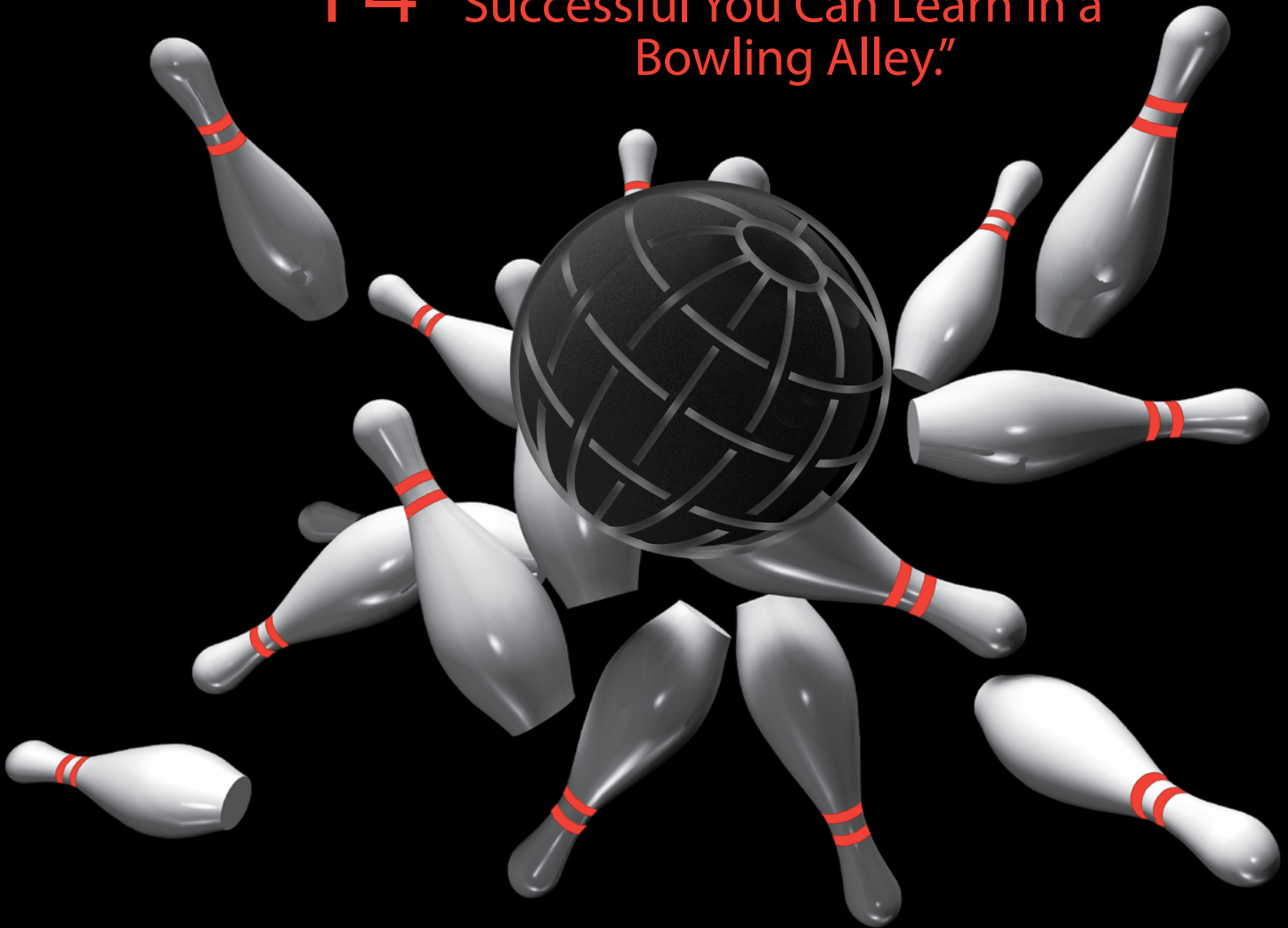


Agenda

October's Speaker:

14 "Everything You Need to be
Successful You Can Learn in a
Bowling Alley."



Also in this issue:

- 8 The Newest Trends in Team Building
- 10 My Future, My Foundation
- 28 Alternatives to Traditional Work Week

Wisconsin Lodging

Small Meeting Solutions

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.midwayhotels.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. Old Bavarian German Gasthaus & Bar

BLACK RIVER FALLS Holiday Inn Express Hotel & Suites

W10170 Highway 54 E
Black River Falls, WI 54615
715/284-0888 Fax: 715/284-9789
Contact: Kristina Gilberg
expressbrf@centurytel.net
www.hiexpress.com/blackriverwi
Mtg Rms: 3 Slp Rms: 75 F&B: No
Located at I-94 exit 116, 160 miles from Milwaukee and Minneapolis. Meetings from 2-200.

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, fifteen 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 - 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

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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
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780 Armed Forces Drive
Green Bay, WI 54304
920/499-3161 Fax: 920/499-9401
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sales-greenbay@bwmidway.com
www.midwayhotels.com
Mtg Rms: 9 Slp Rms: 145 F&B: Yes
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920/457-4441x52112 Fax: 920/457-7011
Contact: Missy Dortman
missy.dortman@kohler.com
www.DestinationKOHLER.com
Mtg Rms: 21 Slp Rms: 240 F&B: Yes
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kari-schaller@bwmidway.com
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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
608/249-4220 Fax: 608/216-7511
Contact: Margaret Stauffacher
margaretstauffacher@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@ambassadormilwaukee.com
www.ambassadormilwaukee.com
Mtg Rms: 5 Slp Rms: 120 F&B: Yes
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411 E. Mason Street
Milwaukee, WI 53202
414/272-1937 Fax: 414/225-3282
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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
920/217-6149 Fax: 715/324-5153
Contact: Barbie Patterson
barbiepatterson@fourseasonswi.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 over 7,000 square feet of meeting space.

RACINE Radisson Hotel Racine Harbourwalk

223 Gaslight Circle
Racine, WI 53403
262/632-7777 Fax: 262/632-7334
Contact: Jeffrey Raddatz
jeffrey.raddatz@radisson.com
www.radisson.com/racinewi
Mtg Rms: 4 Slp Rms: 121 F&B: Yes
Full service hotel with over 4,000 square feet of meeting and event space with gorgeous views of Lake Michigan.

WAUPACA Best Western Grand Seasons Hotel

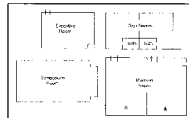
110 Grand Seasons Drive, P.O. Box 529
Waupaca, WI 54981
877/880-1054 Fax: 715/258-4294
Contact: Erin Helgeson
erin@bestwesternwaupaca.com
www.bestwesternwaupaca.com
Mtg Rms: 6 Slp Rms: 90 F&B: Yes
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715/842-1616 Fax: 715/845-3726
Contact: Chloe Fischer
cfischer-sales@bwmidway.com
www.midwayhotels.com
Mtg Rms: 10 Slp Rms: 100 F&B: Yes
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201 Jefferson Street
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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
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Room Name	Width	Length	Area	Height	Tables	Chairs	Stage	Bar	TV	Projector	Sound	Lighting	Other
Executive	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive A	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive B	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive C	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive D	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive E	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive F	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive G	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive H	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive I	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive J	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive K	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive L	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive M	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive N	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive O	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive P	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive Q	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive R	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive S	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive T	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive U	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive V	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive W	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive X	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive Y	12	18	216	10	0	0	0	0	0	0	0	0	0
Executive Z	12	18	216	10	0	0	0	0	0	0	0	0	0

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2008-2009
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FROM THE EDITOR'S DESK

With the infiltration of collaborative and interactive media in our daily lives, we can only

speculate on the effects that it may have in our near future both personally and professionally. We must keep abreast of this technology and select the tools that will best aid us in becoming more effective and not complicate our lives.

Every time I hear about an educational session on technology, I try to attend. And it seems like every time there is always something new on the forefront. I feel like while I am sitting in that session there are hundreds of new websites and technologies popping up and the things that I am learning in that classroom, at that moment, are already out-of-date. While most of us will never be able to utilize and explore all collaborative and interactive media and still hold full-time jobs, I would like to take this opportunity to share with you one useful tool that I hope you will explore.

