

HEATHER A. MATSON

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EXPERIENCE

Iowa Democratic Party, Des Moines, IA

First Vice Chair (January 2013 – Present)

- ❑ Elected by members of the State Central Committee
- ❑ Voting member of Democratic National Committee and Association of State Democratic Chairs
- ❑ Advocates national to maintain Iowa's Caucus as first in the nation
- ❑ Instrumental in the founding of the Blue Guard, a group within the Iowa Democratic party aimed at engaging young professionals in politics
- ❑ Spokesperson for the party with media outlets and at events

The Pampered Chef, Greater Des Moines, IA

Team Leader, Senior Consultant (November 2010 – Present)

- ❑ Operate independent small business in direct sales of premier kitchen products
- ❑ Supervise two team members

Campbell/Patterson Consulting, Des Moines, IA

Consultant (January 2010 – Present)

- ❑ Track legislation and provide information and analysis for grassroots and capitol lobbying firm

Planned Parenthood Voters of Iowa PAC, Des Moines, IA

Chair

- ❑ Chair the quarterly meetings as well as any special meetings throughout the year
- ❑ Provide fundraising strategy and support for the PAC
- ❑ Work with key staff to execute the fundraising and political goals of the PAC
- ❑ Provide strategic leadership in regard to legislative and gubernatorial campaign involvement
- ❑ Offer advice and guidance on candidate endorsements

Planned Parenthood of the Heartland (formerly PPGI), Des Moines, IA

Lobbyist & Researcher (May 2009 – October 2009)

Field Director, Healthy Families Project (July 2008 – April 2009)

- ❑ Served as a lobbyist at the State Capitol during legislative session
- ❑ Provided research for all aspects of legislative priorities
- ❑ Managed four regional organizers with territories covering targeted legislative districts across Iowa
- ❑ Developed and executed legislative and grassroots outreach activities and goals for regional organizers in coordination with the Director of Governmental Affairs
- ❑ Managed statewide summer canvass operation beginning one month into the program; provided direct assistance to four team leads in offices statewide; interviewed and hired additional canvassers as needed

Planned Parenthood of Greater Iowa (PPGI), Des Moines, IA

Manager of Political Giving (April 2007 – July 2008)

- ❑ Developed and managed the overall finance plan and budget of the Freedom Fund and Freedom Fund PAC, PPGI's 501(c)(4) and political action committee
- ❑ Developed and executed the Freedom Fund's first statewide fundraising strategy to include monthly house parties, an annual reception, and direct mail solicitations
- ❑ Built and maintained strong relationships with the Freedom Fund Board of Directors and PAC Steering Committee to ensure support and participation in fundraising efforts

- ❑ Organized and executed Freedom Fund's record-breaking \$60,000 annual fundraising reception (2007)
- ❑ Coordinated fundraising events throughout the state: scheduled events with hosts; developed mailing universes and copy for sponsor request letters and postcard invitations; drafted talking points; staffed events; and performed necessary follow-up
- ❑ Re-launched the Freedom Fund's membership program, including the creation, distribution and compilation of results of a survey for current Freedom Fund donors to determine their interests and preferences regarding membership in the organization
- ❑ Filed campaign finance reports for Freedom Fund PAC to the Iowa Ethics and Campaign Disclosure Board

Tom Vilsack for President, Des Moines, IA

Chief of Staff to Christie Vilsack (November 2006 – February 2007)

- ❑ Served as Christie Vilsack's primary liaison to the Campaign
- ❑ Ensured all of Christie Vilsack's scheduling priorities were addressed by planning monthly blocks for travel and day to day events
- ❑ Managed all details of Christie Vilsack's national and Iowa schedule, including briefing time, travel logistics, reservations, compilation of briefing books, and all necessary follow-up for her travel and meetings
- ❑ Worked in coordination with other senior staff to determine the Campaign's message and activities
- ❑ Served as immediate supervisor to Christie Vilsack's travel aide/assistant scheduler

Heartland PAC Iowa, Des Moines, IA

Political Staff/ Advisor to Iowa First Lady Christie Vilsack (June 2006 – November 2006)

- ❑ Determined, scheduled and staffed all Iowa political meetings and events for First Lady Christie Vilsack
- ❑ Wrote all briefings and talking points for the First Lady's Heartland events, meetings and call time
- ❑ Worked in coordination with other senior staff to help determine Heartland Iowa's message and activities
- ❑ Served as the First Lady's liaison to the Iowa Democratic Party, House and Senate legislative campaigns, gubernatorial campaign, and congressional campaigns

Dusky Terry for Secretary of Agriculture, Des Moines, IA

Campaign Manager/ Finance Director (October 2005 – June 2006)

