



2023 Fall Midwest Board of Regents Meeting

Minutes

October 17, 2023

10:15 a.m. – 12:00 p.m. EDT

U.S. Chamber of Commerce

Washington, DC

In attendance: Jason Ball, IOM, CEcD; Lisa Hermes, IOM, CCE; Angie Whitcomb, IOM; Leo Cummings III, IOM; Desiree Bennyhoff, IOM, CCE, ACE; Kathy Duck, IOM; Kyle Jacobson, IOM; Charlie Moore, IOM, CCE, ACE; Jennifer Reiser, IOM, CCE; Lisa Weitzel, IOM, CAE; Heidi Zich, IOM; Susie Carson, IOM; Justin Groenert, IOM, CCE; Jim Johnson, IOM, CCE; Isabel Stone, MA

- I. Welcome and Roll Call
Jason Ball, IOM, CEcD welcomed everyone to the meeting and introductions were made. A special welcome was given to the new regents.
- II. Approval of Minutes – *June 4, 2023 Meeting*
The minutes were approved with no changes.
- III. Staff Update
Staff shared some program updates including improvements with pre-site communications, Graduation enhancements, streamlining the consultation process, and researching the option for a digital badge. Additionally, a brief recap was given from the Curriculum Committee and Board of Trustees meetings, as well as the facilitated discussions.
- IV. Nominating Committee Report
The report was reviewed with the group, highlighting the incoming Vice Chair, Jennifer Reiser, and once again recognizing the new Board of Regent members, and in addition to thanking those rotating off.



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Executive Committee

Chair

Lisa Hermes, IOM, CCE
President and CEO
McKinney Chamber of Commerce
McKinney, TX
Term: 2023-2024

Vice Chair

Jennifer Reiser, IOM, CCE
Chief Operating Officer
Billings Chamber of Commerce
Billings, MT
Term: 2023-2024

Past Chair

Jason Ball, IOM, CEcD
President and CEO
Lincoln Chamber of Commerce
Lincoln, NE
Term: 2023-2024

New Members

Susie Carson, IOM, EDI
Vice President, Membership and Sponsorship
Investments
Olathe Chamber of Commerce
Olathe, KS
Term: 2023-2025

Jim Johnson, IOM, CCE
President and CEO
Pearland Chamber of Commerce
Pearland, TX
Term: 2023-2025

Kuma Roberts, IOM
Interim President and CEO
Black Wall Street Chamber of Commerce
Tulsa, OK
Term: 2023-2025

Term Renewals

Justin Groenert, IOM, CCE
Vice President, Public Policy
Chattanooga Area Chamber of Commerce
Chattanooga, TN
Term: 2019-2025

Charlie Moore, IOM, CCE, ACE
President and CEO
McLean County Chamber of Commerce
Bloomington, IL
Term: 2019-2025

Remaining on Board, No Action Required

Desiree Bennyhoff, IOM, CCE, ACE
President and CEO
Edwardsville/Glen Carbon Chamber of Commerce
Edwardsville, IL
Term: 2018-2024

Leo Cummings III, IOM
Director of Sales and Member Engagement
Conway Area Chamber of Commerce
Conway, AR
Term: 2022-2024

Kathy Duck, IOM
President and CEO
O'Fallon Chamber of Commerce
O'Fallon, MO
Term: 2022-2024

Kyle Jacobson, IOM
Vice President, Advocacy
Fort Worth Chamber
Fort Worth, TX
Term: 2022-2024



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Lisa Weitzel, IOM, CAE
President
Illinois Association of Chamber of Commerce
Executives
Springfield, IL
Term: 2016-2024

Rotating Off

Peter Murphy, IOM, CAE, J.D.
President and CEO
Illinois Association of Park Districts
Springfield, IL
Term: 2017-2023

Angie Whitcomb, IOM
President and CEO
Hospitality Minnesota
Minneapolis, MN
Term: 2014-2023

Heidi Zich, IOM
Chief Executive Officer
Home Builders Association of the Fox Cities
Appleton, WI
Term: 2015-2023

V. Analysis of 2023 Midwest Institute

a. Final Enrollment Report

The group was reminded that the overall goal for 2023 Midwest Institute was 126 and we ended up with 135. The first-year goal was 50 and we ended up with 41. A stretch goal of 145 was proposed for 2024.

b. Survey Results and Discussion of Institute Week

Board members reviewed and discussed survey results and the overall week.

VI. 2024 Midwest Institute

a. Create 2-3 Strategic Goals

- Focus on intentionality with recruitment efforts, specifically reaching out to ethnic chambers and other nonprofits. Each regent is responsible for recruiting at least one first-year.
 - **Suggestions to “mentor” other organizations**, reach out to state groups, and encourage alumni to send their staff were made.
- Build on fundraising, with continued participation from all regents.
 - Each regent is asked to contribute two non-community-based donations, possibly that can be consumed on-site.
 - The committee will focus on increasing communications, in addition to highlighting items during breaks.
 - Wristbands will once again be sold.



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b. Discussion of the Week

Key takeaways and ideas are included below.

