



## Accredited Chamber Executive (ACE)

### Purpose:

1. To encourage chamber executives to continually upgrade and expand their skills by continuing their education and training related to the chamber management field.
2. To encourage chamber Boards to recognize chamber professionals and provide funding for formal training for their executives.
3. To encourage local chamber executives to strive for professionalism and seek formalized training in their field and contribute actively to the betterment of their industry.

### Criteria for Accredited Chamber Executive (ACE):

1. Must successfully pass the "ACE Test" - to be taken by December 10, 2022 at an agreed upon time/location.
2. Earned a minimum of 35 points (see application).
3. Must be a graduate of Academy or the Institute for Organization Management *or* have served as a chamber chief executive officer for five years or more.
4. Must be a member in good standing of W.A.C.E. for at least two years.
5. Must be the chief paid executive of a chamber of commerce or a non-CEO staff professional with *definite* executive management responsibilities.
6. Attendance at all meetings/conferences referred to on application must have been during the last five years.
7. Ability to verify the above.

### Program Guidelines (see application):

1. Those meeting the criteria established by the W.A.C.E. board will be recognized at the Annual Conference in February.
2. Reaccrediting will be required after every five years, and an appropriate lapel pin shall be awarded at the annual conference after each reaccrediting. Criteria for reaccrediting shall include:
  - a. Five (5) years service as the chief paid executive of a chamber of commerce since first accredited.
  - b. A minimum of thirty-five (35) points from professional development training.
  - c. Willingness to author an approved article for publication in W.A.C.E.'s *Chamber Insider* on current chamber issue, trend or program.



# Accredited Chamber Executive (ACE) Application

Name \_\_\_\_\_ Title \_\_\_\_\_

Chamber \_\_\_\_\_

# of Years in Chamber Work \_\_\_\_\_ # of Years as Chamber CEO (if applicable) \_\_\_\_\_

1. Attach proof of graduation from Academy or Institute for Organization Management (unless you've served five years or more as a chamber chief executive officer).

**Note: Points earned in numbers 2–4 below must have occurred during the last five years.**

2. Attach proof of attendance at W.A.C.E. Conference. (5 points each — 15 points maximum from #2)

3. Attach proof of a maximum of 4 of the following and check. (2 points each — 8 points maximum from #3)

- a. W.A.C.E. Webinars
- b. W.A.C.E. ABCs of a Successful Chamber Workshop
- c. W.A.C.E. Political Action Boot Camp
- d. W.A.C.E. Business Retention & Expansion Boot Camp

4. Attach proof of attendance, maximum of 4 of any of the following conferences. (2 points each — 8 points maximum from #4)

- a. W.A.C.E. Academy or U.S. Chamber Institute Instructor
- b. Attendance at ACCE Conference
- c. Attendance at Regional/State Execs Conference
- d. Other recognized professional development sessions. (Must be approved by accrediting committee)

5. “Industry Essentials” — **please submit copies for each “yes” below** (2 points each)

- a. Do you have a printed program of work, business plan or program priorities brochure and/or printed annual report for your chamber?  Yes  No
- b. Does your chamber have an annual audit or review by an independent outside company?  Yes  No
- c. Have your chamber’s bylaws been thoroughly reviewed/updated in the past 10 years?  Yes  No
- d. Do you have a personnel manual?  Yes  No

**Total Points** (minimum 35) \_\_\_\_\_

(Sample proof can be letters, brochures, conference programs, certificate of completion, etc.)

6. How have you implemented the messaging from the recent W.A.C.E. Chamber Branding Research ? (attached response in 100 words or less)

7. Provide a 250-word-or-less essay describing your views on your performance as a chamber executive.

8. Letters of recommendation: letters from 2 existing ACE recipients or W.A.C.E. board members are required from ALL applications. Non-CEO applicants must also include a letter from their CEO that must include a detailed description of the applicant’s executive management responsibilities.

**Fee:** \$135, which includes a non-refundable \$10 processing fee. If your application is denied, the remainder of your fee will be returned.

9. I understand that my ACE designation may be revoked for violations of the ACE Code of Professional Conduct (see other side).

10. Must successfully pass the "ACE Test" - to be taken by December 10, 2022, at an agreed upon time/location.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Completed forms, with proofs in hard copy must be received by close of business on **November 10, 2022**.

Return forms to: **W.A.C.E. - Accredited Chamber Executive** P.O. Box 1736 Sacramento, CA 95812-1736



## Accredited Chamber Executive (ACE) Code of Professional Conduct

An Accredited Chamber Executive (ACE) may have his/her designation revoked or other disciplinary action taken in the event that a determination has been made through due process that a violation of any of the following has occurred:

- a) Conviction of a felony
- b) Knowingly violating the law in the course of the ACE's professional activities, including, but not limited to fraud, embezzlement, misappropriation of property or unlawful discrimination.
- c) Failure to report and willfully concealing one's knowledge of illegal activity by staff, volunteers or vendors.
- d) Knowingly making false statements of material fact in any professional context including falsification of academic or employment information.
- e) Failure to disclose one's own conflict of interest to a third party decision making body, where such conflict would be material to the body's deliberations or decision making process. Such a third party may be a board of directors, a committee, a client, or employer.
- f) Failure to adhere to your chamber's policies and procedures regarding the acceptance of commissions, remuneration or other gifts or benefits in connection with the scope of the ACE's employment.
- g) Unauthorized material disclosure of confidential information except when required by law, where disclosure results in damage to the owner of the confidential information.
- h) Willful disregard of lawful board of director directives that materially undermines the interest of the organization.