

# Morgan Hollingworth

PUBLIC AFFAIRS & ASSOCIATION MANAGEMENT

## Public Affairs & Association Management

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## TRACY MORGAN HOLLINGWORTH, CAE, MPA

### SUMMARY OF QUALIFICATIONS

**CEO/President of Morgan Hollingworth Public Affairs & Association Management, an Association Management Company.** Experienced association executive with extensive skills in association and non-profit management. Certified Association Executive (CAE) with Masters Degree in Public Administration (MPA), 29 years of association management experience, 25 years working in public policy issues for trade and business associations, and a substantial record of professional accomplishments.

### PROFESSIONAL EXPERIENCE

#### **Association Management**

*Experienced Managing Director for trade, business and non-profit associations.* Manage Board of Directors functions, operating procedures, financial and organizational administration. Management includes development of policies and procedures, education programs, events and volunteer coordination, fundraising, public relations, development of professional standards and local, state and federal legislative issues tracking and policy development.

#### **Financial Analysis/Budgeting**

*Extensive budgeting and strategic planning experience.* Over a decade of local association budget preparation for operations, committee programs, project management, public relations and community outreach. Managed association Strategic Planning processes and implementation. Produced and presented professional financial reports to Budget and Finance and program committees and Boards of Directors. Recommended new programs to enhance revenue and member education opportunities. Worked with affiliate industries to sponsor programs and increase sponsor revenue to association.

#### **Association Operations**

*Developed and updated policies, procedures and association bylaws.* Work with Boards of Directors, Executive, Budget and Finance and policy committees to develop and refine procedures for board elections, budgeting and strategic planning, conflicts of interest, public policy issues, professional standards, committee goals and conduct of meetings. Developed charter for new local real estate trade organization including original bylaws, governing documents and non-profit filing with state and IRS.

#### **Public Relations/Communications**

*Excellent interpersonal, oral and written communication skills.* Work well with association leaders and volunteers. Have addressed large groups and forums and presented testimony to state and local legislative committees. Produced monthly magazine column on legislative, policy and budget issues impacting the industry. Worked with local and statewide media to promote industry issues and increase public awareness.

## EMPLOYMENT HISTORY

### **Morgan Hollingworth Public Affairs and Association Management**, 2002-Present

Business and trade association management and public policy/government affairs representation

### **San Diego Association of REALTORS®**, Vice President, Government/Public Affairs, 1988-2001

Public Affairs and Association Management and creation of Allied Industries lobbying efforts

### **California State Legislature (Assembly and Senate)**, Chief of Staff and Policy Consultant

Drafted and passed legislation for land use/ environmental issues, landmark welfare reform, MADD

### **League of California Cities, Research Director, Energy Resources Management Program**

Managed statewide program assisting CA cities and counties to implement energy saving practices

### **United States Senate, Washington, D.C.**, Legislative Assistant

Drafted and passed legislation on land use/environmental, fisheries & youth criminal justice issues

## EDUCATION AND CERTIFICATION

**Masters in Public Administration (MPA)**, California State University, Sacramento

**Bachelor of Arts (BA), Political Science and Economics**, San Diego State University

**Certified Association Executive (CAE)** American Society of Association Executives

## HONORS

- ♦ **Association Executive of the Year** – San Diego Society of Association Executives
- ♦ **Environmental Partner Award** – City of San Diego (Coordinated membership and public information campaigns to raise awareness of residential and business recycling)
- ♦ **Member Mobilization Award** – California Association of REALTORS® (Coordinated participation of most members for grassroots lobbying at annual Sacramento Legislative Day)
- ♦ **Golden R Award** – California Association of REALTORS® (Recruited greatest number of state directors to make contributions at highest level - \$5,000 per person)

## PROFESSIONAL/COMMUNITY ACTIVITIES

- ♦ San Diego Society of Association Executives, 1995 – 2001, **President** 1999 and 2000
- ♦ California Society of Association Executives, 2001 – Present, **Board of Directors** 2001-2003
- ♦ American Society of Association Executives, 1988 – Present, Government Affairs Committee
- ♦ The San Diego Foundation, Executive Director – Charitable Real Estate Program, 2002
- ♦ San Diego Rotary Club, 2001 – 2010, Newsletter and Program Committees
- ♦ The Point Loma Association, **Board of Directors** 2003 - 2010
- ♦ Rebuilding Together, Super Bowl Kickoff to Rebuild, **Volunteer Coordinator**, 1998 and 2003
- ♦ San Diego County Air Pollution Strategy Business Committee, **Chair**, 1995 – 1997
- ♦ City of San Diego Vacant Properties Reclamation Task Force, **Chair**, 1994 – 1996
- ♦ San Diego County Commission on the Status of Women, 1993-1997, **Chair** 1996 and 1997