



YEAR IN REVIEW

MARKETING UPDATE

In 2016, Institute's marketing efforts were advanced through the hard work and collaboration of the volunteers and the Institute staff. Below is an overview of our marketing accomplishments for your review. Our main aim was to create new messaging and outlets for promotion of the organization in addition to sustaining successful practices from past years.

Advertisements:

- *Chamber Executive* magazine has been an important medium for us to advertise past Institute testimonials and upcoming registration dates. Multiple half-page and full-page ads have been placed in the magazine. The focus of the ads was Institute summer registration, scholarship deadlines and other testimonials and photos highlighting the Institute program.
- Our "scholarship stuffer" postcard was updated with the new 2016 sites and dates, and this postcard was placed in the post-site thank you letters sent to Institute attendees. It was also printed and mailed to state conferences where we have a representative presence.
- The Institute planner is our largest and most prominent advertisement. It is distributed to all Institute attendees at site registration and is also included in conference shipments all around the country, as well as regional Chamber offices. This planner contains a calendar that people use all throughout the year and is a "walking advertisement."
- A web banner ad with the summer registration dates and an Institute alumni testimonial was featured on the ASAE website for three months before summer registration. This prominent placement was guaranteed to get us thousands of impressions.
- Three video testimonials that give a short, but quick in-depth look into what the benefits of Institute are have been hugely popular on social media and we plan on continuing these efforts by creating more videos in the coming months.

Promotional Materials:

- Continued from last year, Institute sent blue tablecloths with our logo and hashtag to different conferences, and they were also utilized by staff at larger conferences such as ACCE and MAKO. These are bright, eye-catching pieces that are easy to transport and send, and they also market our social media presence.
- The fruit-infusion water bottles given to attendees with their planner during registration were very well received. We have done water bottles in past years, but attendees always look forward to them and they help to cut costs on-site.
- New last year, Institute screen cleaners, featuring a testimonial from Institute board members and alumni, have been a huge hit at state and national conferences. They are a unique item and printing them in full-color makes them an attractive collateral piece.
- The Institute pens that are distributed on-site are a high quality pen with our logo. This pen writes very well and is used by attendees post-site. It is also included in state conference shipments.



YEAR IN REVIEW

STATE PARTNERSHIP UPDATE

PAY IT FORWARD SCHOLARSHIP PROGRAM

- On two occasions in 2016, Institute reached out to 123 state executive societies (chamber of commerce executive societies, association executive societies, economic development councils, and convention and visitor bureaus). The first time was to encourage Winter Institute participation and the second was in regards to summer registration.
- Of the 123 organizations who were contacted, 50 participated by sharing information about the Institute program with their members.
- In total, 35 first-year participants attended Institute using a PIF scholarship; 32 chamber of commerce professionals and three association professionals.
- Once again in 2016, Institute reached out to “nontraditional” partners such as state CVBs and EDCs. However, none chose to participate this year.

MARKETING INSTITUTE TO STATE PROGRAMS THROUGH GIVEAWAYS

- Institute sent marketing materials, including branded electronic screen cleaners, planners, and ad slicks, to 27 association executive societies, chamber of commerce executive societies, and other professional nonprofit societies since this time last year.

PARTICIPATION AT STATE, ANNUAL, AND REGIONAL CONFERENCES

- Institute will have had a presence at six conferences in 2016: Association of Chamber of Commerce Executives (ACCE), Florida Association of Chamber Professionals (FACP), Illinois Society of Association Executives (ISAE), Missouri, Arkansas, Kansas, Oklahoma Conference (MAKO), Texas Chamber of Commerce Executives (TCCE), and Western Association of Chamber Executives (W.A.C.E.).
- Institute sees our increased presence at annual conferences valuable for the dual purposes of recruiting new attendees and reminding alumni of the impact Institute had on their careers.

W.A.C.E. PARTNERSHIP

- Institute continues to partner with the Western Association of Chamber Executives.
- Graduates of the Academy program are eligible to attend Institute as third-year attendees, bypassing their first two years of the program.
- Seven attendees began their Institute experience as third-years through the W.A.C.E./Institute partnership.



