



# MIDWEST

## 2016 BOARD OF REGENTS ROSTER

### CHAIR

Teresa Eyet, IOM  
Senior Director, Conference Programming and  
Educational Development  
American Health Care Association  
1201 L Street, NW  
Washington, DC 20005  
202-898-2837  
teyet@ahca.org  
Term: 2015-2016

### PAST CHAIR

Jacqueline Rakers, IOM, PFMM  
Executive Director  
Illinois Association of Mutual Insurance  
Companies  
PO Box 116  
Ohlman, IL 62076  
217-563-8300  
leadership@iamic.org  
Term: 2015-2016

Jeffrey Griffin, IOM  
President and CEO  
Peoria Area Chamber of Commerce & The  
CEO Council  
100 SW Water Street  
Peoria, IL 61602  
309-495-5920  
jgriffin@peoriachamber.org  
Term: 2015-2017

Tracey Halliday, IOM  
Vice President, Communications  
American Beverage Association  
1101 16th Street, NW  
Washington, DC 20036  
202-463-6732  
thalliday@ameribev.org  
Term: 2015-2017

### VICE CHAIR

Jodie A. Perry, IOM  
President  
Richland Area Chamber of Commerce  
55 North Mulberry Street  
Mansfield, OH 44902  
419-522-3211  
JPerry@RichlandAreaChamber.com  
Term: 2015-2016

Rene M. Gellerman, IOM  
Senior Vice President, Membership  
Quad Cities Chamber of Commerce  
130 West 2nd Street  
Davenport, IA/IL 52801  
563-823-2662  
rgellerman@quadcitieschamber.com  
Term: 2011-2017

Heidi Gullickson, IOM  
Executive Director  
Brookings Area United Way  
414 Main Avenue  
Brookings, SD 57006  
605-692-6125  
Heidi@brookingsunitedway.org  
Term: 2015-2017

Lisa Hoyt, IOM  
Membership Director  
Petoskey Regional Chamber of Commerce  
401 East Mitchell Street  
Petoskey, MI 49770  
231-347-4150  
lisa@petoskey.com  
Term: 2014-2016



# MIDWEST

## 2016 BOARD OF REGENTS ROSTER

---

Dawn Johnson, IOM  
Vice President  
Muskegon Lakeshore Chamber of Commerce  
380 West Western Avenue, Suite 202  
Muskegon, MI 49440  
231-722-3751  
johnsond@muskegon.org  
Term: 2012-2016

Michael J. Paone, IOM  
Vice President, Member Services  
Joliet Region Chamber of Commerce and  
Industry  
63 North Chicago Street  
Joliet, IL 60432  
815-727-5371  
mpaone@jolietchamber.com  
Term: 2010-2016

Laura Schoen Carbonneau, IOM  
Chief Executive Officer  
Pierre Area Chamber of Commerce  
800 West Dakota Avenue  
Pierre, SD 57501  
605-224-7361  
laurasc@pierre.org  
Term: 2010-2016

Angela Whitcomb, IOM  
President  
Shakopee Chamber of Commerce  
PO Box 717  
Shakopee, MN 55379  
952-445-1660  
awhitcomb@shakopee.org  
Term: 2014-2016

Stacey L. Wilson, IOM, CAE  
Director, Learning and Collaboration  
Indiana CPA Society  
8250 Woodfield Crossing Boulevard #100  
Indianapolis, IN 46240  
317-726-5015  
swilson@incpas.org  
Term: 2015-2017

Heidi Zich, IOM  
Executive Vice President  
Home Builders Association of the Fox Cities  
920 West Association Drive  
Appleton, WI 54914  
920-731-7931  
heidi.zich@hbafoxcities.com  
Term: 2015-2017



# MIDWEST

U.S. CHAMBER OF COMMERCE FOUNDATION  
Institute for Organization Management

## AGENDA

SEPTEMBER 30, 2016

10:15 A.M. – 12:00 P.M. EDT

U.S. CHAMBER OF COMMERCE  
WASHINGTON, DC

- |      |  |                               |
|------|--|-------------------------------|
| I.   | Welcome and Introductions  | Teresa Eyet, IOM              |
| II.  | Approval of Minutes  | Teresa Eyet, IOM              |
| III. | Nominating Committee Report  | Jodie A. Perry, IOM           |
| IV.  | Analysis of 2016 Midwest Institute<br>A. Final Enrollment Report<br>B. Survey Results and Discussion of Institute Week | Board Members/Institute Staff |
| V.   | 2017 Midwest Institute<br>A. Create 2-3 Strategic Goals<br>B. Discussion of Week/Assign Regent Responsibilities        | Jodie A. Perry, IOM           |
| VI.  | Institute Staff Update<br>A. Program Updates   | Institute Staff               |
| VII. | Other Business/Adjournment   | Teresa Eyet, IOM              |

***\*\*Remember, our Institute attendees represent associations, chambers, and other nonprofit organizations.\*\****



## MINUTES

JUNE 12, 2016

12 NOON CDT

### BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

In attendance: Teresa L. Eyet, IOM; Jodie A. Perry, IOM; Jacqueline Rakers, IOM, PFMM; Rene Gellerman, IOM; Jeff Griffin, IOM; Heidi Gullickson, IOM; Tracey Halliday, IOM; Lisa Hoyt, IOM; Dawn Johnson, IOM; Michael J. Paone, IOM; Laura Schoen Carbonneau, IOM; Angie Whitcomb, IOM; Stacey L. Wilson, IOM, CAE; Heidi Zich, IOM; Jenna Armstrong, IOM; Timothy M. McKee, IOM; Diane Middleton, IOM; Dale Perrin, IOM; Lisa Weitzel, IOM; Karyn K. MacRae, IOM, CAE, CMP; Shelby A. Parish, IOM, CMP; Meghan Longenecker, IOM; Carly R. Turk

- I. Board of Regents and Class Advisor Working Lunch  
The group reconnected over lunch.
- II. Welcome and Introductions  
Teresa Eyet, IOM welcomed everyone to the meeting and introductions were made.
- III. Overview of Week  
The group reviewed the schedule of activities for the week, which included a detailed review of evening events. Regents signed up for various on-site responsibilities and classes to audit throughout the week. Final enrollment and scholarship numbers were given, as well as updates on social media, fundraising, and incentives.
- IV. Responsibilities of Class Advisors  
Specific Class Advisor responsibilities were discussed in detail. The first Class Advisor Broadcast was reviewed with the group and questions were answered. The role of the Regent Partner was also reviewed.
- V. Board of Regents Other Business
  - Approval of minutes
    - The minutes from the May 9, 2016 conference call were approved with no changes.
  - On-site regent responsibilities
    - Regent roles and expectations during the Institute week were explained. This included, but was not limited to: information on when to arrive at Grainger Hall every day; how they should network with attendees during meals and social functions; after-hours interaction with attendees; what to do while attendees are in class, etc.
  - Visiting Homeroom
    - Regents discussed the possibility of visiting each Homeroom.



