

Agenda

**31st Annual
AWARDS GALA**
p. 16

Also in this issue:

- 15 MPI World Education Congress**
- 29 Reaching Out
for Community Outreach**

Wisconsin Lodging

Meetings Made Easy

APPLETON

Best Western Midway Hotel

3033 W. College Avenue
Appleton, WI 54914
920/731-4141 Fax: 920/731-6343
Contact: Natasha Spietz
natasha-appleton@bwmidway.com
www.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
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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.

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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.

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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
Eau Claire's newest designer hotel located off I-94. Complimentary breakfast, coffee bar, business center and lounge.

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
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missy.dortman@kohler.com
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Mtg Rms: 21 Slp Rms: 240 F&B: Yes
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1835 Rose Street
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Patti-gm@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. Riverjacks Restaurant & Bar.

MADISON

Holiday Inn Madison at The American Center

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Madison, WI 53718
608/216-7502 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@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
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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.

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 and 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

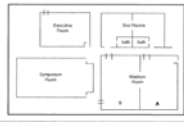
Jefferson Street Inn

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 and fireplaces. Great Service.

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www.WisconsinLodging.info



Property	Width	Length	Total Feet	Meeting Room	Conference Room	Theater Classroom	Other
Appleton	10	10	100	10	10	10	10
Black River Falls	10	10	100	10	10	10	10
Brookfield	10	10	100	10	10	10	10
Door County - Egg Harbor	10	10	100	10	10	10	10
Door County - Sturgeon Bay	10	10	100	10	10	10	10
Eau Claire	10	10	100	10	10	10	10
Green Bay	10	10	100	10	10	10	10
Kohler	10	10	100	10	10	10	10
La Crosse	10	10	100	10	10	10	10
Madison	10	10	100	10	10	10	10
Milwaukee	10	10	100	10	10	10	10
Pembine	10	10	100	10	10	10	10
Waupaca	10	10	100	10	10	10	10
Wausau	10	10	100	10	10	10	10

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2008-2009
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Agenda

Feature Articles

The Future Leaders Forum at WEC	8
MPI World Education Congress	15
31st Annual Awards Gala	16
Tell a Colleague, Bring a Friend	19
Innovative Outings	19
Organ Donation	25
Reaching Out for Community Outreach	29

In Every Issue

From the Editor's Desk	4
President's Column	7
Did You Know?	9
Food for Thought	10
Student Profile	13
New Members	14
Who's in the News	20
Supplier Profile	23
Calendar	23
Planner Profile	24

Cover photo provided by Frank Juarez



The Wisconsin Chapter of Meeting Professionals International would like to thank **Visit Milwaukee** for their Bronze Level support of our Strategic Partnership Program!



**NOV/DEC 2008
VOL 30, NUM 6**

Published bimonthly by
Meeting Professionals International –
Wisconsin Chapter

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Publication Deadlines:

January/February 2009
Deadline: November 20, 2008

March/April 2009
Deadline: January 20, 2009

May/June 2009
Deadline: March 20, 2009

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FROM THE EDITOR'S DESK

Don't get your tinsel in a tangle.....

The holidays, my favorite time of year is approaching. As we enter this twilight zone of frenzy for most, please remember some of the simple things and stay calm...don't stress and most of all enjoy what they are really all about.

I love the fall, the trees in my woods changing color, the fireplace going daily, the chipmunks and squirrels running themselves ragged hiding the nuts and food I put out for them daily and lastly my deer changing a shade darker and holding their strategic planning meetings on how to avoid the hunters in my back yard. Then it hits...the whirlwind of getting ready for Thanksgiving company. It is a great time to be with family and friends and make it a point to all talk about what we are thankful for in our lives. These are the kind of thoughts that we should have all year long, for it is our family and friends that fill our thankful hearts. And always remember that when you are having a bad day, someone is having a much worse one. So set aside some quiet time and share it with family and friends, I think you'll find the special joy is pleasure that won't end. Be thankful for all of our MPI friends as well, we have the best MPI family and I am personally very thankful for all of you.



Lori Fuhrmann
is the co-editor
of the MPI-WI
Agenda. She is the
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and Marketing
for the Crowne
Plaza Milwaukee-
Wauwatosa in
Milwaukee, WI.

If you really want me to be thankful, send an article for the January/February issue at editor@mpiwi.org.

Then the day after Thanksgiving is the best one, I am not one of the crazies out there shopping, I am one of the crazies up at 5AM, starting my Christmas baking and candy, getting the tree up and all of the décor and breaking out the holiday music to a roaring fire in my fireplace. I don't blast it until 6AM though, I figure I'll let my family sleep in.

Ahhhhh, then Christmas. I am such a fanatic. I buy gifts all year round for people when I see something that I think they will like. Here is the trick though...remember where you put them. (I am convinced next Easter that I will be able to hide my own Easter eggs.) But remember again to take time to cherish the moments and not stress on what you can or cannot buy. Reflect on the fact that you woke up and are able to spend quality time with those that are the most important to you. Go ahead and make a snow angel, throw a snowball, sit on the deck in a snowstorm with a beverage and pretend it's summer. It's all about what makes the holiday's bright for you and remember the reason for the season. Also, remember an MPI friend that may be going through a hard time and lend a helping hand.

My family adopts a family for Thanksgiving and Christmas. There is nothing better than a thankful smile or tears of joy from the parents and children that you have touched the hearts of. Try it...you don't have to do a lot, but just enough to make a memory for them.

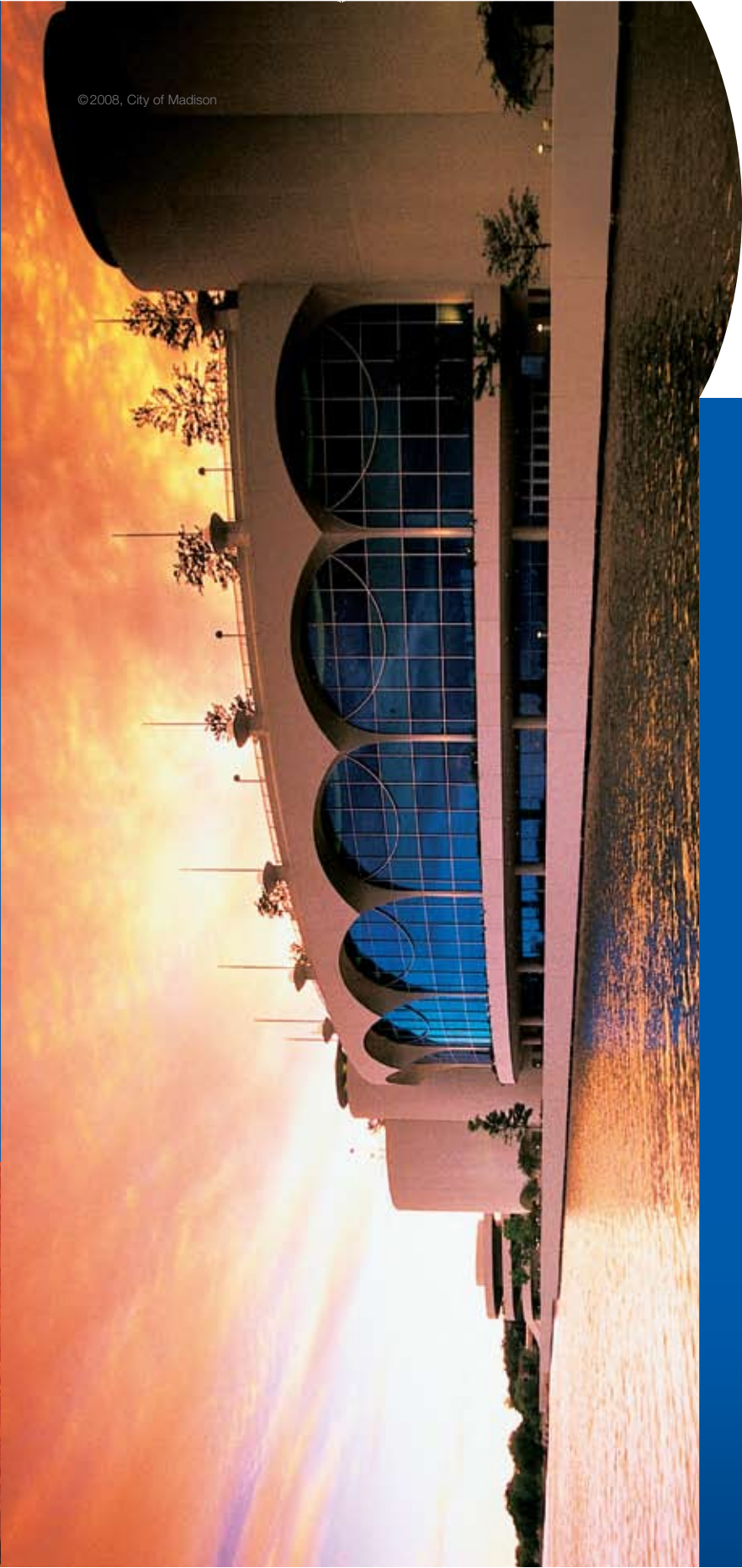
And always remember, may your stuffing be tasty and your turkey be plump. May your potatoes and gravy have nary a lump. May your yams be delicious and your pies take the prize. May your Thanksgiving/Christmas dinner stay off of your thighs. Believe in Santa...just because! ●

Cheers,

Lori



NOTE TO SELF: CANCEL THE MOTIVATIONAL SPEAKER.

