



CHAPTER OF EXCELLENCE



2023 CHAPTER AWARD

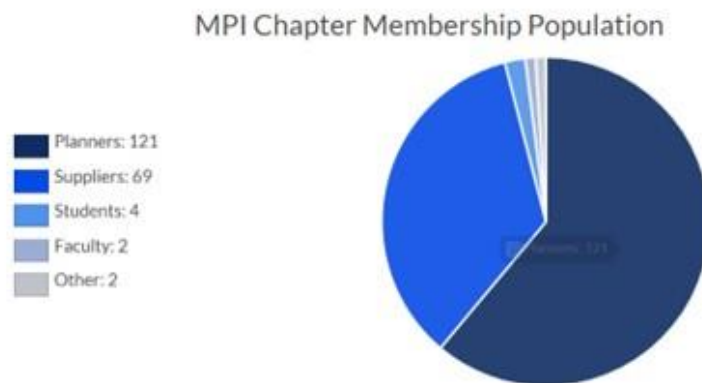


2023-2024 Annual Report
Presented at the 2024 Celebration! Gala 12.12.24
by Jenn Morden, CTA, CMP, 2023 – 2024 President

MPI Michigan Chapter At-A-Glance

Since 1979, MPI Michigan has delivered high quality education, leadership training, scholarships, and professional development to its members. Throughout the year, the chapter hosts an array of industry events and networking forums, including its Michigan Event Industry Day (MEID) and Celebration! Gala!

When you join MPI Michigan, you become part of an organization dedicated to your personal and career success. You'll connect with the passionate people, innovative learning, and big ideas that will empower you to become an agent of change and reinvent the world.



2023-2024

Our leadership team focused on “getting back to basics,” emphasizing what makes MPI Michigan Chapter exceptional. We prioritized delivering impactful event experiences, featuring top-tier speakers, addressing relevant planner-driven topics, and reigniting the energy and engagement of our members.

Our chapter is volunteer-driven, which means we need engaged members, and partners to be successful!

One of the most valuable resources available to you as a member is the MPI Michigan website, www.mpiweb.org/chapters/michigan

Below are some tools and features available via MPI Michigan:

- Networking
- Educational Development
- Register for Events
- Planner Resources
- Global Marketplace
- MPI Career Center

Getting the Most Out of Your Membership

The biggest benefit in store for you is leadership development. MPI Michigan Chapter is nearly 100% volunteer driven, and the chapter's progress is limited only by the commitment of its members.

Get involved with a committee too:

- Hone your leadership skills
- Gain vital professional development
- Broaden your network and industry knowledge

Your role on a committee is determined by you. Please consider becoming an engaged member. You truly get more out of your membership when you are engaged.

www.mpiweb.org/chapters/michigan/get-involved

Connect and Learn with MPI Michigan Chapter Events

MPI Michigan Chapter provides abundant opportunities to increase both your industry knowledge and contacts with world-class educational programs and engaging networking events held in some of the area's most unique venues.

Get Your Organization Noticed

MPI Michigan Chapter has a multitude of opportunities to promote your product or service to the membership.

- [Sponsorship Opportunities](#)

