

Loretta Larsen, CAE

Bio

Loretta has spent more than 30 years as an association management professional, nearly all of it with the Louisiana State Bar Association. After serving as the LSBA's Director of Communications and Programs for five years, she became the Association's first non-lawyer executive director in 1991. Under her leadership, the LSBA has expanded to include initiatives such as disciplinary diversion, a statewide access to justice program, law office management, professionalism and diversity.

She is a member of the National Association of Bar Executives (NABE), the American Society of Association Executives (ASAE) and the Louisiana Society of Association Executives (LSAE). She has served as Secretary (2015-2016) and as a State Bar Director (2013-2015) on the NABE Board of Directors. She is a past chair of the NABE Administration and Finance Section (2011-2012) and has served two terms on the NABE Program Committee. She has previously chaired the NABE Chief Staff Executives (1997-1998) and Surveys (1993-1995) committees, and has been a member of the Bylaws Committee (2003-2004).

Loretta served as LSAE President in 2002, after having served as Vice President and as a member of its Board of Directors. She was the 2011 Chair of the Board of Directors of AIDS Law of Louisiana, Inc., has served since 2007 as Secretary of the Board of the Louisiana Center for Law and Civic Education, and since 2013 as a member of the Board of Directors of the Louisiana Civil Justice Center.

She has presented at programs for the National Association of Bar Executives, the National Conference of Bar Presidents and the Louisiana Society of Association Executives on topics including leadership, disaster response, finances, communications, human resources and event planning. She received the CAE (Certified Association Executive) designation in 2005.

Statement

My years on the NABE Board have given me further insight into NABE, along with the opportunity to dedicate myself in a more meaningful way to a profession which has given so much to me.

NABE must continue to explore ways to provide meaningful opportunities for participation for members who are unable to attend annual and midyear meetings. We have made tremendous strides in this area with the availability of webinars, enhancements to our website, and our expanded communications efforts. However, we must continue and further expand these efforts to ensure relevance for all members.

Thank you for your consideration.