



June 2010



MPI Heartland Chapter Newsletter

Our goal is to provide educational opportunities for professional growth, development and competency for those in the meetings industry through education, communication, recognition and networking.

President's Corner

Sean Olson - President

Finally summer has arrived just as the MPI year is coming to a close. We hope that you have taken advantage of everything that MPI has to offer and that you are looking forward to accomplishing more in the future.



The Chapter Leaders met on Tuesday, May 25th in Atlantic, IA for our annual board retreat to start looking at the 2010-2011 year. I am excited that we have some new optimism on expanding into the Eastern POD and into Lincoln. We hope to continue to grow our reach to include more people under the MPI umbrella and to make our Chapter that much more exciting.

I want to say thank you to our outgoing Chapter Leaders this year. We can not do what we do without the commitment of these individuals.

- Nichole Brown - VP of Communication
- Lesley Brandt - Western POD Co-Leader
- Patti Bain - Western POD Co-Leader
- Nancy Herselius - Director of Education
- Jeff Spence - VP of Membership
- Ginger Burrell - Central POD Co-Leader

Upcoming Events

AUGUST

Chapter Meeting

"Earning the Right to Lead"

Stoney Creek Inn

Johnston, IA

August 10

11:30am -1pm

SEPTEMBER

Western POD Meeting

"Every Event is an Opportunity to

Build Your Brand"

Omaha Marriott

Omaha, NE

September 8

3pm-4:30

OCTOBER

Fall Summit

Embassy Suites LaVista

Omaha, Nebraska

October 5

I also want to welcome our new Chapter Leaders as well.

Alicia Irlbeck - VP of Communication
Heather Bullock - Western POD Co-Leader
Nichole Beran - Western POD Co-Leader
Maggie Kotlarz - Director of Education
Nancy Herselius - Central POD Co-Leader
Ginger Burrell - VP of Membership
Tony Maeser - Director of Social Media

I am looking forward to another great year of MPI and we hope to see you at the June Chapter Meeting.

Thank you to everyone with the Heartland Chapter. Please contact me if there is anything that you need to discuss.

Sean Olson, CMP
Heartland Chapter President

President-Elect

Amanda LaPuzza

I would like to thank all the members who submitted nominations for Star of the Quarter this past year.

Congratulations to the winners:
Michelle DeClerck
Judy Tallant
Heather Bullock
Nancy Clark

Star of the Quarter awards go to those members who volunteer their time to the Heartland Chapter and really go above and beyond their call of duty as members. Each one of the Star recipients really went the extra mile to make our Heartland Chapter a better chapter, dedicating their times and efforts to the chapter. The Star of the Year award goes to one of the winners of the Star of the Quarter award and is voted on by the board. The Star of the Year is awarded up to \$2000 and may use that money to travel to WEC, for dues and registration fees or towards the CMP designation. Any member is eligible for the Star of the Quarter award except for the President, President Elect and Heartland Chapter Administrator.

The Heartland Star of the Year award was presented at the April Annual meeting and was awarded to Judy Tallant. As the Heartland Star of the year, Judy will be attending WEC in Vancouver, BC with Sean and myself.



Board Members 2009-2010

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Please keep your eyes out for members deserving of the Star Award. The first quarter Star Award will be awarded this coming October 2010 at the Fall Summit



Amanda LaPuzza awarding Judy Tallant, Star of the Year!

Financial Times

Joan Hustad - VP Finance

MPI Chapter Recognition

The Heartland Chapter is pleased to participate in the MPI Foundation's chapter recognition program at the Bronze level and will be recognized at the WEC conference in July.



This recognition acknowledges those chapters who provide a charitable donation to MPI based on current membership levels at a prorated amount. Traditionally, the Heartland Chapter has made an annual donation to the MPI Foundation based on receipts from the silent auction at our annual meeting.

Gold Level = \$40.00 or more per member
Silver Level = \$20.00 - \$39.99 per member
Bronze Level = \$10.00 - \$19.99 per member

Thanks to our Heartland members for making this possible.



Change isn't coming; it's here.

At the World Education Congress 2010 in Vancouver, it's not just about creating better events; it's about showing the world the difference you make in people's lives and on the bottom line. Through strategic meeting management and corporate responsibility practices we'll demonstrate how events can shape business-and leave the world in better shape.

Change is now, and now is the time for your events to change the world.

When we meet, we change the world. Change isn't coming, it's here. And with it comes new challenges for you and your organization. From pharma to fundraisers, from the midwest to the middle east, and whether you're a corporate, independent or association planner, the demands for proving the value of your events isn't just increasingly important-it's vital. Fortunately, uncharted change breeds unprecedented discovery and opportunity to guide you into a new era.

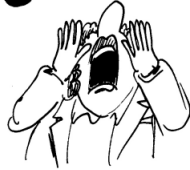
At the World Education Congress 2010 in Vancouver, we'll enable you to develop performance-based objectives, relationships and new ways to do business. Through collaboration with the top minds of the industry you'll discover where the future of events is taking us and how to not only be smarter, but to work smarter. Through strategic meeting management training and corporate responsibility practices we'll demonstrate how events can shape business-and leave the world in better shape.

