

# **KARLA MORALES**

**Vice President**

**Arizona Technology Council**

Profession: Technology

Application received: October 1, 2023

Nominated by: Carol Stewart

An Active or Emeritus Member TAA Member must complete and submit this nomination form in collaboration with the potential nominee. The nomination form and additional requested documentation must be received by the TAA Clerk **no later than 11:59 p.m. on October 1, 2023.**

GENERAL INFORMATION				
Name: <b>Karla Morales</b>		Length of residency*: <b>34 years</b>		
Home Address:				
E-mail Address: <b>kmorales@aztechcouncil.org</b>				
Home Phone No.:		Mobile Phone No.:		
PROFESSIONAL INFORMATION				
Company: <b>Arizona Technology Council</b>		Profession/Industry: <b>Technology</b>		
Position/Title: <b>Vice President</b>				
Work Address: <b>1215 E. Pennsylvania Street Suite 122</b>				
Work Phone No.: <b>520.440.0761</b>		Work E-mail Address: <b>kmorales@aztechcouncil.org</b>		
DEMOGRAPHIC INFORMATION (Optional)				
<b>What is your race/ethnicity?</b> Please mark the one box that describes the race/ethnicity with which you primarily identify.	<input checked="" type="checkbox"/>	<b>Hispanic or Latino:</b> a person of Cuban, Mexican, Chicano, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.		
	<input type="checkbox"/>	<b>White:</b> a person that has origins in any of the original peoples of Europe, the Middle East, or North Africa.		
	<input type="checkbox"/>	<b>Black or African American:</b> a person that has origins in any of the Black racial groups of Africa.		
	<input type="checkbox"/>	<b>Asian:</b> a person that has origins in any of the original peoples of East Asia, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.		
	<input type="checkbox"/>	<b>Native Hawaiian or Other Pacific Islander:</b> a person that has origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.		
	<input type="checkbox"/>	<b>American Indian or Alaska Native:</b> a person that has origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.		
	<input type="checkbox"/>	<b>Two or More Races:</b> a person who primarily identifies with two or more of the above race/ethnicity categories.		
<b>What is your gender?</b> Please mark the one box that describes the gender with which you primarily identify.	<input type="checkbox"/>	Male	<b>What is your age?</b> Please mark one box below.	
	<input checked="" type="checkbox"/>	Female		<input checked="" type="checkbox"/> Under 40
	<input type="checkbox"/>	Non-binary		<input type="checkbox"/> 41-50
<b>Do you have a disability?</b> Please mark the appropriate box.	<input type="checkbox"/>	Yes, I have a disability (or previously had a disability).		
	<input checked="" type="checkbox"/>	No, I do not have (nor have I previously had) a disability.		

\*Length of residence in the Tucson International Airport air service area. Pursuant to Section 2.1.1 of the TAA Bylaws, this area encompasses "the general Southern Arizona region."

## QUESTIONNAIRE

Is the potential nominee a local, State, or Federal elected official or government employee? <i>If "Yes," list the agency and position/title below. Also, submit a copy of the job description along with the nomination form.</i>	<b>YES</b>	<b>NO</b>
	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Please summarize the nominee's professional background and expertise. *(Additional detail may be provided in the nominee's Letter of Interest)*

**Karla Bernal Morales serves as the Vice President for the Arizona Technology Council. In this role, Morales leads and oversee the Council's Southern Arizona operations, including membership management, supporting year wide events, government, public, and community relations. Morales brings to her position more than 25 years of experience in the region's education, nonprofit and governmental communities. Formerly, Karla was the Director for the Office of Multicultural Advancement in the Office of the Provost at the University of Arizona.**

Please list activities demonstrating the nominee's care and commitment to community service or involvement, including previous or current membership in non-profit or community organizations and the duration of service.

