



Expo Line e-newsletter

July 2011

Golf Outing is Only 3 Weeks Away and Foursomes are Going Quickly!

The IAEE MW Chapter's 22nd Annual Golf Outing is Aug. 1 at Stonebridge Country Club - Register Today

The 2011 IAEE Midwestern Chapter Golf Outing will be held at Stonebridge Country Club, in Aurora, IL. You don't want to miss the opportunity to golf on this premier, private, residential, 18-hole golf course designed by world-renowned golf course architect, Tom Fazio. The event will include great golf, contests, trophies, lunch and dinner. This is intended to be a special day for you to reward employees and entertain clients.

Foursomes and sponsorships are available on a first-come, first-served basis, and with our continued low pricing, you won't want to miss out!

Not a golfer? Join us for the member mixer networking reception and dinner, following the outing.

Want to donate raffle prizes? If so, contact us today, so your organization can be recognized in all golf outing marketing materials. Past items include hotel stays, golf items, gift cards, airfare, concert tickets and electronics.

Questions? Want more information? Please contact our 2011 golf chairman Keith Ogulnick at: 312-946-6242 or kogulnick@nmma.org. Visit Stonebridge Country Club at: www.stonebridge-cc.org.

The IAEE MW Chapter and our chapter charity, Off The Street Club greatly appreciate your support and generosity!

Schedule

Check-in and warm-up: 11:00 a.m. - 11:45 a.m.

Shot gun start (with boxed lunch to take out on the course): 12:00 p.m.

Non-golfer's reception starts: 4:30 p.m.

Reception & Dinner (with prize drawings): 5:00 p.m. - 7:00 p.m.

Here's Who's Signed Up to Play

Champion Exposition Services

Chicago Convention and Tourism Bureau

CompuSystems

EXPOexpert, Inc.

Freeman

Global Experience Specialists (GES)

Metropolitan Pier & Exposition Authority

Rosemont Exposition Services, Inc.

Shepard Exposition Services

Show Management & Services, Inc.

Valley Expo & Displays

**To
Register Visit:**

www.iaeemwc.com/page.cfm/link=6

See You on the Links!

Message from the Board

By IAEE MW Chapter Co-Chair, David Gerhardt, Corcoran Expositions, Inc. david@corcexpo.com



David Gerhardt

Without fail every July 4th holiday I can't help but notice the enhanced sense of pride displayed by fellow citizens. Whether it's taking in a fireworks show or cooking out with friends and family, what links us all is that we're Americans. Similarly, a common thread connects our whole IAEE Midwestern Chapter. Whether you're a supplier, planner, association director, or any other of the multitude of professions comprising our chapter membership, we're all united as part of the exhibitions and events industry. Just as we can all point to individual examples of everyday people contributing to America's

prosperity, the opportunity is there for each and every one of us as IAEE MW Chapter members to make our mark for the betterment of the chapter.

Board member Noel Hoekstra and her Programming Task Force coordinated a June educational program that drew nearly 60 chapter members to Chicago's Rock Bottom Brewery just a few weeks ago. The program was one of the chapter's highest attended educational events in recent memory and benefited from the presence of industry professionals such as Tom Corcoran, Paula Fauth, Sean Lynch, Christopher Price, and Perry Reynolds who donated their time to participate on the program panel. Be sure to read chapter member, Jack Thompson's recap of this much-talked about event on page 5.

Whether it's lending expertise at a chapter educational program or penning an *Expo Line* article, there are countless opportunities for you to participate within the chapter. Perhaps you are interested in a charitable cause. The MW Chapter proudly supports Off The Street Club, Chicago's oldest boys and girls club. The board's Charity Task Force liaison Pam Nutting can be contacted to answer your questions about lending a hand to this worthy organization.

Nothing says "networking" like hitting the links and the chapter's 22nd Annual Golf Outing takes place August 1 at Stonebridge Country Club in Aurora, IL. More than 10 teams already are registered and the golf outing represents a prime opportunity to see old friends, make new contacts, and to learn more about the diverse set of industry professionals within our chapter. For golf registration and additional info, visit: www.iaemwc.com/page.cfm/link=6. I look forward to seeing everybody at the golf outing and can always be contacted regarding any questions or inquiries.

