

# SITE ON THE SCENE

## THE SUMMER OF SITE!



### Time to learn!

**Tuesday, July 26 | Networking Reception**  
5:30 - 7:30 pm | The Dayton's Project

**Wednesday, July 27 | Moving Forward**  
10 am - 5:45 pm | Hyatt Regency Minneapolis

## SITE Minnesota Education Day is **MOVING FORWARD**

You asked and we are excited to announce, this year we are adding a networking cocktail reception the evening prior to Education Day!



Tuesday, July 26th join colleagues and partners for conversation, food, cocktails, CSR and laughs as we kick off Education Day. This special event will take place at The Dayton's Project, in downtown Minneapolis from 5:30 – 7:30 pm.

Wednesday, July 27th is a day of education, networking and fun. We will feature two well-known, high-energy, keynote speakers to help us **MOVE FORWARD**, professionally and personally in 2022.

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**NANCY CHRISMER**  
2022 SITE Minnesota Chapter President

## Hello SITE Minnesota.

What a busy spring, and it's nearly July already! Business is back and companies are eager to book and start operating their events and as an industry, I think I can speak for all of us when I say we are eager to deliver! Planners, partners, and travelers were all excited to hear that the US lifted the COVID testing requirement recently, and other countries are following suit. The landscape of incentive travel is starting to look more like the scene we remember. As we start forecasting for the

# LETTER FROM THE PRESIDENT

upcoming year, it looks like we can anticipate a very busy and promising 2023. What a long awaited, much anticipated statement!

With business booming, I, like many of you, I'm sure, have had a difficult time managing and embracing the intensified workload. Balancing my work, SITE and personal life has become more challenging than ever. Having heard and felt that sentiment across the industry, mental health, balance, and sustainability became our guiding focus when planning our 2022 SITE Minnesota Education Day. I'm also excited to share our Education Day this year is expanding. The contemporary Dayton's Project in downtown Minneapolis will be hosting us for a networking reception on Tuesday evening. On Wednesday, join us for a day of reconnecting and learning. We have found some dynamic, of-the-moment speakers we are sure will inspire.

Coming together to learn and grow from each other is the premise on which SITE was

built. I was fortunate enough to expand my understanding of SITE in Dublin, this spring, at SITE Global Conference. It was such an invigorating conference with impactful breakouts, engaging speakers and meaningful connections. It was wonderful to see colleagues in person after two years of Zoom meetings and Teams calls. I walked away with a renewed energy for our chapter and some best practices I look forward to implementing over the next few months.

Upon returning from SITE Global Conference, I took time to reflect on the past two years. It hasn't been an easy road, but I feel healthy, hopeful, and incredibly grateful for where we are as an industry and supremely honored to be part of a group of professionals with such resolve and heart. I have never been more excited for the future of incentive travel.

We've waited a long time to get here. Let's enjoy this summer, together.

Nancy



# WHY WAIT?

## Not a Member of SITE?

We encourage you to join Site Minnesota and reap all of the benefits of being a SITE member.

## SEND HELP.

Do you have a flare for social media? We are looking for creative individuals with some social media savvy to bring forward new and fresh ideas to our committee.

### We are looking for someone who will:

- » Work with the Education & Events Committee to create content for our website
- » Collaborate with the Social Media team on materials for postings

### Why should you join a SITE Minnesota committee?

- » This is your chance to connect on the next level with industry professionals and expand your network!
- » Take this opportunity to flex your creativity while also helping enrich a worthy group.

