

Stacy Ellen Shapiro

EXPERIENCE

SHAPIRO STRATEGIES La Crosse, WI and beyond

President, 2006-Present

Works as consultant, facilitator, adviser, and trainer focusing on leadership, communications, Purposeful (Strategic) Planning© and a positive work culture. Strives to live a values-driven life and shares that passion with others. From the big picture to the details, encourages positive communication and constructive behaviors, while highlighting the importance of living our values in order to get desired results. Works to build strong relationships with those she serves. Dedicated to making a positive impact and adding value.

BIG BROTHERS BIG SISTERS OF THE 7 RIVERS REGION La Crosse, WI

Executive Director, 1996-2002

Led local agency. Along with very active Board of Directors, led strategic planning efforts which resulted in the agency tripling its budget, as well as the number of children served. Responsibilities included Board development, all hiring and coaching of staff/personnel, fundraising (annual campaign, special events, grant writing), public relations/public speaking and recruitment of Big Brothers/Sisters.

AMERICAN HEART ASSOCIATION Salt Lake City, UT

Regional Director, 1993-1995

Supported divisions of volunteers in the northern and western regions of Utah, including Salt Lake City, in all capacities. These included reorganizing, motivating, and managing volunteers as they implemented numerous fundraisers and programs to achieve goals. A particular focus was on encouraging the growth of exemplary volunteers to exceed fundraising goals, while working with surrounding businesses, the media, and the general public.

PHILANTHROPY MANAGEMENT, INC. Madison, WI

Assistant Director, 1991-1992

Manage/lead diverse employees of annual phone calling program for the University of Wisconsin – Madison. Exceeded \$3.1 million goal by \$300,000. Major responsibilities included all aspects of recruitment, hiring, training, scheduling, counseling, and motivating employees. Additional duties comprised of projecting/analyzing statistics of fundraising program, as well as creating recruitment and advertising budgets/reports.

SERVICE TO COMMUNITY La Crosse, WI

Volunteer, Present

Member of the D.B. Reinhart Institute for Ethics in Leadership Advisory Council. Franciscan Sisters of Perpetual Adoration Prayer Partner. Charter Member of Women in Philanthropy. Volunteer with WAFER and Salvation Army of La Crosse Co. on a regular basis.

Volunteer, Past

Family Mission Trip to Casa Hogar in Peru, Riverfront Advisory Council Member, La Crosse Fitness Festival Volunteer, Y.E.S. AmeriCorps Advisory Council Chairperson, Coulee Parenting Connection Advisory Council Member, Avant Member, Rotary Club of La Crosse Member

EDUCATION

University of Wisconsin – Madison, Bachelor of Arts, December 1990

Major – Communications with an emphasis in Business and Psychology

PERSONAL PURSUITS

Committed to a life devoted to family, meaningful friendships, and purposeful work

Personal, consistent commitment to a healthy lifestyle (including running/weight lifting)

Avid reader; dedicated to self-improvement in all areas

HUMBLE HONORS

1998 American Heart Association - WI Affiliate - Program Award

2005 Y.E.S. AmeriCorps Volunteer Award

2008 Building a Foundation for our Community Volunteer Leadership Award (La Crosse Community Foundation)

2011 Y.E.S. AmeriCorps Betty Zube Award

2016 YWCA Tribute to Outstanding Women Award

2017 Coulee Region Women Cover