# **KRAIG POMRENKE**

Dear Mayor Copenhaver and Jonesboro City Council Members

September 9, 2022

Good day,

I am writing to you to express my heartfelt interest in being appointed to the vacant City Council seat for Ward 6. I have lived in this area since arriving in September 2018 and recently moved back to Jonesboro and bought a house at 5024 Prospector Drive. One of my reasons for moving back inside the city was to be more connected to my new adopted hometown and I'm very glad and proud to be back.

I have been in the Hospitality business for over 40 years and as you can see from my resume have extensive experience in many different parts of the Hospitality business form operations to sales to development. One thing that has always been woven in the fabric of what I do is of course the people business. My entire career has been dedicated to service of others and I feel that with my background and experience in similar cities to Jonesboro I can be an asset to our town.

If given this opportunity I will serve proudly and with integrity, honesty and in support of all things great for our residents and communities.

Thank you,

Kraig Pomrenke



## KRAIG POMRENKE

kraigpomrenke@gmail.com 870-351-1165

## **EXECUTIVE MANAGEMENT**

Skilled Executive with over 39 years of Hospitality sales, events and operations experience including P & L creation and oversight, forecasting accuracy and focused revenue strategies to ensure leadership in market. Results-oriented, steady leader with proven success in all facets of Hotel and Venue operations in addition able to deliver effective and creative service programs to impact positive guest and associate satisfaction. Excel in energetic, demanding environments and performing as an owner at all times

## CORE COMPETENCIES

Operational Execution

. Revenue Concentrations

. Business Development

Budget and Forecasting . Creative Problem Solving

. Situational Leadership

Service Delivery

. Strategic &Vision

. Marketing Awareness

## PROFESSIONAL EXPERIENCE

## Embassy Suites Jonesboro- Jonesboro, Arkansas

Red Wolf Convention Center

September 2018-Present

## General Manager

Complete responsibility of 203 Room Award winning hotel. Opened hotel in December 2019 along with attached Houlihan's Restaurant. Hotel complex generates over 10 million dollars in annual revenue and is consistently in the top Embassy Suites Hotels for Guest Service Scores measuring Overall Satisfaction. Lead of team of 10 Department heads and over 200 team members. Hotel is managed by O'Reilly Hospitality Management.

#### Key Achievements:

- Successfully opened hotel in December 2019. Spent significant amount of time selling future events, conferences and local negotiated accounts. Along with being key project manager to get hotel open
- Created flexible operational changes with COVID-19 protocols from Government, Brand and Management company initiatives. Operated as a top hotel for 2020 being named #2 Embassy Suites in country for Overall Satisfaction
- Assisted with creating an accredited Hospitality program with Arkansas State University
- Hotel was #2 out of 259 Hotels for Brand Overall Satisfaction in 2021.

## Selrico Services - San Antonio, TX

August 2017- June 2018

#### **Director of Operations**

Responsible for all San Antonio based operations which include commercial food services for San Antonio Senior Centers, San Antonio Pre-Kindergarten, Brooks Academy schools (4 campuses), Healy-Murphy schools, Henry Ford Academy and C4NC learning centers. Combined Selrico services over 8,000 meals per day in both unitized and bulk serving. Additional responsibilities and include all commercial cleaning contracts of which the San Antonio Alamodome is also one of the venues, a 1.2 million square foot all-purpose 65,000 seat indoor stadium. Recently hosted the NCAA Men's Basketball Division I Final Four in March/April 2018. This world-renowned tournament is considered one of the most prestigious events in major sports. Total revenues exceed 12 million dollars and over 350 associates

#### Key Achievements:

- Instituted cost control, inventory and labor standards resulting in a 12% increase in profits
- Created systems and processes to improve all relationships with all business units for customer service, resolution and future opportunities
- Lead Project Manager for successful NCAA Final Four leading housekeeping staff for event.

