

# WELCOME TO



# LEADERSHIP ROUNDTABLES

## SPEAKER SERIES

PRESENTED BY



## LEADERSHIP LESSONS FROM THE FIELD: DRIVING GROWTH AND BUILDING INCLUSIVE CULTURES

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TUESDAY, MAY 17 • 2:30 - 5:30 PM

DELAMAR TRAVERSE CITY

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## ABOUT LEADERSHIP ROUNDTABLES

The Leadership Roundtables bring together groups of eight to twelve key decision-makers from Traverse Connect investor businesses across the Grand Traverse Region. These decision-makers will meet ten times over the course of a year for collaborative, growth-oriented roundtable sessions in which decision-makers can safely explore business and personal issues with the guidance of experienced facilitators and peers. Through the collaborative sessions, participants receive peer-to-peer learning through discussion, interaction, and the sharing of experiences that allow participants to learn from each other's achievements and mistakes. They also build support through highly qualified facilitators, expert guest speakers, and connection to various small business resources.

This segment of our speaker series will focus on women in sports and entertainment. Hear the leadership journeys of amazing women from across the country as well as their thoughts on how to create an inclusive organizational culture and become an ally within your company. This candid conversation will be sure to open your eyes to what it takes to recruit and retain top talent to drive growth within your organization.

## AGENDA

**2:00 - 2:30 PM Registration**

**2:30 - 4:00 PM Panel Discussion**

**4:00 - 5:30 PM Networking**

# MODERATOR AND PANEL



**JENNA BYRNES**  
*Senior Vice President*  
Oklahoma City Dodgers

Jenna Byrnes joined the Oklahoma City Dodgers team as the Senior Vice President in September 2010. Jenna currently leads the organization's revenue generating efforts with an emphasis in Ticket Sales, Marketing and Special Events. Additionally, Jenna focuses on designing and implementing business strategies, plans and procedures. In her time with the Dodgers, the team has increased attendance by 21% and maximized opportunities for non-baseball programming at the ballpark for businesses, nonprofits and members of the community.

In addition to her revenue responsibilities, Jenna focuses on leadership and professional development for the 50 full-time members of the organization with a focus on internal communication and company culture. She serves as a resource for other industry executives and was recognized as the 2013 and 2015 Pacific Coast League Female Executive of the Year. Jenna also teaches as an adjunct professor at Oklahoma Christian University. In 2016, Jenna was included in the okc.biz Forty Under 40 class. Jenna also contributed her perspective on "Finding Your Baseball Why" to The GMs Handbook, published in 2018 which hit #1 in 11 of Amazon's book categories.

Before arriving in Oklahoma, Jenna was the Senior Director of Ticket Sales for the Frisco RoughRiders (AA-Texas Rangers). Under her leadership, the team grew consistently in sales and led all of Double-A Baseball in attendance during each of her seven seasons. Byrnes supports the OKC community through her participation in Leadership Oklahoma City (Class 37), Leadership Oklahoma City LOYAL Program (Class IX) as well as her service on nonprofit boards including the OKC Dodgers Baseball Foundation, the Bricktown Board of Directors and the YWCA – Oklahoma City. She also serves on the Advisory Council for Strata Leadership's Institute for Emerging Leaders. Jenna is originally from Somerset, Ohio and has made a home in Nichols Hills with her husband, Michael, and daughters, Peyton and Camden. In their spare time, they enjoy sharing their love of travel with their children, experiencing live music, and watching college football.



**BROOKE ELLENBERGER**  
*Vice President of Ticketing*  
Tennessee Titans

Brooke Ellenberger enters her seventh season with the Titans after joining the Titans in March of 2015. She spent 11 years with the Houston Astros, including her last three years in Houston as the Senior Director of Ticket Operations and Strategy. In her time with the Titans, Ellenberger has grown the team's ticket office and developed a plan to improve both engagement and customer service for the season ticket members. Under her leadership, the team also implemented digital ticketing, a variable pricing model, innovative ticket packages and a rewards program for season ticket members.

She originally joined the Astros in 2004 as the Ticket Systems Manager and worked her way up through the ticket office, holding various titles. Before working for the Astros, Ellenberger spent four years with the New Orleans Saints. She joined the organization as ticket sales representative and was the Box Office Manager at the time of her departure to the Astros.

