

WHLA: Monica Goeke appointed Vice President of WHLA

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Brookfield, WI, [July 19, 2022] - Monica Goeke, has been promoted by the Wisconsin Hotel & Lodging Association (WHLA) to the position of Vice President. In this new role, she will be able to continue to leverage her skills in member services, event planning and development, association operations and in chapter relations.

Monica began her work with WHLA almost six years ago as the Marketing, Services and Events Manager. Her strong work ethic, stellar commitment to membership service and commitment to Wisconsin's lodging industry quickly earned her a promotion to the director level less than a year later. Her administrative and operational leadership was pivotal to the organization during the early days of the pandemic, when the association was also going through an executive leadership change.

Monica accepted the promotion on the heels of the American Society of Association Executive (ASAE) announcement that she 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 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. More than 46,000 association professionals currently hold the CAE credential. The CAE Program is accredited by the National Commission for Certifying Agencies (NCCA).

“We’re incredibly proud of Monica’s achievement,” said WHLA President & CEO Bill Elliott. He continued, “Monica has proven herself many times over as an association professional, and I couldn’t be happier to have her on our team as we write the next chapter for Wisconsin’s Lodging industry.”

ABOUT ASAE

ASAE is a membership organization of more than 44,000 association executives and industry partners. Since it was established 100 years ago, its members have and continue to lead, manage, and work in partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. With the support of the ASAE Research Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge, and future-oriented research for the association and nonprofit profession and provides resources, education, ideas, and advocacy to enhance the power and performance of the association and nonprofit community.

ABOUT WHLA

WHLA is a nonprofit trade association representing hotel and lodging properties in the state of Wisconsin. Established in 1896, WHLA represents all sizes and types of lodging properties throughout the state, providing valued industry services that include marketing, legislative representation, industry education and resources in addition to a legal assistance program. At the federal level, WHLA is proud to partner with the American Hotel & Lodging Association.