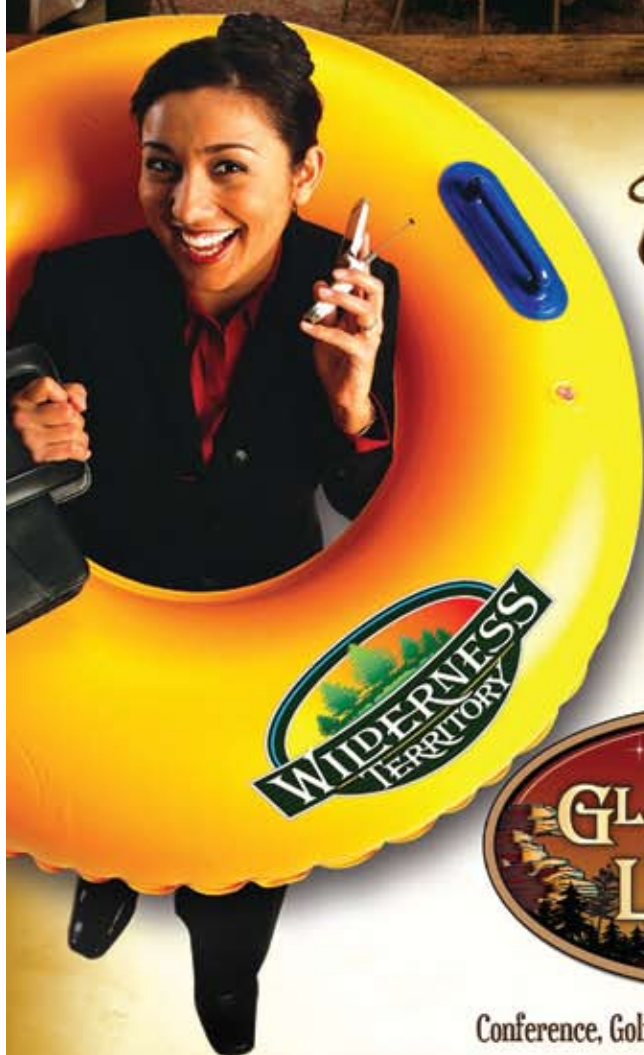


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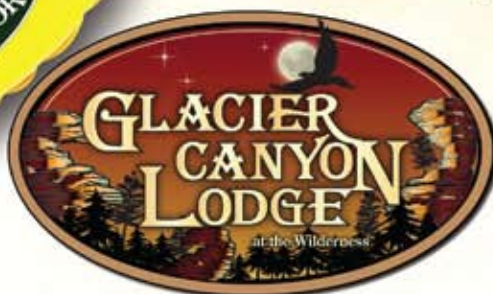
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MPI-WI: CONSCIOUS OF OUR CARBON FOOTPRINT

A few years back when someone said to me they needed to be more green, I had no idea what they were talking about. Green could mean a number of things—feeling ill, inexperienced, having money, or just a color. Now more than ever I am in the know about “green.” From my children telling me to recycle my soda can and turn off lights, to meeting professionals asking for green ideas for their meetings, to MPI leading the charge in the meetings industry, it’s not a new concept to me any longer. Green is here to stay, and with green comes many ways to give back to our community and world.

MPI-WI Chapter has taken the green movement very seriously. Here are some things we’ve done as a chapter over the past few years to be even greener:

- We’ve begun a rideshare program. Look for the carpool link when you register. Do your best to partner up with another MPI member coming from the same location. What a great way to reduce emissions, save on energy, and get to know fellow MPI members better.
- We will request green initiatives from properties hosting our monthly programs. Does your property have green objectives? These initiatives will certainly be considered as our education team plans future locations.
- We’ve made a commitment to using electronic tools more. Did you know we once printed an annual membership directory? Think of the paper we’ve saved by putting membership data online. In addition, it’s a much easier way to keep information up to date.
- We’ve greatly decreased our paper usage by providing online registration and electronic notices. In the past, these registration forms and notices were printed and mailed.
- The “Paint the Town Green” Awards Gala is a great example of a green event. From the food, the programs, and flowers, the team was very conscious of MPI-WI’s carbon footprint. Did you know the centerpieces were donated to a local senior home? And the unused food was donated to a food bank?

In addition to increasing our green initiatives, MPI-WI has held a number of community outreach projects over the years to give back to the community. Through community outreach, MPI-WI Chapter has given to local food banks, shelters, children’s hospitals, cancer research, Red Cross, and many other worthy causes. We’ve also given to other chapters who suffered through disasters, like the MPI-New York Chapter who lost a number of members to 9-11, and the MPI Gulf States Chapter, who suffered substantial loss with Hurricane Katrina. Wisconsin also suffered a huge loss with the June 2008 flooding. Our chapter stepped up once again and donated \$7,183 to the relief efforts. It’s a heartwarming feeling to know our efforts have been successful in helping others.

I encourage each of you in your professional and personal lives to think of ways to contribute to the environment or to a worthy cause. After all, as passionate as we MPI members are, there are many ways we can all help better our world.

We are always looking for additional feedback. If you see an area where we can be “greener” or more supportive to our community, please do not hesitate to contact me. MPI-WI Chapter is committed to help lead the way to a cleaner and brighter future for those who follow in our footsteps. ☻

Mae



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 FUTURE LEADERS FORUM AT WEC — AN EXTRAORDINARY OPPORTUNITY

The MPI-Wisconsin Chapter was well represented again at the IMEX-MPI Future Leaders Forum, held in conjunction with MPI's WEC each summer. Kristi Kaiser, Jennifer O'Branovich and Alyssa Teasdale, all from Madison Area Technical College, were three of the 30 students selected from numerous applications. I wanted to give these students a chance to share with us their experience. Read on to see what they thought before and after attending the Future Leaders Forum and WEC.

I asked each to answer this question prior to attending the Forum: What are you expecting to learn from the Future Leaders Forum and from your attendance at the World Education Congress (WEC)?

Kristi Kaiser: To be honest, I don't really know what to expect. From what I have heard, it will be an amazing experience, but that's about all I know!

Jen O'Branovich: From the Future Leaders Forum, I hope to learn more about the special events industry. I feel I am educated on mostly meeting planning, but my drive is special events. I would love to meet and network with other planners to help give my career a more determined path. I feel that after speaking and learning from others' experiences I can grow to move forward and create my own. The more I can know and learn from others, the less mistakes and corrections I will make.

Alyssa Teasdale: I am expecting to network with as many professionals from as many locations around the world as possible, as well as meet students in the industry that I will be working with in the future. I also expect to take a wealth of information home with me to help me in my classes come the fall semester.

Here is what they had to say after they returned from Las Vegas: What is the Future Leaders Forum?

Kristi: The Future Leaders Forum is a chance for a group of 30 students to gather and learn from the experts. It provides a chance to network and get to know your peers, and at the same time learn about trends, tricks of the trade, and career hints from some of the top leaders in the industry.

Jen: The Future Leaders Forum was a meeting of 30 international students, all studying a field in hospitality. These students were chosen to come participate in a two-day learning forum, all expenses paid.

Alyssa: The Future Leaders Forum is the coming together of 30 sponsored, hand-picked students from around the world to participate in the MPI-WEC.

What is one thing you learned at the Forum that you would like to share with other members?

Kristi : I think that the thing I would like to share with other students is to get involved and stick with it. MPI provides so many great opportunities for students, and taking advantage of these can really help your career. At the forum, we learned firsthand how MPI boosted the career paths of industry professionals, and we got to hear about all the indispensable services that are available to us as students.

Jen: One thing of the biggest things I took away from the forum was the possibilities and plans to implement green meetings. I was always under the impression that it would be more costly to go green, but we were given great plans and programs to implement into our work in order to keep the costs down.

Alyssa: I learned that the networking is a major contributor to your success and knowledge. I was also able to meet the President and Chairman of MPI as well as many other amazing people.

Describe your experience at the World Education Congress.

Kristi: Wow! Everything about the WEC was impressive: from the opening session to the "networking events" and the trade



*Alyssa, Kristi and Jen
with their proud instructor, Janet Sperstad, CMP.*

show. It was a whirlwind of great information, important contacts, and a general excitement about this industry.

Jen: My experience at the WEC was unforgettable. There are no words to explain how well MPI did in treating all their guests like celebrities. I will never have a chance to be treated so amazingly at such a young age. It really gave me an opportunity to see how many new possibilities there are for special events. It really reminds you to keep with the trends and be involved so you don't fall out of the loop.

