

# Agenda

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Education

**PUZZLED?**

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# FROM THE EDITOR'S DESK

I had the true pleasure of attending James Schneider's Exceptional Customer Service: It's Not a Goofy Thing session at the Chapter's Spring Education Day in Madison in May. The exercise he shared with us involved listening to my fellow participants share stories of exceptional customer service that they had experienced at some time in their life. We all listened to these noteworthy examples of people at their best in the customer service industries, and attempted to extract the words that most described these exceptional people. It was not always easy to grasp the words that make up these positive experiences (sometimes the experience is beyond words), but we did our best and walked away with an effective and encouraging exercise to take back to our own organizations.

Customer service aside, I have had some of my own wonderful experiences with people with whom I personally choose to surround myself, and I thought it would be interesting to try the same exercise. What makes these people in my life extraordinary, and how can I draw from that? I thought I would share a few of these examples, and perhaps one of them will spark a little inspiration for you, as they all did for me.

One instance involved a chance meeting with an old friend that I lost touch with about four years ago. I was so surprised and happy to see this person recently, and had the fortunate opportunity to catch up. Sure we found familiarity, and a sense of comfort, in talking about the old days, but mostly we had very uplifting, positive conversations about the world in which we live. This person is a true global citizen, having traveled, lived and worked all over the world. He shared stories of these experiences, and they humbled me in many ways, and inspired me to take a chance, and get outside my comfort zone. I mean, I didn't go out and bungee jump or anything, but he made me walk away with a new found courage to live life to the absolute fullest potential, and seize the opportunities that come my way. **Inspiring, thought-provoking, familiar.**

I am very lucky to have a core group of female friends with which I share a lot of fun times. We all have different but robust careers, and it does not matter how busy we are, or what is going on in our lives. Somehow, we always find the time to get together, get each other's minds off the hustle and bustle of everyday life, and have fun. We all recently discussed the idea of starting to work out more, perhaps trying this new intense exercise program combined with a

nutrition plan. One of our friends "blazed the trail" and was the first to try it, and we all had a good laugh ... she is convinced that the only reason that you lose weight is that "your muscles are so sore that you can't even lift your arms to feed yourself." **Confident, successful, supportive, funny.**

A very special young lady in my life unfortunately has had some tough experiences, having lost two very important people in her life already. She is just finishing up her freshman year in high school, with excellent grades of course! At the beginning of the school year, attending a school where she only knew a small handful of other students, I encouraged her to go out for a fall sport, so that she could easily make a connection with people right way before school even started. I was a little bummed that she decided not to, although for good reason (she really wanted to concentrate on her classes the first year); it certainly paid off. She took an art class, and during one section of it, made a very beautiful ceramic piece that I am lucky enough to have on display in my home. This one week of art class inspired her to want to become a "graphic designer, or maybe I'll be an interior designer." It's such a joy to see her form her dreams, when it could have been very easy for her, given her experience, to say, "the heck with it." **Resilient, strong, creative.**

I could go on and on (and may have already...sorry!) But going through this exercise really demonstrated to me that the people around us make us who we are, and what we can be. We don't live in vacuums; so much of who we are is influenced by the people around us. So whether you try Mr. Schneider's exercise from a personal or professional perspective, I hope you are able to take what you uncover and use it to your best potential!

I also want to take a quick opportunity to welcome Cindy Kreis to the *Agenda* team. We thank Michelle Reed, CMP for all her work on this publication, as she moves on to try new things within the Chapter. And now, Cindy has stepped up to co-edit the *Agenda* with me, and we're really looking forward to working with her!

Hope you all enjoy a safe, fun and fulfilling summer! 🌐



**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.



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# PRESIDENT'S COLUMN

## How Many More Miles ...

So I've arrived! Or have I? It is ever about the destination?

Or, is it all about the journey? As we drive forward on the road of life to become a part of something significant, accomplish our goals, reach new heights, and push ourselves just a little further than we thought we ever could – our destination is always in sight yet never quite in reach. That is because our vision of success evolves over time. We accept new challenges, give more effort, travel greater distances, and believe we can achieve more. We are the MPI-WI Chapter, an industry of leaders!

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***We accept new challenges, give more effort, travel greater distances, and believe we can achieve more. We are the MPI-WI Chapter, an industry of leaders!***

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On occasion, it is good to reflect on the path taken and lessons learned along the way. So in preparation for my new role, I took a look in the rearview mirror. Reminded that objects are closer than they appear, I didn't need to look far for inspiration. I am very thankful to all of our past presidents that have shaped my journey, provided me with guidance, and given me the

confidence to lead our MPI-WI Chapter. They are an incredible group of dedicated individuals that continue to give of their time and talents. They have taught me that leadership is an awesome responsibility. They have demonstrated that there is great reward in helping others be successful. And, they have proven that the MPI-WI Chapter is an awful lot of fun!

I want to extend special thanks to my mentor, my friend, and our immediate-past president, Tami Gilbertson, CMP. Tami took me under her wing many years ago to assist her with the production of the AGENDA newsletter. She contributed greatly to my professional development and gave me an opportunity to realize my potential. She is a true leader.

The wonderful thing about MPI is that leadership is not reserved for a select few – your chapter has opportunities that come in all shapes and sizes. On September 9, 2010, we will take time to recognize our members that led teams, served on committees, welcomed new members, authored articles, secured speakers, provided feedback, hosted a meeting, donated raffle items, sponsored events, purchased advertising, recruited

new members, updated our website, referred a new member, became a buddy, wrote press releases, organized community outreach, assumed a board position, sold raffle tickets, and gave back to their association. I hope that you all cast your votes for deserving volunteers and will join us for the celebration at the Bridgewood Resort in Neenah.