ORGANIZATION/INVOLVEMENT	DURATION OF SERVICE
<b>Tucson Hispanic Chamber of Commerce</b>	<b>4 years</b>
<b>Campus Reserch Corporation</b>	<b>1 year</b>
<b>Earn to Learn Board of Directors</b>	<b>6 years</b>
<b>Pima County Workforce Investment Board</b>	<b>2 years</b>

Please describe how the nominee's personal experience will translate into becoming a fierce advocate of TAA in local, national, and international communities. *(Additional detail may be provided in the nominee's Letter of Interest)*

**Karla has a vested interest and commitment to the growth and well being of the southern Arizona region, & border communities. Her 25 year background in community and government relations alloted her an extensive network and influence for the interest in the economic development relationships. She has a deep understanding of the local community's needs, cultural understanding, and policy insight. Her personal experiences can provide valuable perspectives on national policy**

## QUESTIONNAIRE

Please indicate any of the TAA advisory councils which might benefit from the potential nominee's working knowledge, membership, and participation.

COUNCIL		
Audit	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Corporate Governance	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Finance and Risk Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Finance and Risk Management – Environmental/Sustainability Sub Council	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Nominating	<input checked="" type="checkbox"/>	<input type="checkbox"/>


Provide a brief explanation of how the TAA will benefit from their participation on the council(s) indicated.  
*(Additional detail may be provided in the nominee's Letter of Interest)*

**Karla's participation on the councils allows TAA to engage with the immediate community, understanding their needs and concerns. This engagement fosters a positive relationship, enhancing the airport's image locally. Policy Influence, Karla can influence policies that directly impact airport operations. A voice in local decision-making ensures that the airport interests are considered.**

References

NAME	E-MAIL ADDRESS	PHONE NO.
1. Alex Rodriguez-	(see name area) limited space	
2. Rob Elias- President@Tucsonhispanicchamber.org	(see name area) limited space	
3. <b>Calline Sanchez</b>		

Nominated By:

TAA MEMBER (NAME)	SIGNATURE	DATE
<b>Carol Stewart</b>		<b>9/30/23</b>

**Due Date: October 1, 2023 by 11:59 p.m.**

A **complete** nomination packet must include the following:

**Email to:**

bjones@flytucson.com

**Mail to:**

Tucson Airport Authority  
 Attn: TAA Clerk  
 7250 S. Tucson Blvd., Ste. 300  
 Tucson, AZ 85756

- **New Member Nomination Form** (Signed and dated by a current Active Member or Emeritus Member)
- **Statement of Interest Letter**
- **Resume**
- **Biographical Information** (e.g., company profile, website, or LinkedIn profile)
- **Executed Disclosure Statement**



Tucson Airport Authority  
7250 S. Tucson Blvd., Suite 300  
Tucson, AZ 85756

Dear Members of the Tucson Airport Authority Board of Directors,

I am writing to express my strong interest in serving on the Tucson Airport Authority (TAA) Board of Directors. With a deep passion for aviation, a commitment to community development, and a proven track record of leadership and strategic decision-making, I believe I am well-suited to contribute effectively to the continued success of Tucson International Airport and Ryan Airfield.

Over the years, I have closely followed the growth and development of Tucson International Airport and its essential role in connecting our region to the world. As an avid traveler, I have witnessed firsthand the positive impact of TAA's initiatives on the airport's infrastructure, services, and overall passenger experience. I am inspired by the dedication of the current Board of Directors and the TAA staff in maintaining the airport's reputation for excellence.

Here are a few key qualifications and attributes I would bring to the TAA Board of Directors:

**Leadership Experience:** Throughout my career, I have held leadership roles that required me to make critical decisions, manage budgets, and collaborate with diverse teams. I am adept at setting strategic goals and overseeing their successful execution.

**Community Engagement:** I am deeply committed to our local community and believe in the importance of fostering positive relationships between the airport and its neighbors. I am dedicated to ensuring that TAA continues to be a responsible corporate citizen.

**Financial Acumen:** I possess a strong financial background, which will be invaluable in overseeing the financial health of the airport, managing budgets effectively, and maximizing revenue streams.

**Innovation and Technology:** I am a strong advocate for embracing innovative technologies and practices to enhance airport operations, and security. I am committed to advancing sustainable practices within the aviation industry and exploring innovative solutions to enhance the airport's efficiency, environmental stewardship, and overall sustainability.

