

Jennifer Terpstra

Candidate for VP of Membership

Biography:

Jennifer got her start in hospitality in college working as a server at a restaurant. Her restaurant manager got a job in Vernon Hills Illinois as a GM of a Hawthorn Suites, and after Jennifer graduated college, he asked her to take the Director of Sales position. She spent almost 15 years in Vernon Hills as a Director of Sales, with the last 7 years at the Hotel Indigo, an upscale boutique hotel. She made the move to the Crowne Plaza Milwaukee Airport in February 2015 to get closer to home and spend more time with her kids, Mina who is almost 9, and Roman who just turned 7. Since her kids are in 5 sports throughout the year and after school programs such as choir, violin and science club, she has no free time until they go with her ex-husband every other weekend. At that point, she lets loose riding stand-up jet skis, breaking her ribs by flipping her ATV, working beer festivals, hunting for dive bars to meet the locals, eventually crashing on the couch on a Sunday to watch football for 8 hours straight.

Platform statement:

I volunteered as the Committee Chair for Membership the summer of 2015, working with Katie Thorstenson until she took a job out of the industry in June of this year. I worked with Katie to do a Direct Member membership drive in May, which was hosted at my hotel, offering to pay for anyone to bring a Direct guest. Unfortunately it was not successful, with only 1 member bringing a guest, but it was worth a try!

I did step up as VP of Membership at the end of June, attending my first GBTA only 2 weeks later! Since then, I was able to clean up the membership files, and have been tracking potential members to contact once we know the 2017 dues structure, as well as keeping up with inquiries and answering membership questions that have come my way.

I have several different ideas to grow membership. First, I'd like to reach out to a couple of the past Presidents to see what they've done to increase membership in the past, to find out what worked under their regime and what did not work. I'd also like to do a membership blitz with Liz Barker, the new Committee Chair, by contacting the 400+ non-members listed in Star Chapter to see if they would like to re-join (while cleaning up these files). I'd also like to reach out to the VP of Membership in Chicago and Minneapolis to see what they have done for membership drives and brainstorm with them. I'd also like to find out from our Direct

Members what other Allied services would be helpful to join WBTA – we have hotels, ground transportation, travel agencies, airports – but are there other services that they would like to have relationships with? And I'd certainly like to grow the Direct members with a grassroots effort to the suburbs of Milwaukee, Madison and Green Bay, as well as companies along the lake such as Sheboygan, Fond du Lac and Manitowoc. There are also a couple of classes offered through GBTA for membership positions that I think would help managing Star Chapter as well as give ideas to grow membership.

I do have a supportive boss and ownership company that allows me to travel, and I have not missed one board meeting or event since May of last year, which shows my true commitment to WBTA and the team. I'm a big sports fan and believe that it takes a team to win the championship, and if you elect me as your VP of Membership, I will be a team player to help us to our goals. Go WBTA!

