

Volume 29, Number 2
March/April 2007

on your agenda

- 2 *Nominate Early,
Nominate Often*
- 3 *Coordinating Crisis*
- 4 *President's Column*
- 6 *From the Editor's Desk*
- 8 *What Does That Mean?*
- 9 *On the Moove*
- 10 *Wonders of the Web*
- 12 *Food for Thought*
- 14 *The MPI Foundation*
- 16 *New Members*
- 17 *Planner Profile*
- 18 *MPI-PEC in
New Orleans*
- 20 *MPI Exchange Program*
- 22 *Blogging Demystified*
- 24 *Supplier Profile*
- 26 *Lukewarm Cold Calls*
- 29 *Holiday Event*
- 30 *Production: The Land of Oz*
- 36 *Calendar of Events*

Make It Happen!

Action Planning for Balance, Transitions, and Dreams

► **Jane Sanders**

*President of Authentic Leadership Resources
April Speaker*



Do you often feel overwhelmed, stuck, or unable to pursue your true dreams and desires?

Do you have a clear vision ahead - personally and professionally?

Are you struggling with a life-changing transition ... divorce, job change, child leaving home, etc?

Take control of your life and plan for the outcomes you want to achieve ... don't wait for someone else to plan your life for you!

I facilitated half-day sessions at two different national MPI conferences on "Make It Happen! Create Your Strategic Life Plan," and have done so at several chapters since. The national workshops were sold out and many MPI members were disappointed that they couldn't attend. According to the evaluations, the benefits to those in attendance were numerous and in cases, life-changing. This is the half-day program coming up at the MPI-WI Monthly Meeting on April 19, so we want to share with you a sneak peek at some of the content.

The workbook developed to accompany this workshop includes over 30 pages of activities and exercises designed to help you discover where you want to go in the key life areas of career, family/relationships, health/leisure, finances, spirituality, and service; and then specifically how you will get there.

Is developing your life plan easy? No. Digging deep to uncover your true strengths, talents, dreams, fears, and priorities is not a cakewalk. But it can be enormously fulfilling and life-changing.

Here are a few of the benefits: increased control over your life and schedule; clearer focus and direction for easier, more effective choices and decisions; more peace of mind, energy, and motivation; higher confidence for handling life's unexpected curves and transitions; increased clarity about what you really want to accomplish in your life; and, bottom line, specific steps to take to help you achieve your goals and dreams.

The following are some of the activities helpful in creating your strategic life plan – complete these and you will be on your way to taking the guesswork out of key decisions you face every day! Better yet, complete them with a friend or group of friends. There is great power in numbers, verbal processing, immediate feedback, and suggestions. Even

better, come to Stone Harbor in Sturgeon Bay in April! Either way, set aside a few hours for this ... you're worth it!

1. List at least five things you are passionate about.
2. List at least ten of your favorite things to do.
3. What are your accomplishments? Try tackling this chronologically, starting with accomplishments made as a young child.

Continued on page 34

Nominate Early Nominate Often

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



Did you know that MPI-WI has over 75 volunteers who dedicate their time to the chapter's committees? These individuals take time out of their day to help make the chapter a success. Without them, our chapter would have no educational programs, no raffle donations, no newsletter, no money ... well, we wouldn't even exist!

Each May, we honor the chapter volunteers at the Awards Banquet. But first it is your responsibility to nominate individuals for consideration. Think back over this past year about your experiences with the MPI Wisconsin Chapter; educational events, holiday parties, golf outings, the chapter website, publications, etc. Who, in your opinion, has made a significant contribution to the chapter in the following categories?

Planner of the Year
Rising Star

Supplier of the Year
Team of the Year

Give them the recognition they deserve. If you know of several people who have contributed, nominate them all. And, if you have been an active volunteer in the chapter, nominate yourself and your team! Without your dedication, the chapter wouldn't be successful.

Thank you in advance for participating, and we'll see you in May. ■

2006 MPI-WI Chapter Award Winners

Industry Partner Award – Alliant Energy Center

Industry Advocate Award – Connie Nau, CMP

Journalism Award – Michelle Eggert, CMP

Team of the Year Award/Agenda Newsletter – Tami Gilbertson, CMP

Kristin Bjurstrom Krueger, CMP Scholarship – Allison McCarty

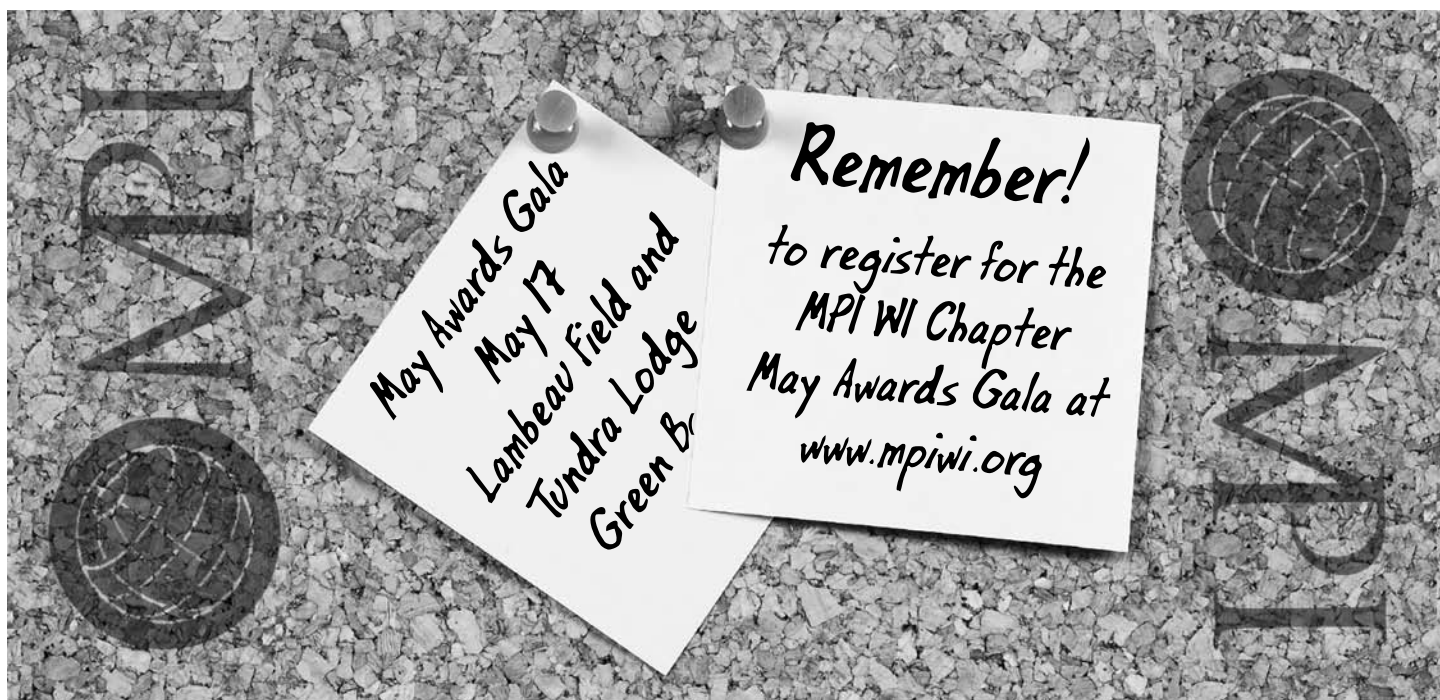
MPI-WI Member Grant – Liz Hesser

Rising Star Award – Naomi Tucker, CMP

Hall of Fame Award – Marge Anderson

Supplier of the Year Award – Carmen Smalley

Planner of the Year Award – Kim Marie Ball, CMP





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Wednesday

DAILY NOTES

Great meeting—love getting out of the city! Good energy, lots accomplished. Already talk of coming back for teambuilding... climbing wall/scavenger hunt ??? (CHECK SCHEDULES)

Squeezed in 9 holes with the guys while Marie hit the spa. The course was incredible, but brutal on my handicap.

▷ RON CHEATS LIKE CRAZY.

Quick swim before dinner. Grilled Filet and a little merlot was the perfect end to a great day.

DO WE HAVE TO GO
BACK TO THE OFFICE?



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**WE'VE GOT TO
START MEETING
LIKE THIS.**

2006-2007

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President's Column

► Steve Lorenz, CMP

2006-2007 MPI-WI President
Madison, WI



Ch-Ch-Ch-Changes...

The MPI-Wisconsin Chapter Board of Directors conducted their mid-year Board retreat following the Chapter Meeting in January at the Abbey Resort. The retreat consisted of reviewing the chapter business plan, operations calendar, procedures and plans for the future. If it sounds like a lot of work, you heard right! The group was dedicated to the tasks and worked diligently to determine where course corrections were needed and where the chapter should stay full steam ahead.

