

MPI-WISCONSIN CHAPTER

Agenda

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Editor's Note



Happy New Year!

I hope you enjoyed your holidays and spent them with those you love.

As 2024 begins, what are your new years resolutions? Do you plan to attend more MPI events? Learn something completely new? Or continue to be the best you can be? The New Year is the perfect time for a fresh start and mindset! You determine how you would like your year to be, so be sure to fill it with what makes you happy and successful.

This past year of MPI gatherings were always a blast! I have built many relationships over the last few months and hope to continue to expand my network. In November, I had the opportunity to attend MPI GLES in Grand Rapids, and it was a great time spent with everyone! I learned a lot from all the speakers and even purchased one of their books. I am excited to dive into reading her book about the Joy in life and stepping out of your comfort zone.

MPI has a lot of exciting events to offer this upcoming year! We are kicking the year off on January 25th in Elkhart Lake to discuss the Solution Circle at The Osthoff Resort. This event will be followed by Conversations that Connect in Neenah on February 15th and Those "Uh-oh" Situations in your contacts on March 7th in Madison. I am always looking forward to what MPI has to offer for each of their events!

Cheers to a great year!

A handwritten signature in black ink that reads "Tyler Priefer".



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MONONA  TERRACE



President's Message



**MPI-WI Chapter President
Reggie Driscoll, CMP**

Hello to all MPI-WI members,

How are you? I hope you all had fantastic holidays with family and friends, wonderful food, and great times. There always seems to be so much rushing around to ensure everything is perfect and timed correctly. I hope there were plenty of times to sit and gather yourself with your friends and families.

New year, new you, new beginnings, blah, blah, blah. I'm not much for New Year's Resolutions. I usually think of them around February and try to remember what I promised myself. Oh well. I saw a message on Facebook that made me pause. *"Every year, you resolve to change yourself. This year, resolve to be yourself."* Unknown. I like this. Rather than try to change your identity, try to be the best "you." Like a resolution, this may be challenging sometimes, but it changes the focus and makes it seem more bearable.

Here, we are at the six-month point of our board terms. This month is the halfway point for the MPI Board Term. As you probably know, MPI is changing to a calendar year from their average fiscal year. This term, all board terms are for 18 months instead of 12 months. Our terms will go through December 31, 2024, instead of June 30. The board has been outstanding in taking on this added responsibility and is looking for a great future for this calendar year. There is extra work and a little extra stress for this extended term, but we are all growing together. We've got this. For all of the non-board members, during this year, please look at all the many ways to volunteer, show up, speak up, and support the board. Your support makes a huge difference in how we put on our event and what we can do. So many committees can use some assistance. Be bold and tell us where your talents can best be used. That will make this extended term so much better for all of us. The entire membership will benefit from some additional volunteer time.

Congrats to the RFP Team for having all our 2024 locations contracted already. You can go on the MPI-WI website and look under the "Education and Events" drop-down on the ribbon, then click on "Event Calendar." Get these on your calendar for the entire year to make your planning easier. Be sure to invite a guest or two if you are able. Increased attendance at our education events drives our budget. I'd love to see a monthly increase for the entire year. Thanks to the **Speaker Team** for having our speakers lined up so far in advance; this is so helpful, allowing our membership to plan.

A big "Thank You" to **Tamara and our team** for putting on such a great GLES in Grand Rapids, MI. Even though we weren't the hosts this year, you can't deny our impact on sponsorships, volunteering, and attendance. A huge THANK YOU to **Brooke Miller** for all her work with the Holiday Auction. This year, we had fewer prizes, but we still exceeded our goal for revenue. We brought in over \$8500 in revenue. We closed the year just before the holidays with our Holiday Happy Hour Zoom call. I had a great time seeing everyone's decorations and outfits. You never fail to crack me up with these. **Ed Buchner** graciously put together some trivia questions and a scavenger hunt. Following the games, we voted on winners for the best decorations/outfits!. Thank you to **MDS** and **Majic Productions** for donating the prizes.

