



- MPI is holding to International Meetings, one in London and one in Dubai. All MPI members are encouraged to attend.

Congratulations to Brooke Stoeckel, she was crowned as the St. Paul Winter Carnival Queen.

Our chapter nominated three individuals for the Minnesota Hospitality Journal Award; Jaimie Mattes, Dianna Fuller, and Michael Bergman. Congratulations to those individuals for their nominations.

Minnesota Meetings and Events will have their award at the Minneapolis Hilton on Thursday evening; many MPI Minnesota Members have been nominated for awards.

Blaze Driscoll and Shawn Suckow both have articles in the current issue of *The Meeting Professional*.

### **Education Report – Ellie Madson, VP Education**

All of the details for Knowledge Quest for tomorrow are on track. There are 215 attendees registered with 53 exhibiting companies. This is the highest registration count for this event. The podium agenda will be distributed later today. Kudos were given to the team for the strong execution of this event.

### **Membership Report – Liz Vardaman, VP Membership**

The current membership count is at 477 members which is an increase. All board members and committee members are encouraged to promote the EMPI nominations process, the online nomination form is available on the website. Thursday April 24<sup>th</sup> will be the next new member orientation at the Humanities Center in St. Paul. Each team will be encouraged to have a representative at this meeting. A top 10 email was distributed to all members who are currently not involved on a committee. There have been several responses to that email already.

### **Communications Report – Terrie Maley, VP Communications**

The team continues to work with all of the committees on their communication needs. A new volunteer has been identified for the PR internal committee. The board testimonials have been posted on the website. The industry links have been updated on the website.

### **Community Outreach Report – Erin Feeney, Director Community Outreach**

The team will be at KQ tomorrow to talk about all of the upcoming programs that the group is working on. An update was provided on the Piggy Bank collections, the Cooks for Kids program, and the pop tab collections. The Ronald McDonald Golf Tournament will be in August, volunteers will be recruited for this event.

### **Financial Report – Marilyne Bouteiller, Director Finance**

For the month ending January 31, organization revenue was \$10,166, cost of sales \$7,784, expenses of \$6,030 for a net income of (\$3,648). The year-to-date revenue was \$98,348, cost of sales \$37,569, expenses are \$49,778 for a net income of \$10,999. The chapter is half way through the year and the finances are on track. Next months report will reflect the revenue from KQ which will give a good picture of the event. An update on the sponsorships for KQ was provided which will help with the revenue as well as the exhibitor revenue. The committee is looking at options to try to bring in additional sponsors and advertising revenue. It was requested that the committee look at immediate opportunities to help get more revenue in that area.

### **Leadership Development – Leslie Skyrms, VP of Leadership Development**

The All Team Meeting and Board 101 session were held this past month and everything went well. The next Mentor Next Door program is scheduled for June 4<sup>th</sup> at 4:30 p.m. It was pointed out that this is the

last date of the board retreat, the committee will look at alternative dates. The Power of Two program will be promoted at KQ tomorrow.

### **Consent Items**

*Terrie Maley made a motion to approve the January board minutes report and February TSR's, seconded by Erin Feeney. Following discussion, a vote was called; the motion was carried.*

**Strategic Plan Review** – This was originally scheduled to be the Director of Strategic Alliance, but since this position was eliminated, there was no team in review.

### **Discussion Items**

*None at this time.*

### **Unfinished Business**

*Leadership Award – Leadership Committee*  
There will not be an award this month.

#### *Nominations Update – Immediate Past President*

The team met yesterday afternoon, and there are currently nine applicants for seven open positions with several people still considering applying. The committee is developing a list of questions to follow up with the applicants later this week. Everything is on track to meet the deadlines with strong individuals expressing interest. The Director of Finance position is the only position that an individual has not expressed interest in at this time. If you are aware of anyone please let Michael know.

#### *Membership Directory – Finance*

Marilyne contacted the company with feedback from the last board meeting. She is going to work on a financial proposal to the board. They have offered to have a conference call with the board to answer all questions anyone has. Additional information will be pulled together on this proposal.

#### *Update on association partnership – Education*

Brooke and Ellie have been having discussions about the experiences working with other associations on meetings. Because of the large time commitment that the team has experienced this year planning events with other associations they are recommending that MPI take a year off from hosting joint events. The board had discussion about the pros and cons with the partnerships. It was recommended that a question is added to the March Evaluation form to gauge how important this is to members to help determine the direction for next year. There will be additional discussion on this topic at the April meeting.

#### *Foundation Grant – Immediate Past President*

Michael is working on this process. He is going to be working to develop a list of priorities to the teams to determine what types of things they want for the website. He will also work to get three bids for these updates. He hopes to submit this by March 10<sup>th</sup>.

#### *Board 101 – Immediate Past President*

There were almost 30 individuals who participated in this event, many of these individuals have applied for open positions on next year's board. Michael recommended holding this session again next year.

#### *Board Testimonials – President*

All board members were reminded to get their testimonials submitted to Terrie.

#### *Community Outreach Question – President*

Please let Jan know if there are any comments/concerns or feedback on this transition.

*Chapter Exchange Update – President*

The Michigan chapter would like to hold this session around our March program so they can attend the meeting. Arriving on Wednesday and continuing meetings on Thursday. They are hoping to learn more about member involvement and recruitment program to increase their member retention and community outreach. They also want to look at our educational programming process. Everyone on the board will be invited to participate in this exchange. We hope to learn about their communications tools, sponsorship program and succession planning. Jan will be working to put together an agenda for this event. A representative from each team will be requested to participate in this program.

**New Business**

*Update on NWA Ticket Procedure – President*

All board members were reminded that NWA has given our chapter 11 tickets, six of them have been used and 5 tickets are available for chapter business. The process to use these tickets is to get approval from the board. Maria is the contact to redeem these tickets, not NWA. If possible the tickets can be used for the Leadership Training in Dallas, if there are tickets left the next option will be to use them for the Golf Tournament.

*Business Edge Proposal – Maria Huntley*

Maria provided the board with a summary of the proposal and meeting with Business Edge. She will forward this information to the board and a decision will be made at the board meeting in March.

**Other Business**

The next board meeting is **Wednesday, March 19<sup>th</sup>** at 9:15 a.m. at the Crowne Plaza Riverfront, St. Paul. Board reports are due by noon on Monday, March 10<sup>th</sup>.

**Motion to Adjourn**

There was no further business and the meeting was adjourned at 10:40 a.m.

Respectfully submitted,

Maria Huntley  
MPI Minnesota Office

# MPI Minnesota Chapter

## Leadership Team Status Report

Date: February 2008

President: Jan Tolle MacDonald, [jtollemacdonald@bloomingtonmn.org](mailto:jtollemacdonald@bloomingtonmn.org)

President Elect: Ann Young, [ayoung@thedepotminneapolis.com](mailto:ayoung@thedepotminneapolis.com)

Immediate Past President Michael Bergman, [Michael.Bergman@hilton.com](mailto:Michael.Bergman@hilton.com)

		Budget	Completion Date	% Complete	Responsible Party
Strategic Goal #1	Lead the Board of Directors and Committee Chairs in their efforts to increase volunteer participation, recognition and leadership development.				
Action Item 1.1	Have a board member greet attendees at monthly meetings		5/31/08	70%	All
Strategic Goal #2	Increase communications and collaborations between teams to assist in the implementation of the Minnesota Strategic Plan.				
Action Item 2.2	Participate as a Committee Liaison by attending at least one meeting of each committee.		6/30/08	70%	PE
Action Item 2.3	Place monthly phone calls to new members welcoming them to the chapter and recruiting new volunteers.		6/30/08	70%	PE
Strategic Goal #3	Provide leadership succession development to support the advancement of the Minnesota Chapter				
Action Item 3.1	Develop Past Presidents Advisory Council	\$200	6/30/08	20%	IPP
Action Item 3.2	Implement new election process and have at least two candidates per open board position		1/31/08	100%	IPP
Action Item 3.3	Conduct leadership board session - an informational overview of becoming a board member/leader.		1/31/08	100%	IPP
Action Item 3.4	Hold three Leadership Skills/Professional Development Sessions.		6/30/08	66%	IPP
Strategic Goal #4	Increase communications between MPI International and the Minnesota Chapter. Work to increase communications and collaboration with related local industry associations.				
Action Item 4.1	Conduct three Executive Committee Meetings.		6/30/08	33%	Pres.
Action Item 4.2	Share International announcements in the President's board report, monthly meetings, and <i>NewsNotes</i> and <i>The Meeting of the Minds</i> newsletter.		6/30/08	60%	Pres
Strategic Goal #5	Evaluate, create, implement and monitor leadership task force to gauge feasibility for chapter				
Action Item 5.1	Add leadership board position to increase qualified candidates to the board		6/30/08	100%	Pres
Action Item 5.4	Develop recommended changes to bylaws for review by International.	\$100	12/31/07	100%	Pres

### Leadership Team activity this month:

P, IPP, PE - Attended PEC in Houston & Leadership Training

P, IPP, PE - Attended KnowledgeQuest

PE - Met with 30<sup>th</sup> Anniversary Committee

PE - Met with Nominations Committee

P & PE - Attended Conference Call with CBM

P & PE - Attended May Gala planning meeting

IPP - Continued focus on the Nominations process for 2008/2009 with the Nominations Committee.

P - Attended the Community Outreach Committee Meeting.

P & PE coordinated Chapter Exchange Visit Agenda

P attended the MME Industry Event

# MPI Minnesota Chapter

Action taken by Leadership Team that specifically supports chapter strategic plan:  
All activity supports the plan

Leadership Team requests the following board motion/action:

Upcoming team plans:  
Executive Committee Meeting (conference call) on March 12

Leadership Team needs for this month's chapter meeting:

Additional comments:  
Ann Margaret Young will be conducting the monthly meeting on Jan TM's behalf. Jan will be on business travel.

# MPI Minnesota Chapter

## Leadership Development Team Status Report

Date: March 2008

Position/Name/Email: Vice President Leslie Skyrms and Director Tracey Smith, [lskyrms@amicusbc.com](mailto:lskyrms@amicusbc.com), [Tracey@GarrettSpeakers.com](mailto:Tracey@GarrettSpeakers.com)

Strategic Goal #1	Text - To provide education on the importance of mentoring relationships, real life examples of mentoring and to further explore what a formal mentoring program could look like for the Mpls-St Paul MPI chapter.	Budget	Completion Date	% Complete
Action Item 1.1	Develop 3 Mentor Next Door Programs to further educate members on "Mentoring" and the benefits of being involved in a mentoring relationship. These programs would occur in Fall/Winter/Spring Quarters. We would attempt to engage senior level planners/suppliers to be part of these events as panelists/speakers/presentations. The goal would be to get sponsorship dollars/meeting fee collected to offset hard costs. (\$1400 per event to pay for food and beverage \$700 - this assumes \$15 for 45 guests, AV \$200, Room Rental \$200, Linens \$100, Gifts for panelists \$100, marketing (flyer, email blast) \$75, program printing costs \$25) * Anticipated sponsorship/meeting fee dollars would cover costs. In the past we have charged \$30 per person and on an average, have collected approximately \$1200 per event. Average attendance has been around 40 attendees.	0.00	5/31/08	50%
Action Item 1.2	Hold 3 - 4 College Roundtable discussions with surrounding colleges/universities. Promote membership in MPI at these events. Solicit participation on the panel by senior level planners/supplies. (\$250 per event to offset mileage expense and email blast to solicit interest in MPI membership to sit on panel \$200 mileage reimbursement for panel speakers, \$50 for email blasts - 2) <b>Moved to Membership</b>	\$750	5/31/08	0%
Action Item 1.3	Research and develop a formal mentoring program for current MPI members who are looking to move into a leadership role.	\$0	5/31/08	100%
Strategic Goal #2	Provide leadership succession development to support the advancement of the Minnesota Chapter.	Budget	Completion Date	% Complete
Action Item 2.1	Conduct meeting with all committee chairs to get input and approval of proposed program(s). Will need a venue for the meeting and possibly food & beverage. Could be done in concurrence with the August meeting.	\$0	?	10%
Action Item 2.2	Develop proposal for leadership development program(s) for the chapter. Proposal will be circulated for review prior to September board meeting, where a motion will be made to approve the program.		9/10/07	100%
Action Item 2.3	Make determination of need for board-level leadership to oversee Leadership Development for entire chapter. From here, develop recommended changes to bylaws for review by International. Follow through to vote by chapter members.	\$100	9/19/07	100%
Action Item 2.4	Develop and write leadership guidelines, to include job descriptions, for the chapter. Have this document ready for the first Mentor Next Door event in October. Print hard copies and post on website.	\$200	9/15/07	100%
Action Item 2.5	Develop and write testimonials of each Board member, and include comments from their employers. Post on website.	\$100	12/31/07	20%
Action Item 2.6	Develop collateral (web-based) for members to justify joining/renewing membership in MPI and to show benefits of taking on a leadership role (letter to their boss).	\$200	1/15/08	0%

**Leadership Team activity this month:** Promoted Power of Two program at KnowledgeQuest.

Mentor Next Door II is scheduled for June 5 at the St. Paul Hotel. Panelists are Michelle Ledell; Amy Brenengen, Director, Office on the Economic Status of Women; Lori L. Jacobwith, Aporte (Sustainable

# **MPI Minnesota Chapter**

Strategies Workshops); and Jodi Davis, JD Coaching and Consulting. The event will begin with networking at 4:30 pm, program from 5:30 - 6:30, and then prize drawings until 7pm.