The chapter business plan is our roadmap to success. It is a living document against which the Board measures itself on a monthly basis. This document has been in place, with semi-annual updates, since it was first instituted when Nancy Lund was President. The process of updating the plan was not easy, but it pales in comparison to drafting and implementing the initial plan. We all owe Nancy for her drive and dedication to make this plan the focus that drove all of the Board discussions during her Presidency.

We first discussed changes in the market and environment that affect the business plan. We made adjustments to the plan wherever necessary, based on the group's experience and input from our hard-working committees. Marge Anderson, MPI Board Liaison to the Wisconsin Chapter, participated in this section of the retreat and was a valuable resource, with great perspectives on both the Wisconsin Chapter and the International association. At the end of the meeting, a draft of the revised business plan was completed. The group will review and ratify the updates at our upcoming Board meeting. Watch the website for the updated document.

The Board also spent time planning for the upcoming leadership transitions. As I write this article, the nomination process for open positions on the Board is in full swing. Some of the current members will not be returning to the Board and new leaders are being sought to continue driving the chapter on its path to success. Training and transitioning those new members is critical to the continued success of the chapter. The current Board members are diligently working to ensure

that knowledge of procedures, policies and current activities related to their positions are transferred successfully.

Chapter activities and membership have evolved over time. Some activities have not been as successful or have become stagnant over the years. Your leadership looks for ways to keep our activities fresh and new. At this retreat, the Board reviewed suggestions made by each of the division's leadership over the first half of the year and made some sweeping changes to the calendar of activities for the upcoming 2007-2008 fiscal year's operating calendar. These changes were carefully researched and considered; some have been in draft form for almost as long as I have been on the Board. The discussions were thought-provoking and strategic. In the end, the changes will give a fresh new look to the chapter and open new doors of opportunity.

The calendar changes include the removal of the August 2007 education program from the schedule, the addition of an education program as a lead-in to the December Holiday program, a return to a more relaxed Holiday program with less pressure on fundraising, the addition of a fundraising event in February, a date change for the Awards Gala and the Spring Education Day, to name a few of the higher profile items. Watch for more information on these exciting opportunities as we finalize the calendar and begin planning the logistics for the new fiscal year.

Another area that will see some updates is the recognition of our volunteer membership. We have so many dedicated volunteers who work diligently to make the chapter so successful, but we do not always get to recognize their achievements. An awards task force was created at our very first Board meeting of this fiscal year to review and make recommendations on how the chapter can improve in this area. Since then, this item has been discussed at almost every Board meeting and was discussed again at the retreat. It was determined that the Awards Gala would be moved to the fall and act as a kick-off to the new fiscal year. This should prove to be a great

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opportunity to spotlight all contributing members for the previous fiscal year, rather than missing members who dedicated time and effort to programs that occur after the award nominations process and after the Gala planning is in full swing. Additional changes will be announced next year regarding award nominations processes and other methods of recognizing our dedicated volunteer members.

Education has also been an ongoing item of discussion for the Board of Directors. Discussion topics included whether or not we need to host two full education day programs, whether or not we should hold an educational component in conjunction with the holiday program, and if it is worth the volunteer time to make the August educational program successful. These discussions led us to the following conclusions: There will be two education days, but they will be spread apart to provide more time for both of them to be successful, so watch next year's calendar for the new date for the second education day. The August program was removed from the schedule and an educational component will be added prior to the holiday program in December. This was all done to satisfy a need that has been expressed by the membership – replacing a program that was not always successful with one that should be, based on demand.

In addition to productive discussions, the group did an exercise that provided us with a list of items that the chapter should continue to improve or stop doing, as they no longer make good business sense. The Board will have a lot of items to review for the remainder of the year. I suspect the next Board of Directors, helmed by President-Elect, Paulette Heney, CMM, will also be kept busy by that pesky list!

Having the honor to serve as your President and facilitate the retreat, I was again struck by the dedication of your current Board of Directors. They conducted a great deal of work in a relatively short period of time. The discussions and decisions made were strategic, relevant, and timely. I would like to thank them for their time and dedication to their roles! I also want to thank all of the members who volunteer their time and efforts to make the chapter successful! ■



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From the Editor's Desk

Universal Truths

It is a simple credo and the title of a book published more than 15 years ago by Robert Fulghum – *All I Really Need to Know I Learned in Kindergarten*. It became a New York Times #1 bestseller by emphasizing simplicity and illustrating how universal insights can be found in ordinary events. It has occurred to me recently, we could also learn many simple truths from our pets.

Dogs, for example, are not complicated creatures. They live in the moment, for the moment. Ever notice how your four-legged family member will run and jump in the car without having the slightest idea where you're headed? For them, it is not about the destination, it is all about the car ride. Jane Sanders in her article, *Make it Happen! Action Planning for Balance, Transitions, and Dreams*, asks us to list at least five things we are passionate about and list at least ten of our favorite things to do. Find work you like to do and that you find satisfying today – not just work that may reward you in the future. **Learn to enjoy the trip of life.**

Dogs' senses are more heightened than humans. Smell happens to be their most highly developed sense, and according to seeFIDO.com, they can even tell the difference between tears of joy versus drops of sadness because of the scent each emits. Canines outperform humans in smell, hearing, and night vision, but for all of their extraordinary abilities, they have one obvious omission – they can't speak. However, don't despair – they have a communication wildcard – their tail! David Gabri, *What Does That Mean? Paying Attention to Non-Verbal Cues* advises us that "paying attention to the cues that we receive from others may prove insightful in identifying when our message is being favorably received or whether we need to change our strategy in order to achieve a more favorable result." **Wag your tail.**

In today's fast-paced, sound-bite society, there is a common theme – we're all so busy. In Wayne Muller's book, *Sabbath*, he said "In the relentless busyness of modern life, we have lost the rhythm between action and rest. It is as if exhaustion is a trophy and our ability to withstand stress a mark of character. The busier we are, the more important we seem to ourselves and, we imagine,

to others." Dogs embrace a different philosophy – work hard, play hard. They guide the blind, comfort the elderly, amuse a child, protect their owners, and serve their communities. But, despite the length of their day and diligence of their duty, one toss of a tennis ball and it is back to play. Nathaly Roux's experience with the MPI Exchange Program is a prime example of having fun at work. **Make time for play.**

It is not sheer coincidence that dogs own the distinction as "man's best friend." Dr. Paul Tacon, Principal Research Scientist at the Australian Museum, suggests that dogs and humans co-evolved. He says, "the amazing relationship between man and dog probably began when wolves hung around early human camps scavenging for food scraps. They may have tagged along when the humans went on hunting trips, and helped to sniff out and chase down prey. They would also have guarded the camp, and warned of the approach of predators and enemies. The early humans may have reared puppies and started to breed them selectively, eventually leading to the emergence of the dog all over the world in the many forms we know today." We've certainly changed them to suit our needs, but they have changed us, too. Kim Ball, CMP, in her article "*The MPI Foundation – What Has It Done for Me Lately...*" encourages us to create a mutually beneficial relationship with MPI and The MPI Foundation. **Leave your mark.**

And, if all the above is not convincing enough, I'd like to highlight one last truth. According to the results of the APPMA 2005-2006 National Pet Owners Survey, 39% of households have at least one dog. Our furry friends are increasing in popularity simply because they are responsive to change. We no longer rely on canines to hunt for our dinner, but they found ways to adapt to their changing world and stay relevant in ours. Steve Lorenz, CMP in his column entitled *Ch-Ch-Ch-Changes...* gives us a bird's eye view of the Board retreat discussions regarding the chapter business plan, operations calendar, procedures, and plans for the future. Our volunteer leadership will continue to make positive changes to ensure the success and future of our Chapter. **Be part of the change.** ■

► Marie Johnson
Midwest Airlines
Milwaukee, WI





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What Does That Mean?

Pay Attention to Non-Verbal Clues

► **David Gabri**
President and CEO
Associated Luxury Hotels



We've all heard the expression that "it isn't what you say, but how you say it." But did you know that up to 93% of communication is non-verbal?

"Non-verbal" includes tone of voice, posture, eye contact, hand gestures, facial expressions, and eye movement.

Recognizing these cues by your clients, co-workers, boss, and subordinates, can be very helpful in identifying whether someone is in agreement with what you say, or whether you're facing resistance. Knowing these cues also can be helpful for you to monitor the signals that you're sending out to others.

David B. Givens, Ph.D., director of the Center for Nonverbal Studies, published an impressive book called "The Nonverbal Dictionary." This guide defines gestures, signs and body language cues as identified by anthropologists, archeologists,

biologists, linguists, psychiatrists, psychologists, and others who have studied human communication. While there are certainly too many entries in the book to cite all of them, here are some of the findings as they pertain to the American culture:

Facial Expressions – While many facial expressions convey obvious emotions, others can be subtler. These include: the "lip-purse," which conveys disagreement; "flashbulb eyes," which reflects surprise or excitement; "narrowed eyelids" show threat or disagreement; "gaze down," which tends to show submission, deception, guilt, or a defeated attitude; and eye movements to the right or left, which signal information processing, reflection and thought.

