

Agenda



Learning Gets Social!

Recognizing the **Value of Networking** page 16



Who's Your HERO? page 13

Spring Has Sprung page 14

Meetings Made Easy

4929 Landmark Drive
Egg Harbor, WI 54209
920/868-3205 Fax: 920/868-2569
Contact: Jeff Larson
jlarson@thelandmarkresort.com

Mtg Rms: 11 Slp Rms: 294 F&B: Yes
We specialize in creating exceptional meetings and memorable events... with your budget in mind. All suites. Pool open 24/7.

335 Wrigley Drive
Lake Geneva, WI 53147
262/248-2100 Fax: 262/248-2125
Contact: Tom Hyslop
thyslop@bellavistasuites.com
www.bellavistasuites.com

7036 Grand Geneva Way
Lake Geneva, WI 53147
800/558-3417 Fax: 262/249-4585
Contact: Amy Idsvoog
amyidsvoog@grandgeneva.com
www.grandgeneva.com

W4015 State Highway 82
Mauston, WI 53948
800/626-4275 Fax: 608/847-2630
Contact: Virginia Barton
vbarton@woodsideranch.com

100 East Wisconsin Avenue, 19th Floor
Milwaukee, WI 53202
414/390-4638 Fax: 414/271-8841
Contact: Joe Millenbach
joemillenbach@marcushotels.com
www.marcushotels.com

300 Division Street N.
Stevens Point, WI 54481
715/341-6000 Fax: 715/341-8908
Contact: Katie Lacour
hotel300@gmail.com
www.stevenspointcomfortsuites.com

View Actual Diagrams & Specifications of over 200 Properties Online at www.WisconsinLodging.info



www.TheAbbeyResort.com
269 Fontana Boulevard | Fontana, WI 53125
Operated by Hostmark Hospitality Group

President

Tami Gilbertson, CMP
WPS Health Insurance
tami.gilbertson@gmail.com

President-Elect

Marie Johnson, CMP
ConferenceDirect
marie.johnson2@sbcglobal.net

Immediate Past President

Mae Ibe, CMP
Fox Cities CVB
mibe@foxcities.org

VP Finance

Tina Luther, CMP
The Abbey Resort
luther@theabbeyresort.com

VP Education

Naomi Tucker, CMP
Humana
ntucker@humana.com

VP Member Care

Director of Leadership Development

Susan Kainz
Conference Direct
smkainz@wi.rr.com

VP Communications

Denise Henson
Racine Marriott
dhenson@racinemarriott.com

Director - Professional Development

Alison Huber, CMP
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

**Director - Website, Public Relations
& Advocacy**

Taci Tolzman
Meetings and Incentives
tacitolzman@hotmail.com

Director - Awards & Scholarships

Linda Hale
Wisconsin Credit Union League
lhale@theleague.coop

Director - Recruitment & Member Care

John Dorgan
Bridgewood Resort Hotel
jdorgan@bwneenah.com

**Director - Special Events, Fundraising
& Strategic Alliances**

Carmen Smalley, CMP
North Central Group
csmalley@ncghotels.com

Director - Monthly Programming

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

Agenda

Feature Articles

January MPI Event	12
Who's Your Hero?	13
Spring Has Sprung	14
Learning Gets Social	16

In Every Issue

From the Editor's Desk	4
President's Column	7
Education Update	8
Food for Thought	10
Community Outreach	18
Did You Know?	18
New Members	21
Who's in the News	22
Supplier Profile	25
Planner Profile	26
Volunteers of the Month	27
Calendar	BC



MAR/APR 2010
VOL 32, NUM 2

Published bimonthly by
Meeting Professionals International –
Wisconsin Chapter

Editors

Jennifer Hallett
Snow & Ice Management Association
jennifer@sima.org

Michelle Reed
Association Acumen
mreed@associationacumen.com

Contributing Writers

Jennifer Hallett
Tami Gilbertson, CMP
Naomi Tucker, CMP
Noah Blumenthal
Lori A. Fuhrmann
Vicky Zacharias
Lisa Lawry, CMP
Michelle Johnson
Jen Hlavachek

Art Director

Ann Shultz, AJS Designs
www.ajsdesigns.net

Publication Deadlines:

May/June 2010
Deadline: March 19, 2010

July/August 2010
Deadline: May 14, 2010

September/October 2010
Deadline: July 15, 2010

Permissions

Material in this publication may not be reproduced in any form without permission. Statements of fact and opinion within *Agenda* are the responsibility of the author(s) and do not imply an opinion of the officers or members of MPI or MPI-Wisconsin Chapter.

Copyright © 2010 MPI-Wisconsin Chapter

FROM THE EDITOR'S DESK

Finally, spring is almost here! Okay, we who live in the upper Midwest know that although the winter equinox is soon to be history for the year, it is probably not all that spring-like, in the real sense, just yet. But it is fast-approaching I am sure!

One of the things that I most associate with the coming of spring is baseball season! I am awaiting the upcoming baseball season with eager anticipation. In fact as I write this, pitchers and catchers are about to report to spring

training, and I cannot wait to see how things start to line up for the year. It is completely logical to me that the athletes who play, in my opinion, the most critical positions on the team, report a little earlier than everyone else. No matter their level of experience in the majors, they come to spring training each year, eager to practice, learn and tweak their skills. There is an infectious energy in the air, especially among fans, that "this could be the year!"

Could one really argue that these attitudes should be that different for the meetings industry? As meeting professionals, we assume critical positions within our organizations. On the association side, meetings and events often are primary revenue generator, and fund future programming and membership activities. In the corporate world, a successful meeting can steer the future strategic direction of the organization or increase sales potential. Our supplier

friends partner with us to help achieve those goals. And our "fans" (i.e. members, employees, customers and senior management) count on us to make our meetings and events successful, productive and memorable. In undertaking such a critical role in our organizations, it is so important for us to be continuous learners, so as to not disappoint our fans!

MPI is a great resource for new information, updates on current issues and in helping foster a learning environment, but only if you take advantage of the opportunities that they provide! Kathleen M. Edwards, CAE, in *Core Competencies in Association Professional Development*,

suggests a process for creating our own personal learning plans. First, decide what you want and need to learn; next, find learning resources; third, find out if other colleagues have an interest in the same area; and finally, apply what you've learned! This is not revolutionary information, but it is good to be reminded that we have to take a personal responsibility to stay on top of the industry.

