



HOW TO
PROMOTE
YOUR
CERTIFICATION

Customize this sample press release to alert local media of your achievement and the importance of professional community association management.

FOR IMMEDIATE RELEASE

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[YOUR TOWN] COMMUNITY ASSOCIATION MANAGER
PASSES NATIONAL CERTIFICATION EXAM

ALEXANDRIA, VA [Date] — [Your name, title, company name, town,] has been named a Certified Manager of Community Associations (CMCA) by the National Board of Certification for Community Association Managers (NBC-CAM). [Your name] joins more than 6,500 CMCA certificants nationwide who have demonstrated the professional knowledge that is so important for managing condominium and homeowner associations and cooperatives.

[Insert biographical information here if desired]

To obtain and maintain the CMCA credential, a manager must complete comprehensive course work, pass a National Certification Examination, adhere to the CMCA Standards of Professional Conduct, and take continuing education courses to recertify.

NBC-CAM is the first and only nationwide organization created solely to certify community association managers and to help consumers identify managers who have demonstrated fundamental competency and knowledge in this profession. With the dramatic increase in association-governed housing over the past 35 years (10,000 community associations in 1970 versus an estimated 286,000 today), there is an expanded need for education in community association management. Fifty seven million Americans live in association-governed communities.

Professional managers provide administrative, operational and managerial counsel to community association boards. They typically are responsible for managing budgets and contractors, directing association personnel, and overseeing compliance with association covenants and restrictions.

NBC-CAM was established in 1995 by Community Associations Institute (CAI) to ensure that managers have the appropriate skills to effectively manage community associations.

CAI and its more than 50 state, regional, and local chapters work on behalf of the professionals and volunteers engaged in the management and governance of homeowner and condominium associations, cooperatives, and other planned communities. CAI's more than 28,000 members include community association volunteer leaders, managers, management companies, and businesses that provide products and services to these communities. More information is available at www.caionline.org.

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