

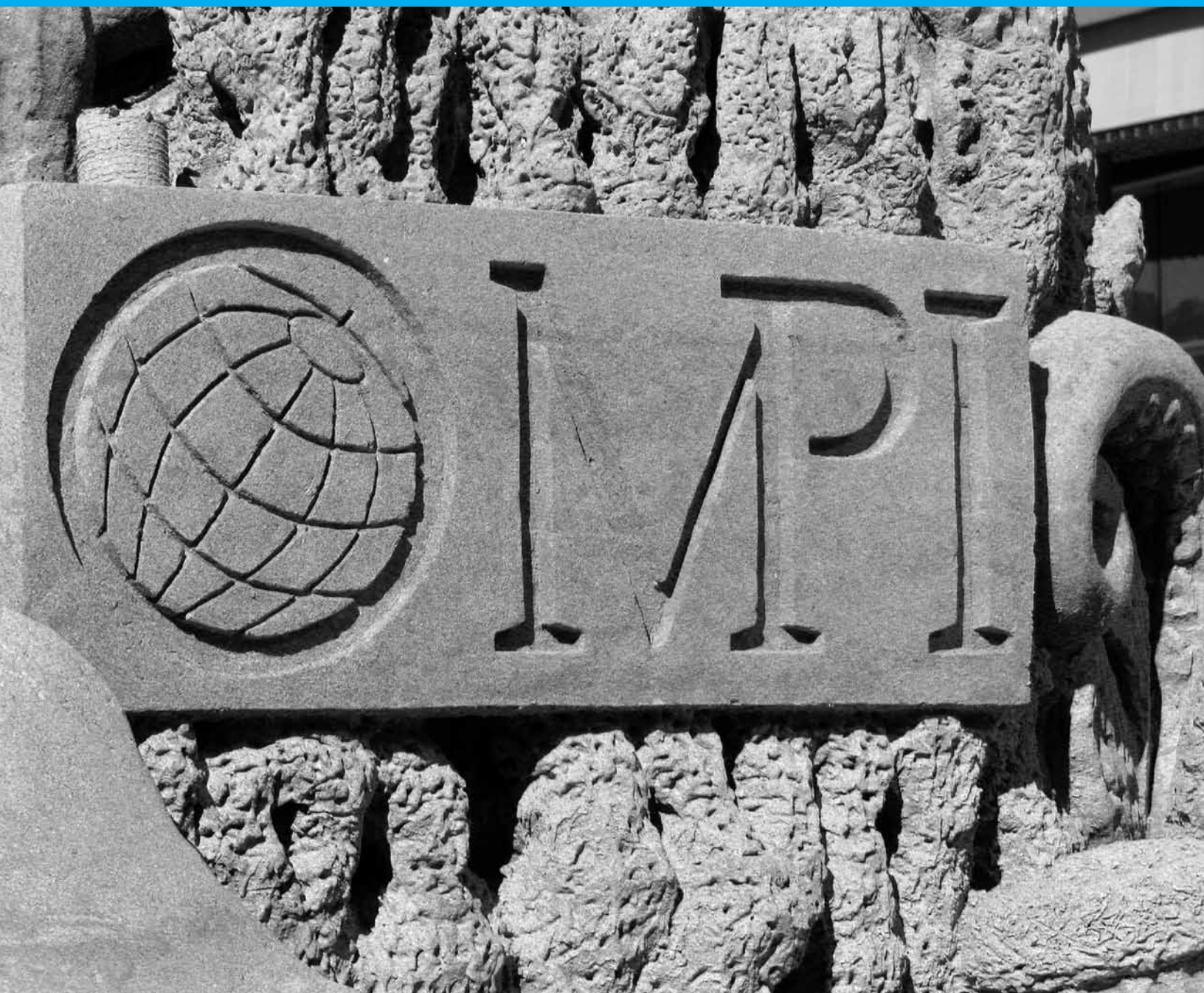


WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

SEPT/OCT 2010
VOL 32 NUM 5

Agenda



DID YOU KNOW?

TWO-WAY RADIO ETIQUETTE

By Jennifer Hallett, CMP

At SIMA's recent Annual Snow & Ice Symposium, approximately a dozen staff and vendors were communicating through two-way radios throughout the convention center. While communication went fairly smoothly, I think we all could have benefitted from a quick crash course in radio etiquette and terminology, to help make our communication clear and efficient.

Here are some tips from SJ Linking Systems:

Testing Etiquette

To test the radio:

1. Turn it on
2. Speak into radio, "radio check."
3. Anyone who has heard the radio test can answer "check good."

Radio Etiquette

1. Allow a split second before beginning a transmission, to avoid the beginning of your message being cut off.
2. Be brief and to the point; keep the channel open for others to use.
3. Speak directly and clearly into the mic, 2-3 inches away from your mouth.
4. Use the name of the person you are contacting and identify yourself: "Jennifer to Cindy."
5. Acknowledge that you have heard the communication: "This is Cindy. Go ahead."

Continued on page 25



"It's that great time of year in the La Crosse area when the Mississippi River valley glows in the beautiful colors of fall. It's also the perfect time at your convention to take a look at what's happened in 2010 and what's coming up in 2011. Relax, and rejuvenate by the Mississippi River!"

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FROM THE EDITOR'S DESK

Remarkable and inspiring! Those seem to be the two words that truly define my impression of the members of MPI's Wisconsin Chapter.

Having only been a member since January of this year and attended just three meetings thus far, I've been impressed with the level of dedication displayed, industry knowledge shared and overall convivial environment. Add to that the thrill of having a voice, among so many, thru co-editing the Agenda with Jennifer Hallett, CMP and I feel like I've won the lottery! Or at least been given a great gift that I hope to use to its fullest capacity by sharing it with all of you.

