



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Lisa Fraser</i>		
Board/Commission Name: <i>Seattle Special Events Committee</i>		Position Title: <i>Alternative Citizen Representative</i>
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: <i>3/7/2017</i>	Term of Position: * <i>4/1/2017</i> to <i>3/31/2017</i> <i>3/31/18</i>
Residential Neighborhood: <i>Queen Anne</i>	Zip Code: <i>98109</i>	Contact Phone No.: <div style="background-color: black; width: 100px; height: 15px;"></div>
Background: <p><i>With 25+ years in the event industry, Lisa is an expert at the design, planning and execution of large scale, complex events ranging from prestigious grand opening celebrations such as Benaroya Hall, the Seattle Public Library and Seattle-Tacoma International Airport's Concourse A, to countless association and corporate events, to complex shuttle programs consisting of over 14,000 attendees. She has been responsible for domestic and international program operations for a Seattle DMC and managed the event services and online registration divisions, in addition to a staff of over 50 part time employees and contractors. She currently leads the Corporate Meetings and Travel department at Nintendo of America where she is building a team of event logistic professionals to support the gaming company's tradeshow and experiential-marketing departments. She is regarded as an outstanding visionary and highly motivated leader who knows what it takes to build a team of professionals with the right mix of skills and knowledge. Lisa's creative approach to finding solutions, can-do attitude and unparalleled event expertise has garnered Lisa the respect and devotion of her team, industry partners and clients.</i></p>		
Authorizing Signature (original signature): 		Appointing Signatory: Edward B. Murray Mayor of Seattle

FILED
 CITY OF SEATTLE
 2017 APR -7 AM 11:12
 CITY CLERK

*Term begin and end date is fixed and tied to the position and not appointment date or appointee.

LISA FRASER

PERSONAL SUMMARY

Senior executive skilled at successfully leveraging career experience to enhance organizational productivity and efficiency by effectively directing and supporting operations, services and solutions in travel and event management, team leadership and supplier relationships. Competent, committed, reliable professional with a proven record of success in assuming increased levels of responsibility. Over 20 years of experience in department development, building strong teams, managing internal change, executive leadership, special event logistics, budget management and proved implementation of productivity improvement processes. Effective team member who is comfortable both leading and collaborating.

SKILLS

- Natural and Effective leader
- Team leadership
- Strategic planning
- Logistics expert
- Event planning and coordination
- Project planning and development
- Revenue generation and management
- Procedure development
- Contract negotiations
- Analytical
- Research and analysis
- Employee relations
- Operations management
- Finance and accounting
- Profit and loss statements
- Expense reports
- Process improvement
- Performance evaluations
- Strategic objective execution
- Advanced problem solving
- Exceptional interpersonal communication
- Business process re-engineering
- Client account management
- Contract review and recommendations
- Budget development
- Dedicated team player
- Staff training and development
- Budgeting and finance
- Goal Oriented
- Process implementation
- Highly Organized

EMPLOYMENT

Senior Manager, Corporate Events & Travel

March 2016 – Present | Nintendo of America | Redmond, WA

Senior Vice President, Industry Relations and Special Events

July 2015 – Present | SHWorldwide, LLC | Seattle, WA

(Formerly Seattle Hospitality Services, LLC (2001-2010) and Seattle VIP Service, LLC (1998-2001))

Previously Held Positions at SHWorldwide:

Vice President, Global Meetings and Events
2011 – 2015

Vice President, Event Operations
2008 - 2011

Director of Event Operations

2004 - 2008

Manager, Events and Program Design
2001 – 2004

Program and Event Manager
1998 – 2001

EXPERIENCE

Executive Leadership

- Key Member of Executive Management Team
- Cultivated supportive and team-based solution management culture
- Practiced employee empowerment philosophy to create strong, confident event managers and leaders
- Implemented internal team-building activities to cultivate "all for one, one for all" culture and build trust among teams
- Encouraged flexible work schedule when possible to allow for better work/life balance and ultimately increased employee retention
- Coached teams on best practices for developing boundaries and setting expectations with clients in order to maintain healthy work life and effective productivity
- Built relationships with customers and the community to establish long-term business growth
- Responsible for multiple department productivity, growth management and profitability
- Leveraged professional relationships to develop new business opportunities

Business Management

- Responsible for driving operation profit goals
- Developed and implemented creative, cost effective operating procedures which increased client retention
- Oversaw sales forecasting, goal setting and performance reporting for all accounts
- Facilitated creation and implementation of customer resource management tool
- Proposal creation and contract fulfillment
- Implemented company policies, technical procedures and standards for preserving the integrity and security of data, reports and access
- Balanced monthly general ledger accounts to accurately record cost and month end accruals
- Supervised invoice processing, expense reports, credit memos and payment transactions
- Compiled annual recommendations for end of fiscal year budgets
- Planned and executed all aspects of office headquarter move on two occasions
- Prepared program operating budgets, budget reports and other financial performance reports

Travel/Event Management

- Responsible for high level execution and logistics for corporate/association events with attendance ranging from 10 to 10,000
- Produced in many cities throughout the US - trade shows, multi-day conventions, city-wide and multi-venue events
- Collaborated and permitted for many events that required city resources in Seattle, LA, NYC, DC and San Francisco to execute multi-level events to including: city planning committees, police, street-use, parks and departments of transportation
- Managed creative projects from concept to completion while managing outside vendors
- Drafted post-event evaluations, compiled results and recommended changes for future events
- Lead multi-team/division planning meetings to establish cross-entity communication plans
- Created emergency preparedness plans for private and public attended events

