

Volume 29, Number 4
July/August 2007

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The Power of Non-Profit Meetings & Special Events

► **Marlena Deutsch**
United Way of Dane County
Madison, WI



The room is packed with the area's leading CEOs, business leaders, faith leaders, and community leaders. A well-known television personality emcees the program and a famous athlete succinctly speaks on message about the impact of your organization. A high-priced, highly advertised private sector meeting? No. This is the world of non-profit meetings and events.

Once thought of as operating under less-than-ideal standards – from strategic planning, to special events, to meetings – non-profits are aligning their resources and focusing on strategies that positively impact their community. The people often included around the table are community leaders.



Encouraged in part by the design and function of meetings and special events, non-profits have evolved into savvy business places. They use successful business models and focus more on impact and return on donors' investments. Non-profit meetings and events have always been powerful – now their strength is even more visible.

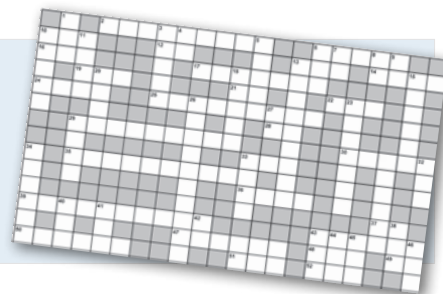
For United Way of Dane County it's no different. We are a volunteer-led organization, looking

to the leadership of our Board of Directors and Vision Council to make sure we are addressing the community's concerns. Hosting meetings and special events is a way to showcase our work and report back to the community. As the event planner for United Way, I plan 10 events each year. Like all non-profits, we need to meet and exceed the expectations of our donors, volunteers, and the community. Since our events are sponsored, I often work to balance the needs of multiple stakeholders and the public's expectation of what a non-profit event should "look" like. I see each as an opportunity to meet the needs of the sponsors, attendees, and United Way. Whether there are 35 or 800 in the room, our events need to be educational, warm, and convey our brand.

The same is true for other Dane County non-profits. "Events and meetings are essential in efforts to keep members, volunteers, and board members engaged and involved in our activities," says Jennifer Karlson, Financial Development Director for the YMCA of Dane County. "In addition, many of our 'friend raising' events offer opportunities for new connections, introductions, and natural partnerships."

Continued on page 31

What's in Your AGENDA?
Get all the answers to the
May/June crossword puzzle
on page 22



agenda staff

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MPI-Wisconsin Chapter

From the Editor's Desk

► **Lisa Lanting, CMP**

Preventive Cardiovascular
Nurses Association
Madison, WI



NEW BEGINNINGS

If mindfulness were an art, Jon Kabat-Zinn would be the Picasso of our time. Mindfulness is sometimes described as “awareness” or “being present in the moment.” He specifically defines it as “the awareness that arises from paying attention on purpose, in the present moment, non-judgmentally, as if your life depended on it.”

It's the brain's natural tendency to drift off – and probably more so for multi-tasking meeting professionals who are continuously planning, planning, planning! Personally, I have a hard time shutting off my brain's planning-mode, especially at night, so I've recently started listening to Jon Kabat-Zinn's CDs, *Mindfulness for Beginners* and *Guided Mindfulness Meditation*. At first, I found it overwhelming to grasp the concept of mindfulness, but I soon discovered the powerful relaxation and healing effects from focusing my mind and actually “noticing” the present moment. Eastern philosophy teaches us that each moment, each breath is a new beginning. Imagine how many breaths you take in one minute, one hour, or one day. If you look at it from this perspective, we all encounter a windfall of new beginnings each day. The trick is to be *aware* of the present moment and notice these opportunities and new beginnings.

This issue marks a new beginning for the MPI-WI Chapter and for several individuals. It is filled with new strategic plans, new leadership representatives, new contributing writers, new award winners, new members, and new challenges and opportunities.

For me, this issue is particularly special because this marks the debut of my role as your editor. I'm so proud to be a part of this team and am continuously amazed and inspired by the

brilliant minds that surround me. I have had the honor of working with, and learning from, two extraordinary past editors who have helped mold the Agenda into what it is today: Tami Gilbertson, CMP, the new VP of Communications, and this year's Supplier of the Year Award Winner and Director of Advertising, Community Outreach and Publications, Marie Johnson.

In our cover article, we are proud to feature a new contributing writer, Marlena Deutsch, who reminds us of the power of non-profit meetings. Also in this issue, you will hear from Paulette Heney, CMM, our new chapter president, who shares her plans for the upcoming year. In addition, Susan Arts, our new VP of Education and winner of the 2006-2007 Planner of the Year Award, has been kind enough to provide highlights from the May Awards Gala.

The start of the new fiscal year wouldn't be complete without a report from our new VP of Finance, Laura Cornell, CMP, who explains the current financial state and future plans for the chapter.

For those who are interested in earning the CMP designation, Stefanie Olson, another new contributing writer, has provided a timely and comprehensive overview of the CMP process and ways to earn application points.

MPI is a volunteer-driven organization whose leaders embrace a deep commitment to service. Michelle Eggert, CMP, the new VP of Member Care, explains the value of service and motivates us to incorporate more of this into our lives.

Thank you to all of our past and future contributing writers for sharing your thoughts and expertise to enrich the **MPI-WI Agenda**. ■



*Each moment
marks a new
beginning.*

CALL FOR ARTICLES:

Deadline July 20, 2007



Do you enjoy writing? Do you have a particular topic that you'd like to research and share with your MPI-WI friends & colleagues?

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President's Column

► Paulette Heney, CMM

United States Bowling Congress
Greendale, WI



A Family of Friends

As many of you heard me say at the May Awards Gala, "I am very thankful to all of you who have supported me during the past nine years. I would not be ready to take my seat as your MPI Wisconsin Chapter President without the support."

