

Dear Alumni Sisters,

It is with great pleasure and excitement that I announce my intent to run for the Tau Beta Sigma Executive Council.

On April 19, 2008, I was initiated into the Beta Xi chapter at the University of Florida. While active I served as the fellowship chair, corresponding secretary, and chapter president. I also served two years serving as the Southeast District Vice President for Special Projects. During my time as an active member I worked very hard in all of these positions, developing programs, raising funds, planning events, coordinating service projects, and executing a plethora of creative ideas to achieve our goals. I graduated with my B.S. in Recreation, Parks, and Tourism: Event Management in 2012 and became a Life Member in 2013.

Currently, I am the Events Planner at the University of Miami's Frost School of Music, where I am also pursuing a M.A. in Arts Presenting and Live Entertainment Management. At the Frost School of Music we produce a month long multi-genre music festival, Festival Miami, consisting over 30 concerts and master classes in 30 days, operating on a budget of over half a million dollars. So far, I have worked closely with a myriad of artists such as Gloria Estefan, Joshua Bell, and Maria Schneider. Throughout the year, we also produce several events that cultivate donor relationships or raise funds for the Frost School of Music. My work requires me to contribute constructively to a team, work efficiently on my own, and be meticulously organized. At the Frost School of Music, I wear a variety of hats, taking on many responsibilities beyond my job description, to produce the very best events. As an event planner, I am a problem solver and critical thinker, working meticulously to achieve seamless execution. To achieve exceptional results I utilize a diverse set of skills and my unique perspective that would have an immediate and positive impact on the Executive Council. As the event planner for the Frost School of Music I thrive in event management, sales, donor relations, grant writing, marketing, and finance. Since graduating I have utilized my professional experience while serving as an alumna on the district and national levels and I am eager to bring my experience to the Executive Council.

I joined TBSAA immediately upon graduating from UF and at the 2013 National Convention in Springfield, MA I joined the Special Projects committee. Over the last biennium I have contributed to the Special Projects committee's efforts in establishing a TBSAA grant program, For Greater Bands 5K, and an alumni trip. Spearheading the alumni trip subcommittee, I put together and promoted a survey that resulted in over 110 submissions. At that same convention, I, along with nine other alumni from the Southeast District founded the Southeast District Alumni Association (SEDAA). On SEDAA I serve as the Special Projects chair and was responsible for coordinating two alumni socials and a graduating senior breakfast at the 2014 Southeast District Convention.

Despite serving on the TBSAA Programs Committee for the last two years, I recognize the need for change within the organization. As a member of the Executive Council, my goals will include implementing structure and organization into the council's operations; working closely with the council members and the Board of Trustees to develop a clearly defined vision and objectives and set long and short-term goals to achieve them; incorporate premium membership benefits and programming relevant to our alumni; and communicate frequently with our members using innovative tools and resources. I will work diligently promote TBSAA and its programs to potential members, utilizing my marketing and social media experience to help the organization reach its potential. I plan to serve the Executive Council to the best of ability by completing my required tasks as efficiently and timely as possible in whatever capacity I am selected to serve. My vision for TBSAA is one of strength and productivity, where participation and membership are high and programming is creative and exciting. I will work hard to institute the necessary changes to get TBSAA on the track to success, to be the organization worthy of your membership.

My passion and commitment to Tau Beta Sigma and college bands coupled with my broad professional experience makes me an exceptional candidate for the Tau Beta Sigma Alumni Association Executive Council. I am dedicated to being the best sister that I can and I instill the values and lessons of the sorority in various aspects of my personal and professional life. I strive to strengthen the foundation of the alumni association by serving on the Executive Council. The experiences I have gained in my professional and sorority careers are perfectly in sync with these ideals and make me the best candidate to see them through.

