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CHAPTER NEWS

Q1 2025

2025: THE YEAR OF CONNECTION

Join Us at an Upcoming Event

SITE Chicago presents another amazing year of networking, education and fun with the very best in incentive travel. Please join us at any and all of our events planned in 2025 and into 2025, and let us know your ideas of what topics and activities would make your membership in our chapter even more valuable. Our events team would love to hear from you!

Be sure you are connected to us on our socials for the latest updates and registration details for these events, and check our Website for more information anytime.



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2025 AT A GLANCE

- ✓ Annual General Meeting – Jan 28th -Waldorf Astoria Chicago
- ✓ Young Leaders – Feb 20th – Feed My Starving Children – Schaumburg, IL 4:30-6:30pm
- ✓ Michigan Networking Event - Shamrock Social -March 12th, Grand Rapids, MI 5:00pm
- ✓ Industry Xchange – April 3rd -Global Meetings Industry Day
- ✓ Spring Educational Meeting – May/June 2025, Chicago, IL Time and location TBD
- ✓ “Grand Slam” Warm Up Event – July 31st, Location TBD night before baseball game
- ✓ “Grand Slam” Baseball Event – August 1st Wrigley Rooftop/Chicago Cubs 1:20pm game
- ✓ “Grand Slam After Party” – August 1st – Location TBD 4:30pm
- ✓ Fall Chicago Educational Event – September 2025. Venue location TBD
- ✓ Wisconsin Fall Networking Event – October 2025. Venue location TBD
- ✓ “Holly Trolley Warm Up” Event – December 1st – Venue locations night before TBD
- ✓ 11th Annual “Holly Trolley” Event – December 2nd - Venue locations TBD

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PRESIDENT'S LETTER

Dear SITE Chicago Members,

Welcome to 2025! To quote Yogi Berra, "It's déjà vu all over again," as I continue in the role this year as your SITE Chicago President. It's a true honor to lead this exciting chapter and our fabulous and talented board. We are proud of our accomplishments in 2024, as we continued to grow our membership, visibility and attendance at events throughout Illinois, Michigan and Wisconsin. As a team of diverse industry MICE professionals, we believed in our mission to host elevated, engaging, educational and unique events while providing value to our members. Our strategic efforts this past year resulted in SITE Chicago winning the award for the most membership renewals among any SITE Chapter!

SITE Chicago successfully completed our 2024 goals because we are a team that embraces the steps in getting it done! We focused on the processes and steps to finish the assigned tasks among all our VP's and delivered the results in Membership growth, attracting new Annual Strategic Sponsors and Event Sponsors, and giving back to our community through our CSR activities. Our Social Media and Administrative processes were greatly enhanced by consulting and hiring association and communication professionals. We overcame challenges and were determined to "get it done" and will continue to achieve our goals in 2025 with our work ethic and action steps prior to each event that we host – One Member at a Time!

SITE Chicago is fun. Anyone who attends our annual Grand Slam and Holly Trolley will attest to that. We are determined. We are fearless in the pursuit to host unique and engaging events that are welcoming to all attendees from our Young Leaders to seasoned members. We take chances. We win and sometimes we fail, but we get our backs up off the wall and "Get Down on It" for the next opportunity facing us. We listen and support one another. We have your backs!

Please join us this year and let's celebrate new ideas and creativity! We encourage you to join a Committee and get involved in this great incentive industry by being an engaged member of SITE Chicago! The personal connections made are invaluable. Our Team is amazing! So... Come on and Get Down on It!

Best wishes in the coming year ahead,
Nancy McFadyen
SITE Chicago President



**GET DOWN
ON IT**

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ANNUAL GENERAL MEETING RECAP

Our general meeting was a sold-out success, bringing together industry leaders and professionals for an unforgettable event.

We were thrilled to hear from our SITE CEO, Annette Gregg, who delivered a timely State of the Industry briefing and announced an exciting partnership with FICP, paving the way for future collaborations!

We were proud to raise \$ 3,765 in donations to support the LA Wildfire relief.



