**KATHRYN A. DICKEL**

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***Professional Engagement***

#### [Founding Partner/ CEO](http://www.linkedin.com/search?search=&title=Founding+Partner%2C+CEO&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title), [MIDWESTIX](http://www.linkedin.com/company/1676378?trk=prof-exp-company-name), November 2002 – present (12 years 8 months) Des Moines, Iowa

MIDWESTIX, formerly IowaTIX, is a full service ticketing company operating out of Des Moines Iowa for over 12 years. Our guiding principal is to grow the entertainment ecosystems we work in by providing state of the art ticketing technology with intensive customer service. MIDWESTIX employs a full time staff of 6 and processes over XXX in transactions yearly, serving clients in a dozen states as far West as Portland and as far east as Tennessee.   
  
Clients include or have included the Clay County Fair (IA), 80/35 Music Festival (IA), Des Moines Social Club (IA), Portland Culinary Workshop (OR), Frazier History Museum (KY), Englert Theatre (IA), Iowa Department of Cultural Affairs and Winefest Des Moines among many others.

#### [Founding Partner](http://www.linkedin.com/search?search=&title=Founding+Partner&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title), [Swaelu Media](http://www.linkedin.com/search?search=&company=Swaelu+Media&sortCriteria=R&keepFacets=true&trk=prof-exp-company-name), July 2000 – present (14 years) Des Moines, Iowa Area

Swaelu Media is a boutique marketing agency serving a wide array of non-profits and small businesses with forward-thinking marketing solutions. Over the years we have proudly served non-profits such as Chrysalis Foundation, Planned Parenthood, Democratic Activists Womens Network and Mid-Iowa Health Foundation, Eyes Open Iowa (formerly Futurenet) and the Technology Association of Iowa (formerly Software and Information Technology of Iowa). Our for-profit clients include Vogue Vision, Silicon Plains Technologies, Iowa Acupuncture Clinic and Wells Fargo to name a few.

**Web Editor/ Researcher, Family Money Magazine, Meredith Corporation,** January 1999- July 2000 (18 months)   
  
Managed five national writers to develop content, art direction and managed content flow from the print product to the website exclusively for FamilyMoney.com. Produced the website daily. Provided research support for in-house contributors at Family Money Magazine.

***Project Engagement***

[**Crossroads Entertainment Conference**](http://www.crossroadsmidwest.com/)The Crossroads Entertainment Conference is the Upper Midwest’s only event to educate, connect and showcase the work of the entertainment industry in an effort to strengthen the entertainment ecosystem for the future. In its over its 5 year run (2006-2011) Crossroads produced nearly 150 seminars, showcased bands from Iowa, Tennessee, Ohio, Minnesota, Wisconsin, Maryland and Missouri, featured dozens of films and live theatre troupes and spotlighted Iowa’s finest food and beverage producers.

#### [Billy Madison Project- Des Moines](http://www.linkedin.com/search?search=&keywords=Billy+Madison+Project-+Des+Moines&sortCriteria=R&keepFacets=true), January 2013 – present

Billy Madison Project is a shadowing experience in the Des Moines Public Schools for business owners and entrepreneurs seeking a first-hand knowledge of how our classrooms currently serve or dis-serve students in their quest for a quality education. The project originated in the Cedar Rapids Public School system and spearheaded in Des Moines by the Teachers Association and locale business owners. It seeks to engage business owners in a proactive way to advocate for creative curriculum in our schools.

***Organizational Engagement***

#### Des Moines Waterworks Park Foundation, December 2013-present Founding Board Member/ Marketing and Governance Chair

*The primary purpose of the Des Moines Water Works Park Foundation ("Foundation") is to raise awareness and  funds to develop the Des Moines Water Works Park ("Park") for the benefit of the public in terms of recreation, education, and support of the Des Moines Water Works ("DMWW") in the fulfillment of its mission to provide a steady supply of safe water to its customers. A key player in recruiting a unique board of emerging leaders, developing by-laws and leading.*

Contribution: Provides key leadership in developing by-law, board structure and recruitment of the primary and advisory boards. Leads marketing committee to executing the creation of Foundation brand and communication strategy. Serves as well on Development and User Group committees.

