

Ellen Woodward Potts

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Education:

University of South Alabama, Master of Business Administration, 1993
Birmingham – Southern College, Bachelor of Arts (Bus. Admin. / Finance), cum laude, 1988

Employment Experience:

Habitat for Humanity of Tuscaloosa, March 2013 – present

Executive Director: Responsible for all aspects of non-profit management, including development, media relations / press releases, construction, home repair / rehabilitation, accounting, homeowner selection, property purchase / sale, private and public grant writing, grant management and compliance, special events, mortgage servicing, annual audits, retail store, and volunteer activities (30,000+ volunteers from 50 states and 6 continents since April 2011). Serve on board of directors of the Alabama State Association of Habitat Affiliates, October 2015 – 2021, reappointed 2022 (vice president 2018–19, president 2019–21). Served as evaluator for Affiliates of Distinction Program for Habitat for Humanity International (2017).

Presentations at 2022 Habitat for Humanity International Affiliate Conference: “Aging In Place and Dementia–Supportive Habitat Homes,” and “Increasing Capacity and Building Careers Through Workforce Training Collaborations.” Presentation at 2024 HFHI Affiliate Conference: “Building a Successful and Effective Leadership Team.”

University of Alabama, Adjunct Instructor

“Habitat for Humanity Preceptorship” (UH 120), fall 2014 – 2020: Developed curriculum, and teach this course in which students learn about Habitat for Humanity, non-profit management, and issues related to poverty.

“Leadership Development through Service” (HES 275), August 2010 – May 2013: Developed curriculum and taught this survey course of non-profit organizations --- 501(c)(3) status, budgeting, grant applications, and the benefit these organizations provide to communities.

“The Business of Non-Profits” (UH 300), August 2012 – May 2013: Developed curriculum and taught this Honors College course which examined the business and legal structure of non-profit organizations, and explored real-life decision scenarios from non-profits across the country.

“Understanding Alzheimer’s” (UH 120), Fall 2012: Developed curriculum and taught this Honors College course which helped students understand the disease process and unique difficulties of people and caregivers struggling with Alzheimer’s disease.

Managing Partner, Dementia Dynamics, LLC, Tuscaloosa, AL, 2010 – March 2013:

Formed and manage this company which was dedicated to improving the lives of those with dementia and their caregivers through education. Co-authored with Daniel C. Potts, MD [A Pocket Guide for the Alzheimer’s Caregiver](#), which is a recommended resource by the American

Academy of Neurology, Maria Shriver, the Alzheimer's Association, and the Alzheimer's Foundation of America. Wrote dementia education curriculum and educated professional and family caregivers, speaking frequently around the region. Former monthly blogger for Maria Shriver's "Architects of Change" website.

Medical Management Consultant, Tuscaloosa, AL, 1997 – March 2010:

Owned and operated medical management consulting firm offering financial and operational consulting services to hospitals and medical practices in numerous specialties.

Norwood Clinic, PC, Birmingham, AL, 1993 – 1997:

Credit and Collections Manager, 1996 – 1997: Managed 60 employees and supervisors. Responsible for medical billing / collections of 110 physicians in 35 specialties.

Oncology Financial Manager, 1995 – 1997: Managed all financial concerns for 4 physician / 2 location Radiation and Medical Oncology Group.

Internal Medicine Financial Manager, 1995 – 1996: Managed all financial concerns for 35 physician Internal Medicine group including numerous sub-specialists.

Cardiology Department Manager, 1993 – 1996: Managed all operations, personnel and financial concerns for 8 physician / 5 location interventional cardiology group. Responsible for planning, publicizing, and organizing all aspects of the annual "Cardiology Update," a continuing education conference for 250 physicians and nurses. Additionally responsible for all financial concerns of the Kemp – Carraway Heart Institute and the physicians' leasing corporation.

Infirmiry Medical Clinics, PC, Mobile, AL, 1990 – 1993:

Marketing Director, Infirmiry Medical Clinics, PC, 1990 – 1993: Marketed occupational medicine services of 14 primary care / occupational medicine clinics to industry and employers in the Mobile County metropolitan area.

Manager, Occupational Medical Clinic, P.C., 1992 – 1993: Performed feasibility study to determine need for Occupational Medicine Clinic in downtown Mobile. Clinic opened upon my recommendation and still is in operation today. Managed employees, operations and finances for 6 physician clinic.

OSHA Compliance Coordinator, 1991 – 1993: Implemented compliance measures and educated all employees in 15 medical clinics regarding the 1991 federally mandated OSHA Bloodborne Pathogens Standard.

Awards and Honors:

2025 USA Today Woman of the Year, State of Alabama

2024 University of Alabama Order of the XXXI inductee

2023 Tuscaloosa Civic Hall of Fame

2020 Association of the U.S. Army, West Alabama Chapter, Outstanding Tuscaloosa Women

2019 Nick's Kids Foundation Lifetime Achievement Award

2018 Birmingham – Southern College Distinguished Alumna Award (given by the national alumni association)

2014 Rotary Rose Award for Outstanding Community Service: This award, given by the Rotary Club of Tuscaloosa, honors one person each year for outstanding community service in Tuscaloosa County.

Community Volunteer Involvement:

Mayor's Project Unity Commission, Housing Chair, March 2020 – November 2021

Zone 2 Commission, Mayor's Hope Initiative, March 2013 – 2020: Serve on this inter-denominational panel committed to improving the lives of those living in Tuscaloosa, especially the West End area.

Fair Housing Committee, City of Tuscaloosa, November 2013 – present: Serve on committee charged with re-writing City of Tuscaloosa's fair housing plan and increasing compliance with rental property owners of federal fair housing standards.

Feed My Sheep Ministries (August 2000 – present): Drive low income housing residents to Community Soup Bowl, once a week August 2000 – January 2014, once a month January 2014 – present.

Living River Camp and Conference Center, 2005 – 2017: Served as Board member and Development Chairperson for the \$11 million campaign in 85 Presbyterian Church (USA) congregations throughout Central Alabama. The grand opening of the newly constructed camp was held in April 2015. First Presbyterian Church – Tuscaloosa named a youth cabin in my honor.

First Presbyterian Church, Tuscaloosa, AL, 1997 – present: Ordained elder and deacon (former chair of the board of deacons); co-chair of 200th Anniversary Celebration Committee; current choir member and soloist; former Sunday School teacher (adult and children); former children's choir director. Send daily e-mail prayer list, February 2000 – present. Served on Finance, Worship, Youth, Family Connection, Deacon Care, and Strengthening of the Church Committees. Served on Director of Music Search Committee.

Birmingham – Southern College: Chairperson, Tuscaloosa Alumni Chapter, 1997 – 2023, (2009 Chapter of the Year); Vice President for Chapter Development and Affinity Programs on BSC National Alumni Association Board, October 2008 – October 2009; Birmingham – Southern Alumni Choir member and soloist, 1989 – present. Alpha Omicron Pi Alumni Leadership Council, August 2011 – 2019.

Habitat for Humanity of Tuscaloosa, 1997 – March 2013: Homeowner Selection Committee, 1997 – March 2013; board of directors member, January 2012 – March 2013; board secretary, January 2013 – March 2013 (stepped down from the board to take position of Executive Director).

Caring Days Adult Daycare Center Board, Tuscaloosa, AL, October 2008 – July 2013: Board president 2009–11, vice president 2008–2009. During my tenure as President, we conducted a successful capital campaign to build a new state of the art facility, and re-wrote bylaws, job descriptions, and financial policies and procedures.