

# site Chicago

Proudly Serving Illinois, Michigan & Wisconsin

**Chapter News     March 2022**

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## Breaking News: Stand With Ukraine - Donate Now



Join SITE Chicago in standing with Ukraine. We are donating \$1000 as a chapter today, and we challenge our members and industry friends to collectively match that \$1,000 by March 31. If our challenge is met, we will add another \$500 in appreciation for your donation. Scan the QR code or use Venmo account @SITE\_Chicago to send your contribution.

We'll make sure it gets to SITE Poland in support of their chapter's direct efforts for Ukraine, including children's aid, education and health, MICE industry rebuild and more. All contributions will be recorded, and to ensure transparency, SITE Poland will publish a report approved by its Audit Committee and circulated to all donors.

We challenge you to contribute whatever you can. Donation amounts are anonymous. No amount is too small -- or too large -- in supporting this important cause.

~ Your SITE Chicago Board



# Welcome from the President

Welcome to SITE Chicago!

It is my honor to be serving as SITE Chicago's President for 2022. This year is sure to be exciting yet challenging as we look towards our industry's full revival. I look forward to the opportunities this year will bring and to meeting you all at our events.

Your SITE Chicago Board of Directors are geared up and ready for a year of connection with our members. We will be bringing back some of our traditional events such as the 8th Annual Holly Trolley, 2nd Annual Roadshow and our Young Leaders Mentor/Mentee program. In 2021 we had the privilege of expanding our chapter footprint to include not only Illinois but Wisconsin and Michigan, so this year brings new networking and educational events in all three destinations.

My goal this year is to continue building a strong member chapter, focus on ways to engage further audiences, and innovate for the future. The board and committees are very passionate about our strategic goals this year and are ready to put on a show, I hope you have an opportunity to see what we have to offer.



Cheers to 2022, thank you for your commitment to SITE Chicago!

Rose Hippert, CIS, CITP  
President, SITE Chicago



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# Annual General Meeting Highlights

Bonnie Coop, CIS, CITP

It was February 17 in Chicago, so what else could we expect but a snowy night... and we still had a great turn out! Thank you to all of our members and sponsors who braved the elements, warmed up with us and participated in this important annual update on all things incentive travel.

We are thrilled to officially announce our new chapter name: SITE Chicago, proudly serving Wisconsin and Michigan.

It was an amazing, collaborative conversation among the entire group, learning how we can support our members and how everyone can get involved to support our local chapter and the global SITE community. Huge thank you to our raffle sponsors who donated some great prizes. We raised over \$500 for our CSR initiatives. We truly hope that everyone found value in the event and will get even more involved this year.

We are honored that we are able to support the SITE Foundation with a \$2,500 donation to help support their efforts of keeping our members engaged and involved.

A huge thank you to all of our Platinum Sponsors for the Event... 21c Hotel Museum Chicago, OluKai Sandals and Northern Island Tourism. We could not have done this event without you!



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# Membership in SITE Chicago

Lisa Crolius

Congratulations on being a member of SITE Chicago!

One of the many perks of your membership is being able to access the Member Directory. Please visit <https://siteglobal.com/member-directory> and start networking!

We would love to hear if you are interested in joining a committee as well. You should have received the membership kit with our calendar of events.

One important goal for 2022 is to grow our membership in Wisconsin and Michigan. Please let me know if you know someone who might be interested in joining SITE.

We will be giving away a free membership for 2023 to the member who recruits the most members this year!

Please send all potential members to me at [lisa.crolius@westin-cayman.com](mailto:lisa.crolius@westin-cayman.com)



# Young Leaders of SITE Chicago

Celeste Kelley

The Young Leaders Mentor Mix and Mingle was postponed to March 9 due to a weather delay on February 17. We had a great turn out and are eager to announce the pairings!

We're planning on getting the Chi Connections group together both virtually and in person this year. It's truly a fantastic group of people so if you have not already signed up, but would still like to participate please email [sitechagoyoungleaders@gmail.com](mailto:sitechagoyoungleaders@gmail.com)!

We're always willing to find an opportunity to get you involved. We're very excited about what this year will bring for this program! If you have any questions or suggestions, please reach out to us via the above email as well.

Additionally, this year we've got a few fun plans up our sleeve! Be on the lookout for more details regarding our Young Leaders Social for later this summer!



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# Sponsor Spotlight: Experience Columbia

Beth Shaffer

In the heart of South Carolina, tradition and tomorrow pair perfectly in Columbia. It's a modern city where stately buildings buzz with new businesses and centuries-old sites give rise to fresh perspectives. It's a creative hub in the midst of surrounding natural beauty. With dynamite shopping, food and tons to see and do year-round, Columbia grants you front row access to all of this with affordable prices, easy access via three interstates that lead into town, lots of parking and walkable districts, too.

