

Alan Kleinfeld

505.553.9796
alan.kleinfeld@gmail.com

Academic Experience

Adjunct Faculty, Hospitality & Tourism

College of Charleston, Charleston, SC

On-campus undergraduate faculty leading courses that include *Meetings and Convention Management, Event Management, Public Relations in Event Management, Hospitality & Tourism, Skill Set for Event Management* in the Department of Hospitality and Tourism. *January 2012 – Present.*

Guest Lecturer, Hospitality Management

The Coastal College of Georgia, Brunswick, GA

Video conference guest lecturer teaching *Crowds and Safety* for the course called *Crisis Management in Hospitality* in the Department of Hospitality Management. *Spring 2017.*

Adjunct Faculty, Hospitality Management

The Coastal College of Georgia, Brunswick, GA

Online faculty for the semester teaching *Introduction to Tourism* in the Department of Hospitality Management. *Fall 2015.*

Adjunct Faculty, Culinary Institute of Charleston

Trident Technical College, Charleston, SC

On-campus instructor teaching *Communications & Leadership in Hospitality* for the Department of Hospitality & Tourism. *January 2012 – January 2014.*

Guest Lecturer, Hotel, Restaurant & Hospitality Management

University of South Carolina, Columbia, SC

On-campus guest lecturer teaching *Careers in Meeting Management* in the Hospitality Management Program. *Fall 2012.*

Guest Lecturer, Business & Hospitality Management

Northern Virginia Community College, Alexandria, VA

On-campus guest lecturer teaching *Special Event Management Careers* in the Business & Hospitality program. *Fall 2008.*

Guest Lecturer, Hospitality & Tourism Management

George Washington University, Washington, DC

On-campus guest lecturer teaching *Meeting Planning and the ADA*, for the Master's in Tourism Administration program. *Spring 2004 & Spring 2005.*

Industry Experience

Speaker, Writer, & Multipreneur

Speaking, writing, and consulting a variety of issues for hospitality, tourism, and meeting professionals, including risk management & safety, F&B, audio-visual, experience design, budgets, sponsorships, marketing, contract & negotiations and project management. *2003 – present.*

Director

Arrive Management Group

Manage and operate multi-industry consulting company with accomplishments in association management, training & communications, and real estate sales. Services include contracts, site selection, program development, budget management, vendor relations, onsite coordination, sponsorships & tradeshow, technology and social media and risk management. *January 2011 – Present.*

- Evolved services to next level, with program development, goal setting and technology.
- Increased client builds with social media, networking and Board participation.
- Saved customers significant expenses by negotiating beneficial contracts and performing duties efficiently.

Managing Partner

MeetingsONE

Effectively run association and meeting management company. Supervise all aspects of running a small business: accounting, marketing, public relations, insurance, and customer service, to name a few. Consult and contribute to client functions: site selection, contract negotiation, travel, publicity and marketing, registration, vendor relations, planning and logistics. *November 2001 – January 2011.*

- Began fledgling meeting planning company and grew it to a successful, well-respected management firm.
- Directed day-to-day operations of small business including client needs, marketing, banking and customer relations. Oversaw yearly growth as our client base and number of events increased.
- Lowered client expenses by negotiating beneficial hotel contracts, performing duties efficiently and bidding out vendor services.

Newsletter Editor / Manager of Affiliate Services

United Cerebral Palsy

Planned conferences and training sessions at offsite locations. Partnered closely with Executive Director to maintain conference budgets. Served as Editor for national newsletter. *October 1999 – March 2001.*

- Grew annual conference to 350 and improved program development to include speakers, technical needs and attendee goals.
- Revived and edited monthly newsletter for entire membership and worked with other departments to meet editing and production deadlines.
- Served as affiliate liaison, serving the needs of over 150 national affiliates.

Special Projects

Member

Tourism Commission

Volunteer role as part of a seven-member team responsible for smart growth of visitors and tourist to the City of Folly Beach. During tenure, saw ever-increasing tourist spend and improvement to collected accommodations tax. *(August 2014 – August 2018)*

- Improved online and social media presence of the destination three-fold.
- Designed and implemented new entry marker, to be used for tourist and public safety information.
- Participated and planned development of marketing strategy to include press tours, new markets and untried sales techniques.

