

# Heidi I. Jones

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## OBJECTIVE

Creative, analytical consultant with broad background in corporate, small business, nonprofit and government environments seeks challenging opportunities to create and manage effective and orderly change in organizations through better financial management, communications, information technology and organizational processes.

## SKILLS

- ♦ QuickBooks
- ♦ Financial analysis
- ♦ Project management
- ♦ Meeting facilitation
- ♦ Research
- ♦ Writing & editing
- ♦ Graphic & web design
- ♦ Systems integration
- ♦ Communications & public relations
- ♦ Wired & wireless networks
- ♦ Myriad software applications
- ♦ Databases
- ♦ Computer hardware

## EDUCATION

Certified QuickBooks ProAdvisor 2005-2008  
Certificate – Facilitating Conflict Resolution  
Introduction to Oracle 8i: SQL and PL/SQL  
Completed course work for M.A. Sociology  
B.A. Sociology

Intuit, Mountain View, Calif.  
Creative Response to Conflict, Takoma Park, Md.  
Oracle Education, Baltimore, Md.  
University of Maryland, College Park, Md.  
Pennsylvania State University, University Park, Pa.

## EXPERIENCE

**Ridgerunner Consulting**, Blossburg, Pa. /The Solun Group, Laurel, Md. 1998 – present

Provide operations consulting services for small businesses, governments, corporations, nonprofits and individuals. Help clients evaluate, select and configure QuickBooks and/or QuickBooks Point of Sale, and integrate with third-party applications. Provide software and Internet tutoring. Analyze financial situations and provide recommendations. Evaluate, install, upgrade and support computer and network hardware, software, Cat 5e and wireless networks. Evaluate, design, set up and support Web sites and databases. Manage or work with consultants as needed.

- ♦ Crawford's Print Shop: Took small full-service print shop from antiquated, disorganized and risky paper financial system to fully functional QuickBooks-based system. Worked with tax agencies to discover tax liabilities. Hired and trained bookkeeper/office manager. Worked with accountant to prepare accurate balance sheet and taxes.
- ♦ Committee to Elect Jill Nickerson: Managed write-in primary election campaign for Blossburg Borough Council candidate with \$250 budget. Campaign consisted of direct mail brochure (wrote content, designed brochure, took photograph, managed mailing list database), newspaper advertising, press release and face-to-face electioneering. Created general election campaign postcard mailing. Filed financial reports. Advise on policy matters.
- ♦ Toddler University Daycare & Preschool, Inc.: Implemented EZ-Care daycare management software. Integrated with QuickBooks. Trained users. Evaluated financial situation for owner and made recommendations. Provide ongoing bookkeeping, budgeting and financial analysis support.
- ♦ Pre-K Counts/Southern Tioga School District: Assisted with grant planning and preparation for Pa. Department of Education Pre-K Counts program, resulting in over \$500,000 for early childhood education public/private partnership program in low-income school district, only district awarded funding in county.
- ♦ Hillside Rod & Gun Club: Evaluated financial situation, made recommendations to improve receipts and reduce expenses. Selected, installed QuickBooks. Trained treasurer. Recommended financial management and loss prevention processes. In 2004 and 2005, club saw a loss of \$42,000. The club had \$20,000 profit for 2006 and again in 2007. Successfully applied for IRS 501(c)(7) status. Complete quarterly and annual payroll and sales tax filings.
- ♦ Northern Tier Athletics: Evaluated existing accounting and retail point-of-sale situation, recommended, purchased, installed and configured QuickBooks and QuickBooks Point of Sale, including migrating data from Peachtree to QuickBooks. Built wired and wireless network, installed and upgraded computers, created web integration plan.
- ♦ Bloss Area Swimming Association: Planning fundraising campaign to match \$275,000 grant from Pa. Department of Conservation and Natural Resources, including grant proposals, community awareness campaign and brochures.

