

Volume 30, Number 3  
May/June 2008

## on your agenda

- 2 From the Editor's Desk
- 3 President's Column
- 4 On the Mooove
- 4 Treasurer's Report
- 7 Meet Your Future Co-Editors
- 10 Volunteering ... What's in it For Me?
- 13 Planner Profile
- 14 Food for Thought
- 15 Supplier Profile
- 17 Generational Shifts
- 18 Green Tie Optional
- 20 Be Eco-Friendly When Traveling
- 24 Outreach for America Second Harvest of WI
- 24 June Golf Event Preview
- 26 Hot Fun in the Summertime
- 29 New Members
- 30 February Meeting & Raffle Highlights
- 32 Calendar of Events

## The Journey is Part of the Designation

► Kim Marie Ball,  
CMP, CMM  
Abbott Laboratories



My journey towards earning my Certified Meeting Manager (CMM) designation truly began 5+ years ago after earning my Certified Meeting Professional (CMP) designation. I knew immediately that I wanted to earn my CMM. I also knew it would take a serious commitment and continued professional growth to find my way down the yellow brick road to my CMM.

But, first a word from our sponsors...

*MPI's Global Certification in Meeting Management is an elite, intensive-learning opportunity designed for tenured and highly accomplished members of our global meeting industry community who seek career acceleration and advancement and professional recognition. The program offers strategic business education, resulting in the most prestigious designation in the meetings and events industry. Through the Global CMM program, applicants benefit from career-focused courses taught by top-level instructors, experienced industry practitioners and industry leaders. The ideal candidate meets the following criteria:*

- You have 10 years or more of experience in the industry
- You want to move your career or business to the next strategic level
- You are perceived as a logistics implementer and are faced with demonstrating your value
- You want to gain new strategic thinking skills and put them into action

- You need to speak the same language as your management, executives and clients
- You are striving to stay ahead of the curve and competition
- You are seeking interaction with advanced-level industry peers.



Welcome Back.

The yellow brick road included professional development, serving as President of the Wisconsin Chapter, and a job change from third-party

meeting and incentive company to corporate America. Can we say reality check?

In January, 2007 I made the personal commitment to earn my CMM within one year. After making that decision, I developed a budget. It is important that CMM hopefuls understand the total costs and budget accordingly for this. On page 8, you will see a summary of my CMM program costs to use as a reference. *Special Note: You can save money if you find a roommate.*

Next, I needed to complete the application and submit it for review along with a fee. Approximately one month later I received notification that I was accepted into the program.

One month prior to the "residency" program, you will receive program agenda and a textbook from MPI headquarters. Please take the

## agenda staff

Published bimonthly by **Meeting Professionals International – Wisconsin Chapter**

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

### Editor

Lisa Lanting, CMP  
Preventive Cardiovascular  
Nurses Association  
editor@mpiwi.org

### Associate Editors

Lori Fuhrmann  
Crowne Plaza Milwaukee-  
Wauwatosa  
lorif@crowneplazamilwaukee.com

Michelle Reed  
Federation of Clinical  
Immunology Societies  
mreed@associationacumen.com

### Production Editor

Ann Shultz  
AJS Designs  
www.ajsdesigns.net

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

### Publication Deadlines:

July/August 2008  
Deadline: June 1, 2008

September/October 2008  
Deadline: July 20, 2008

November/December 2008  
Deadline: September 20, 2008

### Permissions

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

Copyright © 2008  
MPI-Wisconsin Chapter

# From the Editor's Desk

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



## Honoring Benevolent Leaders Among Us

In my final column as your editor, I'd like to honor the benevolent leaders among us who continue to generously contribute their time, energy, and resources to help others and improve our communities. These are volunteers, philanthropists, innovators, teachers, visionaries, trailblazers, charitable foundation organizers, scholarship program developers, public servants, health-care providers, and conservationists. They touch people's lives in unforgettable ways. We are fortunate to have many of these outstanding individuals among us in the meetings and hospitality industry, several of whom are our MPI friends and colleagues.

In April, at my organization's annual conference in Orlando, I had the pleasure of meeting one such remarkable individual, Mr. Harris Rosen, founder and COO of Rosen Hotels and Resorts. This is a "self-made" man who has achieved great wealth and reputation with his ingenuity, creative spirit, and engaging leadership style, but who, on the same token, humbly dismisses any admiration or recognition for all the good that he has done.

After spending almost a week at Rosen Shingle Creek and hearing his staff (ranging from bartenders to setup staff to management) speak so warmly of him, as if he were a beloved mentor and friend, I wanted to know how this man has been able to inspire, motivate, and touch so many people on such a personal level. I found myself thinking, "Wow, either this guy is an extraordinary leader or he is putting something in the water here."

So, I decided to ask the man myself. Mr. Rosen, how do you do it? Is it a result of a brilliantly crafted company mission statement or profound guiding principles that employees memorize or emulate? I expected to get an answer similar to something I had heard echoed repeatedly by my college business professors. Instead, he laughed softly and then humbly explained that he doesn't believe in this kind of bureaucracy or strict hierarchy, rather, he genuinely cares about people and wants them to feel respected. "You can't fake it," he says. He welcomes any of his 5,000+ employees to come up and talk to him at any time, and he makes a point to regularly ask people, "Do you feel respected?" He credits his mother for instilling in him the "do unto others" credo and claims that generally people will reciprocate.

Put simply, Mr. Rosen rejects the pop-culture-driven idea of success. He has an impressive portfolio and lengthy bio, featuring seven Orlando hotels and resorts, innumerable restaurants, a college at the University of Central Florida, a medical center, numerous high-profile community service awards, and several foundations and scholarship programs in his name, but despite his wealth and reputation, what he values most are the personal connections that he has with the people in his life. He can easily afford to lead a lavish lifestyle, but instead, he considers himself



*Harris Rosen inspires children and teens in the Tangelo Park Pilot Program*

*Continued on page 23*

# President's Column

► **Paulette Heney, CMM**  
*Meetings & Incentives  
Franklin, WI*



What a year I have had as your chapter president. As I reflect over the past year and on the speech I gave last May as your incoming chapter president I am sad to see my year coming to an end.

What has made my year as president so rewarding? Three things stand out in particular: 1. The new relationships that I have developed with MPI members who I did not know before becoming president, 2. The outstanding educational programs that we, as a chapter, continue to offer our members, and 3. The sense of accomplishment felt by reaching chapter goals that were developed last June.

This chapter is successful not just because of the board of directors, but because of you! We are the 22<sup>nd</sup> largest chapter in MPI and the second highest in member retention which is outstanding since we compete against 68 chapters worldwide. Our chapter continues to be a chapter of strength and determination and it shows through to International.

I have learned a great deal serving as your chapter president and making decisions on behalf of the members with their best interest in the forefront. I have learned to think before I speak, which if you know me, at times, is tough! I have learned to look at issues with an open mind and not jump the gun before all facts are brought to the table. I have had to learn how to be patient, another quality, that if you know me, I have a hard time with. What an engaging, educational, and rewarding experience I have had serving as your chapter president, and I look forward to continuing my ongoing education and friendships as an active member in MPI, not only as past president, but also as a committee member on the international level where I will serve as the voice of local chapters.

Serving as president also offered me an opportunity I would not otherwise have had. I was appointed to the MPI Governance and Nominating Committee for the 2007-2008 year. Serving on the committee gave me a better understanding, at the international level, of how they evaluate and propose bylaw changes for

the organization. I was the voice of chapters on this committee as we discussed changes that would affect MPI as an organization. In addition, I played an integral part in the recommendation of the MPI 2008-2009 Board Slate which I believe will continue to move our chapter and organization forward.

I hope that over the past year each and every member has learned something from my experience as president. I do not consider myself a naturally talented public speaker, but I am finally starting to feel comfortable giving my welcome speech each month at the chapter programs ... instead of feeling as if my heart was beating out of my chest!! So if I leave you with anything from this past year it is, "If I can do it, so can you!" Don't let an exciting volunteer opportunity pass you by, you never know where it may lead, today is the beginning of your Journey!

I would like to finish by saying that the support everyone has given me to be successful in this role is something for which I cannot thank you enough. I would not have succeeded without the ongoing support of such an outstanding board this past year! They are my rock and truly keep this chapter moving forward. Additionally, Morgan Data Services always goes above and beyond to assist with anything and everything throughout the year.

I am excited to continue to work with the chapter over the next year in executing the strategic plan that was put in place August 2007. And, I will continue over the next year under the guidance of Mae Ibe, CMP. I wish Mae the best as incoming president and thank her for being my right hand "woman"!

And last, I would be remiss if I didn't thank my family, Dan, Quinton and Spencer, as they are the reasons for which I get up every morning and always have a smile on my face! Thank you for all your love and support over the past year, I couldn't have done it without you.

Thank you to everyone in MPI, you truly make a difference! ▀

## 2007-2008

### Board of Directors

President  
Paulette Heney, CMM  
Meetings & Incentives  
pheney@meetings-incentives.com

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

Immediate Past President  
Steven Lorenz, CMP  
Meetings & Incentives  
slorenz@meetings-incentives.com

VP Finance  
Laura Cornell, CMP  
Monona Terrace Convention Center  
lcornell@mononaterace.com

VP Education  
Susan Arts, CMP  
Meetings & Incentives  
sarts@meetings-incentives.com

VP Member Care  
Michelle Eggert, CMP  
Conference Direct  
michelle\_eggert@conferencedirect.com

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

Professional Development  
Naomi Tucker, CMP  
Humana  
ntucker@humana.com

Monthly Programs  
Sherry Benzmillier, CMP  
Energy Center of WI  
sbenzmiller@ecw.org

Agenda Newsletter, Advertising,  
& Community Outreach  
Marie Johnson, CMP  
Midwest Airlines  
marie.johnson@midwestairlines.com

Fundraising & Strategic Alliances  
Susan Kainz  
The Delafield Hotel  
susank@thedelafieldhotel.com

Website & Public Relations  
Denise Henson  
Racine Marriott  
dhenson@racinemarriott.com

Awards & Scholarships,  
Recruitment and Member Care  
Katy Lederer  
Radisson Hotel Milwaukee West  
katy\_lederer@yahoo.com

Special Events  
Tina Luther  
Heidel House Resort  
tluther@heidelhouse.com

Special Education Projects  
David Helgeson, CMP  
Radisson Paper Valley Hotel  
dhelgeson@radissonpapervalley.com

# Treasurer's Report:

## End of a Good Fiscal Year

As we wind down our chapter's fiscal year and look forward to the next, I think a brief summary of the 2008/2009 budget year is in order. As I have stated before, the chapter is in good fiscal standing and in compliance with MPI headquarters zero-based budgeting rules. Here are some budgetary highlights from the past fiscal year:

- Continue to expect quality monthly education –the income from monthly meetings is about 45% of our overall income stream.
- The Agenda newsletter is now offering color ads to increase revenue opportunities. Revenue from our wonderful advertisers comprises about 38% of our income.

