

Barbara Newhouse



Barbara Newhouse has over 38 years of success in leading strategic initiatives resulting in operation growth and market strength. Her specialties are aligning the needs of a varied group of constituents with the overall mission and working with a grassroots chapter and volunteer network while maintaining a strategic business operations focus.

In 1985, Barb joined the American Cancer Society, becoming Vice President of Development and Marketing for the entire state of Nebraska and western Iowa. She succeeded in pulling the Nebraska Division out of a million-dollar deficit within 18 months, instituted major gifts and planned giving programs, and reached out to non-traditional partners (such as Nebraska beef producers) to develop partnerships for major fundraising events. She later became Vice President of Development for the American Cancer Society's San Gabriel Valley area (Pasadena and outer Los Angeles area) supervising a revenue budget of \$3.5 million.

Barb returned home in 1992 to accept a position as Executive Director of the Alzheimer's Association's Big Sioux Chapter, based in the tri-state Sioux City metro area. During the next eight years, the chapter's operating budget grew more than tenfold through implementation of a comprehensive annual fundraising plan. At the center of this plan was the annual Wine and Roses Festival; initiated in 1994, it grew into one of Siouxland's largest and most prestigious special events grossing over \$200,000 in a market area of 100,000 people. She secured grant funding from the national Alzheimer's Association and matched it locally to develop new and innovative programming for local families living with Alzheimer's and dementia—including adult day care, music and art therapy, care consultation, and the development of a community organizing and service delivery model for individuals with dementia living alone.

In 2001, she became a member of the national Alzheimer's Association's senior leadership team and Vice President of the Chapter Relations Division. Barb supervised the design and implementation of a shared fundraising model and governance structure for Association chapters, consolidation of 227 local and area chapters to some 77 chapters in order to standardize consistent high quality service delivery and operations, and an Association-wide team which provided emergency support to affected chapters and their populations in the wake of Hurricane Katrina, gaining national recognition for the Association. Additionally, Barb facilitated the completion of the Alzheimer's Association's first nationwide strategic planning effort.

After 16 years with the Alzheimer's Association, Barb left to become Chief Operating Officer of the Autism Society of America, based in Bethesda, Md. There, she worked with the national Board of Directors and chapters across the country to develop and implement a plan for revising the national bylaws to modernize membership status while consolidating the network of chapters into a professionally run network of self-sustaining non-profits with a consistent service mission and identity.

Barb also served as Region CEO of the Arthritis Foundation, Mid-Atlantic Region, where in their Regionalization, she created a new culture breaking down silos and empowering both staff and volunteers to lead in a unified way. Barb worked with the Foundation for four-plus years.

Barb began her tenure with The ALS Association in June of 2014, just 6 weeks prior to the beginning of the Ice Bucket Challenge. The IBC was an organic event that started with 3 young men with ALS. Under Barb's leadership, The ALS Association followed the lead of Anthony, Pat, and Pete sharing on a daily basis how the Ice Bucket Challenge was making a difference in both raising awareness and funding for research and care programs. Ice Bucket was a game changer for The ALS Association!

Under Barb's leadership, The ALS Association was able to produce the patient centric FDA Guidance Document, opening the door for the first ALS drug to be approved in 22years. Additionally, the organization developed a nationwide strategic plan that integrated all mission areas including research, care services, and advocacy. Until Barb left the Association, she continued to lead efforts in the area of change management, strategic implementation, and increased understanding of governance as opposed to management.

Barb holds a bachelor's degree in social work and a master's degree in health care administration. Barb is a member of the Board of Directors of the International Alliance of ALS/MND Associations, and in December 2016, was named Chair Elect, reaffirming The Association's position as a global leader in the fight against ALS. She is a past member of the Board of Directors of the National Health Council and a member of the Board of Trustees of Briar Cliff University.