

Volume 30, Number 2
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on your agenda

- 2 *From the Editor's Desk*
- 3 *On the Mooove*
- 3 *Treasurer's Report*
- 4 *President's Column*
- 7 *Supplier Profile*
- 8 *Strike While the Iron is Hot*
- 9 *Working in Perfect Harmony*
- 10 *Student Speed Networking Event*
- 13 *Are You Ready to Face the Music?*
- 14 *Wellness Through Laughter*
- 15 *Planner Profile*
- 16 *Food for Thought*
- 18 *Student Profile*
- 20 *Education Team April Event*
- 22 *January Event*
- 24 *Cabin Fever Green Meeting Solutions*
- 27 *Technology & the Internet*
- 28 *Why I Buy MPI*
- 30 *News from the CIC*
- 33 *New Members*
- 34 *The Secret Weapon*
- 36 *Calendar of Events*

High Impact Presentation Skills

► **Sue Hershkowitz-Coore, CSP**
High Impact Presentations
MPI Platinum Speaker – January Meeting



The ability to present yourself — your ideas, your services, your products — powerfully and persuasively comes naturally to only a very few people. Ronald Reagan, with his ability to weave personal stories into the lessons of history, Winston Churchill, with his precise way of crafting his words, Martin Luther King, Jr., with his passionate, compelling presentation style, come to mind. For the rest of us, presentation mastery comes only after understanding what makes a great presentation — and practicing those skills until we get it right.

The good news is that anyone can speak with power, poise, and professionalism. Here are six tips to help you exude confidence and move your audience to action:



1. Whatever you do, don't picture your audience naked!

Instead, think about your audience and picture them more successful because of your message (your ideas, your product). See your audience "on your side" wishing you great success and sending you good energy. Look at your audience with love (and let your eyes leap frog over anyone, who for whatever reason, may look less than enthralled with what you are saying.) Instead of thinking of your audience naked, picture them dressed in the finest of cloths. See yourself connected to them, conversing with them, and caring about them.

2. Let go of your fear.

Yes, just let go. Ask yourself: What is the worst that can happen if I mess up? Will I die? It may feel like it at the moment, but it's not going to happen! The interesting thing is that what most people are afraid of isn't forgetting, or fainting, or not having the right answer. Most people are fearful of making fools of themselves. They're afraid that they'll look and sound stupid, and that people will laugh at them. Prepare yourself so that the bad stuff doesn't happen, of course, but keep this in mind, please: If the worst thing that you can imagine does occur, so what? You will not die of embarrassment! Instead, you'll learn to be a better speaker because you'll prepare differently next time!

3. Give yourself positive energy before your next presentation.

Don't allow yourself — or anyone around you — to put negative thoughts into your head. If you catch yourself saying something like, "I'm never going to be able to do this," cancel that thought and replace it with, "I'm going to be great. I'm going to wow them. I'm going to close this sale." Admittedly, just because you say positive affirmations, you aren't guaranteed that it will happen! I promise you, however, that you'll have a far better chance of performing well when you think well of yourself than if you're reminding yourself of that time in the 5th grade when you were so embarrassed

agenda staff

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From the **Editor's Desk**

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



Political campaign ads, ice melting, bulbs sprouting, clocks turning forward an hour... what do these things have in common? It's spring 2008!

Our spring issue is full of valuable information that will hopefully enrich your personal and professional lives and give you a much-needed boost after the long winter months. In these pages, you will hear from current and future MPI leaders, all of whom contribute great things to the meetings industry and to the Wisconsin Chapter.

In our cover piece, Sue Hershkowitz-Coore, CSP, our January keynote speaker, gives us practical tips on improving our presentation skills. Heide Kraus, CMP, draws on over ten years of experience to tackle common misunderstandings between meeting professionals and offer suggestions on how to create more harmonious working relationships.

Green meetings continue to be a hot topic in the industry and Paulette Heney, CMM, our chapter president, helps us understand Corporate Social Responsibility (CSR) and why it is important. If you weren't able to make it to the January and February chapter meetings, Ann Barrett, CAE and Susan Kainz have put together the key highlights from these events.

You won't want to miss the articles by our Associate Editors, Michelle Reed and Lori Fuhrmann. Michelle explains the importance of obtaining music licenses for events and Lori gives us an uplifting, heart-warming background on "spring fever."

Our intention is to educate, inspire, create lasting personal connections, and keep you up to date on the latest trends. Thank you to all of the members, volunteers, industry partners, speakers, and creative minds who make this newsletter possible. ■

CALL FOR ARTICLES:

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

We are pleased to welcome you to contribute to the richness of this newsletter by submitting an article. Please e-mail us at editor@mpiwi.org if you are interested. We are happy to assist you with ideas for articles if you need help getting started.



Treasurer's Report:

Budget Season is Upon Us



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

The MPI-WI finance committee, which is comprised of all VPs on the board of directors as well as the Presidents (incoming, current, and outgoing) and Morgan Data Solutions met in Madison to go through last year's budget and look ahead to the 2008-2009 fiscal year. You might remember that the fiscal year for the chapter starts on June 1st. Every line item in the budget was very carefully scrutinized to ensure that the chapter is not overlooking any revenue opportunities. We also carefully reviewed each expense in order to make sure that you, our members, continue to receive the same quality educational opportunities, excellent publications, and valuable member services that you have come to expect from your chapter. At the time of this writing, the budget is being reviewed by the entire board, however, it is anticipated that the proposed \$191,000 budget will be approved for this upcoming fiscal year.

I know that I sound like a broken record when I keep saying how important you are to the fiscal well-being of our chapter, but we couldn't do it without you! Continue your support through your membership, advertising, purchasing MPI gear from the website, and your generous donations to the chapter. I am honored to serve as your VP of Finance and am glad to answer any questions that you might have about our budget. Please email me at lcornell@mononaterace.com or call me at 608-261-4016. ■

On The Mooove



► **Sue Lidstrom**
Sheraton Madison Hotel
Madison, WI

These talented MPI members don't need the luck of the Irish! Kudos, congratulations, and best wishes are in order for:

Allison McCarty, on her new position of Communication & Events Assistant for the Wisconsin Association of School Boards (WASB).

Paulette Heney, CMM, MPI-WI Chapter President, on her new position as a Senior Meeting Planner with Meetings and Incentives.

A Friend of the Feathers! **The Osthoff Resort** in Elkhart Lake was recently commended in an article by the Humane Society News for efforts of coping with the local geese population. "In contrast to the killing nearby, the Osthoff Resort has chosen to use more humane methods. The hotel has sprayed its grass with a natural and harmless but bad-tasting substance and has placed a row of noisy, flapping flags along its shorelines."

Finally, **Kim Ball** has earned the designation of CMM! The most prestigious designation in the meetings and events industry, Certified Meetings Managers must complete an "elite, intensive-learning program designed for tenured and highly accomplished members of our global meeting industry community." Great job, Kim!

Please submit accomplishments and changes in employment to me at suelidstrom@marcushotels.com. ■

MARCH 2008 MPI MEETING

Leveraging Diversity to Boost the Power of Your Meetings

Program Description:

As the face of our communities, organizations and clientele is changing, leaders must shift their paradigm to be "less comfortable with the too comfortable" and "more comfortable with the less comfortable." Using an inclusive lens can increase employee engagement and organizational innovation, and ultimately promote the success of your meetings. Attending this session will increase awareness of why it is important to be inclusive in your meetings; notions of hospitality across cultures; food and beverage considerations for diverse audiences; the significance of religious and international holidays for your planning; how to work and communicate successfully with diverse attendees and speakers; and what to consider when planning international meetings.

About Laraine Kaminsky: *Laraine Kaminsky is an energetic and engaging speaker and facilitator, and a recognized leader in the fields of global diversity, cross-cultural awareness, language training, mentoring and consulting. Her experience makes Laraine a well sought after speaker and trainer on the importance of intercultural and diversity effectiveness. Her powerful insight into human behaviour, allows her to facilitate effective personal interactions with persons from diverse cultures.*



Platinum Series
Presenter:
Laraine Kaminsky

Thursday, March 20, 2008

Clock Tower Inn
Rockford, IL

— AM —

9:00 – 11:00

Board of Directors Meeting

— PM —

12:00 – 1:00

Lunch

1:00 – 4:00

Speaker Laraine Kaminsky presents
"Leveraging Diversity to Boost the Power of Your Meetings"

4:00 – 5:00

Reception

2007-2008

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President's Column

► Paulette Heney, CMM

*Meetings & Incentives
Franklin, WI*



CSR and Green Meetings

What exactly is CSR and what does it have to do with Green Meetings?

We have all heard about green meetings, this concept is not new. It has been around for longer than you actually think. It has been around since the late 1980s, however, the thought behind green meetings was that it was not sustainable. I am sure we all want to do the right thing, but will the right thing cost us more? Will it provide us benefits? What's in it for us?

I will tell you what's in it for us, a better company/organization, a better community, and a better way of life.

Green meetings have come a long way; there is now much more information and education available on this hot topic to help people plan eco-friendly meetings that better the environment and your company.

Now what does CSR have to do with Green Meetings?

CSR stands for Corporate Social Responsibility, which means people, planet, and awareness. This encompasses not just green meetings, but going green overall. How can we as meeting planners assist with CSR? During the keynote presentation at MPI-PEC in Houston on Sunday, February 3, I listened intently while Tim Sanders talked about this movement he calls the "Responsibility Revolution." Companies who take CSR seriously will not only recruit the best talent but succeed and thrive in the future. In addition, wouldn't you feel more inclined to attend a meeting knowing it was green or work for a company that is trying to change their old habits and become more socially responsible to better the planet?