MINUTES  
JUNE 12, 2016  
12 NOON CDT

BOARD OF REGENTS AND CLASS ADVISOR BRIEFING

- Importance of fundraising
  - The group was reminded of the various ways to fundraise and that all funds raised on-site go directly into the Midwest Regent Scholarship Fund.
- Additional business and adjournment
  - Any remaining business was discussed prior to adjourning the meeting.

*\*\*Remember, our Institute attendees represent associations, chambers, and other nonprofit organizations.\*\**



# MIDWEST

## 2017 SCHEDULE OF ACTIVITIES

*\*PLEASE NOTE THIS SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE\**

### Sunday, June 4

12:00 noon–12:30 p.m. Board of Regents & Class Advisor Lunch: Fluno Center, Room 219  
12:15 p.m.–1:30 p.m. Board of Regents & Class Advisor Briefing: Fluno Center, Room 219  
1:30 p.m.–1:45 p.m. Board of Regents Meeting – Additional Business: Fluno Center, Room 219  
2:00 p.m.–4:00 p.m. Registration: Grainger Hall Atrium  
3:30 p.m.–4:00 p.m. Graduation Rehearsal (*4<sup>th</sup> year participants*): Grainger Hall  
4:00 p.m.–4:45 p.m. Homeroom: Individual Classrooms, Grainger Hall  
5:00 p.m.–7:30 p.m. Institute Kickoff: TBD

### Monday, June 5

7:00 a.m.–8:00 a.m. Registration: Institute Office, Grainger Hall, Room 1080  
8:00 a.m.–11:30 a.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)  
11:30 a.m.–12:30 p.m. Lunch: Gordon Avenue Market  
12:30 p.m.–4:00 p.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:00–2:30 p.m.*)  
1:30 p.m.–2:00 p.m. Class Advisor Meeting: Grainger Hall  
7:00 p.m. Class Dinners

### Tuesday, June 6

8:00 a.m.–11:30 a.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)  
9:00 a.m.–9:30 a.m. Class Advisor Meeting: Grainger Hall  
10:00 a.m.–10:30 a.m. Board of Regents Meeting: Grainger Hall  
11:30 a.m.–12:30 p.m. Lunch: Gordon Avenue Market  
12:30 p.m.–2:30 p.m. Elective Classes: Individual Classrooms, Grainger Hall  
2:45 p.m.–3:30 p.m. 30 Ideas in 30 Minutes: Grainger Hall

### Wednesday, June 7

8:00 a.m.–10:00 a.m. Elective Classes: Individual Classrooms, Grainger Hall  
10:00 a.m.–10:30 a.m. Morning Break: Grainger Hall Lobby  
10:30 a.m.–12:30 p.m. Elective Classes: Individual Classrooms, Grainger Hall  
12:30 p.m.–1:00 p.m. Box Lunch: Box lunches available in Grainger Hall Atrium  
1:00 p.m.–4:30 p.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:30–3:00 p.m.*)  
2:00 p.m.–2:30 p.m. Class Advisor Meeting: Grainger Hall  
6:30 p.m.–9:00 p.m. Graduation Ceremony Celebration: TBD

### Thursday, June 8

8:00 a.m.–11:30 a.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 9:30–10:00 a.m.*)  
9:00 a.m.–9:30 a.m. Class Advisor Meeting: Grainger Hall  
10:00 a.m.–10:30 a.m. Board of Regents Meeting: Grainger Hall  
11:30 a.m.–12:30 p.m. Lunch: Gordon Avenue Market  
12:30 p.m.–4:00 p.m. Core Classes: Individual Classrooms, Grainger Hall (*Break: 2:00–2:30 p.m.*)  
4:00 p.m. 2017 Midwest Institute Concludes



# MIDWEST

## 2017 BOARD OF REGENTS RESPONSIBILITIES CHECKLIST

### Class Advisors

Dawn Johnson

### Silent Auction/Fundraising

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Industry Consultations

1. \_\_\_\_\_

2. \_\_\_\_\_

### Scholarships

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Institute Kickoff

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Graduation Ceremony and Celebration

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Volunteer/Faculty/Staff Dinner

1. \_\_\_\_\_

### Lunch Roundtable Discussions (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_

### Scavenger Hunt (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_

### Social Media Strategy (Optional)

1. \_\_\_\_\_

2. \_\_\_\_\_



# MIDWEST

## GEOGRAPHIC BREAKDOWN

### 2016 Midwest Institute 140 Attendees from 25 states and the District of Columbia

#### State, Number of Attendees, %

Alaska,	1,	0.71%	Missouri,	5,	3.57%
Arkansas,	3,	2.14%	Nebraska,	2,	1.43%
California,	1,	0.71%	North Carolina,	3,	2.14%
Colorado,	1,	0.71%	North Dakota,	1,	0.71%
District of Columbia,	10,	7.14%	Ohio,	5,	3.57%
Florida,	2,	1.43%	Oklahoma,	3,	2.14%
Illinois,	29,	20.71%	Oregon,	1,	0.71%
Indiana,	8,	5.71%	South Dakota,	1,	0.71%
Iowa,	12,	8.57%	Tennessee,	1,	0.71%
Kansas,	7,	5.00%	Texas,	5,	3.57%
Kentucky,	2,	1.43%	Virginia,	4,	2.86%
Michigan,	9,	6.43%	Wisconsin,	14,	10.00%
Minnesota,	8,	5.71%	Wyoming,	2,	1.43%

#### Top Increase Since 2015:

Illinois	+3
Arkansas	+2
Florida	+2
Iowa	+2
Kansas	+2
Minnesota	+2
Ohio	+2
Wisconsin	+2