- ◆ Citizens & Northern Bank: Created Microsoft Access application for internal bank auditors to review and audit loans. Application provides extremely detailed reports and scoring mechanism per loan and per audit, and an easy-to-use interface for multiple users.
- ◆ Lucia's Needle Arts, [www.flyingneedle.com](http://www.flyingneedle.com): Reviewed e-commerce packages for needle arts retail store. Implemented best-fit package. Created easy-to-use site navigation. Integrated Actinic with existing QuickBooks inventory. Integrated with PayPal. Taught users how to process online orders, update inventory, add pictures, descriptions and other information. Before project, online sales were 15 percent of total sales. After eight months, online sales were over 50 percent of total with substantial international sales.
- ◆ [www.NatureQuestAdventures.com](http://www.NatureQuestAdventures.com): Managed web development project. Worked with owners and staff to determine organization vision, site goals and content. Worked with graphic designer, programmer to create site. Wrote content.
- ◆ [www.TiogaLakeAndCanyon.com](http://www.TiogaLakeAndCanyon.com): Created small ecommerce site for local tourism promotion agency.
- ◆ [www.DonKnaus.com](http://www.DonKnaus.com): Created small ecommerce site promoting and selling author's new book.
- ◆ [www.SolomonsWay.org](http://www.SolomonsWay.org): Created and maintained small site promoting a conflict resolution business.
- ◆ [www.RockSteadyKennelAndSupply.com](http://www.RockSteadyKennelAndSupply.com): Tutored kennel owners in HTML design for attractive and usable site.
- ◆ [www.Blossburg.org](http://www.Blossburg.org): Created website for small rural community, trained webmaster. Wrote content, designed navigation and layout. Site launched in Aug. 1998, and has grown to encompass most aspects of the community.
- ◆ Mansfield VFW, Hillside Rod & Gun: Created ticket inventory and sales tracking database in Microsoft Access. Recommended loss-management processes.
- ◆ R&T Mechanical: Designed and installed Microsoft Small Business Server 2003-based network for growing metal fabrication firm. Worked with owners and staff to develop specifications. Ordered, configured hub, DSL router, workstations, server, printers. System includes disaster recovery plan, tape back up, off-site storage, security. Set up remote email hosting and domain.
- ◆ Citizens & Northern Financial Services: Created Microsoft Access application for financial services firm to track all insurance policies sold, premiums, sales and commissions. Application provides reports for salespeople, various levels of management and administrative assistant.
- ◆ Provided customized technology recommendations and training for visually impaired and blind residents of Tioga and Bradford counties through the Pennsylvania Department of Labor's Office of Vocational Rehabilitation Service.
- ◆ Blossburg Municipal Authority: Analyzed quasi-governmental organization accounting practices and budget. Created five-year plan detailing necessary rate increases and budget cuts to meet organizational needs and goals. After nearly four years, analysis is still accurate and plan is still being followed.
- ◆ Blossburg Coal Festival: Created and implemented public relations campaign for annual community festival including radio, television and print materials. Increased 2003 advance carnival ticket sales by 500 percent.
- ◆ Participated in Southern Tioga School District's technology planning committee; developed a set of recommendations involving computer resource planning, purchasing and inventory.
- ◆ Developed comprehensive four-year information technology plan for small borough government. Plan included Internet connectivity, network, computer purchases, upgrades and accounting and utility billing software options.

<i>President</i>	Blossburg V.I.B.E. (Visions in Business & Entertainment), Blossburg, Pa.	4/04 – 7/06
<i>Consultant</i>		7/06 – 7/07
<i>Treasurer</i>		7/07 – present

