

April 26, 2018

The Honorable Julie Emerson
Louisiana House of Representatives
900 North Third Street
Baton Rouge, LA 70804

Dear Rep. Emerson:

I am writing today on behalf of many Louisiana association professionals to express our concern with HB 748's provisions on holders of voluntary certifications. With more than 40,000 members, the American Society of Association Executives (ASAE) is the largest organization in the world representing the interests of associations.

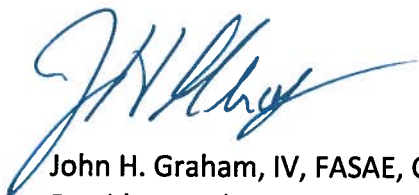
Together, our members represent 7,400 organizations that make the world smarter, safer, and better every day. Associations build a stronger economy, enhance job skills, improve systems and structures, and strengthen lives. At the heart of our community are people – researchers, innovators, mentors, communicators – whose expertise and hard work collectively help to create a stronger America and world.

Voluntary professional certification is vital to increasing competition in the marketplace. **As you finalize HB 748, our request is that you remove HB 748's prohibition on holders of voluntary certifications using the term 'certified' as a title.**

Nongovernmental professional credentialing is also vital to America's workforce. Associations – the largest provider of post-college professional training for workers – administer credentialing programs for many professionals as a means of enhancing their reputation and competence in their respective field. The purpose of these credentialing programs is not to burden skilled workers, but rather to allow them to demonstrate their professional capability and understanding of their field. It would be severely detrimental to devalue credentials held by Louisiana workers.

Thank you for the opportunity to provide comments on this important issue. Please let us know how we can contribute in any way to this important discussion by contacting Jim Clarke, senior vice president of public policy, at 202.626.2865 or jclarke@asaecenter.org.

Sincerely,



John H. Graham, IV, FASAE, CAE
President and CEO