Body Alignment – Studies by Albert Mehrabian show that "our upper body unwittingly squares-up, addresses and 'aims' at those we like, admire and agree with, but angles away from disliked persons and people with whom we disagree." This is even evident in a meeting, where it is often possible to identify the most powerful person seated at a conference table by the greater number of torsos aimed in their direction.

Additional studies by Mehrabian show that **leaning forward** suggests friendliness or attentiveness, **leaning backward** expresses more of a negative pose, and "gross changes in body position, such as shifting in the chair, may show negative feelings toward the person one is talking to."

On this topic, Ken Delmar advises, "do not turn your upper body away from the prospect (or customer). It doesn't make you look casual; it makes you look afraid, uninterested, or even unfriendly."

Hands Behind Head – Many studies have shown that in the United States, leaning back and placing both hands behind the neck in the "head clamp" posture is often a sign of dominance or frustration. "This display reveals that someone feels no need to show eagerness or attention," according to Desmond Morris.

Adam's-Apple-Jump – An up-and-down motion of the Adam's Apple (i.e. the throat visibly moving while gulping or swallowing) "is an unconscious sign of emotional anxiety, embarrassment, or stress. At a business meeting a listener's Adam's Apple may inadvertently jump should he or she dislike or strongly disagree with a speaker's suggestion, perspective or point of view," according to Givens.



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Have you noticed a few of these non-verbal cues with your conversations? Paying attention to the cues that you receive from others may prove insightful in identifying when your message is being favorably received, or whether you need to change your strategy in order to achieve a more favorable result. But be cognizant that these cues may not necessarily be true in other cultures in our global society. Learning the cues of the global cultures with which you work could prove to be as important as knowing the language. ■

David Gabri is president and CEO of Associated Luxury Hotels International, which has the national sales responsibilities to the meetings industry for its membership of more than 80 of America's premier four- and five-star/diamond quality hotels and resorts, plus several extraordinary international hotels and resorts in Canada, Mexico, the Caribbean and Europe. For information, call 866-303-2544 or visit www.alhi.com.

Body Language Examples

Standing with hands on hips (palms down)	Readiness or aggression
Sitting with legs crossed, foot kicking slightly	Boredom
Arms crossed on chest	Defensiveness
Hand to cheek	Evaluation, thinking
Touching or rubbing nose	Rejection, doubt, lying
Rubbing hands	Anticipation
Steepling fingers	Authoritative
Tilted head	Interest
Stroking chin	Trying to make a decision
Open palm	Sincerity, openness
Pulling or tugging at ear	Indecision
Tapping or drumming fingers	Impatience

*Sources: www.positive-way.com and www.deltabravo.net

On The Mooove

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



Congratulations to **Shelley Krimpelbein** who has taken on the role of Convention Services Manager at the Four Points by Sheraton, Milwaukee Airport! Shelley was formerly with the Abbey Resort.

Thomas Rathsack is now at the Best Western Lakefront Hotel in Manitowoc. He was formerly with the Stone Harbour Resort in Door County.

Congratulations to **Jennifer Kalka** now a Convention Sales Manager with the Greater Madison Convention & Visitors Bureau! Jennifer was previously with the Osthoff Resort.

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Wonders of the Web

► **Lori A. Fuhrmann**
*Four Points by Sheraton
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Our MPI website – does everyone really know the valuable information that is on it? I didn't, but I do now.

Christopher Dyer, the MPI-WI Administrator, has been very patient with me. In the past, when I had a question, he would often direct me to our chapter's website where I could locate the answer. Now that I am chairing the website committee, I've become more familiar with the different sections on the site and the information that is available to all of our members. I have to say, I am pleasantly surprised with all that it has to offer.

While I do not want to let Christopher off the hook with my annoying emails, at least I now know where to look to find what I need. Make it your personal mission to take the time and visit www.mpiwi.org to check out the drop down options and resources available on the MPI-WI Chapter website.

Our committee has compared the Wisconsin website to other MPI chapters and we are pleased to report that ours is very good. However, there is always room for improvement; and it is our goal to make the site more user-friendly and information-rich. Please let me know if you have any suggestions. You can contact me via phone at 414-615-8077 or send an email to lfuhrmann@fourpointsmilwaukeeairport.com. ■

MPI-WISCONSIN MARCH EDUCATION DAY

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Food for **THOUGHT**

Chef Matt Winters, a native of Utah has led the hotel's extraordinary culinary effort since June of 2000. He began his career in the industry at the young age of 15, working as an apprentice in several restaurants and country clubs in Provo Utah. As time went on, Chef Winters caught the "Culinary Fever" and began working on his own time to learn all he could about food preparation. In the late 1970's, he had the good fortune of landing an apprenticeship with Chef Glenn Sandburg.

Chef Winters spent the next seven years learning all there was to know about traditional methods of culinary creation from his mentor. He obtained his hospitality degree from Utah Valley State College and continued his education at the Culinary Institute of America in Hyde Park, New York, where he was awarded a certificate in Confectionary. Chef Winters has expanded his expertise through vast experience in recent years, not the least of which includes tenure at the Excelsior Hotel and Seven Peaks resort in Provo Utah, The Plaza One Hotel in Rock Island Illinois and Jumers Chateau located in Bloomington, Illinois.

His awards include State Medals in Vica Culinary Arts from Utah and Kansas as well "The Taste of Elegance" in Illinois.

At the Radisson Paper Valley Hotel, Chef Winters oversees menu creation and food preparation for five outlets: Vince Lombardi's Steakhouse; the Orchard Restaurant; the Clubhouse; Jo ala mode; and intermezzo. In addition, he oversees the hotel's banquet food operation and off-site catering for the hotel.

► **Chef Matthew Winters**
Executive Chef
Radisson Paper Valley Hotel



Chef Winters looks forward to all of the new opportunities for creativity that today's market offers. His consistent "Commitment to Excellence" has taken the hotel's signature restaurant, Vince Lombardi's Steakhouse, to award winning status.

Lombardi's quote from Chef: "We opened the doors to Vince Lombardi's Steakhouse over six years ago. At that time, many of our colleagues questioned whether or not this type of restaurant would work. Consistent with Coach Lombardi's philosophy, our 'Commitment to Excellence' has really been the key to our success. We have grown every year since we opened. True excellence will not fail."

Chef Winters is looking forward to once again showcasing featured items from Vince Lombardi's Steakhouse at the Governor's Conference on Tourism, scheduled at the Radisson Paper Valley Hotel in March 2007.

The final course on the menu at the Governor's Banquet, the B52 Cheesecake, has become a legend in Vince Lombardi's Steakhouse. ■

B52 Cheesecake

Chef Winter's secret recipe for the B52 Cheesecake – three layers of creamy decadence with three liquors results in a soft, subtle flavor explosion.

6 lbs. cream cheese

1 lb. butter

2 lb. sugar

13 eggs

¼ c. vanilla

¼ c. lemon juice

2 oz. heavy cream

2 oz. sour cream

2 oz. grand marnier

2 oz. kahlua

2 oz. choc. Ganache

2 oz. baileys

1. Blend cream cheese, butter and sugar until smooth and lump free.
2. Add eggs in three stages, scraping down bowl to ensure even mixing
3. Fold in vanilla, lemon, cream and sour cream.
4. Divide batter into three separate bowls
5. Add grand marnier to one bowl
6. Add kahlua and ganache to one bowl
7. Add baileys to one bowl.
8. Fill a spring form pan 1/3 full with the baileys batter
9. Bake 30 min at 350* until just forming a crust.
10. Pour the kahlua batter on top of the baileys and bake another 30 min.
11. Top with grand marnier batter and bake 1 hour or until fully set.

Helpful hints

Soften your cream cheese and butter at room temperature for at least an hour before mixing. They will blend together better and yield a better finished product. Be gentle when pouring the layers of batter. If the crust on top of the previous layer isn't firm enough or if you "plop" the batter in it will sink and not form clearly defined layers.



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The MPI Foundation

What Has it Done For Me Lately

► **Kim Ball, CMP**
Immediate Past-President
Abbott Laboratories



Allow me to provide a brief history on the MPI Foundation.

