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Small Talk Survival Skills

► **Lisa Lanting, CMP**
Preventive Cardiovascular
Nurses Association
Madison, WI



SOS: You venture into unknown territory and arrive *alone* at a networking reception, holiday party, conference, coffee break, client meeting, or any other kind of gathering that requires you to interact with new people ... and, make a good impression. Are you one of the lucky ones, blessed with a natural flair for mingling? Do you thrive in these social situations? If not, don't worry – you are not alone. In fact, most people find these situations anxiety provoking and, in some cases, terrifying. I am one of those people. I was not born a small-talk virtuoso, and so I have great admiration and respect for those who excel at engaging just about anyone in conversation. This article is the result of extensive research, practice, and “field studies” (i.e. observing small-talk gurus in their natural habitat) which will hopefully shed some light on the tricks of the trade when it comes to surviving new social situations.

**“Pretend that everyone
has an invisible sign hanging
from their neck that says,
make me feel important.”**

- Mary Kay Ash

Why is it important?

Considering that most of our business and personal relationships begin with small talk, there's really nothing “small” about it. In fact, I would boldly wager that our livelihood is a direct result of how well we connect with other people on a first meeting.

So, what is it that makes someone a good conversationalist? I've asked this question dozens of times over the past few months and the consensus is this: the best conversationalists listen more than they talk. Further, they understand that it's not what you say – it's how you make people *feel about themselves* that is the most important. When meeting someone for the first time, it is natural to want to say the right thing, sound smart, be impressive, get your point across, or

jump straight into your sales pitch, but as Carl Buechner said, “People will forget what you say, they will forget what you do, but they will never forget how you made them feel.”

In their book, *First Impressions: What You Don't Know About How Others See You*, Drs.

Ann Demarais and Valerie White note that if you are able to make people feel good (understood, respected, intelligent, welcomed), they will associate those positive feelings with you. The key is to show genuine interest

in others, and subsequently, “just by being interested, you appear interesting.”

They add that, “While relationships are about mutual need fulfillment, first impressions are about meeting others' needs.” They recommend being socially generous and striving to satisfy the four basic human social needs:

- 1. Appreciation:** “I respect and admire you”
- 2. Connection:** “We have these things in common”
- 3. Mood Elevation:** “I can add sunshine to your day”
- 4. Enlightenment:** “I can share interesting perspectives on current events, facts, and experiences”

Preparation & Practice

The fact is, we all enjoy talking about ourselves to some degree ... and if we have children or grandchildren, look out! All you need is the right opener to get the other person talking: maybe an open-ended question, a genuine compliment, or a comment on the event you are attending. At a recent MPI event, Michelle Eggert, CMP of Conference Direct approached me and said, “I'm so glad to finally meet you, I always look forward to reading your articles.” It was the perfect opener

Motivated by Technology

► **Susan Kainz**

*Grand Geneva Resort & Spa
Lake Geneva*



On Wednesday, September 27, 2006 several MPI-WI chapter members attended the Chicago Area Chapter of MPI hosted luncheon at The Motivation Show. The lunch featured speaker Terry Jones, founder and former President/Chief Executive Officer of Travelocity.com. Jones' innovative leadership style has helped reshape the travel industry.



*Terry Jones: Founder
and former President/
CEO of Travelocity.com*

Terry Jones began his career as a travel agent and later moved into the growing computer field, marketing Mini computer systems to Travel Agents. Terry then spent ten years in Product Marketing at American Airlines/Sabre and ten years in Information Technology at American Airlines/Sabre ending as Chief Information Officer.

Jones left Sabre to create Travelocity, a company that now has over 40 million members and over \$5 Billion in travel bookings. He brought to the audience first-hand knowledge of what it was

like to create a national brand, how to thrive in rapidly changing markets and use technology for competitive advantage.

His program was informative as Jones discussed the latest techniques for e-marketing, the evolution of search, and how broadband is changing consumer behavior online. It's a multi-channel world today, with 35% of consumers shopping all channels (phone, web and store). Today's customers require seamless service in all channels, and companies who can provide that experience combined with deep knowledge of the customer will lead tomorrow's marketplace

Jones challenged the audiences to think outside the box and envision the future. He examined how e-commerce continues to change the business of travel, referring to Expedia's ability to respond to consumers' preferences. For example, Expedia "destination" packing option allows consumers to book air, hotel, attractions and rental cars all under one "roof." The consumer prefers to do their shopping all on one site. Seeing a trend in consumer purchasing power, Jones notes that 66% of new cars are purchased online. He also referred to his own company Kayak.com as a website that provides consumers with stronger search capabilities to supply comparative information. Another website, Groopie.com, is leading the way in changing how group travel is planned specifically for weddings, family reunions, and social groups. ■



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*Kelly Mae, Front Office
Radisson Hotel Milwaukee Pewaukee*

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Connecting the Dots to the Industry's Future

► **Joan Eisenstodt**

*President
Eisenstodt Associates, LLC
February Speaker*



I've been in this industry for more than 30 years. My activity with MPI began in 1979; I joined in 1981. The changes in just this time fascinate me. It was said that in the early days of our industry, contracts were done on cocktail napkins and it doesn't surprise me! When I married, my mom found the hotel contract her parents signed in 1944 for their wedding. If one ignored the provisions for war, the prices, and that they served fruit cocktail as an appetizer, it was virtually the same front and back catering agreement used today!

In the early days of my membership in MPI and then in PCMA and ASAE, I saw that we were to focus on meeting logistics and saving money. We still try to save money, but I think cutting danishes in half is no more! ROI for all meeting stakeholders, including supplier/vendor partners, has been bandied about for a number of years, yet we still are not working as hard as we could to ensure that what we do will in fact bring value.

Where are we today and where are we going? What will point us in a direction to take our industry – with us leading the way – to new heights? If I asked you to read a newspaper today, how many articles or points would you find that would connect to our industry's

future? What would tell you that there could be an impact on what we do? What sparks your curiosity to read further and ponder the implications of what you've read? Or if you follow discussions on the MiForum listserv (<http://groups.google.com/group/MiForum>) or at www.hotel-online.com or at any web site or in any periodical you read, in and outside of the industry, what would tell you that the future of our industry is changing and that the dots we have to connect are more complex? Moreover, why should you care?

To paraphrase Yogi Berra, our industry's future "ain't what it used to be."

We, who have been in the industry for many years, have seen many changes. But, none like those that we are now experiencing and will continue to experience. Each "dot" connects to service standards, changing demographics, risks and contingency issues, airline instability, changing core competencies, and ethics, to name just a few. If you are committed to personal and professional growth, now and for the future, and to making this industry smarter, think about

Continued on page 30

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Planner Directors

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Supplier Directors

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President's Column

► Steve Lorenz, CMP

2006-2007 MPI-WI President
Madison, WI



When I first joined Meeting Professionals International-Wisconsin Chapter, the chapter was MPI as far as I was concerned. I did not give much thought to what those letters stood for, or that there was more to MPI than just my experiences with the Wisconsin Chapter. Then in January 2003, I experienced MPI on a different scale by attending the Professional Education Conference-North America (PEC-NA) in Orlando, FL.

I had heard that each of these conferences offered strong educational programming that could not be provided locally, and after participating in the conference, I can assure you the conference was truly immense in size and scope.

The education was stronger than I had seen thus far in my career. It ranged from the logistic to the strategic. The caliber of speakers and presenters was impressive and they lived up to their hype. I still utilize the knowledge that I gained at those sessions regularly. Some of the best education came not just from the workshops, but also from the opportunities for the attendees to network and exchange best practices with other planners and suppliers from around the world.

The events were imaginative and incredibly well executed. The locations and events that were held in conjunction with the conference were also amazing and innovative. The experience of simply having attended some of these events has driven me to be more creative with my events, even though mine are done on a much smaller scale.

I expected to gain a lot by attending the conference. I expected to gain knowledge, increase my sphere of connections and acquaintances within the industry, and see unique venues. What I did not expect was the bonding that occurs with the other conference attendees.

I met planners and suppliers from all over the world. We talked about difference aspects of our industry and how different cultures experienced different trends relating to the industry. I also met many Wisconsin Chapter members there who I had not met at a local chapter event. Not only did I meet many new people from around the world, the country, and the state, I also strengthened my relationships with people I already knew who were in attendance. We ran into each other in the halls in between sessions, attended some of the same educational sessions, enjoyed the evening events and shared meals together.

It never ceases to amaze me that there are so unexpected benefits of participating in the opportunities that our industry provides.

I have attended several MPI conferences since my first experience in Orlando. I have been fortunate to attend at least one of each of the major MPI conferences: PEC-NA, the World Education Conference (WEC) and even one Professional Education Conference-Europe (PEC-E) in Scotland.

Each and every one of the conferences has had strong education, great and unique events, and networking opportunities with planners and suppliers from around the world. The only difference at each of them is the various members who attend and the new, innovative programming that the conferences provide.

