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**Denise Roosendaal, CAE**

Denise is a thirty-year veteran of association management. She has served as Executive Director for the Institute for Credentialing Excellence for over six years. Her undergraduate Bachelor of Arts degree is from the University of Virginia. Her Masters of Arts in Public Administration is from Syracuse University. Denise earned her Certified Association Executive certification in 2001. She has also served as Executive Director of a regional REALTORS®Association (1999-2011) and the American Evaluation Association (2013-2017). Denise co-authored the chapter on topic of credentialing in the ASAE Handbook of Professional Practices in Association Management, third edition. She currently serves on the ASAE Professional Development Section Council. Denise has spoken at the 2016 ASAE Annual Conference, 2017 Great Ideas Conference, and the 2017 Learnapalooza.