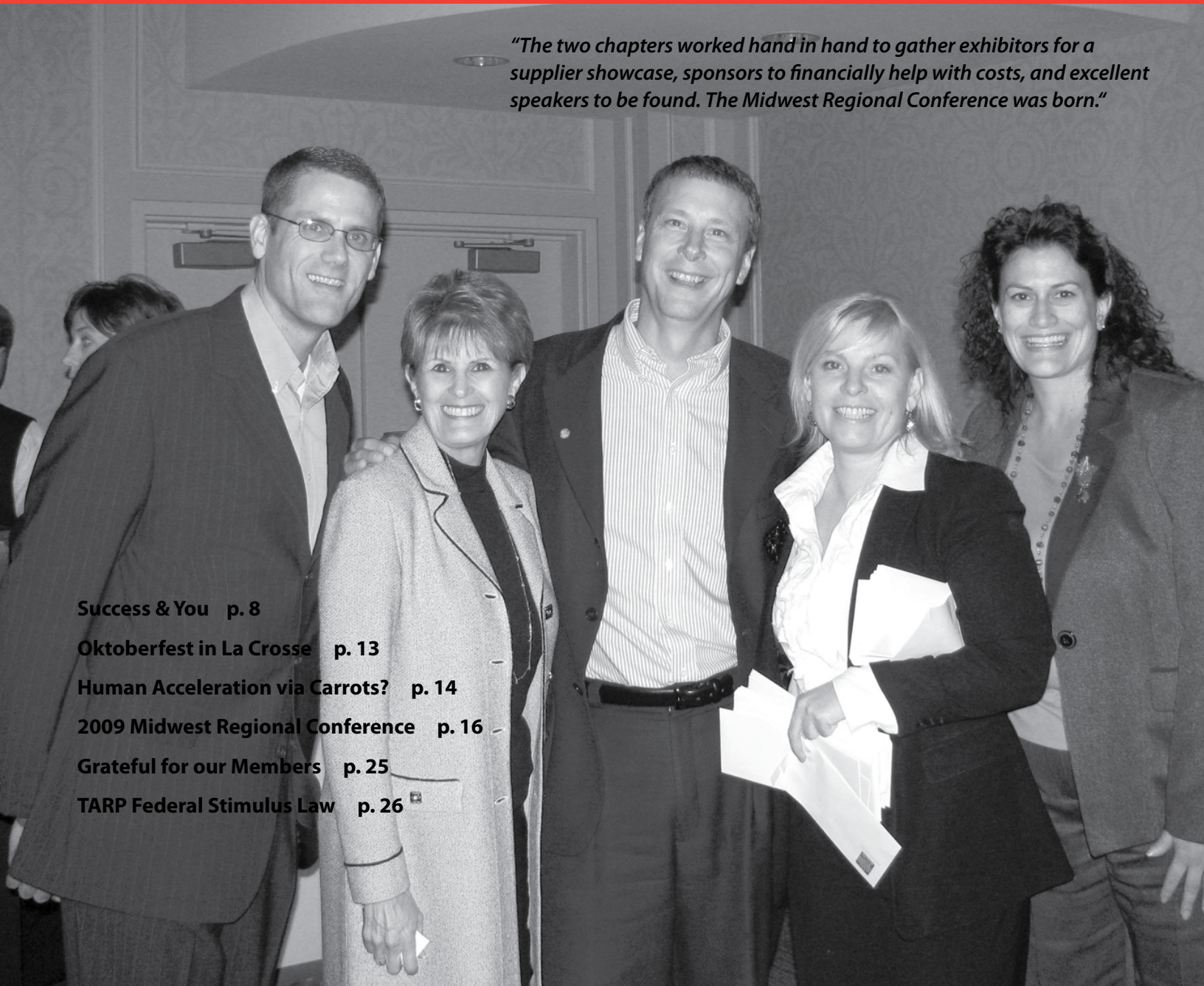


# Agenda

## \* 2009 MIDWEST REGIONAL CONFERENCE IN CONJUNCTION WITH THE MPI-MINNESOTA CHAPTER *p. 16*

*"The two chapters worked hand in hand to gather exhibitors for a supplier showcase, sponsors to financially help with costs, and excellent speakers to be found. The Midwest Regional Conference was born."*



Success & You p. 8

Oktoberfest in La Crosse p. 13

Human Acceleration via Carrots? p. 14

2009 Midwest Regional Conference p. 16

Grateful for our Members p. 25

TARP Federal Stimulus Law p. 26

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Tina Luther, CMP  
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luther@theabbeyresort.com

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Naomi Tucker, CMP  
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ntucker@humana.com

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dhenson@racinemarriott.com

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Wisconsin Association of School Boards  
ahuber@wasb.org

**Director - Special Education Projects**

Sherry Benzmilller, CMP  
Energy Center of WI  
sbenzmilller@ecw.org

**Director - Publications, Advertising,  
& Community Outreach**

Shannon Timmerman  
Glacier Canyon Lodge at the Wilderness  
stimmerman@wildernessresort.com

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American Association of  
Medical Society Executives  
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Bridgewood Resort Hotel  
jdorgan@bwneenah.com

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North Central Group  
csmalley@ncghotels.com

**Director - Monthly Programming**

Lynette Resch, CMP  
TDS Telecom  
lynette.resch@tdstelecom.com

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**JAN/FEB 2010  
VOL 32, NUM 1**

Published bimonthly by  
Meeting Professionals International –  
Wisconsin Chapter

**Editors**

Michelle Reed  
Association Acumen  
mreed@associationacumen.com

Jennifer Hallett

Snow & Ice Management Association  
jennifer@sima.org

**Contributing Writers**

Mary C. Evers, CMP  
Tami Gilbertson, CMP  
Naomi Tucker, CMP  
Sherry Benzmilller, CMP  
Michelle Reed  
Lori Fuhrmann  
Marie Johnson, CMP  
Susan Kainz  
Michelle Johnson  
Linda Hale  
Patricia Kemner  
Joshua L. Grimes, Esquire  
Chris Kendrick  
Karen Peña

**Art Director**

Ann Shultz, AJS Designs  
www.ajsdesigns.net

**Publication Deadlines:**

March/April 2010  
Deadline: January 15, 2010

May/June 2010  
Deadline: March 19, 2010

July/August 2010  
Deadline: May 14, 2010

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# PRESIDENT'S COLUMN

## Collaboration is Key to Success

If I could put on my MPI cheerleading outfit and go out every day to applaud our Chapter's efforts and our individual achievements, I would in a heart beat! There is no doubt about it – We Rock!

And never has that been more evident than in the collaborative effort we executed in November with the MPI-MN Chapter! (Please see the great article recap for the Midwest Conference and Supplier Showcase by Sherry Benzmilller, CMP, showcased later in this issue!)

