

Twenty Years of the ACFRE 1993-2013

Twenty Years of the ACFRE— More Than a Medallion

BY S. SANAE TOKUMURA, ACFRE, APR



In 1987, a random survey of the National Society of Fund Raising Executives (now AFP) general membership, as well as the association’s executive committee, certification board and CFREs, determined that an advanced credential was desirable not only for personal satisfaction but also for professional advancement. The first Advanced Certified Fundraising Executive credentials were awarded in 1993.

In the 20 years since then, some ACFREs have had a desire to contribute to the body of professional knowledge, to share with aspiring professionals the experience and appreciation of facilitating philanthropy and to seek further qualifications to do so. Some simply want to achieve as much as possible in their chosen field—to climb every mountain!

“I have received significantly more professional recognition from colleagues than I expected,” says Scott Fortnum, ACFRE, chief development officer at the St. Elizabeth Health Care Foundation (www.saintelizabeth.com) in Markham, Ontario. “I think the achievement was a bigger deal than I originally thought. It forces one to think about what the key elements of the knowledge base are at the highest level and it definitely confirmed my commitment to the role of fundraiser.”

Going through the ACFRE process makes people “students of fundraising” who are continually aware of the latest trends and methods. “I have a more global sense of ownership in how fundraising is done. It has helped me be concerned about the profession as a whole,” says Wayne K. Lynch, ACFRE, in Plumsteadville, Pa. “What I learned and experienced has helped me be aware of research, resources and practices, which I have been able to teach to others around the world in a more effective manner. “I have an unwavering commitment to high ethical standards, professionalism and the possibility to change lives.”

Indeed, achieving the ACFRE is the first step in a bigger, lifelong process. Whether writing, mentoring or lecturing, ACFREs contribute to the education of their peers and the next generation of fundraising professionals. “I regularly present workshops at professional gatherings,” says James K. Phelps, ACFRE, of

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—WAYNE K. LYNCH

JKP Fundraising LLC (www.jkpfundraising.com) in Vancouver, Wash. "I sit on the AFP board, the local AFP chapter board and the board of the Nonprofit Network of Southwest Washington, all of which have professional development as a component. I also am a member of an interim development director consultant group organized by the Nonprofit Association of Oregon, which is a wonderful collaboration in which to grow and learn. I am where I am today because people were willing to share their expertise, and I try to pay it forward."

As of January 2013, 97 seasoned fundraisers have been conferred with the credential. (Two have been rescinded for ethics violations.) The act of immersing oneself in the rigors of the advanced certification process points to a belief in the practice of intense self-regulation of the fundraising profession to protect the public interest. And, in most cases, those who have invested 10 years or more in this field and have made the decision to become an ACFRE candidate will likely commit a professional lifetime of devotion to the ethical philanthropic dynamic.

The Pursuit of Excellence

Compared with the milestone Certified Fund Raising Executive (CFRE) credential, which affirms competence at the five-year practice level, ACFRE candidates must have at least 10 working years in the field and must demonstrate a broader scope of experience, including advanced management and leadership skills, as well as the ability to analyze and identify right and wrong conduct within the fundraising process in complex situations. In addition, candidates must have developed, through their 10-plus years of working experience,

specialized areas of expertise within the fundraising practice.

No matter one's motivation, pursuing the ACFRE is a serious decision—one some choose to approach with a full team. "I decided that, if you want to be the best you can in fundraising, you need two things: the best mentor/consultant practitioner to guide you and a disciplined certification process to sharpen all your skills and force you to become a practitioner and student of fundraising," Lynch says.

These resources and skills are advisable in the process that many have compared with the summiting of Everest. Angela Seaworth, MBA, ACFRE, director of the Center for Philanthropy and Nonprofit Leadership at Rice University (<http://cpnl.rice.edu>) in Houston, says she was determined to succeed to prove she actually could do it. "I decided to pursue my ACFRE because it was a personal challenge for me to achieve the highest certification," she says. And there was additional motivation. "I also felt I should have the credential if I was asking other fundraisers to pursue professional development."

1991

J. Russell Raker III, CFRE; Barbara R. Levy, CFRE; Dennis Stefanacci, CFRE; B. Jeanne Williams, CFRE; James M. Greenfield, CFRE; Zoltan A. Karpathy; and others develop the written examination component of the advanced credential program. The group also details remaining tasks to be undertaken and/or completed—areas in educational preparation, application, portfolio and oral components, governance, marketing and funding—and present a timetable for the accomplishment of these tasks.

1992

The first ACFRE examinations are administered.

1993

The first ACFRE credentials are conferred to 14 individuals: Ted D. Bayley; Mary Anne Chern; C. Neal Davis, Ph.D.; John P. Demoleas; Lona M. Farr, Ph.D.; Barbara R. Levy; William M. Moran; J. Russell Raker III; Del Staecker; Dennis Stefanacci; Dana R. Todsen; B. Jeanne Williams; Karla A. Williams; and Marjorie A. Winkler.

Others agree, adding that they were motivated to pursue the credential because of their desire to “give back.” “I felt that I owed the profession a lot because I received a lot of enrichment from it,” says Barbara R. Levy, ACFRE, a consultant in Tucson, Ariz. (www.levyfundraising.com), chair of the AFP Ethics Committee and chair of the first ACFRE Certification Board. Although there have been tangible benefits from the credential, she notes, such as enhanced employability and a higher salary, it is the intangible reasons that resonate most. “Our profession is unique,” she says. “We get to enjoy connections with people who can make a huge difference in organizations and society. I’ve met interesting, wonderful people with whom I never would have had contact if I hadn’t been in this profession. All of us get to work with incredible philanthropists whom most people admire from afar but don’t get to know on a personal basis. How many other professions are about getting to know incredible people better or about giving these people the opportunity to express their heart’s desire?”

Some may think ACFREs are VIPs who would never consider working in a small shop. “When looking at the list of current ACFREs, it seemed that most were from big shops or were consultants,” Phelps says. “I have, by choice, worked in small shops my entire life. I think that smaller, grassroots organizations need professionals just as much as the big hospitals and universities. In some ways, I was determined to show that even professionals from small shops could obtain the certification. I have committed my life to the profession and believe that the more people are certified, the more others will recognize the profession.”

Deciding to pursue the ACFRE is the first step. Actually going through the process is quite a different story. How do candidates for the ACFRE get over the application “hurdle” and actually complete it?

When the Going Gets Tough ...

One way to avoid hitting the application wall is to be prepared and reach out for help if necessary. “I planned out the various steps and tried to move forward as quickly as possible,” says Pamela A. Cook, ACFRE, principal of Pamela Cook Development Search (www.pamelacook.com) in San Rafael, Calif. “I received helpful and important advice and counsel from three colleagues who already had their ACFREs: Scott Staub, David Madson and Marjorie Winkler.”

In addition, never underestimate the power of perseverance. Jim Allen, ACFRE, former director of resource development at Parkinson Society Canada (www.parkinson.ca) in Toronto, recalls he simply kept at it until he had the number of right courses to meet

the requirements. Furthermore, he pushed the ACFRE board to look at courses he had taken in Canada in addition to courses it had approved in the United States.

Sometimes just the thought of letting other people down is good motivation. “Once I decided that I was going to pursue the ACFRE, I started telling people my goal,” Phelps says. “I told family, friends and peers so they would hold me accountable and ask me how it was going. I sat down and figured out what education I needed. I also started working my way through the reading list so that I would be prepared to take the written exam. I read most of the materials on my bus commute to work for about two years.”

