

BIO

Mary Louise VanNatta, CAE

Mary Louise VanNatta has a passion for Salem and is a lifelong resident, attending all Salem public schools. She graduated from Willamette University with a triple major in Political Science, International Studies (Latin American Studies Emphasis), and Spanish. She later joined her father, an accomplished lobbyist, association and PR executive at VanNatta Public Relations, Inc.

Today, Mary Louise marks over 25 years of association management experience and is one of the few people in Oregon to have earned her **Certified Association Executive (CAE)** designation from the American Society of Association Management (ASAE). She specializes in designing membership and promotional programs tailored for individual associations, conference and meeting planning, and promotional writing.

Throughout her career, VanNatta has consulted with such nationally recognized clients as the NFL, NBA, Alamo Rental Car and Cricket Communications. She has worked with the Medical Foundation of Marion and Polk Counties to plan fundraising events with celebrities such as Jane Goodall, Jean-Michel Cousteau, Christopher Gardner, Barbara Bush, Sarah Ferguson Duchess of York, Former South African President F.W. DeKlerk, and Henry Winkler/Marlee Matland.

VanNatta and VPR has been recognized five times by the Oregon Business Magazine as one of the top PR firms in the Mid-Willamette Valley and listed in its Power Book, including 2010. For two years in a row, the company took home awards for public relations and event planning from the Public Relations Society of America. In 2008, she was a nominee for the prestigious Statesman-Journal Athena Awards that honors women for excellence in their chosen field. In 2010, the company was recognized as Micro Family Business of the Year by the Austin Family Business Program at OSU.

She has been active in the South Salem Rotary Club where she was named 1999-2000 Rotarian of the Year. She is nationally published by the ASAE Association Management Company Section and by the Oregon Society of Association Management. She has travelled extensively, and was selected to be part of the City of Salem's Delegation to Russia in 1987. She is active in various charitable endeavors, currently fundraising for the Baxter Hill Community Hall in South Salem. Most importantly, she values time with her husband and two boys Ryan & Caleb.