

Volume 29, Number 3
May/June 2007

on your agenda

- 2 *Successful Succession Planning*
- 4 *President's Column*
- 5 *The Time is Now!*
- 6 *From the Editor's Desk*
- 9 *Future Editor*
- 10 *Planner Profile*
- 12 *Food for Thought*
- 13 *New Members*
- 14 *Do You Work to Live...*
- 15 *8 Money Saving Tips*
- 16 *Financial Stability in Your Chapter*
- 18 *MPI Crossword Puzzle*
- 20 *70 Degrees & Florescent*
- 21 *MPI Outreach Community Benefits HALO*
- 22 *Spring Education Day*
- 26 *Supplier Profile*
- 27 *On the Mooove*
- 28 *Contract Checklist*
- 32 *Calendar of Events*

The Importance of Internships



▲ **Allison McCarty**

*Madison Area Technical College
Student, Meeting & Event Management*

Have you ever worked on a project or meeting and thought to yourself, "I really wish I had some extra help on this," only to realize that it wasn't possible because everyone in your office was just as busy as you? If your answer is yes, have you ever considered hiring an intern?

Internships are a popular way students around the world get real life experience in a career field they desire to enter. This experience is meant to outfit students with skills needed to perform in the workplace, give them a better feel of what the job entails, and give you the extra hand needed. As a current student of Madison Area Technical College (MATC), I feel that an internship is the most beneficial experience that students can have in their college years. It helps them find their strengths, weaknesses, and passions.

Completing an internship is a requirement in the Meeting & Event Management Program

at MATC. I recently concluded mine at the Wisconsin Association of School Boards and enjoyed every minute. Throughout my

"Knowledge put into action is wisdom. Students learn the different tools in the classroom, but the internship helps them use these tools in the real world. It is about the experience, applying the knowledge, and then refining it."

experience, I felt challenged, rewarded, appreciated, and was regarded as a valued and reliable resource. I was able to experience a multiple-day convention with 2,000+ attendees. Some of my responsibilities included coordinating all student performance groups for the exhibit hall, developing and creating exhibitor packets, updating the convention survey, and summarizing the results. It was beneficial to be

able to apply what I had been learning in the classroom to these real situations.

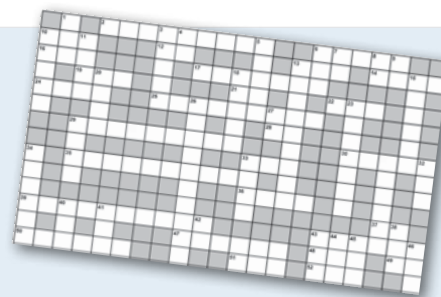
I spoke with a few different people to get their perspectives on internships. One of which was Janet Sperstad, CMP, Lead Instructor for the Meeting & Event Management Program at MATC. When asked why she required her students to complete internships she said,

Continued on page 31

What's in Your AGENDA?

Don't miss our special feature on page 17-18.

**PLUS ... Win a FREE roundtrip
Midwest Airlines ticket**



Successful Succession Planning

► Susan Arts, CMP
sartscmp@aol.com



Quite a mouthful, isn't it? And it's quite a daunting thing to think about – who would be able to step up and take on a new assignment? Succession planning should be done by every organization, including volunteer organizations such as the MPI-WI chapter.

Over the past few years, the Board of Directors has talked about succession planning and how it can be incorporated into the chapter structure. As a volunteer organization, MPI-WI needs to be prepared to fill vacancies quickly, since people's job situations can change and impact their ability to continue with their work in the chapter.

The first thing we had to do is develop a list of our resources. In the chapter's case, we had to start tracking the volunteers within each division. With over 100 volunteers, this was a daunting task! The Board members pulled together and we now have a very detailed volunteer database which breaks down each division, lists all the committees with descriptions, and lists the individuals who are involved with each committee.

Each division has worked to identify roles that are stepping-stones to other positions; for example, the Agenda newsletter has an editor and an associate editor. The goal is to have the associate editor move into the editor role, thereby ensuring a smooth transition from year to year. Other committees are less structured, but the goal is to always have a volunteer move from a team member to a team lead position.

The natural progression is to have team leads consider moving up to the Board of Directors. Since there are not enough slots on the Board to make room for each team lead to move up, some may decide to continue in their lead position or move to another team for different experience and exposure. Some volunteers decide not to ever move on to the Board but continue to be involved. That's great! The chapter can use whatever time a volunteer can give.

There are two types of positions on the Board – Directors and Vice Presidents. Directors serve for two years and Vice Presidents serve for one. Some Board members may decide to serve only one term, some may decide to move through different positions on their way to becoming President. Once an individual has committed to the President track, their tenure includes three more positions on the Board – President-Elect, President and Immediate Past President.

As you can see, there are plenty of places where changes can take place. The MPI-WI chapter has been fortunate in the past few years – every time we have had an opening on the Board; we have been able to pull from the “volunteer bullpen” to fill that void. Luckily, we have not had to replace a President or President-Elect in the middle of a term in the last few years. But it can happen at any point in time, and we need to be ready to act.

In order to keep this pipeline moving, it has been my responsibility to contact the volunteers as we approach the end of the year to see if they are continuing

in their role, or would like to switch to another committee. At the Volunteer Kickoff, held in June, interested chapter members will have the opportunity to meet with committees and get involved.

If you have not volunteered for the chapter in the past, I encourage you to attend the Volunteer Kickoff and see where your assistance and expertise is needed. If you are a current volunteer, I look forward to seeing you continue on whatever path you desire within the chapter leadership structure.

The MPI-WI chapter is very fortunate to have a large group of dedicated volunteers. But that group did not spontaneously happen – it is through the efforts of your Board and the committees that it has come together and works as well as it does.

Do you have questions about the chapter, volunteer positions or the Board? Please feel free to contact me at srarts@scj.com or 262/260-2783. ■

The MPI-WI Chapter has been fortunate in the past few years -- every tie we have had an opening on the Board; we have been able to pull from the “volunteer bullpen” to fill that void.



Meetings are different at Grand Geneva.
To reserve your meeting space, call
(262) 245-7553.

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?



Lake Geneva, Wisconsin grandgeneva.com

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



2006-2007

Board of Directors

President

Steven Lorenz, CMP
Meetings & Incentives
SteveLcmp@charter.net

President-Elect

Paulette Heney, CMM
United States Bowling Congress
paulette.heney@bowl.com

Immediate Past President

Kim Marie Ball, CMP
Abbott Laboratories
kim.ball@abbott.com

VP Finance

Mae Ibe, CMP
Fox Cities CVB
mibe@foxcities.org

VP Education

Carrie Jensen, CMP
UW-Madison Materials Distribution Services
cjensen@bussvc.wisc.edu

VP Member Care

Susan Arts, CMP
sartscmp@aol.com

VP Communications

Laura Cornell, CMP
Monona Terrace Convention Center
lucornell@mononaterace.com

Planner Directors

Michelle Eggert, CMP
Conference Direct
michelle_eggert@conferencedirect.com

Tami Gilbertson, CMP
WPS Health Insurance
tami.gilbertson@wpsic.com

Linda Hale
The Wisconsin Credit Union League
lhale@theleague.coop

Cindy Parker-Ferguson
Credit Union National Association, Inc.
cparker@cuna.coop

Supplier Directors

Katy Lederer
Radisson Hotel Milwaukee West
katy-lederer@yahoo.com

Susan Kainz
Grand Geneva Resort and Spa
susankainz@grandgeneva.com

Tina Luther
Heidel House Resort
tluther@heidelhouse.com

President's Column

► Steve Lorenz, CMP

2006-2007 MPI-WI President
Madison, WI



Has it Been a Year Already?!?

Where does the time go? Everyone knows time flies when you are having fun, and that has certainly held true this past year. But I can also tell you from my experience that time flies regardless of whether or not fun is involved!

This is my final President's column for the Agenda. A year ago, I was dreading writing these articles. Writing was not my strong suit and was well outside my comfort zone. Now, I have written six President's columns and was much more successful than I thought I would be. It's either that, or Marie Johnson, the Agenda Editor, is especially good at making me feel better about my deficiencies as an author.

A year ago, I was eager to serve the chapter as President. I looked forward to the opportunity to make my mark as a leader and build on the work of our Past Presidents by further improving our chapter. While I was able to maintain my eagerness, for the most part, this past year certainly threw me a few curves.

Moving, losing a job, finding a new one and other unplanned events in life are all things that can throw you off course. A year ago, I would never have pictured my life as it is now. But I have found that the things for which you do not plan can, in fact, be some of your best experiences. While not all of my experiences over the past year were pleasant, I would not trade them for anything.

I was "downsized" last fall. While it was devastating to me personally and professionally, (not to mention the effect it had on my wallet), I was surprisingly optimistic. After the downsizing, I worked diligently to find new employment. While it was a scary time, I learned a lot of things about myself and the people that

I am honored to call my friends. Many people supported me through the process that led me to my current position. Many of these people are fellow MPI members who reached out to help and offer suggestions.

Once in my new role, I realized how lucky I was to have had this change forced upon me. As I have written in previous columns, I am not a big fan of change. I would have continued in my old position, largely because I enjoyed working with my clients. So again, some of the best experiences are those for which you do not plan.

Serving with this Board of Directors has also been a great experience. Some of our unplanned tangents and diversions led our team to some of its best work. I thank the 2006-2007 Board of Directors for their support and encouragement during this past year. I thank them for their bold and courageous choices. And, I thank them for their varied leadership styles and personalities.

I thank MDS for their passion and hard work on the day-to-day operations of the chapter. I thank the Past Presidents of this organization for blazing this trail that I was able to follow. I wish Paulette Heney, CMM, the best of luck as she becomes President of the chapter on July 1.

I would like to thank all of the members who have served in any sort of volunteer role over the past year. Without your time and dedication we would not be where we are today.