### Interested or have questions?

Please email SITE Minnesota President Nancy Chrismer at [Nancy.chrismer@biworldwide.com](mailto:Nancy.chrismer@biworldwide.com) or SITE Minnesota VP of Social Media Seth Ryan at [seth.ryan@omnihotels.com](mailto:seth.ryan@omnihotels.com)



## Upcoming Events



**July 26-27, 2022**  
**Networking Reception & Education Day**  
Minneapolis, MN



**Sept. 11-14, 2022**  
**SITE Classic**  
Boca Raton, FL



**Sept. 27, 2022**  
**SITE MN SIP & SITE**  
Minneapolis, MN



**Oct. 9-10, 2022**  
**SITE Young Leaders' Conference**  
Las Vegas, NV



**Oct. 10, 2022**  
**SITE Nite North America**  
Las Vegas, NV



**Dec. 7, 2022**  
**SITE MN Holiday Party**  
Minneapolis, MN

## IT'S TIME.

- Attend the next three SITE Minnesota events and we will reimburse the fees paid for those events when you join. (New Members Only)
- Best time to join? During IMEX America week- SITE offers \$100.00 off membership for next year through the **Member get a Member** program.
- 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

- 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

### 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

- Establish your credibility as a SITE member, guided by the SITE Code of Ethics

### 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
- Make lifelong friendships with fellow professionals - all while growing your incentive travel business

### 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



# Getting by with a little help from our friends...

Strategic Partners get spotlighted

Big changes on the way for the Fairmont Kea Lani. Check out Page 7

We're off to a great start in 2022!

Not only do we have a new strategic partnership with Accor Hotels, but we were also supported by Experience Scottsdale, Auberge Resorts Collection Mexico, and AM Resorts for our first event of the year!

We rely heavily on our sponsor partners and are so grateful for their generous support. Currently, we are seeking sponsors for SITE Minnesota's remaining 2022 events including: Education Day, Fall Sip & SITE and our Holiday event.

Our sponsorship prospectus can be found on the SITE Minnesota website. Shay Farmer and Theresa Link welcome your inquiries

and look forward to creating mutually beneficial relationships with our supporters. In addition to event sponsorship, we also accept raffle prize donations, such as gift cards, hotel stays and travel packages. New in 2022, we're seeking opportunities for exclusive members-only events in the Twin Cities, like behind-the-scenes tours of a new hotels or venues.

## MOVING FORWARD

### SITE Education Day

This year we focus on **Moving Forward**, with captivating speakers, addressing career development, work-life balance and sustainable solutions for the future of our industry.

**Jeska Brodbeck** is an immersive & experiential keynote speaker who teaches business professionals how to access Flow State, also known as "being in the zone," which is a high level of performance without the negative stress. She is a corporate keynote speaker, performance coach, business owner and creator of the Mindful Performance® Training based in Miami, Florida. She works with business professionals to help them enter the state that athletes refer to as "being in the zone" so they can be more efficient and productive with less stress in their life. Her interactive program will help each of us enter the state of flow so that we can be more relaxed and productive in our work and personal lives.



#### KEYNOTE SPEAKERS

Jeska Brodbeck: *Access Flow State to Achieve Optimal Performance*  
David Romanelli: *Happy is the New Healthy*



**David Romanelli** is a bestselling author, wellness innovator, entrepreneur and intergen pioneer. He brings a unique, seasoned and entertaining approach to today's pressing challenges of work-life balance, stress, information overload, the aging population and the overall desire to live a happier, healthier life. He fuses ancient wellness practices with modern passions that give people accessible tools to overcome stress, focus their mind and improve their relationships at work and home.

His book, "Happy is the New Healthy: 31 Ways to Relax, Let Go, and Enjoy Life NOW," launched in paperback in January 2017 and has twice reached #1 on Amazon's Healthy Living Bestseller List.

Additionally, we will feature three breakouts throughout the afternoon that address current topics in meetings and events such as Sustainability and Diversity Equity & Inclusion.

The day will conclude with Happy Hour and the opportunity to contribute to our charitable organization, The Link, by purchasing sweepstakes tickets for some great prizes donated by our generous travel partners!



## WANT TO SPONSOR A SITE EVENT?

Check out our sponsorship packages on the SITE Minnesota website.

Thank you to our February Sip & SITE Sponsors



Auberge Resorts Collection



EXPERIENCE  
SCOTTSDALE



# MEMEBER SPOTLIGHT



PLEASE  
WELCOME  
**Jen Johnson, CMP, SEPC**

Jen recently joined SITE Minnesota as the Vice President of Sustainability.

