

# SITE CHICAGO

The Official Newsletter of SITE Chicago



## LETTER FROM THE PRESIDENT

They say the apple doesn't fall from the tree and growing up, my parents have always led a life of volunteerism and giving back. From running school fundraisers (the combined smell of hundreds of cardboard boxes and thousands of chocolate candy bars is one I'll never forget) to organizing church festivals, there isn't a time I can remember that they weren't deeply involved in supporting our community. I am so grateful they instilled this same spirit in me from a young age.

It is an absolute privilege and honor to serve as your 2020 SITE Chicago Chapter President! I am excited for the opportunities that lie ahead, and I am grateful to the SITE Chicago leaders who came before me and have given their time, heart and energy to this chapter to get us to where we are today. My term is not about this year alone, but about continuing the legacy of what we have accomplished to date and what will unfold under future leadership. (cont. on page 2)

## WHAT'S INSIDE THIS ISSUE:

- SITE Global Conference - 2
- Annual General Meeting - 2
- Board of Directors - 3
- Holly Trolley 2019 - 4-5
- YL Roundtable - 6
- Join Us! - 7



Our Board is committed to providing quality, relevant education events, networking opportunities for meaningful connections, and continuing a culture of inclusivity. Together we will continue to ensure we are recognized globally as a Chapter of Excellence.

Our chapter is built on a foundation of volunteers; our amazing Board of Directors, Committee Members, Young Leaders, and Sponsors who make us the strong chapter we are today. Thank YOU for your support and commitment to SITE Chicago. I appreciate you and hope that my leadership encourages you to become more involved and engaged. Your membership is an investment in your future; take full advantage of experiences by being engaged and not just present. Get involved. Volunteer to do more. Encourage others to join you in becoming part of the SITE Chicago community.

My parents were in town last year as I was preparing for Holly Trolley and when they saw that I could use some extra hands, they jumped right in. I offered them a chocolate bar as thanks and smiled again thinking about how things come full circle. Start small or jump in big. SITE Chicago is an investment in you, professionally and personally. I can honestly say that you will forever be better because of it. So, what will you do differently in 2020 to get involved? We are ready for you!

Here's to a great year -  
Colleen Brzozowski, CIS  
2020 SITE Chicago President  
colleen.brzozowski@accessdmc.com

## NEXT EVENT: ANNUAL GENERAL MEETING 2020

Thursday, February 20 | Loews Chicago Hotel

Please join us on Thursday, February 20 from 3:30 pm to 8:30 pm for our Annual General Meeting at the Loews Chicago Hotel.

We will explore our exciting 2020 calendar (including a new, innovative event!), discuss upcoming trends and opportunities, unpack the SITE Global Conference, and dive into what motivates each of our board members into making this the best year yet!

Register Today! <https://cvent.me/BNM4Q5>



# ANNOUNCING THE SITE CHICAGO 2020 BOARD OF DIRECTORS



*Colleen Brzowski*

**President**  
CIS

Director of National Accounts  
ACCESS Destination Services  
[colleenbz1@yahoo.com](mailto:colleenbz1@yahoo.com)  
[colleen.brzowski@accessdmc.com](mailto:colleen.brzowski@accessdmc.com)



*Diane Murray*

**Immediate Past President**  
CMP, CIS, HMCC

President  
Options4Meetings  
[diane.murray@live.com](mailto:diane.murray@live.com)



*Lorraine Bellas*

**Director of Sponsorship & President-Elect**  
CIS

Regional Meetings & Incentive Groups Manager  
Sandals and Beaches Resorts  
[sitechagosponsorship@gmail.com](mailto:sitechagosponsorship@gmail.com)  
[lbellas@uvi.sandals.com](mailto:lbellas@uvi.sandals.com)



*Angelique Bernier*

**Director of Administration**  
CIS

Business Development Director  
Next Level Performance  
[angeliqueberniercmp@gmail.com](mailto:angeliqueberniercmp@gmail.com)



*Rose Hippert*

**Director of Communication**  
CIS

Account Manager  
Creative Group  
[sitechagocommunications@gmail.com](mailto:sitechagocommunications@gmail.com)  
[rhippert@creativegroupinc.com](mailto:rhippert@creativegroupinc.com)



*Bonnie Coop*

**Director of Education**  
CIS

Senior Producer  
Total Event Resources  
[mitchell\\_bonnie@outlook.com](mailto:mitchell_bonnie@outlook.com)  
[bcoop@total-event.com](mailto:bcoop@total-event.com)



*Stephanie Wright*

**Director of Events**  
DMCP

Regional Sales Manager  
PRA Chicago  
[stephanie.wright@pra.com](mailto:stephanie.wright@pra.com)