Dashboard

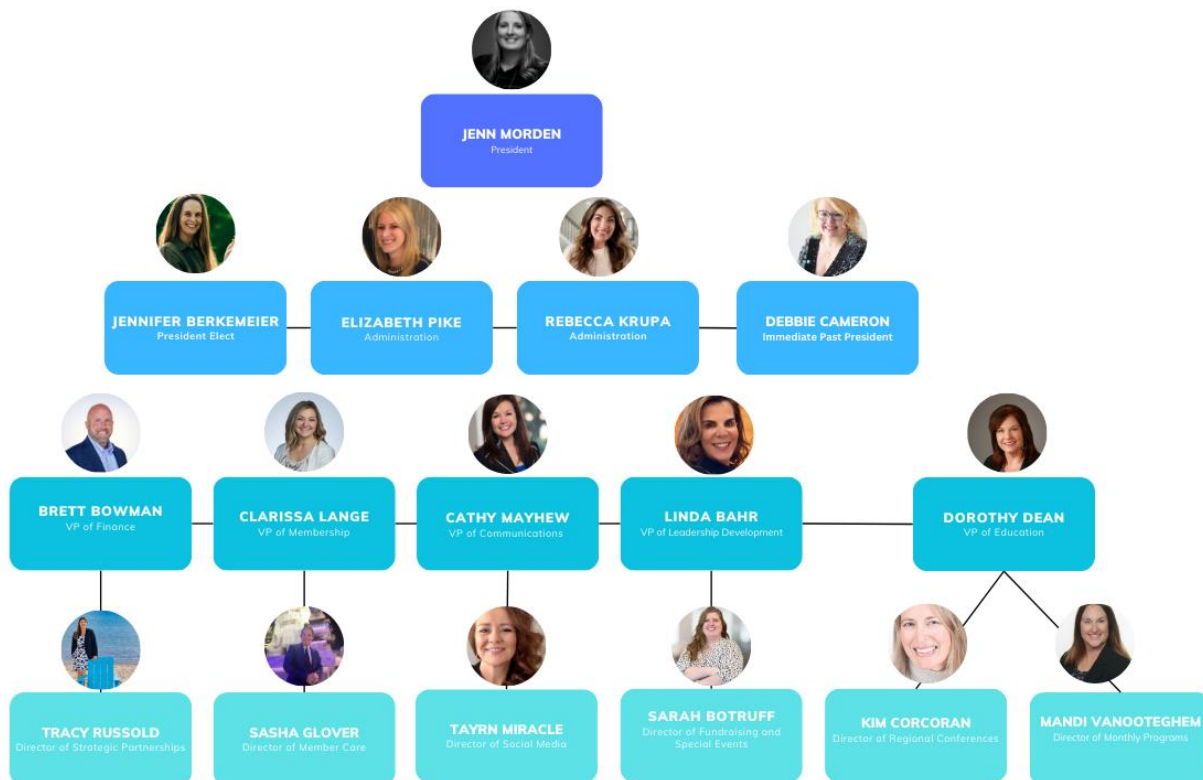
Monthly Statistics - FY 2023 - 2024

	June Y/E	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	YTD
Total	181	180	174	184	188	184	193	191	194	197	196	196	195	199	202	199	199	200		198
New	49	1	1	13	4	5	12	2	5	5	5	1	2	9	4	2	1	2		74
Renew	118	8	4	5	15	18	10	20	9	7	20	7	6	2	6	11	20	15		183
Reinstate	1				1				1						2					4
Cancels	46	2	6	3	2	10	3	4	3	2	6	1	2	5	5	4	1	1		60
TRF Out	1		1								1					1				3
TRF In	5				1	1				1	1		1		1					6
Retention	77.59%	77.71%	76.88%	75.28%	75.14%	75.71%	70.95%	73.86%	74.59%	75.40%	76.22%	74.86%	77.22%	76.80%	75.00%	77.60%	77.70%	77.70%		77.66%
Ret NoStu	78.82%	78.95%	78.11%	76.88%	76.30%	76.88%	72.57%	75.58%	75.82%	76.63%	77.47%	75.84%	77.84%	77.40%	75.60%	77.80%	77.90%	77.80%		77.84%
Vol Engag	34	39	32	49	51	52	52	52	53	52	50	49	50	50	51	51	48	0	0	49
Edu Satisfaction				4.74		4.94	4.44		4.75		4.83	4.77					4.73			4.74
Edu Surv Responses				31		17	16		64		12	31					40			211