While there are many initiatives and positive changes planned, I am going to place a special focus on "family" over the next year. Why?

Because we all have our own families, and then we have our extended family of treasured friends and trusted colleagues.

My extended family continues to grow through MPI at the international as well as the chapter level. The chapter membership is almost 375 strong. So it is not surprising that at every monthly education session it seems I have met someone new and they have left their mark on me.

It is really exciting when I have a chance to meet one of our new or perhaps veteran members for the first time and they express an interest in volunteering and getting more involved in our MPI-WI Chapter "family." I first got hooked on MPI at the Chapter Leadership Retreat and Volunteer Kick-Off. I quickly learned that there were so many opportunities to get more out of my membership.

Take a minute to think about that one moment in time, the one that made a difference. For me, it was back in 2002. I received a call from Marge Anderson, the MPI-WI Chapter President at the time, and she asked if I was interested in being the team lead for

education. That simple inquiry and vote of support really made me step up. I attended the Chapter Leadership Conference that year. Not only did I learn a lot more about the goals and initiatives of MPI, but it was energizing to

secure top notch education for the year. In fact, I was able to get three Platinum speakers versus the customary two.

I am constantly learning from everyone in the chapter and this continues to assist in my personal growth

and development. One of my MPI career highlights was presenting the recommendation and grant for the MPI Exchange Program at the World Education Congress in Dallas last summer. But I didn't go it alone. Steve Lorenz was by my side for the 45-minute presentation to entire MPI Foundation, eight members and the chair of the foundation. It was a nail-biting experience as they voted on the grant right in front of us. However, I knew that my MPI friends and family back home were with us all along. You will hear more about my travels abroad as part of the MPI Exchange Program in our next Agenda issue.

In the meantime, each one of you can make a difference within our chapter and throughout the organization. All you have to do is say yes and try it. You will love it and it will become a part of your family.

I travel a lot throughout the year for business and one thing always holds true – the best trips I take are to the MPI Conventions because even though it is business it is with my family!

Let me become a part of yours! ■

"Live as if you were to die tomorrow. Learn as if you were to live forever."

— *Gandhi*



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Money: It's a Good Thing

► **Laura Cornell, CMP**
Monona Terrace Convention Center
Madison, WI



I have been thinking about how to tell you this. I opted for simple and direct: The MPI-WI Chapter is a financially solid chapter that manages its money very well through good investments, budget adherence and strong member support. This is not, however, as simple as I might have made it sound. Those three things are the very big building blocks to the financial stability of our chapter and require continued chapter member support and good administrators to make it work.

I grew up with my dad always telling me witty sayings like, “The quickest way to get poor is to act rich” or “Do you think money grows on trees?” In my new role as VP of Finance I will be grounded in ensuring that our chapter practices fiscal responsibility, makes our revenue goals, and has prudent reserves as directed by MPI. I will also start planting trees to see if I can prove my dad wrong.


We have a very aggressive budget going into this fiscal year. Following are some key revenue goals:

- Annual meeting revenues: \$84,075 (Education days & monthly programs)
 - Annual advertising revenue: \$64,700
 - Net profit: \$5,000 for both special event fundraisers
 - Strategic alliance sponsorships: \$2,000
 - Raffle income per month: \$350
-

Now keep in mind, this is revenue. Expenses are just as deep in our pockets. We use “zero based budgeting” which means that for every dollar in the revenue column, there is another dollar in expense column. The chapter cannot reach our revenue goals without the support of our members! Please continue do your part to help keep our chapter financially successful. Whether buying extra raffle tickets, purchasing advertising, or donating services and prizes to our special events, everyone can help.

In closing, I would like to thank Mae Ibe, CMP for her contributions to the chapter as your 2006-2007 VP of Finance and Heather Dyer of Morgan Data Systems. They both did a tremendous job at keeping us on track, and I wish Mae success as she begins her term as your President-Elect. If you have any questions or comments, please feel free to contact me at any time at lcornell@mononaterrace.com or 608-261-4016. ■

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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 and the 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!

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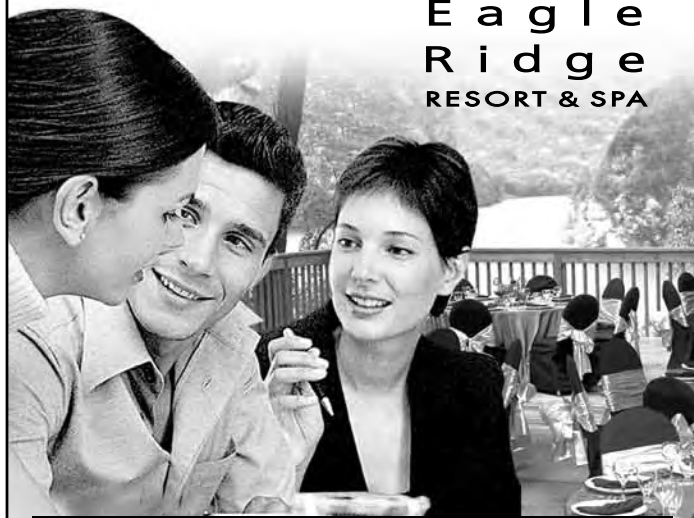
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MPI-WI Chapter Programs: Learn, Network, Grow

► **Naomi W. Tucker, CMP**
Humana
Green Bay, WI



As your new Director of Professional Development, I am excited to share some of our chapter's plans for the upcoming year.

This year we are delivering the experience in education! We want to make you more successful by building human connections, exchanging knowledge and ideas, and enriching relationships and marketplaces.

We are committed to providing you with enlightening educational programs that enhance awareness on specific topics and issues that affect our industry.

We have exciting educational programs coming to cities across Wisconsin, and I hope you will plan to join us to expand your knowledge and network with local meeting professionals.