It's easy to see how companies that embrace CSR may take over the marketplace. They will be on the cutting edge of recognizing and rewarding their employees, and they will be taking care of the planet through green meetings, social service, and community improvement.

What are meetings?

Meetings are meant to do what? Educate, inform, and most of all change the world! Right, well maybe not all meetings... but then why meet? One comment that will be forever embedded in my brain is that the only reason to have a meeting is to "CHANGE THE WORLD!" Do you think every meeting can do that? If you answered no, think again, we all have the power to do this for our company, our meetings, and our attendees. Think of the power meeting professionals have to be at the cutting edge of "changing the world!"

We, as meeting professionals, are in the driver's seat. It is our turn to educate and inform our board of directors, our companies, and our bosses so that together we can change the mindset of the business leaders or meeting attendees... to do what? Change the world! That is CSR! ■

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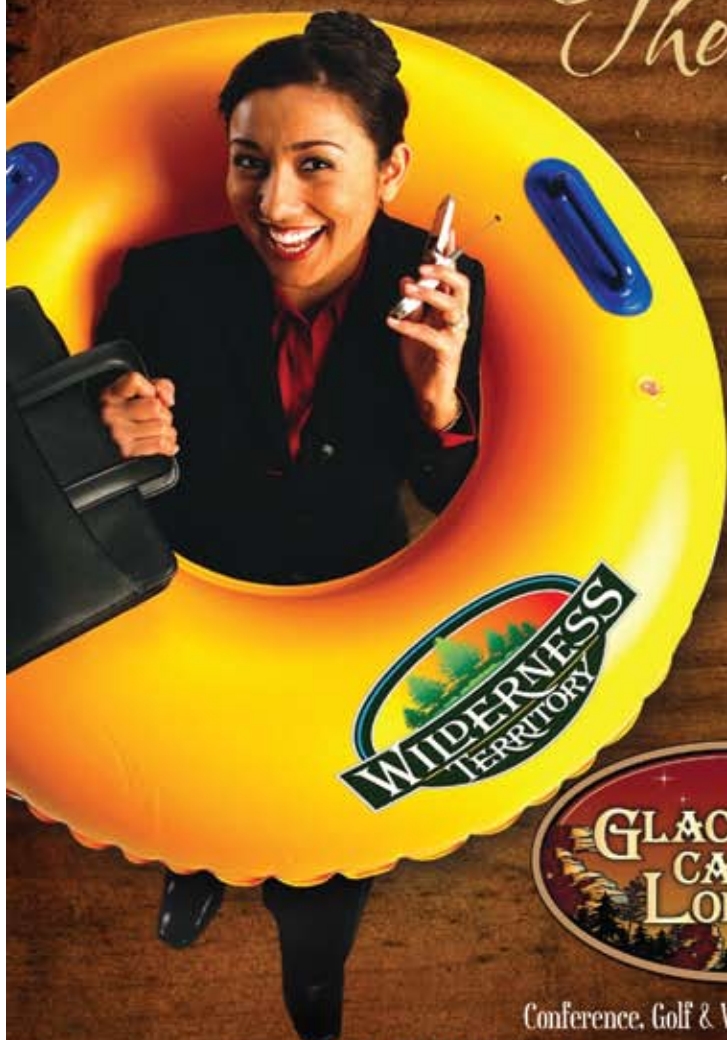
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Supplier Profile:

Tonya Nemmers

► **Tonya Nemmers**
Director of Events & Catering
Holiday Inn Hotel & Suites
Madison, WI



How long in the meetings industry?

Two years

How long in MPI?

Six months

Tell us about your company and/or position:

The Holiday Inn Hotel & Suites is home to approximately 4,000 square feet of elegant meeting space ideal for weddings, holiday parties and meetings. There are 157 elegant guest rooms and 69 deluxe suites. Our meeting rooms and guest rooms have been recently renovated with new carpeting, wallpaper, and bedding.

Family:

I have an older sister, Audrey, who is an LPN and lives in St. Petersburg with, James, my 2 year old nephew. My mom and dad (Bev and Jim) retired a year ago and are now traveling the country in their RV. They recently purchased land in Tennessee and plan to build a house next year.

Where were you born?

Dubuque, IA

Where do you currently live?

I live on the West side of Madison.

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

I believe your work is a reflection of yourself. I pride myself on my work and am willing to go above and beyond the call of duty whenever necessary.

Person you admire most and why:

The person I admire the most is my father, Jim, because he has always been an extremely hard worker. Since I can remember he made sure that I understood the value in working hard to get what you want in life. I always tease him about his long 'lectures'. Little does he know how much I have learned from them!

Favorite pastimes:

In my past time I enjoy acrylic painting, snowboarding, and spending time with friends and family.

Favorite musical group:

I like a wide range of music and have a favorite in every style, but if I had to choose a favorite it would be Rascal Flatts.

Dream vacation:

I would love to visit Italy.

If I won the lottery I would:

First, I would pay off my school loan. Second, I would buy myself a new SUV. Finally, I would invest whatever was remaining.

Words to live by:

"Only the gentle are ever really strong" — James Dean

Special personal accomplishments:

Graduating from the University of Wisconsin-Stout with a degree in Hotel, Restaurant and Tourism Management. ■



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.

Strike while the Iron is HOT

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



How many times in recent months have you found yourself working so frantically, you don't even realize the end of the work day has arrived. Newspapers, television and radio reports continue to remind us a recession is imminent. Oddly I haven't felt a work slowdown in the meeting planning industry. Although the workload can become a bit overwhelming at times, we all realize the need to "strike while the iron is hot" ensuring every client and detail is taken care of in a timely and professional manner.

As the Vice President of Membership, one of the responsibilities of the position is to welcome new members and stay in touch with our MPI-WI Chapter seasoned veterans. This involves answering questions, fielding concerns or considering suggestions that our members may have.

In December, I had the opportunity to meet in person with Heide Kraus, CMP. She is the Director of Meetings and Education Programs for the Association of Equipment Manufacturers. She has been a member of MPI and participating in our chapter since November of 1999. As you

can imagine, over that time, she has seen and experienced a lot of changes in our industry. She thought our members might be interested in a point-counterpoint kind of column on various industry-related topics. And, since she was also interested in becoming more involved in our chapter, she volunteered to author the feature column in our Agenda Newsletter with the input of our members.

Her debut article is entitled Working in Perfect Harmony and provides helpful tips for suppliers that can make the planner's job easier. For the May/June edition, she is interested in our suppliers providing their wish lists to our planner friends. This is an opportunity for our friends and colleagues to candidly share helpful feedback that will make us all more successful in our jobs.

Do you have suggestions, concerns, and/or recommendations for the Chapter? Please let me know. I welcome the opportunity to discuss how we can best incorporate your ideas to enhance everyone's involvement and education through the Wisconsin Chapter. ■

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Working in Perfect Harmony

► **Heide Kraus, CMP**
Association of Equipment
Manufacturers
Milwaukee, WI



Without sounding too much like Andy Rooney, did you ever wonder what it would be like if planners and suppliers worked in perfect harmony? That isn't to say I haven't had great meetings – I have – but over the years as an association meeting planner, I've encountered a number of planning tasks that don't go quite as smoothly when the planner and the hotel are not on the same page. Here are a few of them:

SCG: Sales-convention services glitch

Did you ever notice when you develop a spectacular rapport with your sales manager, sign the contract, and meet the CSM — voila — it's as if you need to start the relationship all over again? Hotels could consider bringing the CSM in on more of those tender pre-signing conversations, or if time is of the essence, sales managers could take meticulous notes for the CSM. For example, I'm not a big fan of precons for small programs. But if the sales manager already knows that, he or she could share that with the CSM to avoid extra conversations, emails... and work!

CAM: Contract assistance mode

Have you ever booked a program with an inexperienced sales manager and quickly realized that she doesn't understand her own contracts' language? This used to bother me, until I realized I could use these situations to coach others as to what the different clauses mean and how much give and take is expected so that both sides have a "win-win." But my favorite (NOT) occurrences are when one side would like to write in changes on a contract while the other likes to have clean copies edited over and over electronically. Either is fine with me, until it gets tricky to know on the clean versions which edits have been made and which haven't!

MPR: Missing pick up reports

Isn't that special when you've hit your hotel cutoff date for a program (it sneaks up on you) and you've received no indication on how your block is picking up? Contractual liability could be looming and you had no idea! Now, don't get me wrong, I know the planner has an obligation to ask for pick up numbers if they aren't being provided with them. But on the supplier side, if regular reporting isn't occurring, I believe three crucial elements may be left out of the hotel's training curriculum. First, an awesome CSM would ask the planner at what point do they want to start receiving reports, how often and on what day. Yes, hotels do this and it's appreciated. Second, as the cutoff approaches the CSM and planner could talk about options in case the block is already filled and more rooms are needed, or the block isn't filling and an extension on the cutoff is needed. Finally, if an attrition clause is going to be enforced, the CSM could alert the planner. There's nothing worse than the vice president knowing about an attrition bill before the planner knows.