The definition of collaboration is to take a standard process and evolve it into a process of participation. Take a set of people, groups, or organizations and then ask them to work together to achieve the desired results. The efforts of the Wisconsin and Minnesota Chapters would make a great case study!

I would venture that you could poll each of our Conference Team Members and each would have a significant learning point from the participation process. I would like to share mine with you here.

### Collaboration takes communications.

Each Chapter needs to have a voice. It is important to share perspectives. And, by doing so, I think it also gave us all an opportunity to stop and look at each part of the process in a new light. We identified key areas: Speakers, Exhibitors, and Sponsors. We recruited a Team Lead from each Chapter. We introduced the Chapter Administrators and each worked together. Each set of partners then worked together to make recommendations and implement decisions. It takes a lot of effective communications to keep everyone informed and on target.

### Collaboration takes strategy.

I am a puzzle person – I do the Sudoku and crossword in the local paper and the US Today almost daily. Problem-solving, analyzing – I am all over it and the tougher, the better! So, trust me when I say this was hard! It was like a giant jigsaw puzzle with invisible pieces. Which team leads can get started first? When do we bring administration in? Some days there were more questions than answers but as a collaborative group we were able to sort through them all and develop our plans.

### Collaboration takes flexibility.

The only thing that is almost guaranteed in every new adventure is that there will be some level of uncertainty. Fortunately, we had a group that was willing to learn as we go and embrace change. And the flip side, there was no “but this is how we always do it” because this project had never been done!

### Collaboration takes redirection.

In working with the Speaker Team Leads, we went on a totally new path to find speakers and topics. We posted a shout-out on LinkedIn for both, and it worked great! We were able to fill our agenda with great content. And, not only did we learn of break-out session presenter Alan Ranzer this way – he also uses us as an example in his session on how LinkedIn can work!

Collaboration works, and it takes a lot of work! I am so proud of all the team members and each Chapter Administration Team who did such a fabulous job with it.

And I would be seriously remiss if I did not recognize Sherry Benzmilller, CMP, for her efforts as our Conference Project Manager. Job well done, Sherry! There is the saying about trying to herd cats. I think Sherry probably felt like she was herding crickets at midnight on a cloudy night maybe once or twice, but she was absolutely terrific in the role.

So, I will go hang up my MPI cheerleading outfit for now, but I bet I will be wearing it again soon! There are so many wonderful volunteers making great things happen every day in our Chapter and I cannot wait to cheer for them all – YAY MPI! 🌐



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

*Tami*

# FROM THE EDITOR'S DESK

**T**he new year is a time to reflect. We often get caught up in the daily grind and forget how important people and connections with people are in both our personal and professional lives. Without these connections, we can not survive in the workplace or the home. In 2009, MPI-WI gave us a numerous chances to meet, share ideas and share stories. In reading this issue of the Agenda, you will find a variety of articles about MPI-WI members coming together and making real connections over the past few months. Take a moment to stop and think about your chapter encounters this year. Have they helped you grow? If so, congratulations! If not, join us at an upcoming event and experience all that the chapter has to offer!



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

MPI-WI is focused on connecting its members with each other and with the community. From the Oktoberfest in La Crosse (more on page 13) to the Midwest Regional Conference (more on page 16) and the Carrot Culture Group (more on page 14), not only are we given opportunities to learn, we are also given opportunities to network and grow professionally. With Community Outreach we can give back to our communities and help to bring those who have fallen on hard times a glimmer of hope.

I charge each of you with two tasks:

1. Make at least one new connection with an MPI member this year. Perhaps it will turn into a business relationship or perhaps a friendship. The most important part is that you connect with others and recognize that MPI is here to help foster growth.
2. Donate time and/or money to a good cause that you have never considered before. This will open you up to new experiences and new people. It may also remind you of the day to day things you may take for granted such as your health, job, loved ones, etc.

I look forward to connecting with you in 2010. And remember, a great way to connect with your fellow MPI-WI members is by writing an article for the Agenda. Visit [www.mpiwi.pbwiki.com](http://www.mpiwi.pbwiki.com) for article ideas or email [editor@mpiwi.com](mailto:editor@mpiwi.com).

Happy 2010!

*Michelle*

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

## UPCOMING DEADLINES:

May/June 2010  
Deadline: March 19, 2010

July/August 2010  
Deadline: May 14, 2010

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



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# DID YOU KNOW?

**Did You Know** about all of the Wisconsin cities that claim to be the “Something Capital of the World?” Next time you find yourself in one of these Wisconsin cities or town, see if you can find traces of these claims! This list is from [www.triviaasylum.com](http://www.triviaasylum.com). You may have a list of your own! We welcome you to discuss on the MPI Wisconsin Chapter page on LinkedIn!

Black Bear Capital of the World	Glidden
Black Squirrel Capital of the World	Norwalk
Cheese Curd Capital of the World	Ellsworth
Christmas Tree Capital of the World	Wautoma
Cranberry Capital of the World	Warrens
Ground Hog Capital of the World	Sun Prairie
Horseradish Capital of the World	Eau Claire
Kringle Capital of the World	Racine
Loon Capital of the World	Mercer
Musky Capital of the World	Boulder Junction
Rope Jump Capital of the World	Bloomer
Ruffed Grouse Capital of the World	Park Falls
Rugabaga Capital of the World	Cumberland
Snowmobile Capital of the World	Eagle River
Sheepshead Fishing Capital of the World	Taycheedah
Sunfish Capital of the World	Onalaska
Swiss Cheese Capital of the World	Monroe
Toilet Paper Capital of the World	Green Bay
Troll Capital of the World	Mount Horeb
UFO Capital of the World It's a tie!	Elmwood & Belleville
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# SUCCESS... WHAT DOES IT MEAN TO YOU?

— Lori A. Fuhrmann

*Success — what a wonderful word and concept. People strive for it all of their lives and many of us have been pursuing it for years.*

**T**he meaning of success comes in many forms and many definitions. It depends on what you are searching for in life and searching for in business. Athletes may have one definition of success and a stay at home mom may have another. It just really depends on the perspective of life you have.

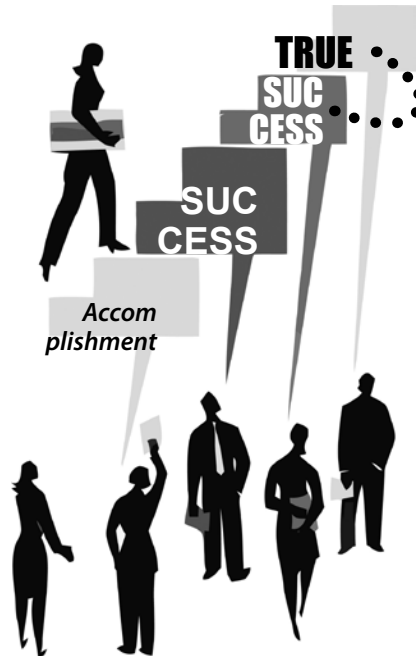
There is a difference between accomplishment, success and true success. Let's explore that:

## **Accomplishment**

Accomplishment is where you have engaged in a task or action that you attempted and have obtained desired result. Example: Today I had a task to do and that was writing this article, upon completion, I have accomplished the action. In 2010 let's all work on the task of moving our lives forward, being positive and let's get out of this rut they call our economy. What an accomplishment that would be!

