

HEARTLAND CHAPTER MPI

MEETING PROFESSIONALS INTERNATIONAL

November 2008

Dear Heartland Chapter:

Hope you are having a great Fall and enjoying all the wonderful things this season brings. Our Chapter celebrated Autumn with our 1st Annual Heartland Chapter Fall Summit and what a great event it was with over 75+ members and guests. The speakers and panelist were fun, informative and covered a wide range of current topics. It was a day full of networking; did you meet three new people? Thanks to the committee for arranging a great "Get Connected, Get Educated" Conference - it was a terrific opportunity to learn from experts and meet others in the meeting industry.

Message from the President

Paulette Lester
Des Moines CVB



Heartland Chapter has had a change in our MPI Chapter Business Manager. The Chapter Business Manager serves as point of contact for each Chapter and MPI Headquarters. These valuable MPI staff members assist with accessing information at MPI and share creative and new ideas for the chapter. We would like to welcome our new Chapter Business Manager, Holly Duckworth-Horning. Holly joined us as of

October 1, 2008, she is located in Sherwood, Oregon and has been a great help to our Chapter already. We wish our former Chapter Business Manager, Krista Rogers all the best with her MPI Chapters along the East Coast.

Current MPI members may bring a first time guest to a Heartland Chapter or POD meeting at no charge. Here are a few upcoming educational sessions you might consider bringing a guest to: Chapter Meeting, December 2, 2008; Central POD meeting, January 14, 2009; Western POD Meeting January 14, 2009 - please check the Heartland website www.mpiheartland.org or our chapter group space for more details. To connect to our group space go to www.mpiweb.org, put in your ID Name and Password - click on Community, from the drop down menu select Group - and proceed to join the Heartland Chapter.

The Chapter will be hosting a Focus Group meetings in the Western and Central POD's in the next few weeks. This is an opportunity for you to express your thoughts about our Chapter. Are there ways that we can serve your professional education needs in better or new ways? If so, please contact any Board Member or myself if you would like to participate in one of the next Focus Groups.

Thanks to each of you for your continued support of the Heartland Chapter and for your membership.

This will be our last newsletter before the holidays and I would like to wish each of you a safe and Happy Holiday Season.

President Elect Perspective

Sean Olson, CMP
Qwest Center Omaha



I want to take this time to thank all of the people that helped with the Fall Summit on November 6th. First and foremost, it was our sponsors that helped us keep the costs down to you, the members. Sponsors included:

Embassy Suites-LaVista
National Pork Board
Qwest Center Omaha
PayPal
PlanIt Omaha
Stoney Creek Inn
Foxboro Conference Center
J&S Audio Visual
Leading Star Event Productions
VIP Limousine

If you have an opportunity to thank the sponsors, please do so.

I also want to thank the committee and volunteers again for their hard work:

Jennifer Neid - Embassy Suites-LaVista

Financial Times

Amanda LaPuzza, CMP
Starwood Hotels



Sponsorship opportunities are still available for the 2008 - 2009 Heartland Chapter for the following meetings:

\$200 Chapter Meeting Sponsorship
December
February

\$100 Central POD Sponsorship
January
March
May

\$100 Western POD Sponsorship
January
March

What is included when you sponsor a meeting?
5 Minute presentation at the meeting you sponsor - exclusive rights to display company collateral at the registration table and around the meeting room - recognition in the newsletter and chapter website
If you are interested in being a sponsor please contact Amanda LaPuzza at Amanda.lapuzza@starwoodhotels.com or by phone

Abby Johnson - Qwest Center Omaha
Lori Riggs - Leading Star Productions
Brian Tornquist - Park Inn Regency Lodge
Regina Doxey - VIP Limousine
Kim McPheron-Kreitter - PayPal
Renee Black - PlanIt Omaha
Michelle Hilsabeck - Des Moines Downtown Marriott
Alicia Irlbeck - National Pork Producers Council
Brenda Ram - UNMC Continuing Education
Kathy Codner - National Pork Board
Tony Maeser and Tommy Wilson - J&S Audio Visual
Paulette Lester - Greater Des Moines Convention and Visitors Bureau

Finally I want to thank all of you for your attendance and for inviting non-members to join us. We had a fantastic turn out and I hope to build on this for the future. We are planning to make this event an annual one so we will continue to need your assistance. If you get a chance, please go out to GroupSpace and write your thoughts on the day in the discussion pages. We are planning to have a debriefing session soon and would like your thoughts and ideas.

