

SITE ON THE SCENE



SITE NITE North America 2022

To say that SITE NITE is a much anticipated event might be the understatement of the 21st century!



We hope you enjoyed getting to meet fellow SITE members from around the country at SITE NITE North America. Send us your pictures!
Email your images to
sitemn.events@gmail.com.

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NANCY CHRISMER
2022 SITE Minnesota Chapter President

Ahhh Fall. The colors, sweaters, chili and football... undeniably my favorite season.

Although the summer was filled with spontaneous plans and wonderful memories made, I get a sense of peace and comfort with the return to some sort of routine (if there is even such a thing in our industry). I love our standing Sunday plans of watching the Vikings game with aroma of chili wafting through the house. As we start planning for the upcoming holidays, the fall also brings a renewed sense of gratitude.

LETTER FROM THE PRESIDENT

I'm grateful for our community of professionals who works to not only to ensure a sustainable future for our industry but also takes effort and pride to promote sustainable development throughout our state, country and world. I'm so proud of the work our chapter has accomplished on the path to earn our sustainability certification by SITE Global. Last quarter we focused on Zero Hunger, a goal to end hunger, achieve food security, improve nutrition and promote sustainable agriculture. We have implemented the donation of unused food after our events with Second Harvest Heartland and their MealConnect program. This quarter, we will be hosting a food drive at our holiday event on December 6th to benefit our partner, The Link.

For those unfamiliar, The Link has been such a worthy and appreciative benefactor of our charitable efforts, working with youth and young families to overcome the impacts of poverty and social injustice. Their School Matters program works to increase youth attendance rates and prevent dropouts, with a goal of increasing graduation rates for

truant youth between the ages of 12 and 17.

This quarter, we also add Quality Education to our goal of sustainability certification, ensuring inclusive and equitable quality education while promoting lifelong learning opportunities for all. While our Education Day event in July reenforced lifelong learning for all, we also requested donations to help others achieve inclusive and equitable education. With your help, we were able to donate dozens of backpacks, notebooks, binders and other school supplies to The Link, benefiting their School Matters program. This is actual action that benefits youth in our local community; you should all be very proud. Last month at our Sip and SITE event, with your help, we were able to make a sizeable donation of Halloween costumes in a myriad of sizes, which The Link distributed to kids in need.

In spite of everyone being busier than ever, you are always up to the challenge and willing to answer the call. Thank you. We are making a difference and that certainly is cause for celebration and gratitude.

Nancy

LET'S DO THIS.

- ▶ Attend the next three SITE Minnesota events and we will reimburse the fees paid for those events when you join. (New Members Only)
- ▶ Free events this year? \$100 off membership? There is not a better time to invest in your future and join SITE Minnesota!

WHAT DOES A SITE MEMBERSHIP DO FOR ME?

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

- 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

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

Connect with a community of experts and peers around the world through SITE

- Build a global base of incentive travel connections by attending SITE's networking events

- Meet and connect with professionals in your area through involvement in your local chapter

Our research keeps you at the pulse of leading practices and market challenges

- Learn tools and solutions for challenges within the incentive travel industry with educational white papers, drawn from research conducted by the SITE Foundation
- Stay on top of emerging industry trends with the annual SITE Index



Upcoming Events



Dec. 6, 2022
SITE MN
Holiday Party
Minneapolis, MN



Feb. 17-20, 2023
Global Conference
New York, NY



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A LOOK BACK at MOVING FORWARD

SITE Education Day 2022



To say it was a ‘pleasure’ to attend the 2022 SITE Minnesota Education Day this year would be an understatement.

How can I convey the feeling of joy and gratitude to be among my SITE Minnesota Family IN PERSON again this year? In a word, it was sublime. Here is why....

The theme of the event, **MOVING FORWARD**, was spot-on as all of us agreed that we are thankful to be CRAZY BUSY with the resurgence of our Incentive industry. The overall vibe was more like a family reunion than a business event.

I loved the fact that the event this year was expanded to include a pre-education reception at the new Dayton’s Project Rooftop. This provided the perfect balance of networking and fun and the opportunity to connect with friends old and new in a relaxing and beautiful setting. The champagne ring toss and photo booth (thank you Palm Beaches) were a huge hit. We had a blast ‘getting the band back together.’

The Education Day knowledge expanding offerings this year were top notch and timely, focusing on personal and professional forward motion. The Keynote Sessions provided the tools to Access our Flow State with Jeska Brodbeck and shift our focus to see that Happy is the New Healthy with David Romanelli. Wait, did I mention the breakouts? WOW! The choices provided were on point ~ with options to expand our knowledge in DEI, Sustainability, How to Purposefully Plan with DMC Partners, and learn about the Cruise Industry 2.0.

