

KAREN JOBE TREVINO

WORK HISTORY **PRESIDENT & CEO, NORTH LITTLE ROCK CONVENTION & VISITORS BUREAU**

December 31, 2020 – Present

SENIOR VICE PRESIDENT & COO, NORTH LITTLE ROCK CONVENTION & VISITORS BUREAU

July, 2012 – December 30, 2020

DIRECTOR, SKAL INTERNATIONAL ARKANSAS

January, 2008 – Present

ADMINISTRATOR, ARKANSAS TOURISM DEVELOPMENT FOUNDATION

January, 2016 – May, 2019

OWNER/BUSINESS MANAGER, STUDIO ONE DANCE, NORTH LITTLE ROCK

June, 2012 – July, 2015

HOSPITALITY & TOURISM INSTRUCTOR, ARKANSAS CULINARY ARTS & HOSPITALITY MANAGEMENT INSTITUTE, PULASKI TECH COLLEGE, LITTLE ROCK

July, 2012 – December, 2013: Full-Time; 2010 – 2012: Adjunct Instructor

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, ARKANSAS DEPARTMENT OF PARKS & TOURISM

(Tourism Director's Office, Great River Road/Mississippi River Parkway Commission, Museum Services, Personnel)

1979 - 1989

EDUCATION AND CERTIFICATIONS

MASTER OF ARTS, TOURISM PLANNING & DEVELOPMENT, California University, 2010
Summa Cum Laude

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

CERTIFIED DIVERSITY TRAVEL PROFESSIONAL (CDTP), 2021, Travel Unity

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; 2020 - Present

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 – PRESENT, SECRETARY/TREASURER 2018 – PRESENT)

ARKANSAS TRAVEL COUNCIL (Board of Directors, President 2010) 2003 – PRESENT

CULINARY ARTS & HOSPITALITY MANAGEMENT INSTITUTE (US-PTC) ADVISORY BOARD, 2016 - PRESENT

HEART OF ARKANSAS TOURIST ASSOCIATION (Board of Directors) 2003-2012; 2020 - PRESENT

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; 2021 - PRESENT

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); DEPUTY AUDITOR, 2021

SUSAN KOMEN RUNWAY FOR THE CURE, Committee 2019-2020

**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	Marketing and Sales
Administration, Operations, and Human Resources	Program and Project Development
Database Management	Public and Community Relations
Event and Meeting Planning	Strategic Planning and Analysis