By participating in these upcoming programs you will be able to:

- Gain professional development and resources that enable you to evolve your career toward positions or perspectives of strategic understanding and influence
- Pursue opportunities to influence executives about the value meetings can bring to your organization
- Intensify business opportunities

We look forward to seeing you at an upcoming program! ■

SAVE THE DATE!

September 20, 2007

Radisson Hotel &
Conference Center
Green Bay, WI

October 11, 2007

Lake Lawn Resort
Delevan, WI

November 8, 2007

Fall Education Day
Chula Vista Resort
Wisconsin Dells, WI

December 6, 2007

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Supplier Profile: Valerie Casper

► **Valerie Casper**
Four Points Sheraton
Milwaukee Airport
Corporate Sales Manager



How long in the meetings industry?

Four years

How long in MPI?

Joined in March 2007

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

Not many people know that the Four Points Sheraton Milwaukee Airport is the second largest hotel/convention property in Wisconsin. My focus is working with corporate clients that are traveling into the area individually or in groups that need meeting space and sleeping rooms.

Teams or projects that you have worked on for MPI or would like to be involved with:

Since I am new to MPI, I have not joined any committees but would love to help out with the holiday party! I love a good party!

Tell us about your family:

I am one of 8 kids. I have 7 brothers! I am the second youngest and I love being the only girl! I also have two nieces and a nephew.

Special personal accomplishments:

Ran my first half marathon about 10 months after breaking my hip and numerous other bones.

Where do you currently live?

New Berlin

Favorite Pastimes:

I love running every day and riding my bike. I'm looking forward to doing some triathlons this summer. Oh and I love dancing!!

Favorite Musical Group:

I really don't have one favorite group. I listen to all kinds of music especially pop and country. My favorite singer would have to be Whitney Houston. She has a fantastic voice (but, I do not look up to her)!

Person you admire most and why:

I admire my mother, a truly amazing person. She mostly raised us on her own and was always there for each of us. What a strong woman! I know I wasn't easy to raise (and my brothers certainly were not either), but she managed to work and still make time for all of our functions. Sometimes I wonder if she had a twin, because it seemed as though she could be two places at once.

Dream Vacation:

My dream vacation would be to go to Bora Bora so I can relax in a hut above the water! (For some reason that always appealed to me.) Otherwise I would love to hike in Austria.

If I won the lottery I would:

Take my family on a trip probably to Costa Rica. Pay off my home and travel for a year! Then of course get back to work because I would definitely need something that would keep me stable.

Words to live by:

"The Sky's the Limit!"

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

I started my career at one of the few five star, five diamond properties in the US: the Phoenician Hotel in Phoenix Arizona. It was such a great experience! I'm also involved with Women for MACC for the MACC Fund.

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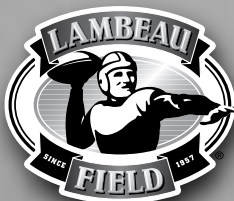
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April Education Day Highlights: Know Where You Are Going

► Marie Johnson
Midwest Airlines
Milwaukee, WI



On April 19, 2007, approximately 100 chapter members from around the state gathered in Sturgeon Bay at the Stone Harbor Resort for the April education meeting, Make It Happen – Create Your Strategic Life Plan presented by Jane Sanders, an MPI Platinum Speaker.

Jane stressed that with a plan in place you have a much better chance for a well-rounded and successful, blended life. The plan she was referring to is called an SLP or strategic life plan. Creating an SLP helps you discover your true passions and natural skills. It helps identify goals for key personal and professional life areas of career, family/relationships, health, finances, spirituality, and service.

Groundbreaking research conducted by the Women's Leadership Initiative of MPI revealed that "making a plan" was one of the most critical and passionate suggestions given by experienced women leaders.

Life planning is all about balance and creating success in the most important areas of our lives. To help us develop our SLP, all participants were provided with a workbook to help us through the process.

Part I was entitled "Your life as it is now" and included taking stock of where we spend our time, what are our values and passions, what have been our accomplishments, citing our strengths, talents and bringing it all together. One of the exercises particularly interesting was listing as many accomplishments we could think of starting with our earliest childhood memory until present. It gives a different perspective to what has been important over the years and where we have achieved success.

Part II was entitled "Your life in the future" and focused on clarifying our priorities, identifying our deepest wishes and life's purpose. We were asked to complete sentences like; my best talent or skill is..., everyday I try hard to..., the three most important things I (still) want to accomplish in my life are..., and someday, I want to reflect on my life and think, "I'm glad I..." We were asked to answer questions like "If you had a year left to live, what would you do differently?" Or, "What would you do if you knew you could not fail?"

Part III was where we took what we discovered from the first two sections to identify our goals, create the plan and basically "Make It Happen." The plan is not merely a career plan, but an intentional, realistic life plan. Everyone has choices, even if you think not. Having a plan helps guide us and make the right choice. At the close of the session Jane Sanders advised us not to confuse motion with progress. A rocking horse keeps moving, just not forward.

After the meeting adjourned, the group enjoyed a reception at the Stone Harbor Pub overlooking a beautiful view of the lake and listening to the sounds of Bar Stool Pirates. There was also a sight-seeing trolley and carriage tours. It was a fun time had by all. ■



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SERVICE — What Can it Do for You?

► **Michelle Eggert, CMP**
ConferenceDirect
Big Bend, WI



Each Monday morning, I stumble to my computer to start a fresh, new week and gain a bit of email inspiration from Paul & the Ripples Project. Recently, the email inspiration was titled “SERVICE.” To quote Paul, “I hope you can keep your eyes and ears open to just NOTICE what happens the next time you do something for someone else ... Whatever the task, I dare you to observe what you are THINKING and FEELING while you do it. You may find out that SERVICE to others also provides a remarkable service to yourself!”