## **Success**

Success to most people is when you have an ongoing string of accomplishments that when put together, add up to a major obtainment in life known as success. The addition of all of the accomplishments in a person's career or life can be viewed as success, whether it be in life or business. So, when you are down, reflect back as far as you can and tally up all of your accomplishments, take a deep breath and realize that yes, you have been successful. I don't believe that success is defined as career growth or money, I believe that you are truly successful when you can look back and realize what a good person you are and all of the things you do to help others, you have a great marriage and family and you are healthy enough to get up in the morning, look in the mirror (laugh at yourself like I do – not sure what I do during the night, but it can be pretty frightful) and tell yourself to seize the day, whether it be work, cleaning,



shopping (I am very successful at that) or doing things for yourself. I always feel successful after attending an MPI event and being able to get out of bed the next morning. I know that I am not alone on that one.

## **True Success**

But the highest level of success is true success, simply the realization and obtainment of a worthy ideal or result that your heart is deeply connected to it. It is what births passion and your success passion. It is what people die for. It is why some people explode out of the gates and create success easily (annoying) and others struggle all of their lives. True success is soaked with emotion, powered by passion, driven by destiny and controlled by the fire of the heart. There is no more powerful success than the success driven by the heart. That is why so many ath-

letes, artists and entrepreneurs have such long careers, they are passionate about what they do. The highest level of success, true success for me, is being married 30 years...pew. Imagine the long line of accomplishments and success stories there.

Whatever you do that makes you feel like you have accomplished something, therefore being successful at it, keep doing it. Be passionate about everything that you do and you will succeed. I'll be sure to remind myself about that as I am cleaning my house.

Have a wonderful and successful 2010!! I know I will. 🌐

Cheers. Lori

— **Lori A. Fuhrmann** is the Director of Sales & Marketing with the Ambassador Hotel in Milwaukee





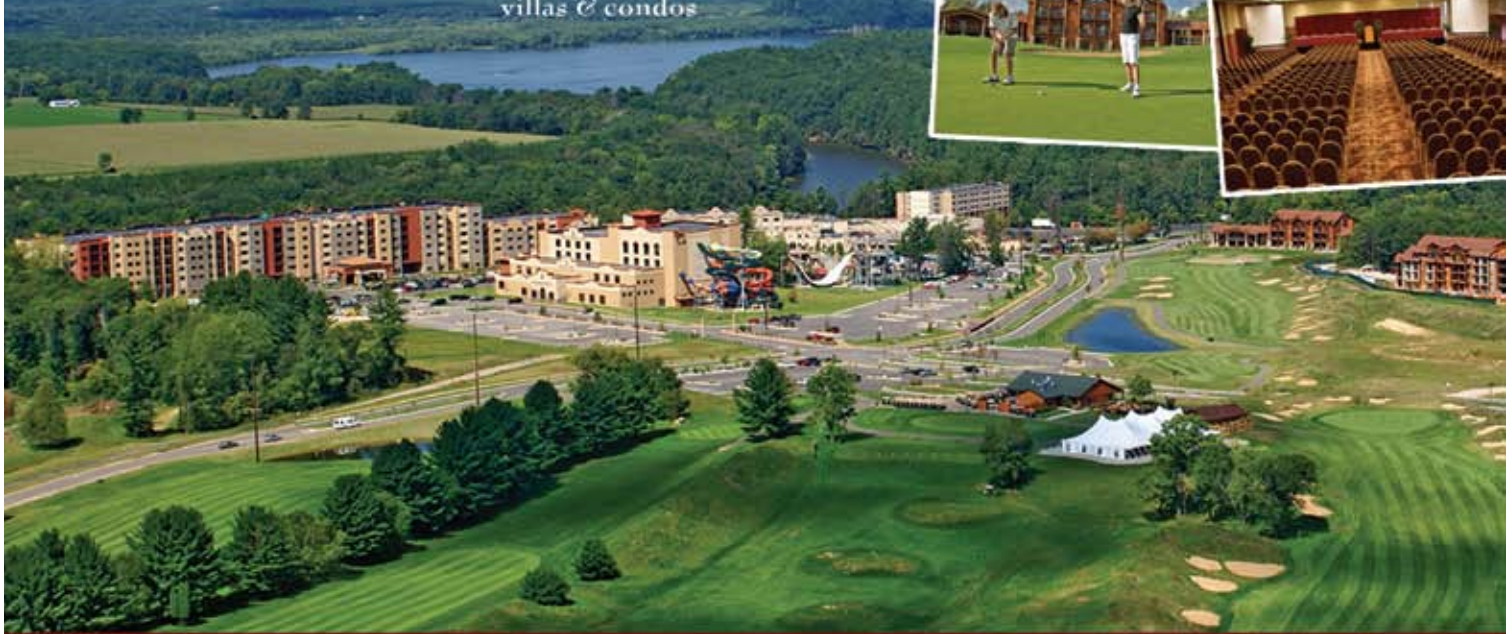
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# THE UPSIDE TO THE DOWNTURN

## *Leading in Today's Economy*

— Karen Peña

**M**y 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!! 🌐

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





## SUPPLIER PROFILE: JANE ZINCHELOE ZAROSI

**Job Title:**

Director of Group Travel

**Place of Employment:**

Minocqua-Arbor Vitae-Woodruff Area  
Chamber of Commerce

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**Tell us about your family:**

Single mom to 15 year old son.

**Where were you born?**

Chicago, IL

**Where do you currently live?**

Minocqua, WI

**Favorite Pastimes:**

Spending time with family and friends. When I have the time I love to read, golf and hike.

**Person you admire most and why:**

My father, his life was based on truth and honor.

**Words to live by:**

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

**Special personal accomplishments:**

25 years of sales/marketing background

## MPI-WI & MPI-MN EXTEND OUR THANKS



In November, the MPI-MN and MPI-WI Chapters joined forces and hosted their first Midwest Regional Conference. This collaborative effort was made possible in great part by the MPI Foundation and their Chapter Grant Program. As a result of their generous \$10,000 grant, our conference team was able leverage each chapter's strengths to secure top industry speakers, deliver innovative educational programming, and create valuable new connections for our members.