Chapter Financial Management Overall															YTD
Actual 2023 - 2024			July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Revenue:			\$722	\$2,088	\$4,684	\$4,772	\$1,855	\$7,338	\$5,699	\$15,375	\$7,241	\$5,288	\$8,130	\$12,620	
Total Expenses:			\$2,084	\$2,164	\$2,354	\$2,540	\$2,395	\$6,902	\$4,237	\$3,962	\$2,608	\$4,628	\$14,126	\$3,148	
Net Profit:			\$(1,362)	\$(75)	\$2,330	\$2,232	\$(539)	\$436	\$1,461	\$11,413	\$4,632	\$660	\$(5,996)	\$9,473	
Net Profit %:			-188.67%	-3.61%	49.75%	46.77%	-29.07%	5.95%	25.64%	74.23%	63.98%	12.49%	-73.75%	75.06%	
			July	Aug	Sept	Oct	Nov	Dec							
Revenue:			\$1,006	\$3,122	\$8,742	\$14,851									\$103,533
Total Expenses:			\$3,736	\$3,683	\$6,496	\$12,204									\$77,266
Net Profit:			\$(2,730)	\$(561)	\$2,246	\$2,647									\$26,267
Net Profit %:			-271.44%	-17.97%	25.70%	17.82%									25.37%

Organizational Chart

2023-2024 Board of Directors





Jenn Morden, CTA, CMP
President

Jennifer Berkemeier
President-Elect

Debbie Cameron, CMP
Immediate Past President

Brett Bowman
VP Finance

Dorothy Mott, GMS
VP Education

Clarissa Lange
VP Membership

Linda Bahr, CMP, CMM
VP of Leadership Development

Cathy Mayhew, CTA
VP Communications

Tracy Russold
Director of Strategic Partnerships

Mandi VanOotenghem, CMP, CPCE
Director of Monthly Meetings

Kim Corcoran, CMP, CTA
Director of Regional Conference

Sasha Glover
Director of Member Care

Sarah Botruff, CTA
Director of Fundraising and Special Events

Taryn Miracle
Director of Social Media

Elizabeth Pike, CMP & Rebecca Krupa
Chapter Admins

End of Term Message

Jenn Morden, President

As we wrap up another incredible year for the MPI Michigan Chapter, I am filled with gratitude and pride. Serving as President has been one of the most rewarding experiences of my professional journey. My passion for MPI and its mission to connect, inspire, and advance our industry has only deepened through this role.

Our success this year would not have been possible without the dedication of our extraordinary Board of Directors and our Engaged Members. Each member has generously shared their time, energy, and expertise, ensuring that our chapter continues to thrive. Volunteering is the heartbeat of MPI, and I am endlessly inspired by how our team rose to every challenge and opportunity with enthusiasm and professionalism.

This year, we hosted innovative and impactful events that empowered our members with cutting-edge knowledge and meaningful industry connections. From the Fall Symposium to our Membership Putt-Putt networking event, every program reflected our commitment to excellence and member engagement. We also brought in top-tier speakers whose expertise and thought leadership elevated the quality of our educational offerings; in turn garnered greater attendance.

I am proud to share that we are on track to earn the coveted Chapter of Excellence Award from MPI Global once again. This recognition reflects the collective efforts of our volunteers, members, and partners who believe in our mission and contribute to its success.

I would also like to thank Choose Lansing for affording me this incredible opportunity; both through partnership support and time, because I have poured my soul into this role.

While this chapter of MPI Michigan Chapter presidency comes to a close, I remain excited about the future of MPI Michigan. With such an enthusiastic and driven community, I know our best days are ahead. Thank you for allowing me to serve and for being part of this incredible journey. Together, we continue to shape the future of our industry.

KEY METRICS

Membership Satisfaction: 89%

MPI Global requires a 71% or higher to achieve Chapter of Excellence.

Membership Retention: 77.84%

MPI Global requires 73.1% or higher to achieve Chapter of Excellence.

Net Profit: 25.37% (as of 10.31.24)

MPI Global requires 1.1% or higher to achieve Chapter of Excellence

Reserves %: 80.84%

MPI Global requires 75.1% or higher to achieve Chapter of Excellence

Education Content Satisfaction: 4.74

MPI Global requires 4.33% or higher to achieve Chapter of Excellence

Number of accredited educational offering: 7

MPI Global requires 4 to achieve Chapter of Excellence

Sincerely,

Jenn Morden, CTA, CMP
2023 – 2024 President

End of Term Message

Debbie Cameron, CMP Immediate Past President

Our chapter has really come out of the gate swinging, trending to what should be the 4th year of Chapter of Excellence!! This was one of my goals when stepping into the Office of the President.

