



## Jeffrey Cesari, 36

**Creative Director, Shimmer Events**  
Philadelphia, Pennsylvania

**What I really do:** I work in sales and marketing, account management, operations, project coordination and management, talent management and, of course, IT support. Shimmer Events is a boutique agency, and as owner, I get to float between various tasks throughout the day. Even with long days and headaches, I wouldn't trade it for the world.

**How I got here:** After being downsized as a meeting planner from a medical education agency, I was exploring a few employment options and couldn't find the right fit. My friends could see my passion for flawless meetings and events and encouraged me to take the risk and start my own agency. Hard work, networking and building relationships allowed me to grow Shimmer Events.

**Where I'll be in 10 years:** I hope I will be looked upon in our industry as a leader and trendsetter. I want to keep challenging myself to improve and grow. I'd also like to be able to speak French fluently; I made this decision after a recent trip to Paris. It's a magical place with wonderful people, beautiful art, delicious food and rich history. My dream is to spend an extended amount of time in this romantic city.

**What I do outside of work:** I take a few college courses to challenge myself. I'm involved in various nonprofit organizations in the Philadelphia area to promote and raise awareness for noteworthy causes. I love traveling around the world to experience different cultures and customs. And for me, there is nothing like reading a good book on a chilly and rainy afternoon.

**One thing most people don't know about me:** I'm a self-proclaimed foodie and love cooking for family and friends. Pair a nice wine with a great meal along with interesting conversation—it's a perfect night. I also hate driving. I haven't owned a car in more than 12 years; thank goodness I live in one of the best walkable cities in the country.

**Who I look up to:** I'm lucky enough to have forged wonderful relationships with industry peers. Missy Lawson is no exception; she is one of those who I hold in great admiration. The first time I met Missy was on-site for a project on Boston. She was an intense client. She knew what she wanted and expected greatness. We got along famously. Nine years later, I'm privileged to call this amazing woman my client, mentor and above all a great friend. I would not experience the success in the industry without the guidance and mentorship she has given me.

**The one thing I can't travel without:** My iPhone. It has my email. I can Skype or FaceTime with family and friends. I can access client files. And it holds most of my music so I can tune out the world.



## Justin J. Stine, 36

**Director of Sports Alliance, Overland Park (Kan.) CVB**  
Lee's Summit, Missouri

**What I really do:** In addition to promoting Overland Park's athletic facilities, hotels, attractions, and many other features to sports rights holders and tournament organizers, I play an active role in driving economic impact to our area through various sporting events.

**How I got here:** After obtaining a degree in hotel and restaurant management and playing baseball at the University of Missouri, I played professional baseball for the Toronto Blue Jays. Once my pro days concluded, I worked in hotel sales for four years before jumping into the CVB world for the past seven.

**Where I'll be in 10 years:** I would like to position myself into an executive level position within either a CVB or a sports organization.

**What I do outside of work:** I spend time with my family and attending sporting events.

**Who I look up to:** My parents

**The one thing I can't travel without:** A picture of my family. No matter what kind of day I have or how busy it may be, they keep things in perspective as to what is really important in life.

**What others say about Stine:** "Justin cares more than anyone I've ever met about his clients, about amateur athletes and their families," says Liron BenDor of the Overland Park CVB. "He works incredibly hard to make sure tournament organizers have everything they need to achieve a successful event. It's not uncommon to find him at a registration booth lending a hand or stopping by a tournament on a Saturday afternoon just to check in with a tournament organizer."