

# Agenda



*\* 32nd Annual MPI Gala Awards p. 14*



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► The Evening's Emcee,  
John Dorgan, Bridgewood Resort Hotel

# Wisconsin Lodging Meetings Made Easy

## BLACK RIVER FALLS Holiday Inn Express Hotel & Suites

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Black River Falls, WI 54615  
715/284-0888 Fax: 715/284-9789  
Contact: Kristina Gilberg  
blkrivexpressales@centurytel.net  
www.hiexpress.com/blackriverwi  
**Mtg Rms: 3 Slp Rms: 75 F&B: No**  
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## BROOKFIELD Best Western Midway Hotel

1005 S. Moorland Road  
Brookfield, WI 53005  
262/786-9540 Fax: 262/786-4561  
Contact: Gina Brown  
gina.brk@bwmidway.com  
www.midwayhotels.com  
**Mtg Rms: 14 Slp Rms: 125 F&B: Yes**  
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jlarson@thelandmarkresort.com  
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**Mtg Rms: 11 Slp Rms: 294 F&B: Yes**  
*We specialize in creating exceptional meetings and memorable events... with your budget in mind. All suites. Pool open 24/7.*

## DOOR COUNTY - STURGEON BAY Bridgeport Waterfront Resort

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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.*

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eauclaire@grandstay.net  
www.grandstay.net  
**Mtg Rms: 1 Slp Rms: 53 F&B: No**  
*GrandStay offers one boardroom that will seat up to 18 people and six types of sleeping rooms with all the comforts of home.*

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www.midwayhotels.com  
**Mtg Rms: 9 Slp Rms: 145 F&B: Yes**  
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www.midwayhotels.com  
**Mtg Rms: 5 Slp Rms: 119 F&B: Yes**  
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800/558-3417 Fax: 262/249-4585  
Contact: Amy Idsvoog  
salesteam@grandgeneva.com  
www.grandgeneva.com  
**Mtg Rms: 35 Slp Rms: 355 F&B: Yes**  
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608/241-2500 Fax: 608/241-0900  
Contact: Erik Unmuth  
madison@grandstay.net  
www.grandstay.net  
**Mtg Rms: 1 Slp Rms: 53 F&B: No**  
*GrandStay Residential Suites offers three different room types that provide you with all the comforts of home.*

## MILWAUKEE Ambassador Hotel

2308 W. Wisconsin Avenue  
Milwaukee, WI 53233  
414/345-5007 Fax: 414/345-5006  
Contact: Lori Fuhrmann  
lorif@ambassadoromilwaukee.com  
www.ambassadoromilwaukee.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.*

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Contact: Crystal Benson  
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**Mtg Rms: 26 Slp Rms: 255 F&B: Yes**  
*45,000 sq. ft. of banquet and meeting space. Wireless Internet. On-site restaurants and lounges. Indoor/Outdoor pools, full-service spa and fitness center.*

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800/563-4340 Fax: 715/479-5778  
Contact: Group Sales Department  
info@blackbearlodge.com  
www.blackbearlodge.com  
**Mtg Rms: 6+ Slp Rms: 80 F&B: Yes**  
*Offering a variety of lakeside lodging, Black Bear Lodge is the perfect business retreat location.*

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Stevens Point, WI 54481  
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Contact: Reazul Islam  
hotel300@gmail.com  
www.stevenspointcomfortsuites.com  
**Mtg Rms: 1 Slp Rms: 105 F&B: No**  
*All suites, indoor pool and whirlpool, continental breakfast, exercise and meeting rooms, free wi-fi.*

## WAUPACA Foxfire Village

199 Foxfire Drive  
Waupaca, WI 54981  
920/366-2270 Fax: 715/942-0501  
Contact: Krista Walter  
kwalter@awardhospitality.net  
www.waupacaalehouse.com  
**Mtg Rms: 9 Slp Rms: 70 F&B: Yes**  
*Foxfire Village is located in central Wisconsin in the heart of the Waupaca Chain O'Lakes area.*



DIMENSIONS IN FEET		TOTAL		RELATIVE CAPACITY	
Room Name	Width	Length	Square Feet	Height	Relaxation
Room 1	12	12	144	8	12
Room 2	12	12	144	8	12
Room 3	12	12	144	8	12
Room 4	12	12	144	8	12
Room 5	12	12	144	8	12
Room 6	12	12	144	8	12
Room 7	12	12	144	8	12
Room 8	12	12	144	8	12
Room 9	12	12	144	8	12
Room 10	12	12	144	8	12
Room 11	12	12	144	8	12
Room 12	12	12	144	8	12
Room 13	12	12	144	8	12
Room 14	12	12	144	8	12
Room 15	12	12	144	8	12
Room 16	12	12	144	8	12
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Room 94	12	12	144	8	12
Room 95	12	12	144	8	12
Room 96	12	12	144	8	12
Room 97	12	12	144	8	12
Room 98	12	12	144	8	12
Room 99	12	12	144	8	12
Room 100	12	12	144	8	12

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# Agenda

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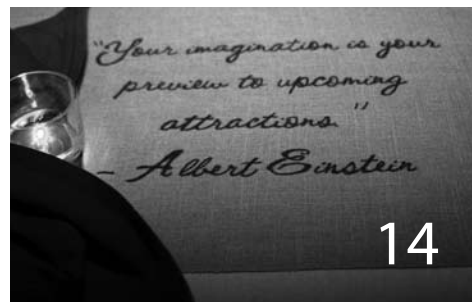
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Omission: In the Sept/Oct MPI *Agenda* column *Food for Thought*, Chef Cynthia Redman proudly represents the Radisson La Crosse.



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# FROM THE EDITOR'S DESK

I recently had a flight back to Milwaukee after a workshop that my organization offered. It was an early morning after a long meeting, and after I scurried to my gate to board the plane, I was not all too excited to have to climb over the two people sitting next to me to get to my seat. I guess they were as tired as I was, and simply did not want to stand up again. Or maybe they were just stubborn and figured I should have been there to board the plane sooner. Regardless, I gave the woman next to me a light pat on the knee as I settled into my little window seat, letting her know it was no big deal (even though in my head I was thinking a little elbow jab might be appropriate later).



*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.*

In observing an attempted dialogue with the flight attendant, I realized that the couple did not speak English, and thought maybe that had something to do with our little seating incident. Oh well...I was over it...time to nap.

I tried to nap in my little window seat as we waited for our turn on the runway, wishing for the aisle seat that I usually have. I felt the plane take off, and minutes later I opened my eyes, and what I saw was breathtaking. It was a clear morning, and we were flying over the Rocky Mountains. I was taken aback by the view I had from my little window seat, and decided I could not keep my head in the window and let the woman next to me miss this. She took a peak, tapped me

on the shoulder, pointed, and said one word. I don't know what language she was speaking, but judging by the look in her eye I could only assume it meant one thing, "Beautiful." And it was just that, beautiful.

Suddenly, I felt awful for having my visions of elbow jabs while we were still on the ground; wished we shared a language, so that I could more thoroughly enjoy the company of this woman; and settled with the appreciation of being able to share this little, but memorable, moment with someone. What started as an inconvenient trip home, turned into a moment I hope to never forget.

This issue of the Agenda is packed with articles to help you do the same. As we experience the memorable moments this holiday season, I encourage you to appreciate the little moments that come along with it: make the delectable recipe from Chef Steve Walters that you will find on page 26 and share it with some friends; write a holiday note to a colleague (perhaps one of the new members on page 11); be the force behind a charitable or environmental movement in your office or at home with your family (you might be inspired by the Community Outreach Team on page 12, or by Brad Goldberg's article on CSR on page 25).

And on a professional level, accept workplace inconveniences as opportunities to demonstrate your professionalism, approach new challenges as learning processes, and share your experiences with your co-workers and colleagues. They will hopefully reciprocate. You never really know what you don't know, but by keeping an open mind, and by exposing yourself to all the knowledge, experiences and resources of your peers, you will continue to grow and succeed. Some of those resources are found in this issue of the *Agenda*. On page 10 learn some shortcuts that Michelle Reed uses in Microsoft Excel that will make your life easier; take an etiquette suggestion from Colleen Rickenbacher on page 22, in order to enhance your professionalism on the job.

