

FALL 2024  
Quarterly Newsletter

**site** Minnesota

# SITE ON THE SCENE



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### **Letter from the President**

Nancy Chrimer checks in and gives updates on the latest from SITE Minnesota.



### **Last Chance to Register for FALL SIP & SITE**

Tuesday, September 26th



### **2024 SITE Minnesota Partnership Opportunities**

Request a copy of our 2024 sponsorship opportunities



### **SITE Minnesota Education Day Recap**

On Tuesday, July 26, 2023, 173 valued members and guests of SITE Minnesota went Back to the Future - and it was a memorable journey for all!

**Joanne Trudeau** recaps the days events

## **LETTER FROM THE PRESIDENT**



Summer has come and gone in the blink of an eye. I hope you were able to slow down and enjoy it!

A highlight of my summer was attending the SITE Chicago & Midwest Grand Slam Young Leaders Wrigley Rooftop event in July. What a perfect way to embrace the season with the best in our industry. Way to go Young Leaders!





Shortly after my trip to the Windy City, we had our own signature summer event in Minnesota – Education Day! An evening at the Puttery, a brand-new venue in downtown Minneapolis, was the perfect setting to reconnect and have some fun before the day of learning. The following day, perched atop of the IDS tower at the Windows on Marquette venue, our attendees enjoyed spectacular views of our beloved city including right into Target Field where the Twins were

playing a midday game. With over 170 attendees, this was a record-breaking event with three tremendous keynotes, an intriguing panel discussion and an engaging inclusivity breakout. The day wrapped up with over 30 raffle prizes being awarded while guests conversed over their favorite parts of the day.

If you missed it, be sure to attend the SITE Minnesota Fall Sip & SITE coming up on Tuesday, September 26, 2023 at La Dona Cervceria from 5:00 to 8:00pm. Its not too late to register: <https://cvent.me/DkGIYR> or email me at: [Nancy.chrismer@biworldwide.com](mailto:Nancy.chrismer@biworldwide.com) if you are interested in a Hosted Buyer spot.

SAVE THE DATE ALERT: Our final event of the year will be on Tuesday, December 5, 2023 at the Four Seasons Hotel Minneapolis. We can't wait to see you!

Happy Fall Y'all!

A handwritten signature in black ink that reads "Nancy Chrismer". The signature is fluid and cursive.

2023 SITE Minnesota Chapter President

**Fall Sip & SITE - Register Now!**





The kids are back to school and making new friends. Now it's our turn, let's get back to business and make some connections! Join us at La Dona Cerveceria in Minneapolis for SITE Minnesota's Fall Sip & SITE event. You won't want to miss this night of networking, lively libations, and an action-packed CSR lead by Give To Get.

Additionally, as Halloween is just around the corner from this event, we will be partnering with The Link to provide 30 new or next to new costumes for their youth! We are asking everyone in attendance to bring a child size costume for ages newborn to 7 years old. SITE Minnesota would love to drop off these 30 costumes after the event with the help of all of you!

WHEN Tuesday, September 26, 2023 | 5:00 PM - 8:00 PM Central Time

WHERE [La Dona Cerveceria](#) 241 Fremont Ave N. Minneapolis, MN 55405

AGENDA Networking & [Give To Get](#) CSR | 5:00 PM - 8:00 PM

COST \$60.00 SITE Members | \$75.00 NON-Members | \$25.00 SITE Young Leaders | \$60.00 Sponsor a Buyer

ATTIRE Autumn Casual

PARKING Complimentary, self-parking is available

REGISTER HERE

THANK YOU EVENT SPONSORS:

# DOMINICANA

& PARTNERS





Join the SITE Minnesota Family in Giving

Go Fund Me - <https://gofund.me/298a0f44>

Venmo - @Joan-Phillips-13

Jim & Joanie Phillips Fund  
Providing Urgent Medical Help

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**BECOME A 2024 SPONSOR**





Are you looking for an opportunity to network with one of the largest chapters of buyers? With budget season right around the corner SITE Minnesota has put together some fantastic opportunities to gain traction in the Minneapolis marketplace.

There's never been a better time to be a part of the exciting things happening with our buyer-heavy chapter. Request the deck that outlines all the benefits of supporting our chapter; please review the sponsorship opportunities currently available to see where you can contribute to our continued success. We have great networking and educational events planned, and a limited number of sponsorship opportunities available, so don't miss out on the chance to be a part of SITE Minnesota!

If you aren't able to sponsor, we hope that you will strongly consider attending our events and please bring your colleagues! Our chapter boasts a fantastic buyer-to-supplier ratio and is committed to creating an environment that fosters relationships which, in turn, deliver business results.

Thanks in advance for your support of SITE Minnesota, where business is done 1:1!

**REQUEST 2024 PROSPECTUS**



GATHER.  
RELAX.  
DREAM.  
REPEAT.

