



MICHIGAN
CHAPTER

November, 2019 Newsletter

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Welcome New Members



This month we'd like to welcome Allison Buhs, Susan Estler, Mark Fischer, Katie Fruzynski, Hayley Pegram, Manoly Phommala, Rachel Robb and Valerie Theisen to our membership. Hope to see you at a meeting soon!

Member Spotlight



Meet **Tamika Brown, President and Chief Experience Officer (CEO)** of RSVP Premier Group, LLC. Tamika started this company in 2002, a meeting, special event planning, design, production and experiential marketing company that specializes in creating and managing brand building events while providing clients with the “wow factor” to enhance their event. Tamika has planned numerous star-studded red-carpet events, award shows, press launches, social soirees, fundraisers, tradeshow, conferences, corporate and non-profit grand openings, galas, black tie affairs, public festivals and live entertainment events across the US. An impressive partial client list includes The Lomas Brown Jr. Foundation, JP Morgan Chase, Gordon Food Service (GFS), PowerLink, Molina Healthcare, Children’s Aid Society, Urban Wheel Awards, Detroit Historical Museum, Deloitte, Detroit Pistons, First Independence Bank, Google and Quicken Loans.

Thanks for your membership, Tamika!

Ask a CMP!



This month, we spoke to **MPI MI member Jennifer Moeckel, CMP.**

Question: *What are some of the challenges and opportunities in working with a seasonal property?*

Answer:

One of the biggest opportunities of Grand Hotel resting for 6 months is that we can do all of our renovations and updates when our doors are closed. We have 6 months to do our routine updates – such as painting and re-carpeting, etc. Our guests are never inconvenienced due to a renovation!

It also gives our team an opportunity to think strategically about the upcoming season in a way that most year-round operations can not. We discuss what worked well in the past year and think about things we could improve for next year. From a purely personal perspective I LOVE knowing that I will never have to work over Thanksgiving, Christmas or New Years!! 😊

Another opportunity is that since we have a shorter booking window for the season, we need to be very strategic in our group selling. On the flip side, we obviously cannot accommodate guests in the winter months and if a group is not flexible, we are not considered. Also, it is challenging to do a site visit to a potential guest in the winter when we are not open.... I have to be very creative with these clients to paint the picture of Grand Hotel in peak season!

Thank you Jennifer!

What you Need to Know



Did you know...November is the best time to consider a **sponsorship** with your MPI Michigan chapter?

As we look forward to 2020 there is no better time than now to sponsor your MPI Chapter. Sponsoring an event raises the visibility of your company, property or town with meeting professionals in the state. The chapter has many opportunities available at a variety of price points to meet everyone's needs. Find the current catalog [here](#).

Looking for something that will **showcase your property?** The chapter is seeking Diamond Partners to host educational events in 2020/2021. See what Tara Forrester at FireKeepers Hotel Casino had to say:

"... FireKeepers Casino Hotel believes that sponsoring MPI Chapter events is essential for bringing Meeting Professionals into our property and showing them what it is that we specialize in..."

For anyone considering sponsoring or hosting a chapter event, it will definitely be worth everything you put in."

More information on Diamond Partnerships is available by contacting Maryellen Jansen at Maryellen@MakeltRiehl.com.

We look forward to partnering with you!

Just Around The Corner



We are gearing up for our upcoming December Signature Series event **December 5** at the Graduate in Ann Arbor. We'll be hearing from **Tara Liaschenko, CMM** who is the CEO of The Link Events in Florida. Tara will be taking us through an interactive exercise focusing on how to manage "multiple

disruptions at meetings" ...are you up to the challenge? [Click here](#) for more info and to register!

Pick of the Gallery



October Signature Series attendees!

Conversations with Members



We spoke to MPI MI member Becky Francoeur (Michigan Realtors) for her thoughts on how her MPI MI membership has impacted her career: "I joined MPI as a student completing my bachelors degree at CMU. After experiencing the value MPI offered, I was hooked and continued my membership into my career. As a planner I continue to see the impact MPI has on me, both personally and professionally. The educational opportunities I have experienced and the connections I have made with others in the industry have been instrumental as I advance my career. Becoming an Engaged Member has elevated this process even further and I would definitely encourage everyone to find a committee that interests them and get involved!"

Thank you Becky!

EXCITING NEWS - FREE ADMISSION

The Michigan Chapter of the National Speakers Association often is one of the best kept secrets for Michigan Convention & Visitors Bureaus Professionals and Meeting & Events Planners. Their nationally-recognized professional speakers reside right here in the Mitten State! Let the Michigan Chapter become your **first-choice resource** for speakers, especially for expanded event agendas or handling weather delays and speaker cancellations.

The Michigan Chapter of the National Speakers Association is offering **two complimentary admission tickets** to each of our remaining, bi-monthly Saturday seminars to event professionals like you. If interested in attending one of their seminars please respond to our Chapter Administer, Elizabeth Pike at epike@mpimichapter.org no later than one week (7 days) prior to the scheduled date. Complimentary tickets are only available through advance reservation. No complimentary tickets are available at the door, the day of the event.

Date: Saturday, January 11, 2020

Speaker: Michelle Villalobos' "Retreats to Riches: How to Profit from Small Events"

Time: 8:30 AM – 12:30 PM

Location: Schoolcraft College's VisaTech Center, 18600
Haggerty Rd Livonia, MI 48152

Date: Saturday, March 14, 2020

Speaker: Mike Robertson's "No Power & No Point"

Time: 8:30 AM – 12:30 PM

Location: Schoolcraft College's VisaTech Center, 18600
Haggerty Rd Livonia, MI 48152

Date: Saturday, May 9, 2020

Speaker: Anna Liotta's "What's Stopping Millennials or Gen
Xers or Boomers from Hiring you?"

Time: 8:30 AM – 12:30 PM

Location: Schoolcraft College's VisaTech Center, 18600
Haggerty Rd Livonia, MI 48152

Thank you!

Questions? info@mpimichapter.org

Website: <https://www.mpiweb.org/michigan>

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