January 4, 2014

Forty under 40 Committee

Dear 40 under 40 Committee:

I am nominating Trina Flack, CMP as a candidate for the 15th annual Forty under 40 awards. Trina is a huge asset to the Greater Des Moines community and Iowa. As a leader in association management and selling Des Moines as a destination for meetings and events, Trina has the ability to make people understand the impact of hosting a meeting in Des Moines. She is a master at building and organizations confidence in their organization, the community and local businesses. She shows how this confidence can result in organizations holding a meeting in greater Des Moines is worth their time and money because of the exposure they will receive and the experience of the organization.

Trina is committed to bringing more STEM related meetings to Iowa and using the momentum of the state and community to further expose Des Moines to people from around the world and advance the state in the Science, Technology, Engineering and Mathematics industry.

 During Trina's time at the CVB she has secured over 191 groups representing a direct economic impact of over 20 million dollars. These dollars have gone to local businesses, housekeeping staff, wait staff and tax revenue for each city and the state.

In order for Trina to accomplish these goals it takes countless hours and commitments to meeting with clients during many evenings and weekends. She has time to be successful in her career while also serving in many volunteer roles that shape the nonprofit industry and the community. As you see on Trina's resume, she is part of Ankeny's Planning and Zoning Commission. Her appointment to this board signifies her commitment to community betterment, economic development and quality of life. She is also President of the Iowa Society of Association Executives. The first President ever that represents a convention and visitors bureau. ISAE promotes the professional approach to association management by the exchange of experience, ideas and opinions. The society's philosophy is that learning does pay dividends in education, friendship and fun. ISAE is the state allied society of the American Society of Association Executives and has 175 members in Iowa. And, at the same time, she makes sure the kindergarten class of Westwood Elementary School has a parent leader.

Trina has the talent, leadership skills, drive and passion to make this community even better than it is today! I hope you will consider this incredibly talented professional to be a part of the 14th annual Forty under 40 award recipients.