YEAR IN REVIEW

STATE PARTNERSHIP UPDATE

PAY IT FORWARD 2016 - CHAMBER OF COMMERCE EXECUTIVE SOCIETIES

State	Organization	2013	2014	2015	2016	2016 Winter	2016 MW	2016 SE	2016 West	2016 NE
Alabama	Chamber of Commerce Association of Alabama	3	2	2	0					
Alaska	Alaska State Chamber of Commerce	-	-	0	0					
Arizona	Arizona Chamber Executives	1	2	1	2	2				
Arkansas	Arkansas Chamber of Commerce Executives	1	4	0	0					
California	California Chamber of Commerce- W.A.C.E.	0	0	0	0					
Carolinas	Carolinas Association of Chamber of Commerce Executives	2	1	2	2			2		
Colorado	Colorado Chamber of Commerce Executives	1	2	1	0					
Connecticut	Connecticut Business and Industry Association	0	-	-	-					
Florida	Florida Association of Chamber Professionals	0	1	3	3			3		
Georgia	Georgia Association of Chamber of Commerce Executives	2	1	1	2			2		
Idaho	Idaho Chamber Alliance	-	-	-	-					
Illinois	Illinois Association of Chamber of Commerce Executives	1	1	0	2		1			1
Illinois	Illinois Council of Convention and Visitor Bureaus	-	1	1	-					
Indiana	Indiana Chamber Executives Association	2	2	2	3	2				1
Iowa	Iowa Chamber of Commerce Executives	0	0	0	2		2			
Kansas	Kansas Chamber of Commerce Executives	0	2	2	1				1	
Kentucky	Kentucky Chamber of Commerce Executives	2	2	0	1			1		
Kentucky	Kentucky Association of Economic Development	-	0	-	-					
Louisiana	Louisiana Association of Chamber of Commerce Executives	0	0	0	0					
Maine	Maine Chamber of Commerce Executives	-	1	0	-					
Maryland	Maryland Association of Chamber of Commerce Executives	2	2	0	2					2
Massachusetts	Massachusetts Association of Chamber of Commerce Executives	2	1	1	1					1
Michigan	Michigan Association of Chamber Professionals	2	2	3	3	1	1	1		
Mid-America	Mid-America Chamber of Commerce Executives	-	-	0	-					
Minnesota	Minnesota Chamber of Commerce Executives	0	-	0	0					
Mississippi	Mississippi Economic Development Council	2	2	1	1			1		
Missouri	Chamber of Commerce Executives of Missouri	1	2	1	0					
Montana	Montana Chamber of Commerce Executives	0	0	0	0					
Nebraska	Nebraska Chamber of Commerce Executives	-	-	-	-					
New England	New England Association of Chamber of Commerce Executives	1	0	0	0					
New Jersey	New Jersey Area Chamber of Commerce Executives	-	-	-	-					
New Mexico	New Mexico Chamber Executives	0	0	-	-					
New York	Business Council of New York State, Inc.	-	2	-	-					
North Dakota	North Dakota Chamber Executives	0	0	-	-					
Ohio	Chamber of Commerce Executives of Ohio	0	0	0	0					
Oklahoma	The State Chamber of Oklahoma	2	1	2	1	1				
Ontario	Ontario Chamber of Commerce Executives	-	0	-	-					
Oregon	Oregon State Chamber of Commerce	-	0	0	0					
Pennsylvania	Pennsylvania Association of Chamber Professionals	1	3	3	2					2
South Carolina	South Carolina Chamber of Commerce	2	1	0	0					
South Dakota	South Dakota Chamber and Economic Development Council	1	1	1	0					
Tennessee	Tennessee Chamber of Commerce Executives	2	3	3	2	1		1		
Texas	Texas Chamber of Commerce Executives	1	2	0	0					
Texas	North Texas Chamber of Commerce Executives	-	0	0	1				1	
Utah	The Utah State Chamber of Commerce	1	-	0	-					
Vermont	Vermont Association of Chamber of Commerce Executives	-	0	-	-					
Virginia	Virginia Association of Chamber of Commerce Executives	1	0	0	0					
Washington	Washington Chamber Executives	-	-	-	-					
West Virginia	West Virginia Chamber of Commerce	-	-	-	-					
Wisconsin	Wisconsin Chamber of Commerce Executives	0	0	0	-					
Wyoming	Wyoming Chamber of Commerce Executives	0	0	4	1				1	
Total		36	44	34	32	7	4	11	3	7

DASHES INDICATE THAT ORGANIZATION CHOSE NOT TO PARTICIPATE
NUMBERS INDICATE PARTICIPATION IN PIF PROGRAM AND NUMBER OF ATTENDEES SENT