- Focus on board strengths, particularly industry consultations and lunch roundtables.
 - Work on logistics to draw more attention to roundtable discussions.
 - Offer additional promotion through Class Advisors.
- Continue to fundraise for the opening reception, targeting state chambers and associations for donations, in addition to reaching out to Logan Dozier. Additionally, \$600 is available as a starter base.
- Move forward with the Graduation Breakfast in the classroom again.
- Consider adding blogs on-site.
- **Don't overengineer the class dinners/experiences.** The Class Advisor should facilitate, but not force any networking.
- Provide curated list of activities and things to do around the area.
 - Jason will organize a running group and Lisa W. will organize a walking group.

c. Regent Responsibilities (*Time Pending*)

The following assignments were made:

- Fundraising: Jennifer, Des, Leo
- Scholarships: Justin, Lisa W., Des
- Industry Consultations: Des, Jennifer, Kathy
- Lunch Roundtable Discussions: Kyle, Jim, Kuma
- Opening Welcome: Charlies, Kathy, Justin
- Fourth-Year Recognition: Charlie, Susie, Justin
- Social Media Strategy: Kathy, Kyle

VII. Additional Business/Adjournment

Regents were informed that the Board of Trustees will hold a call on February 13, 2024, at which time **the next Midwest Chairman's Report will be presented.**

The group learned that the next call will likely be scheduled for mid-late January, and that registration is expected to launch in late February/early March.

There being no other business, the meeting was adjourned.

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



Midwest Board of Regents Minutes

March 7, 2024

12:00 p.m. EST

In attendance: Lisa Hermes, IOM, CCE; Jennifer Reiser, IOM, CCE; Des Bennyhoff, IOM, CCE, ACE; Susie Carson, IOM, EDI; Kathi Duck, IOM; Kyle Jacobson, IOM; Charlie Moore, IOM, CCE, ACE; Kuma Roberts, IOM; Karyn K. MacRae, IOM, CAE, CMP; Cici Francisco; Isabel Stone, MA; Nathan D. Graham

I. Welcome and Approval of Minutes

Lisa Hermes, IOM, CCE welcomed everyone to the call. Due to a lack of quorum at the start of the call, the minutes were not approved.

II. Staff Update

Staff informed the group about the Regent Resource Page, the one-stop shop where all action items and resources for site can be found. They were encouraged to bookmark this page and check back for updates leading up to site.

At the time of the call, there were 67 overall attendees registered for site, 14 of which were first-years. Regents were congratulated on their recruitment efforts and were encouraged to keep spreading the word. The group was reminded about the challenge to recruit at least one first-year.

Staff announced the addition of a **live recording (not live stream) episode of Institute's This is IOM** podcast on-site. The podcast will feature an Institute faculty member and volunteer and will focus on general leadership and management. The podcast will take place either concurrently with registration or after class on Tuesday.

III. Regent Updates and Discussions

• Class Advisor/Regent Partner Update

Confirmed Class Advisors and their proposed Regent Partners are below. Regents were asked to pitch-in to purchase shirts for advisors, for which staff can provide customized logos.

- 1-1: Rob Kreibich (Susie/Leo)
- 2-1: Kate Miller (Kathy)
- 3-1: Laurie Levine (Justin)
- 4-1: Logan O'Neill (Kuma)



- Scholarship Recap
48 applications were submitted and 19 scholarships in the amount of \$8,650 were awarded.
- DE&I Recruitment
Regents were reminded to include non-traditional and diversity representing organizations in their recruitment efforts. As was recommended at the Fall Board Meeting, the [live spreadsheet](#) was created to bring accountability and organization to outreach efforts. Regents were asked to complete the spreadsheet with planned outreach by March 15. Additionally, regents were encouraged to [share recommendations](#) for national, local, and/or regional diversity representative organizations at which Institute could potentially provide a sponsored faculty speaker.

The group was reminded of the overall goal to create and build relationships with an intentional focus and to provide personalized invitations and sharing of resources (not just a 'one and done' communication).

Staff will provide talking points and shareable resources, highlighting additional year-round programming, to assist with recruitment.

- Fourth-Year Recognition
Regents and staff discussed options for both a pre- and post-Graduation celebration, ultimately deciding to move forward with a gathering at the DoubleTree Hotel prior to the start of the ceremony. Regents plan to coordinate a celebratory toast directly with the graduates, possibly at their class dinner/activity. Additionally, there is opportunity to work with members of the graduating class on a post-ceremony celebration.

Regents confirmed that they have signed a contract with the Fluno Center for the Sunday reception, and that \$2,600 has been raised thus far. An idea for table-top discussion prompts was also shared.

In the interest of time, discussions on industry consultations and lunch table topics will take place on the next call.

IV. Other Business/Adjournment

There being no other business the call was adjourned.

*** Institute attendees represent associations, chambers, and other nonprofit organizations. Board members should champion Institute's DE&I efforts of increasing representation by proactively reaching out to national, local, and/or regional diversity representative organizations to build relationships and increase program awareness. ***