Most Attendees in 2015, Illinois with 26

Most Attendees in 2016, Illinois with 29



## 2016 Midwest Institute Attendees



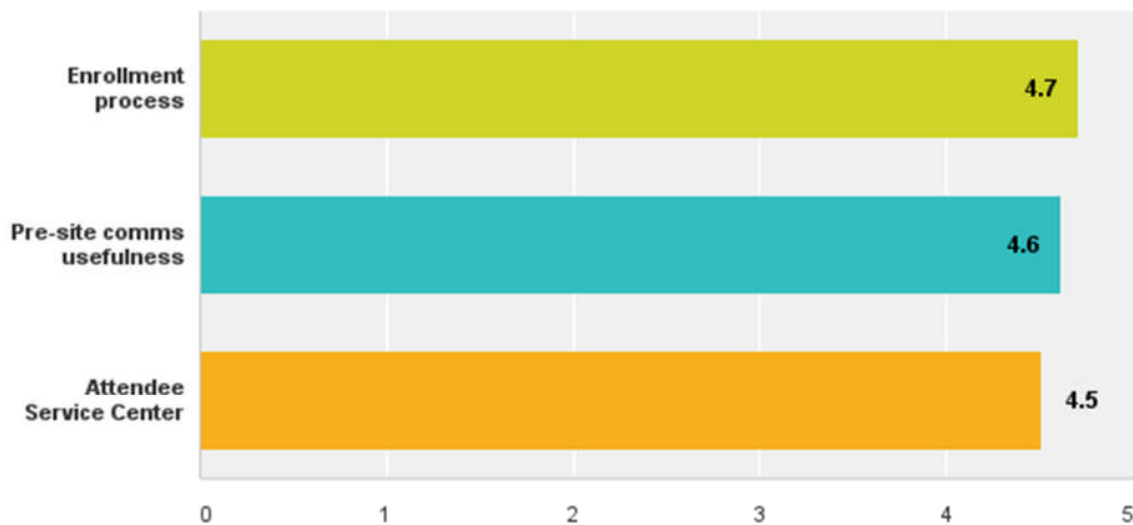


# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q3 Registration and Communication (with 1 being poor and 5 being excellent)

Answered: 96 Skipped: 1



#### Additional comments about registration and communication\*:

- Efficient set up.
- I love the Guidebook App!
- The mobile APP is very beneficial.
- It's hard to find the actual IOM class schedule online (core classes).
- There was lots of information that was not updated on the attendee service center.
- Great staff, very proactive.
- I thought it was weird to pick class 1-1 or 1-2. Couldn't you just sort us into classes after we register?
- Smooth process, as always.
- Dress code expectations in communications not representative of staff attire during event. Also, make ALL course handouts available in the attendee service center at conclusion of week.
- Much of the enrollment process, elective selection, and use of attendee service center is confusing and difficult to navigate for first and second time attendees.
- I wish all the instructors would post at least an outline of the course in the service center. Then we can have an idea of the content of the course.

\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



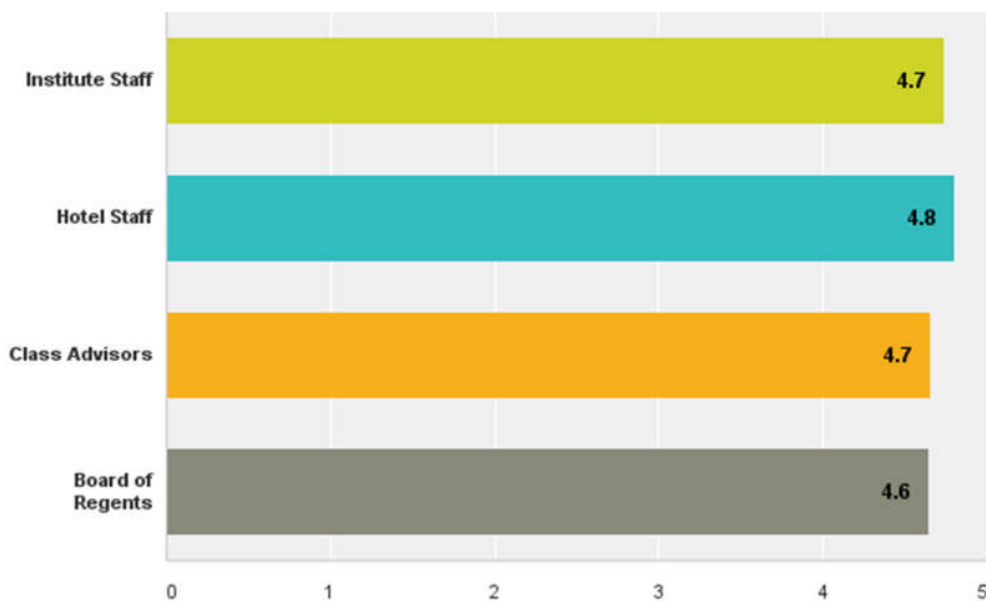
# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Easy to use.
- It was a great idea to refer new attendees to photos to help understand dress code.
- More flexibility in viewing and changing electives by separating as it's own section would be preferred.
- It was simple and to the point.
- Class roster was never available on the Attendee Service Center.
- First correspondence after I registered was that the hotels were full. Would have liked a little earlier info.
- Didn't realize there were 2, first year classes.
- The multiple emails sent around by the group could be minimized but understand that it is mostly important information.

### Q5 Customer Service

Answered: 96 Skipped: 1



\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

Additional comments about customer service\*:

- Everyone was so helpful!
- The only hold up the entire week was checking out for the silent auction. It was fine but took a little long.
- I want to thank Karyn for getting me information on parking for UW football games.
- Cannot say enough about Tim our class advisor.
- Institute Staff was wonderful as always!
- Lisa was a great class advisor. Very well organized and kept our group on-task, especially during the graduation process.
- I feel like Institute Staff and Class Advisors could do a little more outreach earlier in the registration and enrollment process. I felt my Advisor was disengaged this year. Hotel Staff at the DoubleTree was outstanding.
- Did not really interact with Board of Regents.
- The Fluno was excellent. I enjoyed the Institute and loved the classes.
- Excellent service all around, you can tell that everyone wanted to be there. Dale was excellent as an advisor.
- Everyone is so welcoming and helpful, not to mention knowledgeable!
- Extremely helpful group.
- Everyone was friendly and very helpful with any questions.
- The friendliness, helpfulness and knowledge of all is one of the reasons that this is a an awesome experience.
- Jenna Armstrong was AMAZING! I would like you to consider changing so classes can have the same advisor all 4 years. Relationships are built with the advisors in addition to our classmates.
- Great group of board of regents.

