



Q3 *Newsletter*



Finishing the Year Strong!

I love September. It is my birthday month. More significant, I love the chill in the air that the beginning of Fall brings. The trees changing colors, kids back in the school routine, and of course, college football. With that in mind, almost three-quarters through the year, I am proud of what we have accomplished so far this year in this small but mighty Heartland Chapter of MPI.

Having just returned from our most recent chapter education event at Lied Lodge at Arbor Day Farm in Nebraska City, I am feeling a renewed energy and excitement for what the remainder of this year has in store.

I think we can all agree, what makes this chapter strong are the connections we all have with each other and the people that make up this volunteer association. That was no more evident than watching the interactions as our group participated in the potting and planting of trees during our service leadership project leading into our education event. I was reminded of the purpose statement we live by at Hyatt Hotels, "We Care for People, So They Can Be Their Best". I witnessed that purpose in action as we laughed, sweat, got rained on, and worked together in a common goal to dig in the soil, fill up pots, and get those tiny trees started on their journey of life.

I could feel the genuine care for each other and for the end-goal of getting these trees planted for generations to enjoy. Hopefully, that is what our 2026 board and chapter has done so far this year and will continue to pursue for the remainder of the year. We want to nurture this chapter, help it grow, and leave something for the next generation (at least those that follow us) to have an organization they enjoy being a part of. Not only to get out of the house and book business with each other, but to work together for a common goal, create educational and social events that we all want to be a part of and make lifelong connections and friendships across the miles and silos we work in during our day jobs.

As meeting/event planners, hoteliers, and vendors, our job and lot in life is to care for people (provide our clients the tools they need) so they can put on the very best events possible. I am proud to be a part of the world of hospitality, and you should be too. Thank you for all you have contributed to MPI's Heartland Chapter this year so far and thank you for what you will do to continue for us to be successful for the remainder of 2026 and beyond.

Have a great Fall and I look forward to seeing most of you in Dubuque, for our MPI Heartland Chapter Annual meeting, Tuesday, November 3!

Yours in Hospitality,
Cory Carlson
President
MPI Heartland Chapter

LITTLE BIT OF *This.*

LITTLE BIT OF *That.*

Meet
DUBUQUE

More than the meeting.
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MPI HEARTLAND CHAPTER ANNUAL MEETING!

**The Key Hotel by Hilton,
Dubuque, IA**

**Heartland Connection
November 2 | 5pm**

**Annual Meeting
November 3 | 8am - 3pm**



If You Build It, They Will Meet

Designing Meetings that Matter, Inspire Attendance & Impact

Join the MPI Heartland Chapter in Dubuque for its 2026 Annual Meeting experience, beginning with the Heartland Connection networking event at the Field of Dreams Movie Site on Monday, November 2 at 5:00 p.m., followed by the Annual Meeting on Tuesday, November 3 from 8:00 a.m.–3:00 p.m. Inspired by the iconic destination and its legacy of connection and storytelling, this year's theme explores how planners can design meetings that foster authentic engagement, inspire attendance, and create lasting impact.

Through interactive education sessions, collaborative discussions, experiential networking, and baseball-inspired activations, attendees will gain fresh ideas for creating meetings people genuinely want to attend. From neuroscience in event design to crowd-sourced industry conversations and high-energy engagement

strategies, the program is intentionally designed to model the very concepts it aims to inspire. Register now to join us in Dubuque!

Thanks to our presenting planner sponsor, Freeman, along with Marriott South Sioux City, Sightline Productions, and Think Iowa City, MPI Heartland is excited to offer a limited number of scholarships for qualified meeting and event professionals to attend this year's Annual Meeting. Click the button below to apply today!

Apply Today!

Register Now!

Book your hotel room for the Annual Meeting now!

Hilton Garden Inn Dubuque

Key Hotel Dubuque

To learn about eligibility for a sponsored planner hotel room, **please contact [Julie Kronglage](#) with Travel Dubuque.**

EXPERIENCE BOARDROOMS WITHOUT WALLS

Trees, birds, winding paths, and open skies. Meetings at Arbor Day Farm don't always happen indoors. Being outside helps teams think deeper. **MPI members get 20% off** thoughtfully designed immersive group activities designed around nature, conservation, and connections.

SUBMIT RFP →



**SUBMIT YOUR
QUESTIONS FOR OUR
'15 QUESTIONS AT THE
PLATE' SESSION**

Help us develop this session!