“The MPI Foundation was developed in 1984 to prepare meeting professionals for the future and fund and develop innovative solutions. Today, the MPI Foundation has evolved to focus solely on fundraising and serve as the financial catalyst of MPI’s program development. By supporting MPI chapters and members, and developing projects that position MPI as an industry leader, the MPI Foundation drives MPI’s mission to elevate meeting planning into a recognized profession, and make meetings a critical component of every organization’s strategic success.” — www.mpifoundation.org

The Wisconsin Chapter of MPI carefully considers all financial commitments. The MPI Foundation has proven to be a valuable financial commitment for our chapter. Your chapter has provided \$1,500 for the past four years and we are currently poised to contribute \$1,500 in the 2006-2007 fiscal year. So, what has the MPI Foundation done for you? Good question, and here are some answers:

- **Platinum Educational Programs** – At minimum, MPI-WI Chapter receives two, sometimes three platinum educational programs each year. All speaker costs relative to this educational programming are paid through the Foundation. That is approximately a \$1,500 cost savings per speaker.
- **Major Grant Programs** – These programs provide significant annual grants (averaging \$75,000) administered by the full Foundation Board of Trustees, and a “fast track” Individual Grants Program (ranging between \$500 and \$5,000), awarded through its Projects Committee for worthy programs or projects designed to create or advance new knowledge in the art and science of meeting planning. Remember, Wisconsin Chapter’s Planner Exchange Program? That was fully funded through a foundation grant!
- In July 2006, the MPI CultureActive© Tool became an added component of MPI Member Solution that offers MPI members the opportunity to improve their ability to understand and communicate with other cultures – improving cultural competence and acquisition of skills.
- **Annual Event View Report on the Meetings Industry.**
- **Grants for MPI Chapter leaders to attend the Chapter Leadership Conference.**
- **Leadership facilitators to help chapters create business plans.**

I anticipate your next statement might be “I haven’t heard about any of those.” And, indeed that might be true, but it is not because it isn’t available to you. As a member of MPI, I have faithfully and consistently taken responsibility for my membership –

a message I shared often as your President. The point is ... there is a lot happening at MPI and at the Foundation. The truth is ... they have done a lot for all of us lately!

As your chapter liaison to the MPI Foundation, my job description reads “Reinforce the value and strengthen the relationship of the MPI Foundation with individual members through the chapters.” I can honestly support this mission. I know first-hand, along with other board members, that the foundation takes great pride in thoroughly reviewing each and every request for funding. Our chapter’s money and your contributions are in good hands.

Last November, the MPI Foundation started the “DONATE YOUR WAY” Campaign. The Campaign has three major goals:

- To allow members to choose where they would like to invest their donation
- To provide additional opportunities for MPI members to donate rather than just through their MPI membership renewal form
- To increase the individual giving donor participation within each chapter from last year

Further, the MPI Foundation “YOU” Campaign was officially launched in New Orleans at the 2007 Professional Education Conference-North America. The Campaign is all about educating YOU on how your support is of value. Your belief in the Foundation and your understanding of how YOU can benefit from Foundation-funded programs are crucial and will allow YOU to specifically measure your professional and personal growth related to your involvement with MPI and the Foundation. So, this article is about YOU being informed about the MPI Foundation.

Though our chapter supports the MPI Foundation, the members of MPI are the ones who truly benefit from the foundation’s support. As of December 31, 2006, the Wisconsin Chapter (348 members) had 13 members who had donated to the MPI Foundation. That is only 4% of our membership. The good news is that we aren’t in last place; the better news is we have time to improve. Kudos to the Tampa Bay Chapter – they had 104% participation – they were able to get non-members to contribute.

I know our chapter likes a good challenge. To make the campaign a success, the Wisconsin Chapter needs YOU. I encourage each of you to consider making a donation to the

MPI Foundation. As I was writing this article, I did! I went to www.mpifoundation.org and made a donation (\$36.50) -- .10 cents for each day of the year.

The great part about donating:

- It only takes 2 minutes via the online tool
- Your contribution remains confidential
- **Any amount** is greatly appreciated
- **Any amount** will count towards overall chapter participation
- **YOU benefit!**

Making a personal donation to any charitable association is an important one that each person must consider carefully. I encourage your consideration of an appropriate donation to The MPI Foundation. Your donation will impact YOU – even from a distance. After reading this article, you might have some questions, please send me an email at kim.ball@abbott.com. ■

Advertising Index

Abbey Group Resorts	5
Alliant Energy Center	34
Blue Harbor Resort	33
Brookfield CVB	9
Chicago's North Shore CVB.....	31
Chula Vista	23
Eagle River Resort & Spa	35
Fox Cities CVB	28
Grand Geneva	3
Hilton Milwaukee City Center	18
Hotel Mead	BC
Lake Geneva Cruise Line	35
Lake Lawn Resort	11
Lambeau Field Atrium	13
Madison Marriott West	10
Madison Concourse Hotel	25
Millenium Hotels	27
Minoqua-Abor Vitae-Woodruff Area Chamber of Commerce	32
Monona Terrace	7
Oshkosh CVB	8
The Osthoff Resort	19
PC/Nametag	16
Radisson Paper Valley.....	28
Stevens Point CVB	17
Waukesha & Pewaukee CVB	24
Wausau/Central WI CVB	29
Wisconsin Dells Visitor & CB	25
Wisconsin InnKeepers Association	15
Wisconsin Meetings Magazine	11

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- Meeting Room (top left)
- Office (top right)
- Conference Room (middle right)
- Reception (bottom right)
- Waiting Room (bottom left)

The furniture is represented by symbols: a table and chairs for the Meeting Room, a desk and chair for the Office, a large table and chairs for the Conference Room, a reception desk for the Reception area, and a large table and chairs for the Waiting Room.

Room Name	MEETING ROOMS				SLEEPING QUARTERS				Bathrooms	Other
	Width	Length	Area	# of Seats	Width	Length	Area			
Room 1	10	10	100	10	10	10	100	1	1	
Room 2	10	10	100	10	10	10	100	1	1	
Room 3	10	10	100	10	10	10	100	1	1	
Room 4	10	10	100	10	10	10	100	1	1	
Room 5	10	10	100	10	10	10	100	1	1	
Room 6	10	10	100	10	10	10	100	1	1	
Room 7	10	10	100	10	10	10	100	1	1	
Room 8	10	10	100	10	10	10	100	1	1	
Room 9	10	10	100	10	10	10	100	1	1	
Room 10	10	10	100	10	10	10	100	1	1	

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Mary Vallone

► **Mary Vallone**
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How long in the meetings industry?

9 years

How long in MPI?

1 month

Tell us about your company and/or position:

Our Company is a manufacturer of small construction equipment. Our main headquarters is located in Germany. My responsibility is managing all training at our Menomonee Falls Visitor's Training Center for customers and employees.

Tell us about your family:

I have two children of my own, one stepson, and three beautiful grandchildren, ages 1, 2 and 3.

Favorite Musical Group:

While I enjoy and appreciate all types of music, I would have to say that Enya is my favorite.

Favorite Pastimes:

I enjoy sewing, decorating my house, and dancing.

Where were you born?

Hartford, Wisconsin

Where do you currently live?

Sussex, Wisconsin

Dream Vacation:

Mexico

If I won the lottery I would:

First, I would give money directly to families in need. Next, I would purchase a home for my brother and another for my girlfriend. And, I'd keep on working.

Words to live by:

Caring, loving, and giving.

Special personal accomplishments:

I've been very fortunate and have worked my way to a position in my company that I really enjoy! I love getting up every morning and am excited about going to work.

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

I enjoy meeting new people. So, make sure to look for me at the next meeting.



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MPI-PEC in New Orleans

Draws a Crowd

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



In the **USAE News**, January 30, 2007 edition, it was reported the 2007 MPI-PEC had a near record attendance compared to past MPI events. Kevin Eaton, in his article MPI New Orleans Has the Second Highest Attendance, indicated that there were 2,600 registrants for the four day event. The highest attendance was the 2006 MPI-WEC in Dallas with 3,600 members.

Wisconsin was represented by several chapter members who proudly made a difference. In attendance from Wisconsin were Steve Lorenz, CMP, Paulette Heney, CMM, Kim Ball, CMP, Laura Cornell, CMP, Cindy Foley, CMP, Cinda Vingers, CMP, Sherri Lee, Michelle Eggert, CMP, Susan Arts, CMP, Nick Topitzes, Sharon Elliott, Janet Sperstad, CMP, Marge Anderson, CMP and Angela Brown.

Attendees took part in professional development sessions, but were also able to get a firsthand view of the storm's damage and see the reconstruction efforts of the city. Some were even able to contribute time, labor, and sweat with the Habitat for Humanity project.

