

# MPI-WISCONSIN CHAPTER Agenda

MAY  
JUNE  
VOL 45/NUM 3  
2023

  
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MPI-WISCONSIN CHAPTER  
**Agenda**

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## Experience MPI Wisconsin

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**PUBLICATION DEADLINES**

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# Editor's Note



**HOWDY FROM NASHVILLE!**

I've just had a great day here in Music City and thought this was a perfect time to write my last Editor's note for the *Agenda* magazine. Let me explain...

Today (and my entire week) reminded me of the power of MPI. I've been on-site with a corporate client where my team (who are also MPI members) used at least one hotel that has a MPI member, an event venue that has a

MPI member, the florist for the Gala event we coordinated is a MPI member and the transportation vendor we used was a recommendation from a MPI member. On top of that...I found out fellow MPI-WI member, **Alison Huber, CMP**, was going to be in town for work herself so we made time today to get together and go tour

the LOVELY Embassy Suites by Hilton Nashville Downtown where former MPI-WI member **Lisa Selinsky, CMP** now works!



◀ *Catching up with Lisa Selinsky, CMP while touring the hotel*

It's moments like this that make me so happy to be a part of Meeting Professionals International and remind me how important all the relationships are that we build together when we gather at MPI events.



▲ *Spectacular view of Nashville from the Embassy Suites Nashville Downtown*

As I mentioned, this is my last Editor's note for the *Agenda*. It's been very rewarding to volunteer in this capacity, especially after several years of serving on the Board and other teams. Being the co-editor for this magazine was not something I had EVER thought about doing. I'm not a writer! But someone asked if I would consider trying it and I agreed. It was as simple as that! I would highly encourage everyone to find a volunteer role slightly outside their comfort zone and just give it a shot. You never know, you may find you enjoy it...or at the very least you may develop some new skills!





▲Relationship building with Mary Altemus, CMM (MPI-Houston) and Alison Huber, CMP (MPI-WI)

For me, it's time to go back to where I started volunteering in MPI...Education. I'll be working on the Speaker team this next year! PLEASE feel free to contact me with recommendations for great presenters you've seen before or topics you're interested in learning more about. Researching, contracting, and coordinating all of the Speakers for our chapter events is a complicated web of calendars, budgets, needs and wants so I can't make any promises, but I DO know the team can't bring you the education you'd like to see if we don't know what that is. So, bring it on MPI-WI, let me know what you want to learn and who you'd like to learn it from!

In closing, as the start of a new MPI year approaches, take a few moments to think about where YOU can help out in the next 12 months (or even just one event) and while you're at it, remember to connect with the MPI world all around you as you do the work of connecting people and creating great experiences!



▲The view from my registration desk this week!

*Jen*



The MPI Wisconsin Chapter Nominating Committee has selected the following individuals, whom we believe to have the skills, dedication and integrity to provide outstanding leadership to our chapter during their term of office. Please be aware that as a member in good standing you have the right to review and challenge the slate of directors as indicated in the chapter bylaws. If positions remain uncontested, the slate of officers will be considered approved by a unanimous vote after 30 days. Please congratulate and thank these members for their service.

## OFFICERS

The following slate of officers is elected by the Chapter Board of Directors. They are identified in this communication so members can view the full board proposed for the upcoming term.

POSITION	NAME & COMPANY	TERM
President	Reggie Driscoll, CMP, State Bar of Wisconsin	7/1/23-6/30/24
Immediate Past President	Rebecca Staats, Residence Inn & Fairfield Inn Eau Claire/Chippewa Falls	7/1/23-6/30/24
President-Elect	Liz Unruh, Positively Pewaukee	7/1/23-6/30/24
VP Communications	Jessica Karow, Wisconsin Dells Visitor & Convention Bureau	7/1/23-6/30/24
VP Education	OPEN	7/1/23-6/30/24
VP Finance	Sara Beuthien, Wisconsin Economic Development Corporation	7/1/23-6/30/24
VP Membership	Beth Schnabel, CMP, Filene Research Institute	7/1/23-6/30/24

## DIRECTORS (BOARD MEMBERS)

The following slate of Board members is elected by the membership of the Chapter. This slate will be deemed elected by unanimous vote unless the slate is challenged as outlined in the chapter bylaws.