We need your help developing a fun, interactive session for the Annual Meeting:
'15 Questions at the Plate!'

This fast-paced, 30-minute crowdsourcing session will feature 15 rapid-fire questions about the meetings and events industry—and we need your help generating them. Submit your questions below:

[Questions?](#)

MPI RAFFLE OPPORTUNITES!

WANT TO DONATE A RAFFLE PRIZE FOR THE
ANNUAL MPI MEETING?

CONTACT HOLLY MUEGGENBERG OR MATT
KIERNAN TO CONTRIBUTE!



MPI

HEARTLAND
CHAPTER

Annual Meeting Raffle Help!

Support the MPI Heartland Chapter Annual Meeting by donating a raffle basket or item!

Donations of all sizes are welcome, help ensure that the raffle auction is one of the most anticipated highlights of the Annual Meeting.

Contact [Holly Mueffenberg](#) & [Matt Kiernan](#) for more information!





🍎 Fall Chapter Meeting Recap!

What a great day at Lied Lodge at Arbor Day Farm! Our MPI Heartland Chapter members came together for a day filled with learning, connection, and giving back.

Jeff Peters kept us engaged with an interactive session on leadership, communication, and the power of asking better questions. We also rolled up our sleeves for our Service Leadership Project, helping prepare Arbor Day Farm for the upcoming AppleJack Festival.

It was a wonderful day of great conversations, teamwork, and plenty of fun with our MPI community. Thank you to everyone who joined us and helped make the day a success! We can't wait to see you at our next event.



Help Us Plan April 2027!

We're looking ahead to our April 2027 MPI Heartland Chapter meeting and are seeking recommendations for both venues and speakers.

It's Nebraska's turn to host! Know a great venue or speaker in Nebraska? We'd love to hear from you. RFPs are being accepted now!

Contact [Sarah Kouba](#) & [Missy Berg](#) for more information!



When a **New Member** uses an existing member's number as a referral during their registration:

The new member has the \$50 application fee waived.

The referring member gets \$25 off of a future membership renewal & gets \$50 cash!

With hundreds of hours of free education for MPI members, the [MPI Academy](#) is your one-stop shop for meeting planning and event industry skills training, CE credits and certificate courses.

Featuring online and in-person classes and webinars, it's the perfect resource for the job you have - or the job you want.



A special offer for our members! The Kansas City, Chicago Area, Indiana, St. Louis, Heartland (Nebraska/Iowa) and Oklahoma Chapters of MPI are partnering on a promotion to offer [Affiliate Memberships](#) at our chapters for a discount!

This gives you access to each chapters' education events, social events, and member databases and more!

SPECIAL OFFER

MPI Affiliate Discount Memberships

Join the following chapters for
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- HEARTLAND
- INDIANA
- KANSAS CITY
- OKLAHOMA
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— MPI HEARTLAND CHAPTER —

2026 ANNUAL MEETING

NOVEMBER 2-3, 2026

*If You Build It,
They Will Meet.*

SPONSORSHIP OPPORTUNITIES



ANNUAL MEETING
PLANNER PARTNER

\$600



ANNUAL MEETING
EXHIBITOR TABLE

\$350



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\$600



CLAIM YOUR PACKAGE BY
SEPTEMBER 30, 2026!



NEW YEAR. NEW CONNECTIONS.

New Opportunities.

MPI Heartland is excited to offer a new year of sponsorship opportunities designed to connect you with a highly engaged community of meeting and event professionals.



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1 AVAILABLE



**DIAMOND
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**GOLD
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UNLIMITED



With top-tier packages already being claimed, opportunities at the **Platinum, Diamond, and Gold** levels are becoming limited.

WHY SPONSOR MPI HEARTLAND?

Sponsorship offers a powerful way to:



