

TAU BETA SIGMA

FOR GREATER BANDS

To my Sisters of Tau Beta Sigma,

I, Siobhan Wilkes, am writing to express my interest to further serve the Sisterhood of Tau Beta Sigma as your next National Vice President for Special Projects. During my tenure as a member of our National Leadership Team, I have successfully and continue to serve our membership to achieve my ultimate goal: Provide for the needs of our members.

In my professional capacity as a Corporate Revenue Manager, I have the opportunity to influence the revenue growth for eight dynamic hotels through creative and data driven strategies. I have been able to act as a trusted advisor and use my strategic skills from my current profession to continue to be a professional and creative leader within Tau Beta Sigma.

As a chapter officer I was able to increase my chapters involvement on the district and national level by utilizing the Tau Beta Sigma National Programs to serve our community. In my role as a Chapter Visitation Assistant I became a resource for chapters. I provided advice on improving operations, diversifying chapter service, and I gave them tools to continue to be the outstanding chapters that they have the potential to be. As I transitioned into my role as your National Vice President for Communication and Recognition I had two main goals: Increase engagement, and provide resources for our chapters continued success. As NVPCR I have increased engagement of our membership through recognition of chapters and individual successes. I continue to strive to provide exceptional and clear correspondence to share resources for our chapters to use for operations or recognition of their members.

As Tau Beta Sigma's NVPCR I have seen first-hand the exceptional things that our chapters can do, and I believe that the service that we provide to college bands can be amplified through our national programming. The Focus on Five Campaign has given our chapters a great outlet to participating in our national programs, and has grown leaps and bounds since its conception a few years ago. If selected to be your next NVPSP I will continue to provide detailed and new information for our chapters to successfully execute each of our national programs. I will create a designed alliance with our district VPSP's to provide individualized feedback and advice to our chapters to help each take their activities to the next level. As this campaign has grown and evolved over the past few years, I propose that we continue to evolve as well by incorporating more technology into the execution of our national programs. This includes "Ted Talk" -esque Women in Music Speaker Events, and live reporting of our Focus on Five statistics.

One thing I have always found true is that the biggest resource that we have as an organization are our chapters and individual members. If selected to be your next NVPSP it is my goal to continue to use recognition as a tool for increased participation in our national programs. I will do this by showcasing unique and innovative chapter activities and encourage the coordinators of these events to share their process for other chapters to use. The sharing of ideas and leadership development of our members is key to the continued success of our chapters.

If given the opportunity to serve Tau Beta Sigma as your next NVPSP I will continue to use my strengths to provide for the needs of our members, and develop leadership of our members through continued recognition and resource offerings. I offer my skills and experience to be an advocate to our chapters, and I believe that I will be able to continue to support our members with the high level of care that I have in the past few years.

I am excited for the opportunity to further serve this organization and its members in this capacity. I will be available and looking forward to further speaking with you all regarding my qualifications and ideas. Thank you for your time and for giving my application full consideration for the position of 2019-2021 Tau Beta Sigma National Vice President for Special Projects.

It is an Honor to be selected to Serve,
Siobhan Lynette Wilkes
Tau Beta Sigma Life Member #3236





Siobhan L. Wilkes

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Dallas, Texas 75287

(254) 630-3415

Siobhan@tbsigma.org

Professional Experience

Hotel Revenue Manager

Hilton Worldwide Revenue Management Consolidated Center (Present)

Quorum Hotels and Resorts, Dallas, Texas (2016-2018)

- Manage day to day revenue process and provide daily and monthly reporting needs for Intermediate Revenue Management Portfolio (8 Hotels).
- Act as a Trusted Advisor for Hotel teams by developing revenue strategies to increase hotel revenue performance against the competitive set as well and year over year.
- Provide analysis of industry reporting and develop strategy to create desired outcomes.
- Conduct weekly revenue meetings to discuss hotel performance, pace, and forecast accuracy.
- Build and maintain relationships with property, corporate, and area personnel to include Expedia and Hilton colleagues.
- Integral member of sales business review process to include outlining negotiation strategies for business travel accounts, and group sales efforts.
- Train new hotel management team members on company specific and brand reports, processes, and revenue systems.
- Communicate with a develop working relationships with key stakeholders on revenue changes, demand generators, pace, and forecasting goals.

