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It does not count as 1 of the 4 page totals for the submission.

Outstanding Award Application

Chapter Name:	Utah Chapter of NIGP
Submitted By:	Brooke Smith, 2022 President and 2023 Past-President
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List Program(s) that will be highlighted in application	1) First Annual Area 9 Conference. Theme: "Let the Games Begin" and corresponding procurement themed games, certificates, script, slide shows, agenda, marketing.

☒ Has your chapter submitted your Performance Standard SEAL?

Check the box for the Outstanding Chapter Award you are submitting:

- ☐ Outstanding Chapter Operations Award
- How does your chapter excel in its operating processes, including policies and procedures, budgeting, recognition of agencies and individuals and involvement with NIGP?
- ☐ Outstanding Chapter Membership Award
- How well does your chapter market membership benefits and resources and what are your methods for membership retention and growth?
- ☐ Outstanding Chapter Advocacy and Outreach Award
- What practices and operations has your chapter demonstrated to be an effective advocate for members and our profession?
- ☒ Outstanding Chapter Professional Development Award
- How does your chapter go above and beyond providing educational resources and other opportunities to your membership?



UTAH CHAPTER

OUTSTANDING CHAPTER

PROFESSIONAL

DEVELOPMENT AWARD

APPLICATION

Highlighting

the

1ST ANNUAL
AREA 9 CONFERENCE



INTRODUCTION:

THE UTAH CHAPTER OF THE NATIONAL INSTITUTE OF GOVERNMENTAL PURCHASING (NIGP) TAKES GREAT PRIDE IN ITS EFFORTS TO BE AN EFFECTIVE ADVOCATE FOR ITS MEMBERS AND THE PROCUREMENT PROFESSION. ONE RECENT EXAMPLE OF OUR PROFESSIONAL DEVELOPMENT EFFORTS IS THE FIRST ANNUAL AREA 9 VIRTUAL CONFERENCE, WHICH THE UTAH CHAPTER KICKED OFF AND HELPED COORDINATE WITH OTHER AREA 9 CHAPTER PRESIDENTS. THIS CONFERENCE WAS DESIGNED TO BRING TOGETHER PROCUREMENT PROFESSIONALS FROM ACROSS AREA 9 AND PROVIDE THEM WITH VALUABLE OPPORTUNITIES TO LEARN AND CONNECT WITH EACH OTHER.

BROOKE SMITH, THE 2022 UTAH CHAPTER PRESIDENT, UTAH CHAPTER BOARD MEMBER, AND UTAH CHAPTER VOLUNTEERS PLAYED A PIVOTAL ROLE IN COORDINATING THE FIRST ANNUAL AREA 9 VIRTUAL CONFERENCE.

FOR EXAMPLE, BROOKE TOOK THE LEAD IN REACHING OUT TO OTHER CHAPTER PRESIDENTS WITHIN THE REGION AND SOLICITING THEIR INPUT ON TOPICS, BUDGETS, SPEAKERS, AND GIVEAWAYS. OVER THE COURSE OF SIX MONTHS. THE UTAH CHAPTER, AREA 9 CHAPTER PRESIDENTS, AND AREA 9 CHAPTER AMBASSADORS MET REGULARLY TO PLAN THE EVENT. THESE VIRTUAL MEETINGS PROVIDED AN OPPORTUNITY TO SHARE IDEAS, IDENTIFY CHALLENGES, AND WORK COLLABORATIVELY TO CREATE AN ENGAGING AND INFORMATIVE CONFERENCE FOR PROCUREMENT PROFESSIONALS WITHIN THE AREA. BY TAKING THE INITIATIVE TO ORGANIZE THIS EVENT AND WORKING CLOSELY WITH OTHER AREA LEADERS, THE UTAH CHAPTER AND BOARD MEMBERS DEMONSTRATED THEIR COMMITMENT TO ADVOCACY AND OUTREACH AND HELPED TO STRENGTHEN THE PROCUREMENT PROFESSION AS A WHOLE.