- The remaining 17% of income is from interest on our reserves, sponsorship money, raffle income and the dues rebate that international pays back to the chapter for your membership fees.

Overall, the budget is up nearly 10% both in anticipated income and anticipated expenses. If you leave with nothing else, know that your continued support of our chapter, both by your individual and corporate contributions help keep our chapter afloat. It's been a pleasure serving your VP of Finance and as of June 30, I will officially hand over the reigns to the incoming VP, Tami Gilbertson, CMP. Until that time, I'm available for questions or comments at [lcornell@mononaterace.com](mailto:lcornell@mononaterace.com). ▽

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



## On the Mooove

“Don't aim for success if you want it; just do what you love and believe in, and it will come naturally.”

— David Frost

**Carmen Smalley Schaer** is the new Regional Sales Manager for the North Central Group Hotels in Madison, and also re-joining our chapter's Board of Directors!

I'd also like to congratulate our first-time members to the Board for the 2008-09 year: **Alison Huber**, State Bar of Wisconsin, and **Linda DuPont, BA**, Aurora Healthcare.

Chula Vista Resort in Wisconsin Dells welcomes **Sandy Tooley** as a new addition to their growing sales team.

The new Director of Operations & Business Development for Catalyst Performance Group in Appleton is our own **Connie Nau, CMP**. **Beth Ebert** has also joined Catalyst as their new Account Manager.

**Monique Lomax**, has joined The Madison Convention & Visitors Bureau as Sales Manager.

**Jeri Lyn Kirchner** has been named the Director of Sales for Cambria Suites at Lambeau Field in Green Bay.

Finally, our Chapter President, **Paulette Heney, CMM** is now a Senior Meeting Planner with Meetings & Incentives, headquartered in Caledonia.

Congratulations to all of you amazing, talented ladies! ▽

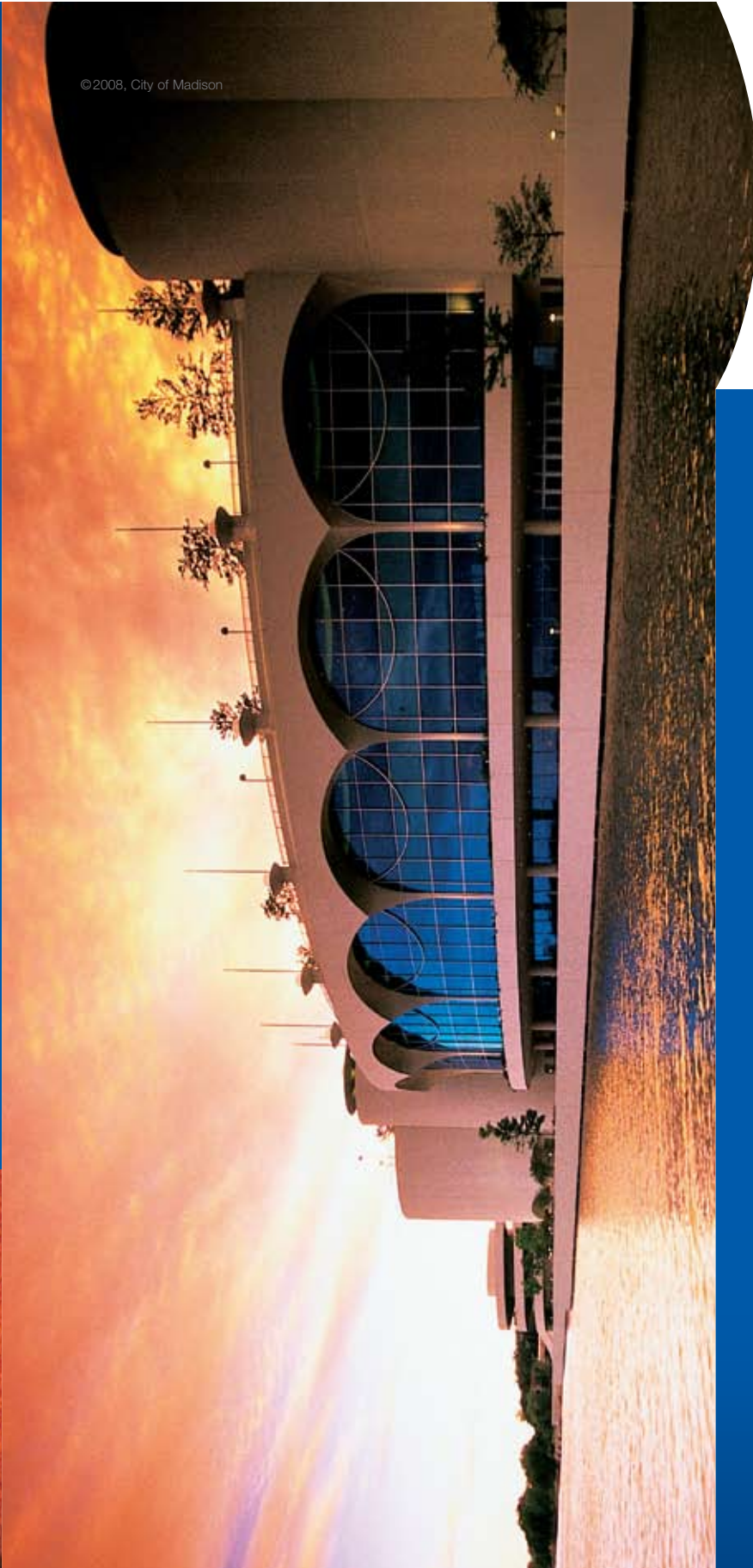
Please submit accomplishments and changes in employment to me at [suelidstrom@marcushotels.com](mailto:suelidstrom@marcushotels.com).



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



# NOTE TO SELF: CANCEL THE MOTIVATIONAL SPEAKER.



Spectacular lake views. Warm, welcoming gathering spaces. And unanimously rave reviews for our pre-event and on-site services. Want to generate more momentum from your next meeting? Make it Monona Terrace in Madison. For information, call 608.261.4000 or visit [mononaterrace.com](http://mononaterrace.com).





*Opening Spring '08*  
The NEW Championship  
Golf Club at Wilderness  
Territory. Let us help you  
plan your next golf outing!

**WILD  
ROCK  
GOLF CLUB**  
at the wilderness

## The Ideal Meeting

Ideally, business meetings don't end in the meeting room.  
And sometimes, the best networking happens during the "off" time.

We've got the facilities to make your meeting the best it can be...  
And to make your stay feel like a vacation.

**Featuring:**

- A variety of meeting and banquet spaces (500 ppl.)
- Full catering and the highest quality of service
- Access to all Wilderness Territory waterparks
- World-class Sundara Inn & Spa
- NEW Wild Rock Championship Golf Course
- Luxury overnight accommodations
- NEW in 2008: 20,000 SQ FT of additional conference space




Conference, Golf, Spa & Waterpark Destination

1.800.867.WILD | [GlacierCanyonLodge.com](http://GlacierCanyonLodge.com) | Wisconsin Dells

# Meet Your Future Co-Editors

## An Invitation to Become Involved

► Marie Johnson, CMP

Midwest Airlines  
Milwaukee, WI



It is a great honor for me to introduce our new Co-Editors for the 2008-2009 MPI-WI Agenda Newsletter.

Over the course of the past year, I had the opportunity to get to know each of them better in their associate editor roles, and I am confident that they will do a fantastic job. One is a planner and one is a supplier, and together they will bring a unique balance of perspectives and innovative ideas to these pages. Over the upcoming issues, you will see a fresh new look to the newsletter as we embark on an exciting redesign. Please help me welcome new Co-Editors, Lori Fuhrmann and Michelle Reed.



**Lori Fuhrmann**

Director of Sales and  
Marketing  
Crowne Plaza  
Milwaukee-Wauwatosa  
Milwaukee, WI

Lori is currently the Director of Sales and Marketing at the new Crowne Plaza Milwaukee-Wauwatosa. She started in the industry in 1980 as a corporate agent and then grew into meeting and incentive planning. Approximately seven years ago, she made the move to the hotel side of the industry. She has been married for 29 years and lives in Delafield with her husband, dog, and two cats, where she enjoys a peaceful wooded setting complete with all kinds of entertaining "wildlife friends."

As last year's winner of the MPI-WI Journalism Award, she is a strong advocate for recruiting new writers. Lori explains, *"Personally, I have enjoyed writing articles over the past few years and I encourage you to do the same. I challenge you to submit an educational article at least once per year, and by all means, have fun with it! We all have busy lives, but I trust that you will find it very fulfilling and also a form of relaxation. I know it is for me. This is your publication, and we would be delighted to have you be a part of it!"*



**Michelle Reed**

Meetings & Membership  
Manager  
Association Acumen, LLC  
Milwaukee, WI

Michelle is currently the Meetings & Membership Manager at the Federation of Clinical Immunology Societies, managed by Association Acumen, LLC in Milwaukee, WI. She has been in the meetings industry just shy of 5 years and has a degree from Marquette University in Broadcast & Electronic Communication and History. In her spare time, she enjoys traveling, volunteering for various area charities, doing crafts, and participating in recreational sports activities.

When asked what she hopes to accomplish in this editing role, she said, *"I hope to provide WI Chapter members with pertinent and useful information that they can use in both their professional and personal lives. The Agenda is a great source for keeping WI members connected and I would like to expand upon that and get more members involved in writing articles and participating in both the Agenda and the Chapter."* ▼

## An Invitation:

As always, we invite you to contribute to the richness of this newsletter by submitting an article. Contact us at [editor@mpiwi.org](mailto:editor@mpiwi.org) if you would like to become more involved in this publication or if you need help coming up with content/topic ideas for articles. For those interested in obtaining the CMP designation, remember that authoring articles counts towards your qualification points.

Continued from front page

time to read the instructions carefully. It was amazing to me how many planners/suppliers didn't read this and missed important details.

Immediately develop your network. I first identified the names of individuals and/or companies that I recognized and contacted them. Then, of course, I e-mailed everyone and introduced myself and inquired about everyone's arrival/departure date. Can you imagine that? Before you even arrive, you have started connecting and quite honestly, panicking along with everyone else.

Arriving in Toronto for the residency program, I was very excited and nervous about the week ahead of me. Would I know what my peers know? Would I be able to contribute to the discussions? What will I learn from this experience?

The Truth...

*I promise to tell the truth, the whole truth and nothing but the truth, so help me God.*

The education was okay. Most of the classes offered didn't provide any educational value to me. Yes, the classes were important, but I assumed they would challenge me and they did

not. In a survey after I completed after the program, I indicated that if I had to learn contract negotiations, return on investment strategies, and financial management, I shouldn't be trying to earn my CMM. Many of my peers literally "shut down" and "tuned out" due to the lack of compelling education. On the other hand, there were some people who were very young who believed the "education" was complex and overwhelming. At this point, I assumed these individuals had less than 10 years of industry experience.

