



## Your Gateway to the Midwest's Exhibition & Event Industries

Illinois Iowa NW Indiana Kansas Minnesota Missouri Nebraska Wisconsin

*Expo Line electronic newsletter ~ July 2008*



## Chapter Chatter

The following IAEE MW Chapter members were recently listed in *Trade Show Executive* magazine's 6<sup>th</sup> Annual Directory of Who's Who Among General & Specialty Service Contractors. Congratulations to these members:

**Advanced Expo Solutions International, Inc.**  
**American Sightseeing - Chicago**  
**CompuSystems, Inc.**  
**Convention Data Services**  
**Dietze Enterprises, Inc.**  
**Events Exposition Services**  
**Floral Exhibits, Ltd.**  
**Freeman**  
**General Exposition Services, Inc.**  
**Kuehne+Nagel**  
**Oscar Einzig**  
**Regency Exposition Services**  
**Rosemont Exposition Services**

**The Security Management Group of America, Inc.**  
**Shepard Exposition Services**  
**Travel Technology Group, Ltd.**  
**Ungerboeck Systems International, Inc.**  
**United Service Companies**  
**UPS Freight**  
**Valley Expo & Displays**

*Tony Mensik* of Valley Expo & Displays and his wife welcomed a new baby girl to the world on May 6, 2008. Rylie Mensik weighed 7 lbs. and 3 oz.

*Benjamin Rabe* of SmithBucklin and his wife, Sarah gave birth to a baby boy, Hayden George Rabe, on April 10, 2008.

*David Gerhardt* of Corcoran Expositions, Inc. became engaged to Jinny Crawford. A summer 2009 wedding is planned.

*Looking to include some news in Chapter Chatter? A promotion or retirement? Relocation? Industry milestone? Please email David Gerhardt at [david@corcexpo.com](mailto:david@corcexpo.com).*

## 2008 MW Chapter Events Calendar

**Tuesday, July 22, 2008**

**19th Annual Midwestern Chapter Golf Outing**

**Location:** Ruffled Feathers Golf Club, Lemont, IL

**Time:** 1:00 pm Shotgun start; 5:30 pm Reception

Great golf, contests, trophies, lunch and dinner. Foursomes and sponsorships are available on a first come, first served basis. Not a golfer? Join us for the networking reception & dinner following the outing.

**Wednesday, September 17, 2008**

**Annual Meeting and Luncheon**

**Location:** Maggiano's, Chicago, IL

**Tuesday, November 4, 2008**

**Educational Program and Volunteer Drive**

**Location:** Intercontinental Chicago O'Hare, Rosemont, IL

**Time:** 9 am – 11 am

**Visit:** [www.midwestern.iaee.com](http://www.midwestern.iaee.com) for complete information and registration forms.



*Mary Liz Davis*

“Millennials”...what is this? Who are they? Well, for those of you who attended the June MW Chapter program, “Media in Transition” with speaker Mike Farrell, those questions and more were discussed. The thought provoking program made many of us stop to think what the future holds not only for our culture but more specifically for our passion; the trade show and events industry.

To understand how this generation will affect our industry you need to understand who the Millennials are. As defined by Wikipedia, the Millennials, also known as “Generation Y”, refers to a specific cohort of individuals born from about 1980 through and including the year 2001. They grew up with many world-changing events including the rise of mass communication, the Internet, and the 9/11 terrorist attacks. “Generation Y” is known as a culture war “battleground” with growing disagreements between conservative and progressive perspectives. 1981-2001 is the widest possible definition commonly cited, but generally speaking is the generation that was born in the 1980s. In

general, Millennials are very group focused and they like collaboration and interaction. They expect a lot of structure, feedback, ongoing communication and encouragement. The most defining workplace characteristic of the Gen Y's is their hunger for instant gratification.