YEAR IN REVIEW

STATE PARTNERSHIP UPDATE

PAY IT FORWARD 2016 - ASSOCIATION EXECUTIVE SOCIETIES

State	Organization	2013	2014	2015	2016	2016 Winter	2016 MW	2016 SE	2016 West	2016 NE
Alabama	Alabama Council of Association Executives	-	-	-	0					
Arizona	Arizona Society of Association Executives	-	-	-	-					
Arkansas	Arkansas Society of Association Executives	-	-	-	-					
California	California Society of Association Executives	1	1	0	0					
Colorado	Colorado Society of Association Executives	-	0	0	-					
Connecticut	Connecticut Society of Association Executives	-	-	-	-					
Florida	Florida Society of Association Executives	0	0	0	0					
Florida	Tallahassee Society of Association Executives	-	0	0	-					
Georgia	Georgia Society of Association Executives	0	0	0	0					
Idaho	Idaho Society of Association Executives	-	0	-	-					
Illinois	Illinois Society of Association Executives	1	2	0	1		1			
Illinois	Association Forum of Chicagoland	0	-	-	-					
Indiana	Indiana Society of Association Executives	0	0	0	0					
Iowa	Iowa Society of Association Executives	-	-	-	0					
Kansas	Kansas Society of Association Executives	-	-	-	-					
Kentucky	Kentucky Society of Association Executives	-	-	-	-					
Louisiana	Louisiana Society of Association Executives	0	-	-	-					
Maine	Maine Society of Association Executives	0	-	0	0					
Maryland	Maryland Society of Association Executives	0	-	-	-					
Michigan	Michigan Society of Association Executives	0	1	1	1		1			
Mississippi	Mississippi Society of Association Executives	-	-	-	-					
Missouri	Missouri Society of Association Executives	-	-	-	-					
Montana	Montana Society of Association Executives	-	-	-	-					
Delaware; New Jersey	Mid-Atlantic Society of Association Executives	-	-	0	-					
New Mexico	New Mexico Society of Association Executives	-	-	-	-					
New York	New York Society of Association Executives	-	-	-	-					
North Carolina	Association Executives of North Carolina	-	-	0	-					
Ohio	Ohio Society of Association Executives	1	0	0	0					
Oklahoma	Oklahoma Society of Association Executives	-	0	1	1	1				
Oregon	Oregon Society of Association Executives	-	-	-	-					
Pennsylvania	Pennsylvania Society of Association Executives	-	-	-	-					
South Carolina	South Carolina Society of Association Executives	1	-	-	-					
Tennessee	Tennessee Society of Association Executives	-	-	-	0					
Texas	Texas Society of Association Executives	-	-	-	-					
Texas	Dallas/Fort Worth Association Executives	-	0	0	0					
Utah	Utah Society of Association Executives	-	-	-	-					
Virginia	Virginia Society of Association Executives	0	-	-	0					
Washington	Washington Society of Association Executives	-	0	-	-					
West Virginia	West Virginia Society of Association Executives	-	-	-	-					
Wisconsin	Wisconsin Society of Association Executives	2	3	0	0					
Wyoming	Wyoming Society of Association Executives	0	-	0	-					
	Association Societies Alliance	0	1	-	-					
	Midwest Society of Association Executives	0	-	-	0					
	New England Society of Association Executives	-	-	-	-					
Total		6	8	2	3	1	2	0	0	0

DASHES INDICATE THAT ORGANIZATION CHOSE NOT TO PARTICIPATE
NUMBERS INDICATE PARTICIPATION IN PIF PROGRAM AND NUMBER OF ATTENDEES SENT



YEAR IN REVIEW

SCHOLARSHIP UPDATE

2016 Scholarship Statistics	Winter	Midwest	Southeast	West	Northeast	Total
Total scholarship applicants	62	33	38	32	32	197
Regent scholarships awarded	19	27	23	27	13	109
National scholarships awarded	6	6	6	5	3	26
Pay It Forward scholarships awarded	8	5	11	3	7	34
Faculty scholarships awarded	5	2	11	3	1	22
Alumni scholarships awarded	4					4
Board scholarships awarded	7	4	6	4	5	26
Total scholarships awarded	49	44	57	42	29	221

INCENTIVE PROGRAMS

- Friends and Family Enrollment Incentive
 - 47 individuals (14 first-years and 33 second- through fourth-years) attended Institute using the Friends and Family incentive from 30 unique organizations.
- Group Rate
 - 120 attendees registered for Institute using the group rate from 92 different organizations. In 2015, 98 organizations sent multiple attendees; this high rate of organizations sending multiple attendees is a positive trend for registration.

SCHOLARSHIPS

- Board Scholarship
 - In 2016, Institute awarded one \$500 scholarship per Board Member (Trustees and Regents) to award to a first-year Institute as a marketing tool.
 - 26 Board Members were able to successfully award a scholarship.

Awarded by:	Winter	Midwest	Southeast	West	Northeast
Board of Trustees	1	1	1	1	
Winter	6				
Midwest		2			
Southeast			4		2
West		1		3	
Northeast			1		3

- Alumni Scholarship
 - Institute discontinued the alumni scholarship after 2016 Winter.



YEAR IN REVIEW

SCHOLARSHIP UPDATE

- Faculty Scholarship Program
 - Institute continued the faculty scholarship incentive, offering all Institute faculty two \$500 first-year scholarships to award for each of the sites where they are invited to teach.
 - 22 first-year participants attended Institute using a faculty scholarship.