THE THEME OF THE FIRST ANNUAL AREA 9 CONFERENCE WAS SUGGESTED BY THE UTAH CHAPTER AS "LET THE GAMES BEGIN." THIS THEME WAS CHOSEN TO REFLECT THE CONFERENCE'S FOCUS ON INTERACTIVE SESSIONS IN PROCUREMENT-RELATED LEADERSHIP, TEAMWORK, AND THE LIFE LESSONS WE LEARN WHILE PLAYING GAMES.

THE CONFERENCE FEATURED A DIVERSE RANGE OF SPEAKERS, INCLUDING CARRIE MATHES, NIGP GOVERNING BOARD CHAIR; DR. ISAAC KASHAWAGI; VALERIE SCOTT, NIGP-CPP, CPPB FROM THE ROCKY MOUNTAIN CHAPTER; BILL MUNCH, NIGP-CPP, CPPO, CPPB, AREA 9 CHAPTER AMBASSADOR; DAN JESSEN, UTAH IRON COUNTY AUDITOR; RENNEETE APODACA FROM NEW MEXICO; AND JONES LOFLIN, THE KEYNOTE SPEAKER, AND CAREER COACH.

EACH SPEAKER BROUGHT THEIR UNIQUE PERSPECTIVE AND EXPERTISE TO THE EVENT, PROVIDING ATTENDEES WITH A WIDE RANGE OF INSIGHTS AND KNOWLEDGE ON PROCUREMENT-RELATED TOPICS. BY BRINGING TOGETHER SUCH A DIVERSE AND ACCOMPLISHED GROUP OF SPEAKERS, THE CONFERENCE WAS ABLE TO PROVIDE ATTENDEES WITH VALUABLE INSIGHTS AND RESOURCES TO HELP THEM EXCEL IN THEIR PROCUREMENT ROLES.

Pictured: A snapshot of the marketing material and 2 day agenda created by the Utah Chapter using Canva

The image displays three panels of marketing material for the NIGP Area 9 1st Annual Conference. The left panel is a promotional flyer with a green and blue background, featuring the title "NIGP AREA 9 1ST ANNUAL CONFERENCE LET THE GAMES BEGIN" and listing speakers: Carrie Mathes (NIGP Governing Board Chair), Jones Loflin (Keynote & Coach), and Bill Munch (NIGP National Chapter Ambassador). The middle panel is the "AGENDA Area 9 Conference" for Wednesday, September 7, 2022, at 8:30 a.m. PT. It details four quarters of sessions, including a keynote by Carrie Mathes, a game by Arizona and Copper Chapter, a game by Rocky Mountain Chapter, and a game by Utah Chapter. The right panel is the "AGENDA Area 9 Conference" for Thursday, September 8, 2022, at 8:30 a.m. PT. It details four quarters of sessions, including a keynote by Bill Munch, a game by New Mexico Chapter, a game by Area 9, and a game by Utah Chapter. Both agenda panels include a "GAME DAY WRAP-UP AND AWARD CEREMONY" at the end.

To see the full packet of the Area 9 event, including the Event Agenda, Certificates, Logos, Planning Meeting Agenda, Procurement Games, Key Note Contracts, Meeting Notes, PowerPoint Presentations, Recordings, Save the Date Flyers, and Event Scripts click here:

[HTTPS://MURRAYCITYCORP-MY.SHAREPOINT.COM/:F:/G/PERSONAL/BSMITH_MURRAY_UTAH_GOV/EGES1LIGZTVFKSGOX11PMNABSXHMCJB_VPYIAPKSCVN_FA?E=1UJMW](https://murraycitycorp-my.sharepoint.com/:F:/G/PERSONAL/BSMITH_MURRAY_UTAH_GOV/EGES1LIGZTVFKSGOX11PMNABSXHMCJB_VPYIAPKSCVN_FA?E=1UJMW)

PROGRAM DESCRIPTION:

THE FIRST ANNUAL AREA 9 VIRTUAL CONFERENCE WAS A COLLABORATIVE EFFORT BETWEEN UTAH CHAPTER AND SEVEN OTHER CHAPTERS IN AREA 9. THE EVENT WAS HELD VIRTUALLY DUE TO THE ONGOING PANDEMIC AND PROVIDED ATTENDEES WITH FREE ACCESS TO TWO KEYNOTE SPEAKERS AND SPEAKERS FROM EACH CHAPTER WHO SHARED PROCUREMENT-RELATED TOPICS RELATED ABOUT LEADERSHIP, COLLABORATION, AND TEAMWORK.



