

# PAULA STEENSON

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## EXPERIENCE:

1980 to present Paula Presents!

Owns and co-operates Paula Presents! a graphic design, print management and event production company. The company does the following:

- Fundraising Events & Management
- Conference Management
- Sales
- Media Buying
- Public Relations
- Consumer Shows
- Graphic Design

## CLIENTS HAVE INCLUDED:

- Downtown Omaha Inc.
- Visiting Nurse Association
- OPPD
- Bluffs Arts Council
- Shamrock Development
- Fraser Stryker Law Firm
- Nebraska Wind Working Group
- Nebraska Energy Assistance Network
- IN the Neighborhood Conf. for City of Omaha

## CORPORATE EXPERIENCE:

6/1999 to 2/2004 World Media Company - A division of the Omaha World Herald

• Event Director responsible for KidzExplore in Omaha, Kearney and Scottsbluff. KidzExplore is a family-oriented consumer show and generally attracts 9,000 to 12,000 in Omaha, 5,000 - 7,000 in Kearney and 3,000 - 5,000 in Scottsbluff.

• Event Director responsible for Treat Street in Council Bluffs. Treat Street is a safe alternative to trick or treating Halloween event which drew 7,100 attendees for the 2003 first year 7-hour event.

• Assisted in publishing all books and had primary responsibility for actual design and print production.

• Assisted OWH Public Relations Department with the opening of the Freedom Center, 4th of July Celebrations, Academic Honors luncheons and other events

• Coordinated hotel, restaurant, audio visual and decorating arrangements for Personal Investment Conferences and Historic Preservation of Roads Conference.

## COMMUNITY INVOLVEMENT:

- Downtown Omaha Inc. Board - Gala Chair, Immediate Past President
- Omaha Federation of Advertising - Past President and Board Member through 2020
- Downtown YMCA Board - Event Chair - 2018 and 2019
- Visiting Nurses Association - Art & Soup, Cooking for VNA
- Heat the Streets Run & Walk for Warmth through July 2015
- Downtown Business Improvement Board since 2000
- Benson 125 Celebration
- Septemberfest 2013

## RECENT RECOGNITION:

- Downtown Omaha Inc. - 2013 Spirit of Community Award
- American Advertising Federation-Omaha - 2017 Silver Medal Award

**Paula Steenson**  
**Event Director and Producer**

Paula Steenson formed Paula Presents! in 1992. Paula has been in the advertising/event planning/fundraising field since coming to Omaha in 1980.

She has managed such projects as:

**Omaha World-Herald - Midlands Marketing** - 1999 to 2004

Director for KidzExplore. KidzExplore in Omaha in 2000, 2001, 2002, 2003 and 2004 selling booths and sponsorships, finding local, regional and national entertainment, working with the venue and a local decorator, arranging media and public relations.

- Started KidzExplore in Scottsbluff, Nebraska working with the Star-Herald in October 2000 and consulted with them in 2001 and 2002.
- Consulted with the Columbus Telegram doing KidzExplore in 2000 and 2001.
- Consulted with the Kearney Hub to do KidzExplore was at their show in 2000, 2001, 2002, 2003.
- Brought KidzExplore to the Nebraska State Fair in 2001.

While at Midlands Marketing coordinated, planned, sold booths and sponsorships for such events as:

- Nebraska Workforce Development Conference in 2001 in Lincoln, Nebraska
- Historic Preservation of Roads Conference in 2002 in Omaha;
- Treat Street, a safe alternative for Halloween at Mid-America Center in Council Bluffs 2003;

• **Dickens in the Market** - 2001. Attendees - 5000 +

Themed community event with full range of entertainment, printed collateral, radio and television interviews, community PR and fundraising.

• **Downtown Omaha Inc. GALAs** - 2003 - DoubleTree Hotel; 2005 - Hilton Omaha; 2007 - Qwest Center. 2009 - Embassy Suites Old Market, 2011 - Hilton Omaha; 2013 - DoubleTree Downtown. Twentieth Anniversary in January 2017 at Century Link. Attendees - 500 - Themed downtown event concentrating on fundraising for the organization, recognizing and rewarding downtown community leaders and businesses and raising community awareness about downtown. Planned appropriate decorations, food, entertainment and sold tables and sponsorships.