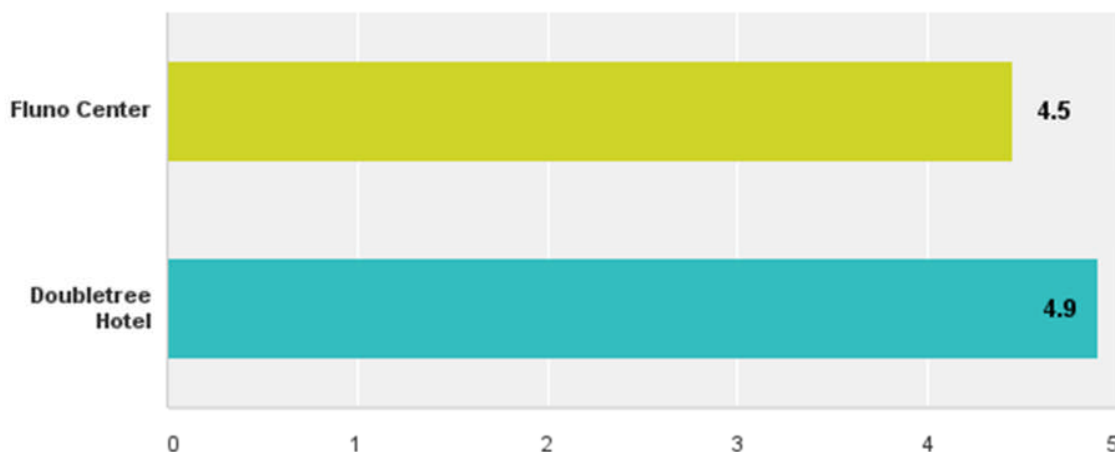
*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q8 How would you rate your accommodations?

Answered: 83 Skipped: 14



#### Additional comments about accommodations\*:

- The staff is very helpful. They provided their shuttle several times for us.
- Accommodations were great and convenient. The only item I can find disappointment with was that you had to pay for a continental breakfast even after paying \$160 + per night.
- Great location, I was just not so thrilled with their housekeeping or cost for breakfast.
- Hotels book up so quickly... it's difficult to get rooms. But that is in no way a complaint directed toward Midwest Institute, just a comment that folks should secure living quarters soon.
- Excellent hotel----better service then most hotels.
- They went above and beyond in being helpful.
- Water parks galore! Loved it!
- I stayed at the Doubletree all four years and loved it. It is a really great property.
- Amazing.
- I appreciate the close proximity to class and fun.
- All in all, Fluno was great. Breakfast buffet was pricey, so I skipped it.
- Doubletree was great- close to campus, plus COOKIES!
- I had to find ways to save money to make Institute more affordable and staying at the Lowell Center saved me roughly \$600 to \$700 over the four years.

\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



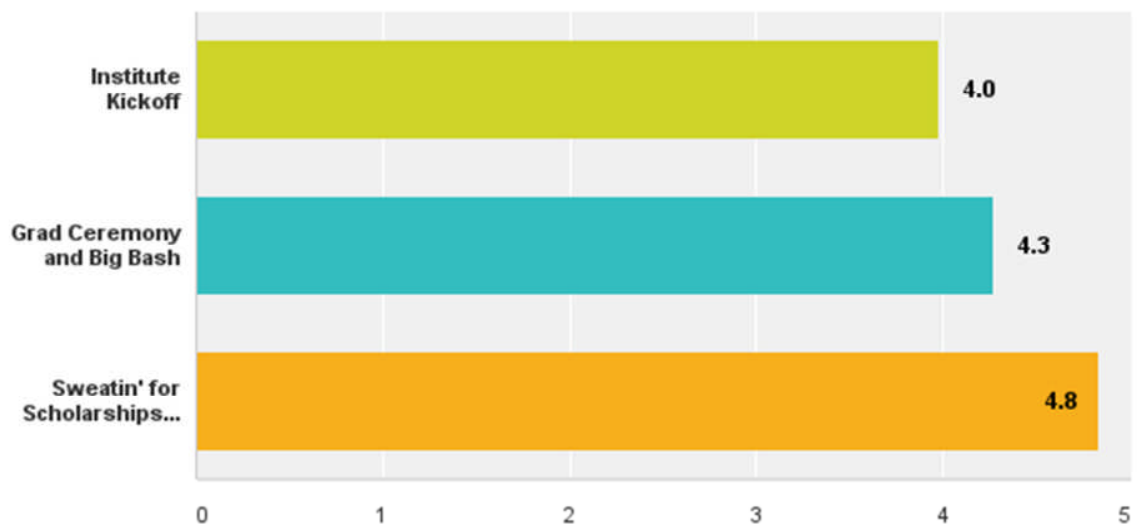
# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The Doubletree staff are very friendly and they were accommodating for our requests. The hotel was clean and comfortable. The walking distance was perfect between the different places we attended and the hotel shuttle was a nice option for days it was raining.
- Housekeeping staff was my only issue, all other things were great. Even the time we had out with our group doing other activities.
- The DT was very accommodating with their shuttles.
- Wished the Fluno had more places to congregate in the lobby.
- Hotel staff was amazingly accommodating!

### Q10 Please rate your experience at the following Institute events.

Answered: 96 Skipped: 1



### Additional comments about Institute events\*:

- I wish there was a way to make the Big Bash a bigger part of the event. Maybe shifting to a DJ or band shortly after dinner ends might encourage folks to stick around longer than we did this year. The venue was excellent.
- There really isn't a Big Bash after the graduation ceremony. The graduation is nice. The food at the graduation was marginal.
- Kickoff was great, much easier to network. Big Bash was also awesome.

