

# Agenda

**\* Join us at the 5th Annual MPI-WI & WSAE Golf Outing! p. 12**

**Member Survey Results p. 13**

**May Program Preview p. 14**

**An Evening of Decadence p. 21**



**CHECK OUT the new  
2010-2011 MPI-WI Board of Directors on p. 8**

**STAND UP & Be Recognized p. 22**

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thyslop@bellavistasuites.com  
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Executive Suite	13	15	208	9	0	0	0	0	0	
Board Room	26	26	676	12	48	26	32	32	32	
Mainstage Theater	12	36	432	12	48	26	32	32	32	
Vestibule & Reception B	24	28	672	12	48	26	32	32	32	
Lobby	24	28	672	12	48	26	32	32	32	
Synagogue	36	40	1440	12	51	0	0	0	0	
Reception A	36	43	1548	18	104	20	152	0	0	

#### President

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

#### President-Elect

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**Correction:** The name of the planner featured in the March/April is Katherine Bodoh, not Katherine Bokoh. We apologize to Ms. Bodoh for the error.



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# FROM THE EDITOR'S DESK

## Weddings, Oral Contracts and Goodbyes

Isn't it weird when our personal and professional lives intertwine? A few months ago, I was lucky enough to become engaged to an amazing man. Shortly after the proposal, our family and friends began asking if we had set a date. My immediate reaction was "I plan events for a living. I do not want to plan things in my 'off' time." So, we proceeded with investigating a destination wedding versus a local wedding here in Milwaukee. I was very much pushing for the destination wedding since there is minimal planning to do and I thought life would be easier. My fiancé, however, felt that this was the one time in our lives that we would be able to throw an extravagant party for all of our friends and family. My fiancé won.

We started speaking with a hotel in downtown Milwaukee about logistics, pricing, etc. and secured a hold and an oral contract for the date and space. After several phone calls and email discussions verifying that we had the venue secured, we moved forward simultaneously with booking other vendors since the wedding was planned for September 2010 and there was not much time. About a month and a half goes by before we get the written contract and I spend another week making changes to the contract (because that is what meeting professionals do, right?) We sent the contract to the hotel and waited another two weeks. Based on the oral contract, we told our friends and family across the country to save the date. Then the phone rings. The sales person with whom we had worked for several months now was no longer with the company, and they were no longer willing to honor the oral contract that we had with the former sales manager. I was crushed. We had less than five months to try and find another venue, and were faced with losing our deposits with the vendors that we had already booked to help with the wedding. As a meeting planner, I sprung into action and started contacting every possible venue we could think of, all the while wondering how a hotel could do business this way.



**Michelle Reed,**

*CMP 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.*

What standing do oral contracts have? At what point do you demand a written contract and no longer trust the word of someone who appears to have the authority to speak on behalf of their organization? Many times in my professional life, I have started relationships with various vendors based on an oral agreement that later turned into a written one. Not once have I regretted trusting a colleague's word. This is no longer the case.

There is an old saying that "an oral contract isn't worth the paper it's written on." This saying references that it can be very difficult to prove that an oral contract exists. Without proof of the terms of the contract, you may be unable to enforce the contract. While handshakes and courtesy may have been enough to solidify a 'deal' in the old days, this is no longer the case. Lesson learned: You should always write down the key terms of any agreement and have it signed by both parties, no matter how informal (e.g. on the back of a cocktail napkin) or how much you may trust the other person. 🌐