*Welcome your group to a land where blue iguanas, crystal caves  
and turquoise waters paint a perfect picture of paradise.  
Here, they'll discover a place where dreams and reality meet daily.*

**CAYMAN ISLANDS**  
GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN  
VISIT [CAYMANISLANDS.COM/MBETINGS](https://www.visitcaymanislands.com/mbetings)

CONTACT: Kari Dehn CIS, CIP • Group Specialist • 646.831.3545 • [kdehn@caymanislands.ky](mailto:kdehn@caymanislands.ky)

## SUSTAINABILITY



# KIDS IN NEED FOUNDATION

We are excited to have SITE MN join us at Kids In Need Foundation to help further our [mission](#) of providing the support needed for teachers to teach and learners to learn! Our volunteer sessions include a brief orientation, tour of the Teacher Resource Center, and the volunteer session, which consists of assembling backpacks or boxes with essential school supplies that will be delivered to qualifying under-resourced schools for our Supply A Student or our Supply A Teacher programs, help in preparing the products (taking items out of the packaging, sorting, etc.) for assembly, and/or sorting and organizing products for our local Teacher Resource Center.

To register please follow this [LINK](#) to our volunteer management system GivePulse, and use the Access Code **SITEMN2023** to sign up for the event.

When: Tuesday, October 10, 2023

Time: 5:30 pm - 7:30 pm

Location: 2719 Patton Rd, Roseville, MN 55113

This event helps SITE MN to support the UN's Sustainable Development Goal 4 (SDG 4): Quality Education. Click [here](#) to learn more about SDG 4 and what you can do to support the goal at home/work.

## 2023 Education Day Recap





On Tuesday, July 26th, 173 valued members and guests of SITE Minnesota went Back to the Future – and it was a memorable journey for all! The event started the night before when many gathered at [The Puttery](#) for a round of golf and networking after a busy first half of 2023.





Education Day did not disappoint. We were welcomed with clear skies and incredible views from our host, [The Marquette](#) / [Windows at Marquette](#). [Jenn Cassetta](#) wasted no time in getting to the fundamentals of the Art of Badassery – with a message both thought-provoking and empowering culminated with some high energy board breaking and some cheers of “Not Today.....”

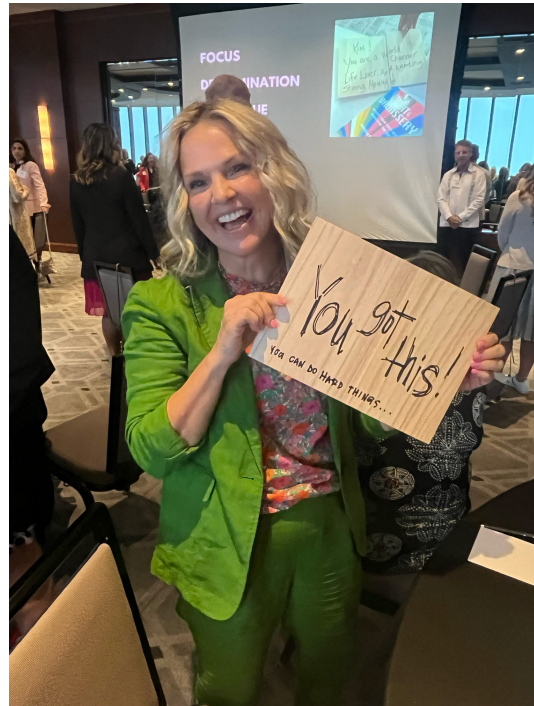
[Jan Lehman](#) helped us to get a handle on our day – to plan, manage, and regroup towards getting the most from our work and personal lives and to embrace tools like Office 365 to help us make things happen.

After a great lunch and energetic conversation at our tables – there was a chance to nourish ourselves a bit more with two highly relevant topics – Inclusivity and Partnering For Greater Success in the hospitality industry.

Never has there been a better LAST keynote speaker to a day than [Steve Jones](#), who turned it up to an 11 with his insights into the music industry, little-known facts about some of our most favorite bands, and some epic comeback secrets to their success. His storytelling ability, personal experiences, and supporting soundtrack made for an energetic and uplifting lesson in business acumen that we can all learn from.



All in all – a wonderful day and many thanks to the SITE members who joined us as well as those potential new members!



## News From The Link

Dear Jeff and Jen,

Our Back-to-School Bash was a huge success. It is truly our favorite event, for both our staff and youth-- we all come together to celebrate the start of the school year and this year it was magical. We put together a big thank you to all our wonderful supporters who helped us make it happen (please see below).



Thank you, SITE Minnesota, for being our amazing partners and helping us make this day special for the youth in our community as they are getting ready to start the new school year.

With deep appreciation,  
 Jelena



## THANK YOU FOR EMPOWERING YOUTH THIS BACK-TO-SCHOOL SEASON!

On behalf of all of us at The Link, thank you so much for your generosity in supporting youth headed back-to-school this season. Your support is making life-changing moments possible for our community's next generation of leaders and change-makers!

### HIGHLIGHTS FROM 2023'S BACK-TO-SCHOOL BASH:



- Youth received personal hygiene kits and picked out their very own backpacks, each one filled with essential school supplies
- Youth were able to pick out clothing that resonated with their style
- Youth were able to play games such as corn hole & ladder golf with their case managers

- Smiles shined even brighter with face paint!
- United Bikers Motorcycle Club spoke with youth & let them sit on their bikes!
- Lastly, thanks to Brick Oven Pizza Bus, our youth enjoyed delicious personal pizzas!