In the Bond,

René Mark
Tau Beta Sigma, Beta Xi – University of Florida
Life Member #3101

RENÉ A. MARK

17348 Southwest 8th Street • Pembroke Pines, FL 33029 • renemark@tbsigma.org • 954.849.5844

EDUCATION

- Master of Arts in Arts Presenting and Live Entertainment Management** Aug 2014 to Present
Phillip and Patricia Frost School of Music
University of Miami, Coral Gables, FL
- Bachelor of Science in Recreation, Parks, and Tourism** Aug 2007 to May 2012
University of Florida, Gainesville, FL
Concentration: Recreation and Event Management
Additional Coursework: Business Administration, Spanish
- Certified Wedding and Event Planner** Sep 2012 to Jan 2013
Wedding Planning Institute, Miami, FL
Miami Dade College, Wolfson Campus

WORK EXPERIENCE

- University of Miami - Frost School of Music, Coral Gables, FL**
Events Planner Sep 2013 to Present
- Draft and negotiate performing artist contracts for month-long music festival, Festival Miami
 - Coordinate travel, ground transportation, lodging, and hospitality needs for Festival Miami performing artists
 - Write effective grant proposal that result in upward of \$100,000 in cash awards
 - Revise Festival Miami sponsorship packages and solicit corporate funding and private donations
 - Contribute design concepts for Festival Miami print and online marketing materials
 - Create and execute Festival Miami social media marketing campaign and manage all social media accounts
 - Design creative event décor concepts for Winter Wonderful fundraising gala and development events
 - Create and maintain large budgets (\$5,000 to \$650,000) for a variety of Frost School of Music development events
 - Create and maintain checklists, itineraries and timelines required for all development events
 - Coordinate with vendors and event staff/volunteers and oversee the execution of Frost School of Music development events
- Freelance Wedding Planning** Feb 2012 to Present
Certified Wedding and Event Planner
- Meet with brides and other event clients to determine needs
 - Draft and negotiate client and vendor contracts
 - Design, plan and manage all aspects of all weddings and events
 - Build relationships with vendors, negotiate rates, and order materials and services
- ME Productions, Hallandale, FL**
Event Production Intern Jan 2012 to Apr 2012
- Created and maintained budgets for social and corporate events using Microsoft Excel
 - Created and maintained checklist of items required for each upcoming event
 - Researched and purchased items used to design and build for all events; inquired about cost, shipping, resale certification
 - Correspond, contracted, and negotiated with various event vendors
 - Researched and established relationships with new vendors
 - Assisted event designers with conceptual concepts and event décor and design
 - Assisted the event designers with event setup

TAU BETA SIGMA NATIONAL HONORARY BAND SORORITY

Life Member Beta Xi Chapter, University of Florida	Jun 2013 to Present
Tau Beta Sigma Alumni Association <i>Special Projects Committee</i> <ul style="list-style-type: none">Advertised and conducted a survey regarding the TBSAA ski tripPlan all ski trip logistics, including lodging, ground transportation, dining, and activitiesAssist in the development of the TBSAA 5k, grant funding programs, and other TBSAA projects	Jul 2013 to Present
Southeast District Alumni Association <i>Founding Member, Special Projects Chair</i> <ul style="list-style-type: none">Planned and coordinated two socials and the Graduating Senior Breakfast at the 2014 SED ConventionDesigned SEDAA event marketing materials using Adobe Photoshop CS5Assisted in the solicitation of \$1,000+ in donations for the Wava Memorial FundContributed to the Executive Board team in developing a recruitment marketing plan	Jul 2013 to Present
Southeast District Council <i>Vice President of Special Projects</i> <ul style="list-style-type: none">Overhauled the Service in Music Month program and Young Composers CompetitionDeveloped and executed the Service Project Database Challenge through the SED websiteCreated "The Corner" – an SED VPSP blog to strengthen communication with active membershipOrganized and executed service projects that benefited the local communities surrounding all convention sitesCommunicated District and National projects to band programs across the country without chaptersDesigned marketing materials to promote District and National programs to the SED	Apr 2010 to Mar 2012
Active, Beta Xi Chapter <i>President</i> <ul style="list-style-type: none">Chaired the chapter Board and implemented policies to improve its efficiency and productivityCreated and chaired the Chapter Improvement Committee to organize the chapter's goalsServed as chapter Relay for Life captain and coordinated fundraising eventsOrganized and executed the inaugural Sisterhood RetreatRedesigned the officer evaluations system to ensure delivery of constructive feedback	Apr 2008 to May 2012 Dec 2010 to Dec 2011
<i>Corresponding Secretary</i> <ul style="list-style-type: none">Improved and increased frequency of chapter correspondence on a District and National levelIncreased chapter participation in District and National programsOrganized Beta Xi scholarship programOrganized \$1000+ fundraiser for chapter National Convention travel expenses	Dec 2009 to Dec 2010
<i>Fellowship Chair</i> <ul style="list-style-type: none">Organized and executed several social events for the chapter and for the university band studentsEncouraged and improved chapter unity as well as relationships with other musical organizationsEncouraged chapter participation in District and National programsOrganized \$1500+ fundraiser for chapter National Convention travel expenses	Jan 2009 to Dec 2009