I hope that you all consider attending the PEC-NA in New Orleans on January 21-23, 2007. It will be a great experience to witness firsthand the rebirth of a great convention city. It will be an educational experience that will allow you to bring new and innovative ideas back to your employers and clients. It will be an opportunity for you to meet other members from around the world. And it will be a great opportunity for me to get to know each of you better! ■

Volunteer Committees: New Online Tool

► **Susan Arts, CMP**
VP of Member Care
SC Johnson & Son, Inc.
Racine, WI



As unveiled at the June Volunteer Kick-off meeting, the 2006-2007 Volunteer Database is now available on the MPI-WI website!

What is it? This is a tool that tracks the MPI-WI volunteer committees. It is an Excel database in which each division has a separate tab for its committees. Within each tab is a brief committee description and a listing of the team lead(s) and team members. There is also a tab with instructions and a full list of all volunteers and their contact information.

What am I supposed to do with it? You are welcome to log in and take a look at the different committees and the volunteers within each. As things change (people join or leave a committee, for example), those changes should be reflected in the database.

How do I access it? On the MPI-WI website (www.mpiwi.org), go to the Members Only section and login. Go to Documents and Chat, View Document Archives, and open the Document. If there are multiple copies, open the one with the most recent revision date.

If you would like to become involved in an MPI-WI committee, please contact me at sarts@scj.com. ■

Business Skills for LifeSM: In an effort to enhance the strategic role meeting professionals play within their organizations, MPI's Business Skills for Life teaches core business competencies such as financial planning, strategic thinking, marketing communications and leadership development.

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Michelle Eggert, CMP
with ConferenceDirect, plans meetings in the Fox Cities

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Published bi-monthly by
**Meeting Professionals
International –
Wisconsin Chapter**

2830 Agriculture Drive
Madison, WI 53718
tel: 608-204-9816
fax: 608-204-9818
email: admin@mpiwi.org
web: www.mpiwi.org

Editor

Marie Johnson
Midwest Airlines, Inc.
editor@mpiwi.org

Associate Editor

Lisa Lanting, CMP
Preventive Cardiovascular
Nurses Association
llanting@charter.net

Production Editor

Ann Shultz
AJS Designs

Statements of fact and
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an opinion of the officers
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Publication Deadlines:

January/February 2007
Deadline: Nov. 20, 2006

March/April 2007
Deadline: Jan. 15, 2007

May/June 2007
Deadline: Mar. 18, 2007

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From the Editor's Desk

Do You Have Mail?

If your **Agenda** has arrived a bit later than usual, it is probably attributed to the fact that my laptop died in early September. I was without a computer and did not have access to my emails for nearly 10 days. While there is probably never a good time for one's communication lifeline to stop beating, it was particularly poor timing as it coincided with the production schedule to secure articles and content for this issue.

I was well aware of my co-dependent relationship with my email prior to the crash, but apparently in denial about how severe my condition had become. The first day, my reaction was one of "Okay, I am down, but the technology folks handle these issues all the time. They will get me up and running later today. Everything will be fine." On Tuesday morning, I get the call that they believe my hard drive is dead and may not be able to resuscitate it, but will have more information at the end of the day. My response then turned to skeptical optimism.

On Wednesday, they delivered a loaner laptop equipped with the latest software and memory capacity. I soon realized Windows 95 is bordering on pre-historic and needed to be extra patient with my new friend. If I tried to multi-task and open up more than one document at a time, my loaner would lock up. The good news was that I could now view my incoming emails. The bad news, I could not reply to them, forward information or send attachments.

By week's end, I had started to develop a greater appreciation

for the telephone and was able to get through some needed office clean up and filing. Customers and coworkers stopped emailing me. While not easy, I was managing to get by. During my withdrawal, I was reminded of the fact that email is a good communication tool, but it is only one option among many. It is not an end-all and certainly not appropriate in all instances.

At the MPI World Education Congress in July, I attended a session entitled *Power Writing: How to Get Awesome Results from the Emails, Letters and Proposals You Write* facilitated by Sue Hershkowitz-Coore. She covered the importance of writing well and spent a good deal of time on the proper use of email communication.

She said "You want to let your reader know they can create greater success because of their relationship with you. It's about them. Show them that you care. Also, it is about image, credibility and professionalism."

Before you compose the email, ask yourself the following four questions. If you answer these questions in advance, you can save 80% of the time it normally takes to write the message.

1. Why am I writing?
2. What do I want to say?
3. What do I want to accomplish?
4. What is the action or next step?

One of the more poignant points she made was the difference in emails written by entry level employees

versus executives. Typically, flowery emails with smiles and exclamations come from those in lower level positions in their organizations. The middle management folks tend to use more buzzwords whereas the higher level executives keep their notes short and concise.

Just because emails can be quick to write and even easier to send, they are a permanent document and need to be treated as such. Below are just a few of the helpful hints she shared.

- Use standards of grammar and punctuation. It is perceived as disrespectful to send a note to a colleague, friend and especially a boss that you have not proofread and spell checked.
- Subject Line. Don't make your reader guess what you really want them to know. The subject line should be descriptive and "pre-sell" the message. See the examples below.
 - Scottsdale meeting
 - Scottsdale Board meeting
 - Scottsdale Board meeting – Deadline August 18 Agenda items
- Micromanage B & Cs! The "B" is the beginning and should include a salutation and an appropriate opening sentence. The "C" is the closing sentence and your signature. End with something that is mutually beneficial or will help them achieve greater success. Make the next step easy for them.



► **Marie Johnson**
Midwest Airlines
Milwaukee, WI

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IF YOU WANT OUT OF THE BOX THINKING, DON'T MEET IN A BOX.

The sweeping arcs and spectacular lake views were designed by Frank Lloyd Wright to open up the imagination. Because the only way to stay ahead of the curve is to think outside of the box. For a more inspired meeting, call us in Madison at 608.261.4000 or visit our Web site at www.mononaterrace.com.



Crisis Management and Incident Command Systems

► **Joanne Corby, MA, MPH**
January Platinum Speaker
President, U Expansion, Inc.



We are now past the fifth anniversary of the terrorist attacks on the United States, and it is clear that the threat of terrorism will be with us for a long time. Unfortunately, concentrating our efforts on terror reduction is wasteful. Accepting the new world we live in is just the beginning. Our time is better spent on EPCC (education, preparation, communication, and coordination.)

In a post-9/11 world, meeting professionals must learn more about safety and security issues. These issues have always been a concern, but now we have to factor terrorism into the equation and into our block of education. All communities are potential targets for terrorist activities, and being aware of terrorist tactics is an important step in keeping the meeting industry prepared.

Incident Command System

Your role in the fight against terrorism involves education, preparation, communication, and coordination. The Incident Command System (ICS) provides all four components. In simplistic terms, ICS is a management tool used to coordinate and communicate during a crisis. This system was used by the military during World War I and was adopted in the 1970s by fire services in response to major fires in California. Now, most economically developed countries use some form of ICS.

The meetings industry is a lucrative target for terrorists due to the widespread impact meetings have on the population as a whole. Generally speaking, terrorists will target centers of gravity. Centers of gravity are not only places and events with large numbers of people, but also locations that, when eliminated, impact the local economy. Centers of gravity could include, but are not limited to: public transportation, sporting and special events, government buildings, infrastructure, and sites of social significance. The use of ICS can help minimize the impact and counterbalance the economical outcomes of a terrorist attack.

By learning, understanding and using ICS you can better prepare for those uninvited guests. The meetings industry is a complex world in which coordinating an event, from a small meeting to a large-scale event, requires cooperation among several meeting suppliers. A perfect example: During the California fires in the 1970s, municipal, county, state, and federal fire authorities collaborated to form a defense against the fires. The common goal was to stabilize the fires and protect life, property, and the environment. The post-evaluation

identified several recurring problems involving multi-agency responses, such as:

- Nonstandard terminology among responding agencies
- Lack of flexibility
- Nonstandard and nonintegrated communication
- Lack of consolidated action plans
- Lack of designed facilities

Efforts to address these difficulties resulted in the development of the original ICS model for effective incident management. Although originally developed in response to wildfires, ICS has evolved into an all-risk system that is appropriate for all types of crises. Much of the success of ICS has resulted directly from applying a common organizational structure, standardized key management principles, and common terminology and communications.

ICS training ensures that all who may become involved in a crisis are familiar with ICS principles, terminology and structure. The ICS structure includes better control, common terminology/universal language, common organizational structure, and unity of command.

Finding Success

Your level of collaboration and knowledge of other industries that are responsible for protection will measure the level of your success. ICS uses principles that improve efficiency and effectiveness in a business setting and apply directly to a crisis.

