

WILLIAM S. ST. JOHN, CAE

President and CEO

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William St. John, CAE served as President and Chief Executive Officer of the 15,000 member Association of Nutrition & Foodservice Professionals from 1986 to 2013 and has thirty eight years of experience in association management. In 2012, he created 20/20 Foresight, a leadership development consulting practice specializing in strategic planning, board development and board governance for non-profit organizations. He also serves as Executive Director for Healthcare Caterers International (HCI), a global professional association that he created in 2004.

Mr. St. John is a 1972 graduate of Western Illinois University and has attended the American Institute of Banking as well as the Graduate School of Marketing at Louisiana State University. He earned his Certified Association Executive (CAE) credential in 1993 and has been active in both the American Society of Association Executives (ASAE) and the Association Forum. In addition to serving as member and chair of several committees and task forces, Mr. St. John served as a member of the Association Forum Board of Directors from 1993-2000 and was Chairman of the Board from 1998-1999. He currently serves on the Board of Directors of the Wisconsin Society of Association Executives (WSAE).

Bill and his wife Claire reside in St. Charles Illinois and have two grown children who both work for associations. Bill is well known in the association community and is widely recognized as an innovator and leader. In 2010, he was awarded the Samuel J. Shapiro Award, by the Association Forum. The Shapiro Award is the Forums top honor for CEO achievement. Mr. St. John is currently an instructor in leadership, board governance, and strategic issues for the U.S. Chamber of Commerce Institute for Organization Management.