Enjoy what remains of 2009, and best wishes as 2010 begins!

*Jennifer*

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

## **UPCOMING DEADLINES:**

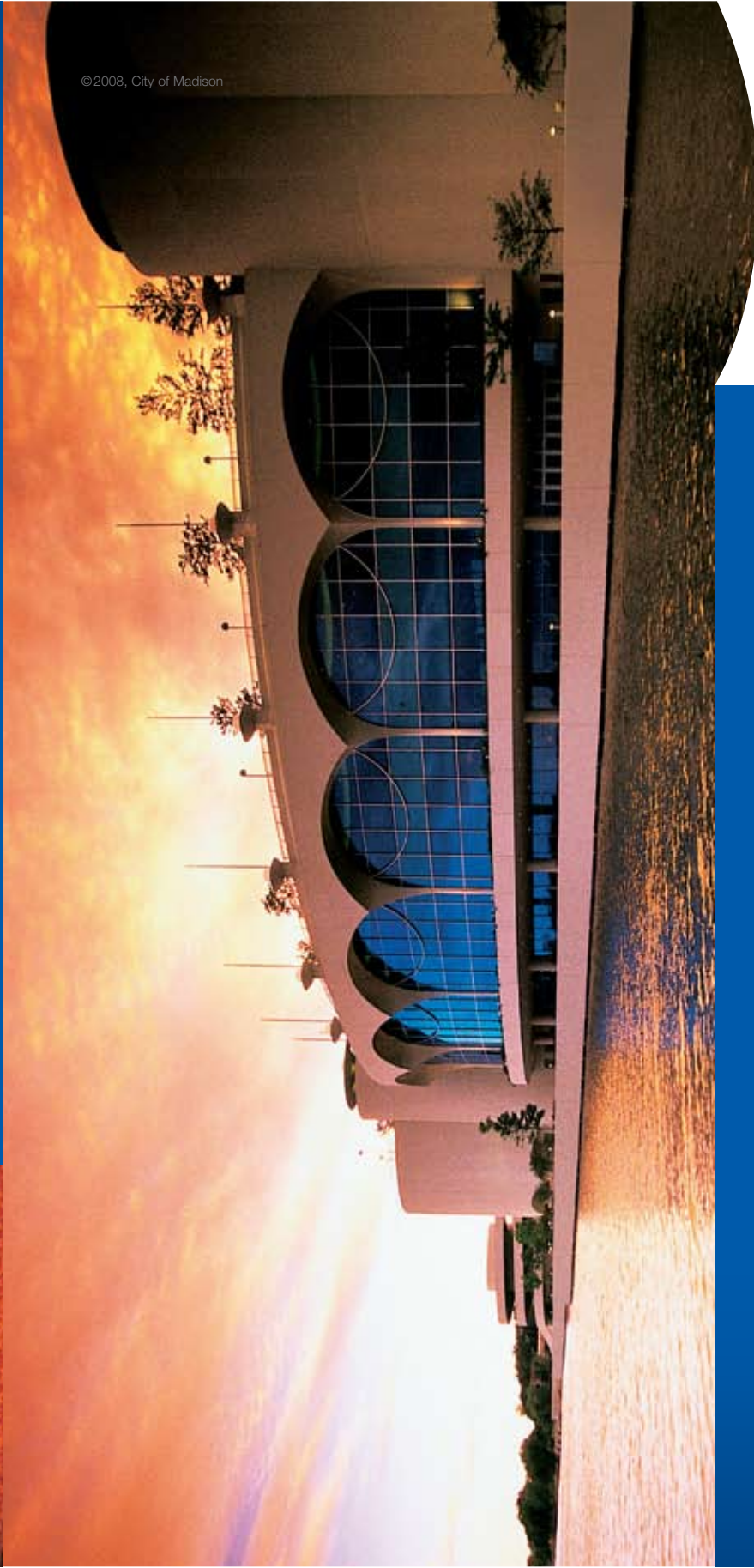
January/February Issue – November 14<sup>th</sup>

Email [editor@mpiwi.org](mailto:editor@mpiwi.org)  
or visit <http://mpiwi.pbwiki.com> for  
article ideas!





# NOTE TO SELF: CANCEL THE MOTIVATIONAL SPEAKER.



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# PRESIDENT'S COLUMN

## Three Small Steps to Discovering your MPI ROI

**B**etween the two of us, you and I both know the power of MPI and how much value it brings to our careers and personal development. And, it seems our peers agree – according to a statistic on [www.mpiweb.org](http://www.mpiweb.org), more than 98% of MPI members share that MPI aids in their professional success.

How does it aid in our success? How do we quantify it? How do we document it for our employers?

These are questions that are on a lot of minds, especially at the International level. One of the ways that Meeting Professionals International helps us in our professional successes is to give us tools to do our jobs better. And, they have some great pointers on the site that you need to check out!

Simply go to [www.mpiweb.org](http://www.mpiweb.org) and click on the Community tab and then the Join MPI tab. There is a list of “Ten Great Reasons to Join MPI” and if you scroll down, there is “Why my Employees should be Members of MPI.” These are great speaking points and we should all be familiar with them.

And, I encourage you to take three small steps to further demonstrate your employer's return on investment:

- Step 1: Acknowledge
- Step 2: Qualify
- Step 3: Review

Talk with your boss, or if possible, a senior executive. Acknowledge that you realize your MPI involvement is a financial and time investment. Thank your employer for supporting you in your professional development!

Set up a meeting and thank him/her face-to-face. Hand-write a thank you card. Approach it in the way that is most comfortable to you – just initiate the action.

And, this leads to the next step – in your meeting or

note, specify how that investment is well worth it! It could be different for each of us but here are a few examples: “Thank you for supporting me attending the education program on negotiating contracts. I learned I should be asking <insert learn-

ing nugget here> and I am certain I can save us money on the very next contract!” Be specific whenever possible! “When I went to the reception, I met a planner who is looking for a meeting in our town. We weren't on his radar but after speaking with him, he's sending the RFP to us tomorrow.”

The third step is review, but it could also be called repeat. Review with your employer on an ongoing basis how your participation in MPI is making a difference in your job and your personal development. And, again, tell them specifically. “Here is how MPI helps us. Here's how MPI helps me.”

Several MPI members are already demonstrating ROI to their employers and doing it quite well! And, I'd love to hear from more of our membership on how you do so. If you are interested in sharing information for a possible case study or testimonial, please contact me at [tami.gilbertson@gmail.com](mailto:tami.gilbertson@gmail.com).

I look forward to hearing from you!

*Tami*



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

# EDUCATION UPDATE: Will you be ready?


By Naomi Tucker, CMP

**H**ealthcare Reform continues to be a trending topic in current events. There is no escaping that the country is amid a major change concerning healthcare. In August of 2009, the committee on Energy & Commerce sent letters to the largest insurance companies requesting “information on how the companies use premiums collected from policy holders, businesses, and the government.” (Energy & Commerce, 2009). This letter also outlined specific information pertaining to the health insurance company’s meetings & events. Each company was requested to provide the following information within a very limited specific amount of time:

*“A table listing all conference, retreats, or other events held outside company facilities from January 1, 2007, to present that were paid for, reimbursed, or subsidized in whole or in part by your company, as well as the purpose of such events, and documents sufficient to show the location, number of participants, and all expenses incurred, including transportation, lodging, food, entertainment, or gifts.”*  
(Energy & Commerce, 2009)

Humana was one of those that were on that list to get this information to Washington. Our planners scrambled desperately to collect all of the information that was needed, within the limited, specified amount of time. We had an online management tool that housed most of this information, however the requested detail of the report resulted in some of the information coming from other areas. The power of teamwork was commendable on this project.

