

## **Nominee For Secretary**

### **Tracey Ann Gordineer, EA**

#### **Biography**

Tracey Ann Gordineer has a decade of experience in the financial industry. She graduated from the University of Georgia and holds a Masters in Social Work from the University of Central Florida to support her passion for understanding the interplay between wealth, behavior, relationships, and emotions. Tracey Ann has served on the National Association of Enrolled Agent's board as a Director for the past 2 years and is the President of the Georgia Association of Enrolled Agents.

Tracey Ann grew up in Atlanta and began her career in real estate. She later became a manager for a Fortune 500 risk management company. Desiring to provide comprehensive services for businesses and families she transitioned into the tax, accounting, and investment management fields offering fee-only fiduciary advice to her clients.

When not at the office, Tracey Ann enjoys ballet, running, reading, and playing tennis.

#### **Statement of Goals**

NAEA was in a vulnerable position before the pandemic because of issues with the association's vision, mission, inclusivity, technology, and member benefits. The pandemic brought the association to its knees. Decisive, focused, and responsive leadership is needed for NAEA to survive. NAEA has a membership that is dedicated to this organization and passionate about the profession. We have the support of our members and the drive to succeed but desperately need leaders willing to take the unpopular positions and challenge the vocal minority so that we can change. This will take a concerted effort to be open to change, consider the alternative perspectives, and heal the association. I believe I can play a critical role in this initiative with the support of our members and volunteer and staff leaders.

#### **What needs to change at NAEA and how would you contribute to that change?**

The most important strategic initiative for NAEA is communicating the organization's value in the current environment. That message can take on different meanings for different people i.e. advocacy, education, practice management, community, etc. We must clearly and concisely express the value of NAEA to enrolled agents who are busy and receiving messages from every direction. They should be able to turn to NAEA as the voice of reason and the trusted resource for their unique struggles. The greatest challenge to this will be embracing the technology and advertising strategies needed to bring this to fruition. I bring the technical know how needed to support accomplishing this goal.