Please see the event calendar for our upcoming education events. January will be at the Osthoff Resort in Elkhart Lake, February at the Best Western Premier Bridgewater Resort in Neenah, and March at the Monona Terrace. The April Spring Extravaganza and Education Day will be at the Kalahari Resort in the Dells.

Cheers to everyone for making it through another year. Let's make 2024 an outstanding year for ourselves personally, professionally, and MPI-WI.

I am looking forward to seeing you all soon.

A handwritten signature in black ink that reads "Reggie Driscoll, CMP".





Why Your Speaking Voice Is Your Greatest Communication Tool

By Hilary Blair, CSP, MFA; CEO and Co-Founder of ARTiculate:Real&Clear

Using your voice more effectively, efficiently, and easily allows you to be more authentic and fully yourself in expression and connection with others.

Your speaking voice is a powerful element of your expression of ideas and leadership. That's obvious, especially in the field of law, where legal arguments are spoken aloud and verbal negotiations are an

essential part of the process. What's not so obvious is the perception of our voices – how people feel about what we say and how we say it – is critical to the success or failure of our communications. Fortunately, we have control over our voices in a way that is authentic, not manipulative.

Yes, how our voices are heard by our listeners greatly impacts what message they do or don't hear. If that

seems a bit of an exaggeration, take a moment to recall a time when you turned off a recorded book or podcast because the voice or voices bothered you. Or think about a newscaster you always turn off because you find their voice grating, immature, pretentious, you name it...

Is your voice helping to convey the content, emotion, and details of your message, or are you sabotaging your attempt to connect and not even realizing it? Your voice portrays or betrays you, and you have far more control over your vocal choices and outcomes than you may realize. Tension, breath, placement – all are under your control in order to share your voice more effectively and honestly.

We often hear this:

"That's just the way my voice is."

...and/or...

"If you ask me to change the way I speak, I'm not being authentic."

Take a moment to consider that there may be more effective and authentic ways to use your vocal instrument.

With additional skills and understanding, you may be MORE you, not less.

You will claim who you are, not create a false front or cover.

Communication Presence & Speaking Voice

If presence is about how you connect to others and remain in relationship, then your voice is directly connected to your presence. Voices are the place where most people disconnect from others.

continued on page 8

We have found this to be mostly due to four misguided beliefs:

1. Feeling overly vulnerable is perceived as unprofessional or awkward. The voice is fueled by breath, and free-flowing breath feels more exposed. You instinctively hold your breath to protect yourself.
2. The self-talk that “this is your voice and there’s nothing you can do to change it.” Not understanding the basics of how your vocal instrument works and assuming that you’re stuck with how you sound.
3. Lack of awareness that misplaced tension causes your voice to shift – which is most often in stressful work situations when the full use of the voice would be more helpful but overly vulnerable.
4. And more profoundly than you may care to admit, the avoidance of the poochy belly. There tends to be an idea that your belly needs to pooch to be connected to

your breath, and most folks are not into an extended belly in a work or exposed situation. But, no, you don’t have to pooch your belly to breathe properly or efficiently – quite the opposite.

The Poochy Belly Myth & Proper Breathing Techniques

The idea that proper breathing involves an extended belly area is one of the most overused and often misused breathing suggestions. Breathing for speaking and breathing for relaxation are physically different. And misplaced tension can interfere in all breathing situations.

If you pooch your belly and suggest that is necessary for a diaphragmatic breath, you are misinformed. If you feel you have to pooch your belly in order to breathe properly for use of your voice, you are misinformed. If there is no paralysis, then you can’t breathe without your diaphragm – it works without your consent or control.

What we do have control over, is where we hold tension.

Your belly area may pooch (not your stomach as that is an organ, and if you breathe in your stomach you will burp). Your belly area may pooch as one of the most relaxed ways of breathing! For instance, you may find the happy poochy belly position of sleeping on your side which allows your belly to pooch as you inhale.