\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Liked the idea of the scavenger hunt but it seemed like it was announced a little too late to get people on board.
- For the Bash, the program was efficiently run and the meal decent. Seemed a bit on the light side for food, although tasty.
- More structured evening activities would be appreciated, such as tours, active events, etc.
- It was very nice having the kickoff in a private room rather than in a restaurant.
- The kickoff was the best event, but the space felt a bit too tight for all of the attendees. Great venue/location, but the size of it impacted networking ability. An idea for the future to help networking - have regents or other senior leaders have "ask me about..." buttons/badges so that newbies know what to talk to them about. Or, put up placards at networking tables that say "association leaders" or "small chambers" or "diversity" to help facilitate conversation with people who are interested in those topics. All week I was looking for association people and had a hard time identifying who they were.
- Loved the new location of the big bash!
- The sound was off in the Big Bash room, you could really only hear the DJ and the music as you got closer to that side of the room.
- The reception was awesome, the group kickoff in the auditorium was too long.
- Kickoff was fun, I just wish the room had been slightly bigger, had more tables, and a little cooler! The graduation ceremony moved fast, which was nice, but the room emptied out as soon as dinner was over. It would have been nice to have more time to network in that environment, rather than at the bar afterward.
- The Kickoff was great, albeit somewhat tight quarters for the amount of people. The Big Bash was nice, but very quick - could've gone a bit longer.
- Kickoff is a little long. After traveling all day, don't need a lot of speeches.
- I know planning and implementing the Graduation Ceremony is a challenge. Our upcoming graduation class is very interested in being involved in the planning process as many in the class are located in Madison and have strong connections with the business community.
- Would have sat with my class if I'd understood the purpose of the kickoff. Would be good to understand significance of IOM certification from someone who's earned it. Venue for Big Bash was really nice.
- If you are going to give us Tuesday afternoon off, I would prefer the entire afternoon completely off, to pursue fun activities around Madison. It is a great city and I would like to experience more of Madison.
- Great location for the Big Bash!
- The kickoff room was too far away (at least by the path the group was taken via the Union Terrace) and the room was not comfortable. Too hot, and not enough staff for the bars.
- The speech at Kickoff was good and not too long. It was nice to get to know who is who. I did not attend the Graduation or the Big Bash because I did not feel well.
- The buses were scheduled to arrive as dinner was ending. I know that they were pushed back, but it seemed rushed.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The only issue with the kickoff was lack of seating and it was a bit warm.
- Kickoff started early, which made me late when I arrived on-time. The reason I wasn't with everyone else was that there was no secure place for my laptop. It was later shared that the office could be a place to leave items, but this was not communicated soon enough. I walked back to the Fluno Center to leave my computer. It would have been awful to bring the laptop with me everywhere. (I had it with me for the technology and pre-homeroom and it turns out not to have been necessary). In sum, better communication is needed about valuables, etc., especially with opening sessions going straight to social activity.
- Kickoff - I liked the set up better this year- it allowed for more networking than Buffalo Wild Wings the year before.
- Graduation - Nice ceremony, but not sure about the ""Big Bash"" part...everyone up and leaves as soon as dinner is over. Is there supposed to be a dance? The bars are fun, but we do that every night so I think a dance/bash would be a fun change of pace...I think it just needs to be encouraged more.
- Zumba - fun! Bob was great!
- Kickoff was great, but room was hot and there were not enough stand-up tables.
- Kickoff is always a strange event. I liked when we did an activity to start things off and had a chance to sit down and eat too.
- Graduation Ceremony was very nice and the location was beautiful. I would recommend somehow separating the Big Bash, since in Midwest everyone leaves quickly after graduation. I think there needs to be some kind of draw to stick around for the bash or perhaps have it on a separate night. Another suggestion would be to offer a better segue between both so it's more pronounced. It always just seems like the events over once dinner and ceremony are done.
- Food wasn't that great but ok.
- There were not enough tables/seats at the kickoff which made it difficult to eat and talk to people. Also was not a fan of the food. At the site I attended last year we had a sit down dinner, which I think is ideal.
- Big Bash location was beautiful and food was good. I was surprised it ended so early and would have loved to see it continue a little longer.
- The course offers a solid professional curriculum, but would be a better experience if conducted like a normal professional classroom experience without the cheers, fanfare, and other silliness that cheapens and confuses the experience. Allow the participants to have the experience and benefit of a professional course sans cheerleading for "Institute."
- Kickoff still seems awkward - wish I had some suggestions on how to make it better. The venue for the the graduation was gorgeous but too far away - it felt like a mass exodus when the buses came. Food at graduation was not very good, but staff was friendly and helpful. Ceremony was smooth.
- Although there was nothing wrong with Kickoff, I have attended many week long conferences in my previous career and just think there are things we could do to really bring up the energy level.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*





# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

Music (rock jams) can really get a room excited! "Get Ready for This" is a great one. Every get clapping at the beginning. Just a thought to add "a little something" to the beginning.

- Great if Bash was more of a bash where people stick around for longer. There would need to be later shuttles of course.
- Did not go to Zumba, used that time as a team building for my class. Also, wish people would stay longer at Graduation.
- The graduation ceremony was great. There was confusion by the bus driver about what time it was over. We were told bus would leave at 9:35 and he said 9:05. We left at 9:15. Venue was beautiful.
- My plane was delayed and I didn't make it to the Institute Kickoff, darn it!
- Institute Kickoff was in a VERY small area, extremely hot, not enough seats, not a real meal. Many of us only stayed a few minutes because it was not enjoyable.
- Graduation did not start on time at 6:30...it was after 8pm before we were ever served dinner. It never really changes into the "big bash" so everyone leaves. Food tasted like a microwave dinner.
- There could have been more room at the Kickoff, seemed crowded. Our class talked about how there should be some sort of dance/bash after the meal at graduation.

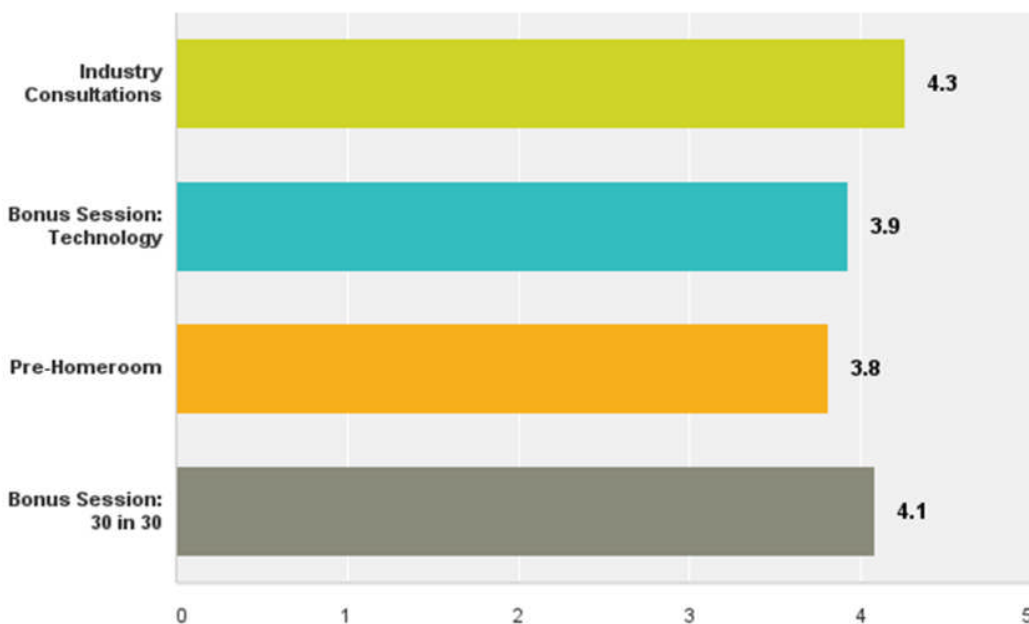
*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q12 Please rate your experience participating in additional learning opportunities.