As we kick-off the 2010-2011 year, I am very excited to welcome Jen Hlavachek, Tamara Putney, CMP, and Jodi Goldbeck, CMP to the Board of Directors. As part of our succession planning; Susan Kainz has accepted the position as President-Elect; we have several vice presidents assuming new areas of responsibility; and a number of directors returning for the second year of their term. I would also like to personally thank our members that have already raised their hand to lead a team, serve on a committee, volunteer their time and give of their talents this upcoming year. So, yes we have all arrived. However, our journey is just beginning.

At the annual leadership retreat and strategic planning session, your board of directors will chart the course, develop key objectives, and start to execute the plan. Our initiatives will support international's vision to build a rich global meeting industry community, and mission of making our members successful by building human connections through: knowledge/ideas, relationships and marketplace/business opportunities. We will report more on our progress in the next issue of the AGENDA and let you know how you can help contribute to your and our success. Until then, let's all reminisce looking out of the backseat window of the brown Brady Bunch station wagon knowing it is not about how many more miles we have yet to travel ... the ultimate goal is to see how far we can go!

It is a privilege to serve as your MPI-WI Chapter President, and I am truly grateful to all of you for the opportunity. It is going to be another busy and exciting year for our chapter. 🌐



***Marie Johnson,  
CMP, 2010-2011  
MPI-WI President  
ConferenceDirect  
Milwaukee, WI***

A stylized, handwritten signature in dark ink, appearing to read 'Mj'.

# COMMUNITY OUTREACH RECAP

BY SUE LIDSTROM

**B**rave soldiers, away from their families ... children fighting for their lives with devastating diseases ... children grieving from the loss of a loved one, and struggling to understand ... Haitian survivors of a horrific earthquake. These are the people that you all helped this past MPI year. Once again, I am in awe of the compassion and generosity of our chapter members toward those in need. Our entire Community Outreach team thanks you! Here are all the ways you've helped:

- In October 2009, we collected several supplies, snacks, sports equipment, and goodies that were shipped to our brave men and women serving in Iraq and Afghanistan.
- For the November Education Day, we collected a mountain of toys that Mrs. Claus (aka MPI member Patricia Kemner) distributed to the children hospitalized near Wausau.
- In January 2010, a generous donation was made to the Make-A-Wish Foundation. MPI member Taci Tolzman shared her story of helping two children's wishes come true in December, as examples of where that money goes.
- Camp Hope was the recipient of many supplies donated by our chapter in March. This is a camp in Wisconsin

that works to help grieving children and teenagers cope with the loss of a loved one.

- For April, a last-minute shoe drive was organized for Soles for Souls, in response to the earthquake in Haiti. The chapter collected over 300 pairs of shoes for the survivors! Many of them lost nearly everything they owned, or had very little to begin with, even prior to the disaster. This is not the first such event or disaster our Wisconsin Chapter responded to. We pulled together and made a donation to the New York Chapter following 9/11, donated to help after Hurricane Katrina, and helped our own local Red Cross following the devastating floods in the Wisconsin Dells and other areas.
- Finally, in May a large collection of snacks, supplies, brand-new video games, and gas cards were donated to the families at Madison's Ronald McDonald House.

Thank you again to all of you! To my Community Outreach team members who helped to organize all of these projects: I'm so proud of each and every one of you, and also thank you from the bottom of my heart. 🌐



*Sue Lidstrom is a contributing writer for the **Agenda**. She works for Hyatt Place and lives in Madison. She served as the 2009-2010 Community Outreach Team Lead.*

## A DECADE OF EXCELLENCE

BY MAE IBE, CMP

**CAN YOU BELIEVE** we've just turned the calendar on another decade? What has changed over the past 10 years? What were some of the highlights and challenges? The successes that our chapter has had over the last decade wouldn't have been possible without the great leaders, volunteers and members that our chapter is so fortunate to have.

Join us for the 33rd Annual Awards Gala at the Bridgewood Resort Hotel & Conference Center in Neenah on Thursday, September 9, 2010 as we reminisce and celebrate an MPI-WI Chapter Decade of Excellence. Let's all honor our 2009-2010 volunteers and celebrate another successful decade for our chapter!