But a poochy belly is not the most efficient for speaking – because speaking is an athletic endeavor.

It takes full breath and muscle engagement to share your voice with enough volume and energy that others hear it. Speaking is not about coming from a relaxed place, but instead a place of properly engaged muscles.

This is very distinct from misplaced tension of the shoulders and neck.

Ward Off Self-consciousness

As professional women, we know that we’re capable of being present, and we can also become aware that our presence isn’t as effective as it could be. When this happens, we need to know what to adjust. Without tools available, professionals can spin in place and think, “Whatever. That’s just the way it is.” Without the opportunity for adjustment, our self-awareness becomes undermining self-consciousness, and we shut out or dismiss what is available to us in the moment.

Our speaking voice is one of the most dismissed tools of communication. We either ignore what may not be the most effective tone or, when others suggest an adjustment, we loudly defend how we speak and use our voice. “This is how I speak. This is me.” It can be like claiming ownership of a familiar posture: a slouch of the shoulders or a hand over the mouth. Yes, it’s what



you're doing right now, and you also can sit up and remain open. You can remove your hand and speak your opinion or observation. You're not less yourself for opening your chest or aligning your head. You might even be more of yourself. You can always slouch when you want, and you do have another option for how you show up. Are you less yourself when you have good posture? Are you less yourself when you allow your voice to flow freely?

What You May Be Doing to Diminish Your Speaking Voice:

1. The biggest problem is muscling your voice from your throat and neck – pushing your voice instead of letting it flow on the exhale. The result is often your voice will have a tight and/or exaggerated deeper or husky sound. It will feel a bit forced.
2. Talking to yourself – imagine how you talk when you've had onions or coffee. You speak, keeping the breath flow minimal. Instead of sharing your voice out into the world, you keep it close – and it's almost as if you are speaking to yourself inside your own mouth.
3. Limited flow and balance result in a tighter and often higher sound. Without the stereo balance of your full-flowing voice, you can land as harsh or shrill. Or, on the opposite spectrum, it can land as muffled and hard to understand.

Your speaking voice is an instrument that you get to play.

It matters how you use your vocal apparatus – it impacts how you are heard and understood or not. Learning

to use your instrument does not mean you will be manipulating yourself or others or that you will be inauthentic. In most instances, letting your breath flow more fully permits you to show up more fully.

Three Communication Techniques to Understand & Implement Allow Your Speaking Voice to Connect and Communicate Better:

1. Exhale your breath. Your voice is vibrations carried on your exhale. When you hold your breath, you hold back your voice. When you breathe shallowly, your voice doesn't get fully powered. So, exhale. Yup, exhale or sigh out, and then allow your breath back in. You're essentially a vacuum, so mastering the exhale increases the fullness of the following inhale.
2. Release the tension in your shoulders and neck. The breath carrying the voice needs the freedom to flow out. Be careful not to cut off the sound or flow with a tightness in the neck or throat. Roll those shoulders, allow your neck to be easy and your voice to ride on the exhale.
3. Allow the music of your message to flow forth. Sharing your voice can feel a bit messy. Sometimes you want to organize your sound and words, and it feels tight – as if it's all happening inside your mouth and throat. Instead, let your voice be shared out and freely. Some clients have said that it feels messy to let it go! Allow the prosody, the musicality of your voice,

to shine. Monotone may feel professional, but it's not your friend if you want to be heard. Musicality helps your audience find the meaning and passion in your message.

Sharing your speaking voice may be vulnerable and uncomfortable. And sharing your voice fully, openly and with intention can be joyous and powerful for both you and those listening. We encourage you to take the risk and own the awkward so you can show up connected, authentic, and in relationship with your audience. ▀

Hilary Blair is a leadership keynote speaker based out of Denver, CO, and is the co-founder of ARTiculate: Real & Clear. She is also a highly regarded, actor, improviser, facilitator, voice-over artist, and voice expert coach.