## **KRAIG POMRENKE.** Page 2

## John Q. Hammons Hotels- Sioux Falls, SD

May 2016-August 2017

### **General Manager**

Responsible for all aspects of 243 Sheraton hotel including over 3,000 sq. ft. of function space. Hotel revenues exceed 8 million dollars. Lead a team of 7 department heads and over 90 associates. Work closely with adjacent Denny Sanford Premier Center leadership team in helping to attract convention business for entire campus which included a 100,000-square foot convention center and a 12,000-seat state of the art Arena. Hotel is owned and operated by John Q. Hammons Hotel Company

#### Key Achievements:

- > Established positive service culture with hotel trending in the top 25% of all domestic Sheraton Hotels
- > Lowered turnover from over 100% to less than 30% in one year in employment market with less than 2.0% unemployment
- Created new hotel guest experiences by partnering with adjacent arena for all events to maximize revenues and occupancy

## Driftwood Hospitality Management- Springfield, IL

October 2015 - May 2016

#### **General Manager**

Responsible for all aspects of 288 room Crowne Plaza Hotel with 80,000 Square feet of Convention Space. Hotel generates over 10 million dollars in revenue. Direct a team of over 150 employees with 10 Department heads and Executive Team. Led hotel through recent renovation of all guest rooms and public spaces. Also, responsible for overseeing adjacent 140 room Holiday Inn Express hotel used at times for group overflow. The Holiday Inn Express generates over 3 million dollars a year in annual revenue. Hotels are owned and managed by Driftwood Hospitality.

#### Key Achievements:

- > Transitioned Leadership team to new ownership and management company's culture and direction
- > Actively involved in developing new business accounts worth over \$1,000,000 in new business
- Led renovation team through complete rooms and public space renovations for both hotels

## Spectra Food Services and Hospitality. Lutz, FL

April 2011 - September 2015

### Director of Business Development-Food Services and Hospitality-

January 2013-September 2015

Responsible for achieving the company's set objectives in the food, beverage, merchandise and hospitality services market segment by developing new contracts and opportunities. Responsible for generating, managing and coordinating outside sales as well as initiating, directing and implementing marketing functions as required.

Spectra was re-branded from Ovations Food Services in June 2015

#### Key Achievements:

- Achieved over \$45,000,000 in contract sales in less than 3 years
- Sold largest contract to Oakland Alameda County Coliseum in company history at over \$30,000,000 annually
- Developed new markets for Food Services Division in Museums, Science Centers and Colleges

#### Sioux Falls Convention Center-General Manager- Sioux Falls SD

April 2011-December 2012

Responsible for overall sales, events and operations of 100,000 square foot City owned Convention Center while maintaining positive financial impacts for the city. Global Spectrum specializes in venue management of Arenas, Convention Centers, Stadiums and other public and privately owned public facility buildings. Global Spectrum is part of Comcast-Spectacor and a sister company of Ovations. Spectra was re-branded from Global Spectrum in June 2015

#### Key Achievements:

- Led sales team in achieving record revenues for 2011 in excess of \$3,488,000 and again in 2012 in excess of \$3,648,000
- Moved from Assistant General Manager to General Manager position in August 2011
- Provided leadership during campaign to build a new events center adjacent to Convention Center

-continued-

## **KRAIG POMRENKE.** Page 3

## Hegg Companies Inc. Sioux Falls, SD

#### February 2005- March 2011

### **Broker Associate-Hegg Hospitality Real Estate**

July 2010- March 2011

Created separate division of Hegg Companies specializing in Hotel Real Estate.

Obtained South Dakota Real Estate License and actively transacting hotel real estate in South Dakota, North Dakota, Minnesota, Iowa, Nebraska and Wyoming.

#### Key Achievements:

- Exceeded marketing and prospecting goals in first quarter by over 500%
- Obtained \$4,900,000 listing in first 60 days
- Established relationships with competing national brokers to transact other hotel listings in Upper Midwest of the United States

### Vice-President Hospitality-General Manager

February 2005-July 2010

Provide executive leadership for hotel management company overseeing five select service hotels and over Twelve Million in gross revenues.

Performed duties of General Manager for Courtyard and Springhill Suites in Sioux Falls, SD from April 2009-July 2010.

Lead operations and strategic direction with full responsibility for top line revenues and bottom-line profits. Provide cross-functional management directing hotel I general managers and general oversight of over 200 employees. Responsible for creating and maintaining brand relationships for Marriott, Hilton and Wyndham Hotels and ensuring all standards are adhered to. Division had twelve operating entities when position stated in 2005.

#### Kev Achievements:

- Created standard budget and forecasting system for all owners and properties
- Increased top line revenue for all hotels year over year by 21% since 2005 and increased bottom line profits by 23% in same time period through strategic and efficient restructuring
- Developed market analysis for over 30 different hotel developments
- Created culture of improved guest and associate satisfaction utilizing creative and focused leadership approaches

#### John Q. Hammons Hotels Sioux Falls, SD

September 2003- February 2005

#### Assistant General Manager/Food & Beverage Director - Sheraton Hotel

Directed all operational efforts for 60,000 square foot convention center and 243 room Sheraton Hotel with over 3 million dollars in revenues Responsible for several areas including two large kitchens, one restaurant, one lounge, room service, catering and convention services, show concessions, facility management and engineering. Lead a team of five managers and over 150 associates to provide exceptional service and quality.