The purpose of this article is to say – it could happen to you. Although our businesses can differ in genre, we can all learn from this situation. As our country evolves, our roles and responsibilities are drastically evolving, and that includes the area of accountability. As for those in charge of meetings & events, it is our responsibility to make sure that the meeting being conducted, should be conducted, and that it is justifiable to the business expense. If the meeting cannot be justified, documentation should exist to communicate any opposition. As we have learned from other companies, our meetings & events can come under severe scrutiny and without notice. Having this documentation can secure your ethical obligation in the event of scrutiny. Regardless if you are a supplier or a planner, both are able to partner in being more responsible for an organization’s business. If you are a

supplier, making sure that your meeting planner has the current billing information for their event, is helpful. Guidance regarding cost efficient, responsible practices is also appreciated in your organization as well as your planners’. Planners, making sure that all information pertaining to your company’s spend on all meetings & events (you are aware of), and the purpose & business justification to hold those meetings will be valuable to you and your organization. As we trend forward, we do not want to be caught off guard in not having pertinent information available for distribution to whoever asks for it. We should hold true to our practices as suppliers and planners and continue to practice responsibility as we are on the front lines for our organizations in planning their meetings & events. 

Reference: Energy & Commerce Committee. <http://energycommerce.house.gov/>



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



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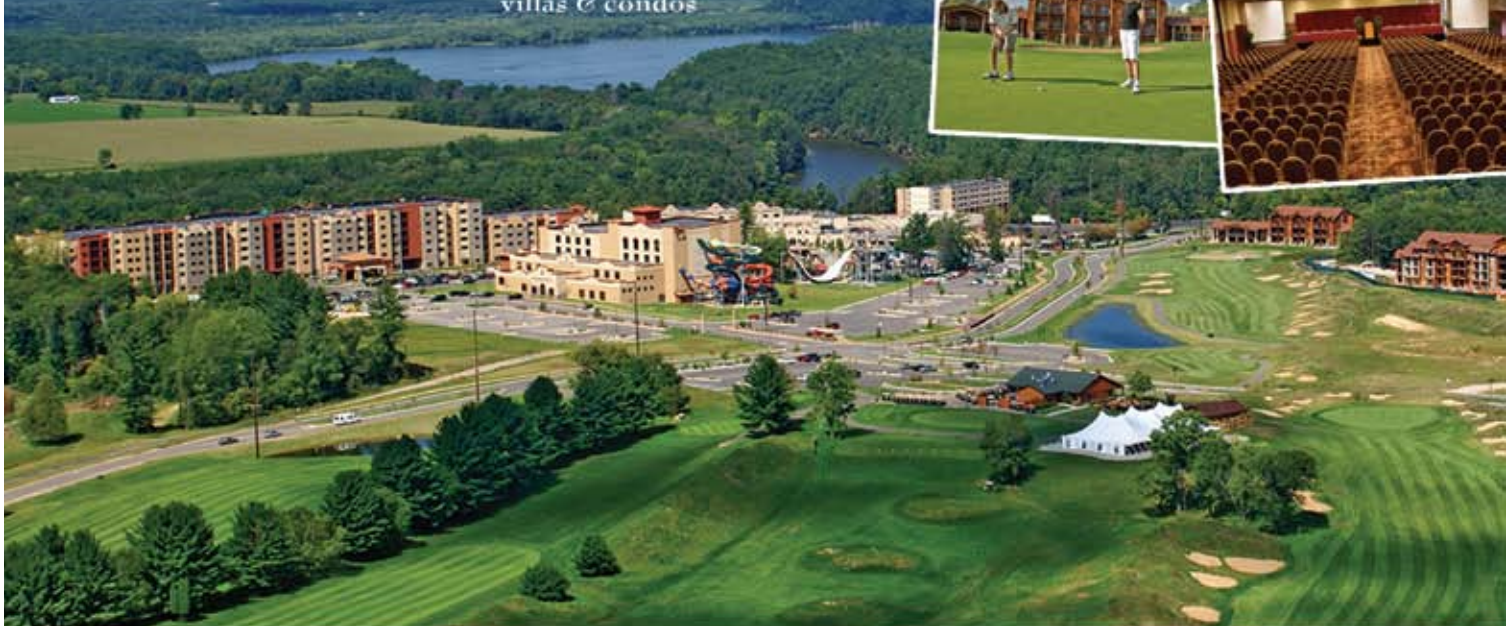
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# DID YOU KNOW?

## Excel Tips that Will Save You Time

-Michelle Reed, Meetings Manager, Association Acumen, LLC



I was lucky enough to attend an ever popular session of James Spellos, CMP last month where I learned some great Excel tips that will save me so much time and effort! I really wish that I would have known these formulas sooner, so I thought it would be great to share them with the MPI-WI community.

**TIP 1: CHANGING THE CASE OF CELL** – Have you ever had a cell or a column of cells that were all upper case that you wished were mixed case? Use these formulas to fix that.

**Mixed Case** - To make all letters in a cell mixed case, enter the following formula in the cell you wish the mixed case name to appear: =proper(B2) - if the information you want to update is in cell B2, revise for your specific column

**Lower Case** - To make all letters in a cell lower case, enter the following formula in the cell you wish the lower case name to appear: =lower(B2) - if the information you want to update is in cell B2, revise for your specific column

**Upper Case** - To make all letters in a cell upper case, enter the following formula in the cell you wish the upper case name to

appear: =upper(B2) - if the information you want to update is in cell B2, revise for your specific column

**TIP 2: ADDING/AVERAGING/MAX/MIN A GROUP OF CELLS** –

You may know that if you highlight a group of cells that the sum of the cells will appear in the lower right corner of your screen. But did you know that you can change this so that you can find other information about the cells? Just right-click on the bottom most gray tool bar on the screen and you will be given other options such as Average, Max and Min.

**TIP 3: FREEZE PANES FOR PRINT** –

If you want to print your document with an identical row and identical column on each page, follow these steps. Go to File/Page Setup/Sheet/Rows to Repeat at Top or /Columns to repeat at left. To select the row/column that you want to freeze in the worksheet, click on the colorful little square across from Rows to Repeat at Top or Columns to repeat at left. This will allow you to go into your worksheet and click on the row/column you want to include. Click “ok” when done and see how it prints!

*\*If you're using Office 2007 or later, the menu names will be different, but the capabilities are still there.*



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# PLANNER PROFILE: JODI GOLDBECK, CMP



**Name:** Jodi Goldbeck, CMP

**Place of Employment:** Madison Area Technical College (MATC)

**Job Title:** Instructor, Meeting & Event Management Program

**How long in the meetings industry?**  
Over 15 years

**How long in MPI?** Since 2003

**Tell us about your company and/or position:** I was recently hired at MATC as a full-time instructor in the Meeting & Event Management program. The program is designed to prepare students for highly responsible positions in the meeting planning industry. I teach both face-to-face and on-line courses, including Fundamentals of Meeting Management, Meetings Industry Budget & Finance, Special Events Management, Registration/Housing Logistics and Meeting Coordination. I love this job and working with students has been amazing!

**Teams or projects that you have worked on for MPI or would like to be involved with:** I am the chair of MPI Wisconsin's Retention Committee. It is a great committee because I meet a lot of different people within MPI.

**Tell us about your family:** My husband, Todd, and I have a pug named Zoe, a cat named Keisa, and will be adopting a baby girl soon!

**Where were you born?** The Upper Peninsula of Michigan.

**Where do you currently live?** Madison, Wisconsin

**Favorite Pastimes:** I love to read and try to complete one book per week. also love to practice yoga.

**Favorite Musical Group:** I'm a huge Bon Jovi fan.

**Person you admire most and why:** Janet Sperstad, CMP, is a person I admire professionally and personally. She has built the Meeting & Event Management Program at MATC from the ground up and cares so much about the program. She is involved in so many organizations and gives everything she has to the industry. Whenever I need advice and honest feedback, I always go to Janet.

**Dream Vacation:** Hawaii

**If I won the lottery I would:** Pay off all of my siblings and friends' mortgages, as well as my own, and find a charity that desperately needs financial assistance. Then my husband and I would go to Hawaii!

**Words to live by:** "Seize the moment. Remember all those women on the Titanic who waved off the dessert cart."  
*Erma Bombeck* 🍷

## NEW MEMBERS

Please help us welcome our new members!