While going through the application process, some discover that a few requirements are missing. “After getting one-third of the way into my second incomplete application, I discovered that I needed more ‘service to the profession’ credits,” says Jan F. Brazzell, Ph.D., ACFRE, principal counsel and CEO of Advancement Consulting (www.advancementconsulting.com) in Tacoma, Wash. “At that point, I was tempted to just quit. Instead, I spoke with Cathy Williams about my dilemma, and she recommended a great AFP committee service opportunity, the AFP Research Council. Thanks to my involvement on the research council, which included participation on the Ethics Think Tank Planning Committee and attendance at professional advancement division meetings, I have gotten to know many extraordinarily bright, dedicated and passionate fundraising professionals throughout North America. Many, including Karla Williams, Jim Allen, Linda Lysakowski, Alice Ferris, Audrey Kintzi and Pat Rich, were ACFREs whose encouragement to keep moving forward and complete my application really made a difference.”

Because earning the ACFRE is time-consuming, balancing work and having full support from employers can make a huge difference to candidates. “My board of directors had a new chairman. He was from the business world and wanted every staff member to describe for him what the ultimate professional achievement could be for them during his three-year tenure as chairman,” recalls Carl D. Manfield, ACFRE, of Manfield Fundraising Counsel LLC (www.manfieldfundraising.com) in Lynchburg, Va. “I responded, ‘The ACFRE,’ and he said, ‘Then that’s what I want you to do.’ I explained that most people would not even know what the letters stand for, and he answered, ‘Perhaps, but the people who need to know, will.’”

Others simply focus—really focus—on the task at hand and finish it successfully. “I locked myself in my office for three weekends in a row,” says Ted Hart, ACFRE, CEO of Charities Aid Foundation of America (www.cafamerica.org) in Alexandria, Va.



Failure Is Not an Option

Do ACFRE candidates have terrible moments of doubt, when they think they will never make it through the ACFRE process, when they ask themselves, “Is it worth it?” Of course. What do they do then?

“Jim Greenfield, ACFRE, was my mentor and coach,” says Ronald A. Lundeen, ACFRE, in Goodyear, Ariz. “Without his encouragement, I would not have completed the process. Jim was always calling me and asking about my progress with certain tasks. He taught me that the ACFRE process is about sticking your neck out and working beyond normal limits. The most important decision you’ll make is in selecting your ACFRE mentor.”

Hart agrees. “There were several points during the process when my work schedule was making me doubt completing. Barbara Levy made me do it. She said she would not accept ‘no’ for an answer. So I did it, and it took a lot of focus and energy to push on.”

Family members also can help. “As the portfolio submission deadline loomed I thought I wouldn’t make it through the process,” Fortnum says. “Fortunately I listened to my wife and got it done, despite my initial thoughts of giving up.”

Linda Lysakowski, ACFRE, president and CEO of Capital Venture (www.cvfundraising.com) in Boulder City, Nev., says that after her first oral exam she decided to try again and was far more relaxed the second time around. In addition, her first portfolio did not pass because of a minor technicality, so she says she simply substituted one case for support for the original one she had submitted.

If it happens, rejection does not mean failure. Phelps says he never thought he wouldn’t make it through the process, but he definitely had some challenges when preparing his portfolio. “When my portfolio was rejected, I contacted some of my peers to seek advice,” he recalls. “A couple of people were very helpful in reviewing my materials and giving me some tips on how I might improve.”

Did he feel it would be easier to just forget the whole thing? “At the point where I got stuck on the portfolio, I was already in pretty deep. The thought of abandoning the process or having to start over seemed unfathomable,” Phelps adds. “I reached out and got a lot of support from peers. Cathy Williams was also a lot of help in providing feedback and guidance. She was also good at listening to me talk through my frustration.”

Indeed, do-overs can make candidates more determined—and wiser. “I failed two pieces in my portfolio and was given an incomplete,” Allen says. “I resubmitted two much better pieces the next year and passed with flying colors.”

Whatever the motivation to actually make it through the process, no ACFRE regrets stresses incurred once the credential is earned. The credential also creates greater appreciation of not only the profession and philanthropy but also the people who have chosen fundraising as a lifelong career. “Now that I have my ACFRE, I have come to appreciate even more all that the certification means and does in terms of the profession,” says Erik J. Daubert, MBA, ACFRE, a nonprofit management specialist in Durham, N.C. “I revere the many professionals who have undertaken this challenge and ultimately achieved it. Many of my mentors in the profession and individuals whose knowledge I respect and appreciate through their writings are ACFREs. The list is long of great authors and knowledge experts who hold the certification, as well as some incredible trainers, teachers, etc.”

Lysakowski feels the same way. “Knowing there are almost 100 people out there with an ACFRE makes me feel proud that so many of my colleagues have taken the time and the expense to complete the process. I mentor others as much as possible and feel committed enough to have put the AFP foundation in my estate plan.”

Not every fundraiser who decides to pursue the ACFRE will succeed, but by going through the process, they continue to improve the fundraising community, the organizations they serve and their ability to work with philanthropists. “As an ACFRE, I have a strong commitment to the highest levels of ethics and professionalism and to encouraging others to pursue higher levels of educational and professional achievement,” says Jon K. Gossett, ACFRE, vice president and chief development officer at St. Luke’s Episcopal Health System (www.stluketexas.com) in Houston. “Even for those who don’t attain the ACFRE, reading, reflecting and articulating issues and topics within our field make every aspiring applicant a better member of our profession.”

S. Sanae Tokumura, ACFRE, APR, is president of Solid Concepts Inc. in Honolulu and past chair of the ACFRE Certification Board.

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—ERIK J. DAUBERT

The Good, the Challenging and the Memorable



“**T**o ACFRE or not to ACFRE?” That is the question. Or you may be thinking, “Good grief, do I have what it takes to get an ACFRE?”

If you are seriously thinking about pursuing the Advanced Certified Fundraising Executive credential, remember that the process and the experience are never identical for any two individuals. The aspects of the process that are great fun for some are major headaches for others.

The ACFRE process comprises four components that must be successfully completed sequentially before moving to the next step. For many, it is a matter of taking that first step. “The most challenging part of the process was probably just making the decision to begin,” says Erik J. Daubert, MBA, ACFRE, a non-

profit management specialist in Durham, N.C. “Once I started, it was just one foot in front of the other until I completed the process.”

Application

The application for ACFRE candidacy includes submission of a current résumé, confirmation of current CFRE status and the payment of a \$400 fee. All candidates must complete the written application that requires information in three areas: employment, education and service to the profession or other nonprofit organizations. All candidates for the ACFRE process must agree, in writing, to uphold the *AFP Code of Ethical Principles and Standards*, in addition to *A Donor Bill of Rights*. The ACFRE road begins with an extensive study/review of a suggested reading list that covers all aspects of the fundraising profession. In addition, each candidate’s two-year “calendar” begins upon formal acceptance of the application.

“Completing the initial application was most challenging for me,” admits Jan F. Brazzell, Ph.D., ACFRE, principal counsel and CEO of Advancement Consulting in Tacoma, Wash. “Initially, AFP provided an application form that had to be filled out by hand. I got bogged down repeatedly with uneditable mistakes, hand cramps and time involved in completing the lengthy form. Frustrated, I would set it aside for months, only to discover later that the information had become outdated and I needed to start over. Thankfully, AFP created a ‘live’ Word document that we could use. It made all the difference!”