Name	Winter	Midwest	Southeast	West	Northeast
David Aaker	1			1	
Randall Chase			1		
Bryan Daniels			1		
Chuck Ewart			1		
Moore Hallmark			1		
Bob Harris			1		
Frank Kenny			2		
Megan Lucas	1				
Matt McCormick		1		1	
Pat McGaughey	2	1	3		
Robert Medler	1				
Annette Medlin			1	1	
Kyle Sexton					1



YEAR IN REVIEW

FUNDRAISING UPDATE

- 2016 Fundraising goal is \$45,000.
- Year to date, Institute has raised just over \$37,000 for the 2017 scholarship season.
- Institute participated in #GivingTuesday for the second time and surpassed goal, raising \$2,170.

2015	Winter	Midwest	Southeast	West	Northeast	Total
Funds remaining from previous year's scholarship allocation	\$1,412.00	\$895.00	\$0.00	\$0.00	\$960.00	\$3,267.00
Silent auction	\$5,727.00	\$3,973.00	\$7,666.00	\$8,600.00	\$4,723.00	\$30,689.00
Pre-scholarship deadline online donations	\$75.00	\$100.00	\$200.00	\$25.00	\$50.00	\$450.00
Post-scholarship deadline online donations	NA	\$996.00	\$0.00	\$0.00	\$200.00	\$1,196.00
Additional on-site fundraising	\$505.00	\$0.00	\$0.00	\$0.00	\$0.00	\$505.00
Annual appeal (mailing)	NA	NA	NA	NA	NA	NA
Bi-annual solicitation	NA	NA	NA	NA	NA	NA
#GivingTuesday	NA	\$208.00	\$153.00	\$138.00	\$8.00	\$507.00
Online store	NA	NA	NA	NA	NA	NA
Total to allocate to 2015 sites:	\$7,719.00	\$6,172.00	\$8,019.00	\$8,763.00	\$5,941.00	\$36,614.00

2016	Winter	Midwest	Southeast	West	Northeast	Total
Funds remaining from previous year's scholarship allocation	\$500.00	\$100.00	\$0.00	\$1,177.00	\$0.00	\$1,777.00
Silent auction	\$6,365.00	\$3,930.00	\$6,479.00	\$10,370.00	\$3,906.00	\$31,050.00
Pre-scholarship deadline online donations	\$125.00	\$0.00	\$0.00	\$0.00	\$0.00	\$125.00
Post-scholarship deadline online donations	\$50.00	\$0.00	\$0.00	\$50.00	\$150.00	\$250.00
Additional on-site fundraising	\$1,281.00	\$2,700.00	\$1,200.00	\$0.00	\$812.00	\$5,993.00
Annual appeal (mailing)	\$270.00	\$170.00	\$270.00	\$220.00	\$420.00	\$1,350.00
Bi-annual solicitation	\$2.00	\$197.00	\$2.00	\$102.00	\$107.00	\$410.00
#GivingTuesday	\$53.00	\$452.00	\$312.00	\$737.00	\$287.00	\$1,841.00
Online store	\$96.61	\$188.97	\$188.97	\$188.97	\$188.97	\$852.49
Total to allocate to 2016 sites:	\$8,742.61	\$7,737.97	\$8,451.97	\$12,844.97	\$5,870.97	\$43,648.49

2017	Winter	Midwest	Southeast	West	Northeast	Total
Funds remaining from previous year's scholarship allocation	\$0.00	\$0.00	\$0.00	\$349.97	\$370.97	\$720.94
Silent auction	\$7,569.00	\$3,256.00	\$5,738.47	\$9,582.46	\$3,863.88	\$30,009.81
Registration donations	\$0.00	\$75.00	\$35.00	\$50.00	\$225.00	\$385.00
Additional on-site fundraising	\$1,332.00	\$588.00	\$1,382.00	\$0.00	\$740.00	\$4,042.00
Annual appeal (mailing)	\$150.00	\$375.00	\$500.00	\$65.00	\$600.00	\$1,690.00
Bi-annual solicitation	\$5.00	\$30.00	\$30.00	\$5.00	\$105.00	\$175.00
#GivingTuesday	\$382.00					\$382.00
Online store	\$158.59	\$66.23	\$66.23	\$66.23	\$66.23	\$423.51
Total to allocate to 2017 sites:	\$9,596.59	\$4,390.23	\$7,751.70	\$10,118.66	\$5,971.08	\$37,828.26



YEAR IN REVIEW

FACULTY UPDATE

Please note: Course evaluations are based on a five-point scale, and beginning in 2014, the academic year became reflective of the calendar year.