Regardless of the size of the crisis or the number of providers involved in the response, all crises require a coordinated effort to ensure an effective response and the efficient, safe use of all resources. Everyone must work together to manage the emergency. To coordinate the effective use of all the available resources, providers need a formalized management structure that lends consistency, fosters efficiency, and provides direction during the response. ICS provides the universal language to achieve that. ■

The January monthly program of our chapter is offering suppliers and planners the opportunity to spend their time wisely and take a step towards the fight against terrorism. Our platinum speaker will be Joanne Corby, MA, MPA, president of U Expansion, Inc. She will educate us on the benefits of ICS and demonstrate how most successful meeting professionals already use it.

Supplier Profile: Tammie Scott



► **Tammie Scott**

Group Sales Manager

Chippewa Valley Convention & Visitors Bureau

How long in the meetings industry?

Approximately two years

How long in MPI?

I was previously a member for 1 ½ years (while DOS for the Ramada Convention Center in Eau Claire); rejoined in August of this year in preparation for my new position as Group Sales Manager for the Chippewa Valley CVB.

Tell a bit about your company and/or current position: The Chippewa Valley Convention & Visitors Bureau was established in 1980 to foster and promote the tourism and meetings industries in the Chippewa Valley (Eau Claire, Dunn and Chippewa Counties). I began with the CVCVB as their Membership Development Manager in November of 2006 and just moved to the Group Sales position in September. I'm working within the leisure, SMERF and corporate markets on events large and small.

Teams or projects that you have worked on for MPI or would like to be involved with: I have not yet worked on any MPI teams or special projects, but look forward to doing so in the future – perhaps with education or special events?

Family:

Single; proud “cat mom” to Max & Sophie

Where were you born?

Mankato, MN, but was raised in Winona, MN

Where do you currently live?

Eau Claire, WI

Favorite Pastimes:

Performing (music and theater), dancing, movies, reality TV, reading, shopping, travel and cuddling with my cats.

Favorite Musical Group:

Like potato chips, you can't have just one! I'm a child of the 80's, so groups like Loverboy, Survivor, Journey, Chicago, Styx and Queen come to mind. Favorite singers include Patsy Cline, Judy Garland, Pat Benatar, Linda Ronstadt, Martina McBride and Trisha Yearwood.

Dream Vacation:

An extensive European tour, including all the amazing castles and opera houses, and the birthplace of my favorite composer, Mozart (Salzburg).

If I won the lottery I would:

Take care of those who have taken care of me, endow a performing arts center/theater at my alma mater, UW-Eau Claire, start a foundation which would help people realize their dreams, travel the world, go on one incredible shopping spree and invest the rest—hopefully, it was a large jackpot!

Person you admire most and why:

My oldest brother, John, who has dealt with and overcome mental and physical handicaps with great courage and grace – I'm so proud of him!

Words to live by:

“You are what you are, but you can be what you are not” – a Tammie original!

Special personal accomplishments:

My academic and arts-related honors and awards, having a positive effect on the lives of my students.

What else would you like other MPI members to know about you?

I look forward to working more closely with all of you and sharing all that the Chippewa Valley has to offer! ■

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Technology for the Birds

► **Jim Spellos, CMP**
*November Education Day
Founder & President of
Meeting U.*



Look, up in the sky ...
it's a bird ... it's a plane
... it's ...

Well, it's most of
our industry, isn't it?
Ah, we all have the
glamour job ... flying
around to various cities
... spending countless
hours in hotels and
meeting rooms ...
leaving the hotel to ...
go back to the airport.

Yeah, that's the life
we lead. So how can
we make that aspect
of it more tolerable (I

would say enjoyable, but then you'd all stop reading this right
away)? Technology, that's how.

We do have some tools to help us better acclimate to flying
the friendly skies. In fact, there are a great number of websites
that, if you fly a lot (or even just periodically), you should
know about.

I know I should save the best for last, but this one is soooo
good, let's mention it right up front. It's named SeatGuru
(<http://www.seatguru.com>). Why is it so good? Well, you're at
your computer, right? Go check it out for a minute. I'll wait.

Good, you're back. I told you it was useful. The best way to
define SeatGuru is it's everything you wanted to know about
seat information, before you get stuck in a seat that doesn't
recline right over the wing. Select your airline, and then
choose the aircraft you are flying. An interactive model of the
plane, with all of the seats appears. By mousing over any seat,
you can learn if it's just an average 'ol plane seat, or if it's one
that provides special information (both good and bad).

Need to know where the exit rows are? Want a bulkhead seat?
Perhaps find those few seats that recline a bit more, or have
some extra legroom? All of this can be accomplished from this
site. It's a one trick pony, but what a trick! It's so good that a
number of the online airline sites & aggregators are using this
approach. By the way, if the airline on which you are flying

isn't listed in Seat Guru, try Seat Expert instead (<http://www.seatexpert.com>).

Up next on our in-flight menu is probably the best travel
portal out there ... at least the best one that I've found. It goes
by the name of "Joe Sent Me" (<http://www.joesentme.com>).
While some of the information on this site is accessed through
a premium (pay) service, there is a large amount of links free
to all users, and that's what I always like to focus upon.

The essence of this site is an extensive series of links of
great value to the traveler. Looking to track a flight? Their
flight tracker (located under their cyber concierge section
on the bottom left) will do so for any airline. Need to renew
your passport? The Passports/US link directs you to the U.S.
Department of State website section pertaining to passports,
and anything else regarding international travel. Looking to
find out about airport delays? International dialing codes?
How about a listing of all cyber cafés around the world?
Not a problem with this site. Bookmark it & use it as often
as you travel.

Speaking of portals (I know, I'm hopelessly addicted to
them), if you ever need to find specific information on any
airport, go no further than www.airlineportal.org. Airline
codes & websites, travel directories, weather information,
it's all here. They've improved the interface, so it loads
quicker as well.

As meeting professionals, data (good data) is our friend.
We use it to help to avoid attrition and manage housing
blocks, and we now can use it to book flights. Flight Stats
(<http://www.flightstats.com>) provides information about the
performance of any flight. How often is it late? What about
airport information or latest published fares? (more on this in
a moment.) Almost any sort of airline and flight information
you could want, it's there.

Speaking of fares, Flight Stats uses a service that is available
to us all, called Fare Compare (<http://www.farecompare.com>).
Lots of useful fare information and trends available here.

Now, if all the technology geniuses out there could actually
create the Transporter Room from Star Trek, I think we'd all
enjoy our travel that much more. However, we'd have to be
careful about any molecular mistakes the transporter could
make ... hmm, maybe air travel isn't that bad after all. ■

Planner Profile:

Jo Chrest

► **Jo Chrest**
National Events Supervisor
Renaissance Learning, Inc.
Madison, WI



How long in the meetings industry? Since 1994.

How long in MPI? Joined August 2006.

Tell us about your company and/or position:

Renaissance Learning is the leading provider of computerized assessment and progress-monitoring tools for pre-K–12 schools and districts. Adopted by more than 67,000 North American schools, Renaissance Learning's daily and periodic progress-monitoring systems give students, teachers, and administrators continuous formative feedback that informs instruction and helps teachers motivate students, accelerate learning, improve test scores, and ensure mastery of standards—all while reducing teacher paperwork.

I have been employed by Renaissance Learning since 1999. In my current position, I coordinate Renaissance Learning's National Conference that is held biennially as well as the annual regional professional development symposiums we hold.

Family: Two sons, Benjamin and Joseph and one grandson

Where were you born? Black River Falls, WI

Favorite Pastimes: Golf, reading

Favorite Musical Group: I'd have to say the Beatles for favorite musical group.

Person you admire most and why: I don't know that I admire any one person particularly, I think I admire a type of person – those who face adversity and challenges and who come out on top and don't see themselves as victims or ask, "why me?" I admire survivors of all kinds.

Dream Vacation: Anywhere in the Caribbean

If I won the lottery I would: Do something with the money to invest for my children and grandchildren. Probably treat my friends and family to a vacation together. Donate a large sum to the Hystiocytosis Association to help find a cure.

Words to live by: "Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around." (*Leo Buscaglia*)

Special personal accomplishments:

I have survived! ■

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Food for **THOUGHT**

► **Chef Shawn Monroe**
Maders Restaurant and
Midwest Airlines
Milwaukee, WI



In an ongoing effort to resist trends in the airline industry, distinguish itself from the competition and please customers, Midwest Airlines wanted to redesign its inflight dining program to feature contemporary buy-onboard meals. In lieu of working with an airline caterer, they decided instead to partner with a local restaurant to place special emphasis on presentation and fresh ingredients in creative combinations.

After an extensive search, Midwest Airlines chose Mader's Restaurant to assist with development and preparation of its Best Care Cuisine. Mader's – a renowned Milwaukee restaurant since 1902 – it was chosen because of the expertise and innovation of its executive chef, Shawn Monroe, as well as for its experience serving customers in large numbers at various Milwaukee venues.

