

Sarah A. Myers, CAE

EXECUTIVE SUMMARY

EXPERIENCED ASSOCIATION EXECUTIVE

"Your resource for success!"

Accomplished business strategist with 19 years of experience providing leadership in nonprofit settings. Experienced lobbyist with in-depth understanding of political processes and systems. Self-starter with a proven track record of success championing initiatives, leading change, raising funds, and successfully managing P&L. Able to bring multidisciplinary stakeholders together, listen to their needs, and generate buy-in for innovative ideas. Visionary leader with exceptional team-building skills—able to develop relationships with a myriad of organizations, while bringing together like-minded groups to form productive coalitions.

- Association operations management
- Personnel recruitment, supervision, retention
- Public policy, lobbying, political action
- Coalition building, program development
- Strategic planning
- Change management
- Asset management
- Fundraising, budgeting
- Public speaking, training
- Project / event planning
- Research, writing
- Best practices

RELEVANT EXPERIENCE

ASSOCIATION MANAGEMENT

- Serve as an executive director, manager, and consultant to associations. Assist boards, committees, and commissions (up to 20 members) develop their annual strategic plan, vision, mission, and goals. Create operating policies and procedures.
- Manage all facets of nonprofit business operations—staffing, budgets, finances, taxes, annual reports, governance, revenue development, membership development and retention, legal / contractual issues, and public relations, among others.
- Analyze core programs and unique service needs of each association's members.
- Manage and grow the financial assets of multiple organizations. Develop strategic initiatives to improve non-dues revenue.
- Direct the annual recruitment and retention of association members and volunteers. Build industry alliances to enhance member engagement and ultimate success.
- Identify industry change drivers and use member-specific information to develop data-driven growth strategies.
- Plan and facilitate statewide conventions and annual galas for groups as large as 500.
- Provide advice on the acquisition of new technology to meet the needs of an evolving membership base.
- Write regular articles for e-newsletters, listservs, email blasts, and other publications.
- Recognized for fostering an exceptional customer service culture for multiple associations.

LOBBYING & PUBLIC POLICY

- Serve as lobbyist for multiple association clients and liaison to local, state, and federal government bodies.
- Lobby representatives by articulating priorities and key messages.
- Direct communication with constituents and the public.
- Compose written testimony and responses to regulatory proposals impacting association.
- Testify before local and state legislators and regulators on behalf of association clients.
- Work with regulators on policy matters and to implement legislation.
- Build coalitions and partnerships to support each stakeholder's desired outcomes.
- Network with key industries to foster collaborative relationships.

PROFESSIONAL EXPERIENCE

PRESIDENT / CEO, MYERS STRATEGIC CONSULTING, INC. (MSC), Denver, Colorado (April 2013 - Present)

Founded private consulting firm focusing on health care consulting and offering a full range of executive level management services to corporate and non-profit clients. Leadership in client strategic planning, visioning, resource development, financial management and operational controls in professional and polished, cost-effective proven methods. Articulate communications expert with state / national government connections.

PRESIDENT / CEO, CARUSO GROUP INTERNATIONAL (CGI), Centennial, Colorado (January 2010 – April 2013)

Established association management firm offering a full range of cost-effective executive management, conference, and administrative services to trade and professional associations. Lead clients in visioning and planning, fund-raising and resource development, government relations and lobbying, and developing and implementing every aspect of organizational activity. Manage business development, customer relations, human resources, technology, financial, and general operations of CGI. Hire, train, and evaluate the performance of six staff members (five in Colorado, one in Oregon) and three independent contractors (who perform advocacy work on behalf of clients). Brought Oregon Association for Home Care to the firm and added new clients to improve the bottom line.

Executive Director and Lobbyist, Oregon Association for Home Care, Salem, Oregon (2000 – present)

- Doubled association revenues in five years through new education programs, non-dues sources, and investments.
- Increased reserves 60% by moving assets under management from a single bank to an investment firm.
- Grew membership and associated dues 20% in five years by creating new programs and services that supported the operational, financial, and clinical needs of the association members.
- Created the association's first website and listserv to increase visibility and communication to members.
- Appointed to the Oregon Department of Human Services' Health Policy Actuarial Advisory Committee charged with developing benchmarks for the state Medicaid program.
- Lobbied and achieved legislative approval for a 200% increase in statewide Medicaid rates for home care.
- Assisted in the development of federal legislation impacting Medicare rates for home healthcare in rural Oregon.
- Lobbied the Oregon congressional delegation in support of critical issues affecting home healthcare. Achieved support from all Oregon delegates for changing Medicare Conditions of Participation (COP) to allow nurse practitioners to order and sign a home health plan of care.
- Served as Editor in Chief of the organization's *Professional e-News Monthly* (2003 – 2008).
- Received the President's Award for Outstanding Leadership for successes and organizational growth (1998, 2013).