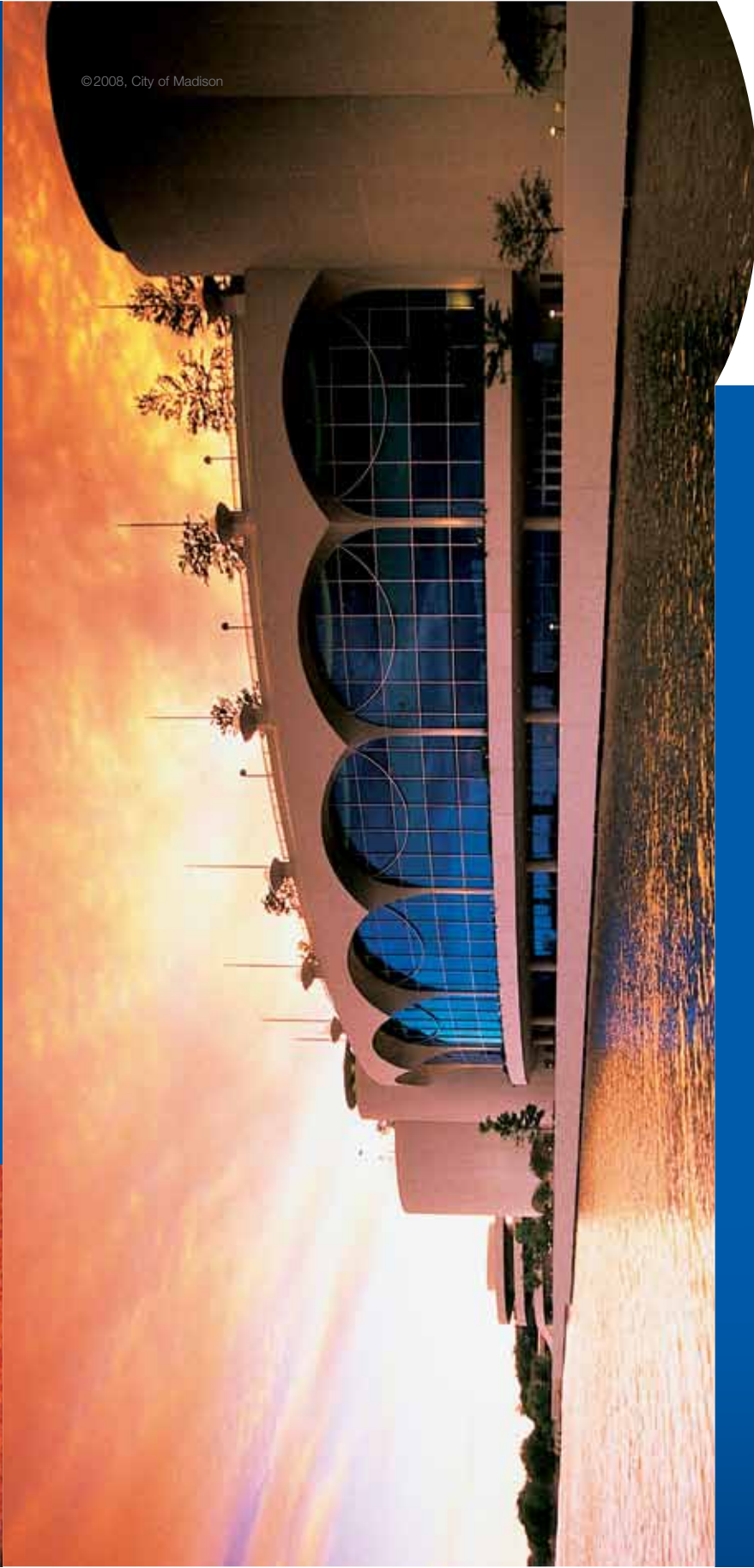
*Michelle*

*PS – This is my farewell as the Agenda Co-Editor. I would like to thank Marie Johnson, CMP, Jennifer Hallett, CMP and Shannon Timmerman, CMP, for being so great to work with. It has truly been an honor to serve with you, and I will miss working with you! I would also like to thank my employer, Association Acumen, for being so supportive of my professional development and role in the Chapter. Lastly, I would like to thank that amazing fiancé I referenced at the beginning of this article for being extremely understanding of my professional goals and commitment to MPI-WI.*





# NOTE TO SELF: CANCEL THE MOTIVATIONAL SPEAKER.



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# PRESIDENT'S COLUMN

## Time is Our New Currency

**T**hese days there are really very few who can sing “too much time on my hands” and actually mean it. Our family lives are busier than ever. Our company’s expectations exceed the 40 to 45 hours standard work week and routinely moves into the 50 to 60 hours range. We can raise our hands to “Who eats lunch at their desk with some regularity?” Our personal obligations can run the gamut from charitable organizations to religious communities to continuing education. The evenings and weekends schedule can be just as jam packed as the weekdays.

Time is our currency, and I thank you all – everyone who renews membership, who attends education and special events and who volunteers in a wide range of capacities! I thank you for spending your very valuable time with the Wisconsin Chapter of Meeting Professionals International! There are so many other channels you could distribute your time and there is no way we can express our appreciation greater. Each time you choose to be away from your desk, from your family, from your other obligations and be with MPI, you are choosing to spend more than a meeting fee or gas mileage or an overnight stay. Your currency is accepted with great honor, and we hope the return on your investment is doubled and tripled!

“Well spent” is how I hope most of you would classify your time with us this year. It is no secret that we have suffered difficult times. As I review our year together and look at our accomplishments, I find one of the most significant ones something I can’t quantify – our support for our fellow members. Be it job displacement, career advice, CMP study buddy or just a shoulder to lean on, I am so proud of the way our members use their networks to maximize their investment with MPI. If I only I could assign a number for the value of our relationships! I’m certain it would be through the roof!

Another notable accomplishment is our collaboration with the Minnesota Chapter to host the first ever Midwest Conference. Many past presidents and many past Board members discussed this concept and paved the path for this year’s Board to turn the collaboration into a reality. The timing was right – as conferences on the international and national level change, the Midwest Conference will be strategically positioned in leading the way to fill any possible educational and networking voids as well as setting the standard for how other Chapters can work together.

I am also very proud of this year’s Board for coming forth with the volunteer recognition program. We appreciate the efforts of all volunteers. This program acknowledges those efforts and is a wonderful value-add to the experience.

I thank our 2009-2010 MPI-WI Board of Directors. These volunteers dedicated themselves to making the Chapter successful and to making sure there was value to your investment. I congratulate them on a job well done. Mae Ibe, CMP, is finishing her impressive Board career. We thank her for sharing her experience and knowledge. I personally thank her for being a wise mentor and a good friend. Linda Hale and Carmen Smalley, CMP, have ended their Board terms. We will miss their leadership but are extremely proud of their accomplishments. I admire them both very much and I thank them for their service.

Morgan Data Solutions, as your chapter administrators and fellow members, deserve a tip of the hat as well. Their dedication to the MPI WI membership, always asking, “Is this best for the membership?” is greatly admirable. I applaud their passion and may we all have as much as they do!

Our Chapter is very fortunate to have a long line of past presidents who choose to continue to spend their time, their valuable time currency, with us. Their support—in such things as attending meetings and donating raffle items and welcoming members touches me in a way I can’t explain. I am in awe of all of them! Personally, I thank them for the advice and counsel as well.

I also thank my employer, WPS Health Insurance, for supporting my role as President and my membership in MPI-WI. I thank Bill Bathke, WPS Executive Vice President and Chief Operating Officer for recognizing that personal development is important to employees, and as such, to corporations as well. And to my team there – the best events and promotions team ever – I thank you for always being so awesome!

My best friend and husband, Peter, is on my thank you list too. He celebrates our MPI successes with me and listens when I need to talk things through. He provides most excellent counsel and I am fortunate that he shares it with me.

I am a huge fan of the 2010-2011 MPI-WI Board of Directors. Under the leadership of Marie Johnson, CMP, they will be nothing short of completely awesome. I admire Marie professionally and personally. Her offerings to the Chapter have been great and I look very much forward to her contributions in the role as President.

Best wishes to all in MPI – I know the investments with us will continue to bring many returns. Above all, I thank you for your time. 🌐



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

*Tami*

# 2010-2011 MPI-WI BOARD OF DIRECTORS


Congratulations to our  
2010-2011 MPI Wisconsin Board of Directors!  
The new board term begins July 1, 2010.

President	Marie Johnson, CMP
President Elect	Susan Kainz
Immediate Past President	Tami Gilbertson, CMP
Vice President Membership	Tina Luther, CMP
Vice President Education	Sherry Benzmilller, CMP
Vice President Communications	Naomi Tucker, CMP
Vice President Finance	Denise Henson
Director – Professional Development	Alison Huber, CMP
Director – Monthly Programs	Lynette Resch, CMP
Director – Publications, Advertising and Community Outreach	Shannon Timmerman, CMP
Director – Website & Public Relations	Taci Tolzman
Director – Member Care	John Dorgan
Director – Awards, Scholarships & Recruitment	Jennifer Hlavachek
Director – Special Education Projects	Jodi Goldbeck, CMP
Director – Special Events, Fundraising/Strategic Alliances	Tamara Putney, CMP

## HELPING PROVIDE HOPE TO KIDS

In March the Community Outreach Team, with help from Chapter members, donated new and gently used items to Camp HOPE for Kids, in an effort to continue supporting Wisconsin's kids! Camp HOPE is a charitable, volunteer-driven organization based in Stevens Point that offers a FREE camp to children who have lost a loved one. The Camp helps children and teenagers work through the grieving process by guiding them through their complex emotions and helping them understand that it is okay to continue living life to the fullest. Because the Camp is free to participants, donations are relied upon heavily. Chapter members were generous in donations, including snow pants, fishing rods, arts & craft supplies and even basics such as Kleenex!