**Action taken by Leadership Development Team that specifically supports chapter strategic plan:**

**Leadership Team requests the following board motion/action:** If you have employers willing to grant a short interview about your involvement in MPI and the leadership skills you have developed through this, please contact Leslie Skeyrms.

**Upcoming team plans:**

**Leadership Development Team needs for this month's chapter meeting:**

**Additional comments:**

# MPI Minnesota Chapter

## Community Outreach Committee Team Status Report

VP of Finance: Jaimie Mattes, [jmattes@helmsbriscoe.com](mailto:jmattes@helmsbriscoe.com)

Director of Community Outreach: Erin Feeney, [erin.feeney@hilton.com](mailto:erin.feeney@hilton.com)

Chair: Emily Nelson, [enelson@umn.edu](mailto:enelson@umn.edu)

Date: February 8, 2008

Strategic Goal #1	Create opportunities for MPI members to become involved in activities that support a charitable organization throughout the year.	Budget	Completion Date	% Complete	Responsible Party
Action Item 1.1	Select a charitable organization to partner with for 2007-08.		7/18/2007	100%	Erin Feeney
Action Item 1.2	Contact existing and new volunteers to join and build committee to ensure participation.		7/31/2007	100%	Emily Nelson
Action Item 1.3	Determine three projects/activities for volunteer involvement throughout the year and select sub-chairs and sub-committees for each project.		8/1/2007	100%	All Committee
Action Item 1.4	Recruit additional active and non-active members to support these projects at the August Kick off meeting.		8/15/2007	100%	Erin & Emily
Action Item 1.5	Promote charitable partnership at a monthly meeting to create volunteer awareness of the organization and volunteer opportunities.		9/19/2007	70%	All Committee
Strategic Goal #2	Create a stronger awareness within the community of MPI - as well as outside of MPI - regarding charitable projects MPI will be involved in throughout the year.				
Action Item 2.1	Appoint one volunteer per sub-committee to act as the PR liaison for their specific project.		8/1/2007	100%	Erin & Emily
Action Item 2.2	Co-Chairs will provide a recap/summary of all project successes at the end of the year.		4/30/2008	0%	Emily
Action Item 2.3	Maintain Community Outreach information for web page publication about feature projects, volunteers, successes and opportunities.		4/30/2008	40%	Sub-Committee Chairs
Action Item 2.4	Write personal "thank you" notes to recognize MPI volunteers following each project.		4/30/2008	60%	All Committee
Strategic Goal #3	MPI MN Chapter will partner with a charitable organization to raise funds for the charity. We will donate a portion of the proceeds to the charity and retain a portion to maintain administrative costs.				
Action Item 3.1	Have piggy bank collections at monthly meetings to generate funds for the non-profit partnership.		4/16/2008	70%	Sub-Committee Chairs
Strategic Goal #4	Develop and implement a succession plan within Community Outreach and we will recruit 2 new members.				
Action Item 4.1	Talk about leadership roles and opportunities within MPI at monthly committee meetings.		4/30/2008	60%	Erin & Emily
Action Item 4.2	Recruit co-chairs for 2008-09.		4/30/2008	50%	Erin & Emily
Action Item 4.3	Hold a leadership transition meeting of past director and chairs with new director and chairs.		5/15/2008	0%	Erin & Emily
Action Item 4.4	Maintain Director Task List.		5/15/2008	70%	Erin
Action Item 4.5	Maintain Co-Chair Task List.		5/15/2008	70%	Emily

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Action Item 4.6	Volunteer recognition at May All-Team Meeting.		5/21/2008	0%	Erin
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## Community Outreach Team activity this month:

**Pop Tab Collections:** collected 60 pounds to date.

**Piggy Bank Collections:** We are currently at \$870.00 since the February Meeting. Donita and Erin are working on the Steve DeVries Donation, as he is willing to contribute again this year. We are also working on raffle ideas for the March & April Meetings to jump start the collections, as we are falling behind. Working with Finance to check on opportunities and checking with local vendors on some donation ideas.

**Cooks for Kids:** The dates are April 27 Brunch, April 28-30 Dinner at the Ronald McDonald House in Minneapolis. Sign up sheets will be available for volunteer time and supplies. Signups are going well and should fall right into place.

**RMH Golf Tournament:** Dates are still to be determined for August 2008. Sub-Chairs will be working with the RMH on volunteer only opportunities.

## Action taken by Community Outreach Team that specifically supports chapter strategic plan:

- Discussed leadership roles at committee meeting.
- Talk about Board Process for 2008-2009 and leadership role for next year.

## Community Outreach Team requests the following board motion/action:

- None

## Upcoming team plans:

- Community Outreach meeting scheduled for Wednesday, April 2, 2008 at the Carlson School of Marketing.
- Promote Piggy Bank Collections and Cooks for Kids.

## Community Outreach Team needs for this month's chapter meeting:

- Table at the March Meeting at the Crown Plaza.

## Additional comments:

- None

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## Communications Team Status Report - 2007-2008

Date: March 10, 2008

Position/Name/Email:

VP: Terrie Maley

terrie\_maley@conferencedirect.com

Director:

PR-External Co-Chair: Victoria Marley

victoria@twinwest.com

PR-External Co-Chair: Blaze Driscoll

blaze@blazedriscoll.com

PR-Internal Chair: John Cosgrove

john@cosgrovetriviachallenge.com

Website Chair: Hanna Werner

hwerner@minncle.org

Strategic Goal #1	PR-INTERNAL: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events to MPI members	Budget	Completion Date	% Complete	Responsible Party
Action Item 1.1	Broaden scope of content and contributors to the publications (MOTM, Meeting Minders, NewsNotes)	\$0.00	June 1, '08	85%	PR-Internal Committee
Action Item 1.2	Make MOTM more interactive (FUN!) and promote Buy MPI	\$0.00	June 1, '08	60%	PR-Internal Committee
Action Item 1.3	Encourage more committee involvement	\$0.00	June 1, '08	75%	PR-Internal Committee
Action Item 1.4	Get feedback on improvements for the newsletter	\$0.00	Sept. 30, '07	100%	PR-Internal Committee
Action Item 1.5	Update the timeline of deadlines for MOTM, Meeting Minder and NewsNotes; Send it to all committee chairs, Directors and VPs	\$0.00	July 15, '07	100%	PR-Internal Committee
Strategic Goal #2	PR-EXTERNAL: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events to the media and other external contacts				
Action Item 2.1	Update and improve key PR documents and tools: <ul style="list-style-type: none"> <li>- Create on-line Press page</li> <li>- Update Media list twice a year</li> <li>- Update process description and timeline for media coverage</li> </ul>	\$0.00	June 1, '08	90%	PR-External Committee
Action Item 2.2	Improve access of committees to services of public relations committee: <ul style="list-style-type: none"> <li>- Update the Communications Action Form and educate committees and members on how to use the form</li> <li>- Recruit one individual on each team to act as communications liaison to alert PR committee of important information/messages and provide information and resources</li> </ul>	\$0.00	Sept. 30, '07	100%	PR-External Committee
Action Item 2.3	Build stronger relationships with media people. <ul style="list-style-type: none"> <li>- Invite and have at least six members of the press as guests at three or more MPI meetings</li> <li>- Maintain communication with the press throughout the year</li> <li>- Promote Buy MPI within press releases</li> </ul>	\$0.00	June 1, '08	80%	PR-External Committee
Action Item 2.4	Promote MPI-MN in related association publications	\$0.00	June 1, '08	60%	PR-External Committee
Strategic Goal #3	WEBSITE: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events on MPI-MN's website				
Action Item 3.1	Create and maintain an updated Events Calendar to include MPI national and international events, MPI-MN events, committee and board meeting dates and locations and special events.	\$0.00	Dec. '07	99%	Website Committee
Action Item 3.2	Maintain updated pages throughout website using information from all committees. Create a schedule for committees on when they	\$0.00	Dec. '07	99%	Website

# MPI Minnesota Chapter

	should be reviewing their content on the website and when to send updates to the web site committee.				Committee
Action Item 3.3	Add BOD testimonials to the website.	\$0.00	June 1, '08	100%	Website Committee
Action Item 3.4	Work with NS to determine feasibility of committee pages on the website.	\$0.00	Dec. '07	85%	Website Committee
Action Item 3.5	Review new job board for decrease/increase after we start charging non-members for postings	\$0.00	Dec. '07	85%	Website Committee
Strategic Goal #4	VP: Provide timely and information coverage and promotion of newsworthy MPI projects, programs and events				
Action Item 4.1	Help assure successful succession planning: - Update Leadership Succession tasks lists for VP, Director and Committee Chairs	\$0.00	June 1, '08	70%	Terrie
Action Item 4.2	Continue to recruit committee members and identify those interested in chair and BOD positions	\$0.00	June 1, '08	70%	Terrie
Action Item 4.3	Develop the communications team and improve its effectiveness: -Devise and enact strategies to recruit and retain communications team volunteers -Discuss upcoming events/projects and determine how to promote them most effectively.	\$0.00	June 1, '08	70%	Terrie
Action Item 4.4	Promote "Buy MPI"	\$0.00	June 1, '08	70%	Terrie

## Communications Team activity this month:

**PR-INTERNAL:** Committee continues to find topics for articles and contact members for ideas and submissions.

**PR-EXTERNAL:** The emails and personal phone calls to key media contacts inviting them to attend our monthly meetings is going well! We are thrilled to announce that four representatives from the local media have attended our meetings.

**WEBSITE:** Posted this month:

- ✓Board member testimonials
- ✓Save the date – for the June Golf event
- ✓Provided a link to International's industry calendar from our Chapter calendar.
- ✓Will begin to copy MPI Int'l w/ postings to our local calendar of events
- ✓Updated calendar
- ✓Posted Future Watch banners & link to content
- ✓RFP for May awards

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## Education Team Status Report

**Date:** March 2008

**Vice President:** Ellie Mason, madson@acainternational.org

**Director:** Brooke Stoeckel, brooke@visitminneapolisnorth.com

**Education Co-Chair:** Dawn Olson-Wallerus, dolson-wallerus@thedepotminneapolis.com

**Education Co-Chair:** Staci Kvasnik, SKvasnik@metroconnections.com

**CMP Chair:** Denise Woods, dwoods@agcmn.org

**KQ Chair:** Stephanie Ripley, stephanie.ripley@hotmail.com

**KQ Co-Chair:** Sean Schuette, sschuette@intrinxec.com

<b>Strategic Goal #1</b>	<b>Plan and execute ten programs for the 2007/2008 fiscal year that provide professional development and networking opportunities to all levels of membership.</b>	<b>Budget</b>	<b>Completion Date</b>	<b>% Complete</b>	<b>Responsible Party</b>
Action Item 1.1	Develop a theme to give the Education programs a cohesive message.	\$0.00	August 2007	100%	Ellie
Action Item 1.2	Utilize Platinum series to bring in two high level speakers.	\$1200	March 2008	100%	Ellie
Action Item 1.3	Complete and file the Monthly Meeting workbook for each program.	\$0.00	May 2008	80%	Brooke
Action Item 1.4	Streamline podium announcement process.	\$0.00	September 2007	100%	Ellie
Action Item 1.5	Encourage speakers when appropriate to provide handouts and take-away materials to enhance the learning.	\$1000	May 2008	80%	Ellie/Brooke
Action Item 1.6	Determine what associations we should partner with for the 2008-2009 calendar year.	\$0.00	March 2008	100%	Brooke
Action Item 1.7	Increase monthly meeting cards to 40 by the end of the fiscal year.	\$500	May 2008	100%	Ellie/Brooke
Action Item 1.8	Develop a promotional item to enhance overall attendance at monthly meetings.	\$1500	August 2007	100%	Ellie
Action Item 1.9	Develop a succession plan to also educate the incoming Director on what their role will be as Director and VP of Education in the 2008-2009 calendar year.	\$1500	May 2008	0%	Brooke
Action Item 1.10	Set a standard procedure for payment when partnering with other associations.	\$0.00	October 2007	100%	Ellie
Action Item 1.11	Focus on utilizing MPI MN members for monthly meetings when able.	\$0.00	May 2008	80%	Ellie/Brooke
Action Item 1.12	Continue to move forward with the Affinity Program and increase attendance to 20 people.	\$250	May 2008	80%	Sue Daly
<b>Strategic Goal #2</b>	<b>Sustain our current suppliers at the showcase and increase planner attendance by 50 people over the previous year for a total of 100 planners.</b>				

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Action Item 2.1	Partner with the membership and communication committees to increase student attendance to 10.	\$0.00	February 2008	100%	KQ Team
Action Item 2.2	Provide different levels of education to appease all levels of membership (i.e. Senior Level Track).	\$10,000	February 2008	100%	KQ Team
Action Item 2.3	Move the event to February based on the results of the evaluation sent to planners after KQ 2007.	\$0.00	August 2007	100%	Ellie
Action Item 2.4	Adjust pricing structure to appease planners, suppliers, students and non-members.	\$0.00	September 2007	100%	KQ Team
Action Item 2.5	Provide the membership committee with a script to market the February KQ call-around.	\$0.00	February 2008	100%	KQ Team
Action Item 2.6	A personal hand-written invitation sent to all MPI MN planners to encourage attendance at KQ 2008.	\$110	February 2008	100%	Education Committee
<b>Strategic Goal #3</b>	<b>Increase awareness of the Certification Programs and give support to those who have established this designation.</b>				
Action Item 3.1	Update the list of individuals with certifications on the MPI MN website.	\$0.00	May 2008	50%	Ellie
Action Item 3.2	Schedule an information session on CMP and CMM certifications.	\$0.00	May 2008	100%	Denise
Action Item 3.3	Plan a CMP and CMM private breakfast to reward our members for their certifications.	\$1000	May 2008	100%	Denise/Ellie
Action Item 3.4	Revise CMP study guide based on changes mandated by CIC.	\$1000	January 2008	50%	Denise
Action Item 3.5	Hold CMP boot camp two times in the program year if applicable with test takers.	\$0.00	May 2008	50%	Denise

## Action taken by the Education Team that specifically supports chapter strategic plan:

KnowledgeQuest was held last month and we had record attendance with a total of 238 people signed up. The KQ committee met on Thursday, March 6<sup>th</sup> to review the evaluations and discuss the details for KQ 2009. The committee is going to begin to search for a venue and then start looking into speakers.