Written Exam

After demonstrating minimum requirements on the written application, candidates must pass a 100-item, multiple-choice examination that measures knowledge of general development, management, leadership and fundraising skills. “My favorite part of the process was the written exam. “I love these kinds of exams,” says Jim Allen, ACFRE, former director of resource development at Parkinson Society Canada in Toronto. For Ted Hart, ACFRE, CEO of Charities Aid Foundation of America in Alexandria, Va., the format of the written

exam presented problems. “I was simply out of practice,” he admits. “My favorite was the oral exam, because as a public speaker, I had lots of practice,” he says.

While some candidates prefer to take the written exam as soon as possible after undergoing the study/review, the test may be taken up to a year after approval of the application. The exam fee is \$400.

The written exam can be a memorable experience—for any number of reasons. “I took the written exam on National Philanthropy Day® in Atlanta. Three days before the exam, I checked in at a hotel across a two-lane street from the Fulton County Convention Center,” recalls Carl D. Manfield, ACFRE, of Manfield Fundraising Counsel LLC in Lynchburg, Va. “I knew exactly where I needed to go by 8 a.m. on the exam day, but there was a traffic pile-up on the interstate highway, and all northbound traffic was being rerouted to the two-lane road between me and the exam. The instructions had said anyone arriving late would not be allowed to take the exam. The Lord and a little old lady came to my rescue. She started easing out into the traffic to cross the road. Wheels screeched, horns blew, hands pounded steering wheels and it was easy to read the drivers’ lips. I got within six inches of her car and followed her across the road. Looking back on it, that was kind of fun. After the exam, I got to hear Jimmy Carter speak at the NPD event.”

Portfolio Review

Upon receiving a passing grade on the written test, candidates are invited to present a portfolio consisting of materials that document professional performance during the past five years: a planning document; a case statement; and two examples of competency in writing, creativity, management and teaching/training, along with an \$800 fee (payment for both the portfolio review and the oral peer review).

Some ACFREs have found the portfolio to be the most challenging aspect because it is “time-consuming” and “administrative.” Others like this stage of the process. “I enjoyed assembling the portfolio the most because it allowed me to reflect on my work and to develop a comprehensive plan for my current position,” says Angela Seaworth, MBA, ACFRE, director of the Center for Philanthropy and Nonprofit Leadership at Rice University in Houston.

Candidates whose portfolios are approved by the ACFRE Certification Board are invited to appear before an ACFRE panel for the last leg of the process.

Oral Peer Review

Wayne K. Lynch, ACFRE, in Plumsteadville, Pa., recalls that the most challenging part of the process was being

patient enough to lay out a long-term plan of how to reach the goal. However, he particularly enjoyed the peer review. “My most memorable and enjoyable part was the oral exam, since I love to talk about fundraising,” he says.

Linda Lysakowski, ACFRE, president and CEO of Capital Venture in Boulder City, Nev., also found the oral review to be the most challenging—and memorable—part of the process.

“The oral exam was the most challenging because I felt these were experts in the field, and so I didn’t want to sound too basic in my answers,” she says. “But I was wrong. I’ll always remember taking my second oral exam in an awful snowstorm in Washington, D.C., and by the time I got from the car to the office, my hair was soaking wet from the wet snow.”

The oral peer review reveals genuine mastery of advanced-level knowledge and understanding—both theoretical and practical—of fundraising ethics, management, leadership, planning and problem solving, as well as two of the candidate’s specialty areas. Oral peer reviews take place in January and August at the AFP office in Arlington, Va., and at other times through special arrangement, such as at the AFP International Conference on Fundraising or at Leadership Academy.

Jon K. Gossett, ACFRE, vice president and chief development officer at St. Luke’s Episcopal Health System in Houston, found the oral review to be his favorite part of the process. “Intellectually, the most memorable component was the verbal and final component,” he says. “It was also my favorite part because the interviewers asked excellent questions, and they were collegial.”

He is not alone. “The oral peer exam was the best!” says Ronald A. Lundeen, ACFRE, in Goodyear, Ariz. “I refused to leave well enough alone and asked the exam team if I could respond to their questions by role-playing as a fundraising instructor, positioning them as a class while using the white board and other materials in my carry-on bag. They agreed, and they actually had fun with the questions and with me as their teacher. In



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—BARBARA R. LEVY

fact, I discovered that they were looking for creativity from me, and I passed with flying colors!”

Other Considerations

Still interested in pursuing the ACFRE? If so, keep the following in mind:

1. The entire ACFRE process must be completed within two (2) years of the date that the ACFRE Certification Board approves a candidate, although candidates may request a single one-year extension at any time during the process. Applications must include a \$400 application fee.
2. The written exam, portfolio review and oral peer review may be taken up to three (3) times each. (Registration for the exam costs \$400. The portfolio submission must include an \$800 portfolio and oral peer review fee.)
3. Should a component need to be redone, the candidate will pay an additional \$400 for the second attempt.
4. If a candidate fails a phase of the ACFRE process (after three attempts), he or she must wait one year before submitting a new ACFRE application.
5. All credits can be taken via distance learning, provided a detailed description of the applicant’s learning outcomes is provided.

Individuals interested in the ACFRE program must meet all minimum eligibility requirements, which include the following.

- Currently works in the profession.
- Currently holds a Certified Fund Raising Executive (CFRE) credential or is a current Fellow of the Association for Healthcare Philanthropy (FAHP).
- Adheres to AFP’s *Code of Ethical Principles and Standards* and *A Donor Bill of Rights*.
- Has a minimum of 10 years of full-time professional fundraising experience at the time of application.
- Has a bachelor’s degree or equivalent experience.
- Has participated, within the previous five years, in at least 15 contact hours of senior-level management and 15 contact hours of senior-level leadership seminars and/or courses. Academic courses and/or writing for the profession may be considered.
- Has participated, within the previous five years, in at least 10 hours of continuing education in fundraising ethics. (This became effective Jan. 1, 2013.)
- Belongs to and actively participates in a field-related professional organization, with demonstrated volunteer service to nonprofit organizations.

The Advanced Certified Fundraising Executive program is administered by the ACFRE Certification Board, which is independent in decision making in all matters pertaining to the implementation of the certification process. The ACFRE Certification Board includes five AFP members and one public member, each of whom is elected by ACFRE certificants. Nominations are made by the AFP Executive Committee from current ACFREs who meet the ACFRE board qualifications.

Brazzell is one of the newest ACFREs (2012), and so her experience—a very positive one—is still fresh in her mind. “While summarizing all the ACFRE conference sessions I had attended, several dominant trends, issues and perspectives in philanthropy and fundraising began to emerge,” she says. “I experienced many ‘aha’ moments as the wealth of information began to gel into meaningful patterns. In those moments, I realized what it meant to share with other seasoned professionals a deeper understanding of the field, including all the ‘big questions’ to which we all are still searching for answers. I felt a keen, shared sense of responsibility to resist today’s tendency to reduce fundraising to a transactional relationship and instead to do everything possible to elevate and encourage *philanthropy* as the cornerstone of successful fundraising.”

Barbara R. Levy, ACFRE, a consultant in Tucson, Ariz., chair of the AFP Ethics Committee and chair of the first ACFRE Certification Board, is gratified that the credential she helped create and earned herself continues to challenge the field toward more competent mastery of skills and knowledge. She notes that recertification is no longer required for those who earn the ACFRE, a benefit since 2005. “But the kind of people who pursue the ACFRE will continue to seek knowledge and to stay current,” she says.

