

# Annual General Meeting

**site** Midwest

# site Midwest 2025 BOARD OF DIRECTORS



**Daniel Ecklund**

President



**Monica Fasse**

President-Elect



**Jennifer Brown**

Immediate Past President



**Lily Firnhaber**

VP, Education & Events



**Anne Gorman**

VP, Communications



**Kate Minelli**

VP, Sponsorship



**Justin Myers**

VP, Marketing



**Jennifer Selley**

VP, Young Leaders



**James Walsh**

VP, Membership



**Jill Anonson**

Director, Events



**Johanna Chase**

Director, Education



**Megan Doyle**

Director, Communications



**Christy Ferbet**

Director, Membership



**John Iannini**

Director, Sponsorship



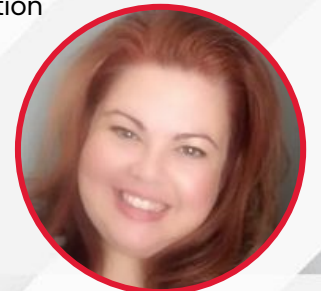
**Veronica Ramirez-Byars**

Director, Marketing



**Katie Senter**

Director, Young Leaders



**Jen Williams**

Association Administrator

# THE OFFICE OF THE PRESIDENT



**Daniel Ecklund**

President



**Monica Fasse**

Chapter Strategy &  
President-Elect



**Jennifer Brown**

Immediate Past  
President

# OUR THEME FOR 2025 - 2026

**CONNECT,  
COLLABORATE,  
CREATE**

# EVENTS

**site** Midwest

# MEET THE EVENTS TEAM



**Lily Firnhaber**

VP, Education & Events



**Jill Anonson**

Director, Events



**Johanna Chase**

Director, Education



# 2025 SITE MIDWEST FORUM

**JUNE 27 – 30, 2025**

*Sandals*  
**Royal Curaçao**



# SITE MIDWEST FORUM PRE-FAM

**JUNE 25 – 27, 2025**



ARUBA CARIBBEAN  
RESORT & CASINO



**site** Midwest



# APPLY TODAY

**BUYER APPLICATIONS  
OPEN THROUGH  
FEBRUARY 28, 2025**



**APPROVED BUYERS NOTIFIED ON OR  
AROUND WEDNESDAY, MARCH 12,  
2025**



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# CHAPTER MEETUPS



**Social Events With Community & Education  
Component In Each Of Our Five Midwest States**



# COMMUNICATIONS & MARKETING

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# MEET THE COMMUNICATIONS & MARKETING TEAM



**Anne Gorman**

VP, Communications



**Justin Myers**

VP, Marketing



**Megan Doyle**

Director, Communications



**Veronica**

**Ramirez-Byars**

Director, Marketing



**FOLLOW  
SMW ON  
SOCIAL**



- **SITE MIDWEST**
- **@SITEMIDWEST**
- **SITE MIDWEST**

**FIND GREAT RESOURCES & UPDATES ON ALL  
UPCOMING EVENTS**

# 2025 COMMUNICATIONS & MARKETING FEATURES

**What you can expect this year:**

**Regular updates** on research, resources and thought leadership through our social media channels

**Member Spotlights**

**Industry Blog** with thought leadership from SITE Midwest leaders

# SPONSORSHIP

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# MEET THE SPONSORSHIP TEAM



**Kate Minnelli**

VP, Sponsorship



**John Iannini**

Director, Sponsorship



# SPONSOR FORUM

## SPONSOR APPLICATIONS



**SPOTS LIMITED. COMMIT TODAY!**

### **1) Registration for 1 attendee at 2025 SITE Midwest Forum**

*Experience-based auction item required\**

- **Inclusions:**
  - Roundtrip airport transfers on main arrival and departure dates, provided by Sandals Resorts
  - All-inclusive accommodations (single) at Sandals Royal Curaçao
- Note: You are responsible for your flight