#### Key Achievements:

- Established creative revenue opportunities for convention center resulting in highest sales since opening
- > Coordinating all efforts with City of Sioux Falls on capital improvements and preventative maintenance for Convention Center
- Maintaining Food and Beverage costs under company guidelines each month resulting in more bottom-line profits

## Intercontinental Hotels Group South Bend, Indiana

January 2003-September 2003

### **General Manager- Holiday Inn University Hotel**

General Management and Leadership for one the largest hotels in Northwest Indiana generating over 3 million dollars in total revenue
Directed 229 room full-service Hotel including Sales and Catering, Rooms, Food and Beverage, Human Resources and Engineering division. Stressed property that saw an increase in sales while also being actively marketed for sale and eventually sold in late 2003.

#### Key Achievements:

- > Motivated team of division leaders during stressful period of uncertainty while increasing sales, operational standards and profits
- Created effective plans for providing exceptional experiences for Notre Dame Home Football game weekends recognizing heavy potential for sales in all areas
- Provided monthly plans and actions to maintain hotel's position in the active real estate community providing value to owners

## **KRAIG POMRENKE.** Page 4

John Q. Hammons Hotels Kansas City, Missouri and Lincoln, Nebraska

October 1997-January 2003

#### Assistant General Manager/Food and Beverage Director - Embassy Suites Hotels

Led a division of nearly 100 associates for market leaders in Kansas City Airport and Lincoln Nebraska

Directed all Food and Beverage departments starting in Kansas City and moving to Lincoln in 2000 to open the Embassy Suites Hotel.

#### Key Achievements:

- > Created College football weekend experiences including utilizing the outdoor loading dock for additional revenues
- > Part of management team that achieved a First place ranking for all Embassy Suites Hotels in 2001 for Guest Satisfaction
- Consistently achieved and exceeded revenues and cost controls

#### The New Theatre Restaurant

April 1995-September 1997

Operations Manager- The New Theatre Restaurant- Overland Park, Kansas Directed all operational areas of 609 seat nationally recognized dinner theatre.

## The Ritz-Carlton Hotel Company

December 1993-April 1995

Banquet Director- The Ritz-Carlton Kansas City Missouri. August 1994-April 1995 Banquet Director- The Ritz-Carlton Atlanta Georgia. December 1993-August 1994

## **Earlier Career Experiences:**

Assistant Food & Beverage Director- Wichita Marriott Hotel, Wichita, Kansas August 1991-December 1993
Restaurant and Lounge Manager- Hyatt Regency Winston-Salem, N.C.
March 1990-August1991

Banquet Manager- Sheraton Tara Hotel, Framingham, Massachusetts

August 1989-March 1990

Banquet Manager- Sheraton Greensboro Hotel, Greeensboro, N.C.