For the past two years, I have had the privilege as serving as the Director of Professional Development. In July, I will return to the membership arena for the MPI Wisconsin Chapter, having accepted the nomination as Vice President of Member Services. Ironically, membership is where I began my SERVICE to MPI over five years ago. It was through my participation in the recruitment, retention, and mentoring teams, that I began my journey to the Board of Directors.

MPI-WI has provided me the opportunity to expand my community, my business, while providing direction and commitment to the meeting planning industry. I have felt great accomplishment, and of course a bit of frustration along the way. In each SERVICE, I have learned a great deal.

SERVICE can provide you with these same rewards and opportunities. As the 2007/2008 year begins for the MPI WI Chapter, I challenge you to carve time out of your incredibly busy schedule, commit to a specific project or committee for the MPI WI Chapter, and watch the results of your

SERVICE both to others and to yourself! If you're unsure of where help is needed, please contact me at 262-853-7171 or michelle_eggert@conferencedirect.com. I'll eagerly provide guidance as to where your talents will best be utilized. I guarantee, if you make a commitment to SERVICE, you won't be disappointed with the results!

Interested in receiving your personal weekly inspiration? Subscribe by simply entering your e-mail address at <http://TheRipplesProject.org/Newsletter.php>. ■

Mentoring Opportunities

Become 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!

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 them to attend. 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 me at michelle_eggert@conferencedirect.com if you would like to get involved.

ACRONYMS DEMYSTIFIED

WHAT DO ALL THOSE LETTERS MEAN?

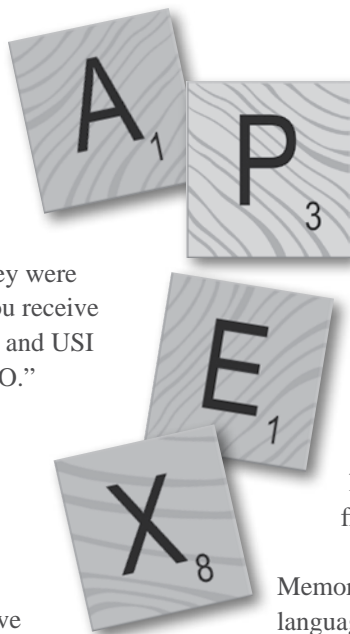
► **Janelle Walker**
Greater Madison CVB
Madison, WI



“Bilingual” was not listed as a requirement for my position at the Greater Madison Convention & Visitors Bureau. But on my first day at work, it didn’t take long for me to find out that my superiors are fluent in a language with which I was unfamiliar. They were throwing letters out all over the place! “Did you receive the RFP with the F&B and A/V? Check MINT and USI to see if the group usually gets ROH and if EPO.”

What were they talking about? My head was spinning. I am a CSM at a CVB and I was still confused by all of this strange jargon.

Yes, I am new to the convention and meeting planning industry. And yes, I knew I would have a lot to learn when I started in my new position, but what is this industry-specific language? How can an outsider learn to make sense out of all these letter combinations? Many of you are seasoned professionals and these acronyms come as



second nature. These “secret codes” are part of the normal dialogue between you and your colleagues in the meeting industry. Heck, you probably even think in this language. But step back and think about the first time you heard these acronyms. They were foreign to you once, too.

For some of you, the following list of acronyms can serve as a nice refresher to the base of knowledge already existing in your brain. For a few of us, this list is a bible! If you are new to the meetings industry, I hope that this list will prevent you from having to make flash cards like I did!

Memorize these acronyms and you’ll have mastered a second language. Practice them and you can practically consider yourself bilingual! However, I must caution you about one thing: when you talk to family and friends outside of the industry, be prepared to get some puzzled looks! Recent example: “You work at the G-M-C-V --- What?!?” ■

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

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Meetings Industry Must-Know Acronyms

A/V – Audiovisual

ADR – Average Daily Rate

AMC – Association Management Company

APEX – Accepted Practiced Exchange. This is an initiative of the meetings, conventions & exhibitions industry managed by the Convention Industry Council (CIC). APEX develops and manages the implementation of accepted practices (voluntary standards) for the industry.

ASAE – American Society of Association Executives

ATA Carnet - An international customs document that permits duty-free and tax-free temporary import of goods for up to one year. It eliminates or reduces VAT charges, customs fees, and bond fees.

BEO – Banquet Event Order. Used by facilities to communicate the exact set up for a session between facility departments and to planners.

CHA – Certified Hotel Administrator

CHSE – Certified Hospitality Sales Executive

CIC – Convention Industry Council. This is a federation of national and international organizations that represents individuals, firms or properties involved in the meetings, conventions, exhibitions and travel and tourism industries.

CMC – Convention Marketing Committee

CMP – 1) Certified Meeting Professional 2) Complete Meeting Package

CSM – Convention Services Manager

CSP – Certified Speaking Professional

CVB – Convention & Visitors Bureau

CVC – Convention & Visitors Commission

CWT – Abbreviation for “hundred weight”

DMC – Destination Management Company.

DOS – Director of Sales

EAC – Exhibitor Appointed Carrier. This is when exhibitors appoint the carrier of their choice for freight shipped to or from a show.

EPO or IPO – Each (or Individual) Pays Own

ETA – Estimated Time of Arrival

ETD – Estimated Time of Departure

F&B – Food & Beverage

FAM Tours – Familiarization Tours

FTP - File Transfer Protocol. The process of uploading and exchanging files through a website.

GM – General Manager

GSF – Gross Square Feet

I&D – Installation & dismantle. Set-up & teardown of exhibits.

IACVB – International Association of Convention & Visitors Bureaus

MINT – Meeting Industry Network. This is an online information network that tracks historical and future site and booking information.