Build visibility with industry decision-makers



Engage directly with planners and suppliers



Showcase your brand through chapter events and communications



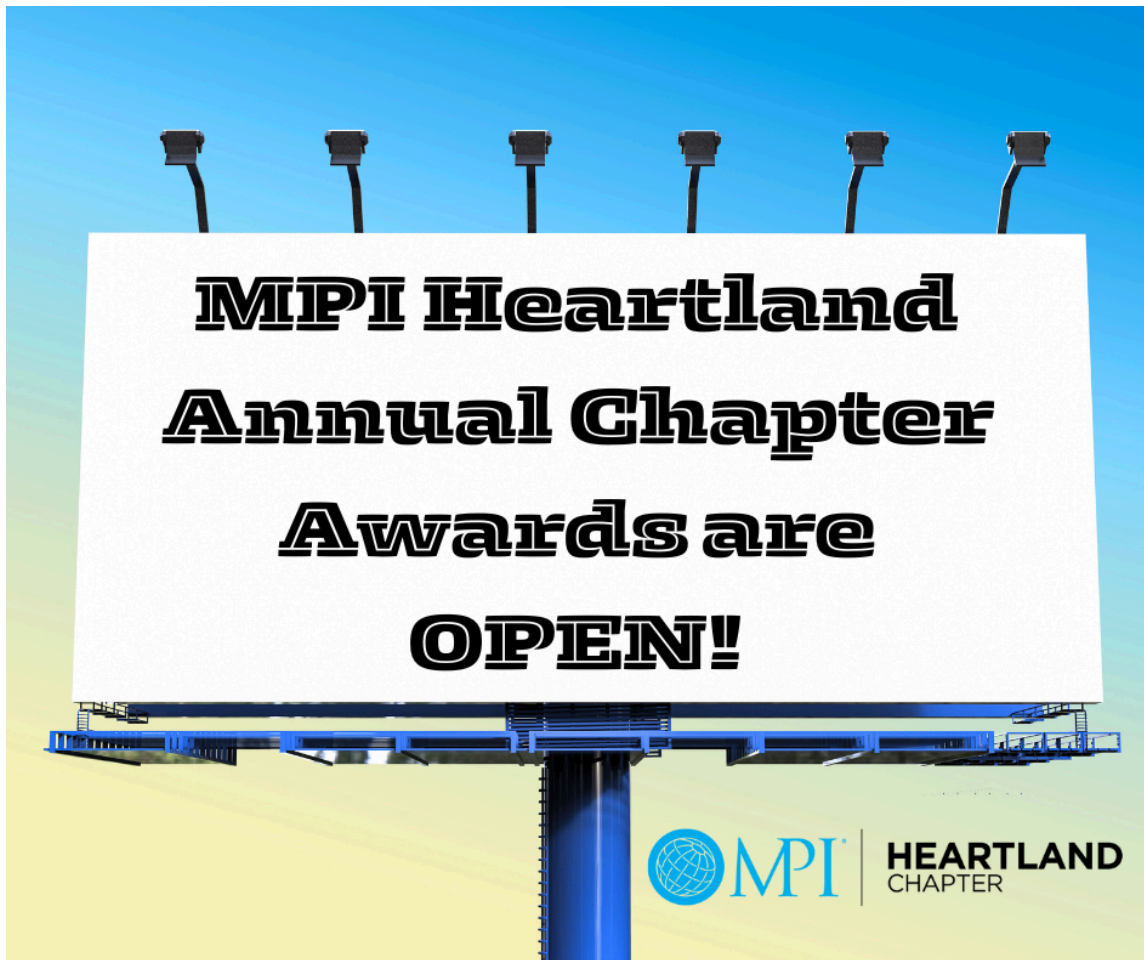
ADDITIONAL OPPORTUNITIES

Looking to get involved sooner? A limited number of **2026** sponsorships may still be available—reach out to explore current openings and last-minute opportunities.



DON'T MISS YOUR CHANCE TO CONNECT, ENGAGE, AND GROW WITH MPI HEARTLAND.
Contact us today to secure your sponsorship!

Contact [Michelle Russell](#) & [Shelly McElroy](#) for more information!



It's that time of year for Annual Awards!

Help us celebrate the outstanding professionals who make the MPI Heartland Chapter so special!

Nominate a fellow chapter member for one of our annual awards. Honorees will be announced and celebrated at the MPI Heartland Chapter Annual Meeting on Tuesday, November 3, in Dubuque.

This year's award categories include:

Supplier of the Year

Planner of the Year

Committee Volunteer of the Year—new this year!

Submit a Nomination!

VISIT THEM AT THE ANNUAL MEETING!



Together, We Can Make a Difference.

The Tri-State Coalition Against Human Trafficking & Slavery brings together partners across Iowa, Wisconsin and Illinois to educate communities, advocate for change and work toward ending human trafficking and modern-day slavery.

The Coalition will be joining us at the Annual Meeting on November 2–3! Be sure to stop by their booth to learn more about human trafficking, their work across the region and how you can help support efforts to end modern-day slavery.

Stop by, learn more and get involved!



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Thank you to our 2026 Annual Sponsors



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