*Marla Everette*

**Director of Finance**  
CMP, CMM, CIS

Account Manager  
Travel and Transport, Inc.  
[meverett@tandt.com](mailto:meverett@tandt.com)



*Stephanie Nieszal*

**Director of Membership**

In Market National Sales Manager,  
Illinois & Indiana  
Caesars Entertainment  
[snieszal@caesars.com](mailto:snieszal@caesars.com)



*Sophia Lin Kanno*

**Director of Young Leaders**

Senior Event Producer  
Kehoe Designs  
[sophia@kehoedesigns.com](mailto:sophia@kehoedesigns.com)

# RECAP: HOLLY TROLLEY 2019

See a full gallery of photos from the event [here](#), courtesy of MK Event Photo

Yet again our 5th Annual Holly Trolley was one for the books! With a guest count of over 130 and a wait list longer than we ever imagined, the 2019 Holly Trolley kicked off the holiday season with a BANG!

The evening began at River Roast in downtown Chicago where we had delicious food and a lovely hot chocolate bar to warm us up on our cold winter adventure. From there, we climbed aboard our trolleys and enjoyed networking, holiday tunes, and beverages provided by our lovely sponsors: Caesars Entertainment and Fiesta Americana!

Our second stop was Lucky Strike in Wrigleyville where we saw how competitive our members can be with arcade games, billiards and ping pong. The ambiance at Lucky Strike really shook the night into high spirit.

After jumping on the trolleys one last time, our final stop was at Bounce Sporting Club where we enjoyed cocktails, popcorn thanks to Garrett's, and where we raised over \$300 for handwarmers to Chicago Help Initiative, which SITE Chicago agreed to match up to \$200, so a whopping \$500+ in handwarmers will be donated this month!

## Thank You Sponsors



“

*... the little extras like the holiday accessories, beverages on the trolleys, treats from the sponsors, etc. provide an incentive-like feel to the evening...*

## Testimonials from our Survey:

This is one of the best social events of the season, customers and supplier partners are all in the holiday spirit and enough movement that you can talk to everyone.

- Isabel Mahon

*Director of Sales Incentive/Insurance  
Fairmont Hotels & Resorts*

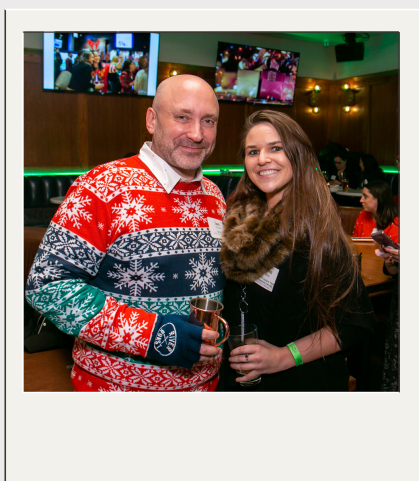
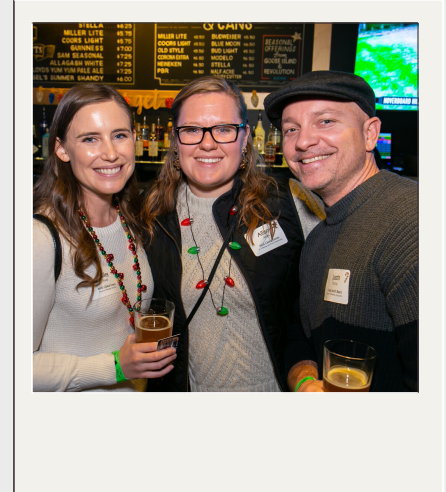
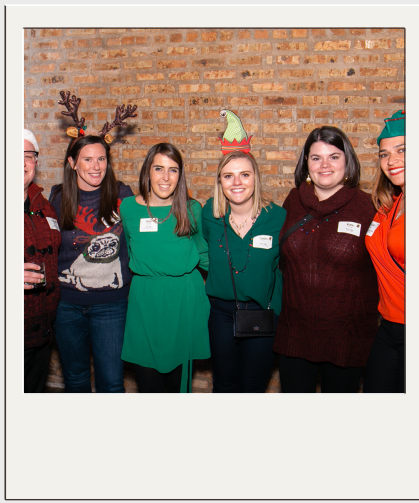
SITE Chicago's Holly Trolley event is innovative and enjoyable way to network. I really enjoy the multiple venues and time on the trolleys as it generates movement among the guests so that you can always be interacting with different people. The little extras like the holiday accessories, beverages on the trolleys, treats from sponsors, etc. provide an incentive-like feel to the evening. This truly is an exceptional industry event!