One of my greatest passions in life has been the art of communication -- superior communication skills are unquestionably a vital part of living and designing your life and career. These skills can be tough to master thoroughly and as George Bernard Shaw once said, "The single biggest problem in communication is the illusion that it has taken place." While some believe that being a successful communicator takes an innate, born-with-it talent, I believe that everyone can achieve the status of "Great Communicator" with just two key elements -- time and desire. Taking the time to listen and respond along with the desire to learn and teach.

Jennifer and I are excited to be a part of The MPI WI Chapter and look forward to the next evolution of the Agenda. We hope that all of you are just as excited and ready to be part of what we are hoping is successful communication. We are listening and want to hear what you have to say: is there a specific topic you would like us to write about? Let us know. Have you always wanted to write an article for the Agenda but, felt shy about your communication skills? No worries, we'd love to help. Please, contact Jennifer, me or any one of your MPI WI Chapter board members at any time to submit articles or make suggestions. 🌐



Cindy Kreis, CUNA Mutual Group
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Cindy Kreis is a meeting and event planning manager at CUNA Mutual Group in Madison, WI. For more than 70 years, CUNA Mutual has worked tirelessly to deliver product and service solutions that meet the unique challenges and needs of credit unions and their members.

NEW MEMBERS

Please help us welcome our new members!

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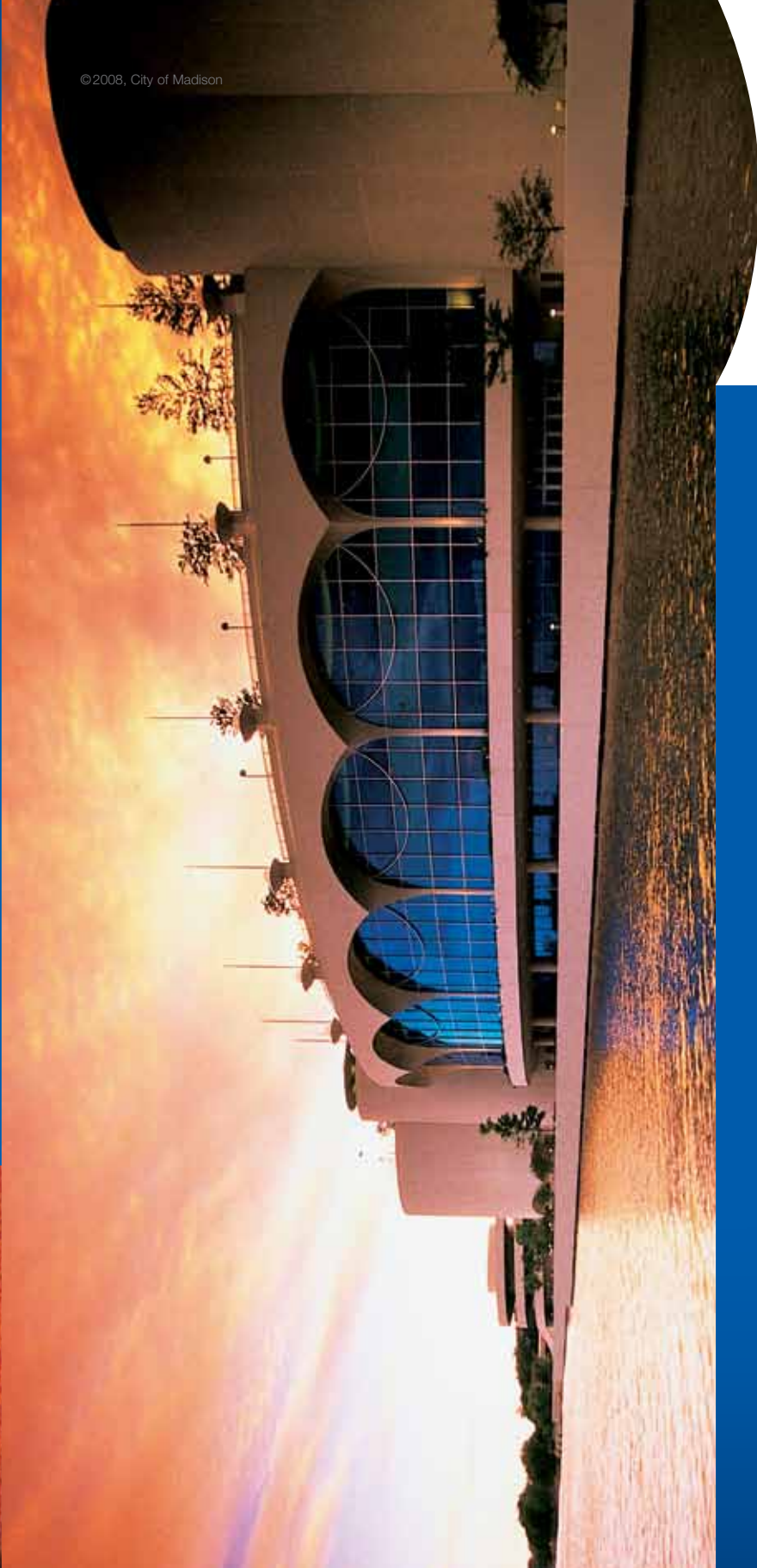
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PRESIDENT'S COLUMN

Planning for the Future

In my prior column, I wrote about the journey of life and how our vision of success evolves over time. That statement is true on both a personal as well as an organizational level. As we change and grow, so does our definition of what it means to us. Some common characteristics of success; it has multiple peaks and not one ultimate pinnacle; one success builds on another; and we risk failure so that we can learn from our mistakes. And, while we might achieve success by accident – more often than not – it is with intent.

