

## **FOR IMMEDIATE RELEASE**

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### **Sminkey Joins Association Headquarters as Vice President of Business Development and Outreach**

MOUNT LAUREL, N.J. June 29, 2010--Association Headquarters, Inc. (AH) has named Patrice Sminkey, a senior executive and registered nurse with experience across various healthcare settings, Vice President of Business Development and Outreach for the Commission for Case Manager Certification (CCMC), one of AH's 27 non-profit client partners.

Sminkey will work with CCMC's volunteer leadership to evaluate and develop potential new products for implementation by the CCMC, and she will establish and maintain communication and working relationships with other organizations, agencies, groups, corporations and individuals.

"AH's growth supports the continued success of our client partners, and we're thrilled to welcome Patrice to the association management industry," said Bob Waller, CAE, Association Headquarters President and COO.

Sminkey comes to AH from an independent, non-profit healthcare accreditation organization, at which she served as senior director of sales, managing the company's annual sales revenue, developing strategic sales initiatives and overseeing the implementation of new marketing materials. Before this position, she served in a senior executive manager position for a \$15 million healthcare company, responsible for the corporation's operations and client management.

"Patrice excels in developing and strengthening strategic partnerships and alliances, and has firsthand knowledge of new product development and design," said CCMC Executive Director Sam Albrecht, MBA, CAE. "Her previous experiences in the healthcare field will undoubtedly facilitate her working on behalf of case management professionals, and contribute to the CCMC's future successes."

Sminkey was appointed to the Women Business Leaders of the U.S. Health Care Industry Foundation in 2007, and holds a diploma of nursing from the Chester County School of Nursing. She currently resides in Brookhaven, PA.

The CCMC is the first and largest nationally accredited organization that certifies case managers, with nearly 30,000 active certificants. A non-profit, volunteer organization that oversees the process of case manager certification with its CCM® credential, the CCMC is positioned as the

most active and prestigious certification organization supporting the case management industry.

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**About Association Headquarters, Inc.**

Association Headquarters, Inc. (AH), based in Mt. Laurel, N.J., is a leader in the field of voluntary organization management. For more than 32 years, the company has provided executive management, trade show management, meeting and convention planning, public relations, marketing, creative services, membership development and administrative support for trade associations and professional societies. AH holds a dual charter accreditation with the AMC Institute and the American Society of Association Executives. For more information, visit [www.associationheadquarters.com](http://www.associationheadquarters.com) and connect with AH on Twitter [@AssociationHQ](https://twitter.com/AssociationHQ) or [Facebook.com/AssociationHeadquarters](https://Facebook.com/AssociationHeadquarters).

**About CCMC**

The Commission for Case Manager Certification is the first and largest nationally accredited organization that certifies case managers. The CCMC is a nonprofit, volunteer organization that oversees the process of case manager certification with its CCM® credential. CCMC is positioned as the most active and prestigious certification organization supporting the case management industry. To learn more, visit <http://ccmcertification.org/>, connect with CCMC on Facebook and follow CCMC on Twitter @CCM\_Cert.