One of the primary objectives was to focus on offering exceptional programming and getting both our members attending our events again as well as getting our membership numbers back to where they were pre-Covid, we have succeeded on both fronts.

A few new initiatives during 2021-2024 were:

- Transitioning to in-person meetings
- Past Presidents Council – Quarterly Zoom
- CMP Course Collaboration with MSAE
- DEI Task Force/DEI Committee
- Midwest Regional Council
- Collaborations with other MPI chapters as well as other industry associations

It has been a pleasure to serve on the MPI Michigan Chapter Board.

Sincerely,

Debbie Cameron

End of Term Message

Jennifer Berkemeier, President-Elect

It still gives me pause when I realize that on January 1, 2025, I will assume the Presidency for the MPI Michigan Chapter. Many people told me the PE year would go quickly, but I didn't understand just how quickly.

As my time to transition to chapter President approaches, I can look back on the past 18 months (extended due to new chapter year alignment) as President-Elect with great memories and a sense of excited achievement for our chapter.

Personally, taking the advice of several past presidents before me, I used the time as PE to learn as much as I could in order to be an effective President and lead our chapter to success and achievement during my term. This included:

- Joining each committee on a minimum of 2 committee calls
- Offering & providing assistance to any board member who needed help with a project or initiative
- Asking questions and taking advice from our current President (Jenn Morden)
- Taking part in monthly PE calls with other chapters
- Studying the CLRP (Chapter Leader Resource Page)
- Reading the MPI newsletter and other MPI publications monthly
- Taking copious notes from Day 1 in my PE year / jotting down ideas, best practices, etc.

Additionally, I took the following initiatives to assist with the overall success of the chapter:

- Created "Board Curious" calls designed to spark interest in joining the Board of Directors
- Innovated "Succession 365" mindset, assisting Leadership Development to attract committee members year-round
- Commissioned a strong DEI committee to support the MI chapter's DEI goals and initiatives
- Worked with IPP to nominate and appoint an effective, diverse board slate for 2025

Our 2023/2024 MPI MI year has been a memorable year of both meeting and exceeding goals. I believe this is due to Jenn Morden's dedicated, passionate leadership and to the extremely talented members in chapter leadership positions. Standouts for the year include:

- Record attendance numbers at several events throughout the year
- Innovative, creative event programming
- Higher-caliber speakers
- Renewed focus on delivering quality meeting outcomes
- Potential for top MPI chapter award

As our year together as a board is winding down, my top two initial goals for 2025 are 1) to realize a seamless transition from one team to the next and 2) to continue to raise the bar and our members' expectations for this award-winning MPI chapter. I am beyond excited to see what our incoming Board of Directors will achieve together in 2025.

Sincerely,

Jennifer Berkemeier

End of Term Message

Linda M Bahr, VP of Leadership Development

Sarah Botruff, Director of Fundraising & Special Events

Leadership Development provides guidance, mentorship and support to the Board and the chapter's engaged members. Our goal is to create experiences as an engaged member that makes individuals feel valued for their commitment to volunteer to support our chapter. Our Leadership roles provide a variety of positions which include, finding speakers for our lunch and learns, planning events, fundraising and creating opportunities to acknowledge the hard work of our engaged members.

One of the most rewarding aspects of our roles is seeing how our volunteers bring their diverse skills and experiences to the table. Whether in planning events, leading initiatives, or fostering member engagement, each volunteer plays a vital part in our collective success. The variety of roles offers members the opportunity to develop and refine their leadership capabilities while contributing to the chapter's growth.

Revenue generating opportunities include 50/50 raffles, our annual silent auction which raised \$5250 last year to unique special events. We initiated a yearly program to collaborate with NACE and ILEA to host a joint event industry luncheon. This event attracts 150 meeting professionals and has sold out every year. Our current roster includes over 50 engaged members (don't know what the percentage is of the total membership??)

The MPI Michigan Chapter values its volunteers. Our engaged members provide invaluable contributions. It is inspiring to watch our chapter continue to evolve, thanks to their commitment and dedication.

