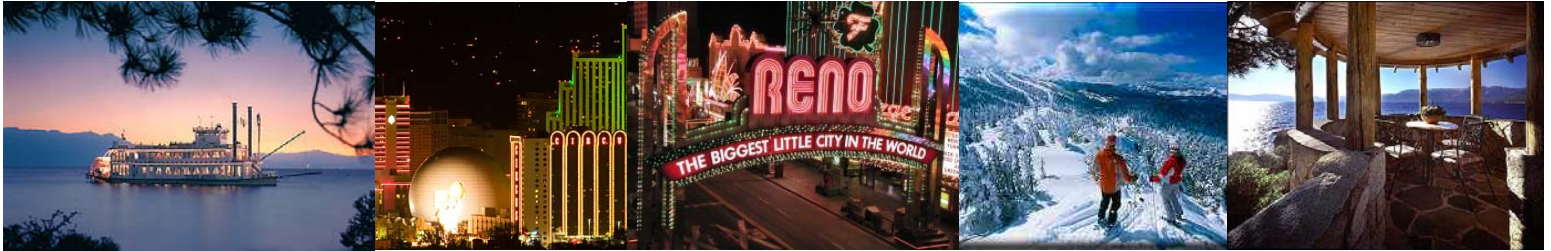


**RENO SPARKS CONVENTION & VISITORS AUTHORITY**  
**VICE PRESIDENT OF CONVENTION SALES POSITION OVERVIEW**  
(RENO, NV)



**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.

In addition to the area's spectacular beauty and mild climate, Reno Tahoe has 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 strong art and culture community, a healthy, diverse economy, and a great community spirit. More than 300,000 people make Reno Tahoe their home and about 5 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, and Lake Tahoe Region please visit the following links:***

[www.visitrenotahoe.com](http://www.visitrenotahoe.com)  
[www.renosparkschamber.org](http://www.renosparkschamber.org)  
[www.cityofreno.com](http://www.cityofreno.com)

[www.ci.sparks.nv.us](http://www.ci.sparks.nv.us)  
[www.gotahoenorth.com](http://www.gotahoenorth.com)  
[www.co.washoe.nv.us](http://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 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 rate 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 gross 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 gross 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 bowling functions or 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:

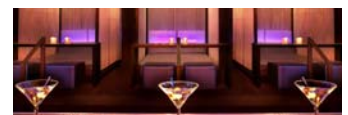
- Two indoor and two outdoor arenas
- 20,000-square-foot exhibition hall
- Seating for 6,200 people



### **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.





## **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 Washoe County.

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

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](http://www.visitrenotahoe.com)***

## **SUMMARY OF POSITION**

This executive level position is responsible for effectively meeting all of the sales goals within the Reno Sparks Convention & Visitors Authority (RSCVA) and providing leadership in the development and implementation of long and short-term plans, programs and goals. This position is also responsible for interfacing with the appropriate representatives of the “stakeholder” property owners and ensuring that the RSCVA’s sales goals are coordinated with their requirements. Incumbents are responsible for developing and administering the division’s budget to include reallocating resources as needed and serving as an active participant in the top executive team.

***Overtime Eligibility:*** Exempt

***Supervision Received:*** This position receives general supervision from the President/CEO with additional coordination through the appropriate committees of, as well as, the Board of Directors.

***Supervision Exercised:*** This position supervises the Assistant Director of Convention Sales and 8 National Sales Managers (including remote sales staff in Chicago and DC), 2 Convention Service Managers, 1 convention sales coordinator and 1 Convention Sales Administrator, several of whom supervise additional staff.

## **TYPICAL TASKS**

***The typical tasks described below are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Other tasks may be assigned as needed.***

- Directs the operations of the sales department, manages staff and resources; establishes performance criteria; evaluates direct report staff; periodically reviews work priorities; interviews key staff; and makes hiring, disciplinary and termination decisions.
- Develops and updates a master plan for development of long term sales goals, coordinating and communicating with the local “stakeholders”, CEO and members of the Board of Directors. Establishes meaningful goals for the sales department staff. Communicates these goals, motivates the staff to reach these goals and monitors their accomplishment.
- Frequently interacts with the “stakeholder” representatives to ensure an ongoing relationship that allows for two-way communication regarding RSCVA sales goals and successes. Develops and administers the sales department budget to include reallocating resources as needed; implements cost effective improvements in the budget or departmental operations. Exercises control over the authorized budget to keep expenditures within limits set.