Group Rooms and Revenue Coordinator

Hilton Fort Worth & The Ashton Hotel, Fort Worth, Texas (2012-2016)

- Created detailed and comprehensive group rooms coordinator manual to assist with training fellow group rooms coordinators within management company
- Provide support to Brand Revenue Manager with reports and hotel level needs
- Communicate high demand dates with Individual Business Travel/ Foreign Individual Travel/Sales/ Revenue Management departments and suggest and implement needed rate and Length of Stay changes
- Train Front Desk associates, Group Rooms Coordinators, and Sales manager on a number of revenue reports as well as rooms and reservation procedures

Training and Skills

Education: Bachelor of Sciences in Hospitality Administration with Marketing Minor, Stephen F. Austin State University, Nacogdoches, TX (2010)

Programs and Systems: OnQ R&I; Front Desk; OnQ Revenue Management; OnQ FMS; Daily Detail Tool; SRP Activity Tool; Key Hotel Marketing Reports; Delphi; Smith Travel Research Reporting; Microsoft Office; Forecast Management Tool; CRS by Saber; Travelclick

Tau Beta Sigma Experience and Involvement

- National Vice President for Communication and Recognition (2017- Present)
- Chapter Visitation Assistant, 2015-2017
- Life Member #3236, September 2015
- TBSAA & Southwest District Alumni Association Member (Current)
- Initiated into Beta Zeta Chapter, Stephen F. Austin State University, April 2007

District Convention Clinic/Committee Advisor

- 2018- NED Joint Convention Site Committee Advisor
- 2018- NED Auxiliary Clinic Coordinator
- 2018- NCD Special Projects Committee Advisor
- 2018- NCD Auxiliary Clinic Coordinator
- 2018- SWD Ways and Means Committee Advisor
- 2017- National Convention Auxiliary Clinic Coordinator
- 2017- SED Auxiliary Clinic Coordinator
- 2017- SWD Spirit and Sisterhood Committee Advisor
- 2016- SWD Auxiliary Clinic Coordinator
- 2016- SWD History and Traditions Committee Advisor
- 2013- Auxiliary Clinic Coordinator
- 2011 Spirit and Sisterhood Committee Advisor
- 2008- SWD Convention Host and Auxiliary Clinic Coordinator

Chapter President, 2009-2010

- Executive Council Chair, 2009-2010
- Colony Committee Chair, 2009– 2010
- North/ East Texas Area Workshop Coordinator, 2009-2010

Vice President of Membership, 2007-2008

- Executive Council Committee, 2007-2008
- History and Traditions Committee, 2007-2010
- Grievance Council, 2007-2010

Honorary Memberships:

- Delta Upsilon, Howard Payne University
- Gamma Nu, University of Texas at Arlington
- Southwest District of Tau Beta Sigma
- Southwest District of Kappa Kappa Psi
- Northeast District of Tau Beta Sigma
- Phi Rho Psi, Honorary Color Guard Sorority

Additional Band and University Involvement

- Independent Color Guard Coordinator, 2008 -Current
- Texas Christian University Color Guard Coordinator, 2014-2016
- SFASU University Concert, 2007-2010
- SFASU Lumberjack Marching Band Member and Student Leader, 2005-2009

To: Tau Beta Sigma
Fr: Robert Aguirre
Date: January 7, 2019
Re: Letter of Recommendation for Siobhan L. Wilkes

It is my pleasure an honor to recommend Siobhan Wilkes for the role of National VP for Special Projects for the Tau Beta Sigma Sorority. I have worked with Siobhan for 2 years where she was the corporate revenue manager for the hotel I manage. Working directly with her, I had the ability to see her use her industry skills, creativity, and organization to deliver spectacular results in her role with our management company. I am confident that Siobhan's exceptional skills, professional experience, and personal qualities will make her a powerful asset and partner to the Tau Beta Sigma team.