2016 FACULTY

Contracted with a total of 65 faculty members, of those 15 were new faculty members (23%).

- Course Evaluation Average: 4.50 (65)
 - Expert 4.67 (3)
 - Consultant 4.57 (26)
 - Practitioner 4.46 (34)
 - Professor 4.09 (2)

2015 FACULTY

Contracted with a total of 64 faculty members, of those 17 were new faculty members (27%).

- Course Evaluation Average: 4.65 (64)
 - Expert 4.78 (4)
 - Consultant 4.66 (30)
 - Practitioner 4.65 (28)
 - Professor 4.34 (2)

2014 FACULTY

Contracted with a total of 60 faculty members, of those 15 were new faculty members (25%).

- Course Evaluation Average: 4.57 (60)
 - Expert 4.80 (3)
 - Consultant 4.59 (32)
 - Practitioner 4.57 (24)
 - Professor 3.44 (1)

2013 ACADEMIC YEAR FACULTY (2014 WINTER AND 2013 SUMMER SITES)

Contracted with a total of 58 faculty members, of those 17 were new faculty members (29%).

- Course Evaluation Summer Average: 4.55 (58)
 - Expert 4.65 (3)
 - Consultant 4.61 (24)
 - Practitioner 4.47 (28)
 - Professor 4.46 (3)



YEAR IN REVIEW

FACULTY UPDATE

Institute sponsored faculty at the following conferences:

MAKO (Missouri, Arkansas, Kansas, and Oklahoma)

Sponsored Keynote Speaker: Justin Patton

April 24-26, 2016

Branson, Missouri

Approximate number of attendees: 215

Florida Association of Chamber Professionals (FACP)

Sponsored Keynote Speaker: Kyle Sexton

May 19-20, 2016

Tampa, Florida

Approximate number of attendees: 100

Illinois Society of Association Executives (ISAE)

Sponsored Keynote Speaker: Justin Patton

September 24, 2016

Springfield, Illinois

Approximate number of attendees: 115

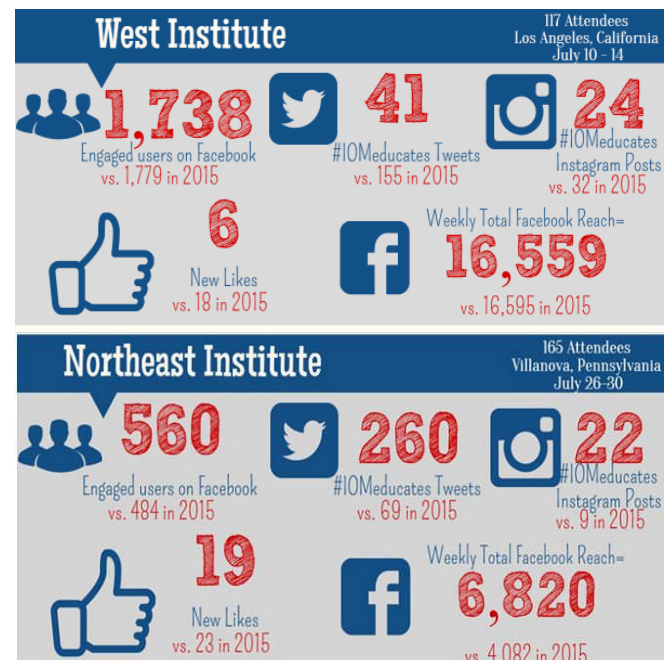
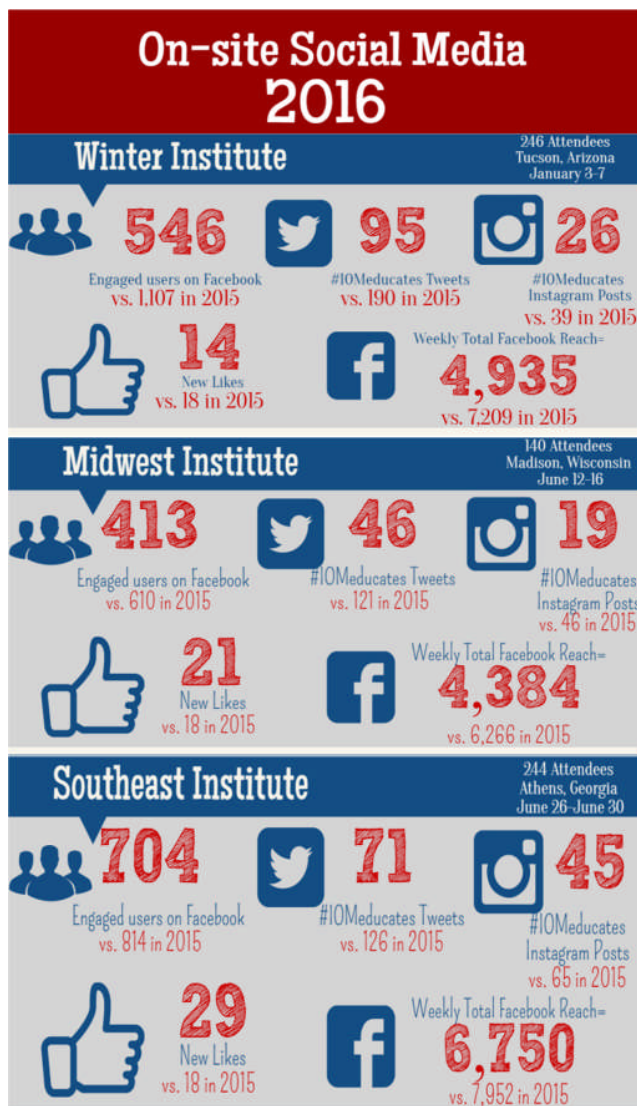