In my opinion, the third of Edwards' steps is the most crucial. Every year, I get at least two or three attendees that write on their event evaluations something to the effect of "You could shorten the meeting by a day if you'd have less down time." I want to track them down and shake them! I usually learn a thing or two in sessions that I attend and in articles that I read. But nothing, for me, can replace the networking time in between all those formal learning opportunities. So take advantage of the 15 or 30 minutes between sessions, or the blog that is created after the webinar, or visit the discussion board to discuss articles that you read in your favorite industry publications. And provide these opportunities to your attendees, as they can only enhance the learning experience! And for those that do not understand why that "down time" is offered, maybe consider emailing an article on the importance and art of networking to your attendees prior to your next meeting (it's less of a liability than tracking them down and shaking them).

Happy Spring Everyone! And whether it's baseball or meetings, good luck this season! 🌍

Jennifer



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.

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

UPCOMING DEADLINES:

March 19, 2010 for the
May/June Issue

Email editor@mpiwi.org
or visit <http://mpiwi.pbwiki.com> for
article ideas!

SURROUNDED BY OFF-SESSION ACTIVITIES.



Dining, theater, art, music, shopping and more are only a short walk from our lake views. So no matter what's on your agenda—seminar or sushi bar, breakout session or jam session—Monona Terrace in Madison can accommodate you. For more information, call 608.261.4000 or visit mononaterrace.com.



Book smart and stay in the heart of Madison. Our

central

downtown location puts you just steps away from the Capitol,

State Street, Overture Center, University of Wisconsin,



Monona Terrace Convention Center, lakes, parks –

everything the city is famous and a favorite for. But, your

intelligence

will also never come into question if you decide to never leave our

hotel. You'll love the fact our 356 rooms feature Comfort Collection™ bedding.

Add to this bliss complimentary airport shuttle and wireless Internet, 27,000 square feet

of updated meeting space, our exclusive Governor's Club, The Bar and the sweet,

savory and spicy flavors of the Dayton Street Grille and you're staying at the top of the class.

Rated Best Hotel for Business and Pleasure, *Madison Magazine* Reader Poll

1 West Dayton Street
Downtown Madison

THE
MADISON
CONCOURSE
HOTEL
and Governor's Club

800 356 8293
concoursehotel.com

PRESIDENT'S COLUMN

Could you go a day without meeting?

I noticed as I flipped through a regional Wisconsin newspaper a headline: "Meeting to be held at ____" was the brief header. I watched as the week progressed; several similar headlines popped up. Stakeholders were meeting. School Boards were meeting. There was a meeting set for a road referendum. And those were just the articles that specifically said "meeting" in the headline. There were advertisements to invite the public to wellness activities at hospitals. There were insurers asking the retiree population to join them at seminars. Charitable organizations invited the public to come to a fund raiser. There were calendars where the readers were supplied with information on how to get tickets to watch the village band perform and which room at the community center would house the area's cross country skiing club meeting. All this in a regional newspaper—a snapshot of just one segment of our state residents.

And I wondered, with all these meetings and events and seminars, how could anyone possible not see how vital these activities are to every community?

What really got me thinking was asking myself this question: "Can the average business go a day without meeting?" The answer is a resounding "No!" As businesses, we build our structures around placement of meeting rooms; they are that important to the day-to-day operations of a corporation. Our conference rooms can become so important that people will actually emotionally invest in it and become territorial and argue about who can use it. The meetings held in these rooms are vital to their jobs so their meeting space becomes vital to them. Meetings are essential and that is why we must continue to carry on the message!

Businesses have all kinds of meetings: the internal ones mentioned above, and the meetings with clients, prospects, vendors, community partners, and so on, and so on. So no, businesses cannot go a day without meeting.

What about us as individuals? Can the average person not have a meeting in his or her day? And before we answer that let us think about a potential day, a whole day. Picture yourself. Can you imagine a day where you don't get up, leave your building to attend a meeting, where you paid a registration fee or are hoping to learn a new skill or process, or network with new clients? Or where you are the host or coordinator for any of the above? Probably. Is it possible to picture a day when you don't leave the office, and there is not a meeting in a conference room, a teleconference, video conference, webinar, scheduled or ad hoc staff or team meeting? Maybe, but it is getting a


little harder. Okay – so you have a possibility for a no meeting work day. Your evening is up next. Is there a parent-teacher conference, a youth hockey fund raiser committee meeting, a gathering at your synagogue, an orientation at the not-for-profit where you volunteer, and so forth? All those activities are meetings and they employ skills at which we as meeting professionals excel.

Organization and coordination go into the biggest and the smallest of gatherings. There is scheduling a time and reserving a place, communicating and promoting, agenda development, meeting facilitation, assessment for food and beverage and audio visual and the subsequent coordination thereof, staffing, budget...see where I'm going with this?

Somewhere in some movie or old television show, there is a line: "Oh yeah? Ever go a day without eating?" [And if you know where that came from, please tell me! I can't figure it out for the life of me.] It gives me a chuckle to think we can easily adjust that to "Ever go a day without meeting?"

Back to the question asking if individuals can go a day without meeting: Can I, Tami Gilbertson, CMP; WPS Health Insurance Manager, Events and Promotions, proud President of the MPI-Wisconsin Chapter; MPI Book Review Panel Member; MPI Conference Peer Review Committee Member; Wisconsin Meetings Magazine Editor; and Very Special Arts Wisconsin volunteer, go a day without meeting? You know, I probably could but I wouldn't like it very much!

Every day, we meet. Some days we even meet and eat! It is a necessity to our professional lives, to our personal lives. Organizing events, facilitating meetings, attending seminars – all these are a vital component to the ongoing operations of our businesses, our schools, our governments, our volunteer organizations, our lives.

I thank you for your continued support of our industry through your professional and personal activities and for being an MPI Member. I encourage you to keep our messages strong and consistent and when you need some additional motivation, please visit the "Meetings Mean Results" portal on the www.mpiweb.org web site (formerly known as Meetings Industry Crisis Center). 

Keep Meeting! Tami



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

Tami

EDUCATION UPDATE: Consider a Re-invention?

By Naomi Tucker, CMP

Although we have moved into a New Year, we are still continuing to see layoffs happen within our industry. Even more so, additional tension is building with planners and suppliers who are screaming inside for change. With this in mind, it is becoming increasingly important that we demonstrate and communicate our value inside and outside of our organizations. Planners and suppliers are struggling to defend these values on a daily basis. Although things may look weary for you now, fear not. Here are several items that you can do to make yourself and your purpose more visible:

Create, don't be created

A great marketing blogger, Seth Godin (<http://sethgodin.typepad.com>), mentioned in a blog post not long ago the following: "Does your job happen to you?" We need to put ourselves in a position that we are creating forward movement, not letting our jobs or situation create who we are and what we can bring to the industry. So, when you are looking at yourself, think about what you can do to create value, how you can re-create your own personal branding so that any organization can look at you and see what value you can bring to them.

