

Agenda

✱ Reaching Out for Community Outreach p.14



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**The UPSIDE to the
DOWNTURN p. 8**

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Please visit www.mpiweb.org for information on how you can continue to advocate for the meetings industry! Simply go to the "Meeting Industry Crisis Center." There you will find wonderful tools such as how to contact local officials and how to speak out in your community. There are also direct links to other great sites such as www.KeepAmericaMeeting.org! Thanks for taking that Step Up!

Have something to say?
Say it right here...
Consider submitting an article for the *Agenda*.

UPCOMING DEADLINES:

September/October Issue – July 20th
November/December Issue – September 20th

Email editor@mpiwi.org
or visit <http://mpiwi.pbwiki.com>
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Agenda

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*On the cover (photo by Tracey Bockhop) -
Left to Right - Sue Lidstrom, Heather Sonley,
Christopher Dyer, and Amanda Fick*



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FROM THE EDITOR'S DESK

Here I sit, three weeks away from my organization's Annual Symposium, which most of my family and friends know as "The Big June One." It is what my team and I work for all year. I find myself working extra hours to get everything done, check and recheck details, ensure that no stone is unturned and that no surprises surface onsite. What is noteworthy, and quite humorous in hindsight each year, is that I actually convince myself that I am doing this so that everything is perfect on site. Ha! Perfect? There is no such thing. There are successful, well-executed, well-thought-out, fun, unexpected, entertaining, highly educational events, but really... perfect? So I write to you today, hoping to convince all of you that your event will turn out great, if not perfect, and you will be fine (and to be honest, partly to reassure myself of the same!).

So, here are three ideas, that I remind myself of before a big event, that I would like to share with you. In fact, I challenge you to walk away from your desk, grab a cup of _____ (insert favorite beverage), and then read on.

1. It is going to be great, but not perfect (did I mention that already?).
2. Amidst the stress, remember to "like" the work you "love."
3. Take care of yourself!

Number 1 is getting easier. But sometimes, the little negative comments, or unpleasant critiques that attendees and exhibitors tell me on site or include in their post-event survey—they... well...they get to me. What has saved my sanity the most is focusing on all the positives that come my way during a meeting. Sometimes the positives come from the people on the 'inside' of the meeting, such as attendees, vendors, gasp...exhibitors!, Board members, volunteers, or most frequently, my co-workers (it is so important to motivate each other!). Other times, I rely on 'outside' sources, such as colleagues, fellow MPI members (we have all been in "that boat"), friends, and my dear, beloved family. Even when I slip up at work, they make me remember that everything else in my life matters too! So, do not shy away from kudos or praise. Appreciate the fact that you have supporters (and critics); accept your well-deserved kudos graciously; and remember that you are doing a fantastic job! Keep your supporters close to you, and they will help get you through the imperfect moments. And during the imperfect moments, remember that every mistake is an opportunity to grow and learn.

Number 2 – We have all been in that scenario with someone important to us: "I love you, but I really don't like you very much right now." If you are like me, you have also had this talk with your job. I love the career I have chosen in the meetings industry, I love my job. I love my work. I love details, and organization, and communication. But when I have to cram three days of work

into eight hours, so that I can go home and have a social life; or I do not get to my daily to-do list because of unanticipated problems or issues; I find myself not liking my work so much. But I keep my eye on the prize at the end of the race. That prize for me is the overwhelming sense of accomplishment for myself, and my team—having planned, managed and implemented another meeting that makes a difference in the snow & ice management industry. That prize makes it a little easier to "like" my work during the stressful moments. Take a few minutes to remember what is most fulfilling about your work, focus on it and enjoy it. Remember, work is not work if you enjoy what you do!

Number 3 – A happy Jennifer is a healthy Jennifer. Can you relate? I try not to let my busy season deter me from staying active, getting sleep, moving around (yes, it is okay to leave your office for a few minutes!), spending time with family and friends, and taking some time for myself. In fact, I was much more proactive about my personal wellness this year by signing up for a yoga class and a volleyball league during my busiest season! Sure, there are nights when I could stay at the office for that extra hour, but I have somewhere to be! Honestly, it makes me work that much harder during the day to get everything done. If you have family obligations in the evening, sign up for these things over your lunch hour! Give yourself a much needed break or ending time every day, and stick to it! Your health and well-being is not worth that last review of the BEO's before tomorrow, or sealing up the last of your volunteers, or scheduling that last sales call. Take some time for yourself, and come back to the office with a clear mind and a positive outlook to get to the job done.

I hope you can take away an idea or thought from the above rantings. If I am way off base here, feel free to contact me to discuss, on one condition: you offer at least one new idea for your MPI-Wisconsin Chapter magazine, *The Agenda*. We love to hear all of your ideas, and welcome all of your article submissions. This publication is a product of our strong membership in the Wisconsin Chapter, so keep on writing! I am honored and excited to work with Michelle Reed, your other co-editor, to make this publication a pleasure to read and a valuable tool in your professional arsenal.