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APRIL
PREVIEW

20 SPRING EDUCATION DAY 24 SPRING SPECTACULAR

DESTINATION: THE FUTURE OF MEETINGS



APR 24 AND 25 2024
KALAHARI RESORT
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Journey to the Future: Kalahari's Spring Spectacular and Spring Education Await!

Get ready for a thrilling April at Kalahari as we invite you to the Spring Spectacular and Spring Education events. While we're still crafting some surprises, here's a glimpse into the excitement awaiting you.

Arrive Wednesday night, April 24th for an amazing kickoff planned by our enthusiastic Spring Spectacular team. Then we will head to Redd's Piano Bar, featuring live piano music. Bring your dancing shoes for a fantastic night!

Thursday you will experience the "Back to the Future" theme throughout, embracing the past, present, and future. We will enjoy a delightful breakfast by Kalahari's culinary team, followed by captivating keynote speakers in the morning and afternoon. Choose from two breakout sessions in both the morning and post-lunch for a personalized learning experience.

We will all indulge in a culinary feast during lunch – don't forget those stretchy pants!

The grand finale will be an unmissable session from our final speaker, promising inspiration, and renewed vigor.

Pack your enthusiasm and curiosity for a dynamic blend of education, entertainment, and community engagement. Kalahari's April events promise a celebration of learning, camaraderie, and a glimpse into a brighter future. Join us on this inspiring journey!

As Doc Brown would say, "Your future is whatever you make it, so make it a good one!"

Get ready to travel through time with us! Mark your calendars for April 24th & 25th - we'll be waiting for you on this Back to the Future adventure!

Click this link to secure your guest room: [MPI Spring Education Day - Start your reservation \(passkey.com\)](https://www.mpi.com/education-day-reservation)

FOOD FOR THOUGHT: CHEF MICHAEL SHETSKY



MiMi's Southern Peach Cobbler

(This is my mother-in-laws recipe)

- 1# Unsalted butter
- 1 ¼ C Sugar
- 1 C Flour
- ¾ C Milk
- 2 C Fresh peaches sliced (or 1 can peach cobbler mix)

Preheat oven to 400°F.

Mix together your sugar, flour & milk.

In a baking dish melt your butter.

Add half of your sugar, flour & milk mixture.

Pour your peaches on top.

Spoon the remaining mixture on top.

Bake for 25-30 minutes uncovered or until crust is fully cooked.

Meet the culinary wizard, Michael Shetsky, who reigns supreme as the Executive Chef at Kalahari Resorts in the foodie haven of Wisconsin Dells. But hold on to your spatulas, because Chef Mike's journey to culinary greatness is as sizzling as a perfectly seared steak!

For the past three years, Chef Mike has been climbing the flavorful ladder within Kalahari Resorts, turning the kitchen into his own personal playground. With over 12 years of culinary magic under his apron, he's not just a chef; he's a culinary sorcerer!

Before donning the chef's hat at Kalahari, our culinary maestro took a detour through the musical city of Nashville, Tennessee, at the Gaylord Opryland. Starting from the humble world of line cooking, he seasoned his skills to become the ultimate Lead Cook and then emerged as the Sous Chef extraordinaire. It's like a culinary version of a country song with a spicy twist!

But Chef Mike's appetite for adventure didn't stop there. He spread his gastronomic wings in Texas with Hilton Hotels, where he ran a modern Steakhouse that could make even the Lone Star State proud. Yeehaw!

Next on the menu was a stint in the picturesque state of Colorado, where Chef Mike opened the Gaylord Rockies Hotel. There, he ruled over not one, not two, but FOUR culinary kingdoms – the Steakhouse, Sushi joint, Poolside Paradise, and a Taste of Italy! Talk about a chef with a diverse palette!