Ellie Madson and Staci Kvasnik met with the May Gala team on Tuesday, February 26<sup>th</sup> to begin the planning for this event. Jan had met with Ryan Hanson on décor and theme ideas, so Ellie and Staci met with Ryan on Thursday, February 28<sup>th</sup> to talk about his vision. Staci has secured the following vendors for this meeting:

Spotlight Entertainment

Paper Rock Scissors for invitations and menu's

Photographer to take pictures of the event

Big Event Productions for AV

IMS for the venue with D'Amico as the caterer

We are working on a décor sponsor, possibly MetroConnections. We met with Big Event Productions on Monday, March 10<sup>th</sup> to discuss the production of the evening and what they are able to provide. We are working on setting up the next meeting with the entire group as well as a separate meeting at the venue to do the food tasting.

Our committee met on Wednesday, March 5<sup>th</sup> and we discussed the March meeting as well as the April roundtable meeting.

# MPI Minnesota Chapter

Brooke Stoeckel, Sean Schuette and Ellie Madson met at the April venue space on Friday, February 29<sup>th</sup> to discuss the flow of the meeting as well as topics for the roundtables. Sean has sent an email out to all possible facilitators, so we hope to fill those slots soon.

Brooke Stoeckel, Ellie Madson, Denise Woods and Sue Hussman met on Friday, March 07, 2008 to review the CMP study materials. The new book has been released and we are now going to begin the process of re-writing the boot camp materials. We also discussed the upcoming CMM/CMM recognition breakfast that will be held on Thursday, May 1<sup>st</sup> at the new Westin. Invitations will be going out in early April for this event.

## **Education Team requests the following board motion/action:**

Board Motion: *I make a motion to approve an additional \$3000 expense to the education budget in the 2007-2008 year that will be used to purchase new study books. (see attached for further information).*

Discussion Item: Cost for Planners to be Members (brought to our attention from a committee member). We've been informed that some planners are not able to become MPI members due to the overall cost- membership dues, monthly meetings, parking at some meetings. Is that hurting our chapter in gaining more planner members? One thought was to increase overall membership and reduce other costs.

Discussion Item: MPI memberships for sponsorships? We're getting requests.... We've had a member that we've been soliciting for a sponsorship at the May Gala come back and say that they will sponsor if we are able to give them 3 MPI memberships. How do we respond and what is the reasoning why not? We have also had another request where a venue would host our CMP boot camp as a full sponsorship, but is asking to then send 2 of their staff to the camp for free. Do we have a policy in place for these types of requests?

## **Upcoming team plans:**

### **Education Team needs for this month's chapter meeting:**

Podium time to announce the April meeting and also to post this on the email announcement sent after the meeting.

### **Additional comments:**

# MPI Minnesota Chapter

## Finance and Strategic Alliances Team Status Report

Date: March 2008

VP: Jaimie Mattes, [jmattes@helmsbriscoe.com](mailto:jmattes@helmsbriscoe.com)

Directors: Marilyne Bouteiller, [mbouteiller@cpmsp.com](mailto:mbouteiller@cpmsp.com)

Chairs: Kelly Kellin, [kellyk@apnadvantage.com](mailto:kellyk@apnadvantage.com); Nicole French, [nfrench@premiertrans.com](mailto:nfrench@premiertrans.com)

Strategic Goal #1	Raise \$13,000 in Advertising and Sponsorships	Budget	Completion Date	% Complete	Responsible Party
Action Item 1.1	Establish three (3) Long term Corporate Partnerships 1.1a Tourism/Destination Partnership, Corporate Partner, etc.		6/08	10%	Jaimie
Action Item 1.2	Create Collateral Materials to Promote Initiatives	\$200	12/07	10%	Jaimie
Action Item 1.3	Market to 2 <sup>nd</sup> and 3 <sup>rd</sup> Tier Cities		6/08	0%	Jaimie
Action Item 1.4	Contact Non-Traditional Sponsors (Local and National)		6/08	0%	Jaimie
Strategic Goal #2	Add One (1) Additional Scholarship				
Action Item 2.1	Develop a selling tool to present to Organizations about MPI and the Scholarship Program and ask that they Sponsor the cost of the Additional Scholarship		March 2008	0%	Marilyne, Kelly, Ellie
Action Item 2.2	Contact Corporations to Possible Implement a Corporate Sponsored Scholarship		January 2008	0%	Marilyne, Kelly, Ellie
Strategic Goal #3	Raise \$17,500 in Silent Auction Revenue				
Action Item 3.1	Increase the Number of Items by 5% over 2006		December 2007	100%	Marilyne, Kelly, Ellie
Action Item 3.2	Encourage and Solicit Non-Member Attendance		December 2007	100%	Marilyne, Kelly, Ellie
Action Item 3.3	Explore On-Line Auction and "Buy It Now" Opportunities	\$500	December 2007	100%	Marilyne, Kelly, Ellie
Action Item 3.4	Tap into other Chapters and Obtain Donations		December 2007	100%	Marilyne, Kelly, Ellie
Action Item 3.5	Bundle Items to create more attractive Auction Items		December 2007	100%	Marilyne, Kelly, Ellie
Strategic Goal #4	Grow Revenue for Annual Golf Tournament by 15% over Previous Year				
Action Item 4.1	Increase Planner Participation by only Charging Hard Costs		June 2008	25%	Marilyne, Kelly, Ellie (Dan)
Action Item 4.2	Promote Dinner/Auction Only Option	\$200	June 2008	25%	Marilyne, Kelly, Ellie (Dan)
Action Item 4.3	Increase Sponsorship Opportunities		June 2008	25%	Marilyne, Kelly, Ellie (Dan)
Strategic	Decrease Chapter Expenditures by \$1500 for 2007-2008				

# MPI Minnesota Chapter

Goal #5					
Action Item 5.1	Educate Committee Members to ask for Sponsorship Dollars vs. Paying for Items Needed		May 2008	50%	Jaimie
Action Item 5.2	Understand more fully what each committee's expenditures are for and find ways to decrease the dollars spent		November 2008	50%	Jaimie

Finance Team activity this month:

The Finance Team discussed the Golf Tournament and set the rates for teams and individuals. Prices for Sponsorships went up approximately \$50 per item. PSA Charities has been contacted to hold the date so they can offer the signed autograph frames again. It was decided that due to the earlier start time of the Golf Tournament we would hold a heavy reception versus a full meal for the attendees. This may include drink tickets for the reception as well. Once the committee has prices we will determine what to do. This should allow the attendees to get home to their families and not run into their evening activities.

Jaimie contacted the Tucson CVB to see if they would like to offer a golf giveaway for the April Program. We extended the offer to them first before we go to other sponsors.

We also discussed a new U-Tube like idea presented by Tracey Smith to raise some instant revenue for the Finance Team under Sponsorship and Advertising. The idea is to offer a 15 second "commercial" that could be placed on the website for companies to tell about what they do. We could offer this to anyone that is interested. Tracey is speaking with Hoffman Communications about the possibility of "filming" these commercials.

We may even be able to use some of these at the beginning of Chapter Meetings to promote the idea right away. The thought is to charge about \$200 per 15 second segment. At this point we would run the commercials through the end of the year for the first time "buyers". We hope that we could add a link to the home page that members could click on and see the commercials.

All cmte members were invited to the March Board Meeting since we are the Team in Review.

Action taken by Finance Team that specifically supports chapter strategic plan:

By raising our sponsorship rates for this years tournament we are supporting the Strategic Plan in making our Financial Goals for the upcoming year.

Finance Team requests the following board motion/action:

N/A

Upcoming team plans:

The Golf Chairs and Cmte are meeting with the Golf Course to finalize and sign the contract for the tournament. The website, Sponsorship Opportunities and Registration will be up shortly so people can start to register.

We are also dividing up all of the phone calls that need to be made for the golf event to potential sponsors.

Finance Team needs for this month's chapter meeting:

The Finance Team will need Podium time to announce the Golf Tournament save the Date and to also announce the Scholarship Dates/Deadlines to make sure that people apply. We also need time to announce the Raffle Winner.

# MPI Minnesota Chapter

## Membership Team Status Report

Date: 3/10/2008

Position/Name/Email: VP of Membership / Liz Vardaman / [liz.vardaman@jostens.com](mailto:liz.vardaman@jostens.com); Director of Membership Doug Gillam, Chairpersons: Sue Hussman, Recruitment; Juli Wagner, Recognition; Ann Ruehling, Retention; Rosealee Lee, Student Membership

Strategic Goal #1	Increase membership to 450 by 6/30/2008	Budget	Resp	Completion Date	% Complete	CHAIR UPDATE
Action Item 1.1	Exhibit at a minimum of four tradeshow that could provide solid leads on new members	\$100	Sue Hussman + Diane Pearson	6/30/08	100%	
Action Item 1.2	Upgrade the MPI booth to present a professional Tradeshow appearance to highlight who MPI is at first glance	\$900	Sue Hussman	3/08	50%	
Action Item 1.3	Continue to track prospects from tradeshows, referrals, inquiries and other forms of leads			On-going	On-going	
Action Item 1.4	Expand new-prospect calls to answer questions and influence buying decision by continuing to call until every prospect is actually talked to (up to five attempts). Expand volunteer list so that no one is responsible for more than 12 prospects each month.		Sue H + others as needed	On-going	On-going	
Action Item 1.5	Create "leave behind" for tradeshows and other occasions that briefly describes the benefits of belonging to MPI.	\$200	Sue Hussman + Judy Okerstrom	3/08	0%	
Action Item 1.7	Develop and Implement a Corporate New Member Program that will focus on recruiting members from larger companies	\$200	Sue Hussman Anne Michaud +	On-going	0%	
Action Item 1.10	Develop and put in place a procedure to address the "Maximum of three times as a guest" policy		Sue Hussman + Debbie Van Ravenhorst	4/08	20%	
Strategic Goal #2	Expand Recognition for current and prospective members	Budget	Resp	Completion Date	% Complete	
Action Item 2.1	Expand the Branding of eMPI for optimal visibility for members and employers (eMPI awards, tabletops and stickers)	\$1000	Juli Wagner & 1 person			
Action Item 2.2	Recognize individual members for their yearly membership with 5,10, 15 and 20 year pins at May Banquet	\$130	Juli Wagner + 1 person	5/08	0%	

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Action Item 2.4	Past eMPI award winner program		Juli Wagner + 1 person			
Action Item 2.7	Thank you notes as appropriate	\$50	Juli Wagner + 1 person	Monthly	Ongoing	
Action Item 2.8	Recognize our sponsors with recognition plaques for monthly meetings	\$350	Juli Wagner + 1 person	Monthly	Ongoing	
Action Item 2.9	Up Close profiles		Diane Pearson	Monthly	Ongoing	
<b>Strategic Goal #3</b>	<b>Increase our retention rate to 78% retention rate for 2007-2008</b>	<b>Budget</b>	<b>Resp</b>	<b>Completion Date</b>	<b>% Complete</b>	
Action Item 3.1	Develop a program for contacting lapsing members. Coordinate with MPI Int'l office and MPI MN Chapter President. If they are not renewing continue to record and disseminate reasons.	None	Ann Ruehling + Anne Michaud + Renee Splittgerber	3/08	80%	
Action Item 3.2	Hold new member lunch at least twice a year. Continue the town hall Q & A feel so new members are able to ask Board members questions.	None	Lucy Hicks & Judy Okerstrom	4/08	50% fall completed event	
Action Item 3.3	Quarterly, communicate with all members who are not on any committees to encourage them to join one. Avoid the use of high-pressure methods.	\$40	Lucy Hicks & Judy Okerstrom	3/08 & 6/08	50%	
Action Item 3.4	Continue to send Emails to New members as welcome and how to navigate MN MPI.	\$50	Lucy Hicks & Mary Timmons	Ongoing	Ongoing	
<b>Strategic Goal #4</b>	<b>Increase student membership to 20 members</b>	<b>Budget</b>	<b>Resp</b>	<b>Completion Date</b>	<b>% Complete</b>	
Action Item 4.1	Recruit person or people to chair Student Membership sub-committee	None	Membership Committee leadership	1/1/08	100%	
Action Item 4.2	Recruit other members of MPI to sit on the committee	None	Rosealee Lee	1/1/08	100%	
Action Item 4.3	Coordinate with other chairs on recruitment, recognition, and retention activities for student members	None	Rosealee Lee	Ongoing	75%	
Action Item 4.4	Establish Student Member recruitment program with the objective of recruiting 10 new student members by the end of FY2008.	None	Rosealee Lee	Ongoing	75%	
Action Item 4.5	Identify accredited educational institutions in the state of Minnesota with relevant programs	None	Marnie Fleming & Rosealee Lee	12/31/07	75%	Marnie is identifying non-MNSCU institutions; Rosealee will contact primary faculty members from all institutions and is already contacting