President

Homeowners Association

Volunteer role to manage and operate HOA, which included revival of lifeless group. Made capital improvements, increased reserve and oversaw \$4 million-dollar law suit. *February 2012 – February 2018*

- Capital improvements included dock work, drive upgrades and suitable landscaping.
- Oversaw HOA-wide construction project that included new roofs, windows, siding, doors, railings and decks.
- Reelected to three consecutive terms.

Interim President

International Downtown Association

Served as the association president for client during its search for new leadership. In short term, managed to increase cash flow, plan events, work with board, oversee staff, and manage day-to-day operations. Brought association back from the brink of going out of business. *April 2009 – October 2009.*

Real Estate Experience

Licensed Realtor

Manage and operate a real estate business under a handful of franchise names, currently the EXP Brokerage. A partial list of responsibilities includes marketing and social media, customer service, lead generation, client management, contacts and legal forms, state licensure compliance, continuing education and relationship building. *2008 – Present.*

Property Coordinator

Koontz & Company Commercial Real Estate

Helped with day-to-day operation of small commercial/industrial real estate office. Answered phones, created and managed Excel files, assisted with rent invoices/collection, coordinated property visits and site inspections and handled other duties as needed. *May 1993 – August 1995.*

- Assisted with day-to-day needs of tenants.
- Helped Broker manage schedule, calendar and meetings.

Education

MTA., Tourism Administration (Graduate School of Business).

George Washington University, Washington, DC

Concentration: Event Management, Sports Management & Cultural Tourism

Degree Conferred: May 2011

B.A., Professional Writing (Departments of English and Journalism)

University of New Mexico, Albuquerque, NM

Degree Conferred 1992

Industry Certifications

Certified Meeting Manager Designation (CMM)

Meeting Professionals International, Dallas, TX.

Earned 2009

Certified Meeting Professional Designation (CMP)

Events Industry Council, Alexandria, VA

Earned 2002

Law Enforcement & Public Safety Experience

- **Admin and Office Service:** Fleet maintenance, supply and quartermaster, dealing with specialized beach and patrol vehicles, including jet skis, ATVs trucks, and golf carts. Participated in recruiting and interviewing potential employees and attending career fairs, staffing department booth. Helped write unit SOPs and coordinate accreditation. Attended monthly unit staff meetings and presented ATV training and NCIC training.
- **Patrol and Community Service:** Road patrol, traffic details, special events, vehicle accidents, DUI check points and various other patrol duties. Special events include preparation for and onsite detail for such events as the Marine Corp Marathon (over 30,000 participants), Presidential Inaugural and POTUS Escorts. Other special details include National Police Week, Concerns of Police Survivors (COPS), National Association of Women in Law Enforcement and Rolling Thunder. South Carolina events include Winter Street Festivals on Folly Beach. Staffing emergency operations center (EOC). Animal control, code enforcement, dispatching, and other patrol duties.
- **Specialized Training:** NHTSA certified Child Seat Technician. Coordinated twice monthly child seat checks for the residents of Arlington, VA. Completed training in ASP, OC Spray, Police Mountain Bike, and EVOC cone course. Member of Sex Offender Tracking Unit. Detail Protection Team for two Presidential Inaugurations (received department citation for 2009 Inaugural). NCIC Operators & Instructor training. Youth Fingerprint Training. FEMA Incident Command System coursework. FLETC Outdoor Event Safety course.
- **Range Training:** Qualified on range four times a year to carry Glock 22 .40 caliber and M&S .45 caliber. Qualified on range with off-duty Glock 27 .40 caliber. Qualified with shotgun, 12-gauge. Completed close-quarters gun and knife training.
- **Recognition:** Promoted from Patrol Officer to Corporal; Department Citation for Government Services Award; Certificate of Appreciation from Arlington County; Volunteer of the Year, Child Safety Seat Team; Certificate of Appreciation, US Secret Service.

Law Enforcement & Public Safety Training & Certifications

National Crime Information Center (NCIC) Instructor

South Carolina Law Enforcement Division, Columbia, SC
Certification earned May 2016

National Crime Information Center (NCIC) Dispatcher

South Carolina Law Enforcement Division, Columbia, SC
Certification earned May 2015

Court Room Safety & Security

South Carolina Criminal Justice Academy, Columbia, SC
Certification earned Sept 2015

Law Enforcement Officer III, Limited Duty

South Carolina Criminal Justice Academy, Columbia, SC
Certification earned January 2014

Child Seat Technician

National Highway Traffic Safety Administration, Washington, DC
Certification earned 2003

Basic Police Officer Training

Arlington County Police Department Arlington, VA
Sworn in Feb 2002

Sample Magazine Articles Written

Kleinfeld, Alan. (2020, March). Anxiety in Anxious Times. *Plan Your Meetings*, online.

