

Bill Carney, Executive Director

Bill brings more than 30 years of senior-level association management experience to the SCAA team. He has served as executive director for two associations and has an extensive background in association marketing, membership development, publications and exhibit/sponsorship sales. He holds a master's degree in journalism, with a concentration in public relations and marketing, from the University of Maryland. He is also a survivor of sudden cardiac arrest and fast approaching the 10-year anniversary of that life-changing event.

Bill's older son is in the commercial real estate business in Northern Virginia and his younger son is in graduate school in Florida. He spends as much spare time as possible on the beach and quite regularly embarrasses himself on the golf course.

Ilene Goldberg, Administrator

Ilene has 14 years of experience in the non-profit sector with extensive administrative and program management experience working with membership groups and organizations. Her experience in membership coordination and provision of service to group members enables her to bring a strong user-friendly and client-based orientation to the association. Her program development and implementation skills and experience will enable her to provide the SCAA with a greater level of service.

Ilene and her husband live in Northern Virginia with their three cats. She has taken course work at East Carolina and George Mason Universities in Vocal Performance with a concentration in Opera. She enjoys reading, listening to all types of music, and singing to her husband, cats and anyone who will listen.

Glenn Beales, Director of Finance

Glenn has been in the association field for more than 30 years and brings a remarkable financial background to SCAA. He will be responsible for all financial needs, including the preparation of budgets and statements, accounts payable, accounts receivable, investments and more. He is an active member of the American Society of Association Executives' Finance and Administration Section.

Glenn, his wife and their expanding family spend much of their spare time at a vacation home along the South Carolina shore. His favorite hobby is gardening.

Stacey Wilson, Director of Marketing

A seasoned marketing, communications and business development professional, Stacey has supervised marketing and public relations teams and campaigns for associations across many industries. She will leverage her 24 years of experience and expertise on behalf of the SCAA to provide high-level strategies and sound solutions for specific marketing challenges.

Stacey enjoys yoga, cooking and gardening. She and her husband are stray cat fanciers and muscle car enthusiasts.

Micki Francis, Director of Creative Services

As a specialist in digital production, Micki will oversee the creation of all SCAA electronic and print publications, including directories, periodicals, informational brochures, e-blasts, advertisements, meeting materials and more. With more than 30 years of experience in graphic design and production, she brings a particularly strong creative background to the team.

In addition to being a graphic designer by profession, she is also an artist and painter. Gardening is her other passion and she has won awards in her community for the best yard!

Rhonda Theoret, Director of Information Management

Rhonda will administer the SCAA database and oversee the integration of the database with the new SCAA website. She has an extensive IT background and is an expert in the iMIS software we use to manage all SCAA information so vital to our success.

Rhonda has two soccer stars in the family, one daughter playing Division I soccer at William & Mary and the other playing on an elite under-11 team in Northern Virginia. She runs, plays tennis, gardens and paints in whatever spare time remains.