

ANNUAL REPORT TO MEMBERSHIP

MPI MI 2025

My name is Jennifer Berkemeier. I'm a sales manager at Huntington Place in Detroit, and I'm your 2025 MPI MI Chapter President.

It's been such a huge honor to serve as your MI president since January 1. I would need a couple hours to share with you the challenges, triumphs, laughs, breakthroughs, collaboration and brainstorming that's happened in this role in the past 8 months! What a fulfilling, rewarding, growth opportunity it's been. You members have made this position even possible, and I've so enjoyed getting to meet so many of you. I've also had the privilege of working very closely with our incredible board of directors and admin team – could I ask for any board members/admins to please stand and say hello!! Thank you all for your service, and thanks to YOU, all our invaluable MI chapter members!

Every year, the Chapter President is asked to present an Annual Report to Membership. I had a lot of fun putting this together to present to you, because I knew we'd done some amazing things as a team. In fact, when I took a look at the talented individuals who had stepped up to serve on the board for my Presidency year, it was easy for me to land on a board theme for 2025: The Power of We.

Looking back to January 1, I'm pretty sure I did not think this year of leadership would be completely smooth sailing. (or did I?). As a team, we have successfully navigated the onboarding of a new chapter admin, the departure of one board member, and just a small announcement from MPI Global of the transition to Cvent for ALL chapter logistics, communications, and financials (which of course meant learning / starting from scratch, rewriting processes, and lots of training).

Communications -

- Built their team from zero volunteers to three fully engaged contributing team members
- Actively engaged on LinkedIn, Facebook and Instagram + monthly newsletter and other chapter messaging
- Year over year reach increases for social media include: 8.6 % increase on Facebook; 150% on Instagram with visits up 79% and we've gained 242 followers on LinkedIn!
- Achieved 89% member satisfaction rate for communications
- Learned the Cvent program for newsletter & other messaging
- Innovated creative campaigns for member engagement

Education –

- Listened to our members to provide the most sought-after educational topics from curated speakers
- Provided creative, intentional peer networking at every event
- Innovated new yearly kick-off event: Vision, designed to be impactful and get the education year started with a bang; high satisfaction rating
- Achieved 4.6 / 5 member satisfaction rate thus far from our members on our education
- Successfully planned and executed the first-ever joint event with the MPI Ohio Chapter, Camp Connect, bringing the two chapters together for the first time for education, games, networking, and idea-sharing...all in the beautiful natural setting of the Maumee Bay Conference Center in OH. This event was jointly planned by members from both chapters, stayed within budget, and also received high member satisfaction ratings.
- Hosted a welcoming reception the night prior to our MEID event where guests created their own artwork which served as centerpieces for the main event the next day
- Secured a riveting, unforgettable speaker / human trafficking survivor at our February event

Membership –

- Innovated new buddy system that pairs a seasoned member with new members for seamless welcoming and integration of all members, fosters growth + relationships
- Provided customized Member 101 virtual calls monthly to welcome all new members – expanded this year to include full board participation. These calls are designed to make members feel welcome, empower them with knowledge, and they are a call to action to attend events and get involved with their chapter.
- Continued with a robust Ambassador program, welcoming all members, especially new members, to their first event
- Spearheaded efforts to achieve one of the highest member response rates to the annual Member Chapter Satisfaction Survey of all the Midwest regional chapters
- Created new Affiliate membership tier, which allows MPI members from other chapters to join our MI chapter at a greatly reduced rate

Leadership Development -

- Led an energized team to create new networking and fundraising opportunities, including another fun, 50/50 raffle at MEID
- Strong return rate for all committee members, creating consistency on the team
- Provided members with three Let's Do Lunch programs, quick, educational topics that happen in a casual, virtual call over the lunch hour
- Innovated new Member of the Quarter award, recognizing one outstanding engaged member each quarter
- Early planning for our annual Celebration! gala, member awards and of course – our incredible, best-in-the-industry silent auction – coming soon in December!