A native of Rock Hill, S.C., Ellenberger graduated with a degree in Marketing from Clemson University.





**KELLY REITNOUR**

*Senior Vice President of Sponsorship Marketing*  
KeyBank

Kelly Reitnour is a Senior Vice President at KeyBank, with management and oversight of the bank's sponsorship and field marketing strategies. Kelly and her team develop and execute strategic marketing plans centered around driving awareness and favorability for the brand.

Reitnour joined KeyBank in 2016 and was promoted into her leadership role in 2018. Prior to her time at KeyBank, she was the Brand Activation Manager at First Niagara, with specific responsibilities in managing the bank's sponsorship portfolio. Reitnour previously worked as an Account Manager in Customer Marketing at Fisher Price, and also spent six years at Dick's Sporting Goods as a Senior Community Marketing Manager. She has been recognized by KeyBank as a 2017 Key Values award recipient, a member of the 2018 KeyBank Masterminds Class and was most recently awarded KeyBank's 2020 Chairman's of Excellence Award. Reitnour is an alumni of Leadership Buffalo's 2015 Rising Leaders class. She is a member of the Aquarium of Niagara's Board of Trustees, serving on its Partnership Development and Fundraising committees, and also chairs the Branding committee.

A native of Lancaster, NY, Reitnour received her undergraduate degree in communications from Canisius College in 2003, and then went on to earn her master's degree in sport administration at Canisius in 2005. She resides in Lancaster with her husband Matt and three children, Grace, Alice and Benjamin.



**MOLLY WURDACK-FOLT**

*Vice President of Partnership Activation*  
Ilitch Sports + Entertainment

Molly Wurdack-Folt is the Vice President, Partnership Activation. In her role, Molly is responsible for leading the Corporate Partnerships' activation group across the Detroit Red Wings, Detroit Tigers and Entertainment arms of the business. Ensuring world-class experiences for partners through exceptional service, cutting-edge activation plans and flawless execution. She also drives renewal sales efforts and developing cross-venue, multi-platform deals that leverage the sports & entertainment group's unparalleled portfolio of properties. Previously, Molly held the role of Director of Marketing Strategy for Olympia Entertainment. In that role, Wurdack managed the Corporate Partnership Marketing department, which she oversaw for more than seven years as the Director of Ticket Service and Corporate Partnership Marketing. She also sought out new opportunities for Red Wings sponsorships, working closely with the NHL and fellow NHL teams to grow revenue and expand relationships with key partners. Additionally, Molly managed two departments within the Marketing & Communications umbrella – Community Relations / The Detroit Red Wings Foundation and Guest Experience, which oversaw the Guest Connect Program focusing on guest experiences at Little Caesars Arena, the Fox Theatre, Comerica Park, and three outdoor amphitheatres.

Wurdack started with the Red Wings in May 2008 as the Manager of Ticket Service and Retention. In that role, she developed and implemented a new business unit, the Ticket Service and Retention department, which assisted in growing ticket retention and increased season ticket holder satisfaction. Wurdack was promoted to Director of Ticket Sales and Corporate Partnership Marketing in 2010 and oversaw client retention for all Red Wings season ticket holders, providing servicing, retention and upselling to these clients, along with overseeing the corporate partnership marketing team to fulfill and execute all sponsorship contracts. Prior to joining the Red Wings, Wurdack served as a Marketing Partnership Staff Assistant for the Miami Dolphins where she assisted in the execution and fulfillment of marketing partnership contracts. Wurdack currently resides in Bloomfield Hills, MI, with her husband, Jason, son, Beckett and daughter, Arden.

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May 18, 2022	<b>DISTINGUISHED SERVICE AWARD LUNCHEON</b>
May 19, 2022	<b>FRESH COAST QUARTERLY CLUB</b>
June 6, 2022	<b>LEADERSHIP GRAND TRAVERSE APPLICATIONS OPEN</b>
July 20, 2022	<b>ECONOMIC STRATEGY SESSION II</b>
August 10, 2022	<b>LEADERSHIP GRAND TRAVERSE ANNUAL GOLF OUTING</b>
August 18, 2022	<b>FRESH COAST QUARTERLY CLUB</b>

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Contact **Molly MacGirr**, Director of Events & Programs