MPI – You should know this one! If not, please refer to the front cover of this publication.

NSF – Net Square Feet

PCO – Professional Congress Organizer

PE: President–Elect (No, this isn't gym class!)

RevPAR – Revenue per Available Room

RFP – Request for Proposal

ROH – Run of the House. This can mean two things:
1) Rooms are given at random according to a property's availability when the reservations are made. 2) Flat rate for which a hotel or motel agrees to offer any of its available rooms to a group. Final assignment of rooms is at the discretion of the hotel.

ROI – Return on Investment

SM – Sales Manager

SMERF - Meetings acronym for a category of meeting market segments including Social, Military, Educational, Religious and Fraternal groups.

SOP – Standard Operating Procedure

VAT – Value Added Tax. Applies to all EC countries, Switzerland and various other countries around the world.

WEC – World Education Congress. Typically the largest of the three MPI conferences, the WEC is normally held in late July/early August in a North American location

YUL: Montreal airport code; where you'll fly in for the MPI World Education Congress July 28-31, 2007!

Food for **THOUGHT**



► Chef Dennis Nee

*St. Croix Culinary Institute
Cranberry Country Lodge, Tomah, WI*

Chef Dennis Nee heads the faculty at St Croix Culinary Institute in Tomah, WI. Chef Nee is also a featured chef who caters at Cranberry Country Lodge, Convention Center and Waterpark in Tomah, WI. He is a graduate of the Cambridge School of Culinary Arts, in Cambridge Massachusetts and has served as general manager and executive chef at many fine restaurants including; Schroeder's in Boston, MA, The Mills Falls in Newton, MA, The Plowshare Tavern in Chester, NH, and Phil's Tara Hideaway in Stillwater, MN. He has also acted as consultant to Atlantica Restaurant, Kitchen's, etc., and River Road Grille. He is certified to teach all culinary and pastry arts, and has served as chef/instructor at his alma mater, Cambridge School of Culinary Arts. The entrée that Chef Nee chose to feature is his catering specialty; Tournedos of Beef Tenderloin with a Madeira Glace Viand Reduction Sauce, Steamed Red Potatoes with Asparagus, both tossed with rosemary-lemon butter. ■



Tournedos of Beef Tenderloin

INGREDIENTS:

1 TBS vegetable oil
1 TBS olive oil
2-4 tenderloin filets
cut ¼ inch thick
Salt and Pepper

Combine the oils and heat in a wide skillet until very hot. Add the beef filets to the pan and fry on one side until pink dots begin to appear on the uncooked side of beef, about 2 minutes. Turn the beef over to cook the other side, and season the cooked sides with a bit of salt and pepper. Again, cook about 2 minutes, remove from pan and cover with foil to keep warm.

SAUCE INGREDIENTS:

2 C veal demi-glace
½ C dry madeira wine
1 TBS cold unsalted butter
Salt and pepper

In a small sauce pan, combine the demi-glace and the wine, and over medium heat, reduce to 1 ¼ cups. Remove from the heat, and whisk the cold butter into the hot sauce. Season with salt and pepper to taste.

Steamed Red Potatoes with Asparagus

INGREDIENTS:

2 – red potatoes
4 – asparagus stalks

Peel the potatoes around the middle; place in a steamer basket over boiling water and steam approximately one hour. Cut the ends of the asparagus on an angle, as you would with fresh flowers, and add to the steamer basket. Steam an additional 8 minutes. Remove and toss with the rosemary-lemon butter.

ROSEMARY-LEMON BUTTER

4 TBS unsalted butter, softened
1 tsp fresh lemon juice
¼ tsp salt
½ tsp fresh rosemary, finely chopped

In a bowl of a mixer, combine all the ingredients and mix on high speed, 30 seconds, being careful not to let the butter melt. Mold into a sausage shape and wrap in plastic wrap and refrigerate for 30 minutes before tossing with the asparagus and potatoes.



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Celebrating Our Legends & Legacies MPI Awards Gala



► **Susan Arts, CMP**
*Meetings & Incentives
Caledonia, WI*



There wasn't a snowflake in the sky on Thursday, May 17th as we gathered to honor the MPI-WI Legends and Legacies. The Legends Room at Lambeau Field hosted the reception and dinner, and Tundra Lodge hosted the after-glow. Kudos to all the staff involved, as all the events came together seamlessly.

All MPI-WI Past Presidents were invited to attend as we celebrated the chapter's 30th anniversary. We were honored to have fourteen of them join in the festivities. The Past Presidents in attendance were:

Dawn Jansen Block	1979 – 1980
Patrick Kelly	1987 – 1988
Julie Peterman, CMP	1989 – 1990
Terry Thiessen, CMP	1991 – 1992
Bill Severson	1993 – 1994
Janet Sperstad, CMP	1994 – 1995
Susan Grigsby, CMP	1997 – 1998
Mary Schneider, CMP	1998 – 1999
Marlene Schneider, CMP	1999 – 2000
Cindy Foley, CMP	2001 – 2002
Marge Anderson	2002 – 2003
Cinda Vingers, CMP	2003 – 2004
Nancy Lund	2004 – 2005
Kim Marie Ball, CMP	2005 – 2006

The Kristin Bjurstrom Krueger scholarship was awarded to **Rachel Frederick** and the MPI-WI Member Grant was awarded to **Kim Jones**. Congratulations to both of them!

The Awards Gala is one of the highlights of the chapter year, and it would not happen without the dedication and hard work of two incredible teams. This year, the Awards/Scholarships team was led by **Jennifer Kalka** and **Meghan Costello**, and the Gala team was led by **Nancy Short**.