The first step in achieving success is to embrace a vision for the future. Then set the course by creating a mission, setting goals, and identifying the action items that will help us get there. That is exactly what your MPI-WI Board of Directors did at our Leadership Development and Strategic Planning session at the Hyatt Place Downtown Madison on July 8 & 9, 2010. See the following page for more detail.

Our planning was a continuation of our session last July facilitated by Wally Jankowski, a reinvention consultant. As part of our work, we surveyed our members regarding their experiences with our chapter and satisfaction with their membership. You told us that you like the strong networking and the fact that members helped each other out. You said high quality education and learning best practices are important. We also heard that you are looking for leadership opportunities and ways to get involved. On the reverse, you want convenient access to meetings, it is more difficult to get away from work, not all education sessions exceed your expectations, and you need to be able to show the value of your membership.

After reviewing our strengths and weaknesses, we narrowed our focus for 2010-2011. The key supporting strategies are; deliver relevant education to all members; build relationships and facilitate networking; and enhance business opportunities for industry professionals. Our theme is Partnering in Each Others' Success.

- We believe we are stronger together than we are individually.
- We will advocate for the advancement of our profession and our industry.
- We will share information and learn best practices from one another.
- We will look for opportunities to partner with other chapters and related associations.



From left bottom: Lynette Resch, CMP, Tina Luther, CMP, Shannon Timmerman, CMP, Tami Gilbertson, CMP. From left top: Naomi Tucker, CMP, Denise Henson, Tamara Putney, CMP, Marie Johnson, CMP, Taci Tolzman, Susan Kainz, Jen Hlavachek, Stuart Taylor, John Dorgan, Sherry Benzmilller, CMP, Alison Huber, CMP. (Missing: Jodi Goldbeck, CMP)

In regard to the last bullet point, we have a number of initiatives underway. In November, we'll host our 2nd Annual MPI Midwest Regional Conference. This event will take place in St. Paul in collaboration with the Minnesota Chapter. We are creating an education exchange with WBTA (Wisconsin Business Travelers Association) so that our members can attend their education day in January and their members will be invited to ours in May. We will continue with our strong tradition in hosting the MPI/WSAE joint golf outing next

June at the Heidel House Resort in Green Lake. We are also exploring an opportunity with NSA Wisconsin to see if we can create a speaker database or referral system for our programs and our members.

In response to what we've heard and learned, following are some of the action items for the upcoming year. We will be creating a

Continued on page 8

speaker advisory council to ensure that our educational content is meeting and exceeding the needs of our members. We know our members want to experience the chapter on various levels so we will be developing a more structured approach to our volunteer recruitment, leadership development, and succession planning. Last year, we introduced the Volunteer Recognition Program so this will be continuing with that momentum in taking care of our greatest asset – our members.

One of the other big items on the list is to be able to quantify the value of the MPI. We will have several initiatives in play that speak to this objective. Our membership team will be creating a marketing piece based on your feedback that will be used for recruitment and member retention. Our communication's division will be working on a supplier showcase AGENDA issue to recognize our industry partners and serve a resource for our members that want to "Buy MPI." To be able to continue to fund our chapters' education and networking opportunities, under the direction of finance, we have restructured our sponsorship program and monthly raffles to create more efficiency and reach our revenue goals.

So, as you can see, the team will be busy. As always, we are looking for members that want to help contribute to our chapter's success and create their own success stories. Interested?



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

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

Vision:

Position the MPI-WI Chapter as the premier association in the state dedicated to the growth, development and success of meeting and event professionals.

Mission:

Bring industry professionals together to learn best practices, build relationships, and enhance business opportunities.

Mission Filter Criteria:

As the MPI-WI Chapter conceives new initiatives and plans, they must all be viewed with the mission in mind and pass the Mission Filter Criteria and MPI Metrics:

- Generates net member growth through increased value
- Increases member satisfaction
- Encourages member engagement and chapter participation
- Supports revenue growth and achievable within set annual budget

2010-2011 Strategic Objectives:

Objective #1:

Strengthen educational programming to enhance our members' critical business and life skills within event and meeting management

Objective #2:

Increase member engagement and participation within MPI at the international and chapter level

Objective #3:

Create leadership development opportunities for interested volunteers, coach members for success, and identify emerging leaders


Objective #4:

Enhance business and networking opportunities for supplier and planner members

Objective #5:

Communicate the value of MPI membership to help elevate the roles of our members within their organizations

Objective #6:

Achieve chapter revenue goals to support initiatives and reinvest in members' ongoing education and professional development 

