

## DEBBIE REED, MA

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Office: 217-222-0034, ext. 333  
dreed@chaddock.org

### PROFESSIONAL EXPERIENCE:

#### Chaddock

Quincy, Illinois

*President/CEO | April 1994 – Present*

*Chief Operating Officer*

*Director of Planning and Special Projects*

*Director of Marketing*

*Associate Director of Public Relations and Marketing*

Responsible for agency positioning and growth on a state, regional, national and international basis; served as agency spokesperson; developed systems and processes to enhance organizational efficiency and effectiveness, such as the CQI process, strategic and operational planning, and agency re-engineering; provided administrative leadership for the development of agency's trauma and attachment focus, development of The Knowledge Center at Chaddock, as well as donor relations, Board Relations, and visioning to maximize the agency's mission reach.

#### The DDR Group

Quincy, Illinois

*Owner | January 1989 – April 1994*

Comprehensive marketing communications firm with a focus on clients in the non-profit sector. I was responsible for business management, staff supervision, and coordination of all phases of projects from concept through production.

#### Savings of America

St. Louis, Missouri

*Marketing Coordinator | March 1988 – December 1988*

Responsible for analyzing, planning and implementing marketing activities, including product promotion, local media planning and publicity for 25 savings branches and six loan offices in Missouri and Indiana.

#### American Lung Association of Eastern Missouri

St. Louis, Missouri

*Public Relations Coordinator | July 1986 – March 1988*

Responsible for all internal and external communications, including newsletters, brochures, special events planning, and media relations in a 55 county area of eastern Missouri.

### EDUCATION:

*Drake University, Magna Cum Laude | 1986*

B.A. in Journalism and Mass Communications

*Bellevue University | 2006*

M.A. in Leadership

Thesis Study: The Role of Leadership in Strategic and Structural Change: Impact on Personnel and Performance in a Non-Profit Organization

*Concordia University | In Progress*

Currently completing Ph.D. in Organizational Leadership

**LEADERSHIP ROLES:**

*United Methodist Association of Health and Welfare Ministries*

Board of Trustees | 2012 – Present  
Executive Committee | 2016 – Present  
Board Chair | 2018  
EAGLE Accreditation Commission Chair | 2012 - 2015

*Alliance for Strong Families and Communities*

Strategic Positioning Committee | 2006 – 2012  
Trends Committee | 2009 - 2012  
CEO Council | 2014 – 2018

*Illinois Great Rivers Alliance Board*

Held offices of Treasurer, Vice-Chair and Chair | 2007 – Present

*Illinois Department of Children and Family Services*

Child Welfare Advisory Committee | 2013 – 2018  
Medicaid Committee | 2012 – 2016 served as co-chair  
Governor's Office of Health Innovation and Transformation of Children's Services Committee | 2014

*Quincy Area Chamber of Commerce, Board of Directors | 2013 – present*

Executive Committee | 2016 – present  
Board Chair 2018

**TRAINING AND CONSULTATION:**

- Child Care Association of Illinois
- Indiana Association of Residential Child Care Agencies
- National Association of Homes and Services for Children
- National Child Care Development Association
- Open Minds Development and Marketing Institute
- United Methodist Association of Health and Welfare Ministries
- Alliance for Children and Families
- Mennonite Health Assembly

*Presentation Topics:*

- Managing with a Marketing Mindset
- Demystifying Marketing
- Positioning Your Agency for Success
- Crisis Management
- The Path to Revenue Diversification
- Anatomy of an Alliance
- Executive Performance Assessments
- Strategic Fortitude
- Bottom line Impact of Being a Faith-Based Organization
- Nonprofit Leadership
- Leadership LENS
- Nonprofit Leadership Academy

**PUBLISHED ARTICLES:**

- Total Quality – The Foundation of Chaddock Success, The UMA Journal, Vol. 1 No. 5, July 1994
- Nonprofit Marketing: Creativity Unplugged published in Marketing News, March 25, 1996
- Weathering the Storm: Responding to a Public Crisis in Your Church, Organization, or Home published as a 2-part series in The Current, January 9 and January 23, 2004
- The Path to Revenue Diversification: The Chaddock Case Study published in Open Minds: The Behavioral Health & Social Service Industry Analyst, December, 2004

- Executive Leadership in Times of Organizational Change: The Context of Battle as a Leadership Laboratory published in Open Minds: The Behavioral Health & Social Service Industry Analyst, January 2005
- The Leadership Tightrope: Balancing in the Changing Winds of Behavioral Health & Social Services published in Open Minds: The Behavioral Health & Social Service Industry Analyst, July, 2005.
- Ghosts in the Adoption, co-authored with Karen Buckwalter, Debbie Reed and Danielle Mercer, accepted for publication in 2018 by Families in Society

**BOOKS:**

- *Attachment Theory in Action: Building Connections Between Children and Parents*, edited by Karen Doyle Buckwalter and Debbie Reed, published by Rowman & Littlefield, December 2017
- *Raising the Challenging Child*, by Karen Doyle Buckwalter, Debbie Reed, and Wendy Lyons Sunshine, published by Revell Publishing, January 2020

**BLOG:**

*Reed About Leadership | January 2014 – present*  
Weekly leadership blog, [www.reedaboutleadership.wordpress.com](http://www.reedaboutleadership.wordpress.com)