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MEET YOUR 2025 BOARD

Meet Your 2025 Board

The volunteer Board of SITE Chicago is here to support you and help you feel connected with our community. Get more involved by joining one of our committees. Contact any of us anytime to learn more!



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SPONSORSHIP OPPORTUNITIES

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2025 Schedule and Sponsorship Opportunities

SITE Chicago: Connect, Engage, Business, Family,
Fun!

ALL EVENTS OFFER SPONSORSHIP OPPORTUNITIES. SPONSORSHIPS RANGE FROM \$1795 UP TO \$15,000 IF YOU OR YOUR ORGANIZATION WANT TO EXCLUSIVELY HOST AN EVENT. MANY SPONSORSHIP OPPORTUNITIES ARE AVAILABLE, AND THE SPONSORSHIP TEAM CAN ALSO CUSTOMIZE A SPONSORSHIP THAT WORKS FOR YOU.

BASED ON YOUR SPONSORSHIP LEVEL, YOUR SPONSORSHIP MAY INCLUDE:

- ✓ Recognition on SITE Chicago website and pre-event communications
- ✓ Recognition at event
- ✓ List of event registrants with email addresses
- ✓ Podium Time (3 minutes) and Video if venue is appropriate
- ✓ Access to determine all Red Box Raffle Items to highlight your destination, hotel brand, product or service
- ✓ Event Highlight in Site Chicago Newsletter
- ✓ AND SO MUCH MORE!!!!

Connect with us for Sponsorship Opportunities: sponsorship@sitechicago.org
Barbara Quigley Co-VP Sponsorship: barbaraquigley@synergydestinations.com
Jamie Shamhart Co-VP Sponsorship: Jamie.shamhart@fourseasons.com

If you're interested in sponsoring a SITE Chicago Young Leaders Committee event, please reach out to sponsorship@sitechicago.org

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Discover Why All Is Perfect on Florida's Paradise Coast

All Is Sunny, Warm, and Perfect in Paradise

Every incentive travel professional knows that choosing the right destination can make all the difference in driving impactful business results. That's why Florida's Paradise Coast—Naples, Marco Island and the Everglades—is uniquely qualified to host your next incentive program, offering the perfect combination of luxury, inspiration, and one-of-a-kind experiences.

Picture treating top performers to one of the world's most stunning waterfront destinations, where the sparkling Gulf of Mexico meets 30 miles of white sand beaches as well as the gateway to the Everglades. Visitors can expect warm weather year-round, beautiful open-air spaces, and a tropical ambiance ideal for relaxing and recharging.

Nothing quite beats staying right on the beach, and Florida's Paradise Coast boasts a wide range of luxury hotels and resorts that give your incentive winners this option. From the expansive JW Marriott Marco Island Beach Resort to the iconic Ritz-Carlton, Naples, Naples Grande Beach Resort, Hilton Marco Island Beach Resort, LaPlaya Beach & Golf Resort, and Edgewater Beach Resort, all of these properties feature the perfect blend of beachfront beauty and state-of-the-art facilities.

For golf enthusiasts, staying at The Ritz-Carlton Naples, Tiburón is a once-in-a-lifetime experience. Home to the renowned Tiburón Golf Club, which hosts three prestigious professional tournaments each year, this property provides visitors the chance to play on the same course as the pros.

But the excitement doesn't stop there! In fact, later this year, The Naples Beach Club, a Four Seasons Resort, will make its debut. This highly anticipated property will feature 216 luxury rooms, indoor and outdoor event spaces, and an 18-hole Fazio-designed golf course, making it a top choice for incentive groups.

During their time in Naples, Marco Island and the Everglades, your guests can enjoy world-class fine dining, top-tier spas, a vibrant arts and culture scene, and countless other activities that deliver relaxation and adventure in equal measure. Whether they prefer a heart-pounding airboat ride through the Everglades, or a day spent lounging in the sun on an award-winning beach, Florida's Paradise Coast offers something extraordinary for everyone. For a getaway where all is perfect, ONLY Paradise will do.

Please contact Barbara Quigley, Director of Midwest Sales, via email at: naples@synergy-connect.us for assistance with sourcing future conferences.