Chef Monroe joined Mader's Restaurant in 2002. Known for his emphasis on using local products and blending flavors and regional styles, Chef Monroe introduced a new menu for the restaurant's 100th anniversary celebration that year featuring lighter, modern fare.

Prior to joining Maders, Monroe worked as a sous chef at Pierce's 1894 Restaurant, a four-star/four diamond and Dirona

awarded restaurant. Here, he had the pleasure of working with Chef George Shimert who was trained by the world-renowned Chef Jeremiah Towers. Monroe then headed to Cornell University in 1997, where he turned his talents to teaching as chef de cuisine for the School of Hotel Management. Here he was able to work with celebrity chefs, such as Emeril Lagasse, Wolfgang Puck and Daniel Boulud. Monroe has proudly showcased his culinary expertise for dignitaries like Ferdinand Metz, the president of the Culinary Institute of America; George Lang, chef and owner of Café des Artistes and author of "Nobody knows the Truffles I've Seen;" former first lady, Hillary Clinton; and Lech Walesa, former president of Poland and other international leaders.

Nowadays, you will find Chef Monroe keeping busy with his newest endeavor, the launch of Creative Cuisine. Designed to offer a unique catering experience for all types of events. ■

Shawn Monroe
Fine Dining, Catering, Festivals
Phone: (414) 702-2015
Email: smonroe@maders.com

Warm Chocolate Torte

Ingredients	amount	unit
Semi-sweet chocolate	0.75	lb.
Butter	0.5	lb.
Sugar	1	cup
Flour, A.P.	0.5	cup
Eggs	6	each

1. Over a double boiler, melt chocolate and butter. Cool to room temperature.
2. Whip eggs and sugar until doubled in size.
3. Add flour.
4. Pour chocolate in a thin stream until incorporated.
5. Grease ramikins well. Add mixture 3/4 up and bake at 350° for 20 minutes.

Serve warm chocolate torte with fresh berries and whipped cream.





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Emergency Preparedness: Back to the Basics

New CPR Guidelines from the American Heart Association

Sudden cardiac arrest is a leading cause of death in the US, claiming more than 350,000 lives per year, according to the National Institutes of Health. It is estimated that 90% of cardiac arrest victims die before ever reaching a hospital. More often than not, it is too late by the time paramedics arrive following a 911 call. This means that rescuers must act quickly!

At a recent site inspection in Quebec City, I was delighted to hear that the security staff members at the Convention Centre are all trained as paramedics. Wow! They are able to respond immediately to on-site health emergencies and apply advanced life-saving techniques before an ambulance arrives. This got me thinking . . . why isn't this a standard in the meetings industry? Shouldn't all meeting professionals at least be required to become certified in basic CPR?

What can meeting professionals gain from CPR training?

1. **Save a life:** an attendee, a colleague, a friend, a family member, a person in need.
2. **Reduce liability** in the event of an emergency: Including staff CPR training in your risk management/emergency preparedness plan may help you show additional due diligence in safeguarding human lives at your programs.

The American Heart Association (AHA) recently simplified and released brand-new CPR guidelines, so now is the perfect time to brush up on your skills or become certified if you haven't already. "Back to the Basics" is the theme, and the new training materials include a shorter, simplified training manual, a DVD, and a pocket/wallet card for quick reference. The training courses have also been simplified, with an emphasis on effective chest compressions.

► **Lisa Lanting, CMP**
Preventive Cardiovascular
Nurses Association
Madison, WI



Important changes to Adult CPR guidelines:

- Stronger emphasis on chest compressions. The ratio is now 30:2 (compressions to rescue breaths). To be effective, one must **push hard and push fast**, 1.5 to 2 inches deep in an adult, and at a rate of 100 per minute (1.6 per second), allowing the chest to completely recoil in between.
- No stopping to check for a pulse (for lay rescuers), proceed straight to 30 chest compressions after 2 rescue breaths.

Mary Beth Wunch, RN, Training Center/CPR Coordinator for Dean/St. Mary's HealthWorks in Madison, WI, was kind enough to share an afternoon with me and update me on the new CPR guidelines. She explained that every 5 years the AHA updates the guidelines based on international research related to emergency cardiac care. She is a strong supporter of the AHA's goal to train 20 million people by 2010 because "bystander CPR is highly critical in sustaining blood flow to the brain and organs. It buys the victim time while you are waiting for advanced life support to arrive." She went on to say, "Unfortunately, the current rate of survival from cardiac arrest is only 4-5% and most heart attack victims wait 1-2 hours before going to the hospital. The key is to be able to recognize the signs early, act quickly, and begin CPR if necessary." One of my favorite components of the new training kit is the pocket/wallet card, which is a small, lightweight "reminder" for anyone needing a quick refresher. I plan to order these for everyone on my team and hand them out on-site at programs. It includes the 5 basic steps to adult CPR and tips on recognizing the signs of heart attack & stroke.

Continued on page 15



New: 2 breaths and 30 rapid chest compressions - push hard, push fast



New: \$30 Mini-Anne CPR kit for self-instruction



CPR basics: a pocket/wallet card for quick reference

Signs of heart attack:

- Chest discomfort (uncomfortable chest pressure, squeezing, fullness, or pain)
- Discomfort in other areas of upper body
- Shortness of breath
- Sweating, nausea, lightheadedness

Signs of stroke:

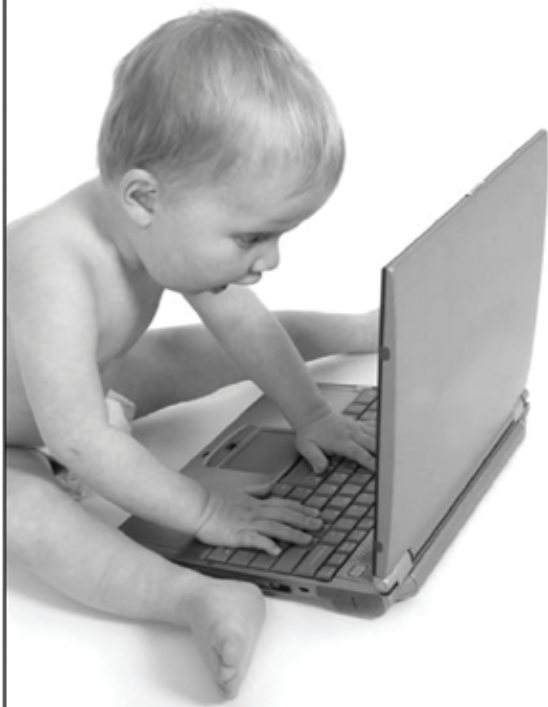
- Sudden numbness or weakness in the face, arm, or leg, especially on one side
- Sudden confusion, trouble speaking or understanding
- Sudden trouble seeing
- Sudden trouble walking or dizziness
- Sudden severe headache

What if you don't have time to attend a formal training course? In a campaign to make CPR training more accessible, the AHA has developed a \$30 inflatable mannequin named Mini Anne with an instruction manual & DVD for individuals to learn CPR in the comfort of their own homes or offices. Studies have shown that the people who learned via Mini Anne did as well or better than those who took a formal CPR training course. The only difference is that Mini Anne program does not provide official CPR certification. ■

Please note: this article is not intended to replace the advice of healthcare professionals or teach CPR training. It is simply intended to provide updated information on the most recent CPR guidelines released by the American Heart Association. For a list of CPR courses in your area, please visit www.americanheart.org.

Adult CPR: 5 Basic Steps

1	Check the scene and make sure it is safe for you to help. If it is safe to do so, check the victim for consciousness: tap and shout to get a response.
2	Call 911 if you get no response from the victim, or instruct someone else to call for help and to retrieve an AED (Automatic External Defibrillator) if available.
3	Airway: Open the victim's airway with a head tilt, chin lift. Look, listen, and feel for breaths. Take only 5 to 10 seconds to check for breaths.
4	Breathing: If the person is not breathing, give 2 breaths (lasting 1 second each) that cause the chest to rise. If the chest does not rise, repeat head tilt, chin lift and try again. Circulation: after the 2 breaths, immediately start chest compressions or use an AED if available. <i>Do not stop to check for a pulse.</i> If no AED is available, deliver 30 compressions in the center of the chest between the nipples, at a rate of 100 per minute (1.6 per second). Remember: push hard, push fast. Each compression should be 1.5 to 2 inches deep and should allow the chest to completely recoil in between.
5	Repeat Cycle of 2 breaths and 30 compressions until help arrives or until victim begins breathing.