Alyssa: The World Education Congress was an amazing experience of which to be a part. From the unbelievable opening reception in the Ballroom of Caesar's Palace, to the variety of learning sessions, to the unveiling of MPI WEC 2009 Salt Lake City, to the closing ceremony that was beachfront at Mandalay Bay. And not to mention the amazing people I met from all over the world. The amount of stimulus, detail, and surprises around the corner was unbelievable.

What is one thing you learned at the WEC that you would like to share with other members?

Kristi: (Oh, that's right; there was some learning in there as well!) If I could, I would bring everyone on the tour we took of Mandalay Bay behind-the-scenes. It was an amazing experience to see what goes on in a resort and convention center of that size. After attending some of the impressive events that they were able to orchestrate, seeing what goes on behind-the-scenes was something that I think will be very useful in the future because it is so important to have knowledge of all aspects of planning.

Jen: I learned to never close the door on ideas. Always keep an open mind and constantly be networking and reading and researching for more.

Alyssa: I learned a variety of things about green destinations around the world and what the future has in store for planners in the future. I believe that more and more planners are going to be recruited to be strictly green planners.

Congratulations to each of you on a fantastic accomplishment! Hope to see you ladies on a chapter team or two real soon! ●



Alison Huber is the Director of Advertising, Publications and Community Outreach for the MPI-WI Chapter and a past attendee and presenter of the Future Leaders Forum.

DID YOU KNOW?

The next Certified Meeting Professional (CMP) exam will be held on January 10, 2009. While it is too late to apply to sit for that exam, the Convention Industry Council (CIC) is currently accepting CMP applications to take the exam on July 11, 2009. The submission deadline is February 25, 2009.

Through the CMP program, individuals who are currently employed in meeting management have the opportunity to pursue continuing education, increased industry involvement and industry-wide recognition by achieving the CMP designation. The requirements for certification are based on professional experience and academic examination. The foremost certification program of today's meetings, conventions and exhibitions industry, the CMP designation recognizes those who have achieved the industry's highest standard of professionalism.

For more information on the CMP exam, visit <http://www.conventionindustry.org/>.

Want to prepare to sit for the exam? MPI has just launched a new study aid to guide CMP exam preparation--the MPI CMP Online Study Guide. Designed with busy schedules in mind, the Study Guide efficiently assists in the preparation of an effective study plan. Created in partnership with Arizona State University, and brought to you by the MPI Foundation and Wyndham Hotel Group, the Study Guide provides a practical framework for approaching an important career milestone.

For more information on the MPI CMP Online Study Guide, visit <http://www.mpiweb.org/CMS/mpweb/mpicontent.aspx?id=17338>.

The MPI-WI chapter currently has 57 CMP members and 6 CMM members!

Congratulations to the following members for passing the CMP certification in July 2007 and February 2008 exam:

- **Jennifer Scheller, CMP** – General Casualty Insurance
- **Jennifer Seelig, CMP** – United States Bowling Congress
- **Sherry Benzmilller, CMP** – Energy Center of Wisconsin
- **Marie Johnson, CMP** – Midwest Airlines

And, congratulations to Kim Marie Ball, CMP, CMM for achieving her CMM designation in 2008!

FOOD FOR THOUGHT

Featuring: Axel Dietrich, Executive Chef

America's House of Steaks, Wyndham Milwaukee Airport Hotel
Milwaukee, WI

Axel Dietrich was born in Berlin, Germany and trained at the Hotel Fachsule, Berlin for three years. He eventually moved to Switzerland where he honed his culinary skills at various hotels until 1960 when he immigrated to America and the City of Milwaukee.

His career in Milwaukee started at the Plankinton House, and four years later he moved on to become Executive Chef at the Pfister Hotel. It was there, over twelve years, that Chef Axel turned the English Room into the marquee restaurant in Milwaukee.

Chef Axel became Executive Chef at the Olympia Resort in 1976 and shortly after, in 1979, moved to the Grand Milwaukee Hotel (currently known as Wyndham Milwaukee Airport Hotel and Convention Center) where he again worked his magic by opening the award winning Harold's Restaurant. Milwaukee Journal Sentinel food critic Dennis Getto continually rated Harold's Restaurant one of the Top 30 Restaurants in Milwaukee.

Executive Chef Axel continues to practice his fine tradition of quality food and exceptional service at America's House of Steaks located at the Wyndham Milwaukee Airport Hotel. Axel continues to make this restaurant the star of the south side with his wonderful cuisine, such as steaks and seafood.

Executive Chef Axel is a Gold, Silver and Bronze medal winner for numerous competitions.

He has acted as culinary chairman for several shows for the American Culinary Federation and the Wisconsin Restaurant Association. He also has judged the student competitions for these organizations.

He has actively participated in charity programs such as Taste of the Nation, Ronald McDonald House and Grape Lakes Festival of the Arts.

Axel is a previous member of the American Culinary Federation, Conferie de La Chaine Des Rotisseurs and has served on the advisory board of the Hotel-Motel Division of Milwaukee Area Technical College. ●



Stuffed Chicken Breast with Eggplant

8	5 oz Boneless Skinless Chicken Breasts
1 medium	Eggplant (peeled, diced, salted and drained)
4 oz	Prosciutto Ham (diced)
8 slices	Fontina cheese
1/2 cup	Sun-dried Tomatoes (soaked in water, drained & diced)
4 Tbls	Olive Oil
2 cloves	Garlic (crushed)
	Fresh Basil, Sage, Salt & ground Black Pepper.
2 Tbls	Brandy
4 Tbls	Chablis
6 Tbls	Vegetable Shortening
1 cup	Chicken Sauce

- Place chicken breasts between sheets of plastic wrap and pound them as thin as possible with the side of a meat cleaver or mallet. Put aside.
- Heat olive oil on low heat and add crushed garlic. Saute without browning and add prosciutto ham, eggplant, sun-dried tomatoes, basil & black pepper. When mixture is cooked, pull off the heat and let cool down.
- Lay out chicken breasts and place Fontina cheese and fresh sage on each breast. Spoon eggplant mixture on top. Roll up the slices and secure with a toothpick.
- Heat vegetable shortening in a skillet, flour the meat and brown over moderate heat. Season with salt and pepper, add brandy & chablis.
- Let reduce and add chicken sauce.
- Recommended to be served with fresh pasta.



To gather. To share.

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Student Profile: Jennifer Doolin

Place of Employment: Metavante Corporation

Job Title: Technical Writer

What drew you to the meetings industry? I love the planning process and I love organization. I planned a trip to London for my mother and myself about two years ago and really enjoyed the whole process. Some of the ladies I worked with at the time always would say that I should do it for a living but did not think anything of it at the time. I watched the movie *The Wedding Planner* with my father and he made a comment that I would really be good at being a wedding planner and it just clicked. I decided to pursue Meeting and Event Planning and signed up for classes at my local technical college.

Tell us about your college program: I attended Waukesha County Technical College for their year and a half program. It was great to learn a lot of the tricks of the trade from our professors who had been in the meetings industry for years. We learned everything from submitting an RFP to organizing a group of volunteers for an event. The best part of the program was that I had the opportunity to plan an actual event while taking the classes, so it was nice to see everything I was learning in class applied to an actual event.

Teams or projects that you have worked on for MPI or would like to be involved with: I am very new to MPI and have not had a chance to work on anything with the organization. I would love to get involved in the planning stages of some of the events by working on one of the committees.

Tell us about your family: My mother has been a local business owner in Milwaukee for almost 30 years, and her mother owned the business before her. My mother has always been involved in planning various activities in the community: Chamber of Commerce awards banquets, post prom activities, etc. So I guess I got the planning bug from her. My brother is currently in the Pharmacy program at Midwestern.

Where were you born? I was born and raised in Milwaukee, WI.

Where do you currently live? I currently live in Cudahy, WI.

Favorite Pastimes: I love to travel and have had the pleasure of traveling to Spain, Costa Rica, Mexico and England. I also love to read, but have found little time for that recently with work, school, and the association that I am currently co-president and programming chair for The Association for Women in Communication, www.awcmilwaukee.org.

Favorite Musical Group: There are far too many to name . . . I guess it depends on my mood. I most recently enjoyed rocking out at the Bruce Springsteen concert, during the Harley Davidson 105th.

Person you admire most and why: I cannot think of one specific person; but I admire anyone who has a dream or a goal and makes it happen. That kind of a person is admirable in my mind.

Dream Vacation: My dream vacation is to some day visit Doolin, Ireland. Also a biking tour of the vineyards of Italy doesn't sound so bad either.

If I won the lottery I would: Buy a house or a really great condo downtown, invest the majority of the remainder, and then there would be some serious shopping.

Words to live by: It would be some version of the serenity prayer . . . as planners we tend to have too much on our plate at all times, so this saying drives me on a daily basis:

"God, grant me the serenity to accept the things I cannot change; Courage to change the things I can; And wisdom to know the difference."