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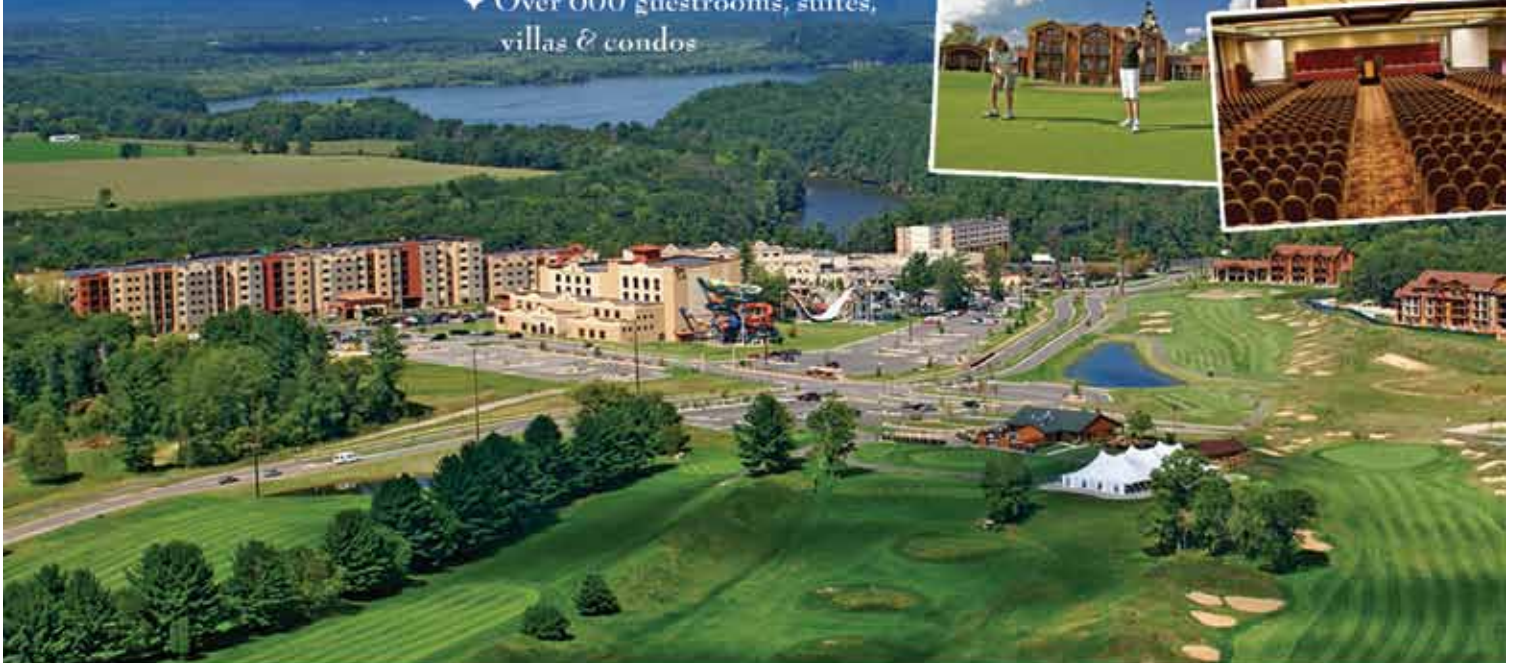


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# WHO'S <sup>IN</sup> THE NEWS

## Changes & Accomplishments

"Those who wish to sing, always find a song."  
— Swedish Proverb

### Please join me in congratulating...

**Jen O'Branovich**, who has joined the Marriott Madison West as Catering Manager. And, shortly thereafter, Cindy Foley, CMP came on as Director of Sales and Marketing.

Congratulations to several members who have recently completed the Madison Area Technical College program of Meeting and Event: **Jill Schroeder, Elizabeth Kaiser, Elyse Morschauer, Zoe Schuler, Claudia Cabrera** and **Joyce Frisch** (CUNA Mutual Group). Primary instructors for this program were **Janet Sperstad, CMP** and **Jodi Goldbeck, CMP**.

Additional congrats to **Jill Schroeder** for joining the Midwest Horse Fair as an Event Coordinator.

Also, next time you see **Sherri Povolio**, (Crowne Plaza Milwaukee West), congratulate her on being the **Midwest-region winner of the Backyard Blitz**, a Crowne Plaza company-wide sales incentive program. Additionally, Sherri went on to top all of her sales colleagues with grand-prize national honors.


Love was in the air on June 19, 2010. Best wishes to newlyweds, **Jennifer Swenson** (Hospicecare, Inc) and **Patrick Ellestad**.

It's a girl! On April 3, 2010 **Sara Beuthien** (WPS Health Insurance) and husband **Tim**, welcomed daughter **Kaleigh Ella Beuthien**, into the world!



**Tim, Sara and Kaleigh Beuthien**

In March, the **Governor's Tourism Stewardship Award** was given to **Madison's Monona Terrace Community and Conference Center** and the **Heidel House's General Manager** was awarded the **Governor's Tourism Service Excellence Award**.

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



— **Michelle Johnson**,  
*Director Business Development,*  
*NorthCoast Productions.*  
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# PLANNER PROFILE: JENNIFER MELL

**Place of Employment:**

Kohl's Department Stores

**Job Title:**

Events & Recognition Coordinator

**How long in the meetings industry?**

10 years

**How long in MPI?**

Just joined this spring

**Tell us about your company and/or position:**

Kohl's is a national retailer with 1068 stores in 49 states. My role as a meeting planner ranges from quarterly departmental meetings to an annual conference for 2,500 attendees.

**Tell us about your family:**

Married to a musician. We have a 6-year-old daughter who loves fashion and an 8-year-old son who is a future Paleontologist or Geologist.

**Where were you born?**

Kenosha, WI

**Where do you currently live?**

Milwaukee, WI

**Favorite Pastimes:**

Music, movies and traveling

**Favorite Musical Group:**

Can't pick just one, but any 80's "hair band" would do!

**Person you admire most and why:**

My mom. We're very much alike so she has given me a wonderful example to follow to have successful relationships in all aspects of life.

**Dream Vacation:**

Three month tour through Europe, staying in a hostel in one town and a luxurious hotel in the next, soaking up the culture at each destination.

**If I won the lottery I would:**

Buy a new house, new car, go on that dream vacation, donate some to some worthwhile causes and invest the rest.

