



NEWS RELEASE

For Immediate Release

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Dawn McCray, Talent Architect, Delta Dental of Virginia, Earns the CPLP™ Credential from the ASTD Certification Institute

ROANOKE, VA – June 15, 2011 – Delta Dental of Virginia is pleased to announce that Dawn McCray has earned the Certified Professional in Learning and Performance™ (CPLP) credential from the American Society for Training & Development (ASTD) Certification Institute. Earning the CPLP™ credential means McCray possesses the knowledge and skills to be a top performer in the workplace learning and performance field.

Becoming a CPLP enhances a professional's reputation by recognizing that they have an overall understanding of the nine areas of expertise for workplace learning and performance as defined by the ASTD Competency Model™, and can apply this knowledge in the workplace. In general, credentials benefit individuals by providing a roadmap for professional development, enhancing earning potential, and broadening career opportunities.

To earn the CPLP certification McCray acquired industry-related experience, successfully passed a knowledge-based examination, and submitted a work product that met performance standards. "The CPLP certification process is rigorous and it produces candidates with a breadth of knowledge that brings significant benefit to their employers, colleagues and clients," says Jennifer Naughton, ASTD's Director of Credentialing. "Employing CPLP credential holders brings respect to an organization's training function and ensures successful learning programs," she adds.

"As the association dedicated to the workplace learning and performance profession, ASTD is at the forefront providing information on the critical skills and abilities that practitioners must have to succeed in the field," says Tony Bingham, President of the ASTD Certification Institute. "The CPLP credential was built to provide workplace learning professionals a tool with which to increase their

knowledge, competence and confidence while proving their value to employers,” he notes.

More information about the CPLP program may be found at www.cplp.astd.org. Additional questions should be directed to: certification@astd.org.

About ASTD and the ASTD Certification Institute

ASTD is the world’s largest association dedicated to workplace learning and performance professionals. ASTD started 1944 when the organization held its first annual conference.

To support members’ ongoing development in the field, ASTD formed the ASTD Certification Institute to take the lead in setting professional industry standards. The ASTD Certification Institute certifies professionals through the CPLP credential.

About Delta Dental of Virginia

Delta Dental of Virginia, headquartered in Roanoke, was created in 1964 as a not-for-profit service corporation. Delta Dental provides employee dental benefits through a variety of managed fee-for-service and PPO plans covering more than 1.6 million enrollees in more than 3,600 groups. Delta Dental of Virginia is a member company of the Delta Dental Plans Association, the nation’s largest, most experienced dental benefits carrier providing dental coverage to more than 54 million people in more than 93,000 groups across the nation.

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