

MBA[®]

MORTGAGE BANKERS ASSOCIATION

MBA SPEAKERS BUREAU

Alden Knowlton
Associate Vice President, Political Affairs

Alden currently serves as the Associate Vice President of Political Affairs for the Mortgage Bankers Association (MBA) where she oversees the PAC (MORPAC) and Grassroots Advocacy (Mortgage Action Alliance) programs of the association, including the development and execution of an over \$2 million/cycle fundraising and federal disbursement plan, direction of all grassroots activities of the 27,000 member network, including industry "Calls to Action," and management of the annual National Advocacy Conference in Washington, D.C. In her first 2.5 years, she managed the design and launch of MBA's mobile advocacy app and expanded e-advocacy activities using a variety of social media platforms to reach a new demographic of members, increasing Mortgage Action Alliance membership by over 75%.

She also serves as one of MBA's key contacts within the PAC community and political party organizations and is a frequent guest speaker at events and on webinars, addressing hundreds of other PAC professionals about a variety of topics related to advocacy.

She previously served as the ACRE[®] (PAC) Manager at the National Rural Electric Cooperative Association (NRECA), where she managed all aspects of the ACRE and ACRE Co-op Owners for Political Action[®] outreach programs, serving as lead facilitator for statewide associations and local rural electric cooperatives in the creation of ACRE strategic planning efforts. She planned and implemented an annual ACRE workshop to train local and statewide ACRE staff, ensuring compliance of ACRE programs with federal law, developing innovative strategies for marketing and promoting ACRE at both the national and local cooperative level.

She led a 50th Anniversary marketing and fundraising campaign that incorporated an accelerated peer to peer outreach strategic plan among national leadership, resulting in a program record \$3.8 million raised from over 35,000 individual contributors giving an average of \$59 in the 2016 election cycle. During her tenure, she generated a 47% increase in PAC memberships among electric cooperative member-owners, with over 11,000 members at over 100 cooperatives contributing via their electric bill.

Prior to NRECA, she worked for 5 ½ years consulting on political campaigns, providing fundraising and campaign strategy services for Congressional incumbents and candidates. Originally from Charleston, SC, she attended college at Sewanee: The University of the South in Tennessee, where she played basketball. She currently resides in Washington, DC.

The Mortgage Bankers Association (MBA) is the national association representing the real estate finance industry, an industry that employs more than 280,000 people in virtually every community in the country. Headquartered in Washington, D.C., the association works to ensure the continued strength of the nation's residential and commercial real estate markets; to expand homeownership and extend access to affordable housing to all Americans. MBA promotes fair and ethical lending practices and fosters professional excellence among real estate finance employees through a wide range of educational programs and a variety of publications. Its membership of over 2,200 companies includes all elements of real estate finance: mortgage companies, mortgage brokers, commercial banks, thrifts, REITs, Wall Street conduits, life insurance companies and others in the mortgage lending field. For additional information, visit MBA's Web site: www.mba.org.