**Words to live by:**

"Put your big-girl shoes on and deal with it". It's a great line for me because it reminds me to stop thinking about the issue and get to working on the solution.

**Special personal accomplishments:**

I'm excited about taking the CMP exam this January!

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

I look forward to being involved in MPI and connecting with other planners. 🌐



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# MPI-WI SPRING EDUCATION DAY: PUZZLED? MAKING IT ALL FIT

I know that many of you were able to take part in this year's Spring Education Day on May 13<sup>th</sup> at the Madison Marriott West. For those of you who weren't able to make it, we missed you! It was a great event filled with a lot of networking opportunities, amazing food and of course, great education.

The event started on Wednesday night with a trolley tour of Middleton businesses, including the Mustard Museum, the Club Tavern and a Capital Brewery tour. We then went back to the Madison Marriott West for a fantastic networking reception where I personally had my first "sushi bar" experience (which was amazing by the way!) Wednesday night's events were sponsored by Madison Marriott West and the Middleton Tourism Commission.



**Shannon Timmerman,**  
**CMP, 2010-2011**  
*MPI-WI Director of Publications, Advertising & Community Outreach*

Thursday morning got off to a great start with MPI's annual volunteer kick-off session. New and veteran members were invited to a continental breakfast to learn about the benefits of volunteerism and available opportunities within our chapter to get involved. If you are interested, please contact Susan Kainz @ [susan.kainz@conferenceindirect.com](mailto:susan.kainz@conferenceindirect.com).

The Education Day started with an exceptional speaker, Joanne Corby. Her session, ***The New Diversity: Generations Working Together***, was a fun approach to understanding the workforce diversity chain. She kept everyone engaged for the entire morning, and had everyone buzzing about her presentations during the break. It was interesting to see the different views on so many topics from the different age groups within our very own MPI-WI Chapter.

Then, after enjoying a fantastic lunch while viewing a slideshow from the previous night's festivities, we rolled right into the afternoon sessions. Attendees had the opportunity to choose from a variety of topics between the two sessions. ***Exceptional Customer Service: It's Not a Goofy Thing*** with James Schneider was a great interactive event exploring our member's own personal experiences with exceptional customer service, and how we can implement that into our own daily lives; how companies like Disney, Nordstrom's, Land's End and Southwest Airlines train their employees; and what we can learn from that.





Others listened to EJ Siewek, CMP discuss *Enhancing Your ROI through Event Management Tools*. This session discussed how to enhance your budgeting capabilities by using and refining budget templates for simple to advanced events. He taught members how to access existing budgeting templates from the Internet, and how to refine them for their own use, as well as the importance of tracking event metrics.

Marge Anderson touched on *Project Green – Make it Work*, and offered a sneak peak at the new APEX green standards and interactive discussion on how to bring green into your meeting contracts and RFPs. Our own MPI-WI members also sat on panels in other sessions discussing how to get the most out of your MPI membership, as well as another session discussing the CMP designation, and what you need (or want) to know about sitting for the exam.

Thank you to everyone for making this event a huge success! 🌐

## Special “Thank You”

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Madison West,  
and our fabulous  
Team Members!



# EDUCATION UPDATE: Wow, What a Year!

## *A Look Back at 2009-10 and a Preview of What is in Store for 2010-11 on the MPI-WI Chapter Education Calendar*

**W**hat a wonderful year in education for MPI-WI. We heard from industry experts as well as our own home grown talent on topics from food and beverage to hands-on training for some of today's hottest social media platforms. Let's take a look back at the programs our members attended.

### **October**

October took the MPI-WI Chapter to the Radisson Hotel in LaCrosse for Food and Beverage Trends and Tips for Going Green and Saving Money with the very energetic and humorous Marge Risinger, CMP. Marge gave practical examples and kept the audience engaged. Our gracious hosts did a wonderful job of showing us exactly what Marge had to teach us by using local items for our meal and table décor.

### **November**

November marked our biggest event of the year for the MPI Midwest Regional Conference, in partnership with our friends from the MPI-Minnesota Chapter. Our speaker line-up included an address by MPI International Board member Carl Winston; Joshua Grimes on the TARP Federal Stimulus Rules and The Sarbanes-Oxley Law; the always popular Colleen Rickenbacher, CMP, CSEP with Etiquette and How It Can Make the Difference; stimulating content by Lawana Gladney and Creating Meetings that Excite the Brain for Optimal Learning; hot topic information from Alan Ranzer on How to Incorporate Community Outreach as Part of Your Meetings and Events; and critical information on Contingency Planning Secrets of a Military Professional from Brad Goldberg rounded out our break-out sessions, and Geoffrey Freeman from the US Travel Association closed the day.

A strong speaker line-up, fabulous networking at both the Madison Concourse Hotel and the Monona Terrace Community and Convention Center, as well as the one-of-a-kind business opportunity at the Trade Show and luncheon made this a successful event. So successful in fact, that we are already in the planning mode for the November 2010 event in Minnesota!



### **December**

December found us at the Abbey Resort in Fontana for our annual Holiday Event. Chris Kendrick of The Carrot Culture Group shared how principles in rewarding your own staff can be applied to rewarding your partners – volunteers, hotel staff, and other event partners, all based on the book *The Carrot Principle*.