It has been an honor serving as your President. The role was always challenging, yet rewarding. Thank you for the opportunity. While the time definitely flew by, this has been an experience that I will treasure for a long time to come. ■

The Time is Now!



► **Paulette Heney, CMM**
2006-2007 MPI-WI President-Elect
Madison, WI

I can't believe how fast the time has gone since I was asked to track for President of the MPI Wisconsin Chapter. I was so honored then, and now am excited it is just a few months away.

I hope I will have a chance to meet each and every member over the next year. Please don't hesitate to contact me with any questions or comments you may have. I am always looking for ways to improve our chapter.

Thank you for giving me this opportunity to serve as your President, I know it will be a great ride with all you. ■

PARTNERSHIPS

Through cash donations and in-kind sponsorships, partnership marketing is the backbone of MPI-Wisconsin Chapter's success. Without your continued support, we couldn't secure and offer the level of education and programming experiences our membership has come to expect and enjoy. Our intent remains to maximize your ROI with exciting incentives and packages. Your continued partnership is truly appreciated as we work together to continue to define the power of meetings.

MPI is the voice of and premier educational, technological and professional resource in the meetings industry. The Wisconsin Chapter of MPI has a membership of over 300, balanced between those who specialize in planning and managing meetings and events, and those supplying services to the meetings industry.

Maximize your organization's visibility, reach a targeted audience, and increase your ROI with our various education sessions regarding our industry by participating in partnership opportunities and getting involved with our various events. Select from our many offerings available throughout the year to promote your service, organization or company to show support for MPI. Become an MPI-Wisconsin partner and identify your company as an industry leader today!

Achieving Your Goals at
Eagle Ridge Resort & Spa:

Perfectly Natural

15,000 sq. ft. of brilliant function space.

First-class accommodations.

Award-winning dining and catering.

The sensuous Stonedrift Spa.

And 63 holes of premier Midwestern golf.

All amid Illinois' inspiring 6,800-acre Galena Territory.

FOR A LIMITED TIME

Book 25 Room Nights
Get 1 FREE*

Call for 2007 Value Dates!

Let Knowledgeable Golf, Meeting
& Catering Professionals Make
Productivity Perfectly Natural:

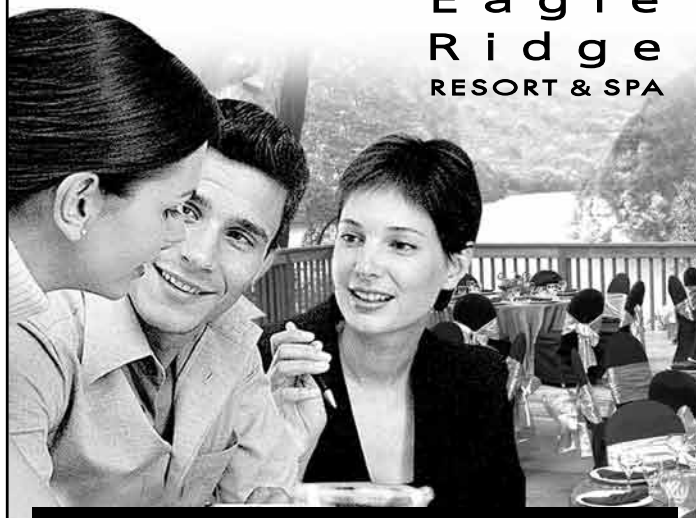
Call 1-800-998-6338

Visit EagleRidge.com

Sales@EagleRidge.com



**Eagle
Ridge**
RESORT & SPA



THE GALENA TERRITORY - GALENA, ILLINOIS

*Valid on new meetings booked by July 1, 2007. Certain restrictions apply. Subject to availability.

agenda staff

Published bimonthly 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

Production Editor

Ann Shultz
AJS Designs

Statements of fact and opinion within Agenda are the responsibility of the author(s) and do not imply an opinion of the officers or members of MPI or MPI-Wisconsin Chapter.

Publication Deadlines:

July/August 2007
Deadline: May 20, 2007

September/October 2007
Deadline: July 15, 2007

November/December 2007
Deadline: Sept 18, 2007

Permissions

Material in this publication may not be reproduced in any form without permission. Requests for reprint permission should be directed to Marie Johnson at editor@mpiwi.org

Copyright ©2007
MPI-Wisconsin Chapter

From the Editor's Desk

The Wind Beneath My Wings

►Marie Johnson
Midwest Airlines
Milwaukee, WI



We are afforded the opportunity to bid “farewell” only because we first had the chance to say “hello.” As I write my last editor’s column, the words form on the page with mixed emotion.

I am looking forward to taking on new opportunities and challenging myself in different ways. I am particularly excited to watch our new editor, Lisa, grow in her role. And, selfishly, I am hoping to steal back a little bit of time to start studying for my CMP exam.



Marie and her mom

However, when you have to give up something you love, it always comes with a bit of sadness. The MPI-WI Chapter has an incredible team of individuals that bring you the Agenda. It is a magical process watching it all come together and I have truly enjoyed playing my part. I will miss being your editor.

As I reflect on the past year, I ask myself “how did I get here?” After a short pause, the answer became quite obvious. While there are many friends, colleagues and mentors who I want to thank – there is one unsung hero I need to recognize, my Mom. She truly has been the “wind beneath my wings.”

Growing up, she was quick to praise and careful with criticism. As a result, she instilled a level of confidence that encouraged me to take chances and chase opportunities. So when I was approached by Tami Gilbertson to join her team as the associate editor, my nerves and fears took a backseat to the excitement and anticipation of saying yes!

During Easter service, we were reminded to “be the light.” For over 35 years, Mom worked in a nursing home. She gave her time, her heart, her smiles, and so much of herself caring for others. Her job wasn’t considered glamorous and didn’t come with glory, but it gave her a sense of purpose because she brightened the days of many. I’ve been fortunate to follow her lead and easily find passion in my work and pursuits. The Agenda has been a tremendous learning experience and rewarding in countless ways.

Life wasn’t always easy for Mom, but somehow she managed to make it seamless for my brother, Rob, and I. We grew up in the 70’s and early 80’s during a time of inflation, double-digit mortgage rates, and union layoffs. Money may not have been plentiful, but our lives were rich. She had an amazing ability to stretch a dollar and always get more for less. I hope in a small way, I’ve been able to take the Agenda to new heights and do the same.

Mom made a long journey, leaving her homeland in Belfast, Ireland to start a new life in the United States. She is very loyal to her family and her Irish heritage, but with relatives far away, she taught us to cherish our family of friends and loved ones nearby. I feel honored and privileged to be a part of the MPI-WI Chapter family. Mom may have given me the ability to see opportunities, but all of my MPI friends and colleagues gave me a chance to seize this opportunity. For that, I thank you! ■

SURROUNDED BY OFF-SESSION ACTIVITIES.



Dining, theater, art, music, shopping and more are only a short walk from our lake views. So no matter what's on your agenda—seminar or sushi bar, breakout session or jam session—Monona Terrace in Madison can accommodate you. For more information, call 608.261.4000 or visit mononaterrace.com.



MADISON
MEETING OF THE MINDS AND HEARTS.™

Advertising Rates

SPECIFICATIONS	AD SIZE	MEMBER	NON-MEMBER
Full page	7.5" (w) x 9.5" (h)	\$699	\$799
1/2 page vertical	3.5" (w) x 9.5" (h)	\$499	\$599
1/2 page horizontal	7.5" (w) x 4.75" (h)	\$499	\$599
1/2 page horizontal	7.5" (w) x 4.75" (h)	\$599	\$699
1/4 page vertical	3.5" (w) x 4.75" (h)	\$349	\$449
Full page ad with web page ad		\$849	\$999
1/2 page vertical ad with web page ad		\$649	\$799
1/2 page horizontal ad with web page ad		\$649	\$649
1/4 page ad with web page ad		\$499	\$649
Web only (60 days)		\$500	\$600

SPECIFICATIONS FOR AGENDA NEWSLETTER

Ad formats: Please submit your ad in one of the following formats:
Adobe Illustrator EPS, TIFF (.tif) file, PDF (.pdf) file

Resolution: Images placed in ads should be 300 dpi and sized at 100%.

Color: All ads should be saved in grayscale and not in color (no RGB or CMYK)

SPECIFICATIONS FOR CHAPTER WEBSITE

Ad formats: .jpg, .gif, or animated .gif only

Size: 300 pixels high x 200 pixels wide

EMAIL ALL ADS ELECTRONICALLY TO: ads@mpiwi.org

NOTE: Advertising is available but limited to members only and is available on a first-come, first-serve basis. Rates listed are net (agency commissions are not included in these rates.)

Stay on Top of Wisconsin Meetings News

with your FREE subscription to *Wisconsin Meetings* magazine. Published twice a year, you will find information and ideas helpful in planning your next event in Wisconsin. Each issue features a selected destination for hosting your next event, in addition to information on catering, products and services, unique locations and more.



Subscriptions are FREE—
(800) 236-8088, ext. 14

**IN 1879, LAKE LAWN RESORT WAS
THE ONLY PLACE TO BE...
HISTORY HAS A WAY OF REPEATING ITSELF.**

Times have changed. And so has Lake Lawn Resort. Now 127 years later, let us re-introduce you to the only place to be - **again:**

Experience 222 world-class luxurious lodge rooms, a completely redesigned Timber Spa and Pool, an 18 hole Dick Nugent-designed championship golf course, the new true Midwestern Steakhouse menu of our Frontier Restaurant, Delavan Lake's largest fleet of watersport rentals, 2 miles of shoreline on 275 wooded acres, the laid-back attitude of our Lookout Bar and Terrace Grill, 165 slip marina, and the best is yet to come.

WITNESS THE EVOLUTION OF AN ICON

Delavan, Wisconsin | 800.338.LAKE

VISIT OUR NEW WEBSITE AT LAKELAWNRESORT.COM

Thoughts from a Future Editor

Do you believe in fate? What about self-fulfilling prophecies? Is it possible that you have the power to create the life of your dreams by just believing in it?