Becky Loy, Camp HOPE Co-Founder told us that she often "spends \$800 in groceries for a one-weekend camp." So in-kind donations, such as the ones that Chapter members donated, can help offset these expenses and are greatly appreciated. And the donations pay off...says one camper, "Those couple of days at Camp HOPE were the happiest days of my life!"

The Community Outreach Team sincerely appreciates the generosity that the Chapter members are showing this year! We are also open to new ideas for helping improve our communities, and keeping up the spirit of generosity. Please contact a member of the Community Outreach team with your ideas! 



**Jennifer Hallett, CMP** is the Director of Education & Certification, and chief meeting planner, at the Snow & Ice Management Association, in Milwaukee, WI.

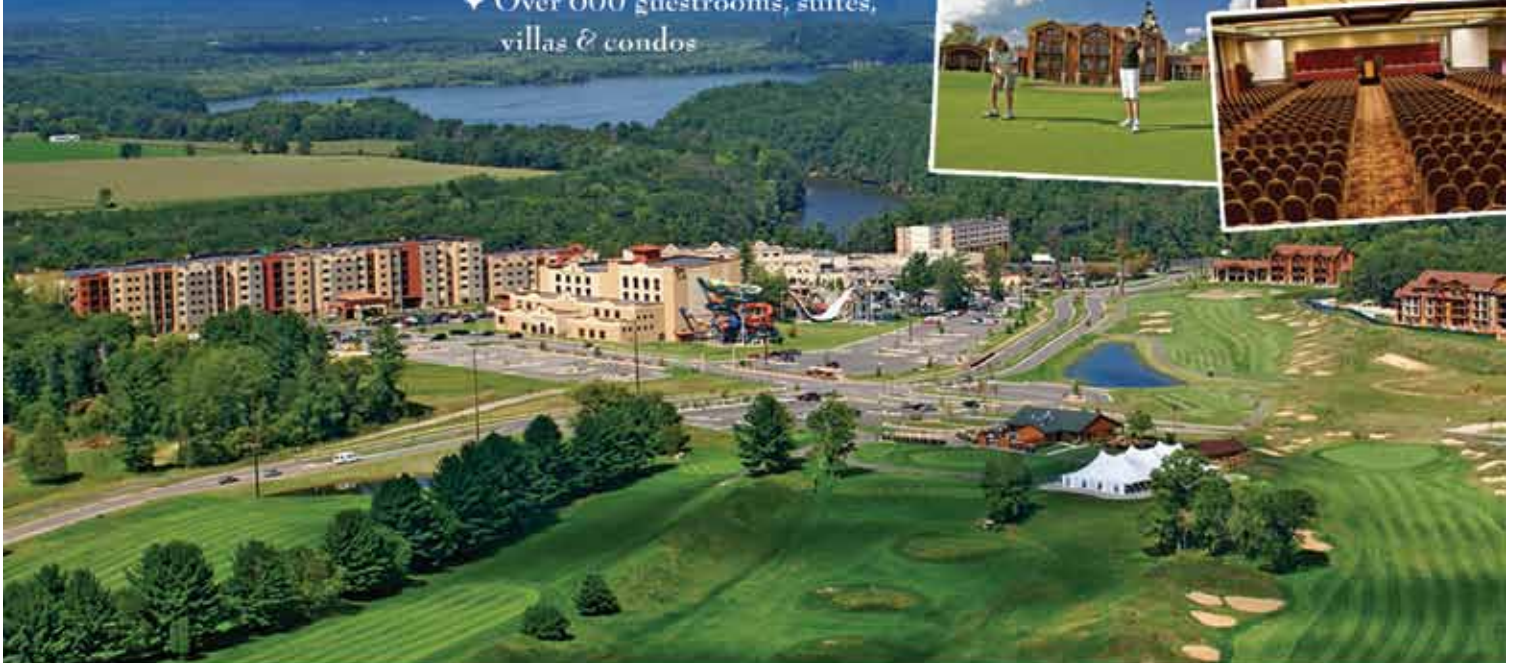


# Meet Better

## Introducing Chula Vista Resort

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

## Changes & Accomplishments

"People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily." — Zig Ziglar

### Please join me in congratulating...

**Tracey Bockhop**, who has joined the **Madison Concourse Hotel and Governor's Club** as Associations Sales Manager.

**Cindy Foley, CMP**, has recently joined **Marriott Madison West**, as Director of Sales.

**Kat Hughes** and business partner, Lisa Levine, who have recently started their own company, **REL:EVENT, Meetings and Event Solutions**, in Oshkosh, WI.


Very special congratulations to **Tami Gilbertson, CMP**, as the new editor for **Wisconsin Meetings**. As a Manager of Events and Promotions for **WPS Health Insurance** and the 2009-2010 MPI WI Chapter President, she is a passionate advocate for everyone involved in the meeting industry.

**Monona Terrace** was included in the January issue of **Connect Magazine** as one of the nation's convention centers committed to its Green efforts and LEED-certification.

February's **Meetings & Conventions Magazine's** featured "Destination Madison" which highlighted numerous member's organizations including: **Monona Terrace Convention & Community Center and Grand View Cafe, The Alliant Energy Center, The Crowne Plaza, Hyatt Place Madison/Downtown, Madison Concourse Hotel & Governor's Club, Hilton Madison Monona Terrace, Sheraton Madison, Dane County Regional Airport and the GMCVB.**

The CMP designation is the foremost certification of the meetings, conventions and exhibitions industry and recognizes individuals who have achieved the industry's highest standards of professionalism. Please congratulate with me our chapter's newest CMPs: **Jennifer Hallett, CMP (Snow & Ice Management Association), Stephanie Krulc, CMP, Cheryl Ann McShane, CMP (Professional Events and Consulting), Michelle Reed, CMP (Association Acumen), Shannon Timmerman, CMP (Wilderness Hotel & Golf Resort) and Vicki Zacharias, CMP (The Osthoff Resort).**

Finally, congratulations to **Sue Lidstrom**, Director of Sales, and the rest of the team at the newly-built **Hyatt Place Madison/Downtown** on opening in April. The hotel features 151 guest rooms and 2,500 square feet of meeting space.

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](mailto:michelle@northcoastpro.com))

## YOU MAKE A DIFFERENCE

What can you say about a true leader and volunteer that steps right into the fire when needed? Well, **Michelle Egbert** did precisely this when she jumped into the role as the team lead for the February event. Just some of the items that Michelle oversaw for the event included retaining two sponsors, developing an Excel timeline for future fund-raising teams to follow, managing the process when three committee members could not participate due to work constraints, marketing the event so it was highly attended by suppliers as well as planners, and so much more!

