

HEARTLAND CHAPTER MPI

MEETING PROFESSIONALS INTERNATIONAL

January 2009

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Message from the President - Paulette Lester, Des Moines CVB



Happy New Year Heartland Chapter! It is hard to believe that another year has quickly gone by. There are great things in store for MPI members in 2009. MPI International and the Heartland Chapter have several things going on for members.

The 2009 Meet Different (formerly PEC) conference will be held February 7-10, 2009 in Atlanta, GA. There are over 2,000 meeting and event professionals projected to attend.

February 16, 2009 the Heartland Chapter along with the Kansas City Chapter will host a joint webinar. This is a great way to acquire education from your own office.

April 20-21, 2009 are the dates for the MPI Heartland Chapter Annual Meeting. Mark your calendars now for this terrific educational opportunity. The Annual Meeting will be held at the Holiday Inn Downtown in Des Moines, Iowa.

Scholarship Applications for the Heartland Chapter are due by February 27, 2009. The forms may be accessed on the chapter [website](#). Scholarships are available to all Heartland Chapter members.

The Heartland Chapter has several board positions open. Please review our [website](#) and consider volunteering for one of them. Feel free to contact any board member if you are interested in getting involved and helping the Chapter.

I am looking forward to a wonderful and exciting 2009. I wish you all the best and then some for this upcoming year both personally and professionally.

President Elect Perspective

Sean Olson, CMP

Qwest Center Omaha



Happy 2009 to the Heartland Chapter! I am so pleased with how the first half of this year has gone and I hope that one of your New Year's Resolutions was to attend more MPI events and to get more involved in our chapter.

As I have said previously, our chapter can not continue to grow and prosper without the help of our members. We appreciate all of you and look forward to many new educational and networking opportunities in 2009 for our members.

One of the duties of President-Elect is to obtain nominations and award the Star of the Quarter. At the December Chapter Meeting, we awarded Alicia Irlbeck of the National Pork Producers Council the award for her hard work volunteering under the VP of Education with registration, regular meeting attendance and for her help with registration at the Fall Summit in November. Congratulations Alicia! We will be accepting nominations for the next award through February 2nd and will present the award at the March POD meetings. Please honor those that are making a difference in the Chapter with a nomination. Towards the end of the year we will honor one of the four quarterly winners with the Star of the Year.

Please be on the lookout for more information on the February Chapter Meeting that will be a joint meeting with the Kansas City MPI Chapter. We will be doing a webinar that will allow you to attend an educational session without leaving your desk. More information will be coming soon.

I also want to let you know that we have extended the deadline for application of the Heartland Chapter Scholarships until February 27, 2009. The Heartland Chapter will award up to \$1,500 in scholarships again this year in \$500 increments to be used by our members for CMP or CMM certification, registration to the Annual Meeting or one year of Membership to MPI and also help with attending the MPI Institute. Please check out the form on our website or GroupSpace page and fill it out if you are interested.

This is also the time of year that we start to look for new leadership in the Chapter for the 2009-2010 year. We will have a number of Board, POD and volunteer

Financial Times

Amanda LaPuzza, CMP

Starwood Hotels



There are still advertising opportunities left for the rest of the 2008 - 2009 season.

Advertising is not limited to MPI members, any industry related organization may advertise in the MPI Heartland calendar of events or newsletter.

Advertising rates for the 2008 - 2009 Newsletter are \$88.00 per issue for members and \$110.00 per issue for non members. Please contact Nichole Brown or Amanda LaPuzza if you are interested in advertising.

Sponsors needed!

We still have sponsorship opportunities left for Western Pod, Central Pod and Chapter Meetings. Pod Sponsorships are \$100.00 plus a donation of a door prize. With a Pod sponsorship an individual will get the opportunity to present at the meeting, exclusive rights to display material at the Pod meeting and recognition in the newsletter.

Chapter Meeting Sponsorships are \$200.00 per meeting plus a donation of a door prize. Chapter sponsorships include the opportunity to present at the meeting, exclusive rights to display materials, two complimentary attendees at the meeting and recognition in the newsletter.

If you are interested in sponsoring a POD or chapter meeting please contact Amanda LaPuzza at 402-661-7010

Notes on the Chalkboard

The Education Update

Michelle Hilsabeck

Des Moines Marriott



I hope everyone's 2009 is starting off on the right foot! 2008 was most certainly an interesting and exciting year and I want to thank all of you for being part of the great things experienced in the Heartland Chapter.

We wrapped up our 2008 programming with the

positions available and if you are looking for a way to contribute or get more out of your membership, this is an excellent way to do that. Please contact Nancy Herselius if you would like to nominate yourself or someone else to fill one of these roles.