### KRISTEN M. JESSUP

W310N4984 Old Steeple Road  
Hartland, WI 53029  
kmjessup328@msn.com  
Student

### KATHLEEN A. KEMPEN

Schauer Arts & Activities Center, Inc.  
147 North Rural Street  
Hartford, WI 53027  
Tel: 262-670-0560 ext. 215  
Fax: 262-670-0937  
kathy@schauercenter.org  
Supplier Meeting Professional

### KAY J. KERLIN, CMP

Kerlin Design & Consulting  
910 Elm Grove Road, Suite 1  
Elm Grove, WI 53122  
Tel: 262-784-8084  
Fax: 262-784-8082  
kay.kerlin@att.net  
Meeting Mgmt Professional - Planner

### MARY T. OPGENORTH

Catholic Knights  
1100 West Wells Street  
Milwaukee, WI 53233  
Tel: 414-278-6570  
Fax: 414-278-6535  
mary.opgenorth@catholicknights.org  
Corporate Meeting Professional

### JENNIFER C. SMITH

2226 South 64<sup>th</sup> Street  
West Allis, WI 53219  
jencsmi85@yahoo.com  
Student

### BETHANY J. WILD

1105 East Gorham Street, Apt. B  
Madison, WI 53703  
madisonwild@gmail.com  
Student

### MEGAN ANN WURZ

Country Springs Hotel  
10820 South Nicholson Road  
Oak Creek, WI 53154  
Tel: 715-573-9040  
meganwurz@yahoo.com  
Supplier Meeting Professional

# COMMUNITY OUTREACH UPDATE

*By Helen Kilkenny Wick*

The attendees of the 32<sup>nd</sup> MPI Awards Gala donated two large boxes of school supplies which were given to the Lake Delton Grade School. Items included construction paper, pens, crayons, bottles of glue, binders, paper towels and facial tissue. Brenda Ketelhut, Secretary to the Principal, was very thankful and surprised by the organization's donations. She would like to thank everyone who was kind enough to donate to their school.

Chris Fearing, Store Manager of St. Vincent's in Wisconsin Dells, was on hand to collect items to help keep others warm. Clothing items, coats and winter items were collected as well as the items used in the evening's centerpieces. Each centerpiece was a unique arrangement made up of scarves, gloves, or socks. After the evening event, those items were added to the collection for St. Vincent's.

Our community was truly touched by your generosity and for including them in the MPI celebration!

Next Outreach Project is the Midwest November Education Day at Monona Terrace with the Minnesota Chapter of MPI. Please bring new toys for a Toy Drive to benefit Children's Hospitals in both Wisconsin and Minnesota! 🌐



**Helen Kilkenny Wick**  
is the Sales Manager  
for the Wisconsin  
Dells Visitor &  
Convention Bureau

# THE POWER OF A SMILE

*By Lori A. Fuhrmann - Ambassador Hotel*



I think that we would all agree that the most overlooked and undervalued human asset is the smile.

Do any of us realize the true, raw power a smile gives you? There is nothing greater than the smile of a child — ever notice how many children do not smile when you smile at them? I'll make faces at them until they do, but it always makes me wonder why they can be so somber and afraid to smile back.

Within the first three seconds of seeing you, people size you up and make determinations about you based on how you look. Always smile when you first see, meet or greet someone. A smile can change your mood and the mood of others instantly. If you want to be happy, really fast, start smiling. Anytime you find yourself a little depressed, smile as big and wide as you can (you may want to do that somewhere private), but the important thing is that it works.

A smile will significantly increase your self-esteem. A subtle message is sent to your subconscious that you like yourself and that you're content. A smile will also instantly increase your sex appeal. I don't care what we have been taught about the opposite sex liking dark and mysterious — get over it. We want happy people in our lives — smile.

Smiling will move people to your way of thinking and it draws them to you. Smiling on the phone makes a huge difference in your tone and how the person on the other end perceives you. I especially like to do that to people who are angry on the other end. There is no way they can stay angry. My father hated it when I did that to him. It usually got me off the hook though.

Ever notice how your pets smile in their own way? Elko, our past Siberian Husky, would lay on her back and get a belly rub, the sides of her mouth would go up, and she would smile. What a great feeling it was to see we are not alone in showing our joy by smiling.

Here is something fun to do with a smile: I am in crawling traffic just about every morning and need to entertain myself, so I smile and wave at people. The reactions are hilarious and offer a great way to start the day. The point is, if they are stressing because of the traffic, having a bad morning, whatever, it distracts them, and most people smile and wave back. Talk about a mood changer.

You can also smile with your eyes. We have all seen it and done it. It is the look of your eyes "lighting up" or "twinkling." This one usually gets me in trouble at home when my warped sense of humor thinks something is funny and my husband does not, so of course I am trying not to laugh.

Frown and you frown alone, but smile and the whole world smiles with you! 🌐



**Lori A. Fuhrmann** is  
the Director of  
Sales & Market-  
ing with the Am-  
bassador Hotel  
in Milwaukee



# EXCITING EDUCATION IS COMING YOUR WAY!

## A Preview of the November, December and January Education Offerings

By Alison Huber, CMP

**T**hat's right – I said exciting! Join us for the first Midwest Regional Conference and Supplier Showcase. The Conference is a collaboration of the MPI-Minnesota and MPI-Wisconsin Chapters, and is another shining example of an MPI Foundation grant at work. Get all the details at [www.mpiwi.org](http://www.mpiwi.org) and register today!

### Midwest Regional Conference

The event will kick-off with a networking reception on Wednesday, November 11<sup>th</sup> at the Madison Concourse Hotel and Governor's Club. Then Thursday, November 12<sup>th</sup>, make your way to the Monona Terrace Community and Convention Center for a day packed with education and networking.

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*"Join us for the first Midwest Regional Conference and Supplier Showcase. The Conference is a collaboration of the MPI-Minnesota and MPI-Wisconsin Chapters, and is another shining example of an MPI Foundation grant at work."*

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Opening the event, Trey Feiler, COO for MPI will share with us important information from the International level as well as exciting things that are planned for the year ahead. Morning breakouts cover a variety of topics – from the effects of TARP and SOX on our industry with Joshua Grimes, to an exciting session with Alan Ranzer on the topic of CSR and incorporating community outreach into your events. And don't forget your manners. Join the ever-popular Colleen Rickenbacher, CMP, CSEP, CPC for tips on etiquette and business dress.

Visit the tradeshow floor for lunch, then back to afternoon breakouts. Joshua Grimes will repeat his session on the effects of TARP and SOX on the meetings industry. Joining the afternoon line-up is Brad Goldberg, a former military meeting planner, to share important information on con-

tingency planning in today's world. If excitement is what you are looking for, join Dr. Lawana Gladney for a session on tips for exciting the brain for optimal learning at your next event.

Closing the day, Geoffrey Freeman, Senior Vice President of Public Affairs for the US Travel Association, will address the audience on what the USTA has been working on and what is planned for continuing to show the value of our industry.

### December Holiday Event

December 10<sup>th</sup> will find us at the Abbey Resort in Fontana for our annual Holiday Event. Learn tips and trends for rewards and recognition with Chris Kendrick of The Carrot Culture Group. Based on the book *The Carrot Principle*, Chris will share how principles in rewarding your own staff can be applied to rewarding your partners – volunteers, hotel staff, and other event partners.

### In January Learn How to Manage your Stress

Start the new year off on the right foot with Noah Blumenthal at the Quality Inn and Suites in Fitchburg on January 7<sup>th</sup>. Noah will help each of us "discover the power to fly through any obstacle and overcome any challenge." Based on his book, *Be the Hero*, come and learn how manage stress effectively (who DOESN'T need that!), respond positively to change and adversity, and so much more.

Other topics you want to see? We are always looking to bring high-quality education to our members. We have some great things planned, but your feedback is important to us. Don't hesitate to drop me a line any time at [ahuber@wasb.org](mailto:ahuber@wasb.org). See you soon! 🌐



*Alison Huber, CMP is the Director of Professional Development for the MPI-Wisconsin Chapter and event planner at the Wisconsin Association of School Boards.*

# 32nd Annual MPI-WI Chapter Awards Gala



## Connect Inspire Celebrate

By Marie Johnson, CMP

The 32nd Annual MPI-WI Chapter Awards Gala was held on September 17, 2009 at the Kalahari Resort & Convention Center in the Wisconsin Dells. It is that special time of year when our chapter members and their guests come together to celebrate the past years' accomplishments and recognize the contributions of their peers.