Best wishes for a well-deserved happy and enjoyable summer. I hope to see you at the MPI-Wisconsin Chapter Awards Gala in September! Now get back to work! 🌐

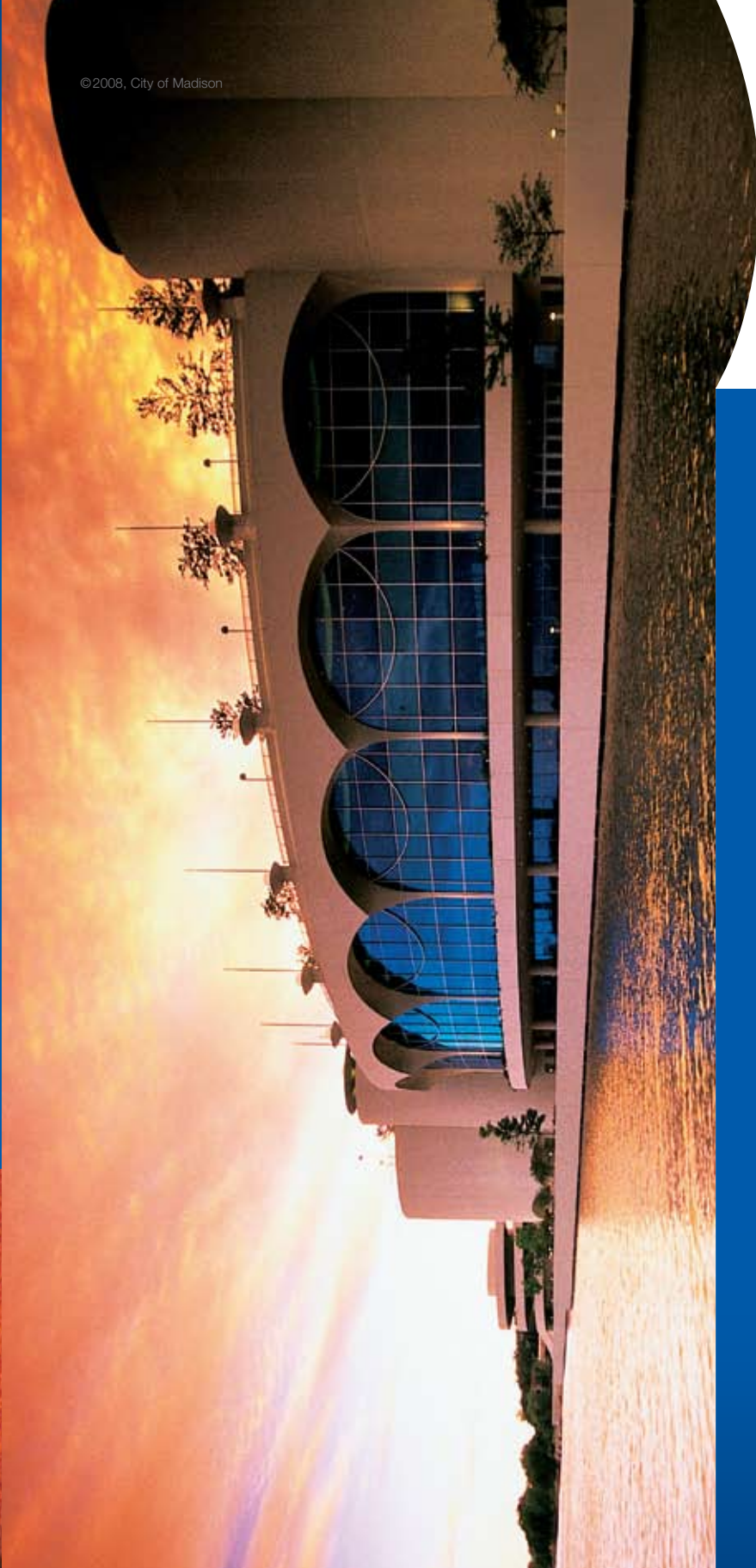


Jennifer Hallett is the Director of Education & Certification, and chief meeting planner, at the Snow & Ice Management Association, in Milwaukee, WI, a North American trade association dedicated to advancing professionalism and safer communities by helping those who manage snow & ice master essential skills and practices.

Jennifer



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PRESIDENT'S COLUMN: STEP UP!

As with every new role in our lives, there are so many emotions and thoughts and questions. I'm excited. I'm a little nervous. I wonder if I'm ready. I ask myself how I can best serve our Chapter. Then, there are some questions I didn't even think to ask, such as, "Do you have a theme?" "Will there be trinkets?"

I am happy to share: there is a theme for this year. (The trinkets... those I may need a little longer to work on. All in due time!)

The theme for the MPI-Wisconsin Chapter for the 2009 to 2010 year is "Step Up!" It is defined as "To take action with our Chapter; To make it happen for our Chapter."

Our MPI-WI Chapter is very fortunate! There is a strong line of leaders, previous Chapter Presidents who hold a wealth of knowledge and most importantly, who are willing to share it with us! I know each are a phone call or an e-mail away for any questions or support needed. I thank them all because I know each one has already stepped up and will continue to be ready to Step Up!

The 2009-10 Board of Directors is already working on projects for next year. It is a talented group with diversified backgrounds. There are many returning Board members; we appreciate your continued commitment as our leaders! And to our new Board Members, John Dorgan, Shannon Timmerman and Taci Tolzman, thank you for taking that Step Up!

There are many Team Leads and Volunteers who have made the commitment to Step Up for 2009-10! Thank you! The newsletter is being worked on. The Awards Team is up and running. The first-ever 2009-2010 Midwest Conference team is planning a wonderful education and networking experience for the Wisconsin and Minnesota Chapters. The Education Team is working on speakers for 2010. The list could go on and on. If you would like to Step Up and volunteer, please contact me. We will find a role that is right for you!

To our supplier properties who do such a fantastic job of hosting MPI meetings, I thank you for taking that Step Up! Your generous hospitality and dedication to the Chapter is noticed and very much appreciated. To all who donate a raffle prize – and purchase raffle tickets – you Stepped Up too! Great Job!