We look forward to continuing to serve in this capacity and to seeing all the ways our volunteers will continue to drive our chapter forward, creating success not just for today but for many years to come.

FINANCE

MPI Michigan Statement of Financial Position As of October 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10000 Cash & Cash Equivalents	0.00
10010 Petty Cash	0.00
10050 TIAA Checking	88,976.08
10150 TIAA Reserve Account	37,859.95
10300 Other Accounts	
10302 Bill.com Money Out Clearing	0.00
10304 PayPal Bank	0.00
10306 Plooto Clearing (USD)	-2,400.14
10308 Stripe Clearing	0.00
Total 10300 Other Accounts	-2,400.14
Total 10000 Cash & Cash Equivalents	124,435.89
PLCLCAD Plooto Clearing	0.00
Total Bank Accounts	\$124,435.89
Accounts Receivable	
12000 Accounts Receivable (A/R)	8,620.59
Total Accounts Receivable	\$8,620.59
Other Current Assets	
12050 Accrued Revenue	0.00
12900 Undeposited Funds	0.00
13050 Prepaid Expenses	795.75
Total Other Current Assets	\$795.75
Total Current Assets	\$133,852.23
Other Assets	
17000 Other Assets	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$133,852.23

MPI Michigan
Statement of Financial Position
As of October 31, 2024

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable (A/P)	4,023.63
Accounts Payable (A/P) - CAD	0.00
Total Accounts Payable	\$4,023.63
Other Current Liabilities	
23025 Chairman's Challenge Payable	0.00
23050 Other Accrued Expenses	3,035.55
24000 Deferred Revenue	
24010 Other Deferred Revenue	
24012 Unearned Sponsorship Revenue	0.00
24014 Unearned Advertising Revenue	0.00
24016 Deferred Registration Revenue	855.00
Total 24010 Other Deferred Revenue	855.00
Total 24000 Deferred Revenue	855.00
Total Other Current Liabilities	\$3,890.55
Total Current Liabilities	\$7,914.18
Total Liabilities	\$7,914.18
Equity	
34000 Retained Earnings	80,591.75
Opening Balance Equity {5}	22,115.47
Net Revenue	23,230.83
Total Equity	\$125,938.05
TOTAL LIABILITIES AND EQUITY	\$133,852.23

End of Term Message

Brett Bowman, VP Finance

As of October 31st, the MPI Michigan Chapter's fiscal year is on pace to be very profitable. We have had great registration numbers at our four signature events and higher-than-expected numbers for strategic and event sponsorships. As a board, we were able to host high-quality in-person events while closely monitoring expenses. I anticipate finishing the year \$10,000+ over our anticipated budgeted amount, which will allow the chapter to continue building reserves for the future.

Statement of Financial Position

Financially, the Chapter is in a very good position due to being profitable for the past few years and continued strong support from our strategic partners. As of October 31, 2024, the Chapter recognized \$88,976.08 in its checking account with an additional \$37,859.95 in reserves.

This year the MPI Michigan chapter has already hosted three educational events and decided mid-year to eliminate one additional budgeted Signature Series event. We were able to host a February Signature Series Event at the AC Hotel in Lansing, followed by the Michigan Event Industry Day (MEID) event held at the beautiful Grand Hotel on Mackinac Island, and concluded with our Fall Symposium at the Holiday Inn Mount Pleasant. We are set to conclude our year with the Celebration Gala December 12th at the Suburban Collection Showplace. We are currently on pace with all four signature events to be profitable in 2024.

In addition to our signature events the Leadership Development team hosted a raffle at MEID raising \$190 for the chapter. In December, at our Celebration Gala they will also be hosting a silent auction. They currently have over 35 items listed with hopes of raising \$5,250 in additional revenue.

In January, the Finance Team added Tracy Russold as our Director of Strategic Partnerships. She has been instrumental in nearly doubling our sponsorships from the 22/23 fiscal year. We would like to thank Tracy for her efforts in setting up the chapter for financial success.