*Anonymous, Supplier Member*

The SITE Chicago Holly Trolley is a great time to re-connect in a fun and festival atmosphere. I missed the last two years and am thrilled I could attend this year in 2019. I met new suppliers and connected with SITE members from around the world. I am blessed to be a member of SITE Chicago!

*Dana Weaver*

*Senior Manager Marketing  
GROWMARK*



site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

site Chicago Vegas 5th Annual Holly Trolley

# RECAP: OCTOBER YOUNG LEADERS

## Young Leaders Round Table Education Program

On October 2nd at the Hofbräuhaus, the SITE Chicago Young Leaders lead round table discussions, beer in hand, on 6 key incentive industry topics among our membership. Categories of interest were selected by attendees during registration and then rotated through to share areas of expertise as well as thought-provoking questions surrounding key topics. The overall take aways and highlights:

### **Emerging Destinations/Tourism**

- Lunch-and-Learn Post FAMs so that information can be shared across the company
- Second-tier cities are experiencing faster growth than top tier, and European second-tier cities are experiencing more tourism and group/incentive attendees
- Puerto Rico is making a comeback and Cartagena, Colombia is an emerging destination along with South Africa and Croatia. Important for CVBs to provide resources and current event updates to planners

### **CSR/ Social Responsibility**

- Most groups would like to do a CSR activity - budget determines what can be done
- Being able to find immediate research about a company and what they do/what they are involved with to have that basic information even ahead of RFP responses
- Being educated on why group events are doing things they are doing

### **RFP Process and ROI on Content vs. Investment**

- Consider a tiered system for RFPs to help suppliers and hotels understand the crux of the event and how deeply to dive into any given RFP
- Using an RFI which gives the nuts and bolts first in preliminary stages instead of the full-blown RFP from the beginning and also ensuring unique things are included in the initial RFP responses
- Hotels recognizing when an RFP may need a DMC or additional vendors and pulling them in can make it easier for the planner to exude the feel of a "one-stop shop"

### **Technology**

- Utilizing technology and data collection applications, personalizing experiences are important, especially highlighting inclusivity and commonality
- Building individual profiles for everyone that you are interacting with - how do you learn about his/her likes and specific details to elevate experiences/site visits/incentives, etc.
- Wanting information vs. protecting privacy and how it affects the industry and events

### **Food and Beverage/ Health and Wellness**

- Trends - everyone is looking for an experience and "build your own" options. Important to set expectations on how those preferences affect the budget and experience.
- Variety is the spice of life - ensuring there's variety for attendees
- Needing to be creative and able to customize for various restrictions. Also discussed "be-leisure" - can you build in time for checking email or taking a moment to give space and free time

### **Security and Risk Management**

- Risk management has to happen at every single level and start at the very beginning of the planning process
- Knowing your group and the risk tolerance level of that group is vital
- Security is much more top of mind now than in the past and groups will ask for full security plans and safety plans more often and earlier in the process. Also, more attorneys are involved in the contracting process which is extending the timeline of the contracting process.

# 2020 SPONSORSHIP OPPORTUNITIES

Be a SITE Chicago Sponsor in 2020!

SITE Chicago operates on a volunteer basis therefore the responsibility of providing quality education programs and social events falls to the various committees. In order to encourage participation in these events and to maximize supplier/buyer networking, we try to keep individual event fees to a minimum.

Our sponsors are critical in helping us champion this goal of bringing the highest level of professionalism to our industry and in turn encourage our members to show their support in kind. Our sponsors provide cash or in-kind goods and services contributing to the operations of our Chapter meetings, educational events and social events. We are looking for Gold Sponsors, Silver Sponsors, Friends of the Event and more.

[Download our Sponsorship Prospectus](#)

## BECOME A MEMBER TODAY!

All we are missing is you! Become a SITE Member and, with the help of a burgeoning network of peers, transform the greater meetings and incentives industry! Click below to get more details about the SITE application process, fees, membership add-ons and more.

### Membership Information and Rates

**Need to renew your SITE Membership for 2020? Renewing is easy!**

- Login with your username and password
- A courtesy renewal invoice has already been created for you. To access the invoice, click "My Options" and select "My Profile" at the top of the page, then click on "Transactions".



**Call for Volunteers!**

ENHANCE YOUR RESUME,  
EXPAND YOUR  
PROFESSIONAL NETWORK

Get Engaged!

- Administration
- Communications
- Education
- Events
- Finance
- Membership
- Sponsorship

Click [here](#) to complete our committee form and a board member will be in touch!