About a year and a half ago I heard a term that was foreign to me at the time, but quickly became relevant—wiki. As you may know, a wiki is a collection of web pages designed to enable anyone who accesses it to contribute or modify content in real-time. They are often used to create collaborative websites and documents and help to foster a feeling of group interactivity without necessitating a need for a face-to-face meeting. If you have never had the chance to create or explore wikis, I highly suggest that you do. My company was able to eliminate a two-day, in-person meeting by switching to collaboration through a wiki, therefore saving the client thousands of dollars. In no way do I think that online tools should replace

face-to-face contact, however, when you have many people spread across continents, new technologies can help to bridge the miles with little to no expense.

In the spirit of setting our own technological wheels into motion, I have set up an MPI-WI wiki (www.mpiwi.pbwiki.com) for MPI Agenda newsletter ideas. We will leave this wiki open indefinitely and encourage you to add your future article suggestions here. We also encourage you to take, edit and/or delete suggestions from this page and write articles for upcoming Agendas. Sometimes the biggest hurdle to writing an article is getting the initial idea, so we hope that this will help.

On a final note, over twenty MPI-WI members attended the MPI World Education Congress that was held August 9-12 at the Mandalay Bay Resort & Casino in Las Vegas. We all had a great time, learned many things and made numerous new connections that will be featured in the November/December Agenda newsletter. In particular, I had the chance to attend a session on social media that I can't wait to share with those of you interested in technology!

I hope to see you at future MPI events. In the meantime, if you have any comments or suggestions regarding the Agenda newsletter, please feel free to contact me or send an email to editor@mpiwi.com.



PS—Don't forget to visit www.mpiwi.pbwiki.com to view, add and alter Agenda newsletter article ideas/topics!



Michelle Reed is the Meetings Manager for Association Acumen, a full service association management company that provides staff leadership and support for non-profit membership associations in Wisconsin, the U.S. and internationally.

Requests for reprint permission should be directed to Michelle Reed at editor@mpiwi.org.

MPI FUN FACTS & STATS

The MPI Wisconsin Chapter was chartered in 1977 and started with 50 members. By the end of 2007-08 term, the Chapter increased to 370 members. Last year we experienced growth again and a retention rate of 77.72%.

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THE ROLE OF LEADERSHIP

Welcome to a new MPI Year!

It's hard to believe that MPI-WI Chapter is entering its 32nd year! The evolution of this industry over the past three decades is incredible. Think for a moment how technology has made an impact on how we do business. The now close to obsolete fax machine made its debut in the mid-80s (affordable ones that is), the computer was a luxury item for businesses in the late 70s, and voice mail (answering machine) was available to companies in the early 80s. Fast forward 25-30 years and here we are with blackberries, laptops, instant messaging, blogs and email.

As you know, keeping up with this ever-changing technology is necessary to make a business or organization successful. Our commitment to providing the tools to make you successful in your professional growth is strong. This year your board will embark on changes making further enhancements to the website that will provide you with the ability to gain knowledge and information even more quickly and easily.

We are also focusing on membership growth. As I look back on my eight years of membership, it is amazing to me how much I've learned; and much of that learning comes from members I have reached out to. I want to share with others the message "MPI is a great association!" MPI has over 24,000 members worldwide, and 370 are right here in Wisconsin to network with, share best practices and learn new innovating ideas. The more, the merrier!

Volunteers are the heart of this chapter. Almost 25% of our members volunteer to make this chapter a success. I continue to be amazed by these individuals. Their dedication, enthusiasm, and passion make this such a great chapter! What about the other 75%? This is the year to reach out and get involved. It's been said many times before "You get out of MPI what you put into it." Now is the time to put into MPI. Whether it's chairing an education event or spending an hour writing an article for the Agenda newsletter; each and every member has what it takes to become involved and make our chapter soar into the next year! I remember when I first joined MPI. Quiet I've never been, but I was a little intimidated with the hugging and the passion these people had. So I decided at that point, "If you can't beat them, join them." I started out volunteering at the registration desk, then I was asked to help out on a fundraiser event, and as they say, the rest is history. Here I am eight years later leading the people I admire most.

I look forward to working with each and every member during the 2008-2009 year and wish you a happy, healthy, and enjoyable year. Thank you for giving me the opportunity to serve your Chapter this year.

Sincerely,

Mae

Mae Ibe, CMP
President



Mae Ibe, CMP, is the 2008-2009 MPI-WI Chapter President. She lives in the Fox Cities area and is the Director of Convention Sales for the Fox Cities Convention & Visitors Bureau.

THE NEWEST TRENDS IN TEAM BUILDING

| By Patrick Lalley

It is clear that team building programs are popular with meeting planners. Just as companies continue to evolve, team building does as well. Today's innovative programs emphasize team building for a purpose. Whether it is engaging employees in a fun and memorable outing or introducing employees across department lines, meeting planners from Wisconsin and all over the country are choosing team building programs that emphasize unity and offer something for everyone.



Patrick Lalley is a Business Development Manager at Windy City Fieldhouse Corporate Events, a team building and corporate entertainment company. WCF has helped define team building trends over the past ten years and was recently named Chicago's #1 Team Building Company for the third year in a row. WCF programs are executed all across the Midwest as well as throughout the U.S. Visit them online at WindyCityFieldhouse.com/teambuilding to learn more.

The most recent trends in team building emphasize collaborative team building programs that allow employees to get to know each other while building stronger bonds. In an increasingly global world, companies are looking for ways to bridge departmental and company boundaries and create a sense of unity.¹ Choosing the right team building program helps accomplish these objectives in a fun and interactive way.

Experts warn that competitive individual activities can be destructive to team spirit and fail to create a sense of unity,² and recommend that companies consider their goals and objectives when choosing an event. When a global pharmaceutical company approached us with a goal to unify current and future employees in the midst of a merger, we designed a series of Interactive Receptions to encourage employees to mix and mingle in a low-pressure environment conducive to conversation and interaction.

Another popular trend in team building is focusing the event on a cause. Last Christmas, Windy City Fieldhouse created a "Mission Impossible" Scavenger Hunt for a Cause that benefited underprivileged children and families participating in a "secret santa" program. Teams raced around the city of their choice selecting gifts to fulfill the wish lists of these children and families. Participants wrapped and presented the gifts to representatives of the charity at the end of the event. Collaborative activities that benefit a greater cause are effective in building strong teams based upon a sense of shared mission,² and the results last long after everyone goes back to the office.

This year, companies are choosing to incorporate team building into their traditional summer outings. A number of companies have chosen to add a Great "Amazing Race"



Continued on page 9



or “Mission Impossible” Scavenger Hunt that leads teams to their summer picnic location. Adding a Team Challenge to the beginning of an Interactive Summer Picnic or BBQ is another way companies are adding lasting value to their summer outing. ●



[1] Jane Adler. “Team-building events take center stage at meetings”. *Special Advertising Supplement. Crain’s Chicago Business*. 19 February 2007.
[2] NPR.org. “Workplace Woes: The Team-Building Retreat”. *Business*. 28 February 2007. 6 March 2007 www.npr.org.

A UNIQUE CMP MENTORING OPPORTUNITY

| By Marie Johnson, CMP

At the end of June, I received a special invitation from the current chair of the 2008 CMP Board of Directors, Keith A. Sexton-Patrick, CMP, to participate as a mentor in a brand new experiential learning opportunity for those preparing to take the CMP exam – the first-ever CMP International Study Day. This innovative pilot program effectively blended unique online learning opportunities with valuable face-to-face interaction.

The PCMA, IACC and the Content Management Corporation partnered with the CIC to host the event which took place in nine locations across North America. Locations included: Atlanta, Chicago, Denver, Los Angeles, New York, San Francisco, St. Louis, Toronto and Washington, D.C. Participants were connected across the cities.

The CMP candidates completed a Self-Assessment Inventory to help guide the site leaders and focus the day’s discussion and curriculum. The day began with a Webinar led by Amanda Cecil, PhD, CMP, Indiana University Purdue University Indianapolis and Janet Sperstad, CMP, Program Director at Madison Area Technical College. Then, participants had the opportunity to interact with CMP mentors both in person and online via PCMA’s CMP Connect Forum.