And, there are those of us who have career or family obligations which may prevent you from Stepping Up right now. This is com-

pletely understandable! I would only ask that you consider this as an option for your future. I can personally attest: the benefits you receive from volunteering with MPI will far exceed the amount of time you invest. If you can attend a monthly program, a special event, or an education day, you are already Stepping Up! And please remember to complete the surveys. Your input is very valuable to us. As a matter of fact, the metrics from the International survey are used to determine qualifications for incentives.

Perhaps the most important Step Up we can all take right now—without taking a leadership role, attending a meeting, volunteering an hour or anything else listed—is to continue to be advocates for the meeting industry. True story: someone recently asked my nephew what his Aunt Tami does for a career. When he replied, "She coordinates events" he was answered with "Well, with this economy, I hope she is out of a job!" Ouch.

It isn't only personal because it's our industry, but also because you and I and all our Chapter members are so passionate about what we do. We love our jobs and we're good at them. We know the value of our meetings and events and we recognize their importance! Please continue to be a role model and be an advocate. Each of us as individuals may not be able to change the perception that is out there in the world. However, as a Chapter whose members are daily working to change those incorrect perceptions, I know we can make a difference! In this way, we Step Up as members and as a Chapter!

Personally, I am beyond excited to Step Up. I am thrilled to step into this role and do my best to fill the shoes left to me. I am humbled by the intelligence and experience of the leaders who came before me. I especially thank Mae Ibe, CMP and Paulette Heney, CMM for preparing me to Step Up. I also thank the staff at Morgan Data for all their support and guidance.

I am honored to lead beside my very talented peers on the Board of Directors. I am ready to volunteer along with my fellow members. I will Step Up! 🌐



Tami Gilbertson, CMP, works for WPS Health Insurance and is the President of the MPI-WI chapter.

Tami

THE UP-SIDE TO THE DOWNTURN

Leading in Today's Economy

By Karen Peña

MY HUSBAND AND I recently went to visit our financial counselor. We took two boxes of tissue with us: one for us and one for him.

I think I felt sorrier for him than us. His office is on the first floor of a building with a huge window facing the parking lot. I don't want to jump to conclusions, but he was having the window replaced with bullet proof glass.

I used to tell my audiences that we act like we are the most stressed out society on earth and asked how many wish they had invested years ago in Prozac, Paxil and Zoloft. Now I'm afraid to bring it up for fear some might be selling it!

Some people think it's the Republicans fault, some think it's the Democrats. Some think it's the media, religion, global warming and I would venture that some even think it's the Tooth Fairy's fault. She's gotten really greedy over the last few years. I know this because I have a six-year-old granddaughter!

Regardless of what you think caused it, the fact is, it is here and it is going to be around a while. We just have to deal with it.

Although we are all in for a long haul, there are certainly things that your organization can do to survive and even succeed during this downturn. We all know that the success of a business lies flatly on the shoulders of the employees. Now you are leading your team in a whole new world, which means that you have to have a whole new game plan. So here are a few tips for keeping your team engaged, focused and motivated:



1. **Re-Define / Re-Direct / Re-Invent** – Now more than ever organizations must take a step back and review organizational goals and “best practices”. This is a GREAT time to do another SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. Times may look drab, but believe me, there ARE

opportunities and now is the time to focus on them. Those who take this opportunity to re-invent will be far ahead when the tide turns.

2. **Don't be an Ostrich** – The worst thing you can do is bury your head in the sand. Your team needs to know that you understand the seriousness of the situation at hand. If you try to play it off, you will only alienate them.
3. **Acknowledge Concerns** – Everyone touts an “open door” policy, but during tumultuous times it is critical to allow your players to vent, acknowledge their concerns, and assure them that your organization is being pro-active.
4. **Champion Your Organization** – If your employees do not feel that you support the decisions of your organization, why should they?
5. **Cut the Clutter** – During lucrative times organizations tend to find time to add steps to systems, policies, procedures, etc. With team members taking on more and more, it is imperative that these steps are re-evaluated and simplified.

6. **Streamline Communication** – Be sure your team understands how to manage their email in-box, internet, Blackberry and cell phones. Technology is a great tool, but can become a big black hole that becomes too time-consuming.
7. **Feed Them** – Just because they cannot advance, does not mean they cannot grow. In times of cutbacks and wage freezes employees can find fulfillment through other enrichment opportunities such as education, industry association involvement, internal cross-training, etc. Evaluate the individual's strengths and build on those talents.
8. **Don't Commit Assume-a-side** – Never assume your team has what they need to succeed. Right now it is important to consistently re-assess your team and ask THEM what tools they might be lacking.
9. **Build Your Team** – Encourage mentoring, discussion groups and internal focus groups. Allow

your team to support one another and to become part of the solution.

10. **Synergy = Energy** – Encourage your team to reach out across lines internally and externally for innovative ideas and solutions. If your organization is not up to snuff on "social networking," i.e., LinkedIn, Facebook, MySpace, etc., you had better get with the program. I can assure you, it is not going away.
11. **CELEBRATE!** – Take every opportunity to celebrate success, be it company, team or individual.

Of all of the above, I think the last point is by far the most important. I have always been accused of being the ultimate optimist, but I truly believe that the bottom line to all of this comes down to each and every one of us focusing on the positive and not the negative. In spite of everything, we still live in an AWESOME country with AWESOME opportunities. Celebrate that every day!! 🌐

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Karen Peña is a National Account Manager for ConferenceDirect and is the Owner / President - Karen Peña Professionally Speaking.