### **January**

Starting the new-year off on the right foot was Noah Blumenthal. Hosted by the Quality Inn and Suites in Fitchburg, Noah helped attendees “discover the power to fly through any obstacle and overcome any challenge.” Based on his book, *Be the Hero*,

he shared how to manage stress effectively, respond positively to change and adversity and so much more.

### **February**

At our annual fundraising event in February, The Delafield Hotel pulled out all of the stops for a magnificent event. Kari Knoll Kessler provided insight on how you too can utilize one of today's hot topics in the meetings industry – SMM or Strategic Meetings Management.

### **March**

A new endeavor for the MPI-WI Chapter brought Terri Breining, CMP, CMM back to Milwaukee at the Radisson Milwaukee West in March. Terri facilitated our first ever Open Space event. She explained how we could apply the format to our own meetings, then gave us the opportunity to experience it first-hand while gaining knowledge of a variety of topics for today's meeting professional.

### **April**

Lake Lawn Resort in Delevan hosted a hands-on session with Jim Spellos, CMP on using today's social media platforms – Facebook, Twitter and LinkedIn. James is one of the industry's technology gurus and always a pleasure to have present to the Chapter.

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*Continued on page 17*



# BEYOND BELIEF



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# SUPPORT MPI... IT FEELS GOOD TO GIVE

You asked for it – we’ve listened – and we’ve changed. Everyone is looking for more efficient ways to manage their business. As chairperson of the newly formed MPI-WI Chapter Donation Committee, I am hopeful the changes being implemented for the 2010/2011 MPI year have a positive impact for all our members.

The purpose of the committee is to solicit each member (planners, suppliers, and students) of the MPI WI Chapter ONCE per year for donations to be utilized throughout 2010/2011. Our initial focus and contacts will begin during July and August 2010. The items confirmed

for donation will be utilized for each monthly meeting raffle, education day raffles, golf event, holiday party, and March 2011 fundraiser. The items offered do not need to be provided immediately – we can definitely wait until the prior month in order to receive the donations. We will also contact every new member upon joining the chapter.



**Michelle Eggert,**  
*CMP works for  
ConferenceDirect*

It is our hope, with a focus once per year on collecting donations, the suppliers, planners, and students won't be overburdened with requests throughout the year. This advanced timing will also provide opportunities to package

the items for distribution, and focus items within the same geographic location for monthly raffles. For instance – if a monthly meeting were scheduled for La Crosse in April – we would focus on raffle items featuring La Crosse properties and donations in March – so the winners of the raffle items could utilize them during the following month's meeting.

So you say you're just jumping up and down to donate more than once? No problem at all – we welcome all donations with open arms – and believe me – no donation is ever “too small.” The attendees of the 2010 February fundraiser experienced first-hand the benefits of the “too small” donation, when they were packaged with other “too small” donations. The end result was fantastic LARGE attractive packages! Additionally, we've had individual donations from planners and suppliers alike to help us bundle the items, including empty baskets, gift wrap, tissue paper, all the items you have “laying around” which also enhanced the donated item. So please don't ever overlook anything. ALL is appreciated!

Remember, all funds collected through the raffles, silent auctions, and live auctions benefit our members and YOU – so the Education Team can continue to enhance the educational programs held throughout the year.

We look forward to speaking with all our members in the coming months for donations and if you'd like to get started right away – please don't hesitate to contact me directly – michelle.eggert@conferencedirect.com or (262) 853-7171. Our team is very excited to begin our task of increasing the financial success of the MPI WI Chapter! 🌐

## NEW MEMBERS

Please help us welcome our new members!

### Justine M. Alexander

Holiday Inn Madison at the  
American Center  
5109 West Terrace Drive  
Madison, WI 53718  
Tel: 608-216-7513  
Fax: 608-216-7511  
justinealexander@sixtities.com  
Supplier Meeting Professional

### Jennifer Mell

Kohl's Department Stores  
3237 South 15<sup>th</sup> Street  
Milwaukee, WI 53215  
Tel: 262-703-7806  
Jennifer.mell@kohls.com  
Corporate Meeting Professional

### Melissa A. Petersom

Boothboss  
1417 Main Street  
Stevens Point, WI 54481  
Tel: 715-345-6599  
Fax: 715-345-5156  
melissa@boothboss.com  
Meeting Management  
Professional – Supplier

### Michelle Ann Grein

Encore Planning  
N88 W24580 North Lisbon Road  
Sussex, WI 53089  
Tel: 414-931-6201  
Fax: 414-931-6312  
michelle.grein@millercors.com  
Meeting Management  
Professional – Planner

### Michelle L. Pogodzinski

Olympia Resort &  
Conference Center  
1350 Royale Mile Road  
Oconomowoc, WI 53066  
Tel: 262-369-4981  
michellep@olympiaresort.com  
Supplier Meeting Professional

### Frederick C. Kropp

Radisson Hotel Madison  
123 West Washington Avenue  
Madison, WI 53703  
Tel: 608-829-6702  
Fax: 608-833-1135  
Fredkropp@thelorraine.com  
Supplier Meeting Professional

### Heather Stetzer

Marriott Madison West  
1313 John Q. Hammons  
Middleton, WI 53562  
Tel: 608-824-2915  
Heather.stetzer@jqh.com  
Supplier Meeting Professional

### Joan M. McLain

Potawatomi Carter Casino Hotel  
618 Highway 32 North  
Wabeno, WI 54566  
Tel: 715-473-6783  
Fax: 715-473-5908  
jmclain@cartercasino.com  
Supplier Meeting Professional




## May

We wrapped up the year with our May Education Day at the Madison Marriott West. Following a fabulous showcase of the area and facility on Wednesday evening, Thursday kicked off with our 2010-11 President, Marie Johnson, CMP, welcoming new members and building enthusiasm for the next year's volunteer activities.