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Want It, Need It, Gotta Have It: Web Registration

► **Ann M. Frank**

*Manager, Meetings Operations
Adelman Travel Group*

Everyone from little league teams to large corporate groups are finding value in using online registration products. From both the agency and meeting planning sides we have found more and more clients looking to us to assist in choosing or developing their online registration. While there are a number of tools out there, the reasons for using an online registration tool are the same:

- **Efficiency** - A basic website on almost any registration tool can be created in a matter of a few hours. Attendees input their reservation, contact, payment information and choice of fee packages at their convenience. No host organization personnel need to be present.
- **Unlimited Customization** - Make your form the way you want it! Unlimited fee or "package deal" options, plus e-mail confirmation options. Upload your special graphics, logos, or designs to create a powerful brand image.
- **Creates an identity** - you can direct attendees to a specific event or the team of planners via use of the product. It also eliminates the "crossover" that happens on the agency side of using your regular agents who may or may not have anything to do with the meeting or event.
- **Savings** - Attendee-initiated registration eliminates labor costs required for re-entering data, handling mail, faxes and checks. With workflow; we have staff that, depending on the complexity of a program, can process high volumes of air tickets based on using a registration form. These sites are also easy to build and maintain yourself, including custom reporting. This means no need to utilize your IT department or hire programmers.
- **Accuracy** - Registration data entered online can easily be imported into the existing in-house event registration system, eliminating data entry errors.
- **Convenience** - Attendees can register 24 x 7. For example, a client opened up registration over Labor Day. By Tuesday, 20% of their attendees had already signed up.
- **One-stop "shopping"** - Self-directed online registration is easy. Attendees can complete the process quickly and accurately, including any special requests (like a king non-smoking room) or needs (we always love to read about that 6'7" attendee who has had surgery and MUST have an exit row seat, as well as a king non-smoking room!)

While each online registration tool has its own pros and cons, they are truly a win-win for the attendees, planners and their travel agencies! ■



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Is it Time to Update Your Resume

► **Deborah Walker, CCMC**
Career Coach
Resume Writer
Alpha Advantage



The motto “Be Prepared,” isn’t just great advice for Boy Scouts; it’s also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away?

Four critical times to update your resume:

1. At least once a year
2. Any time your career focus changes
3. When you anticipate layoffs with your company
4. When you begin to feel dissatisfied with your current position

1. Update your resume every year.

This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume is years out of date, and you’ll have to scramble to catch up. Keep your resume current by including your best accomplishments each year. Don’t count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted questions on your most recent jobs.

2. Update your resume when your career focus changes.

If you want to change your career path, then you also need to change your resume. There are several ways to shift the focus away from your current job and toward your new career. By focusing on the skills that will be useful in your new career, you can position yourself as a stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center. In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over. Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter’s “wish list” for great job candidates.

3. Update your resume when you anticipate layoffs within your company.

A harsh reality of today’s economy is the need for corporate downsizing. Layoffs and losses are becoming more and more common. But you can prepare for any worst-case scenario by keeping your resume up-to-date. Don’t make the

mistake of being overly optimistic. It’s safe to assume that you are on the “out” list. Most people who get caught unexpectedly in a layoff thought they were indispensable to their employers. You might be important or well liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way. Don’t mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they’re laid off, it’s already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality.

4. Update your resume when you are dissatisfied with your current position.

Job dissatisfaction leads to feelings of frustration, worthlessness, and often hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-the-minute resume. Taking proactive steps toward a new career will give you back your optimism and feelings of self worth. If it’s time for you to update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it’s possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today. And if you’ve simply been “tacking on” to your old resume, it may start to resemble a house with too many additions, with little sense or direction. A professional resume critique can help you decide exactly what you need to move forward. A well-written resume can make an incredible difference in:

- The length of time it takes to make your career move
- The quality of your next position
- The income potential of your next position

Your resume is your best sales tool in finding a new job, and it deserves the investment of your time and commitment. With a little extra effort now, you’ll be prepared for anything that comes your way and be well on the path to your next great job. ■

Deborah Walker, CCMC

Career Coach ~ Resume Writer

Find more job-search tips and resume samples at: www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

Take Notice: Celebrating Achievements

► **Susan Arts, CMP**
VP of Member Care
SC Johnson & Son, Inc.
Racine, WI



Recognition (rek-ig-nish-en): the action of recognizing; special notice or attention (as defined by Webster's New Collegiate Dictionary)

We all like to be recognized, especially for positive accomplishments – a meeting brought in under budget, delivering the WOW factor for a client, serving outstanding food to a group. Look around your office or cubicle. How many items of recognition are surrounding you right now? I keep fun things to remind me of events that have been successful – nametags, giveaways, trinkets – as well as the “brag wall” featuring my achievement awards, CMP certification and Board of Director’s plaque. I am proud when someone comes into my space and sees what I have done over the years.

The MPI-WI chapter has a formal recognition process for members, and we celebrate their outstanding achievements at the Awards Gala in May. Here’s what some recent award winners had to say about their recognition:

Marin Medema
Senior Sales Manager, The Osthoff Resort.
2004 Supplier of the Year

It was wonderful being recognized in the same category as some incredible peers that I hold in very high regard. It’s wonderful to be recognized in front of a whole room of people I respect. Professionally, I feel it will be something that will always be considered very impressive when noted on a resume.

The Awards Gala was a wonderful night and it made it even more special since my husband was there to enjoy the night with me. It’s an incredible feeling realizing where I started out many years ago, all the great friends I’ve made over the years in MPI and to receive Supplier of the Year was a night I’ll never forget!

Janet Sperstad, CMP
Lead Instructor, Meeting and Event Management Program, Madison Area Technical College.
2005 Hall of Fame and 2001 Planner of the Year

There is no higher recognition for me than by individuals with whom I work every day. Receiving an award from my peers in MPI-Wisconsin who help me celebrate my victories and support me in defeats is amazing and very empowering and well ... it just doesn’t get any better than that.

Kim Marie Ball, CMP
Corporate Hotel and Meetings Analyst, Abbott.
2006 Planner of the Year

Professionally, this award has afforded me the opportunity to continue my efforts to elevate the understanding of the value of meetings. Further, I have stronger name recognition which means that others are looking to me for my expertise in strategic meeting management.

Honestly, everyone wants to be recognized by their peers and I am no different. Receiving this award was very humbling and exhilarating at the same time. I felt an overwhelming sense of accomplishment and pride.

Tracie Toth, CMP
Sales Manager, The Osthoff Resort.
2004 Supplier of the Year

Winning awards from MPI helped me professionally on several levels. It helped make me more valuable to my employer and also is a great boost on my resume. Anyone can tell a current or future employer how valuable you are to their organization but it helps when you have things to show them as well. These awards acknowledge your efforts and dedication to the industry. In addition, I could use awards won from MPI to accumulate points on my CMP application.

Winning awards from MPI meant a lot to me on a personal level. I felt like I got a big pat on the back and we all love recognition! It also helped boost my confidence in what I was doing for the chapter and where I was spending my volunteer time. Ultimately, MPI is a room full of friends and it is really nice to celebrate with them.

Marge Anderson
Associate Director, Energy Center of Wisconsin.
2006 Hall of Fame and 2000 Planner of the Year

In my industry, the MPI awards are not regarded as important, because meeting planning is not seen as mission-critical in the same way that technical disciplines are. This makes my awards more important to me, because they’ve recognized my professional accomplishments in a way that wouldn’t have happened through ordinary work activities.

I care deeply about the meetings industry, so it has been extremely moving to receive these awards from my MPI family of peers. Besides, I get to use the microphone. :-)

Continued on page 19

Connie Nau, CMP
Manager, Meeting & Event Planning, Humana Inc.
2006 Meetings Industry Advocate

Personally, my involvement with the Chapter has allowed me the opportunity for growth and achievement in areas that I may not have had the opportunity while on my actual job. After serving on the Board for a few years, and volunteering for committees, it was an honor to be recognized by my peers for my contribution. It is so important for members to understand that you will only get out of your membership what YOU put into it. Although Chapter work sometimes requires doing projects from home, or after hours at work, the rewards of being involved in the Chapter are the long term friendships and a strong network of knowledge is invaluable. Receiving an actual award was the cherry on the sundae!

Professionally, it was a notable achievement for me, and the award hangs on my office wall. I believe that receiving my CMP and my Chapter Award are two of my proudest moments professionally. Within our organization, it was noted on our plasma screen in our corporate office in Louisville, as well as in our web based newsletter for all associates to read. Due to this recognition, I received a lot of questions from

other associates regarding the level of work that I and my department do for Humana, giving me the opportunity to educate even more people about our profession.

None of these award winners were paid for their contributions to the chapter, they did it because they believe in the mission of MPI-WI: to educate, involve, and inspire its members.

This year, you will see the work of many incredible volunteers who give their time, talent and resources to make your chapter a success. It is each chapter member's responsibility to participate in the recognition process. The Awards Nominations are open to all chapter members, and the process begins in February. Each chapter member will receive an e-mail with a link to the Nominations page on the website.