Don't be fooled though – all the education is specifically geared towards your final exam and the final project "The Business Plan." Yes, a final exam and a business plan. The final exam, which consists of eight essay questions must be completed within five days after the on-site "residency" program. The business plan is due within eight weeks. You have to research, compile information, and submit a strategic meeting management business plan.

As with every MPI experience, the networking is absolutely fabulous! I did learn from my peers and most importantly benchmarked best business practices for strategic meeting management initiatives. The networking was great and I remain in contact with these peers almost weekly.



where visions set sail ... and barriers drift away

The all NEW 35,000 sq ft. AVANI SPA • Some of the Midwest's finest golf courses within 15 minutes • 40,000 sq. ft. of versatile function space • Video conferencing with large plasma screens • 27" LCD flat-panel televisions • Highspeed wireless internet access • Experiential teambuilding • Pillow-top accoutrements • In-room refrigerators, microwaves and safes

  
**THE ABBEY RESORT**  
MARINA • CONFERENCE CENTER • SPA

The only full service resort  
on the shores of Lake Geneva.

**800-6-GENEVA**  
**www.TheAbbeyResort.com**



Ask about our 45th Anniversary  
Hot Dates & Rates

However, the best part of this experience wasn't the program at all. I was extremely blessed to be in the presence of His Holiness the Dalai Lama. On two separate occasions, the Dalai Lama was within one yard of me, providing blessings to all he passed by. Yes, the Dalai Lama was staying at the same hotel for two nights.

#### *A final word...*

I strongly encourage you to make this a personal commitment. This means you must be prepared to cover all expenses and take vacation if your employer doesn't support this endeavor. Why, you ask? Your time is valuable and you should respect and honor the time it will take to do this. It is great to have employer support, but honestly if you are prepared to walk away from this program because of a work commitment, then you shouldn't start. I spent my entire Christmas holiday working on my business plan which was turned in three hours ahead of schedule.

On January 15, 2008 at 5:15 p.m. CST, I was notified via teleconference with MPI that I had successfully attained my CMM designation. Instantaneously tears filled my eyes. I diligently worked hard on the final exam and the business plan. I believed I was qualified to earn this important designation, but everyone is always concerned if they passed or not, until they receive the final grade. A huge sigh of relief was immediately followed by calls to my MPI Wisconsin friends who have provided significant leadership guidance to me throughout my membership.

Please give me a call if you would like more details on the CMM program. I'm extremely thrilled to be known affectionately as Kim Marie Ball, CMP, CMM.

Missing all of you very much! ▀

CMM PROGRAM COMPONENTS	COSTS
Application Fee	\$75.00
CMM Program Tuition	\$1,800.00
Airfare - ORD/Toronto, Canada	\$525.00
Hotel - Fairmont Royal York 7 nights X \$215.46	\$1,508.22
Meals - Dinner X 5 nights	\$200.00
Misc. Travel - Ground Transportation/Parking	\$150.00
Misc.(Cocktails with New Friends)	\$200.00
Per Person Cost for CMM	\$4,458.22

## Make Internship Connections on the Web

**EMPLOYERS** – don't forget to take advantage of the opportunity to reach potential candidates by posting job descriptions at [www.mpiweb.org](http://www.mpiweb.org).

**STUDENTS** – post your resumes and search for the internship opportunity you've been looking for.





### To Experience Lake Geneva You Have To Get On The Water



- Corporate Entertaining
- Business Meetings
- Employee Recognition

- Dinner Cruises
- Spouse Outings
- Wedding Celebrations

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

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

**Lake Geneva Cruise Line**  
800-558-5911 - 262-248-6206 - [GageBoats.com](http://GageBoats.com)

# Volunteering: What's in it for me?

► Sherry Benzmiller, CMP  
Energy Center of Wisconsin  
Madison, WI



When I first joined MPI one of my initial reactions was “WOW, what a great organization,” and “I wonder who makes it all work?” I quickly found out that it is the people, MPI volunteers that make the MPI Wisconsin Chapter so successful. Wanting to be part of the success, I volunteered to help out on the Education Committee, first serving on a team to plan Education Day, then a monthly team lead for a chapter meeting, and now serving on the Board of MPI.

The United States Department of Labor, Bureau of Statistics report that about 60.8 million people volunteered through or for an organization at least once between September 2006

A survey carried out by TimeBank showed that among 200 of the United Kingdom's leading businesses:

- 73% of employers would recruit a candidate with volunteering experience over one without
- 94% of employers believe that volunteering can add to skills
- 94% of employees who volunteered to learn new skills had benefited either by getting their first job, improving their salary, or being promoted

Studies have shown that volunteering may also be good for your health. Volunteering can improve self-esteem, reduce heart rates

*“The best way to find yourself is to lose yourself in the service of others.” — Ghandi*

and September 2007. That is 26.2% of the U.S. population. That's a lot of volunteers!

There are many benefits to volunteering. On a purely personal level, volunteering can make you feel good about yourself. On a professional level, volunteering is a great way to add to your portfolio and it is an excellent way to expand your skill set (for free!). Additionally, what is a better way to network? It is important to constantly expand your network as you never know where that next job or client will come from. The more people you know, the more opportunities there are out there for you.

and blood pressure, increase endorphin production, enhance immune systems, buffer the impact of stress, and combat social isolation (Graff, L. (1991). Volunteer of the Health of It, Etobicoke, Ontario: Volunteer Ontario.)

The U.S. Department of Labor also reports that about 44.6% of volunteers become involved with an organization after being asked to volunteer, most often by someone in the organization. So join this set of volunteers ... I am asking, please volunteer on a MPI committee, become involved, and start gaining the benefits of volunteering. ▼

## 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](mailto:editor@mpiwi.org) if you are interested. We are happy to assist you with ideas for articles if you need help getting started.

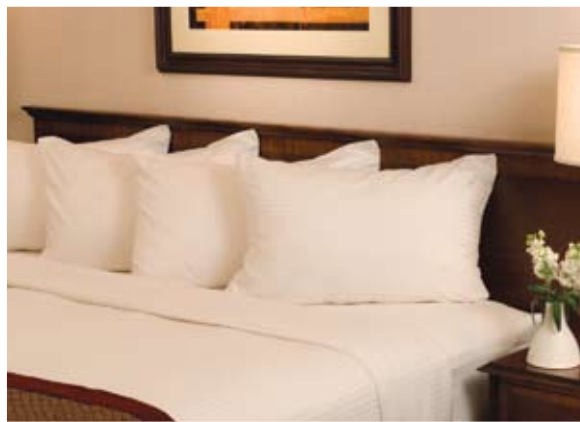


## Staying Power

After a day packed with agendas and appointments, you'll welcome  
meeting that moment when you can take a well-deserved

# rest

and treat yourself to a perfect night's sleep with our  
Comfort Collection™ bedding. With all of our 356 guest  
rooms featuring 300 thread count crisp white linens



and Comfort Collection pillows made exclusively just for us,  
we've got you covered from a to zzzzz. With our location  
right in the heart of downtown near the Capitol, State Street  
and Monona Terrace Convention Center, it's

# easy

to see why The Madison Concourse is Madison's hotel.

1 West Dayton Street  
Madison, Wisconsin 53703

THE  
MADISON  
CONCOURSE  
HOTEL  
and Governor's Club

800 356 8293  
concoursehotel.com



## To gather. To share.

Inspiration resonates. Enthusiasm elevates. Colleagues join together in the spirit of accomplishment and triumph. That's a meeting – a meeting at the Atrium.



**Connect in the Atrium  
at Lambeau Field.**

920.569.7515  
[www.Lambeaufield.com](http://www.Lambeaufield.com)

© Green Bay Packers, Inc.

# Planner Profile: Jennifer Hansen



**Name:** Jennifer Hansen

**Place of Employment:**  
WPS Health Insurance

**Job Title:**  
Employee Communication Specialist

## How long in the meetings industry?

Four Years

## How long in MPI?

Five Months

## Tell us about your company and/or position:

WPS is a Health Insurance company that locally employs 3000 employees. I am responsible for the employee events at WPS. I work on everything from local toy drives to our All Employee Meeting and Picnic.

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

I recently joined the fundraising committee and I can't wait to get in and sell raffle tickets!

## Tell us about your family:

My family includes my husband Chad and my very "spirited" son Noah.

## Where were you born?

I was born in Wisconsin Rapids.

## Where do you currently live?

I currently live in Evansville, Wisconsin.

## Favorite Pastimes:

My favorite pastime is having a whole day to read a book that I can't put down.

## Dream Vacation:

My dream vacation would be to leisurely travel through Europe with my family.

## If I won the lottery I would:

Immediately make sure that my parent's and In-laws could finally retire! I would then take my dream vacation.

## Favorite Musical Group:

I don't have just one! Some of my favorites include Jack Johnson, Dave Matthews Band and anything from Sarah McLachlan.

## Person you admire most and why:

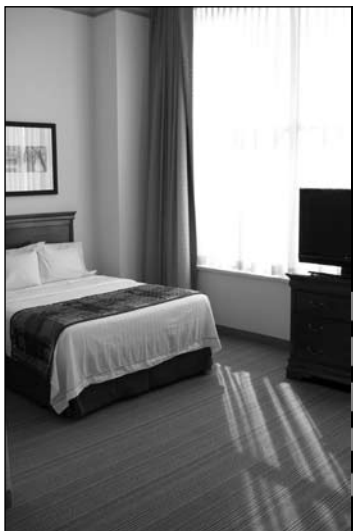
There are too many to list. I admire different traits in different people. I admire my husband's drive to work out and only do good things for his body. I admire my parent's political awareness along with their great common sense. I could go on for days!

## Words to live by:

Treat others as you want to be treated.

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

Money is not an object when it comes to going out to dinner. I love eating great local food. I am always open to try new places, so please make some suggestions! ▀



**WHEN MAKING THE AGENDA, ALLOW TIME FOR OOHS AND AAHS.**

Housed in the historic Gimbels Department Store building, Residence Inn Milwaukee - Downtown is a unique place to hold your next meeting. Come and enjoy our NEWLY RENOVATED suites! Master the Long Trip.<sup>SM</sup>

- Mention this ad and receive 50% off your next meeting room rental. Valid through 5/30/08.



Residence Inn  
Milwaukee Downtown  
648 N. Plankinton Ave.  
Milwaukee, WI 53203

To reserve your next meeting, contact the Sales Department at 414-224-7890.

# Food for **THOUGHT:**

## **Chef Charles Lazzareschi**

► **Chef Charles Lazzareschi**

*Executive Chef  
The Madison Concourse Hotel  
and Governor's Club  
Madison, WI*

Born in San Francisco, California, Charles Lazzareschi inherited an interest in cooking early by spending time at his father's Italian restaurant. He has worked in hotels for the past ten years and prior to moving to Madison in March of 2006, Charles was the executive chef for five years at the Embassy Suites in Denver, Colorado. He studied at the California Culinary Academy in San Francisco.