## Meet

Ample meeting space can be found all over the region, from event facilities and attractions to historic houses and sporting venues. Columbia is also home to the Columbia Metropolitan Convention Center, the only downtown convention center in the state. The 142,500 sq. ft. building houses 19 meeting rooms and the CMCC earned its accreditation from the Global Biorisk Advisory Council (GBAC) last year, showing its commitment to hosting groups safely in this COVID era.

The walkable downtown convention district means easy access to about 2,000 hotel rooms within a one-mile radius of the CMCC, plus more than 60 restaurant and nightlife options.



## Stay

With more than 12,000 hotel rooms throughout the region, the accommodations options are plentiful. Whether you're looking for boutique properties or familiar brands, something in the heart of one of our entertainment districts or convenient to the interstate, a place made for short or extended stays, there's a hotel to suit every preference and budget.

## After Hours

When the work day is done, it's time to have some fun! Visit world-class attractions like Riverbanks Zoo and Garden, the Columbia Museum of Art (catch a new Rodin exhibit now through mid-May!), the South Carolina State House and historic house tours through Historic Columbia.

Plus, the Columbia region is flush with parks and opportunities for outdoor adventures. Make time for a visit to Congaree National Park, the state's only national park, and one of the few places in the world where you can witness the rare natural phenomenon of firefly synchronization in late May to early June.

## Virtual Visit

If you're not quite ready to come see Columbia for yourself, but are actively planning future events, you can access our comprehensive virtual platform [here](#).



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# CSR Pillars of SITE Chicago

Diane Murray, CMP, CIS, CITP

At all of our great events, SITE Chicago sells raffle tickets. The lucky ticket holder gets to take home a gift such as a fabulous stay or package at a spectacular destination; maybe it's a lovely gift such as a Seiko watch, Maui Jim sunglasses or a Laudi Vindi leather item to use throughout the year. But, why do we do this? All of the proceeds go directly to our SITE Chicago CSR initiatives. Thanks to **your** donations we have assisted members in need after hurricanes and disasters. We have made contributions to pet and homeless shelters, served meals, cleaned up beaches, planted trees, created scholarships and supported the SITE Foundation's industry research.

As we move forward in 2022, the Board wanted to share the **3 Pillars** of our CSR initiatives. As our Chapter region officially expands our CSR efforts are embracing Wisconsin, Michigan and more of Illinois. The results from our member survey helped develop our approach. Our 3 Pillars are:

- **Community:** Helping those struggling with hardships – ECPAT; Domestic violence; Youth, Homeless/Animal shelters and services
- **Chapter:** Developing our members – Scholarships; Achievement awards; College students; Member tragedy (fire, accident, illness) incidents.
- **Conservation:** Sustainability / Earth / Carbon - Park & Beach Clean Ups; Earth Day; Preservation and Restoration; Carbon off-sets; Clean water.

2022 is already off to a good start with donations of personal hygiene items to [Pathfinders Milwaukee](#), empowering Youth, Changing Lives in the WI Region. To [Chicago Help Initiative](#), Feeding Hope we contributed personal hygiene items for 150 homeless persons. Our annual [SITE Foundation](#) donation to support industry research and reports. Support at [Michigan Cares for Tourism](#) is next with a hands on event this fall. More to come are scholarships, pet rescue and conservation events. This month, we are coordinating donations to support our SITE Poland chapter's work to care for those in Ukraine. Please consider donating.

**THANK YOU** for continuing to open up your hearts in support of our CSR work. We know those who's lucky ticket has been pulled, have enjoyed their prizes!

## Michigan Outreach

Amy Young

The snow is beginning to thaw and Crocuses are peaking through as they see a little more sunlight every day. A season of renewal and growth is just what we need to kick off a campaign to engage more Michigan involvement with SITE. As our Michigan Ambassador, I've been working diligently to track down the incentive travel professionals that reside throughout our state. Wonderful, supportive conversations with such industry movers and shakers in the state such as Mark Bondy of VIKTOR Incentives (now Motivation Excellence) and Kim Corcoran of Destination Michigan have provided invaluable insight. Both have shared a willingness to help build the network in the state. A notable quote from Mark made us smile, "There's no single organization that has built my professional network more than SITE".

With Earth Day approaching on April 22, we're connecting Site Chicago with Michigan Cares for Tourism for our CSR outreach in the state. The organization invests in Michigan's most valued tourism treasures...it's people and it's historic, cultural, and natural attractions. <https://michigancaresfortourism.com>. The last SITE networking event in Michigan was in Detroit, we are leaning towards gathering in Grand Rapids Michigan this spring. Would you like to sip champagne (or maybe a local brew) atop the Amway Grand Plaza with a view of the city? Also in the works is a possible event this fall in Traverse City, we think it's important to bring the SITE love to all corners of the state. More details provided at registration in April.