So, on Friday, July 18, 2008, I took a vacation day, hopped on an Amtrak and headed to Chicago. It was a really great opportunity. I was immediately paired up with two CMP candidates that were planning to take their CMP exam in Chicago on Saturday, August 9, 2008. They were able to take mock exams, participate in group discussion and ask questions and advice of current CMPs in-person and via the CMP Connect tool. By the time this publication goes to print, they will all have sat for the big exam so I wish them great news! ●



Marie Johnson, CMP, earned her Certified Meeting Professional designation last year at the MPI-WEC in Montreal. She also serves on the MPI-WI Board at the VP of Communications.

My Future, My Foundation

| By Marcia Whitworth

Every day, the MPI Foundation is at work investing in your future and the future of our industry. We share your passion for meetings and events, and our mission is to invest in high-impact programs which support our community and elevate our industry at both your local chapter level and around the world.

What Does the Future Look Like?

Our strategic plan, *The Future of Meetings*, is more than paper-based initiative; it is shaping the evolution of our industry and laying the groundwork for 21st century professionals just like you. *The Future of Meetings* encompasses four key elements:

Corporate Social Responsibility: Recognize our responsibility to help our communities throughout the globe understand and implement CSR practices.

Workforce of Tomorrow: Create opportunities for our members, partners and investors to support career development programs and talent acquisition strategies around the world.

Marketplace and Meeting Design: Develop dynamic initiatives that advance robust marketplace opportunities between our buyers and sellers as well as fund projects that focus on tomorrow's meeting design, technology and content delivery methods.

Communication and Outreach: Generate global industry research and continue to elevate MPI as a global industry leader.

What Does My Investment Support?

Contributions to the MPI Foundation directly impact your future and the future of our industry with programs such as:

Chapter Grants: Recognizing the important role of MPI chapters in meeting member needs, educating members, and furthering the advancement of MPI's strategic objectives and the meetings industry in general, the Chapter Grant Program provides financial support for individual chapter efforts to attain these goals.

Individual Grants: The MPI Foundation Individual Grants Program provides grants which are awarded to worthy programs or projects designed to create or advance new knowledge in the art and science of meeting planning.

Scholarships: The MPI Foundation offers educational funding to individuals who want to further their careers in the meetings and events industry. MPI scholarship opportunities are available quarterly and can be applied for online.

Education: Another element of advancing our commitment to tomorrow's talent, the MPI Foundation supports numerous innovative educational programs, such as partnering with Arizona State University on our CMP online study guide.

How Do I Invest in My Future?

Detailed information on MPI Foundation programs and activities is available at mpifoundation.org. You may also donate online and choose which programs your contribution supports. **Another perk:** Your donations have an even bigger impact as all individual donations are matched dollar-for-dollar by The Venetian Resort-Hotel-Casino. With your help, we can make a difference together. ●



Marcia Whitworth is the MPI Foundation Manager of Meeting Professionals International. She can be reached at 972.702.3093, Cell: 469.328.9346 or you can email her at mwhitworth@mpiweb.org.



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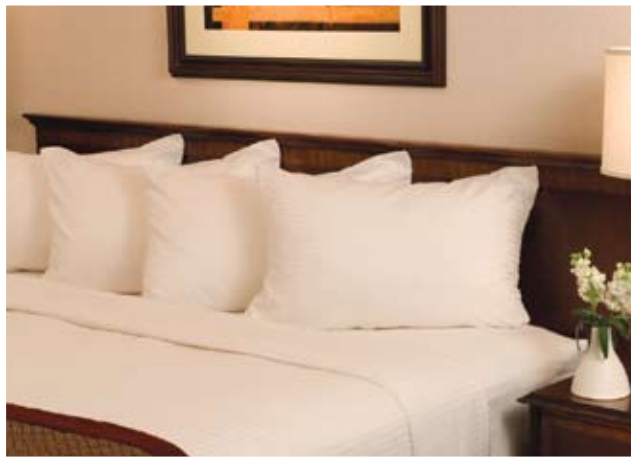
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FOOD FOR THOUGHT

Featuring: Victoria Colburn, Executive Chef for Events & Banquets
Cranberry Country Lodge in Tomah, WI



Victoria Colburn is the Executive Chef for events and banquets at Cranberry Country Lodge in Tomah, WI. Victoria has always had a passion for cooking and especially enjoys inventing new sauces to compliment different foods. “I want my food to look like art, and like to create drama in my presentation when appropriate, like fresh herbs towering over food, drawing your eye completely around the plate.”

Victoria is displaying her Chicken Cordon Bleu. “I personally am not a big fan of breading, and prefer a healthier version of a wonderful entrée which is a favorite when served at Cranberry Country Lodge.” The side is Garlic Broccoli which complements the flavor of the Baby Swiss and Ham very well. ●

CHICKEN CORDON BLEU

(Yield 1)

- 1 – 5 oz boneless skinless chicken breast
- 3 oz baby Swiss cheese
- 1.5 oz shaved deli ham
- 2 oz melted butter
- Dash of kosher salt
- Dash of fresh ground pepper
- 1 oz fresh parsley chopped

Pound chicken breast with a meat mallet to about ¼ inch thick. Sprinkle chicken with kosher salt and pepper. Lay Swiss cheese on top of the rough side of the chicken. Lay shaved ham evenly over top of the Swiss cheese. Gently roll the chicken, tucking in sides as you go. After completely rolled, make another tuck to be sure ham and Swiss are not showing as you do not want the Swiss cheese to melt out during the baking process. Once completely rolled, place on a well oiled cooking tray; pour melted butter over top of chicken. Sprinkle with salt and pepper. Bake in a 400 degree oven for approximately 20 minutes. The internal temperature should be 165 degrees. After chicken is fully cooked, sprinkle 2 oz shredded Swiss cheese over the chicken and place back in oven until melted. Adorn with chopped fresh parsley and serve.

CHICKEN **GORDON**
BLEU

chicken breast • swiss
cheese • ham • butter •
kosher salt • ground pep-
per • chopped parsley

OCTOBER'S SPEAKER

"Everything you need to be successful"

By Roger Dalkin

What an odd title for a speech. But the reality of a memorable speech is not so much the words of wisdom; the vast majority of speakers tell you things that you already know. Or as a friend of mine says, "It is common sense, but it is not common practice."

What makes a speech memorable is the context and style of the delivery. Sure the message must resonate with the audience and provide useful material, but you can get that from a book or the internet in the comfort of your home. Think back to some impressive speeches you remember. The context is something to which you could relate. The stories to make the points were humorous or entertaining. The message stuck, because you were engaged and could empathize with the subject.

Well, that is why "Everything you need to be successful you can learn in a bowling alley," will be worth your time. Sure you can read thousands of books on what it takes to become successful. Google the internet and the hits for "success" are in the millions. As stated earlier, it is common sense, but not common practice. We have all bowled at sometime in our lives and by putting the subject in that context; we get a different and hopefully more memorable way to think about traits for success.

Who hasn't put on those ugly rental bowling shoes or stuck our fingers in the holes of a multitude of bowling balls lined up on racks? But how can that experience lead to success? Join me in Tomah this October and let's learn about success and who knows, maybe we will even improve our bowling score. But just to make my point let me provide you a sample of the speech with an excerpt from my soon to be published book by the same title.

It is Friday night and you and your friends are trying to decide what to do. The suggestion of bowling surfaces. You've bowled before, a few times, at your niece's birthday party, with college buddies and family gatherings with everyone from the baby to great grandma. Everyone has bowled. As the group debates the pros and cons of a trip to the bowling alley, everyone seems to be able to relate a humorous story about their past experiences. One story talks about the time one of those bowling went past the line and slipped on the lanes fell on their butt. Another about the ugly shoes they had to wear and so on. In the end no one has had a bad experience bowling so the vote is unanimous to knock down a few pins.

Of course you want to impress your friends with your bowling knowledge so you take the lead and call ahead to determine whether there is space available. You reserve a time and the group is ready to go. In reality you know very little about the sport, but you have got to know more than your friends and after all you're the alpha dog of the pack.

As you pull into the parking lot of Bowlarama (every town seems to have a Bowlarama) you decide you'll do the talking since the reservation is in your name. Through the front doors you go with the sole purpose of impressing your friends with your knowledge of the bowling.

You and your "posse" approach the control counter and you say, in your most commanding voice, "We need an alley, Slick." Let's for a second forget that the friendly face behind the counter is wearing a name tag that has "Tom" written on it. But Tom, alias Slick, gives you a total look of disdain and disgust. Immediately his demeanor changes and he becomes abrupt with you and your friends. What gives? You can't believe calling him Slick was such a faux pas. It wasn't, but you have just learned lesson one that you'll need to be successful.

you can learn in a bowling alley."