The Hyatt Regency Minneapolis were gracious hosts for our Education Day event. The luncheon was delicious and the reception and PRIZES following the event gave us a chance to debrief at the end of the perfect day.

- ☒ Did the event provide perfect balance of networking and education?
- ☒ Did I learn new skills to help me personally and professionally?
- ☒ Was it great to see and spend time with my SITE Minnesota Family?
- ☒ Will I attend 2023 Education Day?

I look forward to the next opportunity to see everyone again soon.

Susan Barnes
KSL Resorts
SITE MN | Education Committee

A SUSTAINABLE FUTURE

Working Towards Sustainable Development: Goal 2

INCLUSIVE. EQUITABLE.
QUALITY. EDUCATION.

Jen Johnson
Minneapolis Convention Center
Board of Directors | Sustainability

The second Sustainable Development Goal that has been chosen by the chapter for 2022 as part of our sustainable certification through SITE Global is SDG 4: Quality Education. SITE Minnesota is dedicated to helping ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

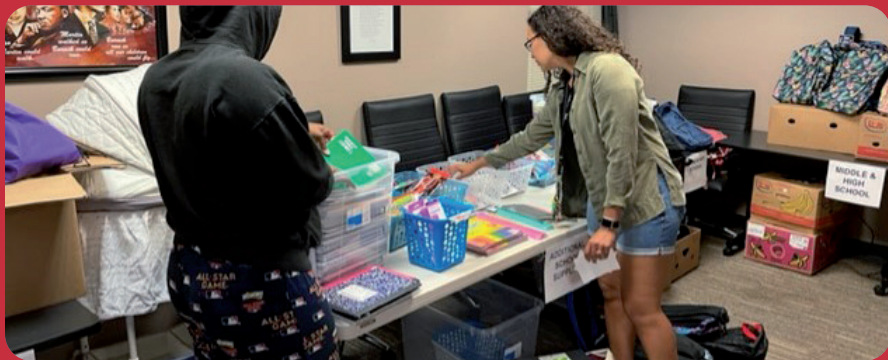


Ways that the chapter will be working towards Quality Education:

- ▶ School Supply Drive during Education Day to benefit The Link. Those supplies went directly to kids in the metro.
- ▶ Working with Kids in Need Foundation to pack supply boxes for teachers in MN.
- ▶ Insightful educational breakouts during Education Day for industry professionals.
- ▶ Developing educational webinars for SITE MN members.

Ways that you can work towards Quality Education at home/work:

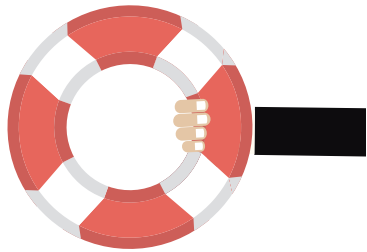
- ▶ Support programs that provide education services to underserved populations.
- ▶ If in a leadership role, promote employee training/development.
- ▶ Become a mentor or volunteer as a tutor.
- ▶ Donate new or used school supplies, books/textbooks.



INTERESTED IN JOINING THE SITE MN BOARD?

We have many opportunities available, would you like to know more about the following? Please email SITE Minnesota President, Nancy Chrismer to learn more.

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Young Leaders | Education | Membership
Sponsorship | President Elect





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OUR SPONSORS MAKE ALL OUR EVENTS POSSIBLE.

Many thanks to our Education Day and Fall Sip & SITE Sponsors!



MEMBER SPOTLIGHT



GETTING
TO KNOW...

Betti Budde

Betti joined SITE MINNESOTA in February this year and is a member of the Communications Committee.

She is a “seasoned” planning/sourcing specialist who will be celebrating her 28th anniversary with HelmsBriscoe next year. In her dual role as Associate Regional Vice President, Betti is responsible for the growth of the regional team as well as sourcing venues for a loyal base of Fortune 500 companies and association customers. This dual role allows her to feed her passions in providing expert consultation to her clients, as well as training and mentoring new associates. Betti has acquired a

depth of knowledge in her work with clients and industry peers in Strategic Meetings Management.

Betti and her husband, Kirk, live in Ely, Minnesota where they enjoy outdoor activities in all four seasons! Her position with HelmsBriscoe allows her to work remotely with the freedom to travel as needed, especially to see her grandchildren who live in the Twin Cities.

Betti is looking forward to connecting with many industry friends and making new acquaintances at future Site events.



SITE Minnesota 2022

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Are you looking for inspiring incentive travel programs to Ireland? Look no further. Wallace Travel Group, the leading DMC in Ireland has over 52 years experience in developing incentive travel concepts for corporations all over the world, and Ireland has always impressed the most discerning travelers.

Our goal is to listen to and understand all our clients' needs and find perfect travel related solutions backed with a world class service and attention to detail. We have been an expert ground handler and DMC in Ireland and abroad since 1970.

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