POSITION	NAME & COMPANY	TERM
Director Awards, Scholarships & Recruitment	Kathy Reading, The SCAN Group, Inc.	7/1/23-6/30/24
Director Member Care	Jody Roos, Wisconsin Bankers Association	7/1/23-6/30/24
Director Monthly Programming	Lindsey Hess, CMP, Wisconsin Primary Health Care Association	7/1/23-6/30/24
Director Publications & Social Responsibility	Kortnee Carroll, Kalahari Resorts	7/1/23-6/30/24
Director Special Education	Elizabeth Poh, La Crosse Center	7/1/23-6/30/24
Director Special Events	Ed Buchner, Majic Productions	7/1/23-6/30/24
Director Strategic Partners & Sponsorships	Katie Ragan, Wisconsin Center District	7/1/23-6/30/24
Director Digital Communications	Greta McCue, Aloft Milwaukee Downtown	7/1/23-6/30/24

Please direct any questions to: Shannon Timmerman, CMP, Nominations Committee Chair at [stimmerman@wildernessresort.com](mailto:stimmerman@wildernessresort.com).

A copy of the Chapter bylaws can be [viewed here](#).

The annual business dinner was billed as "The Next Big Thing." And the organizer wanted us to make it a can't miss experience. Inspired by our panoramic views of the lake and state capitol, our AV team created an all-new 180° of amazing.

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# President's Message



**MPI-WI Chapter President  
Rebecca Staats**

## Where do I begin?

I cannot believe my term as your President is already coming to close! The year has just flown by. It has been a really fun & exciting year full of, yep, I am going to say it, a little too much on my plate. But anyone who knows me knows that is just how I roll – I like to stay busy! The reason I wanted to be your President of MPI Wisconsin is because in my job as Director of Sales of two limited service Hotel properties, I am a department of just one person. I don't hire, fire or have any employees who report to me. And this very important role of your President has allowed me to develop and determine who I am as a leader and I wouldn't trade this experience for anything. Our Chapter excels at everything we do and is demonstrating what it means to recover to Chapters all over the globe.

I have to admit when Past Presidents told me that next year, as Immediate Past President, would be the best year of my board service, I did not think I would ever agree with them. And now I must admit that alas, I do. While it has been the best experience of my life, it has also been one of the most challenging. There are so many things going on behind the scenes of our wonderful association, and at times it was challenging to try to stay on top of them all. And sometimes it was hard to motivate our volunteers. And hard to dedicate my own personal time to all of the tasks there were to complete as President. And the hardest of all in my opinion is to try to make a measurable positive impact on MPI Wisconsin in such a short time. Challenging ourselves is hard, but the rewards are worth it. I have gotten to know so many more of our members in this role and made even more friends. And I think the Chapter is in better place than when I started, and that is all I could ask for.

I'd like to thank all of the Presidents who came before me, especially **Alison Hutchinson** and **Shannon Timmerman, CMP** for leading with grace during such unusual circumstances. I have to thank my husband for allowing me to spend so much time with all of you. I must thank the entire Board of Directors and all of our Chapter Volunteers. Volunteering is no joke! The definition of a volunteer is someone who does something, especially helping other people, willingly and without being forced or paid to do it. Let's say that again, a volunteer is someone who does something, especially helping other people, willingly and without being forced or paid to do it. Every single MPI Wisconsin volunteer has family, a personal life and a full-time job, and in addition to that, still

chooses to volunteer selflessly. I cheer for & applaud each of you. And I also have to thank our Chapter Administrators, **Christopher & Heather Dyer** with MDS. Your dedication and willingness to help move MPI Wisconsin forward & upwards is appreciated.

I have enjoyed leading the chapter towards growth and am excited to spend the next year as Immediate Past President mentoring your future leaders and recruiting more members & volunteers to help carry this wonderful chapter forward. I hope I have made you proud, because I am damn proud of myself. Being a part of MPI Wisconsin made us all friends and volunteering on the Board of Directors for MPI Wisconsin made us all family. I love our Chapter and all of our members. And I promise to continue to serve and volunteer for our chapter for as long as I possibly can. ▲

A handwritten signature in black ink, which appears to read 'Rebecca Staats'. The signature is fluid and cursive.







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# President's Report: State of Chapter

By: Rebecca Staats

I am so pleased to share with everyone that my goal as President this year was growth - and we are seeing it come to life! Currently our MPI Wisconsin membership roster is 211 Members. Compare this to June 2022 where our membership roster was 188 and that represents a 12% growth in our membership.