HUAW: Hurry up and wait method of creating BEOs

As a planner, have you ever been the victim of an anxious CSM wanting all your event details from food and beverage, room sets, audio visual,

and resume information a month or two before your event— but then when you're ready to get on your plane for the meeting, you still don't have BEOs in final form? Puzzling, indeed. Not sure how to resolve this one — CSMs are super busy with in house groups as well as the ones coming up!

These are just a few complications that spring up now and again. Most could be easily remedied if the supplier is simply made aware of them. Stay tuned, I expect to hear from hotel reps as to what planners do that aggravate them! My advice is to listen, learn, and listen some more. Working together as an industry we can reach that perfect harmony, really! If you have suggestions or comments for the next column, please email us at hkrause@aem.org or editor@mpiwi.org. ■

Heide Kraus, CMP, has been with the Association of Equipment Manufacturers for ten years and currently serves as its director of Meetings and Education Programs. The department creates educational content for eight job-specific seminar programs as well as curriculum for six international trade shows including CONEXPO-CON/AGG, the largest U.S. tradeshow. Heide is a avid gardener and cook, and has traveled to eight foreign countries with missions-related endeavors.



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Meet MPI: Student Speed-Networking Event

► **Kristi Kaiser**
MATC Meeting & Event
Management Student
Madison, WI



Have you ever considered yourself married to your job? It was a first date for some, as Madison Area Technical College (MATC) students gathered with industry professionals for "speed networking," an educational take on speed dating.

The Meet MPI event introduced industry leaders involved with the MPI Wisconsin Chapter to students from the MATC Meeting and Event Management Program. Students were given the opportunity to ask questions, get advice, and learn about the benefits of becoming an MPI member.

The insightful participants included:

- Marge Anderson; Energy Center of Wisconsin
- Reggie Driscoll; State Bar of Wisconsin
- Michelle Eggert, CMP; Conference Direct
- Tami Gilbertson, CMP; WPS Health Insurance
- Alison Huber; State Bar of Wisconsin
- Marie Johnson, CMP; Midwest Airlines
- Allison McCarty; Wisconsin Association of School Boards

Organized by Alison Huber, the event was held at the State Bar of Wisconsin on Monday, February 4. The evening began with food provided by the MATC Meeting and Event Club and continued with individualized conversation, complete with Janet Sperstad, CMP on the chimes to signal each change of the speed networking experience.

As a student, it was great to venture out of the classroom and hear about tricks of the trade from real live industry professionals. I was impressed by the collective knowledge and expertise of the participants.

First-year student Ryan Helgeson commented that "The different facets of what these people do are really neat."

Indeed the variety of participants was refreshing and insightful, as it gave students a glimpse into a myriad of different career paths. One idea all participants shared: MPI is an organization worth knowing, using, and being involved with. Hopefully it is a relationship that will now be pursued by more students. ■



Students and MPI leaders participate in "speed networking" at the February Meet MPI event.



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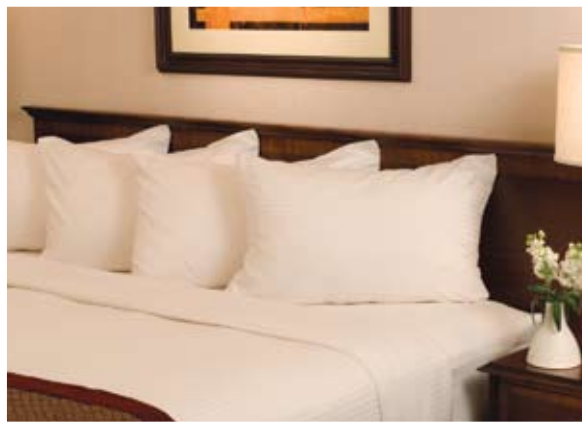
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Are You Ready to Face the Music?

Music Licensing: Dos & Taboos

▲ **Michelle L. Reed**

*Federation of Clinical
Immunology Societies
Milwaukee, WI*



Any event, with a few exceptions, that plays live or recorded music must ensure that the proper royalties are paid to the artist(s) through the purchase of a music license. The most convenient option is to purchase a "blanket license." This license will allow your event to use a variety of music, and at the same time ensure that the owner is compensated. Music is a great way to add entertainment and uniqueness to your event and a "blanket license" allows you to do this without risk of violating copyright laws.

Musicians are generally represented by one of two organizations that collect and distribute these fees for the artists. The American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) possess collections of 3.5-4 millions songs (95% of performed music) and they collect over 95% of all the American performing rights royalties. Both organizations are non-profit, voluntary associations that compete for members and collect fees on the behalf of their members. It is usually necessary to pay both organizations for the use of music. It is important to include music licensing fees in your event budget and to file the appropriate forms with each agency following the event.

The rate for a license is based on a number of factors, including the type of event and the number of attendees. Other factors that may influence your license cost are the admission cost, the frequency of the performance, and whether the music is live or mechanical. Most licenses are for an initial term of one-year and automatically renew for additional one-year periods, unless canceled. The amount of the license is likely to increase yearly.

If an organization chooses to play music without the proper licensing, a court can assess a minimum damage charge of \$750 for each song infringed and a maximum penalty of \$100,000 per song, plus any associated legal and/or court fees.

For more information on obtaining music licensing, visit www.ascap.com or www.bmi.com. ■

MPI-WI February Meeting Highlights

Wellness Through Laughter

► **Susan Kainz**
The Delafield Hotel
Delafield, WI



While Corporate America tries to develop plans and strategies that result in healthier and more productive employees; MPI WI Chapter members gathered on February 21st at The Delafield Hotel to experience Wellness Through Laughter.

The red carpet was out and greeters Sherry Lee and Cinda Vingers, CMP welcomed new members to the Chapter event. Members and guests mingled and wandered through the Wellness Workshop featuring interactive displays from BeFitness, Dr. Dan Murray, Craig Berns Spa & Salon, Erin Hills, and Lt. Glen McCoy with South Milwaukee Fire Department. Participants got their blood pressure tested, received relaxing chair massages, sampled acupuncture, and learned about body map assessments. Two lucky workshop participants won a round of golf at Erin Hills golf course.

February's educational program featured Chicago-based, The Riot Act, who provided an innovative forum for some much needed talk therapy for the meeting professional community. In this session, audience members worked collectively with the improvisational team to analyze professional issues and challenges including how to deal with the "good ol' boys/girls club." MPI Chapter members role-played

and discussed practical solutions, each yielding different outcomes as demonstrated by the performance team. Many thanks to the brave chapter members who participated by jumping on stage and playing along with the group activities. It was fun and added to the list of things we "take away" from the program.

Following the education program, the evening events kicked off with a reception hosted by The Delafield Hotel. A special wine tasting was sponsored by The Osthoff Resort and hosted by Matt Theissen, restaurant manager with The Delafield Hotel. After the reception, the group enjoyed a magnificent dinner with a Cajun flare in Andrew's Restaurant.

Members and guests roared into the evening as two Wisconsin-based comedians, Ron Dentinger and Mark Shilobri, entertained the group. Many thanks to Taj Jordan who MC'd the event and added his own sense of humor.

We are proud to announce due to the generous donations of MPI-WI Chapter members, over \$3,000 was raised for the chapter's educational programming fund. Special thanks to Midwest Airlines and Inns at Southbridge for donating the grand prize trip to Napa Valley. ■



Top Left : Susan Kainz and Paulette Heney, CMP, welcome everyone to the reception.



Top Middle : Linda Hale and Marie Johnson, CMP, get energized with acupuncture.

Bottom Middle : Tina Luther gets information from BeFitness.



Right : Diane Meyer gets suited up for our April Education event featuring green meetings.



Planner Profile:

Renee Von Klopp

► **Renee Von Klopp**
Tradeshow & Events Manager
Sonic Foundry, Inc.
Madison, WI



How long in the meetings industry?

16 years

How long in MPI?

Less than one year.

Tell us about your company and/or position:

Founded in 1991, Sonic Foundry is a technology leader in the emerging rich media communications marketplace, providing enterprise solutions and services that link an information-driven world. Sonic Foundry is transforming the way organizations communicate via the web and how people around the globe receive vital information needed for work, professional advancement, safety, and education. The company's Mediasite web communication and content management system automates the capture and delivery of presentations and lectures online. Fortune 500 companies, education institutions, and government agencies trust Mediasite for a variety of critical communication needs, including online training, corporate communications, and web-based distance education.

I handle all sales meetings, trade shows, the annual Users Conference, travel and pretty much anything else they send my way.

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

I haven't worked on any teams or projects yet. I would like to work with the Education committee.

Where were you born?

I was born in Sun Prairie, WI

Where do you currently live?

I currently live in Sun Prairie, WI (*haven't moved too far*).

Favorite Pastimes:

My husband is very involved with soccer, so my family tends to spend a lot of time on or near soccer fields. We love to travel (when our schedules let us) and really enjoy working on our new house that we built almost two years ago.

If I won the lottery I would:

Pay off all my bills, put money away for my girls and just have fun. Believe it or not, I wouldn't quit my job, as I do love it. I would just take more time off to do fun things with my family.

Tell us about your family:

I've been married for almost 15 years and have a 9 year old daughter and a 21 month old daughter.

Favorite Musical Group:

Boy... my tastes vary quite a bit and many would be surprised to hear that I really love the 80s hair band music such as White Snake, Judas Priest, etc. But I also love techno music so you'll find lots of Paul Oakenfold on my desk at work. I also love classical, jazz, big band, and many others, but I refuse to listen to country or rap music.