Created and led community development organization to successfully apply for Pennsylvania Department of Community and Economic Development Main Street program grants of over \$80,000. Facilitated community-wide visioning sessions in June 2004 to determine direction of organization. Developed mission statement. Work with borough government, community members and organizations to achieve community goals. Successfully applied for two \$10,000 grants from Pa. Senator Joseph Scarnati and \$5,000 grant from state Rep. Matt Baker. Applied for \$48,000 grant for community skateboarding park from Pa. Department of Conservation and Natural Resources (pending). Applied for \$4,100 grant from Tioga County Visitors Bureau to promote "Music Meets Memories: A Weekend in Blossburg" featuring a concert by Endless Mountains Music Festival and a high school alumni association banquet (pending). Work with local property owners to complete applications for grants for façade improvements. Work with current president to assure compliance with grant programs. Seek additional grant opportunities. File tax returns, manage budgeting and funds.. Successfully applied for IRS 501(c)(3) status. Lead skill-building sessions with the Tioga County Development Corp. Community Leadership Program to help participants develop methods of creating change in their local communities.

Attend trainings and meetings conducted by the Pennsylvania Downtown Center. Write, design, and manage production and mailing of occasional newsletter. Maintain databases. See enclosed newsletter for additional information about specific projects.

**Secretary** Blossburg Improvement Association, Blossburg, Pa. 1/06 – present  
**Member** 2005 – present

Record, write and maintain minutes for nonprofit real estate development corporation. Successfully applied for IRS 501(c)(3) status. Manage correspondence and filing. Manage budget, assist treasurer with financial planning. Work with board members to implement projects that improve the downtown business district and Blossburg using rental income.

**Co-coach, Battle of the Books** North Penn Junior-Senior High School 2007-2008

Provide assistance to students participating in interscholastic reading competition called "Battle of the Books." Created budget. Developed recruitment campaign: started with seven students, now have 22. Organize student teams and reading plans. Work with co-coach and students on strategy for competition in April.

**Poll worker, minority inspector** Blossburg Borough Board of Elections, Blossburg, Pa. 11/6/07

Provided access to electronic voting machines for voters in general election. Assisted voters with technology, including adaptive technology for visually impaired voter. Open and closed voting machines, tallied write-in votes. Analyzed voter traffic flow, provided report to Tioga County Director of Elections advocating for sufficient numbers of voting machines to handle traffic flow. Suggested alternatives to improve security.

**Information Systems Manager** Association for Conflict Resolution, Washington, D.C. 6/01 – 2/03  
**Consultant** 2/03 – 11/03

- ◆ Planned, implemented and maintained Windows 2000 network: file/print server, Domino mail server, cabling, backup and disaster recovery, hubs, firewall, DHCP, VPN and Internet connectivity. Administered three Domino application and mail servers. Managed multiple domains.
- ◆ Planned, purchased or refurbished, configured, inventoried and diagnosed all Windows PCs and one iMac OS X PC.
- ◆ Provided training and troubleshooting for office and custom applications. Provided help-desk services.
- ◆ Designed and implemented Domino-based Web site for membership association featuring
  - ◇ password-protected members-only area with contact information editing, approval routing, member directory;
  - ◇ secure credit card transactions for membership applications, renewals, conference registrations and publications;
  - ◇ discussion forums for subgroups with role-based security, document routing, calendar, new message notification;
  - ◇ integration with existing MS Access membership database via ODBC. Managed and upgraded Access database.
- ◆ Created and designed attractive, useful information architecture and navigation scheme.
- ◆ Facilitated requirements-gathering sessions. Developed requirements into application and system designs.
- ◆ Managed \$60,000 information technology budget. Managed consultants as needed.

**Senior Analyst/Programmer** Verizon (through Ajilon), Baltimore, Md. 10/99 – 6/01

Provided rapid application design and development for fast-paced Fortune-50 telecommunications corporation. Worked with end users, process specialists and management to create thoughtful processes and requirements to satisfy multiple needs, resulting in powerful Lotus Notes/Domino applications supporting deployment of nationwide DSL network, including integration of Bell Atlantic and GTE systems and processes. Led team of five Lotus Notes/Domino developers and one documentation specialist. Trained users on new applications. Wrote documentation.

