



Top Young Professionals

**Under
37**



Nominee: Stacy Yerby, CGMP

Membership Category: Supplier

Employer: Detroit Metro Convention and Visitors Bureau

Chapter: Michigan

Member Since: 2014

According to Stacy Yerby

Who/What influenced you to become involved in the government meeting industry? When I began at DMCVB, I was assigned the government meetings market and joined 4 different professional trade organizations. On the day of my first MiSGMP meeting I had already attended meetings for two other organizations. I was dreading a dull speaker and a room full of people who wanted to sit by their friends and not engage with the 'new girl.' Then, I was blown away. This group was expecting me! Someone greeted me by name, handed me a name badge, introduced me around and sat me with people who wanted to network and get to know each other. The government meeting market is one of my favorites. I continue to seek ways to be more educated about and involved in this market, and encourage others to do the same.

Share an accomplishment that you are very proud of... Detroit hosted the ELCA youth convention for 30,000 youth ages 15 and 16. . In addition to attending sessions, they participated in community outreach projects. They stayed at over 35 hotels and were bussed downtown daily. At the end of each day, they walked from Ford Field to their bus lot though the busy streets of downtown. The DMCVB team brainstormed a miraculous way to safely get them to the busses. The Detroit Police Department shut down the streets for 30 minutes and our staff, dressed in bright orange vests and equipped with illuminated lights, formed a human chain to guide our guests to their busses. The kids' excitement was

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especially memorable! They played music and danced, and high fived, fist bumped and hugged those lighting the way. It is one of the coolest things I have done as part of my job and I was proud to be a part of hosting this very special group of young people.

How would you prepare for the future success of the government meeting industry? In this industry, in order to succeed, we must embrace change. While other types of event professionals are afforded the ability to adapt with the ebb and flow of their industry government meetings answer to a higher and constantly changing power. We must remain transparent, encourage new ideas and ways of thinking, and mold younger generations into professionals who will eventually run the world. All industries face the challenge of getting ‘stuck in our ways.’ It’s the old, “If it ain’t broke, don’t fix it,” mentality. I much prefer, “There is always room for improvement.”

Nominated by Laurie Nickson, CMP & Diane Dick, CMP

Stacy has served as the MiSGMP Treasurer since 2016. She works tirelessly to maintain chapter accounting records, improve financial procedures, supply the chapter and SGMP with required reports, and leads the discussion and development of the annual budget. Stacy coordinates the development of MiSGMP’s advertising/sponsorship bundles and handles all financial aspects for sponsorships. She coordinates the development of scholarship criteria and procedures for the chapter’s AEC and the chapter’s NEC scholarships, establishes the scholarship committee as defined by SGMP, and handles all scholarship logistics and financial requirements. Stacy’s dedication to and leadership in MiSGMP is critical to our chapter’s success.

SGMP Leadership Positions:

1. Chapter Treasurer
2. Chapter Scholarship Board Liaison
3. Chapter Advertising/Sponsorship Board Liaison
3. Chapter Registration Board Liaison

Community Service:

1. Mittens for Detroit Young Professionals Action Board
2. Employee Engagement Committee member (Assist in coordinating quarterly Community service events for staff including Gleaners food bank volunteer outings, race for the cure team, cereal collection drives, etc)
3. Gesu School PTA member