Special personal accomplishments: I took a yearly awards banquet that had been a profit loss event for an association in the past and turned it into a successful, profitable event where the association made around \$2,000 for future programming and other costs. 🌀

Internship Postings at www.mpiwi.org. Contact admin@mpiwi.org to post your internship position or resume today!

NEW MEMBERS

Please help us welcome our new members!

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Professional

THE FUTURE WAS SHOWING AT THE MPI WORLD EDUCATION CONGRESS

MPI's World Education Congress held at the Mandalay Bay Resort and Casino in Las Vegas, Nevada, August 9-12, 2008, really did prove that the "future is showing" for the 4,300 meeting professionals in attendance. Over twenty-five MPI-WI chapter members traveled to this annual meeting, and I was lucky enough to be one of them. The following are my lessons and observations from the congress:

The Welcome Reception on Saturday evening was beautiful and well-attended. As attendees entered the space, there was a long hallway with conversation nooks and performers in skin-tight silver bodysuits performing various acts from ribbon twirling to contortion, and of course, servers with trays of martinis and wine—after all, this was Las Vegas. Upon entering the main, ambience-filled event space, I witnessed some of the most beautiful food displays I had ever seen. There were various stations and bars with luscious food and beverages. The food appeared to be suspended in mid-air as it hung on clear shelves suspended by sheer wire. A light fog rolled in to create a bit of mystery and excitement and was highlighted by the subtle up lights throughout the space. A bit later in the evening, a separate desert room was opened and the decadent food and drink continued.

Sunday morning kicked-off with the Opening General Session, featuring various MPI leaders and the headline speaker, Dr. Patrick Dixon. Larry Luterman, the new MPI Chairman of the Board, discussed his Community Knowledge Plan to develop the needs of all meeting professionals through every stage of their careers. The plan includes milestones, such as designations and certificates, to help mark a clear road path for professional achievement. Other objectives of Luterman's one-year plan include the expansion of a vibrant global marketplace, continued growth and collaboration of chapters and the formation of two new committees—the Future of Meetings Task Force and the Meeting Executive Advisory Council. Another announcement during the opening session was that of the new MPI awards program. The program will include seven annual awards in three categories, individual, community and organizational. The "Organizational Achievement" award will first be issued at MPI WEC 2009 in Salt Lake City, while the other six awards will be rolled out in 2010. Another facet of the new awards structure is a Community of Honorees that will include all past award winners, chapter presidents and other past leaders. Dr. Dixon followed

Luterman's lead and continued to provide us with a glimpse into the future. He discussed the future of corporate events, conference, workshops and seminars. Planners will have the opportunity to reinvent the meetings industry and drive business success by proving the impact of these meetings with clear, practical goals and measurements. He also emphasized the importance of face-to-face contact in the ever-evolving Web 2.0 climate.

And now for some highlights from a few of the sessions I had the opportunity to attend:

My favorite session was *Re-visioning the Conference with Social Media* presented by Mike Wesch, PhD, an assistant professor of cultural anthropology at Kansas State University. Wesch created a YouTube video (<http://www.youtube.com/watch?v=6gmP4nk0EOE>) in the basement of his home that quickly spread across the Internet and became one of the most watched videos on the web. The video uses various graphical elements and examples to help showcase the power of Web 2.0 and interactive media versus traditional paper and pen methods of communication. Wesch's presentation explained that media mediates relationships and that as media changes, so do personal relationships. Not long ago, we thought of information as a thing. Today it has taken on a life of its own and has become interactive and participatory. There are over 112.8 million blogs on the internet and RSS feeds (Rich Site Summary) have taught us that information can find us if we define the parameters. I left the session feeling energized and with a list of websites in hand to explore.

During *This Isn't Your Daddy's Downturn: Insider's Look into the Economic Status of Our Industry*, we were given a glimpse into the consequences of the current economic downturn and the possible future effects on the meetings industry. It is thought that the new economy will lead to less leisure travelers and more available rooms for group sale. However, the issue of being able to fill these rooms, even with group business, during these tough economic times still remains. The panelists in this session encouraged planners to showcase their total revenue package in their requests for proposal and warned that the attrition and cancellation clauses in new contracts are likely to be more stringent to help protect the hotel's interests.

Continued on page 26

31ST ANNUAL AWARDS GALA IT'S NOT EASY BEING GREEN –

The MPI-WI Chapter hosted its 31st Annual Awards Gala “Painting the Town Green!” on September 11, 2008, at the Blue Harbor Resort and Conference Center in Sheboygan. Not only did we use this event to celebrate the accomplishments of the past year and recognize our chapter’s top advocates and volunteers, but we addressed environmentally-friendly concepts to minimize the carbon footprint for the gala.

Steve Lorenz, CMP, and Kim Marie Ball, CMP, CMM, emcees for the evening, opened the evening by remembering September 11, 2001, and all those who have since sacrificed their lives for our freedom.

Kim continued by highlighting just some of the “green” initiatives that the Awards Gala Team and Blue Harbor implemented throughout evening, including food drive and centerpiece donations to local charities, securing locally grown produce, and using plantable seed and recycled paper. The Blue Harbor has identified and addressed green initiatives, coined “Project Great Wolf,” that are to be completed by 2009.

Numerous awards were handed out throughout the evening to some very distinguished and hard-working individuals for their work efforts this past year. These individuals have shown great commitment and enthusiasm for the meeting and events industry.

GREEN FACTS

The average U.S. meeting attendee, over the course of a three-day event, uses more than 2,000 BTUs of electricity, consumes more than 800 gallons of water and generates more than 80 lbs of waste.

It takes 47 million gallons of oil to produce the estimated 28 billion plastic water bottles that Americans buy each year. Eight in every 10 bottles will end up in a landfill.



The 2007-2008 MPI Awards Winners and the MPI Board pose for the camera.

And the winners are...

- Rising Star Award – Joey Greeno
- Industry Partner Award – Wisconsin Dells Visitors and Convention Bureau, Helen Wick
- Meetings Industry Advocate Award – Paulette Heney, CMM
- Journalism Award – Sue Lidstrom
- Team of the Year Award – Fall Education Day Team – Co-Chairs: Cindy Foley, CMP and Marin Medema; Team members: Sherry Benzmilller, CMP, Sara Beuthien, Wanda Gilles, and Sue Lidstrom
- Kristin Bjurstrom Krueger, CMP Scholarship – Alexandra Chugina
- Chapter Grant Award – Carmen Smalley
- Hall of Fame Award – Cinda Vingers, CMP
- Supplier of the Year Award – Laura Cornell, CMP
- Planner of the Year Award – Linda Hale

Laura Cornell, CMP and 2008 Supplier of the Year said, “I’m humbled and I’m honored ... I can’t believe it!” Congratulations to all for their well-deserved and hard-earned awards!

Recognition of new CMPs and CMMs was presented by David Helgeson, CMP from the Radisson Paper Valley Hotel.

OR IS IT?

Those passing the CMP certification in the July 2007 and February 2008 exams include:

- Sherry Benzmilller, CMP – Energy Center of Wisconsin
- Marie Johnson, CMP – Midwest Airlines
- Jennifer Scheller, CMP – General Casualty Insurance
- Jennifer Seelig, CMP – United States Bowling Congress

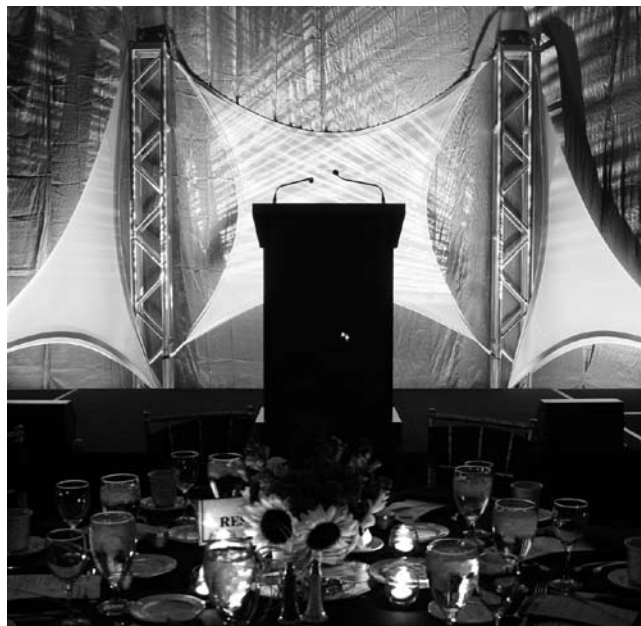
Kim Marie Ball, CMP, CMM, earned the CMM designation.

Congratulations to all on these outstanding accomplishments. Representation of total CMPs/CMMs in the WI Chapter is 6 CMMs and 57 CMPs.

On a more somber note, Marge Anderson honored Jim Goebel, CM (1929-2008), one of the original charter members of MPI, for his hard work and dedication to MPI. “Tonight we honor Jim’s memory and amazing work he contributed to our profession. He relished motivating, mentoring and educating others. Jim will be truly missed as a mentor and a friend.” Jim was one of four charter members (Serge Logan, CM; Rosemary Steinfest, CM; Damien Mogilka, CM) that MPI-WI is privileged to call its own.