Honorable mentions are also sent out to **Kat Hughes** and **Susan Patton** who, in less than three months, managed to raise over \$6,000 for the continuing education of our Chapter.

The event was a fun mix of a silent auction, raffle and a 'Sealed with a Kiss' contest with over 90 people in attendance for the evening. Great job, Michelle!

# PLANNER PROFILE: TRICIA NEWELL



**Place of Employment:** NARI of Madison, Inc.

**Job Title:** Programs Manager

**How long in the meetings industry?** One Year

**How long in MPI?** One Month

**Tell us about your company and/or position:** NARI is the National Association of the Remodeling Industry. We are a national trade association dedicated to being the best resource for knowledge and training in the remodeling industry. NARI is sustained by three fundamental goals: professionalism, education, and ethics. As the recognized authority in the remodeling industry, NARI represents full service contractors, design-build firms, subcontractors, manufacturers, suppliers, wholesalers, distributors, and other related professionals who work in the remodeling field.

The Madison NARI Chapter is proud to represent over 270 professional members. We are committed to educating both trade professionals and remodeling-ready homeowners by reaching out to a diverse audience in a variety of formats including education, training, publications and programs. Together, we help construct the dreams in people's lives.

As Programs Manager, I coordinate all events including committee meetings, board meetings, membership meetings, recreational events, education events, study groups, networking events, and Expos and Tours of Remodeled Homes (among other responsibilities).

**Teams or projects that you have worked on for MPI or would like to be involved with:** I have not done any work with MPI yet, but hope to grow my relationship with the organization.

**Tell us about your family:** I am recently married. My husband Jesse and I were married at Walt Disney World on October 22, 2009.

**Where were you born?** I was born in Madison, WI

**Where do you currently live?** I currently live in Cherokee on the North Side of Madison.

**Favorite Pastimes:** I have been taking dance lessons since I was 3 years old at Virginia Davis School of Dance. I continue to attend adult classes every Tuesday! I also love to travel and write.

**Favorite Musical Group:** James Taylor

**Person you admire most and why:** My mother, Theresa Miller. She taught me that no matter where life takes me, my education, work ethic and determination will always allow me to achieve my goals.

**Dream Vacation:** I have not made it to Paris yet!

**If I won the lottery I would:** Go back to school and pay off my mortgage.

**Words to live by:** "Choose a job you love, and you will never have to work a day in your life." ~ Confucius 🌐



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# JOIN US AT THE 5<sup>TH</sup> ANNUAL MPI/WSAE GOLF OUTING!

On June 16<sup>th</sup> and 17<sup>th</sup>, we invite you to get a taste of the Stevens Point area! Join us in the center of it all, during the 5<sup>th</sup> Annual MPI/WSAE golf outing, in Stevens Point, Wisconsin.

The event kicks off with a reception hosted by the Stevens Point Area Convention and Visitors Bureau and the Holiday Inn Hotel and Convention Center Wednesday night, June 16<sup>th</sup>. The Holiday Inn is Stevens Point's newest hotel and convention center and offers 38,000 square feet of flexible meeting space. The opening reception will feature great company, fabulous food, chilled beverages and live entertainment.

Thursday, golfers will be welcomed at the SentryWorld golf course, a par 72, 6,951-yard public course with 35 acres of spring-fed lakes, native birch, green pines and five acres of




flowerbeds. SentryWorld's signature hole is the distinctive 173-yard, par 3, No. 16. It is known as the "Flower Hole" with over 45,000 blooming flowers. Designed in 1982, by world-famous architect Robert Trent Jones, Jr., SentryWorld consistently ranks as one of Wisconsin's best courses by Golf Digest, Golf World and the Golf Course Owners of Wisconsin. To reserve a spot for the golf outing at SentryWorld on June 17<sup>th</sup>, it is just \$99 per person and includes a cart, boxed lunch and a pre- and post- event reception.

If you would rather savor your time off of the golf course, the Stevens Point Area Convention & Visitors Bureau invites

you to join us on the 'Taste of Point' tour. The event will start in the lobby of the Holiday Inn Hotel & Convention Center at 9:00 am. A complimentary shuttle will take you to the fifth-oldest continuously operated brewery, the Stevens Point Brewery, for a guided tour and samples. The tasting will continue as we enjoy a chef demonstration, followed by lunch along the Wisconsin River, prepared by Chef Christian Czerwonka of Christian's Bistro. Czerwonka worked for Celebri-chef Emeril Lagasse for 15 years before opening his own restaurant locally. Non-golfers can then explore the charms of downtown Stevens Point. Specialty shopping, art offerings, taverns, kayak demos and live music will round out the afternoon. Guided maps for downtown Stevens Point, with special discounts, will be provided. Non-golfers can join the 'Taste of Point' tour for just \$59 per person.



If you would like to sponsor the event, to showcase your business to the Wisconsin Chapter of Meeting Professionals & Wisconsin Society of Executives, contact Sara Brish at 715-344-2556 or via email at [sara@stevenspointarea.com](mailto:sara@stevenspointarea.com). 



# MEMBER SURVEY RESULTS

## The results are in!

In February, MPI - WI members were asked to provide input on their level of satisfaction with the organization. The results are in, and information has been provided to the Chapter's Board of Directors to assist in the development of guidelines and policies for the upcoming year.

In total, 112 members responded to this year's survey; which is a 27% increase than the year before. Responding members reported they have been chapter members as follows:

How long have you been a member?	2010	2009	2008
7+ years-	38.40%	37.0%	24.8%
4-6 Years	23.20%	25.9%	23.0%
1-3 years	20.50%	27.2%	29.2%
Less than a year	17.90%	9.9%	23.0%



*Susan Kainz is VP Member Care & Director of Leadership Development for the MPI-WI Chapter and is a Global Account Executive with ConferenceDirect.*

The demographics of the group were equally mixed and provided a good representation of the Chapter:

- 44.6% corporate, association or meeting manager professionals
- 49.1% suppliers
- 4.5% students
- 1.8% faculty

This is consistent with previous years, except for the 2.5% increased participation by student members.

Why did you join?	2010	2009	2008
Networking	59.8%	51.3%	50.4%
Educational opportunities	18.8%	25.0%	23.9%
Company encouraged me	15.2%	18.8%	14.2%
Joined as a student	4.5%		


Another indicator of the economy's impact on the meetings industry, 10.8% of the members reported their employers do not cover all or a portion of the MPI dues; which is 4.2% more members than 2009. A strong 89.3% responded they were proud to be a member of MPI-WI Chapter. 84.5% of members said they enjoyed the educational opportunities provided through the Chapter.

