



LYNN S. MOHRFELD, CAE
President & CEO

FOR IMMEDIATE RELEASE

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CHLA's Sandra Oberle Earns Certified Association Executive Credential

Washington, D.C. – ASAE has announced that Sandra Oberle, Membership Director for the California Hotel and Lodging Association 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 demonstrable 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.

The California Hotel and Lodging Association now has four team members with the CAE designation:

- Lynn Mohrfeld – President & CEO, CAE, IOM
- Jennifer Flohr – Senior Vice President, CAE, CMP
- Michelle Donohue – Finance and Operations Director, CAE, IOM
- Sandra Oberle – Membership Director, CAE

About the California Hotel & Lodging Association

Established in 1893, the California Hotel & Lodging Association (CHLA) is the largest state lodging industry association in the nation and the leading resource for communicating and protecting the rights and interests of the California lodging industry. Our members represent all segments of the lodging industry, including the California Association of Boutique & Breakfast Inns (CABBI), which is California's largest association of professional innkeepers and certified bed and breakfast inns. We are a partner state association of the American Hotel & Lodging Association. For more information about CHLA, please visit www.calodging.com.

*Protecting the
rights and interests
of the California
lodging industry*

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