

# Whitney Bertram

## NACRC/IMI Association Executives Inc. Executive Director



**Job Function(s):** work for IMI Association Executives Inc, a management company, and serve as executive director to NACRC

**How long I've been doing this job:** I started working with NACRC in July 2007.

**Professional/Work Background:** Degree in Political Science and in Journalism and Mass Communications – Advertising Sequence from UNC Chapel Hill. I started working at IMI in 2005.

**The best part about my job is** working with volunteers. It always amazes me how the board and committee chairs are able to commit so much time and effort to the association while also fulfilling their demanding day jobs.

**The most challenging thing about my job is** finding the time to get everything done!

**I am most proud of** my parents - for raising four kids (including triplets) who could accurately be described as "handfuls."

**I have never** had chicken pox.

**I admire** people who have mastered the art of patience.

**My advice to others is** whatever you do, have fun doing it. Laughing reduces muscle tension, increases the amount of oxygen in the blood, exercises the heart, produces happy chemicals in the brain and even burns calories!

### My favorite...

**advice to new members:** Try to attend a conference. Once you can put faces with names and have some in-person conversations, it's much easier to call a fellow member for advice.

**place to visit:** I love going any place where I can put my toes in the sand and feel the salt in the air.

**quote:** "Life is short. Break the rules, forgive quickly, kiss slowly, love truly, laugh uncontrollably, and never regret anything that made you smile!"