

CRAIG LIGHT

Email: calight22@aol.com

Cell # (515)-480-5081

SUMMARY

- N.C.R.C. Gold Certified
- Office management experience
- MS software experience
- Sales training and experience
- Business development connections
- Non-profit / fundraising experience

PROFESSIONAL EXPERIENCE

GREATER NEWTON AREA CHAMBER OF COMMERCE, Newton, Iowa

Interim Executive Director

May 2014 – August 2014

Executive Director

August 2014 – February 2016

- Managed one staff member and served as the primary contact for a 200 plus membership-based business organization.
- Oversight responsibility and management of a \$150,000.00 annual operating budget.
- Supervised and assisted a 20-member volunteer Ambassador team with their monthly luncheons, member visits and ribbon cutting and landmark business anniversary celebrations.
- Supervised and assisted event planning and event volunteer teams with several annual events including: Annual Business Meeting and Dinner, Golf Outing, Newton Fest Ridiculous Day and Car Show, 4th of July parade and downtown activities, New Teacher Welcome Reception, Holiday Open House, Courthouse Lighting Festival and Member Thank you and Christmas Social.
- Multi-tasking required for ongoing event planning and promotion, committee meetings and daily tasks.
- Created event sponsorship opportunities. Then, using Publisher designed and distributed event information.
- Created PowerPoint presentations and weekly radio show content to present to members and to the community.
- Created and distributed a weekly e-newsletter using Constant Contacts, emailed weekly membership and community updates, and updated Facebook as needed.
- Visited and recruited new potential members.
- Created new, value-added events and programs for organization development to aide in membership retention and recruitment.
- Served as Ex Officio on several Boards of several strategic partners and community initiatives.

SHERATON WEST DES MOINES, West Des Moines, Iowa

Sales Manager Association Market

September 2011 – January 2014

- Served, built trust and rapport with existing clients to successfully re-earn their business.
- Prospected for business through telephone, email and face-to-face cold and warm sales calls.
- Provided constant support and willingness to assist in any manner to make our events and property successful.
- Provided private and CVB guests with property tours and detailed business proposal presentations.
- Successfully attracted new local, state and national guestroom and convention business.
- John Q. Hammons hospitality, management and sales training.

URBANDALE CHAMBER OF COMMERCE, Urbandale, Iowa

Office Manager

September 2010 – September 2011

- Multi-tasking required for on-going events, committee meetings and daily tasks.
- Trained, inspired and supervised the Ambassador program.
- Managed, trained and monitored the Intern program.
- Frequent public speaking and group presentations.
- Frequent membership sales and sponsorship solicitation sales presentations.
- Provided exceptional member service.
- Willingness attitude to do whatever it takes to get the job done and done well.

GREATER NEWTON AREA CHAMBER OF COMMERCE, Newton, Iowa

Interim Executive Director

February 2010 – July 2010

- Gained control, provided leadership built rapport quickly in a hostile situation.
- Facilitated their first Board of Director Strategic Planning.
- Grew membership by 20 new members which was a 12% growth.
- Additional activities and duties listed above.

FINANCIAL ADVISOR, Broker Dealer Financial Services, West Des Moines, Iowa

Independent Advisor; January 2009 – December 2012

First Bank Financial Advisor; April 2007 – January 2009

Broker Dealer Financial Services Financial Advisor; January 2005 – April 2007

Piper Jaffray Financial Advisor; February 1999 – January 2005

- Expired but previous licenses held: Series 7, Series 63 and Series 66.
- Assisted individuals and businesses analyze, develop and monitor investment plans.
- Attracted new clients by referrals, prospect appointments and through telephone cold calls, warm calls.
- Provided comprehensive investment product and strategy advice and guidance.

WELLS FARGO FINANCIAL LEASING, INC., Des Moines, Iowa

Senior Credit Analyst; September 1991 – February 1999

- Assisted with all aspects of financial management of a multi-state commercial real estate portfolio.

Senior Credit Analyst; January 1991 – September 1991

- One of a two person team to launch a new branch to purchase non-recourse broker-generated equipment leasing contracts.

Credit Analyst; January 1988 – January 1991

- Reviewed and approved small business equipment leasing contracts for a wide variety of businesses and industries across the United States.

EDUCATION

Master's of Business Administration
Drake University, Des Moines, Iowa

Bachelors of Business Administration
Iowa State University, Ames, Iowa

COMMUNITY AND LEADERSHIP

Leadership Urbandale Graduate—Class of 2007-2008

Urbandale Caring Corps (Non-profit community volunteer organization): I have volunteered and served on the Board of Directors as Vice President 2004, President 2005, and Past President 2006.

Urbandale Chamber of Commerce: 2009 President. I served on the Board of Directors from November of 2004 through August, 2010. I also served as an Ambassador and as the Membership Services Chairperson.

Johnston Chamber of Commerce: I have served as an Ambassador and was on the Green Days community celebration committee. Plus, I have attended many **South Des Moines, West Des Moines, and Ankeny Chamber of Commerce** events.

Iowa Chamber of Commerce Executives (ICCE): 2015 Board of Directors

Rotary Club of Newton, Iowa: 2015 Board of Directors

HONORS AND AWARDS

Dedicated, Involved and Passionate:

2004, 2006, 2007 Urbandale Chamber of Commerce "Ambassador of the Year"

2003 Urbandale Chamber of Commerce "Volunteer of the Year"

2001 Piper Jaffray "Pacesetter" Club Member Sales Award.

1978-79 "Algoe Award" winner as Iowa Central Community College's outstanding male student-athlete.

Contact information:

Craig Light

calight22@aol.com

Cell # (515)480-5081