- ❑ Managed daily operations of the campaign office
- ❑ Developed and executed statewide scheduling strategy for primary election campaign; including management of the candidate's daily schedule
- ❑ Developed and managed campaign budget
- ❑ Managed and executed call time with the candidate, including follow-up for pledged contributions
- ❑ Interviewed and contracted with direct mail consultants; determined statewide mailing universe; coordinated photo shoot; reviewed and approved all mail pieces
- ❑ Coordinated fundraising events throughout the state: scheduled events with hosts; developed mailing universes; drafted invitation copy and executed all orders with printing company; staffed all events; and performed necessary follow-up
- ❑ Drafted and distributed all press advisories and releases
- ❑ Supervised website design and content; wrote all text

Office of Congressman Leonard Boswell, Des Moines, IA

Deputy Communications Director/ District Representative (January 2005 – September 2005)

- ❑ Drafted correspondence and talking points for the Congressman
- ❑ Drafted news advisories and press releases in coordination with Press Secretary
- ❑ Served as primary liaison to the Iowa Democratic Party
- ❑ Staffed and/or represented the Congressman at meetings and special events

Leonard Boswell for Congress, Des Moines, IA

Finance Director (March 2004 – September 2005)

- ❑ Presided over \$1.5 million record-breaking fundraising cycle (2004)

- ❑ Managed and executed call time with the Congressman, including follow-up for pledged contributions
- ❑ Coordinated fundraising events throughout the district: scheduled events with hosts; developed mailing universes; drafted invitation copy and executed all orders with printing company; staffed all events; performed data entry of pledges and contributions and necessary follow-up
- ❑ Served as immediate supervisor to Deputy Finance Director (2004)

John Kerry for President, Inc., Des Moines, IA

Assistant to the State Director (September 2003 – February 2004)

- ❑ Managed daily schedule and all requests of Iowa State Director
- ❑ Served as immediate supervisor to Statewide Volunteer Coordinator and Chief of Operations
- ❑ Drafted and distributed agendas, minutes and action items for all senior staff and headquarter staff meetings, as well as weekly conference calls with Iowa state legislators and Statewide Leadership Team
- ❑ Coordinated invitation process for John Kerry events in Iowa: drafted invitation copy for approval by Press Department; collected mailing universes from Regional Field Directors; verified dates, times and locations with Scheduler and field staff; executed all orders with printing company; and managed distribution of invitations, whether by a mail house or by volunteers
- ❑ Served as principal contact in the Des Moines Headquarters for Iowa state legislators supporting John Kerry
- ❑ Drafted memoranda and correspondence as requested by the State Director
- ❑ Served as Co-Chair of the Campaign's Jefferson-Jackson Dinner Planning Committee: coordinated meetings and kept staff on task; assisted in planning of pre-party activities; and managed allocation and distribution of tickets held by the Campaign

Chicago Mercantile Exchange (CME), Washington, DC

Manager, Government Relations (August 2002 – August 2003)

Government Relations Coordinator (October 2001 – August 2002)

Administrative Assistant (August 1998 – October 2001)

- ❑ Developed and executed the Chicago Mercantile Exchange Political Action Committee (CME/PAC) contribution strategy in coordination with the Director, Government Relations and CME/PAC Board of Directors
- ❑ Managed the Government Relations Department annual budget of \$1.5 million; worked with the Director, Government Relations to define the department's projects and ongoing programs for budget allocation
- ❑ Developed fundraising strategies for CME/PAC, including the creation of a new CME/PAC brand and logo and the launch of a new campaign to solicit CME employees
- ❑ Managed the launch of CME/PAC's first quarterly newsletter in 2003; drafted all newsletter copy and made final editorial decisions
- ❑ Developed CME/PAC solicitation materials, including all copy for a new CME/PAC brochure
- ❑ Served as principal contact for congressional campaign committees, political committees and organizations
- ❑ Represented CME by attending fundraisers, meetings, special events and conferences
- ❑ Monitored daily periodicals for information regarding congressional hearings, legislative developments and congressional campaigns
- ❑ Determined and analyzed all federal elections of priority to CME; interviewed congressional candidates for potential CME/PAC support
- ❑ Coordinated Congressional Visitation Program to Chicago Mercantile Exchange headquarters

EDUCATION AND TRAINING

The George Washington University, Washington, DC

Master of Arts in Legislative Affairs, 2001

Western New England College, Springfield, MA

Bachelor of Arts in Government, *summa cum laude*, 1998

Minor in Communications

Fred Pryor Seminars

Team-Building, Mentoring and Coaching Skills for Managers and Supervisors, 2008
Managing Multiple Priorities and Deadlines, 2008

ASAE and the Center for Association Leadership

Membership Boot Camp (6 week web-based course), 2007

Additional college experience included:

Tele-counselor, Admissions Office, Western New England College, Springfield, MA (1994 – 1998)

Customer Service, Publication Department, Christie's, New York, NY (Summer 1997)

Intern, United States Senate Committee on Labor and Human Resources, Washington, DC (Summer 1996)