

Expo Line e-newsletter

March 2011

Mark Your Calendars Early for these 2011 MW Chapter Events

IAEE MW Chapter Educational Program (a Sales Boot Camp) & Member Mixer

Wednesday, **June 15, 2011** 4:30 pm to 7:30 pm

Rock Bottom Brewery, Chicago, IL

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

Put this date on your calendar early! You won't want to pass up the privilege of playing the only private Tom Fazio designed course in Chicago's Western suburbs. To view this amazing course, click: www.stonebridge-cc.org/.

IAEE MW Chapter Annual Meeting

Wednesday, **September 21, 2011** 10:30 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

Location to be announced

We Want to Hear From You!

Do you have feedback on an IAEE Midwestern Chapter program or event?
Maybe you have suggestions or ideas for future programs or locations?
Please reach out to us! 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.iaeemwc.com
and select "Contact Board Members."

Message from the Board

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



David Gerhardt

We Midwesterners are a resilient bunch. Whether it's getting stretched thin on slashed budgets, defending the value of face-to-face trade events, or battling our way to work through a winter of unpredictable weather, one thing is certain: there is no more status quo. To that end, your chapter board of directors continues to work diligently on delivering events and programs designed to help you enhance you and your company's presence within the events industry.

If you participated in the Midwestern Chapter's 3rd Annual Wiffle Ball Tournament at McCormick Place

in January then you no doubt enjoyed a great evening of socializing and battling it out on the base paths for the tournament championship. Take note of some of the participants' quotes in the recap found on page 4.

Do you feel that you and your sales staff could use search engines more efficiently such as Google in the never-ending quest for prospects? Theo Szymanski provided our chapter members with invaluable tips on using Google at our educational program last month at the Stephens Convention Center in Rosemont, IL. Those in attendance came away with newfound methods to tailor Google searches more effectively. More information on this well-received program is recapped in this issue.

Getting back to the resiliency theme, the board is stopping at nothing to promote maximum interaction between chapter general service contractors and meeting planners and show managers. In fact, the June educational program will feature the "Supplier Bring a Planner" incentive. Supplier members who register at the regular rate will receive 50% off the cost of registration for an accompanying planner or show manager. Show managers and meeting planners, this is the perfect opportunity to attend an educational program and network with other industry professionals within the chapter.

I encourage all chapter members to regularly visit the chapter website at www.iaemwc.com and I look forward to seeing you all out on the road.

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

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Expo Line is an electronic newsletter, published six times a year by the Midwestern Chapter of the International Association of Exhibitions and Events (IAEE).

Chapter Chatter

Rose Horcher, CEM, CMP has been promoted to Vice President, Client Services, Chicago Convention & Tourism Bureau.

Kim Augustyn has joined Team San Jose as a National Sales Manager. Kim's market is Midwest/Northeast/West Coast (excluding CA), national associations and Midwest/Northeast corporate groups.

Bill Lemmon is Director of Tradeshow Sales, Indianapolis Convention & Visitors Association.

Welcome New Midwestern Chapter Members

American College of Surgeons

Laura Page

American Society of Plastic Surgeons

Danielle Urbina

Association Management Center

Heather Deja, Mary Paulson

Chicago Convention & Tourism Bureau

Monika Anger, Liz DeMar, Susanna Flores
Julie Van'tHul, Donald Welsh, Warren Wilkinson

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Karen L. Bacidore, CEM, Thomas J. Buhmann, CEM, Janet Dyehouse

Global Experience Specialists (GES)

Michael L. Pawelek

Helen Brett Enterprises

Brett Kolinek

Heritage Exposition Services, Inc.

Ted Haynes, Curt Yemm, Ryan Yemm

Million Dollar Round Table

Lyann Burchfield

SmithBucklin Corporation

Mark Thorsby

Congrats Newest CEM of the MW Chapter

Lynda Douglas, CEM

CDG Displays, Inc, Omaha, NE

GES Defends its Title at Chapter's 3rd Annual Wiffle Ball Tournament

Eight teams and over 50 participants got a jump on spring training at the IAEE Midwestern Chapter's 3rd Annual Wiffle Ball Tournament, January 27, 2011 at McCormick Place in Chicago. Global Experience Specialists (GES) collected its second consecutive title by outlasting the Shepard Exposition Services/Corcoran Expositions, Inc. squad in the title game.

“This year's wiffle ball tournament was the best ever! It became a great networking event between games, the venue is great, and this is a function we look forward to each year,” said Doug Bennett, Director of Sales, Central Div., GES.

The MW Chapter raised \$195 for our chapter charity, Off The Street Club.

The tournament was a resounding success in no small part due to the generous contributions of the following **Tournament Sponsors:**

Chicagoland Restaurant Partners
McCormick Place
Standard Parking
Valley Expo & Displays

Participants are already looking forward to next year's event. “We had a blast!” said Andrea Goldberg, National Sales Manager, Shepard Exposition Services. “Look out for us next year because we're going for the gold!”



GES Tournament Champs

*Back row, left to right:
Doug Bennett, Brian Mae,
Scott Anderson and Brian Chalupa*

*Bottom row, left to right:
Jay Geerdes, Arie White,
Megan McFarlane and Jennifer Petersen*

The IAEE MW Chapter's Charity for 2011: Off The Street Club www.otsc.org

Off The Street Club (OTSC) is Chicago's oldest boys and girls club and serves more than 3,000 kids. Housed in a kid-friendly complex in Chicago's West Garfield Park, the club gives 4 to 18-year-old kids a place to do their homework or play computer games in the Learning Center, perform plays in the Performing Arts Center, dance, rollerskate, sing, play musical instruments and so much more. Club kids have mentors, tutors and role models.

