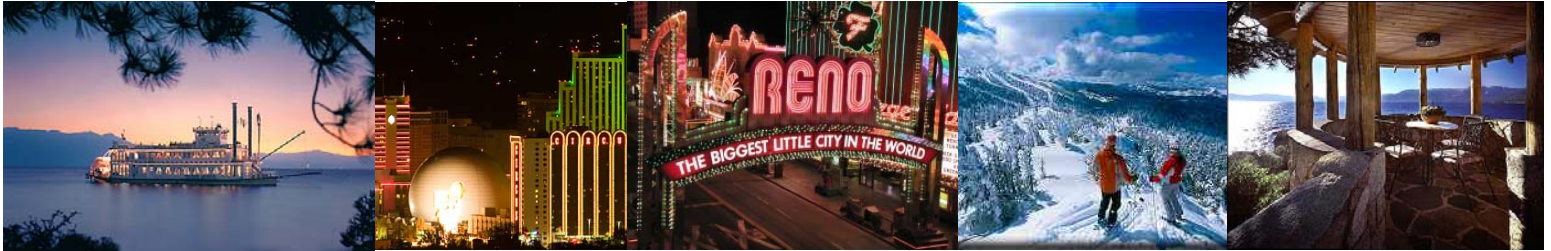


RENO-SPARKS CONVENTION & VISITORS AUTHORITY
NATIONAL CONVENTION SALES MANAGER POSITION OVERVIEW
(CHICAGO, IL AND WASHINGTON, DC)



ABOUT THE RENO-SPARKS AREA

Reno-Sparks is located at the base of the eastern slope of the Sierra Nevada, 13 miles east of the Nevada-California state line on Interstate 80. Just 40 minutes southwest of Reno is Lake Tahoe. With an elevation of 4,500, Reno sits in the shadow of the Sierras averaging more than 300 days of sun each year. Winter has snowfall but typically it is light. Summer highs are generally in the low to mid 90s °F, but temperatures above 100 °F occur occasionally.

In addition to the area's spectacular beauty and mild climate, Reno-Tahoe offers an extraordinary mix of history and culture, over 18 world-class ski resorts, 50 beautiful golf courses, all within 90 minutes of the Reno area, an endless array of outdoor recreation, 24-hour gaming and entertainment, a healthy, diverse economy, and community spirit which is as strong as ever. More than 300,000 people make Reno-Tahoe their home and 5.1 million people visit every year. The present population of Reno is over 150,000, with more than 60,000 in nearby Sparks.

Gaming and tourism has long dominated the area's economy, however, the business economy has strengthened and diversified in recent years with an influx of jobs associated with product distribution facilities and manufacturing. Just a few of the companies who have joined these communities over the past few years include:

Microsoft
Intuit
Amazon.com

Michelin North America
Kal Kan
John Deere and Company

All have chosen to expand or move into this region, joining the likes of longstanding corporate residents Ralston Foods, International Game Technology and General Motors.

The business community also calls on the tremendous resources of the University of Nevada, Reno (UNR) and Truckee Meadows Community College (TMCC). All major fields of study and many advanced degree programs are provided at UNR, a fully accredited state university. TMCC offers numerous training programs and customizes programs for individual businesses.

With nonstop service from 22 markets and approximately 150 daily arrivals and departures at the Reno-Tahoe International Airport, visitors find that Reno-Tahoe is easily accessible. The airport was rated the fifth most efficient airport in North America by the Air Transport Research Society in 2008.

Reno is also very accessible via AMTRAK's California Zephyr, which arrives daily from the Bay Area and Sacramento to the west and Salt Lake and Denver to the east. Trains from the Northwest, coastal southern California and the Central Valley connect to the Zephyr in Sacramento. For drivers, Reno and Sparks are located at the junction of Interstate 80 and U.S. 395. It's an easy and scenic drive from most of the 11 western states.

To learn more about the Reno-Sparks/Lake Tahoe Region please visit the following links:

www.visitrenotahoe.com
www.renosparkschamber.org
www.cityofreno.com

www.ci.sparks.nv.us
www.gotahoenorth.com
www.co.washoe.nv.us

LODGING, POINTS OF INTEREST AND ATTRACTIONS

Northern Nevada provides a broad array of arts and culture, recreation opportunities, attractions, restaurants and over 20,000 hotel rooms to satisfy every visitor's deepest interests. Below are links to a sampling of offerings in the Reno-Sparks area.