In addition to seeing our membership grow, our February 23rd event, which was postponed to March 23rd due to a severe winter weather, was the highest in person attended event the Chapter had seen since before the pandemic in 2019 with approximately 90 registered attendees. And just three short weeks later, our April Spring Education Day event on April 13th reached the same approximate 90 registered attendees.

And last, but certainly not least, in the financial realm, we are also seeing things make great improvements. After three consecutive years of experiencing financial losses, this may be the first year we are in the black! According to our financials as of April 1, we had a net income of approximately \$5,500. This compares to our financial projections to be -\$13,669. With just one MPI Wisconsin event left in the fiscal year, I hope everyone will try to make it a high priority to join us and help the MPI Wisconsin Chapter end the year with a really big financial win! Our event will take place Thursday, May 11 at Hotel Retlaw in Fond du Lac!

For the MPI Wisconsin 2022 year we received a Chapter Award for Overall Excellence and our future is looking bright and I believe we are on track again to achieve this designation in 2023. It is members like you that make this such a great association to be a part of and my heartfelt thanks goes out to each and every one of you. I am beyond proud of the strides we have made this year and look forward to seeing this growth continue in the coming years. ▴



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A SPECIAL

# THANK YOU

*Thank You*

TO OUR IMMEDIATE PAST PRESIDENT  
SHANNON TIMMERMAN, CMP

“

One of my favorite memories of Shannon is Spring Education Day in La Crosse, when she wore a light up cape to the event. The room instantly lit up just like her. She has always and will always be a bright spot with MPI!

– Elizabeth Poh

”

“

I loved being on the board with Shannon and all her positive energy. She has been a great leader and encouraged me to be the President Elect. No matter the situation you can always find Shannon with a smile and a calming attitude. She is always making everyone feel included and always goes the extra mile to get all things accomplished.

– Liz Unruh

”



“

Shannon has the type of laugh and smile that lights up a room! I have loved serving on the MPI-WI board with you, and I am thankful for guidance during my first year on the board!

– Kortnee Carroll

”

“

Shannon has been an amazing role model and so supportive of my goals. She pushed me to join the board knowing I would do well. She is always available to help when I just don't know what I am doing. She is amazing at her job and truly a wonderful friend!

– Lindsey Hess, CMP

”

“

Shannon has been the model of a volunteer leader. She has a servant's heart and a contagious spirit which moves our chapter forward and encourages others to join our journey. Whether it's the dedication of time and energy or the unscripted moments in a car ride or afterglow, Shannon has been at the heart of it all. Thank you, Shannon!

– Christopher Dyer

”





“ I want to express my sincere gratitude for your service. You have truly shown compassion, dedication, and grace as a board member and past president. Thank you for being the person you are. I will miss working with you on the board and look forward to continuing our friendship and MPI time together.

– Sara Beuthien



“ My favorite memory is the Spring Education in LaCrosse last year, Shannon and I took the stage at a college bar and rocked Bon Jovi, and in a light up cape!!

– Farrah Slinger, CERP



On the MPI Global website, their first headline says “MPI is the association for people who bring people together” and ends with “Because when people meet, they can change the world”.

Shannon is the embodiment of this message. Shannon is one of those people who you not only meet but become instant friends with. She has the ability to make you feel right at home and like a friend that you have known forever.

She has always been available and helpful to not just any member of the board, but any member of our chapter. Someone we can all look up to and learn from.

“Because when you meet Shannon, she will change your world!”

– Reggie Driscoll, CMP





**“Acknowledging the good that you already have in your life  
is the foundation for all abundance.”**

– Eckhart Tolle

*Article submitted anonymously*

Earlier this week, I found myself getting anxious at the thought of the tasks in front of me. The narrative looping in my head sounded something like this: “I have to wake up at 4am on Monday to practice yoga. I have to attend 6 hours of meetings on Monday commencing at 8am. I have to stay at home and take care of our two dogs. I have to go to the grocery store to get food. I have to fill my Jeep up with gas. I have to attend therapy on Friday.”

It’s easy to see a day’s task as either a burden or a boring chore, even if it is really an opportunity, we are happy to have. It makes it nearly impossible to live in a state of gratitude when we don’t recognize and give thanks for the privileges and opportunities we are blessed with.

As I continued to give energy to this negative phraseology, I came to a profound realization... I don’t have to do any of these things. I get to do these things. “I get to wake up at 4am on Monday to practice yoga. I get to attend meetings while working from home. I get to take care of these precious pups. I get to go to the grocery store and fill my gas tank up. I get to attend therapy on Friday.”