THE THEME, "LET THE GAMES BEGIN" WAS CREATED AND SELECTED BY THE UTAH CHAPTER WHICH WAS INSPIRED BY THE FACT THAT PROCUREMENT PROFESSIONALS MUST OFTEN NAVIGATE COMPLEX PROCUREMENT PROCESSES AND REGULATIONS THAT REQUIRE PROCUREMENT PROFESSIONALS TO FOLLOW RULES AND COLLABORATE WITH OTHERS, JUST LIKE PLAYING GAMES.

THE CONFERENCE BEGAN WITH AN INTRODUCTION FROM THE UTAH CHAPTER PRESIDENT, BROOKE SMITH, AND CHAPTER AMBASSADOR BILL MUNCH, WHO WELCOMED APPROXIMATELY 250 VIRTUAL ATTENDEES AND INTRODUCED THE KEYNOTE SPEAKER. TO MAKE SURE THE EVENT RAN SMOOTHLY, THE UTAH CHAPTER WROTE A SCRIPT FOR THE MC AND OTHER PARTICIPANTS TO READ THROUGHOUT THE TWO-DAY EVENT.

Pictured: A screenshot of the Certificate of Appreciation and Training Hours



9:15-9:30 Start Meeting

Pictured: A snapshot of the 19-page script, agenda, and instructions to follow throughout the 2-day event

Slide: On the Podium

TECH: Push Record

Remember: Bill has a conflict after the opening and won't stay logged on throughout the whole event.

Chapter Presidents: Greet people in the chat. Invite members to introduce themselves.

9:30 - 9:35 am TEAM: AREA 9
Welcome and Opening Remarks
(Brooke and Bill)

Welcome to NIGP Area 9 first annual conference. My name is Brooke, the Utah Chapter of NIGP President and I am joined here by Bill Munch NIGP Area 9 Chapter Ambassador. Logged in we also have other Chapter Presidents from Area 9. If you are here when I say your name, make sure to turn on your camera and wave:

- Lori Noyes – Arizona State Capitol Chapter of NIGP
- Gene Duenas (Da-when-us) – California Chapter of NIGP
- Matthew Sage – Copper Chapter of NIGP
- Gary Chavez – New Mexico Public Procurement Association Chapter of NIGP
 - Gary will be our MC. Thank you, Gary.
- April Pay – Northern California Chapter of NIGP
- Jon Babcock – Rocky Mountain Governmental Purchasing Association Chapter of NIGP
- And I am one of your hosts, Brooke Smith – Utah Chapter of NIGP

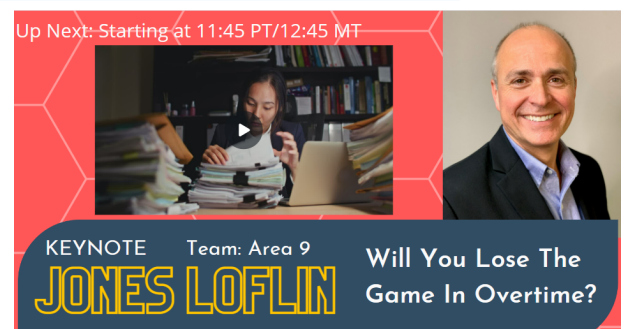
TO KICK OFF THE EVENT, THE FIRST KEYNOTE SPEAKER WAS PROMINENT PROCUREMENT PROFESSIONAL, CARRIE MATHES, NIGP GOVERNING BOARD CHAIR, WHO SPOKE ABOUT "FUN TO FUNDAMENTAL: CLASSIC LESSONS TO PREPARE PROCUREMENT PROFESSIONAL FOR THE GAME OF LIFE." HERE, CARRIE SHARED PICTURES OF GAMES WE PLAYED AS CHILDREN AND WE DISCUSSED THE LIFE LESSONS WE LEARNED AND HOW THEY ARE RELATABLE IN PROCUREMENT TODAY.