LESSON 1 - Always do your research to know your client's business, their needs and their sensitive issues.

Not doing the research can seriously erode your credibility in the business world and even in dealing with individuals on a social basis. Remember you only get one chance to make a first impression. One of the classic examples on not doing the research was the release of the Chevy Nova in South America. The car was a winner in North America. The Nova was inexpensive, nice design, the perfect family car for the new family. Why the extremely poor sales in South America? The answer is so simple it borders on the comical. Any one who has had basic Spanish knows that literally Nova translates a "no go". Not a very good name for a car. The name is catchy in the English speaking world, but is a disaster in the Spanish speaking world. A little research would have gone a long way.

So where did you go wrong with Tom? It wasn't the catchy name you used. What you failed to know, as you tried to act like a seasoned bowler, is that the sport has worked long and hard to change the Homer Simpson image, including the term alley. In today's world you bowl in a "bowling center" and you bowl on a "bowling lane". The term alley is considered derogatory and shows a lack of respect for the sport and the business.

While this is not the end of the world to your night of bowling, a similar mistake in a business setting can cost you the sale, the contract or even the future opportunity to communicate with the business. With the proliferation of the internet and the search engines available, you should never be unprepared to know everything there is to know about a potential client, contact or even an industry. Think about your company. When a salesman approaches you for your business, your first impression is whether he knows what your company does, how it operates and

what the needs are. Does he talk the lingo? Does he have any clue of the problems you are facing? If that is what you consider the price of admission to your world, don't you think the same should be expected of you?"

There is more to lesson 1 and there are 9 more lessons to go. I'll see you in Tomah. 🎳



Following his retirement from USBC, Roger Dalkin, decided to share his expertise and experience from his world-class athletic background, business start-up experience and tenure as an executive of two major associations through one of the largest mergers in U.S. association history. Using his entertaining speaking style, he provides "inspiration" to his audience, using America's most popular participation sport as the common denominator. Everyone bowls at one time or another, so what better backdrop to learn life lessons and better understand how and what needs to be accomplished to be successful? Thus the bowling "pin" was added to inspiration and "Pinpiration" was created. Learn more by visiting www.pinpiration.com.

MEET & PLAY IN WISCONSIN

Fall Education Day



Wisconsin, well known for the many professional and college level sport teams, is also known as the place to meet. The November team has combined the fun and excitement of sporting events, with the enrichment and knowledge of meetings to create a spectacular fall education event. Fall Education Day will be November 13 at the Wyndham Milwaukee Airport Hotel.

The Fall Education Day will bring a strong educational component, including a keynote session by John S. Foster, Esq., CHME. John last spoke with us in 2007; however, we have seen dramatic changes this past year, and we are excited to have him return to discuss the latest trends. Our goal is to keep you informed and up-to-date. Foster will stay around to take questions in two separate breakouts...planner confidential Q&A and supplier confidential Q&A. The two breakouts will offer you the opportunity to ask legal questions and seek advice. In addition to Foster's breakouts, there will be opportunities to experience other great educational tracks. Look for complete details in the brochure that will arrive in mid-October.

The Fall Education day also brings us the only tradeshow of the year for the Wisconsin Chapter of MPI. The sports themed event is sure to draw crowds as vendors can decorate or set-up sporting events in their booths. Imagine, bowling at booth 10, tennis at booth 3 and baseball at booth 24. The day promises excitement and great opportunities to network with old friends and meet new friends.

Bring a friend or colleague to the educational event of the year. Ask your legal department to come and they may learn something new or revise something old. This opportunity is for everyone in your office that deals with contracts. Mark your calendars and remember to Meet and Play in Wisconsin. ●

What: Meet & Play in Wisconsin

When: November 13, 2008

Where: Wyndham Milwaukee

Airport Hotel

Milwaukee, WI

Student Profile: Alyssa Teasdale

What drew you to the meetings industry?

I had been going to MATC for a few semesters enrolled in the Liberal Arts Transfer Program as well as EMT Basic but found I did not see myself doing either in the future. So I quit school for a year and became a restaurant manager. But I soon realized I needed to find my niche. I opened up the class schedule and found a little expose about Janet Sperstad and her program. It is something I wanted to do when I was younger and decided to go with my gut. And here I am today.

Tell us about your college program:

I believe that the Meeting and Event Management program at MATC is at the top of its game. The classes in the program are very career-oriented and teach you the ins and outs of the industry. The teachers are very giving of their time, energy, support and understanding.

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

I currently have not worked on any teams for MPI, but I look forward to doing so in the future.

Tell us about your family:

My family is wonderfully supportive of any adventure I take through life while still asking me of my thoughts and opinions along the way.

Where were you born?

I was born in Dubuque, IA, but spent the younger years of my life in Bloomington, WI.

Where do you currently live?

Downtown Madison, WI

Favorite Pastimes:

Traveling anywhere I have not been before, relaxing at home or being outside.

Favorite Musical Group:

I am unable to name one, so how about three.

George Harrison & The Beatles

Red Hot Chili Peppers

The Decemberists

Person you admire most and why:

My mother. She is one of the most determined, passionate, powerful and loving people I know. As I was growing up she was a single mother, raising three children, working full-time while continuing her education and becoming a WOCN nurse. If she can do it with all those obstacles in her way, then I can do it as well.

Dream Vacation:

Have a month off to experience the sights, sounds and smells of Europe.

If I won the lottery I would:

See every inch of the globe and learn as much about the different people, places and things as possible.

Words to live by:

"It is not over until it is over."

Special personal accomplishments:

I have been lucky enough to intern with the Greater Madison Chamber of Commerce, which has given me hands on experience in planning events. With that I, was able to work with a designer to create some of the signage and handouts, as well as become the right hand woman for the Event Coordinator, Amy Torgeson. ●

Internship Postings at
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your internship position or
resume today!

WISCONSIN MPI MEMBERS VOLUNTEER FOR EXTREME MAKEOVER: HOME EDITION | By Claudia Behring

MPI Wisconsin members Tina Luther, Carmen Schaer and I heard of an opportunity to volunteer for *Extreme Makeover: Home Edition* and joined thousands of volunteers at 6:30am on Saturday July 26th to partake in the “Braveheart” march on the first real day of filming.

Extreme Makeover: Home Edition is an Emmy award-winning television show that helps build a home for deserving families all across the nation. Each home is custom-designed and built from the ground up and from watching the show, you realize that it is more than just a home to the families – it is a means of getting their life back on track and so much more. Veridian Homes out of Madison was selected on July 10th as the builder for a very deserving family for ABC’s *Extreme Makeover: Home Edition*. The family, selected from the top five families, was announced on July 24th. Veridian Homes was selected for this honor due to their commitment to building energy efficient “green” homes and their philanthropic efforts to their community. Veridian Homes put together a website, www.veridiangives.com, and after announcing that they were the builder for the show, they devoted a section on their website for “average Joes” and skilled trade members to sign up to volunteer.

The Anders-Beatty family in Richland Center had tragedy strike four years ago with the loss of a husband and father to Rochelle Anders and her four children - Tyler, Drew, Reid and Tess. Not only did they have to struggle with this loss, but their home was



The Anders Beatty family of Richland Center is getting an ABC Extreme Makeover. The family posed in front of their home scheduled for demolition Saturday, from left, Tyler, 20, Reid, 16, Rochelle, 53, Drew 18, and Tess, 12. Thursday, July 24, 2008. (WSJ/ Joseph W. Jackson III)

slowly becoming inhabitable. Rochelle has been a teacher for much of the community for the past 29 years and was named Wal-mart “Teacher of the Year” in 2005, doing the best that she could. The brutality of this past winter only added to the damage of the house, leaving it with a leaky roof and the ceilings and walls crumbling. Since the only source of heat was a wood burning furnace, the children were left with little choice but to stay with relatives through the winter. But all of this would change on Thursday, July 24th, when *Extreme Makeover: Home Edition* announced they would be the family receiving a wonderful gift.