As a “Generation X”er, I see our industry is made up of the baby boomers. They are the work horses in the trade show industry; successful, dedicated and the lifeblood of many associations and corporations. However, for our industry to continue to grow, thrive and ultimately survive, the incorporation of the Millennials is a must. We need the Millennials to enter our industry; they have an unprecedented enthusiasm and are not afraid to blaze new trails to get what they want.

In trying to stay one step ahead, IAEE has created the Young Professionals Committee. This committee's objective is to focus on the needs of those who are at the beginning of their career paths. In addition to supporting the new IAEE Young Professionals Committee, the challenge that I leave you with today is “How do we get this generation involved in our industry of meetings, events and trade shows?” For more information on the IAEE Young Professionals Committee, please visit [www.ypiaee.com](http://www.ypiaee.com).

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# Task Force Spotlight

*This is the first of several spotlights on the IAEE Midwest Chapter task forces. To learn more about a chapter task force or to contribute, please contact the task force board liaison.*

## Communications Task Force

**Board Liaison:** David Gerhardt, 312-541-0567; [david@corcexpo.com](mailto:david@corcexpo.com)

The Communications Task Force was created to efficiently communicate ideas, news, events, and content deemed useful and informative for chapter members.

Responsibilities of the Communications Task Force include:

- updating the chapter website
- tracking chapter and industry events
- contributing content for the six yearly Expo Line newsletters.

The signature responsibility of the Communications Task Force is contributing content for the Expo Line newsletters. Expo Line is delivered electronically to every chapter member and is a valuable resource for providing key industry updates and notices. Whether your company is unveiling new products or services, has achieved a milestone, or is simply announcing restructuring, alerting chapter members in Expo Line is a great way to spread your message. Recaps of chapter events and previews of upcoming chapter programs are also provided in Expo Line.

To submit content for Expo Line or to find out more about contributing, please contact board liaison David Gerhardt.

## IAEE MW Chapter 2008 Board of Directors

### **Co-Chairs:**

Mary Liz Davis  
Paula Fauth, CEM

### **Secretary/Treasurer:**

Mara Kolter

### **DIRECTORS:**

#### **Charity Task Force Board Liaison:**

Janet Gunn

#### **Communications Task Force Board Liaison:**

David Gerhardt

#### **Membership/Volunteer Task Force Board Liaison:**

Pam Nutting, CEM

#### **Programming Task Force Board Liaison:**

Noel Hoekstra

#### **Special Events Task Force Co-Board Liaison:**

Tony Mensik

#### **Special Events Task Force Co-Board Liaison:**

Lisa Nicola

### **Sponsorship Task Force Board Liaison:**

Craig Hoffend, CEM

### **Immediate Past Chair:**

Doreen Biela, CEM

### **Chapter Administrator/Executive Director:**

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Visit: [www.midwestern.iaee.com](http://www.midwestern.iaee.com) for Board contact info.  
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# “Media in Transition/Our Industry in Transition” Program Recap

**O**n June 25 at the Rock Bottom Restaurant and Brewery in Chicago, the IAEE MW Chapter was fortunate to have speaker, Mike Farrell, Partner and Chief Strategic Officer of Youthography. Over 25 chapter members attended including Carly DiVito, Exhibit Manager, Corcoran Expositions, Inc. “The IAEE educational program was interesting and worthwhile. Mike was a captivating speaker and his provocative presentation on youth and our industries was insightful and true to my thoughts and experiences as a young person in the workplace,” remarked Carly.

Mike provided a perspective of some of the most telling changes in media and subsequently the culture which has fundamentally affected the way younger Americans have viewed their role in society and the workplace.

Some of Mike’s informative presentation is recapped below.

## The Burning Question

- Our clients want to know: “How do we get our messages to young people?”
- Young people the world over are leading the charge in how we create, consume and manage culture, whether we – or they – realize it or not...and this is having a massive impact on anyone trying to connect to them.

## Media and Culture

- First off, we need to look at media, culture, communication and advertising in aggregate; that’s how youth look at it.