Finally, I continue to encourage all of our members to take some time and visit the brand new MPI website. The address is www.mpi.org. There are many areas to obtain information and to connect with others in the meeting industry. If you were at the Fall Summit, you know that it is important for meeting professionals to network and gain knowledge from others in the industry. We still encourage all of you to join the Heartland Chapter GroupSpace page on the MPI website while joining the LinkedIn Heartland Chapter Group. You can also connect with members through Facebook or other online networking tools. Increasing your network will be something that you can continue to build on year after year. This networking can lead to new thoughts, ideas and friendships. If you have any questions on how to join any of these tools, please let me know.

Have a great 2009 and please let us know if there is anything that we can do to make your MPI experience a better one.

Sean Olson, CMP
Heartland Chapter President-Elect

Membership Corner

Jeff Spence

Embassy Suites Des Moines



Happy New Year! I hope everyone had a safe new year's celebration and is prepared for a great 2009 with the Heartland Chapter! Even with an economy in a downturn- we continue to grow the chapter with new members. Many of which find their way to the chapter directly from your referrals both directly and indirectly.

Thank you to everyone in our Chapter that continues to talk about MPI and the benefits of being affiliated with our organization. We are currently at 136 members and continue to grow. Keep spreading the word and don't forget about our recruitment incentive campaign that continues this year.

December Chapter Meeting at the Cornhusker Marriott in Lincoln, NE. John Kalogaras and his staff did a wonderful job of showing their hotel and the services they provide. A very full room of attendees was able to hear from Phyllis Larsen, of the University of Nebraska at Lincoln, and Brad Penner of KOLN/KGIN-TV, two professionals in the Media Industry. The topic was something very different than many past programs and was centered on gaining positive media coverage for your next event. Both Phyllis and Brad gave their top 10 tips on how to achieve this goal. If you were able to attend, our hope is that you were able to take away a couple tips for future use.

Soon, you will be seeing two different surveys coming from MPI. Both the MPI Heartland Chapter and MPI International will be sending member satisfaction surveys to gauge our success in meeting your needs. These are incredibly important for both our Chapter and International and we hope that you will take the few moments to complete both.

We are very excited about the webinar with the Kansas City MPI Chapter. This is our second joint venture with them and our first ever webinar! With the economy, winter driving conditions and employer expectations, this is going to be a wonderful way to get great information and CEU's from the comfort of your own desk. MPI Members will pay \$35.00 and non-members will pay \$45.00. All paying attendees will receive CEU's for the program.

Here is an added incentive for Heartland Chapter Members!

After the completion of the webinar, the Heartland Chapter will reimburse all members for \$15 of the registration costs. That takes your cost to only \$20. This is a great value for all of us!

Thank you all so much for your continued and new membership. Our chapter is successful because of all of you.

Michelle Hilsabeck
VP of Education

Scholarship Applications



The Heartland Chapter will award up to \$1,500 in scholarships per year. Applications for 2008-2009 scholarships up to \$500 are available for submission by

2008/09 Recruitment Incentive:

Remember to recruit a new member (supplier or planner) and receive \$50 cash per person who becomes a member of the MPI Heartland Chapter by June 2009.

Please contact Jeff Spence, VP of Membership at 515-559-0084 or at jeff.spence@jqh.com.

Cheers,
Jeff Spence

Election of Officers for the 2009-2010 Fiscal Year

**Nancy Herselius -Past President
Creative Meetings, Inc.**



It is time to think about the make up of the Heartland MPI Chapter Board of Directors for the coming fiscal year. Our Policies and Procedures state that a slate of officers is to be presented to the current Board of Directors by the February Board meeting.

The positions of President Elect, VP of Finance, VP of Education, VP of Administration, and Central and Eastern POD Leaders are open for the 2009-2010 year. The duties of each of these offices are as follows.

All positions are considered to be two-year positions unless otherwise indicated.

President Elect - The President Elect shall preside at all meetings in the absence of the President, work with officers to ensure chapter minimum standards are met, develop leadership succession planning strategies for the chapter and shall perform such other duties that may be delegated by the President and/or the Chapter Board of Directors.

President Elect will move into the position of President the following year, and then serve as Past President on the Board of Directors the following year. This is a three-year commitment.

Vice President of Finance - The Vice President of Finance shall oversee the Chapter's funds and financial records. The VP of Finance shall oversee collection of all funds and/or assessments; shall establish proper accounting procedures for the handling of funds; and shall be responsible for keeping the funds in such

December 31, 2008. Decisions on scholarship recipients will be made in March with the announcement of the recipients made at the Chapter Annual Meeting in April. Applications are to be submitted to the Chapter Administrator at heartlandadmin@cox.net.

Scholarship opportunities and application forms are available at www.mpiheartland.org under the Awards section.

The deadline for scholarship applications is February 27, 2009.

If you have any questions, please email heartlandadmin@cox.net.