Cathy Williams, Ph.D., administrator of the ACFRE program since November 2003 and credited by many AFP members as having been a mentor in their professional advancement, agrees. “Collectively, those involved with the ACFRE program, from candidates to board members, represent a multitude of backgrounds, interests, talents and experiences. But one thing they all share is commitment to the profession of fundraising and the advancement of philanthropy. They are knowledgeable, articulate, enthusiastic, insightful and courageous. Every day, I am inspired by these wonderful individuals.”

For more information about the ACFRE program, visit the AFP website, www.afpnet.org, and select “professional advancement” and “certification.”

The Increasingly Important Ethical Component



As of Jan. 1, 2013, applicants to the ACFRE program must show participation in a minimum of 10 hours of advanced ethics education in order to be considered for the credential. The increase in the number of hours (up from five hours) demonstrates that ethics is even more important for development officers.

“Emphasizing ethics is critical to the future of the profession because if we can’t police ourselves, we’ll be under the aegis of our states’ attorneys general,” says Barbara R. Levy, ACFRE, a consultant in Tucson, Ariz., chair of the AFP Ethics Committee and chair of the first ACFRE Certification Board. “And don’t expect them to know the details of our field.”

How can ACFREs contribute to the ongoing development of ethics education in the fundraising profession? “We all need to emphasize the need for ethics education in every possible venue—at the personal level, the organizational level and the chapter and national levels,” Levy says.

Jan F. Brazzell, Ph.D., ACFRE, principal counsel and CEO of Advancement Consulting in Tacoma, Wash., agrees. “First, we need to foster a sense of fun, mutual engagement and accessibility in our attempts to engage development professionals in discussions of ethical issues,” she says. “In the distant past, chapter sessions, webinars and conference sessions on ethics tended to focus on learning ‘the rules’ (e.g., the *AFP Code of Ethical Principles and Standards*) and the threats involved in disobeying them. Perhaps the negative tone and rote content of past attempts explains why our ethics offerings continue to attract so few participants, even though the sessions have become much more engaging over the past five years.

“Several years ago, I had the privilege to serve on the AFP Research Council Task Force that produced the AFP Think Tank on Regulation, Ethics and Philanthropy. The think tank itself became my favorite AFP educational experience yet. AFP produced some beautiful brochures that summarized the think tank, including the provocative case studies we discussed, as well as

excellent instructor notes and a PowerPoint presentation on the topic that seasoned presenters could use to make chapter presentations. (See www.afpnet.org/ThinkTanks.) Regrettably, I don't think we did a very good job of promoting the use of these materials by our chapters.

"Thankfully, I knew about these resources, ordered some of the brochures and conducted a mini-Think Tank on Regulation, Ethics and Philanthropy for my small chapter (AFP WA, South Sound Chapter). Together, we discussed two of the case studies and their implications. I was amazed at how thoughtfully and deeply our chapter members dealt with the issues and how engaged they were in the conversation. They left highly committed to educating their co-workers and board members about the issues. Perhaps we need to label more of our educational sessions, particularly those on ethics, as 'Think Tanks,' 'Conversation Cafés' or 'Open Mics' to heighten people's interest in participating.

"Also, as many of my fellow ACFREs have suggested, we need to advocate for incorporating ethics education in small doses throughout the AFP professional advancement curriculum. If you've ever owned a sick cat, you know that it's virtually impossible to get a cat to swallow a pill. Instead, you have to find a way to hide the contents in some food or beverage that the cat loves. Similarly, nearly any conference or webinar topic our members find overwhelmingly attractive could contain an ethics question or component as one of the considerations—without putting ethics in the title. For example, I recently co-presented an advanced session called 'The Power of Love in Major-Gifts Development.' While our session was primarily about the importance of tailoring our approaches to donor cultivation and stewardship to meet the varied, individual needs of our donors, each of the four cases we presented contained an ethical dilemma that complicated the picture a bit. As a result, we ended up discussing ethical issues in a standing-room-only session."

ACFREs agree that by living and working ethically and by promoting ethical standards in all things that they do, they can further ethics education in the profession. "They can share what they have learned through writing and strong presentations to fundraising chapters around the country," says Angela Seaworth, MBA, ACFRE, director of the Center for Philanthropy and Non-profit Leadership at Rice University in Houston. "None of us will experience every ethical dilemma. However, we can learn a great deal from our combined experience and hopefully help our peers navigate such situations." 🍷

Straight Talk From ACFREs

So are you perhaps a little interested in attaining the ACFRE? Some words of wisdom from those who have gone the distance may be helpful.

- 1** Just do it! Start. Take the first step. Take another step. The important thing is to start the process. It may sound simple but everything happens once you actually start the process.
- 2** Get really organized from the start.
 - Build a detailed curriculum vitae, and keep it up to date with everything (work-related or volunteer) you do professionally.
 - Keep everything in one place. (You'll need a box or an ample file drawer, where you can organize your application materials and notes.)
 - Take really good notes during all ACFRE-qualified sessions you attend. *Save all your conference brochures and official session descriptions*, and add your notes to them. (This one step alone will save you considerable grief.)
 - Keep an Excel spreadsheet listing the ACFRE-qualified sessions you have attended (or taught), along with the dates, locations, hours, presenters and the areas (management, leadership or ethics) for which each session qualifies for credit. I believe AFP now provides a spreadsheet that contains all the sessions already pre-approved for credit, so one option is simply to add your columns to that spreadsheet. However, please note that many sessions qualify for credit in two areas. In the end, you will have more than enough credits in some areas and too few in others. Those sessions that count in two areas will be your saving grace. Build a detailed curriculum vitae and keep it up to date.

3 Eat the elephant one bite at a time. Download the application form, and begin by filling in everything you can. As you add relevant items to your experience, add them to the application form. That way, you will complete the application form gradually rather than trying to pull everything together at once.

4 Engage two or three ACFREs as mentors and encouragers. If you're as lucky as I was, one of your mentors will have mastered the art of the gentle nudge. Because I had lots of respect for my "nudger" and I wanted to impress him, his gentle monthly email inquiries about my progress really spurred me to action.

5 Don't waste your time. Just jump in and move through the process as quickly as possible.

6 Don't get trapped in the multiple-choice syndrome of letting yourself get stuck on a few questions in the exam. If you don't know the answers, move on. It's all about how many you get right, not how many you get wrong.

7 Remember what Tom Peters said:

- "Hang in there long after others have gotten bored and given up."
- "Refuse to leave well enough alone. ..."
- "Stick your neck out, daring to give your best shot and working beyond ... limits."

8 Secure the support of your employer.

9 Develop a plan over several years of deadlines for the various components.

10 Focus on reading and studying in the areas you consider your weakest.

11 Reach out if you need help.

12 Read through the materials on each step in the process before you do the written application. Make sure you are at a point where you can

complete each step. If you don't have the items required for your portfolio, apply later.

13 Get advice from others who have already earned the ACFRE credential.

14 Work the timelines backwards.

15 Make a calendar showing what will you do by when.

16 Appreciate the process, and think about what you are doing. When it comes to the portfolio, you simply cannot put a bunch of materials in a FedEx box and consider it complete.

17 It is important to read the literature, and that is why starting the process after a graduate program process is so fluid and helpful.

