

# GENE S. BARTLOW, MPA, MS, CAE

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## PROFESSIONAL CAREER SUMMARY:

Experienced senior association executive. Twenty-plus years solid success as a top-performing, results-oriented senior manager. A technologically sophisticated and business-savvy management professional with hands-on experience in business, association management, finance, education programming, marketing, human resources, strategic planning, fundraising, communications, workforce productivity, and Congressional/media liaison.. Superior record of delivering large-scale projects on time, under budget. Team-based management style.

## EDUCATION & CERTIFICATION:

CAE, Certified Association Executive, American Society of Assn. Executives.

MS, Computer Resources & Information Systems Management,

Webster University, St. Louis, Missouri, 1995.

Post-grad., PhD candidate, Public Administration, Virginia Tech. Univ., 1991-92.

MPA, Public Administration, Ball State University, Muncie, Indiana, 1978.

BA Ed., Speech Communications & Education, NW Oklahoma State University.

## PROFESSIONAL EXPERIENCE:

### **Association of Old Crows (AOC), Alexandria, Virginia. 2002-2004**

*Executive Director & Chief Operating Officer (COO)*. The AOC is a \$2.4M, 11-member staff, nonprofit international trade association comprised of over 14,000 individuals and 115 corporations. Developed a new website, restructured organizational marketing and “branding” initiatives, developed a new investment fund profile, managed a +17% corporate membership turnaround, and a new government affairs program, and the most profitable conventions in AOC history.

### **Painting and Decorating Contractors of America, Fairfax, Virginia. 1998-2000**

*Executive Vice President & Chief Operating Officer (COO)* of a national trade association (\$2.2M budget, with 3,685 corporate members, 13-member staff). Managed a complete financial “turn-around” of the association moving from deficits over the previous five years of \$349,806 to a surplus of \$322,602 in 1999. Moved PDCA from \$6,000 cash on hand with a fully extended \$250,000 line of credit to \$1.0M cash on hand and zero debt in under two years. Designed PDCA’s first website, restructured the office staff, corporate branding profile, computer network systems. Managed the largest and most profitable convention in PDCA history.

### **American Wood Preservers Institute, Fairfax, Virginia. 1994-1997**

*President & CEO* of a national industrial trade association (\$1.2M budget, with 106 corporate members, 8-member staff). Managed a complex financial realignment, diverse industry relationships, a \$533,040 advertising campaign and branding profile, semi-annual conferences, coalition building, regulatory liaison. Registered lobbyist and PAC manager. Orchestrated introduction of an bill to change the definition of hazardous wastes (H.R. 2335), later converted to EPA regulations.

**International Association for Dental Research, Washington, DC. 1991-1994**

*Deputy Executive Director & Chief of Staff* of a \$2.5M budget, 10,123-member (from 60 countries), 14 staff professional association responsible for Board and committee operations, contract negotiations, budgets, an international exposition with 5,000+ participants, coalitions, and Congressional testimony and liaison. Developed a strategic plan, a code of ethics, a new scientific journal, and cut publication costs 17.3%. Organized the purchase of a \$1.3M office building.

**Associated Catholic Charities, Archdiocese of Washington, DC. 1990-1991**

*Assistant Executive Director & Chief Financial Officer (CFO)* of a \$9.7 million regional corporate charity, an IRS 501(c)(3), with 63 cost centers, 54 programs, and 203 staff. Restructured budgets, negotiated contracts, created management information systems. Wrote manpower studies and federal grant applications for homeless, aging, poverty, and children's programs. Provided fund-raising and entrepreneurial consulting services. Developed new real estate opportunities.

**Industrial College of the Armed Forces, Washington, DC. 1987-1990**

*Dean of Administration and Resources & Professor of Systems Acquisition Management.* Controller of a \$1.3 million university account, academic program scheduler, computer systems administrator, facilities/equipment manager, and protocol liaison supporting 52 faculty and 224 postgraduate students; supervisor of 13 staff technicians. Cut operating costs by 9.4%. Taught Congressional relations, systems acquisition management, history, and media communications.

**Asst. Secretary of the Air Force for Acquisition, the Pentagon. 1985-1987**

*Chief, Congressional Activities Division.* Directed a division of 13 professionals; wrote speeches, formal testimony, and press releases. Researched/edited public policy responses to over 4,250 Congressional, public, and media inquiries on research & development and procurement programs. Conceived and developed convincing marketing strategies for contentious programs for testimony at 44 Congressional hearings with the authorization and appropriation committees. Tracked legislative trends, subcommittee staff initiatives, and committee marks. Managed liaison with Senators and Representatives, coordinated visits to operational sites with Capitol Hill staff, and successfully supported legislation.