Now, at Kalahari Resorts, Chef Mike is the culinary ringmaster, orchestrating a symphony of flavors that will make your taste buds do a happy dance. From sizzling steaks to tantalizing Tex-Mex, he's the mastermind behind the culinary delights that transform each meal into a gourmet adventure.

So, the next time you savor a delicious dish at Kalahari Resorts in Wisconsin Dells, tip your hat (or maybe your fork) to the culinary maestro, Michael Shetsky, whose journey from line cook to Executive Chef is as savory as it gets!



ANYTHING BUT BUSINESS AS USUAL

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FOOD FOR THOUGHT: EXECUTIVE CHEF SHAWN MCDONALD



Shawn's love for the culinary arts began in 2001. He has been part of the success of nationally accredited restaurants, consulted for high profile menus, and he has owned his own high-end restaurant. Chef Shawn enjoys creating contemporary menus with fresh ingredients. His experience, knowledge of the industry and commitment to every event is unparalleled.

Farmer's Market Quiche

16 ounces of whipped eggs
8 ounces of heavy cream
2 ounces of roasted diced tomato
3 ounces of roasted diced zucchini
1 ounce shredded parmesan
1 (9in) pie shell

Toast the pie shell in the oven at 325 degrees until golden brown. Remove from the oven and let it rest to room temperature.

Mix eggs, cream, and season with salt and pepper. Add egg mixture to the pie shell. Add roasted tomato, roasted zucchini, and parmesan cheese.

Bake at 325 degrees until the egg mixture is set and golden brown. Cut the quiche into six pieces and serve hot.



MPI HOLIDAY HAPPY HOUR



If you missed the December 14th MPI Wisconsin Holiday Happy Hour, you missed a great time. Lots of holiday cheer and laughter were had by the 22 members on the Zoom. **Ed Buchner** from Majic Productions was our game show host and MDS Association Management, along with Majic sponsored prizes for our first and second-place winners. In our Holiday Sweater Contest, **Stacy Button, CTE**, took first place, and **Lindsey Hess, CMP**, came in second. In our Holiday Scavenger Hunt, **Melissa Falendysz, CMP**, came in first place, narrowly edging out **Amber Farina**. ▴

**There are so many friendly faces,
and it is a great way to lead into the holidays!**



Holiday Auction Recap

Breaking Records:

The 2023 Holiday Auctions Soar to New Heights with \$8561 Raised!

By: Sharon Beyer

In a surprising turn of events, the 2023 Holiday Auction shattered all expectations by raising an astounding \$8561, surpassing the initial budget of \$5000. The air is a buzz with excitement as organizers and participants alike celebrate this incredible achievement.

One of the standout features of this year's auction was the impeccable quality of the items on offer. Despite having only 25 items in the lineup, the event outshone the 2018 auction, which boasted 50 items but raised a comparatively modest \$8334. The success of this year's auction proves that quality truly triumphs over quantity.



The use of technology played a pivotal role in this triumph. The adoption of the email option in Bidding for Good proved to be a game-changer, allowing organizers to reach directly into the bidder community. With 20 winning bidders in total, it's noteworthy that only three

of them are Wisconsin chapter members. The strategic use of technology not only expanded the outreach but also ensured a diverse pool of participants, bringing in funds from beyond the usual circles. As they say, it's good to get money out of other pockets!

One name that stands out in the success of this event is **Brooke Miller, CMP**, Senior Meeting Planner at the Rees Group, Inc. Widely recognized for her instrumental role, Miller's efforts have been integral to achieving this record-breaking result. The 2023 Holiday Auction will undoubtedly be remembered as a turning point, showcasing the power of quality and community engagement in achieving our chapter's fundraising goals.

