



Jonnie E. Vallar - is our new Associate Executive Director, with the Independent Electrical Contractors (IEC) Fort Worth/Tarrant County Chapter located in Fort Worth, Texas (USA).

Originally from Gatesville, Texas, Jonnie is currently in pursuit of her Certified Association Executive (CAE), she currently holds a Master's in Public Administration and Science Management.

Jonnie has two boys: Marcus Matthew, who is a senior in High School, and John "Mayson", he is in 7th grade this year. Jonnie and her family make their home in Little Elm, Texas.

Jonnie has many years of experience working with various associations whose professional focus ranged from the agricultural spectrum, addiction prevention experts and prior to her role with IEC she was the Director of Membership Development and Services with the International Association of Electrical Inspectors (IAEI) located in Richardson, Texas.

She has managed key aspects of multiple association's strategic plans, membership, including membership outreach, designing and implementation of marketing campaigns, and other related administrative tasks. These include, but are not limited to, overseeing the administration of bylaws; designing and implementing membership promotion/campaigns; development and retention plan in cooperation with the National Membership, and Governance Committee. She also managed IAEI's Business Development Internationally. Vallar has extensive knowledge in analyzing recruitment and retention reports to help develop campaigns and track results. Vallar develops strategies to contact prospects that attend educational programs, trade shows and/or purchase products and services.

Jonnie is also a Veteran of the United States Army National Guard, Jonnie was inspired by her father, mother who are both Veterans of the United States Navy and grandfather who is also a Veteran of the United States Air Force. Jonnie was selected as and Honored Member of the Trademark Women of Distinction Honors Edition 2019, she is also a member of the International Honor Society DELTA EPSILON TAU, Kappa of Virginia Chapter.

In her free time, Jonnie enjoys the outdoors and is currently working on completing various furniture renovation projects.