



# National Certification Board for Diabetes Educators

330 East Algonquin Road | Suite #4 | Arlington Heights, Illinois 60005 | [www.ncbde.org](http://www.ncbde.org)  
(847) 228-9795 | (877) 239-3233 | FAX (847) 228-8469 | [info@ncbde.org](mailto:info@ncbde.org)

## NCBDE ANNOUNCES NEW CHIEF EXECUTIVE OFFICER

FOR IMMEDIATE RELEASE  
June 28, 2013

CONTACT: Cynthia Allen  
SeaCrest Company  
(877) 619 - 9885  
[callen@seacrestcompany.com](mailto:callen@seacrestcompany.com)

Arlington Heights, Illinois - The National Certification Board for Diabetes Educators (NCBDE) announced today that Sheryl Traficano, MBA, has accepted the position of Chief Executive Officer (CEO), effective June 8, 2013.

“Sheryl has extensive experience within the diabetes and health care areas and has been a dedicated member of the NCBDE staff for 13 years, guiding our strategic development and operational management,” Carolyn C. Harrington, RD, LDN, CDE<sup>®</sup>, Chair of the NCBDE Board of Directors, said. “The Board is excited to partner with Sheryl to increase awareness of the CDE<sup>®</sup> credential as the gold standard in diabetes education.”

Prior to taking on the role of CEO, Ms. Traficano served as NCBDE’s Director of Operations since May 2000 and Acting CEO, beginning in April 2013. She has nearly 25 years of experience in the not-for-profit certification and association industry, with the majority of her past experience involving health care associations. In her role as Director of Operations, Ms. Traficano oversaw all major areas of the organization’s program functions and participated in the development and implementation of the strategic plan.

“I look forward to working with the NCBDE Board of Directors to continue to increase the number of Certified Diabetes Educators and the recognition of the credential,” Ms. Traficano said. “The steps needed to obtain and maintain the CDE<sup>®</sup> credential represent the best way to ensure that individuals living with diabetes, at any stage, have the opportunity to partner with a highly experienced and knowledgeable health professional in an effort to achieve a positive outcome.”

### ABOUT NCBDE

NCBDE was established in 1986 to develop and administer a certification program for health professionals who teach individuals with diabetes how to manage their disease. Currently, over 17,870 health professionals hold the CDE<sup>®</sup> credential. The mission of the organization is to define, develop, maintain and protect the certification and credentialing process to promote quality diabetes education. Through the program, NCBDE recognizes and advances the specialty practice of diabetes education. NCBDE supports the concept of voluntary, periodic certification for all diabetes educators who meet credential and experience eligibility requirements. For more information, visit the web site at [www.ncbde.org](http://www.ncbde.org) or contact the national office at [info@ncbde.org](mailto:info@ncbde.org) or 877-239-3233.

###