Why are you not attending?	2010	2009	2008
Educational topics not of interest	15.80%	33.3%	4.5%
Can not get time away	42.10%	50.0%	54.5%
Location	36.80%	16.7%	9.1%

When asked, "How likely are you to recommend the MPI-WI Chapter to your friends and colleagues?" 92.2% members said they were either "very likely" or "somewhat likely" to recommend.

### GAS CARD WINNER:

Congratulations to Jen McGuire with Henry Schein Dental for winning the \$50 gas card in the Membership Survey drawing.

Thank you for all those who participated in the 2009-10 Member survey. If you have questions or additional feedback, please contact Susan Kainz, VP of Membership at: [susan.kainz@conferencedirect.com](mailto:susan.kainz@conferencedirect.com) 

# MAY PROGRAM PREVIEW

## *Effective Budgeting & Financial Management*

Proper budgeting is essential in today's business climate. Effective Budgeting & Financial Management will be the focus of our May 13<sup>th</sup> program. This session will teach you how to enhance your budgeting capabilities by using and refining budget templates for simple to advanced events. Valuable strategic management tools will be introduced that will complement event management techniques.



budget can be prepared once the meeting prospectus with its basic assumptions has been completed. The working budget is not cast in concrete; in fact, it must be revised periodically to reflect changes in attendance, costs, and added requirements. Managers who conduct the same type of meeting year after year rely on the

simple expedient of analyzing last year's meeting and then budgeting 10-15% more. (After all, has anyone seen meeting costs go down?) They are thus able to estimate accurately by identifying areas where savings can be achieved to compensate for overruns in other areas.

### Session Learner Outcomes:

- Learn how to access existing budgeting templates from the Internet and how to refine them for your use
- Learn the importance of tracking event metrics and they can help to make strategic change
- Learn the language of senior management and how to tie your event to a strategic plan

Provided below is an excerpt from *The Meeting Spectrum* published by HRD Press which includes some practical tips for capturing accurate expenses.

Responsible fiscal management is essential to any event, and is among the meeting executive's most important responsibilities. For corporate meetings, staying within budget is a gauge of the planner's competence; for association events, budgeting to generate revenue is a critical measure of success. The process for managing revenues and expenses can be automated using off-the-shelf spreadsheet software programs such as Quicken or MS Excel.

However, most event organizers prefer meeting-specific software that is part of a suite of event-management applications. Custom programs simplify event-related calculations such as registration fees, break-even, and changes in variable expenses based on number of registrants. An initial working

Meeting Cost Estimate

Meeting Cost Estimate			Actual Costs
Facility Services	No. _____ @ \$ _____	\$ _____	\$ _____
Rooms (Administration)	No. _____ @ \$ _____	\$ _____	\$ _____
Rooms (Guests)	Ballroom		
Meeting rooms			
Conference rooms	No. _____ @ \$ _____	\$ _____	\$ _____
or breakout rooms			
Hospitality suite		\$ _____	\$ _____
Complimentary rooms	No. _____		
Food	No. of persons _____ Rate \$ _____	\$ _____	\$ _____
Breakfast		\$ _____	\$ _____
Lunch (brunch)		\$ _____	\$ _____
Dinner		\$ _____	\$ _____
Coffee breaks		\$ _____	\$ _____
Beverage	No. of bottles _____ Cost \$ _____	\$ _____	\$ _____
Cocktail party		\$ _____	\$ _____
Hospitality suite		\$ _____	\$ _____
Reception		\$ _____	\$ _____
Dinner		\$ _____	\$ _____
Transportation	No. of people _____ Avg. Cost \$ _____	\$ _____	\$ _____
Plane or railroad fares		\$ _____	\$ _____
Taxi or bus		\$ _____	\$ _____
transportation		\$ _____	\$ _____
Cartage and freight		\$ _____	\$ _____
Wages		\$ _____	\$ _____
Planning salaries		\$ _____	\$ _____
Staffing salaries		\$ _____	\$ _____
Security services		\$ _____	\$ _____
Other outside services		\$ _____	\$ _____
Audio/Visual Support		\$ _____	\$ _____
Labor costs		\$ _____	\$ _____
Equipment rental		\$ _____	\$ _____
Production costs		\$ _____	\$ _____

Total estimated daily cost \$ \_\_\_\_\_ Total Actual cost \$ \_\_\_\_\_

FIGURE 7-1 Budget Worksheet—Corporate.


- Update and revise the initial budget as requirements and numbers change. Forward copies to management.
- Provide a detailed master account instruction document for the hotel, limiting and specifying the persons authorized to sign banquet checks, equipment orders, and cash payouts.
- Specify which executives are authorized to charge rooms, hospitality services, and incidentals to the master account.
- Advise speakers on which expenses will be covered by the organization, which can be charged to the room folio, and expenses for which they are responsible.
- Prepare detailed function control forms for each event, listing all approved charges, guarantees, and methods of validating guarantees.
- Copy staff members responsible for the event.
- Request hotel setup and banquet orders well in advance, and compare their specifications with yours. Correct discrepancies.
- Keep track of guarantee adjustments, additional orders, and catering replenishment orders. Record these on your control forms.
- Request that banquet checks be presented promptly. Compare with control form and discuss discrepancies with captain or catering manager.
- Ask for a daily accounting of master account charges for the previous day's functions. Resolve disputed charges promptly.
- Request copies of backup vouchers on disputed items with final accounting.
- During the pre-conference meeting, review function control forms and identify potential problem areas. Schedule a meeting for after the conference with the hotel accounting office to review charges. 

FIGURE 7-2 Budget Worksheet—Association.

***EJ Siwek, CMP** is the President and Founder of FLASHpoint Technologies, a company providing meeting management consulting. Hear him speak at the May 12 Chapter Event.*



# OPEN SPACE

## Increasing Understanding of Meetings as an Essential Business Tool

*By Amy Qualmann, Events Coordinator, SVA*

Open Space? What exactly does this mean to the meeting and hospitality industry? At the March 18<sup>th</sup>, MPI WI Chapter meeting, hosted by the Radisson Hotel Milwaukee West, Theresa (Terri) Breining, CMP, CMM helped us to better grasp the concept of what Open Space is and how it can impact us.

Terri Breining, a principal with Breining Group, LLC, has been in the meeting planning industry since 1976, and has been responsible for producing meetings around the globe. She is considered by many to be a thought leader and is an activist working tirelessly on the continuous advancement of the level of professionalism in the meeting industry.

