

Art Attraction

Events planner enjoys atmosphere of the arts

In her 14 years in marketing and sales, Mintha Williams never had the pleasure of hearing a Broadway actor sing a romantic ballad outside her office door – that is, until she started working at the Arts Center.

“I love the arts aspect of this job,” said Williams, the Arts Center’s new director of marketing and sales. “People are singing, people are dancing. It’s a fascinating place to work. There’s always something going on.”

Williams left the hotel business in September to join the Arts Center staff. A graduate of Johnson & Wales hospitality management program, she spent most of her career in the Charleston area booking corporate conventions, association meetings and tour groups for local hotels.

“I made friends with some people that worked down here and one weekend they invited my husband and me to an oyster roast,” Williams recalled. “We both fell in love with the area and decided to build a weekend home near the May River in Bluffton.”

Their weekend home turned into their permanent residence in November 2007. When the marketing position opened up at the Arts Center this fall, she jumped at the opportunity to work in a more creative environment.

Among her duties, Williams supervises the house management staff and the Arts Center’s volunteer corps. She also is helping build tourism-related sales by creating entertainment packages for visitors.

“I’ve established a lot of relationships with the area hotels and resorts,” Williams said. “I hope to use those contacts to increase group sales.”

Much of her involvement with the hospitality industry has been through the Hilton Head Island-Bluffton Chamber of Commerce. She serves as co-chairman of the Group Tour Committee and sits on the Bluffton-Hardeeville Business Council Membership Committee. She’s also involved with Meeting Planners International, the National Tour Association, American Bus Association, National Association of

Catering Executives, South Carolina Society of Association Executives and Hospitality Sales and Marketing Association International.

A native of Tennessee, Williams started her career as a business assistant in her family’s Memphis print shop. She went on to become a typesetter for *Memphis Magazine* and later landed a job with a leading type house producing Addy Award-winning ads.

continued on page 40



Mintha Williams Photo by Jamie Richey

She redirected her career into hotel sales and marketing upon moving to Charleston in 1993. Her work experience includes researching and monitoring current trends, writing annual marketing and media plans and overseeing creative copy for print, radio and outdoor campaigns, as well as development and public relations.

Her hospitality experience has proved to be a huge asset in her new job. In addition

to sales, she is responsible for planning every Arts Center event including outreach festivals, receptions and fundraisers like the upcoming Wine Auction & Celebration, a multi-event benefit for education and outreach programs.

“It’s a little intimidating because it’s such a big affair,” Williams said. “But we’ve got a whole team of people working on it. I’m sure it’s going to be spectacular.”

David Crowell
341-0128

dcrowell@mortgagenetwork.com



Torrey Glass
341-0113

tglass@mortgagenetwork.com

MORTGAGE NETWORK

A PRIVATE MORTGAGE BANK

“The Fine Art of Financing”

is proud to support

The Arts Center of Coastal Carolina

www.mortgagenetworksouth.com

Mortgage Network of South Carolina

HILTON HEAD OFFICE – Clarendon Building, Suite 205 • Village at Wexford

Hilton Head Island, SC 29928 • Tel.: (843) 842-4004 • Fax: (843) 785-6404

Additional offices located in Charleston • Columbia • Greensboro, GA • Naples, FL



Five-Star Rated
for Treatment of
Heart Attack

(2007-2009)  HEALTHGRADES®


**HILTON HEAD
HOSPITAL**