**Web Developer** Compaq Computer Corp. (through TAC Engineering), Greenbelt, Md. 8/99 – 10/99

Supported manager of ecommerce and Web development in achieving federal sales division's Internet goals. Redesigned primary site to improve navigation and information provision. Created pages in compliance with Compaq's exacting standards. Managed extranets, intranets and NT servers as needed.

**Software Engineer** SIGNAL Corp., Falls Church, Va. 3/99 – 8/99  
Designed and developed custom Notes/Domino dynamic content-management application for complex government Web site. Facilitated requirements-gathering sessions. Developed graphic/navigation style, structure, content and content management tool. Users did not have to know any Web programming to add, edit and manage content. Developed and refined user interfaces and workflow processes for Notes/Domino-based order tracking system for government procurement staff and their vendors. Improved graphics, instructions and processes.

**Housing Assistance Council** Washington, D.C. 2/97-2/99  
Jack-of-all-trades for national rural housing nonprofit, focusing on information technology and communications:

- ◆ Collaborated with staff computer task force and consultants to plan and implement organization's migration to a network, standard operating system, standard office software, and Lotus Notes groupware. Resulted in improved internal and external communications, data security and organizational efficiency. Worked within strict budget constraints. Built, administered Microsoft network and Notes/Domino server. Provided training, help-desk services to users.
- ◆ Designed Lotus Notes workflow applications based on full development life cycle techniques to improve organization efficiency and reporting. Co-developed conference registration/workshop/funder application for Dec. 1998 national conference.
- ◆ Wrote research report on USDA housing program, analyzing statistics provided by USDA. Assisted research associates with statistical and program analysis.
- ◆ Redesigned website, improving navigation, architecture and information provision. Expanded site from 35 files to over 250. Wrote and managed content.
- ◆ Provided public and media communications services that resulted in significant media coverage and contributed to increased Congressional appropriation:
  - ◇ Wrote and edited *HAC News* (circ. 5,100), the only publication for rural housing advocates and practitioners, on biweekly deadline. Also wrote and edited 24-page annual report and quarterly reports to funding sources.
  - ◇ Designed organization's first public relations program with emphasis on local and trade media outlets.
  - ◇ Planned and executed new identity system, including logo, stationery, brochures and publications.
  - ◇ Selected, trained, and supervised communications assistant and intern.

**Public affairs assistant** Special Libraries Association, Washington, D.C. 8/96 – 2/97

- ◆ Promoted International Special Librarians Day with radio and print advertising.
- ◆ Created marketing plan to promote member, industry and press awareness of new corporate logo.
- ◆ Assisted in creation of marketing plan for new glossy monthly magazine, including writing articles for association publications, press releases, member alerts; contributed to style guide to promote consistent corporate identity.
- ◆ Wrote monthly public relations column, "PR Outlook."
- ◆ Wrote all press releases, 2-4 per month.
- ◆ Maintain customized media database of over 400 contacts.
- ◆ Copyedit and proofread association publications and brochures.

**Editor/researcher (temp)** Washington Researchers, LTD 6/96 – 8/96

- ◆ Verified and updated directories on how to find information.
- ◆ Wrote copy on new programs and information sources.
- ◆ Edited copy for clarity and accuracy.

**Graduate teaching assistant** Dept. of Sociology, University of Maryland 8/94 – 5/96

- ◆ Created and graded exams and quizzes.
- ◆ Lectured on feminist theory, women and labor force participation, masculinity and power.
- ◆ Assisted students in understanding course material.
- ◆ Organized films and reading packets.

**Associate** Witeck • Combs Communications, Washington, D.C. 5/95 – 1/96

- ◆ Wrote and edited press releases and other press materials.
- ◆ Pitched news stories to national and local journalists.
- ◆ Researched background information for diverse client base.
- ◆ Organized press events, including event on steps of U.S. Capitol.
- ◆ Managed day-to-day operations of the office: computers, telephones, faxes, copying and filing.