Whenever you catch yourself starting to complain, replace “I have to” with “I get to.” As gratitude ensues, we are instantaneously able to change our approach and our attitude. This simple change reminds us to be thankful and appreciate the things we normally take for granted.

Think about all of the things you “have” to do today. Now imagine that your doctor just told you that you have 1 week to live. Suddenly, most of those things on the “have” to list seem like outright blessings. Anytime you are feeling overwhelmed by your work or family, or stressed out by your absurdly long to-do list, take a moment to step back from it all, zoom out and appreciate this impermanent, delicate, beautifully complex existence.

**Enjoy what comes of today.**



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# MPI-WISCONSIN MARCH RECAP

By: Laura Maclsaac, CMP

The best MPI chapter in the world (ours!!) was treated to another outstanding education event on Thursday, March 23rd at the beautiful Embassy Suites by Hilton Milwaukee Brookfield. Not sure where to start as there were so many great things to share, so I'll just start chronologically with the day so as to highlight all of the wonderful things that took place in that beautiful setting with all of the beautiful people who attended.

## 9-11am

Prior to the education meeting our Board met to discuss all things MPI-WI and how our chapter is so awesome and ways to make it even more awesome. Thanks, Board, for all of your hard work!

## 10:30-11am

Folks interested in obtaining their CMP designation met to learn more about that and get an idea for what to expect when they do finally sit for the test. **Naomi Tucker, CMP** was on hand to answer questions and let prospective CMP's get a feel for the types of test questions that will be asked, the nuts and bolts of the application process, and share personal stories and strategies on how to pass the exam with flying colors.

## 12-1pm Lunchtime and Networking

"Grazie Mille" (many thanks) to the Embassy Suites culinary team for the amazing lunch they prepared for us. We were treated to an amazing array of Italian food. The chef station for the pasta and the salad bar were a huge hit—everybody could get what they wanted! Loved the Chef's custom tapenade placed at each table at the end of the day. Yum! The linens donated by Windy City Linen and the olive oil used to prepare our meals donated by local Brookfield retailers From Olives to Oil and ORO di Oliva made the meals extra flavorful and special. Of course the Atrium where we dined and congregated was perfect to spend time with friends and meet new ones. I don't know about you, but I always remember the food as part of the overall experience and the way this property spoiled us made such a positive impression and was a great start, middle and end to the day.

## 1-4pm Program—"Focus on the 5th Question"

After lunch we retreated to the beautiful Grand Ballroom to listen to **Gina Glover** educate us on how to increase our networking confidence by providing the skills to connect effectively, represent ourselves and our clients confidently and how to achieve our personal best. So many takeaways that could be used in our day-to-day. I was engaged the entire time and after a huge lunch like that, normally that might not be the case, but Gina was such an excellent speaker and kept the group motivated to keep learning and remember the art of the 5th question which can help overcome boring small talk when networking.....so many great opportunities to network in the room and at the tables. The session ended with a song and a hand-folded origami heart. Everyone left knowing that networking doesn't always have to be about business, but can include love, care and compassion. Great job, Gina!





### 4-4:40 pm Reception, Raffle & Wine Pull

You had me at Wine Pull. Actually, I could have been had by the words: Reception and Raffle. So many things to talk about here. First, thank you to all of the raffle donors. Our partners continue to be so generous and the funds raised by the raffle go to our education and it's always fun to see the winners. Well, everyone who purchased tickets for the Wine Pull was a winner by leaving with wine—basically drinking for charity. Again, all of the wine was donated by individuals and our employers and outside donations and WOW, what a selection there was! There were even items available for non-drinkers. A lot of work, but a LOT of fun.....Thanks to all who participated. Congrats to all of the winners!!