Sue, Amanda, Marin and Wanda share laughs over cocktails.



Carina Tran and her team created the perfect backdrop for a night of celebration.

Immediate Past President and recent tri-athlete, Paulette Heney, CMM, recognized the 2007-08 Board of Directors, while also thanking both her family and MPI for their support in making her year as president a success, stating that she “...grew personally and professionally.” To Mae Ibe, CMP, 2008-09 MPI-WI Chapter President, Heney advised, “Life is a journey, make it a journey to remember.”

“The ultimate test of man’s conscience may be his willingness to sacrifice something today for future generations whose words of thanks will not be heard.”

— Gaylord Nelson former governor of Wisconsin,
co-founder of Earth Day

2008-09 MPI-WI Chapter President and “Mom of the Year” (in her family’s eyes), Mae Ibe, CMP, approached the stage,

Continued on page 18

stepping on her “soap box” and introduced the new 2008-09 Board. She followed by presenting Paulette Heney, CMM and Immediate Past President, with a gift. Her message to the past presidents: “Thank you for making us what we are today.”

We bid the evening goodbye with a dance and music by Turntable Entertainment, as well as a raffle. This year’s grand prize raffle, won by Shannon Timmerman, Glacier Canyon Lodge at the Wilderness, included two round trip Midwest Airlines tickets paired with a two-night stay at any Marriott property. Although not all 120 of us were able to leave a winner that evening, we did all leave with a soy candle donated by National Premium, as well as a recycled tote from Humana Inc. Thank you to those who not only donated raffle items (45 in total), but also to those who helped sponsor the event. Without their generous support, this event would not have been possible.

Kermit the Frog once proclaimed, “It’s not easy being green!” We are all aware that the meeting and events industry is being



MPI members gather for a photo during dinner.



The MPI-WI Chapter was pleased to our Past-Presidents in attendance and Cinda Vingers, CMP (lower left) was awarded the Hall of Fame Award.



The Team of the Year smiles for the camera.

asked to give serious consideration into integrating environment-friendly concepts into each and every event, which isn’t the easiest of tasks. If we as an association can make it a priority to become more eco-friendly and socially responsible, then each of us individually can make this a priority and take the same steps to better our community and our environment.

The Awards Gala Volunteer Team included:

- Team Lead - Carina Tran, American Express at SC Johnson
- Amy Qualmann, Suby, Von Haden & Associates
- Jenny Olesen, Comfort Inn & Suites
- Lana Frank, Humana Inc.
- Julie Finco, Marian University
- Cheryl McShane, Professional Events & Consulting LLD
- Lisa Dardis, Blue Harbor Resort

Let’s also not forget the Awards Team including:

- Meagan (Costello) Krause, Greater Madison Convention & Visitors Bureau
- Jennifer Hlavacheck, Madison Concourse Hotel
- Lynette Resch, CMP, TDS Telecom
- Judy Roos, Wisconsin Bankers Association

Photography by Frank Juarez. Frank is the art department chair and art teacher at Sheboygan North High School. You can contact Frank at (920)559-7181, artmanfrank@yahoo.com or www.pacojuarez.com.



Amy Qualmann is the Events Coordinator for Suby, Von Haden & Associates, one of Wisconsin’s leading independent accounting firms. She resides in Madison.

TELL A COLLEAGUE, BRING A FRIEND



Susan Arts, CMP
is the Vice President of Education for the MPI-WI Chapter.

You've just attended a great MPI-WI chapter meeting on _____ (*fill in the blank with any topic that excites you – contracts, leadership, negotiation techniques.*) You go back to the office and think "Wow — I wish _____ (*fill in the blank – my boss, our legal counsel, the HR director, my client*) was at this meeting; they would've gotten a lot out of it!"

Now is your chance to tell a colleague, friend, co-worker, and client about the great education programs that MPI-WI has to offer. On every monthly

meeting notice, there is a new section: Tell a Colleague. By simply clicking a link and filling in an e-mail address, you can let others know that they should attend.

Who Should You Include?

Your boss. Many of us report to those who do not have any meeting industry responsibilities or experience. Bringing your boss lets them see what goes on at those meetings that they let you go to, and what you bring back. It's also a way for them to network and meet others in the field. How great would it be to attend an MPI-WI event with your boss and be able to introduce them to potential clients?

Your co-workers. You have to work with them every day...those individuals who have no idea what you do. For example, invite your procurement agent to a session on contracts. You already know that negotiating a contract for a meeting is nothing like negotiating a contract for a million widgets; this is a way for them to gain some knowledge. And invite the legal counsel as well.

Your non-MPI friends in the industry. We all have them...people who are in the field but not MPI members. Or maybe they are members but don't attend any programs. You know how important it is to stay on top of the latest and greatest trends and developments — do them a favor and let them know how important it is to them and their career.

Your clients. Show your clients that you are thinking of them with something more than a basket at the holidays. Inviting your client to an MPI-WI event gives you the opportunity to spend time with them in a very different setting, and exposes them to the diversity of the industry.

So the next time the meeting notice comes through your e-mail in-box, click on the link to learn more about the topic, and then click on the link to tell a colleague. The next time you attend a great MPI-WI meeting, you'll be able to say to your boss/colleague/client — "Wow! I'm so glad you came to this with me!" ●

INNOVATIVE OUTINGS FOR THE HOLIDAY SEASON

Most look toward the holiday season with anticipation and excitement. However, all too often the minds of corporate event planners fill with stress and pressure to find and plan the best holiday party for their company. At Windy City Fieldhouse (WCF), we strive to make it different than every other boring and stuffy holiday party. As we move into the holiday season, here are some new and innovative ideas for a fantastic holiday outing.

Interactive Holiday Family Party

The holiday season provides the perfect opportunity to bring employees and their families together to thank them for a great year. We're finding that more and more companies are looking for a way to bring employees together to thank them and their families for a job well done. The holidays are a family focused time of the year and also present a perfect opportunity for celebration. One popular trend is to plan an afternoon or evening of fun-filled activities designed for the entire family. From the holiday themed arts and crafts to indoor "snowball" fights and "Secret Santa" gifts, kids and adults have a blast and head home full of holiday cheer and great family memories! An Interactive Holiday Family Party is the perfect event to celebrate the holiday season with employees and their families — guaranteed!

Holiday Events for a Cause

Another popular trend is adding a charitable program to your holiday party. WCF recently created a "Build-A-Bike" program that helped deliver bikes to children in need and spiced up the traditional holiday party with a charitable twist. Teams participated in building bikes for the charity while building relationships and camaraderie amongst employees at the same time — all for a great cause. From Scavenger Hunts for a Cause, which deliver "Secret Santa" gifts to a local charity of your choice to "Build-A-Bike", "Build-A-Bear" and other event add-ons focused on adding some fun and charitable giving to your traditional holiday party, the holidays are a great time to give back. In addition, your team gains a great sense of accomplishment together with results that last long after everyone goes back to the office. ●



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/team-building to learn more.

WHO'S IN THE NEWS

Changes & Accomplishments

What you think about, you bring about. Aerodynamically, the bumble bee shouldn't be able to fly, but the bumble bee doesn't know it - so it goes on flying anyway! — Mary Kay Ash

First of all, kudos to all of our Award recipients from the September Gala! Please also join me in congratulating other recent movers and shakers:

Kim Ball, CMP, CMM, of Abbott, who is now a member of the Marketing Brand Advisory Committee for MPI. Our “Sconi” is definitely showing in the growing number of WiS-CONsin representatives at the International level! Behold the power of cheese.

from the Heidel House Resort is now Tina Luther, CMP! She studied with a Chicago group and worked hard to earn her Certified Meeting Professional designation.

We'd like to congratulate the following July 2008 CMP graduates: **Tina Luther, Peggy McCumber, Kerry Rauwerdink**, and **Karen Iverson**.

When she wasn't busy overseeing the Award nominations this past summer, our talented multi-tasker, **Meghan Costello**, from the Greater Madison Convention & Visitors Bureau, found time to get married on August 23rd in Madison. She is now Mrs. Meghan Krause!



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.

Finally, did you know we have two MPI members who completed a TRIATHLON this past summer? Congratulations to **Paulette Heney, CMM**, from Meetings & Incentives, on completing her very first triathlon, along with her “trainer & veteran athlete” **Denise Henson** from the Racine Marriott!



When I asked them about this awesome feat, Paulette (on the right) replied, “I did my first triathlon with Denise (on the left) who kept me going on training and helped give me the confidence to make sure I finished the race. She is really a great motivator and someone who inspired me along the way.” Denise's response was, “Paulette was particularly inspiring to me because she went through shoulder surgery late last year, and went through extensive physical therapy to recover. She still persevered and trained in the pool for the swim... her strong suit! Unfortunately, our triathlon turned into a duathlon at the last minute due to the flooding of Pewaukee Lake... so we were forced to do a run/bike/run. Paulette wasn't fazed by it, she just took it in stride. It was an inspiration to me because it shows Paulette's ability to adjust to any situation under pressure — a true meeting planner at work!”

