

Angela Bedell

A profit-minded, nonprofit executive with a strong track record of measurable success, particularly in strengthening communities, transforming culture, and financial impact.

Skilled at up-leveling operations and developing effective strategies for sustainable success.

angelambedell@gmail.com angela@abcommunities.com cell: 913-269-9642

EDUCATION & HONORS

Interdisciplinary PhD coursework, Nonprofit Leadership Studies, University of MO, Kansas City

Master of Arts, Marketing, Webster University, Summa Cum Laude

Bachelor of Science, Marketing, Missouri Western State University

MIT "Social Media Strategy" Certificate Program, June 2022

Diversity & Inclusion Certificate Program, Cornell University, to be completed July 1, 2023

Certified Association Executive, 1992 – 2002, and again 2010 - 2021

"Distinguished Association Executive" award, Kansas City Society of Association Executives, 2014.

"Angela is an achiever. She accomplishes what matters, does it quickly and in a collaborative manner. Within months of joining our staff, she did what many had called impossible."

Rob McVay
Chief Financial Officer, National Rural Health Association

EXPERIENCE & ACCOMPLISHMENTS

ABCommunities: Growing Association and Digital Communities

Owner/Executive Director 2012 - present

Founded a boutique association management company that is contracted to provide association management services, specializing in community building, strategic planning, digital marketing and member engagement.

Lead a virtual team that manages multiple organizations and over \$30m cumulative budgets. Design cutting-edge member engagement strategies, rejuvenate branding, create new digital learning experiences and improve finances. Developed the first set of strategic priorities for seven clients (international or national in scope).

All clients have significant improvement in member retention, up-leveling their educational offerings and building a deeper bench in leadership. In addition, all have made vast improvements in financial status, even during the pandemic.

Consulting and Management Clients since 2015: International Virtual Reality Professionals Association, OWL: Ophthalmic World Leaders (Advancing Diversity in Leadership), Kansas Society of Anesthesiologists, Missouri Society of Anesthesiologists, Kansas City Medical Society, Kansas City Medical Society Foundation (501c3), Wy Jo Care, Metro Care, Kansas Public Health Association, Wellth, Inc, Osteopathic Cranial Academy, Osteopathic Cranial Academy Foundation

On behalf of the Kansas Public Health Association, mobilized a group of key stakeholders state-wide in 2020 to advocate for protection for public health professionals that were requiring masking during the

pandemic. Implemented swift action to protect these professionals who were targets of unruly citizens who opposed masking.

Led the creation of refreshed branding, product development and franchise publications for several medical and wellness companies.

During tenure with Kansas City Medical Society, led the merger of five entities into one 501c3 and one 501c6 organization to better meet community needs and update the governance and practices. (Prior to this, all five were doing ok, but not well.) Led a two-year process with two consultants, two attorneys and seven teams including: Governance, Tax & Legal, Patient Needs Review, Safety Net Partner Collaborations, Staffing and Policies, Finance and Transition. Result was one community medical society with one subsidiary c3 Foundation.

North American Primary Care Research Group (NAPCRG)

Executive Director

October 2007 – December 31, 2012

- Increased the organization's net assets by 300% in three years.
- Increased annual meeting profit margin by 500% while increasing satisfaction rankings from attendees. Increased membership 60% and created first membership engagement strategic plan.
- Increased annual meeting physician attendance from 450 to over 800. Managed site selection and led oversight of international convention programming.
- Reinvigorated branding with new logo, social media and communications strategy.

"Angela has a unique and creative approach to leadership, I've seen it in action for decades as a co-Board member. It seems that anything she works on becomes very successful. She has remarkable empathy and emotional intelligence.

I have watched Angela make tough decisions and lead others to "get on board" in implementing them. She leads with integrity and honesty, and manages to maintain a highly respected reputation, even when she's in the center of controversy or a large group of ego-driven individuals."

Brian Britton

Vice President, Diversity and Labor Relations; Black & Veatch

Society of Teachers of Family Medicine

Deputy Executive Director

October 2007 – Oct 2011

- Created IT and communications strategies and implemented new technologies to move association forward: reworked website and strategies, and produced podcast series. Created online program strategy and implemented the first online educational programs.
- Led a team of eight and oversaw publications, conferences/education, marketing and membership. Created a new Community Manager position to focus on engagement and retention.
- Developed and led fundraising campaigns for subsidiary Foundation (\$300k new funds per year) and developed grant funding strategy for both fundraising and scholarships.
- Revamped key revenue sources to increase profit margins including new "Partners" program to replace tired exhibit hall.
- Led the development of new programs including "Emerging Leaders," a leadership training program and "The Teaching Physician," a web resource for preceptors.
- Spent 50% of time as Executive Director of the **North American Primary Care Research Group**. Led NAPCRG in growing assets by 140% in three years and increasing conference attendance by 150%.
- Represented NAPCRG and STFM at global health alliances.

National Rural Health Association

Vice President, Membership & Marketing

January 2006 - Oct 2007

- Increased membership from 5,000 to 20,000 in one year by leading state component societies and other partners to champion the organization.
- Acquired significant new sponsorship revenue by creating strategy, leading an internal mindset shift, and developing partnerships with private sector and commercial entities. This revenue source still exists today and brings over \$20 million into the organization.
- Created combined component relations and legislative strategy to engage state associations and members in advocacy activities. Led team efforts to conceptualize a “new” Policy Institute and an updated approach to component relations.
- Developed and led employee and component-centric focus groups to begin Lean/Six Sigma continuous improvement.