Congratulations and thank you to all the team members on a job well done. ■

CONGRATULATIONS TO THE NEW CMPS

Laura Cornell, CMP	Monona Terrace
Matt Engel, CMP	Adelman Travel Group
Liz Hessler, CMP	NEW Partnership for Children & Families-UW Green Bay
Mae Ibe, CMP	Fox Cities CVB
Terri Smid, CMP	American Express
Carina A. Tran, CMP	Humana, Inc.
Sandra Jeske, CMP	National Funeral Directors Association



Sherry Lee, Steve Lorenz, and Nancy Lund celebrate their honors.

AWARD WINNERS:

Industry Partner Award:	Humana
President's Award:	Paulette Heney, CMM & Michelle Eggert, CMP
Team of the Year:	Agenda Newsletter Marie Johnson – Editor Lisa Lanting, CMP – Associate Editor Ann Shultz – Graphic Designer Morgan Data Solutions
Journalism Award:	Lori Fuhrmann
Planner of the Year:	Susan Arts, CMP
Industry Support:	Humana
Meeting Industry Advocate:	Steve Lorenz, CMP
Supplier of the Year:	Marie Johnson
Rising Star:	Alison Barta
KBK Scholarship:	Rachel Frederick
Professional Grant:	Kim Jones
Hall of Fame:	Nancy Lund & Sherry Lee, CMP



Event Photography Courtesy of Pat Goetzinger
www.patgoetzinger.com

THANK YOU 2006-2007 TEAM LEADS

Andrew Aschenbrenner
Jennifer Baker-Johnson
Alison Barta
Sherry Benzmillar
Meghan Costello
John Dorgan
Linda DuPont
Linda DuPont
Janet Fugate
Lori Fuhrmann
Jodi Goldbeck, CMP
Beth Haws
Denise Henson
Jennifer Kalka
Sara Kern
Liz Kostka
Marin Medema
Tracy Schmidt
Bill Severson
Nancy Short, CMP
Naomi Tucker, CMP
Cinda Vingers, CMP

Recruitment
August Event
February Event
April Event
Awards/Scholarships Co-Lead
Partnership Marketing
Fundraising
March Event
Fundraising
Website
Retention
Community Outreach
Public Relations
Awards/Scholarships Co-Lead
Community Outreach
October Event
November Event
Holiday Party Co-Lead
Holiday Party
Awards Gala
January, Strategic Alliance
Mentor Program



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*Susan Kainz and Denise Henson mingle
before the awards presentation.*



*Lori Fuhrmann and Melody Maki are all smiles
at the Awards Gala.*



*Award winners from left to right: Allison Barta, Marie Johnson,
Michelle Eggert, CMP; Steve Lorenz, CMP, Kim Jones,
Susan Arts, CMP, Lori Fuhrmann and Rachel Frederick.*

To CMP or Not to CMP ...

► **Stefanie Olson**
Conference Manager
Magna Publications
Madison, WI



I was surprised to find that only 17% of MPI Wisconsin members have their Certified Meeting Professional (CMP) designation. Is this because we don't value professional development? Is it because our lives are busy enough without having to fill out optional application forms and study for exams? Will the addition of a three letter acronym to our name really be the edge we need to get noticed in the professional world or secure that promotion we are hoping for?

Sponsored by the Convention Industry Council (CIC), the Certified Meeting Professional designation debuted in 1985. The certification process was created to raise industry standards and improve the credibility of meeting professionals.

To become a CMP, one must accrue years of professional experience, submit a detailed application to the CIC, and then pass a written exam. Although time intensive, candidates who went through the process found it rewarding. According to a survey given to 980 CMPs, nearly 70% of the respondents indicated that earning the designation improved their professional image outside of their organization and almost 55% noticed an improved image within their organization.

There are now over 12,000 professionals in 32 different countries who claim the elite three letters after their name. For these people, the CMP designation is more than just an acronym, just as a college degree is more than just a piece of paper. The certification represents the learning and growth that took place along the way. Having this credential offers a sense of accomplishment and increases respect among colleagues. In contrast, there are some people who believe that the designation is not what proves someone's professionalism or ability to perform well. This may be true, but if you were looking for a new doctor, would you rather make an appointment with Steve Smith or Steve Smith, M.D.?

Now some of you may be wondering why someone like me (a young professional without her CMP) is writing an article about this designation. Actually, I am in the process of accumulating points so I can submit my application to be considered for the



exam. I'm hoping this certification will help me to stand out from the crowd and identify me as a qualified and credible meeting planner. As meeting professionals, we make a significant amount of first impressions daily. Whether it is on the floor of a trade show or in the signature of an email, we expose ourselves to new people each day. Even though we know our own competence, people we meet for the first time may not understand our background or realize our accomplishments. By earning CMP credentials, we immediately set ourselves at a recognized standard.

For those of you who are interested in obtaining this designation, but aren't sure where to begin, keep reading.

Before you can apply to take the CMP exam, you must first acquire at least three years of full-time professional experience in meeting management. Once you meet this prerequisite, you may request CMP candidate materials from the Convention Industry Council and proceed to fill out the application. The application gathers the applicant's experience in meeting management, management responsibilities, education and continuing education, membership in professional associations, and professional contributions in meeting management. Various point levels are assigned to each category and points are accumulated through the applicant's responses and experience. Applicants must obtain a minimum of 90 points before submitting their application to the CIC.

Some points will be predetermined by your employment history, job description, and highest level of education completed. If you find that you are lacking some points, a few ways to earn them are to:

- Attend MPI (or other professional development) educational events and keep track of the hours you spend in the classroom. You can even include up to two hours of participation at industry related trade shows on the application.
- Join a professional association such as MPI, PCMA, or ASAE.
- Write an industry related article and have it published in a regional, national, or international publication.

- Be an expert! Present an industry related topic at an educational event.
- Win an industry award or achieve a designation such as your CAE or CSEP.
- Join a committee or take on an officer role in a meeting management/supplier organization.