Charles manages the day-to-day food and beverage operations, which includes overseeing the Dayton Street Grille. He can be seen monthly on *27 News Wake Up Wisconsin* with Barbara Vaughan and Roland Beres.

Charles resides on the west side of Madison, Wisconsin with his wife, Shelley, and two daughters, Isabella and Ava. ▼

### **SPINACH AND MUSHROOM SALAD WITH WARM SHERRY VINAIGRETTE**

½ cup sherry wine  
½ cup sherry vinegar  
1 large clove garlic  
1 tablespoon diced shallot  
1 teaspoon salt, plus more for seasoning  
½ teaspoon freshly ground black pepper, plus more for seasoning  
½ cup extra-virgin olive oil  
4 oz portobello mushrooms, stems removed, cleaned & sliced  
4 oz oyster mushrooms, stems removed, cleaned & sliced  
4 oz shiitake mushrooms, stems removed, cleaned & caps cut into quarters  
1 bag (4.5 oz) baby spinach, rinsed & spun dry

Over medium heat add half of the extra-virgin olive oil in a sauté pan. Add the mushrooms and cook for 2 minutes before adding shallots and garlic, cook for an additional 5 minutes. Add sherry wine and reduce by half, add sherry vinegar remaining oil and season with salt and pepper. Toss the warm vinaigrette with the spinach and serve.



▲ *Chef Lazzareschi adds special touches to his delicacy.*

### **CONFIT OF DUCK WITH CRANBERRY SPÄTZLE AND PEARS**

(Serves 4)  
4 legs of duck confit or braised duck leg  
2 cups of cranberry spätzle  
½ cup dried cranberries  
2 pears peeled and diced  
2 oz butter  
Salt and pepper to taste  
Spätzle  
2 large eggs, slightly beaten  
1½ cups flour, sifted  
½ cup milk  
½ cup cranberry juice  
1 teaspoon salt  
½ teaspoon baking powder

Bring a saucepan of salted water to a boil, reduce the heat and maintain a simmer. Stir all the ingredients together in a bowl. Place a colander over the pan, pour about ½ of the batter into the colander and press through the holes with a plastic spatula into the hot water. When the spätzle starts to float to the surface, cover the pan and keep covered until the spätzle appears to swell and is fluffy. Remove the dumplings into ice water and repeat the procedure with the remaining batter.



### DUCK CONFIT

4 duck leg portions with thighs attached,  
1 tablespoon plus 1/8 teaspoon kosher salt  
1/2 teaspoon freshly ground black pepper  
10 garlic cloves  
4 bay leaves  
4 sprigs fresh thyme  
1 1/2 teaspoons black peppercorns  
1/2 teaspoon table salt  
6 cups of rendered duck fat

Lay the leg portions on a platter, skin side down. Sprinkle with 1 tablespoon of the kosher salt and black pepper. Place the garlic cloves, bay leaves, and sprigs of thyme on each of 2 leg portions. Lay the remaining 2 leg portions, flesh to flesh, on top. Put the reserved fat from the ducks in the bottom of a glass or plastic container. Top with the sandwiched leg portions. Sprinkle with the remaining 1/8 teaspoon kosher salt. Cover and refrigerate for 12 hours. Preheat the oven to 200°F. Remove the duck from the refrigerator. Remove the garlic, bay leaves, thyme, and duck fat and reserve. Put the reserved garlic, bay leaves, thyme, and duck fat in the bottom of an enameled cast-iron pot. Sprinkle evenly with the peppercorns and salt. Lay the duck on top, skin side down. Add the duck fat. Cover and bake for 6 to 8 hours, or until the meat pulls away from the bone. Remove the duck from the fat and cool.

### Assembly:

Sear duck skin side down and finish in oven until duck is heated to 160°F and skin is crisp. In a sauté pan melt butter over medium heat and add dried cranberries and pears cook for until pears are just soft then add spätzle continuing to cook until spätzle is lightly browned, season with salt and pepper and spoon spätzle in the middle of the plate. Place the duck with the crisp skin up and serve.

# Supplier Profile: Jenny Olesen

**Place of Employment:** Comfort Inn & Suites

**Job Title:** Director of Sales

**How long in the meetings industry?** I have worked in hotels for over 10 years but have directly been in sales for 2 years.

**How long in MPI?** We just joined in 2008

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

Our hotel is managed by Cornerstone Hotel Management. We currently manage seven properties and are due to open three new hotels in the next year. Our Comfort Inn & Suites opened in June 2006 with 79 hotel rooms and 6000 sq feet of meeting space. We also have a lounge on-site and a courtesy shuttle to and from the airport.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I am going to work on the Gala Awards committee and look forward to getting more involved.

**Tell us about your family:** I am engaged to be married next year. Currently, we are in the process of looking for a new house and hope to move by the end of this summer.

**Where were you born?** Neenah, WI

**Where do you currently live?** DeForest, WI

### Person you admire most and why:

I admire my parents. They are very strong people and have taught me so many valuable lessons in life. They are a true inspiration.

**Dream Vacation:** I would love to travel to Disney World but an ultimate dream would be to visit Australia.

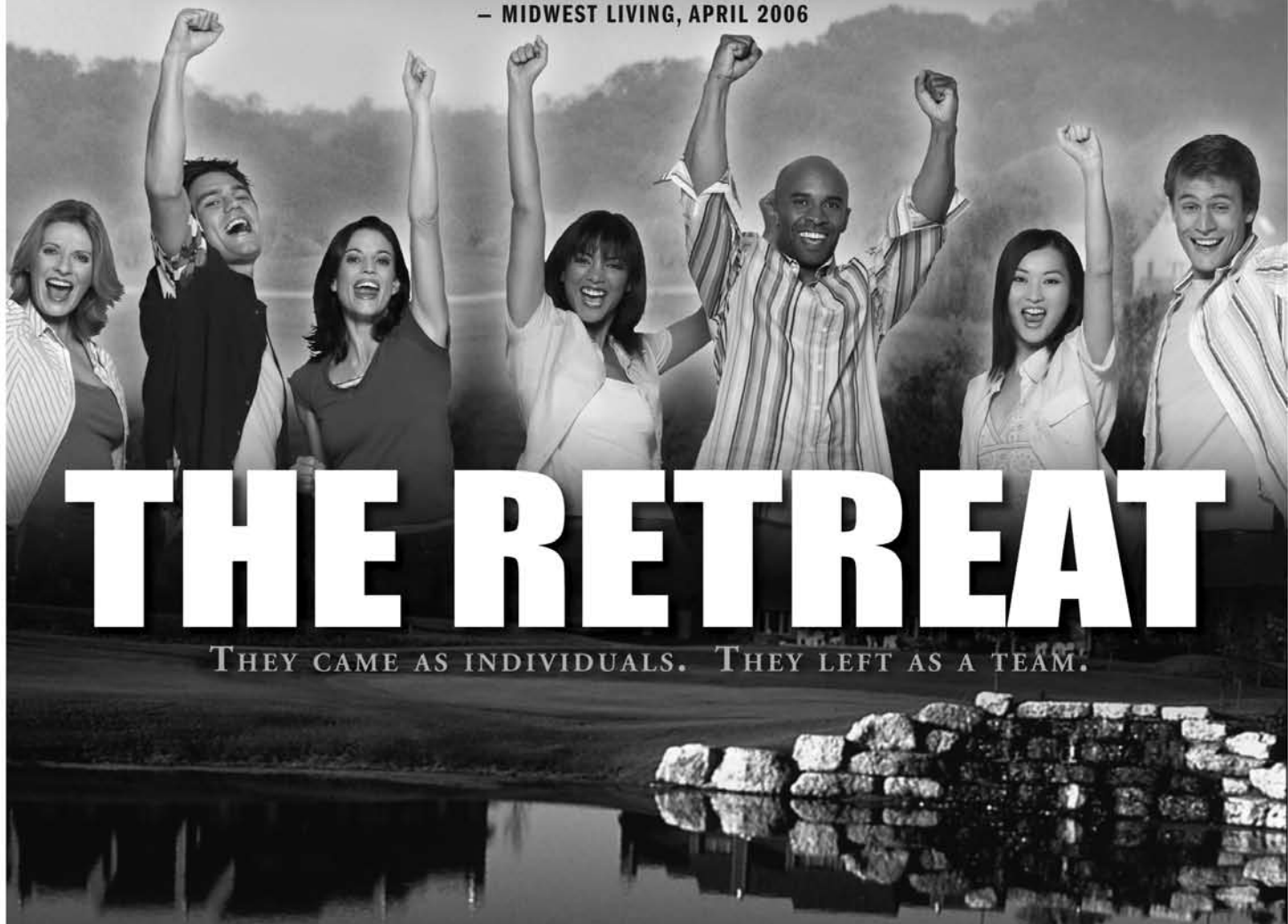
**If I won the lottery I would:** I would first pay off all my school loans, purchase a new house, and then invest the rest.

**Special personal accomplishments:** I am currently not only working full time but, I also am taking classes full time to finish my bachelor's degree in accounting. It has been very time consuming, but I am proud to be almost done! ▀

## RAVE REVIEWS

**"AWARD OF EXCELLENCE" GIVEN TO EAGLE RIDGE RESORT & SPA FOR  
OUTSTANDING FACILITIES AND SERVICE IN THE MEETINGS AND INCENTIVE TRAVEL INDUSTRY.**

— MIDWEST LIVING, APRIL 2006



THEY CAME AS INDIVIDUALS. THEY LEFT AS A TEAM.

**BOOK YOUR NEXT EVENT TODAY! (800) 998-MEET OR VISIT US ONLINE AT [WWW.EAGLERIDGE.COM](http://WWW.EAGLERIDGE.COM)**



Eagle Ridge  
RESORT & SPA



**NOW PLAYING  
IN GALENA**

(800) 998-MEET  
444 EAGLE RIDGE DRIVE  
GALENA, IL 61036

**STARRING**  
**YOU AND YOUR SALES TEAM**

THIS SHOW IS RATED

**M MOTIVATION**  
ALL GROUPS AND TEAMS ADMITTED

A KICK BACK AND RELAX PRODUCTION © 2008

# Generational Shifts in Meetings: Are You Responding?

► **David Gabri**  
*Associated Luxury Hotels  
International*



We often hear reference to the differences between the generations. But while we acknowledge there are dissimilarities, are you responding to these generational differences and shifts in the planning of your meetings and programs?

It is interesting to note that we now have four generations in the workplace. This includes the "Traditionals" (those born 1900-1945), "Baby Boomers" like me (those born between 1947 and 1964), "Generation Xers" (born 1965-1980), and "Generation Y" (or "Millennials"), who were born 1981-1999. Each group possesses unique characteristics that derive (in part) from the social, economic and political climate when they were young.

For your meetings and programs to be most effective, it is beneficial to plan programs that communicate to these different age groups. While this can be a challenge, it certainly is possible.