The MPI Foundation powers the vision of Meeting Professionals International (MPI), the meetings and events industry's largest and most vibrant global community comprised of more than 24,000 members representing 69 chapters and clubs in 80 countries worldwide. Contributions from MPI members, chapters, and organizations are invested in high-impact programs to support a rich, global meetings and events industry and provide investment into the future of the meetings and events profession. For more information, visit [www.mpifoundation.org](http://www.mpifoundation.org).

The Midwest Regional Conference could serve as a model for other chapters across the globe that operate on tight budgets and are looking for opportunities to deliver a better experience to their members and increased value to their chapters through collaborative efforts. We are hopeful this will become an annual event, and are very grateful for the financial support from the MPI Foundation. In closing, we extend a special thanks to Marcia Whitworth, Foundation Director, for her assistance. We'd also like to congratulate Paula Hughes, on her new role as Executive Director, MPI Foundation. 🌐

# NEW MEMBERS

**Samantha Albrecht**

The Patriot Center  
10101 Market Street, Suite B40  
Rothschild, WI 54474  
salbrecht@charterinternet.com  
Supplier Meeting Professional

**Amber L. Alderman**

Scheels  
1732 Dublin Trail, Apt. 44  
Neenah, WI 54956  
alderman2376@fvtc.edu  
Student

**Sybil R. Avery-Robinson**

P.O. Box 5281  
Madison, WI 53705  
Tel: 608-246-6100  
rosesyb3790@sbcglobal.net  
Student

**Megan Renee Carlson**

Innovative Media Design  
883A Blair Avenue  
Neenah, WI 54956  
Tel: 920-858-8244  
megan@wibusinessmedia.com  
Student

**Heather Marie Dahlman**

7036 Grand Geneva Way  
Lake Geneva, WI 53147  
hdahlman\_2002@yahoo.com  
Student

**Heather A. Eggers**

Baker Tilly Virchow Krause, LLP  
Ten Terrace Court  
Madison, WI 53718  
Tel: 608-240-2522  
Fax: 608-248-3816  
heather.eggers@bakertilly.com  
Corporate Meeting Professional

**Cecilia A. Gillhouse**

2905 Pelham Road  
Madison, WI 53713  
Tel: 608-669-0008  
cecilia.gillhouse@gmail.com  
Student

**Elizabeth A Kaiser**

77 Hwy 51  
Edgerton, WI 53534  
ekaiser@stu.matcmadison.edu  
Student

**Yvette M. Lamphier**

Best Western Harborside Inn &  
Kenosha Conference Center  
5125 6th Avenue  
Kenosha, WI 53140  
Tel: 262-658-3281  
Fax: 262-658-3420  
yvette-lamphier@wi.rr.com  
Supplier Meeting Professional

**Elyse M. Morschauser**

110 Woodview Drive  
Cottage Grove, WI 53527  
emorschauser@stu.matcmadison.edu  
Student

**Shonn C. Northam**

Great Wolf Lodge - Wisconsin Dells  
1400 Great Wolf Drive  
Wisconsin Dells, WI 53965  
Tel: 608-253-2222  
Fax: 608-253-2224  
snortham@greatwolf.com  
Supplier Meeting Professional

**Susan B. Patton**

The Delafield Hotel  
415 Genesee Street  
Delafield, WI 53018  
Tel: 262-646-1600  
Fax: 262-646-1613  
csm@thedelafieldhotel.com  
Supplier Meeting Professional

**Nicole M. Putchel**

2711 S. 69th Street  
Milwaukee, WI 53219  
nicole.putchel@gmail.com  
Student

**Michelle M. Ridolfi**

American College of  
Mohs Surgery  
555 E. Wells Street, Suite 100  
Milwaukee, WI 53202  
Tel: 414-347-1103  
Fax: 414-276-2146  
mridolfi@mohscollege.org  
Association Meeting Professional

**Jillian J. Schroeder**

N5410 Dunning Road  
Pardeeville, WI 53954  
Tel: 608-617-5411  
schroeder2388@hotmail.com  
Student

**Zoe E. Schuler**

4301 Rigney Lane  
Madison, WI 53704  
zoeschuler@gmail.com  
Student

**Susan E. Sereno**

Crowne Plaza Grand Rapids  
5700 28th Street SE  
Grand Rapids, MI 49546  
Tel: 616-942-3172  
Fax: 616-957-0217  
ssereno@crowneplazagr.com  
Supplier Meeting Professional

**Farrah Lynn Slinger**

A to Z Event Essentials  
2209 S. Stoughton Road  
Madison, WI 53716  
Tel: 608-222-5004  
Fax: 608-222-5063  
farrah@atozrentall.com  
Supplier Meeting Professional

**Jennifer M. Werth**

Direct Supply  
531 N 66th Street  
Wauwatosa, WI  
Tel: 414-760-5780  
jwerth@directs.com  
Student

**Barbara J. Wienholtz**

Wisconsin Association for  
Perinatal Care  
5400 Marie Road  
Oregon, WI 53575  
Tel: 608-417-5698  
Fax: 608-417-6089  
barb5400@yahoo.com  
Association Meeting Professional

**Jane K. Zarosi**

Minocqua-Arbor Vitae-  
Woodruff Area  
Chamber of Commerce  
8216 Highway 51 South  
PO Box 1006  
Minocqua, WI 54548  
Tel: 715-356-5266  
Fax: 715-358-2446  
jzarosi@minocqua.org  
Supplier Meeting Professional

## THANK YOU TO ALL

A BIG THANK YOU to all of our generous members  
who attended the October Chapter meeting in LaCrosse.

Our members donated a large assortment of items on the Operation Homefront — Wisconsin Wishlist, including hard candy, trail mix, and sports equipment. The items were expected to be used at the Operation Homefront November “Packaging Party” where families of currently deployed Service Members were invited to pack a box for their loved one, while Operation Homefront-Wisconsin provided the package items and paid shipping costs. [www.operation-homefront.net](http://www.operation-homefront.net).



# OKTOBERFEST IN LA CROSSE

— Mary C. Evers, CMP  
Events and Catering Manager  
The Waterfront Restaurant and Tavern

**L**a Crosse area MPI members hosted the October meeting on October 15 at the Radisson Hotel in La Crosse. The spectacular demonstration of fall colors on the Mississippi River provided a lovely backdrop to our occasion. This meeting was a terrific example of how an MPI past president (Cinda Vingers), the local CVB (Sharon Nerison), a local restaurant (Mary Evers) and a major hotel chain (Tami Woods and Shelia Hilke) can collectively produce a seamless event.

To kick off the event, The Waterfront Restaurant and Tavern hosted an Oktoberfest welcome reception in the Cargill Ballroom. For those members who decided to make the trek to La Crosse on Wednesday night, the October team pulled out all the stops. In step with Oktoberfest tradition, attendees paraded from The Radisson Hotel to the Cargill Room led by the ever enthusiastic “George the Accordion Player”. When the crowd arrived, they were warmly greeted by the Oktoberfest Royal Family, spontaneous songs, polka dancing and colorful German toasts. A traditional German dinner, raffle items and old fashioned visiting rounded out the festive evening.