Statement of Operations

- In the 2024 budget, we anticipated a net revenue of \$1,540.48. With the silent auction and Celebration Gala left to actualize I anticipate our yearly surplus to be near \$20,000
- Hosted four signature events
- As of October 31st, we have achieved \$37,060 in sponsorships, and \$5,900 in advertising
- Our monthly chapter rebates remain strong due to our membership team adding new members and renewing existing members
- We continue to utilize Stacy Peelish from Treeline for our accounting services, and Yeo and Yeo to file our annual tax returns

End of Term Message

Tracy Russold, Director of Strategic Partnerships

As of November 12, 2024, the MPI MI Partnerships portfolio had exceeded its original goal of \$22,500 in sponsorship and advertising revenue, achieving a total of \$37,110, representing a 64% overage above budget.

I was excited to step into the role of Director of Partnerships in February 2024 following the unexpected vacancy of the position. Upon taking on this responsibility, I quickly focused on re-engaging with our existing sponsorship partners to ensure their advertising fulfillment was on track and to encourage new opportunities for collaboration. My outreach, coupled with targeted social media efforts, has helped amplify awareness, attracting new partners to join our initiatives.

Notably, both the MEID Spring event and the Fall Symposium saw strong attendance. I secured \$3,200 in sponsorships for MEID and \$4,500, along with an additional \$1,000, for the Board Retreat at the Fall Symposium, bringing the total sponsorship revenue for both events to \$8,700.

While the goal to secure an additional yearly sponsor for 2024 remains in progress, we are actively working to finalize this by December 31, 2024. The upcoming Celebration Gala and fundraising event, scheduled for December 12, 2024, will serve as the final opportunity to close out this sponsorship year.

Looking ahead, I am excited to continue collaborating with MPI's partners in my new role as President-Elect. I look forward to updating the prospectus for 2024 to incorporate fresh opportunities and more customized partnership offerings.

Thank you all for your continued support!

End of Term Message

Dorothy Mott, Vice President Education

Mandi VanOoteghem, Director of Monthly Programs

Kim Corcoran, Director of Regional Conference

The 2023-2024 education committee focused on addressing the priorities of our members. After surveying them, we identified the top ten topics and narrowed them down to six core areas: Common Practices, Generations, Sustainability, Food Trends, Industry Updates, and Technology.

The education committee had five (5) goals:

- Produce in partnership with Indian and Wisconsin GLES to include at least 8 clock hours
 - We accomplished the first goal by with the Great Lakes Summit – November 12-14, 2024
- Produce a minimum of 2 EIC Approved Signature Series with a 4.5 survey Score
 - The education committee put together 2 Signature Series
- Produce 2 standalone ETC approved events with a 4.5 survey score
 - We created 4 standalone ETC approved events.
- Create and maintain an education team with consists of at least 9 members
 - Eleven (11) committee members

2023-2024 Event Highlights

Fall Symposium - September 7, 2023

Getting Back to the Basics

This event offered a foundational overview of key industry practices, covering essential skills like RFP Writing, Event Budgeting, Negotiations, Contracts, and Collaboration.

CMP Prep Course (In Partnership with MSAE)

We hosted a successful CMP Prep course in partnership with MSAE, with 12 students. Thank you to our facilitators!

Great Lakes Education Summit - November 12-14, 2023

Hosted by the MPI chapters of Indiana, Michigan, and Wisconsin, this in-person event offered certified education, networking, and personal development tailored for event professionals and suppliers. The summit brought planners and suppliers together, creating a collaborative environment that strengthened connections and fostered shared learning across the Great Lakes region. The chapters had a record setting revenue share with more than \$9,000 going to each partnering chapter.

December Signature Series - December 7, 2023

Bridging the Generation Gap

Focusing on intergenerational collaboration, this session explored generational differences and how to leverage diverse strengths for effective leadership.

February Signature Series – February 1, 2024

Sustainability

Attendees delved into a six-step process for creating zero-waste events, focusing on waste reduction, diversion, and measurement strategies suitable for planners at any level.

Human Trafficking

Also, part of the February series, this session emphasized the important role meeting professionals play in combating human trafficking and supporting victims.

