

Beverly D. Pederson

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Executive Director

Professional Profile

Highly Motivated Event Manager, with over four years of experience in event management, business development, and sponsor recruitment and a track record of revolutionizing events profitability, popularity, and performance. Strong drive to help others grow professionally, coupled with a personal conviction of life-long learning. Proactive in promoting team progress toward event success.

Area of Expertise

- ✓ Vendor Relations
- ✓ Competitive Analysis
- ✓ Marketing Campaigns
- ✓ Public Relations
- ✓ Business Building Opportunities
- ✓ Strategic Growth Opportunity Development
- ✓ Conflict Resolution
- ✓ Post Release Product Performance Analysis
- ✓ Relationship Building
- ✓ Negotiation Tactics
- ✓ Media Management
- ✓ Special Events Planning

Professional Experience

MADISON AREA EVENTS, Inc, Madison, WI

2006–Present

LAKE REGION – CENTRAL AVENUE MADISON, Inc, Madison, WI

2006–Present

Executive Director

As Executive Director of Madison Area Events, manage and direct over 12 annual events, such as Balloon Rally / Fish Fry Fest, Blue Sky Blues Fest, and the Concert on the Green series.

- ✓ Spearhead sponsorship development, recruitment, and retention for a total budget of \$352,989 which represents a 38% increase over the budget prior to July 2006.
- ✓ Rejuvenated stagnant Balloon Rally with an average attendance of 1400 to an astonishing record of 61,000 spectators in 2009 by bringing in professional, nationally acclaimed Fish Fryers, Skylight Pyrotechnics, Kid & Kompany, and Sponsorship Activation at events.
- ✓ Assured revenue generation from events back to Madison Area Events, resulting in revenue targeted to operations through adding event enhancers like merchandise sales, soda sales, and ad space in programs.
- ✓ Revitalized events, for example – rebranded, rescheduled, and combined “Summer Leisure Series” with “Marketplace Fridays” to create a Friday line-up of “Lunchtime Learning” coupled with “Marketplace Fridays,” by designing a welcoming environment of food vendors, entertainment, as well as produce vendors which has increased attendance by 93%.
- ✓ Implemented software-based Sponsorship “ROI” program, which provides feedback to sponsors in a visual method to document event marketing and promotion.

As Executive Director of Lake Region – Central Avenue Madison, direct “Central Avenue Program”, produced by the Department of Commerce and one of 24 throughout State of Wisconsin designed to revitalize the downtown, business recruitment and retention, and remodel building facades to improve overall appearance.

- ✓ Implemented “Near Downtown Master Plan,” a comprehensive plan to evaluate the downtown area and determine ways to revitalize, attract, and sustain businesses.
- ✓ Renewed Business Improvement District for Lake Region by campaigning with business owners to bring them on board to support the renewal which would be instrumental in continuing to build a positive environment in the downtown to promote revenue growth.
- ✓ Partnered with business owners to incorporate social media strategies such as independent FaceBook pages for the businesses to promote special events and sale items as well as promote businesses through River District FaceBook page advertising to drive customers toward a particular business or product.
- ✓ Implemented spreadsheet analysis tools to document and illustrate financial expenses.

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Professional Experience continued

MIDTOWN ASSOCIATION, Midtown Milwaukee, WI

2005–2006

Event Coordinator | Artist Coordinator

Served as Assistant to Executive Director of City of Hamm Lake and Midtown Association. Provided leadership and direction in development and implementation of sponsorship for new cross-country ski event.

- ✓ Recruited, designed sponsor proposal, and implemented sponsorship benefits for the City of Hamm Lake, resulting in generation of \$52,000 for AIDSstride, a new added event enhancement.
- ✓ As the Artist Coordinator for the Lemonade Art Fair, assisted artists with booths, digitization (a program created for digital use of artist slides), information and fees.
- ✓ Coordinated Midtown Commerce Association membership, including collecting and recording membership dues, facilitating meetings, and designing survival handbooks – booklet listing area business information and services provided.
- ✓ Cultivated and maintained relationships with members of the community via phone, mail, and direct association.
- ✓ Controlled press releases, media contact, and police interaction.

BAKER COUNTY FESTIVAL AND EVENTS ASSOCIATION, Stevens Point, WI

2006

Event Organizer

Coordinated, advertised, and recruited membership for non-profit organizations.

- ✓ Organized annual Membership Conference for BEA, a component of the International Festival and Events Association.

Professional Affiliations

- ✓ Board Member, Carver County Youth Arts Foundation
- ✓ Former Board Member, Festival of the Arts – “Artfully Yours Weekend”, 2006–2007
- ✓ Former Board member of Festival and Events Association (FEA), 2006–2008

Professional Development and Training

- ✓ Leadership Certificate Program – Center for Leadership Excellence & Economic Development
- ✓ Certification: CEM, Certified Event Management – University of Wisconsin
- ✓ Certification: Non-profit Leadership Management
- ✓ Professional Certification: Business District Management – The National Center for Public Productivity at Georgetown University – Washington, D.C., and The New York Managed City Association (NYMCA.com)
- ✓ Preparing Beneficial Post-Sponsorship Fulfillment Reports – AEME Seminars
- ✓ Determining Fair Market Value of Sponsorship Packages – AEME Seminars
- ✓ Inspired by Association: Principles and Practices for Selling Membership Association – AEME Seminars

Education

Bachelor of Science – Organizational Management, Leisure & Outreach Services, 2006

UNIVERSITY OF WISCONSIN - MADISON

Emphasis: Event Planning Management

Minor: Non-Profit Leadership