

James M. Hartley, CAE

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Certified Association Executive (CAE) with experience in senior management, membership recruitment/retention, professional education delivery, strategic planning, revenue development & enhancement, member & board relations, program development/delivery, member practice & professional services, marketing, fundraising & special events.

◆ Executive Vice President

The National Exchange – Toledo, OH 2009 – October, 2011

Managed National Exchange Club -- national service organization of 700 clubs and some 21,000 members in the US and Puerto Rico. Directed overall restructuring of national headquarters operations & staffing. Managed celebration of the organization's 100th anniversary. Served as a trustee for its related foundation. Developed on-line member training and launched new website.

◆ Executive Director/CEO

The Ohio Society of Association Executives (OSAE) – Columbus, OH 2007-2009

Led this 650-member organization serving Ohio professionals, trade associations, convention & visitors bureaus and vendors to the association community. Facilitated certification process for association professionals throughout the State of Ohio. Managed member education, trade shows, special events, publications, website and other communications.

◆ Vice President, Membership & Technology

The Ohio Society of Certified Public Accountants (CPAs) – Dublin, OH 1993 - 2007

Directed membership efforts for the nation's fourth largest state CPA society, serving more than 23,000 members in the accounting profession. The Ohio Society of CPAs was identified as one of nine "remarkable organizations" by the Center for Association Leadership in its book -- *7 Measures of Success: What Remarkable Associations Do That Others Don't* -- for exceptional member service and successful strategies for adapting to change.

◆ Public Relations Director / Interim Development Director

American Red Cross, Southeastern PA Chapter – Philadelphia, PA

Directed public relations & marketing for the nation's fifth largest Red Cross chapter. Managed department staff and served as member of the executive team. Managed communications, public affairs policy development, media relations & special projects. Supported fundraising activities & special events. Prepared and managed department operating budget. Served as interim director of development.

◆ **Overseas Information Officer , Serving United States Armed Forces,
Operation Fiery Vigil, American Red Cross – Washington, DC**

Accepted assignment to direct all American Red Cross public affairs activities in the Arab Gulf for Operation Desert Storm. Due to the quick end of the conflict, the assignment was cancelled before final departure orders were issued. Subsequently served as Public Affairs/Information Officer for Red Cross support of Operation Fiery Vigil -- evacuation of military personnel and dependents from Clark Air Base and Subic Naval Station in the Philippine Islands following the volcanic eruption of Mt. Pinatubo.

◆ **Corporate Communications Director / Chief Information Officer
American Red Cross, Greater Cleveland Chapter – Cleveland, OH**

Developed, implemented & managed communications /marketing including: public relations, media relations & special projects as well as the department operating budget. Provided primary support to annual fund campaign & other development projects & special events. Played key role in executing successful \$7 million capital campaign. Served as Chief Information Officer during various national disaster assignments.

◆ **Public Relations Manager / Development Coordinator
Boy Scouts of America – Columbus, OH**

Planned/implemented public relations, marketing & financial development activities for area Boy Scouts. Managed special events, media relations, annual campaigns & other development projects, Managed the relationship with The United Way. Played major role in coordinating a successful \$1.5 million capital campaign and preparation of grant proposals resulting in awards of \$500,000.

EDUCATION

Master of Arts – The Ohio State University

Journalism, specialization in public relations & marketing

Bachelor of Arts – The Ohio State University

Communications, emphasis on business & organizational communications

ACCREDITATIONS & MEMBERSHIPS

- Certified Association Executive (CAE)
- Ohio Society of Association Executives Member
- American Society of Association Executives Member

COMMUNITY SERVICE

- Toledo/Lucas County Civic Center Mall Oversight Commission Member
- Great Expectations Elementary School Board President