Experiential Event – April 16, 2024

Insider View of the NFL Draft

The NFL Draft was Michigan's largest for 2024. Thanks to our partners: DPD, DDP, and the Detroit Sports Commission, we experienced an insider's look at the logistics behind hosting such a large-scale event, with insights into security, partnerships, and tours of event locations like Hart Plaza and Monroe Midway.

Michigan Event Industry Day - May 7, 2024

Michael Dominguez provided an industry update covering current trends and future developments. Tracy Stuckrath shared insights on evolving food trends, emphasizing inclusivity and allergy awareness.

Event Design Certificate Training – September 9, 2024

We learned how to design events for all the stakeholders in the organization.

Fall Symposium - October 24, 2024

Meet Tech 2024 – Unleashing Innovation

This event showcased the latest technological trends, including AI-powered sessions, technology-focused Ted Talks, and interactive discussions. Meet Tech 2024 truly had it all!

Thank you to our engaged members who helped make our education programs a success.

Kim Corcoran

Kelly Kaneko

Erica Kaschalk

Dorothy Mott

Marilyn Newton

Allison Noyes

Mandy Pawczuk

Ryan Shehu

Jackie Stone

Mandi VanOoteghem

Courtney Wood

End of Term Message

Clarissa Lange, VP of Membership

HIGHLIGHTS:

Retention

Membership worked hard to send out monthly reminders to upcoming expiring members, delinquents, and those that might not have returned. This has kept our retention rate at 77%

Feedback

We improved our global and chapter survey response rates. We had a total of 62 responses which was up from 30 in 2023. 60% that responded were planners and 35% suppliers. 89% were satisfied with our chapter.

Member 101 Meetings

Bi-Monthly meetings to greet and welcome new members, introduce them to all of the opportunities available within the chapter. Including joining a committee, discussing upcoming events, and sponsorship opportunities for their businesses.

Social Recognition

Through social media the committee highlighted members of all levels to ensure they were represented and recognized for their impact and efforts on the industry. We did this by establishing a member spotlight for the month.

Engaged Members

Sasha Glover – Director of Member Care
Brenda Haight – Ambassador Chair
Bridget Radzicki – Member spotlight chair
Ariel Backus
Marianne Bogard

End of Term Message

Sasha Glover, Director of Member Care

The 2023/2024 Member Care was successful this past year with reengaging renewals, communications, and welcoming members to events. Additionally, we helped field questions to MPI Global as needed, provide updates, and share specific promotions, or member financial discounts. Overall membership climbed to just over the 200.

HIGHLIGHTS:

Networking Event

The member care team worked with sponsorships and board to put together an informal put-put golf outing. This event was designed not to be formal but a ½ day out of the office for members to come together and enjoy. Members were encouraged to bring clients or guests to serve as a recruitment opportunity for MPI Michigan.

Retention

Membership worked hard to send out monthly reminders to upcoming expiring members, delinquents, and those that might not have returned. This worked great and kept our retention at a percentage to be recognized by Global.

Feedback

The membership committee worked alongside the board to create a survey that was short but also impactful for both our members and directors to provide valuable feedback. The response rate was quite high from previous surveys and the feedback provided was valuable and helped guide the committee and board in decisions.

Member 101 Meetings

Monthly we continued to invite members to attend brief and informal virtual welcome 101 meetings. At these a brief overview of the entire chapter, resources, and membership opportunities were given along with time for questions.

Social Recognition

Through social media the committee highlighted members of all levels to ensure they were represented and recognized for their impact and efforts to the industry. This encouraged active engagement on our social media platforms.

End of Term Message

Cathy Mayhew, Vice President of Communications

Taryn Miracle, Director of Social Media

The Communications team has successfully driven external engagement and internal communications support throughout 2023-2024. Led by the Vice President of Communications and Director of Social Media, the team has maintained a strong digital presence while providing comprehensive communications support to all chapter functions. Notably, the team successfully processed and completed over 190 communications requests during the calendar year, demonstrating exceptional responsiveness and efficiency.