**Special Asst. for Low Observable Technology, HQ. USAF, Pentagon. 1984-1985**

*Chief, Logistics Systems and Financial Management.* Managed logistics systems and financial support for several highly classified multi-million dollar, advanced-technology stealth programs; administered budgets, program funds disbursement, and integrated logistics systems (ILS) in a high-pressure, deadline-driven environment with frequent status briefings to U.S. Senators, Representatives, Congressional staffers, and senior executives. Successfully managed ILS within several million-dollar programs, on time and under budget.

**PROFESSIONAL EXPERTISE:**

***Communications & Speech Writing.***

Wrote and presented highly effective policy briefings, status reports, and Congressional testimony for the media, senior executives, and House members and Senators. Convention speaker. Conducted executive-level continuing education workshops and seminars on speech writing and Congressional and media relations. Published author in seven peer-reviewed professional journals and author of many position and posture statements presented to Congress.

***Financial & Business Management.***

Developed and implemented organizational budgets and managed corporate financial systems from \$1.2 million on up to hundreds of millions of dollars as the CFO, COO, or CEO. Routinely received positive ratings from auditors. Orchestrated significant improvements in workforce productivity, organizational development, and management accountability resulting in a major financial “turn-around” of the businesses moving from deficits to surpluses in minimal time. Implemented new customer-service web-based information and fulfillment capability. Renegotiated contracts, redesigned computer networks, and reduced inventories thus cutting costs and enhancing workforce productivity and management information systems. Developed *Accounting Systems & Internal Control Procedures Manuals, Disaster Recovery Plans, and Ethics Policies.*

***Adult Education & Training.***

Adjunct professor with the University of Maryland and National-Louis University, professor of systems acquisition management with the Industrial College of the Armed Forces, and instructor with the Defense Systems Management College. Taught post-graduate courses in program management, computers, ethics, workforce productivity, organizational development, Congressional liaison, and strategic planning. Senior high school speech teacher, winning Debate Coach.

***Human Resources Management.***

Recruited, interviewed, and hired and terminated executive-, middle-, and entry-level employees; wrote job descriptions, performance standards, and evaluation criteria; handled union grievances and counseled employees. Wrote HR manual. Negotiated union contracts. Established manpower requirements, human resources, ethics, equal opportunity policies, employee position-control systems; and analyzed salary and benefits structures and designed new job grade levels.

***Marketing Campaign Management.***

Managed a \$535,000 public relations and marketing campaign. Published award-winning marketing programs, including a magazine ad portfolio, an Internet Web site, radio/TV spots, and news article placement. Developed publication budgets (\$950,000) and negotiated print and distribution contracts. Publisher of 4 award-winning international scientific journals and 6 newsletters. Directed marketing and fundraising projects from concept to contract on through distribution.

***Trade Shows, Meetings, & Event Management.***

Executive-level manager of annual international conventions and trade show exhibitions with 1,000-to-5,000 participants, including 85-to-240 10'x10' exhibit booths, lectures, continuing education workshops, 150+ poster sessions, panel discussions, specialty workshops, networking, roundtable discussions, hands-on participation activities, and computer simulations. Negotiated contracts and conducted site surveys. Classic programming techniques were used including time-line schedule planning, time-phased budgets, Gantt Charts, and Microsoft Project. Determined contract locations, rates, dates, and costs and on-line registration.

***Contract and Program Management.***

Managed integrated logistics systems, contract management, and financial support for several highly classified hundred-plus-million dollars, advanced-technology programs; administered budgets, program funds disbursement, and integrated logistics systems in a high-pressure, deadline-driven environment with frequent status briefings to U.S. Senators, U.S. Representatives, Congressional staffers, and senior executives. Successfully managed large staffs, financial distribution and management, and integrated logistics systems in hundred-million dollar-plus programs and related business activities on time and under budget.

***Corporate Resource Management.***

Directed corporate resource management, logistics services, and financial programming of an \$8.3 million account in an industrial complex of 457 people; supervised 17 professionals. Established managerial accountability; developed budget forecasts and controls, cash-flow projections; produced management analysis reports; improved employee productivity; created long-range business plans and innovative management information systems; and cut costs by 7.8%.

***Strategic Business Planning.***

Lead and functioned as the facilitator for several executive-level off-site retreats and created the subsequent Strategic Plans and updates. Developed strategic planning budgets and implementation options, structured new goals and objectives, analyzed success and goal achievement, and produced operational reporting systems. Created and analyzed membership opinion surveys and re-structured membership database for membership contact requirements. Taught strategic planning, workplace productivity, and organizational development to university students.

***Publications Production Management.***

Developed publication budgets (\$950,000) and negotiated print and distribution contracts. Publisher of 4 award-winning international scientific journals and 7 newsletters. Implemented new customer service-based information/fulfillment capability. Renegotiated print publication contracts reducing costs and improving production. Directed printed materials from concept through mail distribution. Supervised production schedules; designed graphics; selected charts/graphs; created original photographic art; and ensured professional-quality publications.