# MPI Minnesota Chapter

						MNSCU institutions
Action Item 4.6	Participate in education institution curriculum/events by providing panel members and/or guest speakers and/or mock interviewers up to two times annually at each institution; display MPI membership info and network re: MPI at each event.	None	All Task Force members +	Ongoing	100%	Building on the success of the DCTC December panel, Task Force members will recruit other MPI members for and also personally provide this service.
Action Item 4.7	Work with student hospitality clubs hosted by educational institutions by attending club meetings and serving as a professional resource to students.	None	All Task Force members	Ongoing	0%	Pending identification of institutions and clubs
Action Item 4.8	Seek and facilitate quid quo pro web links to/from accredited college educational institution programs in the state of Minnesota to/from the MN MPI web site.	None	Rosealee Lee + 1	Ongoing	0%	Pending identification of institutions
Action Item 4.9	Assist students and non-student members of MPI by adding (and publicizing) a formal internship and volunteerism section of the MN MPI web job board.	Unknown	All MPI members	Ongoing	0%	
Action Item 4.10	Develop student participation in CMP study group.	None	Rosealee + 2	Ongoing	0%	
Action Item 4.11	Develop granting or other funding opportunities to financially assist students in attending the MPI monthly meetings.	None	All Task Force members	Ongoing	0%	
Action Item 4.12	Develop connectivity with the existing MPI mentor program.	None	Rosealee Lee	Ongoing	0%	
Action Item 4.13	Maintain student sub-committee communication regardless of work and travel schedules by development of an ongoing communication tool that facilitates dialog among committee members and hosts virtual meetings when physical meetings are not feasible..	Unknown	Rosealee Lee	Ongoing	100%	
Action Item 4.14	Invite students to Knowledge Quest & serve as resource for them during their visit	None	All task force members	Jan 08	100%	
Action Item 4.15	Encourage high school programs in hospitality	None	All task force members	2009	10%	Initiate and maintain database of state high schools with programs and offer guest speakers/tours as part of curriculum.
Action Item 4.16	Host twice-annual mock meetings for student participation (1) Mpls, (2) St Paul.	Unknown	All task force members +	2009	0%	Implement and maintain a "MN MPI Student Academy" where students can put their skills

# MPI Minnesota Chapter

						to work in real venues.
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Strategic Goal #5	Work closely with other committees on General Chapter initiatives	Budget	Resp	Completion Date	% Complete	
Action Item 5.1	Share membership information with appropriate committees		Liz & Committee Chairs		Ongoing	
Action Item 5.3	VP and Director to find candidates to run for 08-09 Membership Director		Liz & Committee Chairs		Ongoing	
Action item 5.4	Each Committee Chair develop a task list for their area of responsibility		Sue, Juli, Ann, Rosealee	4/30/08	0%	

## Membership Team activity this month:

**TSR Note:** The following action items were removed, to be re-visited at June board retreat for possible inclusion in next years plan: 1.8, 1.9, 2.5, 2.6, 5.2

## Recruitment:

- Next events at which we will have booth: State of the Industry (1/31/08 – already done) and Event Planners & Suppliers (3/5/08). These shows were completed. The assessment of the team members working the show determined that the State of the Industry is definitely an event that we want to continue to display. We will try the Event Planner & Supplier event one more year since this year’s event did not target the types of individuals that would be interested in MPI.
- Working with Freeman on new booth. Preliminary drawings are completed and will be reviewed by Membership Team, Executive Team and Krista Rogers from MPI Intl for feedback before we finalize the design.
- Prospect letters have been sent to 284 names in the meeting resource section of the March issue of Meetings & Events section of *Twin Cities Business*. The team will review the list of names to determine if there are individuals that we should follow-up with that would find MPI beneficial.
- The team is evaluating the list of guest attendance to determine if we have a large proportion of guests that attend more than 3 times and never join the organization. More information to follow.
- Sue and her team are working on pulling together all prospect information onto one excel document that could be shared by the committee. More information to follow.

## Recognition:

- EMPI Awards:
  - Nomination information online now.
  - 9 nominations are in.
  - Encourage all board members, committees chairs and committee members to make nominations.
  - An article will be included in this month’s MOTM
  - The nomination deadline is Wednesday, April 2.
- Shelbert Program:
  - This program is going well. To make it even better, we need more information out on this program. We will brainstorm to try and do a “kick-off” in August for the next season.

## Retention:

- The invitation for the New Member Luncheon has been sent out. The event will be held at the Minnesota Humanities Center, 987 Ivy Avenue East, St. Paul, MN 55106 on Thursday, April 24<sup>th</sup>. Registration is at 11:00 am with lunch from 11:30 am – 12 pm followed by the program till 1 pm. We would like to have either the VP or the Director attend from each of the committee (or a designated representative). Please look for an email with this request.

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- Top 10 Reasons To Join An MPI MN Committee email blast was sent out to approximately 300 MPI members that are not on a committee. This was a fun way to bring awareness to joining a committee. 7 members inquired about the opportunity. Ann and her team will follow up with those that inquired.
- Lapsed member calling is ongoing. The majority of the comments are lack of budget, moving to new position.

## **Student Membership:**

- There is no report from Student Membership for this month. They meet on Tuesday, March 11<sup>th</sup>.

## **Additional Notes:**

- The membership committee is looking for 2 people to chair committees. The areas are recognition and recruitment. Please contact Liz if you have any candidates that might be interested in these positions.
- The next committee meeting will be held on Tuesday, April 1<sup>st</sup> at the Radisson Conference Center at 3:30 pm.

DATE: 3/19/2008  
TO: MPI MN Board of Directors  
FROM: Ellie Madson, Vice President, Education  
SUBJECT: Approving an additional expense to the education budget in regards to revising the CMP boot camp study materials.

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BACKGROUND:

I had a meeting with Denise Woods regarding the new Convention Industry Council study book that is now out. This means we need to re-write the CMP boot camp materials before the next camp which is to be held the beginning of June. The preferred way of doing this is to send an email out to all CMPs and ask that they take a chapter and re-write that chapter's questions and quiz based on any changes.

CONCLUSIONS:

We would like to order 20 copies of both the CIC and PCMA books in order to give each person a copy to look at while they re-write these materials. Our thought is that we can then sell the books to the next few CMP classes so the money would be a loan from the chapter that would be paid back over time. The cost is approximately \$3000 up front.

The other detail that was found by discussing additional funds is that the CMP boot camp has had 27 participants since 2005 at \$175 per person (\$4644.00). We have been given full sponsorships for these boot camps, so the expense to our chapter has been minimal to none. This revenue has not been a part of the education budget the last few years (so has not been counted as revenue on our end), but I was informed that the money from this event does go the education line. Could we look at this as a loan from our own budget?

THE MOTION:

I ask that the board vote in favor of the following motion:

***I make a motion to approve an additional \$3000 expense to the education budget in the 2007-2008 year that will be used to purchase new study books.***

# MPI Minnesota Chapter

## Management and Administrative Status Report

Management and Administrative  
March 2008

Maria Huntley  
mhuntley@nonprofitsolutions.com

### Team Activity this month:

Membership – Maria worked with the committee to send out 284 letters to prospective members from the March issues of *Twin Cities Business* which was focused on Meetings & Events. There was a resource list of potential members that all received letters from MPI. There have been 8 EMPI nominations submitted to date, it is fast and easy please go online to nominate!

Communications -- We distributed the February MOTM on time.

Education – All follow up work from a successful KQ was completed, information was distributed to the exhibitors from the event. NS is actively working with the committee in the May Awards Dinner and working through the details of that event.

Accounting - The 1099 and 1096 forms for independent contractors and sole proprietors used by the Organization during the 2007 calendar year were filed with the IRS before the February 28, 2008 deadline.

Administration – There is a lot going on at NS. As you noticed in the NS newsletter, Belden Sadler is leaving NS after 8 years of service to our clients. I am excited to announce we have hired his replacement who will start on Monday. We also promoted Kendra Myers who has worked with NS for 8 years to Senior Designer and Webgoddess, she will be providing support to MPI and your website moving forward. She is very familiar with the systems and needs for MPI. Also – NS is offering a program free of charge to all board members on Friday, April 11<sup>th</sup> at the Hilton Minneapolis that will address the changing needs of generations in the association world. If you have other colleagues or committee members who would like to attend, the cost is \$15. I would encourage you to participate! Finally – we are also hiring a new position at NS in our Education & Events department – it is an administrative assistant for the department. If you know of anyone looking, please let Maria know.

MPI Minnesota 2007-2008 Chapter Calendar					
	<b>Last Updated 1/28/08</b>				
<u>Date</u>	<u>Day</u>	<u>Time</u>	<u>Event</u>	<u>Location</u>	<u>Team in Review</u>
May 31 & June 1	Thur & Fri	All day	Board Retreat - Spring	Embassy Suites Bloomington	
July 7	Fri	Noon	Board Reports Due		
July 28-31	Sun-Mon	All day conference	WEC	Montreal	
July 18	Wednesday	11:30 AM - 1:00 PM	Board Meeting	Nonprofit Solutions	Nonprofit Solutions
August 3	Fri	Noon	Board Reports Due		
August 15	Wed	9:15am - 10:45am	Board Meeting	Mystic Lake	Education
August 15	Wed	11:00am - 1:30PM	General Meeting	Mystic Lake	
September 10	Mon	Noon	Board Reports Due		
September 12	Wed		Monthly Financials Completed		
September 19	Wed	9:15am - 10:45am	Board Meeting	McNamara Alumni Center	Membership
September 19	Wed	11:00am - 1:30PM	General Meeting	McNamara Alumni Center	
October 3	Mon	3:00 pm - 6:00pm	All Team Meeting	Radisson Plymouth	
October 3	Wed	11:00am - 1:00pm	New Member Appreciation Lunch		
October 4		11:00am - 1:00pm	New Member Appreciation Lunch		
October 10	Wed		Monthly Financials Completed		
October 17	Wed	1:00 - 2:15 p.m.	Board Meeting	Marriott Minneapolis West	Communications
October 17	Wed	2:30 p.m. - 6:00 p.m.	General Meeting	Marriott Minneapolis West	
November 5	Mon	Noon	Board Reports Due		
November 7	Wed		Monthly Financials Completed		
November 14	Wed	9:15am - 10:45am	Board Meeting	Sheraton Bloomington	Community Outreach
November 14	Wed	11:00am - 1:30PM	General Meeting	Sheraton Bloomington	
December 10	Mon	Noon	Board Reports Due		
December 12	Wed		Monthly Financials Completed		
December 19	Wed	9:00 am - 10:30 am	Board Meeting	The Depot	IPP
December 19	Wed	11:00 am - 1:30 pm	General Meeting (Holiday Party)	The Depot	

MPI Minnesota 2007-2008 Chapter Calendar					
January 10 & 11	Thu & Fri	All day	Board Retreat/board meeting - mid-year	The Millennium Hotel	All Teams
January 9			Monthly Financials Completed		
January 16	Wed	11:00am - 1:30PM	General Meeting	St. Paul RiverCentre	
January 30	Wed	3:00pm - 6:00pm	All Team Meeting	Mariott City Center	
February 2-5	Sun - Tue	All day conference	PEC-NA	Huston, Texas	
February 1	Fri	Noon	Board Reports Due		
February 13	Wed		Monthly Financials Completed		
February 19	Tuesday	9:15am - 10:45am	Board Meeting (Conference Call)		Strategic Alliances
February 20	Wed	All day conference	KQ	Earle Brown	
March 11	Mon	Noon	Board Reports Due		
March 12	Tue		Monthly Financials Completed		
March 19	Wed	9:15am - 10:45am	Board Meeting	Crowne Plaza RiverFront	Finance
March 19	Wed	11:00am - 1:30PM	General Meeting	Crowne Plaza RiverFront	
April 8	Mon	Noon	Board Reports Due		
Date TBD		11:00am - 1:00pm	New Member Appreciation Lunch		
April 9	Wed		Monthly Financials Completed		
April 16	Wed	7:00am - 9:00am	General Meeting	Edinburgh USA	President Elect
April 16	Wed	9:30am - 11:00am	Board Meeting	Edinburgh USA	
May 7	Wed	3:00pm - 6:00pm	All Committee Team Meeting/Volunteer Recognition	Dave & Busters	
May 12	Mon	Noon	Board Reports Due		
May 14	Wed		Monthly Financials Completed		
May 21	Wed	2:00pm - 4:30pm	Board Meeting	International Market Square	President
May 21	Wed	5:00pm - 7:30pm	General Meeting - Awards Dinner	International Market Square	
June 3-4	Tue-Wed	All Day	Summer Board Retreat	Oak Ridge Conference Center	
June 20-22	Fri-Sun	All Day	The Leadership Conference	Wesitn, Dallas, TX	
Date TBD	Mon	Noon	Board Reports Due		
June 9	Mon		Golf Tournament		