Open Space, by definition according to [OpenSpaceWorld.org](http://OpenSpaceWorld.org), is “a simple way to run productive meetings, with 5 to 2000+ people, and a powerful way to lead any kind of organization, in everyday practice and ongoing change.” It’s a way to enable anyone, from any field or organization to create inspired and creative meetings and events. Terri stated it very simply in saying that Open Space is essentially a “coffee break.”

This method can be used to bring together an entire company, to highlight emergent issues and opportunities before strategic planning, to generate ideas, to share resources and best practices, to understand one another across cultures, to share knowledge across disciplines, and to engage groups from small to large in viewing a full-systems perspective for their opportunities or issues. Participants ultimately facilitate their own discussions, documentation, and note linkages and common threads.

The March 18<sup>th</sup> MPI session was used to demonstrate the Open Space process, while helping to provide specific dialogue for all members on the topic of Increasing Understanding of Meetings as an Essential Business Tool.

Upon entering the training room, the chairs were arranged in a circular pattern. From there, Terri explained what Open Space was, the guiding principals (as explained below) and that Open Space can feel very chaotic, but in actuality is really a very structured forum. Terri stated, “Whatever happens here, in this room, is your responsibility.”

As a group, it was our goal to come up with 15 different topics, split up into five different groups over three separate sessions. We had the freedom to attend any of the 5 five groups/topics for each of the three sessions and were encouraged to be in the moment. If we took/learned all that we could, it was perfectly acceptable to move on to another group, if we so chose, without feeling any guilt or having any hard feelings. In short, it’s identifying a topic or topics you want to discuss, writing it on a piece of paper, posting it, starting the discussion and using reporting forms to document ideas.





Open Space Technology is really a 20+ year old idea that was essentially started by a man named Harrison Owen. In an article that Harrison Owen wrote titled “Open Space for Emerging Order,” we learn the secret behind Open Space Technology ... the guiding principles (Terri shared these same guiding principals with our group):

1. Whoever comes is the right people. This holds to true to whether we’re working with prisoners to professionals.
2. Whatever happens is the only thing that could have. Keeps people focused on the moment, because that moment is all we have.
3. Whenever it starts is the right time and whenever it ends is the right time. Don’t waste time. Get what you want and need from it and once you’re done, move on.
4. The Law of Two Feet. If you’re not contributing or learning, move on.
5. Prepare to be surprised!

What happens when a group engages in Open Space? According to OpenSpace.org, it’s knowing that all the issues that are important to the participants will be raised; all of the issues raised will be addressed by the participants capable of getting stuff done; all issues, discussion, data, plans of action will be documented and reported in a report; as time allows the report is prioritized,

*Continued on page 18*



regardless of the group size; all results, at the end of an event, are made available to the entire organization/group within days of the meeting/event so the conversation can lead to implementation ... NOW; and ... results like these can be planned and implemented faster than any other kind of so-called "large-group intervention." It is literally possible to accomplish in days and weeks what some other approaches take months and years to do. Harrison Owen, in closing the article referenced above, stated that "The lesson from Open space is a simple one.



The only way to bring an Open Space gathering to its knees is to attempt to control it. It may, therefore, turn out that the one thing we always wanted (control) is not only unavailable, but unnecessary. After all, if order is for free we could afford being out of control and love it. Emergent order appears in Open Space when the conditions for self organization are met. Perhaps we can now relax, and stop working so hard."

Lastly, Jennifer Hallet, CMP spoke a bit about Camp HOPE. Camp HOPE is a wonderful place in central WI where children and teenagers gather to work through the grieving process after a loved one dies. The camp gently guides the children and teenagers through the complex emotions by showing them that they are not alone. For more information, please visit: [www.camphopeforkids.org](http://www.camphopeforkids.org).

Thank you to those individuals that contributed their time, energy and resources into making the March 2010 MPI WI Chapter meeting a success. 🌐

# NEW MEMBERS

Please help us welcome our new members!

**Jessica A. Bauer-Phipps**

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**Jackie T. Boos**

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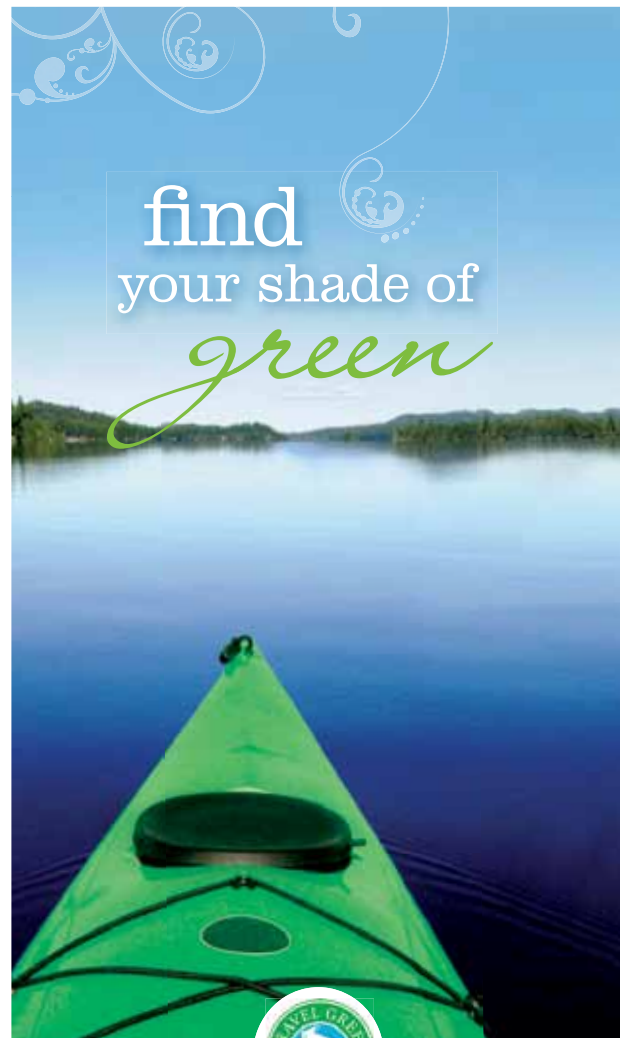
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# AN EVENING OF DECADENCE

**D**ecadence is defined by excessive self indulgence. Members were certainly encouraged to indulge themselves on February 18, 2010 at the Delafield Hotel. How could one help themselves ... with excellent wines, chocolate, hand and back massages, Sealed with A Kiss and Wine Toss contests, an over-the-top silent auction, top notch raffle opportunities, and a truly decadent three course dinner at Andrew's Restaurant, right at their fingertips? Take all of the above, throw in over 100 MPI planners, suppliers and guests in attendance, and networking has never reached such heights. The only things that might have been missing were dancing girls or bare-chested men waving palm fronds ... but as always, the committee has to draw the line somewhere!

