



GEORGIA TRAUMA FOUNDATION  
BOARD MEMBER NOMINATION FORM

A 501(c)3 board should be diverse in talents, skills and experience. Together the members will be committed to supporting the mission of the foundation and to providing advice and assistance to the Executive Director when needed. Nominating board member is asked to complete the following form and return to the Executive Director for evaluation and recommendation for a Board vote.

Terms are for two (2) years, with an option of three (3) terms.

Nominated by: Ninfa Saunders

Today's Date: December 9, 2021

Name of Nominee: Ethan James

Position/Title: Principal

Company: 159 Public Affairs

Address: 1838 Ravenwood Way NE

City/State/Zip Code: Atlanta, GA 30329

Cell: 404-242-4245

Alt Phone:

Email: ejames.ga@gmail.com

Reason for Recommendation:

Ethan is a consummate professional who is mission-driven and a forward-facing strategist. He has an exceptional ability to effectively translate the work of an organization and build a guided coalition toward commitment and change. I worked with him closely while he served at the Georgia Hospital Association as one of its top executives. He is an outstanding leader and advocate for hospitals and health systems.

Candidate Overview:

Ethan James is a Principal with 159 Public Affairs – a public relations firm that specializes in crisis management and media relations. He worked previously with Georgia Hospital Association in a variety of senior leadership positions in external affairs, government relations and advocacy.

James served as a board member for three years with Georgia Pain Initiative (a project of the American Cancer Society). He also gained experience on boards of the Georgia Professional Lobbyists Association and the Georgia Chamber of Commerce.

# **ETHAN JAMES**

1838 RAVENWOOD WAY NE

ATLANTA, GA 30329

404-242-4245

EJAMES.GA@GMAIL.COM

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## **SUMMARY**

Advocacy professional with 23 years' diverse experience, possessing acute political and policy acumen, advanced written and oral communications ability, well-developed research expertise and analytical judgment, and strong organizational, networking and interpersonal skills

## **EXPERIENCE**

### **159 PUBLIC AFFAIRS, LLC**

#### **PRINCIPAL**

**JUNE 2021 TO PRESENT**

- Lobbies on behalf of healthcare clients on a contract and pro-bono basis before members of the Georgia General Assembly, the Office of the Governor and Administrative State Departments, and Georgia's Congressional Delegation
- Advises clients on social media and communications, advocacy efforts, political developments, legislative and policy issues, and campaign contributions
- Serves as liaison in building coalitions with other healthcare-related groups, business organizations, and public-policy advocacy interests

### **GEORGIA HOSPITAL ASSOCIATION**

#### **EXECUTIVE VICE PRESIDENT, EXTERNAL AFFAIRS**

**JANUARY 2016 TO JUNE 2021**

- Represented more than 170 member hospitals and health systems as the chief advocate for Georgia's statewide hospital-industry trade organization
- Served on GHA's Leadership Team, tasked with creating operational guidelines; crafting internal and external policies, establishing and implementing organizational goals, and developing and approving association budget
- Advised GHA's Board of Trustees and member facilities on state and national political trends, healthcare-related policy efforts, and communications and media endeavors
- Established coalitions with other healthcare-related groups, business organizations, and public-policy advocacy interests
- Lead all social media and communications efforts regarding association operations, policies, leadership, advocacy efforts, serving as primary spokesperson for all media requests
- Supervised Government Relations and Public Relations Staff, as well as political action committee fundraising efforts and candidate contribution decisions

#### **SENIOR VICE PRESIDENT, GOVERNMENT RELATIONS**

**AUGUST 2013 TO DECEMBER 2015**

#### **VICE PRESIDENT, GOVERNMENT RELATIONS**

**JANUARY 2013 TO JULY 2013**

- Supported establishment of GHA Leadership Team, serving with CEO, CFO, COO and General Counsel in managing operational, policy and advocacy efforts for organization and members