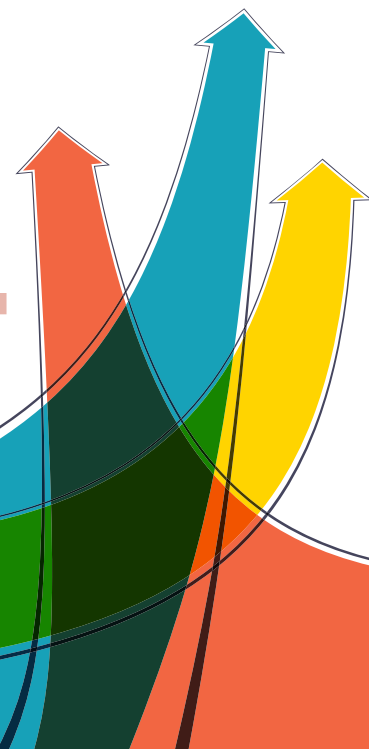


Brooke Miller, CMP

As the event comes to a close, the excitement lingers, setting the stage for future endeavors with the hope that this momentum will carry forward, inspiring even greater achievements in the years to come. ▴

\$8561

~~\$5000~~





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GLS RECAP

From the amazing Princess Castleberry, sitting backwards in chairs, a small swig of Tito's, and AI taking over the world; this event was one to remember! GLS was two days full of knowledgeable speakers, laughs, great prizes (sorry Tamara, about the suitcase), and networking.

We need to give a round of applause to everyone who helped plan this event! The thought and detail put into this event was fantastic... per usual! I don't think closing out the Education Summit could have ended any better.

We need to start off with the Welcome Reception and everything involved to help make the night one to remember. The DJ kept the music uplifting, the appetizers were delicious, and the cotton candy drinks were yummy. It was cool to have a local brewery incorporated to show what there is to offer in Grand Rapids.

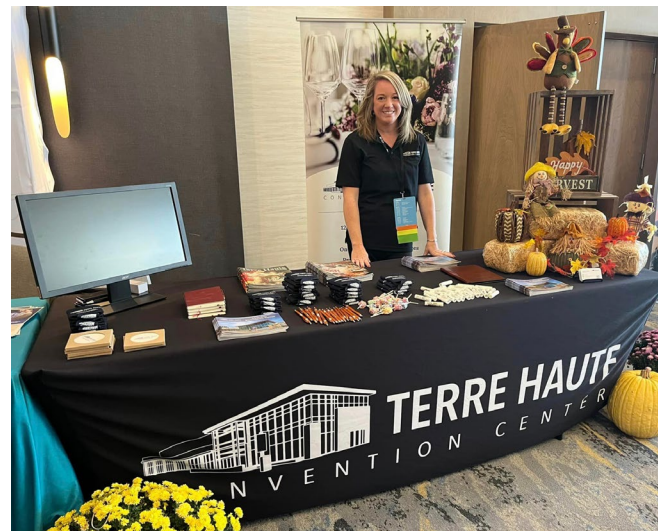


I can speak for everyone and extend a huge thank you to the speakers who attended our event! They were a blast to listen to and came with great motivation. Melissa taught us all about the joy in life and it is okay to step out of your comfort zone. William talked about how Dominant Logic is used throughout yourself, company, and leadership. Lastly, Brian spoke about AI and everything it has to offer. AI is moving at a fast

pace and can be beneficial to everyone on many levels. Side note – AI was not used in the writing of this article.

The evening at the Brewery was a blast!!! The food was to die for, especially the Mac n Cheese; I think I ate half the pan. The space itself was beautiful and fit our group very well. The Wisconsin crew sat together and played a card game with a lot of laughs! The theme for this night was your favorite football team, and many different teams were worn by everyone (GO RAVENS!).

I am sad to know GLS will be taking a brief pause on being held each year, but I am looking forward to attending MPI WEC in Louisville next May. ▴



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Planner	\$1,299	\$1,099
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Faculty	\$679	\$679
Student	\$319	\$319

But hurry! These prices end on April 15!

ANNIVERSARIES

CELEBRATE!

Congratulations to those members celebrating a milestone anniversary in January/February!