Club La Femme (privately owned chain of 13 women’s wellness centers)

Vice President June 1999 - September 2005

- Developed and executed marketing plans that included advertising campaigns, media buying, public relations and internal promotions.
- Created staff development and training for 300+ employees.
- Created personal and group training programs from scratch that grossed \$170k per month upon launch.
- Developed corporate sales plan and all documents for franchising.

American Society of Plastic Surgeons

Marketing Director January 1, 2000 – November 2001

- Led 14-person Marketing Division and oversaw promotions, market research, public relations, internet/Web and member service department managers.
- Created new, integrated marketing communications plan for association to increase revenues of 24 different products and programs. Managed “agency/client” relationships to work inter-divisionally for successful marketing of meetings, products and publications.
- Led the overhaul of a new marketing brand and logo, in collaboration with executive team and 20-physician committee.
- Developed research, tested consumer insights and wrote strategic plan for new products.
- Led development of patient educational materials (still a revenue source of over \$5m annually).

”Angela is the ultimate professional. She has a keen business acumen and she understands quality controls.

She is progressive and cutting edge and knows how to make innovation work within the confines of a profitable business.”

Stacie Mullen
Vice-President, NutriSystem
(Colleague at Club La Femme)

American Academy of Family Physicians October 1991 – February 1999

- Developed innovative marketing strategies that increased membership, exhibit revenue and product sales.
- Achieved all-time highs in membership for seven continuous years by developing original approaches to membership marketing. Increased market share of all membership categories, with student membership rising from 3,000 to 23,000.

- Collaborated with physician-member Councils, Commissions and Boards to lead successful implementation of large-scale projects and major changes in policy.

Entrepreneur

EveryBody Moves – aerobic dance studio. Owner 1992 – 1995. Successfully built neighborhood business in a strip mall space while working a full-time job; sold to a large health club in 1995.

HIGHLIGHTS OF PRESENTATIONS AND PUBLISHED WORK

Chair, Marketing Section Council, American Society of Association Executives, June 2015 – 16. Led 22-person council representing 5,000+ professionals working in marketing and communication roles in professional associations.

ASAE Membership Section Council 1992 – 1996. ASAE Council Publications Chair 1995.

ASAE Healthcare Committee 2005 – 2007.

ASAE Marketing Section Council 2011 – 2016; Chair, 2015 - 16

“Most Distinguished Association Executive” award- 2014, Kansas City SAE

“5 Big Lies in Your Membership Brochure” - Ignite session at ASAE Membership, Marketing Conference, May 2012. (see ASAE’s YouTube channel)

“Trends and Challenges in Membership Relevance” – a presentation and strategic planning session for the Kansas City Metropolitan Bar Association Board of Directors. January 18, 2013.

“101 Great Marketing Ideas” – co-presented with Sheri Jacobs at ASAE Great Ideas Conference, 2013.

“Great Ideas for Marketing Your Meeting” co-presented with Scott Oser, ASAE Great Ideas, 2012.

“Workforce Workout: a Plan for America’s Healthcare Needs” - Keynote address at National Area Health Education Centers (AHEC) Annual Meeting, June 26, 2010. Las Vegas, Nevada.

“Extreme Membership Growth: How an Association Doubled Membership in One Year”

Kansas City Society of Association Executives. October 2008.

ASAE Healthcare Conference. November 2010.

“Mission-Centered Marketing”

National Rural Health Association Annual Meeting, May 2008; NRHA State Rural Health Association Conference, July 2009 & 2010; Webinar for Oregon Critical Access Hospitals, 2010

“Buzz & Blogs, Clicks & Conversions” presented to the Central Exchange, a professional women’s membership organization. May 2005. Content picked up and published in *Flourish*, local business magazine.

AAFP Annual Leadership Form (chapter leadership training), ***“Marketing Jeopardy,”*** 1998.

Membership Development Workshops -- presented for staff and volunteers of AAFP constituent chapters, Denver and Atlanta, 1992.

National Rural Health Association, Leadership Training Conference, ***“New Program Development and Association Marketing,”*** 1996 - 97.

Association of Physician Recruitment: ***“Effective Physician Recruitment Strategies”***. Atlanta, 1994 and “Medical Staff Development” Kansas City 1995.

"Marketing, Membership and Member Services" of KCSAE course, "Association Management 101."
Received highest evaluation ratings of all presenters for over ten years.

"Fit Marketing: Successfully Promoting Your Business and Yourself" workshop series presented in Chicago, St Louis, Kansas City, Orlando and San Diego, 1992 - 1995.

Authored articles for several national publications including:

"Managing Diversity," Women in Business and reprinted by Association Trends

"Managing Two Careers" for IDEA Today

"Stress First Aid for the Working Woman," "Finance" column and "Health Scope" column for Women in Business

American Marketing Association, Kansas City Chapter

Board of Directors 1993 – 94; Vice President, Membership 1994 – 95

Vice President, Communications 1995 – 96

HOBBIES & MORE:

Registered Yoga Teacher, community wellness advocate, gardener, and photographer.

Lifetime member of Girl Scouts of the USA and six-year troop leader.

Founder and Chair of "Wellth," a 501c3 providing wellness options and addressing social determinants of health.