I've been thinking a lot about this lately, especially with the recent buzz surrounding Oprah's compelling broadcast about the DVD *The Secret*. I've always been a big believer in the power of goal setting, but I wonder ... is it possible that I have actually attracted everything that I have experienced in my life – good and bad – by my recurrent thoughts & feelings?

I have to admit, it makes sense. When I look back on the major events and experiences in my life, both positive and negative, I can pinpoint instances where an outsider would probably have been able to predict either brilliant success or complete failure based on my state of mind. For example, think back to a time when you really wanted or needed something (or someone) in your life. You felt genuinely inspired, energized, and you were consistently focused on “following your heart” in the direction of a specific, positive outcome. Tell me, did everything ultimately seem to line up perfectly for you ... and did the thing or person that you wanted seem to magically appear in your life just in the nick of time?

My book club recently read the book *The Alchemist: A Fable about Following Your Dreams* by Paulo Coelho. It turned out to be one of our best discussions to date thanks to the book's profound underlying theme: when you are truly aligned with your purpose, the universe (however you choose to define it) steps in to help you overcome obstacles and achieve your dreams. It brought tears to my eyes to hear my friends share stories about instances where the “stars lined up” and an unforeseen path led them to meet their spouse, avoid an accident, find their dream job, or make a new friend just when they needed it. We all found ourselves saying, “Wow, something like that happened to me too!”

I bring this up because I truly believe that we all have the capacity for an infinite number of these powerful, magical experiences. I like to use goal setting as a mechanism for this. One of my first goals as a professional was to become “published.” I had no idea how I was going to accomplish this ... but I knew I was going to get there someday. The path became clear when I discovered that I could earn points for my CMP application by publishing an article in the MPI-WI chapter newsletter. I still remember the shock and disbelief that

I felt when Tami Gilbertson told me that my first article was accepted. It was published in the MPI-WI Agenda in September of 2005, and since then, this path has led me to serving as a contributing writer, then your Associate Editor, and soon, your Editor.

I will always be grateful for the stops along the way and the curves that I have encountered on this path. In fact, the contacts I have made and the educational programs I have attended over the past few years as a member of MPI

have helped me earn my CMP, become a better planner and negotiator, elevate my programs to a higher level each year, and become recognized and rewarded by my employer.

How exactly does this apply to you? If you are still reading this, you probably are ready for something extraordinary to appear in your life. As a planner, I tend to gravitate toward checklists, steps, and guidelines ... so if you share this tendency, here are some simple, yet powerful steps to bring more positive, magical experiences into your life:

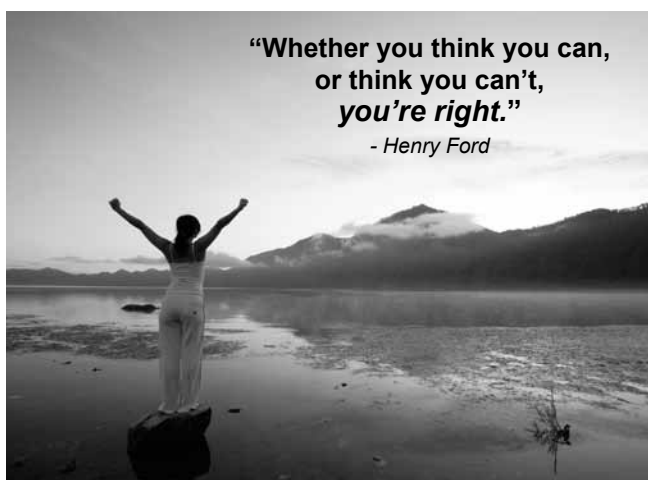
4 Steps for Getting What You Want in Life:

1. Write a measurable goal.

Be specific and set a due date.

2. Experience it in advance.

What will it feel like when you achieve this? Really engage your senses and describe it in detail: see it, hear it, smell it, taste it, touch it, feel it!



Continued on page 31

Planner Profile:

Stefanie Olson

►Stefanie Olson
Conference Manager
Magna Publications



How long in the meetings industry? Since December of 2003

How long in MPI? Since January of 2007

Tell us about your company and/or position: I am currently a conference manager at Magna Publications. In that role, I plan and execute three of our largest annual events, along with three to five weekend retreats each year. The conferences I coordinate are geared towards college students who are actively involved in leadership positions on their campus. I have the opportunity to travel across the country to put on these programs and enjoy meeting new people.

Teams or projects that you have worked on for MPI or would like to be involved with: I recently joined the MPI Membership Retention Committee and look forward to contributing to future programs and projects.

Family: I grew up in a family of four – mom, dad, and older brother, Erik. This June I will be getting married to my wonderful fiancé, Scott, and I am excited to start our family together and acquire new relatives.

Where were you born? Marinette, WI

Where do you currently live? Madison, WI

Favorite pastimes: I enjoy being outdoors, especially going for walks and fishing. I also like to play board games with friends, attend concerts and musicals, and play and listen to music. (I play the trumpet in an all female jazz band in Madison called “Ladies Must Swing.”)

Person you admire most and why: I have always looked up to my parents and as I continue to get older, I admire them even more. They helped me appreciate the simple things in life, such as a crimson sunset and watching a garden grow. Additionally, they taught me the importance of family and instilled values and traditions that I will carry with me for a lifetime.

Dream vacation: I would love to travel around Europe and explore my heritage in Germany, Sweden, and Norway. I would also be sure to visit Ireland, Scotland, Italy, Belgium, and France during the tour.

Words to live by: “The best is yet to come.” I think this phrase can be applied to so many areas of my life and it reminds me that no matter what is going on in the present, there is always something to look forward to in the future.

Favorite musical group: I like anything A Cappella. I’m also partial to the big band era and many of the torch singers.

If I won the lottery I would: give back to some of the institutions that have been influential in my life. In particular, I would make a donation to Fortune Lake Lutheran Camp (where I was a camper and also worked for two years) and find a local music program that needs assistance. In addition to the predictable bill paying and financial security I would acquire with winning the lottery, I would also have some fun. I think a pontoon boat and a lake house would be appropriate and I would also take that dream vacation!

Special personal accomplishments: Breaking into the meeting planning industry was a major accomplishment for me. I am definitely proud of how far I’ve come in the short time I’ve been a professional meeting planner.

What else would you like other MPI members to know about you? The next time you see me at a meeting, my last name will be Ehle (pronounced E -lee).

FIVE REASONS *pc/nametag*[®] BADGE HOLDERS ARE DIFFERENT.



- 1. It's in stock.** Thousands of badges in stock so you don't have to wait.
- 2. Variety.** A variety of sizes, shapes, attachments, colors and styles.
- 3. Call us late.** Up to 4:00 Central time. We'll ship it out to you today.
- 4. Better packaging.** Your badges arrive clean, organized, labeled, and flat.
- 5. Guaranteed.** Send back unopened, non-custom badges for up to 30 days.

Ordering is easy, just call or visit us online.



Products for Great Meetings

1-800-233-9767

www.pcnametag.com

60703MMWI



THERE REALLY WON'T BE 70,000 PEOPLE CHEERING YOUR MEETING ON.

IT JUST FEELS THAT WAY.

Our commitment to excellence is your commitment to excellence. Our pride is your pride. With spacious conference rooms, unique meeting areas, and extraordinary catering



options to suit any size business gathering, Lambeau Field is the perfect place to rally your team. Call the Special Events Department for a brochure or tour today.

Connect in the Atrium at Lambeau Field.
920.569.7515 www.lambeaufield.com



Photo credits: Studio Forty Four, Vernon Blever. © Green Bay Packers, Inc.

Food for **THOUGHT**

► **Chef Daniel Wiegman**
Executive Chef
Racine Marriott



Chef Daniel Wiegman, Executive Chef of the Racine Marriott enjoyed the research that went into creating the Mardi gras, New Orleans-themed menu that was a highlight of the MPI-WI Chapter's Spring Education day. The menu that he and his team created included a Commanders Cobb Salad, Bronzed Catfish with Remoulade, Gumbo, Shrimp E'touff'ee, as well as Bread Pudding – just to name a few! These items are all traditional New Orleans fare and carried through the theme of the day.

Chef Wiegman has studied at the famous Culinary Institute of America at Hyde Park, New York and in Napa, California, as well as Johnson Wales University in Providence, Rhode Island. His years of experience with Marriott include the Lincolnshire Marriott and

the O'Hare Marriott prior to coming to Racine in 1997. His area of expertise is in "garde manger" which is a French term for preparing cold items. His specialties include ice and fruit carvings.



In preparing for the day, he researched many items including the history of Bread Pudding. Bread pudding was born in the 13th century. Known as "poor man's pudding," it was created as a means of salvaging stale bread. The bread was soaked in milk or water, then sugar, butter, fruit, and/or spices were added, and then it was baked. Sometimes the mixture was housed in a "sop," a hollowed out loaf of

bread. Modern bread pudding is made by pouring custard and other flavorings over cubed bread and then baking it. ■

Bourbon Bread Pudding with Golden Raisins & Bourbon Icing

INGREDIENTS:

2 lbs Stale Bread
4 cups Golden Raisins
3 cups Brown Sugar
1/2 gallon Whole Milk
10 Eggs
3 cups Bourbon
2 cups Heavy Cream
1 lb of Butter
1/2 cup Cinnamon
4 cups Powder Sugar

Method for Bread Pudding:

- First steep your raisins in 3 cups bourbon.
- Heat your milk, cinnamon, 1/2 lb butter and 2 cups of brown sugar.
- Cube your bread and place in a large mixing bowl.
- Once your heavy cream comes to a boil, pour over your bread.
- Let the bread mixture sit for thirty minutes.
- Saving your bourbon, strain your raisins and place them and 10 eggs in the mixing bowl.
- In a large hotel pan or two half pans, rub butter and brown sugar on the bottom of the pans.
- Pour your bread pudding inside your pan and cover it with aluminum foil.
- Place your bread pudding into an oven of 350° for 45 to 50 minutes.