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MAY EDUCATION DAY: MPI EXTREME MAKEOVER

Extreme MAKEOVER MPI WI EDITION


Invest in Yourself!

If you were not able to join us for May Education Day on Thursday, May 14th, MPI's Extreme Makeover, you missed a great day of education and networking. But let me back up a bit. Sue Lidstrom took the lead and organized a day of building with Habitat for Humanity on Wednesday. Although the volunteer group was small and the day was a bit wet, we now have MPI members that know how to build scaffolding and hang aluminum siding! Thanks to all of you that volunteered for this great project.

On Wednesday night, MPI held our annual volunteer kick off at the Sheraton Hotel in Madison. The kick off was followed by a reception hosted by the Sheraton ... a great time, great food, and some bonding over American Idol!

Thursday morning, Education Day started with an exceptional speaker, Paul Wesselmann. Paul held everyone's attention for the morning while discussing networking. There were a lot of small group activities and you were part of a different group throughout the session. Paul gave away some of his goodies – Ripples cards to the whole group! Those who had read the ar-

ticle Paul wrote for a previous edition of the *Agenda* received a thank you gift from Paul for responding to his request and one lucky winner (this time it was me!) won a crisp \$100 bill. Lesson learned – always read the *Agenda* from cover to cover.

The afternoon breakout sessions were well worth your time. Paul Wesselmann had one session as a follow-up to his keynote and one session focused on networking for suppliers. MPI members that were interested in making sure that they are as secure as possible in their job attended a session on *10 Strategies for Becoming Indispensable at Work: Maximizing Your Value*, by Michele Wierzgac, MS, CMM. And for members that wanted to know what is going on in our current economy, John Benjamin, CFA® explained how investors monitor the changing market, and their reactions, and how it affects the overall economy. 



Paul Wesselmann



Sherry Benzmilller, CMP is a Project Manager at the Energy Center of Wisconsin and is the Director of Special Education Projects for the MPI-WI Chapter.

EDUCATION UPDATE

HELLO FELLOW MPI MEMBERS,

MPI has geared up for the new fiscal year, and so has the Education Team. As with every year, the Education team looks to bring our membership education that will expand our collective knowledge and help us grow as we continue our journey in this industry. Thanks to our members, the board was able to connect with you through the Membership and Education Survey in February. This survey allowed the board to find out what you are expecting from the educational events in the MPI-Wisconsin Chapter.

The Education Team has already started to address your top concerns as a membership. Our May Education Day focused heavily on a big “want” of our membership. Two big requests from the membership were having educational programs geared towards personal development and motivation as well as using social networks effectively. We were excited to bring Paul Wesselman, Michelle Weirgac and other great speakers to accomplish this goal. The upcoming chapter year will also continue to capitalize on the needs of our membership, issues, and current industry trends.

A sneak peak to what is ahead for education...

In October, we will address your number-one most requested topic – food and beverage. This year, we will feature the Trends in Food and Beverage and Cost Cutting Techniques. This session will be conducted by Patti Shock who has co-written many books in the industry, her newest called “A Meeting Planners Guide to Catered Events.”

Please make sure to put the upcoming chapter meetings in your calendar, so you do not miss out on the great education that this chapter has to offer. This year we will continue to educate on industry trends and keep you up to date on the latest updates concerning the economy. 🌐



Naomi Tucker, CMP is a project manager for Humana Inc. and is the Vice President of Education for the MPI-Wisconsin Chapter.



“Your next convention should be in La Crosse.”

“Convention attendees tell me they enjoy the view of the Mississippi River, the walking and jogging trails, and relaxing on the benches—all in Riverside Park in downtown La Crosse. The biggest compliment they pay is to say what a wonderful time they had and that they’ll be back with their family on vacation.”

*Penny Tiedt, Assistant Director
Continuing Education and Extension, UW-La Crosse*

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CVB/TOURISM OFFICE/ DESTINATION MARKETING: ARE THEY IN YOUR ADDRESS BOOK?

By Dionne Hulsey, Tourisme Montreal; Annemarie Heidbuechel, Tourisme Québec; Jonathan Hixon, Tourism Toronto; Rachael Nocera, CMP, Tourism Vancouver and Jan Tolle MacDonald, CMP, CMM, Travel Alberta

Planners often ask exactly what is it that a CVB, Tourism Office or Destination Marketing Office (DMO) can do for them. We also get asked about fees and why a planner would contact us if they already have a relationship with a hotel national sales office.

We thought a good overview of CVB and Tourism services might benefit the membership as a refresher.

First, most Convention Bureaus, Tourism Boards, and/or Destination Marketing Organizations are similar in what they do. They just have different names. Most are non-profits and are supported by a bed tax, government or membership fees. A member or partner, as they are often called, might be a hotel, venue, restaurant, Destination Management Company (DMC) or other entity related to our industry. The goal of each organization is to promote their destination as objectively as possible. It does not matter which hotel or venue you choose – just as long as your hold your meeting in “their” destination.

Most offer complimentary services such as:

- Attendance boosters like brochures, DVDs, maps, coupons, pictures, etc.
- Online hotel RFP (Request for Proposal) service; sent to the hotels you request
- Meeting Planner Guides in digital and print
- Expertise in our destination
- Customs and tax information
- Robust website offerings
- Area attraction information



- Fam trips & customized site inspection coordination
- Materials for bid presentations
- Pre and post convention tours and programs
- Suggestions for group activities during the event
- Dedicated Convention Services Manager
- Housing Services

We understand the importance of working with your national sales office; we are not in competition with each other; we actually work together to offer you the most complete package possible. As a reminder, be sure to include both of us on your RFP request.

