



Expo Line e-newsletter

September 2011

CEM Week is a Hit with MW Chapter Members

Midwestern Chapter members capped off a day of recertification and instruction during IAEE's CEM Week in Chicago with a networking happy hour at the M/X Lounge & Bar at the Hyatt Regency McCormick Place on August 15.

Fourteen industry professionals from such companies as Corcoran Expositions, Inc., Expoexpert, Inc., Freeman, National Restaurant Association, and SmithBucklin Corporation attended. Many had taken part earlier in the day at CEM Week attending classes towards a CEM or the recertification process. The happy hour was a welcome way to end a day full of instruction. "It was wonderful to have a convenient location to network with the Midwestern Chapter members all in one place," said Alesha Neely, CEM, of SmithBucklin Corporation. "It was an easy way to network with some amazing people. I am looking forward to the next meeting to see everyone again." Early indications are CEM Week will be returning to McCormick Place in Chicago next year in August. Visit the chapter website at: www.iaeemwc.com to learn details as they develop.

MW Chapter 2011 Events

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

Consider Donating a Gift for the Holiday Party Silent Auction

Your donation will raise money for our chapter charity, the Off The Street Club.

If you are interested in donating an item, please contact Benjamin Rabe at: brabe@smithbucklin.com.

IAEE MW Chapter Reception at Expo! Expo!

Thursday, **December 8, 2011**

Las Vegas, NV

More details in this issue

Message from the Board

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



As we flip the calendar from August to September and put the finishing touches on the extended Labor Day holiday weekend some might think that it's time to say goodbye to summer. Rather, I think it's time to usher in the fall season with a schedule of events aimed at delivering optimal networking opportunities and can't miss programs for Midwestern Chapter members. Don't miss these upcoming Chapter events:

The Annual Meeting & Luncheon at Maggiano's in downtown Chicago on September 21. The Annual Meeting & Luncheon is as much a September tradition as baseball pennant races, the kickoff to the football season and an increasingly busy events schedule following the summer. Come have lunch with industry friends and make new contacts as IAEE President, Steven Hacker, CAE, provides an update on the state of the industry and details how new developments will impact us all. Whether you're a supplier, show manager, or association staff, you don't want to miss this popular event which is a *must attend* for many area industry professionals.

The MW Chapter Educational Program & Holiday Party on November 30 at Petterino's in downtown Chicago. Come to the city to experience the magic of the holidays, share holiday cheer with colleagues and associates and attend "Conducting Effective Site Inspections."

The IAEE MW Chapter is partnering with the Exhibition Services & Contractors Association (ESCA) to bring our members this relevant panel discussion. "Your event is one year away and it is time for a site visit. So now what? What are the most important questions you must ask prior to the site visit being completed?"

This will be a great learning opportunity for personnel with hotels, convention centers, suppliers, associations, meeting industry professionals and *especially for new employees*. You will hear firsthand proven methods, tips and best practices on what you should do to guarantee a successful site visit for all parties. Each participant will leave with a standard template checklist that can be used as a guide for setting an agenda, identifying who should attend and what they should bring to the site visit. The top 20 questions with answers will be reviewed and provided to each participant. Panelists include: Chuck Grouzard, Senior Vice President of National Sales, GES; Mark Tunney, CMP, CEM, Senior Vice President of Sales & Client Services, Chicago Convention & Tourism Bureau; and Mark Zimmerman, General Manager, Georgia World Congress Center. This event is generously sponsored by Fern Exposition Services, LLC.

Make plans now for the **MW Chapter's Annual Reception at Expo! Expo!** December 8 in Las Vegas. Attendance has increased annually since the first reception in 2006 and this year's reception promises to provide an unparalleled opportunity for chapter colleagues to meet prior to the evening's closing party. More details will be available soon.

I've met with numerous chapter members during the past several months and many have expressed an interest in attending and participating in more chapter events. I urge all members to make an attempt to take advantage of this fall's scheduled activities and to regularly check the chapter website at www.iaeemwc.com for updated information. I look forward to seeing everyone at the Annual Meeting & Luncheon later this month at Maggiano's.

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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).

Welcome New MW Chapter Members

ARMA International

Jacki Conn, Brett Dietrich, KC O'Rourke, Wanda Wilson

Association of Equipment Manufacturers

Megan Miglautsch

Association of Legal Administrators

Steve Carasso, Matthew Cortez

CM Services, Inc.