YEAR IN REVIEW

SOCIAL MEDIA UPDATE

	2015*	2016*	Percentage Increase
Facebook	2,116 Likes	2,428 Likes	15%
Twitter	1,361 Followers	1,572 Followers	16%
LinkedIn	1,983 Members	2,215 Members	12%
Instagram	145 Followers	269 Followers	85%
IOM Alumni Facebook Group	371 Members	409 Members	10%

*Numbers as of September 1



Institute:

- Encouraged social media promotion from board members through the creation of content calendars distributed to the Board of Trustees and each Board of Regents.
- Displayed daily social media prompts in each classroom on-site at select sites.
- Integrated Instagram into our social media strategy.
- Posted on the IOM blog 1-3 times each week.



YEAR IN REVIEW

VOLUNTEER UPDATE

Congratulations to all Board of Trustees, Boards of Regents, and Curriculum Committee members on a truly successful year! A special thank you to the Board of Trustees Chair, Bob Thomas, IOM, CAE, CMP, for his leadership and on-site engagement, as well as all volunteers for their continuous efforts to market the program this Institute season. Due to your hard work, the final enrollment for 2016 Institute was 912 overall attendees, 288 of which were first-years. As a point of reference, final enrollment was 876 overall and 303 first-years in 2015.

We are looking forward to a great year ahead!

Below are some highlights from 2016.

- Recruited 19 new Board of Regent members and 27 Class Advisors from various associations and chambers of commerce.
- Of the 27 Class Advisors, 21 were first-time advisors.
- 252 interested volunteers in our database representing 42 states plus DC.
- 34 states plus DC are currently represented on the boards and committee.
- 25 first-years were recruited from board members' organizations.
- 34 first-years were recruited from other organizations.
- 47 returning students were recruited from board members' organizations.

BOARD MEMBER RECRUITMENT GRID

On the following pages, you will find a copy of the 2016 Board Member Recruitment Grid, which helped to monitor Institute's outreach and recruitment. Please know this document represents a very small fraction of what you do every day to market the Institute program. We know that volunteer recruitment and action is the key to our success, and we thank you for all you do.