DURING THE TWO-DAY CONFERENCE, THERE WAS A SERIES OF SESSIONS LED BY A SPEAKER FROM OTHER PARTICIPATING CHAPTERS. THESE SESSIONS COVERED A WIDE RANGE OF TOPICS, INCLUDING ESTABLISHING A LEGACY, EMERGING TRENDS IN BUDGETING, AND STRATEGIES FOR CREATING TEAMWORK. THE SESSIONS WERE INTERACTIVE AND ENGAGING, WITH ATTENDEES ENCOURAGED TO ASK QUESTIONS AND GIVE FEEDBACK IN THE MEETING CHAT.

TO CLOSE THE EVENT, AREA 9 CHAPTERS SPLIT THE COST TO HIRE JONES LOFLIN KEYNOTE SPEAKER AND CAREER COACH WHO FOCUSED ON THE IMPORTANCE OF TEAMWORK, COLLABORATION, AND INNOVATION IN THE PROCUREMENT PROFESSION.

IN ADDITION TO THE BREAKOUT SESSIONS, THE CONFERENCE ALSO FEATURED PROCUREMENT-RELATED GAMES WHICH WERE DESIGNED TO HELP ATTENDEES LEARN IN A FUN AND ENGAGING WAY. ADDITIONALLY, EACH CHAPTER WAS ENCOURAGED TO HOST A LIVE VIEWING PARTY FOR CHAPTER MEMBERS TO NETWORK AND ENJOY LUNCH HOSTED BY THEIR CHAPTER.

Pictured: A snapshot of our Closing Keynote speaker Jones Loflin's Intro slide to his presentation that coordinated with the Theme: Let the Games Begin and the slide that played on the screen during a 5 minute break



PRE-AND POST-RESULTS:



BEFORE THE EVENT, THE CHAPTER PRESIDENTS EACH IDENTIFIED TOPICS AROUND THE THEME "LET THE GAMES BEGIN" AND STARTED COLLABORATING WITH SPEAKERS. DURING THE EVENT, THE UTAH CHAPTER TRACKED ATTENDANCE NUMBERS AND AFTER THE EVENT, WE SOLICITED FEEDBACK FROM ATTENDEES AND PROVIDED TRAINING CERTIFICATES FOR ANYONE WHO STAYED ACTIVE AND ENGAGED THROUGHOUT THE ENTIRE EVENT.

ATTENDEE FEEDBACK WAS OVERWHELMINGLY POSITIVE, WITH MANY ATTENDEES SAYING THEY WOULD LIKE TO SEE MORE EVENTS LIKE THIS. MANY ATTENDEES ALSO COMMENTED ON THE HIGH LEVEL OF ORGANIZATION AND COORDINATION THAT WENT INTO THE EVENT, NOTING THAT IT WAS CLEAR THAT MUCH EFFORT HAD BEEN PUT INTO ENSURING THAT THE EVENT RAN SMOOTHLY AND WAS VALUABLE FOR ATTENDEES.

THE FIRST ANNUAL AREA 9 VIRTUAL CONFERENCE WAS A HUGE SUCCESS. WE HAD OVER 250 ATTENDEES FROM ACROSS THE REGION, WHICH EXCEEDED OUR EXPECTATIONS. ALL THE SESSIONS WERE WELL-ATTENDED AND RECEIVED MOSTLY POSITIVE REVIEWS FROM ATTENDEES, WHO PRAISED THE QUALITY OF THE SPEAKERS AND THE RELEVANCE OF THE TOPICS COVERED. THE PROCUREMENT-RELATED GAMES WERE ALSO VERY POPULAR AND HELPED TO KEEP ATTENDEES ENGAGED AND INTERESTED THROUGHOUT THE EVENT.

DAY 1: Do you have any comments for Keynote, Carrie Mathes, From Fun to Fundamental: Classic Lessons to prepare procurement professionals for the Game of Life?

