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Trina FlacK, CMP

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| Education | |
|  | August 2005- May 2007 Iowa State University Ames, Iowa  Masters In Business Administration   1. Cumulative GPA 3.6/4.0 2. Completed Coursework in January 2007 but actual graduation was May 2007   August 2000 – May 2003 Iowa State University Ames, Iowa  Major: Journalism and Mass Communication, Emphasis: Public Relations  *Minor: Business*   1. Bachelor of Science Degree 2. Cumulative GPA 3.4/4.0   July 2012 - Present Convention Industry Council  Certified Meeting Planner Designation   1. The foremost certification of the meetings, conventions and exhibitions industry, the CMP program recognizes individuals who have achieved the industry's highest standard of professionalism. |
| Related Work experience | |
|  | Greater Des Moines Convention & Visitors Bureau April 2009 - Present  National Sales Manager   1. Sell Greater Des Moines as a destination for conferences and events to associations, government organizations, student groups and other associations 2. In fiscal year 2015-16, personally booked over 45 new national and regional conventions into the Greater Des Moines market, and contributed to the overall economic impact generated by the team of **$76.4 Million** (based on the Business Travel News per diem for Des Moines). The GDMCVB as a whole provides a return on investment of hotel/motel tax of $16.59 directly into the Greater Des Moines economy. 3. Significant recent bookings include: National Governors Association Annual Convention in 2016, American Truck Historical Society Annual Convention in 2017, Kennedy Center American College Theatre Festival in 2017 and 2018, American Association of Motor Vehicle Administrators in 2015, American Chamber of Commerce Executives in 2018 4. Develop local relationships with area government officials, board members and involved community members to educate them on Greater Des Moines, the CVB, and the importance of meetings 5. Work hand in hand with facility, hotel and business partners to develop the best possible customized package for clients 6. Coordinate site visits, create written bids, develop and execute board presentations, create client and prospect mailings 7. Manage the department budget; both annually and monthly   Ames Convention & Visitors Bureau September 2005- April 2009  Conference Sales Coordinator   1. Recruited state, regional, national and international associations and other groups with potential to bring events with overnight guests to Ames and Iowa State University 2. Collaborated with area hospitality partners to coordinate event services including site selection, transportation logistics, volunteer recruitment and the development of spouse/ancillary activities 3. Developed promotional programs to increase the awareness of Ames and Iowa State University as a conference and event destination 4. Coordinated ground logistics and was assistant site manager for the Cessna Airlift, flying in over 3000 Special Olympics athletes on 250 private jets for the National Games in Ames 5. Performed administrative tasks including the preparing conference bid proposals and agreements, maintaining a client sales database, assisting with budget projections and developing annual sales and marketing plans   Heart of America Restaurants & Inns February 2004- September 2005  Sales Executive   1. Planned and executed meetings within the hotels including food and beverage, setup, room rate negotiation and logistics 2. Contributed to the success of four hotels in the Des Moines area by working as a team with the general managers of four hotels to create and maintain efficiency and effectiveness 3. Developed weekend packages, tour schedules, reunion itineraries and corporate event programs 4. Managed existing local, regional and national accounts while soliciting new corporate and leisure accounts each week through networking, making qualified calls and referrals 5. Maximized hotel exposure through tradeshows, event sponsorships, media contacts and by establishing rebate and referral relationships with area sports venues, wedding halls and schools   Wells Fargo Home Mortgage September 2003- February 2004  Home Mortgage Sales Associate   1. Designed marketing plan and materials for the Home Mortgage Consultant including press releases, advertisements and more 2. Communicated with borrowers and performed administrative duties   Ankeny Chamber of Commerce August 2002- September 2003  Projects Coordinator   1. Organized events including an annual meeting, 50th Anniversary Celebration, new member receptions and lunch n’ learns 2. Prepared press releases, designed newsletters and created other media publications 3. Implemented membership campaign to recruit and retain Chamber members 4. Developed strategies and tactics to improve member relations 5. Handled phone calls, volunteer recruitment, membership maintenance and other administrative tasks   Honda Element College Program January 2003- June 2003  Marketing Intern   1. Developed, planned and implemented a marketing campaign promoting the Honda Element 2. Created slogans, themes, artwork and copy for a four-week ad campaign 3. Coordinated the efforts of a seven-member team 4. Presented campaign and recommendations to client’s executives |

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| BOARDS AND COMMITTEE INVOLVEMENT | |
|  | 1. Chair-Person, City of Ankeny Planning and Zoning Commission, January 2012-Present 2. Founding Committee Member, ART Route 3. Helped create an artful path, uniting 87 pieces of public art with a 6.6 mile long path painted on Downtown Des Moines sidewalks and intersections, plus an additional art pocket in West Des Moines along the trails near City Hall. First of its kind in the country. 4. Past President, Iowa Society of Association Executives; Board Member since 2007; Executive Board since 2010; President 2013-14 5. ISAE is the professional association for individuals who are involved in the management of non-profit organizations. 6. Member, FFA Enrichment Center Advisory Committee, April 2012-Present 7. Make day-to-day decisions on business operations, marketing, conference services and programming for the Ankeny facility. 8. Secretary and Executive Board Member, Eat Greater Des Moines 9. Eat Greater Des Moines identifies, develops, and connects resources with the broader community to support the entire food lifecycle in central Iowa. This includes food rescue, growing support and increasing food access 10. Teacher Appreciation Chair and Homeroom Parent, Ankeny Westwood Parent Teacher Org, August 2012- Present 11. PTO is the volunteer link between school, family and community for our children. It provides opportunities that the school cannot provide on its own. 12. Steering Committee Member, Des Moines Water Trails and Greenways 13. Oversaw the development of a water trails master plan for the Greater Des Moines region. 14. Programming and Education Committee, Iowa Society of Association Executives, January 2006- Present 15. Curriculum Committee Member, Greater Des Moines Leadership Institute, May 2015- Present 16. Graduate, Greater Des Moines Leadership Institute Community Leadership Program, May 2015 17. Graduate, Iowa Society of Association Executives Leadership Program, May 2007 18. Volunteer, Backpack Buddies Program; providing meals for children in need on weekends 19. Current Member, Society of Government Meeting Planners 20. Current Member, American Planning Association 21. Current Member, Iowa State University Alumni Association |
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