"Watching the rebuilding of New Orleans is inspiring and we are passionate about playing a part in making this great city more remarkable than ever," said Bruce MacMillan, president and CEO of MPI in a previous statement. ■

"The education was excellent. I really enjoyed networking with other chapter leaders. Participating in the Habitat for Humanity project and helping to rebuild homes in the area was a highlight of the event as was the final night Mardi Gras Parade through the ballroom."
— Steve Lorenz, CMP

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Coordinating Crisis: January Meeting Review

► **Katy Lederer**
*Director of Catering
Radisson Hotel
Milwaukee West*

On January 11, 2007, the MPI-WI Chapter held its monthly educational meeting at the Abbey Resort in Fontana, Wisconsin with over 50 members in attendance. This meeting featured a presentation on the Incident Command System, which is part of MPI's Platinum series and also one of U Expansion's Risk Management programs. It was presented by Joanne Corby, MA, MPA.

Joanne Corby's presentation style and content were outstanding. Here are a few highlights from her session:

- She opened by noting the importance of personal appearance/self image and proceeded to point out that "Wisconsinites" tend to be remarkably nice. She conducted an exercise to illustrate this fact by having us turn to the person next to us and extend a compliment. Then she asked us to say, "I'm just kidding." Needless to say, we all failed

the assignment due to our overwhelming desire to be nice. She asked us to remember that.

- She did an excellent job in comparing meeting planning to the implementation of an Incident Command System (a management tool used to coordinate a crisis). At several points in outlining the steps, she drew attention to the similarities of coordinating a crisis and planning a function. Both involve operations, logistics, planning, and finance/administration.
- She had us break into groups at our tables several times to play out the steps as she went through them, challenging us to determine various roles in the plan and who is responsible for which steps in the plan.
- She reminded us that our reactions impact any crisis and that the first question we should answer is whether or not the situation is life threatening.

Below are the different types of incidents we could encounter – easily remembered by using a neumonic device (B-NICE):

- Biological
- Nuclear
- Incendiary
- Chemical
- Explosive
- She wrapped up by pointing out that "the more you sweat at peace, the less you'll bleed in war." Basically, the harder you work to prepare, the less difficult it will be when things fall apart.
- In closing, she demonstrated the use of a defibrillator and encouraged everyone to be certified in CPR.



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Joanne was interesting, dynamic, very funny, and sarcastic without being rude. A special thank you to Michelle Eggert, Linda Hale, Naomi Tucker, the Team Chair, and team members Christine Lunz, Cheryl McShane, Carina Tran, Kelly VandenBoogart and Tanya Meyer for coordinating this MPI-WI program. ■

MPI

Exchange Program

► **Paulette S. Heney, CMM**
*United States Bowling Congress
 Director of Meetings, Events and Travel*



In the September/October 2006

edition of the Agenda, we announced that the International Chapter Foundation Special Projects committee approved the MPI Wisconsin Chapter Grant presented by Steve Lorenz and myself at the MPI-WEC in July to move forward with the MPI Exchange Program.

As a reminder, this program is designed to offer cross-border learning and familiarization opportunities for MPI members to improve their international understanding. The MPI Chapter Exchange program will also assist in establishing relationships with International MPI chapters and members.

The goal is to roll this program out internationally within two years. However, the Wisconsin Chapter was selected to pilot the program, and I am happy to report the first exchange took place the week of November 4-11, 2006. Below is an account of the experience written by Nathaly Roux with OPTIONS Eurocongress in Brussels, Belgium.

It has been a privilege for me to be a part of this spectacular opportunity for the MPI Wisconsin Chapter. I am honored to be the ambassador for the Exchange Program MPI, which we hope will be launched throughout MPI next year.

Saturday, November 4

My name is Nathaly Roux and I was selected to participate in the Exchange Program MPI. After a long flight, I arrived at the Milwaukee Airport where Paulette Heney picked me up.



▲ *USBC Meetings, Events and Travel Team make Nathaly feel at home.*



▲ *Nathaly sings a happy note for the MPI Exchange Program.*



▲ *What is an exchange program without a trip to Wisconsin's State Capitol?*

Sunday, November 5

We went on Sunday with an early train to Chicago. This was my first time in the United States. You can imagine how impressed I was seeing the city. The weather was wonderful. We visited the Museum of Contemporary Art, had lunch on the Navy Pier, and of course, we did some shopping on Michigan Avenue. Last, but not least, we went to the Sears Tower. The view up there is magnificent. For me this was a great day, I love Chicago!

Monday, November 6

I went with Paulette to her work at USBC, where I spent the day with her. During the morning, I was able to attend a meeting with the convention team of USBC.

After the meeting, we spent time talking about USBC. Everybody was so friendly. We went out for lunch and nearly the entire team was able to join us.

In the afternoon, we went to visit the test lanes from USBC. This was a nice surprise as I had no idea that they need to do quite a few tests to proof the bowling balls and the pins. It was really amazing! You don't think about this when you go out for a nice evening of bowling fun with friends. After that I went together with Paulette to visit one of their suppliers.

Tuesday, November 7

I went to the Hilton Milwaukee City Center and spent some time with the sales and convention team. I joined a meeting on BEO. I had a complete tour through the Hilton from top to bottom. This was a nice experience to have a look behind the scenes. That evening we went for dinner to a local bar with colleagues of Paulette's where I tasted the famous "fried cheese balls."

Wednesday, November 8

We drove to Madison to visit the Monona Terrace Convention Center. I got a tour of the center. By the way, it was designed by one of my favourite architects. I shadowed a staff member on sales calls and got a tour through Madison. That evening, joined a MPI Wisconsin Chapter meeting.

Thursday, November 9

Together with Paulette, I joined the MPI Wisconsin Education day. I attended two sessions which were very insightful. In the afternoon, I visited the tradeshow where I met some interesting people.

Friday, November 10

Amazing how fast this week went. We toured the Johnson Wax Company and did some sight seeing in Milwaukee via car. In the afternoon we spent time at Paulette's home talking about this fantastic week and made some plans for her visit to Belgium. We wrapped up the evening at the Safe House in Milwaukee and a stop at Lucille's Sing-Along Bar.

I want to thank everyone for this great experience! ■

Nathaly Roux

OPTIONS Eurocongress Belgium sprl/bvba

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Email: nathaly.roux@optionsglobal.com

nathaly.roux@optionsglobal.com



▲ *Nathaly and Paulette are all smiles for MPI Exchange Program.*



▲ *Is this a Safe House?*

BLOGGING Demystified

► **Tish Robinson**
Marketing Writer/Blogger
Midwest Airlines

Feel like a fish out of water when it comes to blogs? Here are 10 things to help you dogpaddle your way through the blogosphere.

- 1) A blog is really an online column, much like a column in a newspaper.
- 2) A blogger can be viewed as a columnist in the online world – not necessarily a trained writer, but someone who has a passion for the topic they write about.
- 3) Each time the blogger puts out new information on the blog, it is called a post.
- 4) Blogs are generally written by one person, who gives the blog a unique personality.
- 5) A blog generally focuses on one topic.
- 6) Interactivity is important. Readers are encouraged to interact with the blogger by leaving comments on the site. Web sites, on the other hand, are generally a static source of information and not considered interactive.
- 7) Good blogs are always honest, free of hidden agendas.
- 8) Blogs can be read from the bottom up. New posts always appear at the top of the page. If you want to follow the whole conversation, begin at the bottom.
- 9) Active blogs post 3-5 times a week; some post daily or multiple times a day.
- 10) You can keep up with your favorite blogs by RSS feed (an automatic link notification) on your home page (such as My Yahoo) or by e-mail notification.

How to find blogs.

Search any topic on Google, IceRocket or other search engine and you'll find that blogs come up in the search. If a blog covered the topic of "restaurants in Seattle," it will come up in that search. You can also visit Google's specific blog search feature. Any blog you read will undoubtedly offer links to other blogs -- bloggers network with each other for readers.

Think you want to start a blog?

How much time can you devote to a blog? It takes far more time than it might appear. Do you have a topic you're passionate about for a personal blog? Or are you considering a company blog that would act as a marketing tool? In either case, you have quite a bit of research to do on the publishing system you'll use and on the actual topic you plan to cover.

Many publishing systems are free for anyone to use; others charge a nominal monthly fee. Wordpress is the one I chose because of the

versatility of its layout. It also provides stats about views per day, the Web site or blog from which the viewer linked, and whether or not the viewer clicked through to links provided in the blog. Check out as many systems as you can to be sure you're selecting the right one for your needs. Others include Typepad, Blogger, Bloglines, Movable Type, Bloglines, Squidoo and many more.

You don't need techie skills to get started, but it helps to have someone nearby who can help decipher information and get you started on unfamiliar tasks. I had a little bit of HTML experience and it has really helped me with special formatting and linking.



View a few travel blogs.

My blog, *Travels with Tish – Girlfriends' Getaway Guide* can be found at <http://girlfriendsgetaway.wordpress.com>. As part of my marketing responsibilities at Midwest Airlines, I promote travel opportunities for women in the cities served by the airline. The blog was launched in September, 2006 with posts being published approximately three times a week. It is personalized, based on my travels and research focusing on women.