Denise went on to say for our members, “So, be careful when you hear ‘get involved in MPI Wisconsin’... your life will never be the same... it will be so rewarding in so many ways... professionally and personally... and, you might just end up crossing the finish line with Paulette Heney, CMM, Immediate Past-President, and triathlete! Now we all know who to call for those of us who want to get in shape on January 1st! Great job to each of these inspiring ladies in our chapter — I wish ALL of you a blessed holiday with your friends and family! 🍷

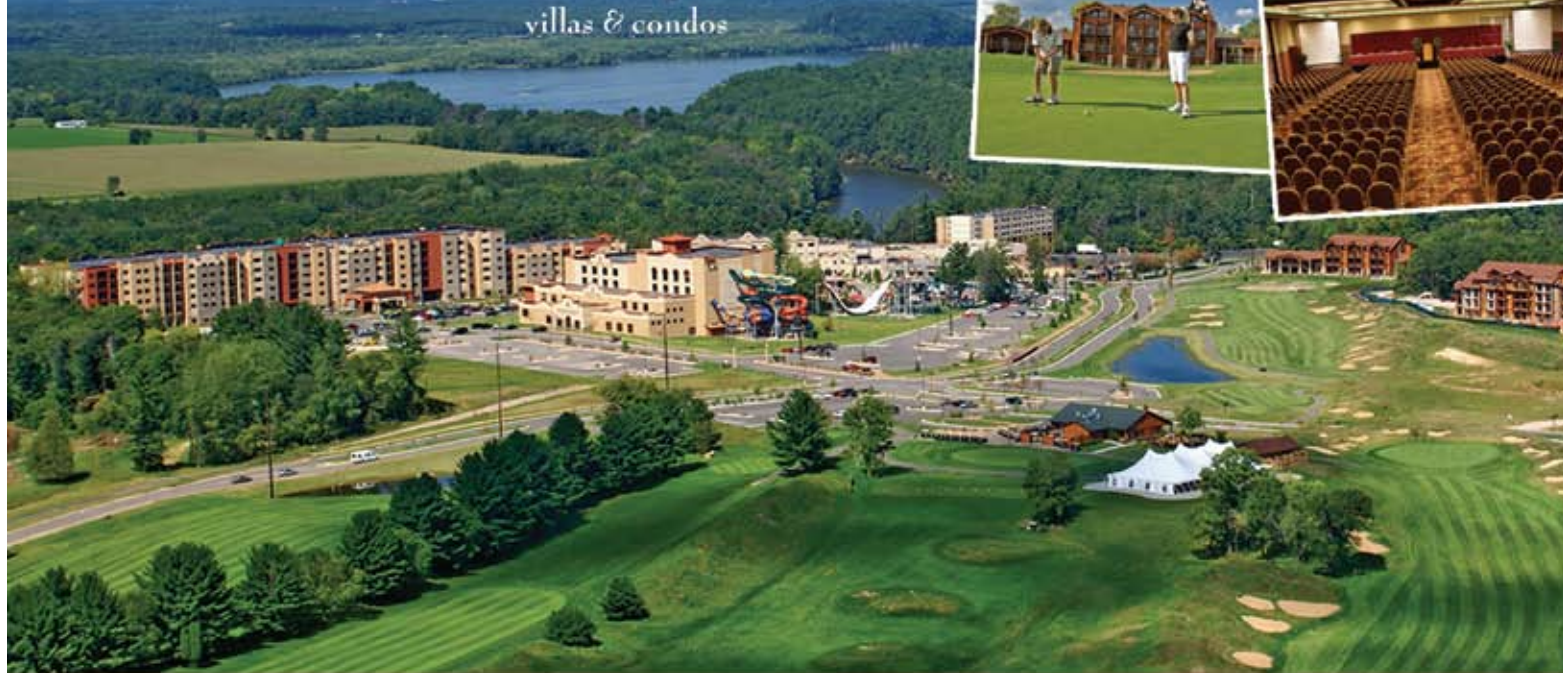


Introducing Chula Vista Resort

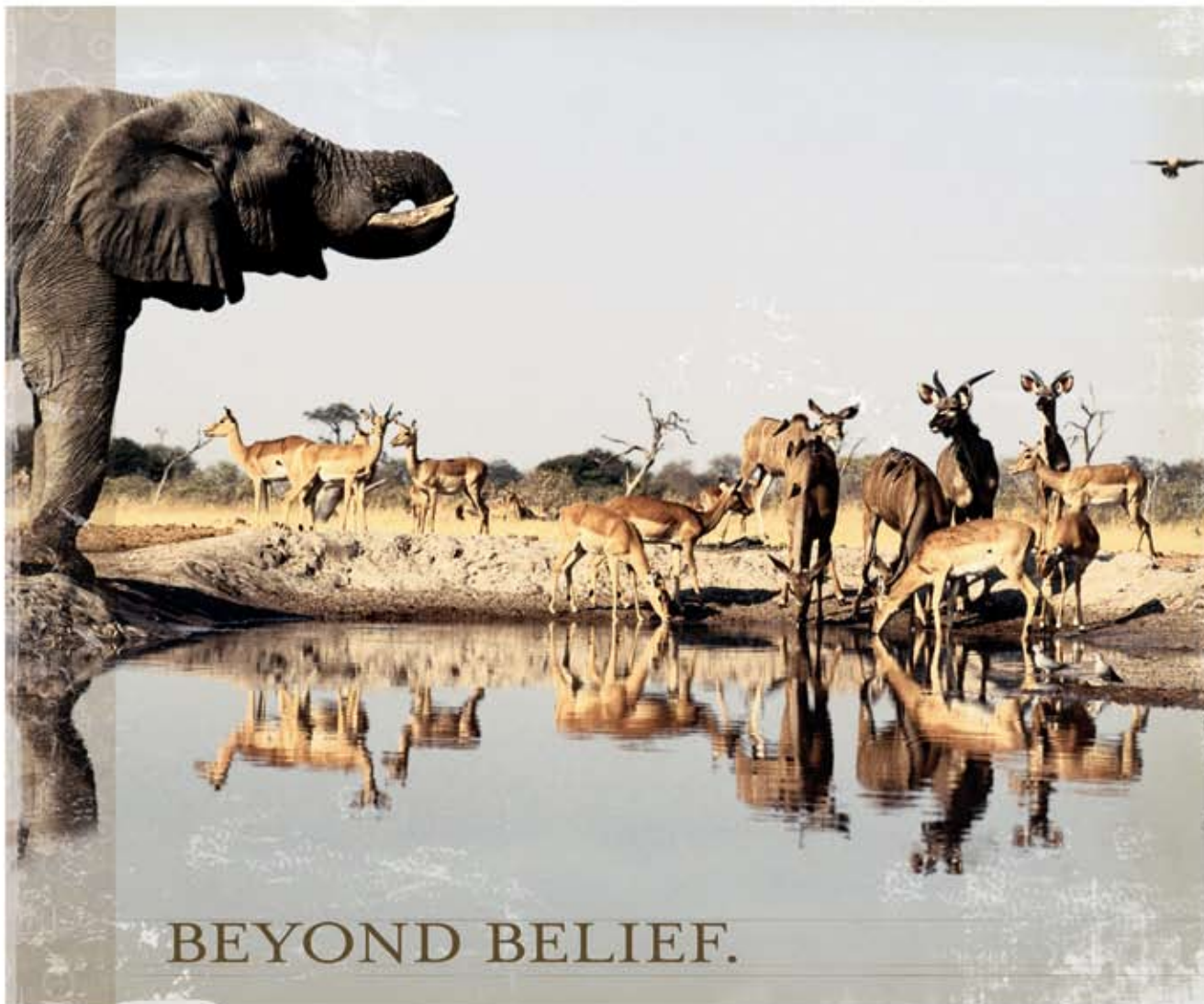
After 3 years in the planning, and over \$200 million dollars invested, Chula Vista Resort is ready. Our incredible new meeting facilities and attractions exceed all expectations. Now it is your turn to experience the next generation of the finest meeting and convention resort in Wisconsin.



- ◆ The new column-free Wisconsin Dells Center is now open
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BEYOND MEETINGS. If you're looking for a place to hold your next convention, event or conference, look beyond the obvious to the Convention Center at Kalahari Resort in Wisconsin Dells. Our Convention Center has over 100,000 square feet of flexible meeting space, incredible food, service and amenities all in an inspiring environment with authentic African art and artifacts throughout. 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.

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27 Holes of
Championship Golf



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Supplier Profile:

Julia Luther

Place of Employment: Dells Raceway Park

Job Title: Marketing & Event Coordinator

How long in the meetings industry? I have worked in the meeting industry for over eight years. I was with Chula Vista Resort as a Sales Manager for seven years before joining Dells Raceway Park in July of last year.