On Thursday morning, the La Crosse CVB hosted a “mini” tour to some of the most popular meeting venues in the area. We hopped on a bus for a quick trip to “The Omni Center” the brand new “Lunda Center” on the Western Technical College Campus and finally the “La Crosse Center” located on the banks of the mighty Mississippi. After the tour, everyone met



back up at The Radisson for a delectable gourmet lunch. Lunch was followed by the much anticipated “Food and Beverage Trends and Tips for Going Green and Saving Money” by Marge Risinger. Marge was insightful, humorous and very informative. Food Trends for 2009 include stacked foods, mini everything, cooking on site, celebrity chefs and, above all, presentation is everything. In the words of Marge, “First we eat with our eyes and nose and THEN with our mouths”. 🌐



# HUMAN ACCELERATION VIA CARROTS?

*MPI Welcomed The Carrot Culture Group's Chris Kendrick—with Raving Responses*

Science continues to unveil startling new evidence about the human potential—DNA can be analyzed, and brain chemistry precisely monitored. Yet, while bombarded with studies culling the intricacies of biological investigations, the most powerful aspect of human performance seems to elude the magnification of the microscope.

What aren't we seeing? We are not seeing the impact recognition plays on human performance—the accolades or appreciation offered between two or more humans for achievements, efforts, attitudes, or attributes.

## **Can the results of recognition be measured?**

What happened the first time someone told Jesse Owens he was fast? What happened the first, second, or third time someone told Seinfeld he was funny? When someone recognized your achievement, effort, attitude, or attribute, what happened? Human acceleration happened—instantly. When someone gets positively recognized, they repeat the behavior—faster, more consistently, and with a greater sense of commitment—that is what happens.

So, what happened December 10th when MPI welcomed Chris Kendrick of The Carrot Culture Group (regarded as the leading authorities on workplace recognition) to our Holiday Event—and into the lives and careers of our members?

“I never imagined the impact of recognition,” said one attendee. “The information Chris shared was startling—insight into human behavior that every person, especially managers, should understand thoroughly.”



Kendrick's presentation focused on new global research that was recently released in *The Carrot Principle, 2<sup>nd</sup> Edition*.

“Recognition changes behavior,” says Kendrick. “It still amazes me, and I travel the world seeing it first hand in all types of organizations—corporations, associations and volun-

teer organizations. Sure, the global research proves that recognition accelerates human performance, but the real proof comes when you witness it for yourself—the impact has no boundaries. Humans at every stage in life respond similarly to recognition when it is directed specifically toward their actions, achievements, efforts, or attributes. They also respond favorably to witnessing their peers receive recognition—they want to emulate the person being recognized.”

## **Who is The Carrot Culture Group?**

The Carrot Culture Group is the leading provider of recognition and engagement training solutions, and a division of the world's largest appreciation company, O.C. Tanner. Using research, case methodology and easy-to-use, web-based interaction, Carrot's programs have become the preference of some of the world's most respected companies—like PepsiCo, Aflac, KPMG and Boeing.

But, where does all this Carrot-lingo come from? When did recognition become a measurable business best practice?

“Over a 10-year time period, more than 200,000 managers and employees were surveyed,” says Kendrick. “The results of that research were so mind-blowing that Adrian Gostick and Chester Elton wrote a book about it called *The Carrot Principle*. The Carrot Culture Group grew out of a garden of data.”

### So, what is some of the mind-blowing data?

“When survey participants were asked the question ‘My organization recognizes excellence,’ the organizations that scored in the lowest 25% had an average Return on Equity of 2.4 percent, whereas those that scored in the top fourth had an average Return on Equity of 8.7 percent,” says Kendrick. “In other words, organizations that most effectively practice recognition enjoy a return that is more than triple the return of those that do so the worst.”

Obviously, this is just a small portion of that study—now published in the New York Times and Wall Street Journal bestseller, *The Carrot Principle*.

“That’s just in the U.S. and Canada,” adds Kendrick. “It’s one of the largest workplace studies ever, but it still wasn’t enough for Adrian and Chester. That’s why they commissioned Towers Perrin to do the global research—and those results are even more astounding, because it proves that recognition is a human performance accelerator more than just a cultural performance accelerator.”

Hold your celery. There is more to a Carrot keynote speech than just statistics and research. Kendrick and his cohorts have built quite a reputation for entertainment value that is, quite honestly, unforgettable—the presentation included flying plush carrots, an interactive learning style, and oodles of humor.

“Hmm,” jokes Kendrick. “Funny? Was my toddler in the audience? Oh, they were laughing at me, not with me. That would make sense.”

Witty, fun, entertaining, and highly educational, The Carrot Culture Group is serious about giving managers all the tools they need to accelerate performance, and having a good time in the process.

“Working with MPI was a lot of fun,” says Kendrick, referring to his visit on December 10th. “However, the data is serious business. Workplace cultures, norms, and expectations differ immensely across the globe, but the impact recognition plays on human performance remains nearly parallel. That’s cool stuff.”

Will it work for your company? When will recognition accelerate your performance?

Kendrick revealed during his presentation that recognition is most effective when it meets five certain criteria points. It must be Positive, Immediate, Close, Specific, and Shared.


**1. Positive:** “Remembering a negative behavior and speaking about how much better a person has become is not positive,” says Kendrick. “The recognition must only detail the positive stuff.”

**2. Immediate:** “The closer the recognition to the actual performance, the better the results,” he adds. “It shows that you notice now, and pay attention—not two months from now, but at this very moment.”

**3. Close:** “Recognition is best presented in a person’s natural environment of the performance being recognized (at home, school, or in the office) among peers.”

**4. Specific:** “Saying, ‘Good job on that thing you do’ won’t make the cut,” says Kendrick. “But, recognizing specific behaviors that reinforce key values, goals, or even interests will have a profound impact on initiating repeat behaviors.”

**5. Shared:** “Often, recognition comes from the top down,” Kendrick concludes. “However, recognition that means the most often comes from peers who best understand the circumstances surrounding the person’s performance.”

Want to learn more? You can. Check out The Carrot Culture Group at [www.carrots.com](http://www.carrots.com). And, to see MPI’s upcoming schedule of other great presentations, and meetings, log on to: [www.mpiwi.org](http://www.mpiwi.org). 



*A graduate of Brigham Young University, Chris Kendrick has facilitated everything from employee motivation strategies and workshops on effective presentation skills to intensive Japanese language courses. He has presented to executives and managers at leading corporations across the world, including 3Com, Novell, Bioware, PDL BioPharma, Buehler Foods and American Express.*

# 2009 Midwest Regional Conference in Conjunction with the MPI-Minnesota Chapter



— Sherry Benzmiller, CMP

Once upon a time there were two MPI chapters that dreamed of holding an educational conference together. After years of discussion, the decision was made to make this dream come true. So the Wisconsin and Minnesota MPI chapters started a collaboration to bring together the best speakers, educational opportunities and a supplier showcase to Madison, Wisconsin.