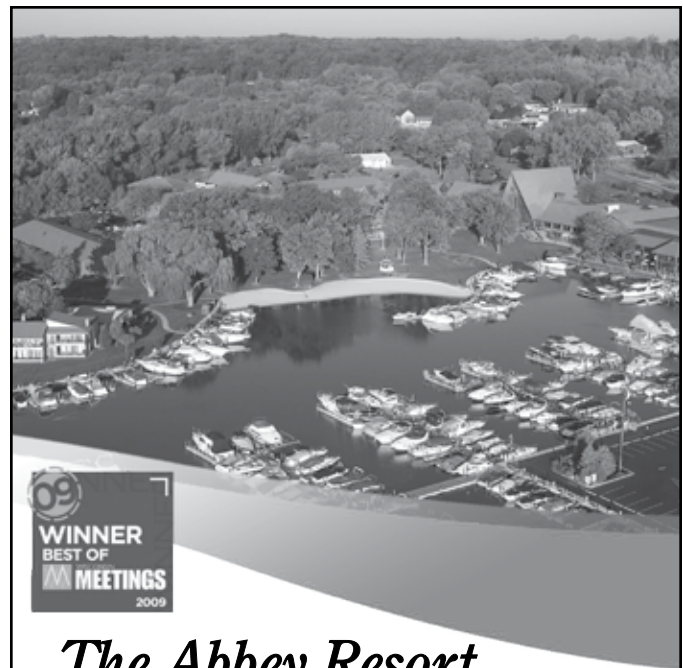
Our keynote speaker, Joanne Corby, had the group working hard to leave the labels behind as they apply to the generations in our workplace today. The afternoon brought a variety of breakouts with a bit of something for everyone. EJ Siwek, CMP shared tools and information for showing ROI through effective budgeting tools; James Schneider helped us examine what it takes to provide exceptional customer service; and Marge Anderson helped us make today's green initiatives work for us. Additionally, a diverse panel of our very own members answered questions and shared insight on making your MPI membership work for you, and a second panel of MPI-WI chapter members, led by MPI-Chicago Area CMP coordinators Robin Anderson, CMP, CCTE, CMM and Guy Parker, CMP, CCTE, shared important information on preparing for the CMP exam.

Whew, what a variety of information. What could possibly be left to cover? Well, for a quick glimpse of what is in store for the 2010-11 year, plan to join us in October for Negotiating Non-Hotel Contracts with Barbara Dunn, one of the meeting industry's top legal professionals. December will bring us Laurie Guest, CSP with The Swizzle Stick Point: 5 Ways to Stir-Up Business. There are a variety of other wonderful education opportunities in the works. Stay tuned to the chapter web site for all the latest information.

Do you have a topic you would like us to bring to the chapter? We are always looking to bring high-quality education to our members. We have some great things planned, but your feedback is important to us. Don't hesitate to drop me a line any time at [ahuber@wasb.org](mailto:ahuber@wasb.org) or give me a call at 608.512.1713.

See you soon! 

*Alison Huber, CMP is the director of professional development for the MPI-Wisconsin Chapter and event planner at the Wisconsin Association of School Boards.*



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# HANDS-ON LEARNING AT LAKE LAWN RESORT

## April Monthly Meeting Recap

The day started with shoes piling up for the Community Outreach event of the month – the donation of over 380 pair of shoes to Soles for Souls. Our generous members brought their shoes in boxes, garbage bags, and even a laundry basket to donate to those in need following the devastation in Haiti earlier this year. Then the fun began as the team attempted to shove each and every pair into a tiny little rental Ford Focus. Kudos to Kim Jones, Justine Alexander and Denise Henson for successfully completing that feat!

Your 2010-2011 MPI-WI Chapter Board of Directors was installed at the end of lunch by Immediate Past President Mae Ibe, CMP. The board has many challenges ahead, but they bring a vast range of service and experience to their roles along with a serious drive to make next year the best that it can be.

And on to the main event. James Spellos, CMP, the meetings industry technology guru, lead more than 60 excited MPI-WI Chapter members through the ins and outs of Facebook, Twitter and LinkedIn during our April program. Thanks to our technology sponsors, Vanguard Computers/CompURent, members were able to navigate today's hottest social media sites and practice the very tips they were learning.



Using hashtags, setting up lists and finding ways to organize these sites, as well as using the sites to drive and grow your business were the top topics of the day. As the day progressed, you could see those in the room start to follow each other on Twitter, become “friends” on Facebook and get connected on LinkedIn. The event became very popular on Twitter, and James’ presentation was obviously well-received by those in attendance. Here are a few of the tweets we saw rolling across the projection screen:

“attending Meeting Professionals International - WI Chapter meeting at Lake Lawn Interactive session on social media in meetings industry”

“#MPIWI Loving @jspellos presentation right now on social media. So much to learn”

“Learning more about Twitter from James Spellos. He ROCKS!”

Capping the afternoon was a lovely reception hosted by the Lake Lawn Resort. Lots of laughter, excellent food, a beautiful view and lots of winning of monthly raffle prizes were proof that our members really connect through their participation at chapter events.