Education

Whatever your situation, it is important to continue your personal development. There are several MPI chapter meetings still left in our calendar year, as well as many internationally sponsored webinars on the horizon. Additionally, with MPI there are resources available to you if you have suffered job loss, such as assistance with event registration fees, and extension of your member dues. These offers will help those in need to still pursue educational outlets and strengthen their knowledge of the industry.

Networking

An oldie, but a goody. Consider networking with colleagues at MPI educational events and fundraisers. You never know what connection that you can make that will lead to that next position, or new idea. In addition, even though we all know the benefits of face-to-face networking, there is another type of networking that is increasingly beneficial. Social Networking. If you haven't gone to any sites to start building your own meeting & event planning social network, a good one to start with is LinkedIn (www.linkedin.com). MPI Wisconsin Chapter has a group site

there, among others. If you have given LinkedIn a try and want to dive in a little more, try Twitter (www.twitter.com). Twitter is a great site to see fast news from colleagues that are attending events, or just happen to think of something "meeting" related. Want some training on how to use these great tech tools? Mark your calendar for April 15, 2010 as tech master, James Spellos will be presenting to our chapter on Twitter and LinkedIn.

These items might be refreshing for some and new to others. Whatever your case, our journeys are all unique – but our purpose within this industry is the same. 🌐



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



WISCONSIN

MEETINGS

The Magazine to Help You Plan Events in Wisconsin

Mailed twice each year, plus an annual Resource Guide

*Updates on WI venues and properties

*WI Destinations for your next event

*Ideas for memorable outings

*Legal info

*Catering tips

Subscribe for FREE

800.386.3228 or

email bpeck@ntmediagroup.com

Meet Better

Introducing Chula Vista Resort

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

- ◆ The new column-free Wisconsin Dells Center is now open
- ◆ 180,000 sq ft of flexible meeting, conference & expo space available
- ◆ Over 600 guestrooms, suites, villas & condos



Wisconsin Dells ♦ 877-248-5223 ♦ chulavistameetbetter.com

FOOD FOR THOUGHT

Featuring: Executive Chef, David Ross

One of the Geneva Lakes region's most acclaimed culinary talents, Chef David Ross' career spans 32 years and dozens of Midwest kitchens. Having served as Executive Chef for Lake Lawn Resort for over a decade, Ross oversees the food and beverage product for the resort's extensive banquet, room service and restaurant operations.

Ross' culinary philosophy has evolved over the years as he has worked with chefs at resorts throughout the area, as well in some of the country's finest kitchens. His point of view revolves around heartland cuisine, blending comfort foods, locally produced seasonal ingredients, and creative, upscale presentations. Capturing the style and feel of the Midwest, Ross' flagship room, the Frontier Restaurant, opened in November 2008 featuring New American cooking, which takes familiar comfort foods and adds sophisticated culinary twists.

Known as one of the state's most personable chefs, Ross regularly provides culinary entertainment for banquets and in the Frontier Restaurant's new glassed observation station. From teaching cooking techniques and conducting television interviews to demonstrating culinary showmanship to diners, Ross has honed his skills as a front-of-the-house talent.

Ross gives his time to many charitable and industry causes, and in October 2008, he was named "Mentor of the Year" by the Wisconsin Restaurant Association for his commitment to coaching a national high school champion culinary team. Ross has served as president of the American Culinary Federation Geneva Lakes Chapter, an organization that has named him "Chef of the Year" twice. Ross also teaches in the culinary department of Blackhawk Technical College in Janesville, Wisconsin. 🌐



MEETING AGENDA:

MEET BY
THE LAKE.
MIDWEEK GROUP
RATES START AT:

\$105

SINGLE OCCUPANCY.

Book by May 31, 2010, for 50% off audiovisual.
Mention promo code: FOCUS

1. GET DOWN
TO WORK.

**BLUE
HARBOR**
RESORT
A Great Wolf Resorts' Property

2. PLAY
AS NEEDED.

Focus, Food, Fun!

Set the stage for your next event with Blue Harbor's casual elegance and inspiring views of Lake Michigan. We're ready to make your next meeting the most memorable yet!

1.866.709.1941
BlueHarborResort.com

Offers valid for new bookings only with a minimum of 10 rooms per night. Based on availability; blackout dates may apply. Discount for in-house audiovisual equipment only; breakfast menu will be customized based on group size. Rate plus resort service fees and tax may apply.

LOBSTER MAC & CHEESE

Serves 4

Ingredients

Maine Lobsters (1¼ # ea.)	4 each
Lobster Cheese Sauce	40 oz
Cavatappi Pasta, cooked	12 oz
Blue Cheese Bread Crumbs	1 recipe
Cheddar Cheese, shredded	1 cup



Ingredients for Lobster Cheese Sauce

Lobster Stock	2 qt
Tomato Paste	½ cup
Garlic, minced	3 cloves
Heavy Cream	1½ cups
Roux	¼ cup
American Cheese	3 oz
Cheddar Cheese, shredded	2 oz

Ingredients for Blue Cheese Bread Crumbs

Panko bread crumbs	2½ cups
Butter, melted	¼ cup
Parsley, chopped	½ cup
Blue cheese, crumbled	¼ cup
Cajun seasoning	1 T
Paprika	½ T

Directions for the Lobster Cheese Sauce

Cook the lobsters in boiling seasoned court bouillon until fully cooked approximately 12-13 minutes. Place lobsters in an ice bath to stop the cooking process and chill the meat. Remove and slice meat into nice size chunks. Reserve. Strain and save the stock for the sauce.

Add the tomato paste and the garlic to the lobster stock and reduce to 1 quart.

Add the heavy cream. Bring to a boil.

Reduce the heat and simmer 15 minutes.

Add the roux whisking it in as you add. Whisk out any lumps that form to create a smooth velvety sauce. Bring to a boil for approximately 3-5 minutes to cook off the roux flavor.

Reduce heat to a simmer.

Add the cheese in batches whisking in as you go a little at a time until all of the cheese is incorporated. Remove from the heat.

Strain and chill the sauce in an ice bath until cold.

Directions for Blue Cheese Bread Crumbs

Combine the bread crumbs, parsley, and seasonings in a mixing bowl. Toss to combine evenly.

Mix in the melted butter until evenly distributed. Crumble the blue cheese into small pieces then mix into the crumb mixture.

To assemble the baked Lobster Mac and Cheese

Heat the sauce in a large sauté or sauce pan. Add the lobster meat until warmed through. Add in the pasta and toss to warm and coat.

Transfer the ingredients to a baking dish. Add the shredded cheddar to the top of the pasta then coat evenly with the bread crumb mixture. Bake in a 350 degree oven until heated through and the bread crumbs begin to brown. Remove from oven and allow to cool 3-4 minutes before portioning and serving.