The two chapters worked hand in hand to gather exhibitors for a supplier showcase, sponsors to financially help with costs, and excellent speakers to be found. The Midwest Regional Conference was born.

We started with a wonderful reception on Wednesday, November 11 at the Concourse Hotel and Governor's Club sponsored by Fort Lauderdale CVB and the Concourse Hotel. The Wisconsin and Minnesota teams met face to face just prior to the reception for the first time. MPI members were able to relax, network, eat and drink in the comfortable atmosphere provided by Cort Event Furnishings.





On Thursday the Monona Terrace was the host for the Conference. Carl Winston opened the event and Joshua Grimes; Colleen Rickenbacher, CMP, CSEP, CPC; Alan Ranzer; Brad A. Goldberg; and Lawana Gladney provided excellent content for the breakout sessions. Lunch was held in the Supplier Showcase and everyone was able to visit over 50 suppliers from all over the U.S. The day closed with Geoff Freeman.

As project manager of the Conference, the combined Wisconsin and Minnesota teams deserve a huge round of applause for bringing this dream to fruition. I look forward to Midwest Regional Conferences in the future. If this Conference is any indication of the quality of education and networking, future Conferences will rate off the charts.

Congratulations to everyone who planned, exhibited, sponsored and attended this Conference. 🌐



*Continued on page 18*



Continued from page 17



*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.*

# FOOD FOR THOUGHT

## Featuring: Executive Chef Shawn Kolo

The Delafield Hotel & Andrew's Bar & Restaurant



Starting at the age of 15, Executive Chef Shawn Kolo, fell in love with “creating something new and special with my own hands.” Chef Kolo realized that his passion for food could extend into a lifelong career. Kolo began his journey working in the finest restaurants and hotels in Central Wisconsin and the Madison area.

Now he offers the same zeal for extraordinary cuisine preserved from his childhood to create culinary works of art at The Delafield Hotel and Andrew's Bar & Restaurant.

For Chef Kolo, being able to create a menu just for Andrew's guests is extremely satisfying. “We do offer very unique and sometimes exotic options,” explains Kolo. “The more we get to know the ingredients, the more we can create an experience unique to Andrew's.” Chef Kolo has developed his own unique style and flair working with fresh seafood and wild game. Two of his specialties include Sturgeon and Kangaroo.

“There is a science to creating the perfect dining experience,” explains Chef Kolo, “and our most important ingredient is keeping the focus on the client's wishes.” 🌐

## SPICED BUTTERNUT SQUASH SOUP

4 tablespoons butter	1 yellow onion, diced
1 carrot, diced	1 parsnip, diced
2 cloves garlic, thinly sliced	1 butternut squash, diced, about 5-6 cups
2 tablespoons coriander, ground	2 cups apple cider
4 cups chicken or turkey stock	1/8 teaspoon nutmeg
Pinch of cayenne	

Sauté onion, carrot, parsnip, and garlic in butter over medium heat for 5-8 minutes or until tender. Add squash and coriander, sauté 1 minute more. Add remaining ingredients and simmer for 20 minutes. Puree with blender or food processor until smooth.

*Makes 2 quarts.*

### Optional:

Garnish with any of the following: Scallions, toasted pecans, crème fraîche, roasted apples, fresh sage.





# WHO'S <sup>IN THE</sup> NEWS

## Changes & Accomplishments

***“A leader must have the courage to act against an expert’s advice.”***  
— **James Callaghan**

Please join me in congratulating...

**Yvette Lamphier**, who has joined the Best Western Harborside Inn & Kenosha Conference Center as Director of Sales.

**Susan Kainz**, has recently joined Conference Direct, as a Global Account Executive.

**Wanda Gilles**, who recently joined Physician’s Plus Insurance Corporation as Executive Assistant -Sales & Marketing.

**Patricia Kemner**, as Director of Sales for the Best Western Midway & Champs Americana in Dubuque, Iowa.

A very special congratulations to some more of our Chapter’s new Certified Meeting Professionals (CMPs): **Amy Mueller, CMP** (General Casualty Insurance), **Melanie Swanson, CMP** (American Family Insurance), **Cindy Foley, CMP** (Radisson Paper Valley Appleton), and **Lindsey Racamora, CMP**. 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.

This one is very close to my heart, the **Tundra Lodge Resort’s** 30 second TV commercial, “On the Tundra” won Best TV Commercial at the World WaterPark’s Association’s 2009 annual Wave Review. The commercial spot was written and produced by NorthCoast Productions.

Let’s all congratulate **Cindy Foley, CMP**, on the birth of her newest grandchild, **Brennan Matthew Foley**.

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



(Brennan & big sister, Kaya Foley)



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

# YOU MAKE A DIFFERENCE!

— *Linda Hale*

**vol-un-teer** [vol-uhn-teer] —*noun*

1. a person who voluntarily offers himself or herself for a service or undertaking.
2. a person who performs a service willingly and without pay.

**V**olunteering is very important to the Wisconsin MPI Chapter and this organization is made strong by our volunteers and their dedication each month and throughout the year. It is also essential for all of us to recognize these individuals and the teams that make our chapter stand out! Each month we will be recognizing members that volunteer for the chapter—whether it be someone helping for the first time or a veteran of the chapter, we want to know about it! Please forward volunteer recognition information to Linda Hale at [lhale@theleague.coop](mailto:lhale@theleague.coop). We want to know what you are seeing and doing!

## Thank You To Community Outreach Team

This month we are recognizing the **Community Outreach Team** for the nomination they have received for the International RISE Award. This award recognizes chapters and other communities for demonstrated achievement in making human connections through knowledge and ideas. The recipient will have displayed innovation and creativity in the development, planning and execution of ground breaking initiatives. Our Chapter Business Manager, **Stuart Taylor**, nominated the Community Outreach Team for this award. A big THANK YOU to **Sue Lidstrom** and the remarkable team consisting of **Sue Zimmerman, Jennifer Hallett, Amanda Bauer, Kim Jones, Annette Konicek, Ronny Hill, Wanda Gilles, and Tracey Bockhop** for the achievements that took place last year.

## Volunteer of the Month

Our volunteer of the month for January is **Matt Baumler**, Student Member Care team lead, is being recognized for his efforts in increasing the student attendees at the November Midwest Conference from 2 to 12! He made sure the students’ time was beneficial and added value to their experience by also setting up a group tour through the exhibit area. What a great networking opportunity for all involved. Students also participated in donating their time to the Casino night for our December gathering. 🌐



— *Linda Hale, Director - Awards and Scholarships, Recruitment & Member Care, Wisconsin Credit Union League,*  
*lhale@theleague.coop*



# BIG SMILES THROUGH TEARS

— *Patricia Kemner*

First, I would like to start by saying thank you to each and everyone that donated a toy at the November MPI meeting.