Congratulations!

20 YEARS

SHERRY BENZMILLER, CMP
WEIR MINERALS NORTH AMERICA

10 YEARS

DANIELLE ZIEGLER, CMP, CVT, CNAP
RED DOG RESOURCES, LLC

5 YEARS

JENNIFER BRUHN
SVA

1 YEAR

STACY BUTTON CTE, GTP
FOX WORLD TRAVEL- MEETINGS AND INCENTIVES

LYNN GEITZ SWATEK
HOTEL RETLAW

TINA HUSEMOLLER, MBA
FOX WORLD TRAVEL- MEETINGS AND INCENTIVES

MANDY NORBI
ASQEXCELLENCE

KYRA POPP
KALAHARI RESORTS & CONVENTIONS

LAURA PORTZ, CMP
VISIT MIDDLETON

TIMOTHY SMITH
MID-STATE TECHNICAL COLLEGE

NEW MEMBERS



**WELCOME
NEW MEMBER!**

JODIE BROTHERTON

SAMANTHA BROWN
DESTINATION MADISON

KIM CASEY, MBA
VON BRIESEN & ROPER, SC

SARAH DAVIDSON, CPCE

LUCY KUBLY

ALEXA LARSON
IMPACT ASSOCIATION MANAGEMENT

PAT MUELLER

JAYME PAQUETTE
VITENSE GOLFLAND

FRANCINE SMITH

RYAN SMITH
NORTH HAVEN RESORT

AMANDA SOELLE

ELLIE WEISENSEL



Volunteer Spotlight

If you're interested in volunteering, reach out to us at admin@mpiwi.org

Jacob Adamski

Jacob is our Spring Education Lead! He has dived head-first into being the lead! From organizing meetings to helping to recruit new volunteers to answering questions and being a friendly face. Thank you for all of your assistance! I can't wait for April!



Michelle Eggert

Michelle Eggert has stepped up to lead our January MPI Planning Team. She has been a great team player, helping make our January meeting a success! Thank you, Michelle, for all your help!!

WHO'S **IN THE** NEWS

Compiled by Cheryl Oswald

1



TYLER PRIEFER got engaged on December 17th!

Congratulations, Tyler!

2



LINDSEY HESS, CMP's company is getting a new name! Center on Wisconsin Strategy has changed its name to High Road Strategy Center.

3



MIKAYLA DHEIN, CPCE, CWP was promoted to Senior Event Sales Manager at the Milwaukee Bucks!

Congratulations, Mikayla!

4

TRACI GAYDOS recently got engaged and is planning an October 2024 wedding!

Congratulations, Traci!



5



KALAHARI opened **CINCO NICOS**, which is a modern Mexican restaurant & tequila bar encompassing all the resounding classic flavors as they intertwine with a sizzling plate of pure goodness. Kalahari cannot wait to show it off to all of you at Spring Education in April!

NOTE: if you have any news to share in this column, please contact Cheryl Oswald, Director - Publications & Community Outreach, cheryloswald@cnh.com.



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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

2024 CHAPTER EVENTS

JANUARY 25, 2024

JANUARY EDUCATION
The Osthoff Resort, Elkhart Lake

FEBRUARY 15, 2024

FEBRUARY EDUCATION
Bridgewood Resort & Hotel, Neenah

MARCH 7, 2024

MARCH EDUCATION
Monona Terrace, Madison

APRIL 24-25, 2024

SPRING SPECTACULAR & SPRING EDUCATION
Kalahari Resorts, WI Dells

AUGUST 15, 2024

AUGUST EDUCATION
Bars & Rec
The Best Place at Historic Pabst Brewery &
Brewhouse Inn & Suites, Milwaukee

SEPTEMBER 26, 2024

MPI AWARDS GALA
Heidel House, Green Lake

OCTOBER 14, 2024

OCTOBER EDUCATION
The Abbey Resort, Fontana