Executive Director, Home Care Association of Colorado, Centennial, Colorado (2011 – 2013)

- Provided management expertise that enabled the association to exceed budget expectations and maximize expense control, achieving 13.5% profitability.

Account Executive, Colorado Center for Hospice and Palliative Care, Centennial, Colorado (2010 – 2013)

- Transitioned this standalone organization into an Association Management Company (AMC) model to reduce costs and increase revenue based on best practices in association management.

Association Manager, Colorado Chapter, American Physical Therapy Association, Centennial, Colorado (2010 – 2013)

- Guided staff in lobbying for passage of critical scope-of-practice laws and regulation of the PT industry in Colorado.
- Added new non-dues revenue programs to increase revenue through a new online career center.
- Assisted to reestablish the Colorado Physical Therapy Board.

Association Manager, Colorado Nurses Foundation, Centennial, Colorado (2010 – 2013)

- Led the board of directors through strategic redevelopment of the prestigious Nightingale Award, which recognizes nurses in Colorado for their contributions to the practice of nursing.
- Managed endowment funds of approximately \$1.0 million in consultation with fund advisors.

Consultant / Manager, TFA Private Trust, Centennial, Colorado (2011 – 2013)

- Established two websites for the National Advisors Trust Company for operations in Colorado.
- Presented strategies for trust advisors to advance the TFA Private Trust in Colorado.

OFFICER, COUNCIL OF STATE HOME CARE ASSOCIATIONS, Lemoyne, Pennsylvania (January 2006 – Present)

Collaborative leadership role in the creation of a new national organization to serve as a vehicle for all state associations to communicate a consistent message for the future of home care. Collaborated on the development of governing / charter documents, including the association's vision, mission, and strategic plan. Set agendas and secured speakers for the presentation of industry issues at quarterly and annual meetings of the Council. Served as chair, past-chair, and currently serving as secretary/treasurer.

- Drove the recruitment and retention of more than 35 state associations, and helped build key alliances with national industry organizations / stakeholders.
- Succeeded in unifying and empowering home-care associations so they were better positioned to serve their members.
- Developed a policy paper on the grassroots of home-care state associations and their members, which helped align the disparate messages of the home-care industry.
- Collaborated on the development of key industry data with a national vendor of home-care performance metrics for all state associations.

PROFESSIONAL EXPERIENCE**LOBBYIST / CONSULTANT, LEGISLATIVE ADVOCATES, INC.**, Salem, Oregon (November 1996 – December 2009)

As a government relations consultant, directed lobbying efforts for the successful passage of legislation for clients, handling more than 1,500 bills per year in the Oregon legislature alone. Presented testimony on behalf of clients before the state legislature. Provided direction to clients on lobbying strategies. Built collaborations among industry partners to improve the chances of successful legislative outcomes. Created strategies to benefit both industry and individual client positions in Oregon. Negotiated industry positions with opposing interests to achieve client goals. Wrote a monthly client communication articulating the status of legislative matters relevant to their interests. Supported up to 30 clients per year, taking the lead on the following projects:

Executive Director and Lobbyist, Oregon Association for Home Care, Salem, Oregon (2000 – 2009)

- See description on page one.

Interim Executive Director, Maryland National-Capital Home Care Association, Silver Spring, Maryland (2006)

- Led the board of directors and executive committee through short-term strategic planning during a critical, eight-month, executive-leadership transition.
- Planned and directed key revenue-raising events, extension of member services, and retention of members.
- Negotiated favorable association contractual agreements.
- Consulted with the board and executive committee on the search and selection of a permanent association executive.
- Developed a transition manual of core services, operations, and revenue opportunities for the new leader.

Association Manager / Lobbyist, Oregon Cable Telecommunications Association, Salem, Oregon (2003 – 2009)

- Developed and implemented new governance policies, operating policies and procedures, and IRS compliance rules for this 501(c)(6) and associated Political Action Committee (PAC).
- Improved PAC revenues through effective strategic planning initiatives.
- Negotiated favorable contracts for education programs—changed the hotel's standard attrition clause, saving thousands of dollars.