## Convergence

- What does it mean for the workplace when an entire new generation expects to bring more of their lives into work with them every day?

## Recruitment & Retention

- Young Americans, indeed young generations almost everywhere, are expecting and exerting more control in the workplace.
- The days of sweating it out in the same career for a couple decades to collect a nice Rolex are over.
- The good news is they are ready to work and make an impact; the bad news is they are going to ruffle feathers along the way – creating strange generational divides in the workplace.

If you don’t embrace their new attitudes, they simply won’t come to work for you – and that would be a problem.

## Stress the Following as Key Young Worker Recruitment & Retention Strategies:

- Diversity (of job experience, of work team, etc.)
- Education (transferable training, ongoing skills development, “free education”).
- A youth-relevant work environment (collaboration, open concept, work hard/play hard ethos).
- Access (to decision-making, to clients, to senior levels of workforce).
- Flexibility (in hours, locale of work, personal customization of work protocol).

## What is the Contemporary Perception of the Exhibition Industry?

- We NEED to find out exactly how the exhibition industry is perceived and act on this!
- Happily, the IAEE and CEIR are both actionably contemplating this.
- The future of the entire industry depends on maintaining relevance.
- To think that the exhibition industry is sheltered from all this change would be folly.



Mike Farrell with chapter members.

## Your Industry Associations (same rules of recruitment and retention apply)

- Play in their world.
- Create young employee organizations and give young employees responsibility and control of them.
- Give these organizations a voice. Incorporate this voice into your larger board and larger organizations.
- See them as a crucial resource for change from within – not a bunch of newbies who are only to get “on board” your prescribed path.

## Your Events

- Remember young employees challenge ALL top down models not born from their own culture.
- Old way of doing conventions, conferences and exhibitions needs to be revisited. Some great developments but, in general, they run the risk of being perceived as static/stagnant. Some fundamental changes in approach need to happen.
- Think more about: interactive learning, a city-wide experience, younger or “innovation” streams, making your entertainment culturally relevant, and cross-generational discussion and debate (wisdom of old ways meshing with objective insight).

Don’t be daunted by this change – embrace it instead. We kind of don’t have a choice anyway!

# Welcome New MW Chapter Members

## **American Dental Association**

Jim Donovan, Marisa W. Goldberg, CMP  
Barbara A. Kotynski

## **American Optometric Association**

Kristen Reynolds, Jeanne Sheehy Bostrom

## **Convention Strategy**

Joe Cooper, Robert M. Davis

## **Cygnus Expositions**

Joe Covelli

## **Dallas Convention & Visitors Bureau**

Ann Murray

## **DM2-DecisionMaker**

Parin Mody

## **Events Exposition Services, Inc.**

Oscar Bedolla

## **Exhibiting Excellence**

Michael Mraz, Kari Sprung

## **Freeman**

Karen L. Bacidore, Lynn Bakiaries, Caroline Nielsen  
Jim Noruk

## **GES Exposition Services**

Roxanne Dobrenick

## **International Society of Arboriculture (ISA)**

Mary Belding, Lisa Gadbury, Allana Williams

## **McDonald's Corporation**

Julie Greenberg-Larson, Heather Judge

## **Thrive Allergy Expo**

Dr. Dennis Callahan, Eva Prokop, Deborah Silverman

## **WebZack.com LLC**

Zack Below, Gina Carr, Cody Craven, Boun Moua,  
Zack Mulford, Megan Price, Becca Rockman

## Congratulations to the MW Chapter's Newest CEM

### **Melissa Magestro, CEM**

Convention Sales Manager

Visit Milwaukee

Milwaukee, WI

## IAEE Membership Stats

### **Total Member Companies**

1281

### **Member Representatives**

8182

Show Organizer (EM): 4484 (54.8% of membership)

Supplier/Vendor (AM): 3620 (44.3% of membership)

Other: 78 (9% of membership)

### **International Member Representatives**

798

(9.8% of membership)