All in all, the rescheduled-to-March MPI Education Planning team lead by **Carrie Berger** and assisted by **Lindsey Hess, CMP**, **Heather Harmeyer**, **Claudia Surees**, **Ed Buchner**, **Rebecca Staats**, **Reggie Driscoll, CMP**, **Sherry Wolf**, **Ann Marie Hess, CMP**, **Lisa Koenecke**, **Tyler Priefer**, **Traci Gaydos**, **Laura MacIsaac, CMP** and **Beth Schnabel, CMP, CED, CUDE** with the ever present MDS team, planned a really wonderful day filled with food, fun and great education. ▴

**Grazie e arrivederci amici miei!!**



# Spring Education Recap

By: Jacob Adamski

**N**ow that Spring has finally arrived, what better way to kick it off than with MPI's Spring Spectacular and Education Day! This event was nothing short of SPECTACULAR. Great food, drinks, networking, speakers, and breakouts. To start off, the team at the Madison Concourse Hotel and Governor's Club sure know how to put an event together. Thank you to **Michael Ferguson** and his team for all the work you put into this event to make it one to remember.

On Wednesday night we started off with our Spring Spectacular, which featured a pre reception with delicious appetizers and drinks and the main event, Drag Queen Bingo. Our host **Cynthia Mooseknuckle** did a fantastic job of engaging with the group and making the group laugh. The group played five games of Bingo with some SPECTACULAR prizes for the winners. To top off the night Cynthia Mooseknuckle performed two numbers for the group. Safe to say everyone in the room had a great time enjoying the art of drag and some friendly competition.

Thursday started off with a great spread of food for breakfast to fuel the group for a day of learning. Throughout the day we learned valuable information on how to (re)design meetings and events. **Dr. Lalia Rach** kicked off the morning with a very insightful keynote about Looking into the Crystal Ball for Meetings and Events. **Dr. Lalia Rach** took the group through the crystal ball and discussed projected trends for the meeting industry in the coming years and moving forward. After a break, the group came back to listen to the second keynote



speaker **Lisa Sommer Devlin** discuss reDESIGNing Partnerships. She shared a lot of great insight on how to get your contracts back to what they were pre covid and how to continue to move forward with partnerships so that the contract benefits the suppliers and planners.

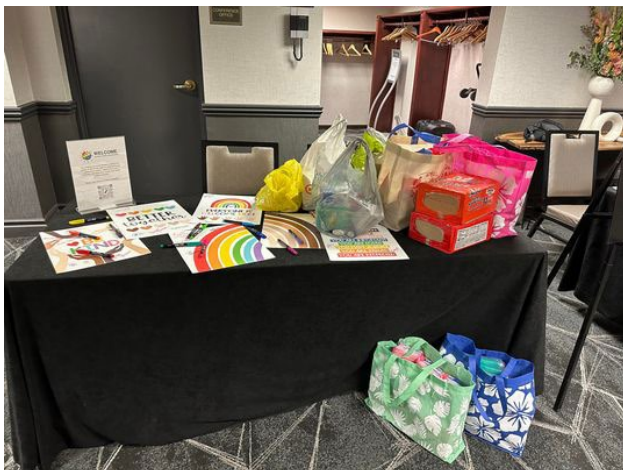
Following Lisa, we welcomed **Steve Starkey**, the Executive Director for Outreach Madison, to discuss the mission and the successes the organization has had advocating for and helping the LGBTQ+ Community in the Madison area. MPI chapter members were encouraged to bring non-perishable food items, personal car items, and gift cards for groceries and gas. The donations directly impact the LGBTQ+ community being





served at Outreach Madison. The group then participated in table discussions in which we were able to ask deeper questions and have a more intimate networking experience.

Following lunch, the group was able to participate in a breakout session in which one was directed to suppliers and the other to planners. Our great keynote speakers from the morning Dr. Lalia Rach and Lisa Sommer Delvin lead the afternoon breakouts. Dr. Lalia Rach led the supplier focused session discussing *The Art and Science*



*of Sale: Trends in Loyalty, Leadership, and Buyer Behavior.* Lisa Sommer Devlin lead the planner focused breakout discussing the *Trends in Hospitality Contracts: What Planners Need to Know.*

Closing out the day the group had Jason Kotecki as the closing keynote. Jason covered the *Art of Tinkering: Tiny Ways to Transform Everything.* Jason shared ideas and insight on how to overcome large fears with tiny steps and how tinkering can uncover a plethora of opportunities. A great way to close out a SPECTACULAR and reDESIGNED event hosted at The Madison Concourse and Governor’s Club. ▲



MAY  
EVENT  
PREVIEW

Pat Dwyer



What does our May speaker, Pat Dwyer, have in common with: Steve Carell, Tina Fey, Amy Poehler, Mike Myers, and Chris Farley? Aside from all being hilarious, these people have all worked on their craft at the infamous The Second City Comedy Club in Chicago, IL.

