

# State of the Industry

March 17, 2021



Meet Your Speakers



Presented by: Knowledge Community Innovation

Meet your speakers for the State of the Industry education on **March 17<sup>th</sup> at 1:00 p.m.** presented by your Cascadia Educational Conference planning committee. Since we know times are tough, registration is pay what you can with a suggested \$15.00 price point.

## **KEYNOTE ADDRESS – STATE OF THE INDUSTRY**



**Michael Dominguez**, *President & CEO, Associated Luxury Hotels International (ALHI)*

ALHI is a Global Sales Organization with a team of nearly 80 professionals located among 26 offices across North America and Europe, ALHI's serves a membership group of hotels that are Independent Hotels & Independent Brands that are an exclusive luxury collection. Michael is actively involved in leadership roles in the Meetings and Events Industry and currently serves on numerous industry leadership boards and is a Past Chairman of the International Board of Directors for MPI.

## **PNW VENUE MANAGERS PANEL: How We're Moving Ahead**



**Chelene Potvin-Bird**, *VP of Sales & Servicing, Greater Tacoma Convention Center/Travel Tacoma*  
A 21-year veteran of the hospitality and tourism industry, Chelene has been with Travel Tacoma – Mt. Rainier Tourism and Sports for 7 years leading the Tacoma and Pierce County meetings and conventions sales efforts for the Greater Tacoma Convention Center and regionally for the destination as the Vice President of Sales and Servicing. Her tourism and event experience ranges from destination and event development, meetings and conventions recruitment, hotels and hospitality, special event planning, business travel management, and tour and travel packaging.



**Sara Blayne**, *CMP, General Manager, Lynnwood Convention Center*

After working hotel convention sales for several years, Sara moved to Compass Group where she worked her way to General Manager of the Microsoft Convention Center and Learning Center. From there, she moved to ASM Global, the world's largest management company of public venues, managing the Lynnwood Convention Center. Sara has been a member of the Washington State Chapter of MPI, serving on the board for 14 years – 3 of those as Chapter President. Currently, Sara also sits on the board of the Snohomish County Tourism Board and Snohomish County Tourism Promotion Area.



***Sara Waltemire, Director of Sales & Events, Meydenbauer Center***

Notoriously passionate about people, Sara manages aspects of Meydenbauer Center's operations, ranging from event operations and logistics to sales and marketing of the building. Her accolades include placement in the *30 Under 30* list for both *425 Business* magazine and through International Association of Venue Managers (IAVM). She currently serves as the Assistant Director for IAVM Region 4, representing public assembly venues across northwestern Canada and the United States. Sara is a jet setter, cat lover, and an impassioned event professional residing in Seattle and graduating from University of Oregon.



***Oliva Lofstedt, Senior Event Manager, Oregon Convention Center (OCC)***

Olivia's passion for the events industry began when she created a Bone Marrow Registration Drive in partnership with the *Be the Match* program as her senior project when she was just 17 years old. She has now been at Oregon Convention Center for over six years, starting her career there as an intern. In 2019, she was recognized by IAVM as a *30 Under 30* recipient. Her drive and dedication to OCC is instrumental in managing their large-scale events such as Rose City Comic Con which attracts more than 55,000 people to the center in one weekend. She recently received her CMP designation and loves all things outdoors that include her black lab.



***Ali Ribordy, Director of Sales, Boise Centre***

Ali leads a sale team at Boise Centre that oversees state, regional and national conventions for the largest convention center in Idaho. She began her career in meetings and events in 2009 at the Austin Convention Center, where after nine years she and her family relocated to Boise where she assumed her current role. She is an active member with IAVM and a member of Professional Convention Management Association and American Society of Association Executives. Partnering with clients on their inspired events is one of the many things she loves about the industry.