### Meeting Recap 2004-2005

\*Breakdown of total attendance for each program

Program Date	Total Registered	Total Attended	No Shows	Walk In	Members	Non-Mem	Mtg Card	Comps	Suppliers	Planners	Sponsors	Suppliers Showcase
August 18, 2004		159	13	14	130	29	23	3	65	64	0	
September 15, 2004		110	18	7	84	26	23	1	40	44	1	
October 20, 2004		144	11	17	96	48	23	2	61	35	3	
November 17, 2004		135	20	13	100	35	23	2	62	37	1	
December 15, 2004		174	19	13	109	65	23	4	61	46	9	
January 19, 2005		123	9	10	89	34	17	1	56	30	9	
February 16, 2005		133	6	10	97	36	22	1	62	34	1	
March 16, 2005		131	6	6	87	46	22	13	40	49	0	36
April 20, 2005		127	15	2	88	39	22	1	51	47	0	
May 18, 2005		145	20	6	100	45	22	8	68	49	2	
<b>Totals</b>		<b>1381</b>	<b>137</b>	<b>98</b>	<b>980</b>	<b>403</b>	<b>22</b>	<b>36</b>	<b>566</b>	<b>435</b>	<b>26</b>	

### Meeting Recap 2005-2006

\*Breakdown of total attendance for each program

Program Date	Total Registered	Total Attended	No Shows	Walk In	Members	Non-Mem	Mtg Card	Comps	Suppliers	Planners	Sponsors	Suppliers Showcase	Suppliers Showcase Lunch Only
August 17, 2005	209	129	24	11	104	25	22	2	58	44	2		
September 21, 2005	146	125	16	8	94	31	22	5	58	53	0		
October 19, 2005	182	157	23	19	121	36	22	3	76	59	2		
November 16, 2005	172	100	21	1	76	24	22	1	45	52	0		
December 21, 2005	219	202	19	13	155	65	22	6	89	71	4		
January 18, 2006	117	115	5	9	84	31	20	1	41	41	0		
February 16, 2006	149	129	19	10	103	16	24	3	52	41	0		
March 15, 2006	167	160	5	5	116	44	30	11	63	49	11	42	4
Wednesday, April 19, 2006	155	132	20	14	105	47	24	10	53	47	1		
Wednesday, May 17, 2006	205	190	15	10	142	46	30	20	74	61	0		
<b>Totals</b>	<b>1721</b>	<b>1439</b>	<b>167</b>	<b>100</b>	<b>1100</b>	<b>395</b>		<b>62</b>	<b>609</b>	<b>518</b>	<b>20</b>		

## Meeting Recap 2006-2007

\*Breakdown of total attendance for each program

Program Date	Total Registered	Total Attended	No Shows	Walk In	Members	Non-Mem	Mtg Card	Comps	Suppliers	Planners	Sponsors	Suppliers Showcase	Suppliers Showcase Lunch Only
August 16, 2006	210	200	9	23	155	54	34	11	82	78			
September 20, 2006	131	106	19	7	101	18	20	2	49	54			
October 18, 2006	181	163	17	6	128	53	25	3	59	67			
November 15, 2006	172	164	17	10	125	47	30	7	63	62			
December 20, 2006	276	247	17	9	192	84	29	13	104	88			
January 17, 2007	167	153	12	4	113	54	16	4	65	53			
February 15, 2007	164	149	12	8	126	38	27	3	74	50			
March 14, 2007	177	161	9	5	125	52	15	16	125	50		51	4 (one walk-in)
April 18, 2007	155	126	19	5	125	30	13	4	63	61			
May 16, 2007	197	164	20	7	139	58	25	23	80	58			
<b>Totals</b>	<b>1830</b>	<b>1633</b>	<b>151</b>	<b>84</b>	<b>1329</b>	<b>488</b>		<b>86</b>	<b>764</b>	<b>621</b>			

## Meeting Recap 2007-2008

\*Breakdown of total attendance for each program

Program Date	Total Registered	Total Attended	No Shows	Walk In	Members	Non-Mem	Mtg Card	Comps	Suppliers	Planners	Sponsors	Suppliers Showcase	Suppliers Showcase Lunch Only
August 15, 2007	164	127	16	8	99	28	29 of 45	3	49	48	5		
September 19, 2007	169	169	15	15	148	46	54	11	83	64	7		
October 17, 2007	287	237	30	19	177	145	51	30	76	74	11		
November 14, 2007	228	197	14	15	165	63	55	2	77	95	9		
December 19, 2007	304	249	30	16	214	90	56	3	120	99	9		
January 16, 2008	167	141	16	11	139	28	48	3	66	59	10		
February 20, 2008	238	210	19	10	143	43	36	16	91	75	13	55	5
March 19, 2008													
April 16, 2008													
May 21, 2008													
<b>Totals</b>													

# MPI MN Event Evaluation

KnowledgeQuest 2008

Wednesday, February 20, 2008

## Overall Event Evaluation

### 1. The event met my expectations:

<input type="checkbox"/> Strongly Agree -	<u>21</u>
<input type="checkbox"/> Agree -	<u>39</u>
<input type="checkbox"/> Somewhat agree -	<u>5</u>
<input type="checkbox"/> Disagree -	<u>3</u>
<input type="checkbox"/> Strongly Disagree -	<u>0</u>
N/A -	<u>0</u>

### 2. The content was informative and current:

<input type="checkbox"/> Strongly Agree -	<u>21</u>
<input type="checkbox"/> Agree -	<u>39</u>
<input type="checkbox"/> Somewhat agree -	<u>7</u>
<input type="checkbox"/> Disagree -	<u>0</u>
<input type="checkbox"/> Strongly Disagree -	<u>0</u>
N/A -	<u>1</u>

### 3. Overall experience at the event:

<input type="checkbox"/> Excellent -	<u>25</u>
<input type="checkbox"/> Good -	<u>34</u>
<input type="checkbox"/> Fair -	<u>7</u>
<input type="checkbox"/> Not Good -	<u>0</u>
<input type="checkbox"/> Poor -	<u>0</u>
N/A -	<u>2</u>

4. **Overall management of the event:**

<input type="checkbox"/> Excellent -	<u>43</u>
<input type="checkbox"/> Good -	<u>20</u>
<input type="checkbox"/> Fair -	<u>5</u>
<input type="checkbox"/> Not Good -	<u>0</u>
<input type="checkbox"/> Poor -	<u>0</u>
N/A -	<u>0</u>

5. **What did you like most about the event?**

<input type="checkbox"/> Educational sessions -	<u>48</u>
<input type="checkbox"/> Networking -	<u>12</u>
<input type="checkbox"/> Supplier Showcase -	<u>3</u>
N/A -	<u>5</u>

**What did you like least about the event?**

<input type="checkbox"/> Educational sessions -	<u>5</u>
<input type="checkbox"/> Networking -	<u>9</u>
<input type="checkbox"/> Supplier Showcase -	<u>29</u>
N/A -	<u>25</u>

6. **How would you rate Earle Brown Heritage Center?**

<input type="checkbox"/> Excellent -	<u>22</u>
<input type="checkbox"/> Good -	<u>37</u>
<input type="checkbox"/> Fair -	<u>7</u>
<input type="checkbox"/> Not Good -	<u>0</u>
<input type="checkbox"/> Poor -	<u>0</u>
N/A -	<u>2</u>

7. **How did you find out about KnowledgeQuest 2008?**

<input type="checkbox"/> Referral -	<u>10</u>
<input type="checkbox"/> Newsletter -	<u>5</u>
<input type="checkbox"/> Website -	<u>12</u>
<input type="checkbox"/> Email -	<u>29</u>
<input type="checkbox"/> Mailing -	<u>1</u>
<input type="checkbox"/> Other -	<u>9</u>
N/A -	<u>2</u>

8. **What is the best way for MPI MN to keep you informed about future events?**

<input type="checkbox"/> Direct mail -	<u>2</u>
<input type="checkbox"/> Email -	<u>65</u>
<input type="checkbox"/> Fax -	<u>0</u>
N/A -	<u>1</u>

9. **If you were to be quoted about your experience at KnowledgeQuest 2008, what would you say:**

- I thought KnowledgeQuest went off very well.
- I really enjoyed myself and met many great people.
- I enjoy spending the day with my peers.
- Verna Price was really genuine and motivating.
- Best yet - outstanding educational content – them.
- Showcase was too long - ppl on the far side.
- The speakers and sessions were good.
- Well worth the time and effort.
- There is always so much information and so little time.
- I had hoped for more meeting planners.
- The seminars have great information.
- Good experience.
- I received new ideas from industry leaders.
- Great breakout sessions - opening not bad, closing good.
- Great educational sessions!
- Notch speakers and wonderful Education!
- You did a great job with the educational sessions
- It was well worth the time and money to hear Jim S.
- KQ education choices were especially strong this year.
- KQ seemed to be very well run, with good speakers.
- Well done. An effective means to help foster members.
- It was well worth it and I am ready to mark my calendar for next year.

- Great topics and content, better organization needed.
- A very worthwhile event.
- Excellent sessions!
- It was a very educational and valuable experience.
- I had more fun last year, but this year was a good too.
- As a "veteran" planner, I was pleasantly surprised.
- It was a wonderful opportunity as a planner to experience.
- A great networking experience with great education.
- I felt that the lunch hour was too long.
- It was a very informative day and well worth it.
- This conference delivered on everything it promised.

**May we use your quote in future marketing materials?**

- Yes - 28
- No - 5

**10. Main reason for attending KnowledgeQuest2008:**

- Education - 42
- Networking - 16
- Supplier Showcase - 9
- Certification - 0
- N/A - 1

**11. Communication to you about the event:**

- Too much - 1
- Somewhat too much - 12
- Appropriate - 50
- Somewhat too little - 5
- Too little - 0

**12. Number of session offerings:**

<input type="checkbox"/> Too many -	<u>1</u>
<input type="checkbox"/> Somewhat too many -	<u>2</u>
<input type="checkbox"/> Appropriate -	<u>53</u>
<input type="checkbox"/> Somewhat too few -	<u>10</u>
<input type="checkbox"/> Too few –	<u>1</u>
N/A -	<u>1</u>

**13. Level of session offerings**

<input type="checkbox"/> Too high -	<u>0</u>
<input type="checkbox"/> Somewhat too high -	<u>0</u>
<input type="checkbox"/> Appropriate -	<u>59</u>
<input type="checkbox"/> Somewhat too low -	<u>8</u>
<input type="checkbox"/> Too low –	<u>0</u>
N/A -	<u>1</u>

**14. Amount of time given to sessions**

<input type="checkbox"/> Too much -	<u>1</u>
<input type="checkbox"/> Somewhat too much -	<u>1</u>
<input type="checkbox"/> Appropriate -	<u>45</u>
<input type="checkbox"/> Somewhat too little -	<u>18</u>
<input type="checkbox"/> Too little –	<u>3</u>

**15. Value of Supplier Showcase as part of event**

<input type="checkbox"/> High value -	<u>4</u>
<input type="checkbox"/> Somewhat high value -	<u>10</u>
<input type="checkbox"/> Appropriate -	<u>37</u>
<input type="checkbox"/> Somewhat low value -	<u>13</u>
<input type="checkbox"/> Low value –	<u>4</u>

### Quality of Audiovisual

<input type="checkbox"/> Excellent -	<u>19</u>
<input type="checkbox"/> Good -	<u>43</u>
<input type="checkbox"/> Fair -	<u>5</u>
<input type="checkbox"/> Not Good -	<u>0</u>
<input type="checkbox"/> Poor -	<u>0</u>
N/A -	<u>1</u>

### 16. Quality of food & beverage

<input type="checkbox"/> Excellent -	<u>25</u>
<input type="checkbox"/> Good -	<u>34</u>
<input type="checkbox"/> Fair -	<u>8</u>
<input type="checkbox"/> Not Good -	<u>1</u>
<input type="checkbox"/> Poor -	<u>0</u>

### 17. Overall portion of KnowledgeQuest attended

<input type="checkbox"/> Half or less -	<u>7</u>
<input type="checkbox"/> More than half, but not all -	<u>11</u>
<input type="checkbox"/> All -	<u>50</u>

### 18. Please note any ways this event might be improved for you:

- 2 Hours for the Supplier Showcase was a bit too long - most attendees were able to get lunch & visit suppliers inside of 90 min. I recall the same pattern from last year's KQ. An extra 1/2 hour of free time would better serve educational sessions that appeared to be short on time.
- The Floor plan needs to be done more professionally especially if you put a vendors name on it and did not ask the vendor to do it professionally. It looks bad for them.
- As an exhibitor, I was disappointed that it only took 8 puzzle pieces for planners to have their puzzles completed. You should require/strongly suggest that every booth be visited in order to qualify for the drawings.
- More traffic to the suppliers somehow as this is an expensive adventure. Number of visitors was low for me and my neighboring exhibitors. The puzzle was a good idea however and I know you're trying hard to address this (and its appreciated).
- I would have liked to attend one more educational session and shorten the final farewell session.
- It was my first and I can't think of one because nicer weather.