Method for Bourbon Icing:

- Using the bourbon you save from the raisins, add 2 cups of heavy cream and four cups of powder sugar.
- Let this reduce for 10 minutes and pour it on top of the bread pudding while the bread pudding is still hot.

New Members

Nancy J. Dechambre

Inside Sales Manager
Stone Harbor Resort
PO Box 630
Sturgeon Bay, WI 54235
920-448-1974
nancy.dechambre@stoneharbor-resort.com
Meeting Management Professional - Planner

Tom R. Hammill

Manager
Onalaska OmniCenter
255 Riders Club Road
Onalaska, WI 54650
608-781-9566
tom@omnicenter.net
Government Meeting Professional

Mark D. Knight

Director of Sales & Marketing
Country Springs Hotel-
Stevens Point
1501 North Point Drive
Stevens Point, WI 54481
715-341-1340
mknight@countyspringshotels.com
Supplier Meeting Professional

Annette Konicek

Corporate Meeting Planner
Weir Minerals North America
701 Hidden Cave Rd
Madison, WI 53717
608-226-5607
annette.konicek@weirminerals.com
Corporate Meeting Professional

Kate Liu

5710 Cedar Place
Madison, WI 53705
608-238-9153
kliu@stu.matcmadison.edu
Student

Tricia Logue

2516 S 70th St.
Milwaukee, WI 53219
414-534-5916
tlogue80@yahoo.com
Student

Kara Main

Vendor Relations Coordinator
MARCO
2640 Commerce Dr.
Harrisburg, PA 17110
920-651-1247
kara.main@marcomeetings.com
Supplier Meeting Professional

Ginnie M. Marty

Ginnie Marty
Event Coordinator
Lake Windsor Country Club
4628 Golf Rd.
Windsor, WI 53598
Tel: 608-846-4711 ext. 12
E-mail:gmarty@dcrobins.com
Supplier Meeting Professional

Stefanie Olson

Conference Manager
Magna Publications, Inc.
2718 Dryden Dr.
Madison, WI 53704
608-227-8102
solson@magnapubs.com
Corporate Meeting Professional

Barbara J. Patterson

Sales Representative
Image Hospitality
3049 Ramada Way Ste.100
Green Bay, WI 54304
920-347-1224
Barbie@imageh.com
Supplier Meeting Professional

Larry W. Phillip

Director of Sales
Hilton Garden Inn - Oshkosh
1355 West 20th Ave.
Oshkosh, WI 54902
Tel: 925-237-5201
larry_phillip@hilton.com
Supplier Meeting Professional

Cara Scholke

Director of Convention Services
Greater Madison Convention & Visitors Bureau
615 E Washington Ave.
Madison, WI 53703
608-441-3957
scholke@visitmadison.com
Supplier Meeting Professional

Phyllis Talarczyk

Director of Events
Milwaukee Art Museum
700 North Art Museum Drive
Milwaukee, WI 53202
414-224-3843
phyllis.talarczyk@mam.org
Supplier Meeting Professional

Janelle Walker

Convention Services Manager
Greater Madison Convention & Visitors Bureau
615 E Washington Ave.
Madison, WI 53703
608-441-3949
walker@visitmadison.com
Supplier Meeting Professional

Advertising Index

Chicago's North Shore CVB.....	23
Chula Vista	19
Eagle Ridge Resort & Spa	5
Fox Cities CVB	17
Grand Geneva	3
Hotel Mead	BC
Hyatt Hotels & Resorts.....	27
Lake Geneva Cruise Line	31
Lake Lawn Resort	8
Lambeau Field Atrium	11
Madison Concourse Hotel	26
Minoqua-Abor Vitae-Woodruff Area Chamber of Commerce	23
Monona Terrace	7
Oshkosh CVB	14
PC/Nametag	10
Pfister Hotel	29
Radisson Paper Valley.....	24
Stevens Point CVB	20
Waukesha & Pewaukee CVB	15
Wausau/Central WI CVB	25
Wisconsin InnKeepers Association	30
Wisconsin Meetings Magazine	8

Do You Work to Live ... Or Live to Work?

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



What a classic question. Years ago, after my son started school, I hit the work force again. While he was growing up, I had always worked and was home-based for a while. It allowed me to plan my days around his schedule. I worked because I loved what I did and wanted to keep growing in my industry. I felt fortunate in my situation as I watched many of my friends who had children and worked full time. They probably thought that they were working to live, but I always wondered if they lived to work ... as most planned their children's events around their work schedule. I am not only talking about the moms; I also witnessed dads running circles around themselves just as often.

Whether you have children or not, step back and ask yourself this very important question: Do you work to live, or live to work? Common sense tells us, of course, we have to work in order to live, but I believe that is a myth. Too many people do not take time for themselves. I decided years ago that I needed balance in my life and I made it happen. Is that Selfish? I don't think so. It was not easy, because like many of you, I was a workaholic. I found myself on the clock in the evenings, weekends, even when my family was sleeping. I finally decided not to work past 10 p.m. and that whatever it was, it could wait until the morning.

I needed a change. I told myself, "Go ahead, pick up a book." (I did.) "Go ahead, join a club." (I did.) "Go ahead and make time for friends" (I did.) "Go ahead, take an hour or a weekend to go to the spa" (I did.) "Go ahead, take a knitting class." (I did ... I flunked.) "Go ahead, take a pottery class." (I did and I still do every winter.) **JUST GO AHEAD!** You will not believe how much better you will feel and this will make a positive impact on others around you.

I believe couples also need down time, so I like to take multiple short trips a year with my friends while my husband takes a 7-10 day motorcycle trip with the guys from the BMW club. This certainly contributes to my mental well-being ... and his.

A friend of mine for whom I care deeply, recently mentioned to me that he and his wife only have one night a week together. I have another good friend who is so stressed that backing out of the driveway starts the road rage. I could go on about people I wish I could help, but as Carol Burnett once said, "Only I can change my life. No one can do it for me."

I'm sure you have heard this in some form before, but stop for a moment and pay attention. It is a powerful statement.

Spring is here and with this comes all I have missed during the winter. I start getting Cabin Fever in November. To create balance in your life, you do not need to spend a lot, you just need to find something special to you. Personally, I love watching flowers peek through the ground, hearing the birds getting more active, seeing the baby turkeys, deer and fawns playing in my back yard, or getting on the motorcycle for a long ride. I encourage you to find a way to bring balance into your life and make it part of your lifestyle, not just a hit-or-miss type of activity. When it becomes a habit, you will feel like a whole different person and enjoy everyone around you that much more. ■



HAPPY HOUR.

OSHKOSH GUARANTEES ALL YOUR HOURS
HERE WILL BE HAPPY.

ENJOY HAPPY HOURS IN OSHKOSH.


CONVENTION & VISITORS BUREAU
WWW.OSHKOSHCVB.ORG 877-303-9200

8 Tips for Meeting Planners to Save Time & Money

► Patricia Fripp CSP, CPAE
Professional Speaker
The Frog Pond Group

Corporate meeting planners are continuously mired in details, trying to keep it all together for the next meeting, and already worrying about the ones after that. We need to learn how to work “smarter,” not harder, in mastering details.

Tip #1 - After every meeting and event, do an “after action analysis.” Write down what went right, what went wrong, what you would do differently if you were planning the meeting today, and who the vendors were who made your life easier.

Tip #2 - Do not always go for the lowest price when hiring vendors. Whoever you hire, it affects your image. Reliability and follow-through are more important than a lower bid. Everyone is downsizing and looking for new ways to cut costs, but a vendor at a lower price may not be the answer.

Tip #3 - Learn to make other people heroes. Whether dealing with vendors or people in other departments of your own company, if

the person works hard and well, write a note of thanks to them and send a copy to their boss.

Tip #4 - Make sure your speaker knows the terms used in your association i.e. these people use “client” not “customers.” Also, alert the speaker to particulars of his/her audience...for example, mention the women in the audience are members, not spouses. One professional speaker was not warned and spoke “down” to his audience, making them feel bad, and the meeting planner look bad.

Tip #5 - If you do mailings before a meeting or convention, be sure to put the speaker on the mailing list. This way the speaker knows what else is going on at the meeting, what the various topics are, if the schedule has been revised, and if his/her speaking time has been changed and no one remembered to tell the speaker.

Tip #6 - If you are expecting a speaker to arrive the night before an event, leave them a note asking them to let the meeting planner

Continued on page 30



*Waukesha & Dewaukee
Meetings So Good!*

We invite you to experience the convenience of our location in southeast Wisconsin, between Milwaukee and Madison, as well as personalized service from attentive professionals who are sure to make your “Meetings So Good!”

“With so much flexible space at the Expo, I can assist with 'thinking out of the box' and create an event that attendees will not soon forget..”

*Teri, Manager
Waukesha County
Exposition Center*

800-366-8474 **www.meetingssogood.org**



Financial Stability In Your Chapter

►Mae Ibe, CMP
VP of Finance
Fox Cities CVB



Stability-*n.* (sta-bil-i-ty)
1. The state or quality of being stable
2. Firmness in position

One thing is certain, and that is the stability of the MPI-WI Chapter. The Board of Directors, for a number of years, focused greatly on the financial future of the chapter. To date, we have a good amount in reserves to move the chapter forward and a plan of action to continue growing those reserves.

This past February, your Board of Directors worked very hard to complete the budget for the 2007/2008 fiscal year. As you know with your own organizations, this is a tedious process, particularly for a committee mostly comprised of people who like to spend money, like myself!

As I begin discussing the changes with next year's budget, I want to highlight some of the current budget figures*.

