

Barbara Sido, CAE
Executive Director

Barb Sido has worked in non-profits and associations for 30 years and has been an executive director four times previously. In the course of her career, Barb has gained experience and expertise across the full range of association leadership functions, including membership, finance, marketing, public affairs and governance. Teams she has led have developed award-winning websites, publications and training programs. Early in her career, she worked at the Education and Training Administration of the US Department of Labor.

Since becoming Executive Director of NARFE in May 2017, Barb has led the staff in developing NARFE's first annual operating plan, including key performance indicators. At her direction, the staff has undertaken many major initiatives, including:

- Rebranding NARFE as "Federal Benefits Experts"
- Redesigning and repositioning NARFE magazine, e-newsletters, the NARFE website and social media
- Developing a new membership strategy focused on recruitment, chapter support and digital resources
- Restructuring and growing the non-dues revenue program
- Expanding advocacy efforts with federal agencies such as OPM and OMB
- Developing the first strategic plan for the Federal Benefits Institute
- Organizing and managing national meetings including FEDcon18, the 2019 and 2021 LEGcons and four federation presidents meetings
- Leading the creation of centennial celebrations to include a professionally produced video, special content in NARFE publications and online, resources for chapters and federations, a virtual gala celebration and the Century Club fundraising campaign
- Attracting and retaining top staff talent, aligning them for peak effectiveness and implementing a measurable, goals-based performance management system.

Leading NARFE through the challenges of the pandemic, in 2020 Barb shepherded the organization to a year-end positive financial position for the first time in 20 years.

In all her work at NARFE, Barb collaborates with the National Executive Board to align the organization with best practices of major national membership associations.

Barb has been a Certified Association Executive since 2000. The credential is conferred on executives who have demonstrated through experience, examination and continuing education that they have mastered key principles and practices in association management. She has been a frequent speaker and author on association management topics, particularly organizational transformation. She holds a bachelor's degree from the University of Missouri School of Journalism and a master's degree from the McDonough School of Business at Georgetown University.