- Additional seating is needed to eat lunch.
- I don't care to stand and eat.
- Instead of two keynote speakers, maybe add another track to the end of the day to replace keynote. I enjoy a motivational or humorist in the morning for a keynote.
- The afternoon breaks were all desserts. It would have been nice to have some alternatives.
- I didn't love the morning/afternoon speaker. I think someone more inspirational would be better for next year. I like to hear stories and laugh; I didn't get that this year like I did last year.
- It may be tough to do, but offer two morning sessions and two afternoon sessions instead of one. There were other sessions I wish I could have attended. One way to do it...shorten the opening session.
- I thought that the 2 hours allotted for lunch was way too long. Many of us were sitting and waiting for the next sessions to begin. I think 1 1/2 hours would be more appropriate.
- I liked the supplier showcase, but it would be nice to have more suppliers outside of just our MN chapter. We know about the local places in downtown metro area. It would be excellent opportunity to see other destinations for meetings.
- Would sit-down tables for lunch be too much. Hightops are sometimes awkward.
- Dr. Verna Price did not have enough time to get through her whole presentation so she was rushed. I wished she'd have had handouts of what was covered on her PowerPoint slides, especially since she didn't get to them all.
- The Google Session should be a little longer
- During the Google breakout the noise from the breakout right next door was very disturbing. The air walls were not good at all.
- Less time in opening and closing session. Maybe add 1 more class instead?
- I'm speechless. The team delivered on everything it promised to do and then some! I'm not sure you're going to raise the bar for next year but I know you'll find a way! I really enjoyed the supplier showcase, but didn't have enough time to see everyone I had hoped to see. It seemed many people left in the afternoon (sessions right after showcase), as sessions seemed very sparse. Maybe more time could be given to showcase, or breakout sessions, or both by eliminating p.m. breakouts and just closing the day with general
- For the Budgeting breakout, I really would have liked an actual spreadsheet example of a budget - this was basically conceptual rather than hands on. Would've liked hands-on.
- Breaks 20 minutes long - there is not enough time for networking
- I enjoyed having the same keynote at the beginning and at the end however, the 2007 KQ seemed to have a bit more energy because of the high level of humor. I think the presenters this year did well in tying the topics to the meeting planners' needs but I suggest finding more presenters that not only have the knowledge but the ability to engage us with their
- I preferred KnowledgeQuest 2007 to this year's event. Overall I had a better experience. I felt like the speakers last year were more prepared to present in the time allotted to them. The speaker on "influencing without authority" did not prepare a presentation for the amount of time allotted; she only made it 1/4 of the way through her deck. That was disappointing.
- Would have liked one more breakout option and a little less free time after lunch.
- Two items as a supplier that would enhance: 1) please try to get preshow collateral (labels) out sooner; 2) please, if possible, allow vendors to attend all education sessions with teardown after show - thanks much

- Key note was too long and break outs had too much information and did not get it covered in time provided. Key note was not close to as motivating as previous years and having the same person for opening and closing was unfortunate in he wasn't that good.
- As a supplier I feel the communication was not timely. Non exhibiting suppliers should not be allowed on the trade show floor it dilutes the value of spending the money to be an exhibitor.
- Since the Googlelicious was so great - more time could have been scheduled for this program. I had a difficult time deciding which sessions to attend and they were only offered once.
- I attended only as a supplier at the showcase. The traffic was less than anticipated.
- I was very disappointed the lunch was served during the entire showcase. The attendees were solely focused on eating & talking to each other. They were not interested in going to the booths, for the most part. I worked hard to pull people in and had several quality conversations, but only because I tried so hard.
- Get more planners to attend. More educational sessions.
- It was a bit difficult to walk around and eat - would have been nice to have had some sit-down tables available for lunch.
- More promotion to potential exhibitors (including meeting management and independent planner members) would be helpful. I almost missed the deadline to exhibit because I hadn't received any notices about it.

**19. Are there any sessions/topics you would like to see for KnowledgeQuest 2009:**

- It is hard for me to know as I would not have picked the ones offered. But the speakers/facilitators did such a great job, I heard great comments about many of them. I think the delivery and audience interaction makes the event so interesting.
- Contracts Negotiation
- More Jim Spellos!
- ROI, personal development-where does one go from here and how do I get there? Affordable :-) cutting edge technology, how do we get the WOW back into our events w/limited budgets?
- Career development for a meeting planner. Tactical items for a planner - ie pitfalls in contracts, A/V, etc.
- YES!! Googlishis and Dr. Verna again!
- I really enjoy Joan Eisenstodt. She mentioned doing something on contracts next year.
- More advanced sessions in regards to budget planning, ROI, calculating cost per attendee and SMMP.
- Googlelicious
- Another Jim Spellos course. He was fantastic! I could have attended a session all day w/ him.
- I always enjoy the "personal and professional" growth topics but make sure we keep courses for those who are interested in the strategic and tactical piece to meeting planning.
- James Spellos is always good!
- Outlook - how to organize, use all the tools, etc - Webstreaming/webcasting/podcasting
- not so many announcements at the podium
- The breakouts were fabulous at this one, however, it was just a taste and it would be fabulous to carry on to a Session 2 to talk about "how" to achieve what got us all excited.

- Bring back Jim Spellos and Googlelicious with hands-on and more time. I also loved Joanne Dennison and want to see her again with a longer session.
- Round table discussions between meeting planners and suppliers on what works/doesn't work in planning, likes/dislikes... Educate each other on better planning for meetings.
- Negotiating tricks, Developing sponsorships
- None that I can think of.
- Topics specific to actual planning of meetings - logistics, etc.
- Bring back Jim!

**Additional comments:**

- Our supplier contact information was omitted from the program. This is extremely disappointing as I had faxed it in advance of the due date. Someone should have contacted me should they have noted missing information.
- The Google seminar was awesome!
- It was great.
- Thank you committee for all your hard work.
- The space at Earle Brown was good for KQ -- not too overwhelming. Free parking is always good. Good access to the freeway.
- I have not attended KnowledgeQuest in quite some time - mainly due to the level of content. Being a planner with 20+ years of experience, I don't need to hear Budget 101, but I would like to hear about ROI. Overall, I was pleasantly surprised and pleased with the content in the sessions I attended. Very thought provoking and useful in my current job environment.
- It was my first time and I was surprised at the outcome.
- Thanks to Shawn and everyone else who helped put this event together.
- It was great to hear to the views of another company's CEO on their meetings. That was a nice surprise that I wasn't expecting.
- I liked how the committee really challenged every speaker to conduct their presentations differently. This is the first time where I was more engaged as a participant than ever before.
- Great job! It's tough to get everything done in a day!
- Save some money - You may want to ask suppliers who exhibit if they WANT the mailing labels. I don't believe everyone used them and if you asked us this question when we filled out the questionnaire form, you might save some money.
- Keep the podium announcements short.
- Showcase was too long - not sure of the value of it.
- This was my first time at an MPI event and I was thoroughly enjoyed all aspects of it. I plan to join MPI in the next month or two.
- I like the idea of ways to get the planners to stop at each table. Although, with the I only had 2 people request a puzzle piece.
- I attended the breakout with the Lantern Group and they need a lot of work, not of the same quality as the other breakout sessions offered
- I was not very impressed with the opening speaker - while I understand the desire to be interactive, I am PAYING for the speaker's knowledge & expertise, if I want information from my peers, I can get that on a day-to-day basis for free.

21. **I am a:**

- Planner - 32
- Supplier - 31
- Other - 5

22. **I am a:**

- Male - 11
- Female - 57

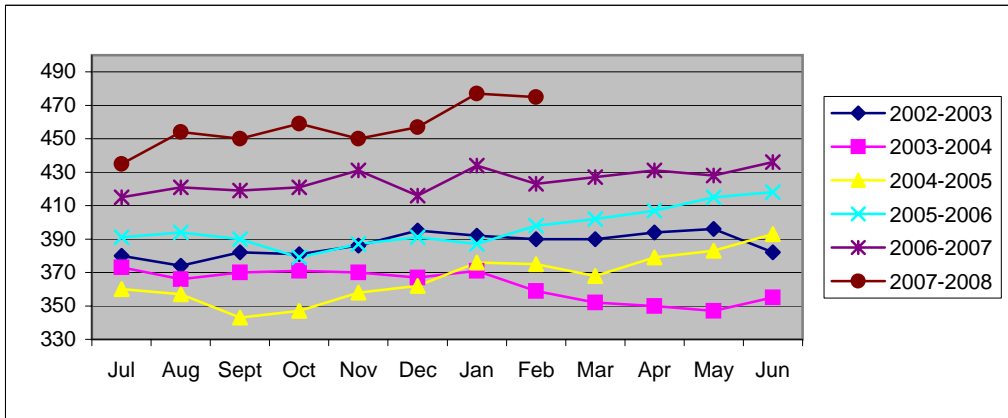
23. **Number of years in the meetings industry:**

- Under 2 years - 11
- 2-4 years - 11
- 4-6 years - 10
- 6 + years - 36

# MN MPI Membership Report

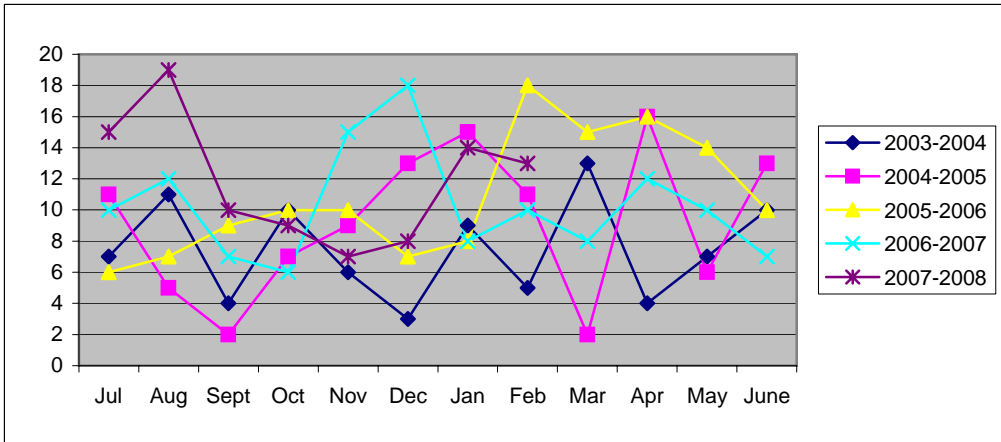
## Members

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
2002-2003	380	374	382	381	386	395	392	390	390	394	396	382
2003-2004	373	366	370	371	370	367	371	359	352	350	347	355
2004-2005	360	357	343	347	358	362	376	375	368	379	383	393
2005-2006	391	394	390	379	387	391	387	398	402	407	415	418
2006-2007	415	421	419	421	431	416	434	423	427	431	428	436
2007-2008	435	454	450	459	450	457	477	475				



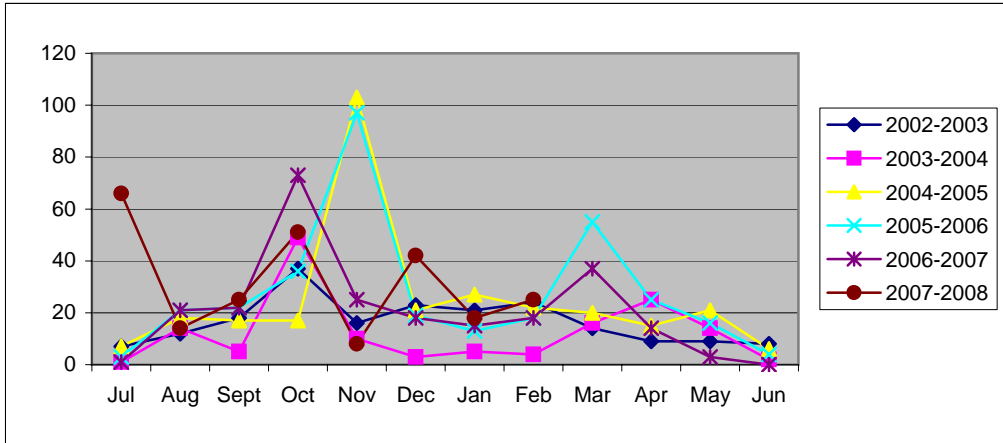
## New Members

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total
2002-2003	7	10	14	8	9	27	0	10	8	4	6	11	114
2003-2004	7	11	4	10	6	3	9	5	13	4	7	10	89
2004-2005	11	5	2	7	9	13	15	11	2	16	6	13	110
2005-2006	6	7	9	10	10	7	8	18	15	16	14	10	130
2006-2007	10	12	7	6	15	18	8	10	8	12	10	7	123
2007-2008	15	19	10	9	7	8	14	13					95