The first round of applause is reserved for the Award's Gala team for all of their passion, creativity and hard work in making this an evening to remember. Our special thanks to *Meghan (Costello) Krause, Jen Hlavachek, Sara Beuthien, Lynette Resch, CMP, Jody Roos, Helen Wick, and Joey Greeno*. Their production was flawlessly executed by our Gold Sponsor, Clearwing Productions. Our chapter is very grateful for the continued support of *Gregg Brunclik and his team*. Lastly, we need to give a "shout out" to the evening's emcee -- our very own -- *John Dorgan* with the Bridgewood Resort Hotel.



**Marie Johnson, CMP, MPI-WI Chapter President-Elect, is the Regional Sales Manager for Trans International**

Our hosts, *John Chastan*, the Director of Sales with The Kalahari Resort and Convention Center and *Tifani Jones* the Director of Sales with Wisconsin Dells Visitor & Convention Bureau, kicked off the evening with a warm welcome.

As our new slate of chapter leaders assume their roles, we acknowledged our outgoing Board members for their service -- *Paulette Heney, CMM, Susan Arts, CMP, David Helgeson, CMP, Linda DuPont*.

If we had forgotten how busy our chapter was over the past year, Our Immediate Past President, *Mae Ibe, CMP* reminded us of all that we have collectively accomplished. While it was a night of reflection, it was also an opportunity to look to the future. Our Chapter President, *Tami Gilbertson, CMP* shared her vision for the future. It is going to be pretty exciting, and I hope you will all be a significant part of it! 🌐



▲ *Tracie Toth, CMP, The Osthoff Resort, Joey Greeno, Kalahari Resort & Convention Center, Michelle Eggert, CMP, ConferenceDirect*



▲ *Hall of Fame Award Winner Cindy Foley, CMP, Radisson Paper Valley Hotel, & Denise Henson, Racine Marriott*





▲ Our Awards Gala Hosts, Tifani Jones, Wisconsin Dells Visitor & Convention Bureau, with John Chastan, Kalahari Resort & Convention Center



▲ Christopher & Heather Dyer, Morgan Data Solutions, Denise Henson, Racine Marriott, Amanda Schisel, Taci Tolzman, American Association of Medical Society Executives



▲ Cindy Foley, CMP presents the Team of the Year Award to the Community Outreach Team: Sue Lidstrom, Annette Konicek, Jennifer Hallett, Wanda Gilles & Tracey Bockhop. Not pictured: Kim Jones, Sue Zimmerman, Amanda Bauer and Ronny Hill

▲ Congratulations to the evening's award winners. l to r: Mae Ibe, CMP, Lynette Resch, CMP, Susan Kainz, Taci Tolzman, Cindy Foley, CMP, Jennifer Hallett, Annette Konicek, Sue Lidstrom, Vicky Zacharias, Matthew Baumler, Wanda Gilles, Tracey Bockhop



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Wisconsin Dells Visitor & Convention Bureau  
Glacier Canyon Lodge at the Wilderness  
Stevens Point Area Convention & Visitors Bureau



## MPI AWARD WINNERS

### PRESIDENT'S AWARD

*Taci Tolzman*

### INDUSTRY PARTNER AWARD

*Fox Cities CVB*

### MEETINGS INDUSTRY ADVOCATE

*Susan Arts, CMP*

### HALL OF FAME

*Cindy Foley, CMP*

### MPI-WI MEMBER GRANT

*Vicky Zacharias*

### JOURNALISM AWARD

*Jennifer Hallett*

### RISING STAR AWARD

*Tracey Bockhop*

### PLANNER OF THE YEAR

*Lynette Resch, CMP*

### TEAM OF YEAR AWARD

#### **Community Outreach**

*Sue Lidstrom*

*Amanda Bauer*

*Sue Zimmerman*

*Annette Konicek*

*Wanda Gilles*

*Jennifer Hallett*

*Ronny Hill*

*Kim Jones*

*Tracey Bockhop*

### KRISTIN BJURSTROM KRUEGER

#### STUDENT SCHOLARSHIP

*Matthew Baumler*

### SUPPLIER OF THE YEAR

*Susan Kainz*



▲ The Evening's Emcee, John Dorgan, Bridgewood Resort Hotel



▲ Susan Kainz, Delafield Hotel, accepts the Supplier of the Year Award



▲ 2009-10 MPI-WI Chapter President, Tami Gilbertson, CMP, thanking Outgoing President, Mae Ibe, CMP, for a great year of service to the Chapter





▲ *Lynette Resch, CMP, TDS Telecom, Planner of the Year Award Winner & Tracey Bockhop, Marriott Madison West, Rising Star of the Year Award Winner*

## GALA SPONSORS

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*Kahunaville at The Kalahari Resort & Convention Center*

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*Wisconsin Dells Visitor & Convention Bureau*

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*The Wilderness Resort*

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*TDS Telecom*

### EVENT PHOTOGRAPHY

*Four Seasons Photographs LLC*

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- Madison Marriott West/One-Night Stay
- The Kalahari Resort & Convention Center/One-Night Stay in a Desert Suite
- Lake Lawn Resort/One-Night Stay
- Alliant Energy Center/(4) tickets to Sesame Street Live with Elmo
- Alliant Energy Center/(2) tickets Band from TV
- Alliant Energy Center/(2) tickets Monster Truck Show
- Harley-Davidson/Harley-Davidson 105th Package
- Sheraton Milwaukee Brookfield/One-Night Stay
- Radisson Paper Valley/Overnight Stay w/Breakfast; (2)
- Freedom Bakery & Confections/Photo Cookie Box
- Trapper's Turn Golf Course/(4) Rounds of Golf (Cart and Range Included)
- Wisconsin Dells VCB/Camping/Tailgating Kit
- Bridgewood Resort Hotel/One-Night Stay in a Fireplace Whirlpool Suite
- Fox Cities CVB/Fox Cities Basket
- Monona Terrace Community and Convention Center/(4) Folding Chairs
- Oshkosh CVB/Oshkosh Package
- Chula Vista Resort/Fall Basket w/ Overnight Stay
- Cambria Suites/One-Night Stay w/Breakfast for Two
- Dairyland Power Cooperative/Stainless Steel Cheese Knife Set
- Dairyland Power Cooperative/Indoor & Outdoor Thermostat
- Wisconsin Timber Rattlers/(4) pack of tickets
- Madison Mallards/(6) pack of tickets
- The North Central Group/Overnight Package
- Appleton/Kimberly Hilton Garden - /One-Night Stay
- Greater Madison CVB/Gift Basket w/food items
- Creative Marketing/Gift Basket
- Great Wolf Lodge/One Night Stay
- Great Wolf Lodge/One Night Stay
- \$10 Spa BenMarNicos Gift Cards
- Freedom Bakery & Confections/Photo Cookie Box

# IT'S A WONDERFUL TIME OF THE YEAR!

*By Lori A. Fuhrmann, Ambassador Hotel*

Have you ever thought about your own personal holiday traditions and wonder how you started them and why? For instance, every year I watch the lighting of the Rockefeller Plaza's Christmas tree with all the lights off in the house, while I am decorating mine, sipping wine and munching on appetizers. Then after that I watch the movie "It's a Wonderful Life" with Jimmy Stewart. If my house was on fire you couldn't get me to leave that night.

On Christmas Eve, for 30 years I have made stuffed steak and let it cook slowly while we are at church. I always hope for a little snow fall as we are leaving church as it is so uplifting. My 22 year old son asked last year if I was going to make something different ... he won't be doing that again.

The day after Thanksgiving I am up at 5am, with Christmas music blaring while putting up Christmas decorations and baking and making candy.

So what makes us get so obsessed with traditions? I believe it is because it is such a feel good time of year and creates great memories.

Christmas traditions vary greatly between regions of the United States because of the variety of nationalities that have settled.

- In Alaska, boys and girls with lanterns on poles carry a large figure of a star from door to door. They sing carols and are invited in for dinner. How many dinners could they possibly eat in one night?
- In Hawaii, Christmas starts with the coming of the Christmas Tree Ship, which is a ship bringing a great load of Christmas gifts. Santa Claus also arrives by boat.
- In California, Santa Claus sweeps in on a surf board (wonder how that works.)
- Polish Americans on Christmas Eve spread hay on their kitchen floor and under the tablecloth to remind them of a stable and a manger. (Not happening in my house!)
- In New Orleans, a huge ox is paraded around the streets decorated with holly and with ribbons tied to its horns. (I wonder how they pick who gets to walk the ox.)