Even if you have a hotel national sales office, your Convention Bureaus (CVB), Tourism Office or Board, and/or Destination Marketing Organization:

- Adds another knowledgeable team member who can assist you with your meeting or event.
- Provides expertise in the destination and can facilitate the RFP process.
- Able to secure bids from boutique hotels not part of a NSO list.

If you have any questions about our individual agencies – just ask! 🌐

The views reflected here are those of the Canadian partners listed. Not all convention bureaus, tourism board and/or destination marketing organization offer the exact same services; your mileage will vary. If you want to know how your Tourism Board, CVB or DMO works – just ask.

REACHING OUT FOR COMMUNITY OUTREACH

Thanks to the community outreach program and volunteers like these, the MPI Wisconsin chapter is making a difference.

Community Outreach for April:

Thank you to everyone who showed their support and wore their “pink ribbons” during the April meeting in Pembine. In the time it takes to read this article, four more women will be diagnosed with breast cancer. Community Outreach team member, Ronny Hill, put together a beautiful informational board. As a chapter we raised \$128 in the gift basket (donated by Hotel Sierra) raffle alone and then, every bottle of Sutter Home wine that was opened that night at the reception, \$1.00 was also donated!

A special thank you goes to Barbie Patterson and the staff at the Four Seasons Resort Miscoano Island for going out of their way to help incorporate their support as well. Along with the pink ribbons the attendees wore, we were served pink dessert and pink lemonade for our break. It did not stop there. Our speaker, James Hogg, had even included the pink ribbon on his power point presentation and spoke about his own mother being a breast cancer survivor. The money raised will be given to the Breast Cancer Recovery Foundation in Madison and the Wisconsin Breast Cancer Coalition in Milwaukee. Thank you again for all of your support and donations.

Photo by Tracey Bockhop



▲ *Even with the rain, our volunteers turned up to help provide shelter to families less fortunate than themselves.*

Community Outreach for May:

It was so nice to see that even through the rain, the volunteers that showed up for the Habitat for Humanity build. Christopher Dyer, Heather Sonley, Amanda Fick, Carmen Smalley, CMP, and Sue Lidstrom all braved the weather to

help provide shelter to families less fortunate than themselves. Since 1987, Habitat for Humanity of Dane County has worked with 149 families to build simple, decent, affordable homes and thanks to MPI of Wisconsin, a few more will be added to this list.

As I went to take pictures for this article and spoke with the volunteers it was so moving to see them all smiling despite the weather and mud covered feet. A special thank you to the following Madison hotels for donating a cookie break & box lunches, respectively, to our volunteers &

the Habitat staff: The Doubletree Hotel, Holiday Inn at the American Center, and the Comfort Suites & Conference Center – along with a thank you to Board members Sherry Benzmilller, CMP and Alison Huber for delivering the food to the builders!

Continued on page 15

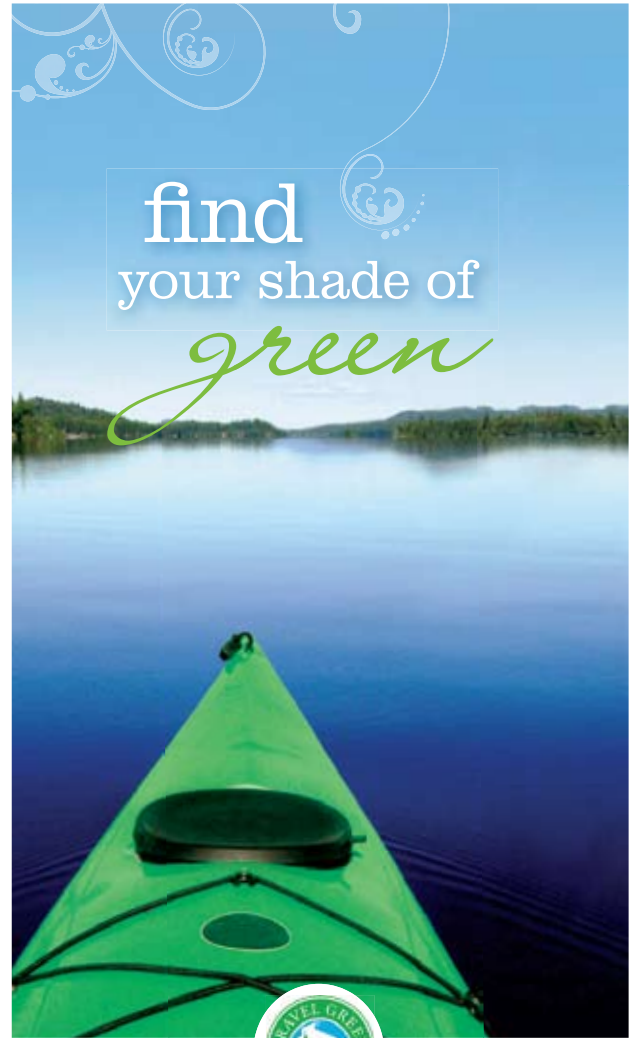


▲ Outreach team member, Ronny Hill, put together a beautiful breast cancer informational board for the April meeting in Pembine.

Thanks to the community outreach program and volunteers like these, the MPI Wisconsin chapter is making a difference. Even through tough times, the little things mean a lot and some may never know the affect their little gestures have on changing lives of others. 🌐



Tracey Bockhop is a Catering Manager for the Madison Marriott West.



