



Top Young Professionals

**Under
37**



Nominee: Anita Yearwood, CGMP, CMP

Membership Category: Planner

Employer: Virginia Commonwealth University

Chapter: Old Dominion

Member Since: 2009

According to Anita Yearwood, CGMP, CMP

Who/What influenced you to become involved in the government meeting industry? I came into the industry as a college student working in the Event & Conference Services office at Virginia Commonwealth University (VCU). Under the tutelage of accomplished meeting professionals who were very active in SGMP, I learned the importance of industry involvement at an early stage in my career.

Share an accomplishment that you are very proud of...As part of the inaugural team of the VCU Institute for Contemporary Art (ICA) I built event strategy, standards and operations from the ground up. A highlight of my tenure here has been producing the grand opening celebrations which consisted of an ambitious slate of 18 events that took place over the course of nine days. The success of these events, in addition to a ground-breaking exhibition, helped introduce the ICA to the world in a profound way.

How would you prepare for the future success of the government meeting industry? I prepare by staying current on meeting and event trends, inside and outside of the government meetings industry. While the context can be slightly different, the trends are relevant. The future success of the meetings industry as a whole depends on planners and suppliers continuing to learn, adapt and collaborate to produce solutions to the challenges that we face.

Nominated by Michelle D. Hawkins, CGMP

Anita Yearwood is a consummate professional in the world of event planning who has accomplished much early in her career. A member of SGMP since 2009, her passion for education and events led her to earn the CGMP and CMP designations. She participates in industry conferences, forums and

advocacy efforts to advance the events profession and industry. She was recognized as an honoree of Connect Magazine's "40 under 40" in 2015. As Special Events Manager for the ICA at VCU, her knowledge, passion and professional acumen resulted in nine days of unforgettable grand opening events from conception to implementation.

SGMP Leadership Positions:

1. Co-Chair Chapter Education Committee
2. Gilmer Trustee – Education Chair & Programming Trustee

Community Service: (Local non-profit, PTA, local food bank, etc.)

1. Sigma Gamma Rho Sorority, Inc. volunteer for various community service activities
2. HandOn Greater Richmond