Kleinfeld, Alan. (2020, February). How to Gauge the Safety of Your Meeting Venue. *Meeting Mentor Magazine*, online.

Kleinfeld, Alan. (2020, February). Five Tips for Evaluation Safety during Site Inspection. *Plan Your Meetings*, online.

Kleinfeld, Alan. (2019, September). Be Prepared. *The Meeting Professional*, p. 46.

Kleinfeld, Alan (2019, April). Four Tips for Picking a Safe Hotel Site. *Smart Meetings Magazine*, online.

Kleinfeld, Alan (2017, April). Zeroing in on Meeting Safety. *Smart Meetings Magazine*, online.

Sample Magazine Articles Quoted

Skift Magazine. (2020, February). *Travel Advisors Scramble as Coronavirus Rattles Clients*. Lenhart, Maria.

Convene Magazine. (2020, January). *Profile: He's a Planner with a Badge*. Zhu, Jasmine.

Connect Association Magazine. (2019, December). *How to Handle a Medical Crisis*. Helfenbaum, Wendy,

Smart Meetings Magazine (2017, October). *How can Planners Prepare for Las Vegas Massacre-Style Attacks?* Long, J.T.

White Papers

Kleinfeld, Alan. (2019, May). Security Supplier Resources for Planners. *The Academy at Meeting Professionals International*.

Kleinfeld, Alan. (2019, October). Site Selection Safety. Attanium Business Continuity, Meetings & Events division.

Podcasts

Kleinfeld, Alan. (2019). Episode79: Active Shooter: What Meeting Planners Must Know. *Meetings Today* [<https://podcasts.apple.com/us/podcast/active-shooters-what-meeting-planners-must-know/id1435519475?i=1000442224888>]

Kleinfeld, Alan. (2019). Episode 167: Safety and Security for Events. *Endless Events*. [https://helloendless.com/security-at-events/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+eventicons+%28%23EventIcons%29]

U.S. Invited Presentations, Samples - Unpublished

- Kleinfeld, Alan. (2020, February). *Crisis Communications: More Than Just Social Media*. Presented at MPI Chicago Area Chapter, Chicago, IL.
- Kleinfeld, Alan. (2020, February). *Band-Aids to Bad Guys: An Event Safety Overview*. Presented at MPI St. Louis Chapter, St. Louis, MO.
- Kleinfeld, Alan. (2020, February). *Don't be a Hero. Just Be Prepared: Starting an Emergency Response Plan*. Presented at PCMA Southeast Chapter, Atlanta, GA.
- Kleinfeld, Alan. (2019, November). *Band-Aids to Bad Guys: An Overview of Event Safety*. Presented at Pharmaceutical Advisory Summit, Orlando, FL.
- Kleinfeld, Alan. (2019, September). *Don't Overlook the Obvious: Safety, Site Selection & Extra Tips*. Presented at CDX, a Conference Direct event for clients, planners and suppliers.
- Kleinfeld, Alan (2019, March). *Event Safety Roundtables*. Presented at Takeover Toronto, a CVB client event.

Service

- 2017-2018 – Meeting Professionals International Risk Management Task Force, Chair.
- 2016-2017 – Meeting Professionals International Risk Management Task Force, Member.
- 2010 – Professional Convention Management Association *Convene Magazine* Task Force, Member
- 2002-2005 – Society of Government Meeting Professionals, Chapter Newsletter Committee, Member
- 2002-2005 – Meeting Professionals International, Chapter Newsletter Committee, Chair

Honors

- Society of Gov't Meeting Professionals Carol Anne Nelson Newsletter of the Year
- Volunteer of the Year, Arlington County, VA, Child Safety Seat Team
- Planner of the Month, Society of Gov't Meeting Professionals, DC Chapter
- Presidential Inaugural Citation, Arlington County Police Department
- Government Services Award, Arlington County Police Department

Professional Organizations

- Meeting Professionals International (MPI)
- Professional Convention Management Association (PCMA)
- National Coalition of Black Meeting Planners (NCBMP)
- Association of Meeting Professionals (AMPs)
- National Writers Union
- National Animal Control Officers Association (NACA)

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