Not all greens are created equal.

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

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WHO'S ^{IN} THE NEWS

Changes & Accomplishments

"The only place where success comes before work is in the dictionary."

~Donald Kendall, Co-founder of Pepsi

New jobs and titles, new awards, New York Times, and new babies! Please join me in congratulating:

Marie Johnson, CMP on her new position as a Regional Sales Manager with Trans International, LLC, a supply chain logistics company. We are also pleased that Marie will continue in her Board role with our chapter as President-Elect!

The Abbey Resort & Avani Spa is pleased to welcome **David S. Hume** as Director of Sales and Marketing and **Tina Luther, CMP** as Senior Sales Manager.

standing leadership and service to the college and the local community: **Heather Sonley**, MATC Exemplary Learner of the Year (and my fellow Habitat builder in May!); **Elizabeth Rais**, MATC Student Employee of the Year; Meeting Planning Club, MATC Community Service Project; and, **Janet Sperstad, CMP**, was the MATC Club Advisor of the Year.

We have a celebrity in the house! **David Helgeson, CMP**, from the Radisson Paper Valley Hotel, was featured on a local Green Bay morning news show explaining a bit about our industry and the CMP.

Finally, pink bubblegum cigars all around for both **Jennifer Hansen** of WPS Health Insurance, and **Sara Brish**, at the Stevens Point Convention & Visitor's Bureau for their newest family members - with first daughters for each of them! **Sara** and her husband **Corey**, along with big brother **Coy**, welcomed **Autumn Rose Brish** (pictured right) on January 15. Beautiful Autumn weighed in at 6 lbs. 4oz and was 20 inches long.



Autumn Rose Brish

Meanwhile, **Ana Elizabeth Rose Hansen** was born to **Chad and Jennifer Hansen** on Tuesday, May 12 at 6:05 p.m. She weighed 7 lbs and 7 oz and was 19 1/2 inches long.

Congratulations again to everyone! Enjoy the remaining dog days of summer! 🍉

Sue

Dana Ecker is now Director of Sales for the Oshkosh Convention & Visitors Bureau.

Joining the sales team at Blue Harbor Resort in Sheboygan is **Terri McClaire**.

Did you see? Our own **Marge Anderson** of the Energy Center of Wisconsin contributed to an article for the *New York Times* on "Modernizing Meetings" in May.

Madison Area Technical College is pleased to announce that **Jodi Goldbeck, CMP** is a new instructor in the Meeting and Event Manage-

ment Associate Degree program. Jodi brings over 20 years experience in planning and executing meetings and events and is a leader in Aramark's nationwide green meeting initiatives. Keep your eyes open for new meeting planning educational products coming out soon at MATC under Janet and Jodi's leadership.

Recently Madison Area Technical College also honored its students clubs and exemplary learners. The following award recipients have demonstrated high educational honors, out-



Sue Lidstrom is the Director of Sales-Hyatt Place Hotel, Madison and can be reached at smlidstrom@hotmail.com

NEW MEMBERS

Please help us welcome our new members!

MATT K. BAUMLER

Fox Valley Technical College
114 Breese Terrace, Apt G
Madison, WI 53726
Tel: 920-810-1583
matthewbaumler@yahoo.com
Student

NICOLE RENEE BELTER

Fox Valley Technical College
2217 W. Barley Way
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Tel: 920-277-5811
nicolerbelter@gmail.com
Student

LYNN MARIE CARDINAL

Hilton Garden Inn Appleton/Kimberly
Director of Sales
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Fax: 920-734-7565
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Supplier Meeting Professional

KAREN M. CARTWRIGHT

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cartwright.karen@gmail.com
Student

AMY MARIE COTTONGIM

Harley Bonham Photography
Special Events Manager
3700 W. Juneau Avenue
Whitefish Bay, WI 53217
Tel: 414-287-2714
Fax: 414-287-2850
amy.cottongim@harley-davidson.com
Corporate Meeting Professional

CRYSTAL ENGLER

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Group Sales Manager
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Fax: 715-831-2340
crystal@chippewavalley.net
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LAUREN JOAN HYPs

Visit Milwaukee
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Fax: 414-273-3559
lhyps@milwaukee.org
Supplier Meeting Professional

KRISTIN M. NEWMAN

Madison Area Technical College
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Monroe, WI 53704
newman.kristin@ymail.com
Student

BETHANY E. OLSEN

Fox Valley Technical College
Program Assistant
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Oshkosh, WI 54901
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bethany_olsen@att.net
Student

JOEY READER

A-mazing Events
Owner
515 Appletree Lane
Little Chute, WI 54140
Tel: 920-788-3000
Fax: 920-788-8706
j.reader@a-mazingevents.com
Corporate Meeting Professional

JAMIE MICHELLE ROSENSTEIN

Las Vegas Meetings by Harrah's
Entertainment
Express Sales Manager
3700 W. Flamingo Road
Las Vegas, NV 89103
Tel: 702-777-6481
Fax: 702-777-6859
jrosenstein@harrahs.com
Supplier Meeting Professional

STEPHANIE THOMSEN

Great Wolf Lodge - Wisconsin Dells
Sales Manager
PO Box 50, 1400 Great Wolf Drive
Wisconsin Dells, WI 53965
Tel: 608-253-2222
Fax: 608-253-2224
sthomsen@greatwolf.com
Supplier Meeting Professional

STUDENT PROFILE:

Name: Matt Baumler

School: Fox Valley Technical College, Appleton, WI

What drew you to the meetings industry? There is a raw power behind any meeting or event. Meetings and events help individuals and organizations to discover and reach their potential. They unite people, generate new ideas, celebrate accomplishments, and overcome obstacles. I want to be a part of that!