After arriving at 6:30am on Saturday July 26th, we stood in line for about an hour waiting to get a blue volunteer shirt and to be shipped on a school bus from Richland Center School to the build site. After going down a winding country road, we could see the site as we got to the end of the road with tents and many trailers set up for their opportunity

to help this family. We were dropped off by the crumbling home, got a white hard hat, (some people even got “cheese heads” for their hats) and then walked over the hill to join the other volunteers on the “Braveheart” march. After all the volunteers, Veridian crew, *Extreme Makeover: Home Edition* staff, including Ty Pennington, and the rest of the design crew were in place, we did a few takes of marching over the hill towards the house. After that, Ty read a story about the “Little Excavator That Could” for school teacher and mother, Rochelle. Then we watched as a little excavator demolished the house and the



Extreme Makeover host Ty Pennington warms up the crowd who waited hours, some of the time during a downpour. The Anders-Beatty family arrived at their Richland Center home Thursday, July 31, to find their rickety farmhouse replaced by a 21st century 5-bedroom home, all while being filmed by ABC's Extreme Makeover: Home Edition. (Joseph W. Jackson III)

larger excavator looked on, nodding in approval as the little excavator slowly destroyed the house. After a lot of cheering, our shift was over and the next round of hundreds of volunteers were dropped off at the site and we were shipped back to the "holding area."

None of us unfortunately were able to attend the "move that bus" scene, but we did get to view the plans of the house and there are a couple of pictures on the Veridian website. It is definitely a huge improvement from their past home and is very appropriate for the beautiful Wisconsin scenery of fields and the country surrounding the home. The show, we were told, is airing sometime on ABC in October, so tune in and maybe you will be able to catch one of your MPI members in a hard hat marching to help begin the battle of destroying the old and beginning this family's bright future. 🌐

Claudia Behring is a sales manager with the Heidelberg House Resort. She joined MPI last September. In her first year, she volunteered on the communications team helping with the chapter website and public relations efforts.



Before and After



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MEETING PROFESSIONALS INTERNATIONAL

TREASURER'S REPORT

As summer is winding down, we are now looking forward to celebrating our marathon of a year at the 2008 MPI-WI Awards Gala! For many of us, it also means getting back into our tighter belt of work and school routines. Before we focus on the new fiscal year, I wanted to reflect on a few



Tina Luther works for the Heidelberg House Resort in Green Lake, Wisconsin. Tina also serves on the MPI-WI Board as our VP of Finance.

amazing financial successes of our chapter. I would also like to thank all of our members, sponsors and supporters during the WSAE/MPI Joint Golf Outing that were part of the generous donation that has helped with WI flood relief when devastation hit our neighbors this past several months. I am humbled by the support and compassion our chapter has displayed.

We officially closed the books on the 2007-08 fiscal year and we all should be very proud. During a time of economic challenges, we finished the year ahead of the budget plus. What a great race we ran ... and for our chapter to share in that celebration with the decision to give back to our community is more than words can express, it is priceless. The success

of our joint summer event with our friends from WSAE has been tallied. Whether golfing, duck riding, bonding with the race track, or networking – a great time was had by all who attended. A new record was made as the team surpassed all of the goals that were set for the event:

- 130 attendees, 170 in total participated
- Net \$14,921 total profit
- EACH organization net ~\$7,183.00
- MPI – WI Chapter has donated all of our profits to American Red Cross Badgerland Chapter to aide Wis. flood victims
- 46 companies and organizations sponsored the event

Our organizations worked together for a combined effort, the support from our members and sponsors made it happen, and a special thanks to our host – Kalahari Resort & Trappers Turn Golf Club.

Let this past year be a rewarding motivation for our future and know that you can make a difference. Until next time, I'll leave you with one last thought to ponder: "Whether you think you can or you think you can't, you are right. Make a difference this year, because you can."

If you have any questions or comments, please feel free to contact me at any time. Tluther@heidelberghouse.com or 608-437-0121. ●

Kalahari Resort & Trappers Turn Golf Club

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 CHULA VISTA RESORT
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 CRANBERRY COUNTRY LODGE & TOMAH CVB
 CROWN PLAZA MILWAUKEE – WAUWATOSA
 DOUBLE TREE MADISON
 DOUBLE TREE MILWAUKEE
 FOND DU LAC CVB
 FOX CITIES CVB
 GOLF KOHLER
 GREATER MADISON CVB
 GLACIER CANYON LODGE AT THE WILDERNESS
 GRAND GENEVA RESORT & SPA
 HILTON GARDEN INN-WISCONSIN DELLS
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 THE OSTHOFF RESORT
 THE WILDERNESS TERRITORY
 UNITED AIRLINES
 WISCONSIN DELLS CVB
 WYNDHAM MILWAUKEE AIRPORT

DID YOU
KNOW

?



Did you know that our chapter website, www.mpiwi.org has informational as well as fun features, such as our photo gallery? You can check out your fellow members 'taking to the links' at the WSAE/MPI Annual Golf Outing that was held in June or see who was brave enough to hula at the Spring Education Day reception in May. If you would like to submit photos to be added to the gallery, email them to editor@mpiwi.org.

The MPI-WI Chapter website also provides a wealth of information about our chapter, members, industry, events and more. To get the most of out of your membership, visit the website often and check out the members-only features, like the online directory or find a member search tool. Our friends at Morgan Data Systems are upgrading this feature so you will want to make sure your online profile is updated with your current contact and position information.

As a member of Meeting Professionals International, you not only have access to one great website – you have two great websites! The international website www.mpiweb.org is a tremendous professional resource and networking tool. For those of you with a little web savvy, you can post a question on a message board, read or write about a topic on a blog, and/or visit with your friends via the MPI-WI Chapter online group forum. You can even register for a complimentary webinar or view recording of previous webinars. Not to mention, by visiting regularly, you stay on top of industry news and trends!

Keep in mind, your user name and password for the international site is not the same as your chapter log-in. However, like the chapter site, you should make sure that your profile and contact information is correct to ensure you receiving all electronic communications and print publications from international. If you have forgotten your user name, e-mail feedback@mpiweb.org or call 972-702-3053 for assistance. ▴

MEMBER CARE TEAM | *By Linda Dupont and Susan Kainz*

The Membership Committee's role is to focus on contacting prospective or new members to ensure they have opportunities to join and participate in MPI-WI Chapter. They also make our members successful by building connections to knowledge & ideas, relationships, and marketplaces. This team works in conjunction with the Special Events team on the Awards Gala. The Member Care Team is broken into five different teams that work to enhance your MPI membership. Here are a few projects that each Member Care team is working on:

Ambassadors: - Remember what it was like walking into your very first MPI meeting. Like most of us, you knew no one and had no idea where to go. Worry no more – our Chapter has the “Red Carpet Team” to welcome new members and guests to the chapter meeting. You'll see them at every meeting on the “red carpet” in the registration area. Comprised of past board members and past Chapter Presidents, the Red Carpet team is available to answer questions about the Wisconsin Chapter; explain what a new member/guest can expect at a meeting; encourage involvement; and make introductions to other members. For more information please contact Cinda Vingers.

Member Recruitment: Whether it is stored in your Blackberry, Outlook, Delphi or Excel spreadsheet – MPI members have a wealth of contact information. The members play an important part of keeping our WI Chapter thriving and growing. Members received a letter from the committee asking members to reach out to co-workers, planners and suppliers and encourage these individuals to attend a meeting. MPI Wisconsin brochures were provided to hand out to interested parties. This team also makes follow-up calls to past MPI meeting guest. This allows future communication with the guest to assess their reaction to the meeting that they attended and follow-up on their interest in joining the chapter. The goal is to increase our membership by at least 4% in the next term. If you know of a prospective member, please email leadership@mpiwi.org.

Member Retention: This committee is committed to ensuring the continued value for our MPI members. 32% of the Chapter members recently participated in a survey; and, based on the results, approximately 45% of our members were truly engaged in the MPI-WI chapter. Of those surveyed, 96% believe the chapter is delivering value. The committee is now looking to connect with those who did not respond and get their input. If you have information you'd like to share please contact Jodi Goldbeck.

Awards: The Awards team was busy preparing for the September Awards Gala held at Blue Harbor Resort in Sheboygan. Their job was to facilitate the nomination process and determine who was to receive the Chapter awards. Not an easy task as during the 2007-2008 term, Wisconsin Chapter of MPI had 80 volunteers who devote 1.5 hours per week to our Chapter. Many of these individuals served on numerous teams and committees. That's a total of 6,240 hours donated to our Chapter. It is the dedication of all these individuals that makes our Chapter so successful. To each and everyone of you – THANK YOU!