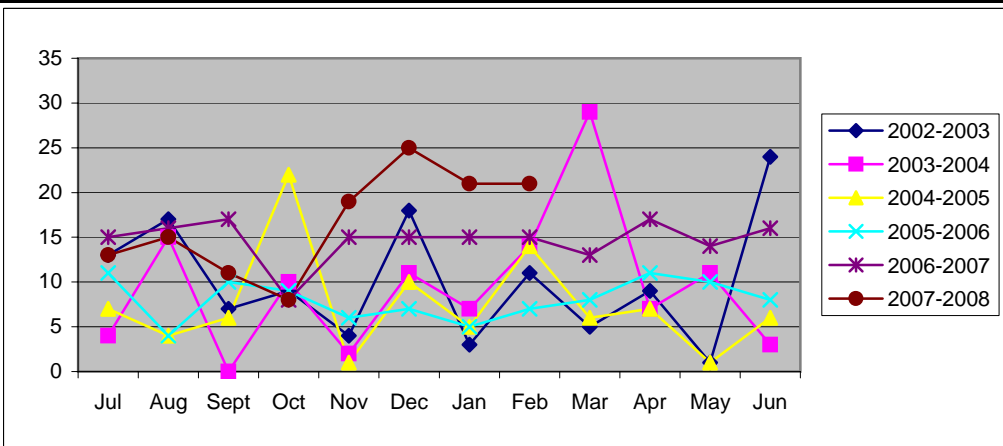
### Prospects

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
2002-2003	7	12	18	37	16	23	21	24	14	9	9	8	198
2003-2004	1	14	5	49	10	3	5	4	16	25	14	2	148
2004-2005	7	18	17	17	103	21	27	22	20	15	21	6	294
2005-2006	3	21	22	36	97	19	13	18	55	25	16	4	329
2006-2007	1	21	22	73	25	18	15	18	37	14	3	0	247
2007-2008	66	14	25	51	8	42	18	25					249



### Members Due to Lapse

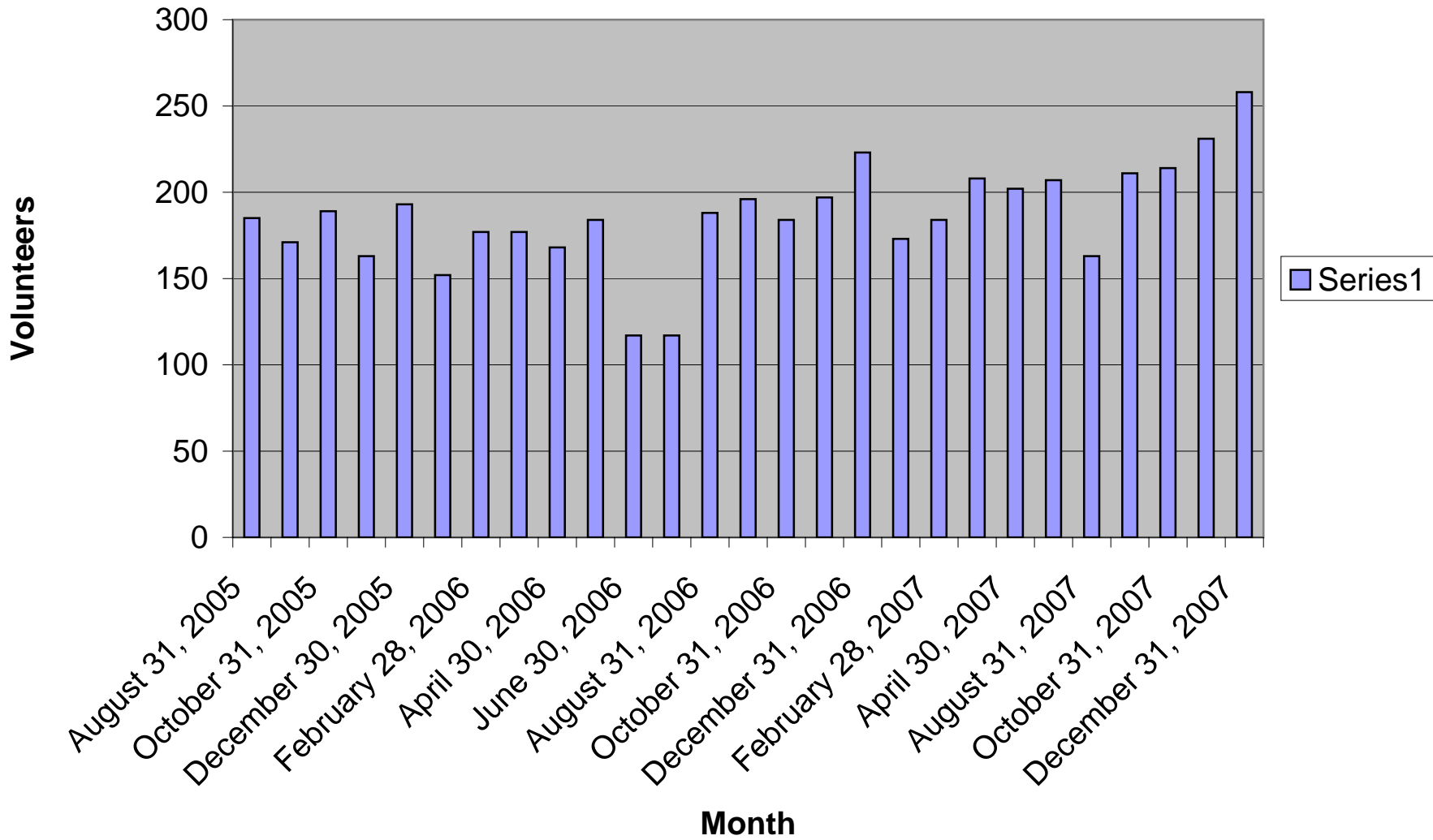
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
2002-2003	13	17	7	9	4	18	3	11	5	9	1	24	121
2003-2004	4	15	0	10	2	11	7	14	29	7	11	3	113
2004-2005	7	4	6	22	1	10	5	14	6	7	1	6	89
2005-2006	11	4	10	9	6	7	5	7	8	11	10	8	96
2006-2007	15	16	17	8	15	15	15	15	13	17	14	16	176
2007-2008	13	15	11	8	19	25	21	21					133



**Members**

<b>Month</b>	<b>Planners</b>	<b>Suppliers</b>	<b>Subscribers</b>	<b>Students</b>	<b>Total Members</b>
January 31, 2004	189	164	14	4	371
February 29, 2004	181	161	14	3	359
March 31, 2004	182	153	14	3	352
April 30, 2004	181	154	12	3	350
May 31, 2004	176	156	12	3	347
June 30, 2004	179	160	13	3	355
July 31, 2004	182	162	13	3	360
August 31, 2004	179	161	14	3	357
September 30, 2004	171	154	15	3	343
October 31, 2004	170	157	16	4	347
November 30, 2004	177	161	16	4	358
December 31, 2004	180	162	16	4	362
January 31, 2005	185	171	16	4	376
February 28, 2005	184	170	17	4	375
March 31, 2005	182	169	13	4	368
April 30, 2005	186	175	13	5	379
May 31, 2005	186	179	13	5	383
June 30, 2005	190	185	14	4	393
July 31, 2005	190	183	14	4	391
August 31, 2005	191	185	14	4	394
September 30, 2005	188	186	11	2	387
October 31, 2005	181	183	13	2	379
November 30, 2005	184	186	15	2	387
December 31, 2005	187	187	14	3	391
January 31, 2006	185	185	16	1	387
February 28, 2006	189	191	16	2	398
March 31, 2006	195	192	13	2	402
April 30, 2006	197	195	13	2	407
May 31, 2006	200	200	13	2	415
June 30, 2006	205	199	13	2	419
July 31, 2006	208	192	14	2	416
August 31, 2006	217	189	13	2	421
September 30, 2006	215	187	13	4	419
October 31, 2006	213	188	15	4	420
November 30, 2006	216	195	15	5	431
December 31, 2006	200	192	16	8	416
January 31, 2007	209	198	19	8	434
February 28, 2007	211	185	19	8	423
March 31, 2007	213	185	19	9	426
April 30, 2007	214	187	21	9	431
May 31, 2007	210	186	23	9	428
June 30, 2007	211	193	22	10	436
July 31, 2007	216	187	22	10	435
August 31, 2007	226	196	22	10	454
September 30, 2007	222	195	23	10	450
October 31, 2007	225	200	23	11	459
November 30, 2007	227	198	14	11	450
December 31, 2007	228	199	16	14	457
January 31, 2008	232	211	16	18	477

# Member Involvement





MINNESOTA CHAPTER

## Lapsed Member Report

page 1 of 3

2/1/08-2/29/08

Update Date:  
Changed Info:

Status, Type: Member, Planner

**Sally Ableitner**  
The Westin Minneapolis  
(612) 333-4016  
sableitner@westinmpls.com

Update Date:  
Changed Info:

Status, Type: Member, Subscriber

**Vicki Bernsten Jones**  
Hilton Salk Lake City Center  
(801) 238-4816  
vicki\_bernsten@hilton.com

Update Date:  
Changed Info:

Status, Type: Member, Supplier

**Kelly Boomgarden**  
Holiday Inn Hotel & Suites  
(507) 446-8900  
kboomgarden@hiowatonna.com

Update Date:  
Changed Info:

Status, Type: Member, Subscriber

**Kristine Buechsenschuetz**  
hinton + grusich  
(312) 372-2200  
kbooks@hintonandgrusich.com

Update Date:  
Changed Info:

Status, Type: Member, Planner

**Julie Choquette**  
Clark Consulting  
(952) 893-6722  
julie.choquette@clarkconsulting.com

Update Date:  
Changed Info:

Status, Type: Member, Supplier

**Susan Effling**  
seffling@metroconnections.com

Update Date:  
Changed Info:

Status, Type: Member, Planner

**LouAnn Fox**  
lfox@americanstandard.com

Update Date:  
Changed Info:

Status, Type: Member, Supplier

**Lori Gardner**  
Minnesota Monthly Publications  
(612) 371-5819  
lgardner@mnmo.com

Update Date:  
Changed Info:

Status, Type: Member, Planner

**Karla Gessell**  
G & K Services - Sales Department



MINNESOTA CHAPTER

## Lapsed Member Report

2/1/08-2/29/08

page 2 of 3

(952) 912-5748  
kgessell@gkservices.com

Update Date:  
Changed Info:

Status, Type: Member, Supplier

**Doug Gillam**  
dougillam@comcast.net

Update Date:  
Changed Info:

Status, Type: Member, Supplier

**Sally Hanlon**  
(651) 695-1930  
sally\_hanlon@yahoo.com

Update Date:  
Changed Info:

Status, Type: Member, Planner

**Emily Herman**  
Mall of America  
(952) 883-8809  
eherman@mallofamerica.com

Update Date:  
Changed Info:

Status, Type: Member, Supplier

**Jill Kieser**  
Hoffman Communications, Inc.  
(612) 436-3613  
jillk@hoffmancommunications.com

Update Date:  
Changed Info:

Status, Type: Member, Planner

**Joy Klinkner**  
Allianz Life  
(763) 582-6680  
joy\_klinkner@allianzlife.com

Update Date:  
Changed Info:

Status, Type: Member, Supplier

**Dan LaFond**  
Creative Corporate Catering  
(763) 512-1212  
dlafond@meetingmeals.com

Update Date:  
Changed Info:

Status, Type: Member, Planner

**Amy-Marie Lemanski**  
Boston Scientific  
(651) 581-4648  
lemanska@bsci.com

Update Date:  
Changed Info:

Status, Type: Member, Student

**Chris Nelson**  
Madden's Resort and Conference Center  
(218) 855-5909  
cnelson@maddens.com



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## Lapsed Member Report

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2/1/08-2/29/08

Update Date:

Status, Type:

Member, Planner

Changed Info:

**Theresa Novotny**

Medtronic, Inc.  
(763) 526-1007  
theresa.novotny@medtronic.com

Update Date:

Status, Type:

Member, Supplier

Changed Info:

**Kevin Quinn**

kevin.quinn@marriott.com

Update Date:

Status, Type:

Member, Planner

Changed Info:

**Tammi Sand**

American Academy of Neurology  
(651) 695-2766  
tsand@aan.com

Update Date:

Status, Type:

Member, Planner

Changed Info:

**Natalie Seehausen**

Best Western Marshall Inn  
(507) 641-6277  
nseehausen@redred.com



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## New Members Monthly Report

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Join Date: 2/28/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Jennifer Grace Braun**  
Director, Meetings & Events  
TRIAD Conferences  
10590 Wayzata Blvd, Ste 300  
Minnetonka, MN 55305  
(952) 945-7337  
fax  
jennifer.braun@triadconferences.com  
Prospect from: 4448

Join Date: 2/15/2008 Status, Type: Member, Student  
Changed Info: New Member  
**Sue Daniels**  
fax  
Prospect from: 4979

Join Date: 2/22/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**William E. Dombrow**  
Group Air Coordinator  
1291 James Ave  
St. Paul, MN 55105  
(952) 487-7731  
fax  
wmdombrow@yahoo.com  
Prospect from: 4990