- [Arts and Culture](#)
- [Recreation and Attractions](#)
- [Hotels, Casinos and Lodging](#)
- [Nightlife](#)
- [Restaurants](#)
- [Sports Teams](#)
- [Golfing](#)
- [Shopping](#)
- [Snow Adventures](#)
- [News Releases](#)
- [History](#)





MAJOR CONVENTION FACILITIES (MANAGED BY RSCVA)

With all the quality, convenience and after-event activities of much larger locales, Reno-Tahoe provides a first-tier experience without the expense and red tape that often is associated with large metropolitan areas. Reno-Tahoe is home to several convention facilities, all within a short distance of the Reno-Tahoe International Airport, as well as hotels, shops, restaurants and outdoor attractions. Managed by the Reno-Sparks Convention and Visitors Authority (RSCVA), this diverse selection of convention facilities includes the Reno-Sparks Convention Center, the Reno Events Center, the National Bowling Stadium and the Reno-Sparks Livestock Events Center.

Reno-Sparks Convention Center (RSCC): Captivating, modern and competitive, the Reno-Sparks Convention Center is no ordinary stage. For technological amenities and extensive capacity, this state-of-the-art facility is built to order for progressive business. The center can accommodate a full spectrum of events that include shows on Tradeshow Week's Top 200 list. The Reno-Sparks Convention Center (RSCC) features:

- Five (5) contiguous exhibit halls with 381,000 sq. ft. of space
- The Mt. Rose Ballroom furnishes event planners with 30,000 sq. ft. of column-free space for formal dining functions, general sessions, seminars, and/or exhibits. The Ballroom is also fully adaptable and divisible into seven meeting rooms.
- Fifty-three (53) meeting rooms, accommodating groups from fifty to more than 3,000 compliment the Convention Center.
- Ample registration and pre-function space, centrally located to all exhibit and meeting areas. The central registration lobby provides 17,500 sq. ft. of flexible space with dedicated storage areas. A second registration area is located adjacent to the Ballroom Lobby entrance thus accommodating multiple shows scheduled simultaneously in the building.
- Well Bread Restaurant Services Group, the fine dining division of Delaware North Companies, is the exclusive concession and catering contractor for the Reno-Sparks Convention Center.

Reno Events Center (REC): Every square foot of Reno's newest and most versatile venue is built for entertainment, tradeshow, conventions, and conferences. Its flexible 7,000 seat capacity and 118,000 square feet of space is ideal for any event. Close proximity to more than 6,500 hotel rooms and world class dining and gaming make the REC appealing to a variety of groups.

National Bowling Stadium (NBS): The only facility of its kind in the world, the National Bowling Stadium is dedicated to the sport of bowling. Opened in 1995, The Los Angeles Times called it the “Taj Mahal of Tenpins.” Living up to its name, the Stadium was elegantly designed with the tournament bowler in mind. As bowlers and visitors enter they are greeted by an impressive four story lobby. The National Bowling Stadium boasts 78 championship lanes and the longest video screen in the world which is capable of projecting video images as well as state-of-the-art scoring graphics across its 440 foot length.

On the fifth floor is a 172 seat I-WERKS theater. The four story screen can accommodate 70 millimeter films and has a six channel digital surround sound audio system and is available to be rented to groups. The open and versatile design of many areas of the National Bowling Stadium allows it to be transformed into several configurations to suit any event from bowling functions to private parties and business meetings.

