

BILL R. JONES

cvb

2210 Pecan St. ▪ Bonham, TX 75418
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PROFILE

Distinguished management career providing operating, strategic, and marketing leadership for a wide range of organizations, including economic development associations, chambers of commerce, convention & visitor's bureau, and small to medium-sized businesses. Pioneered innovative programs, services, and technologies to drive revenue growth and revitalize stagnant organizations. A strong leader / decision-maker with an energetic, hands-on management style. Computer proficient, particularly with graphics applications, including PhotoShop, Illustrator, Quark Express, and Adobe Acrobat.

Strengths include:

- **Financial & Budgetary Management**
 - **Strategic & Mission Planning**
 - **Membership Development**
 - **Marketing/ PR/ Sales/ Graphic Arts**
 - **Fund Raising**
 - **Tourism Development**
 - **Political / Legislative Advocacy**
 - **Event Planning & Coordination**
 - **Public Speaking / Communications**
 - **Committee Leadership**
 - **Staff Hiring & Development**
 - **Convention & Visitor Bureau**
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PROFESSIONAL EXPERIENCE

PRESIDENT / CEO – CVB MANAGER – ECONOMIC DEVELOPMENT DIRECTOR

BONHAM AREA CHAMBER OF COMMERCE & ECONOMIC DEVELOPMENT - Bonham, TX	2004 TO 2011
ROSENBERG / RICHMOND AREA CHAMBER OF COMMERCE - Rosenberg, TX	2001 to 2004
MOORE COUNTY CHAMBER OF COMMERCE - Dumas, TX	1997 to 2001
BRANSON LAKES AREA CHAMBER OF COMMERCE - Branson, MO	1982 to 1990

Provided leadership and direction to grow membership, strengthen operations, and increase effectiveness for 3 chambers of commerce with 100 to 990 members and budgets of \$90,000 to over \$1.6 million. Hired and managed staffs of up to 26 administrative, bookkeeping, sales, and member services personnel. Reported to Board of Directors. Broad scope of responsibility included all financial affairs, organizational policy, strategic planning, membership development and retention, member services, marketing, public relations, convention & visitor bureau operation and government / legislative affairs.

- For Bonham Area Chamber of Commerce & Economic Development – more than doubled Membership ...tripled budget ... published Award Winning Newsletter in house and again won awards from TCCE ... created over 600 new jobs through Economic Development efforts ... won TCCE awards for web site, map, guide book, and newsletter all designed and published by myself ...created a new professional image for the Chamber ... created an entrepreneur development organization ... increased the Hotel Motel Tax through our CVB marketing efforts, and increased City Sales Tax through our Economic Development efforts ... was named Boss of the Year by Bonham BPW organization ... received awards for programs from TEDC.
- For Rosenberg / Richmond Area Chamber – Increased revenue from \$320,000 to \$410,000 in less than 18 months... Grew income from dues by delivering a net gain of 200 members to highest number of paying members in the chamber's history... Brought newsletter publishing in-house, saving \$1600 per month... Produced a professional, full-color newsletter that won second and third place in a state-wide competition.
- For Branson Lakes Area Chamber – Grew membership from 80 to 990 contributing to a 14% economic growth rate each year... Increased revenue from \$125,000 to \$1.6 million... Managed staff increase from one to 26... Created first Convention & Visitor Bureau and managed it... Increased visitor count by 40%... Designed, produced and published 300 page Visitor Guide and numerous other publications.

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- For Moore County Chamber – Increased revenue from \$90,000 to \$300,000+... Grew membership 15%... Created the area's first Visitor Guide / Membership Directory... Managed the Convention & Visitor Bureau... Successfully obtained an Enhancement Program grant for construction of a new Visitor Center.
- Introduced numerous technology advancements, which increased productivity, reduced operating costs, and enhanced overall effectiveness of the organizations. Technology initiatives included chamber of commerce websites that serve as informational, as well as fund raising tools. (www.roserichchamber.com; www.dumaschamber.com).
- Planned and coordinated high profile events, including a national governor's conference and events hosting Presidents Carter, Clinton, Bush and Bush Sr.

CONSULTANT

BILL JONES MARKETING & MANAGEMENT - Branson, MO

1990 to 1997

Leveraged expertise gained through extensive association management and economic development experience to launch a marketing and management consulting firm. Clients included hotels, motels, restaurants, area attractions, and start-up businesses. Planned, created, and launched advertising campaigns to include graphic design for brochures, print advertisements, business cards, television spots, billboards, and more. Served as interim CEO for client companies as needed.

- Project managed development and construction of a \$12 million resort golf course in downtown Branson.
- Returned several hotels, motels, and music theaters to profitability as interim CEO.

Earlier Association Management experience as **Executive Director** of the Grand Lake Tourism Development Association, Inc. and **Assistant Director** of Kiamichi County Tourism Development Association, Inc in Oklahoma.

EDUCATION / TRAINING

EASTERN OKLAHOMA STATE COLLEGE – Wilburton, OK
Major: Marketing & Business Management

U.S. CHAMBER INSTITUTE FOR ORGANIZATIONAL MANAGEMENT
Certificate Program

UNIVERSITY OF MISSOURI – Columbia, MO
Rural Economic Development

NATIONAL TOUR ASSOCIATION – Lexington, KY
Certified Tour Professional

U.S. ARMY LEADERSHIP ACADEMY – Fort Polk, LA

U.S. ARMY DRILL INSTRUCTOR ACADEMY – Fort Polk, LA

PROFESSIONAL & COMMUNITY AFFILIATIONS

American Chamber of Commerce Executives	---	National Association of Membership Directors
Association of Texas Leadership Programs	---	Rosenberg Image Committee
National Tour Association	---	American Bus Association
State of Missouri Tourism Advisory Council	----	Missouri Travel Council – Board of Directors
Greater Fort Bend Economic Development Council – Board of Directors – Executive Committee		
Rosenberg Visitors and Convention Bureau – Board of Directors – Executive Committee		
Chamber of Commerce Executives of Missouri – Board of Directors – President		