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# Sponsorship Opportunities

Nancy McFadyen & Patti Elliott

Are you looking to showcase your business commitment to the incentive travel industry? Consider partnering with SITE Chicago to sponsor educational and networking events in Chicago, Milwaukee and Detroit this year. As the travel industry and face to face meetings begin to rebound, strategic partnerships are of utmost importance and we invite you to align your brand with our values and mission of connecting incentive travel with business results.

This year Patti Elliott, Director of National Accounts with Grand Hotel Mackinac Island and Nancy McFadyen, Director of Group Sales with the Beverly Hills Conference and Visitors Bureau are Board Co-Chairs of the SITE Chicago Sponsorship Committee. On behalf of the Thank you to all those who supported our Annual General Meeting at the Hotel 21C on February 17th. Nancy and Patti will be reaching out to our members for future sponsorship opportunities.

If you are looking for great exposure in the Wisconsin or Michigan markets, we have two future events coming soon. Our first ever Milwaukee networking event will be held at the Iron Horse Hotel on Wednesday, May 25th. Details on our Michigan event will be announced shortly.

We will be looking for Event Sponsorship, Raffle items as well as Live Auction items. Speaking opportunities may also be available based on your level of sponsorship. We will also be hosting our Second Annual Roadshow in Chicago, Michigan and Wisconsin in addition to our most popular event the Annual Holly Trolley.

Please contact Nancy McFadyen at [mcfadyen@lovebeverlyhills.com](mailto:mcfadyen@lovebeverlyhills.com) or [pelliott@grandhotel.com](mailto:pelliott@grandhotel.com)



## 2022 SITE CHICAGO SPONSORSHIP PROSPECTUS

Nancy McFadyen & Patti Elliott  
Co-Chairs  
[SiteChicagoSponsorship@gmail.com](mailto:SiteChicagoSponsorship@gmail.com)  
773-456-0678/630-849-0509

# Wisconsin Outreach & CSR Impact

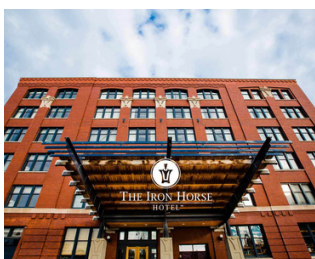
Amie Devine, CMP

I am so proud to serve as the Wisconsin Ambassador for SITE Chicago! This new role was created by the Society for Incentive Travel Excellence with a goal to reach more incentive travel professionals in Wisconsin.

The Wisconsin Spring Networking Event is set for Wednesday, May 25 at the Iron Horse Hotel in downtown Milwaukee from 4 to 6 PM. This amazing boutique hotel venue will be our "launch" into getting back out there and doing what we all love...NETWORKING! The goal is to grow the network of Wisconsin incentive professionals and I would love for you to join us! Registration will open in April so be sure to SAVE THE DATE.

Already making a CSR impact in Milwaukee, SITE Chicago has jumped right in to provide personal hygiene items to Pathfinders Milwaukee. ([pathfindersmke.org](http://pathfindersmke.org)). Pathfinders represents one of Wisconsin's oldest and most effective nonprofit organizations serving youth in crisis. Our low-barrier, innovative services support youth to find safety, hope and healing. Pathfinders serves about 7,000 youth each year. Nearly 1,000 of these youth access intensive services and more than 25% utilize two or more programs.

We are honored to support this organization and to learn more about them at the Spring Networking Event.



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# Meet Your 2022 Board

The volunteer Board of SITE Chicago is here to support you and help you feel connected with our community. Get more involved by joining one of our committees. Contact any of us anytime to learn more!



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Lorraine Ballas, CIS, CITP  
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# Upcoming Events

by Alex Bakalis

Gear up for some exciting networking events this year. We will be hosting three late Spring/early Summer networking events, one in each state we proudly serve.

National Wine Day is Wednesday, May 25 and our Wisconsin Ambassador has planned a fun night at The Iron Horse in Milwaukee. Chicago and Detroit dates are coming out soon.

Check out the SITE Chicago website and social media as we launch registration for these events in April. And of course, our member-favorite Holly Trolley will be back mid-December 2022.

## Chicago Spring Networking

May/June 2022 - Date TBD

## Michigan Spring Networking

May/June 2022 - Date TBD

## Milwaukee Spring Networking

May 25, 2022

## Education Event

May/June 2022 - Date TBD

## Young Leader Social Event

August/September 2022 - Date TBD

## 2nd Annual Roadshow

November 7 - 9

## 8th Annual Holly Trolley

December 2022



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