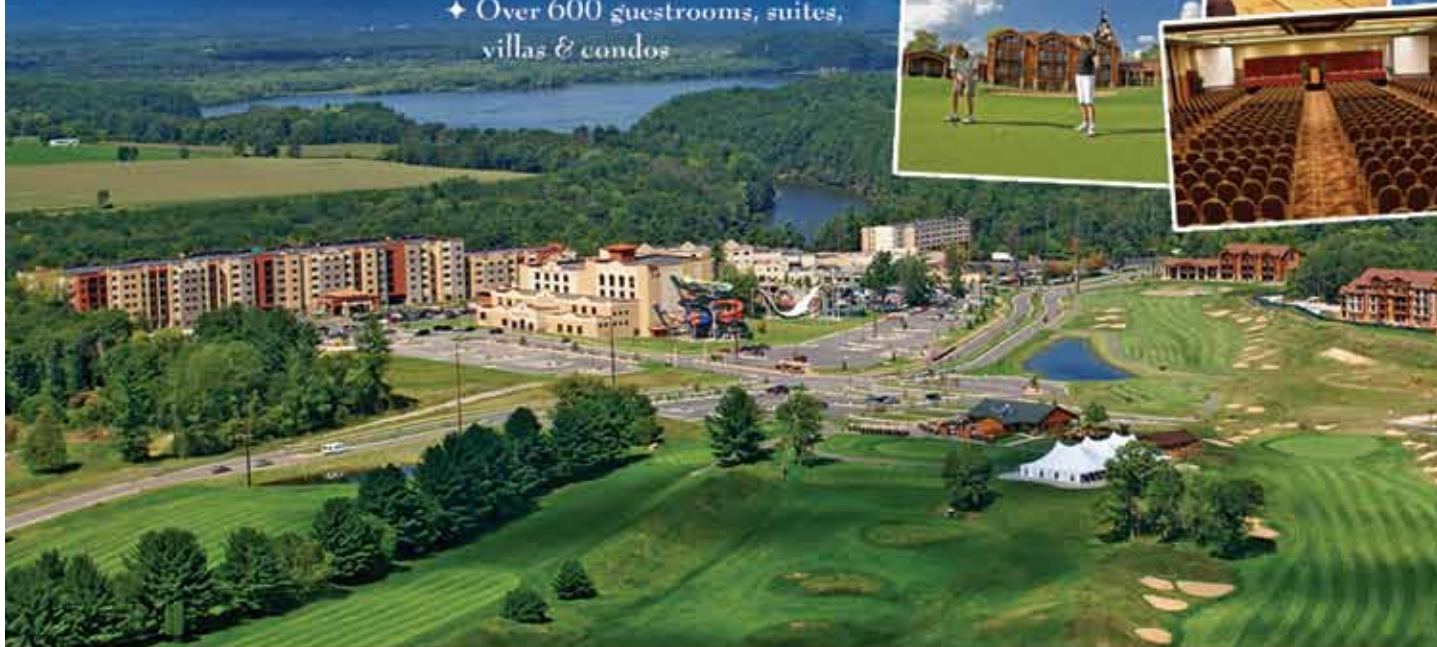


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COMMUNITY SERVICE PROJECT AT THE MPI- WEC

A time to relax and cuddle

This year's WEC 2010 attendees had the chance to take time to relax and give back to a worthy cause during session breaks. Sponsored by St. Louis CVB, the **Pacific Assistance Dogs (PADS)** were on site at the Vancouver Convention Centre providing WEC attendees the opportunity to cuddle and pet puppies and young dogs. These cuddling sessions gave the dogs some down time from their training as assistance dogs for people who are facing the challenges of life with a physical disability (other than blindness). In addition, the cuddling allows the puppies to explore the world and get acquainted with new surroundings and people – and be social – and it served as a great icebreaker for many of the nearly 3,000 WEC attendees.

MPI worked with PADS to sponsor one of their clients at WEC. The client was accompanied by a service dog, wearing a yellow Purina jacket, was able to fully participate in all conference activities.

PADS trains three types of assistance dogs: **Service Dogs** for people with physical disabilities, **Hearing Dogs** for the Deaf or hard of hearing and **Facility/Therapy Dogs** for therapeutic placements in long term care, group homes, hospitals and schools or Animal Assisted Therapy (AAT) settings. In addition to the critical skills/services the dogs provide on a daily basis, they also provide a sense of security and act as a social icebreaker to those who may otherwise feel marginalized by their disability.



Susan Kainz is President-Elect for the MPI-WI Chapter and is a Global Account Executive with Conference-Direct.

In Wisconsin, **Second Chance Service Dogs** has a similar mission as PADS. The mission of Second Chance Service Dogs, Inc. is to positively affect the lives of people with physical disabilities and that of dogs that come from rescue/shelter situations and from breeders of dogs with temperments and characteristics suitable for service dog training. Selected dogs are socialized and trained to provide assistance and companionship to people with physical disabilities in the greater Dane County area at no or low cost to the recipient. www.secondchanceservicedogs.com. 🌐

Both Second Chance Service Dogs and PADS are accredited by Assistance Dogs International.



Can he fit in my suitcase?



Community Service Project- Puppy Cuddling



PLANNER PROFILE: REBECCA MARS



Place of Employment: Jewelers Mutual Insurance Company

Job Title: Corporate and Industry Events Specialist

How long in the meetings industry? Two years

How long in MPI? I joined in May 2010

Tell us about your company and/or position: Jewelers Mutual was founded by jewelers in 1913 and remains the leading insurer solely dedicated to insuring jewelry and the jewelry industry.

I began working at Jewelers Mutual in October 2008 as a Trade Show and Events Intern and was hired full time this past May. In my exciting position, I have the opportunity to help plan and carryout a variety of events, such as sales conferences, incentive programs, employee events, trade shows, Board of Directors meetings, seminars, and community events.

Tell us about your family: I have a loving mother and an older brother and sister. I also have three adorable nephews (Benjamin, Carson, and Wesley) and a wonderful boyfriend.

Where were you born? Racine, WI

Where do you currently live? Oshkosh, WI

Favorite Pastimes: Traveling, watching classic movies, going to Packer and Brewer games, and seeing Broadway productions.

Favorite Musical Group: I can't pick just one. I have a very eclectic taste in music so it all depends on my mood.

Person you admire most and why: My grandpa. He always demonstrated his love for family and friends, strong faith, excellent work ethic, and had a wonderful (and sassy) sense of humor.

Dream Vacation: Tour of Europe

Words to live by: *"Life is 10 percent what you make it and 90 percent how you take it."* —Irving Berlin

If I won the lottery I would: Spend, save, donate, and invest!

Special personal accomplishments: I graduated from the University of Wisconsin Oshkosh in May 2009 with a Bachelor of Arts degree in Speech Communication and minor in Business Administration.