March 1988-August 1989

General Manager- Comfort Inn, Bluefield and Abington, Virginia

February 1987-March 1988

Assistant Executive Steward Hyatt Regency New Brunswick, New Jersey

June 1986-February 1987

#### Education:

University of Sioux Falls- B.S. Management Graduated May 2013

Virginia Tech School of Hotel & Restaurant Management Attended 1984-1986

#### Community activities and boards:

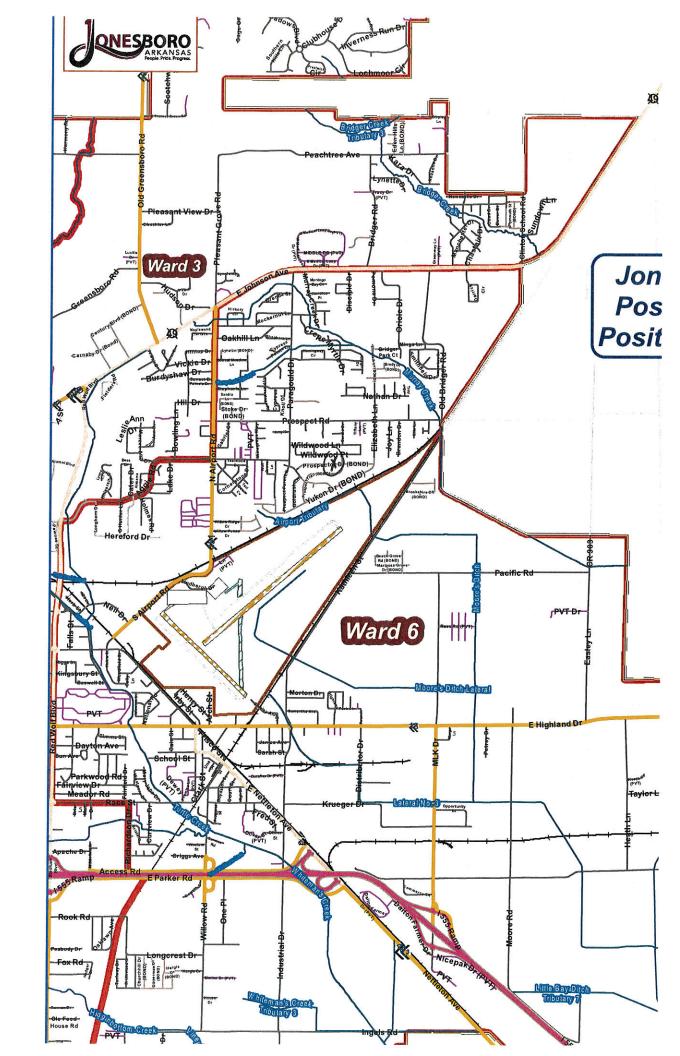
Jonesboro Regional Chamber of Commerce Board Member- 2021- Current

Arkansas Hospitality Association Board Member 2021- Current

Sioux Falls Convention and Visitors Bureau - 2010/2011 Chairman of the Board

Sioux Falls Arena and Convention Center Citizens Board- 2010/2011 Chairman of the Board for new Business Improvement District

Dakota Alliance Soccer Club- 2011/2012 President of Board. Dakota Alliance Soccer Club has over 6,000 registrations and is the largest youth sports organization in South Dakota







## STATEMENT OF FINANCIAL INTEREST

State/District officials file with: John Thurston, Secretary of State 500 Woodlane Street Little Rock, AR 72201 Phone (501) 682-5070

Fax (501) 682-3548

Calendar year covered 2011
(Note: Filing covers the previous calendar year)

For assistance in completing this form contact: Arkansas Ethics Commission Phone (501) 324-9600 Toll Free (800) 422-7773

Is this an amendment? ☐ Yes ☐ No

Please provide complete information. If the information requested in a particular section does not apply to you, indicate such by noting "Not Applicable" in that section. Do not leave any part of this form blank. If additional space is needed, you may attach the information to this document. Do not file this form with the Arkansas Ethics Commission.

inforn	formation to this document. Do not file this form with the Arkansas Ethics Commission.	ce is needed, you may attach the
SECT	ECTION 1- NAME AND ADDRESS	
	ame Pomrenke Krain	Anthony
Addre	ddress  So 24 Prospector Dr  (Street or P.O. Box Number)  (First)  Tonesboro An  (City)  (State)	(Middle) <b>7240</b> 5
Phone	(Street or P.O. Box Number) (City) one	(Zip Code)
Spouse	ouse's name	
	(Last) I names under which you and/or your spouse do business:  (First)  (First)  (Form)	(Middle)
SECT	CTION 2- REASON FOR FILING	8 =
<b>A</b>	Public Official City Corneil	
	(office held)  Candidate	
	(office sought)	
	District Judge(name of district)	
	City Attorney(name of district)  (name of city)	
_	(name of city)	
	State Government: Agency Head/Department Director/Division Director	10.77
	Chief of Staff or Chief Deputy	gency/department/division)
	Chief of Staff or Chief Deputy	Representatives)
	1 done appointed to state Board of Commission	
7	(name of board/commission)	
	School Board member	
	Candidate for school board	
_	(name of school district)	
	Public or Charter School Superintendent	
7	(name of school district/school)  Executive Director of Education Service Cooperative	
	(name of cooperative)	
	Advertising and Promotion Commission member	
_	(name of advertising and promot	
	Research Park Authority Board member under A.C.A. § 14-144-201 et seq	
	(name of r	esearch park authority board)

