

Work History

- 2012-Present American Institute of Architects, Iowa Chapter Des Moines, IA
Executive Director
- ◆ Chief advocate and face of the profession of architecture in the state of Iowa.
 - ◆ Leader in the strategic direction and operations for the association.
 - ◆ Manage day to day activities and implementation of policies and procedures as stated by Board of Directors and association bylaws, oversee office operations and staff.
 - ◆ Responsible for planning and attending AIA Iowa board meetings and retreats, committee meetings, Grassroots initiatives across Iowa.
 - ◆ Represent AIA Iowa at State and National levels in Washington D.C., at the annual AIA National Council for Architectural Component Executives meetings.
 - ◆ Coordinate all Government Affairs activities including attending ICIF meetings, monitoring legislation, rules and policies, coordinate meetings, action alerts, and activate membership involvement.
 - ◆ Work with volunteers as the liaison to five Sections and over ten Chapter Committees.
 - ◆ Direct and budget several events including annual convention, spring meeting, advocacy day, professional development seminars, and networking socials.
 - ◆ Responsible for all communications, public and media relations, and marketing efforts of the Chapter.
- 2012 American Institute of Architects, Iowa Chapter Des Moines, IA
Acting Director
- ◆ Manage day to day activities and implementation of policies and procedures as stated by Board of Directors and association bylaws, oversee office operations and staff in absence of Executive Director while also completing the day-to-day activities of the Deputy Director.
- 2007-2012 American Institute of Architects, Iowa Chapter Des Moines, IA
Deputy Director
- ◆ Assist in managing day to day activities and implementation of policies and procedures.
 - ◆ Attend AIA Iowa board meetings and retreats, committee meetings, Grassroots initiatives in Iowa and Washington D.C., and the annual AIA National Council for Architectural Component Executives meetings.
 - ◆ Coordinate all Government Affairs activities including attending ICIF meetings, monitoring legislation, rules and policies, coordinate meetings, action alerts, and activate membership involvement.
 - ◆ Work with volunteers as the liaison to eight committees.
 - ◆ Plan, budget, promote, and direct multiple Chapter events.
 - ◆ Recruit and retain members as well as manage membership databases.
 - ◆ Responsible for all communications, public and media relations, and marketing efforts of the Chapter. Including administrating the website and social media, editing the newsletter, coordinating contents of the *Iowa Architect* directory, the bi-annual *Iowan* magazine inserts, and annual newspaper insert.
- 2003-2006 American Institute of Architects, Iowa Chapter Des Moines, IA
Director of Communications
- ◆ Responsible for all communications, public relations, and marketing efforts. Including administrating the website, editing the newsletter, coordinating contents of the *Iowa Architect* directory, the bi-annual *Iowan* magazine inserts, and annual newspaper insert.
 - ◆ Worked with volunteers as the liaison to the following committees: Public Relations, Annual Convention, Allied Member, Iowa Architect, and Construction@.
 - ◆ Planned, promoted, and directed events including portions of the annual convention, advocacy day, professional development seminars, networking socials, and various other events.
- 2002-2003 Times Citizen Communications Iowa Falls, IA
Advertising Sales Consultant
- ◆ Represented the Iowa Farm Bureau Spokesman in the Central and Southwest Iowa regions.
 - ◆ Managed, maintained, and created new advertising accounts for the Iowa Farm Bureau Spokesman.
 - ◆ Consulted clients regarding their advertising needs, including budgeting and design.
 - ◆ Worked in a team environment with other sales consultants to meet budgeted goals.
- 2000-2002 The Lutheran Home Omaha, NE
Director of Marketing & Admissions
- ◆ Spokesperson for the Home, responsible for public relations, marketing, and product image-Designed all collateral material and chose advertising, and edited two monthly promotional newsletters.
 - ◆ Planned and directed multiple events with staff, volunteers, and residents.
 - ◆ Developed public relations with area community members and other professionals through events, trade shows, and community outreach programs.
 - ◆ Upheld occupancy numbers by touring and promoting to potential residents and coordinated admissions with hospital discharge planners and family members.
 - ◆ Manager and purchaser for the Home's gift shop.

JESSICA A. REINERT, HON. AIA IOWA, CAE, IOM

Formal Education

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| 1997-2000 | Bachelor of Liberal Studies <i>Emphasis in Marketing, Journalism, and Communications</i> <i>Minor in Sociology</i> | Iowa State University, Ames, IA |
| 1996-1997 | General Studies | Kirkwood, Cedar Rapids, IA |
| 1993-1996 | High School Diploma | MMC High School, Marcus, IA |

Continuing Education

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| 2012 | Presentation Training Program Wixted Pope Nora Thompson & Associates | West Des Moines, IA |
| 2006-Present | American Institute of Architects Council for Architectural Component Executives Conference Grassroots Leadership & Legislative Conference <i>Various Courses in Association Management & Advocacy</i> | Various locations nationwide |
| 2006-2010 | Institute for Organization Management U.S. Chamber of Commerce <i>Various Courses in Association Management</i> | University of Wisconsin, Madison, WI |
| 2005-2006 | ISAE Leadership Class Iowa Society of Association Executives <i>Various Courses in Association Management</i> | Des Moines, IA |
| 2003-Present | Iowa Society of Association Executives <i>Various Continuing Education Courses</i> | Des Moines, IA |
| 2003-Present | Skillpath Courses, ongoing <i>Various Continuing Education Courses</i> | Des Moines, IA |

Certificates & Awards

- ◆ Emerging Executive, American Institute of Architects
- ◆ Honorary Membership, American Institute of Architects, Iowa Chapter
- ◆ Certified Association Executive, American Society of Association Executives
- ◆ AIA Iowa President's Certificate of Excellence, American Institute of Architects, Iowa Chapter
- ◆ Certificate in Nonprofit Organization Management, Institute for Organization Management

Memberships & Volunteer Activities

- ◆ American Institute of Architects, Council for Architectural Component Executives
- ◆ American Institute of Architects Digital Transformation Committee Chair
- ◆ American Society of Association Executives Member
- ◆ American Society of Association Executives Jury Member Gold Circle Awards
- ◆ Affiniscape American Institute of Architects Industry Committee Chair
- ◆ Iowa Society of Association Executives Member
- ◆ Iowa Society of Association Executives Nominating Committee Member
- ◆ Iowa Society of Association Executives Leadership Program Review Task Force
- ◆ Iowa Architectural Foundation Board Member, Branding Committee and Operations Committee Member
- ◆ Iowa Environmental Council Member
- ◆ Iowa Association of Business and Industry Member
- ◆ Iowa State University Alumni Association Member
- ◆ Young Professionals of Iowa Member
- ◆ Story County Master Gardener Association Board of Directors
- ◆ Greater Des Moines Partnership Member
- ◆ Greater Des Moines Young Professionals Connection Member
- ◆ Des Moines Downtown Chamber Member
- ◆ Story City Community Garden Board of Directors
- ◆ Immanuel Lutheran Church, Story City
- ◆ P.E.O. Sisterhood, Chapter PB State of Iowa
- ◆ Roland Story Parent Teacher Organization Member and Member of Marketing Committee
- ◆ Rotary International Member & Community Service Committee Member
- ◆ Story City Scandinavian Days, Art & Craft Show Committee Co-Chair