What else would you like other MPI members to know about you? This fall, I plan to begin the Meetings and Event Management program at Fox Valley Technical College and am working towards becoming a CMP. I'm very excited to be involved with MPI, and looking forward to meeting fellow members and learning more about the events industry. 🌐



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BUILDING A BETTER A/V RFP

One of the most useful – and potentially confusing, frustrating, and irritating – tools in planning meetings is the request for proposal, (RFP).

When it comes to the audio visual, (A/V) aspects of your event, a poorly composed RFP can lead to the wrong equipment, the wrong budget, and the wrong results for your clients and audience.

So how do you build a better RFP? Like anything, it starts with the basics.

The Basics

Every RFP should include a description of the event. This will help your production partner to understand the scope and intention of the show. This description should include: the dates and times of the show, the venue(s) along with room names, the audience type and size, the name of the event, and frequency of the event.

The venue and room information is crucial, as elements like ceiling height, room size, server access, union considerations, and other factors will have a bearing on the equipment, labor, and creative components needed for your event.

If there are pictures of previous shows available online or via e-mail, all the better. These extra elements will help the responders note the level of complexity in the show and see what design elements have already been used.

Your deadline for response and contact information for questions and submittal complete the basics.

What about budget, you ask? It is always helpful to provide at least a budget range for potential vendors to let them know what ballpark they are playing in. This may eliminate getting responses that are well over your budget and not actionable, but be aware that your budget may not be sufficient based on the location of your meeting, the going rate for crew and equipment, union regulations, logistics of the room, etc.

The Next Step

After putting together the basics, the next step is to add detail to the event so your A/V folks can prescribe the best solu-

tions. This generally takes two major directions, with lots of gray area in between.

The first direction is to provide a detailed description of each element in your show that will need to be supported by A/V. A paragraph on your general session, your breakouts, your trade show, your off-site, and any other components will aid in determining the right gear and team for the job.

The second direction involves providing an equipment list, either based on a previous event (perhaps the meeting from last year) or experience with a similar show. This is a great way to help the responder determine the level of expectations, and bid accordingly. They can also see opportunities to be more efficient if they can provide better and potentially cheaper solutions due to the advance of technology or their particular mix of equipment.

Please note that if you provide an equipment list, your vendor may not have the exact mixer or projector that another vendor provided. However, a good provider will be able to get a comparable model based on the level of gear you cited.

The best approach would be to provide both elements, if possible. More time spent upfront to make your RFP as clear as possible will yield better results and fewer questions along the way.

The Response

Now that you have asked for what you need, how can you compare apples-to-apples?

Every A/V group will have a standard way they respond to inquiries. Often, the main difference is the level of detail. With-

budgets FOR
PROPOSAL
opportunities at
meetings
RFP

out direction, each responder will provide the quote their way, making it difficult at times to decipher and compare quotes.

If possible, categorize your needs so you can compare the totals for each aspect of your event. The goal isn't to piecemeal

equipment from one vendor for this and another for that, but rather to note any red flags due to discrepancies between the numbers among your respondents.

Suggested categories could be creative/show direction, projection (projectors, screens, etc.), lighting, audio, staging, breakouts, trade how, off-site, labor, etc. This approach should bring some consistency to the responses and make comparing easier.

Within each of these sections, request line items wherever possible. Ask your vendors to provide specifications for projectors (lumens), screens (screen size, rear or front projection), monitors (inches), and numbers of lights, microphones, and production crew.

Avoid the response that provides a lump sum or even a lump sum within category. The opportunity is great that the quote is a low-ball one to get you in the door, and then be subject to additions that weren't "accounted for" until you are on-site.

The Extras

Encourage your bidders to provide additional ideas which can enhance your show. You can always say "no" to the options, but there may be opportunities that you haven't thought of that could be a good fit.

This also allows you to get a sense of the personality of the vendor. Do you want to work with a group that only offers you the minimum that you asked for? Or do you want a group that is aiming to get you the best "bang" for your buck?

Provide the respondents with a chance to let them tell you about their organization – what they've done, who they've served, what you can expect as a client. Think about what you need to know to ensure that you not only get the right equipment, but the right service for your show.

Reading the response

Hopefully, if you have followed these tips, you will receive responses that are fairly easy to compare. If you have specified how you want the quote formatted, responsible vendors should follow your directions. If they didn't, you need to evaluate how this lack of attention to detail could impact their performance on-site.

Depending on your show, sometimes the numbers are all you need to see. But even then, look closely at any discrepancies in the equipment from one vendor to another. Note if technicians are assigned to your group or are "on call." Ask what kind of service you can expect if something breaks. See if there are additional fees or service charges that are detailed outside of the budget number – especially those listed in small type at the bottom.

If creative aspects are also included, how appropriate are they to your group – both budget-wise and approach? A caring partner will provide solutions in-line with your budget, rather than waste your time with grandiose ideas.

While it may be tempting to think "equipment-is-equipment-is-equipment", comparing solely on price removes the essential human element from the equation. A/V for your event is not a commodity, and shouldn't be viewed in such a disposable manner. Can you explain to your client and their audience that although the A/V didn't meet their expectations, that it was inexpensive?

A good RFP and response puts your event on a winning path. And allows you to concentrate on the 10,000 other things that are part of your show! 🌐



Tom Graybill is the Director of Sales for Tri-Marq Communications, a media production company based in Milwaukee, WI.

MPIWI/WSAE GOLF OUTING

by: Deborah DiMarzo, Director of Sales, Holiday Inn Express Stevens Point and Sara Brish

WOW! Our property and our city was honored and excited to serve as hosts for the MPIWI/WSAE Golf Outing in June!

The welcome reception at Rudy's Patio with the Bad Downs Band was awesome! The food was perfect. The weather was perfect! We all met new friends and spent time with old friends. The educational meetings and closing reception at the hotel were well attended and the networking opportunities during the conference were very beneficial. The events here in Stevens Point, from everything that took place at the hotel to the city tour and golf outing, were a cooperative effort between the Holiday Inn Convention Center and the Stevens Point Area Convention & Visitors Bureau.