**Strategic Vision:** I have a long-term vision for Tucson International Airport and Ryan Airfield, and I am eager to contribute my insights to the development of their strategic plans.

**Aviation Enthusiast:** As the wife of a pilot, I have a genuine passion for aviation and a comprehensive understanding of the aviation industry. I am confident that my enthusiasm will help drive innovative solutions and support the growth of Tucson International Airport.

I am enthusiastic about the opportunity to serve on the TAA Board of Directors and work collaboratively with fellow board members, airport management, and the community to ensure the continued success and growth of our airports.

Thank you for considering my application. I look forward to the possibility of discussing how my skills and experiences align with the goals and objectives of the Tucson Airport Authority. Please feel free to contact me at [Your Phone Number] or [Your Email Address] to arrange a meeting or if you require any additional information.

Sincerely,

Karla Bernal Morales  
Vice President, Arizona Technology Council

## **KARLA BERNAL MORALES**

Contact:

LinkedIn: <https://www.linkedin.com/in/karlabmorales/>

### **PROFESSIONAL EXPERIENCE**

#### **Vice President, Southern Arizona**

##### **Arizona Technology Council | March 2020 - Present**

- Spearheaded Southern Arizona Expansion Plan, successfully recruiting new members and securing sponsorships for events.
- Achieved and maintained annual budget and revenue goals, exceeding expectations.
- Managed membership duties including customer service, renewals, and recruitment.
- Served as liaison to Tucson Ambassadors and volunteer sub-committees.
- Facilitated advisory roles in various Council committees.
- Represented Arizona Technology Council within the community and with partner organizations.
- Developed media plans and conducted media interviews with partners.
- Established relationships with government officials for advocacy and policy facilitation.
- Oversaw Tucson Office staff, emphasizing growth and engagement.

#### **Director of the Office of Multicultural Advancement**

##### **University of Arizona, Division of Equity Inclusion & Title IX | March 2019 - March 2020**

- Led initiatives promoting equity, inclusion, and social justice on campus.
- Partnered with Office of Inclusion & Multicultural Engagement for diversity programming.
- Administered Diversity Community Councils and engaged in fundraising efforts.
- Fostered relationships with private sector influencers and supporters in the community.
- Oversaw volunteer transition into institutional donors.
- Orchestrated the annual workplace campaign and coordinated volunteer opportunities.
- Collaborated with non-profits, businesses, and education leadership organizations.
- Supported lobbying efforts and maintained relationships with government officials.

#### **Senior Program Coordinator**

##### **University of Arizona, Office of Government & Community Relations | October 2017 - March 2019**

- Managed charitable giving campaigns and programs across campuses.
- Facilitated Diversity Community Councils and engaged with non-profit and business sectors.
- Collaborated with Senior Director of Government Relations on campaigns and partnerships.
- Engaged in community events and conferences statewide.
- Supported lobbying efforts and advocated for university initiatives.

### **Coordinator of Desk & Summer Operations**

**University of Arizona Housing & Residential Life** | October 2016 - October 2017

- Directed desk operations and summer conferences/guest services.
- Supervised student staff and managed recruitment and training.
- Oversaw program budget, performance management, and assessment.
- Handled access management, programmatic initiatives, and conflict resolution.

### **Executive Director**

**Rio Rico Health & Wellness** | April 2008 - July 2016

- Managed administrative tasks, including HR, billing, marketing, and more.
- Led recruitment, job placement, and employee trainings.
- Oversaw marketing, promotions, and general office functions.

### **Director of Resource Development**

**United Way of Tucson & Southern Arizona** | November 2010 - April 2013

- Cultivated relationships with public and private organizations for fundraising.
- Researched and reported on division performances and trends.
- Developed recognition programs and secured sponsorships.
- Raised substantial funds through annual giving campaigns and corporate gifts.

### **Program Service Evaluator I, II, & III**

**State of Arizona, Department of Economic Security** | November 1997 - November 2010

- Conducted eligibility interviews for state and federal assistance programs.
- Managed public affairs programs and coordinated events.
- Interpreted and applied policy according to regulations and guidelines.