I encourage you to start thinking now about the volunteers you have seen that have made an impact. When you get that e-mail, don't put it on the TO DO list. Go, fill in the nominations form (it isn't very long), and submit it. Make sure that your voice is heard, and that we continue to recognize the excellent work of our peers. Wouldn't you want someone else to do the same for you? ■

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Sure, attendees at meetings and conventions expect they'll have to dress up for those pesky planning sessions and PowerPoint presentations. But must they take themselves so seriously the rest of the time? We think not. We believe for every minute spent in a meeting, employees benefit by spending equal time riding our extreme waterslides, surf machines and water roller coasters.

Oh, and just so attendees may plan ahead, warn them the kids will want to come, too. Suggest they position it as a "summer vacation." You know, the one that never happened because Mom and Dad were just too busy with work. Pleasantly ironic, isn't it? Wonders never cease in "The Waterpark Capital of the World!"™



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Holiday Cheer!

► **Mae Ibe**
VP of Finance
Fox Cities CVB
Appleton, WI



It's that time of year ... shopping for gifts, indulgence in food & beverages, spending time with friends & family, celebrating accomplishments of the year, and setting new goals. Ahhh, and holiday parties!

This year's MPI-WI Holiday Party will be held at the Monona Terrace, and we have come up with a solution for our WSAE/MPI crossover members. To maximize time out of the office, we have piggybacked our Holiday Party with the December WSAE meeting (daytime event).

Join your fellow MPI friends for a holiday celebration at the Monona Terrace on December 5, 2006. Same day, same place as the WSAE holiday program!

There are many sponsorship opportunities available. If you would like to help out by donating raffle prizes and/or helping on the committee, please contact Tina Luther at 608-437-0121 or tluther@heidelhause.com. ■



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The Power of COLORS

► **Lori A. Fuhrmann**
*Four Points by Sheraton
Milwaukee Airport
Milwaukee, WI*



I am helping a friend of mine decorate a new house he bought. The effect of colors on emotion is currently a topic of much interest. Magazines such as *Self*, *Cosmopolitan*, *McCall's*, *American Health* and *Psychology Today* have articles describing the association between color and mood according to Susan Minamyer. While I took interior design in high school and two years out, my memory seems to be fading so I did a little research.

During that process, I learned that colors not only affect our moods awake, but also impact us in our dreams. I dream a great deal and found this very interesting. Keep in mind you need to consider your own personal and special associations with each color.

Black

Black symbolizes the unknown, unconscious, danger, mystery, darkness, death, mourning, hate, or malice. To dream in black and white, could suggest that you need to be more objective in formulating your decisions. Black and white dreams could be a sign of depression or sadness.

(If you wear a lot of black on the other hand, it then represents power, sexuality, sophistication, formality, elegance, wealth and mystery – I liked this one, as I look in my closet and see a lot of black ... so I'll have to let my eclectic sister in California know that it does not mean I am boring, like she thinks.)

Burgundy

The color burgundy, in your dreams, symbolizes wealth, success and prosperity. It is an indication of your potential power.

Fuchsia

The color fuchsia represents your connection to your spirituality and meditation. You are letting go of old attitudes and ready for change. This color is also associated with emotional stability.

Green

Green signifies a positive change, good health, growth, healing, hope, vigor, vitality, peace, and serenity. Green is also symbolic of your desire to gain recognition and establish your independence. Wealth, money, and jealousy are often associated with this color. Its cool quality soothes, calms, and has great healing power.

Red

This is an indication of raw energy, force, vigor, intense passion, aggression, power, courage and passion. Red had deep emotional and spiritual connotations. If you are dreaming in red, it may be a dream filled with danger. One night I had little Buddha guys chasing me with red eyes. No more Chai Tea before bed for me!

Hot Pink

The appearance of hot pink in your dream represents sex and lust. I dreamt once that there were plastic pink flamingos hanging from my office ceiling when I got back from a trip, does this count????

Gray

Indicates fear, fright, depression, ill health and confusion. You may feel emotionally distant or detached.

Olive Green

Okay, I can honestly say I do not recall ever dreaming in olive green, but just in case you have, it means that you need to achieve peace in your environment.

White

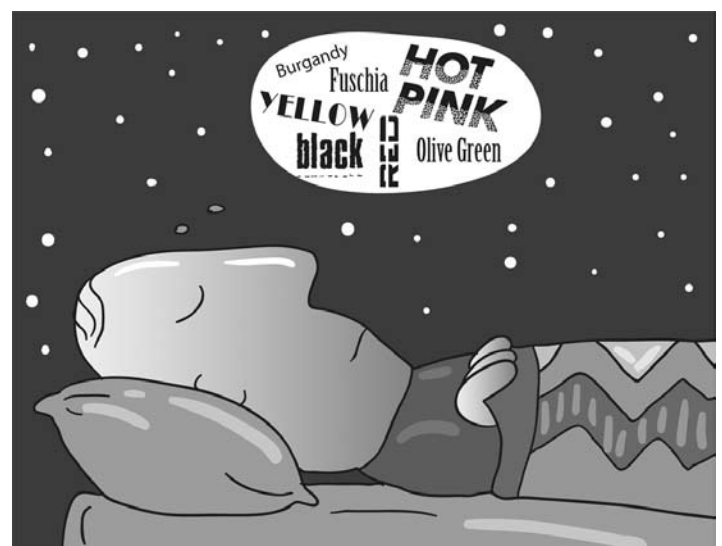
Represents purity, perfection, peace, innocence, dignity, cleanliness, awareness, and new beginnings. If you dream in white, you may be experiencing a reawakening or have a fresh outlook on life.

Yellow

Yellow has both positive and negative connotations. If the dream is a pleasant one, then the color yellow is symbolic of intellect, energy, agility, happiness, harmony, and wisdom. If the dream is an unpleasant one, then the color represents cowardice and sickness. You may have a fear or an inability to make a decision or take actions. As a result, you could be experiencing many setbacks.

The above is just a sampling of different colors and their meanings. To learn more, visit Dream Moods™ at www.dreammoods.com.

But no matter what, I still say, it's okay to dream. ■



Community Outreach: Making a Difference

► **Sara B. Kern**
Wilderness Hotel & Golf Resort
Glacier Canyon Lodge &
Conference Center



The 2007 Community Outreach Program was kicked off during last year's November's Fall Education Day and our membership graciously donated all sorts of items for the **Dane County Humane Society**. Last year, the Dane County Humane Society helped over 7,000 animals! They responded to over 1,500 calls to transport stray animals and addressed more than 250 cases of animal cruelty and neglect complaints. In 2005, the Dane County Humane Society's wildlife program admitted 1,200 injured or orphaned wild animals.



The following items are continually needed by the humane society. Please keep them in mind throughout the year:

- Kong toys - large size
- Peanut butter (creamy)
- Non-flavored bone-shaped/rolled rawhides larger than 4"
- Canned dog and puppy food
- Squeeze cheese in a can
- Aspen shavings, and clay litter (unscented & non-clumping)
- Canned cat and kitten food
- Dry kitten food
- Lab Diet Hi-Fiber rabbit food
- Quality white copy paper
- Liquid laundry detergent and Bleach.

For more information on the Dane County Humane Society, please visit www.giveshelter.org.

- 2,000 dogs and 3,500 cats are born every hour in the US compared to only 415 human babies.
- One unsprayed female cat, her mate, and all their offspring, producing only two litters per year, with 2.8 surviving kittens per litter can produce 370,092 cats in just 7 years.
- Millions of animals are slaughtered each year. This is more than 85,000 tons of death which equals the weight of both the Titanic and her sister ship.
- Annual cost of disposing of the dead bodies is 600 million dollars, enough to send 120,000 students to college for 4 years.
- U.S taxpayers pay an estimated 2 Billion Dollars every year to round up, house, kill, and than dispose of the animals body.

Did You Know?

Ronald McDonald House Charities of Madison will be the 2nd organization to benefit from the MPI Wisconsin Chapter Community Outreach Program at our December Holiday Party. This year, let's think about items that will make the children, and their families staying at Ronald McDonald house, a little more comfortable each day, while they are enduring a very stressful time in their lives.



In addition to toys and games, please consider donating the following items:

- DVD movies
- Gas cards
- Restaurant gift certificates
- East Towne/West Towne Mall or Hilldale Shopping Center gift certificates
- Canned food items
- Breakfast cereal
- Arts & crafts supplies
- Cash (Watch for the Holiday Party Registration to donate on-line!)

Madison's Ronald McDonald House evolved from the support of local volunteers and regional fundraising efforts when the community raised more than \$2 million to open its doors debt-free on May 22, 1993. Since then, the house and its volunteers have been providing a "home away from home" for families whose children (18 and under) are undergoing treatment at Meriter Hospital, St. Mary's Hospital, and UW Children's Hospital. It costs about \$88 to house a family for one night, of which Ronald McDonald House Charities asks families to contribute \$10. Since the opening of the house in May 1993 through December 2005, the Madison house has hosted nearly 5,275 families, from 46 States and 14 countries.