Once the application is complete, the exam preparation begins. If you are worried that you will be doing this by yourself, know that there are resources available to help you pass the exam. Interested candidates can develop study groups within their regions and CMP prep courses take place at some of the national and international conventions, sponsored by the CIC, PCMA, and MPI. CIC and PCMA also offer online study tools and pre-exams on their websites.

Exam sites are located throughout the nation, but the closest exam site for Wisconsin residents is Chicago, Illinois. The exam takes place on the same day for everyone participating across the country.

There are a multitude of reasons why meeting professionals choose to obtain or abstain from getting their CMP. What are yours? ■

For more information on obtaining your CMP, please visit the Convention Industry Council's website at www.conventionindustry.org.

CMP-IMPORTANT DATES

Below are a few important dates to keep in mind if you would like to participate in the winter or summer 2008 CMP exam and application process.

September 12, 2007

CMP application and fee due

November 14, 2007

Exam registration and fee due

February 2, 2008

Exam date

April 9, 2008

CMP application and fee due

June 11, 2008

Exam registration and fee due

August 9, 2008

Exam date



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The answers to the May/June crossword puzzle

Congratulations to the award winner, Cathy Cluff from Holiday Inn Neenah Riverwalk, and thank you to Midwest Airlines for generously donating a free ticket.

	N		S	T	A	B	I	L	I	T	Y			A	T	L	A	S		
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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
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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	

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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

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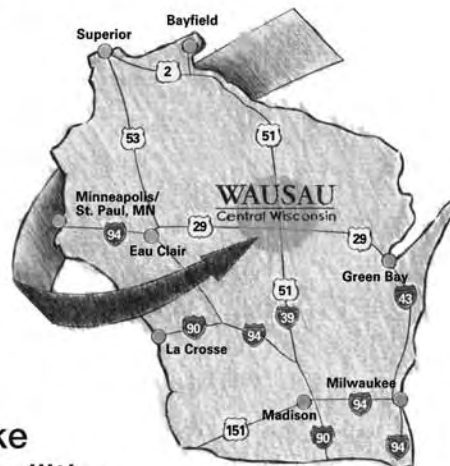
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NOTE: Advertising is available but limited to members only and is available on a first-come, first-serve basis. Rates listed are net (agency commissions are not included in these rates.)

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Planner Profile:

Katie Ferguson

► Katie Ferguson

American Academy of Allergy,
Asthma & Immunology
Milwaukee, WI



How long in the meetings industry?

I have been with Executive Director, Inc. (EDI) for 3 years.

How long in MPI?

Since January 2007

Tell us about your company and/or position:

EDI is an association management firm which provides professional services for national and international medical, trade, and scientific associations. The client I work for is the American Academy of Allergy, Asthma & Immunology (AAAAI). I am primarily responsible for planning the AAAAI Annual Meeting, which draws nearly 8,000 attendees each year in various cities throughout the United States.

Teams or projects that you have worked on for MPI or would like to be involved with:

Where do you need help?

Tell us about your family:

I grew up in Germantown, WI and currently live with my husband in Shorewood, WI.

Favorite Pastimes:

Reading, watching movies, cooking, walking along Milwaukee's lakefront, spending time with family and friends.

Favorite Musical Group:

I like all music genres; pop, rock, jazz...

Dream Vacation:

My dream vacation would be to travel throughout the United States and the other countries of the world.

If I won the lottery I would:

Pay for my world travels!

Words to live by:

Life isn't about finding yourself, it is about creating yourself

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

I am excited to be a part of MPI and I look forward to the opportunities ahead.

Staying Power

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first.

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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.

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On The Mooove

► Lori A. Fuhrmann

*Four Points by Sheraton
Milwaukee Airport
Milwaukee, WI*



Congratulations are in order for several of our MPI colleagues.

Lisa Lawry, CMP has joined pc/nametag as an Account Manager in their Sales Division. She was formerly with the Wisconsin Medical Society as a Meeting Manager.

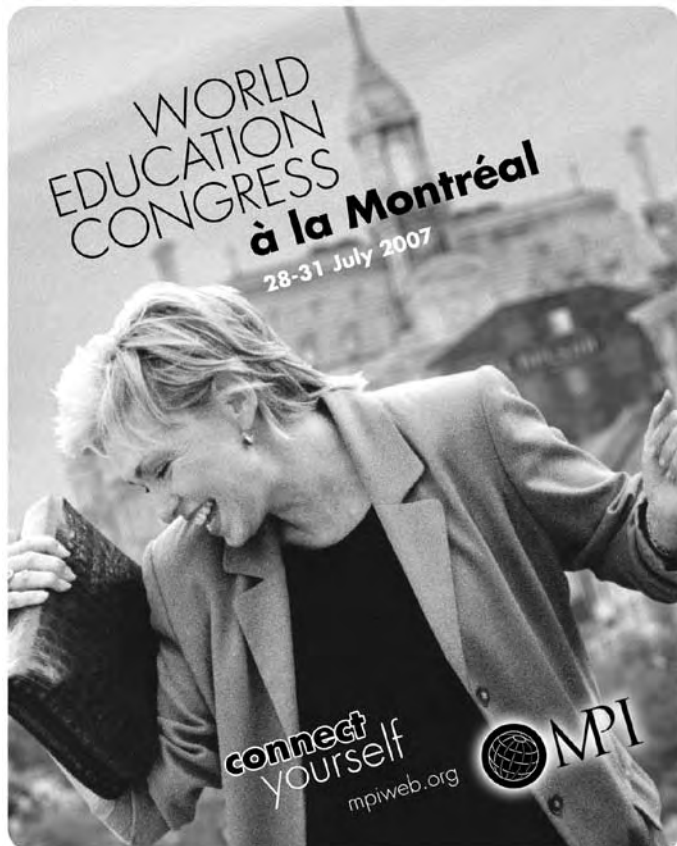
Deb Perez has been promoted to Director of Sales at the InterContinental Hotel (formerly the Wyndham.)