JANUARY 7TH MPI MEETING

Mother Nature did its best to put a damper on our day, but those of us who braved the snow enjoyed a great monthly MPI meeting!

The day started out with a wonderful Italian Buffet at the Tuscany Grill Restaurant in the Quality Inn Hotel and Suites, Madison. The hotel staff did an amazing job getting

"I enjoyed the content of January's meeting as well as the company. I find much value in getting to know other's in our industry. Love it when you go back to work knowing more than when you left! In addition to the knowledge I also value the camaraderie." — Traci, Events Manager, Madison

everything prepared. The lasagna was absolutely the best I've ever had and the oh-so-decadent dessert display was the perfect ending to a great meal!

Following lunch, Sue Lidstrom and Lisa Lawry, from the Community Outreach Team, discussed what our chapter is doing to raise money for the Make-A-Wish Foundation. They sold raffle tickets for a chance to win a wonderful gift basket they had put together. All of the money raised from the ticket sales was donated to the foundation.



Due to the weather, we were not sure if our keynote was going to make it, but thankfully he did. Noah Blumenthal traveled all the way from New York to join us at the meeting. He is not only a keynote speaker but also an executive coach, bestselling author, and the founder of the consulting company, Leading Principles.

He gave a very interactive presentation on what it takes to "Be The Hero" and experience greater happiness and success at work, at home, and for ourselves. He is very passionate about his family and his work and shared many personal experiences to help us relate to his presentation.

At the end of the presentation each table was asked to come up with what we thought HERO stood for and here is an example of one of my favorites:

Helpful
Energetic
Respectful
Opportunistic

Hopefully as we go through our day to day lives, we remember to stop and think, "What Would the Hero See?" 🌐



Who's Your Hero?

Discover Strength,
Ideas, and Answers
from an Unlikely Source

By Noah Blumenthal

What if you could ask yourself a question in any circumstance that would instantly improve your problem solving ability, energy, and leadership? That question does exist, and the key to it lies in what you already know.

As an executive coach my clients tell me about their best and worst thoughts and actions. They tell me when they think they have a great idea and when they are completely stumped.

After coaching for a couple of years I noticed a lot of my coachees saying something fairly similar. It would usually be around two to three months into our work together. They would come to their session and excitedly tell me about something that happened to them.

They were in a frustrating meeting, or struggling with a decision, or getting angry with a coworker and then it happened. Just when they were about to do something they would have regretted, or were completely at a loss for what to do next they heard the answer in the form of my voice. As though I was a little angel or devil on their shoulder my voice came through to them and they knew the right thing to do.

Of course, it wasn't my voice. I wasn't there. They answered their own question or found their own solution. They played the part of me! What fascinated me then and still does today is that my clients are actually quite good at figuring out many of the things I would tell them. And these ideas would simply come to them, as though I were whispering in their ears.

After this happened with a handful of clients I wondered if it was something that could be created. Instead of waiting

for myself to appear on their shoulders, could I accelerate the process? I discovered that not only was the answer yes, but that I wasn't the only person who could play that little angel or devil.

So now at the beginning of my coaching relationships I ask my clients, "Who is your hero?" They tell me Jack Welch or a politician or parent or someone else from their lives. Regardless of who the hero is, the next time they raise a challenge to me I ask them what their hero would do.

What would Jack Welch do in this situation? Or your mother? Or that first manager you loved so much? What would they do?

Much to the surprise of my clients they often discover that they can easily identify what their heroes would do. In the same situation in which they cannot think of any new ideas when they think as themselves, simply thinking about how someone else would think opens up all kinds of new alternatives.

Once they discover this we create a hero list. They end up with a host of heroes they can place on their shoulders. They may need one for inspiration, another for personal challenges. By asking themselves what each hero would do they open up new avenues of creativity and insight.

Of course, the knowledge, ideas, and capability were within them all along, but the heroes help them unleash these hidden talents.

So now the important question is, "Who's your hero?" 🌐



Noah Blumenthal is the author of the book *Be the Hero* and President of *Leading Principles, Inc.*, a coaching company that supports managers, executives and CEOs in building heroic leadership for themselves and their organizations. *Leadership Excellence Magazine* named Noah one of the world's "Top 100 Minds in Personal Development." For more information on Noah and his company go to www.leadingprinciples.com or email noah@leadingprinciples.com.

SPRING HAS SPRUNG...A NEW BEGINNING IN MANY WAYS

By Lori A. Fuhrmann, Ambassador Hotel Milwaukee

In past years I have written about the joys of spring and new life that begins in many ways. I watch new life brought into my world in the woods, from the birth of fawns, baby turkeys, baby foxes, birds, opossums and others and the joy it brings from sitting on my deck and watching them all come to life, play and grow. What I have not yet mentioned are the hundreds of flowers, perennials and wild flowers that I eagerly await sprouting. I always combine the wonders of these sprouts to what we can we all do to breed life into our lives and business worlds and relate all of this beauty to our busy business lives. So I challenge you whether you have a garden in your yard or a potted garden on an apartment or condo patio, bring one or more of these beauties into your personal/business life and always use it as a reminder that what really matters is the beauty of life that we have in both personal and business relationships. And let these blooms remind us not to sweat the small stuff, but take a walk and enjoy nature.


Spring is one of the four temperate seasons, the transition period between winter and summer.

Wooed by our sophisticated lover, we play dress up...prettying our own gardens, we become landscaping geniuses. However, many of us have no clue of the message we are sending. What is the meaning behind the flowers we choose? Below, I have listed the names of several spring flowers and their meanings. This spring, why not send the right message. After all, mixed signals ruin relationships in personal and business relationships. Before you know it, winter is back to bite us in the gluteus maximus.

So, my suggestion is to plant as many of these as you can, walk through your gardens as I do, or sit on your patio and look around and now understand, when you get home from a long day, that like a dog or pet of some kind, these each have a serene meaning and hopefully relax you as they do me.

To learn visit Google and search for “Definition: Spring - Meaning of Spring”

So....think Spring and choose a beauty that will provide the utmost inner peace for yourself and connect with it. You will be surprised at what a natural beauty will do for you and your spirit, short and long term, in the best and worst of times.

Think Spring! Think New Beginnings! Go ahead; dig up some new dirt! 