- Maximizes the satisfaction of client relationships by creating and maintaining continuing and on-going communications.
- Develops and maintains a presence at the senior executive level of industry associations such as PCMA, MPI, and ASAE.
- The VP of Convention Sales is a member of the RSCVA's 7 person Executive Team, responsible for budget development and oversight, planning and policy development.
- Communicates and coordinates activities with other executive staff, facilitates or leads meetings for special projects and/or strategic planning, and represents the organization at various trade shows and conventions.
- Develops, implements, enforces and evaluates policies, procedures and strategies, and ensures procedural compliance with applicable laws and regulations.

### **MINIMUM KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:** principles and techniques related to hospitality, convention and meeting sales.

**Ability to:** to use personal computers and related software applications.

**Skill in:** leading, directing, supervising, and evaluating the work of others; evaluating sales procedures; formulating long-range sales plans; establishing and maintaining effective working relations with others; budget preparation and of the formulation of programs and operational plans; strategic planning; preparing and administering budgets; communicating effectively in both verbal and written forms; utilizing strong presentation methods; providing leadership and resolving conflict.

### **TRAINING AND EXPERIENCE**

CVB experience is preferred, however, a combination equivalent to training and experience that could likely provide the required knowledge, abilities, and skill would be considered. A typical way to obtain the knowledge, abilities, and skills would be: a Bachelor's degree in Sales, Hospitality, or Marketing or related and seven years of progressively responsible experience in convention sales including at least four years at an executive level as an Executive Director or Vice-President of Sales.

**Requirement:** Possession of a valid driver's license.

### **PHYSICAL DEMAND**

The physical demands described here are representatives 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 frequently required to sit, talk and hear, use hands to finger, handle or feel objects, tools or controls; and reach with hands and arms. The employee is occasionally required to walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. Additionally, the employee must have the ability to work flexible hours including evenings, holidays, and weekends as well as travel domestically and internationally as requested.

## **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 quiet.

## **CORE COMPETENCIES AND CHARACTERISTICS NEEDED**

### **1. *Communication Skills:***

- Must be an exceptional listener.
- Must be an effective and persuasive communicator and speaker
- Ability to develop and maintain strong relationships of all levels and with all stakeholders.

### **2. *Sales Expertise:***

- Significant group and convention sales leadership experience is a must.
- Previous success training, motivating and coaching a large sales organization.
- Ability to be hands on when necessary to assist with closing business.
- Proven ability to rally with community stakeholders to develop creative packages that will book business.

### **3. *Leadership:***

- Strong interactive leader (up and down).
- Skilled in the areas of market analysis, deployment and research.
- Proven success with sales team recruitment and retention.
- Experience with setting goals and measuring success.

### **4. *Critical Characteristics Needed:***

- Independent worker.
- Impeccable diplomacy.
- Exceptional consensus builder.
- A visionary.
- Problem solver with the ability to multi-task.

## **IDEAL BACKGROUND**

- Previous sales leadership experience with a DMO/CVB or major hotel company is a must.
- 10+ years of selling experience specifically to the convention and tradeshow segment.
- 10+ years of experience in meetings and conventions market, primarily with high concentration on association and corporate business.
- Current or former board membership of industry associations a +.
- An understanding of the gaming industry would be viewed as a plus, however, not required.

## **KEY PRIORITIES FOR THE FIRST 12 MONTHS**

1. Ensure that the RSCVA Convention sales staff is achieving or exceeding sales goals, with a special emphasis on attracting and booking an increasing number of city-wide conventions and groups.
2. Establish strong collaborative and mutually respectful relationships with all stakeholders and partners, including area convention hotels, the Reno Tahoe Airport and suppliers.
3. Create a strong team between the Convention Sales staff and RSCVA partners, that allows innovative thinking and tailored approaches to meet client needs to successfully enable Reno Tahoe to convert a higher proportion of leads into booked business.
4. Become familiar with the Reno, Sparks and Lake Tahoe community and the hotels, attractions, amenities, conventions, shows and special events that occur in the region.
5. Become an active participant of the RSCVA executive staff, identifying and addressing organization wide issues.

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

***Mike Gamble, President and CEO, SearchWide™***

***Email: [gamble@searchwide.com](mailto:gamble@searchwide.com) or Phone: 888-386-6390***

***On the Web: [www.searchwide.com](http://www.searchwide.com)***