CONVENTIONS AND CONFERENCES ATTENDED

Eight SED Conventions	2008 to 2015
Three National Conventions	2009 to 2013
Three SED Leadership Conferences	2010 to 2012

TAU BETA SIGMA ACCOLADES

Southeast District Chapter Honorary Membership	2015
The Baton	2012
Beta Xi Outstanding Sister Award	2012
Beta Xi Officer of the Year	2012
Kappa Kappa Psi – Alpha Eta Sweetheart	2010
Beta Xi Sister of the Fall	2009



To whom it may concern,

It is my pleasure to offer René Mark for consideration as a member of the Tau Beta Sigma Alumni Association executive council. I first met René when I was a candidate of Tau Beta Sigma during the fall of 2008. What I have always admired in René, is her ability to embody the five qualities and eight essential factors of Tau Beta Sigma. René is honest, kind and enthusiastic about serving TBS. The factor that René exemplifies the most is, demonstrated loyalty and dependability to those persons and institutions deserving of it. She is a loyal sister and can always be counted on to lend a hand in times of need. She goes above and beyond what is needed to fulfill her role as a leader and sister of our great organization.

During her time in the Beta Xi chapter of Tau Beta Sigma, René held many leadership positions including fellowship chair, corresponding secretary and president. As fellowship chair she would take the time to consider the fellowship events the chapter wanted to do. She skillfully planned and prepared these events. The event that is still talked about today is when she planned for us to go roller-skating. As corresponding secretary, René took the time to get to know other chapters and planned opportunities to fellowship with them. She personally wrote letters to almost every chapter in the southeast district and sent all of them holiday cards. René also single-handedly organized and fund-raised for 8 sisters to attend national convention during the summer of 2009. Without her help, I would not have been able to attend that convention.

René served as president of the Beta Xi chapter of Tau Beta Sigma during 2011. I had the privilege of being on her executive board for that year. She tackled every issue that was brought to us with perseverance and grace. She presided over the chapter with a level of authority and leadership that was respected by all. Her passion for the organization fueled every decision she made and she maintained a level-head when it came to chapter business. If she did not know the answer to a question, René fervently sought out whoever needed to get the answer. During her reign as president, she honed her people skills and ability to handle interpersonal situations. She was always willing to advise and do whatever was needed in order to help the chapter grow.

Currently René is working with a group of us to start a Beta Xi Alumni Association. This organization was René's idea and she has spent a lot of time and energy to make it run smoothly. Every meeting that we have had, she has shown up prepared, organized and enthusiastic. She helped prepare the constitution, organize the budget and recruit members. She also has experiences starting an alumni organization as she is one of the founding members for the TBS SEDAA.

I think that René is the perfect person for any position that is open on the Tau Beta Sigma Alumni Association Executive Council. She will bring a strong level of knowledge and enthusiasm to the position. René has in the past and will continue to have fortitude and courage to see an ideal, to seize upon it, and follow it wherever it may lead her in Tau Beta Sigma. Thank you for taking the time to consider her for this position.