## **Involve Different Age Groups**

The best way to start is to evaluate who will be attending your meeting or program. If you expect a large number of Generation X or Generation Y attendees, it can be helpful to involve this younger generation in the planning stages to garner insight into what is most appealing to their group, according to Robert W. Wendover, Director of The Center for Generational Studies.

Wendover says this can pertain to the program content, location, means of registration, entertainment, speakers, desired hotel amenities, and post-program follow-up. So, take your constituency into account when setting each of these aspects of your program.

## **Appealing To Various Generations**

To appeal to each generation, it is helpful to know their preferences. According to Sara J. Welch in her informative article, "The New Age: Planning Meetings For Three Different Generations" (Successful Meetings magazine, January 2007), Generation Y: "likes short meetings with no breaks; loves PDAs, Wi-Fi, and IMs; likes to be asked questions and to get involved; and craves interactivity."

Welch describes Generation Xers as: "liking short meetings with no breaks; opting for food on the go; preferring speakers that

present relevant information they can't get elsewhere; disliking team events and awards dinners; and hating wasting time."

In providing an overview of Baby Boomers, Welch describes this group as: "liking meetings with long breaks; loving awards dinners; enjoying motivational speakers and celebrity speakers; loving golf and spa; and enjoying group activities."

## **Bridging The Gap**

So how is this news helpful in planning your next program?

By recognizing there are differences, you can plan accordingly to try to bridge this gap. Here are a few things to consider:

**Program** – Since keynote speeches and awards-night banquets appeal to Baby Boomers, but not necessarily Generation Xers, you may consider having a shorter presentation with an optional awards reception before the final banquet, according to Ann Fishman, president of Generational-Targeted Marketing Corp. (as cited in Welch's article).

**Registration** – While Baby Boomers and Traditionals are more likely to read material sent through the mail, the younger generations prefer to "click on a link that takes them to the registration page, auto-fills the information the organization has collected about them before, and then sends them a confirming e-mail, all within a minute or two. If the confirming e-mail includes an incentive for booking hotel rooms early, they'll like it even better," according to Wendover.

**Entertainment** – While musical acts featuring the 60s and 70s have been a meetings mainstay for years (as they appeal to Baby Boomers), consider offering alternative entertainment for the younger generation. Wendover suggests this could be a contemporary comedy act, a fun run, or even the option to fly home early.

**Incorporating Technology** – Most young professionals prefer informative sessions that involve them. One option is to invite attendees to text-message or e-mail questions pertinent to the session, which are reviewed, edited and posted on a big screen

*Continued on page 26*

# Green Tie Optional

## April Meeting Highlights

► Diane Meyer

Oshkosh Convention & Visitors Bureau  
Oshkosh, WI



**Top:** MPI-WI Chapter members are getting ready to learn "green."

**Middle:** Tami Gilbertson, CMP and Linda Dupont, BA converse at the EAA AirVenture Museum.

**Bottom:** One of the 140 immaculate aircraft on display at the EAA AirVenture Museum.

On April 17<sup>th</sup> the MPI-WI Chapter held its spring program entitled "Planting the Seed" in Oshkosh. Hosts included the EAA (Experimental Aircraft Association), Encore Event Planning, Hilton Garden Inn and the Oshkosh Convention & Visitor's Bureau.

The EAA Museum was the backdrop for this fun and educational day, which included a welcome address from the President of the EAA, Tom Poberezny. MPI members began the day with a fully organic salad bar provided by the Hilton Garden Inn in the Eagle Hanger. After lunch, members meandered through the Museum to the Gold-water Room, which overlooks the airfield. Upon arrival in the Gold-water room, members were welcomed with fully-stuffed recycled gift bags donated by MARCO. The bags included "green" items that ranged from compact fluorescent light bulbs, courtesy of Dairyland Power Coop, to pencils made from recycled U.S. currency. Even the tables were adorned with recycled plastic water bottles from the Oshkosh Convention & Visitor's Bureau.

We'd like to extend a warm thank you to all of the organizations that helped make this event a success, including:

- Dairyland Power Coop
- Encore Event Planning
- Energy Center of Wisconsin
- Experimental Aircraft Association
- Hilton Garden Inn
- MARCO
- Midwest Merchandising
- Oshkosh CVB
- Oshkosh House of Flowers
- Outlet Shoppes at Oshkosh
- PC Nametag

We were entertained and educated with presentations by Marge Anderson, Sherry Benzmilller, CMP and Amy Spatrisano. The meeting concluded with many fabulous raffle prizes including a \$350 Gathering of Eagles Leather Jacket and several gift cards and merchandise from The Outlet Shoppes at Oshkosh. The Oshkosh Convention & Visitors Bureau also donated a Samsonite bag filled with gift certificates from local businesses valued at over \$200. Tours of the Museum were provided along with shuttle service to the Hilton Garden Inn for a delightful evening reception. The guests were entertained with the music of The Donna Ruzicka Trio and everyone enjoyed hors d'oeuvres and cocktails while networking with fellow MPI members.

Green meetings continue to be a hot trend in the meetings industry. To build on this momentum, the planning committee for this program incorporated a "green" theme whenever possible. PC Nametag generously donated name badges made from recycled PVC as well as lanyards made from recycled pop bottles. The centerpieces, which were donated by Oshkosh House of Flowers, consisted of fully biodegradable organic pots and natural grasses. ▀

# Make your next meeting...

## Annual Meeting Agenda: Timber Ridge Lodge

9:30 Presentations at activity center  
1:00 Lunch at waterpark  
3:30 Climbing wall  
5:00 Pizza making  
7:00 Hayride to bonfire



*an adventure*

Boardroom or **bonfire**, spreadsheet or **bare feet**, abundant meeting space or **endless activities**, limousine rides or **hayrides...**  
**the possibilities are unlimited.**

A step above the  
ordinary... For your  
personal service,  
call our Sales Team  
at 800-558-3417

Experience meetings with a twist complemented with all-suite accommodations. Enjoy a private bedroom, whirlpool bath, fireplace, covered balcony and kitchenette completely stocked with munchables at your request for late night brainstorming.

7020 Grand Geneva Way • Lake Geneva  
800.558.3417 • [www.timberridgesort.com](http://www.timberridgesort.com)

A Service of The Marcus Corporation  A NYSE company

# Be Eco-friendly While Traveling

Article courtesy of Heidel House Resort, Green Lake, Wisconsin

Resources, whether they are time, money, trees, or water, are limited. While we cannot add extra hours to the day, it is up to us to make sure that these resources are here for years to come. In the state of Wisconsin we are surrounded by natural beauty and wildlife, so as we travel and hold meetings throughout the state it is important to do your part.

The first decision made when planning to travel is usually deciding where to stay. Look for hotel accommodations and tours that carry environmental friendly certifications or memberships in green industry associations – such Travel Green Wisconsin. Travel Green Wisconsin, which launched statewide in January 2007, is the first of its kind in the U.S. and has received national recognition.

Travel Green Wisconsin is a voluntary program which reviews, certifies, and recognizes tourism businesses and organizations that have made a commitment to reducing their environmental impact. Specifically, the program encourages participants to evaluate their operations, set goals and take specific actions towards environmental, social, and economic sustainability. Overall, Travel Green Wisconsin is a program that is designed to protect the beauty and vitality of Wisconsin's landscape and natural resources. A growing list of certified participants includes B&Bs, cafés, resorts, tour operations, convention centers and a variety of attractions. To learn if potential destinations are certified you can visit [travelgreenwisconsin.com](http://travelgreenwisconsin.com), which lists certified businesses.

To achieve Travel Green certification, businesses have to meet several goals including demonstration of how they encourage staff and vendors to be environmentally aware and how they reduce their solid waste generation and energy consumption. Some practices, among many, that can be implemented by are:

- Training staff in environmentally sound service practices
- Avoiding use of disposable paper cups, plates and dinnerware when glass or ceramics are an option
- Recycling aluminum cans, plastic containers, office paper, newspapers, magazines, cardboard and ink and toner cartridges
- Minimizing energy use by judicious use of motion sensors to turn on lights in public restrooms
- Using environmentally safe cleaning products
- Turning off unused computers, printers, and monitors to save energy

- Scheduling watering on the grounds for most efficient use of resources
- Giving guests the option to reuse sheets and towels every day
- Buying local products and produce to minimize transportation costs and unnecessary use of fossil fuels

In addition to selecting a “green” venue when traveling or holding meetings, there are many other things you can do to reduce your environmental impact. Here are some things that you can do before or while you travel to be more eco-friendly:

1. **Unplug** – Before you leave your home or office, unplug unnecessary appliances such as TVs, VCRs, stereos, toasters and microwaves. Unplug items you may have brought with you such as cell phone and laptop chargers. All of these items keep draining power, even when the device is fully charged or when in their off mode.
2. **Temperature** – Don't overheat or over-air condition: Keep the thermometer at 68 in winter and 78 in summer, and set your thermostat and water heater at low settings while you are gone. If your destination is a warm climate then close the drapes; this will keep the room cooler. Conversely let the sun warm up your room during the day if you are in a cooler climate.
3. **Lights** – Never leave lights or the television on when you are not in the room. Even keeping the bathroom light off at night will have a bigger impact than you think.
4. **Hotel Policy** – Take advantage of the hotel's linen reuse policy. You don't change your sheets every night at home, do you?
5. **Packing** – Travel-size packages might seem quick and convenient, but all that extra packaging takes a heavy toll on the environment. Instead try filling re-usable containers with the products you need instead of buying additional sundries. Also, leave unopened shampoo, soap, and other items in the hotel unless you are taking it home to use.
6. **Paper** – Grab only the maps and brochures that you will actually use. If in a large group, share brochures whenever possible.

A commitment to help preserve our environment only takes a small amount of your time, but it can really make a huge difference when we all do our part. ▀

# Meet Better

## Introducing Chula Vista Resort

After 3 years in the planning, and over \$200 million dollars invested, Chula Vista Resort is ready. Our incredible new meeting facilities and attractions exceed all expectations. Now it is your turn to experience the next generation of the finest meeting and convention resort in Wisconsin.



- ◆ The new column-free Wisconsin Dells Center is now open
- ◆ 180,000 sq ft of flexible meeting, conference & expo space available
- ◆ Over 600 guestrooms, suites, villas & condos



Wisconsin Dells ♦ 877-248-5223 ♦ [chulavistameetbetter.com](http://chulavistameetbetter.com)



It's not  
*Magic*  
but it's close




**Right size:**  
Accommodations for  
groups 10 to 2,000

**Right place:**  
17 hotels with magical  
meeting space

**Right activities:**  
Excellent shopping, dining  
and attractions

Experience the magic of meeting  
in the Fox Cities. For a Meeting  
Planner's Guide and to schedule  
a tour of the Fox Cities, contact us:

**1-800-236-MEET • [www.FoxCities.org](http://www.FoxCities.org)**



*Waukesha & Dewaukee*  
Meetings So Good!