Your chapter involvement is always welcome and appreciated and while I can't guarantee fireworks or a holiday cookout, I can assure that you'll get in return from your Midwestern Chapter what you put in.

Thank you 2011 sponsors for your generous support. Please consider utilizing their products and/or services.

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Chapter Administrator/Executive Director

Gail Brooks, CMP gbrooks@wmrhq.com
Phone: 630-599-7101

Chapter Membership Coordinator

Maria Vickers mvickers@wmrhq.com
Phone: 630-599-7105

www.iaeemwc.com for Board contact info

Newsletter editor: Sherrri O'Neill

SONeill@avma.org

Newsletter design: Valerie Carrico

valerie@carrico.net

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Expo Line July 2011

Chapter Chatter

McCormick Place is the most recent management contract to be awarded to **SMG**. SMG will assume operation of the largest convention center in the Americas on July 1st. The Metropolitan Pier and Exposition Authority owns and operates the convention center, and will turn over its day-to-day operations to SMG during a three-month transition period.

David Causton, general manager of McCormick Place, has been retained by SMG and will continue in his current role.

Joe Bonanno, Account Manager since 2006 with Global Experience Specialists (GES) in Chicago, has been promoted to Sales Manager.

Congratulations to IAEE Midwestern Chapter Co-Chair, **David Gerhardt** and his wife Jinny on the June 4th birth of their son, Kellen Matthew Gerhardt.

Welcome New Midwestern Chapter Members

Access Intelligence

Tania Babiuk

John Ellertson

American Academy of Periodontology

Elizabeth McCurdy

Association of Equipment Manufacturers

Nicole Dahms

Terry L Hogan

Rebecca Kettlewell

Tricia Mallett

Jessica Peterson

Caroline Roberts

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Ruth Klimasara

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Arie White

International Foundation of Employee Benefit Plans

Kathryn Gleesing, MBA, CMP

PRG

Tom Berberet

UPS Freight

Gregory Risner

Jack Savage

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Midwestern Chapter Members Attend IAEE Krakoff Leadership Institute in DC

Event professionals of all types descended on the IAEE Mid-Year Meeting in Washington, DC from June 1-4, 2011 to brainstorm, network and attend educational programming. One of the offerings was the annual IAEE Krakoff Leadership Institute, for which the program tagline reads that “Good leaders are made not born.” Thirty participants from a variety of roles in the industry learned how to identify different personality types and how to best communicate and motivate them. They also learned how to motivate themselves and how to overcome obstacles – real or perceived. Other skills developed included understanding group dynamics, team building and “filing a flight plan” - or determining a personal or professional goal and documenting a corresponding plan and timeline.

Alesha Neely, CEM, Trade Show Sr. Coordinator, SmithBucklin Corporation and Midwestern Chapter member said



about the program, “The Krakoff Leadership Institute went way above and beyond my expectations. The interaction between the facilitator/speaker and the class was amazing. Not only did I learn what I need to improve to be a better leader, but also techniques to take back to the office to start doing it.” She continued about Erick Burton, CSP, the course facilitator, “I was able to take what Erick taught us and apply it right away. I came back to the office with a renewed energy.”

Other IAEE MW Chapter member attendees included Brent Linkin, CEM, National Sales Manager, Freeman; Heidi Mitchell, Marketing Manager, Conventions and Meetings Department, National Safety Council; and Phil Wargowsky, CEM, National Sales Manager, GES.

MW Chapter 2011 Events

IAEE MW Chapter 22nd Annual Golf Outing

Monday, **August 1, 2011**

11:00 am to 8:00 pm

NEW Location: Stonebridge Country Club, Aurora, IL

CEM Week in Chicago

Monday - Friday, **August 15-19, 2011**

Take advantage of this great opportunity to take CEM courses right in your own back yard!
Courses will be offered at McCormick Place.

Visit: www.iaee.com/cem/curriculum-and-schedule/cem-week for events schedule.