2016 Institute Volunteer Recruitment Grid

First Name	Last Name	Organization	Location	First-Years Recruited from Same Organization	Returning Students from Same Organization	First-Years Recruited from Other Organization
Blain	Andera	Spirit Lake Chamber of Commerce	BOT, Winter			Carina Woodward (1-Winter); Jeff Thee (1-Midwest)
Jeremy	Arthur	Chamber of Commerce Association of Alabama	BOT, CC			Monica Elmer (1-Southeast)
Steve	Baas	Metropolitan Milwaukee Association of Commerce	Winter			
Brian	Baker	Chateau Montelena Winery	CC			
Kara	Beer	Battle Creek Area Chamber of Commerce	Winter			
Alysia	Bell	Los Angeles Area Chamber of Commerce	West			
Christin	Berry	ASAE: The Center for Association Leadership	BOT, CC	Vivian Abalama (1-Northeast); Carla Lochiatto (1-Southeast)		
Rita	Berry	Greater Summerville/Dorchester County Chamber of Commerce	SE			
Greg	Buckler	Lebanon Valley Chamber of Commerce	NE		Bethany Houser (2-Northeast); Jessica Stankovich (2-Northeast)	
Dave	Butler	NextEd	West			
Jason	Camis	Gardner Edgerton Chamber of Commerce	West			Sharon Mitchell (1-Midwest)
Karri	Clark	Bozeman Area Chamber of Commerce	Winter			
Steve	Clark	Fayetteville Chamber of Commerce	NE		Jennifer Irwin (3-Winter)	
Kate	Conroy	New Jersey Business & Industry Association	NE	Ashley Lukens (1-Northeast)	Whitney Lewis (2-Northeast)	
Ali	Crain	Kentucky Chamber of Commerce Executives	CC, MW			
Kim	Dahlsten	Manhattan Area Chamber of Commerce	SE			Brittany Duplechian (1-Southeast)
Bryan	Daniels	Blount Partnership	SE		Jeff Muir (3-Southeast)	Marilee Harrison (1-Southeast)
Karen	DeVecchio	Bridgeport Regional Business Council	NE			
Cat	Dority	Charleston Area Convention and Visitors Bureau	BOT, CC			
Teresa	Eyet	American Health Care Association	CC, MW			
Dean	Faile	Lancaster County Chamber of Commerce	BOT, SE			
Tony	Felker	Frisco Chamber of Commerce	West	Phillip Sharp (1-Midwest)	Tami Alexander (2-Winter); Tami Alexander (3-Northeast)	
Mark	Field	Knoxville Chamber of Commerce	CC, SE	Lauren Longmire (1-Southeast)	Leslie Smith (2-Winter); Leslie Smith (3-Midwest); Leslie Smith (4-Southeast)	Brooke O'Dell (1-Southeast)
Bob	Foulks	Wisconsin Medical Society	BOT, CC	John Rather (1-Midwest)		
Rene	Gellerman	Quad Cities Chamber of Commerce	MW	Jessica Webb (1-Midwest)		
Alison	Grems	Canandaigua Chamber of Commerce	West		Elisha Everson (3-West)	
Jeff	Griffin	Peoria Area Chamber of Commerce	MW		Sherneka Cagle (2-Winter); Kelly Donnelly (2-Midwest)	Kerry Smith (1-Midwest)
Kim	Guida	Rochester Automobile Dealers Association	BOT, NE			
Heidi	Gullickson	Brookings Area United Way	MW			
Tracey	Halliday	American Beverage Association	MW		Franklin Davis (2-Southeast)	
Steve	Halter	Greater Poplar Bluff Area Chamber of Commerce	Winter			Hillary Speer (1-Winter)
Joe	Henning	Aurora Regional Chamber of Commerce	BOT, MW			Kyle Anderson (1-Midwest)
Lisa	Hermes	McKinney Chamber of Commerce	West	Robin Woodall (1-West)		
Ray	Hernandez	Lewisville Area Chamber of Commerce	West		Cristina Rodriguez (3-West)	
Mike	Hofman	Orange City Chamber of Commerce	Winter			
Liz	Horton	Kershaw County Chamber of Commerce & Visitors Center	SE			
Rick	Howe	Jackson Hole Chamber of Commerce	Winter		Maureen Murphy (3-Winter)	
Lisa	Hoyt	Petoskey Regional Chamber of Commerce	MW			
Dawn	Johnson	Muskegon Lakeshore Chamber of Commerce	MW			Roger Chamberlin (1-Midwest)
DJ	Johnson	American Society of Interior Designers	BOT			
Christine	Kennedy	Lynchburg Regional Business Alliance	SE			Teresa Hammond (1-Southeast)
Nick	Kieffer	Goshen Chamber of Commerce	Winter			
Avon	Knowlton	SWLA Economic Development Alliance and Chamber SWLA	NE	Brittany Duplechian (1-Southeast); Amanda White (1-Northeast)		Lisa Adams (1-Northeast); Lena McArthur (1-Northeast)
Brad	Lacy	Conway Area Chamber of Commerce	West	Laura Davis (1-West)	Luke Ferguson (3-West); Therese Pollard (2-West); Adena White (2-West)	
Russ	Lahodny	California Chamber of Commerce	BOT, West			