Person you admire most and why:

I can't say that I have one particular person that I admire most. I have lots of people that I admire for various different reasons. I admire people who are honest, stand up for what they believe in, and have the ability to bounce back after hitting low points in life.

Dream Vacation:

I think my dream vacation would be to tour Europe with my family. I've had a chance to see England, France, and Germany, but there are so many other places that I would like to see. I also want to expose my daughters to history and culture as much as possible.

Words to live by:

Sometimes life gets us down. But no matter what challenges life puts in front of you, never give up!

Special personal accomplishments:

I went to college late as I didn't know what I wanted to be when "I grew up," but when I did go, I was working full time, traveling for work (domestically and internationally,) married and about a year before I finished my degree I had my first child. Even though I had a lot on my plate I still finished my degree.

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

I'm a huge supporter of organ and blood donation as my littlest daughter had a liver transplant when she was only 7 months old. My husband and I we're the type of people who thought that a serious illness or tragedy would never touch us. Well, we were very wrong. While we were one of the lucky ones in that our daughter has made a complete recovery (and is quite the little fire cracker) we've learned that there are so many others out there that haven't been as lucky. I feel it's important to make people aware that there are so many that still need organ or blood donors. ■

Food for **THOUGHT**

Chef Graham Smith, now working with the culinary crew and management team at the Sheraton Hotel in Madison, has trained in Scottsdale and Phoenix, Arizona at the Scottsdale Plaza Resort and Arizona Biltmore. His latest tenure has been with the Marcus Corporation primarily at the Grand Geneva Resort and Spa under the tutelage of Executive Chef Robert Fedorko.



▲ *A sampling of Chef Smith's culinary specialties.*

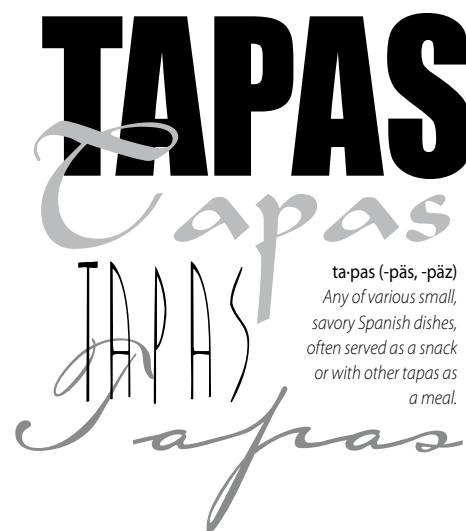
A passion of Chef Graham's is to be involved in charitable events that include the Taste of the NFL, Flavors of Madison, and the March of Dimes. Graham also attributes his success to mentoring students in high school and future chefs that attend culinary schools locally and throughout the U.S. through externship programs.

The Sheraton Madison, upon completion of renovation, will offer a new coffee bar, Level One; Link @ Sheraton Business Lounge; Club Level Lounge; Heartland Grill; and renovated & renamed meeting and banquet space. Within its rich history, Leona Helmsley once occupied an office at the Sheraton Madison. Chef Graham feels it is time to "tear down the walls" and offer a place to gather, enhance, and experience a comforting and warm welcome to both traveling guests and local patrons.

Chef Graham is proud to share one of his favorite tapas recipes. He explains that tapas (appetizers) are designed for sharing, enhancing conversation, and experiencing belonging. ■



► **Chef Graham Smith**
*Sheraton Madison Hotel
Madison, WI*



Baked Chèvre Marshmallow

1 ea	Bermuda Onion Julienne	Method:
2 Tbsp	Dark Brown Sugar	Caramelize onion, add sugar and sauté. Add red wine, rosemary, and reduce by half.
4 oz	Red Wine	Place onion mixture in serving dish and set goat cheese. Top with honey and place
4 oz	Montrearch Chèvre	under broiler until toasted like a marshmallow over the fire. Serve with grilled baguette
1 Tbsp	Honey	and garnish with rosemary sprig.
7 ea	Grilled Baguette	
1 ea	Sprig Rosemary	

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Student Profile: Kristi Kaiser

► **Kristi Kaiser**
MATC Meeting & Event
Management Student
Madison, WI



What drew you to the meetings industry? The fact that it is considered normal, even necessary, to be obsessive about all of the little details. Being able to literally see your work come to life. Having a career centered around bringing people together for learning or celebration.

Tell us about your college program: The Meeting and Event Management Program at MATC is a two-year associate degree program and one of only a few in the country.

How long have you been in MPI? I am a new member.

Teams or projects that you have worked on for MPI or would like to be involved with: None yet, but I would like to become involved!

Family: For now it is just me and my one-eyed cat Tobias. The rest of my family lives in California and Hawaii, so they never quite understand when I tell them about Wisconsin winters!

Where do you currently live? I live in downtown Madison.

Favorite musical group: I've never been able to choose a favorite. Shuffle the songs on my iPod and you'll hear a wide variety of all types of music.

Where were you born? I was born in southern California, but grew up in the San Francisco Bay Area.

Favorite pastimes: Reading, baking, arts & crafts.

Person you admire most and why: I admire anyone who goes after what they want with integrity.

Dream vacation: Cuba

If I won the lottery I would: Travel! Buy gifts for friends and family. Share the wealth in support of causes I believe in.

Words to live by: "Happiness is a journey, not a destination." — Souza

Special personal accomplishments: In high school, I was on a crew team and made it to the US Rowing Junior National Development Team. ■



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3:30 Climbing wall
5:00 Pizza making
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Your Education Team

Working to Keep You in the Know

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



If you have not been able to attend any of the chapter's meetings in the last few months, you have missed out on some terrific education opportunities! This year's Education Team has done a spectacular job lining up speakers that engaged, educated, and inspired.

Looking ahead, there are three education programs coming up which will provide valuable education and networking opportunities. Make plans now to attend – you will be amazed at what you will learn!

Be the Chapter's Eyes and Ears

Have you heard a great speaker lately? Have you seen a presentation that inspired you, made you think? We need to know about them!

The chapter Education Team is starting to put together the education calendar for the 2008-2009 year. In addition to wanting to hear about speakers you believe would be appropriate for the chapter events, we need to know what you want to learn...what is the hot topic around your water cooler? Is it contracts and negotiations? Planning for international attendees? How to move from logistics to strategy? What's new and hot in the world of technology? Take a moment to send an e-mail to Susan Arts, VP-Education at sarts@meetings-incentives.com and let your voice be heard. ■

March 20, 2008

Leveraging Diversity to Boost the Power of Your Meetings

Presented by: Platinum Series Presenter, Laraine Kaminsky

Location: Clock Tower Resort & Conference Ctr,
Rockford, IL

April 17, 2008

Green Meetings

Presented by: Platinum Series Presenter, Amy Sapistrano and MPI-WI's own Marge Anderson

Location: Hilton Garden Inn, Oshkosh, WI

May 15, 2008

Spring Education Day and Volunteer Kick-off


Keynote Speaker: Platinum Series Presenter, Jim Spellos

Location: Sheraton Milwaukee, Brookfield, WI

Reminder – the Awards Banquet has been moved to September!

Planting the Seed

FORGET-ME-NOT
Cynoglossum Blue



04.17.08
Oshkosh, Wisconsin

Green Meetings

When: 04.17.08
Where: EAA Aviation Center
3000 Poberezny Road
Oshkosh, WI 54902
Time: 11:00 am to 9:00 pm
Presentations:
Business Case, State of Green in WI
Marge Anderson – Associate Director
Energy Center of WI
Sherry Benzmillier, CMP – Meeting Planner
Project Administrator
Energy Center of WI
Meeting Strategies Worldwide, Practical Guidance Around Green Meetings
Amy Spatrignano, CMP – Principal

Planting the Seed: Contributors

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April 2008 MPI - WI Chapter Meeting Agenda



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Wow Factor:

January Event

Take-Home

Message



► **Ann Barrett, CAE**
Connors/Barrett & Co., LLC
Wild Rose, WI

The January presentation on "Presentation Skills" by Sue Hershkowitz-Coore, CSP was fantastic. We learned how to present our ideas before any size group by learning how to be more persuasive. We learned how to conquer nervousness in front of a group, how to convey confidence, how to avoid de-valuing ourselves, and how to not be boring! As one participant so eloquently said, "we just don't want to look like an "a...!"

A goal of presenting successfully is to control as many variables as you can, because if you can control the first five minutes of your presentation, you'll be fine. You want to look safe enough for your entire audience to connect with you. People need to be comfortable with how you look. Try and avoid wearing tiaras, low cut tops, anything too flashy, and be careful of wearing white. Be sure to explain anything distracting such as two left shoes or the coffee stain on your shirt.

Sue also taught us how best to take care of the speakers at our events by providing room temperature water at the podium as ice water can constrict the vocal cords. Dairy products can have the same negative effect.

As for the ever-popular Q&A part of a presentation, Sue suggested not to end a session with that as it may not end on a good note. Or, if no one asks a question, have one ready that you get asked frequently.

Sue shared a quote from Malcolm Knowles who said "when people let go of themselves, stop thinking about the way they look or sound, and become more invested in what the audience takes away, they become powerful presenters."

