

## **Nomination for Angela Senter – 2025 AP Contribution Award**

I am honored to nominate Angela Senter for the 2025 Administrative Professional (AP) Contribution Award at Washington State University (WSU). Angela's exceptional leadership, problem-solving skills, and commitment to fostering strong relationships have had a far-reaching impact on WSU and the Carson College of Business. She consistently goes above and beyond her required duties, making a unique difference in her workplace and enhancing the university's mission through innovation, collaboration, and service.

### **Productivity: Transforming Event Management at WSU**

Angela serves as Event Manager at the Carson College of Business, where she:

- Oversees 200 college events annually, ensuring their strategic execution, seamless logistics, and strong student engagement.
- Manages high-profile state-level conferences and workshops, coordinating events with up to 500 participants and handling budgets exceeding \$100,000.
- Develops funding strategies, generating over \$500,000 through sponsorships, fundraising, and registration fees to expand student opportunities and professional development events.
- Leads comprehensive marketing campaigns, integrating social media, digital, and print outreach to maximize engagement and visibility.

Her ability to efficiently manage large-scale events and secure financial resources has elevated the college's reputation and student engagement opportunities.

### **Innovative Problem-Solving: Expanding Student Access to Professional Opportunities**

Angela's innovative problem-solving skills have resulted in unprecedented opportunities for WSU students:

- Advocated for WSU students at the International Live Events Conference, leading to the creation of a free student membership option—now available to college students nationwide.
- Designed new cost-recovery strategies that increased financial sustainability for Carson College events.
- Developed strategic event processes that streamlined operations, improved student participation, and reduced costs.

- Authoring three chapters in the Washington State Open Source *Introduction to Hospitality* textbook, a free educational resource that reduces student costs while providing high-quality industry knowledge.

Angela's solutions reach beyond WSU, benefiting students across Washington State and beyond.

### **Positive Working Relationships: Building Bridges Across the University**

Angela is a trusted leader who fosters collaboration and strengthens professional relationships across WSU:

- Bridges connections between students, faculty, administrators, and industry professionals, ensuring that every event fosters meaningful engagement and networking.
- Works closely with the Carson College of Business National Board of Advisors, strengthening ties between WSU leadership and key industry partners to enhance student career opportunities.
- Served as Faculty Advisor for the WSU PCMA Chapter, which won National Chapter of the Year in 2018 under her leadership.
- Mentors and supports fellow administrative professionals, helping to enhance professional development across the college.
- Chairs and participates in key university committees, including:
  - Chair Elect, Administrative Professionals Advisory Council (APAC)
  - Member, Commission on the Status of Women at WSU
  - Faculty/Staff Representative, WSU Police Advisory Committee

Angela's ability to connect people, strengthen collaboration, and build a supportive community at WSU is one of her most valuable contributions.

### **University and Community Service: Elevating WSU's Impact Beyond Campus**

Angela's dedication to education, research, and student development has created lasting contributions to WSU and the broader community:

- Teaches event management courses to 100+ students per semester, ensuring future professionals receive hands-on industry knowledge.

- Published research on event security, including "*Large Event Security: A Case Study of Spokane Events, WA*" in the *Events and Tourism Review*.
- Presented at major industry conferences, including:
  - International Live Events Conference
  - Elevating Cougs Conference
- Provides strategic leadership in university policy and decision-making, ensuring that WSU's programs remain student-focused and impactful.

Angela's service extends far beyond her job description, reinforcing WSU's mission and impact.

### **Conclusion: Why Angela Senter Deserves This Award**

Angela Senter exemplifies what it means to be an exceptional Administrative Professional at WSU. She consistently goes above and beyond by:

- ✓ Creating lasting student opportunities, including securing nationwide free memberships for event professionals.
- ✓ Innovating and improving university processes, ensuring financial sustainability and accessibility.
- ✓ Strengthening relationships across WSU and beyond, enhancing collaboration and student career success.
- ✓ Contributing to WSU's academic mission, both as an instructor and published researcher.

Angela's leadership, innovation, and service have far-reaching impacts that extend beyond WSU's campus. She is more than deserving the 2025 AP Contribution Award, and I strongly support her nomination.

## **Nomination for the 2025 AP Contribution Award: Angela Senter**

It is with great enthusiasm that I nominate Angela “Angie” Senter for the 2025 Administrative Professional Contribution Award. Angie is, without a doubt, one of the most detail-oriented, customer-focused professionals I’ve had the privilege of working with at Washington State University. Every event she manages runs seamlessly, and that’s not by chance—it’s because of the work, care, and thought she puts into every single detail.

Angie’s ability to anticipate challenges before they arise and solve problems with efficiency and grace makes her an asset to any project. She has a remarkable ability to manage complex logistics while making it all look effortless. More importantly, her approach isn’t just about getting the job done; it’s about ensuring that everyone involved—whether faculty, students, staff, or guests—feels valued and supported.

What sets Angie apart is how she builds positive working relationships. Every interaction I’ve had with her has been professional, thoughtful, and genuinely enjoyable. She has a way of making you feel like you’re her top priority, no matter how many things she’s juggling behind the scenes. That level of dedication and professionalism is rare and incredibly impactful.

Angie is not just great at her job—she elevates every event, every interaction, and every team she works with. Her contributions extend far beyond her job description, and WSU is incredibly lucky to have her.

For these reasons, I wholeheartedly nominate Angie Senter for this award. She is more than deserving of this recognition.