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

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

*Teri, Manager  
Waukesha County  
Exposition Center*



**800-366-8474    [www.meetingsogood.org](http://www.meetingsogood.org)**

the "antithesis of the Donald Trump persona." He is not into fancy cars, expensive suits, status symbols, or disposable supermodel wives. You'll usually find this soft-spoken, unassuming man in khaki pants and a polo shirt, and most of his time is spent walking around his properties talking to people or spending time with his wife and four teenagers, with whom he is proud to have traveled to all fifty states.

Interesting, right? Here is an admirable, grounded family man, who is down-to-earth, cares about others, and likes to give warm fuzzies... but what exactly has driven him to achieve? From where does the inspiration come? He pauses thoughtfully after this question and finally concedes that he believes he was born with a "neurotic gene." Some people call this an entrepreneurial drive or creative spirit, but he sees it as a "quirk" that has been both a blessing and a curse. "I can't shut it off," he says. "The ideas never stop, I'm never satisfied, always looking for ways to improve." He goes on to say that over the years he has learned that "eventually you have to reconcile with your quirks and try to create balance."

His balance comes in the form of generosity, on an enormous scale, and he is passionate about one major community initiative in particular. In 1994, he launched the Tangelo Park Pilot Program with the goal of improving lives and expanding educational opportunities for children in the poverty-stricken and crime-ridden Tangelo Park neighborhood in Orlando.

According to a recent press release on the Rosen Hotels website, "This three-fold educational community service initiative provides free preschool for every two-, three- and four-year-old child living in the Tangelo Park neighborhood, full college or vocational school scholarships for every graduating high school senior in the area, as well as a Neighborhood Center for Families at which parents can take parenting courses and obtain counseling and other resources to help them become positive role models for their children. To date, 310 teens who have graduated from high school have received full college or vocational school scholarships and 367 children have participated in the free preschool program and are now in elementary school. Prior to the program, the vast majority of high school students from Tangelo Park did not go on to college and the drop out rate was close to 60 percent. Today, the high school drop out rate is less than 4 percent and 60 percent go on to college."

Mr. Rosen mentioned that he recently stopped by the local Walgreen's to pick up a prescription for his wife where the pharmacist recognized him and timidly asked, "Are you really Mr.

Rosen?" He answered, "Yes," and the young man proudly exclaimed with deep gratitude, "I am from Tangelo Park." He had used the scholarship money and the educational opportunities provided by the Tangelo Park Pilot Program to rise out of poverty and become both a pharmacist and positive role model in his community.

Chuck Dziuban, Director of the Research Initiative for Teaching Effectiveness at the University of Central Florida is a fervent proponent of the program and claims that "with strong involvement and leadership from the business community and visionaries like Harris Rosen, neighborhoods can successfully change their own dynamics from one of poverty and crime to one of hope, education and self-reliance. I believe Tangelo Park is the prototype model for urban reform in the United States."

---

**"Oprah, we need to get the word out; these kids need hope."**

---

What's next for Mr. Rosen? OPRAH. "We need to get the word out; these kids need hope," he explains. His dream is to in-

spire others (including Oprah and her influential, deep-pocketed friends) to take the Tangelo Park Pilot Program and expand it to poverty-stricken neighborhoods across the country. He doesn't want recognition for what he is doing, he just wants others to take up the torch and help him make a difference.

In his humble, gentle manner he tells me, "You see, it's really quite selfish to be generous; the gratification I get from helping others is amazing. I tell my friends to do it while they are still alive, when they still can see the impact, hear the personal stories, read the touching thank you letters, and feel the hugs and appreciation. Wait until you die, and you will miss all of that."

How refreshing, to encounter gracious individuals who derive so much satisfaction from helping others. Over the past few years, I have had the honor of working with two extraordinary women who have generously dedicated huge amounts of their free time to enhance the MPI-WI Chapter and mold this publication into what it is today: Tami Gilbertson, CMP, and Marie Johnson, CMP. They have become mentors and friends and I am continuously inspired by their creativity and commitment to "giving back."

As my term as Editor comes to a close, your new Co-Editors, Lori Fuhrmann and Michelle Reed along with the MPI-WI leadership, are already hard at work undertaking a creative redesign to the look and feel of these pages. I challenge you to join them and become part of this transformation by sharing your unique talents. Submit an article, volunteer on a committee, or attend a chapter event. Meet the benevolent leaders among us... *and then become one.* ▀

# Outreach for America's Second Harvest of WI

► **Wanda Gilles**  
*WPS Insurance  
Madison, WI*

With the timing of schools releasing for the summer at the end of May, the MPI Wisconsin Chapter held a non-perishable food drive for the America's Second Harvest of Wisconsin food bank. This food drive was held during the May 15th, Spring Education Day event in Brookfield, Wisconsin. We hope that by having the food drive at our Education Day Event it will help those that have had supplemented food through the school systems and will now have to come up with food for their children who will be home throughout the summer.

We asked several companies to hold a food drive at their offices and bring the collections to the May 15 chapter meeting. For those who were not able to hold food drives at their offices, we asked that they bring a grocery bag filled with non-perishable items. Monetary donations to the Second Harvest of Wisconsin were also accepted.

America's Second Harvest of Wisconsin has warehouses in Milwaukee and the Fox Valley, where they distribute 13 million pounds of food a year to more than 1,100 pantries, meal programs and other non-profit agencies that serve nearly 235,000 people in the eastern half of Wisconsin.

Through the Milwaukee distribution center, they provide more than 11 million pounds of food to nearly 800 non-profit programs in nine counties. More than 172,000 people depend on food supplied by America's Second Harvest of Wisconsin's Milwaukee warehouse.

Through the Fox Valley branch, they provide more than 2 million pounds of food to nearly 300 non-profit programs in 27 counties. More than 62,000 people depend on food supplied by American's Second Harvest of Wisconsin's Fox Valley distribution center.

American's Second Harvest of Wisconsin was founded in 1982 by the Rotary Club of Milwaukee. Starting with their first donation of a bushel of apples, they have distributed more than 160 million pounds of food to the hungry in our state. ▼

## MPI-WI & WSAE June Event

### Calling all Golfers (and Non-Golfers!)

**June 18, 2008  
Kalahari Resort  
Wisconsin Dells, WI**



MPI-WI and the Wisconsin Society of Association Executives (WSAE) are proud to jointly host their third annual golfing event on Wednesday, June 18, 2008. This year's team, The Kalahari Resort and Trapper's Turn Golf Course have a fantastic day of events planned for golfers. Non-golfers will enjoy a few laps in an authentic stock car at the Dells Raceway Park followed by a ride on Dells Army Ducks. The entire group will convene in the evening to share the day's highlights during a fun networking reception.

Visit [www.mpiwi.org](http://www.mpiwi.org) for more detailed information.

# Wisconsin Lodging

## Makes Meetings Memorable

### APPLETON Best Western Midway Hotel

3033 W. College Avenue  
Appleton, WI 54914  
920/731-4141 Fax: 920/731-6343  
Contact: Natasha Spietz  
natasha-appleton@bwmid2way.com  
www.bwmidway.com  
**Mtg Rms: 6 Slp Rms: 105 F&B: Yes**  
Directly off Hwy. 41. Fox River Mall one-half mile. Three miles from Outagamie County Airport.

### 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 Slp Rms: 125 F&B: Yes**  
Just off I-94, 10 minutes from Milwaukee. Maxwell's Restaurant & Cali's Grille Room. Symposium Theater. Close to major businesses and Mitchell Field.

### DOOR COUNTY - EGG HARBOR Landmark Resort

7643 Hillside Road  
Egg Harbor, WI 54209  
920/868-3205 Fax: 920/868-2569  
Contact: Louise Franda, Gina Hartl  
sales@thelandmarkresort.com  
www.thelandmarkresort.com  
**Mtg Rms: 11 Slp Rms: 294 F&B: Yes**  
We specialize in creating exceptional meetings and memorable events... with your budget in mind.

### DOOR COUNTY - EGG HARBOR Newport Resort

7888 Church Street  
Egg Harbor, WI 54209  
920/868-9900 Fax: 920/868-2401  
Contact: Denise Stillman  
newportresort@dcwis.com  
www.newportresort.com  
**Mtg Rms: 2 Slp Rms: 58 F&B: Yes**  
Newport Resort features one and two-bedroom suites. Indoor and outdoor pools, whirlpool, sauna, fitness room, grill and picnic area.

### 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 Slp Rms: 67 F&B: No**  
Bridgeport Resort features one, two or three bedroom suites, pools & fitness room. Great waterfront location in historic downtown.

### EAU CLAIRE Metropolis Hotel

5150 Fairview Drive  
Eau Claire, WI 54701  
715/852-6000 Fax: 715/852-6002  
Contact: Tami Severson  
sales@metropolishotel.com  
www.metropolishotel.com  
**Mtg Rms: 2 Slp Rms: 107 F&B: Yes**  
107 rooms, suites, business center, lounge, continental breakfast and fitness center with sauna.

### ELKHART LAKE Victorian Village Resort

279 Victorian Village Drive  
Elkhart Lake, WI 53020  
877/860-9988 Fax: 920/876-3484  
Contact: Jeremie Slagle  
jeremieslagle@vicvill.com  
www.vicvill.com  
**Mtg Rms: 1 Slp Rms: 80 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 Slp Rms: 145 F&B: Yes**  
Close to Lambeau Field and Packers Hall of Fame. Three minutes from downtown. Ten minutes from Austin Straubel Airport. Renovated meeting rooms.

### LA CROSSE Best Western Midway Hotel

1835 Rose Street  
La Crosse, WI 54603  
608/781-7000 Fax: 608/781-3195  
Contact: Kari Schaller  
kari-schaller@bwmidway.com  
www.midwayhotels.com  
**Mtg Rms: 5 Slp 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 Slp Rms: 39 F&B: Yes**  
Downtown Lake Geneva. Luxury all-suite hotel overlooking Geneva Lake. Ideal for corporate events.

### MADISON Holiday Inn Madison at The American Center

5109 W. Terrace Drive  
Madison, WI 53718  
608/216-7502 Fax: 608/216-7511  
Contact: Margaret Forsman  
margaretforsman@sixtities.com  
www.holidayinn.com/madisonwi  
**Mtg Rms: 4 Slp Rms: 139 F&B: Yes**  
Brand new hotel, full-service restaurant and bar. Exceptional meeting space, easy access from I-90/94.

### 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 Slp 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: Sue Kinas  
skinas@hotelmetro.com  
www.hotelmetro.com  
**Mtg Rms: 5 Slp Rms: 63 F&B: Yes**  
Rated as one of the top 96 hotels of the world for Business Travelers. In Milwaukee's downtown with rooftop spa.

