

KAREN JOBE TREVINO

WORK HISTORY **SENIOR VICE PRESIDENT & COO, NORTH LITTLE ROCK CONVENTION & VISITORS BUREAU**
July, 2012 – Present [*NOTE: I have been promoted to PRESIDENT & CEO beginning December, 2020.*]

ADMINISTRATOR, ARKANSAS TOURISM DEVELOPMENT FOUNDATION
January, 2016 – May, 2019

DIRECTOR, SKAL INTERNATIONAL ARKANSAS
January, 2008 - Present

OWNER/BUSINESS MANAGER, STUDIO ONE DANCE, NORTH LITTLE ROCK
June, 2012 – July, 2015

HOSPITALITY & TOURISM PROFESSOR, ARKANSAS CULINARY ARTS & HOSPITALITY MANAGEMENT INSTITUTE, PULASKI TECH COLLEGE, LITTLE ROCK
July, 2012 – December, 2013: Full-Time; 2010 – 2012: Adjunct Professor

EXECUTIVE DIRECTOR, NORTH LITTLE ROCK CONVENTION & VISITORS BUREAU
July, 2003 – July, 2012

DIRECTOR OF OPERATIONS, ARKANSAS HOSPITALITY ASSOCIATION
August, 1997 – July, 2003

GROUP TRAVEL CONSULTANT, ARKANSAS DEPARTMENT OF PARKS & TOURISM
1993 – 1997

ASSISTANT DIRECTOR, NORTH LITTLE ROCK CONVENTION & VISITORS BUREAU
1989 – 1993

ADMINISTRATIVE ASSISTANT/SECRETARY, ARKANSAS DEPARTMENT OF PARKS & TOURISM
(Tourism Director's Office, Great River Road/Mississippi River Parkway Commission, Museum Services, Personnel)
1979 - 1989

EDUCATION AND CERTIFICATIONS **MASTERS OF ARTS, TOURISM PLANNING & DEVELOPMENT**, California University, 2010
Summa Cum Laude

BACHELOR OF SCIENCE, ORGANIZATIONAL MANAGEMENT, John Brown University, 2003, Magna Cum Laude

CERTIFIED CULINARY TRAVEL PROFESSIONAL (CCTP), 2013, World Culinary Travel Association

CERTIFIED TRAVEL INDUSTRY SPECIALIST (CTIS), 1993, Indiana University/Purdue University

**LEADERSHIP
POSITIONS**

ARGENTA COMMUNITY THEATER (Human Resources/Operations Committee Chairman, Board of Directors, Vice President) 2010-2013
ARGENTA DOWNTOWN COUNCIL (Charter Member, Board of Directors) 2007-2012; 2016 - Present
ARKANSAS ASSOCIATION OF CONVENTION & VISITORS BUREAUS (Founding Member, Board Member, Convention Chairman, President: 2005-2007) 2005 - 2012
ARKANSAS DANCE NETWORK (Board of Directors) 2012 - 2014
ARKANSAS FESTIVAL & EVENTS ASSOCIATION (President 1991-1993, Convention Chairman, 1990)
ARKANSAS HOSPITALITY ASSOCIATION (Executive Board of Directors) 2008 - 2012
ARKANSAS RIVER CITIES SPORTS COMMISSION (Founding Member, Vice President) 2008 - 2012
ARKANSAS TOURISM DEVELOPMENT FOUNDATION (Board of Directors) 2005 - 2016
ARKANSAS TRAVEL COUNCIL (Board of Directors, President 2010) 2003 – PRESENT
CULINARY ARTS & HOSPITALITY MANAGEMENT INSTITUTE (US-PTC) ADVISORY BOARD, 2016 - 2017
HEART OF ARKANSAS TOURIST ASSOCIATION (Board of Directors) 2003-2012
JUNIOR LEAGUE OF NORTH LITTLE ROCK (Vice President-Future Planning, Bylaws Committee Chairman, Communications Committee Chairman, Magazines & Newsletter Editor, Public Affairs Committee Chairman, Cookbook Committee Chairman) 1990 – 2000; Community Advisory Board (2010-2012); Sustainer Co-Chairman 2015
NORTH LITTLE ROCK CHAMBER OF COMMERCE (Board of Directors) 2003-2012
PULASKI TECHNICAL COLLEGE (Faculty Senator) 2013
RIVERFEST (Board of Directors) 2003-2008
SOUTHEAST TOURISM SOCIETY (Board of Directors, 2008-2012 AND 2016 - Present; Arkansas Vice-Chair, 2008-2009; Executive Board 2019 – present; Executive Board 2010 – 2012; Board of Trustees, 2014 – 2016) [NOTE: I will be President in 2023.]
SKÅL INTERNATIONAL ARKANSAS (Board of Directors 2005 – Present; President 2008 – 2009)
SKÅL INTERNATIONAL USA (Communications and Social Media Committee Chairman, 2010-2013; Five State Regional Vice President & Executive Board, Arkansas SIUSA Representative 2011 – 2016; Sponsorship & Advertisement Committee, 2017)

**PROFESSIONAL
ACHIEVEMENTS
AND RECOGNITIONS**

AY MAGAZINE INTRIGUING WOMEN, 2019
SILVER CUP FOR TOURISM, Arkansas Hospitality Association, 2013
TOURISM PERSON OF THE YEAR HENRY AWARD, Arkansas Governor’s Conference on Tourism, 2011
STATE MANAGEMENT AWARD, Arkansas Business & Professional Women, 2010
SPIRIT OF SKÅL AWARD, Skål International Arkansas, 2010
HOSPITALITY HALL OF FAME, Arkansas Hospitality Association, 2010
PRESIDENT’S AWARD, Central Arkansas Chapter Arkansas Hospitality Association, 2010
SHINING EXAMPLE AWARD-CVB OF THE YEAR, Southeast Tourism Society, 2010
J. DAN BAKER AWARD, Skål International Arkansas, 2009
SILVER CUP AWARD, Central Arkansas Chapter, Arkansas Hospitality Association, 2004

**LEADERSHIP AND
MANAGEMENT
SKILLS**

Accounting and Budget Administration/Analysis
Event and Meeting Planning
Marketing and Sales
Public and Community Relations
Communication and Writing
Administration, Operations, and Human Resources
Strategic Planning and Analysis
Program and Project Development
Computer/Technology
Database Management