I loved how Carrie used the games we played as a child to connect the skills we use as Procurement professionals

I really enjoyed this presentation, and Carrie made some really good connections between the childhood games and how they teach us things in life and specifically in procurement!



Pictured: Survey results about Carrie Mathes presentation and a screenshot of her opening PowerPoint slide.

INNOVATION AND UNIQUENESS:

THE FIRST ANNUAL AREA 9 VIRTUAL CONFERENCE WAS INNOVATIVE AND UNIQUE FOR SEVERAL REASONS. FIRST, IT WAS THE FIRST TIME THAT THE SEVEN CHAPTERS WITHIN AREA 9 HAD COME TOGETHER TO COORDINATE A REGIONAL CONFERENCE. THIS COLLABORATION ALLOWED US TO POOL OUR RESOURCES AND EXPERTISE, RESULTING IN A HIGH-QUALITY EVENT THAT WOULD HAVE BEEN DIFFICULT FOR ANY INDIVIDUAL CHAPTER TO ORGANIZE INDEPENDENTLY.

SECOND, THE EVENT WAS HELD AS A HYBRID, WHICH ALLOWED US TO REACH A LARGER AUDIENCE THAN WE WOULD HAVE BEEN ABLE TO WITH AN IN-PERSON EVENT BUT ALSO STAY SMALL ENOUGH FOR EACH CHAPTER TO STILL NETWORK AND ENJOY TIME TOGETHER. THIS WAS PARTICULARLY IMPORTANT GIVEN THE ONGOING PANDEMIC, MAKING IT DIFFICULT FOR PROCUREMENT PROFESSIONALS TO CONNECT IN TRADITIONAL WAYS.

FINALLY, THE CONFERENCE WAS DESIGNED TO BE INFORMATIVE AND ENGAGING, FOCUSING ON INTERACTIVE SESSIONS AND PROCUREMENT-RELATED GAMES. THIS UNIQUE APPROACH HELPED TO MAKE THE EVENT MORE ENGAGING AND MEMORABLE FOR ATTENDEES, AND CONTRIBUTED TO THE EVENT'S OVERALL SUCCESS.

GUESS THE WORD
What's the word that links these four together?
(clue: 3 words)
30
WHAT'S THE PROCUREMENT WORD THAT LINKS THESE FOUR TOGETHER?
[Input field]
[30 second timer]

Let's have some fun
IN THE COMMENTS SECTION:
Poorly explain what you do for a living.
NIGP Area 9 Quick Game Break

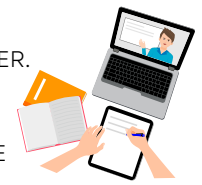
Let's have some fun
IN THE COMMENTS SECTION:
How many "F's" did you find?
ANSWER: 6
"Finished files are the result of years of scientific study combined with the experience of many years."
NIGP Area 9 Quick Game Break

Let's have some fun
IN THE COMMENTS SECTION:
I have keys, but no locks. I have space, but no room. You can enter, but you can't go outside. What am I?
NIGP Area 9 Quick Game Break

Q/A
CONFLICT OF INTEREST

LESSONS LEARNED:

THE FIRST ANNUAL AREA 9 VIRTUAL CONFERENCE WAS A VALUABLE LEARNING EXPERIENCE FOR OUR CHAPTER. ONE OF THE MOST IMPORTANT LESSONS WE LEARNED WAS THE IMPORTANCE OF COLLABORATION AND COMMUNICATION WHEN ORGANIZING A LARGE-SCALE EVENT LIKE THIS. WE HAD TO WORK CLOSELY WITH OTHER CHAPTERS IN THE REGION TO ENSURE THAT EVERYONE WAS ON THE SAME PAGE AND THAT THE EVENT RAN SMOOTHLY.