### PEMBINE The Four Seasons Resort on Miscoano Island

N16800 Shoreline Drive  
Pembine, WI 54156  
715/324-5244 Fax: 715/324-5153  
Contact: Barbie Patterson  
barbiepatterson@imageh.com  
www.fourseasonswi.com  
**Mtg Rms: 5 Slp Rms: 55 F&B: Yes**  
The Four Seasons Resort on Miscoano Island offers 55 all-suite guest rooms and meeting space up 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 Helgeson  
erin@bestwesternwaupaca.com  
www.bestwesternwaupaca.com  
**Mtg Rms: 6 Slp Rms: 90 F&B: Yes**  
Centrally located, conferences up to 400, full-service health club on-site, indoor waterpark. Free breakfast, free high-speed internet.

### 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 Slp Rms: 100 F&B: Yes**  
By Granite Peak Ski Area. Recently renovated rooms. Hoffman House Restaurant. Airport shuttle.

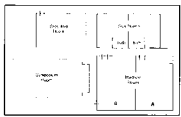
### WAUSAU Jefferson Street Inn

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 Slp 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 Name	DIMENSIONS BY TYPE			SEATING CAPACITY				
	Width	Length	Depth	Breakfast	Conference	Theater	Classroom	Reception
Room 1	12	14	6	10	10	10	10	10
Room 2	12	14	6	10	10	10	10	10
Room 3	12	14	6	10	10	10	10	10
Room 4	12	14	6	10	10	10	10	10
Room 5	12	14	6	10	10	10	10	10
Room 6	12	14	6	10	10	10	10	10
Room 7	12	14	6	10	10	10	10	10
Room 8	12	14	6	10	10	10	10	10
Room 9	12	14	6	10	10	10	10	10
Room 10	12	14	6	10	10	10	10	10

# Hot Fun (and Learning) in the Summer Time



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

Does your brain switch into a different mode as summer gets closer? Well, the chapter switches modes as well! The June Golf Outing is our final event of the year, and while the new "MPI Year" starts on July 1, chapter events won't begin until the Awards Gala in September.

There is still plenty going on over those months – the Education team is planning the next year's programs, the Special Events team is planning the Holiday gathering, the Newsletter team is working on the next issue of the Agenda. As a whole, the Board of Directors is focusing on growing the chapter membership and keeping us on financially solid ground.

So....where's the "fun" part in all this? You might not be participating in any chapter events that advance your professional knowledge, but there are still plenty of things to learn and experience. Take advantage of the beautiful Wisconsin summer weather, and come back in September to tell everyone what you did that was fun and interesting. And if you are having trouble thinking of something, here are some ideas:

- Take a photography workshop or a painting class
- Learn how to canoe or kayak
- Buy or rent a bike and hit the local trails
- Sign up for a fun run/walk
- Visit the local botanical gardens and learn about native plants
- Buy an astrological map and see how many stars and planets you can find
- Go bird watching
- Take a hike through the local nature preserve or park
- Play tourist in your home town – visit the local museums and historical sites

Have a great summer, everyone. I can't wait to hear your story in September! ▀

## Generational Shifts Continued from page 17

during the presentation. Or consider incorporating a funny clip from "You Tube" to support the meeting message. This can benefit all involved. But to keep attendees focused, consider barring cell phones, PDAs, and Wi-Fi in the session, but immediately provide it to them when they leave the room.

**Post-program** – To appeal to younger generations, provide resources such as downloadable documents or a webinar as a follow-up to the program.

These are a few ways to increase the appeal to all generations for your program. Since the various generations have different learning styles, customizing your program to appeal to your specific group is destined to pay dividends in the end. ▀

---

*David Gabri is president and CEO of Associated Luxury Hotels International (ALHI), which has the national sales responsibilities to the meetings and incentive industries for its membership of over 100 premier Four- and Five-Diamond/ Star quality hotels and resorts worldwide.*

---

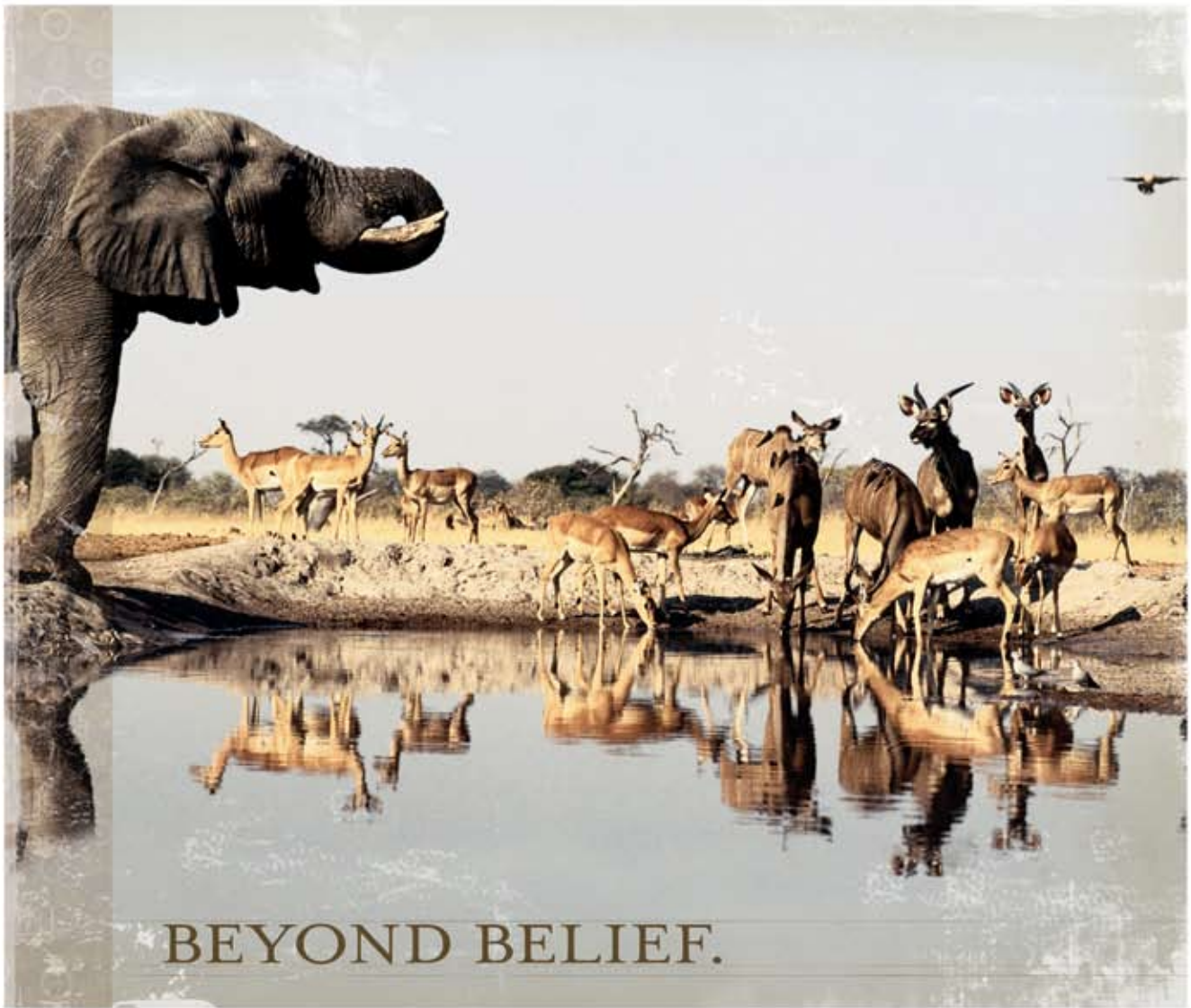


## STAY ON TOP OF WISCONSIN MEETINGS NEWS

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

**SUBSCRIPTIONS ARE FREE**

(800) 386-3228



**B**EYOND 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. Enjoy the best golf in the area at Trappers Turn®, our award-winning championship golf club, with great Stay and Play packages. For more information, email us at [WIGroups@KalahariResorts.com](mailto:WIGroups@KalahariResorts.com).

[KalahariResorts.com](http://KalahariResorts.com) / 608-254-3314 / Wisconsin Dells – Sandusky, Ohio

## BEYOND



Convention Center



Beautifully appointed guest rooms and suites



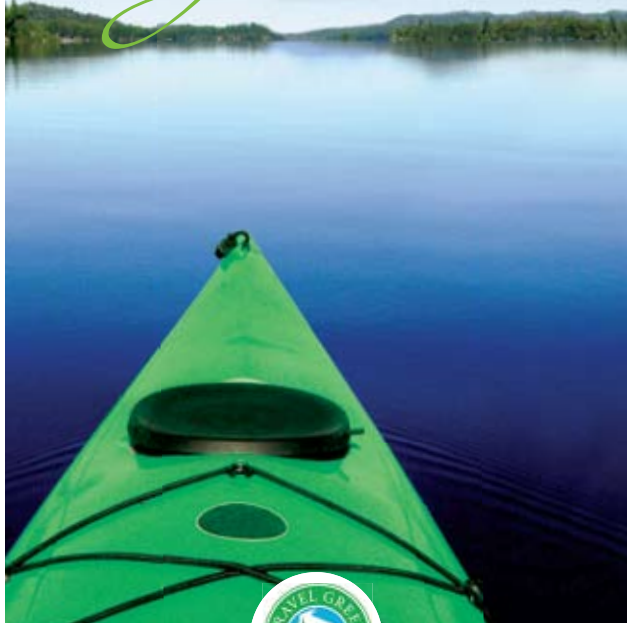
First-class spa and salon



27 Holes of Championship Golf


© 2008 Kalahari Development, LLC. All rights reserved.

find  
your shade of  
*green*



**Not all greens are created equal.**

Up north green is more brilliant. It's pure and it runs deeper. It's in our lush woods. Crisp blue skies. Days spent on the lakes. It's in our **Travel Green Wisconsin certification** verifying our area's commitment to making environmentally thoughtful choices. And it's in our ability to meet your group's every meeting, team-building adventure or retreat need.

For more information, contact Corrie Lam, our director of group travel.

**MINOCQUA**  
ARBOR VITAE - WOODRUFF

Minocqua.org/groups  
1-800-44-NORTH

The meeting with our Chinese clients was a complete success. *Everyone* should use this tool to prepare for their meetings.



Access the  
**CultureActive® Tool**  
at [mpiweb.org](http://mpiweb.org)



MEETING PROFESSIONALS INTERNATIONAL

YOUR  
**FUTURE**  
IS SHOWING.

