

KATE MCALISTER
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CAREER PROFILE

Results producing professional with experience in sales and marketing, management, administration, and leadership. Demonstrated ability to develop, implement, and oversee innovative marketing and promotional campaigns. Consistently successful in building consensus and driving cooperative relationships with staffs, Boards of Directors, government agencies, vendors, and business owners. Creative and practical with proven ability to problem solve complex issues involving multiple internal and external stakeholders. Key competencies include:

- Strategic & Mission Planning
- Project Management
- Sales & Marketing Strategies
- Financial & Budgetary Planning
- Promotional Activities
- Staff Training & Development
- Policy & Procedure Development
- Program Design and Execution
- Public Speaking & Public Relations
- Team Building & Leadership
- Problem Analysis & Resolution
- Diversity, Inclusion and Belonging initiatives

PROFESSIONAL EXPERIENCE

GREATER SANDPOINT CHAMBER OF COMMERCE, Sandpoint ID

2010- 2023

President/CEO

President/CEO with full planning, operating, marketing, financial, legislative/regulatory and administrative responsibility for a growing Chamber with over 415 members. Directed four full- and part-time staff. Worked in cooperation with the Board of Directors to drive strategic planning and annual budgeting processes.

- Initiated a new strategic plan with a complete reorganization to reverse previous financial decline and restore stability. Outsourced non-critical functions and implemented aggressive cost reductions.
- Developed marketing strategy of 35% membership dues/65% non-dues income; stabilized and maintained membership.
- Broadened volunteer base with new Ambassador Program and other committee work.
- Negotiated business partnerships and devised new programs/strategies to further expand market reach and drive member/revenue/profit growth.
- Developed and implemented employee policy and procedure manual as well as financial policy and procedures.
- Developed and produced marketing/promotional material to promote benefits and services, significantly increasing inquiries and community interest.

Achievements:

- Implemented and planned Leadership Sandpoint Program including development and implementation of non-profit Board training curriculum based on John Carver's Board Governance.
- Managed Business Improvement District of downtown core businesses. Including holiday promotions, economic development and issues advocacy
- Negotiated with the Board of Directors to rehabilitate Chamber owned office building eliminating rental fees for long-term effectiveness.
- Researched, managed and implemented Sister City Program with Nelson, BC in 2012 in coordination with both City Councils and respective Mayors
- Successfully increased participation and revenue for local events such as: Scenic Half Marathon – participation increase 20%; Beerfest – participation increase 80%; Taste of Sandpoint – participation increase 25%.
- Increased Idaho State Department of Commerce tourism grant by 56%, from \$86k to current \$205k annually to promote the Greater Sandpoint region.
- Instrumental in Sandpoint being named *Most Beautiful Small Town in America* by USA Today and Rand McNally in 2011.

ITRON, INC., Liberty Lake, WA

1995 – 2009

Community Investment Program Manager

1999 – 2009

Developed, implemented, and managed national community involvement program. Interfaced regularly with community and civic leaders, executive management, and brand, advertising, and public relations functional areas. Led corporate-wide Community Involvement initiatives and community partnerships. Areas of responsibility included:

- Program Development and Management
- Strategic Corporate Contributions and Funding
- Community Outreach and Public Relations

Achievements

- Founded unique, one of 30 in the nation, internal Employee Crisis Foundation, providing immediate support to employee families. Researched and developed from due diligence to receiving non-profit status in March 2006, including board selection and training.
- As member of Boston College Center for Corporate Citizenship International Community Involvement Roundtable, developed and presented Standards of Excellence for the Community Involvement field ensuring standards developed and adopted throughout practicing community.
- Participated as a speaker at professional development conferences presenting information on community involvement, sponsorships, and corporate citizenship initiatives.

PROFESSIONAL EDUCATION

Buccaneer Scholar – Learning is a lifelong habit. Currently studying neuroplasticity and the aging brain

Boston College, Carroll School of Business, Center for Corporate Citizenship, Boston, MA, 2000 – 2009

Whitworth University

Idaho State University

Certificate in Fundamentals of Leadership and Management, 2003

Certificate in Complex Planning and Risk Management – University of Utah Law Dept - 2021

AFFILIATIONS

Angels Over Sandpoint
President/Board member 2005 – 2021
Member since 2001

International Selkirk Loop Board of Directors
USA Board President – 2011 – current

Forest Bird Charter School Board of Directors 2013
Chair –current

City of Sandpoint City Council Member – 2020- 2024
Idaho House of Representatives Candidate 2016

Sandpoint Urban Renewal Agency – 2013 - 2017
Appointed by Mayor 2013

Panida Theater Board of Directors 2011 - 2014

Boston College Center for Corporate Citizenship International
Community Involvement Roundtable, Member, 2004 – 2009

Itron Employee Emergency Foundation,
Founder and Board Member, 2005 – 2009

Kaniksu Health Services
Board Member, 2018 - current

HONORS

Idaho School Board Association Citizenship Award 2015

Exceptional Dedication to the Corporate Vision Award, Itron, Inc., 2000

Junior Achievement National Bronze Award for Leadership and Support, Jr. Achievement, 2002