CENTRAL POD UPDATE

By: Kellie Hanselman

The Central Pod January meeting was held at the Courtyard by Marriott Jordan Creek. Our speaker was Jen Childress. She has a master's degree in health promotion management and holds certifications as a personal fitness trainer, health education specialist and coach.

Given the number of hours people spend in the workplace and the number of people there who are trying to be healthier, providing healthy opportunities at meetings can be beneficial to the meeting organizer and the attendees.

Attendees learned strategies on how to create and promote a culture of health and wellness including; healthier options for food, providing opportunities for physical activity, stress reduction, working with vendors, leveraging local resources and identifying how you can incorporate the concepts and ideas in your lifestyle.

Join us March 10 at the Salisbury House.

WESTERN POD UPDATE

By: Maggie Kotlartz

Happy New Year from the Western POD! We hope you can find time to join us for our Western POD meeting on March 11, 2009. The meeting will be hosted at the Qwest Center courtesy of Sean Olson!

We will be discussing the topic of "Intellectual Property". It may be a new term for some of us but it has actually been around since 1967 when the World Intellectual Property Organization (WIPO) was created. In layman's terms it means, "What is legal to take with you when you leave a job?" The Wikipedia definition refers to rights related to creations of the mind such as musical, literary, and artistic works; inventions; and symbols, names, images, and designs used in commerce, including copyrights, trademarks,

banks, trust companies, and/or investments as are approved by the Executive Committee.

The Vice President of Finance shall report on the financial condition of the Chapter at all meetings of the Board of Directors and at other times when called upon by the President. The VP of Finance shall file Chapter tax reports to MPI, the Internal Revenue Service and state agencies as required

Vice President of Education - The Vice President of Education shall oversee the educational offerings of the Chapter, to include program planning and educational alignment with the MPI strategic plan. The VP of Education shall oversee registration, logistics, content and speaker sourcing for all meetings. The VP of Education will in addition oversee any regional education conference, leadership institutes, the Women's Leadership Initiative, CMP/CMM program, the Multi-cultural Initiative, and any new programs that MPI initiates, so long as these programs are current and active programs within MPI. The Vice President of Education will report at all meetings of the Board of Directors and at other times when called upon by the President.

In the Heartland Chapter, the VP of Education also oversees the activities of the POD Leaders.

Vice President of Administration - The Vice President of Administration is responsible for recording the minutes of the meetings of the Board of Directors and distributing those minutes to the Board for review and approval. The VP of Administration shall also perform such other duties that may be delegated by the President and/or the Chapter Board of Directors.

Central and Eastern POD Leaders - Professional Organization for Development, or POD, leaders are responsible for the location and educational content for five (5) POD meetings per year, taking place in the months of September, November, January, March, and May. POD leaders report to the Vice President of Education.

We have a very active Board of Directors and want that to continue in the next year. We would also like to see some new faces on the board and ask that you give serious consideration to playing a part in this vital MPI chapter.

Those interested in any of the above positions should contact Nancy Herselius, Past President, at 515.480.2420 or nancy@creative-meetings.com, or any current member of the Board of Directors.

patents, and related rights. Under intellectual property law, the holder of one of these abstract properties has certain exclusive rights related to the creative work, commercial symbol, or invention by which it is covered.

We hope to see you there!

The MPI Foundation is committed to working closely with chapters and members throughout the world. They understand the difficult financial times and wish to help everyone as much as they possibly can.

Our chapter has been fortunate to receive grants from the Foundation over the past three years. To do this we have had to take the time to write grant proposals outlining how the monies will be spent, but it has been well worth the effort.

In return, your Board of Directors has made the decision to give back to the Foundation by donating a portion of the proceeds of the yearly silent auction. At the end of the 2007-2008 year, we donated \$700, which was half of the \$1,400 realized.

We will continue to support the MPI Foundation through such activities and ask that you give consideration to any donation or other way that you can support the Foundation.

Further information on the Foundation can be found on the MPI web site.

Supplier Spotlight!

Written By: Michelle Declerk, CMP

As a MPI member for the past seven years, Mike Boehm is a frequent attendee at many of the meetings and therefore well known by many members within our chapter. Mike has been in the hospitality industry for the past 20 years, with the past 10 years spent at the Sheraton West Des Moines. Mike currently serves as the Director of Catering and part of his job is to ensure that the hotel's meeting space is always busy.

Working in restaurants, resorts and hotels is what Mike has done his entire career life. "I have been a creature of the hospitality industry since I was a kid," shared Mike. It was only natural that when he graduated from the University of Iowa that he accept his first job in this industry, and he's been here with us since.

Although Mike has planned many events in his 20 years, he can't "name" the best ones and even stated, "I probably shouldn't share my favorite events - I wouldn't want to play favorites!" The facet that Mike finds most enjoyable about his career is that it's never boring as he's often presented with new questions and situations that have never came up before. "That keeps it challenging!"