Think about your traditions at Thanksgiving and Christmas and cherish them. Also think about those less fortunate this year and discover what you can do to help them. Even if it is as simple as making a meal for someone that is hurting financially and bringing it to them, adopt a family (another tradition that we do at Thanksgiving and Christmas) or take all of your old towels and a bag of food to an animal shelter. Trust me I do all of the above and I just can't explain how good you feel. That is the true gift of giving. 🌐

Peace on Earth ... Good Will to Men  
Happy Holidays!

## MEMBER CARE

### New to MPI

#### Check out the Buddy/Mentor Program

Every member brings to the Chapter a different base of experience, both professionally and personally. The chapter's buddy system was implemented to create a vehicle for members to connect with experienced chapter members. Some members find this valuable to pair up with another planner who can guide them through the CMP certificate program. Other members connect to better understand current trends in the local/regional markets. Since MPI Wisconsin is a state-wide organization, it is not uncommon for Buddies to ride-share to educational events and sit together at chapter functions. If you are interested in learning more about our Buddy Program, contact John Dorgan at [jdorgan@bwneenah.com](mailto:jdorgan@bwneenah.com)

#### Unemployment Assistance

Wisconsin Chapter offers assistance for unemployed members. Unfortunately, some MPI Wisconsin Chapter members are dealing with recent unemployment issues as a result of the down-turned economy. So the Board of Directors has approved a new program to allow those members to stay connected by attending monthly meetings at a reduced cost. Any chapter member can attend one educational event every six months by paying the student rate instead of the full member cost. For more information, contact [admin@mpiwi.org](mailto:admin@mpiwi.org)

#### Member Assistance Program

MPI membership has its benefits and we are committed to providing our member with options to meet the unique situation you may be facing including:

Limited Membership Option: [http://www.mpiweb.org/CMS/uploadedFiles/Membership/limited\\_membership\\_form.pdf](http://www.mpiweb.org/CMS/uploadedFiles/Membership/limited_membership_form.pdf)

Unemployment Assistance Option: [http://www.mpiweb.org/CMS/uploadedFiles/Membership/Mortar/Unemployed\\_Member\\_Assistance\\_Request\\_Form.pdf](http://www.mpiweb.org/CMS/uploadedFiles/Membership/Mortar/Unemployed_Member_Assistance_Request_Form.pdf)

Quarterly Payment Option:  
[http://www.mpiweb.org/CMS/uploadedFiles/Membership/Qtrly%20Installment%20Payment%20Form%203\\_2009.doc](http://www.mpiweb.org/CMS/uploadedFiles/Membership/Qtrly%20Installment%20Payment%20Form%203_2009.doc)

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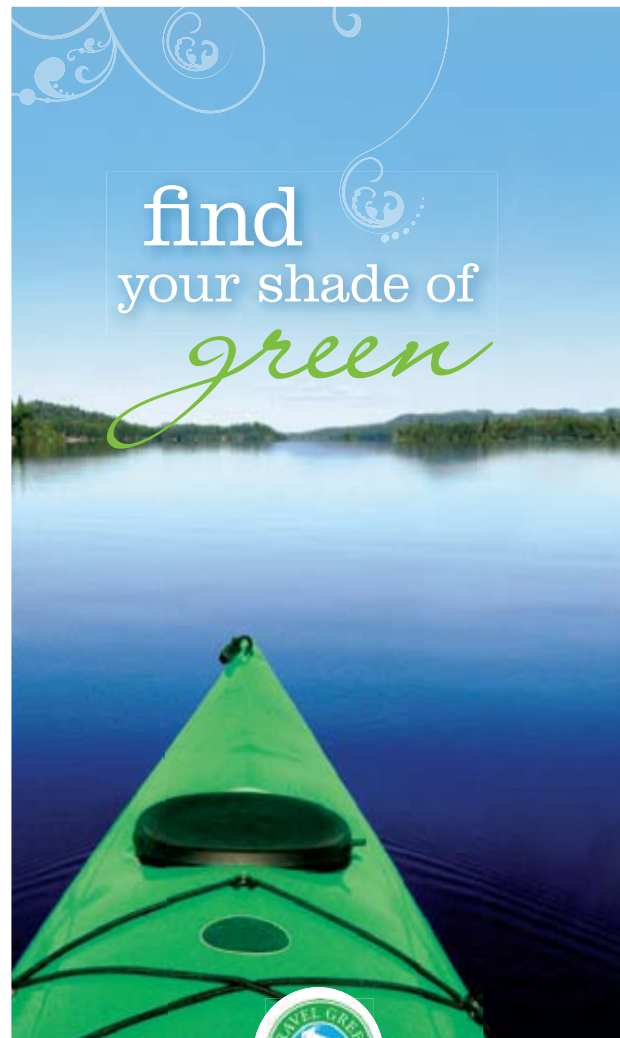
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For more information, contact Corrie Lam, our director of group travel.

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# CORPORATE SOCIAL RESPONSIBILITY

By Alan Ranzer

Corporate Social Responsibility (CSR) has come a long way over the last 20+ years. In the 1980's, corporations were happy to simply cut a check to the United Way or another charitable organization of choice. The 90's ushered in the era of getting out into the community to do something more tangible, such as building a house with Habitat for Humanity, or a playground in a local community park. Since 2000, CSR has entered the meeting and incentive arena, with corporations making efforts to "leave something behind" from meeting destinations around the globe.

Fast forward to 2009, in the wake of the current economic environment and the "post-AIG" world, the role of CSR has become more vital than ever in our industry. This is a time when the fear of layoffs is real, and keeping people motivated is particularly important. Research shows that self-worth is more important than even compensation. Salaries might not be increasing but if a company does something that makes employees feel good about themselves by helping others, it can serve to motivate employees.

Also prevalent in the post-AIG world is the perception that meetings = corporate excess or even "junkets". In a time of extreme oversight and criticism in the corporate arena, meeting planners are working hard to battle the issue of perception. Meeting planners no longer simply seek approval from their superiors regarding destinations, budgets, themes and event ROI. Now, they seek it from the media, consumers, watchdog groups and even congress. One way meeting planners are responding is via CSR-integrated activities at their events, and public relations to prove it.

Texas Roadhouse, a 325-chain restaurant, held a meeting recently in San Francisco for 300 managing partners and spouses. The event featured five-days of business meetings and lavish fun, but also a full day of community service, which included over \$1 million in equipment and donations to the local San Francisco community. Getting the word out was important which resulted in an appearance by the CEO on CNBC during the event, to show that meetings are crucial to business, and that they were making a positive impact on the San Francisco community via community service. Upon return from

the event, the Community Outreach Coordinator said that the phone keeps ringing with positive reviews of the press they received from the event.

An event that gives back to the community need not take a lot of time or money, for the simple fact that times have changed. Certainly a meaningful program could include transporting a group off-site to build a house, refurbish a library, or freshen up a local park or community garden. However, nowadays there are programs that can happen on-site at the hotel/resort in a shorter timeframe that can be meaningful for participants and the community at large. Given two hours, a teambuilding company can provide endless opportunities to match the client's cause of choice with a worthwhile experience. Given a cocktail hour, welcome reception, or other smaller timeframe, participants can take part in assembly-line style activities that result in bikes, toys, care packages, get well gifts, toy chests, bookshelves, murals, etc., that ensure that a meeting/incentive makes a difference in the meeting community.

What's more is that this is becoming more of an easy sell than can be imagined. The real "sell" is a meeting/incentive itself! With that in mind, smart planners are including CSR activities in their RFPs to clients, or in their internal pitches to decision makers to fend off potential negative initial feedback. What sounds more palatable for an event: golf outing or bike build for charity? Beach Olympics or donation of school bags for children? Which is more prone to receive positive feedback from the media, consumers, or watchdog groups? An easy sell.