Join Date: 2/22/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Derek Hebrink**  
Meeting Planner  
Trane  
3600 Pammel Creek Rd  
La Crosse, WI 54601  
(608) 787-2750  
fax  
dhebrink@trane.com  
Prospect from: 4991

Join Date: 2/2/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Kathi B. Hedstrom, CMP, FSIM**  
Consultant  
Hedstrom Consulting  
4211 Washburn Ave N  
Minneapolis, MN 55412  
(612) 529-0556  
(612) 529-0594 fax  
bkjhedstrom@comcast.net  
Prospect from: 202



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## New Members Monthly Report

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Join Date: 2/22/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Kris L. Horstman**  
Dir. Meeting & Event Services  
Allianz Life Insurance  
5701 Golden Hills Dr  
Golden Valley, Mn 55416  
(763) 582-6098  
(763) 765-7059 fax  
kris.horstman@allianzlife.com  
Prospect from: 4992

Join Date: 2/2/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Jaime Kern**  
Meeting Planner  
AmeriPride Services  
10801 Wayzata Blvd  
Minnetonka, MN 55305  
(952) 738-3228  
(952) 738-5252 fax  
jaime.kern@ameripride.org  
Prospect from: 3608

Join Date: 2/22/2008 Status, Type: Member, Student  
Changed Info: New Member  
**Heather A. Lanka**  
Sales - Sales Operations  
Malt-O-Meal  
80 S 8th St, 2700 IDS Tower  
Minneapolis, MN 55402  
(612) 524-2120  
(612) 359-5434 fax  
halcobalt@msn.com  
Prospect from: 4690

Join Date: 2/22/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Margo L. Martin, CMP**  
Meeting & Event Manager  
Carlson Marketing Worldwide  
1405 Xenium Ln N  
Minneapolis, MN 55441  
(763) 212-5516  
fax  
mmartin@carlson.com  
Prospect from: 3119

Join Date: 2/2/2008 Status, Type: Member, Supplier  
Changed Info: New Member  
**Stacy Rundquist**  
Catering/Sales  
Lancer Catering  
1255 Kaufman Dr  
St. Paul, MN 55103



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## New Members Monthly Report

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(651) 207-0330  
(952) 9856-0669 fax  
srundquist@lancercatering.com  
Prospect from: 3082

Join Date: 2/22/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Jane Anne Stacy**  
Project Specialist  
Girl Scouts of MN & River Valleys  
5601 Brooklyn Blvd  
Brooklyn Center, MN 55429  
(763) 971-4055  
(763) 535-7524 fax  
jstacy@girlscoutsmpls.org  
Prospect from: 4993

Join Date: 2/22/2008 Status, Type: Member, Supplier  
Changed Info: New Member  
**Judy Ann Ulrich**  
Ruth's Chris Steakhouse  
920 2nd Ave S, Ste 100  
Minneapolis, MN 55402  
(612) 672-9000  
(612) 672-9102 fax  
salesminneapolis@ruthchris.com  
Prospect from: 4232

Join Date: 2/22/2008 Status, Type: Member, Planner  
Changed Info: New Member  
**Andrea ZiadiCMP**  
Corporate Promotions & Event Planner  
18389 Lafayette Way  
Lakeville, MN 55044  
(612) 804-0282  
fax  
ziadi3@yahoo.com  
Prospect from: 4994



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## Prospects –Report

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2/1/08-2/29/08

**Name: Betsy Campbell**

Heard of us from:  
Organization: LP&G, Inc.  
Address: 400 N. Toole Ave., Suite 280  
InvoiceContact  
City, State ZIP: Tucson, AZ 85701  
Work Phone: (520) 624-1116  
Work Fax: (520) 624-0272  
E-mail: bcampbell@lpginc.com

Inquiry Date: 2/9/2008  
Kit Sent Date: 2/13/2008  
Status, Type: InvoiceContact,

**Name: Brandy Favilla**

Heard of us from:  
Organization: New Horizons of Minnesota  
Address: 4510 W 77 St Ste 210  
City, State ZIP: Edina, MN  
MN 55435  
Work Phone: (952) 896-6834  
Work Fax:  
E-mail: bfavilla@nhmn.com

Inquiry Date: 2/7/2008  
Kit Sent Date: 2/13/2008  
Status, Type: Guest, Supplier

**Name: Hillary Hefner**

Heard of us from:  
Organization: Koncept Events  
Address: 1416 NE 16th Terrace  
City, State ZIP: Ft. Lauderdale, FL 33304  
Work Phone: (954) 850-5740  
Work Fax: (954) 839-8722  
E-mail: hillary@konceptevents.com

Inquiry Date: 1/16/2008  
Kit Sent Date: 2/13/2008  
Status, Type: Guest, Supplier

**Name: Aileen Laracuate**

Heard of us from:  
Organization: Puerto Rico Convention Bureau  
Address: 150 N Wacker Dr  
City, State ZIP: Chicago, IL 60006  
Work Phone: (312) 840-8090  
Work Fax: (312) 787-8028  
E-mail: alaracuate@prcb.org

Inquiry Date: 2/6/2008  
Kit Sent Date: 2/13/2008  
Status, Type: Guest, Supplier

**Name: Teresa Matamoros**

Heard of us from:  
Organization: MEXICO TOURISM BOARD  
Address: 225 N Michigan Ave Ste 1850  
City, State ZIP: Chicago, IL 60601  
Work Phone: (312) 228-0517  
Work Fax: (312) 228-0515  
E-mail: tmatamoros@visitmexico.com

Inquiry Date: 2/5/2008  
Kit Sent Date: 2/13/2008  
Status, Type: Guest, Supplier

**Name: Kate Ortman**

Heard of us from:  
Organization: Mosquito, Inc  
Address: 3505 Hennipen Ave S

Inquiry Date: 2/1/2008  
Kit Sent Date: 2/13/2008  
Status, Type: Guest, Supplier



**Prospects –Report**

2/1/08-2/29/08

City, State ZIP: Minneapolis, MN 55408  
Work Phone: (612) 767-3915  
Work Fax: (612) 374-4016  
E-mail: kortman@mosquito-inc.com

**Name:** Carol Siepka  
Heard of us from:  
Organization: Medtronic  
Address: 8200 Coral Sea St NE MVC23  
City, State ZIP: Mounds View, MN 55112  
Work Phone: (763) 526-0994  
Work Fax:  
E-mail: carol.siepka@medtronic.com

Inquiry Date: 2/12/2008  
Kit Sent Date: 2/13/2008  
Status, Type: Guest, Planner

**Name:** Val Clausen  
Heard of us from:  
Organization: National Premium  
Address: 6130 Blue Circle Drive #400  
City, State ZIP: Minnetonka, MN 55313  
Work Phone: (952) 697-3302  
Work Fax:  
E-mail: val@nationalpremium.com

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Guest, Guest

**Name:** Sue Daniels  
Heard of us from:  
Organization:  
Address: 13718 Shannon Pkwy  
City, State ZIP: ,  
Work Phone:  
Work Fax:  
E-mail:

Inquiry Date:  
Kit Sent Date: 2/18/2008  
Status, Type: Member, Student

**Name:** Kirsten Fabozzi  
Heard of us from:  
Organization: Platinum B Productions  
Address: 696 Highland Ct  
City, State ZIP: Lino Lakes, MN 55014  
Work Phone: (651) 784-7941  
Work Fax:  
E-mail: skfabozzi@msn.com

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Guest, Guest

**Name:** Angela Henne  
Heard of us from: State of the Industry event  
Organization: Ramada Plaza Suites & Conf. Ctr  
Address: 1635 42nd St S  
City, State ZIP: Fargo, ND 58103  
Work Phone: (701) 281-7111  
Work Fax: (701) 281-7144  
E-mail: ahenne@ramadafargo.com

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Prospect, Prospect



## Prospects –Report

2/1/08-2/29/08

**Name:** Sandi Kemmet  
Heard of us from: State of the Industry event  
Organization: Evengelical Lutheran Church in America  
Address: 800 Marquette Ave, Ste 1050  
City, State ZIP: Minneapolis, MN 55402-2892  
Work Phone: (612) 752-4111  
Work Fax: (612) 752-5111  
E-mail: skemmet@elcabop.org

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Prospect, Prospect

**Name:** Jocelyn Larson  
Heard of us from: State of the Industry event  
Organization: Holiday Inn Mpls NW Elk River  
Address: 9200 Quaday Ave NE  
City, State ZIP: Elk River, MN 55330  
Work Phone: (763) 656-4400  
Work Fax: (763) 656-4401  
E-mail: jlarson@hielkriver.com

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Prospect, Prospect

**Name:** Zong Lor Lee  
Heard of us from: State of the Industry event  
Organization: Midway Party Rental, Inc.  
Address: 2110 Gilbert  
City, State ZIP: St. Paul, MN 55104  
Work Phone: (651) 644-0005  
Work Fax: (651) 647-1353  
E-mail: zong@midwaypartyrental.com

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Prospect, Prospect

**Name:** Janice McLean  
Heard of us from: State of the Industry event  
Organization: Embassy Suites - Airport Bloomington  
Address: 7901 34th Ave S  
City, State ZIP: Bloomington, MN 55425  
Work Phone:  
Work Fax:  
E-mail:

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Prospect, Prospect

**Name:** Elizabeth D. Newman  
Heard of us from: State of the Industry event  
Organization: Industrial Fabrics Assoc. Int.  
Address: 1801 Cty Rd B W  
City, State ZIP: Roseville, MN 55113-4061  
Work Phone: (651) 222-2508  
Work Fax: (651) 225-9334  
E-mail: ednewman@ifai.com

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Prospect, Prospect

**Name:** Dana Parvey  
Heard of us from: State of the Industry event  
Organization: The Suites at Waterfront Plaza  
Address: 325 Lake Ave S  
City, State ZIP: Duluth, MN 55802  
Work Phone: (218) 727-4663  
Work Fax:

Inquiry Date: 2/13/2008  
Kit Sent Date: 2/18/2008  
Status, Type: Prospect, Prospect



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## Prospects –Report

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2/1/08-2/29/08

E-mail: dana@thesuitesduluth.com

**Name:** Kristine Willrett

Heard of us from:

Organization: The Schwan Food Company

Address: 115 W College Dr

City, State ZIP: Marshall, MN 56258

Work Phone: (507) 537-8066

Work Fax:

E-mail: kristine.willrett@schwans.com

Inquiry Date: 2/13/2008

Kit Sent Date: 2/18/2008

Status, Type: Guest, Guest

**Name:** Sue Armour

Heard of us from:

Organization: Mason City CVB and Diamond Joe Casino

Address: 25 West State St

City, State ZIP: Mason City, IA 50401

Work Phone:

Work Fax:

E-mail: cvb@masoncityia.com

Inquiry Date: 1/4/2008

Kit Sent Date: 2/25/2008

Status, Type: Guest, Guest

**Name:** Dan Griffiths

Heard of us from:

Organization: Innovative Marketing Consultants

Address: 4284 Shoreline Drive

City, State ZIP: Spring Park, MN 55384

Work Phone:

Work Fax:

E-mail: dan@imcsuccess.com

Inquiry Date: 2/22/2008

Kit Sent Date: 2/25/2008

Status, Type: Guest, Supplier

**Name:** Wendy Houser Blomseth

Heard of us from:

Organization: Inbeaute Photography

Address: 308 Prince St #226

City, State ZIP: St. Paul, MN 55101

Work Phone: (651) 225-9002

Work Fax:

E-mail: wendy@inbeautephoto.com

Inquiry Date: 2/22/2008

Kit Sent Date: 2/25/2008

Status, Type: Guest, Supplier

**Name:** Marc Kramer

Heard of us from:

Organization: Pixel Farm Interactive

Address: 251 1st Ave N

City, State ZIP: Minneapolis, MN 55401

Work Phone:

Work Fax:

E-mail: mkramer@pixelfarm.com

Inquiry Date: 2/19/2008

Kit Sent Date: 2/25/2008

Status, Type: Guest, Supplier

**Name:** Sarah LaVigne

Heard of us from:

Organization: Mosquito

Address: 3505 Hennipen Ave S

Inquiry Date: 2/22/2008

Kit Sent Date: 2/25/2008

Status, Type: Guest, Supplier



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## Prospects –Report

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2/1/08-2/29/08

City, State ZIP: Minneapolis, MN 55408  
Work Phone: (612) 374-4013  
Work Fax:  
E-mail: slavigne@mosquitoinc.com

**Name: Sandy Nizzi**

Heard of us from: Emailed the office

Organization:

Address: 3820 Grand Way, Apt 310

City, State ZIP: St. Louis Park, MN 55416

Work Phone:

Work Fax:

E-mail: sknizzi@hotmail.com

Inquiry Date: 2/18/2008

Kit Sent Date: 2/25/2008

Status, Type: Prospect, Prospect

**Name: Jessica Scott**

Heard of us from:

Organization: The Lodge at Brainerd Lakes

Address: 6967 Lake Forest Rd

City, State ZIP: Baxter, MN 56425

Work Phone: (218) 822-5570

Work Fax:

E-mail: jessica@lodgehotelsbrainerd.com

Inquiry Date: 1/4/2008

Kit Sent Date: 2/25/2008

Status, Type: Guest, Guest