- Your chapter current assets are \$113,365.99. This includes \$60,000 in a certificate of deposit and \$23,000 in a money market account.
- Total current income at the 6-month mark is \$104,277.95 which is \$2,306.66 over budget (total budget \$174,888.76)
- Total current expenses at the 6-month mark is \$95,968.50 which is \$852.50 under budget (total budget \$182,856)



Many changes for next year made February's budget meeting challenging. Moving the Awards Gala from May to September, changing the Strategic Alliance anticipated income, and canceling the August meeting, are just a few items we had to take into consideration as we moved forward.

Through all these challenges, the 2007/2008 budget has been approved. Total expenses are estimated at \$173,673 and total income projected is to be \$173,145.

Why do we budget a negative net income?

As the Vice President of Finance, I asked this question "How could we possibly be okay with losing money?" Well, as it

turns out, we are quite conservative with our budgeting of income. It is very important to note, we consistently budget a loss and have consistently come out in the positive. When we have large events, like the Holiday Celebration, the Golf Outing, or the Awards Gala, our members and sponsors have always stepped up and made a difference.

Thank you to all of the members who help contribute to the financial success of the chapter. Whether by attending an event, buying raffle tickets, donating cash, services and/or raffle items, YOU are the reason we are stable!

Life is great, spring has sprung, and the budget is done! Have a happy spring and summer, and get ready for a new MPI fiscal year beginning in July! ■

*Budget figures as of January 31, 2007

Learn what's in your **AGENDA**

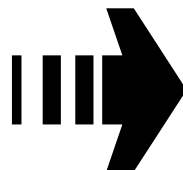
(and enter to win a roundtrip ticket on Midwest Airlines!)



Read through your May/June Agenda to find answers to the clues for the crossword puzzle on page 18. Return the completed puzzle to Marie Johnson and you will be entered to win a complimentary roundtrip ticket on Midwest Airlines.

The winner will be drawn at the WSAE/MPI Annual Golf Outing & Leadership Retreat on June 14, 2007 at the Chula Vista Resort located in the Wisconsin Dells.

You can bring the completed puzzle with you the day of the event or mail it in advance to: Marie Johnson, Midwest Airlines, Inc., 6744 South Howell Avenue, HQ 19, Oak Creek, WI 53154. (Winner does not need to be present to win.)



Name _____

Phone _____

Email _____



The Fox Cities of Wisconsin

Where the meeting is easy.

- Easy location
- Easy on the budget
- Easy to get around
- Just plain easy



Fox Cities
of Wisconsin
CONVENTION
& VISITORS BUREAU

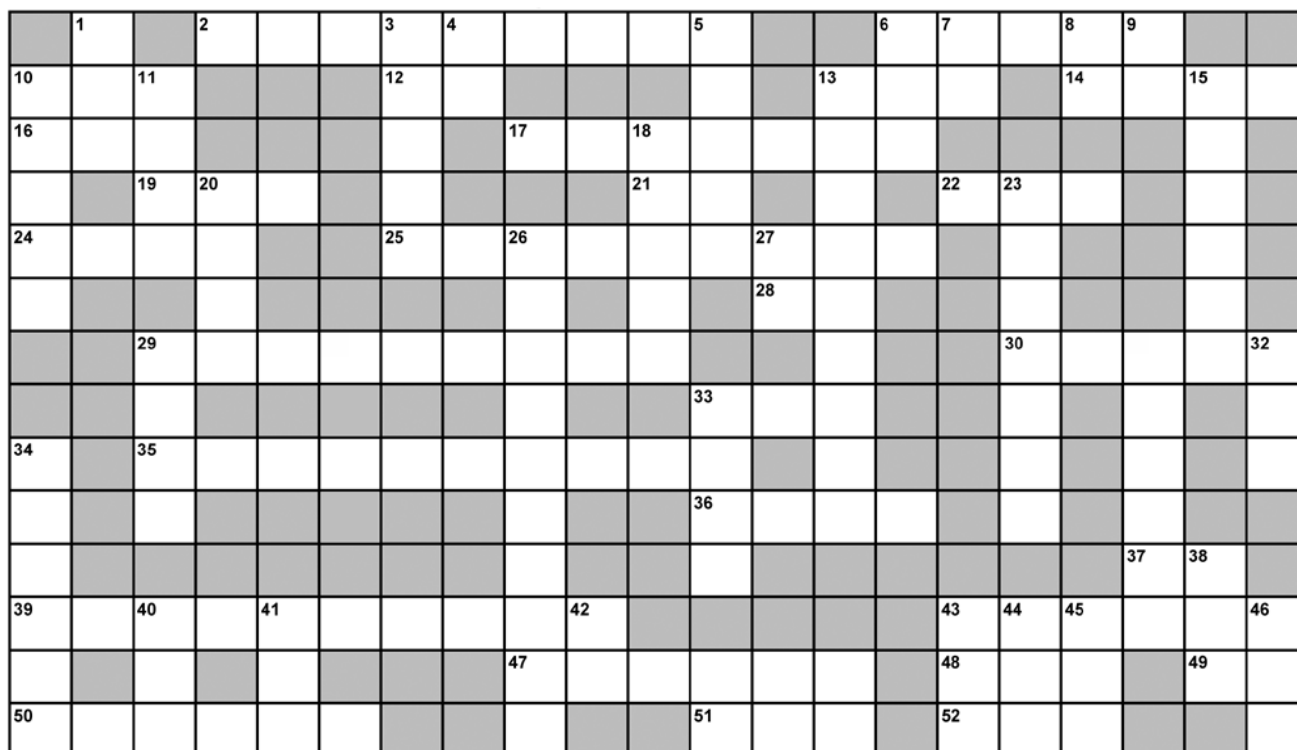
meet | stay | shop | play



Sherry Lee, CMP with the League of WI Municipalities, plans meetings in the Fox Cities.

www.foxcities.org **1-800-236-6338**

What's in Your AGENDA?



ACROSS

- 2 Firmness in position
- 6 Book of maps
- 10 More than a little
- 12 Reverse of "ta"
- 13 Ends with de Janeiro
- 14 Pattern made up of polka
- 16 First word of aren't
- 17 Gloria Nelson's new gig with Meetings Market
- 19 Terms for eye opening revelation
- 21 Doctor abbreviation
- 22 Acronym for Certified Meeting Planner
- 24 Event that recognizes contributions of MPI-WI volunteers
- 25 Author that was published in May/June Agenda and *Wisconsin Meetings*
- 28 __ the Moooove
- 29 Keynote's topic at Spring Education Day
- 30 Dream vacation spot for supplier Phyllis Talarczyk
- 35 Individuals Steve Lorenz, CMP, thanked in his article
- 36 Slang term for "is not"
- 37 Nation's capital
- 39 Popular way for students to get real life experience
- 43 The Alchemist is a fable about following your ...
- 47 Academy Awards, known as
- 48 In-N-___ Burger
- 49 You &
- 50 Terrace in Madison
- 51 Sounds like two, but not a number
- 52 Another term for World Education Congress

DOWN

- 1 Not either
- 3 Product made by PC/Nametag
- 4 First word of Lambeau Field subline on page 11
- 5 To long for
- 6 Required for breathing
- 7 In a direction toward
- 8 Index on page 13
- 9 Rhymes with sew
- 10 What you do at something funny
- 11 A bluish shade of green
- 13 Committee that planner Stephanie Olson joined
- 15 Not a meeting planner, but a _____ director
- 18 You make these when you proof something
- 20 Meets Racine County's Emergency Shelter needs
- 23 New member Cara Scholke represents which CVB
- 26 Type of planning mentioned in Susan Art's article
- 27 Opposite of stop
- 29 Coastal landform that attracts pirates
- 31 Title of MPI-WI newsletter
- 32 Accepted response when asked to volunteer for MPI
- 33 Association partner for Annual Golf Outing
- 34 You can connect there at Lambeau Field
- 38 Paulette Heney's designation
- 40 Number of eggs needed for Bread Pudding Recipe
- 41 Terms primarily used in publishing, starts with print
- 42 Letters indicating postscript
- 43 DJIA also referred to as
- 44 To feel regret, remorse or sorrow for
- 45 Latin expression that means "and other things"
- 46 Airport code for Seattle

(Puzzle answers will be in the July/August 2007 issue)



Meet Better.

Exceed expectations at your next event by holding it at Chula Vista, Wisconsin Dells'



World Class Meeting and Convention Resort! We offer a variety

of lodging, flexible meeting space and facility choices, all at

a beautiful riverfront location. With over 50 years of event

planning experience, huge new indoor and outdoor

waterparks, a golf course, spa and over 65 resort activities,

we make it easy to plan a special, successful and

stress-free event. Contact us for your free event

planning kit today!

New Condos, Indoor Waterpark & Meeting Facilities Now Open!



Hwy 13 North
Wisconsin Dells, WI 53965
866-382-4852

chulavistaresort.com

70 Degrees & Florescent

►Tamara Esslinger

EVENT Success ... gathering people to Succeed



EVENT Success ... gathering people to succeed

When someone asks what I do, I usually give a brief description where the listener tunes into “hotels, resorts across the nation” and loses the rest. They will then gush “you are so lucky – what a fun and exciting job!” To this, I think, “they just don’t get it.”

Returning from a recent week-long trip to Florida, many friends asked how the weather was and, now jaded, I responded, “70° & florescent,” like every other convention center.

Let’s take a step back. During a typical convention, following hundreds of hours of organizing and planning, we wind up on-site. We rise at 5:00 a.m., confirm breakfast is set for our participants, address many of the rooming issues that arose overnight, verify the rooms are set up properly for the general sessions, make any last-minute copies for Joe, check on the FedEx packages that Sally sent for morning delivery (promised by 10:00 a.m. for an 8:00 a.m. meeting), and as the participants chat their way into the meeting rooms, we run back to the buffet hoping to grab a muffin before it is taken away. It is now 8:30 a.m. and our day has just begun. We all know how the rest of the day goes...ending with a call to the bell stand at midnight, requesting assistance in getting Joe to his room because he was over-served. In this picture, it is a tireless and often thankless job. I am thrilled if I have the chance during the day to change my shoes halfway through.