In a time of finger-wagging and overblown scrutiny, it's hard to say that spending money on community outreach is money poorly spent. 🌐



*Alan Ranzer is the Managing Partner of Impact 4 Good and a speaker at the November 2009 Midwest Regional Conference. You can reach Alan at [alan@impact4good.com](mailto:alan@impact4good.com).*

# CONFERENCE ETIQUETTE: TOOLS TO SURVIVE YOUR NEXT INDUSTRY EVENT

## Remember – It's the Little Things that Count

By Colleen A. Rickenbacher, CMP, CSEP, CPC

Michael looked forward to attending his first industry conference. He was entering his third year in the hospitality industry and wanted to meet the right people and stay on top of industry trends. Unfortunately, he was unprepared for his conference. He didn't know what to bring, so instead of asking someone for help, he packed only casual clothes. The designed attire was business and business casual so his jeans were not appropriate. Michael also forgot to bring the updated company brochures and ended up using all of his business cards on the first day of the three-day conference. While he was able to overcome some of these issues, they left him stressed and anxious, and he wasn't able to enjoy himself. Michael vowed to be better prepared the next time.

Conferences, trade shows, seminars and meetings should be wonderful learning experiences, and also fun. The education and connections will happen naturally, but there are a few "etiquette" tips you should know and follow to avoid any embarrassing mistakes. Here are some rules to guide you:

### 1. The Opening Reception

- **Don't come so hungry that you attack the bar area and food areas as soon as you arrive.** Networking is a time to meet and greet, and then eat and drink. About a half hour or an hour before the opening reception, get a snack. Make it something light and healthy, like an apple or a smoothie. That way you won't be starving during the opening session. After all, the purpose of this event is to meet and greet people, which can be difficult when you're carrying a drink or a plate.
- **Prior to going to the conference, do your homework and figure out whom you would like to meet and see over the next few days.** Scan through the welcome packet and highlight any names of people you'd like to meet. Upon arrival, make it your mission to connect with the highlighted attendees.
- **If you are alone at a networking function or opening session, start off by approaching another individual or group of two or three people.** It can be awkward to approach a large group of four or five people, as they are harder to break into and to start a one-on-one conversation. After you have your initial conversations and hopefully meet the contacts you want, then ask them to have a drink with you or meet you near the buffet for food.
- **Move around the room.** When you meet someone, introduce yourself, exchange business cards, talk, possibly set-up another time to meet, or a time for a call when you return to the office. Shake hands as you leave; thank them and then move on to the next person.

### 2. General Sessions or Educational Sessions

- **Respect the speaker.** As a speaker, it can be frustrating to be on a stage in front of a group and realize attendees are chatting amongst themselves. If you must have a conversation or make a phone call, please leave the room out of respect for the speaker.
- **This is a time to learn.** If you're with a "talker," politely tell them that you would love to chat right after the session. Be polite, sincere, and do it right in the beginning of the conversation. You can get hooked into the conversation, and it will be more uncomfortable to get out of it.
- **Come to the session prepared with a notebook and pen.**
- **Don't take up two or three seats.** Move right on in and meet someone new, sitting next to you. Introduce yourself. Enjoy their company before the speaker begins. Arrive early, sit in the front and learn as much as you can.

### 3. Networking and Connecting at Events

- **Start and end each conversation with a handshake.** Always stand-up when you shake hands.
- **Ask people questions about themselves.** People love to talk, especially about themselves. They may even bring out the pictures of the kids and pets.
- **Making small talk is easy, even if you're shy.** Ask people about when they arrived, their travel, the weather; talk about the conference, trade show or the speakers. It opens up the conversation; just avoid any emotional topics that involve politics, religion or personal questions.
- **Wear your name badge.** If using a lanyard then place it so it is easy to read. If pinned to your clothing, then much easier to read when placed on the right hand side. Some companies prefer their staff to wear on the left side because they pass people more instead of shaking hands.
- **Bring hundreds of business cards.** Your purpose should be to meet and hopefully bring back business to your company. Don't run out mid-way through the tradeshow.

### 4. The Dining Experience

Remember the basics: Introduce yourself to everyone at the table. Don't reach over the table to shake hands. Get up and move around the table, and meet everyone before you sit down.

Use the code: BMW. This is an easy way to remember which utensil belongs to you. From left to right it means Bread and Butter plate is on the left, Meat is the middle, Water (and all drinks) on the right. When you sit down if there is not a host at your table then take your napkin and place it on your lap. If

*Continued on page 27*

# WHO'S IN THE NEWS

## Changes & Accomplishments

*"A leader is a dealer in hope." —  
Napoleon Bonaparte*

A **BIG THANK YOU** to **Sue Lidstrom**, Director of Sales for Hyatt Place Madison/Downtown, for the years and time she put into writing the "In the News" column for the *Agenda*. I am honored to have had the "spirit baton" passed on to me and am looking forward to sharing all the wonderful happenings of the Wisconsin MPI chapter with everyone!

For those who do not know me, I am **Michelle Johnson**. I have been a member of MPI since April 2008. About three months ago I joined the Business Development Team at NorthCoast Productions, a full service multi-media production company.

Please join me in congratulating **Tifani Jones**, who has joined the Wisconsin Dells Visitor and Convention Bureau as Director of Sales.

Did you read? Our very own **Connie Nau, CMP**, was the featured planner in "Wisconsin Meetings." Connie was quoted as saying "The most important thing that meeting planners can do now is to measure the results of their meetings or events and incentives." Connie earned her CMP in 1999 and will soon hold the designation of CRP, Certified ROI Professional.

A very special congratulations to our chapters new Certified Meeting Professionals (CMPs): **Alison Huber, CMP** (WI Association of School Boards), **Diana Orlowski, CMP** (Travel Forum Inc), **Amy Graham, CMP** (National Funeral Directors Association) and **Tamara Putney, CMP** (Fox Premier Meetings and Incentives). The CMP designation is the foremost certification of the meetings, conventions and exhibitions industry and recognizes individuals who have achieved the industry's highest standards of professionalism.

Please email with any changes in employment, news to celebrate or recent success stories. I am looking forward to hearing from you! 🌐



— Michelle Johnson,  
Business Development,  
NorthCoast Productions, LLC  
(michelle@northcoastpro.com)

Preferred Dells Meeting Seminars

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**Tifani Jones**  
Director of Sales  
Wisconsin Dells  
Visitor & Convention Bureau  
P.O. Box 390  
Wisconsin Dells, WI 53965  
888-339-3822, ext. 345  
sales@wisdells.com

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# TOP FIVE COMPONENTS FOR YOUR CONTINGENCY PLAN

*By Brad A. Goldberg, CEO of TriGold Consulting, LLC*

Every time I tell a meeting planner that I specialize in risk management and contingency planning for conferences and events, I'm asked for strategies for someone's next function. It's probably how a doctor feels when a friend asks for medical advice at a cocktail party. There is no simple diagnosis for a conference contingency plan. There are, however, five components that each plan should include.

## 1. Communication Plan

To be effective in dealing with a crisis that arises during your meeting or before it starts, communication methods must be addressed. You need low-tech alternatives to your standard iPhones, Blackberries and email tools. All are vulnerable to disaster, weather and power outages. Having an electronics alternative strategy in your contingency plan will reduce your stress level if worse does come to worst.

Also ensure that you know the chain of command in your clients', suppliers' and venue's structures. If your key decision maker becomes unavailable during the course of your event, know the name and contact information for his or her second-in-charge.

## 2. Medical Requirements

Medical issues always seem to come up during a meeting. The major ones can be managed by a call to 911. It's the non-emergency problems that can be more challenging to handle. To address the possibility that one will impact your event, ensure that you know the location and contact information for a 24-hour urgent care clinic near your venue. Also make sure to designate potential staff members to accompany ailing attendees to this facility, and to follow up on any medical information.

## 3. Travel

Most planners will not factor travel into their contingency plans if they're using a travel company; I implore you to rethink this strategy. While arrivals are critical to the success of your event, do not overlook departures either. Keep track of weather issues beyond your local area – e.g., storms at an airline hub – that could keep aircraft on the ground. Adjust your final sessions and ground transportation plans, as needed, to help attendees and presenters get home on time. They will note your consideration and professionalism.