Sara Brish, the Director of Sales for the CVB, worked with MPI/WSAE to get the ball rolling last year. We were all very interested in bringing the attendees and planners to our lovely city of Stevens Point. The hotel was pleased to be asked to serve as the host hotel. What an excellent opportunity for us to showcase our hotels to the group, including Holiday Inn Express, our convention center, our culinary expertise and our service attentiveness.

The CVB was thrilled to showcase our properties and convention center, city attractions and Sentry Golf Course for the golf outing. The hotel sales team enjoyed the opportunity to visit with every attendee during the golf outing while out for the day on our beverage carts. It was a perfectly hot and sunny day for golf so players were parched. The Sentry Golf beverage cart ladies were the best in the business!



The months and weeks leading up to the events had hotel personnel in full swing with planning and preparations. Everyone involved was very excited from the beginning and happy to be hosting these networking events. What hotel could ask for more than having 120 registered attendees, including 35 meeting planners, on site and in their city for three full days? This is one of the best sales opportunities available that will definitely have a future impact on the Holiday Inn Convention Center and Stevens Point!

Comments about our events from the hotels' management team are noted below:

Jason Grisham, General Manager, Holiday Inn Convention Center

"Hosting the events and meetings at the Holiday Inn Convention Center and Rudy's Patio for MPI/WSAE was an excellent opportunity for our property and for our sales team. I am definitely looking forward to hearing about all future site visits, meetings and conferences that will come to our property as a result of our efforts in June."

Angela Williams, Group Sales Manager Holiday Inn Convention Center

"I thought our hosting the MPI event could not have come at a better time. Our new sales team at the Holiday Inn Convention Center was able to meet one on one with planners and suppliers from around the state. In a way it was a great "introduction" event for our staff to the planners and the planners to the city of Stevens Point and the Holiday Inn Convention

Center Hotel. Positive word of mouth is crucial to any business and I feel that with all the positive feedback we received about the event our property will be reaping the benefits of hosting this event for years to come.”

**Krista Enoch, Sales Administrative Assistant
Holiday Inn Convention Center**

“It was amazing to see how elegant we could make things for a customer. Most of the meetings that I see during the day are simply a bunch of people sitting in a room listening to a speaker. I don’t often get to see the evening events with all kinds of personal touches – everything from the ice sculpture to the amenities in guest rooms.”

**Rick Johnson, Food & Beverage Director
Holiday Inn and Convention Center**

“The MPI/WSAE event was a fantastic opportunity to show 35 meeting planners, many of whom were unfamiliar with our property, the level of planning and attention to detail that the staff at the Holiday Inn and Convention Center in Stevens Point is able to achieve.”

**Tony Patton, Kitchen Manager
Holiday Inn and Convention Center**

“The MPI/WASE reception was an excellent opportunity for our staff to showcase their culinary expertise, especially to a group which has extensive experience with these types of functions. The whole staff was really looking forward to this event and was very pleased with the awesome comments we received the about the event.”

**Christine Liebe, Restaurant Manager
Rudy’s Redeye Grill**

“It was a very enjoyable experience, not only in planning the details surrounding the food and event design but, also meeting all of the diverse varieties of planners. We were very BLESSED and HONORED to have this special event here! As a team we WOW’D them, and to think of the HUGE impact we made for the future business and success of the best Hotel for miles!!!”

The Stevens Point Area Convention and Visitors Bureau along with the Holiday Inn Hotel and Convention Center and

Continued on page 16





SentryWorld Golf Course had the great pleasure of hosting the 5th Annual WSAE/WMPI Summer Event. New this year the event kicked off with an educational event Wednesday afternoon and at 5PM Rudy's Red Eye Grill transformed into a reception area for the attendees to wind down listen to the talented band the Bad Downs and meet and socialize with new friends and old. For those that wished to swing a club SentryWorld Golf Course tested their skill on Thursday. The rest of the group had the chance to see one of the Nation's five oldest breweries, The Stevens Point Brewery, and enjoy a cooking demo and elaborate lunch provided by Christian Bistro and Chef Christian who had formerly worked for Emeril Lagasse.

"This event gave the Stevens Point Area Convention and Visitors Bureau an opportunity to showcase the new Holiday Inn Hotel and Convention Center and the revitalized SentryWorld Golf Course. Something we haven't done with either organization in the past 10 years," stated Sara Brish. "Hosting this event has allowed me to build old and create new relationships."

Sponsorships and donations always make an event successful, and we are very fortunate to have such amazing companies supporting our organizations. Please see the list (right) for all of our sponsors. 🌐



Deborah DiMarzo, Area Director of Sales and Marketing for the Holiday Inn Convention Center and Holiday Inn Express, Stevens Point, WI. Sara Brish, Director of Sales and Marketing for the Stevens Point Convention and Visitors Bureau.

SPONSORS

Registration Table - Hyatt Regency Milwaukee

Putting Green - RB Hospitality/Best Western

Scorecard - Radisson Paper Valley Hotel

Photography of Golfers - Madison Marriott West

Lunch - Monona Terrace

Beverage Carts - Holiday Inn Hotel & Convention Center Stevens Point

Program - Fox Cities CVB

Transportation - Stevens Point CVB

This team worked very hard in securing sponsorships, donations, and raffle items to ensure a successful outing. Make sure you congratulate these members on a job well done! The Summer Event Committee consisted of:

Ken McKenzie - NARMS International

Carmen Smalley CMP - The North Central Group

Sara Brish - Stevens Point Area CVB

Deborah DiMarzo - Holiday Inn Hotel & Convention Center/Holiday Express

Mary Kaja - Premier Association Services, LLC

Lauren Hyps - Visit Milwaukee

Gary Manke, CAE - Midwest Equipment Dealers Assoc.