The evening event, preceded by an interesting and informative presentation on "Strategic Meetings Management" by Kari Knoll Kesler, was a fundraising boom to the Wisconsin MPI Chapter with, at present, a \$6,523 profit. This money will

be used to benefit the Chapters future educational goals and programs.

Kudos to committee chair, Michelle Eggert, CMP for her remarkable organizational efforts, taking on this event at short notice, and exceeding the team's goal by 117%. Michelle's committee, Susan Patton, Kat Hughes and Susan Kainz, aided her in achieving these outstanding results.



**Kat Hughes** co-owns a new company, *REL:EVENT, Meetings and Event Solutions in Oshkosh, WI*

A special heartfelt thank you, from MPI and the committee, to the sponsors including The Delafield Hotel, ConferenceDirect, sponsor of the Hand and Chair massages and L'BRI, sponsor of the Sealed With a Kiss Contest. We also could not have done it without all those who contributed to the amazing Silent Auction and Raffle and our generous bidders. Your donations go a long way in the support of the continuing education needs of the MPI Wisconsin Chapter. 

## February Event Donors & Supporters:

AirTran Airways	Harley-Davidson Museum	Monona Terrace Convention Center
Alison Huber	Heidel House Resort & Evensong Spa	North Central Group
A-mazing Events	Hilton Garden Inn Appleton/Kimberly	North Coast Productions
Ambassador Hotel	Hilton Garden Inn Milwaukee Park Place	Oshkosh CVB Campus Area
Andrew's in the Delafield Hotel	Hilton Garden Inn Oshkosh	Plaza Hotel & Suites Eau Claire
Best Western Harborside Inn & Kenosha Conference Center	Holiday Inn Eau Claire Campus Area	Potawatomi Bingo Casino
Best Western Midway & Champs Americana	Holiday Inn Hotel & Suites Madison West	Racine Marriott
Capitol Husting	Hotel Julien Dubuque	Radisson Hotel & Conference Center Green Bay
Catholic Knights	Hyatt Regency Milwaukee	Radisson Hotel Milwaukee West
Chicago's North Shore CVB	Intl. Foundation of Employee Benefit Plans	Radisson Paper Valley Hotel
ConferenceDirect	Jefferson Street Inn	River Hotels Group
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Dairyland Power Coop	Lake Lawn Resort	Schauer Arts & Activities Center
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Doubletree Hotel Milwaukee City Center	Madison Concourse Hotel	Tami Gilbertson
Encore Planning, LLC / obo MillerCoors	Marcus Center for the Performing Arts	The Osthoff Resort
Fox Hills Resort & Conference Center	Marcus Hotels & Resorts	Vanguard Event Management
Grand Geneva Resort & Spa	Marie Johnson	Waukesha & Pewaukee Convention and Visitors Bureau
Grand Hotel	Marriott Milwaukee West	Wilderness Hotel & Golf Resort
Greater Fort Lauderdale CVB	Michelle Eggert	Wisconsin Credit Union League
	Minocqua Area Arbor Vitae Chamber of Commerce	Wisconsin Dells Visitor & Convention Bureau

# STAND UP & BE RECOGNIZED

**M**PI – WI chapter is fortunate to have over eighty active members, who devote hours, effort, and energy to support this organization's events, publications, fundraising, and membership efforts. Volunteers are the lifeblood of the Wisconsin Chapter and play a major role in the success of many of the organization's initiatives.

"We truly value our volunteers. Without them we would not have been able to offer the many exceptional educational programs or create the industry network that we have been known for over the years. Whether assisting by selling raffle tickets, planning an event, collecting items for the community outreach efforts, or being active on one of the many teams, the time and effort that we receive from our volunteers is essential. These individuals allow us to continue our mission to build a rich global meeting industry community. We are proud of our volunteers and I look forward to honoring them at our annual Awards Gala in September," said Tami Gilbertson, CMP, president of MPI-WI Chapter.

In June, Chapter members will be asked to nominate individuals and teams who have gone above and beyond in their volunteer role. We encourage everyone to nominate fellow members for their hard work – and don't be afraid to nominate yourself. It is an honor to be nominated!!!

Awards open for nomination include:

**Meeting Industry Advocate:** The Meeting Industry Advocate award will be presented to a member whose actions consistently promote the meetings industry in Wisconsin. Individuals that encourage the growth and image of our industry through education, promotion, or lobbying should be nominated for this award.


**Planner of the Year:** The Planner of the Year award is the pinnacle award for planners. This honor recognizes the recipient's service, accomplishments, recognition and contributions to our industry.

**Rising Star:** The Rising Star award is presented to a newer member of MPI-Wisconsin who has become an active part

of our organization. This award is designed to recognize an individual whose time and efforts put him/her on a path to being one of our next leaders. Rising Star must be a MPI-WI member between six months and two years.

**Supplier of the Year:** The Supplier of the Year award is the top award for suppliers. This award is a tribute to the recipient's service, accomplishments, recognition and contributions to our industry. This individual must be a MPI-WI member for a minimum of three consecutive years.

**Team of the Year:** The Team of the Year award is designed to recognize an entire team's accomplishments, rather than exclusively rewarding one person for their efforts. The Team of the Year will be nominated from each team lead. The team lead should outline what each member of the team has contributed to the team's success as a whole.

A full list of previous chapter and international award winners is provided on the chapter website at: <http://www.mpiwi.org/MembershipBenefits/MemberRecognition.asp>. 

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**Winners will be announced at the:**


**2009-10 MPI-WI Chapter Awards Gala**  
**Thursday, September 9, 2010**  
**Bridgewood Resort Hotel &**  
**Conference Center**  
**Neenah, WI**

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***Susan Kainz** is VP Member Care & Director of Leadership Development for the MPI-WI Chapter and is a Global Account Executive with ConferenceDirect.*




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# STUDENT PROFILE: JESSICA BAUER-PHIPPS

**Place of Employment:**  
The Bon-Ton Stores, Inc.

**Job Title:** Global Sourcing Specialist



**What drew you to the meetings industry?** I have planned meetings and events at different times for jobs I have worked, and have always enjoyed it. Finally I decided, hey, I could make a career out of this!

**Tell us about your college program:** The Meeting & Event Planning program at Waukesha County Technical College brings in real-life experts and experiences. There are so many things I have learned in class that I have been able to directly apply to the meetings I plan for my company.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I have not worked on any MPI teams or projects yet, but I look forward to attending the monthly events and learning more about what MPI has to offer.

