



Morgan Halaska, editor
MORGAN.HALASKA@TIGEROAK.COM

Celebrating Differences

PLANNERS TEND TO SHARE A LOT OF THE SAME QUALITIES AND SKILLS, and that's especially apparent when we put together our annual Hall of Fame story. You're detail-oriented, proactive and innovative. You love the rush of thinking on your feet and are proud of your work when an event comes together. Falling into the industry is common, as is a love for making personal connections.

While it's easy to identify the similarities—this industry requires some specific talents to excel—what's always far more fascinating are the differences; each of our Hall of Famers has an individual style, motivation and way of thinking. Flip to page 46 to meet the seven pros and up-and-comers that the magazine's editorial advisory board selected this year.

This issue also spotlights the many suppliers and organizations that make Minnesota's meetings and events industry great in our annual readers' choice awards. Like our Hall of Famers, our winners and runners-up can be easily categorized into their specialties, but all stand out in unique ways. Turn to page 34 to read about this year's winners.

We head to Minneapolis Northwest in this issue's Destination. Back in May 2018, Minneapolis Northwest Tourism hosted the Taste of Minneapolis Northwest—a 10-stop tour that took planners around to sample its vast offerings in hotels, venues and experiences, with options ranging from the elegant Mississippi Gardens to the rubber-burning MB2 Raceway. New since the tour is the state's first Topgolf in Brooklyn Center, which has become a fast industry favorite. There's no shortage of options in this three-city area if you're willing to venture out a bit (page 30).

You all know Girl Friday, but we wanted you to meet the person behind the ubiquitous design company in our People Profile on page 64. Carly Van Veldhuizen's knack for creating eye-catching custom designs that add texture and life to events—Instagramming her work is inevitable (follow her @girlfridaycreative).

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