Answered: 94 Skipped: 3



#### Additional comments about learning opportunities\*:

- Was interested in the 30 ideas bonus session, but ended up choosing networking with my class.
- I don't understand the purpose of pre-homeroom. We covered the same topics that we covered in homeroom and there was no clear added benefit. I was exhausted because I had an early flight, and wish I skipped this and took a nap so I was more ready for the rest of the afternoon/evening. The industry experts, some were great, but not all. I think it is important for teachers to be pushed to incorporate both association and chamber examples into their teaching. A heard too many times "I don't have an association example," and I think this is just lazyness and not looking. The examples are there, and since the class has both types of attendees in it, a good teacher needs to include both examples.
- Was planning to participate, but had travel delays.
- Can we get a copy of the 30 ideas if we weren't able to attend?
- I wasn't aware of 30 ideas in 30 minutes.

\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

- One of my consultation requests for committee reorganization was never addressed and my request for Lead Investor retention strategies could not be fulfilled. They matched me with the Peoria Chamber, but we were already on the same page as them.
- I was able to speak with my requested consultant, but almost wasn't. If possible, it would be nice to have a time set aside just for this so we don't have to rush during lunch or breaks.
- Many of the folks in the room were caught off guard when they did not have a "gem" idea prepared to share. The direction for everyone to "come prepared to share a great idea" would have been helpful.
- LOVED the 30 Ideas in 30 Minutes. I also enjoyed the pre-home room and technology sessions. A bit frustrating that there were attendees who chose not to go and then asked all the questions covered in these sessions throughout the 1st day. Maybe required for 1st years? Took up time we could have been asking/learning something else if they would have just attended the sessions.
- More focus on associations throughout training.
- Did not get to bonus session.
- Pre-Homeroom is not necessary for anyone other than first year.

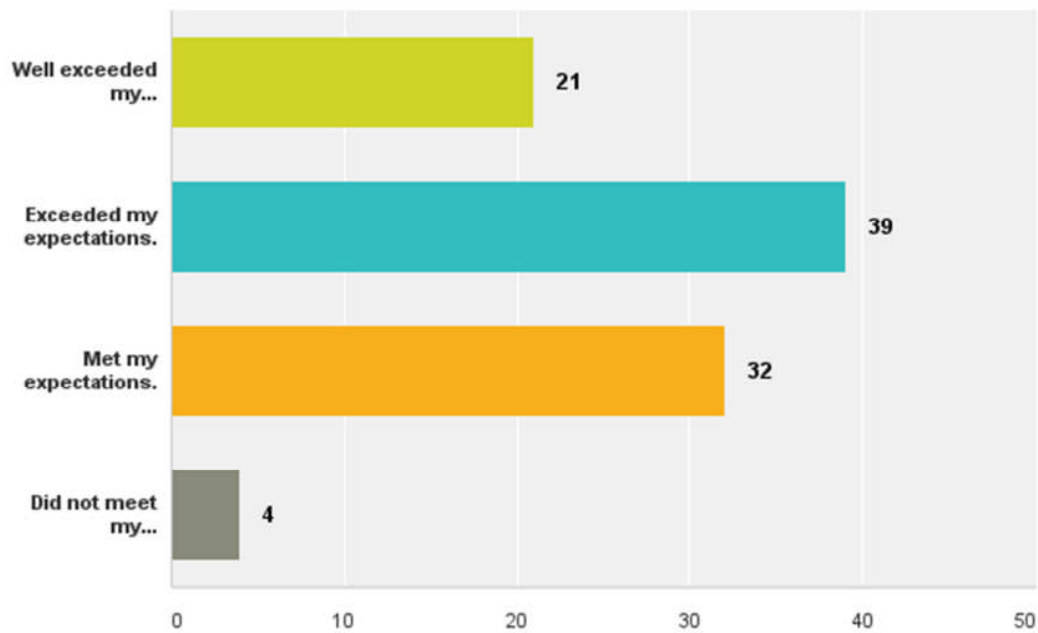
*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q18 Overall, to what extent did Institute meet your expectations?

Answered: 96 Skipped: 1



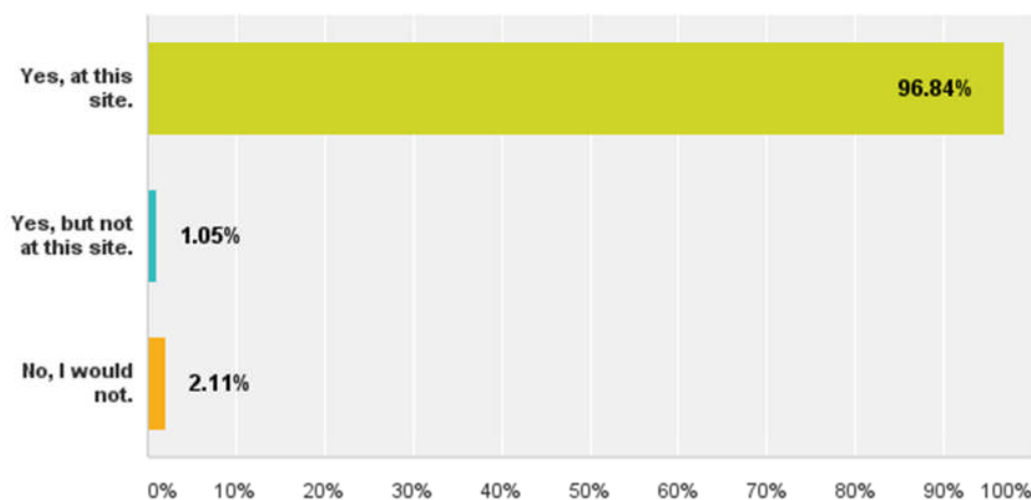
\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



## ATTENDEE SURVEY RESULTS AND FEEDBACK

### Q19 Would you recommend Institute to other nonprofit professionals?

Answered: 95 Skipped: 2



In an effort to enhance our curriculum, we want to know what you want to learn more about. Please list any topics not covered at Institute that you'd like to learn more about.\*

- Best practices for working with elected officials.
- Business retention and expansion.
- I need more classes focused on associations. Several instructors had no experience or case studies related to associations. It would be awesome if you could provide two different tracks - one for chambers and one for associations. The networking is great but the education is lacking in the association space.
- I cannot think of any at this time.
- I work at the headquarters of a large trade association. I find most of the curriculum is geared toward chambers or state/local associations. Would be nice to have content for trade association headquarters.
- Hard to know because I was a first year, but I hope to see courses on strategic planning, board engagement/coaching, relationships with outside vendors/service/counsel, principles of management/staff supervision, more in depth financial education.
- Event Management and how to recruit more volunteers.

