



Michelle DeClerck, Certified Meeting Planner (CMP), founded Conference Event Management in 2003. As an industry's premier provider of unique, world-class event, conference, incentive travel and meeting experiences, the company has experienced significant growth—primarily through referrals—since its inception, and in early 2017, was selected by Goldman Sachs 10,000 Small Businesses as the only company in Iowa and one of 150 small businesses throughout the nation to participate in their spring elite business growth program.



A proven industry leader and innovator, Michelle has won numerous professional accolades, including: the 2018 Enterprising Women Award. 2017: SBA Iowa Women in Business Champion of the Year; the Inspiring Women of Iowa – Character Award; Smart Meetings Top Influential Woman – Innovator of the Year Award; and Midwest Meetings Magazine Cover Feature. 2016 Awards included being named a Top 20 Change Maker in the Event Industry by MeetingsNet and named Iowa's National Association of Women Business Owners (NAWBO) Business Owner of the Year (2011).

In recognition of her dedication to giving back to her community, Michelle was named Citizen of the Year in Clive, Iowa (2016). Her community work success stories include: leading her team in quarterly volunteer projects; serving as co-chair for Matthew 25 (a hunger and homeless outreach initiative); launching the Iowa Hospitality Donation Network (a charitable initiative that assists Iowa hotels and event venues in donating leftover items to the hungry and homeless people of Central Iowa); serving as president and secretary of the board for Opportunity on Deck (a 501C3 organization that provides free sports clinics to underserved children), serving on the Clive Public Arts Advisory Commission Board; and most recently being selected to serve on the West Des Moines Incubator Business Growth Board to help startup businesses succeed. Other areas of past involvement, including some volunteer projects still today, include the Girl Scouts, the Salvation Army, several Iowa universities, her church and more.

Michelle is also committed to supporting other business women. Her leadership roles in this area include public speaking as well as having served as both the Director at Large Counsel and Programming Chair of the National Association of Women Business Owners (NAWBO) – Iowa; serving on the Executive Council for Women Lead Change (WLC); serving on the Board of Directors for Enterprising Women; enrolling her company in the Iowa Epic Corporate Challenge; serving on the Million Women Mentors – Iowa committee; founding Mentor Tank to provide mentoring opportunities for young women; developing a panel of female business owners to educate local business fraternity members; and sharing her experience and insight by serving as a guest writer for the Business Record and for Lift Iowa, the Business Record's publication for women.

She has also been involved with focus group and speaking opportunities and continues to support bringing Goldman Sachs 10KSB program to Iowa, along with leading her own mastermind business owner's group from her time at Babson College. She also is a fan for Iowa's TSB program and advocates for others to get involved and speaks on the program's success.