Reno-Sparks Livestock Events Center (RSLEC): Don’t be fooled by the name the Reno-Sparks Livestock Events Center (RSLEC) is a fitting venue for a variety of events, even those that don’t feature any four-legged creatures. Although the RSLEC is the home base for a list of prestigious equine and rodeo events, including the nationally televised Reno Rodeo, it also is a favorite venue for youth and collegiate sporting competitions, motocross and national monster truck events. The RSLEC, situated on 43 acres of land located a few minutes from downtown Reno and 10 minutes from the airport features:

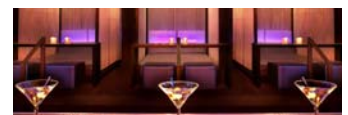
- Two indoor and two outdoor arenas
- 20,000-square-foot exhibition hall
- Seating for 6,200 people



ADDITIONAL MAJOR CONVENTION FACILITIES

The Reno Ballroom: The new, dramatic and largest ballroom in downtown Reno offers 32,700 square feet of luxurious and versatile meeting space. Accommodating more than 1,900 for an elaborate dinner and 2,900 for a general session, the Reno Ballroom is downtown’s new center for meetings and conventions. Surrounded by more than 6,500 quality hotel rooms, the Ballroom is the cornerstone for Reno’s convention and special events business in the heart of downtown. The facility features include:

- 27,996 square feet of column-free meeting space with 25-foot ceilings.
- Street-level drive-in freight access.
- Superior-quality kitchen with “back-of-the-house” service access to all meeting areas.



Pioneer Center: From Broadway to Reno, opera and dance to family shows and concerts, you’ll find all the excitement at the Pioneer Center for the Performing Arts. The Pioneer Center for the Performing Arts, allows a unique meeting experience, and offers many exceptional activities for attendees.





ABOUT THE RENO-SPARKS CONVENTION & VISITORS AUTHORITY (RSCVA)

Budget: \$32.9 Million

Staff: 109 Full-Time and several hundred Part-Time

BRAND STATEMENT --- RENO-TAHOE USA...FAR FROM EXPECTED

The RSCVA was established in 1959 as the Washoe County Fair and Recreation Board. The RSCVA acts as a marketing organization for the county to promote convention and tourism business. Unlike other convention and visitor bureaus across the country, the RSCVA owns and operates several facilities designed to draw out-of-town visitors.

RSCVA'S Mission Statement: The mission of the RSCVA is to attract overnight visitors to Reno-Tahoe lodging properties through tourism marketing, convention sales and facility operations, featuring local amenities, attractions and events; thereby enhancing the economic benefit and quality of life for Northern Nevada.

RSCVA'S Vision Statement: The vision of the RSCVA is to be a premier, year-round, western destination for leisure and group/convention travelers.

The RSCVA is governed by a 13-member board of directors representing a variety of business and community groups in Washoe County. The groups represented include: gaming, general business, financial industry, air service and motel industries. The cities of Reno and Sparks and Incline Village are also represented as well as the Washoe County Commission.

The RSCVA's funding comes from the following:

- Room tax paid by visitors when they stay in a transient rental facility in Washoe County
- Revenue from operation of facilities owned by the RSCVA
- Investment income
- Marketing revenue (visitors centers/services)

Link To: [Comprehensive Annual Financial Report Fiscal Year End June 30, 2009](#)

Link To: [2008/2009 Marketing and Sales Plan](#)

Link To: [Visitor Counts from 2000-2009](#)

Link To: [Room Tax and Occupancy Statistics - October 2009](#)

To learn more about the Reno-Sparks Convention & Visitors Authority, please visit

www.visitrenotahoe.com

SUMMARY OF POSITION

The RSCVA Convention Sales & Services Department is made up of 15 full time employees and over 40 part time registration employees. The role of the Convention Sales department is to book business with potential customers to utilize hotels and RSCVA facilities for their conventions and meetings including, but not limited to, conventions, exhibits, trade shows, corporate meetings, incentive programs, association activities and special events.

The positions assigned to this classification are responsible for effectively selling the Reno, Sparks, and North Lake Tahoe area as a convention destination and for achieving the sales targets and objectives of the Reno Sparks Convention & Visitor's Authority. This position must be located in the Washington, DC or Chicago market.

Overtime Eligibility: Exempt

Supervision Received and Exercised: The positions assigned to this classification report to the Vice President of Convention Sales. Responsibilities may include the supervision of clerical staff.

TYPICAL TASKS

The following tasks are typical for this position. The position may not perform all of these tasks, and/or may perform similar related tasks not listed here.