SECTION 2- REAS	ON FOR FILING (continued)	
	o one of the following municipal, county or r board or commission	egional boards or commissions (list name of board or commission):
☐ Airport be	oard or commission	
☐ Water or	Sewer board or commission	
☐ Utility bo	ard or commission	
☐ Civil Serv	vice commission	
SECTION 3- SOUR	CE OF INCOME	
or your spouse received that constitute a portion accountants, attorneys \$1,000 from at least of	es gross income amounting to more than \$1,0 on of the gross income of the business or pro in farmers, contractors, etc. do not have to list the source, the answer N/A is not correct.	h you, your spouse, or any other person for the use or benefit of you 000. (You are not required to disclose the individual items of income fession from which you or you spouse derives income. For example: t their individual clients.) If you receive gross income exceeding
a) Check appropria	te box:	More than \$12,500
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	(name under u	which income received)
Provide a brief descrip	otion of the nature of the services for which t	he compensation was received Genon! Manager
b) Check appropriate	box:	☐ More than \$12,500
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	(	address)
	(name under w	hich income received)
Provide a brief descrip	tion of the nature of the services for which t	he compensation was received
c) Check appropriat	e box:	☐ More than \$12,500
	(name of employ	ver or source of income)
	(:	address)
	(name under w	hich income received)
Provide a brief descript	tion of the nature of the services for which the	ne compensation was received

## **SECTION 4- BUSINESS OR HOLDINGS**

List the name of every business in which you, your spouse or any other person for the use or benefit of you or your spouse have an investment or holding. Individual stock holdings should be disclosed. Figures should be based on fair market value at the end of the reporting period.

a)	Check appropriate box:	☐ More than \$1,000	☐ More than \$12,500
		(name of corpo	oration, firm or enterprise)
			(address)
		(name under	which investment held)
b)	Check appropriate box:	☐ More than \$1,000	☐ More than \$12,500
		(name of corpo	ration, firm or enterprise)
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c)	Check appropriate box:	☐ More than \$1,000	☐ More than \$12,500
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<b>SECTION 5- OFFICE</b>	OR DIRECTORSHIP
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List every office or directorship held by you or your spouse in any business, corporation, firm, or enterprise subject to jurisdiction of a regulatory agency of this State, or of any of its political subdivisions.

a)	N	Ιρ
	(n	name of business, corporation, firm, or enterprise)
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		(office or directorship held)
		(name of office holder)
SEC	TION 6- CREDITORS	
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c)	OMAC- Con has	(address of creditor)  (name of creditor)  Phoenic A2 85602 - 8143
	P6 Box 78143,	Phoenia A2 85602-8143 (address of creditor)
SECT	TION 7- PAST-DUE AMOUNTS OWEI	
	ne name and address of each governmental sture of the amount of the obligation.	body to which you are legally obligated to pay a past-due amount and a description of
a)	NIA	
.)	(name of governmental body)	(address of governmental body)
·)	(amount owed)	(nature of the obligation)
') <u> </u>	(name of governmental body)	(address of governmental body)
	(amount owed)	(nature of the obligation)

## **SECTION 8- GUARANTOR OR CO-MAKER**

a)	~/B	
-	(name)	
b)	(address)	
0)	(name)	
	(address)	
SECTION 9- GIFTS		
your spouse and of each gift of more than \$25 entertainment, advance, services, or anything are a number of exceptions to the definition of Interest prepared for use with this form. (Note reimburses the person from whom the item was from the date the item was received.)	0 received by your dependent childs of value unless consideration of equestions. Those exceptions are set for the value of an item shall be constructed any amount over \$100 are	ne of each gift of more than \$100 received by you of the cent. The term "gift" is defined as "any payment, all or greater value has been given therefor." There with in the Instructions for Statement of Financial sidered to be less than \$100 if the public servant and the reimbursement occurs within ten (10) days
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(source of gift)

### **SECTION 10- AWARDS**

If you are an employee of a public school district, the Arkansas School for the Blind, the Arkansas School for the Deaf, the Arkansas School for Mathematics, Sciences, and the Arts, a university, a college, a technical college, a technical institute, a comprehensive lifelong learning center, or a community college, the law requires you to disclose each monetary or other award over one hundred dollars (\$100) which you have received in recognition of your contributions to education. The information disclosed with respect to each such award should include the source, date, description, and a reasonable estimate of the fair market value.