She graduated from Arizona State University with a degree in Recreation & Tourism Management. Upon finishing her internship at The Four Seasons Resort in Scottsdale, she stayed on as a Catering & Conference Services Assistant. From there Jen moved to Minnesota and started on the incentive side of the business, working as a Travel Program Manager for a small incentive firm. She continued her career with a move to Carlson Marketing where she was a Meeting, Incentive & Event Planner and then spent some time as an Account Manager for a small travel firm in the Twin Cities. She moved back to North Dakota for a time where she did a variety of things

including: Walk Coordinator for the MS Society, Banquet Sales Manager for a larger hotel and then onto the venue side as an Event Services Manager for an arena/convention center. From there, she moved back to the Twin Cities taking her current position at the Minneapolis Convention Center, where she's been for almost 5 years. Jen is currently finishing up her master's degree in Sustainable Tourism from Arizona State University. She has a passion for the environment and sustainability and looks forward to helping SITE MN gain their Sustainability Certification.

In her free time, she enjoys traveling, hiking, pottery making and hanging out with her dogs, Chloe and Farrah.

## A SUSTAINABLE FUTURE

Working Towards Sustainable Development: Goal 2

This year SITE Minnesota has the goal of becoming sustainably certified by SITE Global.

Part of this process is choosing several of the Sustainable Development Goals or SDGs developed by the United Nations to focus on. The Sustainable Development Goals act as a blueprint for economic, social and environmental sustainability. One of the SDGs that has been chosen by the chapter for 2022 is SDG 2: Zero Hunger. This goal is aimed at ending hunger, achieving food security and the promotion of sustainable agriculture.



Ways that the chapter will be working towards Zero Hunger:

- Donating unused food after events. We will be working with Second Harvest Heartland and their MealConnect program.
- Choosing locally sourced, in-season and organic food when possible. We will be working with our food partners for events to move toward our goals.
- Having a food drive during the chapter Holiday Party. Food collected will go to our partner, The Link.

Ways that you can work towards Zero Hunger at home:

- If you have a garden, donate extra produce. Many food shelves in MN will accept fresh produce.
- Purchase locally grown, in-season and organic food whenever possible, preferably from farmers markets.
- Reduce your amount of food waste by not overbuying. Meal planning is a great way to help prevent this.
- Donate your time to an organization that deals with food insecurity.

site Minnesota

THANK  
YOU  
EARTH DAY | 2022



I've saved 603 pounds of food which avoided 22,962 gallons of water & 1,431 tons of CO2e just by shopping at Imperfect Foods.



#SITEprofs

#SITEunite

#SITEstrong

#SITEsustainability



## SITE Global Conference

April 20-23, 2022  
Dublin, Ireland

SITE Minnesota Board Members Nancy Chrismer, Ashley Krueger and Shay Farmer participated in this year's long-anticipated SITE Global Conference, after a 2-year hiatus. The energy was palpable as SITE chapter leaders gathered for a pre-conference meeting to share best practices and creative solutions for engaging our membership through high-value experiences. The take-aways were huge and we hope to start implementing the practices in the SITE Minnesota chapter this year. From a welcome evening at the Guinness Storehouse to our closing event at the Museum of Literature Ireland (MoLI), we were in awe of all Dublin had to offer. It provided the perfect setting for new connections and reuniting with long-time industry friends. Overall the experience was invigorating and renewed our sense of purpose to drive the business case for incentive travel and motivational experiences.



## SITE Incentive Summit Americas 2022

**SITE Minnesota** was well-represented at this year's SITE Incentive Summit Americas (ISA) 2022.

Our members were event leaders, panelists and active participants during the three-day event in at the Park Hyatt Resort in Beaver Creek, CO. SITE leaders secured professional speakers who shared powerful messages on Optimal Performance and Sense of Humor for Fun & Profit. The attendees gathered together for round table discussions on Mindfulness: Sustainability; Tips for Planners & Hoteliers



to get what they want in a Seller's Market; and Hybrids, Digital & New Realities. And finally, we raised over \$20,000 for the SITE Foundation with a lively auction of travel experiences.