Your contribution helped make all of this possible! Together, we're fostering a brighter future for these remarkable individuals.

THANK YOU! -THE LINK



## MEMBER SPOTLIGHT



***Laura Urban, Royal Caribbean,  
Midwest Corporate Sales  
Manager***

**Location:** Based in Naperville, IL and Royal Caribbean is HQ in Miami, FL.

**Years in the industry:** 34 years total in travel industry; 7 years in Corporate Travel

**Quick Fact:** I help create unique meetings & incentives at sea; I have been in the cruise industry for 25 years. Vintage enthusiast, obsessed with good wine and French décor. I live in a 110 year old home in the historic district of Naperville. Summer weekends you can find me at our lake house in Wisconsin trying to get our pontoon out of the boat lift.

**What is a fun fact about you that many of your industry colleagues don't know about you:** I did a brief stint with Second City in Chicago (well, this is not really true but boy, if it was...)

**Why did you join SITE Minnesota:** Everyone is so warm and welcoming and the networking events are great!

**What has been the greatest benefit of your membership in the SITE Minnesota chapter:** The relationships I have made over the years.

**What is your favorite destination for vacation:** France

**What destination is on your bucket list:** Greek Isles, Portugal, Maldives



## 2023 SITE Classic Recap





Punta de Mita and the Conrad Punta De Mita served as the perfect backdrop for the 2023 SITE Classic and as always, was a great celebration of our industry's generosity and spirit! For those who don't know, Punta de Mita comes from the Aztec language meaning "Gateway to Paradise, and that it was!

Our SITE Minnesota chapter was well represented – with 20 registered members to take in some valuable and fun learning, and some important fund raising – for the people of Maui first, and the Site Foundation who benefited from both the Live and Silent Auctions, both such integral parts of the SITE Classic Experience!





**BECOME A SITE MEMBER TODAY**



## WHAT DOES A SITE MEMBERSHIP DO FOR ME?

Education and certification opportunities help you build skills and stand out from the competition

- Learn ways to improve your business through online educational resources
- Take part in educational sessions at SITE events, led by industry experts
- Deepen your knowledge of the industry by becoming a Certified Incentive Specialist (CIS) or Certified Incentive Travel Professional (CITP)
- Access to the right incentive customers will take your business further
- Make valuable connections with like-minded peers in our members-only database
- Access a global community of professionals at SITE events around the world

**JOIN HERE**

**NEWS FROM SITE GLOBAL**



SITE Foundation is committed to producing timely, relevant and compelling research into the future of incentive travel. Participant inSITES is the final part of our inSITES series that investigates the nature, purpose and direction of incentive travel from the perspective of corporate end users – the event planners (Corporate inSITES), the budget holders (Leadership inSITES) and the qualifiers (Participant inSITES)

Incentive travel remains a transformational tool for today's business leaders — a finding we are proud to see definitively represented by this report's findings.

Participant inSITES rounds out SITE Foundation's full inSITES series, complementing the three-part Corporate inSITES reports and the qualitative information presented in Leadership inSITES.

Setting Participant inSITES apart though, is its emphasis on what is most rewarding, meaningful, and motivational for reward earners.

Included in this full presentation of the project's findings are details about participant attitudes toward different aspects that make up incentive travel rewards, as well as further insights about the impact and value of incentive travel.

Conducted in partnership with the Brierley Institute for Customer Engagement at Southern Methodist University (SMU) Cox School of Business in Dallas,



United States, this critical research showcases the value of incentive travel voiced directly by those participating in programs.

Powered by **site** Foundation



## UPCOMING EVENTS

### Fall Sip & SITE

Tuesday, September 26th 5pm - 8pm

[Register here](#)

### Kids in Need Foundation - Supply Packing for Student/Teachers

Tuesday, October 10th 5:30pm - 7:30pm

[Register here](#)

### SITE Young Leaders Conference

Sunday, October 15th 9am - 5:30pm

[Register here](#)

### SITE NITE North America - IMEX

Monday, October 16th 8pm - 11pm

[Register here](#)

### Holiday & CSR Event

Tuesday, December 5th, 2023

## SITE MINNESOTA 2023



## **BOARD OF DIRECTORS**

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Prestige

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Direct Travel

# CONNECT IN THE OPEN



## INSPIRED SETTINGS

Sonoma County is easy to reach yet exists a world away from the everyday. Fly direct and expand your meeting with a vineyard or redwood-forest hike just 45 minutes from San Francisco. Build in bonding time on a Pacific Ocean fishing excursion or canoeing down the Russian River. Enliven competition with wine-blending challenges and adventure courses. Impress stakeholders with farm-to-table dining, creative craft beers, and spectacular wine tastings.

**SONOMA COUNTY**  
• CALIFORNIA •

**LIFE OPENS UP**



[SONOMACOUNTY.COM](http://SONOMACOUNTY.COM)

LET'S GET SOCIAL







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