On December 18<sup>th</sup> I dressed as Mrs. Santa and my husband Ken dressed as a very big elf. We made our way to St. Joseph's Hospital in Marshfield to conquer my mission for one more year. My mission was to bring smiles to all the sick little (& big) children in the hospital through their tear filled eyes. With wagons overflowing with gifts, I did not wrap the presents and allowed the children to pick what they wanted on their own. The little hands of the children that could get out of their beds didn't know where to start or what to pick. Some even picked two toys! For the children that could not get out of their beds, Mrs. Santa and her elf placed the presents on to the beds so they could pick a special Christmas gift.

There were smiles by the millions not only from the children but also from the parents who saw a glimpse of hope on their children's faces.

Mrs. Santa never sheds a tear while at the hospital but on the ride back home many tears were shed and I said a prayer for how blessed I am that my children and grandchildren are healthy. You never know within a moment that your life can be changed forever. Never take life for granted and always try to remember what the true meaning of Christmas is about. 🌐



— *Patricia Kemner is the Director of Sales for the Best Western Midway & Champps Americana in Dubuque, Iowa*

# STUDENT PROFILE: ELIZABETH KAISER

## Place of Employment:

Peer Coordinator  
Madison Area Technical College Student Life Office

## What drew you to the meetings industry?

I honestly was drawn to the industry because I wanted an exhilarating and fun, upbeat career. I couldn't hone in on what I wanted to do with the rest of my life, but after looking at all of the programs MATC had to offer, the Meeting and Event Management program seemed to be the most interesting. I decided to give it a try, and I discovered an industry that is cohesive to my personality and work ethic.

## Tell us about your college program:

The Meeting and Event Management program is the only one of its' kind. Other colleges that offer programs similar are primarily Tourism focused. The classes in this program have already shown me the benefits directly when I attend other meetings and events with a critical eye. It is completely relevant and useful knowledge that is applied through hands-on activities done during the completion of the courses offered. The Meeting and Event Management program curriculum should be offered around the Nation, strictly because of the skills it provides you with to succeed in this industry.

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

I am a part of the Meeting Planners Association club at MATC, and this year we are going to be volunteering at the MPI WI Holiday Event. I would like to become more involved with projects involving stronger sustainable initiatives.

## Tell us about your family:

My family consists of my mother and my step-father who are extremely supportive with my career goals. I have two step-sisters and two half brothers that have all impacted my life in so many ways. I guess, for me having extended family means there's always something going on, and so many opportunities to learn from each other. There is never a dull moment! I enjoy the holidays the most because it gives me the opportunity to spend time with all of my extended family.

## Where do you currently live?

I currently live in Downtown Madison, WI

## Where were you born?

I was born in Beaver Dam, WI and have lived in Sun Prairie and Edgerton, WI for the majority of my life.

## Favorite Pastimes:

My favorite pastime is to play cards with my friends. We make the time to spend with each other on the weekends and stay connected. Some of my other favorite pastimes are going to concerts, watching comedians or comedic movies, riding my bike, and discovering nature in all of its aspects.

## Favorite Musical Group:

I have many favorite musical groups in different genres. Some of them are KISS, Dave Matthews Band, TLC, and Tom Petty.

## Person you admire most and why:

I most admire my mother for all of the struggles she has overcome and how strong of a woman she is. She has and always will support me and is always there for me in whatever aspect of my life. I admire her work ethic, determination, and values that she lives by.

## Dream Vacation:

My dream vacation would be going on a month long journey in Europe. I would like to visit such places as Italy, France, Spain, Croatia, the Netherlands, and many more! I think it would be very enlightening to experience these other cultures and the attractions each of them has to offer.

## If I won the lottery I would:

Upgrade some elements of my life, take my dream vacation (as described above), donate a portion to the American Cancer Society, and put the rest into secure savings.

## Words to live by:

Do what makes you happy! Live your Life to the fullest!

## Special personal accomplishments:

I will finally be graduating from Madison Area Technical College May 2010! 🌐



find  
your shade of  
*green*



### Not all greens are created equal.

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

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



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# GRATEFUL FOR OUR MEMBERS

## Member Recognition Programs — Susan Kainz

*"When you are grateful - fear disappears and abundance appears."* — Anthony Robbins

Once a year, Americans celebrate Thanksgiving to express their gratitude for the things important in their lives and for that reason, Thanksgiving is my favorite time of the year. Many other countries also take time in the fall to pause and express their gratitude, and in Germany it is called "Erntedankfest".

Within our organization as in society, it is imperative to dedicate time to express our thanks to the many MPI members who donate time and resources to the chapter. The Membership Team is responsible for the numerous ways that members are recognized, with the highlight being the annual event, the Awards Gala held in September.

In addition, the Membership Team is beginning a new initiative to recognize volunteers on a monthly basis. So many teams are active through the year, it seems important to take time to acknowledge those efforts at the time of service. Beginning in January, team leaders will be asked to acknowledge the individual efforts of the team members by sharing success stories. We could learn of a member who never volunteered before and has now stepped up; or, someone who has gone above and beyond on a portion of the overall team effort. While teamwork is critical, it is important to recognize when someone does something out of the ordinary. The "Volunteer of the Month" will be posted on our chapter website and we encourage you to let them know their efforts are appreciated.

As discussed, the Awards Gala is the Chapter's major member recognition event. This event is too good to miss, so mark your calendars now for September 10, 2010. On that day, we will again gather to acknowledge and express our gratitude for those individuals and teams who have stepped up and contributed a great deal to MPI – WI Chapter.

The process of selecting the award winners begins many months before the event and each member is encouraged to participate in the process and includes the following steps:

1. Call for nominations
  - a. Any member can nominate themselves or someone else
    - i. Information on why this person should be considered for an award is part of the nomination form.
  - b. The President's, Hall of Fame, and Industry Advocate Awards are selected by the Board of Directors.
  - c. The Journalism Award is selected by the Director and VP of Communications
2. Nominees are notified and asked to complete a questionnaire
  - a. Information about the member's professional accomplishments and involvement in MPI is required.

3. List of nominees and brief summary of contributions is posted on the website
  - a. Notification of posting is emailed to all chapter members
4. Members are asked to vote (Your vote is very important so please participate)
  - a. Several emails are sent to members over a two week period
5. All information is submitted to the Awards Team and evaluation of all information is used to determine final award.

After the Awards Gala, the award recipient names are posted on the chapter website along with the names of previous winners.

