



Meet the CBDCE Staff



Sheryl Traficano, MBA, CAE

Sheryl is the Chief Executive Officer and has been with the CBDCE for 21 years. She has extensive experience within the diabetes and healthcare areas and has been a dedicated member of the CBDCE staff, guiding the organization's strategic development and operational management. Sheryl has particularly enjoyed working for not-for-profit organizations with a health focus, including a role with the Emergency Nurses Association and in executive roles with various smaller dermatology associations. She currently serves as the Member at Large on the American Board of Nursing Specialties Board of Directors and is a member of the Institute for Credentialing Excellence Public Member Work Group. Past volunteer experiences include time spent supporting various activities of

Anderson Animal Shelter, Elgin, IL and serving on the Board of Directors of the Neighborhood Housing Services of Elgin. She resides in East Dundee, IL, with her husband, John, and daughter, Kristin, along with various pets.



Beth Eddleman

Beth has been the Support Services Manager for the past few years and prior to that she was the Operations Coordinator for seven years. In her current role, she performs a variety of office management duties, with an emphasis on supporting the CEO, including planning of Board/committee meetings, trade shows, and processing AP/AR. Prior to CBDCE, she was a Project Coordinator at the National Sporting Goods Association for 12 years overseeing the annual conference, and assisting in the membership department. At the beginning of her career, she was the reservation supervisor at Alumni Holidays, Rosemont, IL, for 10 years, providing training to travel coordinators and overseeing travel programs. She loves to garden and is a big Chicago Bears fan.

She resides in Arlington Heights, IL with her husband Bud and their dog KC.



Michele Luckman

Michele has been the Certification Program Manager for the past four years. In her role she performs a variety of functions including oversight of certification program activities (initial and renewal), financial activities, maintenance of information systems, maintenance of CBDCE policy and procedure manual and various other certification related activities. She also is staff liaison to various volunteer committees supporting the organization and its mission. She enjoys her work at CBDCE and is in awe of the passionate nature of our CDCESs. Prior to CBDCE, she worked for 10 years as a Certification Manager responsible for the certification activities of four internationally known auditing and security certifications. In her free time, she enjoys visiting her children, grandchildren, and grand-puppies. She also loves college basketball, cooking, and music.



Susan Hall

Susan is the Marketing and Communications Manager and has been with CBDCE since August 2019. In her role, she manages the marketing and communication efforts of the organization. She oversees the marketing of the certification program through social media, website, trade show, video, email communications, and partnership/sponsorship programs. She is the managing editor of the quarterly newsletter. Susan also supports various committee projects and workgroups, including the Outreach and Awards Committees. She comes to CBDCE with over 30 years in association/not-for-profit membership management and marketing. Most recently, she was with the American Society of

Plastic Surgeons in a membership/marketing role. Her interests include long walks with her dog, exercise, bike riding, boating, and cooking. She lives in Schaumburg, IL with her daughter, Megan.

**Lynne Sayler**

Rosalind (Lynne) is a part-time Certification Services Coordinator and has been in her role since 2014. She provides assistance in many areas, including health professionals with the eligibility requirements for certification; processing initial and renewal audit applications; processing retired CDCES; processing record updates and answering phones and emails. Prior to her role with CBDCE, she served as the Executive Secretary for the International Association of Oral and Maxillofacial Surgeons for 16 years. Her involvement with the association gave her many opportunities to travel internationally. Her interests include gardening, watercolor and acrylic painting, and keeping up with her grandsons. She resides in Elk Grove Village, IL.

**Pam Czarnik**

Pam is a part-time Certification Services Coordinator and has been in her role for one year. She previously was with W.W. Grainger, Inc., where she spent 22 years, primarily in the Product Management area. Her current responsibilities include helping health professionals with the eligibility requirements for certification, processing renewal applications and overseeing the Mentorship Program. Although the not-for-profit arena is new to Pam, she is excited for the opportunity to learn the industry and become a valuable team member at CBDCE. She enjoys European travel, gardening, and the Chicago Bears and resides in Arlington Heights, IL.