18 If reviewing the literature, determine how many books you need to review each month. Read as many of the books on the suggested reading list as possible.

19 One ACFRE said that the hardest thing was working on the ACFRE and the CFRE renewal at almost the same time. Don't do that. Complete your CFRE renewal at a different time, if possible.

20 On the other hand, another ACFRE suggested doing the ACFRE application at the same time as the CFRE renewal because it made the written application process fairly straightforward.

21 Don't get discouraged. Don't let any part of the process hold you back. If something is not accepted, just work on it, and do it again.

22 You are doing this for yourself and the profession—and both matter!

23 Relax! Let yourself enjoy the process. You will go through it only once in your life. ☺

Looking Ahead

Those who have gone through the ACFRE process have definitely thought long and hard about the fundraising profession. So what do they think the training and education of fundraisers and the body of knowledge will look like in 20 years?

“My vision is that our body of knowledge will benefit from basic scientific research that provides us with a deeper understanding of philanthropic motivation and behavior and the factors that encourage or obstruct it,” says Jan F. Brazzell, Ph.D., ACFRE, principal counsel and CEO of Advancement Consulting in Tacoma, Wash. “Right now, I see our training and education focused too heavily on ‘what latest techniques work.’ We draw from anecdotal evidence and vendor ‘research’ showing that organizations that used certain ‘techniques’—solicitation media, timing and frequency of solicitation, wording and length of request, etc.—raised more money. It’s all about past behavior and technology. The problem is that yesterday’s winning technique quickly becomes tomorrow’s ‘junk mail.’ As other organizations jump on the bandwagon, the novelty quickly wears off. (Interestingly, basic neurological research suggests that novelty matters in getting people’s attention.) The question ‘What works?’ tells us very little. We need to know more about *why* things work and how certain *types* of stimuli/experiences affect philanthropic behavior.

“My dream is that, over the next 20 years, we compile evidence from the growing body of research in neurology, neuroeconomics, economics, sociology, anthropology and psychology that provides deeper truths about what stimulates people to act, to give, to give more and to continue giving. That way, no matter what technologies are available and how quickly they change, we can continually develop and adapt new, practical techniques that appeal to our constituents.”

Angela Seaworth, MBA, ACFRE, director of the Center for Philanthropy and Nonprofit Leadership at Rice University in Houston, believes that in 20 years fundraising education will contain two distinct components: humanistic and business. “By then, our body of knowledge for nonprofit management will have increased, so we will learn specifically about nonprofit management and operations practices,” she says.

Other ACFREs see additional changes:

- “I think we will continue to see an increase in the number and variety of formal, university-level programs in philanthropy and development. Every major university will offer a course in philanthropy.”
- “The field will always be evolving. While strong communication skills, detail-orientation, follow-up and perse-



verance will always be critical, some specific methods and tools will undoubtedly be different in the years to come.”

- “I believe that many things will look the same, and many things will look different. Human nature and people continue to evolve, but they mostly remain consistent in their root behaviors. At the same time, the world around us changes dramatically, and that affects how we live, act and, yes, give.”


And the fundraising profession? What will it be like in 20 years? “I think the fundraising profession will look different as a generation of people grows in an ever-changing world. I believe that philanthropy will become more of a component of daily living and less a direct act,” says Erik J. Daubert, MBA, ACFRE, a nonprofit management specialist in Durham, N.C. Others point out that future development officers will be younger, more diverse and more professional. As the profession continues to evolve and change, it will be essential to be open to exploring new ideas and accepting those of value.

“The profession will be filled with professional, competent fundraisers,” says Pamela A. Cook, ACFRE, principal of Pamela Cook Development Search in San Rafael, Calif. “We will be increasingly ethnically diverse, increasingly global and increasingly technologically savvy.”

Ah, technology. Everyone agrees that this, in particular, will be even more critical in the years to come. “I remember the days when information about prospects was recorded on index cards,” Cook adds. “We have come a very long way since then. We now have top-notch databases, improved research capabilities, rapid communication tools and increased ways to store and retrieve data. Technology will continue to provide many new tools for doing business.”

Perhaps there will be more online and telecommuting workers in the near future. There may be more “real-time” consulting and training around the world. Many believe that technology will continue to affect fundraisers’ relationships and how they interact, as well as how they work, give and lead their lives day to day. All of these aspects will affect how philanthropy occurs in the future.

For the time being, technological savvy may be rela-

tive, depending on your point of view. “Technology is going to change everything over the next 20 years,” says Carl D. Manfield, ACFRE, of Manfield Fundraising Counsel LLC in Lynchburg, Va. “The iPhone 5 will look the same way a 1930s AM radio with tubes looks today. We go with the flow, or we die trying to swim upstream. ACFREs in general keep up to date, although I have a 21-year-old grandson who told a clerk in an Apple store that I am ‘technologically challenged.’” 

The ACFRE Crystal Ball

Prognostication is not a requirement for the Advanced Certified Fundraising Executive credential, but that doesn’t stop ACFREs from making predictions about donors and the future of their chosen career in fundraising.

1. As an ACFRE, how do you see our profession developing? What would you like to see happen in the future for our profession?

- “I would like to see the ACFRE become internationally recognized, but only if the current high standards can be maintained if it goes beyond North America.”
- “I see more part-timers, specialization and even higher turnover. I would like to see more emphasis on education, training and ethics.”
- “I think more ‘laypeople,’ especially CEOs and board members, will understand the value of certification in our profession.”
- “I think we are already seeing some of the developments. When I began in this profession, it was by accident. We are finally seeing an entire generation of people who are choosing development as a career and are getting the proper training and education before they start. I have worked with a couple of the collegiate chapters and am amazed at what they know. Oftentimes, they know things that took me years of actual experience to learn.”
- “I would like to see more development professionals complete the ACFRE process. It is hard to predict how our profession will evolve and all of the skills that will be needed in the future. However, I am confident that continuing education will always remain important.”
- “I would love to see us reach the stage when people who engage in this profession understand their responsibility to be completely qualified. Today, there are far too many shingles hung out because someone doesn’t know what else to do or can’t find a job.”
- “Down the road, I believe the credential will become a standard for CEOs and executive directors, helping them when searching for development staff. Search committees also will have more confidence in their selections if choosing an ACFRE.”
- “We need to be better protectors of what is philanthropic. Unfortunately, several things are encroaching on the concept of being philanthropic that are far too political.

As a profession, we do not stand up for what is important about philanthropy and true nonprofits.”

- “I’d like to see a greater awareness of ethics as they relate to fundraising and donor relationships, as well as an increasing insistence by employers on certification as a benchmark.”
- “I see our profession continuing to develop almost indefinitely. People are a dynamic element of the fundraising process, so I don’t believe that the fundraising profession will ever stop evolving.”
- “There will be more professional graduate programs in development and philanthropy, and there will be a growing perception that fundraisers need and require accreditation. We also will begin to see less attrition and longer tenure in our positions.”
- “I predict that our field will continue to professionalize and that more young people will intentionally develop careers in the nonprofit sector. I would like to see employers recognize the professionalism of our work by creating a budget line for professional development. The nonprofit sector (and communities) would benefit tremendously if the commitment to continuing education became a common practice across the nonprofit sector.”