### **2) Your company logo promoted on:**

- SITE Midwest's website
- SITE Midwest's social media accounts (LinkedIn, Instagram, Facebook) throughout all Forum coverage (pre, during, and post);  
Note: Includes tagging of your company and individual social accounts
- SITE Midwest's email blasts
- Forum event signage & materials

### **3) Access to list of buyers with detailed profile and contact information**

### **4) Opportunity to provide your marketing collateral at Forum**

# THANK YOU 2025 SPONSORS

*Sandals*



# MEMBERSHIP

**site** Midwest

# MEET THE MEMBERSHIP TEAM



**James Walsh**

VP, Membership



**Christy Ferbet**

Director, Membership



# MEMBERSHIP

**RENEW YOUR MEMBERSHIP TODAY  
TO TAKE ADVANTAGE OF THE IN-PERSON NETWORKING AND  
EDUCATION OPPORTUNITIES AND CHAPTER RESOURCES**



# **VOLUNTEER WITH SITE MIDWEST**

**WE ARE LOOKING FOR MEMBERS TO  
PARTICIPATE MORE WITH OUR CHAPTER.  
IF YOU ARE INTERESTED IN SUPPORTING AS A  
COMMITTEE MEMBER, EMAIL US AT**

**MEMBERSHIP@SITEMIDWESTUSA.COM**

# YOUNG LEADERS

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# MEET THE YOUNG LEADERS TEAM



**Jennifer Selley**

VP, Young Leaders



**Katie Senter**

Director, Young Leaders



# Goals & Initiatives

- Build a stronger Young Leaders network through in-person and virtual events
- Provide professional development opportunities
- Create meaningful connections
- Offer valuable education and career insights tailored to young professionals
- Buddy System
  - If you are interested in being a buddy or having a buddy please reach out to [young\\_leaders@sitemidwest.com](mailto:young_leaders@sitemidwest.com)
- Make networking easier through our **Young Leaders WhatsApp Group**

# Join the YL Community

SITE Midwest Young  
Leaders Group

WhatsApp group



# Speaker Intro



**Dani Kloap, CIS**  
Chapter Relations Specialist

The background is a high-angle aerial photograph of a coastal region, featuring a mix of land and water with scattered clouds. The entire image is overlaid with a semi-transparent red filter. A large, white, lowercase word "site" is centered in the upper half of the frame. The wing of an aircraft is visible on the left side, extending from the bottom left towards the center.

