

## **Profile in Brief – Sue Fern – President – Event Pro-SSSS**

**727-942-4503**

**sue@fernmanagement.com**

I am a results driven flexible executive with over 30 year's leadership experience influencing results in international business development. As a practiced professional, I revitalize strategies and teams to meet a wide range of challenges. Skilled in growth and advancement I use strong relationship talents to build organizational strength. I have over 18 years of association management expertise. I am accomplished at economic analysis and implementing strategies, processes and technologies that effectively position organizations to compete in the corporate and association marketplaces. I am adept at working with multiple communities and boards to support organizational objectives. I know the challenges of leadership and how to facilitate strong management in the delivery of the organizational mission. Additional expertise:

### **President of Association Services / Event Pro-SSSS – Washington, DC and Tampa Bay, FL**

In 1998 I created my company to enable me to use my corporate and association expertise to resolve many of the challenges facing for-profit and non profit organizations. I bring a professional corporate mind set to the association world. I understand the challenges experienced by leaders every day in their mission to deliver a quality membership experience within their association. My company provides leadership and strategic planning, sponsorship sales programs, membership development, professional development, technology solutions, communications services, golf events, fundraising and many more services to assist national and international organizations stay strong in the new economy. **The following shows just the highlights from my contracts I have delivered through my company and beyond.**

#### **Florida Chapter of ASLA – October 2007 – October 2011 – 4 year contract**

*Florida Chapter of national association for landscape architects*

I worked directly with the executive board and 10 section chairs in the management of the chapter. I carried out the role of facilitator to support the officers and other volunteer leaders. I oversaw the general administration, liaison with the national body, manage strategic planning, and provide financial management services. Key achievements:

- Developed & sold Vendor Alliance Program building revenue for the chapter by 35%
- Sold \$135,000+ in 2011, presold \$85,000 for 2012 in one day at conference
- Lead strategic planning process with excom – formed and facilitated program in 2009
- Management of strategic plan and development of new services
- Facilitate leadership development program for new board members
- Developed membership Touch Point Program
- Liaison with the State of Florida for management of CEU program

#### **Academy of Laser Dentistry – ongoing contract since 2009 - oversee team delivering program**

My directive is to facilitate the board to understand the needs of the international membership, build a team direction and deliverable strategic plan. I have developed a Corporate Revenue Program to sell exhibits, sponsorships and advertising. This revenue stream will support the ALD education program. I evaluated surveys and built a program to assist the leadership, over a two day strategic planning weekend and built a plan to help revitalize the organization. I provide an account manager to sell the program for their conference, quarterly magazine and web advertising. I introduced a Buyers Guide service to ALD to help build revenue and raise the profile of members and vendors.

## **AACC International – since 2008 – oversee team delivering program**

Design and deliver sales and marketing programs for conference/exhibition floors for four of their associations. Design and sell advertising for their Cereal Foods World journal for international members. We deliver annual sales over \$335,000. Oversee account manager; deliver invoicing, collections and full administration for all programs.

## **Association for Services Management International – 2 year contract – 2005 - 2007** *International association for executives and senior managers in the services industry*

Contracted by the CEO to bring a new profitability to the association. This was a Field Service Management Association in the Hi-Tech industry. I was tasked to raise corporate revenue, which I did through the creation of new corporate membership programs. I raised value and revenue through the creation of the Touch Point and Educational programs. I redesigned the World Conference to add value and increase revenue. Key achievements:

- Creation of Vendor Program – exhibits, advertising and sponsorship sales
- Directed global **Chapter President Programs** to facilitate local membership growth
- Wrote headline articles for global association publication—the *Sbusiness* journal
- Drove attendance at conference and membership through marketing campaigns
- Directed Executive, Vendor, Membership & Education Committees to achieve targets
- Developed a *Paths of Excellence* program for the Professional Development

## **Vice President of International Member Services – WTT – Bethesda, MD - 5 year Contract** *International association of the world's largest independent travel agencies*

Recruited from UK for my senior level international sales and relationship management skills. Built first international liaison committee to develop membership loyalty program. Created “Champion Program” to build growth throughout membership. Resulted in 45% revenue growth. International liaison at “C” level within membership. Managed, created and delivered four U.S. and three international meetings and one expo per year.

I attended the Wharton School of Management for Executive Development. I was part of the team who created a strategic program to develop stronger Non Profit Boards. **Key achievements:**

- Creation of the “Champion Program” to build membership involvement
- Responsible for creation and delivery of global education programs
- Worked with international committees to build greater cultural understanding
- Built strong revenue strength within programs

## **ADDITIONAL CAREER AND BUSINESS INFORMATION**

### **Joint Venture with Washington D.C. Tourism Council and *Washington Post* for a Travel and Tourism Expo as part of a community event “Taste of DC” – 1999 - 2004**

Used extensive management and creative skills to design massive exhibit as a part of the **community** event, Taste of DC with over 1 million attendees. This was a major street event on Pennsylvania Avenue. Our *Travel World Showcase* was the central anchor with over 350,000 audited visitors. Designed and delivered high revenue sales packages. Raised profits by 30% year on year. Overall creation and management of event. **Key achievements:**

- Creation of specialist event, delivery, marketing and sales success
- Managed liaison with *Washington Post* senior management and sales team
- Retained high level of sales and profit margins year on year

### **Special Project Director - US National Holocaust Museum - Washington, D.C.**

Used specialist experience to act as key liaison with museum to create this high profile community conference and event. Drove the direction of the event. Acted as advisor to the museum on the creative design and logistical planning. **Key achievements:**

- Managed special project team to create the *Displaced Persons Camp Survivors* Event
- Overall management of logistics for program including on-site
- Built customized registration and event management system including special helpline
- Creative manager for events and educational program
- Advisor for program—ethnic and cultural manager

### **American College of Cardiology – Washington DC**

Contracted by the association to research and target new organizations for the annual conference expo in 2003 and 2004. With only three months notice for 2003 sales reached \$65k in brand new revenue. In 2004, the sales were over \$250k in revenue from completely new corporate exhibitors. I carried out research on relevant new target vendors that had never been involved with the association to create this imperative new revenue stream.

### **Points of Light Community Conference – Orlando FL - 2000**

Contracted by the Foundation as Producer and Director for the 6,000-person high profile four day general session for the conference. Worked with the event board to put together a high profile program including - former President George H. Bush, Colin Powell, Michael Eisner, Mitt Romney and then Attorney General Janet Reno. I worked with the FBI and Secret Service plus other local law enforcement departments during program for program security. I worked with local community groups to use their entertainment and support personnel. **Key achievements:**

- Designed full stage and set requirements including the AV presentation backdrop
- Overall management of logistics for program including on-site
- Show Director and program management
- Personal management of high profile speakers including security issues
- Worked on very short timelines for script production due to client program changes

### **Senior International Business Travel Account Management, London, England – 1983-93**

Worked with a division of British Airways as regional account manager to develop sales and marketing of international routes. Took marketing programs to Asia Pacific and North America to build product awareness. Carried out sales programs, presentation and product launches.

Moved to become a regional sales manager then account manager for a leading international business travel organization developing Fortune 500 accounts with individual sales revenues between \$5 million and \$75 million annually. Worked in the Corporate Card sales and marketing development team to launch new business corporate card service.

Extensive experience in senior executive level contract negotiation, financial planning and program creation. High level training in sales, account management and marketing.