\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- I would like to have scale factored into some classes so that it can relate more to the larger chambers (state or USCC Foundation). The classes that I was most excited about had good content, but the scale and content was so different.
- The electives were some of my favorite courses. I'd like to have the chance to dig in deeper on them -- sponsorship solicitation, building committees, strategic communications.
- I think you cover most of the basics concepts that apply to everyone.
- Employment law.
- 1. Time Management. 2. How to run a successful Foundation. 3. How to deal with leadership changes.
- The Institute curriculum is well-tailored. I encourage staff and the curriculum committee to maintain and demand a respected standard of faculty. Please keep the curriculum high-level and don't be tempted to delve into touchy-feely/fluffy topics (which tend to be more life-coach oriented). Keep professional development professional!
- The topics were good. Some speakers were not. I expected graduate level courses. Most of the topics I'm interested in are offered 2-4 years, but maybe some technical skills classes on ChamberMaster, QuickBooks, Constant Contact, etc.
- "Storytelling" is now a popular course at universities - I think learning more about how to tell an organizations story in a compelling way would be useful.
- A little bit stronger content...more challenging.
- An actual course on networking, teaching us introverts to better interact.
- Including more content relevant to associations would be nice but I still think that a program geared toward chambers had excellent universal application.
- I would like to see the material more challenging, higher caliber.
- I thought as a first year student the courses covered a wide variety of topics.
- I think overall the classes were pretty good.
- ChamberMaster.
- Strategic Planning for a successful Chamber/Association, Building a Leadership Team, Generational Gaps.
- In the three years I've been attending, I feel that Institute has covered every area of my profession. Maybe an "organization" class to deal with specific needs for our profession - spread sheets, short cuts, etc.
- The two dues related sessions that I attended were geared to chambers and not applicable to national trade associations.
- I would like to see some form of leadership specific curriculum added in at least the elective side. I've had the benefit of attending leadership development professional development and have found myself using it in all levels of my work and private life. I'm not currently in the CEO level of my organization and based off some of the interactions we had in class, I think several others in my class would benefit from that type of training. Ed O'Malley with the Kansas Leadership Center

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

would be both a great speaker/presenter but also a resource for researching if this curriculum would be a good fit for IOM.

- More on communications strategies-working with the media, producing publications, writing/exciting articles, etc.
- It would be helpful to have working sessions with similarly sized organizations. Many of the great suggestions I heard were from Chambers with much larger staffs than mine.
- Course offering seems comprehensive and appropriate. Unfortunately, four of the course electives I took were instructed by two instructors who used much of the same material in the two courses they instructed. This seemed like waste of time and money, and the instructors should have been better prepared. Two other courses that I took were, in my opinion, a waste of time and money. The balance were productive and beneficial, however.
- Events.
- Hard to say b/c I'm not sure what the next 3 years will cover. Loved my experience. Now my only dilemma is whether to fast track or stay with my class. Can't wait for all the knowledge but love the relationships I have built in 1 short week. I can only imagine what it would be after 4 years!
- More on associations and how to engage younger generations.
- Would like to have a stronger discussion on higher levels of social media. The social media given was very basic. Also, would like to have a discussion on how to attract business on a larger scale and what we can do for areas that are not large cities.
- The new changes to FLSA would have been a timely topic as it affects so many of us.
- I am new in my position and would like more information on how chambermaster can help with different marketing tools.
- The sessions were all very basic and vague. Too many "associations" are allowed to attend. Much of the conversation was directed in a way other than chamber relations in most of my classes.
- I think the "Executive Finance" title should be changed to a more tax specific class. If you have the impression that it expands on the initial financial fitness class, you will be disappointed.

### Additional comments about Institute\*:

- Institute offers great professional Networking opportunity.
- It would be great if the curriculum was based on Association Management as well. It seems to be more centered toward the Chambers of Commerce.
- I had a great 4 years and learned a lot. Every year I would complain a little bit about the fact that most classes focused more on Chamber rather than Association work and having the instructors just say "and associations" didn't necessarily make it relevant to associations, at least not my association. That having been said it was a fantastic educational and social experience.
- Great job! Everyone was helpful, friendly and knowledgeable. Thank you for providing this opportunity.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- Classroom space was good. I thought the temperature was fine. Some thought it to be cold. Snacks and drink offerings was good. Just need a bowl of ice for drinks.
- The culture of going out every night to "network" is promoted by class advisors & regents. For introverts or individuals with health restraints this is an unneeded pressure. I've heard complaints about this culture from multiple people. There is a difference between inviting & giving someone a hard time about it. I also heard a fellow student talking about people who weren't staying out as if they shouldn't be getting credit for IOM.
- Thanks for a great experience. Looking forward to next year.
- Great program! Have one of my staff attending Tuscon - would have sent to Madison but those dates don't work with her schedule.
- Thank you for offering an atmosphere that brings us together, rather than isolating and separating us.
- The first year curriculum was too basic overall. I learned a ton from Bob Harris (I had him for 3 sessions), but the others were at a level beneath my experience. I had a major concern with Diane, the instructor for ""Unleashing the Leader Within."" Towards the end of class, a classmate asked a question about knowing what strategies to use when managing a difficult employee. Diane didn't provide a clear answer, so I followed up and pushed for more, since I have a similar problem. She was unable to provide more detail in her answer, and made me feel belittled for asking the question. The only answer she could give me was "set deadlines with your employees," and said if I did that, it would solve most, if not all, of my problems. After feeling belittled and dismissed, I stopped participating in the conversation, and then later she returned to me and told me that we could speak after class if I wanted additional help. I replied that I was looking for help in developing new ideas for how to manage difficult situations, and wanted to incorporate more tools/examples/ideas into my management skill set, and was disappointed that she wasn't able to provide that. (and, others in my class wanted to same information, so talking afterwards wouldn't help us all learn). The exchange was a bit heated, and it was one of the only times that my advisor looked up from his laptop during this class.
- While I'm not usually one to complain, I found that the way Diane conducted herself during class wasn't professional, and I was disappointed with her lack of examples and lack ability of provide depth to the conversation. She doesn't have an IOM, CAE, or CCE designation, and I really wonder what her strengths are to teach to chamber and association leaders.
- Can't wait until next year!
- I think the rooms were a little dusty, I kept sneezing during the sessions!
- Excellent program!!!
- My main concern was that several of the instructors covered similar topics, or would refer to similar ideas but use different names (i.e. whether a member is invested with time, money, transactional, and/or aspirational).
- I have wanted to attend IOM for several years, but have not had the opportunity. I have been in my position as executive for 14 years and during that time have had the good fortune to hear most of the instructors at either a state or regional conference. Even so, the time spent at Institute was

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*





# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

well worth it. I gained some new information, some refreshers and just as important, met new colleagues from around the country. I'm so glad to have started my journey towards IOM certification and look forward to 2017!