Now, let’s go back and review it as my friends would. I fly to very beautiful parts of the country and typically enjoy seeing the destinations by way of the cab driver. Rooms big and small, I enjoy experiencing the unique décor from one resort to another. One of my favorite things is meeting the interesting personnel on-site. As participants walk mindlessly from one breakout to another, we stand in the hall as human arrows, all the while having a fabulous conversation with the new banquet captain that just moved from England to experience American hospitality. Over the next five days, we become fast and perhaps lifelong friends. They are right, we are lucky!

Off to the next location where it is 70° & Florescent, but this time, I say it with a knowing smile. ■

Tamara Esslinger is with EVENT Success ... gathering people to Succeed. She can be reached at 414.303.3151 or via emails at tamara@eventsuccess.com. Check out Tamara’s article in the 2007 Spring/Summer edition of Wisconsin Meetings.



Business and leisure connections made daily in Central Wisconsin

Stevens Point/Plover is located smack dab in the middle of Wisconsin, so you don’t have to drive hours and hours to get to one of the best meeting, convention and retreat destinations in the Midwest.

Stevens Point/Plover has great new facilities — we can accommodate a meeting for five people to receptions for 1,500 people and just about anything in between. Nowhere will you find more assistance, better service and warmer hospitality.

Let Convention Central plan your next meeting or convention in Stevens Point/Plover. Make the business/leisure connection. Call for your Convention Central Planners Kit! **1-800-236-4636** or visit www.conventioncentral.org



MPI Community Outreach Benefits HALO

►Tami Gilbertson, CMP
Planner Director
WPS Health Insurance



MPI Wisconsin Chapter's recent community outreach program benefited HALO, Inc., the Homeless Assistance Leadership Organization which meets Racine County's Emergency Shelter needs for men, women and children.

Team Lead Sara Kern, Grand Geneva, along with Team Members Sara Clauder and Wanda Gilles, both of WPS Health Insurance, worked with Sheila Hill, Administrative Assistant and Volunteer Coordinator for HALO. At the Spring Education Day in Racine, WI-MPI members generously donated everything from books, blankets, hygiene products and even much-needed cold, hard cash.

Sara shared about the experience, "Our community outreach table overflowed with donations from our membership. If you could read 'WOW' on someone's face, you could definitely see that on Sheila's face." Added Wanda, "Sheila noted that HALO was most appreciative that there were some items donated specifically for use by men. A lot of times the donations focus on only women and children but our Chapter really encompassed all the needs of the homeless population."

Thank you to WI-MPI Members for opening your hearts, wallets, maybe your closets, and cupboards, too! You made this a great donation effort! ■

HALO grew out of a community wide task force meeting in December 2002 hosted by the United Way of Racine County to talk about the problem of chronic homelessness in the county. From those meetings came the idea of consolidating services for homeless people under one organization.



Sara Clauder, WPS Health Insurance, and Sheila Hill, HALO, admire the generous contributions from MPI members.



A closer look at the generous contributions from MPI members.

Spring Education Day Success at a New Venue!

► **Linda DuPont**
CME Specialist
Aurora Health Care



Spring in Wisconsin means it's time for our chapter's Spring Education Day, and this year we started a whole new tradition. In the past, Spring Education Day was held at the Midwest Airlines Center in conjunction with Visit Milwaukee Trade Show. This year our chapter decided to go independent, holding our Spring Education Day on March 15, at the Racine Marriott without the trade show component. With 102 people registered for the event, it proved to be a great choice.

Our event started off with the Racine Convention and Visitor's Bureau providing a great welcome the evening before. Our totally informative and fun host, Adam Smith from the Racine CVB, loaded our group onto a bus and we headed out for a tour of Racine. Our first stop was Wingspread, the Frank Lloyd Wright designed home that was built for Herbert Fisk Johnson, grandson of S.C. Johnson, and now operates as an exclusive conference center. In a word, fabulous!

After our tour of Wingspread, we hit the road again. With our tour guide Adam giving us highlights along the way, we proceeded to the Racine Art Museum. The Racine CVB, familiar with our MPI-WI group, had a wonderful spread of food and beverages awaiting us at the museum. The museum itself is a beautiful facility with a great collection and well worth a trip.

The next morning, we started our day with Platinum Series keynote speaker Jonathan T. Howe, President/Senior Partner of

Howe & Hutton, Ltd. Jonathan, whose topic was *Even Though No Good Deed Goes Unpunished – How to Avoid Being Spanked*, provided great insight on how something so simple in a contract can go wrong. It was evident that Jonathan has a passion for what he does and shared great insight about the importance of language in contracts.

Our three concurrent breakout sessions: *Drew Stevens - Split Second Selling*, *Theresa Syer - Importance of Follow-Up*, and *the MPI-WI Member Panel: The ABCs of RFPs*, were all well attended and provided great information. Our own *MPI-WI Member Panel: The ABCs of RFPs*, with panelist Candace Walker, Michelle Eggert, John Dorgan, Sherri Povolito, and moderator Carrie Jensen provided a great session with a lot of dialog occurring between the panel and the audience. It truly was a celebration of sharing our knowledge.

The planning committee for Spring Education Day did a great job in providing a relaxing and fun atmosphere for lunch. The Marriott, with the support from our outside vendors, Prop's Unlimited and Music on the Move, turned the ballroom into Mardi Gras which allowed our attendees to have a bit of fun and unwind before heading back to sessions to fill their heads with knowledge.

The day wrapped up on a sweet note with the Racine CVB hosting a short reception featuring Racine's famous Kringle. ■



Theresa Syer shares proper follow-up techniques.



Our esteemed panel fielded questions with ease.

experience life—our way
MINOCQUA • ARBOR VITAE • WOODRUFF



TELL YOUR BOSS TO GO *jump in a lake.*

It's all good when you have your next meeting in Minocqua. With over 3,000 nearby lakes, scenic vistas and enchanting retreats, meetings in the Northwoods offer both exciting team-building adventures and the opportunity to relax and unwind.

Contact Corrie Lam at the Minocqua-Arbor Vitae-Woodruff Area Chamber of Commerce. She'll answer your questions and help you choose the perfect location for your next meeting. Call 1-800-44-NORTH or email at clam@minocqua.org.



SO CLOSE



Service. Affordability. Convenience. Location.

Bordering Chicago on Lake Michigan, Chicago's North Shore region offers picturesque cosmopolitan opulence, excellent transportation and a convenient location, plus the service and affordability required to produce a successful meeting or event. Chicago's North Shore is home to:

- Two AAA 4 Diamond hotels
- State-of-the-art meeting and event facilities
- World-class dining and shopping

**CHICAGO'S
NORTH SHORE**
CONVENTION & VISITORS BUREAU

847.763.0011 EXTENSION 23 · kwright@cns cvb.com

www.visitchicagonorthshore.com



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

MPI-WI needs YOU ... to be a mentor!

Our membership division is seeking individuals to be mentors to our newest members to the Chapter! The strength in our membership and level of retention is due to several contributing factors one of which is our mentor program. Each month we have new members joining our organization and our goal is to pair them with experienced members as quickly as possible in order to familiarize them with MPI-WI -- and do it in a way that is schedule-friendly! Right now we have 10 new members waiting for their 'match'.

What is involved?

You are matched with a new member for 6 months. You contact them prior to the monthly meetings over those six months to encourage their

attendance. If you are both attending, you can help introduce them to other members, sit with them during the meeting, answer questions about the association, and help them find a committee they are interested in joining. If you cannot meet up at a particular monthly MPI meeting, maybe you can get together some other time for lunch, coffee, etc.

Not only will the new member get more out of their membership more quickly, the mentor program promotes additional networking opportunities for the experienced member. Another way to find value in your membership- sign up today!

Contact the MPI office at 204-9816 if you would like to get involved. ■

MEETINGS MADE EASY!



- 37,000 square feet of Conference Space
- Free High-Speed Internet in our lobby, business center and all guest rooms

- Award-winning Reputation for Service and Food
- 5 unique restaurants, 3 lounges, indoor aquatic center and fitness room.

Home of the Legendary

VINCE
LOMBARDI'S
STEAKHOUSE
"Commitment to Excellence"

Radisson®

RADISSON PAPER VALLEY HOTEL
DOWNTOWN APPLETON

333 West College Avenue • 920-733-8000 • 800-242-3499 • www.radissonpapervalley.com

Radisson Paper Valley Hotel is owned/managed by Montclair Hotels and Resorts. www.montclairhotels.com

"Legends & Legacies"

MPI-WI 30th Anniversary

May 17, 2007

5:30 pm Cocktails

6:30 pm Dinner

Black & White Gala

(color scheme)

After-Party to be hosted
by the Tundra Lodge

Transportation will be provided from
the Tundra Lodge (\$89/night) to Lambeau Field



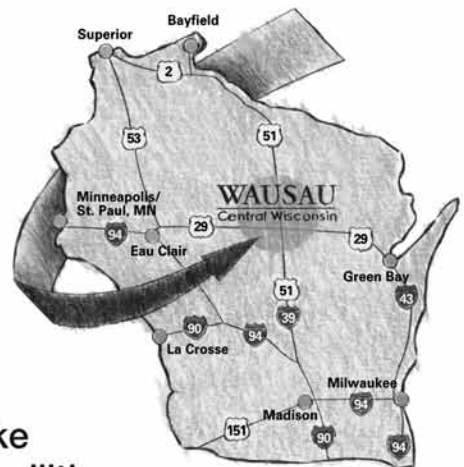
WAUSAU

CENTRAL WISCONSIN WE CAN DRAW A CROWD!

Pencil us in for your next function and take
advantage of our central location, affordable facilities
and off-site activities to boost your attendance.

SIGN UP FOR OUR NEXT MARKET TOUR

Experience first hand the facilities and services that make the
Wausau Area a great meeting destination. Join the group or request
a personal tour when your schedule allows. Contact our office
for all the details or to request our comprehensive Meeting Planner.