Don't worry, you won't be expected to perform your own improv on May 11th! Instead, Pat will focus on *Chaotic Goodness: Your Untapped Capacity for Embracing, Owning and Celebrating the Unknown*. He will teach you how to embrace chaos in real time, use it to your advantage and make active choices that harness the goodness hidden inside. You, as a planner or supplier, will be able to design events that adapt more efficiently to rapid change in the moment and redefine potential hindrances as opportunities.

MPI-WISCONSIN MAY EVENT

THURSDAY, MAY 11TH

HOTEL RETLAW, FOND DU LAC

For over 20 years Pat Dwyer has inspired and entertained hundreds of audiences around the world. Pat joins these experiences with the entrepreneurial and corporate growth mindset he earned during his tenure as a leader within the Chicago tech startup community. You can now find Pat bringing his energetic, hilarious, seasoned and people driven approach to Innovation and Change.

Come see Pat Dwyer on Thursday, May 11th at Hotel Retlaw in Fond du Lac! Network with your fellow members, sit down, relax, and get ready to be inspired! ▶



# FOOD FOR THOUGHT: MAY EVENT



## About Chef Ken Wolfe:

Husband, father and Head Chef, Ken has been with Hotel Retlaw, Fond du Lac, WI since the rebirth of this one-of-a-kind, historic downtown hotel, in 2019.

Ken started his career in 1986 at the Century Plaza Hotel in Los Angeles, CA. with his apprenticeship. Since then, he has cooked various types of cuisine around the country and world, from Jackson Hole to Paris!

Ken resides in a small farming community outside of Fond du Lac and takes great pride in getting to know his neighbors and using their local products in as many of his menu items as he can. As you will see with LaClare Creamery goat cheeses, to name one.

Along with his wife, they are raising 2 teenage girls. When Ken has free time from cooking and kids, he loves spending time fishing and foraging wild mushrooms; simply being outside in nature. His favorite food is duck and wild mushrooms.

Ken gains inspiration from other Chef's like Daniel Bonanno, owner of Pig in a Fur Coat, and Tory Miller, owner of Graze and L'Etoile, both from Madison. He also enjoys Red Light Ramen, owner Justin Carlisle, in Milwaukee and Driftless Café in Viroqua, where host of Wisconsin Foody, Luke Zahm, is the owner. He admires what each of these owners/chefs do in their restaurants and for their communities.

Chef Ken welcomes you to Hotel Retlaw and hopes you enjoy. Bon Appetit.



Chef Ken wants to share a "fan favorite" recipe for you to enjoy at home:

## BIRCHER MUESLI

Yield: 4 Qt

- 1.5# rolled oats
- 3.5 cups orange juice
- 3 cups heavy cream
- 1# vanilla yogurt
- ½# honey
- 4 oz pecans
- 4 oz pumpkin seeds
- 2 pears seeded, cored and diced with skin left on
- 1 Granny Smith apple peeled, seeded, cored and diced

Mix everything together and let sit overnight, stored in refrigerator, covered.

Serve topped with your favorite berries.



# Don't miss MPI-WI's Capital Soirée!



Join fellow MPIers for “A Capital Soirée” to celebrate our membership, chapter accomplishments, and more!

Gala Event

Thursday, August 10th

Best Western Premier Park Hotel,  
Madison



The evening will begin with a delicious meal from Chef Edi (see more in the Chef Profile!) in the elegant Hall of Wisconsin. Crystal chandeliers and stylish wall sconces will elevate the mood for this special evening where we honor our fellow members.

Following the awards ceremony, we will move to the Top of the Park for our chapter tradition - the Afterglow Party!

This striking event space is situated on the 8th floor of the hotel with windows displaying a 180-degree view of downtown Madison including both lakes Monona and Mendota and the beautiful Capitol building - a great photo opp!



This is your opportunity to dress up and get fancy (if that's your style!) and wow your fellow members! Stay tuned for more details, award nominations, and registration coming soon! ▲



# FOOD FOR THOUGHT: GALA EVENT

## Chef Edi Flores Sanchez

Chef Edi was born in Tlaxcala, Mexico where he spent his childhood until moving to Madison, WI with his family in 2007 at the age of 14 years old. After graduating high school, Edi completed the Culinary Arts program at MATC Madison in 2012 and began his career at Best Western Premier Park Hotel as a Prep Cook. From 2016 – September 2022, Edi worked as one of the chefs at Graft Madison before making his return back to the Best Western Premier Park Hotel as Head Chef. In his free time, Edi enjoys cooking and entertaining his family and friends along with spending time outdoors. Some of Edi's favorite dishes to prepare are spinach artichoke dip, a variety of meatballs, and ribeye steak.