Register now at [mpiweb.org/wec](http://mpiweb.org/wec)

**World Education Congress**  
August 9-12, 2008  
Las Vegas  
Mandalay Bay Resort & Casino



# New Members

*Please help us welcome our new members.*

**Gladys Acres**

Holiday Acres Resort  
4060 S Shore Drive P.O. Box 460  
Rhineland WI 54501  
715-369-1500 • 715-369-3665  
gladysacres@yahoo.com  
Supplier Meeting Professional

**Ashley E Birkholz**

5056 Autumn Leaf Ln. Apt 336  
Madison WI 53704  
608-712-7881  
abirkholz@wisctv.com  
Student

**Jeri Lynn Breen**

Director of Administration  
AGC of Wisconsin, Inc.  
4814 E. Broadway  
Madison WI 53716  
608-221-3821 • 608-839-8074  
jerib@agcwi.org  
Association/Non-profit Meeting  
Professional

**Alexandra Chugina**

905 Deppe Street  
Baraboo WI 53913  
6083932113  
ChuginaS@mail.ru  
Student

**Mary A Denis, CDME**

Denis & Company  
Owner  
1127 N. Cass Street Apt. 1A  
Milwaukee WI 53202  
414-559-3701  
marydenis@yahoo.com  
Supplier Meeting Professional

**Patrick Dobrinski**

Dir. of National Accounts, Group  
Marcus Hotels and Resorts  
100 E. Wisconsin Ave. #1950  
Milwaukee WI 53202  
414-2073813  
patdobrinski@marcushotels.com  
Supplier Meeting Professional

**Amber Flanagan**

Sales and Events Coordinator  
1407 N. Martin Luther King #201  
Milwaukee WI 53212  
414-224-3847 • 414-224-3800  
amber.flangan@mam.org  
Supplier Meeting Professional

**Rebecca J. Foerst**

Team Leader  
American Express, Corp.  
Meeting Solutions  
3324 S. 45th Street  
Greenfield WI 53219  
414-546-0342 • 414-546-1376  
rebecca.j.foerst@aexp.com  
Meeting Management  
Professional - Planner

**Ashley Gray**

Sales Coordinator  
1915 E Kenilworth Place Box 106  
Milwaukee WI 53202  
414-270-6060  
agray@hyatt.com  
Student

**Jennifer Rose Hansen**

Employee Communication  
Specialist  
WPS Health Insurance  
1751 W. Broadway  
Madison WI 53713  
608-226-7867 • 608-223-5838  
jennifer.hansen@wpsic.com  
Corporate Meeting Professional

**Ryan Helgeson**

Student  
1917 E Dayton St #1  
Madison WI 53704  
920-222-3150  
rhwi@hotmail.com  
Student

**Sylvia J. Hemauer, CMP**

Manager of Special Events &  
Corporate Travel  
Sargento Foods  
One Persnickety Place  
Plymouth WI 53073  
(920) 893-8484 • (920) 893-8399  
sylvia.hemauer@sargento.com  
Corporate Meeting Professional

**Amy H. Idsvoog**

Director of Sales  
Four Points by Sheraton Fresno  
3737 N. Blackstone Ave.  
Fresno CA 93726  
559-230-8413 • 559-227-2084  
aidsvoog@fourpointsfresno.com  
Supplier Meeting Professional

**Jill Marie Jacobs**

Director of Sales  
Ramada Convention Center  
205 S. Barston  
Eau Claire WI 54701  
715-855-0870 • 715-835-3592  
jjacobs@rathcompanies.com  
Supplier Meeting Professional

**Rodney Jenkins**

5946 Seminole Ct #2  
Fitchburg WI 53711  
608-274-0470  
608-274-0470  
jenkins\_rl@hotmail.com  
Student

**Susan C. John**

Annual Session Speaker  
Coordinator  
4173 N Bartlett Ave  
Shorewood WI 53211  
414-755-4118 • 414-755-4119  
msjohn@sbcglobal.net  
Association/Non-profit Meeting  
Professional

**Kristi G. Kaiser**

344 West Dayton Street Apt 1M  
Madison WI 53703  
608-772-3170  
kgkaiser@mac.com  
Student

**Jennifer Marie Kazmierczak**

Meeting Planner  
Assurant Heath  
501 W. Michigan St.  
Milwaukee WI 53203-2706  
414-299-1082 • 414-299-6370  
jenny.kazmierczak@assurant.com  
Corporate Meeting Professional

**Robin Kruk**

Student  
4414 Hideaway Hollow  
Racine WI 53403  
262-554-6499 • 262-554-4787  
Student

**Monique Lomax**

Convention Sales Manager  
Greater Madison CVB  
615 E. Washington Ave.  
Madison WI 53703  
608-441-3943 • 608-441-7007  
lomax@visitmadison.com  
Supplier Meeting Professional

**Roseann Marotz**

Meetings Manager  
Intl Society for Biological  
Therapy of Cancer  
555 E. Wells Street Ste. 1100  
Milwaukee WI 53202  
414-271-2456 • 414-276-3349  
rmarotz@isbtc.org  
Association/Non-profit Meeting  
Professional

**Cindy M. McKeown**

Meeting Coordinator  
InSite Selection Services, Int'l  
911 1/2 21st Avenue  
Monroe WI 53566  
608.325.2810  
cindy@insiteselection.com  
Corporate Meeting Professional

**Amy Mutranowski, CMP**

Meeting Planner  
13740 W Edgewood Ave  
New Berlin WI 53151  
414 427-3928  
amutranowski@wi.rr.com  
Meeting Management  
Professional - Planner

**Jill M. Rennie**

Meetings & Facility Rental  
Coordinator  
Conserve School  
54000 N. Black Oak Lake Rd.  
Land O Lakes WI 54540  
715-547-1402 • 715-547-1386  
jill.rennie@conserveschool.org  
Supplier Meeting Professional

**Janine Wachter**

Convention Services Manager  
Greater Madison CVB  
615 E. Washington Ave.  
Madison WI 53703  
608-441-3949 • 608-441-7010  
janine.wachter@gmail.com  
Supplier Meeting Professional

**Lynn A. Wineland**

Meeting / Travel Coordinator  
Harley-Davidson Motor Company  
3700 W. Juneau Ave.  
Milwaukee WI 53208  
414-343-7826 • 414-343-4254  
lynn.wineland@harley.davidson.com  
Corporate Meeting Professional

# Why do these ladies keep asking me to buy raffle tickets?

## February Meeting Recap

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



Thank you to the companies and individuals who donated raffle items:

AWSA, Chippewa Valley CVB, Clock Tower Resort, Connors/Barrett & Co, LLC, Country Springs Hotel, ConferenceDirect, Cranberry Lodge, Dairyland Power, Edison Liquor, Sherry Benzmilller, Heidel House Resort, Hilton Milwaukee, Inns at Southbridge, League of WI Municipalities, Marie Johnson, Marco Promotions, Marriott Milwaukee West, Meetings & Incentives, Midwest Airlines, Milwaukee Brewers, Monona Terrace, PC Nametags, Pfister, Premier Meetings and Incentives, Racine CVB, Radisson Paper Valley, Ramada Plaza Hotel – Fond du Lac, Robert W Baird, Rockwell, The Osthoff Resort, Thunder Bay Grille, Waukesha CVB, Wisconsin Dells CVB, Tami Gilbertson, Zilli Hospitality Group, Vicki Zacharias

Sponsors like these make it possible for us to maintain such a strong chapter!

At most educational meetings, MPI-WI gathers prizes from companies and individuals to raffle off to fellow members at the end of each monthly meeting. February's team went above and beyond in the raffle department! They had a wonderful wine raffle and silent auction. Plus, a portion of the wine tasting profit was donated, as well. The grand total from all of these efforts came in at \$3,084! Some of you may be asking "Where does all this hard-earned money go?" With the help of some of my fellow MPI members I can tell you!



**Above:** Laura Cornell takes a new potential member under her wings.

Laura Cornell explains, "Raffle/silent auction monies are used in part to bolster the wonderful educational opportunities our chapter offers to the membership. Each monthly meeting provides a fun and entertaining way for all members to contribute to our chapter's financial success and to win fabulous prizes. Of course, we couldn't do it without the support of the folks supplying the prizes!"

We welcome almost any donation and we are so very appreciative of our sponsors! Please, please, donate and donate often! Generally we receive a wide variety of gifts including overnight stays, gift baskets, company logo goods (mugs, thermoses, clothing, bags, umbrellas, and coolers), restaurant gift certificates, etc.

If you are interested in donating any items for a raffle, please contact Patricia Kemner at [pkemner@chrco.com](mailto:pkemner@chrco.com) our very own Raffle Team Lead or team member Kim Jones at [KJones@meetings-incentives.com](mailto:KJones@meetings-incentives.com). If you are interested in winning some of these goodies you can pre-purchase tickets when you register (and you even get an extra 10 tickets when you buy online) or you can find some fellow MPI members selling tickets at each meeting!

Thank you SO much once again to all of those who participated! ▀



*Above: Thanks to the generous donations of our members, the wine was free flowing.*

*Left: Our very own join in the fun and provide comedic relief at the comedy event.*

*Below Left: Beautifully packaged wine ensembles helps raise funds for the chapter.*

*Below: Susan Kainz welcomes the group to the Delafield Inn.*



# Datebook: Calendar of Events

## JUNE 2008

### 18 MPI-WI & ASAE Golf Outing

Kalahari Resort  
Wisconsin Dells, WI  
[www.mpiwi.org](http://www.mpiwi.org)

### 27 MPI Chicago Area Chapter CMP Study/Review Weekend

Chicago, IL  
[www.mpicac.org](http://www.mpicac.org)

## AUGUST 2008

### 9-12 MPI World Education Congress

Mandalay Bay Resort & Casino  
Las Vegas, NV  
[www.mpiweb.org](http://www.mpiweb.org)

20 **CMP Application Deadline**  
for the January 2009 Exam  
[www.conventionindustry.org](http://www.conventionindustry.org)

## SEPTEMBER 2008

### 11 MPI-WI Chapter Awards Gala

Blue Harbor Resort & Conference Center  
Sheboygan, WI  
[www.mpiwi.org](http://www.mpiwi.org)



## MEETINGS MADE EASY

- 37,000 sq. ft. of Conference Space
- Beautifully Renovated Meeting Space, Lobby and Guest Rooms
- Free Wireless Internet Access in Lobby, Business Center and Guest Rooms
- Award-winning Reputation for Service and Food
- 5 Unique Restaurants, 3 Lounges, Indoor Pool and Fitness Center
- Voted Best Hotel for Business Meetings - *Corporate Report WI*

Home of the Legendary  
**VINCE LOMBARDI'S STEAKHOUSE**  
*"Commitment to Excellence"*

**DOWNTOWN APPLETON**  
333 West College Avenue  
920-733-8000 • 800-242-3499  
[www.radissonpapervalley.com](http://www.radissonpapervalley.com) • [www.montclairhotels.com](http://www.montclairhotels.com)

**Radisson**  
RADISSON PAPER VALLEY HOTEL

## WISCONSIN CHAPTER



### MPI Wisconsin Chapter

2830 Agriculture Drive  
Madison, WI 53718

tel: 608-204-9816

fax: 608-204-9818

email: [admin@mpiwi.org](mailto:admin@mpiwi.org)

web: [www.mpiwi.org](http://www.mpiwi.org)