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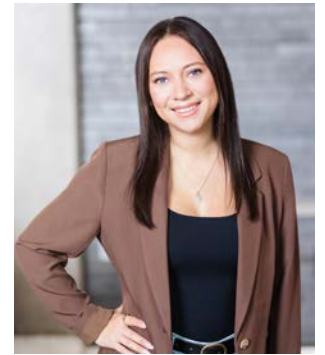
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SITE CHICAGO YOUNG LEADERS

SITE Chicago's Young Leaders Committee has been busy planning for the year ahead, and with a total of five committee members (and more looking to join!), they have more power behind them than ever before! The growth the committee has seen within the past year, both in committee members as well as young leader attendance numbers, is a true testament to the rise of the industry's next generation of professionals, and the Young Leaders Committee is excited to continue growing in 2025. This rise in young leaders across the industry, and in the workforce in general, has inspired the Young Leaders Committee to focus their efforts this year on bridging the industry's generational gap through educational and networking opportunities.

SITE Chicago's Young Leaders Committee just hosted their 1st event of the year with the return to Feed My Starving Children in Schaumburg. It was open to everyone and was an evening of teambuilding, networking and giving back.



Brittany Cerrillos
Vice President of Young Leaders



MICHIGAN: SHAMROCK SOCIAL

We welcome local incentive travel professionals to come and celebrate St. Patrick's Day in Grand Rapids.

Our members represent all facets of the industry - Hoteliers, DMCS, Third-Parties, Corporate Direct, Gifting Companies, Cruise Lines, Airlines, Audio-Visual Companies, and more.

Join us March 12 from 5:00 pm - 7:00 pm at New Holland Brewing in Grand Rapids



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MEMBERSHIP HAS ITS PRIVILEGES

Your Local Professional Edge

When you join SITE Chicago, your **member benefits** span local connections to global resources.



Get Connected Locally & Globally – Networking & Business Connections

Connect with a community of local and global incentive travel professionals who can boost your bottom line!

- Establish an immediate global network by accessing SITE's online member directory
- Meet professionals that share the same challenges in your local chapter
- Connect with other incentive travel professionals globally and broaden your horizons
- Build lasting business relationships that boost your bottom line



Be Informed – Online Resources

Best practices and solutions to market challenges at your fingertips

- Access an extensive toolbox of resources on SITEGlobal.com
- Subscribe to Motivate, the SITE Foundation's online content repository for all things related to incentive travel



Achieve More – Education

Education helps you build skills & stand out from the competition

- Tap into the best-in-class, dedicated education for incentive travel professionals across local chapter networks
- Access global thought leadership and innovative thinking at SITE conferences and events



Show your credentials – Certification

Professional certification proves that you can do it

- Join the rapidly growing global army of 2,000+ Certified Incentive Specialists (CIS)
- Show your experience and expertise by qualifying as a Certified Incentive Travel Professional (CITP)



Stand Up For The Industry – Advocacy

- Access SITE Foundation research that builds the business case for incentive travel
- Have your voice heard through SITE's participation with Events Industry Council (EIC), Joint Meetings Industry Council (JMIC) and Meetings Mean Business, the pan-industry initiatives that connect the MICE industry with policy makers, universities and institutions



BUYERS, ARE YOU INTERESTED IN BEING HOSTED?

SITE Chicago is excited to welcome **hosted buyers** at our SITE Chicago events in 2024. Please click the link below to fill out a form to share your interest in being hosted for SITE Chicago events where we have the opportunity to invite hosted buyers.

[CLICK HERE](#) 

MEET US AT THE GLOBAL CONFERENCE

Join Us at the SITE Global Conference, March 3-6, 2025 in Tulum Mexico where we will be celebrating incentive travel excellence.

Contact us at membership@sitechicago.org to let us know you will be there and how we can help.



100% PURE NEW ZEALAND

New Zealand's rising conference star

New Zealand's thriving space sector is a stellar example of how world-class innovation and natural beauty attract events to the country. If you seek a destination offering out of this world thinking and experiences, it's here to find.

