

## **John Bloomfield**

### **Candidate for IBIDA President**



My name is John Bloomfield and I have a dyslexic daughter. In 2009 I joined IBIDA as the Treasurer-elect and have been the Treasurer since January 2010. As Treasurer, I revised our contracts and working with our business manager reduced annual expenses by 23%. In addition, I renegotiated our lease for our existing office and reduced rent by 31%. I created a way to analyze our potential workshop and conferences expenses to reduce our risk of losses and worked with our Finance committee to create group pricing that has increased our attendance while ensuring profitability. All of these have made it easier for us to provide services while reducing our overhead expenses. I have looked for ways to increase our membership and provide more services. I proposed a parent discount within IBIDA before National (IDA) created the parent membership. We are the largest branch with a successful history and strong financials. Others, including National, look to us for advice. Branches have the opportunity to share knowledge and work closer together generating synergies by sharing expertise and combining efforts. IBIDA has already started the process as we have a regional conference this coming spring with five other branches in the Quad cities.

When National was pushing to consolidate all the branches' assets into one corporation, I personally called more than 15 branch presidents and then worked jointly with several presidents to draft three letters that were signed by a majority of branches and sent to National to deter them from changing structure without adequate input from the branches. As a result, I have a strong relationship with many branch presidents and several National Board members.

My vision for IBIDA is to make us more of a self-sustaining, growing organization that can focus more on providing services and spend less energy on the processes of running a business. We should serve members in all geographic areas of the state and serve multiple groups including educators, parents, and adult dyslexics. IBIDA should work closely with surrounding branches to host regional conferences and to work with all branches and National to create best practices and leverage the expertise of other branches. My style is to work on improving the process, encourage diversity of ideas, and creating self-sustaining groups and activities in a collaborative manner.

I have focused on being less Chicago-suburb centered. I mapped our membership and identified significant numbers in the middle of the state as well as downtown Chicago. I encouraged development of these regions and this past year we have had several workshops in downtown Chicago and one in Carbondale as well as looking at a future regional conference in Peoria or other mid-state city. I believe we can provide the processes and knowledge for small groups in various parts of the state to start holding workshops and further extend the reach of IBIDA. Thank you all for being members and supporting IBIDA. If I am elected President, I will work to ensure that IBIDA in turn supports you with desired, meaningful, and affordable services.