One of my duties as President-Elect is to obtain nominations and award the Star of the Quarter. At the October chapter meeting, we awarded Kim McPheron-Kreitter the award for her hard work on the Fall Summit and for her regular attendance at meetings. Congratulations Kim! Please be thinking of people that you would like to nominate for the next award coming up soon. I will take nominations at any time.

Finally, I continue to encourage all of our members to take some time and visit the brand new MPI website. The address is www.mpiweb.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 MPI year and let us know if you need anything.

Sean Olson, CMP
Heartland Chapter President-Elect

at 402-661-7010.

Don't miss this great opportunity to advertise your business or service to the Heartland Chapter.

Volunteer Recognition

Nancy Herselius

The Heartland MPI Chapter has been blessed with many great volunteers in 2007-08. Recognition is being given in the form of a marble paper weight. I would also like to take this opportunity to thank them one more time.

POD Leaders - Leslie Brandt, Kelli Hanselman, Maggie Kotlarz, and Pam Peterson (Pam also coordinated the CEUs for each meeting!)

Hospitality/Member Care - Patricia Fortune and Tami Reier

Meeting Registration - Bridget Thelen, Alicia Irlbeck, and Kim McPheron-Kreitter

Sponsorships/Fundraising/Exhibitor Opportunities Committee - Megan Johannes

Job Bank - Josee Beier

Social - Tonja Towne-Barwick and Alicia Irlbeck

Community Outreach Committee - Bobbie Connolly

Communications Committee - Joe Bauer

Spotlight Articles - Michelle DeClerck

Annual Meeting Committee - Nichole Brown, Maggie Kotlarz, Josee Beier, Angie Kistaitis, Denise Niebrugge, Tony Maeser, Lesley Brandt, Brenda Ram, and Michelle Hilsabeck

Again, my thanks to everyone for the time commitment to MPI Heartland!

Get your CEU's

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

Membership Corner

Jeff Spence

Embassy Suites Des Moines



Dear Heartland Chapter Members:

First of all, I would like to commend everyone on an awesome inaugural Fall Summit! About half of those in attendance were guests of current members! Hopefully very soon we will be able to convert many of those guests into members of the Heartland Chapter.

To assist in chapter recruitment, I have a new volunteer to recognize. Nancy Maiers from The Club at Indian Creek has agreed to serve at the Chair of Recruitment for the 2008-09 year. Nancy will assist in recruitment efforts and follow up with potential members of the chapter. Many thanks to Nancy for agreeing to assist in this very important role!

As of the end of October the Heartland Chapter has 133 members and welcomed four new members during the month:

Deanna Jensen- Clarion Hotel and Conference Center, Davenport, IA
Deb Roberts - Gateway Hotel and Conference Center, Ames, IA
Ralph Williams - Cruise Planners Omaha, Omaha, NE
Jessica Wilso - Hotel Pattee, Perry, IA

Please join me in welcoming these newest members!

I look forward to seeing you all in Lincoln for our December meeting.

Cheers~
Jeff Spence

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 me at PamPeterson@iowabankers.com if you have any questions.

Scholarship Applications



The Heartland Chapter of MPI is announcing the 2008-2009 Call for Scholarship Applications. Scholarship opportunities and application forms are located at www.mpiheartland.org under the awards section.

The deadline for scholarship applications is December 31, 2008. Please check it out!

MPI Foundation News

Nancy Herselius

During these uncertain economic times, the MPI Foundation is working hard to support the membership in several different ways. They are providing funding for chapter grants as well as

grants and scholarships for individual members.

Fifteen chapters submitted grant proposals this fall. Twelve of these have been approved and the other three are likely to be approved pending questions that need addressing.

The Foundation Board of Directors is engaging the services of a financial strategist to help determine their objectives and programs in the current financial climate. They do have a goal of raising \$1.8 million in the coming year and encourage all members to contribute through the membership renewal process or in other ways. Chapters are also encouraged to donate to the Foundation through their current or new fundraising events and functions. Our Chapter is giving a portion of the funds raised through the silent auction at the annual meeting to the Foundation.

I have taken advantage of one of the programs offered through the Foundation for small business owners. The MPI Small Business Program will help me build my business in several different ways - marketing assistance, professional contacts, vendor information, etc.

Visit the Foundation area of the MPI website for further information. You may be surprised at what you find!

The Opportunity is on the Table...POD Leader Changes.

Nancy Herselius

One of the goals of the chapter is to get more people involved. Part of that process is to find POD leaders who will bring fresh ideas on education and locations. We would like to know who has an interest in volunteering in this way, adding to the great teams already in place. We also want to start a POD in the eastern part of Iowa again.

Contact any of the members of the Board of Directors (listed in each newsletter or on the web site). Or contact me directly at nancy@creative-meetings.com or 515.480.2420.