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Global Experience Specialists (GES)

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IPC-Association Connecting Electronics Industries

Kristin Schueler

National Marine Manufacturers Association

Thomas Dammrich

New Orleans Metropolitan CVB

Shanon Villeneuve

Production Transport, Inc.

Jenni Sanders

Three Way

Joe Nash

Welcome New MW Chapter CEMs

Maria Labriola, CEM

Manager of Show Sales

IPC-Association Connecting Electronics Industries, Bannockburn, IL

John Loveless, CEM

Senior Director, National Accounts

Global Experience Specialists (GES), Chicago, IL

Rosemary Murphy, CEM

Senior Coordinator & Assistant to Executive VP, Convention

National Restaurant Association, Chicago, IL

Jim Noruk, CEM

National Sales Manager

Freeman, Chicago, IL

Randy Smith, CEM

Exhibit Manager

True Value Company, Chicago, IL

22nd Annual IAEE MWC Golf Outing a Big Success!

It was a scorcher this past August 1 at the Stonebridge Country Club in Aurora, IL as 87 golfers prepared to tee off at the 2011 IAEE MWC golf outing. Everyone was sure to grab a sandwich and several cold beverages to start the day.

The fantastic Tom Fazio-designed course was challenging from the start. Talk about rough, that grass was past our knees! It was better to say goodbye to an errant ball than to put on your jungle hat and search for it. We might have had to send a search party. Luckily all of our golfers are professionals and were able to enjoy the course while networking with colleagues!

Thanks to our generous sponsors we had great challenges on many of the holes. From the football toss and the rubber ducky chip-shot, to the cold-margarita toss (well that wasn't really a challenge) and the "choose your hole" hole, golfers had many chances to win prizes ranging from golf balls and towels to gift cards and airline tickets!

There were plenty of great items in the silent auction. Thanks to the generous donations and our golfers, we were able to raise \$2,575 for our chapter charity, Off The Street Club! OTSC is a safe haven for children of the West Garfield Park neighborhood. To learn more about OTSC visit: www.otsc.org/about-us.php

After a hot day on the links golfers joined the reception and had a great dinner with more time to network and trade tales of their prowess on the course. During dinner prizes were awarded to the following people:

1st place foursome: Dales Leithleiter, Billy Daddano, Billy Daddano, Jr. and Tom Daddano

2nd place foursome: Tom Corcoran, Jack Thompson, Brian Basilico and Bill Karabel

3rd place foursome: Dave Dolan, Tom Buhmann, Mike Alberts and Nick Borgdorff

Women's closest to the pin: Alicia Balonek **Men's closest to the pin:** Bill Lemmon

Women's longest drive: Heidi Voorhees **Men's longest drive:** Chris Wehking

Congratulations to our winners and to all that attended this great outing! Special thanks to our generous sponsors for making the 22nd Annual Golf outing a great success. Your contributions make this event happen and help the IAEE Midwestern Chapter come together for fun in the sun and a chance to mingle with fellow members.

Each year the IAEE Midwestern Chapter hosts our golf outing to help bring members and non-members together for a day of golfing and networking. We'd like your feedback on the best time for this event. Please click here to let us know your thoughts: www.surveymonkey.com/s/PW2LMQB

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Metropolitan Pier & Exposition Authority
Navy Pier
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Las Vegas Convention and Visitors Authority
Maggiano's
Marriott Chicago Schaumburg
McCormick Place
Navy Pier
Renaissance Schaumburg Hotel & Convention Center
Sheraton Chicago Hotel & Towers
Visit Orlando

Foursome Winners of the Golf Outing



1st place foursome: Dales Leithleiter, pictured center. Not pictured: Billy Daddano, Billy Daddano, Jr. & Tom Daddano. Keith Ogulnick & David Gerhardt presenting award.



2nd place foursome: Tom Corcoran, Jack Thompson, Brian Basilico & Bill Karabel.



3rd place foursome: Dave Dolan, Tom Buhmann and Mike Alberts. Not pictured is Nick Borgdorff.



Ladies Closest to the Pin: Alicia Balonek.

IAEE MW Chapter Co-Chair, David Gerhardt and



Golf chair, Keith Ogulnick