## Edi's Spinach Artichoke Dip Recipe

### INGREDIENTS:

- 8 oz. cream cheese, softened
- 1/4 cup sour cream
- 1/4 cup mayonnaise
- 1 garlic clove, minced (1 tsp)
- 2/3 cup (76g) finely shredded parmesan cheese
- 1/2 cup (56g) finely shredded mozzarella cheese
- Pepper, to taste
- 1 (14 oz) can quartered artichoke hearts, can liquid drained, squeeze artichokes to drain excess liquid, chopped
- 8 oz. frozen spinach, thawed, squeezed to drain excess liquid

### INSTRUCTIONS:

Preheat oven to 350 degrees. Spray a small (1 quart) baking dish with non-stick cooking spray.

In a mixing bowl stir together cream cheese, sour cream, mayonnaise, garlic, parmesan, mozzarella, and pepper.

Stir in artichokes and spinach.

Spread the mixture evenly into the prepared baking dish. Bake in preheated oven until heated through and melty, about 20 minutes.

Served with warm tortilla chips, crackers, and toasted baguette slices



# Volunteer Spotlight: Jennifer Mell, CMP



There are not enough words that I can say to show my gratitude towards you for your guidance this past year. Jen has been an editor for the *Agenda* and when I took over a year ago, there is no way I would've gotten a hang for it without her. Jen is always thorough and positive, and I really look up to her.

*Thank you for everything, Jen!*

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If you're interested in volunteering, reach out to us. [admin@mpiwi.org](mailto:admin@mpiwi.org)

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**Kalahari**  
RESORTS &  
CONVENTIONS  
WISCONSIN DELLS, WI



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Kalahari Resorts & Conventions is the perfect place to hold your meeting. Big or small, we'll make sure your attendees are taken care of. Our talented culinary team is ready to create a tailored dining experience to delight. With a full-service spa, a new piano bar and world-class dining options, Kalahari has everything you need to ensure your event is successful.

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- > Eight food & beverage options
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# Board Member Profile: Sherry Wolff



## Sherry Wolff

National Accounts  
Sales Executive  
Kohler Hospitality

### Why I Love MPI WI... Let me count the ways:

When I joined the chapter, I expected a few awkward meetings before I found my footing, but I to my delight, felt welcome immediately. When talking to other members they suggested to get involved by volunteering so, I joined the Social Media Committee and before long I was nominated to be on the board of directors, and what a fantastic journey it has been! Fast forward almost 10 years and one pandemic later, I no longer think of my fellow members, as clients, vendors, contacts, or suppliers. They have become mentors, trusted advisors, friends, FAMILY.

This July, I will be stepping down from the board, and stepping back from the Chapter, as my new sales territory is focused outside of WI. However, this will not be the last you see of me. MPI-WI will always be Family. We laugh together, we cry together, and most importantly, we CELEBRATE together!

# MPI WISCONSIN

## ANNIVERSARIES

### CELEBRATE!

Congratulations to those members celebrating a milestone anniversary in March & April!

### *Congratulations!*

#### 25 YEAR

SUSAN ARTS, CMP

#### 15 YEAR

KRISTY CARLSON, CMP

#### 5 YEAR

5 YEARS – DANIEL MCCLUSKEY

5 YEARS – JENNY SEFFROOD

## NEW MEMBERS



WELCOME NEW MEMBERS!

MACKENZIE GLENN

KYLIE HELGESTAD  
HYATT PLACE MILWAUKEE DOWNTOWN

AUBREY LOCKWOOD

MANDY NORBI - ASQEXCELLENCE

KATIE PFANKUCH

MELISSA SCALISSI

HEIDI SKAAR

TIM WHITE  
WAUSAU/CENTRAL WISCONSIN CONVENTION  
AND VISITORS BUREAU

STEPHANIE ZIMMER – DUNAJ AGENCY



[About WEC | WEC23 \(mpi.org\)](#)

Join us at WEC June 13<sup>th</sup> – 15<sup>th</sup>  
in the Mexican Caribbean!

[Pricing | WEC23 \(mpi.org\)](#)

## WEC23 Pricing

Register today and take advantage of our current promotional pricing.

