

October 2021

The Newsletter of SITE Chicago

Recover, Rebuild, Rejuvenate, and Reward



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*The morns are meeker than they were,
The nuts are getting brown;
The berry's cheek is plumper,
The rose is out of town.
The maple wears a gayer scarf,
The field a scarlet gown.
Lest I should be old-fashioned,
I'll put a trinket on.*

- Emily Dickinson

SITE Classic Results and Next Year

When SITE members and friends come together, face to face and in-person, there's a special transformation that takes place. We were reminded of that in September at SITE Classic. We gathered at The Del, San Diego for SITE Foundation's premier fundraiser and together experienced our foundation's standards all over again.

Leading up to the Classic, the auction committee led by Chris Wheeler and Rhonda Brewer worked enthusiastically to collage both silent auction and live auction packages that raised over \$235,000 for research, education, and advocacy.

Since its inception, 14 years ago SITE Classic has taken place at resorts all over the United States, Mexico, and the Caribbean. During that time, it has raised over \$10m, re-investing these monies across a wide variety of incentive travel related projects like research, educational development, and advocacy.

Next year's SITE Classic will be held September 11-14, 2022 at the iconic Boca Raton Club and Resort in Florida. Please mark your calendars!



SITE Nite North America - in-person... face to face... LIVE!

It's not too late to join SITE members, friends, and the entire global incentive travel industry for the much-anticipated SITE NITE North America. This year we are booked at the shiny new Resorts World, Las Vegas for Monday, November 8th! Similar to SITE Classic, the proceeds from this gathering will go to the SITE Foundation's important work in research, education, and advocacy.



Don't miss this face-to-face opportunity kicking off IMEX America. Sponsorship opportunities are selling out fast, if interested please contact SITE's Head of Business Development, Samantha Nicastro at snicastro@siteglobal.com

7th Annual Holly Trolley - SAVE THE DATE

SITE Chicago will host our 7th Annual Holly Trolley event on Thursday, December 16th! This globally recognized, award-winning event typically takes place at the start of the Holiday Showcase in Downtown Chicago; however, this year due to changes in schedule we have pivoted to be the final party of the week!

Holly Trolley is a trolley crawl from 4:00 pm - 9:30 pm, stopping at three in-demand and exciting venues throughout downtown Chicago. We mindfully design this event to give our members and attendees the feel of a memorable, high-touch incentive, and are carefully working on all of the delights we plan to offer this year.

Due to COVID-19, the event went virtual last year; however, back in 2019 - our event was one for the books with selling out at 130 participants with a waitlist of eager industry professionals hoping to attend.

Don't miss this face-to-face opportunity to get together with all of your industry friends right before the holidays. Sponsorship opportunities are selling out fast, if interested please contact SITEChicagoSponsorship@gmail.com.



SITE Membership Savings

Lead. Shape. Inspire.

All we're missing is YOU. Become a SITE member and, with the help of a promising network of peers, transform the greater meetings and incentive industry.

SITE brings value to our members at both global and local chapter levels by networking, online resources, education, certifications, and advocacy. The Society for Incentive Travel Excellence (SITE) is the only Business Events association dedicated exclusively to the global incentive travel industry. If you join our SITE community in October, your dues take care of your membership through December 2022, thus getting 15 months for the price of 12. What are you waiting for?



Questions? Contact Lisa Crolius at SITEChicagoBOD@gmail.com