Thank you to Katie and the Quality Inn & Suites in Madison who were wonderful hosts of the event. The facilities and food were terrific. A special thank you to the Madison CVB and The Print Shop for their sponsorship of the decorations and the printing. The January MPI Education Team, which included Alison Huber, Jody Roos and Katie Schelitzche also deserve kudos for their hard work on this event. ■

Thank you to the following partners who generously donated raffle items:

Beloit Inn	Kalahari Resort - Wisconsin Dells
Candlewood Suites	The Madison Concourse Hotel and
Crown Plaza Madison East	Governors Club
Dairyland Power Coop	Quality Inn & Suites Madison
The Delafield Hotel	Stony Creek Inn – Wausau
Holiday Inn – Wausau	WI Credit Union League



Upper : Speaker Sue Hershkowitz-Coore, CSP, nicknamed "Speaker Sue" once received the compliment of being a great "speaker filtered through a bit of the comedic genius of Rita Rudner"

Lower : Renata Preilwitz, CMP and Carmen Schaer, The North Central Group, discuss which of the presentation points they found most useful.





Top Left: Announcing the raffle winners at the January event are Susan Kainz, The Delafield Hotel, and Kim Jones, Meeting and Incentives

Top Right: Speaker Sue Hershkowitz-Coore, CSP, role plays with an audience member.

Middle Center: Kudos to the January Event Team – Katie Schelitzche, Quality Inn; Jody Roos, Wisconsin Bankers Association; Team Lead Alison Huber, State Bar of Wisconsin; and Ann Barrett, Connors/Barrett & Co, LLC!

Bottom Left: Everyone is all smiles after another great MPI-WI education opportunity and that includes Rebecca Malnar-Wolbiakowski, American Family Insurance; Claudia Behring, Heidel House Resort; and Amanda Bauer, Concourse Hotel.

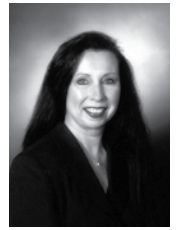
Bottom Right: January education session attendees practice saying "Cancel. Cancel." to self-negative presentation thoughts.

Cabin Fever or Spring Fever

Which is it?



► **Lori A. Fuhrmann**
Crowne Plaza Milwaukee
Wauwatosa, WI



More than ever, I am hearing people say that they have “cabin fever” this year. I wonder how they define that... because to me it means that I break out into a “fever” if someone asks me to go to a “cabin.”

Like me, many would rather poke pins in their eyes than see anymore of that cute little white fluffy stuff fall our way. I did some research and found that the term possibly originated in the United States at the time when settlers were snowed into their log cabins and had to wait for the spring thaw in order to travel to town. Notice anything similar here to our season this year? Offices, schools, churches, bars (really?), and events, all closing... all waiting for the next day's thaw to convene our hectic little lives again and go into town.

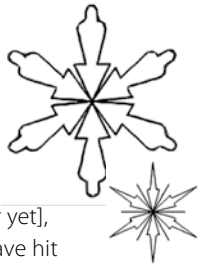
Here is a definition from my friend, Wikipedia:

“Cabin fever is a condition that produces restlessness and irritability caused from being in a confined space. The actual term is slang for a claustrophobic reaction that takes place when a party is isolated and/or shut in, alone or together for an extended period.”

So, that explains my swinging from my foyer chandelier this past Sunday...it was a claustrophobic reaction. That is my story and I am sticking to it.

And get this: psychologists claim that the principles that apply to cabin fever also apply to workplace bullying. The causes and settings

are similar: a group of people forced together by circumstances for long periods of time. Hmmmm... can you relate? I am with some of the greatest people that I could be working with in a pre-opening/construction office, with tight quarters, limited technology, and a growing staff, but I know that we are all suffering from “cabin fever” as we females, yes, females, are getting a little more testy than normal. I would never have anticipated this. I think I will call it CCFS-PMS (Crowne Cabin Fever Staff – Plans Move Soon). There is light at the end of our tunnel; our move into the hotel and opening is just around the corner. This is saving us.



According to www.ask.com, spring fever is defined as “A feeling of restlessness [double whammy - it's not over yet], excitement [bring it on], or laziness [spring fever must have hit our dog and cats], brought on by the coming of spring.”

I end this with one of my favorite sayings to endure the torturous effects of snowflakes this year and help to retain their beauty as it relates to family, friends, and the workplace:

Snowflakes are one of nature's most beautiful things; just look at what they can do when they stick together.

Think spring!

Simple Green Meeting Solutions That Won't Break the Bank

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- Favor web over print: online registration, automated confirmation e-mails, web and e-mail marketing/advertising, downloadable conference materials, online program evaluations, audio downloads/podcasts, etc.
- Reduce overall paper consumption, print on FSC certified recycled paper, and used vegetable-based inks.
- Choose LEED certified properties.
- Ask suppliers for more eco-friendly alternatives for AV, production, transportation, exhibits, etc.
- Ask the property for help in going green: set up online group room reservations; use organic, locally grown food, request “no waste” functions with reusable plates, glasses, serving ware, utensils, napkins, and composting for leftover food; provide extra refillable water stations with reusable glasses in high-traffic areas.
- Ask attendees to help out: carpool or take the light rail or bus instead of individual taxis, reuse towels and bedding during hotel stays, turn off lights, heater/AC, and electronics when leaving hotel rooms, bring a reusable/refillable water bottle to the meeting, empower them to ask for and expect green alternatives.



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May Education Day Preview

Technology & the Internet

► Julie Finco
DePere, WI



In a time-starved world, how do you keep up with the number of technological advancements that impact your job and career?

Do you want to learn how to get more, much more, out of today's technology?

Are you looking for an overview of what's new and hot...as well as tips on how to keep pace with the innovations of information?

Do you want to understand how Wikis, RSS, and blogs work and benefit web users?

Wait no more! The May Education Day planning committee is happy to announce the return of MPI Platinum Series Speaker, James Spellos, CMP.

James is the founder and President of Meeting U, which provides educational training and consultative expertise to meeting professionals, as well as technology training for business professionals. James is also a certified Microsoft Office Specialist (MOS), and has 15+ years of technology training, both within the office, and as a speaker at conferences and meetings. He is the creator of Way Cool Tools and will be presenting the hottest topics and future trends affecting the Internet and technology.



James Spellos, CMP

Join us on May 15, 2008. The May Education Day, held at the Sheraton in Brookfield, is sure to be an exciting learning experience. ■



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Why I Buy MPI

► **Kim Jones**
Meetings & Incentives
Sun Prairie, WI



In April, 2006 I was exposed to something that, at the time, I had no idea would so firmly impact my life! I attended my very first MPI-WI Chapter meeting. Outside of Madison, I didn't know too many other planners or suppliers; little did I know that this would soon change! I had heard "rumors" and opinions of the MPI-WI Chapter, but I thought I'd hold judgment and find out for myself.

The program was in Janesville at the Holiday Inn. I remember Janet Fugate was part of the April team and some part of their theme had to do with lettuce, which stuck with me because Janet had creatively made a lettuce corsage! I was welcomed at a table where the current chapter president at the time, Kim Marie Ball, CMP, CMM, was sitting. After lunch, we proceeded to learn about Sarbanes Oxley, which was very new to me, so it was a great success. During a break I was re-united with a high school friend and had already met at least one table full of people. After my brain had been filled with all sorts of useful information, it was time to have some refreshments. Some ladies kept asking me to buy raffle tickets, so I eventually succumbed to the pressure and tried my luck by buying some tickets. I'll have you know, I now sell MPI-WI Chapter raffle tickets!

Now you know I didn't skip the delicious food that was provided, and since I was new and had to drive home, I thought I would stick to the soda pop! I braved a table, a tallboy to be exact, and nibbled at my food. Soon after, I was relieved to be joined by some fellow MPI-WI Chapter members, among them Marin Medema and Tami Gilbertson, CMP. I had now met more people than I could remember; and I loved it! Now mind you, I was on the supplier side and I had managed to network with more people in a few short hours at the MPI-WI Chapter event than I would have been able to doing sales calls or sitting on the phone!

After good food, great education, and meeting all sorts of fellow suppliers and planners it was time for me to travel back to Madison.

I left with a stack of business cards in hand and a great feeling – if I knew then what I know now I may have even skipped to my car!

I continued to stay in touch with my new friends through emails and monthly MPI-WI Chapter programs. Yes, I said friends, because that's exactly who these people had become. Eventually, as things in this industry tend to go, I found myself in the market for a new job. My, was there ever a huge chain of support throughout the chapter! I was able to find new employment in no time!

With more education and exposure in this great industry, I soon wanted to begin exploring the other side, as a planner. The world's greatest opportunity arose to me – being an Assistant Planner with Meetings & Incentives! I was so excited to start my new venture!

As many of you know, MPI has an Awards Gala every year and in 2007, I was honored to be nominated for an award as well as considered for the MPI grant. As luck would have it, I received the grant! I have used every penny of that money to either support MPI or myself in my career. I obtained a passport so I could plan and attend meetings overseas; I renewed my membership with

MPI and I even had enough left over to pay for a monthly MPI-WI Chapter program!

Without MPI I would not be where I'm at today. I went from a supplier position that was "just ok" to a planner position that I absolutely love! Through MPI I found a passion I didn't know existed within me – and the best part is I get to do it everyday...and get paid! Then to top it off, nearly every month at MPI-WI meetings, I feel like I get to celebrate an industry that I truly enjoy while working with people who feel the same way.