a)	
(description of award)	
(date)	(fair market value)
(source of award)	
b)	
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(source of award)	
SECTION 11- NONGOVERNMENTAL SOURCES OF PAYMENT	
List each nongovernmental source of payment of your expenses for food, lodging, or trawhen you appear in your official capacity when the expenses incurred exceed \$150.	vel which bears a relationship to your offic
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(date of expense)	(amount of expense)
(nature of expenditure)	
b)	
(name of person or organization paying expense	e)
(business address)	œ.
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(nature of expenditure)	

## **SECTION 12- DIRECT REGULATION OF BUSINESS**

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#### **SECTION 14- SIGNATURE**

I certify under penalty of false swearing that the above information is true and correct.

septen

STATE OF ARKANSAS

Subscribed and sworn before me this

JENNIFER FOSTER MY COMMISSION # 12713105 EXPIRES: JANUARY 13, 2031

Craidhead County

th day of

My commission expires:

Note: If faxed, notary seal must be legible (i.e., either stamped or raised and inked) and the original must follow within ten (10) days pursuant to Ark. Code Ann. § 21-8-703(b)(3).

## **IMPORTANT**

## Where to file:

State or district candidates/public servants file with the Secretary of State.

Appointees to state boards/commissions file with the Secretary of State.

County, township, and school district candidates/public servants file with the county clerk.

Municipal candidates/public servants file with the city clerk or recorder, as the case may be.

City attorneys file with the city clerk of the municipality in which they serve.

District judges file with the Secretary of State.

Members of regional boards or commissions file with the county clerk of the county in which they reside.

## General Information:

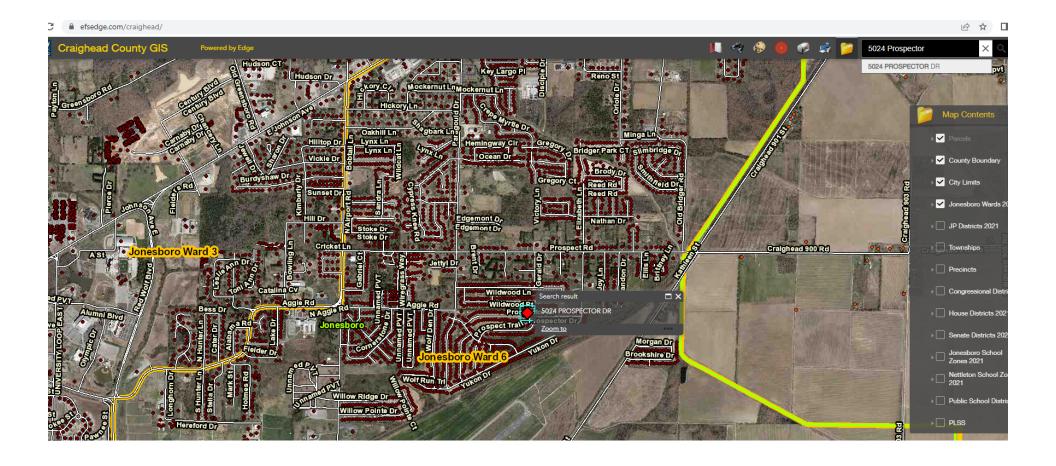
- The Statement of Financial Interest should be filed by January 31 of each year.
- The filing covers the previous calendar year.
- Candidates for elective office shall file the Statement of Financial Interest for the previous calendar year on the first Monday following the close of the period to file as a candidate for elective office unless already filed by January 31. In addition, if the party filing period ends before January 1 of the year of the general election, candidates for elective office shall file a Statement of Financial Interest for the previous calendar year by no later than January 31 of the year of the general election.
- Agency heads, department directors, and division directors of state government shall file the Statement of Financial Interest within thirty (30) days of appointment or employment unless already filed by January 31.
- Appointees to state boards or commissions shall file the Statement of Financial Interest within thirty (30) days after appointment unless already filed by January 31.

If a person is included in any category listed above for any part of a calendar year, that person shall file a Statement of Financial Interest covering that period of time regardless of whether they have entitled offi or position as of the date the statement is due.

or 8 of chapter 8. Title 21 of the Arkansas

Ark. Code Ann. § 21-8-403 provides that, upon conviction, any person who violates any provision of subchapter 4, 6, Code is guilty of a Class A misdemeanor. The culpable mental state required shall be a purposeful violation.

Revised 12/2017



Back to Lookup / Registrant Detail

## **Kraig Anthony Pomrenke**

💡 5024 Prospector Drive Jonesboro, AR 72405 - Craighead

Precinct **Political Party** 22 Optional

**Election Details** 

11/08/2022 2022 General Election