**Tell us about your family:** My husband Ben and I have two cats, Athena and Persephone.

**Where were you born?** Eau Claire, WI

**Where do you currently live?** Waukesha, WI

**Favorite Pastimes:** Reading, cross stitch, camping and volunteering for Daystar, Inc. - a women's shelter in Milwaukee for victims of domestic abuse.

**Favorite Musical Group:** Enter the Haggis - a Celtic rock band from Canada

**Person you admire most and why:** My sister, Laura. She has a great sense of humor and has struck a good balance between having fun and being responsible.

**Dream Vacation:** Month long (or longer!) tour of Europe.

**If I won the lottery I would:** Pay off my house and student loans, take my family to Disney World, donate to several charities and put anything left over in savings.

**Words to live by:** Life is too long to be miserable.

**Special personal accomplishments:** Being elected Secretary of the Daystar, Inc. Board of Directors and receiving the Bon-Ton President's Award in 2007 & 2009 for my work on our annual vendor conference. 🌐

# FOOD FOR THOUGHT

## Featuring: Executive Chef, James Deptula

James Deptula, Executive Chef at Madison Marriott West shares an award winning recipe from the Wisconsin Pork Association annual competition:

### Spicy Pork Cappuccino



5 lbs pork loin  
10 oz ground fair trade coffee  
1 pint pork-flavored demi  
Chipotle chili pureed, to taste  
Kosher salt, to taste

Toast the coffee in a sauté pan over medium heat, let cool and add the desired amount of chili. Season the pork with kosher salt and coat generously with the coffee grounds. Let set overnight to allow the coffee to infuse in the pork. Sear the pork in a sauté pan with a little olive oil over high heat and roast to desired doneness (about 135-140 degrees). Let rest at room temperature for 15 minutes prior to carving. Warm the demi-glace and serve alongside. 🌐



# DID YOU KNOW?

## Golf Etiquette

**Shannon Timmerman, CMP**, Director of Publications, Advertising and Community Outreach for the MPI-WI Chapter, and is the Senior Sales Manager for the Wilderness Territory and Glacier Canyon Conference Center.



**I**t's about that time! Time to dig out your golf bag from its winter resting place, dust it off and get ready to hit the links! Whether you try to sneak in a few holes with every daylight hour, or you only golf once a year at a fun event (perhaps the June 17<sup>th</sup> WSAE-MPI joint golf outing!), it is always good to brush up on your golf etiquette.

### Be Safe

- Do not swing your club until you know that others in your group are at a safe distance.
- When practicing your swing, never swing in the direction of another player.
- Do not hit the ball until you are certain that the group ahead of you is out of range.
- Don't forget to yell "Fore!" if your ball goes towards another player or another group.
- Never throw clubs in anger. Not only is it rude and childish, it could also be dangerous.

### Maintain a Good Pace of Play

- Be prepared to hit your shot when it is your turn.
- The player who is away hits first in a group unless the group agrees to "ready play."
- Do not spend too much time looking for a lost ball. If you insist on taking the full five minutes allotted in the




rulebook, golf etiquette says wave up the group behind to allow them to play through.

- When two players in a cart hit to opposite sides of a hole, drive to first ball and drop off that player with his club, then drive to the second ball.
- When walking from your cart to your ball, take a couple clubs with you. Taking one club, then having to return for a different club, is a huge time-waster.

### Be Kind to the Course

- Observe cart rules posted, such as "90 degree rule" and "cart path only."
- Keep carts away from greens and hazards at all time.
- Repair your divots and ball marks in fairway and on the green.
- Always rake sand bunkers after hitting to erase your footprints and ball marks.

### And a Few More...

- Quiet, please! Never talk during another player's swing or yell on the course – others can hear you.
- Be aware of your shadow on the putting green. Don't stand in a place that causes your shadow to be cast across another player or that player's putting line.
- Never walk through a playing partner's putting line. Your footprints might alter the path of a partner's putt. Step over the putting line, or walk around. 

# SUPPLIER PROFILE: JACKIE TIMM

**Place of Employment:** Harley-Davidson Museum

**Job Title:** Manager – Tourism & Membership

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

**How long in MPI?** New

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

Drawn from an unparalleled collection of outrageous customs, personalized gear and pop culture, the Harley-Davidson Museum® reveals the stores behind a century of people, products, and motorcycling. Whether you were born to be wild – or mild – it makes no difference at the Harley-Davidson Museum in downtown Milwaukee, WI. We invite you to host your memorable event in the inspiring backdrop of an iconic American success story. Our setting features a variety of indoor and outdoor event spaces, countless food service options and extraordinary value. The Harley-Davidson Museum is a strategic resource for your unique event or any stage of your business, from start up to celebration.

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

**Tell us about your family:** I have a great, funny husband Steve, who is a Lt. Firefighter, two bright, energetic sons Matt and Mike and a friendly black lab Rainy.

**Where were you born?** Watertown, Wisconsin

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

**Favorite Pastimes:** Business strategy and innovation, travel, music, motorcycle riding and community service.

**Favorite Musical Group:** Too many to have one favorite!

**Person you admire most and why:** My folks – they are bright, encouraging, continuously curious, family-centric, supportive people who have unwavering integrity.

**Dream Vacation:** A trip around the world.

**If I won the lottery I would:** Throw a party – anyone know a good planner?

**Words to live by:** Life is not a dress rehearsal.

**Special personal accomplishments:** Professionally I've had a heck-of-a great ride. A series of entrepreneurial successes and new ventures in both multinational organizations, such as Harley Davidson, and resource-constrained entrepreneurial ventures highlight my career. Most recently, I was a leadership team member on the development and launch of the Harley-Davidson Museum.

**What else would you like other MPI members to know about you?** I'm eager to share our fantastic Harley-Davidson Museum experience with you! 

WISCONSIN  
CHAPTER



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# Datebook:

## CALENDAR OF EVENTS

# 2010



Connecting you to the  
global meeting + event community

### MAY 2010

12

**May MPI-WI Spring Education Day  
Evening Reception**

13

**May MPI-WI Spring Education Day**

Marriott Madison West  
Madison, WI

### JUNE 2010

17

**MPI-WI & WSAE Golf Outing**

Holiday Inn & Convention Center  
Stevens Point, WI

### JULY 2010

24-27

**World Education Congress**

Vancouver, BC, Canada

27

**CMP Exam Date**

2010 Third Quarter CMP Exam Date  
Various Locations

### AUGUST 2010

10

**CMP Application Deadline**

Application Deadline for 2011 First  
Quarter CMP Exam