



Betsy Wiersma

Serial social entrepreneur, podcaster, artist, author, marketing evangelist, expert convener, community organizer, strategic philanthropist, and relentless cheerleader.

Background

Everything changed for Indiana native Betsy Wiersma when she was a senior at Purdue University in her home state and out with friends on an evening snowmobile ride that turned tragic. An accident resulted in the death of her friend, Paul, who was sharing her sled, and a 21-day coma for Betsy. It was at this moment when her journey truly began, and she dug deep and found healing and hope.

Before the accident, she planned to move to California but instead stayed close to home for recovery and worked as a fellow for Indiana Governor Bob Orr before accepting a job in the marketing department of American United Life Insurance Company. A year later, Betsy was chosen to plan the opening of Union Station Festival Marketplace, the renovated historic train station in downtown Indianapolis. On her 25th birthday, Betsy led a \$1 million grand opening with Willard Scott and the "Today Show" live.

A year after the celebration and running the Union Station special events, promotions, and marketing for 125 small vendors, Betsy established Wiersma Event Marketing in Indianapolis and began dreaming up and implementing big ideas for clients, hitting the global speaking circuit, and writing her first special events "how-to" book. After a brief move to Dallas to help a friend run a sports marketing business, she returned to her own business and renamed it Wiersma Experience Marketing, wrote her second special events textbook, and relocated to Denver, where she had two consulting gigs and a good friend, Doug Lane, who became her husband in 2000.

Two years later, they adopted a newborn, Sarah, and Betsy committed to being a work-at-home mom and an anchor for the family. She knew her old life of travel for global speaking gigs and service on national industry boards of directors was over for the time being. In 2005, creating a tribe of women who unite for good became Betsy's passion, so she gathered a group of 14 friends, and the first CampExperience™ fall retreat was held in 2006.

Today

With Sarah now in college, Betsy now focuses on the CampExperience™ Network and Wiersma Experience Marketing. She innovates networks, events, podcasts, products, and promotions and offers creative strategic solutions for organizations and businesses. In addition, she curated a book "Smart Talk Exceptional Women: Art and Insights by Women for the World" which features Betsy's whimsical, multi-media art and life stories from 60+ women that were penned and assembled during COVID-19.

Betsy excels at creating one-of-a-kind experiences and products:

- Charity fundraisers
- Shopping experiences
- Donation drives
- Networking and connection events, virtual and in-person
- Extraordinary social events
- Retreats for 10 to 18 at her Keystone Gulch Retreat Center
- Art classes for business growth and client connection
- Books and art products

CampExperience™ Network

In the summer of 2005, Denver, Betsy, and 14 friends gathered to design a weekend getaway, CampExperience™, that would uplift and support busy women and make a difference. Built on the desire to build a platform where women help women, this first team focused on creating a summer camp atmosphere where participants could disconnect from the hustle and bustle of every day and reconnect with themselves and like-minded women. The annual fall retreat grew into the CampExperience™ Network featuring 50 events annually and allowing women to stay connected, learn, and grow all year long. The organization has raised more than \$1 million in cash and provided in-kind support for women’s charities in Colorado and around the world.

Author/Artist/Workshop Leader

In recent years, Betsy transitioned from years of being a “craftlete” to an artist, creating all the multi-media images for inspirational card decks, journals, greeting cards, and the book she curated and launched in October 2020: “Smart Talk Exceptional Women: Art and Insights by Women for the World.”

The book, also known as “The STEW,” was not Betsy’s first. In her past life, she authored the textbook, “Exceptional Events: Concept to Completion,” and led workshops in Italy, Korea, Singapore, New Zealand, The Netherlands, Germany, Canada, Scotland, Jamaica, Spain, Australia, and Norway as well as cities throughout the United States.

Today, she offers retreats on various topics for 10 to 18 participants at her Keystone Gulch Retreat Center and art classes for business growth and client connection.

Recognition

- One of the 25 Most Powerful Women in Colorado named by the Colorado Women’s Chamber of Commerce in 2019
- TedX speaker on the topic “Choose Your Family, Change Your Life” at 2019 TedXCherryCreekWomen
- 2018 Francis Jacobs Wisebart Award for Philanthropy from Mile High United Way in Denver
- Induction into the *Colorado Meetings + Events* magazine Hall of Fame
- Three worldwide ESPRIT Awards for event excellence from the International Live Events Association

Foundational Thoughts by Betsy

Everything is ROI: Return on Ideas

1+1+1+1+1+1+1+1+1 = infinite possibilities

I believe in the power of:

Your story & my story
Your dreams & my dreams
Your network & my network
Your business & my business

I am a happiness catalyst. My motto is Dream BIG Live BIG.

I believe that collaboration can change the world...one friendship at a time.
I believe that stories share experiences and unite our journey.
Your purpose & my purpose can create magic and action and FUN.

Connection, inspiration, and fun ... make for a power-filled life.

Contacts

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