Tell us about your college program: I started at FVTC during the 2009 Spring Semester. I am enrolled in the Meeting and Event Management Program and absolutely love it. It is an accelerated program, meaning that the classes are offered once a week, during the evenings and are six weeks long. I currently hold a Bachelor of Science in Architectural Studies and, because of this, along with the accelerated format of the program, I will complete my Associate Degree in May 2010! It works great for current working professionals or anyone with a hectic schedule during the more traditional weekday class times. The instructors are from the industry and, thus, bring a wealth of real world experiences to the classroom, as well as incredible networking opportunities.

Teams or projects that you have worked on for MPI or would like to be involved with: I attended my first MPI Wisconsin event in May. It was the Spring Education Day held at the Sheraton Madison Hotel and, from the time I walked through the doors, I was completely hooked! I volunteered to help with Student Membership. MPI has already made a positive impact on my education and professional network and I want to help spread that message. Students need to get involved!

Favorite Pastimes: Water skiing. I have been a competitive show skier for over 20 years. In 2008, I was the Show Director for the Mad-City Ski Team in Madison, WI and led the team to both a State and National victory!

Where were you born? Appleton, WI

Tell us about your family: My wife, Ashley, and I were married on February 3, 2007. It literally was the coldest day of the year! No children or pets yet. It's just the two of us for now... Whether it is spending time with family and friends, traveling, biking, skiing, or just running errands, we are always on the go.

Matt and Ashley Baumler



Favorite Musical Group: Anyone that I can dance to!

Where do you currently live? Madison, WI. Ashley and I actually live in a condo directly across the street from Camp Randall. The concrete walls of the stadium don't make for the world's greatest view, but we have the best tailgating spot in all of Madison!

Person you admire most and why: My wife, Ashley. She is an elementary school teacher and that is something that I could never do. I want to have children, but not 20 of them! Somehow, she can manage to keep things together and, everyday, inspire these kids to be their best.

Dream Vacation: A trip around the world. My wife and I love traveling and exploring different cultures. We honestly cannot get enough of it. The Amazing Race sounds like a blast, but I am not sure that we would do so well. We would get so wrapped up meeting new people and trying new foods that we would forget to catch our next flight!

If I won the lottery I would: Take that trip around the world!

Words to live by: Live. Love. Laugh. What else is there?

Special personal accomplishments: I am extremely excited about my decision to go back to school and make a change. I am currently working as an Architectural Intern, but have always had a passion for the Meeting and Event Industry. Any event involves more than just its people. A successful event effectively unites its participants with their personalized goals, as well as with their physical location. I now look forward to the opportunity to unite my passions and use my creative strengths to help promote and work within this incredible industry. 🌐

Preferred Dells Meeting Seminars

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Helen Wick
Group Marketing Manager
Wisconsin Dells
Visitor & Convention Bureau
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Wisconsin Dells, WI 53965
888-339-3822, ext. 342
helen@wisdells.com

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MPI WISCONSIN CHAPTER AWARDS GALA 2009

Connect, Inspire, Celebrate

Join us on Thursday, September 17, 2009, at the Kalahari Waterpark Resort Convention Center, in Wisconsin Dells, for the 32nd Annual Wisconsin Chapter Awards Gala. Connect with your fellow MPI members, Inspire others by sharing your experiences, and Celebrate the accomplishments of this year's members.

Group Room Rate: \$89 for a standard room for Thursday. For those that would like to extend their stay, a special rate of \$99 is available for Friday. Reservations may be made by calling 877-253-5466 on or before Thursday, September 3, 2009. Please ask for the MPI Awards Gala Room Block.

Connecting with the Community - September Outreach Programs

Keeping others warm. Help by donating new or gently used scarves, hats, mittens, gloves, and children's boots. Donations will be given to the St. Vincent De Paul Society for distribution to families in need.

Make learning easy. Children need many tools to help them complete assignments and school projects. Items in need for local schools are Pencils, Pens, Glue Sticks, Crayons, Paper Towels, and promotional items that can be used as incentives for K-6 students.

Interested in donating a raffle item or making an in-kind donation?

Contact Sara Beuthien, WPS Health Insurance at (608) 221-6176 or Sara.Beuthien@wpsic.com. This year's raffle will be limited to 32 items/packages. (Additional items will be used at a future MPI event.)



Helen Wick is the Group Marketing Manager for the Wisconsin Dells Visitor and Convention Bureau and a member of the September Awards Gala team.



AGENDA

Thursday, September 17, 2009

- **Registration & Networking Reception**
4:30 pm to 6:00 pm
- **Dinner and Awards Program**
6:00 pm to 9:00 pm
- **After Glow Celebration in Kahunaville with DJ and Dance**
9:00 pm to 12:00 am

Business or semi-formal attire recommended.

LOCATION

Kalahari Resort

PO Box 590
1305 Kalahari Dr
Wisconsin Dells, WI 53965
877-253-5466
www.KalahariResorts.com

FOOD FOR THOUGHT

Featuring: Geier's Grill

Inside the Holiday Inn Madison at the American Center
Owner, John P Stauffacher

Remember summer vacation in Chicago?

The Sears Tower, Cubs games at Wrigley Field, catching the Red Line, walking the Magnificent Mile, and for my family, eating every meal at Grandpa and Grandma Geier's restaurant.