As a corporate revenue manager, Siobhan responsibility was to assist our hotel in achieving our maximum revenue potential. Working with her, I was able to understand her strengths and see the qualities she possesses to help her succeed. In particular, Siobhan's organizational skills as well as her ability to look at the 'bigger picture' were able to help us achieve great successes in 2018. The creativity and out-of-the-box thinking she demonstrated while managing our revenue was top notch. Moreover, Siobhan's use of foresight and her drive to be proactive versus reactive is what allowed us the ability to gain the edge over our competition.

What's more, Siobhan's extraordinary interpersonal skills were such that it allowed her the ability to work with multiple properties; each with different teams and its own set of challenges. Siobhan was able to adapt to these situations and use these qualities to focus on success. I can honestly say that she was a stand-out member of the team and she showcased her superb professional and personal qualities to achieve positive results for our portfolio.

Siobhan has my highest recommendation for this position. I have no doubt she will make a strong National VP for Special Projects. Please feel free to contact me if you have any questions regarding her candidacy or past work.

Yours in hospitality,



Robert Aguirre
General Manager
Aloft San Antonio Airport
830-719-0019
raguirre@aloftsanantoniopairport.com

Sami Kinnison

2955 N. Raven Ln.
Fayetteville, AR 72704
sami@tbsigma.org

January 7, 2019

Dear Sisters of Tau Beta Sigma,

It is with great honor that I recommend Siobhan Wilkes for the office of National Vice President of Special Projects. Through my time as the TBS Southwest District President, I was able to work with Siobhan as she became one of the first Chapter Visitation Assistants for TBS. Since then, I have been able to witness her values, dedication, and innovation as she served our sorority as the National Vice President of Communication and Recognition.

The values and ideals of Tau Beta Sigma are characteristics that Siobhan lives out daily in her life. She has proven to be honest, compassionate, loyal, generous, and courageous. She is a model of service for others and is an exemplary sister who would excel at the requirements for this office.

Siobhan has proven her dedication to Tau Beta Sigma throughout her years and levels of involvement in the sorority, serving her chapter, the districts, and the national chapter of the sorority through many different positions. During her time as CVA, she was constantly eager to help out and to jump into whatever needed to be done, as we both learned our new roles and worked to serve to the best of our capacity. She was an incredible resource and service during my time as SWD President. Siobhan continues to dedicate herself and prove her tenacity as she furthers her involvement in the sorority.

The balance between innovation and continuing the strong legacy set forth in this position would be one of Siobhan's greatest strengths in this position. Her desire to continue to help chapters execute high-level programs and grow their impact is evident. She is passionate about bringing the best ideas forward to grow the current national programs and initiatives while building upon the success of the past.

Because of Siobhan's efforts to live out our values daily, her continued dedication to Tau Beta Sigma, and her quality of skills and passion, I believe she would be the best fit for National Vice President of Special Projects for the sisters of Tau Beta Sigma.

Sincerely,

Sami Kinnison

Sami Kinnison
Former SWD President and VP of Special Projects
SWD Alumni Association Programs Director
Life Member

Alaina Peters
198 E 16th Ave., Apt. B9
Columbus, OH 43201
alainarpeters@gmail.com, (360)561-0603

January 12th, 2019

Sisters of Tau Beta Sigma,

I am honored to recommend Siobhan Wilkes for the position of Tau Beta Sigma National Vice President for Special Projects for the 2019-2021 biennium. I met Siobhan while I was working for Kappa Kappa Psi as a National Chapter Field Representative and admired her work for Tau Beta Sigma as a Chapter Visitation Assistant and National Vice President for Communication and Recognition. Siobhan continues to be a personal inspiration to me, and I am confident that she would continue to motivate and serve Sisters well in this office.