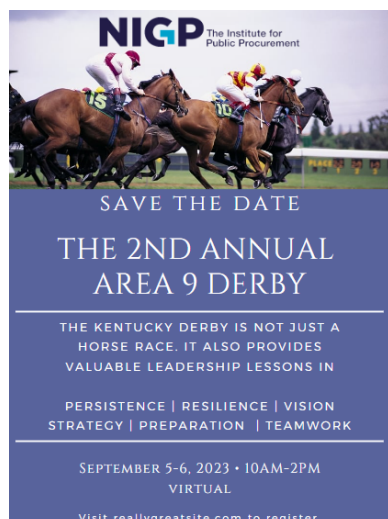
ANOTHER LESSON WE LEARNED WAS THE IMPORTANCE OF FLEXIBILITY AND ADAPTABILITY. BECAUSE THE EVENT WAS HELD VIRTUALLY, WE HAD TO BE PREPARED TO DEAL WITH TECHNICAL ISSUES AND OTHER UNEXPECTED CHALLENGES. FOR EXAMPLE, ONE CHALLENGE WE HAD TO OVERCOME WAS ONE OF OUR SPEAKERS HAD AN UNEXPECTED EMERGENCY THE DAY OF THE EVENT AND WAS NOT ABLE TO ATTEND. FORTUNATELY, THE SPEAKER'S BROTHER WAS ABLE TO STEP IN AND PRESENT THE LESSON ON HIS BEHALF. BY BEING FLEXIBLE AND ADAPTABLE, WE WERE ABLE TO OVERCOME THESE CHALLENGES AND ENSURE THAT THE EVENT RAN SMOOTHLY.

ONE OF THE IDEAS WE THOUGHT ABOUT TO IMPROVE THE AREA 9 CONFERENCE IS THE IMPORTANCE OF SECURING FUNDING TO SUPPORT FUTURE EVENTS. ONE IDEA THAT EMERGED IS TO TRANSFORM THE CONFERENCE INTO A FUNDRAISING EVENT, WHERE SPONSORSHIPS WILL BE SOLICITED FROM VENDORS TO COVER THE COSTS OF KEYNOTE SPEAKERS, AS WELL AS PROVIDE FUNDING FOR EACH CHAPTER. THIS APPROACH IS CRITICAL FOR SEVERAL REASONS. FIRSTLY, IT WILL ENSURE THAT HIGH-QUALITY KEYNOTE SPEAKERS CAN BE SECURED, PROVIDING ATTENDEES WITH VALUABLE INSIGHTS AND INFORMATION. SECONDLY, IT WILL ENABLE EACH CHAPTER TO RECEIVE FINANCIAL SUPPORT, WHICH CAN BE USED TO SUPPORT LOCAL INITIATIVES AND EVENTS THROUGHOUT THE YEAR. FINALLY, BY MAKING THE CONFERENCE A FUNDRAISING EVENT, WE CAN ENSURE ITS SUSTAINABILITY AND LONGEVITY, AND CONTINUE TO PROVIDE VALUABLE RESOURCES AND OPPORTUNITIES TO MEMBERS OF THE ORGANIZATION.

FINALLY, WE LEARNED THE IMPORTANCE OF SOLICITING FEEDBACK FROM ATTENDEES AND USING THAT FEEDBACK TO IMPROVE FUTURE EVENTS. BY GATHERING FEEDBACK FROM ATTENDEES AFTER THE EVENT WAS OVER, WE WERE ABLE TO IDENTIFY AREAS WHERE WE COULD HAVE DONE BETTER AND MAKE IMPROVEMENTS FOR FUTURE EVENTS.

OVERALL, THE FIRST ANNUAL AREA 9 VIRTUAL CONFERENCE WAS A HUGE SUCCESS AND A VALUABLE LEARNING EXPERIENCE FOR OUR AREA. WE ARE PROUD OF THE WORK WE DID TO COORDINATE THIS EVENT AND LOOK FORWARD TO CONTINUING TO BE AN EFFECTIVE ADVOCATE FOR OUR MEMBERS AND THE PROCUREMENT PROFESSION.

WITH THAT SAID, WE HAVE ALREADY STARTED TO PLAN OUR 2023 AREA 9 EVENT WITH A KENTUCKY DERBY THEME, TO COORDINATE WITH THE NIGP FORUM THEME THAT WILL BE HOSTED IN LOUISVILLE, KENTUCKY THIS YEAR.