Glenn Miller - Wegner LLP, CPAs & Consultants

Susan Placzek - SentryWorld Golf Course

Helen Kilkenny - WI Dells VCB

Alex Comstock - Wynn/Encore

Gail Gerhardt - Mechanical Contractors Assoc of NW WI

Joey Greeno - Kalahari Resort & Convention Ctr

Renata Prellwitz - Chula Vista Resort/Conference Ctr

SPONSORS

We would like to extend a special thank you to all of our sponsors for their support!

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Greater Green Bay CVB	Rockwell Automation
Hotel Mead & Conf Center	Ambassador Hotel Milwaukee
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Hyatt Regency Milwaukee	Conference Direct
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Marriott Madison West	Delafield Hotel
Blue Harbor Resort/Great Wolf Resort	Four Points Sheraton
The Osthoff Resort	Fox Cities CVB
Wisconsin Dells VCB	Heidel House Resort
Radisson Paper Valley Hotel	Hilton Garden Inn
Visit Milwaukee	Milwaukee Park Place
Hotel Sierra – Green Bay/Hyatt Place - Madison	Holiday Inn City Ctr Green Bay
Visit Eau Claire	Holiday Inn Madison West
Fox Hills Resort	Holiday Inn Wausau/Green Mill
Monona Terrace Conv Center	Hotel Mead
Fox Cities CVB	Madison Concourse Hotel & Governors Club
Boothboss, LLC	Minocqua-Arbor Vitae
	Woodruff Chamber
	PC Nametag
	Residence Inn O'Hare
	SentryWorld
	Victorian Village Resort
	Visit Eau Claire
	Wegner CPA
	Weir Minerals
	Wisconsin Dells VCB
	Lake Lawn Resort
	Oshkosh CVB
	Physicians Plus Insurance
	Wisconsin Center District
	Kalahari Resorts
	The Hyatt Place Madison
	Chula Vista Resort & Conf Ctr

Other silent auction & raffle prizes generously donated by:

Radisson Hotel – Madison
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North Central Group – Madison
Chicago North Shore CVB
Total Awards & Promotions
Double Tree Hotel Milwaukee
Hyatt Regency Milwaukee
Alliant Energy Center
Wilderness Territory
Visit Milwaukee

WHO'S ^{IN THE} NEWS

Changes & Accomplishments

*"We should not let our fears hold us back from our hopes."
— John F. Kennedy*

Congratulations on promotions and new adventures to:

Becky Stevens on her promotion to Corporate Communications Project Manager for **Associated Banc-Corp in Green Bay, WI.**

Alison Huber, CMP has joined the **Wisconsin Dells Visitors and Convention Bureau** as Sales Manager.

Michelle Johnson (hey that's me!) on my promotion to Director Business Development for **NorthCoast Productions.**

WOW! It has been award after award for our chapter's members!

The **Osthoff Resort** located on Elkhart Lake recently had 4 awards bestowed upon them. For the 12th year in a row, the Osthoff Resort has been named a AAA four Diamond Resort. The readers of *Meetings MidAmerica Magazine* voted The Osthoff one of their "Favorite Properties in the Midwest" in the magazine's annual "Best Of" awards which recognized a total of 51 properties and Wisconsin Meetings Magazine named The Osthoff "Best Lakeshore Retreat" for 2010. Finally, the resort's Aspira Spa was featured as one of the Top 50 Spas in the U.S. by Spas of America, an online resource that produces editorial reviews of spas in the U.S. and nearly 20 countries around the globe.

In addition to The Osthoff, we had several other member properties recognized by *Meetings MidAmerica* as the "Best of..." awards. Please join me in congratulating all our chapter's winners: **The Abbey Resort & Spa, Chula Vista Resort & Conference Center, Grand Geneva, Kalahari resort & Convention Center, the Osthoff Resort and the Pfister Hotel!** The properties are judged on the following criteria: the quality of meeting space; guest rooms; guest services and amenities; food and beverage service; high-tech services and equipment; recreational facilities and activities; the efficiency and helpfulness of staff; and overall value and experience.

Continued on page 18

SOLES BENEFIT SOULS THAT ARE IN GREAT NEED

May 27, 2010

Dear Meeting Professionals International, Wisconsin Chapter,

Soles4Souls has a simple mission: To impact as many lives as possible with a gift of shoes.

Stan's – Fit for Your Feet would like to take this opportunity to thank you personally for joining us during our Share-A-Pair Shoe Drive by collecting shoes on behalf of Soles4Souls. It is only because of compassionate people like yourself that we were able to collect footwear to help those in need. Through the combined efforts of many people, 25,000 pairs of shoes were collected this year?

A portion of the shoes collected will be given to Repairers of the Breach, a local-not-for-profit organization, helping people in need of a fresh start. Soles4Souls will distribute the shoes you donated to the people of Haiti and Chile and other victims of disaster and those living in poverty around the world.

So once again, thank you for your kindness.

Sincerely,

Jim Sajdak, President

MPI-WISCONSIN CHAPTER AT WEC IN VANCOUVER



**Special Thank You to
Nick Topitzes with pc/nametag
who generously sponsored our
chapter reception.**

Who's in the News
Continued from page 17

The **Holiday Inn & Suites Milwaukee** has also recently won their fair share. At their company's spring conference, **Aaron Brown** was awarded Director of Sales of the Year for 2009 and the hotel was a finalist for hotel of the year for the 3rd year in a row! Also, the Holiday Inn & Suites General Manager was named GM of the year for the 2nd consecutive year.