Sincerely,

Amy Hiser
Alumni, Beta Xi – University of Florida, Fall 2008
ahiser1@gmail.com

To the National Executive Board of TBSAA,

It is with enthusiasm and excitement that I write this letter of support for Rene Mark as a Candidate for the 2015-2017 Tau Beta Sigma Alumni Association Executive Board. Rene has demonstrated the knowledge and experience necessary of a model candidate and I believe that she could serve as a tremendous asset to the future of the TBSAA.

Through out her time in the organization, Rene has served in a number of capacities on the Chapter, District and National Level. Most notably, she served as chapter president for the Beta Xi chapter at the University of Florida, Vice President of Special Projects of the Southeast District from 2010-2012, Founding Programs Chair of the Southeast District Alumni Association, and a member of the Programs committee for TBSAA. I have personally had the distinct privilege of working with Rene on the Southeast District Council and the founding executive committee of SEDAA. Rene brings a very strong perspective to the many roles she has played and has proven to be a "go getter" as she has implemented and overseen the success of numerous sorority programs to date.

Perhaps one of the best contributions Rene will be able to make to the TBSAA is her experience in event planning. Serving as an event coordinator for the University of Miami's Frost School of Music, Rene has tremendous experience in planning and programing large scale events such as international music festivals, small scale dinners and banquets, and grand openings of university buildings. I believe that her attention to detail and professional relations skills will not only benefit the TBSAA Executive Board, but allow it to soar to new heights.

Rene Mark is perhaps one of the most qualified candidates I can think of for the TBSAA Executive Board and I look forward to seeing the contributions she is able to make to this organization.

Stephen Burt
Southeast District Counselor
Tau Beta Sigma-Epsilon Alpha
University of South Carolina



1320 South Dixie Hwy, Suite 932 • Coral Gables, FL 33146
Office: 305.284.4940 • Fax: 305.284.3901 • www.festivalmiami.com

April 28, 2015

To Whom It May Concern:

It is my pleasure to recommend Rene Mark as a candidate for the Tau Beta Sigma Alumni Association Executive Council. She always speaks passionately about her time involved with college bands and her commitment to your organization and I believe she will be an invaluable asset to the Executive Council. Rene was hired a week prior to last year's Festival Miami Opening Night (October 1, 2013) as a Casual Worker for the Frost School of Music. During her three-month assignment she demonstrated her determination to surpass expectations on all the projects she was assigned. It was basically trial by fire! At the completion of her assignment, Ms. Mark was offered a full-time position as the Events Planner for the Frost School of Music.

Rene is responsible for drafting guest artist contracts and managing the travel arrangements for all incoming artists. This includes their airfare, lodging, and transportation. She is also accountable for managing budgets, writing grants, submitting sponsorship packets for donations, as well as obtaining information and editing all of our promotional materials. One of the most inspiring things about Rene is her passion and commitment to her work. Upon meeting for her initial interview, Rene was informed that she would be hired on a temporary basis for less money than her current job at the time and no benefits. Dedicated to her career in the events industry, upon receiving the offer for temporary employment, Rene quit her job to work for the Frost School of Music, taking a pay cut and losing her benefits. Three days later Rene was in the office, working diligently on all tasks that were assigned to her. Despite living nearly an hour away from the office, Rene often stays very late, without being asked, in order to meet deadlines.

Rene is a hard worker who is dedicated, enthusiastic, and above all, a team player. She demonstrates commitment to completing assigned tasks, while also maintaining her professionalism in stressful situations with pressing deadlines. Rene's strong communication and positive attitude allowed her to connect with donors, artists, and artist managers with poise and confidence. She's excelled in our Events Planner position and I am confident she will do the same as a member of the Executive Council.

I sincerely believe the attributes that Rene has displayed through her professional career will greatly benefit her throughout her professional and personal endeavors. I have no doubt that she will be an asset in this position.

If you have any questions or need any more references, please feel free to e-mail me at mmijares@miami.edu.

Sincerely,

Marianne Mijares
Director of Events

University of Miami Frost School of Music