

## Randy J. Bernhardt

[LinkedIn Profile](#)

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(505) 227-4090

[rjbernhardt@aol.com](mailto:rjbernhardt@aol.com)

### **Professional Expertise**

- Public charity, private foundation and corporate management.
- Organizational restructuring.
- Development and execution of strategic plans.
- For-profit and non-profit organizational, financial and human resources management.
- Corporate sponsorships, corporate social responsibility and corporate stewardship.
- Leadership for Board of Directors and corporate executives.
- Collaborate with Board of Directors and corporate executives.
- Hire, train and provide leadership for professional staff, administrative staff and volunteers.
- Human resources, legal, accounting and audit functions.
- Domestic and international contract development and negotiations.
- Event planning for organization annual meetings and conventions with 100 to 50,000 attendees.
- Media relations and public relations management.

### **Professional Experiences**

**Bernhardt Consulting Co.**, Albuquerque, N.M.

2014 – present

With three decades of experience in nonprofit and for-profit management, the Bernhardt Consulting Co. and our expert services helps organizations be more successful by facilitating movement in an ever-changing, dynamic world. Website: <http://www.bernhardtco.com/> Expertise areas include:

- Organizational Management: Board Development, Contract Development, Employee Incentive & Compensation Plans, Financial Management, Human Resources, Licensing Contracts, Mission, Vision & Strategic Planning, Nonprofit Legal Issues, Nonprofit Start-Up, Performance Review Systems, Reorganization, Succession Planning, Training & Mentoring
- Marketing & Public Relations: Cause Marketing, Corporate Social Responsibility (CSR), Marketing & Communication Plans, Media Relations, Public Relations
- Fund Development: Annual Giving, Development Plans, Endowments, Event Planning, Fundraising, Grant Writing, Sponsor/Donor Stewardship, Workshop Presenter

Current & Recent Clients: AFSA High School, American Boer Goat Association, American National CattleWomen, California Foundation for Agriculture in the Classroom, Colorado Foundation for Agriculture, Council for Agricultural Science and Technology, Grange Foundation, Greenvale Park Elementary School, National Agriculture in the Classroom, New Mexico Agriculture in the Classroom, Nutrients for Life Canada, Nutrients for Life Foundation USA.

**Progressive Agriculture Foundation**, Kansas City, Mo.

1999 – 2013

The organization manages a safety and health educational program throughout North America.

#### **Chief Administrative Officer**

- Restructured foundation from a private corporate foundation to a stand-alone entity in 2001. Subsequent conversion to a public charity in 2004.
- Better Business Bureau Wise Giving Alliance accreditation, 2008 – 2013.
- Charity Navigator 4-Star, exceptional rating – 2013.
- Increased cash and in-kind sponsorships 725% over 14 years; cumulative funds raised totaled \$28 million. Resulted in more than 1.2 million program attendees over 14 years.
- Revised foundation bylaws, established foundation policies, developed employee handbook and developed employee performance review system.
- Established Board of Directors and its committee structure.
- Served on Board of Directors as an ex-officio member.
- Management of Board of Directors, including orientation and training, providing leadership for the Board of Directors and their meetings and guiding Board of Directors' through strategic planning processes.
- Developed and negotiated domestic and international contracts.
- Managed human resource, legal, accounting and audit functions.
- Established accountability and transparency policies and procedures.
- Long-range fundraising and long-range marketing & communications planning.

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### **Progressive Agriculture Foundation, Chief Administrative Officer** (continued)

- Secured prestigious agencies to provide pro bono public relations and marketing services for the foundation; net savings of \$556,000 for the foundation.
- Directed media relations including print, radio, video, online and multi-media productions.
- Managed all foundation sponsor relations, including stewardship for corporate sponsors and prospecting for new corporate sponsors.
- Established administrative office at 76% below fair market rent and donation of office furnishings.

### **National FFA Organization, Indianapolis, Ind.**

1992 – 1999

A membership organization that provides premier leadership, personal growth and career success opportunities for nearly 650,000 youth.

#### **Senior Vice President** (1995 – 1999)

- Served on the senior management team with the COO and CEO.
- Member of the organization's restructuring committee.
- Provided leadership for and collaborated with the Board of Directors and with corporate executives.
- Developed and negotiated domestic contracts.
- Managed team of 12 individuals and more than \$6 million of the organization's \$8 million annual operating budget.
- Managed 75% of the organization's national convention functions, which annually attracts more than 50,000 attendees.
- Served as the liaison between the organization and their more than 7,000 agriculture instructors and FFA advisors and more than 500,000 youth members.
- Represented instructors and advisors to the media in the organization's public relations efforts.
- Led national rural safety program collaborating with organizations throughout the United States.

#### **Regional Director** (1992 – 1995)

- Secured new foundation financial support in 15 states, doubled support in three years and developed a model cold call prospecting system. Cumulative funds raised totaled \$2.3 million.

### **Chicago High School for Agricultural Sciences, Chicago, Ill. & Washington High School, South Bend, Ind.**

1984 – 1992

#### **High School Instructor & FFA Advisor**

- Horticulture, biology, agricultural science, economics and pre-calculus instructor.
- Developed agriculture curriculum and published institutions' curriculum guide.
- Wrote and published science curriculum.
- FFA advisor and leadership coach.

### **Professional Organizations**

- National Agri-Marketing Association, including national membership committee chair
- National Association of Farm Broadcasting
- Association of Fundraising Professionals, including Philanthropy Day committee

### **Certification, Training and Authorship**

- Ranked a top Albuquerque-based PR firm three consecutive years by Seattle-based Expertise LLC.
- Certified Fundraising Executive (CFRE), 2000 – present
- Leadership Development Program, Center for Creative Leadership
- Leadership and Teamwork, Center for Creative Leadership
- Multiple articles published in educational journals

### **Education**

M.S. – University of Illinois, Urbana, Ill.

B.S. – Michigan State University, East Lansing, Mich.