

Mark Armstrong, CMAA – Nebraska

2016

Conference Site: Nashville, TN

37th NIAAA President

Mark Armstrong, CMAA was selected as the Region B At-Large Representative to the NIAAA Board of Directors in 2012. In 2016, Mark became the 37th President of the NIAAA, the third to serve in that capacity from Nebraska.

Prior to his tenure on the Board and term as President, Mark served the NIAAA as the Awards Committee Chair, Delegate, National LTI Teaching Faculty and served on the 2nd Strategic Planning Committee. He also served at the State Level, serving as the LTI State Coordinator/Certification Coordinator and facilitated two state-level strategic plans.

During his term as President, the Board of Directors continued to promote the value and benefit of NIAAA membership and saw record membership when we surpassed the 10,300 member mark and witnessed the largest attended national conference, with over 2000 registered and retired AD's in attendance in Nashville. Thirty-nine states were recognized for their membership status and growth at the conference.

Several new initiatives were launched as a result of the 4th strategic plan. Two new committees were formed and met at the national conference for the first time, Membership and Resolutions Committees. In addition, an Ad Hoc committee was formed to begin work on our International programming. The plan also called for the development and hiring of a new Development, Marketing and Communications Manager, and this was accomplished.

The NIAAA Classroom was also adopted which allows the association new methods of delivering professional development. This enhanced software also allowed the NIAAA to conduct the At-Large voting process electronically. In addition, this software will allow for online Certification testing. Two pilots were performed during the year, culminating with the CAA exam being given electronically for the first time at the National Conference. All future exams will be administered through this platform.

Another initiative from the Strategic Plan was the investigation and subsequent Delegate Assembly approval of a 4th At-Large Board Representative. This change allows for a 4th At-Large representative to the Board of Director and creates a platform for only two sections to run against each other, rather than having Regions comprised of 2 and 3 sections.

This was a year of transition in the NIAAA office as Mike Blackburn took over as Executive Director for Bruce Whitehead and the hiring of Phil Rison as Associate Executive Director to fill that vacant position. The NIAAA will continue to operate under the tremendous leadership of Mike and Phil.