• **Visiting Nurse Association Art & Soup** - 2004 - 2010 - Holiday Inn Central Omaha

Attendees - 1000+ - Annual fundraiser for Visiting Nurse Association of Omaha. Has 75 artists and 25 restaurants. Sponsorship sales, venue coordination, design and production of all collateral materials, work with artists and restaurant committees. Art & Soup was named at the Best Event with over 1000 in attendance by Metro Magazine in 2009

• **Visiting Nurse Association Cooking for VNA** - 2009 - 2010 - Mid-America Center

Attendees - 250 - Amateur celebrity chefs preparing unique recipes along with musical entertainment to raise awareness about children and families VNA is supporting in Pottawattamie county.. Sponsorship sales, venue coordination, design and production of all print collateral materials, coordinated PR, worked with chefs and volunteers.

• **Festival of Trees** - 2005 through 2009 - Council Bluffs, Iowa - Mid-America Center and Harrah's.

Attendees over 4 days - 5,000 - Combined event with fund-raising for Bluffs Arts Council. Gala, booths, entertainment, decorated trees. Sell sponsorships, found all entertainment, found decorators for trees, coordinated PR and all advertising

• **Eventive Marketing** - Kristine Gerber

- Grand Opening Event for Lexus of Lincoln - April 2004
- Grand Opening for Toyota of Lincoln - July 2004

- Private Event for Riverfront Development at Gallup - October 2004
- PRSA Gala - Paxton - December 2007
- 115th Anniversary of the Scouler - September 2007
- PRSA Gala - Hilton - December 2008

With all of these planned food, decoration, AV and where appropriate designed invitation and found sponsors

- Junior League Cookbook - November 2006  
Layout and design
- Benson 125 - July 2012 - Event Management, fund-raising, logistics
- ASID/Joslyn Castle Designer Showhouse - May 2013 - logistics

- **Nebraska Wind & Solar Conference** - November 2008 & 2009 - 2015

Kearney, Nebraska through 2011- Attendance 450  
Lincoln, Nebraska 2012 and 2013 - Attendance 450  
LaVista, Nebraska - 2014 - Attendance 450  
Omaha, Nebraska - 2015 - Attendance 450

Marketing, Sponsorship and Vendor Sales, Event Coordination with exhibitors, sponsors. Registration of attendees and program design and production. Hotel negotiation with Holiday Inn and Younes Center in Kearney, Cornhusker in Lincoln, Embassy Suites in LaVista, Hilton in Omaha.

- **Essential Pregnancy Service Fundraising & Award Dinner** - January 2010

Hilton Omaha - Attendance 500

Marketing, Silent and Oral Auctions, Print Collateral Design & Production, Event Coordination with Hilton, found entertainment and lined up sponsors.

- **Shamrock Development**

Grand Opening of Paxton Ballroom - 2007

Ground Breaking for Capitol District - 2014

- **Various tours, luncheons and entertainment** - for groups coming to Omaha through the Convention and Visitors Bureau. These have included unusual locations and entertaining speakers that give a flavor of Omaha.

**Various projects include:** Heartland Walk for Warmth and Heat the Streets Run put on by OPPD, MUD and Black Hills Energy 2013-2015; AAF-Omaha Addys; Grain Elevator Agricultural Society National Conference; Nebraska Energy Assistance Network and Nebraska Energy Assistance Symposium May 17, 2013; Designer Showhouse May 1-19, 2013; Septemberfest Up & Over the Bridge Walk and Run Sept. 1, 2013; Nebraska Wind & Solar Conference 2008 through current; Nebraska Brew, Vine & Spirits Festival Oct. 19, 2013; IN the Neighborhood Conferences for the city of Omaha 2014 and 2015. Smart Steps for Saving Energy (OPPD) 2016 and 2017

**REFERENCES:**

Kristine Gerber - Eventing Marketing and Editor for Omaha World-Herald  
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