2. What is the most critical issue that will affect our profession over the next 20 years?

- “It will be maintaining the highest ethical standards in the face of continuing pressure to raise more with fewer resources.”
- “I think it will be cultural attitudes toward philanthropy and more resistance to helping others and trusting others to help others. I am especially concerned with the generational decline in giving as a percentage of household income over the past 100 years.”
- “The most critical issue will be ethical dilemmas and people not understanding the profession.”
- “We need to embrace diversity. The world is a smaller place, and we need to increase representation in our field from all who want to be a part of philanthropy.”
- “The most critical issue in the future will be the same as today: the issue of trust. We can make a difference in that area by becoming involved and using ethics education programs to train our communities.”

- “I think it will be protection of true nonprofits and limits on political action use of the philanthropic model.”
- “There will be an increasing number of nonprofits seeking finite dollars. Donors will still give for *their* reasons, not the nonprofit’s reasons. The older generations have always said the younger generations are going to the dogs, but no generation ever has.”
- “It will probably be the changing nature of the world, age, religion and demographics. How people and why people give will be dramatically affected by each of these powerful aspects of our humanity.”
- “Ethics will always remain a critical issue in our profession. I don’t see that changing, because philanthropy always involves people.”

3. What changes do you see for the not-for-profit sector over the next 20 years, and how will they affect the fundraising profession?

- “I think there will be more government intervention and thus a greater need for the profession to be its own best watchdog.”
- “I see more collaboration and the merging of charities. There will be increased awareness about performance philanthropy and empowering those in need to do more. There will be fewer handouts, except in cases of disasters. Deferred giving will be the fastest growing sector.”
- “There will be more collaboration with for-profit enterprises and greater need due to government cutbacks.”
- “We are living in an increasingly global world. While there will always be a need for nonprofits, their missions, methods of delivery and populations of clients and donors may shift. The development field will need to evolve along with the entire sector.”
- “Consolidation should be organized and methodical, but it won’t be. It will be painful and messy.”
- “I think that there will be a blurring between nonprofit and for-profit, which will make it critical for fundraisers to effectively demonstrate to potential donors the efficacy of their support.”
- “I see the lines blurring further as businesses act more like not-for-profits and nonprofits act more like businesses. I see the fundraising profession also being blurred by this. At the same time, competition for donors and contributed dollars will increase while wealth as we know it potentially decreases.”

4. What will donors look like in 20 years, and how will that affect what fundraisers do?

- “They will continue to hold us to the highest possible standards. They will hold us more and more accountable, and this is good!”

- “Donors’ attention spans with charities will be shorter, they will exert more control and influence with their giving and they will demand results. I also think there will be less institutional commitment.”
- “They will be younger, more diverse, savvier about how their money is being used, more demanding and more involved. It will keep us on our toes, but I think these are all good moves.”
- “I don’t think donors will change. Donors will still want to make gifts that will have an impact, and the best way to make that happen is to build a relationship between the donors and the organizations that can make that happen.”
- “Donors will always include individuals, corporations and foundations that care about a nonprofit’s mission and want to support it. They will continue to want tangible information that their gifts are being used well and have made a difference. While the ways they make gifts, their geographic locations and their demographics may change, I believe there will always be donors who voluntarily choose to support nonprofits through gifts of time and money.”
- “Our donors will continue to age and will be facing many issues in their own lives that will affect their giving capability. More of them will be technologically savvy and will respond accordingly.”
- “There will be far fewer very large donors and more diversification in giving options.”
- “They will likely look 20 years older, but donors will remain the same. They may ask different questions and interact differently with organizations, but their motivations to make an impact will remain the same.”
- “I think donors will be more project- and outcome-focused and less charity specific in their giving, which will result in less loyalty and broader giving interests through their actions, purchases and life. I think this will affect our profession by making gifts harder to obtain and retain.”
- “Thomas Edison once said, ‘There is a better way. Find it.’ We need to find better ways to listen to donors. Individual donors drive philanthropy in America, not the fundraisers. We need to be ahead of the wave and anticipate where donor passion for eleemosynary change is moving. One of the pitfalls of fundraising management is that we start to believe we *make* things happen in terms of charitable giving. Wrong. We *help* things happen. We guide the process. If it were up to me, I would like to assemble 500 of the top individual philanthropists and ask them where they are going with their charitable investments in the next decade.”

What Is an ACFRE Really Like?

Are ACFREs geeks, nerds or some elite group? Apparently, they are not much different from most people.

Consider one woman in Hendersonville, N.C., who is the only ACFRE to list puttering and napping as sports she has personally pursued competitively. Her favorite sport is college basketball. (She is from Louisville, Ky., after all.) She remembers her ACFRE written exam well. "I traveled a few hundred miles. Bad idea! I went to Williamsburg, Va., which I thought would be a pretty place to visit. My test manager told me I looked like a deer in headlights after the exam was over, and he practically forbade me to get in my car and drive home!" She already had a B.A. in economics and urban planning when she received her credential in 2001. (She was the 50th ACFRE.) During the ACFRE process, she had two young children at home, worked a full-time job and was studying for ordination in the Episcopal Church. "Just usual stuff for a woman," she laughs. Her hobbies include hiking, making jewelry and selling it to benefit women and children in northeast India, having coffee with her girlfriends and sitting quietly with a cat on her lap. Her favorite television show is *Perry Mason*—"He and Della ... something steamy is going on there," she

muses—and *Mystery* on PBS (*Inspector Lewis* and *Midsomer Murders*). Her favorite food is dessert. An admitted introvert, she says her mission and vision statement for her own life is "I am teachable, coachable, trainable and flexible; kind, caring, creative, courageous and compassionate." "I am not always any of these things," she says, "so it is a mantra I repeat to keep myself focused."

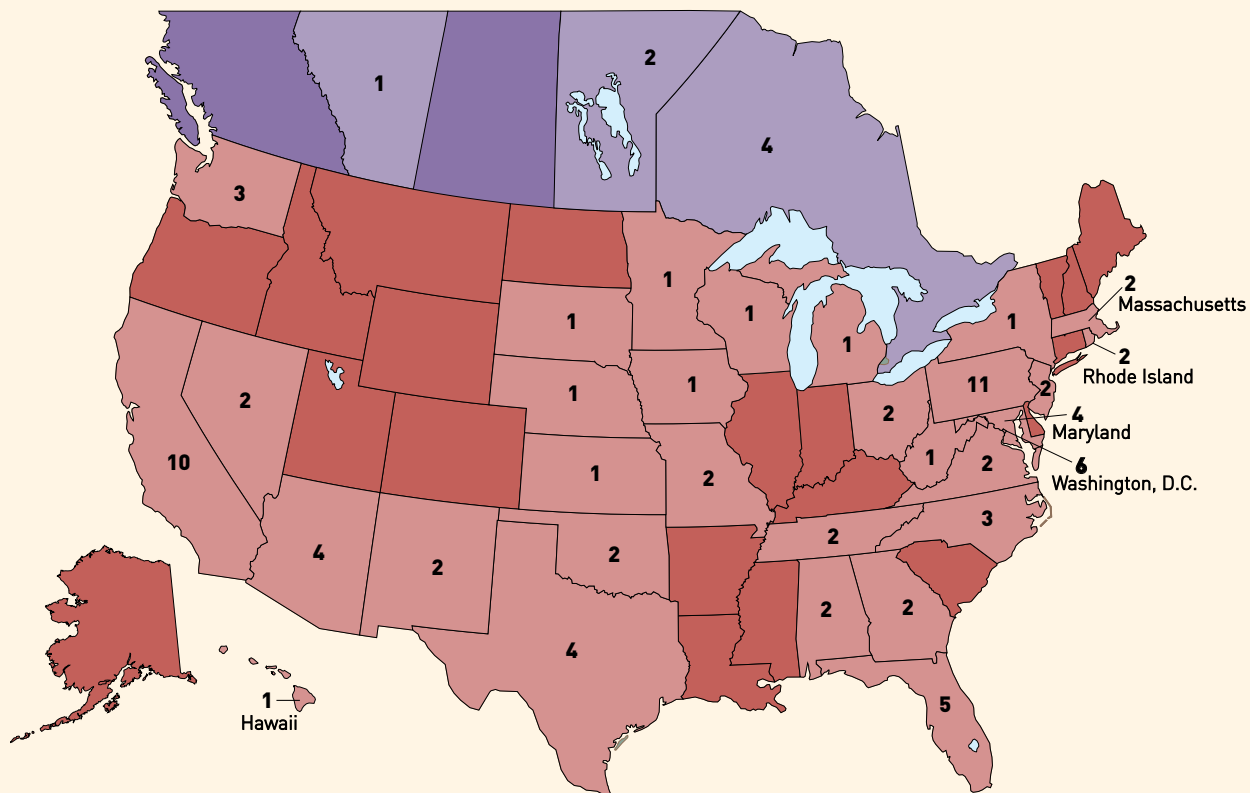
Who is she? It is Annie Fritschner, ACFRE.