Did You Vote?

Help promote the 2008 MPI bylaw vote which is open until November 19. These changes have been thoroughly vetted and unanimously approved by the Governance Committee and MPI Board of Directors, with guidance from legal counsel and third party consultants Deloitte and Touche. Implementation now requires an MPI membership vote.

<http://www.mpiweb.org/cms/mpiweb/surveys/BylawVote2008.aspx>.

Supplier Spotlight!



Arlyce Musal, Senior Sales Manager, is no stranger to the meeting community with over 18 years spent with the Quad Cities CVB. "I love to showcase the Quad Cities and then have our guests come back again for another meeting or bring their families for some of our great special events!"

Her favorite event to date has been when the Quad Cities hosted the WIBC (Women's International Bowling Congress) tournament and annual meeting that drew in 46,000 women bowlers from all over the U.S. over a three-month period. "It was awesome and so rewarding. Not only did we bring the whole community together to work on this event, but I built many lasting friendships" during the seven years of working on this event from start to finish.

Arlyce was fortunate to get her start in this career after she and her husband decided to pack up and head south from their place in the Chicago area to be closer to his family. "I knew that I wanted to be in the tourism industry because I loved meeting people and it sounded like fun! At that time I was in the restaurant business. Through some of my industry friends I heard of an opening at the CVB as they were getting ready to merge the Iowa & Illinois Quad Cities offices into one and I was very lucky to get the job as an administrative assistant. I have grown right along with the CVB and the Quad Cities!"

If you haven't been to the Quad Cities in a while, perhaps you should consider a visit to see what their tagline "What's New in the Quad Cities!" is all about and Arlyce would gladly greet you with open arms.

Arlyce is the proud and busy mother of an 8-year-old son who loves camping with the family, sports, Boy Scouts, choir and having his picture taken by her as she always serves as the "photographer mom" at events (she never leaves home without her fully-loaded camera). She also enjoys being a Creative Memories Consultant and scrapbooking.

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

Planner Spotlight!



Michelle King is responsible for all aspects of meeting planning as it relates to a full slate of technical meetings and conferences in the high-performance computer science industry, Michelle has been known to take on everything else from bridal and baby showers in the office, new employee welcome receptions, corporate luncheons, and the company's annual summer and holiday gatherings.

Michelle was in sales prior to taking "the leap of faith" as she calls it, when she decided to join the Krell Institute in 2006. She was planning an event at the Iowa State Center for Stephens 30th Anniversary back in 1998 and recalls "This was my first taste of large event planning and producing, and I was hooked." Since then, she's learned that "After being a sales person for 13 years, it is definitely different being on the other end of the phone."

Michelle's favorite thing about her position is that she gets to work with a wide variety of people. "I enjoy bringing all the pieces of the puzzle together to create successful events for my clients." Michelle has done her share of traveling as well. "I love to travel and enjoy seeing the different cities where we are hosting meetings," and cites a special fondness for Boston.

So far Michelle's favorite event that she has planned has been the Department of Energy's Computational Science Graduate Fellowship Annual Meeting held in Washington D.C. The meeting celebrates the research work of the fellows, the next generation of scientists.

Michelle is a graduate from Iowa State University so it is no surprise she enjoys Cyclone athletics. When she is not hard at work she's busy with golf, concerts, shopping, traveling, baseball and supporting her nieces and nephew in their school, church and athletic activities.

About Krell Institute

The Krell Institute brings people together by developing and hosting technical meetings and conferences; fosters workforce development through graduate fellowship programs; communicates science via publication development for government agencies and departments; and advances science and technology by helping the scientific community gain support.

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



5 Year Anniversaries

Ruth Dotzenrod - Iowa Events Center
Kathleen Hagen - Meeting Trends
Kayla Kieseey - American Rental Association

10 Year Anniversaries

Michael Boehm - Sheraton Hotel West Des Moines

STAR OF THE QUARTER

Kim McPheron-Kreitter

December Meeting!

Chapter Meeting (10:30-1:30 pm)

Getting the Media to Cover Your Event in a Positive Way

Cornhusker Marriott
333 South 13th Street
Lincoln, Nebraska 68508

January Meetings!

14th - Western POD Meeting (3-5 PM)

2009 State of Omaha

Presented by Dana Markel, Executive Director for the Omaha Convention & Visitors Bureau

Regency Lodge Hotel
909 S. 107th Ave
Omaha, NE

14th - - Central POD Meeting (11:30-1pm)

Healthy Eating in the Work Place.

Iowa Bankers Association
8800 NW 62nd Avenue
Johnston, Iowa