Susan Arts, formerly of SC Johnson, is now a Senior Meeting Planner with Meetings & Incentives.

Susan Kainz has moved from Grand Geneva Resort to the Delafield Hotel as their new Director of Sales and Marketing.

Andrew Aschenbrenner who was the Director of Sales and Marketing with Carey Limousine of Wisconsin is now with Midwest Airlines as a Senior Account Manager. ■

*Please submit changes of employment/accomplishments to
Lori Fuhrmann at lfuhrmann@fourpointsmilwaukeeairport.com.*



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Strategic Planning: MPI Chapter Leaders Conference Recap

► **Tami Gilbertson, CMP**
WPS Health Insurance
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The annual Chapter Leaders Conference (CLC)

is a two-day leadership development program that brings together over 300 international leaders, including chapter leaders, committee chairs, staff, and the International Board of Directors, to build strategies that advance the association's goals and objectives. It includes leadership training, alignment of goals and objectives for the coming year, and opportunities to exchange best practices.



Hard at work, Mae Ibe, CMP; Christopher Dyer; Naomi Tucker, CMP; and Andrew Aschenbrenner discuss future plans for MPI-WI

The Omni
Mandalay Hotel
in Dallas Texas

hosted the 2007 CLC, May 4 to 6. The focus of the general session presentations by MPI President and CEO, Bruce MacMillan, CA and Chairwoman-Elect Angie Pfeifer, CMM shared the vision of building a rich global meetings industry. MacMillan introduced the four strategic imperatives that will make that vision happen. He also shared that the MPI field staff

will evolve as well. The focus and job descriptions will shift to chapter business managers. Their goals? To help chapters meet the objectives they define for themselves. Chapters are still accountable for results, but “we want to help you manage

outputs, and that's success, rather than inputs, which is compliance.”

In addition to the introduction of the strategic imperatives to guide MPI's global development, there were discussion groups to tackle chapter

challenges with communications, finance, engagement, and leadership. There was also a presentation by Hugh Lee, past international chairman of MPI and president of Webster, NY-based Fusion Productions on “Seven Measures of Association Success.” Attendees also heard International Chairman Mark Andrew, CMP CHA review the progress from the 2006 CLC. ■

THE FOUR STRATEGIC IMPERATIVES

1. Building a great organization
2. Evolving from an association to a true global community
3. Reinventing the business relationships with chapters
4. Elevating members' conversations and experiences

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MPI Releases New Book on ROI

ROI for meeting planning is often discussed but less often understood. Available only through MPI, this step-by-step guide will allow you to easily understand ROI principles including when and how to measure return on investment. Written and edited by Jack J. Phillips, Monica Myhill, and James B. McDonough with a foreword by John Caparella of Gaylord Hotels and introduction by James B. McDonough and Hugh K. Lee of Fusion Productions.



Proving The Value of Meetings & Events How & Why to Measure ROI

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MPI UNVEILS NEW VISION: Build a Rich Global Community

This is MPI's roadmap for your success. It is one that is built for you and will continue to evolve as a result of your input and participation over the coming months.

Vision

Build a rich global meeting industry community.

Mission

Make our members successful by building human connections to knowledge/ideas, relationships, and marketplaces.

Strategic Imperatives

The Vision is activated by four strategies:

- **EVOLVE** to a global community
- **RE-IMAGINE** our business relationship with chapters
- **ELEVATE** the member conversation and experience
- **BUILD** a great organization

Why Should You Care?

- A community model will make our members more successful.
- The flattening of our world has obliterated long-established marketplace paradigms and roles. Best practices flourish and then disappear with the advent of the next big thing. If you cannot stay connected and informed about these changing dynamics, you will struggle to succeed.
- A community model will fuel more robust opportunities for access to ideas and marketplace connections according to tomorrow's market speed, need and breadth through greater member collaboration and participation. It will connect more members to more opportunities for success in an increasingly complex and global industry.

What's In It For You?

MPI will deliver more value to all stakeholders and higher levels of member satisfaction. Our mission has commenced but we've only just begun:

- Our global strategy will expand our community connections to knowledge, relationships and marketplaces around the world for all members.
- Phase One of our Web 2.0 collaboration and community-building tools have been activated on our website including the meeting industry's first wiki where knowledge is created and shared by our community.
- Co-creation workshops with key member communities in Philadelphia and London have been held creating the foundation for new MPI educational products and marketplace experiences for all of our community. ■

So how does this translate into meeting planning and special events?

“Our association meetings let us ‘practice’ what we do in our careers,” says Kristi Shepard, President of the Greater Madison Chapter of the Association of Fundraising Professionals and United Way’s Director of Leadership Giving, “from coordinating volunteers, planning events and meetings, learning how to be creative with limited resources, serving a diverse audience, and paying attention to the details. The impact of being part of something larger should not be underestimated!”

Karlson agrees. “Without these meetings, I believe our leadership volunteers, members, and staff would feel disconnected from activities and valuable ideas, connections, and introductions would be lost,” she says.

Do suppliers still shy away from non-profit meetings? “No,” says Laura Cornell, CMP, Sales/Event Services Manager for Monona Terrace, and VP of Finance for MPI’s Wisconsin Chapter. “There is no doubt that non-profit meetings and events are important. The attendees tend to be important community leaders, and the outcomes from these meetings benefit everyone.” ■

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28 CMP Exam

www.conventionindustry.org

28-31 MPI World Education Congress

Montréal, Québec, Canada

www.mpiweb.org

AUGUST 2007

11-14 ASAE and The Center for Association Leadership

2007 Annual Meeting & Exhibition
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