888-948-4748 X-301 • meetings@visitwausau.com • www.letsmeetinwausau.com

Supplier Profile:

Phyllis Talarczyk

►Phyllis Talarczyk
Director of Events
Milwaukee Art Museum



How long in the meetings industry? 13 years

How long in MPI? 2 months

Tell us about your company and/or position:

I manage the events department with four dynamic staff members that make all the events at the Museum happen from start to finish. I have the pleasure of being inspired every day by artists and their amazing works of art and, of course, the Museum's largest work of art, "the building."

Teams or projects that you have worked on for MPI or would like to be involved with: Where do you need help?

Family: Husband Dan and two daughters, Camille & Claudia

Where were you born? Cleveland, Ohio (Cleveland Rocks!)

Where do you currently live? The Eastside of Milwaukee

Favorite pastimes: Watching films, eating amazing gourmet food, going for long walks, and any activity involving my daughters.

Favorite musical group: Could never pick one: I love music from old country, classic jazz, pop past and present to classical music.

Person you admire most and why: All the teachers that really care about students and make a difference one mind at a time.

Dream vacation: Italy from top to bottom

If I won the lottery I would: Change the world!

Words to live by: Always do your best!

Special personal accomplishments: Nurturing two fun loving, socially conscious, open minded, positive, strong willed daughters to make this planet a better place

What else would you like other MPI members to know about you? My life goal is to visit all of the U.S. National Parks. I have a passion for the environment, architecture and politics. ■

Staying Power

The bottom line is, we are proud to be named a top Hotel for Business*. Our location

in

the heart of downtown and just steps from



the

Overture Center, Capitol, State Street, Campus, parks and lakes could be one reason why we're always

first.

Or, it could be our two restaurants, jazz bar, fitness center, pool, whirlpool, complimentary wireless Internet, Governor's Club executive level, 27,000 square feet of meeting space, 360 newly renovated guest rooms and renowned service that always reserves our

place

at the top. But we're not one to rest on our laurels—whatever keeps us first, you can count on it to last.

*Corporate Report and Madison Magazine reader polls.

1 West Dayton Street
Madison, Wisconsin 53703

THE
MADISON
CONCOURSE
HOTEL
and Governor's Club

800 356 8293
concoursehotel.com



PLANNING YOUR NEXT MEETING AT HYATT JUST GOT EASIER.

ENJOY PERSONAL REPRESENTATION AND SERVICE

As your Hyatt National Sales Representative, you can count on me to make each event an unqualified success. From an executive gathering to unique group incentives, to very large meetings and conventions, I am ready to fulfill all of your requests at *Hyatt Hotels and Resorts, Hyatt Place, and Hyatt Summerfield Suites*.

Your group will benefit from:

- A dedicated Hyatt contact for all of your group's needs
- Extensive knowledge of your programs, large or small
- In-depth knowledge of Hyatt meeting facilities that match your space and budget needs
- Up-to-date information on the latest renovations and new property openings
- A comprehensive history of your meeting on file to facilitate future meetings

Contact Michelle Russell for a chance to win a two night stay at any Hyatt Hotel within the contiguous 48 states (based on availability).

YOUR HYATT NATIONAL SALES REPRESENTATIVE

Michelle Russell
Director of National Sales
Hyatt Hotels & Resorts
TEL: 218-943-1502
FAX: 218-943-1504
EMAIL: mrussell@hyatt.com



For the latest Hyatt news including property openings and renovations, new products and services and interviews with industry leaders, view Hyatt's exclusive newsletter, *The Hyatt Edge* at hyattedge.com. For more information about Hyatt meeting locations and facilities, visit hyatt.com.



On The Mooove

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



Well, spring has sprung and people are back on the "move."

Gloria Nelson has been asked to join the faculty of Meetings Market with a venture launch of 17 cities in the first year as a featured speaker in these markets! You go, Glo!

Sherri Povol is the new Director of Events at the Waukesha County Chamber of Commerce, formerly with the Country Springs Hotel.

Tim Smith has been promoted to General Manager of the InterContinental Hotel Milwaukee, formerly the Corporate Director of Sales with Marcus. **Diane Dailey** with the Milwaukee Hilton has moved to the InterContinental in Corporate Sales, **Linda Price Topp** has joined the InterContinental as Director of Sales.

Joe Millenbach has moved from Visit Milwaukee to the Milwaukee Hilton as Assistant Director of Sales.

Dan Hoppe is the new General Manager at the Sheraton in Madison, a property that is now being managed by the Marcus Corporation.

Susan Smolarek has joined the Grand Geneva as Associate Director of Sales, formerly with Hotel Mead.

Andi Wilbee, formerly with the Waukesha CVB, is now a Sales Manager at the Residence Inn by Marriott-Milwaukee Downtown.

Sara Kern has moved from the Wilderness Resort to the Grand Geneva Resort as a Sales Manager.

Mary Godard, Sales Manager, formerly with the Abbey Resort, has been named Director of Sales at the Interlaken Resort.

Congratulations to **Jon Jossart**, Director of Sales and Marketing at the Ambassador Hotel, and his wife Jill on their new baby boy, Carson Michael born on March 28, 2007.

We would like to extend our congratulations to **Steve Lorenz**, CMP, on his article *Winds of Change: Industry Growth Fuels Personal Achievement* that was featured in the Spring/Summer 2007 edition of *Wisconsin Meetings*.

Whew ... did I miss anyone? ■

If you make a move or know someone who has, please send me an e-mail with the information to lfuhrmann@fourpointsmilwaukeeairport.com.

Contract Checklist

When You Hire a Speaker, Keynote Speakers, Trainer, Presenter or Seminar Leader

- ☐ **Material Costs:** Who pays for workbooks, handouts? Will pencils and pads be paid for by the hotel, the planner, or the speaker? Who will set the materials out? Will it be the hotel, the planner, or the speaker? Who pays for this labor?
- ☐ **Travel Expenses:** First class, business or coach and for how many people? Ask for an itemized list of what “all normal out of pocket expenses” means to your speaker. Include a copy of this list in the contract.
- ☐ **Speaker transportation:** Who will pick the speaker up at the airport and who pays?
- ☐ **Props:** Who obtains them? Who pays for them?
- ☐ **Assistants/Staff:** Will the speaker be bringing an assistant and does the speaker expect you to pay for their travel, lodging and wages?
- ☐ **Getting Materials There:** Who pays for the shipping? Do you have the right to request which low-cost carrier you want materials shipped by?
- ☐ **Taping:** Is the presentation being taped? The speaker is within their legal rights to refuse taping; or require royalties, or a reproduction fee.
- ☐ **Promotion & Publicity:** If you ask the speaker to write articles or press releases for local newspapers or your company publication on the topic they will be addressing for your group, you may be charged.
- ☐ **Seating Set-Up:** Did the speaker submit a seating set-up chart? Include a mandatory date for seating charts to be submitted.
- ☐ **Audio-Visual Needs:** Lighting, music, screens, type of microphones.
- ☐ **Stage Decorations:** Are all platforms and stages to be skirted? Carpeted? Does this make any difference to your presenters?
- ☐ **Lectern, Podium:** Should the lectern be a table or a floor model, and where is it to be located?
- ☐ **Emergency Speaker Replacement:** The speaker may know of someone who could be “at the ready” in case of an emergency.
- ☐ **Meeting Room Check:** Ask the speaker to arrive early enough to check room set-up.
- ☐ **Dress Rehearsal:** Some speakers won’t agree, and you may not have time, but it is a terrific idea to allow time to practice any prop moves, lighting changes, etc., which the speaker will use in the presentation, alone or with the assistants, as needed. Run the rehearsal with the light switch people, introducer, projectionist, etc. Appoint someone to each light switch, practice signals. Test the speaker’s visuals in various dimmed lighting beforehand to determine what the best light level will be for your audience.
- ☐ **Smokers in The Audience:** Some speakers do not allow smoking. If this restriction is not acceptable to your group, you better know ahead of the event.
- ☐ **Meals:** Which meals will you cover? How much will you allow for each?

When is an agreement binding?

Even verbal commitments are binding. Be careful of what you tell your speakers on the phone. If you say, “Yes we want you on that date,” they are then holding that date open for you in lieu of other potential income.

But, with the high cost of court and attorneys, chances are you or your speaker will never take a disagreement to trial. Your contract does not assure you would win a court case. The contract merely helps everyone remember those little details you originally agreed upon! ■

Lilly Walters - for over 20 years a LEADING RESOURCE helping Corporate and Association Meeting Planners find the PERFECT speakers and entertainers for their events. Former leading executive of Walters International Speakers Bureau, today she owns and runs Amazing Motivational Keynote Speakers and helps speakers and seminar leaders find ways to increase their bookings. Lilly Walters the author of five of the best-selling books about the professional speaking industry, such as, “Speak and Grow Rich,” “1,001 Ways to Make More Money as a Speaker, Consultant or Trainer: Plus 300 Rainmaking Strategies for Dry Times,” and many more.

WELL Spa . . . An amenity we added
specifically for Meeting Planners, but your guests
are welcome to experience it too.



THE CONVENIENCE OF A RESORT. THE ELEGANCE OF THE PFISTER.

The Pfister is proud to introduce WELL Spa, Milwaukee's first private-suite spa, offering distinctly personalized services that are pure luxury. Rediscover The Pfister as an urban destination resort offering elegant meeting spaces and exceptional amenities including golf at our prestigious Brynwood Country Club. We're conveniently located near Downtown Milwaukee's amazing museums and attractions.

424 E. Wisconsin Avenue Milwaukee, WI 800.558.8222 ThePfisterHotel.com



Wisconsin Lodging Lights up your Meeting

For meeting space in Wisconsin, visit www.WisconsinLodging.info

CABLE

Telemark Resort & Convention Center

42225 Telemark Road, P.O. Box 609
Cable, WI 54821
877/798-4718 Fax: 715/798-3995
Contact: Laura Alten, ext. #548
altenl@cheqnet.net
www.telemarkresort.com
Mtg Rms: 13 Slp Rms: 196 F&B: Yes
20,000 sq. ft. of meeting space for 10-500 people. 900 acres for outdoor recreation.

