

# MARY GETTEL, CMP

CERTIFIED MEETING PROFESSIONAL / MEMBERSHIP SERVICES



## PORTFOLIO

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## CONTACT

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## EXPERIENCE

### Health Care Association of Michigan

2013 - Present

#### Education & Partnerships Specialist

Coordinated venue relations; negotiated program contracts; developed educational programming; procured continuing education accrediting for programs; managed technical support for all virtual education programs; designed all electronic marketing, promotional and registration materials; coordinated with Quality and Education Committee, nurse education committee and MI-NADONA/LTC board of directors; and reconciled bills and invoices.

### Health Care Association of Michigan

2011 - 2013

#### Education Assistant

Liaised with members, board of directors, sponsors and vendors; cultivated trustworthy and respectful relationships to build member and partner loyalty; proctored educational events; assisted in development of curriculum; and conducted quality improvement evaluations.

### Health Care Association of Michigan

2011

#### Education Intern

Created policies and procedures for future interns; developed vendor relationships to encourage partnerships; engaged in event preparations and on-site support; and maintained accurate member records.

### Michigan Society of Association Executives

2010

#### Professional Development & Special Events Intern

Served as receptionist; managed over 370 registrations for annual ORGPRO conference; drafted surveys to evaluate 4 educational programs; researched topics, speakers & venues for future events; edited newsletters, brochures and articles; coordinated meetings, calendars & travel arrangements for the President

### Calhoun County Convention & Visitors Bureau

2009

#### Marketing & Advertising Intern

Worked with Convention Sales & Services, Sports Promotions and E-Marketing departments; supervised & marketed the Bailey Park Advertising Program; designed, managed & marketed the first Battle Creek Coupon Booklet

## EDUCATION

### Michigan State University

Bachelor of Arts, Hospitality Business  
2007 - 2012

## CERTIFICATIONS

### Certified Meeting Professional

Convention Industry Council  
2014

### InDesign CS4 Course

Grand Rapids Community College  
2013

## REFERENCES

### Beth Bacon, BA, LNHA

Vice President Regulatory Services  
Health Care Association of Michigan  
T: 517 622 6184  
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### Amanda Toy, CMP, CGMP, GMS, CTA

Associate Director of Sales  
Lansing Convention & Visitors Bureau  
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### Shari Carson, BSN, RN, LNHA

President  
Michigan Chapter Directors of Nursing  
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### Lea Osborne

Director of Education & Partnerships  
Health Care Association of Michigan  
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### Kelly VanDyke, CMP, CTA

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### Vickie Burlew, ADN, RN, LNHA, CDP, CADDCT

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