My grandparents, Lib and Monty Geier, established Geier's restaurant way back in 1955 employing their brothers, sisters, children, nieces and nephews for 22 years. The friendly atmosphere and delicious meals at Geier's catered mostly to families. Geier's was very popular in the neighborhood because they made everyone feel at home. Lib and Monty Geier cooked the meals themselves and were always available to meet & greet.

Geier's Grill, inside the Holiday Inn Madison at the American Center, is named in honor of my grandparents, Lib and Monty Geier, for all the wonderful memories they left behind. Enjoy!

John P Stauffacher
Owner



TAUSCHER'S CHICKEN

Ingredients

- 3 oz. Grilled chicken
- 4 oz. Wild rice
- 2 oz. Black beans
- 2 oz. Sliced mushrooms
- 1 tbsp. Heavy whipping cream
- 1 tsp. Chicken base stock
- 1 oz. Roasted grilled red peppers
- 1 oz. Feta cheese
- 2 oz. Spinach
- ½ tsp. Crusted garlic
- 1 tsp. Extra virgin olive oil

Directions

1. Cook rice as directed on package.
2. Sauté chicken, garlic, and mushrooms in extra virgin olive oil.
3. Add rice, black beans, heavy whipping cream and chicken base to sauté pan.
4. Heat on medium heat until light boil.
5. Place spinach bed in bowl and transfer ingredients from sauté pan.
6. Top with feta cheese and red pepper

DID YOU KNOW?

By Lori A. Fuhrmann - Ambassador Hotel - Milwaukee

Here are some interesting fun facts that I wanted to share — just in case “you didn’t know”...

Is a world population of 6 billion too many? Compare that with animals. There are more than a million animal species. There are 6,000 species of reptiles, (yikes), 73,000 kinds of spiders and 3,000 types of lice. (Really ... lice?) For each person there are about 200 million insects.

The pig is rated the fourth most intelligent animal in the world and pork is also the most widely-eaten meat. (If they are that smart, how does this happen?) In Denmark, there are twice as many pigs as people ... hmmm.

Cats have over one hundred vocal sounds. (I believe my cat uses them all at 3am.)

Our eyes are always the same size from birth, but our nose and ears never stop growing.

Des Moines has the highest per capita Jell-O consumption in the U.S. What does that say?

In Chinese, the words for crisis and opportunity are the same. Think about it.

No word in the English language rhymes with month. Go ahead, try it.

The poisonous copperhead smells like fresh cut cucumbers, so if your taking a hike in the woods and smell fresh cut cucumbers — RUN!

The shortest scheduled airline flight is made between the island of Westray to Papa Westray off of Scotland. The flight lasts 2 minutes. My kind of flight!

A square piece of dry paper cannot be folded in half more than 7 times. (Next time you are in a boring meeting, try this, it will keep you busy.)

The human head contains 22 bones. Now I won't feel so bad when someone calls me a “bonehead.” It's true!

The length from your wrist to your elbow is the same as the length of your foot.

On average, you speak almost 5,000 words a day – almost 80% of the speaking is self-talk (talking to yourself). Wonder what the percentage is for those of us that answer ourselves?

It is impossible to lick your elbow. So the next time you want to be sent home early, hover around your bosses office trying ...

So, now you know.

Best,

Lori

SUPPLIER PROFILE:

Crystal Engler

Place of Employment:

Visit Eau Claire

Job Title:

Group Sales Manager

How long in MPI?

Six months



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

Visit Eau Claire is a destination marketing organization that exists to promote travelers to the five area communities: Eau Claire, Menomonie, Town of Union, Town of Wheaton, and Altoona. As the Sales Manager, it is my responsibility to market the Eau Claire area as a destination for conventions, conferences, groups, trade shows, and corporate meetings.

Where were you born?

Waukesha, WI

Where do you currently live?

Chippewa Falls, WI

Favorite Pastimes:

Running, biking, hiking, golfing, and water skiing.

Favorite Musical Group:

Eagles

Person you admire most and why:

My uncle – he is a wonderful inspiration to my life.

Dream Vacation:

Ireland, Germany, Bahamas

If I won the lottery I would:

Open my own business, live on the lake, buy a Harley and donate to the American Cancer Society.


Words to live by:

‘For I know the plans I have for you,’ declares the LORD, ‘plans to prosper you and not harm you, plans to give you hope and a future.’ (Jeremiah 29:11)

Special personal accomplishments:

Sunday School teacher, Junior Achievement teacher, management position at age 22, personal best mile time 5:58, training for 1st ½ marathon.

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

I love my career!! 

**WISCONSIN
CHAPTER**



MPI Wisconsin Chapter

2830 Agriculture Drive

Madison, WI 53718

tel: 608-204-9816

fax: 608-204-9818

email: admin@mpiwi.org

web: www.mpiwi.org

Datebook: CALENDAR OF EVENTS **2009**

JULY 2009

11

CMP Exam

Various Locations

11-14

MPI World Education Congress

Salt Lake City, Utah

SEPTEMBER 2009

17

**September Chapter Meeting
Awards Gala**

Kalahari Resort & Waterpark
Wisconsin Dells

OCTOBER 2009

15

October Chapter Meeting

Radisson La Crosse
La Crosse



Connecting you to the
global meeting + event community

NOVEMBER 2009

12

**November Chapter Meeting
Fall Education Day in conjunction
with the MPI-Minnesota Chapter**

Monona Terrace & Convention Center
Madison

DECEMBER 2009

10

**December Chapter Event
Holiday Event**

The Abbey Resort
Fontana