



LESLIE STURGEON

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AREAS OF EXPERTISE

Marketing / Promotions
Program Development
Customer Service
Event / Retreat Planning
Communications
Strategic Planning
Organization / Logistics
Networking
Business Operations
Project Management
Sales
Leadership / Team Building
Inspiring Presenter

RECOGNITIONS

NH 200

Top 200 Most Influential NH Leaders
by NH Business Review

Outstanding Women in Business
by NH Business Review

Women in Business Champion
Small Business Administration



Leader - Entrepreneur Event Planner - Sales / Marketing Professional

- Award-winning entrepreneur and leader with broad expertise in business development, marketing, operations and sales. Track record of capturing new business opportunities.
- Event planning expertise and accustomed to negotiations, menu planning, program development and handling of sponsors and complex logistics.
- Speaker and media contributor in the areas of women's entrepreneurship, empowerment, networking, and personal development.
- Creative thinker capable of developing comprehensive marketing and public relations campaigns leading to significant results.
- Unparalleled attention to detail with superior organizational capabilities.
- Team builder and motivational leader able to inspire others to excellence.
- Personable with an ability to quickly establish a rapport with others leading to solid business relationships. Sharp business and customer focus.

CAREER SUMMARY

WOMEN INSPIRING WOMEN
Founder / President

2007 - Present

- Created, launched and grew this business and professional women's organization – now recognized as the largest of its kind in the State of New Hampshire. Received citations from NH Governor and NH Senate.
- Developed and maintain extensive database of members and prospects.
- Plan and host events aimed at bringing women together for networking, business resources, professional development and empowerment. Host Inspiring Women in Business and NH Conference for Women day-long events with hundreds of guests. Spearhead extensive marketing/public relations campaigns.
- Develop topics and programs for events and secure venues, sponsors and professional speakers.
- Mentor/coach entrepreneurs and other professionals to achieve their personal goals. Ignite passion for success in event attendees and members.
- Create a comprehensive member benefit program, develop periodic newsletters, maintain website and provide advertising opportunities for members.
- Actively pursue corporate partners and grants for programming and to offset operating expenses.
- Provide members with resources to further their knowledge and personal endeavors.
- Identify and pursue educational and professional opportunities for women in New Hampshire.
- Collaborate with other similar organizations to further the development of women professionals.

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CAREER SUMMARY - *Continued*

MEREDITH AREA CHAMBER OF COMMERCE

2020 - 2022

Executive Director

- As the senior leader responsible for the overall management and direction of the Chamber in accordance with its vision and mission, provided oversight, planning, leadership and execution for all aspects of the Chamber including membership, publicity, employee supervision, public and member communications, member services, financial management and Board of Directors development. Engaged with the Board of Directors and various committees to establish vision, policies, strategic focus, priorities and events.
- Extensive event planning and execution, website design, social media content, area guidebook publication, marketing and promotions. Significant focus on member recruitment and retention as well as development of member benefits.
- Represented the Chamber at local events and served as the "face and voice" of the Chamber.

OFFICE OPTIONS / ASSOCIATION SOLUTIONS

1989 - 2016

Founder / President

- Successfully established and grew association management and office support services businesses.
- Oversaw all aspects of business including marketing, public relations, customer service, financial vitality, purchasing and sales. Recruited and developed a professional staff.
- Partnered with small businesses, individuals, organizations and executives to provide high level administrative services, leadership, organization, staffing, project management and operations.
- Served as Executive Director for several homeowners and professional organizations. Coordinated all member communications, annual meetings, contract negotiations, bookkeeping, minutes, etc. Resolved complex member issues while building a sense of community. Created a solid foundation and efficient operational structure in collaboration with Boards of Directors.

EDUCATIONAL BACKGROUND

TONY ROBBINS MASTERY UNIVERSITY

Year-long total immersive program encompassing business, leadership, wealth, life, achievement, purpose and health.

BURDETT SCHOOL, Boston, MA

Graduate of Business and Cooperative Executive Secretarial Program Accelerated, intensive business program combined with co-op internship at John Hancock Life Insurance Company. (GPA: 3.94)

Life-long learner with insatiable curiosity who frequently attends industry specific, technology and business related courses. Aggressive pursuit of knowledge through self-improvement, personal development and business research/resources.



COMMUNITY / PROFESSIONAL GROUPS

ALTRUSA INT'L OF MEREDITH, NH (19 Years)

President (6 years)

Youngest and longest serving President responsible for leading this business and professional women's community service organization. Held all positions within the club and chaired every committee. Involved in each aspect of the association including fundraising, community outreach, membership recruitment and retention, charitable donations and public relations. Created the Festival of Trees and Antique Show. Served as Leadership Chairperson for the 550+ member district responsible for creating and facilitating leadership programs.

KIDWORKS LEARNING CENTER (3 years)

President

Led the Board of Directors and supervised the Executive Director. Child care center employed 20 teachers and had a student body of 100 children. Oversaw budget of \$650,000 including facilities, program development, curriculum, fundraising, compliance, grants, staff and executive director development, and community and family relations.

MEREDITH CHAMBER OF COMMERCE (12 years)

Member of Board of Directors

Responsible for carrying out the Chamber's mission of promoting businesses in the Greater Meredith area.

MEREDITH ROTARY CLUB (19 years)

Volunteer, editor of the newsletter and recipient of Paul Harris Fellow award for commitment to community service.

ASSOCIATION OF BUSINESS SUPPORT SERVICES

Past Member and frequent contributor to monthly newsletter. Periodically participated in panel and roundtable discussions at national and regional conventions.