EARLY CAREER

Provider Relations Consultant, Regence Blue Cross, Blue Shield of Oregon, Salem, Oregon

Campaign Coordinator, Kevin L. Mannix, PC, Salem, Oregon

EDUCATION & TRAINING**BACHELOR OF ARTS, POLITICAL SCIENCE** (1993)

Willamette University, Salem, Oregon

PROFESSIONAL DEVELOPMENT

CAE Preparation Course, Michigan Society of Association Executives (2008)

AFFILIATIONS / CERTIFICATIONS

- Member, American Society of Association Executives, ASAE (2003 – present)
– *Certified Association Executive, CAE (2009)*
- Member, Association Management Company Institute, AMCI, (2012 – 2013)
- Member, Colorado Society of Association Executives, CSAE (2009 – 2012)

COMPUTERS

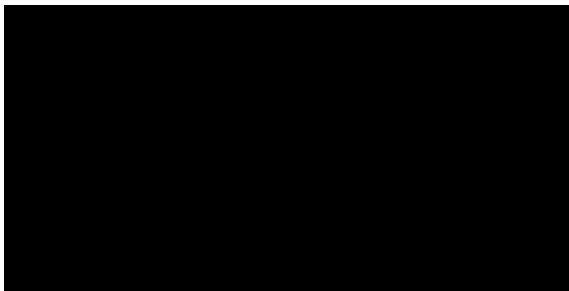
Proficient in Windows, MS Word, Excel, PowerPoint, Outlook, Internet Explorer, and various mobile and social media applications.

Committee on Energy and Commerce
U.S. House of Representatives

Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Sarah Myers, CAE		
2. Your Title: Executive Director		
3. The Entity(ies) You are Representing: Oregon Association for Home Care		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No X
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2013. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. Not applicable		
6. Please attach your curriculum vitae to your completed disclosure form. Attached		

Signature: _____



Date: Sept. 29, 2015

INSTRUCTIONS FOR COMPLETING THE TRUTH-IN-TESTIMONY DISCLOSURE FORM

In General. The attached form is intended to assist witnesses appearing before the Committee on Energy and Commerce in complying with Rule XI, clause 2(g)(5) of the Rules of the House of Representatives, which provides:

(B) In the case of a witness appearing in a nongovernmental capacity, a written statement of proposed testimony shall include a curriculum vitae and a disclosure of any Federal grants or contracts, or contracts or payments originating with a foreign government, received during the current calendar year or either of the two previous calendar years by the witness or by an entity represented by the witness and related to the subject matter of the hearing. (C) The disclosure referred to in subdivision (B) shall include (i) the amount and source of each Federal grant (or subgrant thereof) or contract (or subcontract thereof) related to the subject matter of the hearing; and (ii) the amount and country of origin of any payment or contract related to the subject matter of the hearing originating with a foreign government. (D) Such statements, with appropriate redactions to protect the privacy or security of the witness, shall be made publicly available in electronic form not later than one day after the witness appears.

Please complete the form in accordance with these directions.

1. ***Name, Title, Entity(ies) (Items 1-3 on the form).*** Please provide the name and title of the witness and the entity(ies) on whose behalf the witness is testifying.
2. ***Governmental Entity (Item 4).*** Please check the box indicating whether or not the witness is testifying on behalf of a government entity, such as a Federal department or agency, or a State or local department, agency, or jurisdiction. Trade or professional associations of public officials are not considered to be governmental organizations.

Grants and Contracts (Item 5). Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2013. For each Federal grant (or subgrant thereof) or contract (or subcontract thereof) related to the subject matter of the hearing, please include the amount and source of each. For each payment or contract originating with a foreign government related to the subject matter of the hearing, please include the amount and country of origin of each. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.
3. ***Curriculum Vitae (Item 6).*** Please attach your CV to your completed disclosure form.
4. ***Submission.*** Please sign and date the form in the appropriate place. Please submit this form with your written testimony. Please note that under the Committee's rules, copies of a written statement of your proposed testimony must be submitted before the commencement of the hearing. To the greatest extent practicable, please also provide a copy in electronic format according to the Electronic Format Guidelines that accompany these instructions.