

Cooper Consulting, LLC

Event Planning & Management



Laura Cooper of Elkhart Lake and her father, the late James Cooper, are pictured here at the Milwaukee Mile Race while Laura works the hospitality tent for Newman Haas Racing.
Submitted photograph

Cooper Consulting, LLC specializes in event planning and management – locally and nationally – large and small. Cooper Consulting, LLC is owned by Laura Cooper, a resident of Elkhart Lake.

A graduate of University of Illinois in Sport and Tourism Management, Laura spent her summers working in Elkhart Lake at various resorts, including Barefoot Bay and Siebkens Resort. After graduation, Laura hit the road with Champ Car Racing Team, Newman Haas Racing and became a full-time resident of Elkhart Lake.

During those first few years with Newman Haas, Laura had to be creative with her off-season time. She started working freelance for many companies around the country and Elkhart Lake. A few of these positions included a Data Analyst for the St. Vincent Foundation in Indianapolis, Indiana; hospitality crew member for the Marlboro Racing School in Homestead, Florida; receptionist at Pacific Financial Research in Beverly Hills, California; catering manager for Fitz Charles Catering at the Indianapolis Motor Speedway; event manager for Andretti Green Racing during the Indy 500; production assistant for Traveling Light Media in Burbank, California; personal assistant for the family of the Belkin Company in Manhattan Beach, California; tour director for Executive Travel Directors, Maritz, Carlson Marketing, and Enterprise Events Groups – just to name a few.

But she also gives huge thanks to the local businesses of Elkhart Lake, especially Lake Street Cafe and Siebkens Resort. Each restaurant was there to let her return for shifts here and there to fill in the blanks between those long off-season periods.

After five off-seasons, Laura decided that with her education and work experience, she should start her own event planning and management company and continues to freelance for companies under the name Cooper Consulting, LLC. Right now she is working in Chicago at Revolution, a sports marketing firm. She has been hired as an event manager to assist in the planning of the Tournament Club, the NCAA Men's Final Four Premier Hospitality Experience, as well as assist on the mobile marketing Roadway Express Program that travels nationally during the baseball season. Then, in April, Laura will start a 6th season with the Newman Haas Hospitality Crew at the season opener in Long Beach, California.

Once the race season is underway, Laura is planning on using her off weeks to focus more on planning local events. Her ultimate goal is to spend more time at home and visiting with life long friends she has made since stepping foot in Elkhart Lake in 1998.

If you need help planning an event or special project, please feel free to contact Laura at (708) 712-3319 or by email at cooparaoo@yahoo.com.