At WEC, it's not just about creating better events, it's about showing the world the difference you make in people's lives and on the bottom line. Because change is now, and now is the time for your events to change the world.

When we meet, we change the world.

Calling All Members!

Volunteers!



We are currently looking for members interested in planning the Annual Fall Summit. This year's Fall Summit will be Tuesday, October 5th at the Embassy Suites LaVista, NE. All committee meetings will be held by conference call. We usually have 1 - 2 conference calls a month lasting about 30 minutes to 1 hour.

Please contact Amanda LaPuzza by June 8th if you are interested in being on the committee by phone at 402-661-7010 or email amanda.lapuzza@starwoodhotels.com

SAVE THE DATE:
3rd Annual Fall Summit
Tuesday, October 5th
10 am - 3 pm
Embassy Suites LaVista, NE

Please watch your email and the chapter newsletter for details in the coming months.

Planner Spotlight!

Written by Michelle DeClerck, CMP, President, Conference Event Management

MEET Stacy Horner

It only took one short stint in the education field before Stacy sidestepped into the planning field right after graduation from ISU and with the acceptance of a job planning events for clients at the Science Center of Iowa in 2005 when the new facility opened in downtown Des Moines. The experience there provided her with the edge to transition to a planner (citing acquired budgeting secrets as well as what to expect from venues) in 2008 when she went to work for Iowa State Association of Counties (ISAC). Her responsibilities



Stacy's daughter's Caitlin & Cailey

encompass planning ISAC's events, meetings and conferences throughout the state.

Like many, Stacy didn't know she would someday be in such a fun position. Stacy attended Pittsburg State University (Pittsburg, Kansas) and received a BA in communication, with an emphasis in journalism and a minor in graphic design. With intentions of becoming a journalist, things changed when she moved to Iowa to attend graduate school to study education. She received her M.Ed in higher education and it was during her graduate work that she had the opportunity to work at the ISU Alumni Association as the Coordinator of Special Events. It didn't take long before she realized that she wanted to make a career out of event planning.

Stacy commented that "I love that I can think creatively in my job. Even though we have several repeat events, we always try to do something a little different to make them fresh and exciting! My other favorite aspect of my job is the people that I work with. I love the relationships that I have with my co-workers and that's why I enjoy my job so much!"

Stacy and her husband, Jeff, moved to Ankeny last summer and love spending time in their new neighborhood. In her free time, she enjoys taking walks or doing activities with her daughters Caitilin - 3 years old, and Cailey - 3 months, shopping (commenting "super awesome garage sales are the best!"), scrapbooking and cooking. However, her ultimate favorite "all about me" activity is catching up on Hollywood Gossip via TV, Internet and magazines. Stacy comments, "for some reason, I love knowing what it going on in the lives of celebrities." And if having a newborn wouldn't keep her busy enough, she also volunteers for her sorority, Alpha Sigma Alpha, serving as the Des Moines Alumnae Chapter President.

BIZBASH Media

BizBash would like to offer members of MPI Heartland Chapter a 20% discount to attend their show

Dear MPI Heartland Members,

I wanted to get in touch with you regarding the BizBash Chicago Expo & Awards which are coming up on August 19 at the Chicago Merchandise Mart

BizBash would like to offer members of MPI Heartland Chapter a 20% discount to attend the show, whether with the expo floor pass or conference program registration. For more information about this show, please visit <http://bizbashchicagoexpo.com>.

As you can see, it's a terrific opportunity for event and meeting planners to gather for a day of exhibits, entertainment, and education from top-notch event experts. We would gladly work with you to develop materials or copy to accommodate any of your platforms, whether copy for newsletters and suggested tweets to fully designed e-blasts with specific messaging for your membership. In return, we would offer three complimentary floor passes for your chapter leadership to join and experience the spectacle that is the BizBash Expo & Awards!

Thanks for your review of the above; if you have any questions or require further information, please let me know at your convenience. Look forward to your reply!

Best Regards,

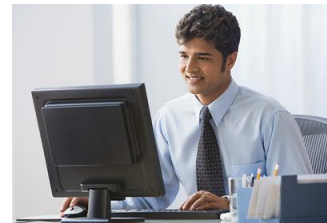
Marissa Rubin
BIZBASH Media
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Don't Miss a BizBash Expo In Your City!
Chicago - August 19 www.bizbashchicagoexpo.com
New York - October 27 www.bizbash.com/ourevents
Ft. Lauderdale - April 2011
Los Angeles - June 14, 2011

STAY CONNECTED!

All of the approved board minutes are available to you on GROUPSPACE.

Feel free to read them at your own convenience.



Newsletter Advertising

Have you considered how you can best get your business name out there to potential clients? Consider advertising in the MPI Heartland Chapter newsletter! The newsletter is sent electronically to Heartland Chapter members and uploaded to the website.

The Heartland Chapter publishes a newsletter five times a year which includes information on upcoming chapter events, updates on the industry, member information, MPI International events, education AND advertising!

The deadline to submit advertising requests is the 15th of the month for the following month. Ads should be submitted electronically in .jpg format.
For more information, contact Nichole Brown at NBrown@visitomaha.com or at 402-444-4611

Earn CEUs By Attending MPI 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, Pam Peterson 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 Pam 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 me at PamPeterson@iowabankers.com if you have any questions.

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