- Lobbied leadership and members of the General Assembly, Governor, Lieutenant Governor, Speaker of the House, Congressional Delegation and respective staffs regarding legislative efforts and healthcare public-policy initiatives, including: Certificate of Need; insurance and payor issues; clinical licensure; pharmacy matters; physician scope of practice; and other hospital-related concerns
- Drafted policy position statements for GHA members for communication with their respective legislative and congressional offices; researches, writes, produces and presents information on healthcare-related issues to legislative, congressional and advocacy-related entities
- Advised hospital members on political developments and legislative and policy issues
- Monitored healthcare-related legislation in congress and other state legislatures and discussed strategy with government relations peers in state and national health and hospital associations
- Supervised Government Relations and Public Relations Staff and political action committee fundraising efforts and candidate contribution decisions

#### **DIRECTOR OF GOVERNMENT RELATIONS**

MAY 2011 TO JANUARY 2013

- Lobbied and educated members of the General Assembly, Governor, Lieutenant Governor, Speaker of the House, Congressional Delegation and respective staffs regarding public policy affecting hospitals and the healthcare industry
- Participated in coalitions with other healthcare-related interest groups and organizations
- Performed research on legislative activity; produced communications materials as necessary; tracked legislation and maintained GHA's legislative Web site
- Researched, wrote, produced and presented information on healthcare-related issues to legislative, congressional and advocacy-related entities
- Performed analysis on elected officials' voting records and participated in political action committee fundraising activities and campaign support efforts
- Supervised interns for Government Relations Department

#### **DIRECTOR OF GRASSROOTS ADVOCACY**

JULY 2007 TO APRIL 2011

- Wrote and edited daily legislative update, weekly government relations newsletter, and annual legislative agenda and summary
- Performed research and analysis of voting records, coordinated legislative committee schedules and meetings, tracked legislation, and organized fundraisers
- Composed member communication to support lobbying efforts and assessed political candidates' and officials' positions on health care issues
- Implemented advocacy campaigns to increase member participation in grassroots action
- Promoted involvement of the association membership in political and legislative activities, including increasing participation in political action committee
- Lobbied members of the General Assembly and Congress regarding healthcare issues, including Medicare/Medicaid reimbursement and statutory/regulatory requirements

#### **CHILDREN'S HEALTHCARE OF ATLANTA**

##### **MARKETING/PUBLIC RELATIONS DIVISION**

##### **WRITER/EDITOR**

AUGUST 2005 TO JUNE 2007

- Wrote and edited marketing and public relations materials for the Children's Foundation, including newsletters, press releases, fact sheets, brochures, and other communication information in support of successful \$365 million capital campaign
- Developed executive-level speeches, corporate communications collateral, public relations video scripts; and copy for website content
- Composed marketing materials for clinical service areas and internal training programs, ensuring communication was audience appropriate and reflective of organizational mission and vision
- Managed freelance writers; provided editorial support to the public relations and national recognition teams; updated system messages and internal style guide

## **GEORGIA DEPARTMENT OF HUMAN RESOURCES**

### **OFFICE OF REGULATORY SERVICES**

#### **REGULATORY EDITOR**

April 2002 to July 2005

- Administered the development and promulgation of rules and regulations for licensure programs for healthcare and long-term care facilities and residential childcare providers
- Managed teams of subject matter experts in structuring technical aspects of regulatory law; researched, monitored and analyzed emerging trends and policy issues both statewide and nationally
- Represented Department at public hearings and served as contact for public/media inquiries concerning rules and regulations; compiled public commentary for distribution to the Board of Human Resources, ensuring compliance with the requirements of the Georgia Administrative Procedure Act and the Office of the Secretary of State
- Managed website for Office of Regulatory Services, including initiative to broaden scope of informational services offered to consumers; served on Online Directives Information System and Language Access Team committees

## **GENERAL ASSEMBLY OF GEORGIA**

### **OFFICE OF LEGISLATIVE COUNSEL**

#### **LEGISLATIVE EDITOR**

August 1998 to April 2002

- Edited legislation, resolutions, and bill drafts for the House of Representatives and Senate and for the Offices of the Governor and Lieutenant Governor during annual legislative session and special sessions
- Managed ongoing analysis and revision of the *Official Code of Georgia Annotated* and *Georgia Laws*; provided analysis and revision of legislative rules
- Performed research for members of the General Assembly and provided review of legislative counsel correspondence
- Edited *Summary of General Statutes*, an annual information service of the Legislative Services Committee, and *Precedents*, a monthly national law overview