How long in MPI? Just Joined!!

Tell a bit about your company and/or current position: Dells Raceway Park is a 1/3 mile stock car track that was purchased by our owners just two years ago. Since that time there have been major improvements to the facilities. In addition, we are offering a variety of team building and special events to the meeting and convention market, including Pit Crew Challenges and Driving Experiences.

Teams or projects that you have worked on for MPI or would like to be involved with: We were very lucky to have the opportunity to host the non-golf activity for the WSAE/MPI Joint Golf Outing this year.

Tell us about your family: My boyfriend, Tony and I have been together for over 10 years. We have an extremely spoiled cat, Banana.

Where were you born? Sauk Prairie, WI

Where do you currently live? Lake Delton, WI

Favorite Pastimes: Reading, working out, spending time with friends and family.

Favorite Musical Group: I can't pick just one. I love all types of music and my music selection usually reflects the mood that I am in!

Dream Vacation: Anywhere I can lie on a beach and soak up sun!

If I won the lottery I would: Buy my parents whatever they wanted since they have helped me so much.

Words to live by: "The future belongs to those who believe in the beauty of their dreams." — *Eleanor Roosevelt* ●

Datebook:

CALENDAR OF EVENTS

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
www.mpiwi.org

JANUARY 2009

8-9

Board Retreat

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

FEBRUARY 2009

7-10

MPI Meet Different

Georgia World Congress Center
Atlanta, GA

19

MPI-WI Chapter Education/Fundraiser

Crown Plaza Milwaukee
www.mpiwi.org

MARCH 2009

1-3

**The European Meetings and Events
Conference**

Torina, Italy

19

MPI-WI Chapter Education

Holiday Inn Neenah Riverwalk
www.mpiwi.org

Planner Profile:

Melissa Magestro

Place of Employment: Assoc. of Equipment Manufacturers.

Job Title: Show Manager.

How long in the meetings industry? 7.5 years.

How long in MPI? Six months

Tell us about your company and/or position: AEM is a global trade association serving the construction, agriculture, forestry, mining and utility industries. We own and/or produce many tradeshows, including CONEXPO-CON/AGG - the largest tradeshow of any industry in the Western Hemisphere, ICUEE – the 2nd largest tradeshow in the US, and World of Asphalt – one of Tradeshow Weekly's Fastest 50 tradeshows for the past 3 show cycles.

Teams or projects that you have worked on for MPI or would like to be involved with: Since I am so new to MPI I haven't had an opportunity to work on any teams or projects, but I would definitely be open to doing so in the future!

Tell us about your family: Married to Doug MacKenzie, two children – Sadie, 16 and Jake, 11.

Where were you born? I'm proud to say I was born in Milwaukee and have been a lifelong resident.

Where do you currently live? Whitefish Bay.

Favorite Pastimes: Jogging with my dog, cooking, traveling, spending time with my family and enjoying a Rehorst vodka or gin cocktail (my husband is the distiller!)

Favorite Musical Group: Coldplay.

Person you admire most and why: My father, Jim Magestro, for his love of life, generosity and listening to his gut and my mother, Pat, for her loyalty and newfound sense of adventure.

Dream Vacation: I love to travel and there are too many places that would be a dream come true for me...but I have to be with my husband who is the best travel buddy.

If I won the lottery I would: Donate a large portion to the charities I support such as the Sojourner Truth House, Ronald McDonald House and Planned Parenthood, put some aside for my children's education and get a convertible with whatever is left over.

Words to live by: "I honestly think it is better to be a failure at something you love than to be a success at something you hate." – *George Burns*

Special personal accomplishments: Any time I can make someone's day better and happier, I consider that a great accomplishment. ●



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ORGAN DONATION

THE IMPORTANT GIFT THAT TRULY KEEPS GIVING!

Just in time for November's Community Outreach initiative, two of my team members, Wanda Gilles - WPS and Amanda Bauer - Madison Concourse Hotel, recently agreed to share their personal experiences with organ donation with the *Agenda*.

First, tell us a little about your loved ones & what your best memory is about them?

Amanda: My Aunt Linda passed away in February of this year; she was 57 years old. I think the most significant moment is also one of my entire family's fondest memories ... her eldest daughter (my cousin, Heidi) had a bad reaction to anesthesia several years ago and had not regained the full use of her legs. She spent the following years trying to walk and worked her way from a walker to just a cane. It was a dream-come-true that she was physically able to walk down the aisle at her own wedding with her parents at her side. It was so meaningful that Linda was able to be apart of such a special day before she died.



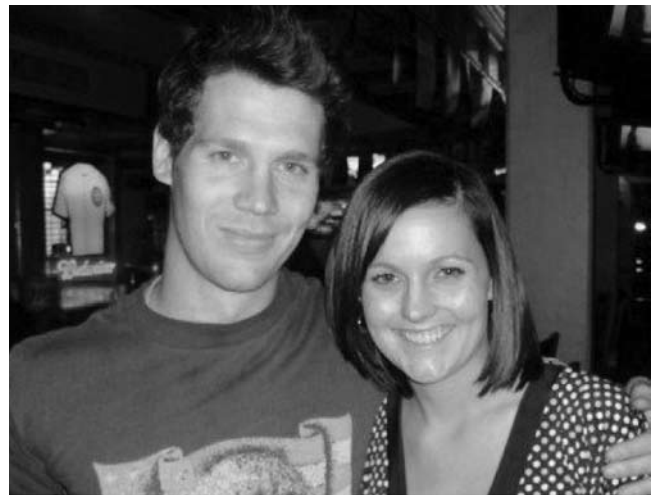
Amanda Bauer's cousins, Heidi & Jessica, celebrating their Mom Linda's "first birthday in heaven" this year.

Amanda: The month prior, my high school friend also died at the age of only 25. Brian was in a car accident and did not survive the head injuries. We spent the summers together as I was his soccer team's manager. However, this is not what I will remember the most. Each Christmas, he would organize a holiday party for everyone to come home and catch up with each others' lives. Brian would rent out a dive bar and dress up in various outfits (for example, ugly Christmas sweaters). I can only hope we carry on this tradition in his memory.

Wanda: My cousin Stephen was the closest in age to me of all my cousins. Stephen was a practical joker and always wanted to have fun. He kept everyone laughing and smiling by the little things he did. Stephen was 21-years-old when he was in a car accident in Illinois. He had his donor dot on his driver's license and his parents honored the fact that he had put the donor dot onto his license. It was traumatic for the family because of the shock of Stephen being brain-dead but we had to keep him alive to find the people that needed his healthy organs. It only took a matter of 24 hours and they had everyone lined up and the Chicago hospitals started to fill with people who flew in to receive his organs and two of his organs were flown out to other states where the receiving patient wasn't able to travel due to being connected to machines that couldn't be transported.

How did their decision to be an organ donor affect others?

Amanda: Linda's liver was donated to a woman who was just put on the national organ donor list. She was able to directly save a life as the woman was given 72 hours to live! As of today, the recipient is doing great. She just had her 6-month check-up and is back to work. My family has not met her personally; all we know is she's 37 years old and engaged to be married. I know my cousins are interested in meeting her some day, but it is still too hard for my uncle. She was also able to donate her eyes. The primary reason they wanted to donate this organ



"Angel" & Organ Donor, the late Brian Gleason, pictured here with his sister Megan

Continued on page 26

was due to Linda's long standing doctor. Dr. Sinsky basically became part of her immediate family. Unfortunately, he was going blind but was able to have an eye transplant! If someone wouldn't have donated, he never would have been able to help and care for my aunt. Although it was a horrendous process for her kids and husband to go through for three days at the hospital, her organ donation was the light at the end of the tunnel. They will always call her a hero.

Brian's active life (co-captain of University of Iowa's Ultimate Frisbee Club, backpacking, running, lifting weights) directly contributed to the many lives he saved. His organs went to many blessed recipients as he was able to give his heart, kidneys, liver, bones, skin and eyes. His family and all of his friends cherish the idea of his spirit and memory living on. Imagine another family waiting to get the best news of their life; a loved one getting a second chance at life! This goes beyond any words of consolation.

Wanda: They were able to donate seven healthy organs of my cousin, and we have met ALL of the recipients of the organs. My cousin Stephen had only one brother, Gregory, and he made it a mission of his to meet all of the recipients within the first six months of Stephen's death. Gregory traveled all over the United States to meet each person and give them one more piece of Stephen, other than the organ they received. Gregory gave each of recipients a picture of Stephen and a commemorative plaque that made them an official family member. He explained to each person that if they could, he would like to invite each of them to a one year anniversary gathering of them receiving their organ donation. We continue this tradition of gathering on a yearly basis, but we have moved the date of the event to Stephen's birthday. We celebrate Stephen each year and we gather with our new extended family. The gentleman who was the recipient of Stephen's heart was actually the same age as Stephen at the time he received his heart. As we have gotten to know all of the organ recipients over the past 15 years, they have truly become family to us.