IAEE MW Chapter Annual Meeting

Wednesday, **September 21, 2011**

11:00 am to 1:30 pm

Maggiano's Banquets, Chicago, IL

IAEE MW Chapter Educational Program & Holiday Party

Wednesday, **November 30, 2011**

4:00 pm to 8:00 pm

Petterino's, Chicago, IL

IAEE MW Chapter Reception at EXPO! EXPO!

Thursday, **December 8, 2011**

Las Vegas, NV

2012 Wiffle Ball Tournament: We are working on plans for the 2012 event and are requesting suggestions to make this event something for everyone! If you prefer not to “play ball”, how about a game of badminton or bean bag toss? Let us know your thoughts! Just contact us at: www.iaeemwc.com and select “Contact Board Members.”

“Sales Strategies for the 21st Century”

A Report on the IAEE MW Chapter’s Educational Program & Member Mixer

By IAEE MW Chapter's Roving Reporter...Jack Thompson, CMP, CEM, President, EXPOexpert, inc.

The IAEE Midwestern Chapter’s educational program and member mixer on June 15, 2011 turned out to be quite the event. Our gracious host, the Rock Bottom Restaurant & Brewery in Chicago, provided an excellent venue (and excellent beer too). The chapter Programming Task Force came through with a star-studded lineup of industry pros to address the topic, “Sales Strategies for the 21st Century.”

The afternoon opened up with Doreen Biela, CEM, former IAEE MW Chapter co-chair, providing an update on the benefits offered to show organizers, suppliers, and exhibitors by the International Center for Exhibitor and Event Marketing (ICEEM), also known as “The Center.” Doreen, who is currently serving on the board of directors of ICEEM, informed attendees that because IAEE is a supporting organization of ICEEM (along with CEIR, EIF, ESCA, and EEIAC) all IAEE members (and the exhibitors from their shows!) are automatically members of ICEEM. If you haven’t done so already, I would highly recommend that you check out the ICEEM website: www.iceem.net, where you will find all kinds of useful tools and information.

Next came the headline act, “Sales Strategies for the 21st Century” which focused on Exhibit and Sponsorship Sales; Attendance Promotion & Mobile Applications; and Supplier Sales Strategies. The all-pro cast included moderator, Sean Lynch, Executive Vice President, NHS; and panelists, Tom Corcoran, Principal, Corcoran Expositions, Inc.; Paula Fauth, CEM, Show Director, Hall-Erickson, Inc.; Chris Price, Vice President, Graphics Arts Show Company; and Perry Reynolds, Vice President, Marketing and Trade Development, International Housewares Association.

After a brief welcome from Andrea Goldberg of Shepard Exposition Services, generous sponsor of the program, chapter co-chair Phil Wargowsky, CEM, Global Experience Specialists, introduced Sean Lynch to kickoff the program.

The learning objectives for this event were clearly defined. Suppliers would learn more about how to better communicate services and product offerings in 2011 and beyond to help improve the success of events in a way that would be heard and remembered by show organizers. Also, show organizers would benefit from an interactive discussion with the panel to learn how to better sell and market their events. . .and how to incorporate supplier partners’ products and services toward achieving those objectives. And we were not disappointed! The panelists offered many tips and suggestions they use each day to be successful and continue to promote brand loyalty among their events. It’s a safe bet that everyone took away many ideas they can start using immediately!

Hats off to the IAEE MW Chapter Programming Task Force for putting this terrific event together. Members include Noel Hoekstra, CEM, Global Management Services; Jennifer Kimball, OnPeak; Jackie Russo, Kuehne & Nagle; Raymond L. Bianchi, Association of Equipment Manufacturers; and Bill Lemmon, Indianapolis CVB.

Besides a fantastic educational program, \$185 was raised for our chapter’s charity, Off the Street Club.

We Want to Hear From You

Do you have feedback on an IAEE MW Chapter program or event?
Do you have suggestions or ideas for future programs or locations?
We want to keep our programming relevant and of value to you!

Any of our chapter board members would love to hear from you
and can be reached by visiting our chapter website at:
www.iaemwc.com and select “Contact Board Members.”