Gina Van Horn

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RESUME OF PROFESSIONAL EXPERIENCE

Continuing Education Events Specialist— Michigan State University, School of Social Work
March 1, 2011 to Current
Conduct venue research, make site visits, and find resources to help staff make decisions about event venue options. Negotiate with venues for space, read and sign contracts. Arrange food and beverage, order supplies and audiovisual equipment. Correspond with presenters regarding AV equipment needs, handouts, travel, logistical, and payment details. Serve as liaison with vendors on event-related matters. Assist with on-site production, including AV and technical support on commonly encountered issues. Prepare handouts, required CE documentation, rosters, certificates, etc. Pays vendors (venues, caterers, AV companies) and presenters. Assists with preparing budgets, producing expense reports, and provide periodic progress reports to Assistant CE Coordinator.. Provides back up for event registration management, including payments, receivables, and customer care support (emails and phone calls).

Executive Director—EduAlliance Network (EAN), Soquel, CA
December 2006 to April 2010
Executive Director of a non-profit mutual benefit corporation that provides educational organizations with legislative advocacy, event planning and management including seed money, liability insurance, credit card processing, speaker database, event management, and web site presence.
Responsible for staff management, including hiring, firing and assessment, office upkeep, fiscal management, legal and insurance compliance, risk management, sponsorship acquisition, client development and management, web page administration. Worked with the board of directors to develop and carry out business plan. Worked in partnership with educators and state administrators to develop conference design and content.

Chief Financial Officer—EduAlliance Network (formerly Claire Communications), Soquel & Santa Cruz, CA • 2004 to April 2010
Develop and track annual budget, account payables and receivables. Assist accountant with preparation of IRS 990 reports. Prepare monthly financial statements for the board of directors, and answer questions regarding account activities.

Conference Planner—EduAlliance Network & Claire Communications, Soquel & Santa Cruz, CA
1996 to April 2010
Assist clients to set event goals, develop curriculum, design program, and select speakers. Acquire event site and work closely with event-site staff. Communicate and manage all speakers, contract staff, and exhibitors. Develop marketing and event publications, and produce web site. Supervise registration processing and other tasks. Work as onsite event manager. Evaluate event success using attendee feedback forms to inform future event planning.

Operations Manager–Claire Communications, Santa Cruz, CA
1996 to 2004
Responsible for overseeing the day-to-day operations of an event management business, including staff supervision, facility management and onsite conference registration, speaker and exhibitor management.

Office Manager—Nikki Schwartz, D.C. (5 years), Alan Cook, D.C, Scotts Valley, CA
1985 to 1996
Responsible for ensuring all aspects of the medical office run efficiently. Supervise office staff. Interview potential employees. Train new personnel. Pay business accounts payable. Responsible for payroll processing. Compute and pay monthly and quarterly taxes. Support office staff by answering the phone and scheduling appointments. Manage patient flow. Process insurance billings. Correspond by mail and/or interface on the telephone with insurance carriers, lawyers, and other health professionals. Organize and actively participate in all collection procedures. Set-up accounts with outside vendors.

Inventory Control Supervisor –Intel Corporations, Santa Cruz, CA
1977 to 1985
Responsible for setting work schedules and priorities, and delegating work assignments for six employees. Maintained attendance records, wrote performance reviews, and administered disciplinary procedures when necessary. Developed, tracked, and reported on quarterly goals. Chaired and attended meetings as a representative of the department. Developed written specifications and procedural documents for the department.

RECENT PROFESSIONAL ACCOMPLISHMENTS

- After previous Executive Director retired, cut staff by 50% while still managing the same workload.
- Managed 4 to 5 conferences and trainings per year ranging in size from 75 to 2,500 attendees, receiving excellent attendee and speaker feedback from anonymous feedback reports.
- Reorganized business finances to conform to tax law requirements while making them more transparent to board members. Put revenue reserves in interest bearing accounts.
- Reduced publication costs by 50%.
- Acquired 3 new conference clients in 2007-2008 fiscal year.

EDUCATION
General education, UC California prerequisites completed, Cabrillo College, Santa Cruz CA

SPECIALIZED TRAINING
- MSU Cashnet and EBS Trainings
- Adobe Presenter & Connect, MSU Computer Center, May 2011
- Access Fundamentals Training, MSU Computer Center, May 2011
- Finance & Risk Management Essentials for Nonprofit Leaders, Nonprofit Risk Management Center, DC, 2007
- Finance for Executive Directors: Assessing Financial Health, Fiscal Systems & Staffing, Compass Point, CA, 2007
- FileMaker Pro Training, Mac/Window Academy, Florida, 2004
- Financial Management Concepts for Nonprofit Organizations, CompassPoint, CA, 2004
- Bookkeeping in QuickBooks, CompassPoint, CA, 2004
- Budgeting and Financial Planning for Nonprofits, CompassPoint, CA, 2004
- Using PageMaker, Rockhurst College Continuing Education Center, MO, 2002
- Food and Beverage Management, San Jose State University, CA, 1998
- Contracts and Negotiations, San Jose State University, CA, 1998
- Audio Visual for Meetings and Event, San Jose State University, CA, 1998

RECENT ACTIVITIES/AFFILIATIONS
- Women's Center of Greater Lansing, Volunteer
- Greater Lansing Food Bank, Volunteer

REFERENCES:

Available upon request.