

CBA Welcomes Amy Redfern to the Association

BY BAR STAFF



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The CBA is pleased to welcome Amy Redfern as the new deputy executive director and chief operating officer for the Colorado and Denver Bar Associations. As the CBA’s lead lobbyist since 2006, Amy has significantly experienced our organizational structure and decision-making dynamics, especially during times of change, becoming strategically immersed with the CBA’s goals, leadership structure, budgetary resources, communications, and external partnerships.

“During that first week in the summer of 2006, I began working with the CBA leadership team to defeat Amendment 40 [the Colorado Term Limits for Supreme Court and Court of Appeals Judges Initiative, which was defeated on the November 2006 ballot], and was immediately impressed by the exceptional leadership, political acumen, and team approach on a public-facing initiative threatening the future of Colorado’s judicial system,” says Amy. “And what continues to refresh me is the absolute dedication of our members and staff—exceptional people committed to exemplary work while serving an outstanding community.”

Amy has more than 25 years’ experience in a variety of association, corporate, and inter-governmental leadership capacities. She has worked for The Alex Group, Aponte & Busam Public Affairs, and Brownstein, Hyatt & Farber, acting as a principal political consultant, policy advisor, and partner of strategic initiatives for clients in the legal, technology, and education communities. She was the director of public affairs for Storage Technology Corporation; the executive director for the American Electronics Association; a marketing and public relations

professional for Price Waterhouse, LLP in its Dispute Analysis and Corporate Recovery practice group; and the manager of government affairs at the Institute of Certified Financial Planners. She is a graduate of the University of Southern California, where she received her BA in English with a political science minor and her MPA with a specialization in intergovernmental management.

Amy was selected to participate in the University of Colorado’s Leeds School of Business “50 for Colorado,” which recognizes leaders and emerging leaders of Colorado committed to learning more about the Colorado economy and how it impacts industries across the state. She has served on numerous boards, including the Metro Denver Network Board of Governors, American Electronics Association—Colorado, Front Range Community College President’s Advisory Council, YMCA Boulder Valley Board of Directors, Colorado Association of Commerce and Industry Board of Directors, Governor’s Taskforce on Information Privacy, and Foundation for Boulder Valley Schools Board of Directors.

“In my traditional lobbying role with the CBA, I experienced session after session of influence, debate, wrestling, and success in our key areas of involvement,” says Amy. “Working with senior staff and the Legislative Policy Committee increased my awareness, sensitivity, and pride in representing an intellectual powerhouse epitomized by service and a deep appreciation of the accuracy of law, the courts, and the constitution. The Bar is what it is because of its remarkable members and dedicated professional staff. Each Friday during session brought an intellectual feast of legal concepts, policy, purpose, and action with the finest of people.

“The CBA continues to exemplify its hallmark tenets of excellence with strong leadership and an actionable strategic plan. It is an exciting time for the CBA! And a challenging time. While nationally, bar associations are seeing a decrease in membership and dues revenue, the CBA is strategically demonstrating value and engagement to its members across the state and to the next generation of lawyers. I am honored to join the team in this new era.” 