state professional society, one state trade association and one international trade association. She provides leadership, guidance and association management experience to the boards of directors in which she serves. She works with our staff team to ensure members of our association clients receive the education, benefits, certifications, and the best member experience that they can. Heather exceeds expectations, attending association training courses, bringing forth strategic direction, and offering new ideas for membership, technology, certification, volunteer and board management.

Association Management, Ltd., a Division of ISA Management Solutions, Inc., is an international association management company, providing services for six non-profit trade and professional client associations who represent over 2,000 individual members and 600 company members. AML is an AMC Institute internationally-accredited firm. This is important for you to know as I outline Heather's contributions to the company and our industry.

Heather earned her Certified Association Executive (CAE) in 2007 and has maintained that designation. The CAE is the highest professional credential in our industry. To be designated as a CAE, an applicant must have a minimum of five years experience in nonprofit organization management, complete a minimum of 100 hours of specialized professional development, and pass a stringent examination in association management. Nationally, less than 10 percent of all association professionals have earned the CAE. In Iowa, there are only 44 active CAEs. This professional goal was achieved early in her career.

Not only does Heather contribute to our company and our client leaders and members, but she contributes to our industry. In 2014 the Iowa Society of Association Executives (ISAE) awarded Heather with the Distinguished Association Staff Professional of the Year – (In recognition of Exceptional Accomplishments within the Association Management Profession). This is an honor given to one professional annually. Heather has also published several national industry-related articles and presented at state, regional and national conferences. On a local level, she is very active in the Iowa Society of Association Executives, currently serving as Vice President, is an active parent in her children's school, and is a former member of Toastmasters Intl.

Thank you for your consideration of Heather Tamminga, CAE, as a part of the *Business Record* 2015 Forty Under 40.

Sincerely,

Molly A. Lopez, CAE
AML President
Forty Under 40 Class of 2004

1255 SW Prairie Trail Parkway, Ankeny, IA 50023
Telephone: (515) 334-1043 / Fax: (515) 334-1143
Email: aml@aml.org
www.aml.org