And then there is a man who is the only ACFRE to list Hungarian chicken paprika as his favorite food. He has a bachelor's in fine arts degree (in sculpture, with a minor in comparative religions) and lives in Sarasota, Fla. He has numerous hobbies, including scuba diving (his favorite sport), private pilot flying, ocean boating, motorcycling, snow skiing and reading. His favorite book is *Islands in the Stream* by Ernest Hemingway, his favorite author. An extrovert, he pursued distance swimming and basketball competitively. His favorite movie is *The Hunt for Red October*. He enjoys listening to reggae music and Jimmy Buffett is his favorite musical artist. *Mad Men* is his top television show.

Who is he? It is Zoltan A. Karpathy, ACFRE.

All the other ACFREs are just as interesting—and just as dedicated and well-rounded—as these two are. Why not join them? 🗳️

Where Do ACFREs Live?



ACFREs

by Class 1993–Present

1993:

Ted D. Bayley (*deceased*)
 Mary Anne Chern
 C. Neal Davis, Ph.D.
 John P. Demoleas
 Lona M. Farr, Ph.D.
 Barbara R. Levy
 William M. Moran
 J. Russell Raker III
 Del Staecker
 Dennis Stefanacci
 Dana R. Todsen
 B. Jeanne Williams
 (*deceased*)
 Karla A. Williams
 Marjorie A. Winkler

1994:

Sandra A. Adams
 Marianne G. Briscoe,
 Ph.D.
 James M. Greenfield
 Ann R. Hyatt
 Simone P. Joyaux
 Zoltan A. Karpathy
 David J. Madson
 Charlotte Rhodes
 William S. Roth
 G. Patrick Williams

1995:

Theodore J. Meyers
 Susan Moritz
 Paul J. Strawhecker

1996:

Nancy L. Brown
 Robert E. Fogal, Ph.D.
 Patricia F. Lewis

1997:

Peggy J. Calhoun
 Ronald A. Lundeen
 Susan F. Rice, Ed.D.

1998:

William L. Carlton
 F.A. (*Ski*) Hilenski, Ph.D.
 (*deceased*)
 Karen M. Porterfield

1999:

Timothy D. Logan
 Charles R. Murray
 S. Sanae Tokumura

2000:

Carol Ringrose Alexander
 William F. Bartolini,
 Ph.D.
 Lawrence R. Buck
 Sandra S. Byrd
 Carmine A. Grande, DPS
 (*deceased*)
 Bill Hallett, Ph.D.
 Patricia Hardy
 Rev. Rick M. Kress
 Patricia E. Rich

2001:

D. C. Dreger
 Ann Fritschner
 Eileen R. Heisman
 Linda Lysakowski
 Carl D. Manfield
 Michael R. Maude
 Anne House Quinn
 Naomi Revzin
 Scott C. Staub
 Stanley Weinstein
 Robin Primeau Zanotti

2002:

Alphonse J. Brown Jr.
 Daniel C. Clapin
 Gayle L. Gifford
 Theodore R. Hart
 James D. Ingolio
 Wayne K. Lynch

2003:

Kathryn B. Knox

2004:

James H. Allen
 William C. Austin
 Brian J. Bonde
 Audrey Kintzi
 Leslie Weir

2005:

Jon Kevin Gossett
 Robbe A. Healey, MBA
 Ann H. Moffitt
 Shereitte C. Stokes III

2006:

Pamela A. Cook
 Jill A. Pranger

2007:

Glen Cosper
 Kenneth Frisch

2008:

Erik J. Daubert, MBA
 Walter Gillette III
 Dree Thomson-Diamond

2009:

Mary Doorley Simboski
 Marcella Moyer Schick
 Philip G. Schumacher

2010:

Alice L. Ferris, MBA
 Martha H. Schumacher
 C. Vernon Snyder

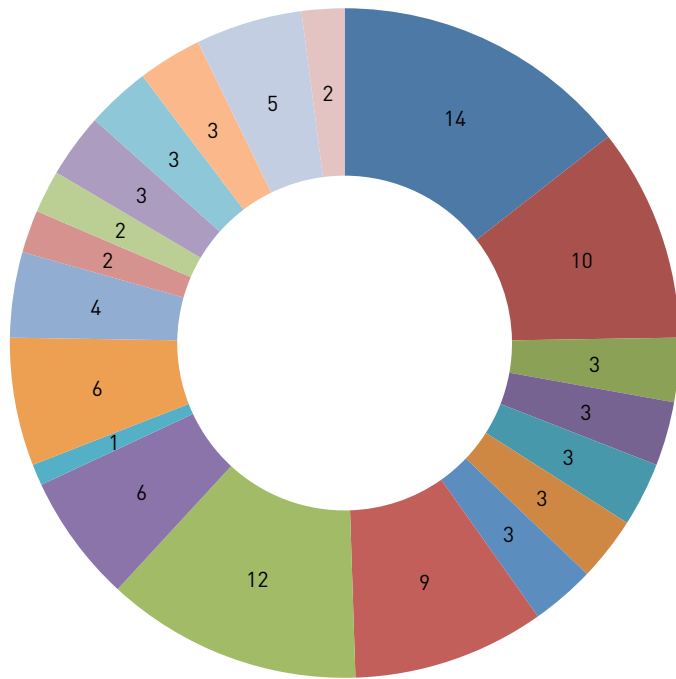
2011:

R. Scott Fortnum
 Sharon Gleason
 James K. Phelps, J.D.
 Angela Seaworth, MBA
 Cecilia N. Soriano, MBA

2012:

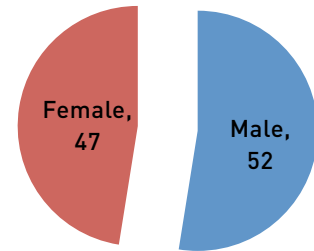
Jan F. Brazzell, Ph.D.
 Thomas L. Campbell

Number of ACFREs in Each Class



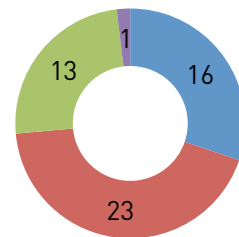
- 1993
- 1994
- 1995
- 1996
- 1997
- 1998
- 1999
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012

ACFREs by Gender



Are ACFREs Introverted or Extroverted?