Alstroemeria: aspiring

Amaryllis: dramatic

Anemone: fragile (very, when I weed, I tend to break them off, so try to remember my family and friends that these fragile flowers represent and walk on eggs when working around them)

Apple Blossom: promise (You bet, I am always waiting for the “Eve” apple to grow, my deer usually get them before me)

Aster: contentment

Azalea: abundance

Baby’s Breath: festivity / happiness

Bachelor Button: anticipation (There’s a surprise)

Begonia: deep thoughts

Black-Eyed Susan: encouragement (Somehow a black-eye and encouragement doesn’t seem right, but they are beautiful just the same)

Camellia: graciousness

Carnation, Pink: gratitude

Carnation, Red: flashy

Carnation, Striped: refusal

Carnation, White: remembrance

Carnation, Yellow: cheerful

Chrysanthemum, Bronze: excitement

Chrysanthemum, White: truth

Chrysanthemum, Red: sharing

Chrysanthemum, Yellow: secret admirer (Still waiting)

Cosmos: peaceful (Of course, short for Cosmopolitan Martini)

Crocus: foresight

Daffodil: chivalry



Delphinium: boldness:

Daisy: innocence (Yeah, that is why they take over my gardens)

Freesia: spirited

Forget-Me-Not: remember me forever (A beautiful light flower that I plant for every family or pet loss – Irony, the early morning of 9/11, I was planting these on one of my cats graves way in our back yard, in a tee shirt and wet hair when my husband thought I was inside, locked the patio door and left for work. I went to a neighbors house to get a key, returned home and stood in my kitchen. Turning on the news and thinking my day could not get any worse, watched with horror, the actions of 9/11. Funny how the Forget Me Not flower will always be in my heart for both reasons for the rest of my life...All of my animals that were cremated and now reside in my hutch, have a “Forget Me Not” emblem near it.)

Gardenia: joy

Geranium: comfort

Ginger: proud

Gladiolus: strength of character

Heather: solitude

Hibiscus: delicate beauty

Holly: domestic happiness (I relate it to Christmas)

Hyacinth: sincerity

Hyacinth, white: loveliness

Hyacinth, yellow: jealousy

Hydrangea: perseverance

Iris: inspiration / faith / wisdom (How true – they come out in herds and make such an impression and are strong)

Ivy: fidelity

Jasmine: grace and elegance

Jasmine, White: amiability and cheerfulness

Larkspur: beautiful spirit



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

LEARNING GETS SOCIAL!

Recognizing the Value of Networking

By: Vicky Zacharias, Sr. Sales Manager; The Osthoff Resort

While there are few things I can honestly say I remember from my high school psychology class, one I recall vividly is Mr. Jacobson's definition of learning. **"Learning is a relatively permanent behavior change based on practice and/or experience."** Recently I learned, **80% of learning is informal.** This statistic was published in an article called, "Learning Gets Social" in the August issue of *Training and Development Magazine*. If this statistic is true, why is death by PowerPoint still so prevalent in most meetings? Moreover, **if learning is informal AND face to face events are so important – do you think there is enough time being allocated to interaction in events?**

Too often, agendas are packed with speakers and barely any free time. If you are serious about engaging attendees, then you need to consider setting aside time for interaction. *Interactive Meeting Technology* blog creator, Samuel J. Smith, suggests you ask yourself the following questions.

1. How Much Are Attendees Passively Listening vs. Actively Contributing?

Not long ago, Smith came across a report by Crystal Interactive, "Creating Internal Events that are Fit for Purpose", that surveyed corporate and internal events. It found that 90% of the learning time is spent passively listening, while only 10% is spent participating in interactive activities. Wow, is this counterproductive! The body of the report offers several suggestions for thinking through objectives, managing time and interaction in an internal corporate event.

2. What happens following the motivational keynote speech?

In an article "How Not to Use a Great Speaker," Ed Bernacki describes a motivational keynote speech that missed its mark – because there was no time set aside for interaction and reflection with other attendees after the speech. Bernacki suggests allocating 20-30 minutes for attendees to discuss the presentation's key themes in small groups. This way the meeting sponsor can get extra value from the investment in the speaker and allow attendees to build a stronger connection to the content and its message.

3. Will there be several people in the audience as knowledgeable as the speaker on the selected topic?

The line between the experts on the stage and the attendees

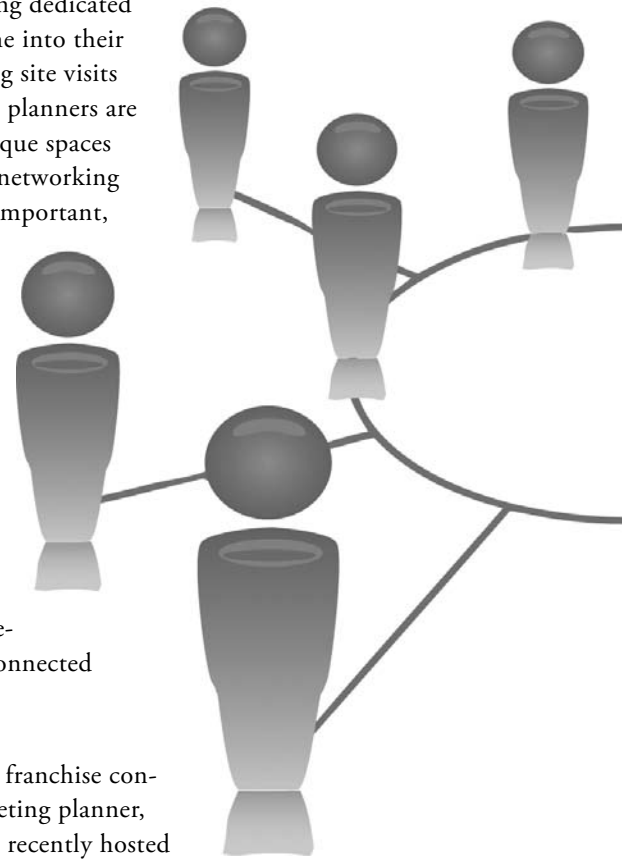
in the audience is blurring. Attendees have access to much more research and knowledge than in the past. In some topic areas, new case studies and insights are emerging everyday. If the topic fits this profile make sure you allocate time to get the perspective of other knowledgeable participants.

4. How much time should you allocate to interaction?

Crystal Interactive recommends that you allocate 30-50% of learning time to interactive activities. While a recent case study by Ron Springer of Esprit Productions showed that business results were achieved by increasing interaction from 26% to 58% and cutting PowerPoint Presentations in half from 50.6% of time to 24%.

More and more, meeting planners are incorporating dedicated networking time into their agendas. During site visits at The Osthoff, planners are looking for unique spaces to host formal networking events. Just as important, planners are pleased to find casual seating areas throughout the resort where attendees can continue a conversation on an informal basis with someone they had connected with earlier.