OTHER

- Executive Director
Newfound Area Region Chamber of Commerce
- Incorporator
Belknap County Economic Development Council
- Advisory Panel Member and Article Contributor
NH Mirror and Applaud Magazine
- Past Board Member
League of NH Craftsmen, Moultonborough Community Association Scholarship Committee and Meredith Post Office Advisory Council
- Past Advisor – ASTRA Club (for young women)
- NH Business Review Economic Roundtable Participant
- Guest Judge for NH Rising Stars Awards, NHBR's Outstanding Women in Business Awards and Business NH Magazine's Business Leader, Financial Institution and Non-Profit of the Year
- Founder of Panther Pride, the Moultonborough Academy Alumni Association

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PRESENTATIONS AND PROGRAMS

PANEL & ROUNDTABLE DISCUSSION FACILITATOR

- World Affairs Council of NH – Educational exchange with business women visiting from around the globe
- NH Association of Senior Centers – Business Operations, Member Engagement and Leadership
- Constant Contact Small Business Summit – Engagement Marketing
- Women's Entrepreneurship Day – Member of "Pitch Panel"

PROFESSIONAL ORGANIZATIONS

- Granite State Association of Legal Administrators - You Are In The Driver's Seat of Your Life
- New England Association of Design Education Annual Conference – Think and Act Like a CEO
- Real Estate Stagers Association of NH – Entrepreneurial Success
- Meredith Altrusa Club – Make it a Phenomenal Year
- Leadership Lakes Region – The Making of a Leader
- Speare Memorial Hospital Women's Conference – Overcoming the Superwoman Complex
- H30 Ministry Professional Women's Organization – Overcoming Limiting Beliefs
- SCORE Lakes Region Chapter – Ups and Downs of Entrepreneurship
- NH Drapery Designers & Installers – Effective Networking Strategies
- Nashua Telegraph Total Women's Showcase - Master Your Time and Your Life, Success & Motivation
- Wentworth-Douglass Hospital - Administrative Professionals - Time Management, Productivity & Success
- International Association of Administrative Professionals - NH Chapter - Living an Extraordinary Life
- NH Insurance Women's Organization – Living an Extraordinary Life
- American Business Women's Association – Effective Networking Strategies
- NH Business and Professional Women's Organization – Tips for Success & Effective Networking
- New Hampshire Association of Early Childhood Educators – Becoming A Confident Communicator
- Lakes Region Chamber of Commerce – Brown Bag Luncheon Event - Effective Networking Strategies
- Charter Trust Women's Luncheon - Lessons Learned on the Road to Self-Discovery

YOUTH GROUPS

- Educators Rising – Life Strategies for Aspiring Superheroes
- Future Business Leaders of America – NH Annual Conference – Leadership, Success and Motivation
- Hugh O'Brien Youth Leadership Conference – Growing an Idea Into a Movement / Leadership
- Pemi Youth Center – Girl's Group – Becoming a Shining Star in Your Life
- Moultonborough Academy and Bedford High Schools – Career Days

WOMEN INSPIRING WOMEN

The Confident Communicator, Success and Motivation Panel Discussions, Effective Networking Strategies, Lessons Learned on the Road to Self-Discovery, Becoming Fierce and Fabulous, Master Your Time, Master Your Life, Think and Act Like a CEO, Be The Queen of Your Life, Business Inspirations: Lessons Learned from a Serial Entrepreneur, Becoming a Self-Management Super Woman, Bloom Where You Are Planted and Creating an Extraordinary Life

MEDIA AND PUBLICATIONS

RADIO SHOWS & PODCASTS

- NH Movers and Shakers – IHeart Radio - History of WIW / Life Lessons
- Positive Perceptions Talk Radio - Taking Charge of Your Life
- The NH Brand Radio Show - History of WIW
- Begin with Yes Radio Show on Empower Radio - Leaving the Comfort Zone
- Community Business Connection Show – WKXL Radio - Personal Development and Effective Networking
- WSMN Radio - Work for Hire and Motion Before Motivation Shows – Effective Networking Strategies; People Sense for Business Show – NH Women's Leadership and Be Extraordinary Not Ordinary; Mike Bonacorsi Show – Living the Life You Want to Live

TELEVISION

- Happiness Jungle – Nashua Community TV – Personal Development / Success
- Begin with Yes Show – Manchester Community TV – Personal Development / History of WIW
- Motivation with Mike D Show – Lakes Region Community TV - Success and Motivation

PUBLICATIONS - Spotlights and Features

- Spiritual Business Magazine
- Applaud Magazine – Inspirational Networking Leaders of NH
- Laconia Citizen – Faces of the Lake
- Wall Street Journal - How I Formed My Own Networking Group
- Constant Contact - Success Story
- NH Mirror - Up Close
- Laker - Lifestyles
- Business NH Magazine - The Art of Small Talk in Business Networking; Show Me The Referral; Private Networking Groups in NH and Entrepreneur Spotlight

PUBLICATIONS - Published Articles

- Business NH Magazine – She Means Business: Women Skyrocket to Success
- NH Mirror – Consider a Mentor and One Step, One Handshake at a Time
- Local Real Estate Deals Magazine – Just Be
- Goal Diva E-Book – Leaving Your Comfort Zone: Small Steps, Big Rewards

STIMULATE YOUR MIND, NURTURE YOUR SOUL - WOMEN INSPIRING WOMEN BLOG

Frequently publish articles on mindset, success, motivation, limiting beliefs, lessons learned, business, personal development, networking, overcoming challenges, perseverance, career, building a tribe, etc.