## **EDUCATION**

- Master of Business Administration  
Eller College of Management, University of Arizona, Tucson, AZ  
May 2022
- Bachelor of Science in Education– Literacy, Learning & Leadership  
Minor: Bilingual Studies  
University of Arizona, Tucson, AZ  
December 2014
- Associate in liberal arts/general studies  
Pima Community College, Tucson, AZ  
May 2000
- Hispanic Leadership Institute Certificate  
Tucson, AZ  
April 2011
- Leader in Classroom Diversity & Inclusion Certificate
- International Town & Gown Certificate in Town-Gown Relations – Level I  
Columbus, OH  
May 2019
- International Town & Gown Certificate in Town-Gown Relations – Level II  
State College, Pennsylvania  
June 2019

- Title IX, Sexual Violence Prevention Leadership Program  
Phoenix, AZ  
July 2019
- K-16 Language Workshop- Integrated Approaches to Second Language & Language Development  
November 2007

#### **ADMINISTRATION, LEADERSHIP & COMMUNICATION SKILLS**

- A dedicated advocate recognized for fostering community connections and change.
- Skilled in diverse communication, customer relations, and event coordination.
- Proficient in budget management, goal achievement, and deadline adherence.
- Effective in coalition building, marketing, and public relations.
- Fluent in English and Spanish.
- Experienced in software including Microsoft Office suite, Adobe, and social media tools.

#### **LEADERSHIP EXPERIENCE**


- Campus Research Corporation Board of Directors | August 2022 to Present
- Tucson Hispanic Chamber of Commerce member, Board President | May 2020 to Present
- Congressman Juan Ciscomani Community Advisory Council | January 2023 to Present
- Pima County Workforce Investment Board | June 2022 to Present
- Charter 100 | September 2022 to Present
- Women at the Top | July 2020 to Present
- Earn to Learn- Board Governance, Committee Chair | January 2020 to Present
- SMORES Sophomore Honorary Advisor | October 2018 to May 2022
- Better Business Bureau Board | January 2015
- YMCA Board Member | April 2004

#### **AWARDS & ACCOLADES**

- SHRM DEI Innovation Award | November 2022
- Women Leading the Region Award | August 2022
- Eller College of Management, DEI Award | May 2022
- Arizona Women of Influence | March 2021
- Eller College of Management, Women Who Shine Award | January 2020
- Tucson Hispanic Chamber, Rising Star | November 2019
- United Way's Campaign Coordinator of the Year | May 2018
- United Way's Top 25 Employee Campaign Coordinator | May 2018
- Governor's Awards | January 2008 & January 2009
- YWCA Women on the Move Award | September 2008
- State of Arizona Employee of the Quarter | June 2007



**Member/Board of Directors Annual Disclosure Statement**  
**(Adopted August 7, 2012)**

<b>Name:</b>	<b>Karla Morales</b>
<p>In an effort to avoid any appearance of a lack of integrity and transparency in Tucson Airport Authority's decision-making processes, TAA has adopted a <b>Conflict of Interest Policy</b> applicable to all TAA members. In addition, members of the TAA Board of Directors are required to submit an annual disclosure statement to disclose (i) any personal or financial interests that have a reasonable likelihood to create, or to appear to create, a conflict of interest with TAA, and (ii) any current business relationships involving TAA.</p>	
<p><b>I have the following personal or financial interests to disclose in accordance with the Policy:</b></p>	
<p><b>NA</b></p>	
<p><b>In addition, I currently have the following business, contractual or other financial relations with the TAA:</b></p>	
<p><b>NONE</b></p>	
<p>I have read and agree to comply with the Tucson Airport Authority Conflict of Interest Policy. I have disclosed on the attached form all potential conflicts and relevant business relationships involving TAA of which I am aware, if any. I will promptly report any changes that may create or appear to create a conflict of interest with TAA.</p>	
<b>SIGNATURE</b>	<b>DATE</b>
	<p><b>9/20/23</b></p>