

**SHELLY ALCORN, CAE**  
1000 Q Street, Suite 120  
Sacramento, CA 95811  
Telephone: (916) 444- 5959  
Cell: (209) 304-2891  
Email: shelly@alcornassociates.com

---

### Association Consultant With Excellent Credentials

---

An experienced and motivated association consultant with both practical experience and working knowledge of all areas of professional and trade association management. Dedicated to the concepts of teamwork, partnership and goal setting with quantifiable success. Focused on assisting dynamic non-profit associations featuring high energy environments with boards and volunteer leaders that are courageous and have an eye on the future. Demonstrated ability to work under high pressure and to adapt quickly to changing conditions. Specialized in developing tactical solutions for the implementation of strategic goals. Also passionate about producing alternative professional development programming in evolving learning environments. An accomplished workshop presenter and public speaker. Personal characteristics include integrity, loyalty and a constant drive to exceed expectations.

---

### AREAS OF EXPERTISE

---

- Vision Building and Strategic Planning
- Board and Chapter Relations
- Membership Development and Marketing
- Public Policy, Legislative and Regulatory Affairs
- Financial Management
- Educational Program Development
- Meetings and Convention Management
- Communications, Public and Media Relations
- Non-Dues Revenue Development
- General Administration and Staffing Issues

---

### CAREER PATH

---

#### VICE PRESIDENT OF EDUCATION AND DEVELOPMENT

California Society of Association Executives (CalSAE)

**2008 – June 2010**

Sacramento, CA

Focused on core competency areas of professional development programming specifically targeted to meet the needs of nonprofit association executives, staff and suppliers. Developed holistic education plan to address the various needs of individual constituencies and experience levels within CalSAE and designed the "Professional Development Roadmap." Developed, drafted, implemented and presented content for *xPresso Ed* education program in conjunction with volunteers serving on the xPresso Ed task force with accolades. Developed and implemented the *Insights Executive Conference* in cooperation with the Disney company. Successfully implemented the "roadshows" programmatic element. Assisted in more horizontally integrating professional development with other strategic objectives within the association including communications and annual conference educational programming. Established a track record of expecting excellence, experimenting with session formats and using design thinking to establish more innovative learning environments.

#### EXECUTIVE DIRECTOR

California Association for the Education of Young Children (CAEYC)

SENIOR ACCOUNT EXECUTIVE

Association Resource Center

**2006 – 2007**

Sacramento, CA

Chief operating officer of a 10,000 member 501(c)(3) non-profit charitable association. Manage and direct a seven person staff as key account executive for ARC, an association management company. Work with 35 independently incorporated local affiliates and national association. Successfully planned and executed 2007 Annual Conference & Expo with 4,100 attendees, 300 educational workshops over three days, trade show with 225 booths and 130 exhibiting companies in less than 9 months with a \$250 K profit. Manage the public policy agenda including liaison with Department of Education Child Development Division. Handle legislative and regulatory matters. Other main areas of responsibility include professional development planning, liaison with other related professional organizations and sharp oversight of the associations 1.3 M budget and financial issues, governance and implementation of objectives as identified in their strategic plan.

**EXECUTIVE DIRECTOR**

Automotive Service Councils of California (ASCCA)

**2004 - 2006**

Sacramento, CA

Chief operating officer of an 1,800 member 501(c)(6) trade association including one for-profit subsidiary and one 501(c)(3) educational foundation. Managed and directed a three member staff plus outside consultants. Worked with 37 independent local chapters and interfaced with many strategic partners on the national level. Working with the board, implemented a vision building process and developed the strategic objectives to support the vision. Raised public awareness of the independent automotive repair industry and actively worked with governmental agencies such as the Bureau of Automotive Repair on regulatory issues. Created win-win scenarios for the membership, governmental agency partners and the public. Handled 650 K budget, public relations, government affairs, coalition building, communications, staff and volunteer relationships. Served on the Board of Directors for the National Automotive Service Task Force.

**DIRECTOR OF MEMBERSHIP AND PROGRAMS**

Automotive Service Councils of California (ASCCA)

**2003 - 2004**

Sacramento, CA

Worked closely with the Executive Director on the development and implementation of programs including the long range strategic plan of the organization. Worked on all major program areas including membership recruitment and retention, endorsed vendors, public relations and the legislative program and was responsible for the execution of a coordinated communications plan both for the membership and the public at large.

**DIRECTOR OF PROGRAMS AND SERVICES**

California Automotive Wholesalers' Association (CAWA)

**1998 - 2002**

Sacramento, CA

Worked closely with President/CEO and staff in all areas of association management. Directed the conversion of the membership database, negotiated and marketed endorsed programs and benefits to the membership, redesigned website, handled numbers of conventions, events and classes. Represented the association at trade shows and spoke on their behalf at industry events hosted by such entities as NAPA Auto Parts. Managed all aspects of board meetings, materials and committee work. Collaborated with the Automotive Aftermarket Legislative Coalition (AALC) on the planning and coordination of several Legislative Day events.

**LEGISLATIVE CONSULTANT**

Carroll Enterprises

**1996 - 1998**

Sacramento, CA

Founder of a successful legislative consulting business focused on the needs of small associations. Provided various services including lobbyist support, development of grass roots lobbying programs, materials and manuals, tracking legislation, work on political campaigns and ballot initiatives, produced the first State Web Site Catalog for Capitol Weekly.

Client list included—California Association of Health Underwriters (CAHU), Law Offices of John Lovell, California Peace Officers' Association (CPOA), Save the Horses Initiative Campaign, Political Animals, Connerly & Associates, Inc., Capitol Weekly

**MEMBERSHIP COORDINATOR****LEGAL SERVICES PROGRAM ASST, LEGISLATIVE ASST, RECEPTIONIST**

California Peace Officers' Association (CPOA)

California Police Chiefs' Association (CPCA)

**1993 - 1996**

Sacramento, CA

Held positions of increasing responsibilities. Duties included all aspects of member service for 5,000+ members, database management, accounting and managing legal services program that required the ability to handle confidential material. Assisted in handling massive legislative agenda that included more than 700+ bills per year in addition to grassroots program development and participation with several ballot initiative campaigns. Participated in planning and executing continuing education programs for police officers including both classes and the development of educational materials.