Student Mentor Program: The Student Mentoring team began in 2007 as a new committee and has really just started getting rolling. In 2007 the team had Dreamvelopment add an option for internships onto the MPI-WI Chapter website. They also published an article about it in an Agenda. The team also held a Meet MPI event at the State Bar in February 08, where active MPI members did a “speed networking” event with students. The team is working on some creative ideas to increase student participation in the chapter, so look for more information in the future. This team is also looking for Team Lead. If you or anyone you know would be interested in working with our future professionals, please contact Linda DuPont at linda.sue.dupont@aurora.org.

JOB OPENING – “TABLE HOSTS”

The WI Chapter is looking for people to act as “Table Hosts” for each Chapter event. These individuals will invite new members and guests to sit at tables with members in regular attendance. During lunch or prior to the educational portion, the table host will encourage everyone to network and facilitate a business card exchange at the table. This will help establish a better connection among those that just met and allow the Re-

Continued on page 23



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Continued from page 22

cruitment Team to follow-up with the new members and guests after the meeting.

Make the most of your association membership by being involved – join one of our chapter's dynamic committees or become a Table Host today!

If you are interested please email: leadership@mpiwi.org. ●



Linda Dupont is the Director of Awards and Scholarships, Recruitment & Member Care for the MPI-WI Chapter and CME Specialist for Aurora Health Care in Milwaukee.



Susan Kainz is VP Member Care & Director of Leadership Development for the MPI-WI Chapter and is Director of Sales and Marketing for the Delafield Hotel in Delafield.

WHO'S^{IN}THE NEWS

Changes & Accomplishments

As some of you have noticed in the recent articles, we have officially changed the name of this column from *On The Mooove* to *In the News* to incorporate a bigger spectrum of announcements for our members. Please join me in congratulating:

Tom Gale CMP, CHSE has been appointed the new Regional Sales Director-Midwest for Crowne Plaza Hotels & Resorts. Tom was formally National Sales Manager for Adams Mark Hotels, in the Chicago office.

The new Director of Sales at Lake Lawn Resort in Delavan is our own **Matt Henning**.

The **2008 Four Diamond Award** lodging winners were recently announced in Wisconsin (with the number of years as a Four Diamond winner in parentheses) are:

- The Pfister Hotel, Milwaukee (32 years)
- Grand Geneva Resort & Spa, Lake Geneva (10 years)
- The Osthoff Resort, Elkhart Lake (10 years)
- Victorian Treasure Inn, Lodi (7 years)
- Mansion Hill Inn, Madison (6 years)



Finally, I'm happy to report wedding bells and a promotion for **Ann Barranco**! Ann was married on May 24th at the Heidel House and shortly thereafter also promoted. The new Mrs. Ann Woelfel is now Vice President of Corporate Events for Robert W. Baird. ●



Sue Lidstrom is a contributing writer for the **Agenda** focusing on her 'Who's in the News' column. Please submit accomplishments and changes in employment to Sue at suelidstrom@marcushotels.com.

Supplier Profile:

Scott Dettmann

Place of Employment: Hotel Sierra/KI Convention Center

Job Title: Director of Sales

How long in the meetings industry? 24 years

How long in MPI? 3 months

Tell a bit about your company and/or current position: The company I work for is LodgeWorks Hotel Corporation. We are a hotel development and management company. LodgeWorks purchased the Regency Suites Hotel in March of 2007 and on May 1, 2008 completed a 7 million dollar renovation on all of our 242 sleeping suites, hotel lobby, and public spaces. Being the Director of Sales, I am responsible for the occupancy and the revenue generated in the hotel. The one thing I enjoy the most about my job is staff and the customers I work with on a daily basis.

Teams or projects that you have worked on for MPI or would like to be involved with: I would like to get more involved with the educational aspects of MPI.

Tell us about your family: I am married, my wife's name is Anne, and we have 2 sons Ryan 29, and Michael 28.

Where were you born? Green Bay, Wisconsin

Where do you currently live? Green Bay, Wisconsin

Favorite Pastimes: Working out at the YMCA, jogging, golfing, skiing, fishing, hunting, and camping.

Favorite Musical Group: U2

Dream Vacation: The French Riviera

Person you admire most and why: Steve Jobs – Apple Computer. With the way technology changes Apple has been able to develop new products to stay competitive in this always changing industry from the Apple Computer to the I-Pod.

If I won the lottery I would: Help the less fortunate.

Words to live by: The little things make a big difference.

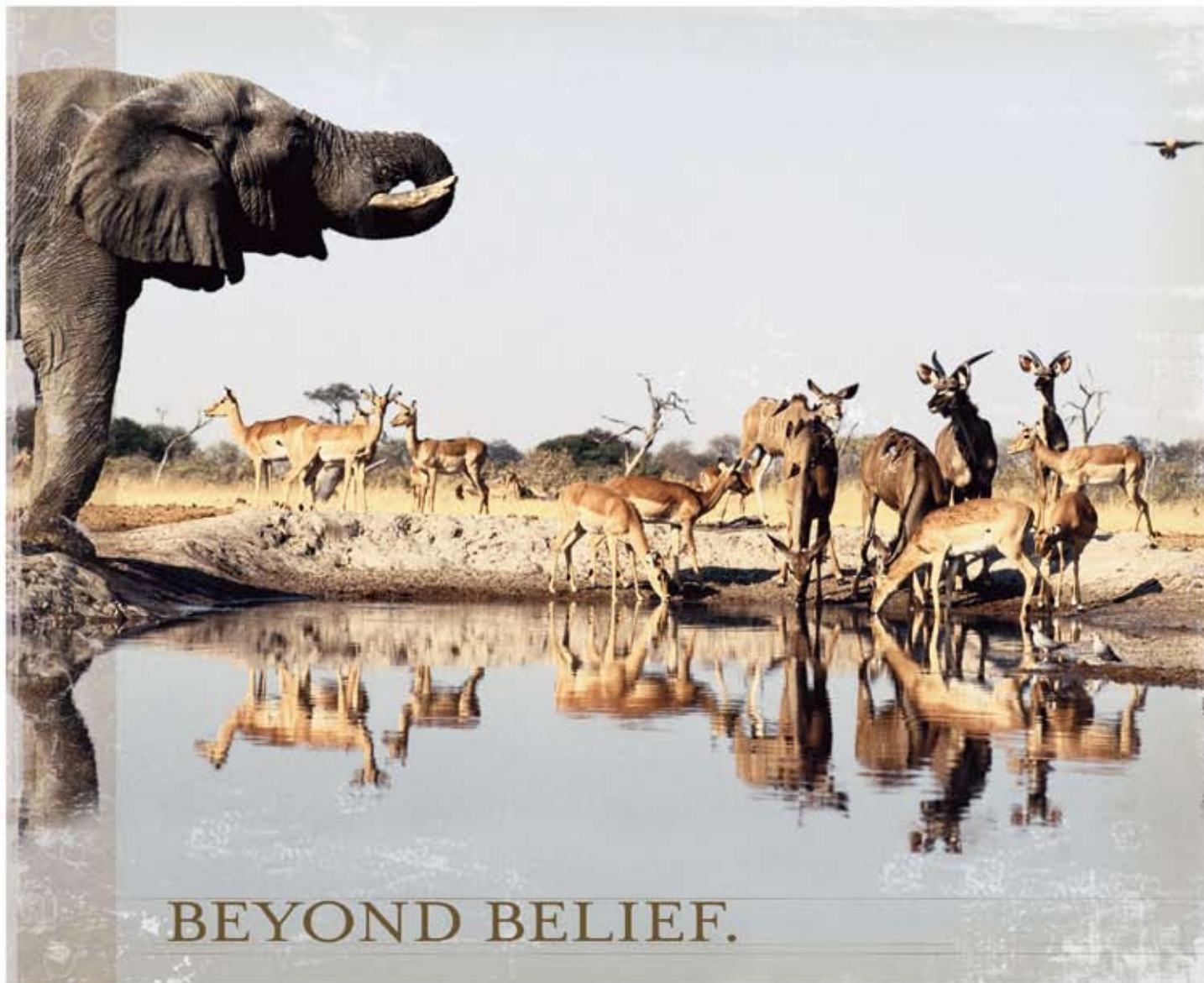
Special personal accomplishments: Having been able to work for the same company for 24 years and I ran the Twin Cities Marathon. 🏃‍♂️