3rd Thursdays

What are you doing on a Thursday night? Come only once or come to every Third Thursdays and bring your friends. We realize you don't have a lot of spare time, but it doesn't take a lot of time to make a huge difference at OTSC. You won't believe how good it feels to share an evening with these kids in the spirit of brotherhood and fun.

On the third Thursday of every month (October through May), the Chicago Advertising Federation and OTSC sponsor a bus ride from downtown Chicago to the Club. You can volunteer to help kids with anything from computer skills to hockey skills. The bus leaves from 401 N. Michigan Avenue at 5:45 p.m. (plan to eat dinner at the Club) and returns around 10 p.m.

Please contact IAEE MW Chapter's Pam Nutting at pam.nutting@onpeak.com for more details.

The True Power of Google Unleashed on the IAEE Midwestern Chapter

By Phil Wargowsky, CEM, National Sales Manager at GES and Co-Chair IAEE Midwestern Chapter

The IAEE Midwestern Chapter February Education Program promised to help “unleash the true power of Google” and it delivered. Who knew that Google.com provides so many tools to make life easier and that there were tons of tricks built in that save time and get you exactly what you want?

Those who attended the program, presented by Theo Szymanski, Director of Sales at Trondent Development Corp., learned that Google provides simple tools most everyone who attended were unaware existed. Google has added convenient built-in logic for things like language translation (translation.google.com), conversion (try simply typing “10 lbs to kg” or “25 dollars to euros” into the search bar and see what happens), calculation (type “72% of 5,400”) among many other features. There's even a live flight tracker (just type in the airline and flight # such as “swa 400”) that will give you real-time flight information and even show its location as it travels across a map.



Theo Szymanski

Want to know the time in Dubai? Just type the words “time dubai” and the local time and time zone pops up. It works with any city or town. Want to track a package? Just type the tracking number for your UPS, Fedex or USPS package directly into the search box and you'll know where it is. Want movie showtimes or Italian food in your zip code? Type “movies 60611” or “italian 60611” and you'll see a listing and a map where the options are located.

Probably the tip that will save the most time and frustration when searching (and also works in most other search engines as well) is the use of quotes around your search items. For example, if you type *event space in downtown chicago* - 278,000 results pop up. If you want only the results where the specific words in your search in this specific order show up, try putting quotation marks around your search string - “*event space in downtown chicago.*” Now only 75 results pop up.

You can find out how many pages are on a website by typing “site:www.iaeemwc.com” or what websites link to a specific website by typing “link:www.iaeemwc.com.” See live traffic data, your house or a view of the street where your client’s office is located at maps.google.com.

I could go on forever. Still not impressed? Visit www.googlelabs.com for the latest new features in development.



Midwestern Chapter program attendees.

Event space for the program, parking and food and beverages were generously provided through sponsorship by the Donald E. Stephens Convention Center, the Rosemont CVB, Rosemont Catering and Rosemont Exposition Services (RES).

The MW Chapter extends a special thank you to the convention center as well as our chapter sponsors who help make programming like this possible.

A copy of Theo’s presentation is available to all session attendees.



LITERACY
THEATER ARTS
MUSIC
ENVIRONMENTAL EDUCATION



February 2, 2011

Dear Pam,

The Gift of Carl Foundation, Inc. would like to thank the Midwestern Chapter of the International Association of Exhibitions and Events for the outstanding support we received the past two years. It was an honor to be selected as the Chapter Charity in the first place, and the returns far exceeded expectations. Through the fundraising efforts of the IAEE, we received in excess of \$9,600 over the two year period. Along the way, and in Carl's fun-loving spirit, we had some good times with golf outings, holiday parties, and especially the Wiffle Ball tournaments. Our hard fought, well earned, coin-flipped, Championship plaque will forever be prominently displayed.

The Gift of Carl Foundation, founded in memory of our son, Carl Vuillaume, is a 501(c)(3) public charity that has dedicated itself to serving those in the community whose educational interest lies in theater arts, music, literacy, and environmental education. With the help of the IAEE Midwestern Chapter the past two years, the Foundation was able to achieve the following accomplishments:

- Awarded 3 Hinsdale South High School thespian scholarships in both 2009 and 2010.
- Sponsored the Write-On Literary Festival at Indian Prairie Library in 2009 and 2010. The Events included writing workshops, guest authors, and writing contests. Awards were given to the top three entries in the categories of short story and poetry.
- Planted 7 memorial trees in support of the 2010 Darien Arbor Day Celebration, and planted 6 memorial trees in 2009. The celebration is attended by hundreds of local school children and the program includes several guest speakers, such as from the Morton Arboretum, and a butterfly release. The butterflies are raised from larvae in several grade school classrooms.
- Funded multiple private music and piano lessons for needy students each year.
- Through the instrument recycling partnership with PM Music Center of Aurora, the Foundation was able to provide dozens of refurbished musical instruments to band programs throughout the Chicago area.
- In 2010 the Foundation provided a financial grant of \$1,000 to the Actors with Special Needs out of LaGrange High School.
- For the 2010/2011 school year the Foundation provided a \$2,500 grant to the Forest Preserve District of DuPage County for the Little Acorns program held throughout local classrooms.

Thank you Pam, for the wonderful job you did as the liaison between our two organizations. It made the experience that much more enjoyable.

Finally, the GofC is grateful to the IAEE for the tremendous support the past two years, and in helping us help others, in memory of our son and brother Carl.

Sincerely,

The Gift of Carl Foundation, Inc.

The Gift of Carl Foundation, Inc.
Rob & Char, Dan & Renee Vuillaume

