> **"I'm an employer and I always look for the AICP credential. In fact, AICP certification is a precondition for employment or promotion into many of our planning positions."**
>
> —Rodger Lentz, AICP
> *Director of Planning & Development Services, Wilson, North Carolina*

Earn certification by the American Institute of Certified Planners and help your employer excel.

Take the first step toward AICP certification by applying to take the AICP Comprehensive Planning Exam. Ask your employer to support your professional advancement by paying the exam application and registration fees and, once you're certified, to continue that support by paying your AICP dues and the costs of continuing professional education.

For your employer, your AICP certification is a sound investment. Why? Because the payoff is a better employee who is always well-informed and up-to-date.

Here are some talking points to reinforce your request:

- By passing the AICP exam, you will demonstrate comprehensive understanding of planning. Your proven versatility and breadth of knowledge ensures your ability to take on—and successfully complete—a wide range of projects.

- Continuous learning will keep you engaged, informed, and in command of contemporary planning practice.

- Employing and retaining certified planners saves employers time and money. AICP certification is the national qualifying standard for planners and earning "AICP" will guarantee you're a solid professional.

- AICP certification means your employer can depend on your commitment to ethical practice and to making sound decisions for the communities you serve.

- Your AICP certification will enhance your agency's authority, prestige, and credibility.

To learn more about AICP certification and how it benefits both planners and employers, visit planning.org/aicp/why.

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