

Summary of Qualifications

MARK D. ALCORN

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SUMMARY

An experienced management consultant and attorney. Focused experience in general and legal management; consulting practice; large association operations; subsidiary structure, operation and control; and cultivation of non-dues revenue. Diverse background includes corporate law practice, international trade, electronics, manufacturing and Internet/website development. Demonstrated excellent character, leadership and visionary qualities. Strong pioneering and entrepreneurial instincts and experience.

BUSINESS AND LEGAL EXPERIENCE

PRINCIPAL AND FOUNDER

Alcorn Associates

1997 - Present

Sacramento, California

Founder and owner of a legal and management consulting firm specializing in associations and nonprofit organizations. Assist clients in resolving various issues, including organizational structure, organizational change, change facilitation, contract law, antitrust law, insurance and liability, tax/exemptions, employment law, subsidiary formation and operation, endorsements and sponsorships, operations problem solving, standards setting, development of strategic alliances, vision building, strategic planning, operations planning, executive recruitment and board/leadership orientation and training.

ASSOCIATE EXECUTIVE DIRECTOR

California Dental Association (CDA)

1996 - 1997

Sacramento, California

Chief deputy staff/operating officer of a 20,000 member, 215 employee professional association, including a for-profit holding company and four subsidiary operating companies. Oversaw all association executive administrative functions, strategic planning, operations analysis and planning, organizational restructuring and legal affairs. Directed communications, including marketing, publications, public/media relations and graphic services, online/Internet services, and relationships with affiliates (American Dental Association, constituents and components). Supervised a staff of up to 18, including two attorneys and other professional staff.

- < Successfully restructured legal operations, resulting in expansion of capabilities at a lower overall cost.
- < Negotiated savings of over \$340K in 1996 and approximately \$300K in 1997 for outside legal services.
- < Successfully restructured other CDA operations, resulting in significant increases in staff capability and depth, including dramatically improved legislative and advocacy programs.

ASSISTANT EXECUTIVE DIRECTOR

California Dental Association

1992 - 1996

Sacramento, California

Managed general administrative management of the association. Responsible for staff service to all leadership bodies including the House of Delegates, Board of Trustees, Executive Committee. Managed the administration department and budgets (\$1,000K+); and oversight of all major leadership meetings and conferences. Key contact to volunteer officers, trustees and 32 California chapters. Researched and drafted organizational and policy documents and proposals. Directed CDA's program of advocacy and promotion of an employer-funded dental benefit alternative to traditional dental insurance, and to provide dental benefit consulting services to employers.

- < Initiated computer-based systemization of all policy and corporate documents to facilitate electronic research, archiving and retrieval with increased efficiency and accuracy.
- < Improved communications, trust and support among CDA's 32 local chapters.
- < Created and directed *CDA ONLINE*, a dental news and information service, which included legislative/grassroots modules, discussion forums and consumer dental information. *CDA ONLINE* was available to members at no charge and yielded a substantial revenue stream; it remains among the oldest and most extensive on-line (Internet) dental information resources in the world.
- < Directed strategic planning and business plan development as part of reorganization of the statewide Direct Reimbursement Program.

LEGAL COUNSEL

California Dental Association

1991 - 1992

Sacramento, California

Reporting to general counsel, researched numerous association issues, and represented the association in peer review and ethics enforcement/disciplinary hearings. Substantial research conducted relating to antitrust, association director and officer liability, association insurance, tax exempt organizations, control of for-profit subsidiaries, and other association legal issues.

- < Researched methods of maintaining control of for-profit subsidiaries, which led to restructuring of CDA's entire corporate organization, including establishment of the holding company.

GENERAL BUSINESS LAW PRACTICE

Law Offices of Mark D. Alcorn

1988 - 1991

Sacramento, California

Advised small and medium size businesses in the areas of business organizations, immigration law, business sales, contracts, corporate managerial and legal policy, commercial sales transactions and environmental law. Also counseled in the areas of government contracts, legislative monitoring and analysis, commercial debt collection, regulatory compliance, trademark law and employment law (including wage and hour laws, workers compensation, EEO, discrimination, wrongful termination litigation, managerial employment, unionization avoidance, and reductions-in-force). Managed outside/specialist attorneys.

- < Key clients included Indy Electronics, Olin Corporation, Tri-Valley Growers, numerous information technology consulting firms, an electronics trade association, and other small business enterprises.
- < Selected by Olin Corporation as *Legal Counsel* for a management team to operate the Department of Energy's "Pantex" nuclear weapons production facility.
- < Authored *The HazTax Guide/The Business Guide to California Hazardous Waste Taxes* (Published by Capitol Reports, 1990).

LEGAL COUNSEL

Indy Electronics, Inc.

1983 - 1988

Manteca, California

Counseled a 750+ employee integrated circuit manufacturing subsidiary of OLIN CORPORATION, a Fortune 200 manufacturer, concerning contract drafting, negotiation and litigation, and debt collection. Also counseled in the areas of immigration and naturalization, export licensing, international traffic/customs, employment litigation, and corporate regulatory compliance. Key participant in establishment of electronics manufacturing facilities and operations in Scotland, U.K. and Mexico. Also served as *Administrative Services Manager* (1985 - 1986), *Tool and Die Division Business Manager* (1984 - 1985), and *Executive Assistant to the President* (1983 - 1984).

EDUCATION**Master of Business Administration**

California State University (GPA 4.0/4.0)

1983

Sacramento, California

Juris Doctor

McGeorge School of Law, University of the Pacific

1982

Sacramento, California

Bachelor of Science in Business Administration (Production/Operations Management)

California State University (Dean's Honor List)

1978

Sacramento, California

AFFILIATIONS

- < Founder and owner, Alcorn Associates, a law and management consulting firm
- < Co-founder and owner, *Association Network*, an Internet-based information service for association leaders (1995 - 1999)
- < Board member and officer, Sacramento Sports Foundation (1994 - 1998)
- < Member, State Bar of California
- < Member, California Society of Association Executives
 - X Business Alliance Task Force
 - X Communications Committee
 - X Professional Development Committee
- < American Bar Association
- < Sacramento County Bar Association
- < American Immigration Lawyers Association (1986 - 1992)