- To follow up with a comment from above. Our class would like to help plan the 2017 Graduation and Bash Ceremony. We have several people in the class that have connections with the Madison community and might be of assistance in making it memorable for all. I realize there is a budget so that would be taken into account. We would love to have all possible venues considered, possible band, outside guest speaker, and a toast for all. Hopefully an open conversation about this could be considered.
- Great introduction to the program, and great networking opportunities as well. I look forward to continuing next year!
- Thanks to all who helped make Midwest Institute 2016 a memorable one for our graduating class. It's been a really wonderful experience.
- Perhaps first years could be matched with a 3rd or 4th year for additional mentoring. Good way to set the stage for future enrollments, also. Surprised the Madison Chamber and CVB weren't present to welcome people and offer a walking food tour of State Street, or a bike tour near the lake. Really need to up the caliber of some of the core classes. Info was really basic. Others were phenomenal. Appreciate the opportunity to review them all.
- Midwest Rocks!
- Would be good to find a way to provide networking opportunities between the various classes.
- Great program, looking forward to year 3.
- "Have registration/homeroom in the morning on Monday and make all requirements start at that time instead of on Sunday night. Make all of Sunday's activities optional.
- Do the boxed lunch on Thursday afternoon (instead of Wednesday) and have shorter (15 min?) breaks that day. Some people leave early to catch flights and the breaks seemed long since we were wrapping up the week. Don't cut out class time, just cut out the in-between times to help get people on the road on Thursday.
- I don't think the dinners/graduation/big bash should be as "forced" as they were. In my class, there were several people from the same chamber/association who tended to be with each other and sit with each other everyday. It seemed a bit clicky at times and to me I think guests should be able to come to every "after (class) hours" event because of this. I don't think the "networking" events after the classes should seem as required as they appeared to be (even though they weren't). After a long day of networking and classes, I personally didn't always have the energy (especially since I wasn't feeling well) and I also had other work/emails I had to attend to.
- I recommend it to someone new to his/her career. Everything is learned through the "school of hard knocks" if you have been in the industry for a while.
- The Leadership speaker was the most disappointing. It would be awesome to bring in a well known speaker for the topic and have them speak to the entire group in one of the large auditoriums. Just an idea.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

- The faculty was excellent. Most provided great relevant information and others missed it. Bob Harris always provides great information. In 2nd year, Managers Who Motivate could use some improvement...or needs to be renamed. I was underwhelmed with the content.
- "A thought about dress code. Somehow, the casual dress code detracts from the sense of professionalism. On one hand, I can appreciate making the IOM experience pleasant. But I also think business casual is pleasant enough!
- Another thought is that the 990 form could be a class in itself, broken out of the other two classes that covered it briefly. I think the 990 was short changed. Meanwhile, there is no shortage of other finance/governance material to cover.
- I love Institute. It is the best post-graduate / certification conference/seminars I have attended. I think some speakers are great the first and second year, but by Year 3, other experts should be introduced, specifically David Aaker and Pat McGaughey. Love them both, but after hearing them the first two years, their info is pretty much the same in Year 3. Please do not have them for Year 4.
- Terrific program. It would be great to have resources from it easily available for IOM's to refer back to after the program is complete for electives not taken or areas not covered.
- Institute was well worth the time and money invested.
- Thank you!
- I appreciate the fact that you continue to tweak and improve. I learn more and more every year and love the bond with my class.
- I was hoping there would be more trade association people in attendance. I also thought there should have been more interaction between the two first-year groups especially due to the low numbers of association attendees.
- Overall, I thought that Midwest IOM was a great experience again and am recommending it to others I think could benefit from this program. Couple of suggests in no particular order.
- Leadership skills is a must, I believe, for non-profit organizations. Adding this curriculum would help individuals that aren't natural leaders find tools and skills that will assist them long term. (maybe this is already in the curriculum and I haven't experienced it yet).
- Start the classes on Sunday night after homeroom/kickoff and get us on the road Thursday afternoon at 2 or 3pm instead of 4pm.
- This year's courses did not seem as well organized as last year's. A couple of the classes almost felt like some sort of throw together class just to fill time.
- Love that there was food available at every break (And it was delicious!) However it would be nice to have the breakfast food BEFORE the first session rather than at the break, and have a smaller snack instead during the break. Since we eat lunch only two hours later, having the heavier foods later means less room for lunch.
- I personally would prefer the big bash and graduation be on the last night rather than the night before. It makes it difficult to focus the last day when we feel like we've ""finalized"" everything the night before.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*



# MIDWEST

## ATTENDEE SURVEY RESULTS AND FEEDBACK

---

- It would be great to update the attendance lists for classes more often, so changes made onsite would be reflected in attendance sheets.
- Please see previous comments. While the balance of the courses are beneficial, IOM and the course participants would be better served if the course materials were thoroughly reviewed by the Regents to ensure quality material and to ensure that the material in courses is not duplicitous. Much of this material could also be easily disseminated through an on-line course, webinar, or correspondence just as effectively but without the expense of a week of on-location travel expenses for a week, which is very important for those in the non-for-profit industry.
- This was an awesome program! So happy I attended! Looking forward to next year!
- All instructors where absolutely amazing. Diane Consolino was not up to Institute standards.
- Would love for the mornings to start a bit later, especially on Thursday.
- The staff was wonderful and very inviting. This is a great way for people to learn and develop. This also provides a great way for other organizations to learn about each other. When I started, I did not know about all the other organizations out there.
- The breakout area could use additional high top tables. 3 was not enough.
- It was great experience and I am excited to go back next year!
- We need more in-depth classes. Government and Policy classes should NOT BE REQUIRED. Those do not relate to anywhere near everyone.

*\*ATTENDEE COMMENTS ARE LISTED AS WRITTEN BY THE ATTENDEE AND NOT EDITED FOR GRAMMAR.*