In the warm weather months, Mike enjoys working outside in his yard. "I don't really have a 'green thumb,' but I haven't killed off any of our flowers, trees or shrubs yet, so I consider that a success," stated Mike. In the winter months he likes to get lost in a good book and do many sedentary things. "As my alma mater would indicate, I'm a huge Iowa Hawkeye fan." Mike has been married to his wife Brenda for 10 years and they have a Golden Retriever named Ole who Mike claims "is the best dog in the world."

The next time you are visiting hotels in West Des Moines - stop in to say hi to Mike at the Sheraton.

Planner Spotlight!

Written by: Michelle Declerck, CMP



A travel management industry expert with nearly 25 years of experience, Brenda Horst brings her creativity and experience to Conference Event Management (CEM) as a Senior Meeting Consultant. She admits that when she first got started in the business, she didn't completely grasp the extent of this industry.

Brenda was able to get her first taste of meeting management when she was assigned by her nationwide travel

management company to work exclusively for an insurance client who, as a result, offered her the opportunity to start their in-house meeting department within their company. Brenda recalls, "It was an exciting and rewarding endeavor and helped me to realize this is my 'true calling'."

Brenda's favorite aspect of the job is the fact she is constantly challenged with new responsibilities. "It is never the same day twice! I enjoy the excitement of 'topping the last event,' trying something new, and seeking out unique and creative ideas," commented Brenda. She has truly enjoyed the opportunities this career path has provided and she feels blessed to have met all the people she has over the years.

Brenda enjoys planning incentive trips the most, as she likes to develop a program that rewards and pampers the attendees. "It's fun to see the 'WOW' on attendees' faces when they experience these trips and the realization that this was all done just for them, that their efforts have paid off, and that their company really appreciates and values them," Brenda said.

Brenda has traveled to many destinations but her favorite spot is Maui. Brenda states, "Not only is it warm and welcoming but you can do anything from golfing, hiking, water sports, or just relax and lay on the beach. It feels comfortable and exotic at the same time."

Although Brenda's position calls for a lot of patience, creativity, organization, preparedness and flexibility, she loves her job. "I feel very lucky to work in this profession. People always say "your job would be SO FUN!" And it is!" she stated.

When Brenda's not busy at work, she watching her kids participate in sporting and music events, and despite all the travel she currently does for work, she still enjoys traveling with her family as often as she can. Brenda also enjoys her volunteer work, cooking, going to plays, cheering from the stands at Husker football games, and shopping.



5 Year Anniversaries

Tami Cobb- Hilton Americas

10 Year Anniversaries

Sarah Pappas-McCabe - The Ameritas Acacia Companies

STAR OF THE QUARTER

Alicia Irlbeck - National Pork Producers Council



MPI Heartland Chapter Annual Meeting

April 20-21, 2009

Holiday Inn Downtown at Mercy Campus
Des Moines, Iowa

**February
Happenings!**

February 7th-10th

MPI International MeetDifferent Conference
Atlanta, GA

February 16th

Chapter Meeting - Webinar with Kansas City MPI Chapter.

TOPIC: Advanced Contracting

Cost is \$35 for MPI members with a reimbursement of \$15 from the Heartland Chapter after the event.

Cost for non-members will be \$45.

Registration will be taking place through the Kansas City Chapter website.

**March
Happenings!**

Central POD Meeting March 10, 2009

Salisbury House 11:30am-1pm
4025 Tonawanda Dr
Des Moines, IA 50312

Western POD Meeting March 11, 2009

Qwest Center Omaha 3pm-5pm
455 N 10th St
Omaha, NE 68102

You can earn CEU's by attending Heartland Chapter Meetings.

If you recently received your CMP designation or are considering applying for it, did you know that you can earn Continuing Education Units (CEUs) by attending your Heartland Chapter meetings? CEU's convert into validated hours that serve as points toward your CMP and CMM. This information is requested when completing the CMP and CMM applications and for recertification.

Members may keep their own detailed record of MPI meetings they attend and CEU points they earn throughout the year. However, if you prefer, I will keep track of this information for you according to the guidelines set by MPI. POD leaders and the VP of Education have received a copy of the CEU Chapter Guidelines and Criteria set by MPI, and if the meeting program you attend qualifies for CEUs, please complete the CEU Tracking Form (available at your meetings), have your POD leader or Education/Program Chairperson sign off on your attendance and fax the form to me at (515) 280-4140. Please note, however, that forms submitted after 30 days of the completion of the program will not be accepted for credit. At the end of the MPI fiscal year, you will receive a report showing the number of CEU credits you have earned.

Visit the MPI website www.mpiheartland.org for the pdf file to review the requirements for the CMP designation. Feel free to contact me at 515.286.4220 or you can email PamPeterson@iowabankers.com if you have any questions.

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