Anytime Fitness franchise consultant and meeting planner, Libby Crooker, recently hosted the company's Annual Franchisee Conference at The Osthoff Resort. Crooker commented on the importance of social interaction for her franchisees stating; "Our team plans great sessions and workshops to help our franchisees in all aspects of their business. At the



end of the day, they learn more from talking with each other than they do from the classroom, making networking time a must. This is vital to them feeling their attendance was valuable.”

Victoria Johnson, CMP, CMM, Meeting & Special Events Manager for Underwriter Laboratories shared with me her current undertaking of completely redesigning her company’s Annual Meeting. “For years we have been doing the same thing because that’s just the way it’s always been done. We had not connected the meeting to our company’s goals,” she said.

To revamp her meeting, Victoria is using MAP™ (Meeting Architecture Process) designed by Maarten Vanneste. Meeting Architecture is the meeting management discipline concerned with designing the content and format of meetings and

events; see www.meetingarchitecture.com.

The premise is simple: **people attend meetings for three reasons;**

**Learning –
Networking
– Motivation.**

Networking is positioned be-

tween Learning and Motivation as it has a connection with each. When


you network with peers you learn from them. If

you meet new people, you have access to new knowledge.

Networking is very motivational since you make friends, you share and you meet people with the same professional interests. This is why it is positioned between Learning and Motivation – it actually results in both!

THE BOTTOM LINE...

You control how attendees spend their time at your events. If you want them to interact more, then consider allocating more time to interaction activities.

How much time are you allocating for interaction? 



***Vicki Zacharias** is the Senior Sales Manager at The Osthoff Resort, Prairie, WI.*

DID YOU KNOW?

There are many benefits to joining MPI and also many great ways to save money on membership!

1. Renew online and save 5%
2. Refer someone to join MPI and get a \$25 credit on your membership (new member must include your name and MPI number on application)
3. Are you a member of a social networking site, but not yet a member of MPI? Enter the code "MPILinkedIn2010" or "Twitter2010" on your initial membership application and for a limited time receive \$50 off

Did you know that 81% of planners surveyed by Meeting Professionals International indicated they buy exclusively from MPI suppliers or use this as a major factor in their decision?

What's stopping you? With so many great offers you can't afford not to join!

Unemployment Member Assistance Program

During difficult economic times, it is more crucial than ever to remain connected with the world's largest and leading meeting resource. Membership in Meeting Professionals International is one of the best returns on investment you can make in your personal and professional development. Our commitment to making our membership successful by building human connections to knowledge/ideas, relationship and marketplace is exemplified through benefits such as the "Unemployed Member Assistance Program."

MPI members impacted by unemployment may apply for the six months unemployment assistance program. Once employed or at the end of the six month period, whichever comes first, the qualified member must pay the renewal dues of \$325.00 to remain an active member of MPI. Membership will be good for one full year from the date the renewal payment is received.

If you or someone you know is currently unemployed and would like to take advantage of this assistance program, you will find a request form under the Member Benefits section of www.mpiwi.org.

COMMUNITY OUTREACH


By Lisa Lawry

During the January 8, 2010 Chapter Meeting at the Quality Inn, Madison, the Community Outreach Team continued the 2009-10 theme 'The Children are our Future' by selecting the "Make-A-Wish Foundation" to be the recipient of this month's community outreach effort.

The outreach effort was inspired by Taci Tolzman, Meetings & Incentives and MPI Wisconsin Board Member, who is becoming a wish granter. We were all inspired when we heard the stories of the three children's wishes with which she is currently involved. Anyone interested in becoming a wish-granter can go to the Make-A-Wish website, or ask Taci for more information.

Since 1980, the Make-a-Wish Foundation grants the wishes of children, ages 2 1/2 - 17, with life threatening medical conditions.

Many of you may recall, it was a snowy day, but those in attendance were generous in this important cause by raising \$190 by bidding on a gift basket donated by the Holiday Inn Hotel & Suites Madison West.

On behalf of the Community Outreach Team, thank you for your previous and continued generosity to the helping and caring of children throughout Wisconsin. 

Lisa Lawry is a Sales Manager at the Holiday Inn Hotel & Suites Madison West.

NEW DATE

The AWARDS GALA
is now on September 9th, 2010
Be sure to mark that change in
your calendar now.



[Certified] PROFESSIONAL MEETINGS



- **Most Valuable Property Award**
- *By the NFL Travel Directors*
- **Beautifully Renovated Meeting Space, Lobby and Guest Rooms**
- **Award-winning Reputation for Service and Food**
- **40,000 sq. ft. of Conference Space**
- **Free Wireless Internet Access in Lobby, Business Center and Guest Rooms**
- **5 Unique Restaurants, 3 Lounges, Indoor Pool and Fitness Center**

Home of the Legendary



www.vincelombardisteakhouse.com



DOWNTOWN APPLETON

333 West College Avenue
(920) 733-8000 • 800-242-3499

www.radissonpapervalley.com • www.montclairhotels.com



History

Art

Culture

America



Give your guests an unforgettable experience and give them a glimpse into a life less ordinary.

Plan an Event Like no Other.

- Bold, customizable & flat-out fun!
- 20-acre site surrounded by the river on three sides.
- Unique meeting spaces.
- A range of food as wide as the horizon.
- State of the art equipment.

1-877-HD-MUSEUM

400 West Canal St., Milwaukee, WI 53201

h-dmuseum.com



EXHIBITS | SHOP | RESTAURANTS | FREE PARKING



BEYOND BELIEF



First-class spa
and salon



100,000 square feet of
flexible meeting space



Executive board rooms



Beautifully appointed
guest rooms and suites



Fine cuisine and
world-class chefs



BYOND MEETINGS. If you're looking for a place to hold your next convention, event or conference, look beyond the obvious to the Convention Center at Kalahari Resort in Wisconsin Dells. Our Convention Center has over 100,000 square feet of flexible meeting space, incredible food, service and amenities all in an inspiring environment with authentic African art and artifacts throughout. For more information, email us at WIGroups@KalahariResorts.com.

Wisconsin Dells
43.62 N 89.75 W

KalahariResorts.com / 608-254-3314 / Wisconsin Dells – Sandusky, Ohio

NEW MEMBERS

Please help us welcome our new members!