*Thank you for attending: Joanie Phillips, Anne Marie Rogers, Kevin Regan, Kari Dehn, Lisa Starr, Joanne Trudeau, Gretchen Anderson, Kim Smith, Christy Assaly, Larry Howell and Kaeli Hannan*



## SITE Minnesota 2022

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## Ho'omaka Hou *A New Beginning*

2022-2023 RENOVATION PROJECT

*Fairmont*  
KEA LANI  
MAUI

[Fairmont-Kea-Lani.com/Renovation](https://Fairmont-Kea-Lani.com/Renovation)

### VILLAS

*Ancient Fishing Village*

The resort's shoreline location, the **Palauea ahupua'a (an ancient fishing village)**, influences the style, color palette and furnishings for The Villa Collection. Luxurious features drawn from our tropical waters, sandy beaches, and vibrant native plants combine with breathtaking colors and peaceful fabrics to create a brand new look for these beach-chic oceanfront villas.

*Woven lau hala resembles traditional weavings in our ahupua'a*



### LOBBY + GRAND ENTRANCE

*Bringing the Outdoors Inside*

The extensive transformation of the lobby and grand entrance is inspired by the Hawaiian song and mo'olelo (story) Ka Wai a Kāne. This follows the wai (water) of Kāne, the diety associated with freshwater. In Hawai'i, Wai is a gift from the gods. It is revered for the life it gives to all things. Wai is of such importance in old Hawai'i that the Hawaiian word for wealth and prosperity is waiwai.

*Lush gardens comprised of native flora will fill the grand open-aid lobby, brining the tropical splendor of the outdoors inside.*



### NEW CULTURAL LOUNGE

*Talk Story Immersion*

The cultural lounge will be designed as an **immersive space sharing the mo'olelo (story)** of our ahupua'a, Wailea and Maui, Hawai'i through activities, interactive displays and more. This central space will provide a welcoming space for guests to engage and enjoy.

*Native to the Hawaiian Islands, the Yellow Hibiscus represents royalty and communicates power and respect - it is also endangered, so if you encounter one, be sure to treat the plant with care.*



### BARS + BITES

*Captivating Epicurean Experience*

A meticulously designed fusion of **culture meets culinary-hot-spot** blends the natural elements of Maui with the five senses of each guest in the brand new venue. The expansive footprint of the new venue will seamless transition from the gardens of the lobby to breathtaking views of the sun setting over the Alalākeiki and Kealaikahiki channels.

*Enviabl sunset views for guests perched at the open-air long bar.*

**In March of 2022, the Fairmont Kea Lani embarked on a ho'omaka hou (a new beginning) multimillion-dollar transformation of their collection of Suites and Villas.**

Each of the 413 one-bedroom suites and 37 two-story villas will be completely reimagined from top to bottom to create an ultimately luxurious space that evokes stories of the island's rich cultural heritage. They have curated the finest furnishings, touchpoints and amenities to ensure every

guest feels genuinely cared for in an exquisitely designed space.

In August 2022, improvements to the Grand Entrance and Lobby will begin through December 15, 2022. The impressive make-over will include dramatic water features, enhanced guest experience touch points and immersive gardens. Positioned as a conduit for sharing the vibrancy of Hawaiian culture, a dynamic and interactive Cultural Center will be designed in the southwest area of the lobby. A brand-new expansive food and beverage venue

will flow from the southeast end of the lobby. This enchanting venue will seamlessly transition from the lobby into a space of its own commanding, arguably, some of the best views of the resort.

As the enhancements unfold, it is their promise to ensure guests continue to have an exceptional stay. To minimize the impact to resort guests, the ho'omaka hou project will follow a strategic phased approach, Inspired by the Elements of Maui

Renovation: 2022 through Q1 2023