2016 Institute Volunteer Recruitment Grid

First Name	Last Name	Organization	Location	First-Years Recruited from Same Organization	Returning Students from Same Organization	First-Years Recruited from Other Organization
Jack	Lank	The United Regional Chamber of Commerce	Winter			
Bill	Lee	Gallup-McKinley County Chamber of Commerce	Winter	Anthony Dimas (1-Winter)		Debra Douds (1-Winter)
Dan	Lemyre	Association Headquarters, Inc.	NE			
Ruth	Littlefield	Tulsa Regional Chamber	Winter	Niccole Ferguson (1-Northeast)	Heather Davis (2-Winter); Brian Paschal (4-Midwest); Vince Trinidad (2-Midwest); Allison Walden (4-Southeast); Kuma Browne (2-West); Nick Doctor (4-Northeast)	Halley Trembath (1-Winter)
Claire	Louder	West Anne Arundel County Chamber of Commerce	NE	Marnea Shamblen (1-Northeast)		Stephanie Helsing (1-Northeast)
Kellie	Lowery	NTCA - The Rural Broadband Association	CC, NE	Jessica Golden (1-Northeast)	April Irwin (2-West); Laura Withers (2-Northeast)	Allison Ingram (1-Northeast)
Megan	Lucas	Lynchburg Regional Business Alliance	BOT, CC			Brandon Johannes (1-Winter)
Duffy	MacKay	Council for Responsible Nutrition	Winter		Mike Greene (3-West)	
Kelle	Marsalis	Dallas Regional Chamber of Commerce	West		Diana Rivas-Smith (2-Winter)	
Matt	McCormick	Columbia Chamber of Commerce	BOT, CC		Sedel Marino (4-Winter)	Wendy Rackovan (1-West); Stacy Needels (1-West); Mary Jo Little (1-Midwest)
Tim	McKee	Olathe Chamber of Commerce	BOT, CC		Brad Cornell (3-Midwest)	
Pete	McNamara	New Hampshire Automobile Dealers Association	NE		Ryan Hale (2-Northeast)	
Robert	Medler	Tucson Metropolitan Chamber of Commerce	Winter		Carissa Fairbanks (2-Winter); Laura Nagore (2-Winter)	Jaquie Miller (1-Winter); Bob Argelyn (1-Winter)
Crystal	Moore	Association of Chamber of Commerce Executives	BOT, CC	Danielle James (1-Winter); Michelle Vegliante (1-Winter); Analidia Blakely (1-West)		
Kimberly	Nastasi	Mississippi Gulf Coast Chamber of Commerce	BOT	Aisa Templeton (1-Winter); Olivia Munn (1-Southeast)	Kelsey Blum (4-Winter); Dhiana Mckaig (3-Southeast); Jenny Levens (4-Southeast)	
Douglas	OFlaherty	South Carolina Restaurant and Lodging Association	NE			Taryn Shekitka-West (1-Southeast)
Mike	Paone	Joliet Region Chamber of Commerce and Industry	MW			
Stephanie	Parton	Indiana CPA Society	CC, Winter		Nichole Favors (4-Winter)	Brad DuBois (1-Winter)
Jodie	Perry	Richland Area Chamber of Commerce	MW			
Heidi	Peterson	Wyoming Taxpayers Association	West			
Matt	Pivarnik	Greater Topeka Chamber of Commerce & GO Topeka	BOT, CC	Curtis Sneden (1-West)	Ashley Charest (3-Midwest)	Kinnee Tilly (1-Winter)
Tracy	Qualls	Choctaw Chamber of Commerce	Winter			Kinlee Farris (1-Winter)
Jackie	Rakers	Illinois Association of Mutual Insurance Companies	BOT, MW			Phil Lackman (1-Midwest)
Rick	Roden	Greater Jackson County Chamber of Commerce	SE			
Corey	Rosenbusch	Global Cold Chain Alliance	BOT	James Rogers (1-Winter)	Richard Tracy (4-Winter)	
Laura	Schoen Carbonneau	Pierre Area Chamber of Commerce	MW	Katie Johnson (1-Midwest)		
Teri	Smiley	Walton County Chamber of Commerce	SE			Andy Luker (1-Southeast)
Ed	Stolmaker	Marana Chamber of Commerce	Winter			
Carrie	Stuart	Gettysburg Adams Chamber of Commerce	NE			
Steve	Swafford	Leadership Outfitters, LLC	CC			
Bob	Thomas	Michigan Chamber of Commerce	BOT, CC		Brad Hantler (3-Winter)	
Marnie	Uhl	Prescott Valley Chamber of Commerce	BOT			
Tony	Vedda	North Texas GLBT Chamber of Commerce	West			
Ray	Villegas	Institute of Internal Auditors	SE			Jessica Golden (1-Northeast)
Marianne	Virgili	Glenwood Springs Chamber Resort Association	West	Cristin Barta (1-West)		
Chris	Wallace	Texas Association of Business	BOT, CC, NE			Dagmar Metzler (1-Northeast)
Scott	Waller	Mississippi Economic Council	SE	Jason Word (1-Southeast)	Kelly Boutwell (3-Southeast); Emily Bates (2-Southeast); Will Caves (2-Southeast)	
Angie	Whitcomb	Shakopee Chamber of Commerce	MW			
Jo	White	Greater West Plains Area Chamber of Commerce	NE		Jessica Collins (3-Midwest)	Antonia Eichholz (1-Northeast)
Stacey	Wilson	Indiana CPA Society	MW		Nichole Favors (4-Winter)	
Morri	Yancy	Lake Gunterville Chamber of Commerce	CC, SE		Amanda Sellnow (3-Southeast)	Wes Kitchens (1-Southeast)
Heidi	Zich	Home Builders Association of the Fox Cities	MW			