Wisconsin Chapter is very fortunate to have nearly one hundred active members contributing, that it is hard to recognize everyone at the Awards Gala. If you have volunteered, please know you make a difference! If you have not joined a committee yet, there are plenty of opportunities to get involved. Some committees require more time than others; just let us know and we will help you make the connection. 🌐

### Many ways to say thank you!!

- Chinese: xie xie (谢谢)
- Finnish: kiitos!
- French: merci!
- Georgisch: gmadlobt!
- Greek (neugriech.): efcharistó!
- Hebrew: toda!
- Italian : grazie!
- Irish (gälisch): go raibh maith agaibh! (*to a group*)
- Japaness: arigatou gozaimasu
- Korean: kam sah hamnida!
- Kroatisch: hvala!
- Norwegian: takk!
- Russian: spasibo! (спасибо!)
- Swedish: tack!
- Spanisch: ¡gracias!



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

# THE “TARP” FEDERAL STIMULUS LAW, SARBANES-OXLEY COMPLIANCE & BEST PRACTICES FOR THE MEETINGS INDUSTRY

— Joshua L. Grimes, Esquire, Grimes Law Offices, LLC

The U.S. government enacted the “TARP” federal stimulus law earlier this year. TARP – the “Troubled Asset Relief Program” – was created as a response to the recent global economic crisis. This law mandates responsible spending by companies rescued by American taxpayers. Together with the Sarbanes-Oxley law enacted in 2002, TARP’s rules are becoming “best practices” that any company, association or non-profit seeking to survive these difficult economic times must follow.

## **Tarp Rules**

The economic meltdown of 2008 & 2009 had two effects on the meetings industry. The first is an unfortunate image: taxpayers see corporate meetings and events as wasteful and excessive in the face of massive financial losses, and they demand an end to seemingly extravagant events. Virtually any corporate sales meeting or entertainment event is suspect.

The second effect – possibly more permanent – is new and pervasive government regulations. In June 2009 the U.S. Treasury issued regulations requiring TARP recipient companies to adopt policies on “excessive or luxury expenditures.” Included is spending on (1) entertainment or events, and (2) aviation or other transportation services. In other words, TARP intends to regulate and scrutinize activities that are the essence of the meetings industry.

Putting aside the hype, TARP does not prohibit or even severely limit meetings or events. Instead, it requires companies receiving federal stimulus funds to create policies on meeting spending, and to follow those policies with oversight from the highest levels of the organization. Companies must create the policies themselves based on their own activities, identifying expenditures that are prohibited in any circumstance, those that are allowed up to a threshold amount, and others that require prior approval from company executives.

TARP’s biggest issue for meeting professionals is that its regulations are vague. They restrict “excessive or luxury expenditures” on activities that are the essence of the industry, but they also expressly allow spending on these activities when an organization approves them as having an appropriate purpose and cost. The government requires each entity to determine for itself what is right, and has provided no further guidance.

Some experts suggest this guidance may be found in federal tax rules. The IRS allows “ordinary and necessary” business ex-

penses to be tax deductible. Proponents of this idea argue that any deductible business expense – determined to be “ordinary and necessary” for a business – would clearly be a reasonable expenditure under TARP. This is certainly a good guideline for spending parameters, but of course there is no guarantee that it would suffice.

While TARP’s regulations apply only to recipients of federal stimulus funds, its impact is being felt by all organizations, including small companies, associations and non-profits. Business partners, investors, foundation funders, and association members view TARP’s spending mandates as “best practices” that help ensure any organization is run properly. TARP’s limitations on meeting and event spending will probably remain in place for many organizations long after the federal government’s bailout loans are history.

## **Sarbanes – Oxley Sets Standards for Accountability**

The federal Sarbanes-Oxley Act, enacted in 2002, made accountability an integral element of everyday business practices. SOX was created to stop business executives from using company money for their private purposes. Under SOX all business transactions must be fair and in the company’s best interests. Company representatives must make informed decisions based upon all relevant factors. If a product or service cannot be justified for a legitimate business purpose, it should not be undertaken.

SOX’s accountability mandates are also “best practices” in the meetings industry. Most large and small companies, non-profits and associations have put measures into place to scrutinize spending for legitimate business purposes. An expenditure that cannot be justified as a proper business expense must be rejected.

## **Tarp & Sox on Running a Business or Association**

Given the comprehensive best practices implemented by TARP and SOX, meeting planners should implement several important measures to run their meetings and events in compliance with the rules:

- **Learn the Basics:** Anyone planning a meeting and preparing a budget should become familiar with TARP’s spending limitations and SOX’s accountability rules. These best practices are here to stay, even as the economy recovers.

- Create written meeting & event, entertainment, and travel policies: Federal stimulus fund recipients and other meeting and event sponsors must create and implement written policies on expenditures for meetings, events, entertainment and travel. These policies should clearly define what spending is permitted, limited or prohibited.

- Train Employees & Suppliers on Policy Compliance: Sound policies are only as good as the people implementing them. Employees, hotels, suppliers and other meeting contractors should be given copies of the policies and instructed on how best to assist the meeting sponsor in following them.

- Avoid Conflicts of Interest in Business Dealings: Pay close attention to hiring friends or relatives to supply a meeting. Conflicts of interest -- both real and perceived -- can shatter the confidence of shareholders, members, funders and other interested parties. A meeting sponsor should be able to show that every business decision was made "on the merits" and based solely upon relevant qualifications.

- Perform "Due Diligence" Reviews: SOX requires a full "due diligence" review of all meeting elements to ensure that all suppliers are qualified and that the meeting may be successfully staged in accordance with company policies. Planners must investigate options when appropriate and fully document the rationale for all decision-making.

- International Meetings Are Not Exempt From TARP & SOX: Meetings held by American organizations beyond U.S. borders are not exempt from compliance rules. Planners should anticipate that non-U.S. hotels and suppliers will not be familiar with TARP and SOX requirements. Meeting, event, and other policies should be distributed to all suppliers in an easily understood format, and the meeting sponsor should designate a responsible person to oversee compliance. 🌐

*Joshua L. Grimes, Esq., of Grimes Law Offices in Philadelphia and Washington, DC, is a leading attorney in the hospitality industry. He is also a frequent speaker at industry events. Mr. Grimes may be reached in Philadelphia at 215-569-2770, in Washington at 202-327-5470, or via email at [GrimesJ@GrimesLaw.org](mailto:GrimesJ@GrimesLaw.org).*



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**MPI Wisconsin Chapter**

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Madison, WI 53718

**tel:** 608-204-9816

**fax:** 608-204-9818

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

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

# Datebook:

CALENDAR OF EVENTS

# 2010



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**FEBRUARY 2010**

18

**February Chapter Event**

Delafield Hotel, Delafield

20-23

**MPI MeetDifferent 2010**

Cancun, Mexico

**MARCH 2010**

18

**March Chapter Event**

Radisson Milwaukee-West  
Wauwatosa