So folks, this is why I buy MPI, I would never be where I am without it, and for that I thank you! ■

“ *Through MPI I found a passion I didn't know existed within me – and the best part is, I get to do it everyday...and get paid! Then to top it off, nearly every month at MPI-WI meetings, I feel like I get to celebrate an industry that I truly enjoy while working with people who feel the same way.* ”

Wisconsin Lodging Meetings Made Easy

APPLETON Best Western Midway Hotel

3033 W. College Avenue
Appleton, WI 54914
920/731-4141 Fax: 920/731-6343
Contact: Natasha Spietz
natasha-appleton@bwmidway.com
www.bwmidway.com
Mtg Rms: 6 Slip Rms: 105 F&B: Yes
Directly off Hwy. 41. Fox River Mall one-half mile. Three miles from Outagamie County Airport.

BLACK RIVER FALLS Holiday Inn Express Hotel & Suites

W10170 Highway 54 East
Black River Falls, WI 54615
715/284-0888 Fax: 715/284-9789
Contact: Kristina Gilberg
blkrivexpressales@centurytel.net
www.hiexpress.com/blackriverwi
Mtg Rms: 3 Slip Rms: 75 F&B: No
Meeting space from 2 to 200 with refreshment break and catering options.

BROOKFIELD Best Western Midway Hotel

1005 S. Moorland Road
Brookfield, WI 53005
262/786-9540 Fax: 262/786-4561
Contact: Gina Brown
gina.brk@bwmidway.com
www.midwayhotels.com
Mtg Rms: 14 Slip Rms: 125 F&B: Yes
Just off I-94, 15 minutes from Milwaukee.
Maxwell's Restaurant & Cali's Grille Room.
Symposium Theater. Close to major businesses and Mitchell Field.

DOOR COUNTY - EPHRAIM Eagle Harbor Inn

9914 Water Street, P.O. Box 588
Ephraim, WI 54211
800/324-5427 Fax: 920/854-2121
Contact: Natalie Neddersen
nedd@eagleharbor.com
www.eagleharborinn.com
Mtg Rms: 1 Slip 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 Waterfront Resort

50 West Larch Street
Sturgeon Bay, WI 54235
800/671-9190 Fax: 920/746-9918
Contact: Dave Holtz
stay@bridgeportresort.net
www.bridgeportresort.net
Mtg Rms: 3 Slip Rms: 67 F&B: No
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: Jeremie Slagle
jeremieslagle@vicvill.com
www.vicvill.com
Mtg Rms: 1 Slip Rms: 74 F&B: Yes
For groups of 10-250, our century old theater is the perfect unique venue for your next corporate retreat or business meeting.

GREEN BAY Best Western Midway

780 Armed Forces Drive
Green Bay, WI 54304
920/499-3161 Fax: 920/499-9401
Contact: Becky Hill
sales-greenbay@bwmidway.com
www.midwayhotels.com
Mtg Rms: 9 Slip Rms: 145 F&B: Yes
Close to Lambeau Field and Packers Hall of Fame. Three minutes from downtown. 10 minutes from Austin Straubel Airport.
Renovated meeting rooms.

GREEN BAY Tundra Lodge Resort

865 Lombardi Avenue
Green Bay, WI 54304
920/496-2227 Fax: 920/405-1997
Contact: Mack Gunnlaugsson
mgunnlaugsson@tundralodge.com
www.tundralodge.com
Mtg Rms: 6 Slip Rms: 162 F&B: Yes
Unique, full service, north woods meeting experience with 161 suites in the Stadium District.

KOHLER The American Club

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

LA CROSSE Best Western Midway Hotel

1835 Rose Street
La Crosse, WI 54601
608/781-7000 Fax: 608/781-3195
Contact: Kari Schaller
kari-schaller@bwmidway.com
www.midwayhotels.com
Mtg Rms: 5 Slip Rms: 119 F&B: Yes
Newly updated guest rooms. Free boat docking on scenic Black River. Indoor water park. Full service.

LAKE GENEVA Bella Vista Suites

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

MILWAUKEE Ambassador Hotel

2308 W. Wisconsin Avenue
Milwaukee, WI 53233
414/345-5007 Fax: 414/345-5006
Contact: Jon Jossart
jossart@ambassadorhotelmilwaukee.com
www.ambassadorhotelmilwaukee.com
Mtg Rms: 5 Slip Rms: 120 F&B: Yes
Milwaukee's Premier Art Deco Hotel offers state-of-the-art amenities and service for your meetings, executive retreats and evening functions.

MILWAUKEE Hotel Metro

411 E. Mason Street
Milwaukee, WI 53202
414/272-1937 Fax: 414/225-3282
Contact: Ron Edwards
redwards@hotelmetro.com
www.hotelmetro.com
Mtg Rms: 5 Slip 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.

PEMBINE Four Seasons Resort on Miscauno Island

N16800 Shoreline Drive
Pembine, WI 54156
715/324-5244 Fax: 715/324-5153
Contact: Barbie Patterson
barbie@imageh.com
www.fourseasonswi.com
Mtg Rms: 5 Slip Rms: 55 F&B: Yes
The Four Seasons Resort on Miscauno Island offers 55 all-suite guest rooms and meeting space for three to two hundred.

WAUPACA Best Western Grand Seasons Hotel

110 Grand Seasons Drive, P.O. Box 529
Waupaca, WI 54981
877/880-1054 Fax: 715/258-4294
Contact: Erin McDonald
erin@bestwesternwaupaca.com
www.bestwesternwaupaca.com
Mtg Rms: 6 Slip 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.

WAUSAU Best Western Midway Hotel

2901 Hummingbird Road
Wausau, WI 54401
715/842-1616 Fax: 715/845-3726
Contact: Chloe Fischer
cfischer-sales@bwmidway.com
www.midwayhotels.com
Mtg Rms: 10 Slip Rms: 100 F&B: Yes
By Granite Peak Ski Area. Recently renovated rooms. Hoffman House Restaurant. Airport shuttle.

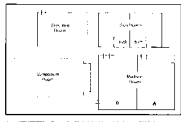
WAUSAU Jefferson Street Inn

201 Jefferson Street
Wausau, WI 54403
715/845-6500 Fax: 715/845-3133
Contact: Debbie Rice
gm@jeffersonstreetinn.com
www.jeffersonstreetinn.com
Mtg Rms: 10 Slip Rms: 100 F&B: Yes
Full-service boutique; Meetings to 500; WI-FI; pillow top beds, suites with whirlpool & fireplaces. Great Service.

View Actual Diagrams & Specs

Online (over 200 properties)

www.WisconsinLodging.info



Room	Width	Length	Height	Seating	Conference	Headline	Chairman	Obstructed View
Room 1	13	18	200	9	0	0	0	0
Room 2	13	18	200	9	0	0	0	0
Room 3	13	18	200	9	0	0	0	0
Room 4	13	18	200	9	0	0	0	0
Room 5	13	18	200	9	0	0	0	0
Room 6	13	18	200	9	0	0	0	0
Room 7	13	18	200	9	0	0	0	0
Room 8	13	18	200	9	0	0	0	0
Room 9	13	18	200	9	0	0	0	0
Room 10	13	18	200	9	0	0	0	0
Room 11	13	18	200	9	0	0	0	0
Room 12	13	18	200	9	0	0	0	0
Room 13	13	18	200	9	0	0	0	0
Room 14	13	18	200	9	0	0	0	0
Room 15	13	18	200	9	0	0	0	0
Room 16	13	18	200	9	0	0	0	0
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Room 89	13	18	200	9	0	0	0	0
Room 90	13	18	200	9	0	0	0	0
Room 91	13	18	200	9	0	0	0	0
Room 92	13	18	200	9	0	0	0	0
Room 93	13	18	200	9	0	0	0	0
Room 94	13	18	200	9	0	0	0	0
Room 95	13	18	200	9	0	0	0	0
Room 96	13	18	200	9	0	0	0	0
Room 97	13	18	200	9	0	0	0	0
Room 98	13	18	200	9	0	0	0	0
Room 99	13	18	200	9	0	0	0	0
Room 100	13	18	200	9	0	0	0	0

News from the Convention Industry Council

Convention Industry Council Manual

CMP hopefuls, starting with the August 2008 CMP exam, now have a newly revised study guide. *The Convention Industry Council (CIC) Manual*, 8th Edition has just been released. This manual is a valuable tool for industry professionals and is widely recognized as the most comprehensive resource available for managing the basic components of a successful meeting. Written by some of America's leading meeting, convention and exhibition-planning professionals, the manual contains detailed information about how to effectively organize, plan, publicize, manage and budget for group events of any size. This step-by-step working guide also features an extensive collection of checklists, forms and an extensive glossary of industry terms.



The *CIC Manual*, 8th edition has been updated to be more comprehensive and useful to meeting professionals. New chapters have been added on topics including technology, legal and risk management issues. The manual also now includes CMP Exam Study Points, such as terminology, CMP Exam Blueprint Study Modules and related topics. Price: \$65.95.

APEX Toolbox 3.0 Released

The Convention Industry Council's Accepted Practices Exchange (APEX) initiative is pleased to announce the release of version 3.0 of the APEX Toolbox.

In a major upgrade for users, the latest version of Toolbox software has been made fully compliant with the Microsoft Windows 2007 and Vista platforms. In addition, data fields in forms such as the Event Specifications Guide automatically populate based on information entered in the Request for Proposal (RFP). Based on user feedback, there are several other content upgrades in this version.

"The technology advancements in Toolbox 3.0 are a major enhancement," said Terri Breining, CMP, CMM, APEX Chair and President of Concepts Worldwide, Inc. "Toolbox is now able to integrate with the newest operating system used by the majority of planners and to accomplish more data-entry tasks, which will maximize its functionality. This means that several of the APEX practices will be much easier and more accessible to meeting planners."

