



Woohoo! So long 2021!

Think about how far we have come together in the past 12 months. January, nearly all events were virtual, one zoom session after the next. Fast forward months later, several events & exhibitions are successfully taking place in-person! Our chapter had a few successful in-person events as well. From Schaumburg in June, our Annual Golf Outing at Seven Bridges to the Annual Meeting at The Tap in October.

For those of you who missed the Annual Meeting, we gathered at the new Hyatt Regency McCormick space, The Tap. We had an outstanding panel collaborating and discussing modernizing your personal brand by continuing to connect, be flexible to change and most importantly being authentic to you. Be sure to check out the panelist recap [here](#). We ended the fall with a virtual demo from [Evolio Marketing](#). Joe from Evolio discussed the importance of how driving success comes from analyzing the right data and asking key personalized survey questions to ensure a more valuable ROI.

To close out the year and spread a little holiday cheer, we had the opportunity to cheers in LaGrange, IL. It was the perfect occasion to celebrate one heck of a year, and thank Dawn Young, for her countless hours, creativity, mentorship and leadership throughout the years. Dawn has officially become the latest member in the elite "Past Presidents Club." I do wonder what she will be doing with all of her free time!? ☐

Does anyone else need a new liver after Expo!Expo!? Is this what happens when our industry does not get together for two years? Thanks to CampfireSocial, our chapter reception was a blast, all together, in-person and from the entire region; St. Louis, Minneapolis, Northwest Indiana, Northwest Chicago, Downtown Chicago, and we even included the members from

Detroit that popped in ☐. It was an incredible joy toasting YOU, our planners and vendors, thanking you for your continued support and collaboration to the Midwestern Chapter! Together we flipped this entire industry upside down, pushed creative digital limits and forged ahead without missing a beat.

YOU ARE ALL resilient, creative, patient, authentic leaders! It has been an absolute honor and pleasure collaborating, listening and learning from YOU, the finest leaders in the exhibitions industry! The Midwest will always be my home. To recap all the fun we have had this year I leave you with a quick 1:47 minute reminder of who we are and what [we did in 2021](#). FYI, I did not choose this song because of Chicago; I chose this song because it reminds me of Michael Jordan. Michael Jordan inspires me to, “just do better”, the beat pumps me up to be resilient, and to “carpe diem”!

Please join me in welcoming the fabulous, witty, creative, **Heather Larson as your 2022 Chapter President!** Heather and the entire Midwestern Chapter Board are going to rock 2022. Hang on tight and start saving the dates! This stellar board have events planned you do not want to miss! #fomo! Starting with the Kickball Tournament, **January 27, 2022**. It is going DOWN! Register Now! Or be an “L7Weenie!”

“Don’t you dare settle for fine.” -Roy Kent

“That’s a real roller coaster there. Glad I was tall enough to go along on that ride.” - Ted Lasso

“Taking on a challenge is a lot like riding a horse, isn't it? If you're comfortable while you're doing it, you're probably doing it wrong.” - Coach Lasso

**Cheers,**  
**Moriah Hathaway, CEM**  
**2021 Chapter President**

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The IAEE Midwestern Chapter wants to thank our 2021 Chair, Moriah Hathaway, for her outstanding commitment to our chapter and to the industry. The chapter would not have been able to accomplish all that we have without her contributions, not only this year, but over her entire tenure serving on the board. Thank you for your dedication and leadership, Moriah!

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**Save the Date!** February Education Program - February, 23, 2022 & June Education Program - June 1, 2022

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### 7th Annual IAEE Kick Ball Tournament



Let the Games Begin!

Join us for the 7th Annual Kickball Tournament to “kick” off the new year with networking, food, drinks and fun! Come play on kickball fields set up in the exhibit hall at McCormick Place. Who will be the 2022 champion? Start recruiting your team and register today. Team space is limited. Not a kick ball player? Register as a benchwarmer and cheer on your favorite team!

Thursday, January 27, 2022

Registration and warm up begin at 4:30 PM

Games begin at 5:30 PM

The deadline to register your team is January 19, 2022.

Register now!

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### Announcing 2022 Directors & Officers



As the IAEEMWC Midwestern Chapter works to close out 2021, we are proud to announce the leaders who will collectively use their talent, expertise, and commitment to help IAEEMWC move forward in 2022. [Click here](#) to meet your board.