Fly Away Café at <http://flyawaycafe.com> is a good example of a personalized travel blog that is short, well written and based

on personal experience. The author is a flight attendant who blogs, not for her airline, but for a site that pays her for her posts. The same author also write *The Seattle Traveler*, focusing on her hometown. You'll find it at <http://www.theseattletraveler.com>.

RealTravel at <http://realtravel.com> is a multi-purpose travel site that allows visitors to find travel information and deals. But it also allows site visitors to put their own travel blog on the site.

Nuts About Southwest is Southwest Airlines corporate blog at <http://www.blogsouthwest.com>. You'll note that it is a departure from the personalized, one-voice blog as it is written by different people on different topics. You be the judge of whether or not it is a blog you would return to again and again.

The Lobby at <http://thelobby.com> is the corporate blog for Starwood Hotels and Resorts. You see that it is brief, gives interesting bits of information on things to do in various cities and is written by three or four people, not one. It is not personalized, but written more as a travel log than a blog, but may be a format that travelers like. ■



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Supplier Profile: Meghan Costello

► **Meghan Costello**
Sales & Marketing Coordinator
Greater Madison CVB
Madison, WI

How long in the meetings industry? I've been at the GMCVB just over two years.

How long in MPI? I joined MPI at the end of 2006.

Tell a bit about your company and/or current position:

The GMCVB is the greater Madison area's official destination management organization. In broad terms, my role at the bureau is responsible for coordinating key sales and marketing division initiatives. You can learn more about our organization and staff by visiting our web site at www.visitmadison.com.

Teams or projects that you have worked on for MPI or would like to be involved with: I am currently co-leading the Awards and Scholarships team for this year's May Awards Gala in Green Bay.

Tell us about your family: I live in Madison with my fiancé, Ryan, our two cats and dog, Marley.

Where were you born? Born and raised in the Chicagoland area.

Where do you currently live? Madison, WI.

Favorite Pastimes: Cooking, concertgoing, spending time with friends and traveling.

Favorite Musical Group: Wilco is my favorite, but there are many other talented individuals and groups out there I enjoy listening to.

Person you admire most and why: There are too many people to list and even more reasons why I admire them.

Dream Vacation: That's another tough question ... if time and money weren't an issue (and let's face it, they are!), I would love to backpack through Australia and New Zealand – I guess I'll keep dreaming!

If I won the lottery I would: Devote much of my time and resources to various animal and environmental causes. Oh, and maybe take that trip down under!

Words to live by: It's the little things in life ...

Special personal accomplishments: Each day is full of personal and professional accomplishments – all of which are special.

What else would you like other MPI members to know about you? I'm a perfectionist who realizes this is both a blessing and a curse!



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LUKEWARM Cold Calls

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



I started in the business in 1980 in corporate travel within meeting and incentive planning. For the past six years, I have been a supplier on the hotel side and have held various positions ranging from sales manager to director of sales to vice president of sales and marketing. I have heard more definitions of cold calls and the wrong reasons for doing them than I care to repeat.

I'd like to share my thoughts on different types of sales calls, when they are appropriate, and when they are not. Below are some definitions and some insights about each type of call.

- **Cold call** – often referred to as the “drop in call.” You walk into a building, exchange pleasantries with the gate keeper, leave him/her with a small gift, get contact information and then move on! This person will never forget your kindness and the unexpected gift. You have just been very professional and you did not ruffle feathers by trying to get in to see someone that is not expecting you.
- **Solicitation call** – is cutting to the chase and fact finding. You have a list of prospective or target customers and you want to find out if they have a need for your product or service. For example, I would call them and ask “Do you hold meetings in Milwaukee or bring corporate transient business into the Milwaukee Airport?” If the answer is no, move on. It's as simple as that. Don't waste their time or yours. However, before you hang up, you can ask them if they do know of anyone that could use your product or service. Referrals can be huge; and always remember to appropriately thank the person who “referred.”
- **Prospecting call** – involves picking up the phone and contacting a potentially new customer who has been qualified, contacting a previous customer who has not done business with you in a while or contacting a customer who has been referred to you by a friend or colleague. In the prospecting call, you want to determine if the customer has an upcoming need for your product or services, make an appointment with them, or invite them to visit your business to share new information or products.

Why would anyone go out on a call not having an appointment or even knowing if there is potential business to be had? As a former

planner, I cannot tell you how annoyed I would get when the receptionist would call me and ask me if I had time to meet with a supplier who just stopped in without an appointment. I know of people who do that to meet quotas and end up costing their companies more money in the end.

Companies need to look at the programs and goals they set for their employees and sales team. Is the pressure of hitting quotas and going off in unproductive directions really worth not having their people focused on what they know needs to be done? Generating business the right way involves setting appointments, networking and building relationships. The most sustainable business is generated by creating healthy business relationships.



Cold Call, solicitation, and prospecting calls are perfect for someone new who is just starting out and needs to build a client base. But after a couple of years, let it go. Sales people need time to take care of their clients as well as find new ones. “Cold calls” are appropriate when they are done in an area that you already have “qualified appointments” and adequate time in between to stop at businesses that are new to you or that you have not visited in a long time. You can use

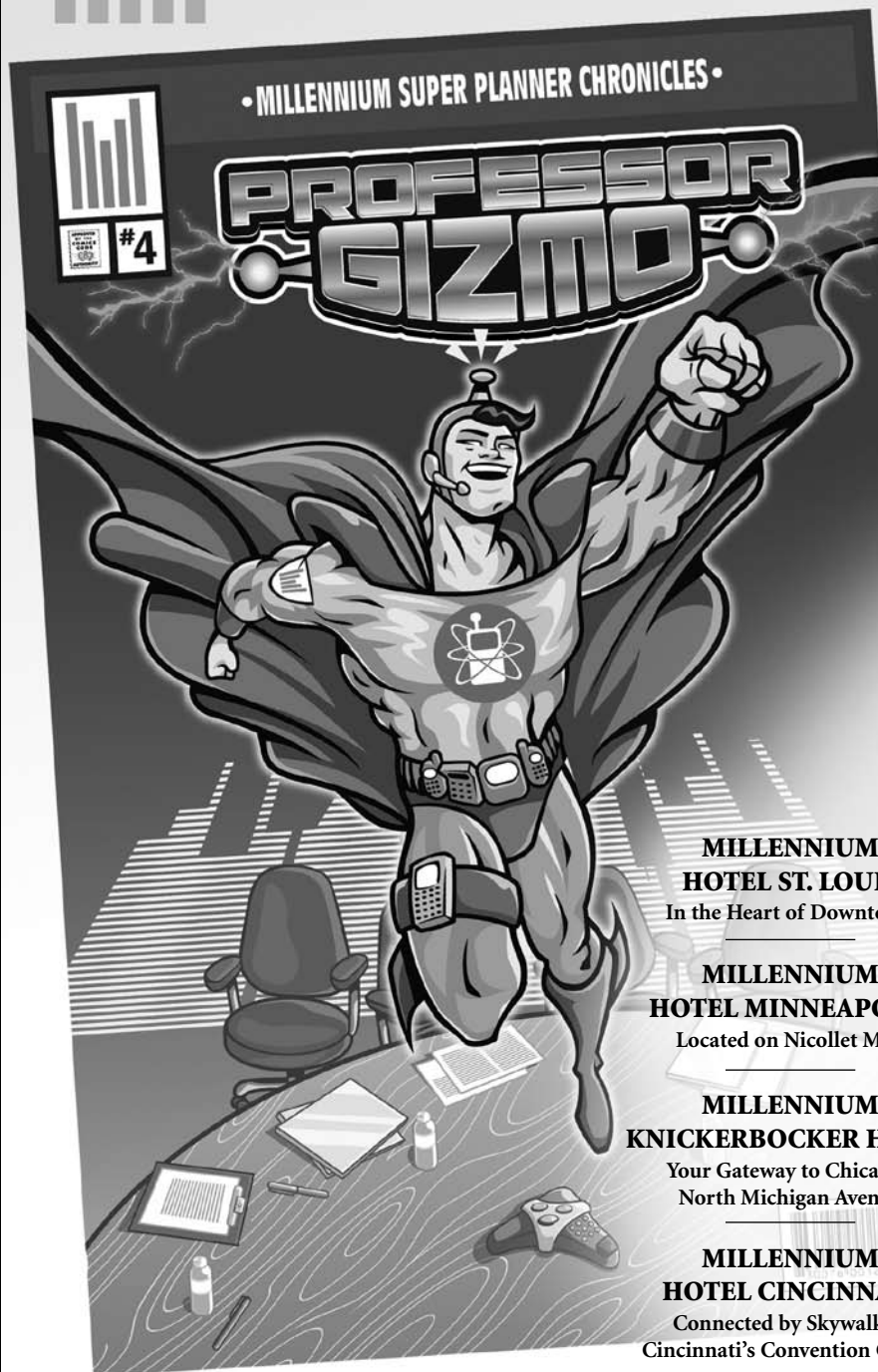
these to get contact information and warm up the gate keeper (as mentioned before, a small gift will go a long way).