(based on 53 responses)



- Introvert
- Extrovert
- Both
- It depends

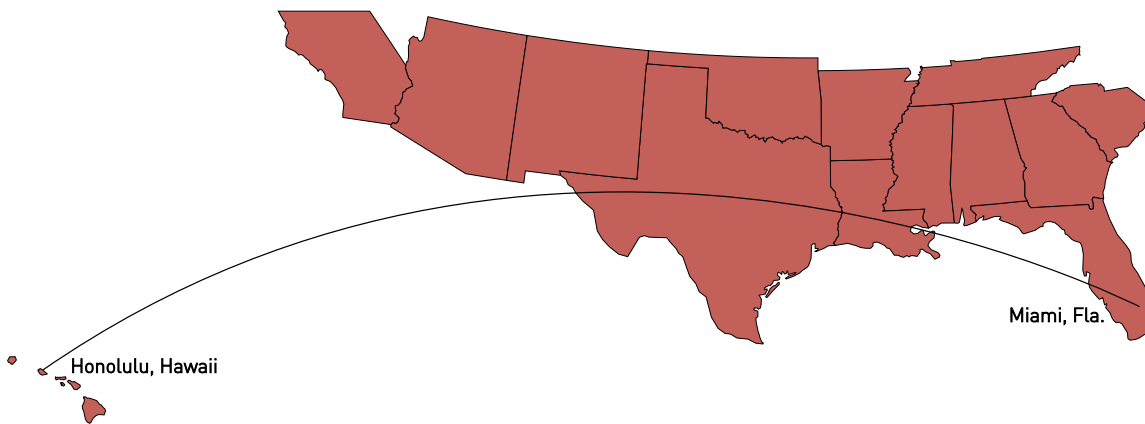
Miles Traveled to the Written Exam and to the Oral Peer Review

Shortest (local)

Less than 10 miles (one way)

Longest (Honolulu to Miami)

4,860 miles (one way)



ACFREs

1993–Present

Sandra A. Adams, 1994
 James H. Allen, 2004
 Carol Ringrose Alexander, 2000
 William C. Austin, 2004
 William F. Bartolini, Ph.D., 2000
Ted D. Bayley, 1993 (deceased)
 Brian J. Bonde, 2004
 Jan F. Brazzell, Ph.D., 2012
 Marianne G. Briscoe, Ph.D., 1994
 Alphonse J. Brown Jr., 2002
 Nancy L. Brown, 1996
 Lawrence R. Buck, 2000
 Sandra S. Byrd, 2000
 Peggy J. Calhoun, 1997
 Thomas L. Campbell, 2012
 William L. Carlton, 1998
 Mary Anne Chern, 1993
 Daniel C. Clapin, 2002
 Pamela A. Cook, 2006
 Glen Cospers, 2007
 Erik J. Daubert, MBA, 2008
 C. Neal Davis, Ph.D., 1993
 John P. Demoleas, 1993
 D. C. Dreger, 2001
 Lona M. Farr, Ph.D., 1993
 Alice L. Ferris, MBA, 2010
 Robert E. Fogal, Ph.D., 1996
 R. Scott Fortnum, 2011
 Kenneth Frisch, 2007
 Ann Fritschner, 2001
 Gayle L. Gifford, 2002
 Walter Gillette III, 2008
 Sharon Gleason, 2011

Jon Kevin Gossett, 2005
Carmine A. Grande, DPS, 2000
 (deceased)
 James M. Greenfield, 2004
 Bill Hallett, Ph.D., 2000
 Patricia Hardy, 2000
 Theodore R. Hart, 2002
 Robbe A. Healey, MBA, 2005
 Eileen R. Heisman, 2001
F.A. (Ski) Hilenski, Ph.D., 1998
 (deceased)
 Ann R. Hyatt, 1994
 James D. Ingolio, 2002
 Simone P. Joyaux, 1994
 Zoltan A. Karpathy, 1994
 Audrey Kintzi, 2004
 Kathryn B. Knox, 2003
 Rev. Rick M. Kress, 2000
 Barbara R. Levy, 1993
 Patricia F. Lewis, 1996
 Timothy D. Logan, 1999
 Ronald A. Lundeen, 1997
 Wayne K. Lynch, 2002
 Linda Lysakowski, 2001
 David J. Madson, 1994
 Carl D. Manfield, 2001
 Michael R. Maude, 2001
 Theodore J. Meyers, 1995
 Ann H. Moffitt, 2005
 William M. Moran, 1993
 Susan Moritz, 1995
 Charles R. Murray, 1999
 James K. Phelps, J.D., 2011
 Karen M. Porterfield, 1998

Jill A. Pranger, 2006
 Anne House Quinn, 2001
 J. Russell Raker III, 1993
 Naomi Revzin, 2001
 Charlotte Rhodes, 1994
 Susan F. Rice, Ed.D., 1997
 Patricia E. Rich, 2000
 William S. Roth, 1994
 Marcella Moyer Schick, 2009
 Martha H. Schumacher, 2010
 Philip G. Schumacher, 2009
 Angela Seaworth, MBA, 2011
 Mary Doorley Simboski, 2009
 C. Vernon Snyder, 2010
 Cecilia N. Soriano, MBA, 2011
 Del Staecker, 1993
 Scott C. Staub, 2001
 Dennis Stefanacci, 1993
 Shereitte C. Stokes III, 2005
 Paul J. Strawhecker, 1995
 Dree Thomson-Diamond, 2008
 Dana R. Todsens, 1993
 S. Sanae Tokumura, 1999
 Stanley Weinstein, 2001
 Leslie Weir, 2004
B. Jeanne Williams, 1993 (deceased)
 G. Patrick Williams, 1994
 Karla A. Williams, 1993
 Marjorie A. Winkler, 1993
 Robin Primeau Zanotti, 2001

In addition, two certifications were awarded (in 2001 and 2004) but were later rescinded.

ACFRE

Board Members 1996–Present

Barbara R. Levy, ACFRE	1996–2000
William M. Moran, ACFRE, FAHP	1996–2001
Charlotte Rhodes, ACFRE	1996–2002
Lona M. Farr, Ph.D., ACFRE	1996–2003
Robert E. Fogal, Ph.D., ACFRE	2001–2004
C. Neal Davis, Ph.D., ACFRE	2002–2005
Tony Sargent (public member)	2002–2008
Susan Moritz, ACFRE	2003–2006
S. Sanae Tokumura, ACFRE, APR	2004–2007
William L. Carlton, ACFRE	2005–2008
Carl D. Manfield, ACFRE	2006–2009
Karla A. Williams, ACFRE	2007–2010
Sandra A. Adams, ACFRE	2008–2009
Jim Allen, ACFRE	2009–2012
Wilson (Bill) Levis (public member)	2009–2016
Jill A. Pranger, ACFRE	2009–2015
Erik J. Daubert, MBA, ACFRE	2010–2013
Shereitte C. Stokes III, ACFRE	2011–2014
Alice L. Ferris, MBA, ACFRE	2013–2016
C. Vernon Snyder, ACFRE	2013–2016

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