It's also worthy to note that one of our very own chapter members, North Central Group, comprising the properties Comfort Inn & Suites Madison East, Courtyard by Marriott Madison East, Hampton Inn East Towne, Hampton Inn West Towne, Hilton Garden Inn Madison West and Residence Inn by Marriott Madison West, donate overnight accommodations when the Ronald McDonald House is at capacity and their employees even go to the house on a monthly basis to help prepare meals!

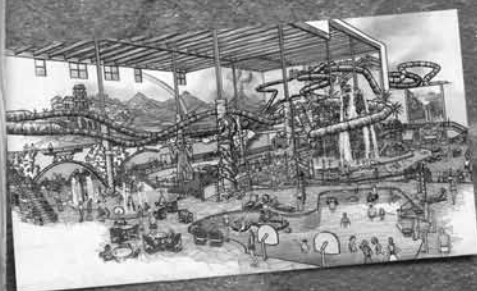
For more information on the Ronald McDonald House Charities of Madison, please visit www.rmhmcmadison.org. ■



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Renaissance Learning Inc
PO Box 45016
Madison, WI 53744-5016
Tel: 608-664-3880 x 2020
jachrest@renlearn.com

Sateash L. Diehm

Member Type: Student
602 Johns Street
Mount Horeb, WI 53572
Tel: (608) 712-4124
sdiehm@stu.matcmadison.edu

Paula C. Englebert

Member Type: Supplier
Sales Coordinator
Bridgeport Waterfront Resort
50 W. Larch Street
Sturgeon Bay, WI 54235
Tel: 920-746-9919
Fax: 920-746-9918
bridgeportpaula@yahoo.com

Sara Fielder

Member Type: Supplier
Wausau Central WI
Convention & Visitors Bureau
10204 Park Plz #B
Rothschild, WI 54474
Tel: 715-355-8788
sfielder@visitwausau.com

Rachel L. Frederick

Member Type: Student
4703 Buckeye Rd
Madison, WI 53716
Tel: 608.261.4081
rachelfred@gmail.com

Tami M. Glaser

Member Type: Student
N62 W29420 Rybeck Road
Hartland, WI 53029
Tel: 262-253-7810
Fax: 262-251-6098
tglaser23@yahoo.com

Jenny A. Grass

Member Type: Planner
Project Administrator
Harley-Davidson
3700 W Juneau Avenue
Milwaukee, WI 53208
Tel: 414-343-8595
Fax: 414-343-7522
jenny.grass@harley-davidson.com

Brandon R. James, CMP

Member Type: Planner
University Conference
Coordinator
University of Wisconsin-
Milwaukee
Office 119
2200 E Kenwood Blv
Milwaukee, WI 53211
Tel: (414) 229-4828
Fax: (414) 229-3243
brandonjames@aux.uwm.edu

Jon Jossart

Member Type: Supplier
Director of Sales & Marketing
Ambassador Hotel
2308 W. Wisconsin Avenue
Milwaukee, WI 53233
Tel: (414) 345-5025
Fax: (414) 345-5020
jossart@
ambassadorhotelmilwaukee.com

Barbara Lackey

Member Type: Planner
Group Travel Counselor
6321 99th Avenue
Kenosha, WI 53142
Tel: 262-656-4987
blackey@wi.rr.com

Julie A. Lynn

Member Type: Planner
Corporate Travel Manager
Schreiber Foods, Inc.
425 Pine Street
Green Bay, WI 54301
Tel: 920-455-6829
julie.lynn@schreiberfoods.com

Linda A. Mackinnon, CMP

Member Type: Planner
Owner
1791 Sheila Rd
Rockford, IL 61107
Tel: 815 979 9112
lindacoughlin@insightbb.com

Rene Paul Perales II

Member Type: Supplier
Levy Restaurants –
Lambeau Field
Catering Sales Coordinator
1102 Reber St
Green Bay, WI 54302
Tel: 920-965-6969
pperales@levyrestaurants.com

Mirjana Prier

Member Type: Supplier
Manager
Omega Meetings & Incentives
9779 S. Franklin Dr.
Suite 100
Franklin, WI 53132
Tel: (414) 817-6026
Fax: (866)-445-6705
mprier@owt.net

Tammie S. Scott

Member Type: Supplier
Group Sales Manager
Chippewa Valley
Convention & Visitors Bureau
3625 Gateway Drive
Suite F
Eau Claire, WI 54701
Tel: 715-831-2345
Fax: 715-831-2340
tammie@chippewavalley.net

Seone T. Silverman

Member Type: Planner
Event Planner/Tradeshaw
Marketer
Wells Fargo Funds
Management, LLC
100 Heritage Reserve
Menomonee Falls, WI 53051
Tel: 414-577-7620
Fax: 414-359-3535
seone.silverman@wellsfargo.com

Laura Steinhoff

Member Type: Student
312 N. Blair #1
Madison, WI 53703
Tel: 6085762896
lsteinhoff@stu.matcmadison.edu

Donna M. Sykora

Member Type: Planner
Account Executive
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InBusiness Magazine Survey of Local Business Executives,
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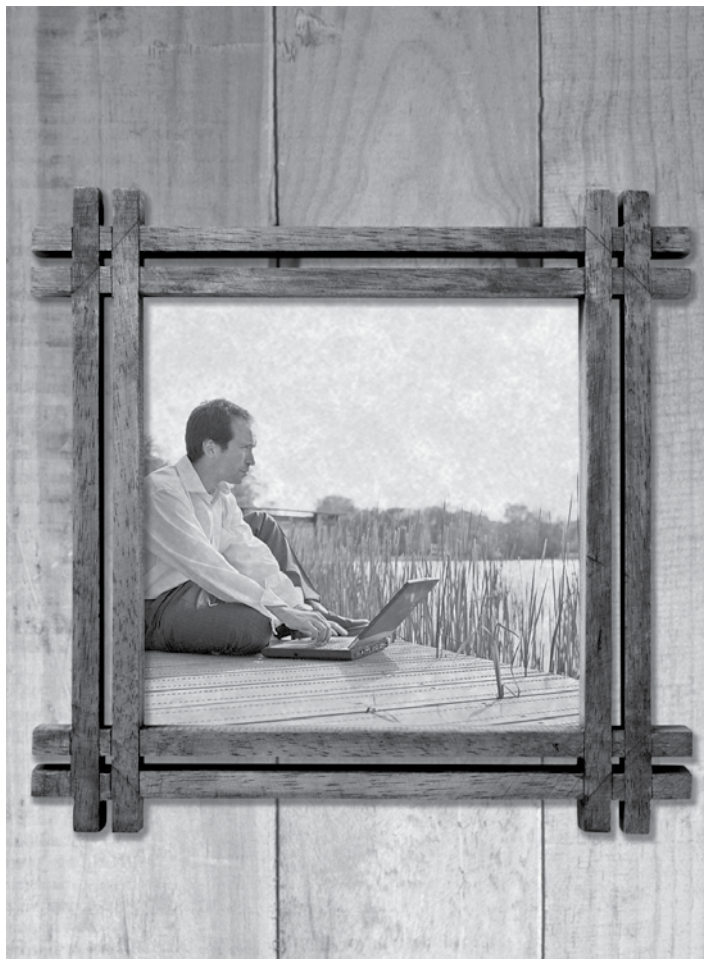
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On The Mooove

► **Lori A. Fuhrmann**
Four Points by Sheraton
Milwaukee Airport



Jennifer Baker-Johnson has joined The Douglas Stewart Company as Marketing & Tradeshow Coordinator.

Sara Kern has joined The Wilderness Resort in Wisconsin Dells in Sales.

If you know of anyone that has made a move, please send me an email at lfuhrmann@fourpointsmilwaukeeairport.com. ■



"On the Mooove" Column Guidelines:

Purpose:

Highlight member accomplishments.

Criteria:

1. Must be directly linked to current member
2. Subject to editorial review and revision
3. Subject to space availability
4. Cannot directly or indirectly be viewed as advertisement

Primary Focus:

- Job changes
- Industry recognition
- Retirement

Secondary Focus:

- Birth Announcements
- Anniversaries
- Weddings
- Organizational Recognition (limited to 25 words or less)

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The Story of the Traveling Basket

► Sue Zimmerman
Cranberry Country Lodge

When I attended my very first MPI meeting in Janesville, WI - I was very fortunate to win two beautiful baskets full of wonderful items. As a newcomer, I felt that SO much effort goes into securing items and goodies our MPI-WI Chapter raffles. And, perhaps one of those baskets could turn into a "Traveling Basket."

Growing up in Rural Minnesota, I learned that when a gift basket was given you should always be a good neighbor and return it... FULL of something from your bounty. So...I had this idea to create a Traveling Basket (similar to the traveling gnome). The winner of this beautiful raffle basket would bring it back to the next meeting or event – filled with items and goodies that would showcase their area, company, products, service, etc. And, we can stamp its passport so we can track all the wonderful places it has gone to!