What words of inspiration do you have for our MPI members about this important gift?

Amanda: I know it's cliché to say you never know when you might lose a loved one, but it is the honest truth. Cherish the time you spend with your family and friends. Learn to appreciate the small things in life and never take them for granted. Donate Life: It is such a simple step which can impact so many other people. You have the choice to save someone else.

Wanda: It is not something you think of every day, but organ donation does save lives! You may think that you don't want to bother with the dot on your license because nobody would want your organs anyway. That is not the way to think. Put yourself in the organ recipients place and their family's place. They pray and wish for an organ donation every day of their lives once they have been diagnosed and it is all that absorbs them. If we all felt that our organs weren't needed, we could be letting our next door neighbor, our best friend, or our children die because they could be the next person that needs that ever important organ. 🍷

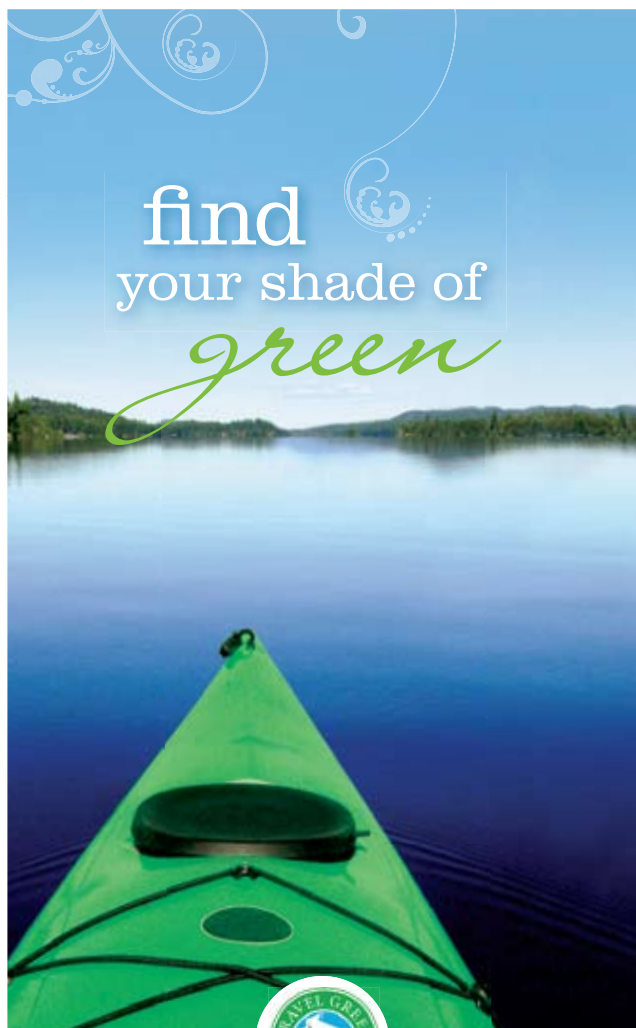
Thank you so very much, Wanda & Amanda! Please look for our Community Outreach table near the tradeshow at the Fall Education Day in Milwaukee. We will have information on hand for our members to take back to their companies to help spread the word!

MPI-WEC 2008 Continued from page 15

Effective Meetings That Get Results: Tools & Techniques Beyond Koom-Ba-Ya highlighted specific tips and techniques to improve meetings. Research shows that professionals attend a total of 61.8 meetings per month and that more than 50% of this time is wasted. Creative solutions to meeting planning can help make these meetings more effective and more efficient. The speaker, Isabel Perry, PhD, suggested various ways to achieve success and highlighted six tips for effective committee meetings:

1. Don't meet unless necessary. In other words, do not plan meetings just because that is what you always do or what you have always done in the past.
2. Set objectives for the meeting and achieve them.
3. Provide an agenda to participants in advance for their review.
4. Assign preparation materials prior to the meeting. This way, all members can review them prior and be armed with information during the meeting.
5. Assign specific action items to specific committee members both during and after the meeting.
6. Examine your meeting process and adjust if necessary.

The excellent educational and networking experiences were endless at MPI-WEC 2008. The MPI-WI members came back with a lot of great ideas and connections that will undoubtedly help them in their careers and personal lives. I don't know about them, but I can't wait for next year's MPI-WEC in Salt Lake City, Utah, July 11-14, 2009! 🍷



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REACHING OUT FOR COMMUNITY OUTREACH | By Sue Lidstrom



New Team Lead Sue Lidstrom, Sheraton Madison, is surrounded by some of her MPI-WI Community Outreach "Angels"! (Top left to right: Sue Zimmerman-Cranberry Country Lodge, Board Liaison Alison Huber – Wisconsin Association of School Boards, Wanda Gilles-WPS Insurance, Amanda Bauer-Madison Concourse Hotel, and Jen Hallett-Snow & Ice Management Association. Team members not pictured: Ronny Hill-American Express Corporate Meeting Solutions, Annette Konicek-Weir Minerals, and Kim Jones-Meetings & Incentives)

Express, at SC Johnson, spent hours putting together the beautiful, floral centerpieces that were donated for the dinner. Community Outreach team member, Amanda Bauer, Madison Concourse Hotel, graciously volunteered to deliver them the next day to the Rocky Knoll Health Care Center in Plymouth. She said the nurses and staff were extremely grateful and everyone LOVED the arrangements from MPI!

Here are the upcoming Community Outreach initiatives to mark on your calendars:

October 16th, 2008 Chapter Meeting, Tomah: We are supporting our "forgotten neighbors" this month: our state's precious wildlife! Our host, Cranberry Country Lodge has partnered with a local organization all year long – Necedah National Wildlife Refuge. <http://www.fws.gov/midwest/necedah/>

November 13th, 2008 Fall Education Day, Milwaukee: ORGAN DONATION INITIATIVE!

One of two big projects this year, our Fall Community Outreach project is focusing on the importance of organ donation. I was inspired by our own MPI chapter members at WPS Health Insurance with their company-wide initiative this past year, as they set a goal for one million Wisconsin residents to become donors! The need for organ

"We ourselves feel that what we are doing is just a drop in the ocean, But the ocean would be less because of that missing drop." — Mother Teresa

I'm pleased to introduce a new column for the **Agenda**. Rotating members of our 2008-09 Community Outreach team will be updating you on a regular basis with all the ways our chapter is giving back to our neighborhoods across the state, from Dane County to Marinette!

First of all, let me start out by thanking Wanda Gilles, WPS, for all her work she did overseeing the Food Drive for the 2008 May Education Day. She informed me that the Second Harvest Food Bank updated her with the fact that we donated over 151 pounds of food, which feeds 980 families! Ironically, we also collected 151 individual food donation items at the September Awards Gala for a food pantry in Sheboygan. Thank you so much to our generous members! Along with that, Gala team lead Carina Tran, American



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

Continued on page 30

donation is growing, and about 1,436 patients in Wisconsin are currently on waiting lists for organs, including 28 children. Nearly 60 percent of these patients have been waiting more than one year!

In researching this for our chapter, I discovered that Wisconsin continues to lead the nation in many areas of organ donation. The timing for MPI-WI to join in is just right! Last March, Governor Doyle signed the Uniform Anatomical Gift Act into law, which recognizes first-person consent and creates a framework for Wisconsin to establish an online Wisconsin Donor Registry! Governor Doyle also enacted a law which allows for the creation of a Donate Life license plate. Funds from the plates, which will be available later this year, will support efforts to increase awareness for organ donation and the online registry.

Finally, Madison, Wisconsin has just been chosen to host the 2010 U.S. Transplant Games, sponsored by the National Kidney Foundation! This is a national athletic event for individuals who have received a life-sustaining organ transplant. Our Greater Madison Convention & Visitors Bureau estimates that 7,000 visitors will attend the 2010 games, including more than 1,500 athletes! The subject of organ donation hits close to home for two of my Community Outreach teammates, Wanda Gilles & Amanda Bauer. You can read their very per-

sonal stories of grace & sacrifice starting on page 25 of this issue.

December 4th Holiday Party, Appleton: We are supporting the work of JDRF – the Juvenile Diabetes Research Foundation. This initiative also personally affects some of our fellow MPI members and their families. <http://www.jdrf.org/>

January 2009 Chapter Meeting, Middleton: MPI-Wisconsin will be holding a new or gently-used Career-Clothing Donation Drive for the free Clothing Closet at Middleton Outreach Ministry, a non-profit and non-denominational community organization. M.O.M. — through affiliated churches, area schools, service clubs, and area businesses — helps neighbors in need throughout the Middleton/West Madison area. They provide food and clothing and emergency financial assistance to cover housing, medical and other life needs. They also offer rides, chore/shopping assistance, friendship to area seniors, and much more. We were impressed to learn M.O.M. not only gives men and women these nice clothes for free, but also set up job interviews for them! Recently, they helped to place several unemployed community members with jobs at the new Costco.

Please watch for more information in future issues and your event e-blasts on how you can get involved! ●



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