#### [Civic Music Association](http://www.linkedin.com/search?search=&keywords=Civic+Music+Association&sortCriteria=R&keepFacets=true), June 2012 – June 2014 Board Member/ Marketing Chair

The Civic Music Association exists to engage, enrich and educate the central Iowa community through provocative, world-class musical performances by legends and rising stars.

*In its 89th year, Civic Music continues to be a unique and significant arts organization in Des Moines. The mission has not varied from its inception – to both present artistic excellent performances and foster education. By bringing world-renowned artists to central Iowa, Civic Music not only offers audiences unforgettable fine arts experiences, but also builds awareness, understanding and respect for classical, world and jazz artistry.*

#### Contribution: Spearheaded the 90th Anniversary marketing campaign with a complete rework of marketing materials and the new “Do Something Different” campaign. Kathryn also served on Governance and Programming committees.

#### [Des Moines Community Radio Foundation /KFMG](http://www.kfmg991.org/) Founding Board Member/ Radio Personality, 2005-2007 Contribution: Participated in foundation board meetings, recruited seed funders and helped to develop and produce programming including a 3-hour show called Friends and Strangers with Kat highlighting playlists and interviews with members of the community.

[**Iowa Entrepreneurs’ Coalition**](http://www.meetup.com/Iowa-Entrepreneurs-Coalition/)Co-Founder, 2005

*The Iowa Entrepreneurs’ Coalition embraces Advocacy, Education and Networking for entrepreneurs and small business owners. This group links you to public and private sector resources to assist your businesses growth. Business owners meet monthly to establish a network of local entrepreneurs to share tips and problem solving techniques, get advice on profitability and career and discuss mentoring and business models.*

Each monthly meeting includes an educational opportunity and a networking component when you can swap business cards and watch your personal business directory grow! If you are a business owner, an entrepreneur or an organization that supports small business growth, you are invited to become a member of this group.

***Philanthropic Engagement***

**Des Moines Water Works Park Foundation**, 2014-present  
**Greater Des Moines Music Coalition,** 2005-present **Latina Women's Leadership Initiative,** present **Warren Morrow Memorial Fund,** 2011-present **Iowa Public Radio,** 2010-present **Civic Music Association,** 2011-present

***Volunteer Engagement***

**James Biehn Fundraiser,** November 2010-January 2011

Led planning committee that organized a benefit concert and silent auction which raised over $30,000 for local musician James Biehn who was fighting lymphoma.

**Cowles Montessori,** September 2012-present

Classroom volunteer, parent’s group, auction fundraiser.

***Awards/Recognition***

**2013 DMACC Entrepreneur’s Conference**, Distinguished Panelist

**Great Des Moines Music Coalition**, 2011 Industry Award- Business of the Year.

**Technology Association of Iowa (formerly Software and Information Technology of Iowa),** 2002 Designer of the Year.

***Education***

DOWLING CATHOLIC HIGH SCHOOL GRADUATED 1991

CORNELL COLLEGE, BSS GRADUATED 1995  
Double Major: Theology and Political Science

***Family***

Husband: Ryan O’Mara  
Sons: Miles (4), Wesley (3)

***Learn more about Kathryn:***

[Des Moines Register Profile](http://archive.desmoinesregister.com/article/20130617/LIFE/306170057/Register-Profile-Kathryn-Dickel-helped-set-stage-today-s-young-professionals) (2013)

[DMMC Honoree](http://www.desmoinesmc.com/backstage-ball-honoree-music-industry-kathryn-dickel/) (2011)

[LinkedIN](https://www.linkedin.com/profile/view?id=3405124&authType=name&authToken=a1bs&locale=en_US&pvs=pp&trk=ppro_viewmore)