This would take care of three important functions:

1. One less raffle item to secure.
2. More money generated from the raffle.
3. An opportunity for our members to promote their products and/or services.



Our first basket compliments of the Cranberry Country Lodge features area specialty items and will make its debut at the November Education Day. ■

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Legally Bound

► Susan Kainz

Grand Geneva Resort & Spa
Lake Geneva

In the hospitality industry, rarely a day goes by without coming face to face with the legal interpretations and issues associated with negotiating contracts. For that reason, the September meeting featuring “Leveraging Legal Knowledge During Contract Negotiations” by Attorney Kelly Bagnall drew tremendous interest.



Ms. Bagnall, a partner with Brown McCarroll, LLP of Dallas, Texas, has represented hotel and resort clients in virtually all aspects of operational matters, handling disputes involving litigation, arbitration and attending to risk management and security issues for hotel management nationwide for more than ten years. Yet, her

presentation took a refreshing approach by discussing the legal consequences as it related to both meeting planners and to suppliers.

In her best Texas “ya’ll”-style, Bagnall offered practical examples on contract provisions relating to insurance,

confidentiality clauses, renovations, change in management or ownership, indemnity, reciprocity, damages/penalties, and various other key provisions. She offered advice as to how to make sure the contract is “fair” and not confusing to all parties. Too often parties are doing battle over matters that were assumed or not well defined.

In the age of emails, Bagnall stressed the importance of writing emails in a professional manner. She jokingly noted there have been cases brought to her desk because of an implied agreement based a casual “okie-dokie” in an email. She also suggested that to avoid misunderstandings in an email, add in the phrase “... this is subject to signing a contract.”

Finally, the best advice she offered was to build a relationship with whom you are negotiating. Bagnall encouraged everyone to take equal responsibility for the success of the process. Both parties can succeed if they take the time to know what is really important for you to have before beginning negotiating and respond to each other on a timely basis. ■

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what our industry will look like, and what you will have to know, even a year from now when:

- Greater numbers of cities, countries, hotels and venues - become smoke-free;
- More generations and ethnic and religious groups work side by side, attend meetings and stay at your properties and use your services;
- Airlines stop serving even more communities; and
- "Free agent learners" (those who seek out opportunities to learn) decide what and where they will learn rather than at your meeting.

What will your niche be? What skills will you need to compete in a different job market? Who

will lead this industry to the future? Before, during and after the program, consider:

- What will the meetings/hospitality/tourism industry look like in the future?
- What core competencies will be needed to remain in or move into the industry?
- What dots will you have to connect to get to the future – for yourself, your employer, your clients, and the industry? ■

Recommended reading to stimulate thinking. Fast Company (any issue or on the web, www.fastcompany.com), The Futurist from the World Future Society (www.wfs.org), "A Whole New Mind" by Daniel Pink, and "Hospitality 2010: The Future of Hospitality and Travel."

- Break the thread every time the subject changes. You don't necessarily need the trail of the last five emails and the subject line should reflect the current response.
- Don't shout! The use of CAPITAL letters and exclamation marks is often perceived as shouting.
- Eliminate outdated expressions. The tone should be friendly and professional, not buddy. However, don't tip the scale in the other direction. Avoid the "Queen of England" style. Write to "express," not "impress."
- Never use "obviously" in email. 90% of words that end in "ly" in email communication can be perceived as offensive by your reader: clearly, apparently, evidently, etc.
- Avoid the "oops" email by making sure you have attached your document before pressing the send button. If you do need to re-send with an attachment change the subject line to read Corrected Email: Scottsdale Board meeting – Deadline August 18 Agenda items.
- Accept the limitation of emails. Ask yourself if email the best medium to use? Would it be more appropriate to send a letter or more effective to pick up the phone?

In this age of mass electronic communication, enjoy your Agenda newsletter. It is packed with great information about upcoming events, industry trends, insightful information and more. ■

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Whereas, convention attendees will be given the opportunity to meet historic characters such as Mark Twain, Doc Powell, and La Crosse's very first sheriff.

Whereas, walking tours through shops housed in historic buildings beneath old-fashioned street lamps along brick-lined sidewalks will be open for all to enjoy.

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and I'll never forget how great it made me feel. In the situation where you don't know a single soul, a question such as, "I don't know anyone here, do you mind if I join you?" is a simple way to break the ice.

Beyond that, everyone I interviewed had some standard "stock questions" that they frequently used as icebreakers. The trick is to tailor your questions to the other person's interests. It could be travel, hobbies, books, current events, family, sports, theater/movies, or food, for example. Here are some possible questions to get you started:

- Where are you from?
- How did you get where you are today?
- You are so talented. How did you develop that skill?
- Have you read any good books lately?
- How did you come up with that idea?
- What was the best vacation you've ever had?
- What got you interested in that hobby?
- What makes you jump out of bed every day?
- What do you like most about your job?
- What is new and exciting in your life?

A word about body language: Put simply, if you appear uncomfortable, you will make others feel uncomfortable. Debra Fine, author of *The Fine Art of Small Talk*, recommends making a conscious effort to look warm and approachable: relax your posture, smile, avoid distracting gestures/fidgeting, give your undivided attention, and lean toward the person slightly while he/she is speaking. She encourages people to "Become whole body listeners: listen with your ears, your eyes, and your heart."



The Chinese have a graceful and artistic way of expressing the idea of "whole body listening." Their character for the verb "to listen" is created by combining the characters of four critical components of listening: *ear*, *eye*, *undivided attention*, and *heart*.

What is in a name?

Dale Carnegie, in his famous book, *How to Win Friends & Influence People*, urges us to "Remember that a person's name is, to that person, the sweetest and most important sound in any language." Using the person's name once or twice in your conversation is a good way to build rapport, and it can also help you to remember his/her name ... but don't overdo it!

Now for a challenge: next time you see a shy (possibly terror-stricken) wall-flower standing alone at a social gathering, give



Small talk success: it's not what you say; it's how you make the other person feel.

that person this gift: walk up, introduce yourself, and show a genuine interest in learning more about him/her. Jim McNermy, an award-winning speaker from Toastmasters International explained, "A person standing alone may appreciate a 'rescuer.' Most people are far more approachable than the person doing the approaching thinks they are." You might just make that person's day and come out of it with a great new friend or business contact.

The most successful people that I know have mastered the art of connecting with others through small talk. They use these "survival skills" to build rapport with new friends and business contacts, bring out the best in others, consistently reach or exceed their goals, and get the recognition and promotions that they deserve. With a little preparation and practice, I'm convinced that anyone can join the ranks of the small-talk elite ... and once-and-for-all extinguish the urge to tap out SOS in social situations. ■

Top 10 Small-Talk Survival Strategies:

Excerpt from Debra Fine's "Fifty Ways to Fuel a Conversation"

1. Be the first to say hello.
2. Introduce yourself to others (and re-introduce yourself to someone who is likely to have forgotten your name).
3. Make an extra effort to remember people's names.
4. Ask open-ended questions and show sincere interest in finding out about others.
5. Compliment others on what they are wearing, doing, or saying.
6. Demonstrate that you are listening by restating their comments in another way.
7. Be able to succinctly tell others, in a few short sentences, what you do.
8. Seek common interests, goals, and experiences with the people you meet.
9. Keep up to date on current events and issues that affect our lives.
10. Let others play the expert.

Datebook: Calendar of Events

NOVEMBER 2006

8 WSAE Meeting

American Kohler Club
Kohler, WI
www.wsae.org

9 MPI-WI Fall Education Day

Alliant Energy Center
Madison, WI
www.mpiwi.org

13 CMP Exam Registration

Fee Due for January Exam
www.conventionindustry.org

15 MPI-MN Meeting

Minneapolis, MN
www.mnmpi.org

20-21 MPI Two-Day ROI Competency Building Workshop

Chicago, IL
www.mpiweb.org

DECEMBER 2006

1-3 MPI-CAC CMP Study/Review Weekend

Renaissance Hotel
Schaumburg, IL
www.mpiac.org

4-8 MPI Five-Day ROI Certification Workshop

Gaylord Palms Resort
Kissimmee, FL
www.mpiweb.org

5 MPI-WI & WSAE Holiday Party

Monona Terrace
Madison, WI
www.mpiwi.org

12 Holiday Showcase 2006

Hyatt Regency Chicago
Chicago, IL
www.associationforum.org

JANUARY 2007

11 MPI-WI Meeting

The Abbey
Fontana, WI



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WISCONSIN CHAPTER



MPI Wisconsin Chapter

2830 Agriculture Drive
Madison, WI 53718

tel: 608-204-9816

fax: 608-204-9818

email: admin@mpiwi.org

web: www.mpiwi.org

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