A space network

New Zealand's second largest city, Christchurch, has been announced as one of four founding members of the global Space Cities Network, a collection of convention bureaus using business events as a catalyst to increase collaboration in the space sector.

Christchurch is home to a thriving network of space and adjacent businesses, including advanced aviation and a strong electronic manufacturing cluster. The Tāwhaki National Aerospace Centre, a joint venture between Māori and the New Zealand Government, is a multi-use aerospace facility encompassing testing, flight and launch capability located just outside the city. Close ties to Antarctica as a gateway city support a focus on the application of aerospace technologies on the continent.

Additional examples of the space network in the south include Xerra Earth Observation Institute and the University of Otago's Aero+Space cluster, with a focus on health in space. Further north, Māhia Peninsula is the launch site for Rocket Lab, a global leader in dedicated launch to orbit for small satellites. The University of Auckland's Te Pūnaha Ātea - Space Institute is a multi-faculty space science & engineering initiative.

A star-filled program

New Zealand's clear night skies are not just great for rocket launches. New Zealand is aiming to become the world's first 'Dark Sky Nation' and is currently home to eight internationally recognized 'Dark Sky' sanctuaries.

During off-peak months – New Zealand's night skies are longer and clearer, making for beautiful stargazing conditions that add appeal to any program.

For New Zealand's indigenous Māori people, the night sky is used for navigation, as a guide to the seasons, and connects them to ancestors. Engage with the culture via Tekapō's Dark Sky Experience, combining tātai aroraki (Māori astronomy) and science; or with Horizon Tours' Southern Skies Stargazing tour in Ōtepoti, Dunedin, sighting celestial features while sharing Māori stories and waiata (songs).

Enjoy the restorative powers of Rotorua's thermal spas with a spot of 'spa gazing' at Wai Ariki Hot Springs & Spa, offering a stargazing pool with a perfect view of Mt Ngongotahā and the stars above.

Or try some 'star grazing', dining under a star-studded sky, tasting exceptional local cuisine and exquisite New Zealand wines. At Billion Star Dining at Mt Cook Lakeside Retreat, Aoraki Mount Cook, savour a 6-course fine dining experience at Moraine Lodge, followed by a stargazing experience at the Pukaki Observatory, which doubles as a wine cellar. Or sample spellbinding views and great cuisine at the Dark Sky Diner, Lake Tekapo, located at the Dark Sky Project Base.

At vineyard and restaurant Amisfield, Tāhuna, Queenstown, dine out on the celestial views from its glasshouse conservatory; or vineyard Mount Rosa Lodge offers an evening of intellectual exploration and gastronomic delight with Brian, a local astrophysicist.

Read more on this topic [here](#).



MEMBER SPOTLIGHT: GETTING TO KNOW KELLY FULLER

Kelly Fuller is serving as **President-Elect** of SITE Chicago in 2025. She currently works as a **Senior Event Experience Manager** at **Meetings & Incentives Worldwide**. She has been in the events industry for 13 years and enjoys planning all types of events, though her passion lies with incentives. Kelly has worked for associations as well as third-party planning agencies in the past.

Kelly joined SITE Chicago in 2017 and served as a member of the Young Leaders Committee for six years before joining the Board as Co-VP of Young Leaders in 2024. During her time on the Young Leaders committee she planned and organized the Backpacks to Briefcases event and was very involved in the Chapter's premier summer event, Grand Slam. Kelly led the planning and execution for Grand Slam in 2023.

Kelly earned her CMP (Certified Meeting Professional) accreditation in 2015, along with her CIS (Certified Incentive Specialist) credentials in 2018 and her CIP (Certified Incentive Travel Professional) designation in 2020. Most recently she completed training in the Neuroscience of Exhibitions & Events in 2023. Her favorite part of the planning process is seeing an event come together during the onsite execution and number one on her bucket list of destinations that she has yet to visit is Australia and New Zealand, followed closely by Ireland as number two. Kelly grew up in Moline, IL and currently resides in the northwest suburb of Palatine, near Chicago with her husband, Doug and two children, Christopher (7) and Emma (2).



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