## 4. Post-crisis Recovery Plan

Most planners are very skilled at handling problems as they arise. What some fall short on is recovery planning. For example, if your kick-off keynote presenter has a minor medical issue the day before his arrival, do you cancel your program? Maybe, or maybe you look at alternatives, such as a discussion panel with a pre-determined moderator. Think about how to make your way back to your original goal of a successful meeting without canceling. The attendees and venues who blocked their calendars months in advance will appreciate the consideration. Recovery planning will be especially crucial this season with fears of a second, stronger H1N1 outbreak.

## 5. Training

Training should be a core component of your contingency plan, but it's the piece most often overlooked or pushed aside for scheduling or budgetary reasons. To be fully effective in a crisis, your staff, venue and key suppliers must know all the components in your contingency plan and their roles in those components. To achieve this level of preparedness, train and drill at least 30 minutes each month. This training will pay off when it's needed the most.

These top five components for your contingency plan are not a crisis cure-all, though they can be a healthy start to your planning career wellness regimen. My best professional advice: Make a contingency plan for every event you manage and call me in the morning. 🌐



*Brad A. Goldberg is the CEO of TriGold Consulting, LLC, a risk management and contingency planning solutions firm for event professionals. He can be reached at (813) 810-2449 or [brad@trigoldconsulting.com](mailto:brad@trigoldconsulting.com)*

# FOOD FOR THOUGHT

Featuring:

Executive Chef Steve Walters

The Abbey Resort & Avani Spa



Overseeing all culinary operations of The Abbey Resort & Avani Spa, Executive Chef Steve Walters is again exploring his passion for contemporary American food. Inspired from his experiences at Sperino's of Monte Carlo, his menus are influenced by the Italian style, offering small plates, family style presentations, and modern cuisine. Before the Abbey, Chef Walters was the Executive Chef at Lake Lawn Resort, creating and launching Frontier, the signature, upscale dining experience at this resort. The culinary experience at the Abbey continue gain in reputation, attracting great Chefs throughout the Chicago land to participate in one of Chef Walters culinary events – Great Chefs at the Lake – a series of weekends that showcase the personality, cuisine, and story of Chicago's great Chefs. "It is exciting to be in the company of these great Chefs, giving me more opportunity to watch their style, presentations, and creativity" commented Chef Walters. 🌐

## Pistachio Encrusted Sea Bass and Mango Fruit Beurre Blanc

### MANGO FRUIT BEURRE BLANC

8 oz. mango fruit purée  
½ cup white wine  
1 shallot, finely chopped  
1 cup heavy cream  
½ lb. unsalted butter  
1oz. fresh diced chives

In medium sauce pan, medium heat, place shallots and white wine reduce by ½.  
Add in Mango fruit purée and reduce. Add in heavy cream and remove from heat.  
Fold in butter and whip until smooth.

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### PISTACHIO ENCRUSTED SEA BASS FILETS

5 – 6 oz. sea bass filets  
6 cloves chopped garlic  
Salt and pepper to taste  
2 lemons  
4 oz. extra virgin olive oil  
3 oz. white wine  
1 cup crushed pistachios

In a small roasting pan, cut lemons in half and squeeze over filets, insuring no seeds are used. In small bowl combine olive oil, salt and pepper, garlic and wine. Drizzle this over fish. Encrust top of sea bass with crushed pistachios. In large skillet, coat pan with olive oil and sear bottom of sea bass. Move back to roasting pan. Cook at 300 degrees for 10-12 minutes until fish is white and tender. Place on serving platter, ladle sauce over fish and garnish with fresh chives.

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### BALSAMIC ROASTED ASPARAGUS

15 large asparagus spears  
4 oz. balsamic vinegar  
6 oz. extra virgin olive oil  
Salt and pepper to taste  
1 lemon zest

Cut bottom 1 inch of asparagus spears. In bowl, emulsify vinegar and olive oil. Lightly toss asparagus and place on baking pan. Lightly season with salt and pepper and place in 350 degree oven until tender. Remove and garnish with lemon zest.

## THANK YOU TO OUR MPI MEETING HOSTS

MPI-WI would like to recognize and thank the following properties for hosting MPI meetings in 2009. We recognize the added value and quality that you offer the Chapter, and hope you all enjoyed the hosting experience!

- JAN – Hilton Garden Inn Madison West, Middleton
- FEB – Crowne Plaza Milwaukee, Wauwatosa
- MAR – Holiday Inn Neenah Riverwalk
- APR – The Four Seasons Resort, Misco Island
- MAY – Sheraton Madison
- JUN – Grand Geneva Resort & Spa, Lake Geneva
- SEP – The Kalahari Resort & Convention Center, Wisconsin Dells
- OCT – Radisson Hotel LaCrosse
- NOV – Monona Terrace & Madison Concourse Hotel
- DEC – The Abbey Resort, Fontana

### *Conference Etiquette* *Continued from page 22*

there is a host, follow them and wait for them to make the initial moves including placing their napkin on their lap or taking their first drink. Remember, if the napkin is in the coffee cup or your water glass; remove the one to your right. If someone takes your bread and butter plate, you can always ask the wait staff for another plate, place the bread on your entrée plate or don't eat any bread.

Do not eat until everyone at your table is served. If you are waiting for a special meal, let everyone know it's OK to start eating because your meal will be a little delayed.

These are the etiquette basics that will allow you to have a very comfortable time at your next conference.



#### ABOUT THE AUTHOR

*Colleen A. Rickenbacher is a business etiquette expert and author of "Be on Your Best Business Behavior," and "Be on Your Best Cultural Behavior." She helps clients stand out by improving manners, image and communication skills. With her past experience event planning, as well as her skills in etiquette, Colleen helps companies such as FedEx, Microsoft, Marriott and Bayer polish their image for increased profits. For her speaking, training or books, visit: [www.colleenrickenbacher.com](http://www.colleenrickenbacher.com) or call: 214-341-1677.*

## SUPPLIER PROFILE: KATHLEEN KEMPEN



**Place of Employment:** Schauer Arts & Activities Center, Inc.

**Job Title:** Event Coordinator

**How long in MPI?** Two months

**How long in the meetings industry?** Three years

**Tell a bit about your company and/or current position:** The Schauer Arts & Activities Center is a community-based 501(c)3 non-profit center for the performing arts and education in Hartford that serves the Kettle Moraine area. We also provide banquet and meeting facilities for groups up to 600. Our 570 seat theater provides a unique venue for business or group meetings and seminars. I am responsible for the sales, planning and successful execution of all non-performing arts related rentals. We have been honored to be nominated as "Best Venue" the last two years for the A-List awards in Milwaukee.

**Teams or projects that you have worked on for MPI or would like to be involved with:** As a new member, I have not yet had the opportunity to explore what I might be able to contribute to MPI. I am looking forward to the Fall Education Day in Madison and exploring the options.

**Tell us about your family:** I am one of three with a twin sister in Appleton and a younger brother in San Antonio, TX. My husband and I are the proud "parents" of a cockapoo named Tessie and our cat, Bruiser.

**Where were you born?** Chicago

**Where do you currently live?** Hartford

**Favorite Pastimes:** Reading, traveling, singing

**Favorite Musician:** James Taylor

**Person you admire most and why:** My mom. She made sure that we were instilled with an appreciation for different cultures and the arts in addition to the value of a great work ethic and empathy for others.

**Dream Vacation:** Europe

**Words to live by:** Live out your life as best as you can with purpose, love, and joy.

**What else would you like other MPI members to know about you?** I am looking forward to meeting my peers and developing great new relationships. 🌐

**WISCONSIN  
CHAPTER**



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**Datebook:**  
CALENDAR OF EVENTS

**2009 - 2010**



Connecting you to the  
global meeting + event community

**NOVEMBER 2009**

**12**

**November Chapter Meeting  
2009 Midwest Regional Conference  
in conjunction  
with the MPI-Minnesota Chapter**

Monona Terrace & Convention Center  
Madison

**DECEMBER 2009**

**10**

**December Chapter Event  
Holiday Event**

The Abbey Resort, Fontana

**JANUARY 2010**

**7-8**

**January Chapter Event**

Madison Quality Inn & Suites

**9**

**CMP Exam**

Various Locations

**FEBRUARY 2010**

**18**

**February Chapter Event**

Delafield Hotel, Delafield