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### Thank you for Supporting our Chapter Charity!



The IAEEMWC Midwestern Chapter partnered with Sarah's Circle in 2021 to provide charitable donations. We raised \$815 and conducted two donation drives. Both events were very successful and our members donated enough items to make over 20 total welcome baskets for Sarah's Circle new residents.

The IAEE Midwestern Chapter would like to give a special thank you to Choose Chicago for their generous \$1,000 donation given on behalf of the Chapter.

<https://sarahs-circle.org/>

Ending Homelessness for Women

Sarah's Circle is a nonprofit organization with a mission of serving women who are homeless or in need of a safe space. Located in Chicago's Uptown community, Sarah's Circle has provided support for thousands of women since 1979.

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### And the Award Goes to...



Congratulations to the Midwestern Chapter's very own, Moriah Hathaway, for being named this year's Young Professional of the Year by IAEE. We're so proud of you, Moriah!

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### Save the Date! June Education Program

June 1, 2022

Renaissance Schaumburg

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### IAEE MWC Member Spotlight

Kathy Lovato, CEM, CMP, DES

A graphic for a member spotlight. On the left is a circular portrait of Kathy Lovato, a woman with blonde hair, smiling. To the right of the portrait, the text reads: **Member Spotlight**, **2021 Quarter 4**, **Kathy Lovato, CEM, CMP, DES**, Senior Manager, Logistics & Exhibits, American Dental Association. At the bottom, there is the IAEE logo with the tagline "Exhibitions and Events Mean Business" and the text "International Association of Exhibitions and Events®" and "MIDWESTERN CHAPTER WWW.IAEE.COM".

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### How did you start your career in this industry?

My first role was with GES as an exhibits coordinator. It was by total chance that a family friend referred me to them. My

father was a union decorator so I knew all about trade shows growing up, but I never imagined working in the same industry!

### **What goals do you have as an IAEE member and volunteer?**

I love giving back and volunteering, especially mentoring younger members who are just starting out. My goal anytime I attend an event is to make a new industry friend.

### **Tell us about your key takeaways from hosting your meeting in person?**

The biggest takeaway is people crave human interaction. They want to be together with their “people”. If you give them a compelling reason to travel to your show, and show them your efforts to keep everyone healthy, they will return. We had safety protocols in place, and over-communicated with our audience on what to expect before, during and after our SmileCon in Las Vegas. We earned high marks on our post-show survey for the way we handled the check-in process, and onsite health & safety.

[READ MORE](#)

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### **YP Scholarship Experience**



As a young professional invested in the IAEE community and committed to its mission of promoting the value of exhibitions and events, I was excited to attend my first in-person Expo! Expo! last week at the Pennsylvania Convention Center in Philadelphia.

From the minute I stepped foot in the Philadelphia Marriott Downtown, the air of excitement of being together in-person was palpable. Our community really makes its presence known - from the show floor, to masked-up hugs and handshakes, the smile in people’s eyes brought many emotions to the surface. We have been through it these last 2 years, haven’t we? While there is much change, I have found a few things still hold true:

[READ MORE](#)

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**Save the Date! February Education Program  
February, 23, 2022**

Hybrid meetings offer the best of what virtual and in-person meetings have to offer and can improve the carbon footprint of an organization's event. Our panel of industry experts will discuss how planners can make smart decisions around technology and logistics to create the best outcome for their organization, their attendees and their exhibitors all while leaving a positive mark on the world. We will touch on topics like sustainable materials on the show floor, incorporating sustainability in your hybrid RFP, how to best reach your event KPIs without blowing your budget.

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**Save the Date! CampfireSocial Virtual Demo**  
**March 24, 2022**

Join CampfireSocial on **March 24, 2022** to hear what all the buzz is about. Erica Bishaf, Founder of CampfireSocial, will answer questions and demo the first-of-its-kind private professional network & marketplace designed for trade & professional associations and trade show organizers. CampfireSocial creates stickier members, show attendees, and exhibitors through a modern social network experience, groups that create micro networks, and highly visual and data intensive marketplace listings for exhibitors. Your organization benefits from social listening & behavioral data and meaningful incremental revenue streams. Ready to join our campfire? See you on March 24, 2022. Registration opening soon!

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## Connect with Us