The APEX Toolbox is a planning tool for occasional and junior planners, and incorporates the industry-wide data standards set forth in the APEX panel reports. Registered users of versions 1.0 and 2.0 of the APEX Toolbox can upgrade to the new version for free. For instructions on how to upgrade, please visit the CIC website at www.conventionindustry.com.

APEX Accepted Practices Available Online

Accepted Practices are voluntary standards designed by the meetings, conventions and exhibitions industry to streamline business processes and create efficiencies. Seven core areas of accepted practices have been completed. Visit www.conventionindustry.com and click on "Accepted Practices" to access these free tools:



APEX Industry Glossary: The definitive source of terms and definitions for the meetings, conventions, and exhibitions industry. *(Produced by the Terminology Panel.)*

APEX Event Specifications Guide: This template is the industry's official format for delivering information clearly and accurately to appropriate venue(s) and/or suppliers regarding all requirements for an event. *(Produced by the Resumes and Work Orders Panel.)*

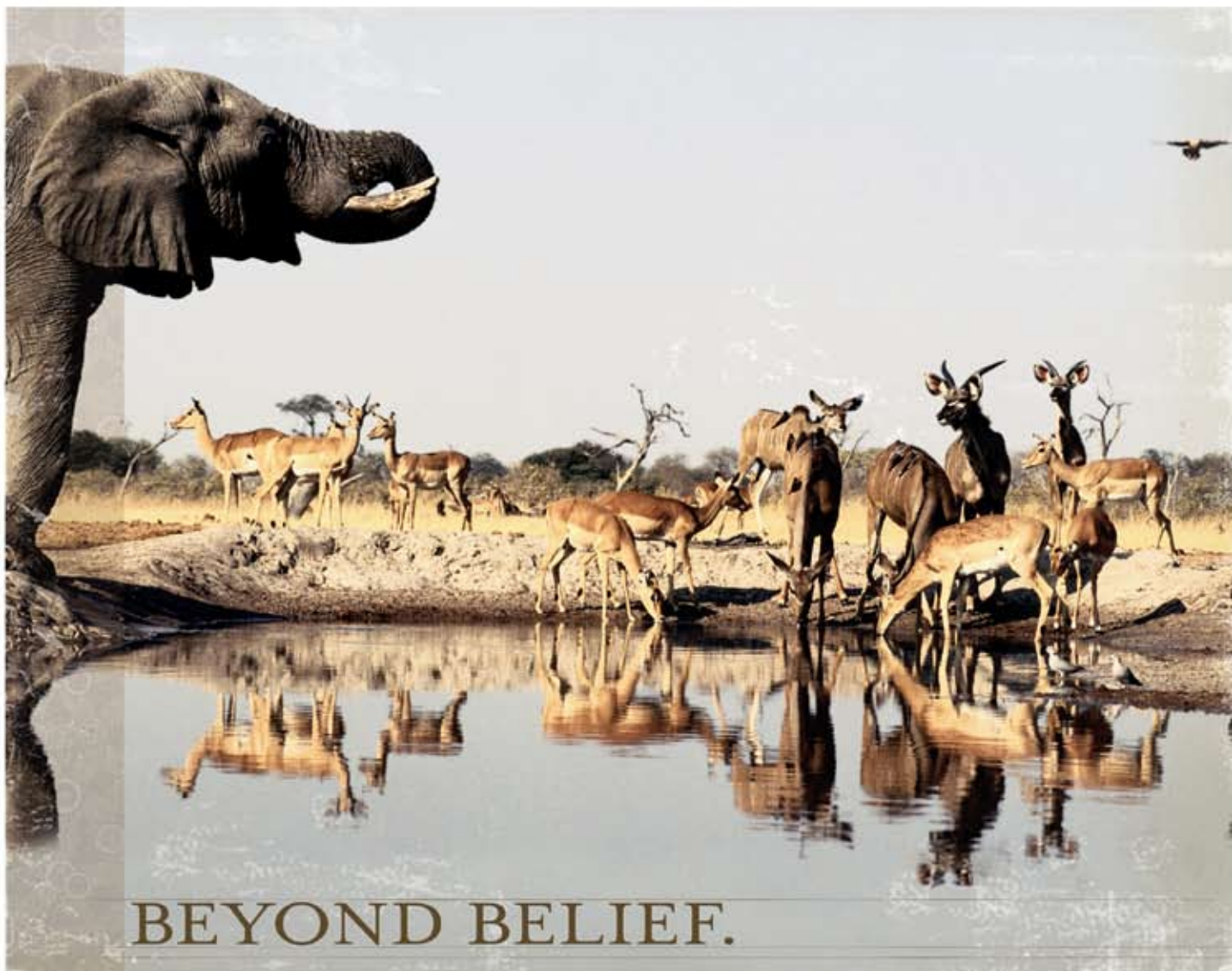
APEX Request For Proposal (RFPs) Forms: These accepted practices forms are used to create consistent and thorough Requests for Proposals (RFPs) that address core information and unique needs.

APEX Housing & Registration Accepted Practices: These accepted practices are for the collecting, reporting, and retrieving complete housing and registration data for meetings, conventions, and other events; and, for housing issues such as housing providers, internet issues, international housing, and disclosure.

APEX Contracts Accepted Practices: The original purpose of the APEX Contracts Panel was to review all aspects of industry contracts and develop contract guidelines and, where appropriate, acceptable contract language guidelines. Additionally, the panel was to develop an outline to format industry contracts. The panel determined that for legal and practical reasons "acceptable contract language" should not be created.

APEX Post-Event Report: A report of the details and activities of an event is called a "Post-Event Report" or PER. A collection of PERs over time will provide the complete history for an event. This template is the industry's accepted format. *(Produced by the History/Post Event Reports Panel.)*

APEX Meeting and Site Profile Report: The report of the Meeting and Site Profiles panel contains consistent and thorough profile formats for sites. It includes five primary location and facility types – hotels, resorts, convention centers, conference centers, and cities. ■



BEYOND MEETINGS. If you're looking for a place to hold your next convention, event or conference, look beyond the obvious to the Convention Center at Kalahari Resort in Wisconsin Dells. Our Convention Center has over 100,000 square feet of flexible meeting space, incredible food, service and amenities all in an inspiring environment with authentic African art and artifacts throughout. For more information, email us at WIGroups@KalahariResorts.com.

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BEYOND



Convention Center



Beautifully appointed guest rooms and suites



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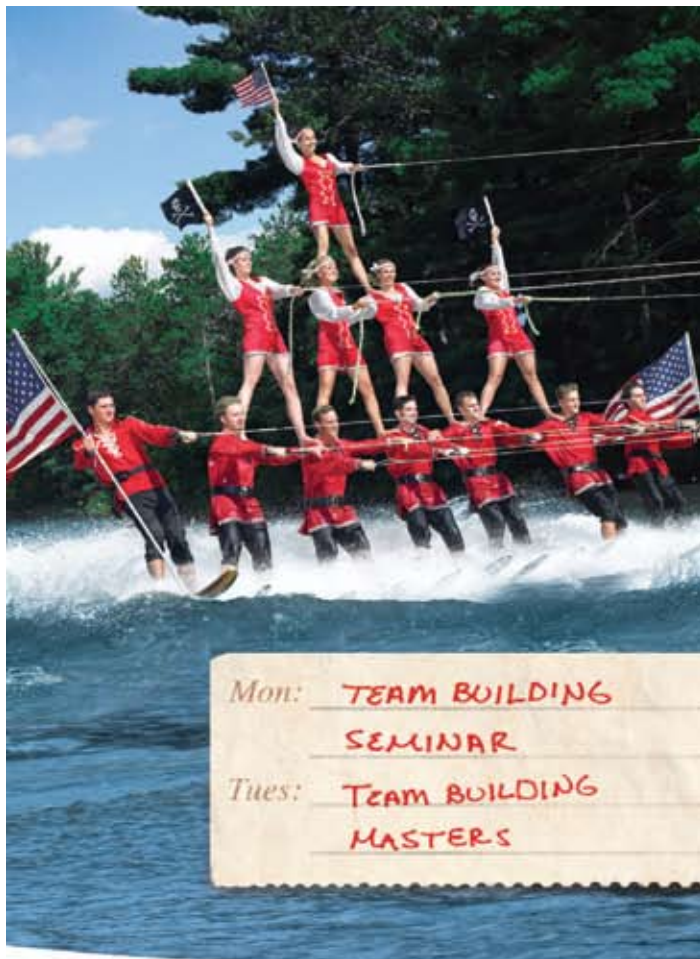


Fine cuisine and world-class chefs



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For a unique way to bring your company closer together, try team building in Wisconsin Dells, "The Waterpark Capital of the World!®" We have more than 8,000 hotel rooms and top-notch meeting and convention facilities. Once the business day is done, our many activities will keep the entire team inspired and entertained.

Contact us for more information, including personalized planning and a complimentary Meeting & Convention Planning Guide.

Helen Wick
Group Marketing Manager
Wisconsin Dells VCB
P.O. Box 390
Wisconsin Dells, WI 53965
888-339-3822, ext. 342
helen@wisdells.com

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ARBOR VITAE - WOODRUFF

Office of Group Travel

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New Members

Please help us welcome our new members.

