



letter

FROM THE EDITOR

A new voice is rising.

In this last issue, we dug deep and performed some real soul-searching as we approached our editorial. We realized that the market is saturated with national meetings and events publications – and they all do a fine job of covering the issues on a national scale for their chosen target markets.

Where can we shine, and ultimately make you shine? It's as plain as the sun that rises upon Navy Pier each day. Our mission is to bring a local slant to the issues that affect the Illinois meeting planners community. We're here to provide a new and unique voice for you. We want to be your eyes, ears and mouthpiece all-in-one. But we can't do it without your contributions. Believe me, we'll be knocking on all of your doors at one time or another. Feel free to knock on ours first!

Okay, we admit it— Vegas and Orlando, New York and L.A.— you've got sizzle. National meetings pubs, we know your bread and butter lies with those destinations and facilities that pay their way to leap onto your pages. You may ignore the Land of Lost (or is that Lincoln?) that is nestled ever so far and away from either coast. That's another reason why *Illinois Meetings & Events* is here – to dig into the state's treasure-trove of facilities, meetings, happenings and events to report to the rest of the world on just how truly world-class Illinois and its crowned jewel Chicago really is.

Who doesn't run into a crisis at one time or another whether in business or at home? We know all about crises here at *Illinois Meetings & Events*, especially in putting together this current issue. Just ask our art director. What's ultimately important in a crisis, though, is to ask yourself: Did I live through it? If you can answer "yes" to that, then chances are you'll look back and remember with glee just how invigorating and memorable the experience really was. When things go too smoothly, they are rarely memorable. We can ensure, however, that our cover story will be truly memorable for all of our readers.

We're taking on the season with a look at fall color routes sure to add a splash of color to any meeting. We're celebrating the holiday season with four of our meeting planners who are telling us how to add a little tinsel to our holiday parties. Our destinations flow through the Fox River Valley and onto the playing fields of the Fighting Illini. For facilities, we are brimming over with the Brit and the brewpub. As we tackle the issues, speaker credentials and website freshness, MPI's World Tour and Chicago's rankings are examined.

As the leaves start to swirl around you this fall and as you leaf through our pages, look for an ever more crisp and crackly edge to our words. For now and in the future, we're going for the provocative, and, look out, we may even generate a little controversy along the way. Hang onto your hats, we're in the Windy City.