Finance -

- Self-taught the team on Quickbooks
- Brainstormed/innovated new financial spreadsheets for easy reference used by our entire BOD
- Revamped our sponsorship process, created thorough, comprehensive spreadsheet to capture/record all sponsorship activity
- On track to reach sponsorship goal
- Ensured we stayed on track to reach our budget goals

Admins -

What a team!

- Our chapter transitioned with the industry's best safety net after the departure of our previous admin; we welcomed Meaghan Cole, new to us but got up and running in record time and has become a huge, helpful support for everyone on the Board
- Supported us in the successful transition to our new platform, Cvent, for event registration, communications, sponsorships, financials
- Administrative team has created more tracking forms to streamline processes and improve efficiency (including in the areas of Scholarships, Speakers, Incentives, Rebates)

OOP - Leadership

- 2026 full Board Slate – amazing team, document submitted to Global on time
- Active representation of our MI Chapter on the Regional Council, gaining valuable insight into global chapter initiatives and contributing to collaborative conversations that strengthen chapter operations across the region.
- Planning for the roll out of student scholarship program, which will launch in 2026
- Realized a 98% satisfaction rate for our members feeling welcome at events
- Innovated the first-ever Microsurvey with high member participation response rate to gauge our member wishlist for speaker topics
- Enhanced DEI initiatives

This team has been amazing.

A few closing notes:

We were a generous chapter this year. At the beginning of my Presidency, I challenged our team to find ways to give back. Through careful budgeting and commitment, we were able to donate \$250 to Sacred Beginnings, the nonprofit created by human trafficking survivor Leslie King who spoke at our February event. We also committed, as a board, to donate 5% of all registration funds from our 2025 educational events to the MPI Foundation, for an expected total donation of \$500. The MPI Foundation is the fundraising, scholarship, grant entity for MPI, offering a wide range of financial grants and scholarship to its members,

volunteers, and chapters in need, such as during the wildfires in California, after the May tornado in St. Louis, and especially during the COVID pandemic.

MPI Global is fully committed to enhancing DEI initiatives across all chapters. Your MPI MI chapter believes in welcoming all people, from all walks of life, and all thought processes and beliefs, to our membership, our meetings, and our leadership positions. We were successful this year in better representing our communities with a more diverse range of speakers; being very intentional with proactively accommodating dietary and food requests; and we partnered with local small businesses for services.

We became a more personal board, extending multiple personal invitations to all members to attend events and networking opportunities.

And, we gave our members the opportunity to have their voices heard. To recognize and demonstrate the true value of our membership (we know it's all about our members!) we created a micro survey, one for planners and one for suppliers, that asked the simple question of our members – what education are you most interested in? Thank you to everyone who took that survey...we received so many more responses than I thought we'd get! We value our members...we are truly here for you.

We currently have 200 members - 62% are planners, 36% are suppliers, and 2% are students. We are on track to meet all financial goals and stay within our budget. And based on the recent Member Satisfaction Survey, 88% of our members expressed satisfaction with our chapter this year.

So I think you may now understand why I felt, at the beginning of the year, that this board could and would do great things for our members. I've got to say – I've had so much fun with you all in the process. We've been together 8 months, with 4 more to go. I never pass up the opportunity when I'm in front of a group to let our members know – there are so many ways to get involved with your chapter – don't hesitate to reach out if you'd like consider being on a committee or bust through your professional boundaries through board service.

In closing. To our members: You are WELCOME here. You are VALUED here. We value your ideas, perspectives, and diversity. Thank you for your commitment and support of our chapter; we wouldn't be here at all if not for you. To the 2025 board of directors: Let's finish strong for our outstanding members. Let's continue to offer the best educational and networking opportunities; let's provide empowerment, and innovative ideas. Let's create the space for inspiration to happen. And always remember MPI's mantra: When we Meet, We Change the World.

Thank you!

Jennifer Berkemeier

Jennifer Berkemeier, 2025 MPI MI Chapter President