Nadia M. Akrabawi

Medical College of Wisconsin
2801 Dryden Drive, #208
Madison, WI 53704
nadiaof81@gmail.com
Student

Katherine A. Bodoh, CMP

Jewelers Mutual Insurance Company
400 North Richmond Street, #326
Appleton, WI 54911
Tel: 920-521-2396
katherinebodoh@yahoo.com
Corporate Events Manager

Cassie M. Bornick

Heidel House Resort & Spa
643 Illinois Avenue
Green Lake, WI 54941
Tel: 920-294-3344
Fax: 920-294-6128
cbornick@heidelhouse.com
Supplier Meeting Professional

Nicki Bowling

Vacon, Inc.
6425 W. Executive Drive
Mequon, WI 53092
Tel: 414-702-9323
nicki.bowling@vacom.com
Corporate Meeting Professional

Maureen B. DeValkenaere

Hyatt Regency Milwaukee
333 W. Kilbourn
Milwaukee, WI 53203
Tel: 414-270-6064
Fax: 414-270-6069
maureen.devalkenaere@hyatt.com
Supplier Meeting Professional

Mary K. Dziekan

Buca di Beppo
1233 N. Van Buren Street
Milwaukee, WI 53202
Tel: 414-224-8672
Fax: 414-224-5151
mdziekan@bucainc.com
Supplier Meeting Professional

Catherine M. Graffenius

3376 S. 113th Street, #1
West Allis, WI 53227
Tel: 414-288-3802
Fax: 414-288-1597
cathy.graff83@hotmail.com
Student

Cindy K. Kreis

Cuna Mutual Group
5910 Mineral Point Road
Madison, WI 53705
cindy.kreis@cunamutual.com
Corporate Meeting Professional

Jen McGuire

Henry Schein Dental
10920 W. Lincoln Avenue
West Allis, WI 53227
Tel: 414-290-2502
Fax: 414-290-2545
jen.mcguire@henryschein.com
Corporate Meeting Professional

Regan Pourchot

Wausau / Central Wisconsin CVB
10204 Park Plaza, Suite B
Rothschild, WI 54474
Tel: 715-355-8788
Fax: 715-359-2306
rpourchot@visitwausau.com
Supplier Meeting Professional

Shannon Schoenberg

2334 N. 70th Street
Wauwatosa, WI 53213
shannon0305@gmail.com
Corporate Meeting Professional

Tami Severson

Metropolis Resort
6553 182nd Street
Chippewa Falls, WI 54729
Tel: 888-861-6001
Fax: 715-514-2347
tami@metropolisresort.com
Supplier Meeting Professional

Sarah D. Smith

Lake Lawn Resort
2400 E. Geneva Street
Delevan, WI 53115
Tel: 262-715-9034
Fax: 262-728-7976
ssmith@lakelawnresort.com
Supplier Meeting Professional

Kari L. Thomas

Aramark at the Fluno Center for
Executive Education
601 University Avenue
Madison, WI 53715
Tel: 608-441-7117
Fax: 608-441-7124
kthomas@fluno.com
Meeting Management Professional -
Supplier

Jackie Timm

Harley Davidson Museum
500 W. Canal Street
Milwaukee, WI 53201
Tel: 414-287-2879
Fax: 414-287-2850
jackie.timm@harley-davidson.com
Supplier Meeting Professional

WHO'S ^{IN THE} NEWS

Changes & Accomplishments

"Opportunity is missed by most people because it is dressed in overalls and looks like work"
—Thomas Edison

Please join me in congratulating...

Taci Tolzman, who has joined Meetings and Incentives as an Express Planner.

Marie Johnson, CMP, has recently joined **Conference Direct**, as a Global Account Executive.

A very special congratulations to **Heather Dyer**, Partner of **Morgan Data Solutions**, who recently earned the **Certified Association Executive (CAE)** credential. The CAE is the highest professional credential in the association industry. Less than five percent of all association professionals have earned the CAE.

Did you see...in a recent article in The Corporate Report, "The Pull of the Purse Strings. During this recessionary economy, meetings and events in Wisconsin are taking on a whole new look and feel," quoted two members of MPI Wisconsin Chapter (**Ann Cress, CMP**, Director of Meetings and Conferences at **Assurant Health**, Scott Dettman, Director of Sales, **Hotel Sierra** in Green Bay).

Congratulations to the **Wild Rock Golf Club at the Wilderness Hotel and Golf Resort** for being ranked #6 on Golf Digests, "America's best new public courses" in the January 2010 issue.

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)



“**FACE TIME. It Matters.**” is a grassroots industry campaign theme designed to promote the benefits of meeting face-to-face. The campaign was developed by several member organizations of the Convention Industry Council, in response to one of the most challenging years ever faced by the meeting, convention and exhibition industries. It was based on the findings of a recent national survey of corporate and association meeting planners, plus in-depth personal interviews with the industry's leading executives as well as focus groups consisting of corporate and association executives, business travelers and professional meeting planners. According to the research:

- Face-to-face meetings build trust and relationships;
- Education and training are more effective in a live setting;
- Live meetings actually save time and money;
- Live meetings result in a more effective exchange of ideas;
- Face-to-face meetings provide the human connection that powers business;
- Face-to-face meetings create jobs and powers the economy.

For more information on how you can use the “FACE TIME. It Matters.” campaign in your organization, visit www.facetimematters.org. 🌐




What does
Meetings So Good
mean to you?

PERKS

- Uniquely Independent Venue Spaces ■ Ample Complimentary Parking
- Tailored Home-town Entertainment ■ Pleasing Personal Experiences

Waukesha & Pewaukee
Meetings So Good!



visitwaukesha.org

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

UPCOMING DEADLINES:

March 19, 2010
for the May/June Issue
Email editor@mpiwi.org
or visit <http://mpiwi.pbwiki.com>
for article ideas!



ALWAYS END A POWERPOINT WITH A GREAT SLIDE.

Meeting in "The Waterpark Capital of the World!®" is about more than just incredible facilities, it's about a more complete experience. When the meeting is over, let your group take in the stunning scenery, exciting waterparks and countless activities Wisconsin Dells has to offer.

Contact us for a complimentary planning guide.
MeetInTheDells.com | 888.339.3822



**Wisconsin
Dells®**
The Waterpark Capital of the World!®

Shopping for a meeting place?

Try us on for size.

Planners

pick the Fox Cities
for affordability in
one of America's
safest cities.

Attendees

rave about walking
to great dining,
entertainment and
other attractions.

Everyone

thinks Wisconsin's
Shopping Place
is a great fit.



800-236-MEET
foxcities.org



SUPPLIER PROFILE: CASSIE BORNICK

**Place of Employment:**

Heidel House Resort & Spa

Job Title:

Sales Manager

How long in the meetings industry?

Six years

How long in MPI?

Since November 2009

Tell us about your company and/or position:

Heidel House Resort & Spa is a full service provider located in central Wisconsin on the shores of beautiful Green Lake. We offer 190 guest rooms, 18,000+ square feet of meeting space to include outdoor venues, four restaurants, a variety of recreation and one of the highest rated day spas in the Midwest. I have been a Sales Manager for the resort for three years and enjoy working with corporations, and most recently associations and government organizations. My background of having planned trade shows and sales meetings has made the transition to the supplier side of the fence smooth, and I understand many of the situations planners often encounter.

