

LAURA C. BOURGEOIS  
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### Summary of Qualifications

I have been involved in most aspects of publishing since I graduated from Journalism School in 1989. I was a professional Certified Association Executive (CAE), 2006-2020, successfully supporting executive productivity and business operations with 26+ years of success in the association management industry. I am knowledgeable about non-profit practices and regulations, as well as office management protocols and calendar management. Expert manager of non-profit administration, programs, strategic plan, vision, and goals. I thrive in environments with minimal oversight to carry out demanding work.

The work activities in which I excel and thrive are editing, graphic design, photography, writing and wordplay.



### Accomplishments:

- I have experience with most phases of publication in newspapers, magazines and catalogs.
- Navigated and spearheaded Alpha Delta Kappa's conversion from a 501(c)7 non-profit organization to a 501(c)3 designation.
- I have worked with the IRS extensively.
- Initiated the launch of Alpha Delta Kappa's website, designing and maintaining it as a valuable resource to the organization; producing creative video installments for organizational conferences.

### Areas of Expertise

- Editing
- Layout
- Professional Collaboration
- Executive Leadership
- Non-Profit Management
- Networking & Communication
- Content Production (Photography/Writing/Graphic Design/Digital Video/Editing/Technical Direction)
- Policy Development
- Program Leadership
- Budget & Financial Administration
- Research

### SALAMPERSAND



**Technical Proficiencies:** Adobe Creative Suite, Microsoft Office (Access, Word, Excel, PowerPoint)

### Career Experience

Alpha Delta Kappa  
01/2012 to 9/2020  
Executive Director  
Kansas City, MO

Served as chief executive officer, responsible to the International Executive Board for the effective conduct of the affairs of Alpha Delta Kappa. Planned and implemented strategies to increase funding through various approaches. Recruited, trained, and supervised team of 10; built membership rosters through a variety of methods including development of promotional materials. Managed daily operations within the executive office by supporting continuous delivery of excellent services and care. Planned and executed successful corporate meetings, lunches, and special events for large gatherings.

**Highlights:**

- Worked with foreign governments on behalf of Alpha Delta Kappa's international scholars.
- Served as a trustee for the Trust for Insuring Educators.
- Orchestrated successful events to drive engagement, satisfaction, and loyalty across the organization and foundation.
- Promoted organization public profile by delivering speeches, writing articles, and presenting at industry conferences.
- Shared mission of organization with public through successful community outreach and marketing strategies.
- Insured operational viability by overseeing marketing and sales, budget controls, and expense management.
- Copy editing and writing according to Alpha Delta Kappa's style sheet, which I produced.
- Recruited, trained, and developed a dynamic administrative team, supporting all corporate growth and productivity objectives.
- Improved productivity initiatives, managing accounts, coordinating itinerary and scheduling organization, and leadership appointments.

**Alpha Delta Kappa**

1/2006-1/2012

Assistant Executive Administrator

Kansas City, MO

- Copy writing and editing.
- Aided senior leadership during executive decision-making processes, generating customer and performance data reports to recommend corrective actions and improvements. Coordinated project materials by managing physical and digital files, monitoring spreadsheets, and updating reports.
- Highlights:
- Created and maintained physical and electronic filing systems; updated systems to organize office documentation, maximizing efficiency and increasing productivity.
- Produced and distributed team newsletters, email updates, and other forms of communication.
- Responded to requests for immediate office support, such as data searches, office memo drafts or reference retrievals.
- Oversaw staff correspondence, record tracking and data communications, resulting in improved automation of office operations.

**Additional Experience**

- Communications Specialist | Alpha Delta Kappa | Kansas City, MO (7/1/1997-1/1/2006)
- Publications Specialist | Alpha Delta Kappa | Kansas City, MO (8/1/1994-7/1/1997) I was hired by Alpha Delta Kappa in 1994 to produce the first in-house publications.
- I worked for three different newspapers (Liberty News, photographer, reporter, layout; 95th St. News, photographer, reporter, layout; Buckner News, Editor; and Manion's Auction Company (Photography, writing, editing, layout). 1989-1993.

**Education****Graduate Studies**

University of Missouri—Kansas City

- English

Bachelor of Journalism, Photography Sequence

University of Missouri-Columbia, 1989