Throughout my time working for Kappa Kappa Psi, Siobhan was by far one of the Sisters who I got to know the best, mostly due to her dedication to being involved with both organizations. She took time to explain various components of Tau Beta Sigma and how they contrasted from KKPsi. In fact, some of our very first conversations helped me understand the two organizations' similar yet distinct operating structures. Later, when I was honored to be initiated as an Honorary Sister at the 2017 National Convention in Orlando, Florida, Siobhan took me under her wing to explain the sacred values, rituals, and history of Tau Beta Sigma and make sense of everything I had experienced. She truly values friendship and fellowship between the organizations and takes any opportunity to strengthen the connections between us. I believe there is so much we as Sisters and Brothers can learn from one another to take both organizations to their next levels, and Siobhan clearly values these learning opportunities as ways to strengthen the work she does for the sorority. She places serving the membership at the focal point of her work, and this shows through her dedication to featuring chapters on social media, advocating for the needs of chapters and individual Sisters at all levels, and directly collaborating with Active members whenever possible.

I could not finish a letter of recommendation for Siobhan without also talking about the personal impact she has had on me. Over the two years I have known Siobhan, she has become one of my role models professionally, personally, and in leadership. I admire her confidence in all areas of her life, and I have become more outspoken and firm in my expectations of myself and others by following her example.

Please feel free to contact me at alainarpeters@gmail.com or (360)561-0603 with any further questions about Siobhan's qualifications. I look forward to greeting many of you at the 2019 National Convention.

AEA,



Alaina Peters
KKPsi National Officer Training & Resources Committee Member
KKPsi National Chapter Field Representative, 2016-2018
KKPsi - Life Member, Beta Omicron Chapter
TBSigma - Honorary Member, National Chapter

Dear Sisters of Tau Beta Sigma,

It is both a pleasure and honor to recommend Siobhan Wilkes, current National Vice President of Communication and Recognition (NVPCR) for the role of National Vice President of Special Projects (NVPSP). Siobhan has been rudimentary to my journey as a sister, chapter officer, district officer, and overall success. I have been fortunate to know Siobhan since 2016, However, she has been shining and serving since 2007. As the current Southeast District President and a 2018 Baton Recipient, I can assure that Siobhan is a magnificent officer and sister and will continue to be exceptional.

When I met Siobhan, I was beyond impressed with her vast experience and passion for the the sisterhood. Her roles as Beta Zeta's chapter president, vice president of membership; one of the Southwest District's Chapter Visitation Assistant; several other convention's clinicians and committee advisors; and several honorary memberships expressed her valued presence in the sorority. It also showcased her desire to serve and notable leadership skills.

Yet, I found myself fascinated with Siobhan for more than just vast knowledge, experience, and leadership. Siobhan's desire to be an aide to sisters, quick and efficient communication skills, and strong leadership abilities have made her amazing at every role and facet of the sisterhood she is in. From crafting plans/strategies for use on the national, district, and chapter level to her goals for NVPSP, she has created paths to increase collaboration, engagement, and overall development of the sisterhood. I am confident she will continue to do this and more as NVPSP.

Personally, Siobhan has also helped to shape me into sister and person I am today. From her helpful guidance as an officer and sister to her personal words of encouragement, I have been able to rely on her for anything. Her positive presence and cheerful attendance at conventions, meetings, and in the sisterhood always come with great knowledge and understanding of Tau Beta Sigma, an immense passion for the sisterhood and growth of it, and an unparalleled personality toward everyone.

I have no reservations giving Siobhan the highest recommendation for the office of NVPSP. I am positive that she will continue to serve the sorority as a distinguishable officer and a valuable member of the national council. Please feel free to contact me if you have any questions regarding my submission.

Musically yours and respectfully submitted,

Do'Nyal Webb

2017 - 2019 TBS SED President

Tau Beta Sigma, Life Member #3432, Theta Lambda chapter