**Krable Mentzer**

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**PROFESSIONAL EXPERIENCE**

**Easter Seals Iowa** Des Moines, IA

Chief Development Officer November 2012 – Present

[www.eastersealsia.org](http://www.eastersealsia.org)

* Responsible for all fundraising activity for Easter Seals Iowa. Development needs to raise approximately $800,000 per year in general operating expenses as well as any funds for capital needs or special project needs.
* Oversee all areas of fund development including: individual donors, corporate donors, association/organization donors, special events, planned gifts, major gifts and grants.
* Act as primary grant writer for the organization.
* Guide a team of four professionals including a Planned Giving Coordinator, Director of Marketing & Communication, Special Events & Volunteer Coordinator and Administrative Assistant.
* Maintain relationships with current donors and client families to ensure continued support of the organization.
* Continuously work to create a culture of philanthropy throughout the organization. The 2013 team member campaign resulted in 85% of our over 250 team members contributing back to the organization.
* Be an active participant of the Executive Team along with the President/CEO and Chief Financial Officer. Together we develop the strategic plan for the organization and work with the Leadership Team to set goals and budgets to execute the vision.
* Work directly with the volunteer Board of Directors to support them in fundraising activity for the organization.
* Lead the Community Engagement Committee of the board and seek to increase individual board gifts year over year.
* Act as spokesperson for the organization through community speaking engagements, television appearances, radio interviews and written releases.

**Marriott Hotel** Cedar Rapids, IA

Director of Sales & Marketing August 2010 – Present

[www.marriott.com/cidmc](http://www.marriott.com/cidmc)

* Was responsible for all revenue generation for the hotel with a focus on BT production and Group Rooms.
* Managed our top account – Rockwell Collins – to ensure that we saw growth from them in both BT, Group and Catering Revenue year over year.
* Aggressively worked the Iowa State Association market through membership in ISAE.
* Managed a sales team of eight – made sure that each sales person was reaching and exceeding monthly budget goals and activity goals, set high expectations for administrative staff to ensure that the day-to-day operations of the sales office ran smoothly and did not interfere with sales efforts.
* Acted as the liaison between the hotel sales department and the operations departments of the hotel; this was to ensure excellent communication between departments and maintain a high level of customer service.
* Enhanced client relationships by maintaining regular and consistent communication using phone calls, email, sales calls, lunch and dinner meetings.

**Embassy Suites Hotel and Riverfront Conference Center** Peoria, IL

Director of Catering

[www.embassysuiteseastpeoria.com](http://www.embassysuiteseastpeoria.com) August 2007-August 2010

* Awarded the #1 Embassy Suites in the WORLD for Quality, Service and Guest Satisfaction in 2008.
* Key executive level team member of the hotel’s pre-opening and opening year team. The hotel opened January 3rd, 2008
* Ensure that monthly, quarterly and yearly catering revenue goals set forth for the hotel by John Q. Hammons, LLC are met and exceeded. Opening year, 2008, catering budget was exceeded by over $2.5 million.
* Directed catering sales staff, including two catering sales managers, to meet and exceed their individual catering and guest room revenue goals.
* Directed catering services staff, including a convention services manager and executive meeting manager, to ensure that all event details given by the client were communicated effectively to operations staff through Banquet Event Orders and that the overall expectations of the client were met and exceeded.
* Acted as the liaison between the hotel catering and sales department and the operations departments of the hotel; this was to ensure excellent communication between departments and maintain a high level of customer service.
* Prospected, booked, planned and executed high profile events that produce large amounts of revenue. This required an advanced level of abilities in the area of event planning and management.
* Enhanced client relationships by maintaining regular and consistent communication using phone calls, email, sales calls, lunch and dinner meetings.

**Embassy Suites Hotel on the River** Des Moines, IA

Director of Catering

[www.embassysuitesdesmoines.com](http://www.embassysuitesdesmoines.com) May 2005-August 2007

* Ensured that monthly, quarterly and yearly catering revenue goals set forth for the hotel by John Q. Hammons, LLC were met and exceeded. 2006 Catering budget was exceeded by over $550,000.00.
* Directed catering sales staff, including two catering sales managers and two administrative assistants, to meet and exceed their individual catering and guest room revenue goals.
* Acted as the liaison between the hotel catering and sales department and the operations departments of the hotel; this was to ensure excellent communication between departments and maintain a high level of customer service.
* Prospected, booked, planned and executed high profile events that produced large amounts of revenue.
* Enhanced client relationships by maintaining regular and consistent communication using phone calls, email, sales calls, lunch and dinner meetings.
* Awarded the 2005 “Sales Team of the Year” award with over 280 Embassy Suites’ world-wide.

**Embassy Suites Hotel on the River** Des Moines, IA

Catering Sales Manager March 2004-May 2005

* Assisted both corporate and social clients in booking, planning and executing events held in the hotel.
* Maintained a high level of customer satisfaction through both written and oral communication.
* Met and exceeded sales goals set forth by John Q. Hammons, LLC.

## *Younkers Food Division – Younkers Tea Room* Des Moines, IA

Banquet and Catering Manager August 2002-March 2004

* Completed all duties involved in special events booked through Younkers Food Division, including event planning, client communication, and execution of the actual event.
* Maintained a high level of customer satisfaction both in banquet and off-site catering events to ensure repeat business from both corporate and social clients.
* Oversaw banquet and catering staff to ensure a high level of service.

# EDUCATION

**University of Northern Iowa** Cedar Falls, IA

Bachelor of Arts: Public Relations May 2002

Minor: Journalism Magna Cum Laude Graduate

GPA: Overall 3.56; Major 3.56

# COMMUNITY INVOLVEMENT

**The Junior League of Des Moines and Peoria**  Des Moines, IA and Peoria, IL and Cedar Rapids, IA

Active Member August 2003 – Present

* Women’s charitable organization devoted to literacy and leadership, especially in girls and young women.

**Downtown Des Moines Chamber of Commerce Ambassador**  Des Moines, IA

Active Member and Ambassador September 2014 – Present

* Mission is to increase downtown Des Moines business to business interaction.

**Young Professionals Organization**  Des Moines, IA and Peoria, IL

Past Member August 2003 – August 2010

* Organization for young professionals to network and participate in educational programming.

**Heart of Illinois Hospitality Association** Peoria, IL

Past Member August 2007 – August 2010

* **Organization that provides leadership for the members by developing and maintaining a most favorable public attitude toward the hospitality industry in Central Illinois. To collect, analyze, discuss and disseminate information concerning affairs of the area hospitality industry.**

***East Des Moines Chamber of Commerce***  *Des Moines, IA*Past Board Member *2006-2008*

* *Volunteer Board focused on the development of business in Des Moines’ east side.*

***Downtown Community Alliance*** *Des Moines, IA*

Past Board Member M*arch 2004 – July 2007*

* *Volunteer Board focused on the development of business in downtown Des Moines.*

**REFERENCES**

* References available upon request