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

I have yet to work on MPI projects, although I hope to soon become involved.

Tell us about your family:

Husband, Glenn of five years and two daughters, Elizabeth (3) and Kylie (18 months).

Where were you born?

Green Lake, WI

Where do you currently live?

Green Lake, WI

Favorite Pastimes:

Snowmobiling, boating, reading, building, hunting and spending time with my family at our cabin up North.

Favorite Musical Group:

I listen to everything from classical to rock to country!

Dream Vacation:

Sun, sand, crystal blue water and a frozen fruity drink in hand!

Person you admire most and why:

My grandfather. Through hard work, positive attitude, blood and sweat he rose above his surroundings and built a life and legacy for his family.

If I won the lottery I would:

Buy 120 acres of land in Green Lake county, invest for retirement, help family and donate to charities that are working to stop child abuse.

Words to live by:

Shoot for the moon. Even if you miss, you'll land among the stars.
~Brian Littrell

Special personal accomplishments:

Education Coordinator for BNI N.O.W. Chapter, state licensed in four major insurance lines, involved in competitive trapshooting. 🌐



Tucked away on the shores of Green Lake, Heidel House Resort & Spa is in the heart of Wisconsin and at the heart of your next meeting or conference.


Heidel House
Resort & Spa

643 Illinois Ave. • Green Lake, WI • www.heidelhouse.com
920.294.3344 • info@heidelhouse.com

PLANNER PROFILE: KATHERINE BOKOH, CMP

Katherine Bokoh, CMP
Corporate Events Manager
Jewelers Mutual Insurance Company

How long in the meetings industry?

Industry: 9 years
Jewelers Mutual: 21 months

How long in MPI?

I was a member of MPI New England, but I am new to MPI Wisconsin.

Tell us about your company and/or position:

Jewelers Mutual Insurance Company is the only company specializing exclusively in jewelry insurance in the United States and Canada. Jewelers Mutual was founded in 1913 in Neenah, WI, by jewelers who needed affordable insurance. Today Jewelers Mutual insures manufacturers, repair businesses, craftsmen, custom designers, retailers, artisans, appraisers, wholesalers, bench jewelers, and individuals' personal jewelry in the United States and Canada.

Participating in events is one of the best ways Jewelers Mutual markets its products and services. Events are the most visible display of the Jewelers Mutual corporate brand. Events bring the Jewelers Mutual brand to life by creating experiences that touch all of the senses.

I have the pleasure of managing 117 internal and external events and trade shows for Jewelers Mutual.

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

I served on the MPI New England Membership Committee. I am interested in getting involved in committee work with the WI Chapter, too.

Tell us about your family: Where were you born?

I am single. My parents reside in my hometown of St. Croix Falls, WI.

Where do you currently live?

I currently live in Appleton, WI.

Favorite Pastimes:

Traveling, reading, and spending time with friends and family.

Favorite Musical Group:

My iPod contains music of almost every genre, but Sugarland is my favorite group.

Person you admire most and why:

The two individuals I admire most are my parents. Both of them work together as a team to accomplish their goals and enjoy life in the process.

Dream Vacation:

Bora Bora.

If I won the lottery I would:

Perform random acts of kindness and, of course, one can never have enough jewelry!

Words to live by:

"Put your heart, mind, intellect and soul even to your smallest acts. This is the secret of success." — *Swami Sivananda*

Special personal accomplishments:

Working for a great company with a team that I truly respect and enjoy. I am passionate about developing and implementing ROI and ROO models that prove events are an investment, not an expense.

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

I look forward to meeting fellow MPI WI members and becoming active in the chapter! 🌐



VOLUNTEER(S) OF THE MONTH

By Jen Hlavachek, The Madison Concourse Hotel

Our Co-editors of the *Agenda* are truly an asset to our organization. **Jennifer Hallett** and **Michelle Reed** work tirelessly throughout the year ensure our membership is well informed and educated. The next time you see these two wonderful ladies, please make sure to say thank you for the work they do behind the scenes.

Here is what **Shannon Timmerman**, Director of Publications, Advertising and Community Outreach for the Chapter, had to say about her team:

“Jennifer Hallett and Michelle Reed have been an amazing asset to the *Agenda* newsletter as co-editors. They are both very dedicated to their volunteer role, and put a lot into it. If there is space that needs to be filled, they are quick to come up with solutions, even if it means taking more of

their valuable time to write another article to fill the space. They also compliment each other very well, taking turns as the lead on each issue, but each offering full support and assistance when needed. And they always do so with a positive attitude, even when we are under the gun with deadlines.

I have been working with the *Agenda* as part of my Board position for just under a year now, and they have been amazing to work with. Since they have been co-editors for some time, they helped me a lot when I first came on to help me understand how everything works, and they are always on top of every issue, so I never have to worry about anything. The *Agenda* does take a lot of time commitment for a volunteer role, which makes their time and the effort they put in that much more appreciated. Truly a pleasure working with them each month!” 🌐

“In La Crosse the convention center is on the Mississippi River near Riverside Park. It has a beautiful waterfront that is just steps away from our meeting area. I brought my bike and was able to catch the La Crosse River trail at the north end of the park. Perfect ending to a great day.”

“Your next convention should be in La Crosse.”

©RJ and Linda Miller Photography, La Crosse, WI

La Crosse
Nightly Crosse. Original. Wisconsin.

800-658-9424
nerison@explorelacrosse.com
www.explorelacrosse.com

Choose La Crosse for its numerous restaurants, hotels, specialty shops, river boat trips, hiking and biking trails, and regional shopping center all within minutes of the La Crosse Convention Center. It's a convention planner's dream...the space and support you need matched with the accommodations and activities your attendees want.

Book your convention today. Call 800-658-9424 to reserve a date with the La Crosse Area Convention & Visitors Bureau in western Wisconsin's premier city on the Mississippi.



La Crosse
Center

www.lacrossecenter.com

WISCONSIN
CHAPTER



MPI Wisconsin Chapter

2830 Agriculture Drive

Madison, WI 53718

tel: 608-204-9816

fax: 608-204-9818

email: admin@mpiwi.org

web: www.mpiwi.org

Datebook:

CALENDAR OF EVENTS

2010



Connecting you to the
global meeting + event community

MARCH 2010

18

March Chapter Event

Radisson Milwaukee-West
Wauwatosa

APRIL 2010

13

April Chapter Event

Lake Lawn Resort
Delavan

14-15

**HSMIA's Affordable Meetings
Mid-America**

Navy Pier, Chicago

MAY 2010

13

**May Chapter Event
Spring Education**

Marriott Madison West
Middleton