When making prospecting calls, have FUN! This is a warm call and you are in the process of potentially bringing someone new into your business family. That is a huge step. I would recommend against asking “how are you” in the opening sentence. I can't tell you how many times a day I get asked this. They want to know why you are calling them and not particularly interested in talking about how their day is going.

I prospect, network and build relationships... that is why my MPI family is so important to me. I have met many of you through these three measures. It's that simple and I know how blessed I am with all of the clients, friends and family that have who have touched my life in my 27 years in the industry.

Find what works for you and never let it go. ■

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VP of Finance
Fox Cities CVB
Appleton, WI



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Before we officially welcomed in the New Year and passed the halfway mark of our chapter's fiscal year, we hosted our 2007 Holiday Event. It took place on Tuesday, December 5 at the Monona Terrace.

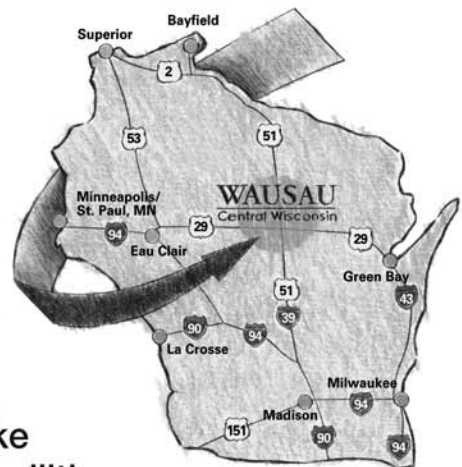
- In attendance, we had 107 of our MPI-WI Chapter members
- We met our goal and raised \$5,000 in net profit at the event

We'd like to extend a special appreciation to Tina Luther, our Director of Special Events and recognize the efforts of our Holiday Event team – Bill Severson, Tracy Schmidt, Julie Peterman, Kathy Gilbertson, Tina Hafeman, Cheryl Fleck, Andrew Aschenbrenner, Jenny Grass, Traci Tolzman, and Sue Burke. ■

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Production: The Land of Oz

► **Gloria Nelson, CSEP**
Gloria Nelson Event Design, LLC
Winneconne, WI



Whew! Have you ever felt like you were caught up in a twister of a meeting and dropped far, far away from Kansas right along with Toto? While working recently on a program down in Florida, I had the opportunity to step in on behalf of a client and work with their end-user in producing their general opening and closing sessions. It was for the top echelon of the company, with 120 individuals in attendance, and I learned valuable lessons that I'd like to share in the "what to do" and "what not to do" arena of production. (See side bar gray box.)

Without any meeting specs or timeline (where expectations could be built into the program), I soon discovered that I was simply the "beck and call girl." I had been asked to compile several presentations into one major slide show for the opening morning's general session; and I was also asked if I would be willing to bring and use my personal laptop computer. Being a team player, I agreed to allow the use of our company laptop and, luckily, some of the slide shows were collected before my departure for the precon and FAMs with the entire team. Those slide shows were downloaded, but I had no clue as to their running order in the opening session. I had to simply keep walking and "following the yellow brick road" in hopes of finding my way to the Emerald City.

Aside from getting a nasty computer virus in the downloading process that turned our fire-breathing, coal-stoakin' laptop into an old-fashioned wimpy 286 processor dinosaur, there were many positive pearls gleaned and many contributions made while onsite with this bio-medical client... as I was feeling like Dorothy dropped into a strange land with all sorts of strange characters.

During the precon meeting, while taking a "side-car" role in contrast to the lead role as a planner which was usually assumed, I took the initiative to point out some considerations for essential staging enhancements that incurred some additional expense. I ultimately won the confidence of the end-user with my recommendations, however, this didn't come without a price. I had to oversee middle-of-the-night setups and last-minute slide preparations as 16 different presenters gave me more than 250 slides to "gang together." Winnowed down the "day of," the final program was more than 3.5GB with 219 slides.

The stage was to be set for rear projection in classroom style. I explained to the end-user that this would mean dimmed lighting at the back of the room with the presenter "in the dark," literally. I pointed out the benefits of providing illumination with the

Continued on page 31

Do's

- Develop a timeline.
- Set realistic expectations of planning vs. punting.
- Provide drop dead dates for slide production.
- Rehearse and assign specific time slots to each individual to show that you value their time as well as your production crew.
- Have a list of presenters for opening and closing session in advance.
- Set realistic time frames to have final slides in hand and do offer a "final tweak."
- Make sure you have appropriate stage set with the correct lighting and add a touch of inexpensive elements as simple as four potted green plants around the base of the lectern. (Note: Lecterns are different than podiums, although they are frequently interchanged, but this could one day present a problem when you find that what you need is missing. Being on the same "speak page" is important.)
- Double check and even pop in to ensure your setups are loading in according to plan ... and that might mean running down to the convention center in your fancy resort robe thrown over your pajamas.
- Make sure you meet your AV technicians/team in advance of your program. Do a complete review of the program, even if it is simple, because inevitably, something will jump off the tracks and it helps to have all of the players on the same page. This ensures a smooth transition that typically goes unnoticed in the audience.
- Be a team player and show respect as well as appreciation for all the other players' time and talent regardless of their pecking order on the meeting food chain.

Dont's

- Wait until the last minute for slides to surface.
- Be afraid to "push" for the inclusion of accountability in your timeline.
- Be afraid to be the "professional" who shares and documents the potential downside program risks for failure to plan.
- Hesitate to use that documentation if ever accused of not having your ducks in a row.
- Use your own laptop when outsourced to do a program. It not only infected our laptop, but it started with our office desktop, so both computers were compromised.
- Be afraid to make recommendations for a better program presentation. The money spent on the stage augmentation was less than the breakouts that were cancelled and had complete data projection packages set and billed.
- Treat your support personnel as lackeys or just bodies that are there to do a task. This will always sabotage what otherwise could be a synergistic effort behind the pipe and drape.
- Underestimate the professionalism and contributions of your AV team ... they are golden when you invite their input and allow them to help make your program superior.
- Forget to plan ... otherwise plan to fail.

integration of four simple leko lights and a bit of greenery popped onto the stage, to give it more “warmth.” The lighting wash would ensure a balance to the stage, and lighting with the softening of gels would eliminate shadows on the projection screen. The recommendations were well received to move from the traditional classroom set to a Chevron set, and we followed that angle with the drape that covered the controls, much like those that provided the visual barrier between Dorothy and the “Great and Powerful Oz.” The BEO’s were changed accordingly, but we all know that what happens in those meetings, doesn’t always make it to the back of the house – and to the set up team in particular.

All of the key players and stakeholders were present for the precon, from the client, outsourced travel directors, and producers, to the key players in the hotel including the Convention Services Manager and the usual parade of who’s who that “pops in” like the Executive Chef. I suggested that since we had the resources, I would be willing to give my time creating an “In Review” with photos from the five days of sessions, breakouts, opening night welcome gathering, dine-arounds and the local excursions. I agreed to create a memorable “walk in” slide show for their attendees at no additional charge.

The rehearsal was scheduled, but it turned out to be more of a “casting call” where a wonderful grazing station was opened up without any assigned time slots for people to either download

or peruse their slides and make any last minute changes. This producer was most nervous as the laptop lagged, and I felt the need to pass out numbers for those backing up on the rehearsal runway (akin to a busy meat department at the local deli counter at a Piggly Wiggly). They paced the room anxiously awaiting their turn so they could run on the beach or swim in the pool. I felt as if my face was green and they saw the Wicked Witch of the West who was standing between them and freedom at the meeting.

Animation was completely lost while importing slides, so this meant I had to stay up and pull a 38-hour shift from start to finish to correct all of the slides and nab those presenters the next morning, bright and early, who had left the rehearsal disgruntled the day before. We reconvened to ensure that their slides (that had been mauled in transfer) were corrected and that all animation and text were in their proper places. It happened to be a blessing in disguise that I was up all night because I promised the end-user meeting planner that I would “pop in” and check on the setup. Setup was to start at 2:00 AM, but apparently, the previous event in the room(s) broke early, so the setup began earlier. When I arrived in the designated meeting space, the room had been setup classroom style with the stage against the back wall for front projection. Swift action was taken with a cool and team-oriented head, and I rolled up my sleeves and started to move tables with the

Continued on page 32

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ILLINOIS. MILE AFTER MAGNIFICENT MILE.

changing of the guard that was none too pleased at this unexpected change in their plan of work for the evening. The good news is that it allowed me to work closely with the in-house AV company (PSAV) to dial-in the lighting and sound before I ran up to my room to change clothes and ready myself to “let the show begin.” That roll-up your sleeves attitude also garnered the respect of the munchkins that come in the middle of the night and flip those rooms as well as the AV company... and word traveled throughout the land that I was indeed a ‘good witch’.