Team Structure

- Vice President of Communications
- Director of Social Media
- Member Volunteer(s)

Digital Presence & Platform Management

Social Media Performance

- **Instagram**
 - Maintained active presence with regular content updates
 - Enhanced member engagement through stories and posts
 - Built community through interactive content
- **Facebook**
 - Managed official chapter page
 - Moderated and grew group forum participation
 - Facilitated member discussions and information sharing
- **LinkedIn**
 - Strengthened professional network presence
 - Shared industry insights and chapter achievements
 - Connected with strategic partners and stakeholders
 -

Digital Communications

- **Monthly E-Newsletter**
 - Consistent distribution of chapter updates
 - Comprehensive coverage of events and initiatives
 - Member spotlights and achievement recognition

- **Month-in-a-Minute E-Publication**
 - Condensed monthly highlights
 - Quick-read format for busy members
 - Key dates and announcements

Cross-Functional Support

The MarComm team provided communications support to the chapter's committees:

- Chapter Leadership
- Membership Services
- President's Office
- Treasury Department
- Education Committee
- Strategic Partners
- Fundraising and Special Events Team

Key Metric: Successfully processed and completed over 190 communications requests during the calendar year, providing timely support across all departmental needs.

Key Achievements

1. Platform Management

- Maintained consistent posting schedule across all platforms
- Increased engagement metrics
- Enhanced digital brand presence

2. Internal Communications

- Streamlined communication processes
- Rapid response to directors/team members requests
- Coordinated multi-channel messaging
- Achieved 100% completion rate on 190+ communications requests

3. Content Development

- Created engaging social media content
- Produced regular newsletter content
- Developed promotional materials for events (when necessary)

Looking Forward

The Marketing and Communications team remains committed to:

- Expanding digital reach

- Enhancing member engagement
- Supporting chapter initiatives
- Strengthening stakeholder communications
- Implementing innovative communication strategies
- Maintaining high responsiveness to communications requests

PAST PRESIDENTS

Term	Name
2022-2023	Debbie Cameron, CMP
2021-2022	Karalee McKinstry
2020-2021	Julie Oatman, CMP
2019-2020	Alanna Klomp, CMM, CMP
2018-2019	Julie Crowgey, CMP
2017-2018	Trisha Olach, CMP
2016-2017	Lisa Calhoun, CMP
2015-2016	Dawn Barth
2014-2015	Bethany Burnett, CMP
2013-2014	Andrea Berry, CMP
2012-2013	Debbie Denyer
2011-2012	Sherry Cummins, CMP, CMM
2010-2011	Christine Rowley, CMP
2009-2010	Kristy Poore, CMP
2008-2009	Joanna Nelson, CMP
2007-2008	Jodie Cady, CMP
2006-2007	Megan Welsh
2005-2006	Jamie Furbush, CMP
2004-2005	Rick Binford, CMP
2003-2004	Kimberly Corcoran, CMP
2002-2003	Marcia Morse
2001-2002	Jan Falls
2000-2001	Angela (Aubin) Gaghan, CMP, CHSP
1999-2000	Jennifer Dickie, CMP
1998-1999	Julie Edwards, CHSP
1997-1998	Leslie J. Blair, CMP
1996-1997	Doug Kelsey, CAE
1995-1996	Cheryl Ferguson, CMP
1994-1995	Shari Pash
1993-1994	Laurie (Dornbush) Koelling
1992-1993	Steve Loftis
1990-1992	Cindie Alwood
1989-1990	Jerry Boury
1988-1989	Bonnie (Telder) V'Soske
1987-1988	Karen Jennings
1985-1987	George Stewart
1984-1985	Linda Bujnowski
1983-1984	Bill Knopp, CHME
1982-1983	Nancy Dran D'Angelo
1981-1982	Gerri (Matelske) Cherney
1979-1981	Ken Kelsey

STRATEGIC PARTNERS

Thank you to our 2023-2024 Strategic Partners, and event sponsors! We would not have been able to have such a great year without the continued support of our partners.

MPI MI Chapter - Diamond Partners



MPI MI Chapter - Platinum Partners



MPI MI Chapter - Gold Partners



MPI MI Chapter - Silver Partners



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