

# BETH BROOKS, CAE

Association Executive, Consultant

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Beth Brooks graduated from Texas Lutheran University with a degree in Education but has spent her whole career in the association world.

Beth has worked in the association profession for 32 years starting with the Texas Dental Association. After a 10 year stint with TDA, she became the Executive Director for the Texas Pest Control Association. Following this, she was the CEO of the Texas Society of Association Executives (the association of associations in Texas) for 14 years. In her role at TSAE, she counseled many executives and their boards on governance and strategic direction.

She is a sought after speaker and facilitator on many association topics including governance, Board orientation, and strategic planning.

Her book, *The New CEO's Guide* was just published by ASAE.... it is for new or aspiring association Executive Directors/CEO's, and she often speaks on this topic as well.

Beth is a Certified Association Executive, the highest professional designation earned in the association profession.

As a lifelong volunteer Beth has served all roles as a volunteer including: committee member, instructor, Board member, and Chairman.

Some examples of volunteer involvement: Austin Crime Stoppers, Lakewood Homeowners Association; Austin Convention and Visitors Bureau; Alliance for State Societies; American Society of Association Executives; Dress for Success; Anderson High School baseball, theatre and Landscape, as well as Chair of Project Graduation.