

Shana Vazquez-Hernandez is the Director of Operations and Events at MN Retailers Association and a mother of three. Her path was different than most career women; she started a family first and career outside of the home second. During her time as a stay at home mom, she owned and operated an in home child care facility. After her children were all in school she began work as a Medical Secretary at Rush Hospital in Meridian, MS. Over the next 10 years she moved from Medical Secretary to Office Manager within several different medical clinics.

In 2000 she chose to make a very drastic move. She was raised Mississippi, but Minnesota was the land of her birth. So it was that she decided to see where her roots come from and move across country to Minneapolis. However, the biggest changes in her life were yet to come. Four years ago she left the medical field to venture into unknown territory: the non-profit sector.

When she accepted the job in MN Retailers Association she knew nothing about how to operate a non-profit Association. Still, she was undeterred, after all, how different could from running a medical clinic? She learned very quickly the environment is *completely* different, but sometimes change is for the best.

As the Director of Operations and Events, Shana is responsible for data entry, accounts payable, accounts receivable, payroll, managing the organizations HR, creating and disbursing weekly e-blast to members, helping and creating organizational and program budgets in collaboration with the President and Director of Government Relations, and other miscellaneous tasks.

Reporting to the President and to the Board of Directors this position's primary responsibility is ensuring organizational effectiveness by providing leadership for the organization's daily functions.

This position also works to improve the operational systems, processes and policies in support of organizations mission -- specifically, support better management reporting, information flow and management, business process and organizational planning. She manages and increases the effectiveness and efficiency of Support Services (HR, IT and Finance), through improvements to each function as well as coordination and communication between support and business functions. As well as, plays a significant role in long-term planning, including an initiative geared toward operational excellence.