

# MPI Chapter Business Summit 2017



The overall theme of the 2017 MPI Chapter Business Summit was “The Power of You.” Your Heartland Board is planning to bring this attitude back to our chapter in the 2017/2018 year! The conference agenda included ‘powerful’ presentations, hands-on boot camp sessions, updates from MPI Global and intense networking opportunities. All sessions were filled with chapter leaders from across the globe, with chapters as small as 42 members and as large as 900 members, with budgets from zero to thousands of dollars per event.

MPI CBS 2017 was extremely enlightening for incoming Vice President of Education, Joan Kranovich. Joan wants to make sure we are crafting the learning experience to you as members. We learned about the various styles of adult learning. We know everyone learns differently. Lecture-style programs may not be the best for all attendees. We are going to try some of the new styles of presenting education and connecting our members. We hope to make them more interactive than ever to better serve you.

Did you know that MPI Global offers webinars that are always available and free for members to gain extra education toward your personal and professional development? Visit [academy.mpiweb.org](http://academy.mpiweb.org) to view the array of programs available at your fingertips. Even better, many of these webinars offer CMP credit hours approved by the Convention Industry Council. This is a member benefit that does not get talked about enough!

The Membership Bootcamp was very informative for VP of Membership, Tara Platt. She said it provided a fantastic opportunity to network and share a wealth of best practices amongst the various chapter leaders. Tara is looking forward to implementing a few of these excellent ideas for the MPI Heartland Chapter.

MPI Global has some fresh and innovative membership announcements that will be rolled out in the upcoming 2017 – 2018 year! Keep your eyes open for updates in the newsletters and other correspondence from the MPI Heartland Chapter!

VP of Communications, Kelsey Packer, is ready and fired up to bring our chapter into the digital age! The Communications sessions put a huge focus on new marketing strategies and ways to incorporate our chapter into up and coming technologies. MPI Global also presented a new digital platform (website) that they have already started and a general timeline to see it come to life.

For anyone following #MPICBS17 trend on social media during the conference, Kelsey says you can see how innovative and impactful the new digital trends are becoming. Please let us know any feedback you may have so we can provide the best ways for you to utilize and benefit from your membership. Make sure to follow MPI Heartland Chapter on all the social media sites: [Facebook](#), [Twitter](#) and [LinkedIn!](#)

Incoming President Elect, Cheryl Math, says the Office of the President will be diligently working this year to make your membership more valuable than ever through Education and Networking opportunities. MPI Global is going through several changes throughout the upcoming years, in order to improve the way Chapters can operate, as well as the global website, which will have a whole new look! We will anxiously await these improvements!

Our Board participated in Boots on the Ground, where we made thank you cards & took a picture that will go to veterans and patients at VA hospitals. It's a way for MPI Chapter members to give back to those you sacrifice so much. To learn more about the Boots on the Ground Campaign, check out their [website](#). @bootcampaign #BootsOn #REDFriday



Many of the sessions connected us as chapters and encouraged collaboration to better serve our members. Being that the Heartland Chapter is only a few hours from the Kansas City Chapter, wouldn't it open the doors of opportunity to host a chapter meeting or a one day education summit in conjunction with that chapter? Joan was able to connect with the incoming Vice President of Education for the KC chapter and look forward to making this happen in 2018!

On behalf of the MPI Heartland Chapter Board of Directors, thank you for your membership and we look forward to bring the "The Power of You" to the Heartland!



*From Left (Board Position for 2017-2018): Joan Kranovich (VP of Education), Kelsey Packer (VP of Communications), Tara Platt (VP of Membership), Cheryl Math (President Elect)*