REGISTER NOW

### MPI MEMBER

Planner Member: ~~\$1,050~~ \$950

Supplier Member: ~~\$1,325~~ \$1,125

Faculty Member: \$800

Student Member: \$375

### NON MEMBER BUNDLES

Planner Membership Bundle: ~~\$1,250~~ \$1,150

Supplier Membership Bundle: ~~\$1,625~~ \$1,425

Faculty Membership Bundle: \$950

Student Membership Bundle: \$405



# Supplier Profile: Katie Pfankuch



## KATIE PFANKUCH

Sales Account Executive  
Visit Milwaukee

### How many years have you been in the industry?

I've been in the hospitality industry for 10-12 years now.

### What is your favorite thing about being an MPI-WI member?

I really enjoy the opportunities to connect with my peers in a local capacity and stay in the loop on industry trends.

### What is your favorite team or project you've worked on as an MPI-WI member?

I am a new member of MPI-WI and just attended Drag Bingo and Spring Education Day for my first events, I look forward to working on projects with the team in the future!

### Tell us about your family:

I am lucky to have both of my parents and two siblings who live in South Carolina and Colorado- great vacation spots! I currently live in Wauwatosa with my fiancé.

### 3-7 Things Unique to Your Company:

1. Visit Milwaukee just finished producing season one of "Good Things Brewing," a local TV show hosted by David Caruso that highlights the many things that make Milwaukee unique.
2. Our Sales Team attends more than 30 trade shows annually to bring business to Milwaukee and promote our city.
3. Visit Milwaukee is lucky enough to work with over 100 regular volunteers, many of which have been a part of our team for decades!
4. Our Event Experience Team welcomes more than 30 cruise ships a year that visit Milwaukee by way of Lake Michigan.

### What are your hobbies and interests?

I have a wide variety of interests- I enjoy baking, watching movies, skiing, learning how to snowboard and attempting to keep my plants alive.

### Tell us about who you admire most and why:

She's not famous, but I will always admire my mother. She is an amazing example of a great mother, teacher, friend, organizer, therapist and so much more- she does it all!

### Favorite song/band/artist/movie/book:

**Favorite song:** Too many to count! **Favorite Band:** The Beatles/Paul McCartney, **Favorite movie:** Oceans 11, **Favorite Book:** *The Great Gatsby*, I love the 1920's.

### What is something that is still on your bucket list?

I would absolutely love to visit Australia, that is high on my list!

### Tell us your words to live by or a favorite quote:

*"The expert at anything was once a beginner."* Helen Hayes

# WHO'S **IN THE** NEWS

Compiled by Kortnee Carroll

1



Congratulations to **Wanda Gilles** for starting at Baker Tilly US in the Madison Office. Wanda will be an assistant in the real estate advisory area of the company.

*Congratulations, Wanda!*

2



Congratulations to **Lindsey Hess, CMP** for starting at UW Madison – Center on Wisconsin Strategy as the Event and Administrative Associate.

*Congratulations, Lindsey!*

3

**Romy Snyder** was honored with the prestigious Legacy Award at the 2023 Wisconsin Governor's Conference on Tourism.  
*Congratulations, Romy!*



4

Kalahari Resorts and Conventions is expanding by adding 237 guest rooms. They are planning on opening in summer 2024.



5



Check out **Darcie Holte!** She was featured in the March issue of *Small Market Meetings* magazine! [Click here](#)>

**NOTE:** if you have any news to share in this column, please contact Kortnee Carroll, Director - Publications & Community Outreach, [kocarroll@kalahariresorts.com](mailto:kocarroll@kalahariresorts.com).



Enhance your meeting planning career with the

# MPI ACADEMY

With hundreds of hours of free education for MPI members, the MPI Academy is your one-stop shop for meeting planning and event industry skills training, CE credits and certificate courses. Featuring online and in-person classes and webinars, it's the perfect resource for the job you have - or the job you want.

**CERTIFICATE COURSES:** <https://www.mpi.org/education>

## SAVE THE DATE

### 2023 CHAPTER EVENTS

**MAY 11**

Hotel Retlaw, Fond du Lac

**AUGUST 10**

GALA — Best Western Premier Park Hotel, Madison

**SEPTEMBER 14**

Best Western Premier Waterfront Hotel, Oshkosh

**OCTOBER 19**

Sentry World, Stevens Point