Marie Grevsmuehl

5730 S 121st St.
Hales Corners, WI 53130
Tel: 414-529-3468
mgrevs@att.net
Student

Helen K. Horner

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Association of Equipment Manufacturers
6737 W Washington St, Suite 2400
Milwaukee, WI 53214
Tel: 414-298-4179
hhorner@aem.org
Association/Non-profit Meeting Professional

Karen Iverson

Meeting Manager
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3700 W. Juneau Avenue
Milwaukee, WI 53201
Tel: 414-343-7544
karen.iverson@harley-davidson.com
Corporate Meeting Professional

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Business Development Manager
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2367 W. Logan Blvd
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patrick@windycityfieldhouse.com
Supplier Meeting Professional

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Fitchburg, WI 53711
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mella@stu.matcmadison.edu
Student

Kim M. Olson

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Appleton, WI 54912
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Faculty

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Waukesha, WI 53188
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srichtemeyer@wi.rr.com
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CME Coordinator
Medical College of Wisconsin
W145 S6555 Tess Corners Dr.
Muskego, WI 53150
Tel: 414-456-7069
Fax: 414-456-6234
promasko@wi.rr.com
Association/Non-profit Meeting Professional

Rochelle Anne Rupnick

Special Events Coordinator
Medical College of Wisconsin
Dept. of Public Affairs
8701 Watertown Plank Road
Milwaukee, WI 53226
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Audrey Schmeeckle

Conference Coordinator
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Stevens Point, WI 54481
Tel: 715-343-3192
Fax: 715-343-3400
audrey.schmeeckle@ministryhealth.org
Association/Non-profit Meeting Professional

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Student

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steph.a.zimmer@gmail.com
Association/Non-profit Meeting Professional

Advertising INDEX

Brookfield Convention & Visitors Bureau	10
Chula Vista	25
Crowne Plaza	27
Eagle Ridge Resort	17
Fox Cities CVB	26
Glacier Canyon Lodge	6
Kalahari Resorts	31
Lake Geneva Cruise Line	9
Lambeau Field Atrium	12
Madison Concourse Hotel	11
Millenium Hotels	21
Minoqua-Abor Vitae-Woodruff	32
Monona Terrace	5
Oshkosh CVB	18
Radisson Paper Valley	BC
Timber Ridge Lodge	19
Waukesha & Pewaukee CVB	26
Wisconsin Dells Visitor & CB	32
Wisconsin Innkeepers Association	29
Wisconsin Meetings Magazine	35
The Woodlands	8

The Secret Weapon Every Savvy Exhibitor Should Use

► Susan A. Friedmann, CSP
The Tradeshow Coach
Lake Placid, NY

It's time for a visualization exercise. Are you ready?

Picture this:

You're standing, with your booth staff, in your exhibit at a large tradeshow. This is one of the best shows you regularly participate in as it attracts a sizeable number of your target audience. Your team is prepared. Your display looks terrific. You've got interactive demonstrations, you've sponsored a speaker, and your giveaway items convey your marketing message, appeal to your target audience, and are in plentiful supply.

Looks good, right?

There's something in this scene, something I haven't mentioned yet, that could make it all even better. Something that will not only boost your ROI, but will create that most vital of marketing tools.

What is it?

It's a secret weapon that's more than come of age. In fact, it's been around since the beginning of time but only now is it realizing its full potential. This build up and suspense is all about "word of mouth marketing" and how you can use it to your advantage on the tradeshow floor.

I've recently read Seth Godin's *Flipping the Funnel*, and it really brought home the concept of how underutilized tradeshow attendees are as a marketing tool. Attendees are more than prospects and contacts, they're a potential sales force, just waiting to be tapped on your behalf.

According to Godin, we should:

- Turn strangers into friends.
- Turn friends into customers.
- Turn then ... do the most important job
- Turn your customers into sales people.

Why?

Why would you want to recruit a whole bunch of amateur salespeople, you might ask, when you already have a perfectly competent, fully trained professional sales team? After all, you've spent considerable resources recruiting, training, and retaining your current team. Isn't that enough?

Frankly, no. Regardless of how big your sales force is, there's no way they're going to be able to connect with every person who might be interested in your products and services. Even working flat out, as Godin suggests, they're not selling as much as you'd like.

This is where your friends and customers enter the picture. If you view them as assets, as allies in the world of sales, you've already expanded your potential marketplace. When more people are working on your behalf, you'll reach more customers. It's simple mathematics. There's another benefit as well. When your friends and customers recommend your products and services, their words carry far more weight than anything your sales team can say. People value the opinions

of colleagues, peers and relatives far more than they do the assurances of a salesperson. It's the difference between editorial speech and advertising, played out in a face-to-face setting.

So Now What?

Being convinced that recruiting tradeshow attendees to act on your behalf is one thing, convincing them to do it is another. According to Godin, we continually spend a tremendous amount of time and energy attempting to spread our marketing message to more and more people. This particularly holds true at tradeshows, where the focus is often on how to attract more people to your exhibit. As well as talk several people at once.

A slight shift in the priorities might be in order. While starting new business relationships will always be important, a new emphasis has been placed on strengthening and maintaining existing relationships.

Consider your current customers. Ask yourself — or even better, ask them, how they feel about your products and services. How about your customer service? What makes doing business with your organization unique, enjoyable, and/or remarkable?

Whatever the answers, what are you doing to help your customers spread the word? Godin offers a number of technical solutions in his free e-book which I highly recommend that you read, but here are a few more hands-on tools to implement at your next tradeshow:

Be Honest

Tell your best customers how much you appreciate them and how much you would value having more customers like them. It's no secret that you're in business to make money. No one thinks you're at the show as a philanthropic endeavor. Appealing to your customers to spread the word carries with it an implied compliment. You're reinforcing the fact that you think they're important, by extension, that other people think they're important, and that their opinion of you matters.

Encourage Referrals

Do you know how often your customer thinks about your company? It's probably less than 1% of their daily life — after all, they have their own companies to worry about, and their own customer base, not to mention their own personal lives and world events. Sometimes people need a little prompting to spread the word — otherwise, it might never, ever occur to them.

Offer Incentives

If you want your customers to do something for you, you need to do something for them. Godin's idea is that by offering superior products and services, in a remarkable fashion, you'll transform customers into fans. Having strong advocates and supporters never hurts. Offering incentives for spreading the word can be a simple thing — an attractive discount

Continued on page 35

on their next order, for example — or something more elaborate. Remember, as tradeshow attendees skew younger, they may be motivated by more than financial savings or benefits to their company. Consider offering something more personal: a gift that would appeal to your target audience.

In Conclusion

Transforming customers into fans may not have been the top priority on your exhibiting list — but it should be. Recruiting an all-volunteer sales force to augment your existing efforts is one of the most cost effective ways to get your marketing message out there.

Remember, people like to share stories about what they find good, interesting, or unique. By offering that at your next tradeshow, you're giving yourself a vital leg up on the competition — those who are concentrating on the next new thing miss out on the value of what they might already have. ■

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that you went home crying, or how you tripped walking to the flip chart when the CEO, unexpectedly, walked into your staff meeting! Skiing in Vail, I saw a sign near the gondola that said, "If you think you can, you can." Whether it's skiing, selling your ideas or influencing others, you don't stand a chance if you tell yourself you can't.

4. Have a clear purpose for your presentation.

Most people begin preparing their presentation by thinking of how they'll start. My suggestion is that you think about how you'll end. Ask yourself, what do you want your listeners to think or do differently after they've heard your pitch? Is the purpose of your presentation to move them closer to saying yes to your idea, or do you want them to say yes at that moment? Is the purpose to get them to become an advocate for your ideas, think differently about a situation, motivate others to take a position, schedule an appointment, take a site tour, or act in a changed manner? Spend the most amount of time thinking about what you want them thinking or doing when they are ready to exit your presentation, and work backwards. Once you have a clear vision of the end of the presentation, ask yourself if that is what they should be thinking or doing. What can I say and how can I say it to move them in that direction?

5. Less is more.

One of the worst mistakes a presenter can make is to think that buyers or attendees are as interested and as excited about what you're saying as you are! (Notice I started with the premise that you are excited about your topic. You must be if you hope to influence their thinking.) Resist the temptation to tell them more than they need to know.

6. Focus on the benefits to them and present those benefits in the most sensory and interactive way possible.

Use appropriate props. One of the best business presentations I've ever witnessed involved candles and potpourri! (And when decision time came, they were the ones everyone remembered because they did something different. They may have gotten the business anyway, but it didn't hurt that their pitch was interesting and memorable.)

Involve your listeners as often, in as many ways, as possible. Consider that your presentation, any presentation, is simply a conversation — enlarged. Consider how you feel when the other person monopolizes a conversation. The more they participate, the more they buy into your idea. Honor and respect what they bring to the table and you'll be on your way to giving your best presentation ever. ■

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MARCH 2008

20 MPI-WI Chapter Meeting

Clock Tower Resort
Rockford, IL
www.mpiwi.org

APRIL 2008

5-6 MPI Gulf Meetings & Events Conference

Dubai
www.mpiweb.org

9 CMP Summer Exam Deadline

www.conventionindustry.org

17 MPI-WI Chapter Meeting

Hilton Garden Inn
Oshkosh, WI
www.mpiwi.org

18-20 MPI European Meetings & Events Conference

London
www.mpiweb.org

MAY 2008

15 MPI-WI Chapter Spring Education Day

Sheraton Milwaukee Brookfield
Brookfield, WI
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