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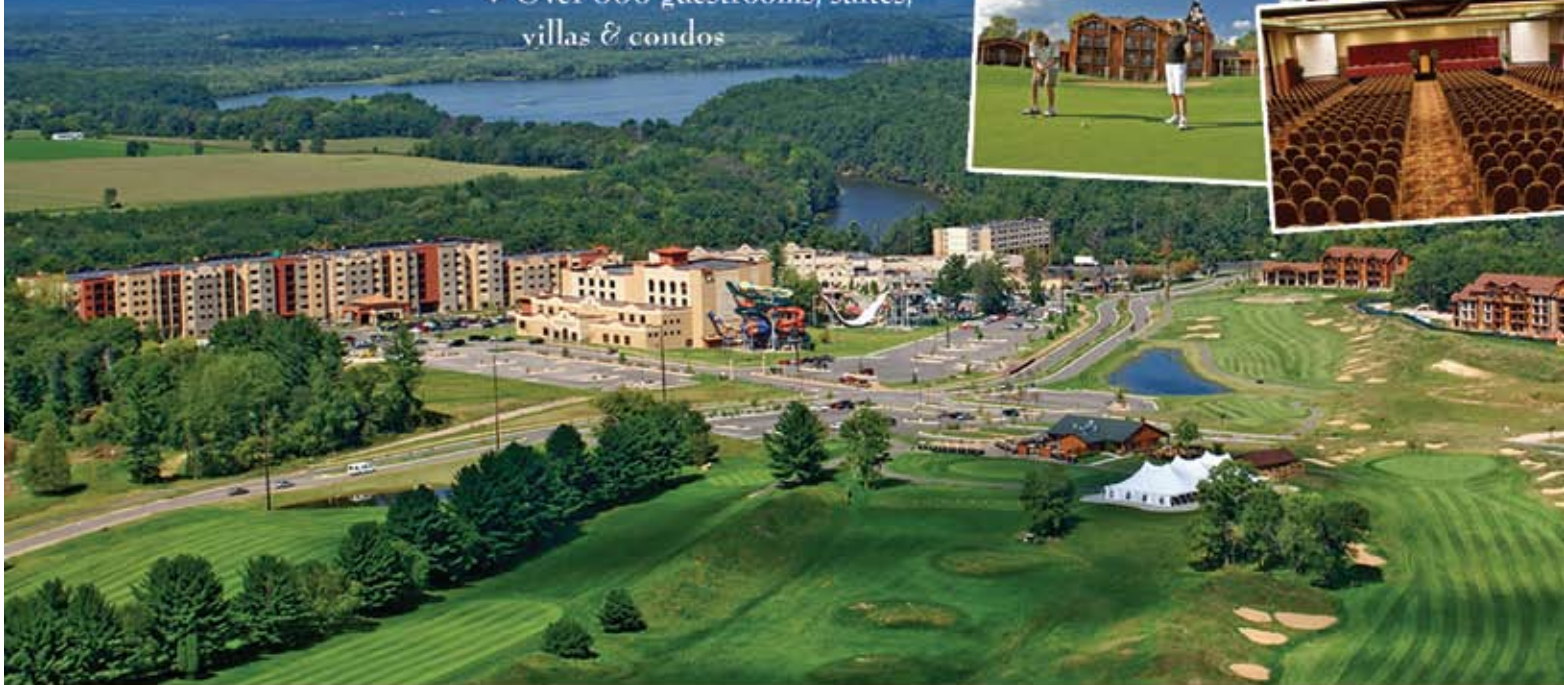
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Planner Profile:

Lorena (Lori) L. Berry, MBA

Place of Employment:

WealthCounsel, LLC

Job Title:

Sr Education Specialist & CEPA Program Director

How long in the meetings industry? Combined – 6 years

How long in MPI? I was a member for a year in 2005. At that time, I was trying to immerse myself in my job, learning a new company and new industry, all while enrolled in the Edgewood MBA program. I didn't get involved or utilize my membership and let it lapse. Now with graduate school behind me and a renewed commitment and interest in the meeting industry, I have just recently joined again with the intention of becoming active!

Tell us about your company and/or position: WealthCounsel is a membership organization of more than 1,600 estate planning attorneys and for more than 10 years has helped to build successful practices by providing them with document drafting software, continuing legal education and other resources to competently serve the needs of their clients. To learn more about WealthCounsel, visit www.wealthcounsel.com.

As the Senior Education Specialist, I coordinate and manage the various continuing legal education programs we offer across the nation for attorneys and other wealth management professionals. Recently we have deepened our commitment to this industry by creating a designation program for support team members of estate planning firms and I also serve as the Program Director of the Certified Estate Planning Assistant (CEPA) program.

Teams or projects that you have worked on for MPI or would like to be involved with: I have just recently reached out to committees in need of volunteers and assistance and hope to soon be assisting with special events for MPI. I want to take advantage of my membership and meet my peers and thought this would be a great way to do so.

Tell us about your family:

I married my husband on September 15, 2007. Together we have 3 dogs who serve as our "children" for right now; Cooper, Sadie, and Kava. We have 8 horses and 4 cats that call Berry Acres home as well. My husband, Nicholas, owns and operates Berry Home Improvement, LLC, a construction company specializing in roofing, siding and remodeling.

Where do you currently live? I spent 5 years in Madison before returning to the beautiful rolling hills of Richland County. I reside on a hobby farm just outside of Richland Center... I haven't ventured too far. Work provides me with the luxury of traveling, seeing new places and taking in local faire – I have the best of both worlds!

Favorite Pastimes: Anything taking place on Castle Rock Lake! Wisconsin summers are short lived so my family and I take advantage of spending as much time at our place in Adams County and on the water boating, skiing and relaxing. In general I love being outdoors on the ranch with my dogs and horses, hiking or tending to the multitude of tasks that come with land ownership. I try to stay active and really enjoy jogging, biking, riding motorcycle, horseback riding, snowmobiling, etc. Regardless of the season, Wisconsin always has something to offer.

Person you admire most and why: My mother, Connie, is the person I admire most in this world. She embodies the generation and mentality of hard work, commitment and putting your family first. She has served loyally to the same company for more than 30 years and is eagerly anticipating her reward, retirement with full benefits and pension. A survivor of ovarian cancer, she has never once taken anything for granted, never wanted, and always remained positive and loving. Through her daily demonstration I learned at a young age that life in itself is a blessing and gift.

Dream Vacation: Backpacking through the European countryside with no phone, no laptop, and no timelines! Ireland, Italy, Sweden, and Spain would be my top country choices.

Special personal accomplishments:

- Graduated from Edgewood College with my MBA in May 08.
- Promoted to Director of Marketing & Development at my prior organization at the young age of 23.

What else would you like other MPI members to know about you? Recently I started my own business, Elite Concepts, LLC, to provide independent planning for organizations in need of event planning and management services as well as marketing consulting. I plan to obtain my CMP designation to strengthen my understanding of the meeting industry as well as my service to my clients. This is a new adventure for me and I hope to tap into MPI members who have already paved this road. I look forward to being a part of this respected organization and to meeting other members. ●

ALTERNATIVES TO THE TRADITIONAL WORK WEEK &

With gas prices continuing to hover around the \$4 mark, people becoming more environmentally conscious, and employers wanting to recruit from a larger talent pool, more companies are looking for alternatives to the traditional five-day work week in the office.

In June, the Associated Press reported on Utah state employees working a four-day work week. "It is a year long experiment aimed at reducing the state's energy costs and commuter's gasoline expenses; Utah has become the first state to switch to a four-day workweek for thousands of government employees." When gas prices spiked to more than \$4 a gallon, many companies looked to shorten the work week to four days not only to save the company money, but to also help put ease on family budgets.



Carmen Smalley Schaer is a Regional Sales Manager for The North Central Group. She also serves on the MPI-WI Board in the role of Director of Special Events, Fundraising and Strategic Alliances. And, of special note, she was named the "2005-2006 Supplier of the Year."