Vendor and Supplier Relations

- Identify and develop strategic partnership agreements with preferred hotel suppliers and venue management
- Implement preferred supplier program to include contract negotiations, volume discounts, insurance requirements and implementing highest quality service standards
- Implementation and development of proprietary site selection sourcing tool
- Assessed vendor products and maintained positive vendor relations

Employee Relations

- Effectively led a seasoned team of 20+ sales executives, event managers and technical coordinators
- Coached communication tactics with management and staff regarding organizational changes
- Directed planning, budgeting, vendor selection and quality assurance efforts
- Initiated program to standardized employee on-boarding and training
- Planned and directed staff training and performance evaluations
- Developed a comprehensive training program for project management team members

EXPERIENCE, continued

Food and Beverage Supervisor

1994-1998 | Sorrento Hotel | Seattle, WA

- Organized special events in the restaurant, including receptions, promotions and corporate luncheons
- Managed beverage inventory, ordering and wine purchases
- Recognized staff performance improvement opportunities to boost company morale and productivity
- Led and directed team members on effective methods, operations and procedures
- Prepared for and executed new menu implementations
- Oversaw front of house personnel to maintain adequate staffing and minimize overtime
- Developed, implemented and managed business plans to promote profitable food and beverage sales
- Skillfully interacted with external vendors to obtain the best quality in pricing and product
- Conducted timely performance evaluations for all front of house staff
- Promoted the business through participation in and sponsorship of community events

EDUCATION

Bachelor of Arts: Consumer Studies, Design and Business Management
Central Washington University, Ellensburg, WA – Graduation 1994

- Business Management
- Consumer Studies
- Advertising and Marketing
- Merchandising and Display
- Fine Arts/Color Theory/Perspective
- Architecture coursework

AFFILIATIONS

Mayor appointed Citizen Representative, City of Seattle Special Events Committee
2009 - Present

Consultant, Seattle Sports Commission Annual Sports Star of the Year Awards
2011 – Present

RECOMMENDATIONS

Upon Request

REFERENCES

Upon Request

Special Events Committee

20 Members: Pursuant to *SMC 15.52.020*, 5 members subject to City Council confirmation, 1-2-year terms:

- 0 City Council-appointed
- 5 Mayor-appointed (4 citizen representatives, 1 Chair)
- 15 Other Appointing Authority-appointed (specify):
 - A representative of the Mayor, the City Budget Director, the Fire chief, the Police Chief, the Superintendent of Parks and Recreation, King County Metro Transit Division, Seattle-King County Health Department, Washington State Liquor and Cannabis Board, and the Directors of Economic Development, Transportation, Construction and Inspections, Finance and Administrative Services, Seattle Center, Seattle Public Utilities, and Neighborhoods

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
N/A	N/A	N/A	1.	Representative of the Mayor		N/A	N/A	N/A	Mayor
N/A	N/A	N/A	2.	Representative of the City Budget Director	Ben Noble	N/A	N/A	N/A	City Budget Director
N/A	N/A	N/A	3	Representative of the Office of Economic Development	Brian Suratt	N/A	N/A	N/A	Director of Office of Economic Development
N/A	N/A	N/A	4.	Representative of the Fire Chief	Michael Frediani	N/A	N/A	N/A	Fire Chief
N/A	N/A	N/A	5.	Representative of the Police Chief	Michael Nolan	N/A	N/A	N/A	Police Chief
N/A	N/A	N/A	6.	Representative of Parks and Recreation	Kyle Griggs	N/A	N/A	N/A	Director of Parks and Recreation
N/A	N/A	N/A	7.	Representative of the Director of Transportation	Kate Leitch	N/A	N/A	N/A	Director of Transportation
N/A	N/A	N/A	8.	Representative of the Director of Construction and Inspections	Dan Goodman	N/A	N/A	N/A	Director of Construction and Inspections
N/A	N/A	N/A	9.	Representative of the Director of Finance and Administrative Services	Kim Brady	N/A	N/A	N/A	Director of Finance and Administrative Services
N/A	N/A	N/A	10.	Representative of the Department of Neighborhoods	Frank Nam	N/A	N/A	N/A	Director of Neighborhoods
N/A	N/A	N/A	11.	Representative of the Seattle-King County Health Department	Rosemary Byrne	N/A	N/A	N/A	Director of Seattle-King County Health
N/A	N/A	N/A	12.	Representative of the King County Metro Transit Division	Glenn Bartolome	N/A	N/A	N/A	Metro Transit Division of King County

N/A	N/A	N/A	13.	Representative of the Seattle Center	Lance Miller	N/A	N/A	N/A	Seattle Center
N/A	N/A	N/A	14.	Representative of Seattle Public Utilities	Sheryl Anayas	N/A	N/A	N/A	Director of Seattle Public Utilities
N/A	N/A	N/A	15.	Representative of the Washington State Liquor and Cannabis Board	Tim Thompson	N/A	N/A	N/A	Director of the Washington State Liquor and Cannabis Board
9	M	4	16.	Citizen Representative	Oliver Little	04/01/2017	03/31/2018	3	Mayor
1	F	4	17.	Citizen Representative	Monisha Singh	04/01/2017	03/31/2018	N/A	Mayor
6	M	N/A	18.	Citizen Representative	Tom C. Anderson	04/01/2017	03/31/2018	5	Mayor
6	F	4	19.	Alternate Citizen Representative	Lisa Fraser	04/01/2017	03/31/2018	5	Mayor
6	M	1	20.	Chair	Christopher Swenson	04/01/2017	03/31/2018	2	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)				
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other (Specification Optional)	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor				15	1					3			1
Council													
Other													
Total				15	1					3			1

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
 - **G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown
 - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*