Pictured: Draft Flyer for 2023 Area 9 conference this fall.

2023 AREA 9 THEME:

THE KENTUCKY DERBY IS NOT ONLY A HORSE RACE, BUT IT'S ALSO A CULTURAL EVENT WITH A RICH HISTORY AND TRADITION. FROM THE EVENT'S LEADERSHIP, THERE ARE SEVERAL VALUABLE LEADERSHIP LESSONS THAT CAN BE LEARNED. HERE ARE A FEW:

PERSISTENCE AND RESILIENCE
VISION AND STRATEGY
PREPARATION AND ATTENTION TO DETAIL
TEAMWORK AND COLLABORATION
RISK-TAKING AND INNOVATION



WHY UTAH SHOULD BE SELECTED FOR THE ADVOCACY AND OUTREACH AWARD:

UTAH SHOULD BE SELECTED FOR THE OUTSTANDING PROFESSIONAL ADVOCACY AND OUTREACH AWARD BECAUSE OF THE EXCEPTIONAL LEADERSHIP AND ORGANIZATION DEMONSTRATED BY THE UTAH CHAPTER AND ITS LEADERSHIP THROUGHOUT THE EVENT.

AT THE 2021 LEADERSHIP SUMMIT IN ANAHEIM, CALIFORNIA, UTAH CHAPTER PRESIDENT, BROOKE SMITH BEGAN NETWORKING WITH ANOTHER AREA 9 CHAPTER PRESIDENT, WHICH LEAD TO THE CREATION OF THE EVENT THAT BENEFITED MEMBERS FROM ALL AREA 9 CHAPTERS. FROM THE BEGINNING, THE UTAH CHAPTER TOOK CHARGE OF SUPERVISING THE EVENT AND CREATING THE MEETING AGENDA, ENSURING THAT EVERY

ASPECT OF THE EVENT WAS METICULOUSLY PLANNED AND EXECUTED. IN ADDITION, THE UTAH CHAPTER CREATED THE THEME AND DESIGNED THE MARKETING MATERIAL FOR EACH CHAPTER TO USE, WRITING THE SCRIPT FOR THE ENTIRE EVENT, AND CREATING CERTIFICATES OF APPRECIATION FOR EACH SPEAKER AND CERTIFICATES OF TRAINING FOR EACH ATTENDEE AFTER THE EVENT WAS OVER.

UTAH'S COMMITMENT TO EXCELLENCE DIDN'T STOP THERE.

THE UTAH CHAPTER ALSO SENT OUT FOLLOW-UP SURVEYS TO ALL PARTICIPANTS TO ENSURE THAT FUTURE EVENTS COULD BE IMPROVED. ANOTHER ORIGINAL IDEA FOR THE UTAH CHAPTER WAS TO HOST A LIVE WATCH PARTY, WHICH ALLOWED CHAPTER MEMBERS TO NETWORK AND ENJOY A BOX LUNCH TOGETHER. THE INTERACTIVE GAMES THAT THE UTAH CHAPTER CREATED ADDED AN EXTRA LAYER OF ENGAGEMENT TO THE EVENT THAT FOLLOWED THE THEME OF THE CONFERENCE, MAKING IT EVEN MORE ENJOYABLE FOR ATTENDEES. ADDITIONALLY, THE UTAH CHAPTER SECURED TWO KEYNOTE SPEAKERS, CARRIE MATHES AND JONES LOFLIN, WHO ADDED VALUE AND INSIGHT TO THE EVENT AND CONTROLLED THE BUDGET FOR THE EVENT. OVERALL, THE UTAH CHAPTER WAS INSTRUMENTAL IN THE SUCCESS OF THE EVENT, AND WITHOUT THE UTAH CHAPTER'S INITIATIVE, MARKETING, AND FOLLOW-THROUGH, THIS EVENT WOULD NOT HAVE HAPPENED. THAT'S WHY THE UTAH CHAPTER IS A DESERVING RECIPIENT OF THE OUTSTANDING PROFESSIONAL ADVOCACY AND OUTREACH AWARD.