Looking forward to seeing you at a chapter event soon! 🌐



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

### LINDA HALE HAS RECOGNIZED THE RED CARPET TEAM AS THE TEAM OF THE MONTH

Too often, before we had the red carpet team, guests and new members would come in and feel lost, unwelcome and thought that we were “cliquey”. While the team may not have recruited a new member or done any one thing that makes them stand out to us as a whole, they truly make that one person feel welcome. Hopefully down the road, that person did become a member.

“The team is out there every month making our guests and members feel welcome, and that’s huge.”

“The team arrives early every month for set up and take down. They also have stepped up to the plate when we were looking for volunteers for this role.”

A big congratulations to Cinda Vingers, CMP, Cindy Foley, CMP, and Sherry Lee, CMP for always rolling out the red carpet to make everyone feel like a true VIP.



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# SUPPLIER PROFILE: JUSTINE ALEXANDER



**Place of Employment:** Holiday Inn Madison at The American Center

**Job Title:** Director of Sales

**How long in the meetings industry?** 14 years

**How long in MPI?** Official member about 1 month, unofficial member (visiting guest) about two years.

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

I have worked at the Award Winning Holiday Inn Madison at The American Center since its opening of April, 2007. This full service new prototype can accommodate meetings up to 200 people. I love my job and have had the opportunity to build many great relationships with numerous corporate clients. I feel very blessed to work at such a beautiful hotel and be part of such a great team!

**Teams or projects that you have worked on for MPI or would like to be involved with:** I am a member of the Community Outreach Team and was a co-lead for the Soles for Souls Shoe Drive, along with Kim Jones at the April event this year. I am very passionate about striving to help others so I love to be a part of the Community Outreach Team!

**Tell us about your family:** My amazing husband Jason Alexander and I reside in our beautiful home on the east side of Madison. We have a chocolate lab named Grover who will be seven this August.

**Where were you born?** Chicago, Illinois (please don't hold that against me).

**Favorite Pastimes:** To read the Bible and study the Bible with others, go on nature walks, spend time with friends and family, travel, volunteer, help people, go to the beach, and play sports.

**If I won the lottery I would:** Donate most of the money to those in need, give to the church, go on my dream vacation to Italy and then go on my husband's dream vacation to Jerusalem. I would also buy my mother-in-law a new home. Invest the remainder of money and be able to be a self-supported full-time ministry worker. I also would love to build a faith based home for homeless and/or needy children.

**Where do you currently live?** East Side of Madison

**Favorite Musical Group:** Madison Church of Christ Worship Band

**Person you admire most and why:** There are a lot of people but I would have to say the person that I have admired the most in my life was my Grandmother, Evelyn Pagni. She was an incredible woman who daily sacrificed her life for others and always seemed to love everyone unconditionally. If I could be half the woman she was I would feel as though I have done well.

**Dream Vacation:** Italy

**Words to live by:** Consider the needs of others better than your own. Live today as if it were your last.

**Special personal accomplishments:** Working most management positions in the hotel industry, becoming a Christian, being nominated for the Athena Award in 2009.

**What else would you like other MPI members to know about you?** I am excited to be an official member of MPI and I look forward to getting to know each of you and learn how we can help each other to have joint success! 🌐

# DID YOU KNOW?

By Cindy Kreis

## **Vegetarianism**

Being ready for any contingency is at the core of meeting planning. So, when one of our meeting attendees says they are a specific style of vegetarian, we need to be ready with the knowledge to know what that means. The American Dietetic Association (ADA) defines a vegetarian diet as one that avoids all animal products, yet the variations in which products are avoided is significant. We have outlined the seven most common forms of vegetarianism below, from most to least common, to help you be in-the-know and ready at a moments notice!

## **Vegan**

A vegan is a person who chooses to exclude all animal products from their diet including: dairy, honey and eggs, along with other animal products such as rennet and gelatin. They also choose to exclude using any animal products in their everyday lifestyles. This includes animal products and fibers in their clothes, such as leather, wool and silk, as well as animal products in items such as cosmetics and household cleaners.

## **Total Vegetarian**

A total vegetarian will follow the same diet rules as a vegan by excluding all animal products from their diet, but may wear animal fibers.

## **Lacto-Ovo Vegetarian**

One of the most widely recognized types of vegetarianism, lacto-ovo vegetarians do eat dairy and egg products. However, a lacto-ovo vegetarian will commonly still avoid animal bi-products such as rennet, gelatin, cochineal and lanolin in both their diet and other products they use.

## **Lacto Vegetarian**

This type of vegetarian will include dairy products in their diet, but does not eat eggs.

