

KAREN S. CHURCHARD

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EXECUTIVE MANAGEMENT SUMMARY

Accomplished executive with extensive leadership experience in operations, budgets, financials, fundraising, strategic positioning, marketing, public and media relations. Results-oriented, decisive leader with proven success in the execution of all aspects of events, meetings and conferences, setting standards for quality control. Excellent track record in building productive relationships and partnerships with key business decision makers, communities, government agencies, elected officials, and media. Utilize a team approach to drive organizational improvements and guarantee implementation of best practices. Extensive public speaking experience. Career reflects vast success and experience in non-profits, associations, government and entrepreneurship. Key areas of demonstrated strengths and expertise include:

- Visionary Leadership
 - Fundraising
 - Tactical Marketing Planning
 - Finance & Budgeting
 - Strategy Planning
 - Media & Public Relations
 - Contract Negotiations
 - Strategic Alliances & Partnerships
 - Policy & Procedure Development
 - Government Regulations & Relations
 - Team Building
 - Project Management
 - Volunteer Management & Development
 - Event Development & Implementation
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PROFESSIONAL EXPERIENCE

ARIZONA OFFICE OF TOURISM

2007-2015

Assistant Deputy Director - Responsible for all strategic planning and research directed at strengthening and expanding Arizona's economy in order to keep Arizona top-of-mind as a world-class travel destination.

Accomplishments:

- Formulated the mission, vision and strategic direction of the agency by leading the planning process in creating the first 5-year strategic plan to determine goals, objectives and performance measurements.
- Implemented cutting-edge research, providing a deeper understanding of travel consumer segmentation to assist the advertising division and advertising agency on national multi-faceted marketing campaigns.
- Served on the successful Bid Committees for the College Football Playoff National Championship (2016) and NCAA Men's Basketball Final Four (2017).
- Consulted with the agency director on sponsorships for major events. Directed the negotiations and managed the agency's sponsorship of the Arizona Super Bowl Host Committee and Arizona Organizing Committee for the College Football Playoff National Championship.
- Organized and directed the Media Hospitality and volunteer coordination for hosting 5,000+ media attending Super Bowl XLIX (2015) and its week-long related events and activities.

ARIZONA CENTENNIAL COMMISSION AND

ARIZONA CENTENNIAL 2012 FOUNDATION

2007-2013

Director and Executive Director - Responsible for all activities associated with leading the Governor's commission and non-profit organization in the orchestration of a successful celebration and commemoration of Arizona's 100th Statehood by working with the commission, board of directors, fundraising and implementing the strategic planning of all events and projects statewide.

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Accomplishments:

- Created and directed the non-profit organization that planned, funded, executed and produced Arizona's Centennial including signature projects, events and promotions.
- Raised \$10.5 million with no state appropriations to finance events and projects and secured an additional \$5 million in Federal Transportation Funds for the Centennial Way Signature Project.
- Successfully produced Signature Projects and Events including a multiple-day signature event in Prescott and Phoenix, the Arizona Best Fest, resulting in the largest event footprint ever held in downtown Prescott, generating the highest tax collections for the city as well as sold-out hotels throughout Prescott and the Verde Valley region.
- Co-developed and fostered the bill through the Legislature, implementing the Arizona Centennial License plate to provide a reliable source of funding to commemorate Arizona's 100th Statehood. Working with an advertising agency, assisted in the design creation of the license plate that in April 2012 was named the best new plate in the nation.

ARIZONA TOURISM ALLIANCE

2003-2007

President & CEO - Responsible for all activities associated with leading the non-profit organization from lower stature to a more prominent and influential association by working with the board of directors, fundraising, expanding and creating events, directing a strategic plan and overseeing all financials.

Accomplishments:

- Increased fundraising by 75% within the first 14 months.
- Created and directed the Arizona Tourism Unity Dinner, now in its eleventh year.
- Elevated the annual Governor's Conference on Tourism in both attendance and sponsorship revenues.
- Assisted the association's lobbyist in advocating the importance of the tourism industry and Office of Tourism to Arizona legislators, Mayors and Councils.
- With the assistance of an advertising agency, created a new logo, brand and website that better illustrated the association's purpose to advocate, educate and unite the tourism industry.

KC PRODUCTIONS, LLC

2002-2007

Owner - Operated a full-service production company offering consulting, coordination, planning and production for a wide-variety of sporting and special events, festivals, convention and meeting planning.

Accomplishments:

- On behalf of the Phoenix Convention & Visitors Bureau and Bid Committee, designed and authored the persuasive proposal and presentation that supported the successful selection of Arizona as the host of Super Bowl XLII (2008).
- Assisted Elite Racing in bringing the Rock 'n' Roll Marathon to Metropolitan Phoenix and coordinated the production of the post-race hospitality and concert for four years.
- Consulted with the City of Glendale in the planning and preparations for hosting the first major sporting events at the University of Phoenix including the Tostitos Fiesta Bowl, BCS College Football National Championship and Super Bowl XLII. Served on the internal planning group, providing insights and consultation for many of the city's departments involved in managing traffic, parking and public safety for these major events.

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FIESTA BOWL

1981-2002

Vice President of Operations – Responsible for managing the staff and directing all aspects of planning, creating and producing the bowl's many sporting and special events with budgets ranging from thousands to multi-million dollars.

Accomplishments:

- Served as the liaison and negotiated partnerships with Arizona State University and the City of Tempe Mayor, Council and staff to successfully produce the annual Tostitos Fiesta Bowl and the Tempe Fiesta Bowl Block Party.
- Designed and authored persuasive presentations and proposals, securing the bowl's status in the Bowl Championship Series and ensuring the selection of Phoenix as the host city for the 1993 U.S. Figure Skating Championships.
- Managed all aspects of the contractual obligations to successfully host the 1993 U.S. Figure Skating Championships.
- Directed and managed the volunteer program for the bowl's 2,000+ volunteers.

Computer Skills: Extensive knowledge of Word, Excel, PowerPoint, Quick Books and data management.

AWARDS, COMMUNITY SERVICE, VOLUNTEER ACTIVITIES

- National Advisory Board, NAU School of Hotel and Restaurant Management (2013-Present)
 - Arizona Historical Advisory Commission (2008-Present)
 - International Festivals and Events Association Hall of Fame (2013)
 - YWCA Maricopa County Tribute to Leadership Award (2013)
 - Greater Phoenix Convention & Visitors Bureau Visitor Industry Champion Award (2008)
 - Northern Arizona University Alumni Association Distinguished Citizen of the Year Award (2006)
 - Arizona Governor's Film and Television Commission (2005-2007)
 - Arizona Governor's Tourism Advisory Council (2003-2007)
 - Presidential Debate Hospitality Committee (2004, Tempe)
 - International Festivals and Events Association Chairman of the Board (1999-2000), Board Member (1993-2001)
 - Phoenix Suns Celebration Parade Chair (1993)
 - Arizona Festivals and Events Association Founding Member and President (1992), Board Member (1992-1999)
 - 200th Anniversary of George Washington's Inauguration & Presidential Bicentennial Procession, selected to assist in organizing and managing the parade (1989, New York City)
 - Welcome Home America! Parade, selected to assist in organizing and managing the parade (June 1991, New York City)
 - Welcome Home Parade Chair, selected by Mayor Paul Johnson and Governor Fyfe Symington to plan and produce Arizona's parade (May 1991, Phoenix)
 - Active 20-30 Club of the Valley of the Sun Charter Member (1988), President (1989)
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EDUCATION

Bachelor of Journalism, Emphasis in Public Relations, Advertising and Photography
Northern Arizona University, Flagstaff, AZ