All was well in the land of laptops, or so I’d thought, until we started the slide show presentation. Despite the slow processing time of the slide transfers and the all-nighter, the slide show itself moved along nicely. Gulp...until about two-thirds of the way through the program. That was when the flying monkeys got into my hard drive and pulled the stuffings out of my program!

We all know that the down arrows, page down, and space bars will all advance a PowerPoint slide show... well, not this time. I pounded on every key imaginable to the point where one presenter on stage said, “I can hear her hitting the keyboard back there.” That was when I decided to NEVER again use my company laptop for any client program(s). I arranged with PSAV to have a back-up for the closing session, and then spent the next several days attempting to eradicate the virus transferred to my own computer.

The educational/content planner who wrangled the speakers/presenters had to depart from the meeting early the day prior to the closing session and gave me strict orders before leaving to “clear my evening and remain on call” for the senior level officer to meet with me in the “War Room.” We were to compile the closing session slides and determine the running order with a working script containing all of the pertinent inclusions of Voice of God messages (particularly housekeeping and safety notifications of noting exits and so on). I attempted to convey my expectations and the resulting consequences if we didn’t plan properly; and I almost got locked in the witch’s castle for expressing a contribution! I worked and waited, and when it got to be 2:00 AM, I finally decided to call it a night.

After rising early and being in position at the production table at 7:00 AM the last morning, I finally took in a deep breath and sent a text message to the senior officer at a quarter past the hour advising him that I was available and ready to put the final touches on the closing session. Does any of this seem like poor planning to those reading this missive? The closing session was to start at 11:15 AM, meaning the “In Review” I put together the evening before along with walk-in music should have started looping about 11:05 AM. The senior officer finally had the meeting planner call me to advise he would be in a 9:30 AM. I

Continued on page 33



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had no idea how many presenters there would be, who would present in what order, etc., so once again, I simply waited and had PSAV on call if we needed more lavs or other equipment.

The first person to pay a visit to the Land of Oz generously provided the information I needed to formulate the script and the sound & lighting cues along with VOG messaging. That was at 10:15 AM. The senior officer finally arrived at 10:50 AM with three additional slide sets on jump drives (fortunately downloaded to the PSAV laptop and not mine this time). Did I mention that the room was set incorrectly again and needed a “do over” in the middle of the night while I was on “beck and call” duty?

The important thing to mention, aside from a few slides not advancing properly or swiftly enough from the back of the house, is that the stage presentation was deemed “most professional” by attendees and the meeting planner. Cool heads prevailed between the producer, the onsite setup staff, and a great supportive AV team. Some of the “do’s and don’ts” are listed here in the “gray box” for you to clip and keep beside your work station or in your file marked General Sessions or Corporate Theater/Staging. Ultimately, I managed to click my heels three times and get back to Wisconsin repeating, “There’s no place like home!” Where was that Good Witch Glinda when I needed her? ■

MARK YOUR CALENDARS FOR THE UPCOMING EDUCATIONAL EVENTS

March 15, 2007: Spring Education Day in Racine! Please note our new venue & new format! Based on feedback from our supplier members and host entities regarding their diminishing ROI; and MPI-WI’s desire to keep the event fresh, we will not be partnering with Visit Milwaukee’s Special Event Showcase. Instead, we will be focusing on a full day of top-quality education.

April 19, 2007: We return to Door County after being away for too long. Join us at the wonderful Stone Harbor Resort!

May 17, 2007: We can’t have a blizzard in May can we? We head back to Green Bay for Annual Awards Gala hosted by The Tundra Lodge and Lambeau Field!

June 2007: Stay tuned for more information on a potential 2nd Annual Joint Golf Outing with WSAE! 2006 was very successful & the special events team is working diligently on finalizing plans for a spectacular second offering!



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4. What are you good at? This is not the time to be humble.
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Now stop for a moment and take inventory. Review what you have written and on a separate list, identify the meaningful responses. What are your best talents, the ones that seem most natural to you? Is there congruence between these talents and your accomplishments? Are you using these talents when you have felt most fulfilled and inspired? Take some time to uncover the patterns in the information gleaned from these first five questions. Then continue...

6. Clarify your priorities by completing these statements:
 - a. The three most important things I still want to accomplish in my life are ...
 - b. Some day, I want to look back and reflect on my life and think, "I'm glad I ..."
 - c. This is how I want to make a difference in the world ...
 - d. This is how I want to be remembered, to be known for ...

7. Pretend you have one week to live. Think carefully - this activity can be particularly insightful. What would feel the most unfinished if you could not complete it? Answer this for the following areas of your life: family, work/career, other people, finances, service/contribution, and spirituality/personal growth.

Review all that you have written for these two questions. Below each one, identify your most important responses. These should give you information and direction for your plan.

Identify your goals for each life area for the next 1-2 years. Where do you want to be, or what do you want to accomplish with your career? Family? Relationship? Health? Finances? Spirituality? Service? How about your goals for five years out? Keep in mind your plan is not written in stone. Things change – life happens and your plan will need to be adjusted. It is a work in progress. Just don't let procrastination or fear become the impetus for not adhering to it!

For each goal, write down the strategy, the "how-to," or the big steps you will use to achieve that goal. For each strategy, identify the "what," or little steps that are necessary.

Continued on page 35



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Identify specific deadlines for every strategy and action step. Give yourself plenty of time, be careful not to get overzealous and pack too much in. You want to set yourself up for success, not a feeling of missed deadlines or failure. The more detail you develop now, with the most realistic timing, the more assured you will be of following your plan and achieving your goals and dreams. And if you miss a deadline, no big deal, just change it!

Columnist Sydney J. Harris once wrote, "Regret for things we did can be tempered by time; it is regret for things we did not do that is insoluble." Without a plan, where will your life be, and how will it be different, ten to twenty to thirty years from now? Make sure you get the most out of life and eliminate future regrets. You will feel so accomplished, so fulfilled ... if you take this process seriously and create a plan. I wish you and your bright future all good things! ■

Jane Sanders, president of Authentic Leadership Resources, is a speaker, trainer, facilitator, and coach in the areas of authentic leadership, gender communication, recruiting & retention of women, strategic life planning, presentation skills, and facilitation. She is author of "GenderSmart: Solving the Communication Puzzle Between Men and Women." Contact Sanders at 877-343-2150 or jane@janesanders.com.



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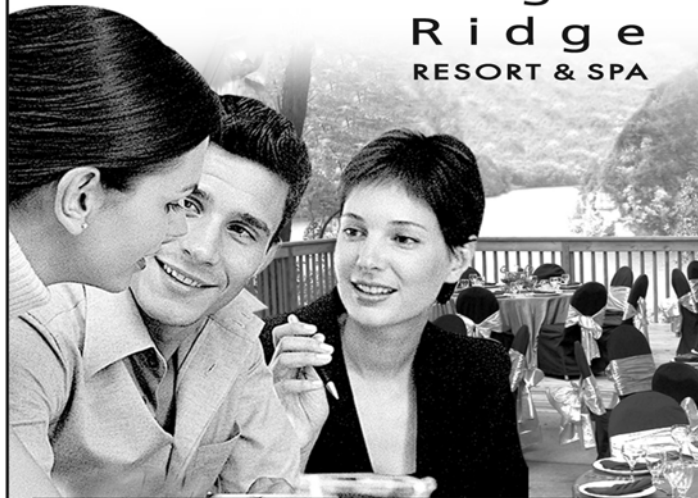
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Datebook: Calendar of Events

MARCH 2007

7 WSAE Monthly Meeting

Seven Measures of Success
Crowne Plaza
Madison
www.wsae.org

15 MPI-WI Spring Education Day

Marriott Racine
Racine, WI
www.mpiwi.org

18-20 MPI Professional Education Conference Europe

Copenhagen, Denmark
www.mpiweb.org

19 CMP Application Deadline for July 2007 Exam

www.conventionindustry.org

21-25 MPI CMM Europe

Copenhagen, Denmark
www.mpiweb.org

APRIL 2007

3 WSAE Spring Conference:

The Future of Associations
Country Springs Hotel & Conf Ctr
Waukesha, WI
www.asae.org

19 MPI-WI Monthly Meeting

Make It Happen! Create Your Strategic Life Plan
Stone Harbor
Sturgeon Bay, WI
www.mpiwi.org

MAY 2007

17 MPI-WI Chapter May Awards Gala

Lambeau Field and Tundra Lodge
Green Bay, WI
www.mpiwi.org

JUNE 2007

14 WSAE/MPI-WI Annual Golf Outing

Chula Vista Resort
Wisconsin Dells, WI
www.wsae.org

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