## **Ovo Vegetarian**

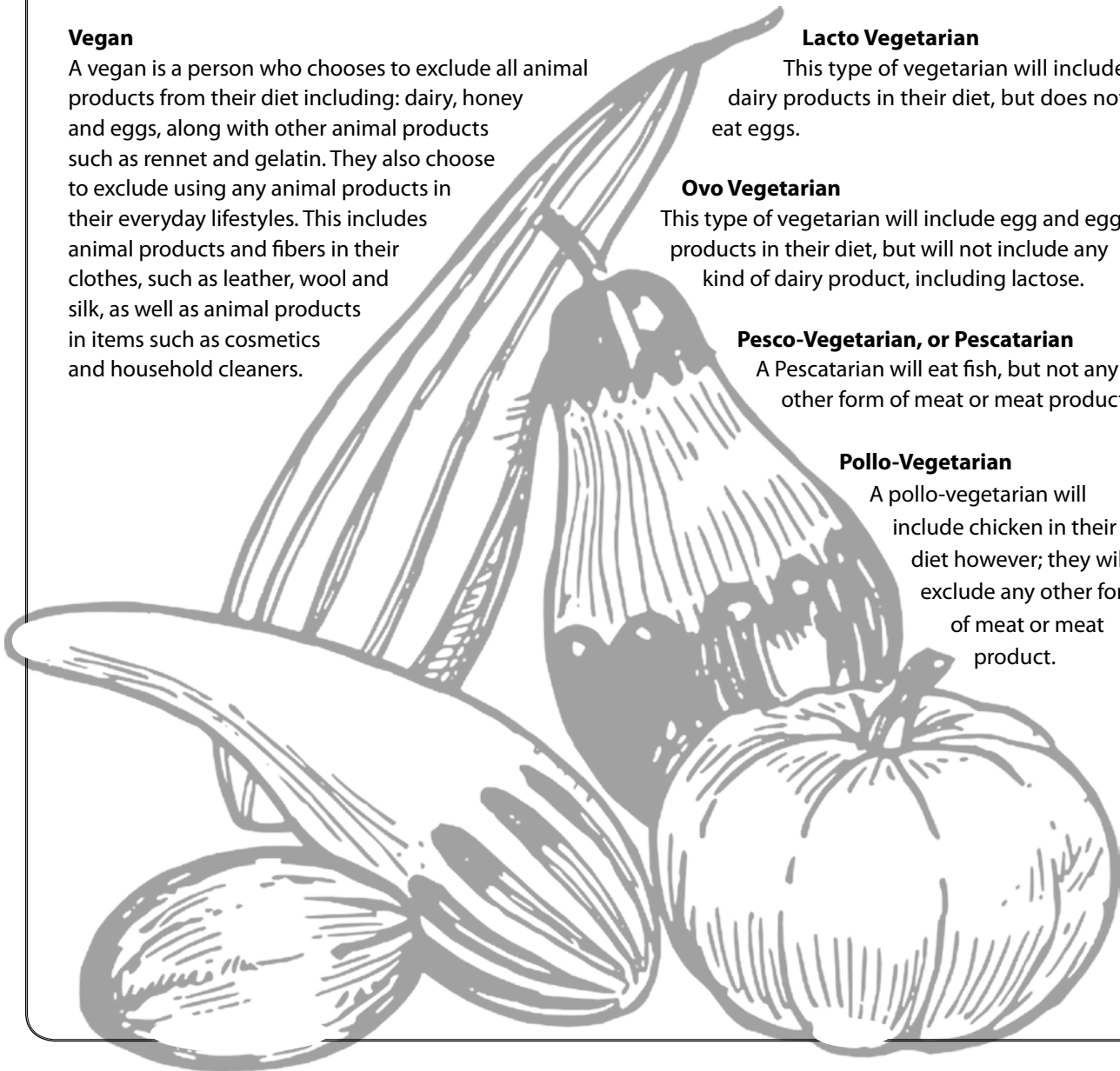
This type of vegetarian will include egg and egg products in their diet, but will not include any kind of dairy product, including lactose.

## **Pesco-Vegetarian, or Pescatarian**

A Pescatarian will eat fish, but not any other form of meat or meat product.

## **Pollo-Vegetarian**

A pollo-vegetarian will include chicken in their diet however; they will exclude any other form of meat or meat product.



# FOOD FOR THOUGHT

**Featuring:** Executive Chef, Stephen MacNeal



**Chef Steven MacNeal**  
Holiday Inn, Stevens Point

## Blackened Mahi Mahi with Wild Mushroom Risotto

### Blackening Seasoning

- 1 tsp. toasted coriander seeds
- ½ tsp. toasted India Tellicherry black peppercorns
- ¾ tsp. Cuban oregano
- 2 dried Dundicuts peppers
- ½ medium Ancho chili pepper
- ½ Guajillo chili pepper
- 1 tsp. dried orange peel
- ½ tsp. toasted cumin seed
- ½ tsp. pink sea salt

Combine all ingredients in spice grinder or crush into powder.  
Rub onto Mahi Mahi fillet and grill to medium.

### Mushrooms

Roast Portabella, Shitaki, Cremini, and  
Button mushrooms in:

- 1 lb. unsalted butter
- 2 c. Tawny port wine
- 1 tsp. Cuban oregano
- 1 tsp. French thyme
- ½ tsp. fresh rosemary
- ¼ c. fresh garlic minced

### Risotto

- 1 large white onion – diced
- 2 lbs. Arborio rice
- chicken stock or chicken consomme
- dry white wine
- 1 c. fresh grated Asiago cheese

Sautee onion in ½ lb. unsalted butter until opaque, add Arborio and cook until lightly toasted. Add stock and wine alternating 1 to 2 cups at a time, stirring constantly until rice is cooked through and you have a very creamy consistency. Don't forget to stir constantly. Add Asiago cheese and salt and pepper to taste. Enjoy!

**Blackened Mahi Mahi  
with Wild Mushroom Risotto**



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**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



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**24-27**

**World Education Congress**

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**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

**SEPTEMBER 2010**

**9**

**MPI Awards Gala**

Bridgewood Resort, Neenah

**OCTOBER 2010**

**14**

**MPI Fall Education Day**

Hotel Sierra

Green Bay