# site

2025 SITE HQ Update





**site**  
**MEMBERS**

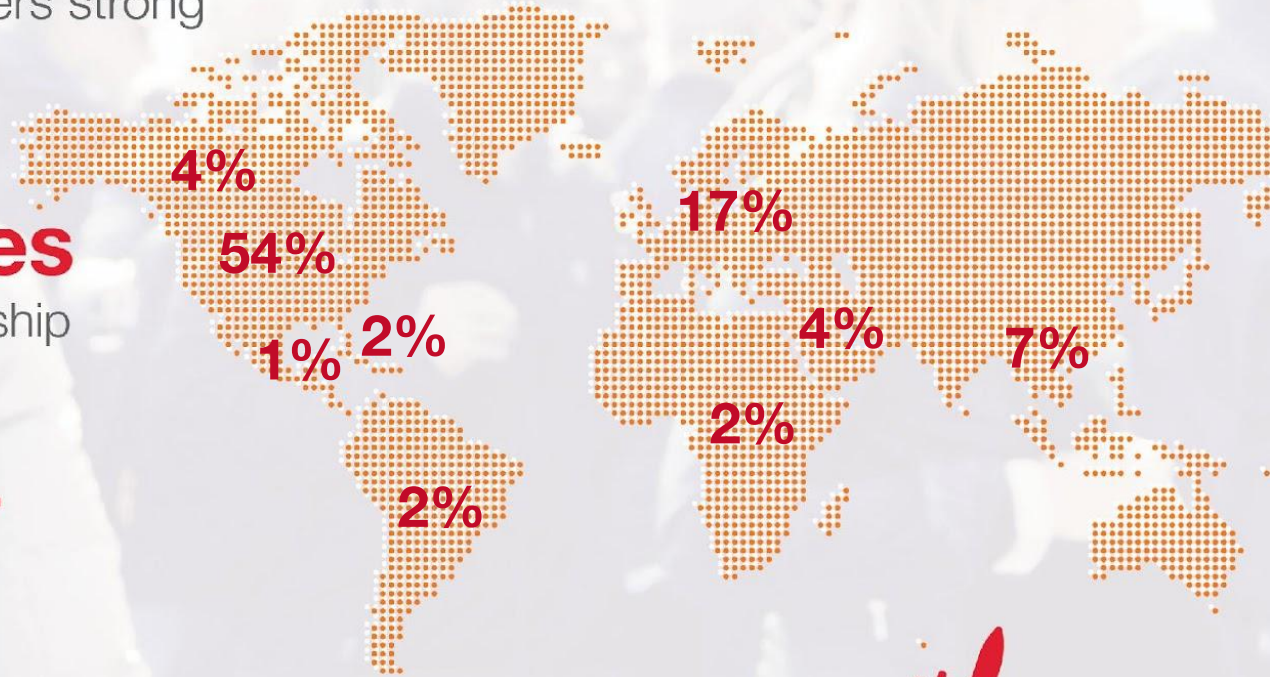


**3,071**  
members strong



**27**  
local / regional  
chapters worldwide

**81 countries**  
represented in membership



**\$**  
**1.1B+**  
PURCHASING POWER

## Significant buying power

SITE members have a combined purchasing power of **\$1.1B+**

Over **424** members of SITE have program budgets in excess of **\$1.5M**





# site

## Year in Review 2024

27  
Chapters

### MEMBERSHIP

3,071  
Total membership

1,280  
New members

81  
Countries

### EDUCATION

179  
cis

12  
Webinars

2,776  
Registrants

### INDUSTRY RELATIONS

23  
Strategic partners

22  
Industry partners

30+  
Industry  
presentations

site

# Open House



Hosted by Dallas Lyons III, Head of Membership & Chapter Engagement, **SITE**





**site**

beyond borders

# Certifications

Entry-level certification designed for individuals new to the incentive travel industry. It provides foundational knowledge of incentive travel, covering key topics such as program design, trends, and best practices, making it an ideal starting point for professionals looking to enhance their expertise and credibility in the field.

**cis** certified  
incentive  
specialist

**citp** certified incentive  
travel professional

Mid-level certification tailored for experienced professionals in the incentive travel industry. It focuses on strategic planning, business operations, and sales, providing participants with advanced skills and knowledge to elevate their careers and drive business success in the competitive incentive travel market.



site

# Why Incentive Travel?

A toolkit designed by SITE to  
advance the business case  
for incentive travel



site

**Download now:**  
“Why Incentive Travel?”



SCAN ME







# site

## SITE Events Schedule

# 2025

### **SITE Global Conference 2025**

(March 3-6, 2025 - Tulum, Mexico)

### **SITE Incentive Summit Americas**

(April 1-4, 2025 - Stowe, VT, USA)

### **SITE NITE Europe**

(May 19, 2025 - Frankfurt, Germany)

### **SITE Incentive Summit Europe**

(June 29 - July 2, 2025 - St. Moritz, Switzerland)

### **SITE Classic**

(August 25-28, 2025 - Maui, Hawai'i, USA)

### **SITE Young Leaders Conference**

(October 5, 2025 - Las Vegas, USA)

### **SITE NITE North America**

(October 6, 2025 - Las Vegas, USA)



# SEE YOU AT GLOBAL



THANK YOU FOR  
BEING HERE!

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