- Effectively solicits and sells the Reno, Sparks, and North Lake Tahoe area as a convention and tourism destination. Maintains a positive and professional image and builds an effective rapport with clients or prospective clients.
- Meets established room night sales goals; leads, prospecting and solicitation goal; books predominately convention center business.
- Maintains sales files thoroughly documenting information relating to contacts and needs of clients or prospective clients. Assures such files are properly organized and kept up-to-date.
- Develops and maintains an accurate, up-to-date, and comprehensive knowledge of the attractions and capabilities of the Reno Sparks Convention & Visitor's Authority facilities, local attractions and points of interest, and local hotels/motels, and is able to effectively utilize this knowledge as a sales tool.
- Develops and maintains an accurate, up-to-date, and comprehensive knowledge of the competing convention and tourism destinations in terms of accessibility, attractions, hotels/motels, meeting room availability, and the like. Is able to effectively utilize this knowledge to accentuate the positive features and advantages of the Reno, Sparks, and North Lake Tahoe areas.

- Conducts site inspections for meeting planners and coordinate the inspection with sales personnel of hotels/motels, ground tour operators, and local commercial groups. Effectively promotes the Reno, Sparks, and North Lake Tahoe area as a convention and tourism destination.
- Develops and maintains an accurate, up-to-date, and comprehensive knowledge of client or prospective client needs and interests by researching sales files, contacts with other sales departments and travel agents, review of sales and tourism trade literature, and the like.
- Develops interest in the Reno, Sparks, and North Lake Tahoe area as a convention destination through sales presentations to prospective clients and to trade shows, and by conducting familiarization tours. Makes effective verbal presentations and presents the positive features and advantages of the Reno, Sparks, and North Lake Tahoe area as a convention destination clearly and convincingly.

MINIMUM KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: the positive features and limitations of the facilities of the Reno Sparks Convention & Visitor's Authority, local hotels/motels, the Reno, Sparks, and North Lake Tahoe area as well as competing convention destinations; effective selling techniques and methods; methods for preparing and making effective sales presentations; human psychology as it relates to selling. In addition, must have knowledge of the Washington, DC or Chicago meetings market.

Ability to: travel throughout the United States and occasionally out of the country to present the Reno, Sparks, and North Lake Tahoe area as a convention destination.

Skill in: verbal and written communications; researching and understanding client or prospective client needs and interests and matching those needs and interests with the positive features and advantages of the Reno, Sparks, and North Lake Tahoe area; managing own time efficiently; selling the Reno, Sparks, and North Lake Tahoe area as a convention destination; developing sales leads and new sales contacts through a variety of methods including phone, letter, and personal contacts, and by recruiting local members of national associations or corporations as "allies" of the Reno, Sparks, and North Lake Tahoe area to sell the area as a convention destination; presenting the Reno, Sparks, and North Lake Tahoe area in a positive manner as a convention destination; developing rapport with clients and prospective clients.

TRAINING AND EXPERIENCE

Any combination of training and experience that could likely provide the required knowledge, abilities, and skills would be qualifying. A typical way to obtain the knowledge, abilities, and skills would be: a Bachelor's Degree in business administration and four years experience in sales.

PHYSICAL DEMAND

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is frequently required to stand; walk and stoop, kneel, crouch, or crawl. The employee must regularly lift and /or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. The employee will be required to travel.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderately quiet.

CORE COMPETENCIES AND CHARACTERISTICS NEEDED

Self Starter
Strong work ethic

Diplomatic
Proficient with technology

Consensus builder
Strong communicator

IDEAL BACKGROUND

- Previous CVB Sales Experience is preferred but major hotel national sales experience will be considered.
- Must have experience selling multiple hotels, Convention Center, and city wide events.
- Possesses strong relationships with Association, Corporate and third party clients.
- An understanding of the gaming industry would be viewed as a plus, however, not required.
- Experience working in a small or home office environment also a plus.
- Must be located in the Washington, DC or Chicago market.

KEY PRIORITIES FOR THE FIRST 12-18 MONTHS

1. Become familiar with the destination and the stakeholders quickly.
2. Identify new prospects for the destination.
3. Meet room night goals with convention center business.

If you are interested in this position please respond to the following SearchWide™ Executive:

Brent Lubahn, Executive Recruiter, SearchWide™

Email: lubahn@searchwide.com or Phone: 817-292-2520

On the Web: www.searchwide.com