DE FOREST

Comfort Inn & Suites

5025 County Highway V
De Forest, WI 53532
608/846-9100 Fax: 608/846-2637
Contact: Jenny Olesen
jenny.olesen@northstarconference.com
www.northstarconference.com
Mtg Rms: 5 Slp Rms: 79 F&B: No
North Star Conference Center is able to host groups as small as 10 people or as large as 400 people.

DOOR COUNTY - EPHRAIM

Eagle Harbor Inn

9914 Water Street
Ephraim, WI 54211
800/324-5427 Fax: 920/854-2121
Contact: Natalie Neddersen
nedd@eagleharborinn.com
www.eagleharborinn.com
Mtg Rms: 1 Slp Rms: 41 F&B: Yes
"Top Inns of Door County" by Travel Holiday! Distinctive suites & culinary. Meetings to 75 RFP's invited.

DOOR COUNTY - STURGEON BAY

Bridgeport Resort

50 West Larch Street
Sturgeon Bay, WI 54235
800/671-9190 Fax: 920/746-9918
Contact: Dave Holtz or Denise Stillman
stay@bridgeportresort.net
www.bridgeportresort.net
Mtg Rms: 3 Slp Rms: 66 F&B: Yes
Bridgeport Resort features one, two or three bedroom suites, pools & fitness room. Great waterfront location in historic downtown.

ELKHART LAKE

Victorian Village Resort

279 S. Lake Street
Elkhart Lake, WI 53020
877/860-9988 Fax: 920/876-3484
Contact: Nicky Passini
nickypassini@vicvill.com
www.vicvill.com
Mtg Rms: 1 Slp Rms: 74 F&B: Yes
Our century old theater is the perfect and unique venue for your next corporate retreat or business meeting.

GREEN BAY

Tundra Lodge Resort

865 Lombardi Avenue
Green Bay, WI 54304
920/491-5761 Fax: 920/405-1997
Contact: Jeri Lyn Kirchner
jkirchner@tundralodge.com
www.tundralodge.com
Mtg Rms: 6 Slp Rms: 161 F&B: Yes
Unique, full service, north woods meeting experience with 161 suites in the Stadium District.

KOHLER

The American Club

411 Highland Drive
Kohler, WI 53044
800/344-2838 Fax: 920/457-9441
Contact: Missy Dortman
missydortman@kohler.com
www.DestinationKOHLER.com
Mtg Rms: 21 Slp Rms: 237 F&B: Yes
Visit the Midwest's only AAA Five Diamond resort hotel set in Kohler, WI. offering a great meeting venue.

LAKE GENEVA

Bella Vista Suites

335 Wrigley Drive
Lake Geneva, WI 53147
262/248-2100 Fax: 262/248-2125
Contact: Tom Hyslop
nfo@bellavistasuites.com
www.bellavistasuites.com
Mtg Rms: 4 Slp Rms: 39 F&B: Yes
Downtown Lake Geneva. Luxury all-suite hotel overlooking Geneva Lake. Ideal for corporate events.

MILWAUKEE

Hotel Metro

411 E. Mason Street
Milwaukee, WI 53202
414/272-1937 Fax: 414/225-3282
Contact: Mark Hansen
mhansen@hotelmetro.com
www.hotelmetro.com
Mtg Rms: 5 Slp Rms: 63 F&B: Yes
Rated as one of the top 96 hotels of the world for Business Travelers. In Milwaukee's downtown with rooftop spa.

WAUPACA

Best Western Grand Seasons Hotel

110 Grand Seasons Drive
Waupaca, WI 54981
877/880-1054 Fax: 715/258-4294
Contact: Erin McDonald
erin@bestwesternwaupaca.com
www.bestwesternwaupaca.com
Mtg Rms: 6 Slp Rms: 90 F&B: Yes
Centrally located, conferences up to 400, full service health club on-site, indoor waterpark. Free breakfast, free high-speed Internet.

8 Tips

Continued from page 15

know they have actually arrived. If you know the speaker has in fact arrived, you will undoubtedly sleep better. Leave an emergency number where you can always be reached.

Tip #7 - Don't save the best for the last. Often corporations take their top performers to a fancy resort for a meeting of several days. They have one important outside speaker and they want to send the employees back to work with a bang. You will get more value for your money if you schedule the speaker the first day instead of the last. At the end of the conference the employees may be tired, hung-over, or worried about packing and making the plane.

Tip #8 - Use email. Get on-line with networks of meeting planners who can share their experiences. Find a group similar to yours and find out the names of the most successful speakers they have used and which vendors made their lives difficult or easy. ■

Patricia Fripp, CSP,CPAE is a professional speaker on Change, Teamwork, Customer Service, Promoting Business, and Communication Skills. She is the author of Get What You Want! And, a Past-President of the National Speakers Association. For information about Patricia's Keynote presentations, please contact The Frog Pond Group at 800-704-FROG (3764) or email susie@frogpondgroup.com.

MARK YOUR CALENDARS FOR THE UPCOMING EDUCATIONAL EVENTS

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 14, 2007

Join us for the Volunteer Kickoff and 2nd Annual WSAE/MPI Golf Outing at the Chula Vista Resort in the Wisconsin Dells.

“Knowledge put into action is wisdom. Students learn the different tools in the classroom, but the internship helps them use these tools in the real world. It is about the experience, applying the knowledge, and then refining it.”

Former student and now Meeting Planner for the State Bar of Wisconsin, Alison Barta, felt that her internship was a win-win situation. She completed her internship with a hotel and that helped give her a different perspective on the meetings industry.

I felt that completing my internship in another area of the industry was very advantageous. It helped show my employer that I had taken the initiative to learn about the day to day work of my industry partners. When asked if she had any advice about internships, Alison said, “I would advise any organization to look into providing an internship for students. What better way to ensure that future industry professionals are prepared for life after college.”

Kelly Larsen, Program Services & Events Manager for the Wisconsin Association of School Boards, helped to give perspective from the employer side. This was the first time they had hired an intern and their experience was successful. “We felt that we could provide a learning experience for someone interested in event management as a career, while also providing a learning experience for our own staff as they worked with a student,” she stated. Kelly would encourage someone thinking about hiring an intern to do so. “I would definitely encourage them to move forward. Our experience was somewhat play-it-by-ear but ended up being a rewarding experience for both staff and intern.” She also said that the Wisconsin Association of School Boards is considering future interns and will start looking at them as a long-term annual component.

Every year, there are students looking for this opportunity. Each is eager to learn and ready to take his or her education and skills to another level. This is the practice they need before entering the field and it benefits everyone involved. So the next time you find yourself tied to your desk, buried under BEO’s, RFP’s and contracts, consider hiring an intern. Their knowledge of the industry and their willingness to learn can help you out immensely. ■

3. Create an action plan

What actions can you take right now to put you on the right path to achieving it?

4. Experience it every day

Post your written goal in a place that you will see every day: a bulletin board, mirror, refrigerator, desktop, etc. Take a few moments every day to visualize the end result. Really feel it ... as if you had already achieved it.

There is a reason why you are reading this article at this exact point in your life. Something extraordinary is waiting to be discovered on this path. Maybe you are ready for a change or a new opportunity, but have been afraid to take the leap. Maybe you have been thinking about volunteering, writing an article, expanding your education, meeting new people, changing jobs, or implementing a new innovative idea. Here’s your chance – you can do it! The next time even the slightest doubt creeps into your mind, spin it into something positive and remember these words by Henry Ford, “Whether you think you can, or think you can’t, you’re right.” You have the power to create your life exactly as you’d like it to be – and you deserve it! ■



To Experience Lake Geneva You Have To Get On The Water



- Corporate Entertaining
- Business Meetings
- Employee Recognition
- Dinner Cruises
- Spouse Outings
- Wedding Celebrations

Discover Lake Geneva through the eyes of a millionaire! Our eight classic yachts, accommodating two-225 guests April-November, have hosted lavish parties for over 125 years.

We offer the unique venue you have been looking for but without the worries. Our event coordinators will assist with every detail to make the planning a breeze!

Lake Geneva Cruise Line
800-558-5911 - 262-248-6206 - GageBoats.com

Datebook: Calendar of Events

MAY 2007

17 MPI-WI Chapter May Awards Gala

Lambeau Field & Tundra Lodge

Green Bay, WI

www.mpiwi.org

18-20 Minnesota CMP

Preparatory Course

Arden Hills, MN

www.mnmpi.org

JUNE 2007

1-3 MPI-CAC CMP Weekend Review

www.mpicac.org

13-14 WSAE/MPI-WI Annual Golf Outing & Leadership Retreat

Chula Vista Resort

Wisconsin Dells, WI

www.mpiwi.org

JULY 2007

28 CMP Exam

www.conventionindustry.org

28-31 MPI World Education Congress

Montréal, Québec, Canada

www.mpiweb.org

Proud member of WMPI and WSAE.

YOU'D BE SURPRISED
what you can orchestrate at the right
MEETING FACILITY



RECEIVE A STANDING OVATION WHEN YOU
HOLD YOUR NEXT MEETING.

When you meet at Hotel Mead, great things happen. Elegant meeting space, creative catering, beautifully appointed rooms and a flexible staff create the perfect atmosphere for monumental meetings. With wonderful

on-site restaurants and a wealth of activities just minutes away, including championship golf, casino gaming and miles of nature trails, you and your guests will love our picturesque environment.


HOTEL MEAD
& Conference Center

451 E. Grand Avenue • Wisconsin Rapids • 1-800-843-6323 • www.hotelmead.com
Owned by Stora Enso North America • Managed by Marcus Hotels & Resorts

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