The hospitality and meeting industry has also seen a shift within the past few years to the traditional work week and working in the office. Hotels and resorts have been creating satellite offices to their feeder markets to save on travel expenses and create closer relationships with clients. Many suppliers and meeting planners see the benefits of either having a shorter work week or working from home to help create the balance between work and home. Marin Medema, Senior Sales Manager with the Osthoff Resort indicated, "The satellite office arrangement is such a win/win situation for both the employer and the employee. Working from home allows me to have the best of both worlds. I have always been a little bit of a workaholic so this allows me to still work the hours that I need yet maximize my hours at home. Do I do emails at 10:00 pm at night when the kids are in bed? Yes, but I can also walk my children to school at 7:50 am and still be working by 8:00am. I truly believe that I'm actually more productive working from home since I do not have the normal interruptions of an office to take away from your day. I do go into the resort 1 to 2 times per week which keeps a good connection to the resort as well. Each satellite person in our office maintains a schedule that works best for them depending upon their distance from the resort. It really seems to work well for our resort."

The North Central Group, which operates eight hotels in the Madison area, has found it beneficial to have their sales staff together in a remote office and selling for all eight hotels. Jen Yakimicki Guimond, Regional Director of Sales with The North Central Group, says, "With eight hotels in the Madison area, it made sense for us to reevaluate our structure of having a sales representative at every one of our hotels. Moving our sales representatives from each hotel into a centralized sales office that works with all eight properties enabled us to streamline processes, gain some efficiencies and ultimately better

OFFICE SETTING

| *By Carmen Smalley Schaer*

serve our customers.” A sales and catering team member is still stationed at each hotel that has sizable meeting and banquet space in order to coordinate event details. It just seemed like a natural progression for us to become a more valuable resource to our customers and offer a “one stop shop,” if you will, for them.”

A shortage in the talent pool is forcing employers to look outside their communities and also look for alternatives to relocating employees to the company’s offices. Chad Buros, CHSP, Director of Sales, Marketing and Conference Services at the Ostoff Resort, says, “In the past, hiring quality salespeople often meant relocation, especially if your property was not located in a metro area. With two income families becoming more predominant over the years, relocation became less of an option. With today’s technological advances, we have the ability to relocate the office instead of the person. However, the ultimate success of the satellite office is dependent upon the salesperson. We have determined that a disciplined salesperson, given the appropriate office technology, can be more productive working out of a satellite office because they do not get caught up in the day to day office distractions.”

As a sales manager with The North Central Group’s Madison Sales Office, I find myself practicing alternatives to working in the office. Since my sales territory is on the east side of Madison and our office is on the west side, I will often set up “base camp” at our Courtyard by Marriott Madison East... grab my laptop and pull up a chair in the spacious lobby. Not only does working out of the hotel on occasion help me save on gas, it enables me to be more productive with my time and to stay connected with our guests and hotel team members.

With the technology that is available today, almost anyone can work from anywhere and never miss an email or a phone call. ●

Datebook: CALENDAR OF EVENTS

SEPTEMBER 2008

11

MPI-WI Chapter Awards Gala

Blue Harbor Resort & Conference Center
Sheboygan, WI
www.mpiwi.org

23-25

The Motivation Show

McCormick Place
Chicago, IL
www.motivationshow.com

OCTOBER 2008

16

MPI-WI Chapter Meeting

Cranberry Country Lodge
Tomah, WI
www.mpiwi.org

NOVEMBER 2008

13

MPI-WI Chapter Education Day/ Trade Show

Wyndham Milwaukee Airport Hotel
Milwaukee, WI
www.mpiwi.org

DECEMBER 2008

4

MPI-WI Chapter Holiday Event

Radisson Paper Valley Hotel
Appleton, WI
www.mpiwi.org

JANUARY 2009

8-9

Board Retreat

Hilton Garden Inn-Middleton
Madison, WI
www.mpiwi.org

MPI-WI COMES TO THE RESCUE FOR STATEWIDE FLOOD VICTIMS

| By Sue Lidstrom

As many of you know, the Board of Directors voted to donate the MPI-WI profits from the 3rd annual golf event this past summer to the Badger Chapter of the American Red Cross for the Wisconsin Flood Relief Fund. After all the money was counted and financial obligations wrapped up, a check of \$7,183.00 was donated to help the flood victims!

On August 15th, our 2007-2008 President, Paulette Heney, CMM, from Meetings & Incentives, delivered the check to Nicole Hoffman, Director of Donor Development for the Badger Chapter of the American Red Cross. "Though it was the decision of the Board to donate the money, our chapter members were very supportive of this endeavor. I'm so proud that we have such amazing people in our organization who always step up to the plate to help others. I can't think of a better way to have wrapped up my Presidency this year. I thank you all so much for your support".

Nicole Hoffman also expressed her appreciation to our chapter by saying, "This statewide flooding is the largest natural disaster Wisconsin has ever had! Many, many homes have been condemned, and people left without any help at all. We are proud to partner with MPI-WI, and this generous donation helps the Red Cross continue to bring the relief needed to these flood victims."

This is not the first time our chapter has pulled together to help in such disasters, but the first that affected us so close to home. The MPI-WI Chapter also donated \$10,000 to the New York Chapter after September 11th, as well as \$4,000 to New Orleans after Hurricane Katrina. This is all in addition to our regular Community Outreach projects such as canned food drives, Coats for Kids, the Ronald McDonald House, Toys for Tots, and others. On behalf of the Community Outreach team, I'm really looking forward to helping our chapter to continue to give back for 2008-2009! ●



Nicole Hoffman (Left) accepts the check from President Paulette Heney, CMM (Right)



Sue Lidstrom is a contributing writer for the **Agenda**. She works for Sheraton Madison Hote, lives in Madison, and is the 2008-09 Community Outreach Team Lead.

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MAKE YOUR EVENT WEBSITE POP WITH LOGOS AND COLORS

The logo and colors provide the face for your event and can help to build credibility. It is always a good idea to include your organization's logo on registration forms to lend the credibility of that entity to the event itself. However, creating a separate logo for the event itself can help you convey more ideas than your company logo can on its own.

Adding your company logo to your event marketing materials like flyers, emails, invitations, registration forms and event websites is imperative, especially when your company or organization is an industry-wide expert or a household name. For example, Zig Ziglar conferences or Yahoo! Search Marketing seminars always rely on the brand recognition of the parent company to help create notoriety and credibility for their events. Using your organization's logo also helps to create consistency when you send registrants from your homepage to the registration form. Seeing a prominent reference to your parent organization reminds the registrant that the event is presented with the same quality and attention to detail that they have already experienced.

You should also consider creating a logo specifically for your event especially if the event has a large following and is building its own branding. It is not a bad idea to incorporate the general theme of your organization's logo into the event-specific logo, including the colors, shapes and fonts. However, make sure to give the event logo its own identity or twist which makes it unique from your primary logo. If you need inspiration for elements to add to the event logo you can take inspiration from the properties of the event itself. Consider the event venue (located in Florida? Consider adding a palm tree.), the type of event (what golf tournament logo is complete without a club, flag or ball?), and the industry. It may seem cliché to use imagery like this but remember that you are trying to get registrants to identify with the idea of your event at a glance via the logo. Making use of your company colors contributes to the consistency of the registration process, especially when using online registration system to run your event. A more consistent feel from the invitation to the website to the registration will make your efforts seem more coordinated and organized which makes registrants more receptive to your message. The colors

you use don't have to exactly mirror the scheme used on your parent organization's website, try playing with a new pattern, or add another color to the scheme to make the event materials feel fresh and cutting edge. You could also consider using gradients and glass effects to further the "cutting-edge" styling. ●

Bill Flagg is the President of RegOnline: a producer of easy-to-use event management resources, and a company dedicated to making event planners' lives easier. THEFREELIBRARY.COM is a free content article directory and a repository of millions of copyrighted articles.

EDUCATION GEARS UP FOR NEXT YEAR

The education team has been working hard putting together programs for this MPI-WI year. On the team this year:

- **Susan Arts, CMP**
Vice-President, Education
- **Sherry Benzmilller, CMP**
Director, Monthly Programs
- **David Helgeson, CMP**
Director, Special Education Projects
- **Naomi Tucker, CMP**
Director, Professional Development

There are many opportunities for volunteering on the education team. All it takes is an email to leadership@mpiwi.org to get you started. Each monthly team needs four to five members and the Education Days (November and May) need six to eight members. Get more out of your membership by getting involved! ●

NEW MEMBERS

Please help us welcome our new members!

Tod Bachman

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Student

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