## **EDUCATION**

### **GEORGIA STATE UNIVERSITY 1998**

Bachelor of Arts in English; Minor in Political Science

### **ADDITIONAL**

- Georgia Chamber of Commerce: Member, Board of Directors; Member, Healthcare Policy Committee; Government Affairs Council Executive Committee Member-at-Large; GAC Vice Chair, Federal Affairs; GAC Vice Chair, Compliance
- Georgia Professional Lobbyists Association: Member, Board of Directors; Treasurer
- State Association Government Relations Officers: President; Treasurer
- American Cancer Society, Georgia Pain Initiative: Member, Board of Directors



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**Nominated by:** Cheryle Ward

**Today's Date:** December 8, 2021

**Name of Nominee:** Karen Iler

**Position/Title:** Vice President/CFO; Partner

**Company:** Woodford Plywood, Inc.

**Address:** 2115 Lakeshore Court

**City/State/Zip Code:** Cordele, GA 31015

**Cell:** 229-886-5769

**Alt Phone:**

**Email:** kiler@woodfordplywood.com

**Reason for Recommendation:**

Karen came highly recommended by the leadership at Phoebe Putney where she has served on the hospital's board since 2008. I believe she would be an active and engaged board member. In our efforts to add geographical diversity to the board, Karen would bring representation from southwest Georgia. In addition, she has a degree in Finance and has served on the Finance Committee for several organizations, including Phoebe Putney.

During my conversation with her, Karen shared that she loves emergency medicine. She described it as her "passion". She enjoys it so much that, although a partner at Woodford Plywood, she went back to school to become a Paramedic. She currently works with Dougherty County EMS.

**Additional Comments:**

Karen Iler is Vice President/CFO and Partner at Woodford Plywood – a materials distributor in Albany, Georgia. Woodford has thirteen distribution centers located throughout Georgia, Florida, South Carolina and Alabama. She is currently a member of Phoebe Putney's Hospital Board. Other current board service includes Byne Christian School and Albany Technical School (Advisory Board). Past board service includes Synovus Bank and Deerfield Windsor School.

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# Karen Iler

Cordele, GA 31015 | 229-886-5769 | kiler@woodfordplywood.com

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## Summary

Accomplished Vice President offering solid 40-year history monitoring operations and costs and exceeding financial and performance goals. Polished in implementing best practices, providing day-to-day leadership and spearheading effective growth strategies and practices. Expertise in marketing and finance. Responsible and exceptional leader with forward-thinking mindset and secure presentation skills.

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## Skills

- Portfolio and finance management
- Market trends and analysis
- Proposals and presentations
- Performance monitoring and evaluation
- Business growth and marketing strategies
- Risk management
- Rules and regulations
- Training and mentoring
- Cash Flow and Financial Analysis
- Staff development

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## Experience

**FRONT LINE PARAMEDIC** | 01/2016 - Current

**Dougherty County EMS - Albany, GA**

I work as a front line medic in Dougherty County, Albany, Ga.

**VICE-PRESIDENT / CFO** | 06/1980 - Current

**Woodford Plywood, Inc. - Albany, Georgia**

- Generated and implemented business strategies to increase revenue while executing operational base development.
- Integrated marketing and sales strategies with business development and operational leadership plans.

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## Education and Training

**Riverview Academy - Albany, GA | High School Diploma**

05/1983

**Georgia Southwestern University - Americus, GA | Associate of Science**

06/1987

**Columbia Southern University - Orange Beach, AL | Bachelor of Science**

Business, 03/2020

**Columbia Southern University - Orange Beach, AL | MBA**

Business, 12/2020

## **Additional Information**

Synovus Bank Board January 2005 - September 2010

Deerfield Windsor School Board January 2007 - December 2011

Served on the finance committee

Served on the headmaster search committee

Byne Christian School Board January 2020 - Current

Phoebe Putney Memorial Hospital August 2008 - Current

Serve as chair of the finance committee

Serve on the facilities committee

Effective August 2022 will serve as vice chair of the committee

Albany Technical College - Paramedicine Advisory Board 2018-current