Tri-Marq Communications was presented with two Silver Telly Awards for work produced for their clients Marquette University and KL. Tri-Marq was awarded a Silver Telly for both productions, which is the Telly's highest

honor. The Telly Awards annually showcase the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world.

Madison Magazine readers voted the **Madison Concourse Hotel** as the Gold Winner in their annual 2010 readers poll.



— **Michelle Johnson**,
Director Business Development,
NorthCoast Productions.
NorthCoast Productions is a
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(michelle@northcoastpro.com)



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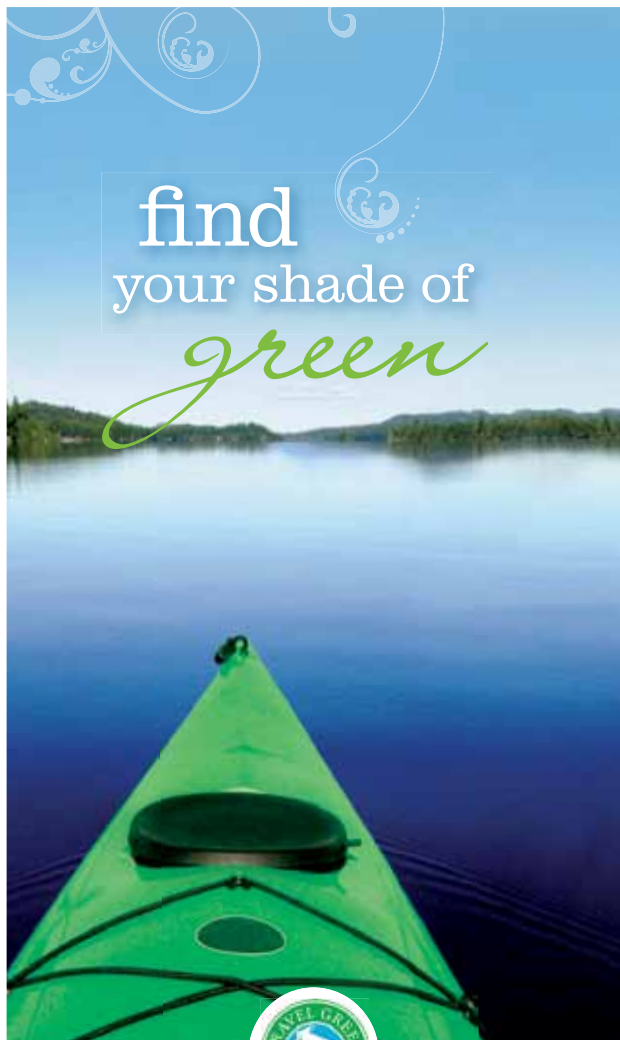
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For more information, contact Corrie Lam, our director of group travel.

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EDUCATION YOU CAN USE!

It's the start of a new MPI year and we are in the thick of planning some great education for you. We'll kick off with *Negotiating the Non-hotel Contract: Decorator, Speaker, Audio-Visual Contracts and More* with Barbara Dunn, Esq. Join us in Green Bay October 14 at the Hotel Sierra/KI Convention Center.

November will find us in St. Paul, Minnesota for the 2nd Annual Midwest Regional Conference. See more on this in the article from Sherry Benzmilller, CMP on page 22.

Join us in December at the Glacier Canyon Lodge in Wisconsin Dells to hear *Swizzle Stick Strategy: 5 Ways to Stir up Business* with Laurie Guest, CSP. During this idea packed session Laurie will share the five best questions to stir up your thinking and attract new business. Mix as many as you need in order to refocus your sales and customer service approach. Plan to stick around for our annual holiday festivities, too.

Education Schedule

**October 14
Green Bay** *Negotiating the Non-Hotel Contract: Decorator, Speaker, Audio-Visual Contracts & More* with Barbara Dunn, Esq.

**November 10-11
St. Paul, MN** Midwest Regional Conference

**December 9
Wisconsin Dells** *5 Ways to Stir Up Business* with Laurie Guest, CSP

One question I think about every month as I prepare to travel to the MPI program is, "How can I apply this program to my job/life/conference, etc.?" Sometimes, that is an easy answer, sometimes I have to stretch. But, I always find a way to apply something from the program to my world. Here are a few tips to help you bring the monthly education back to your desk/home/next program.

Research. Think about the upcoming program a few days before you start the trip. Take a look at the session description.

Read the speakers bio. Visit the speakers web site.

Analyze. Now take what you have from your research, and think about your daily life. Do you have an upcoming meeting/conference/event that you could apply this to? How about a client's event that could use a tip from you? Maybe the program applies more appropriately to something you have going on at home. That is ok, too!

Arrive READY. Come to the meeting with questions in mind for the speaker. I have found that the best way to make the program relevant to me is to have two or three questions ready. Many times, the presenter answers them as part of their presentation, but if not, then I must ask them. This process helps me stay tuned into the presentation, as well as makes every presentation relevant and worth my time and resources to attend.

USE IT! One of the hardest parts is to take it back and actually use what I have learned. Keep the handouts on your desk/posted on your wall. Type up your notes and review them periodically. Share them with a colleague/friend. You have to use it or you'll lose it!

In today's work place, it is important that we use our time and resources well – both our personal resources and those of our employer. If you put in just a bit of time before the program and just a little more when you return, each and every program will be a success.

Do you have a topic or speaker 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 ahubercmp@mail.com 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 Sales Manager for the Wisconsin Dells Visitor and Convention Bureau.

YOU MAKE A DIFFERENCE!

BY SHANNON TIMMERMAN, CMP

Helen Kilkenny has been a member of MPI-WI since June of 1999. She has been active on numerous committees and has volunteered her time whenever and wherever possible. Her positive attitude and smiling face is like a breath of fresh air!

Here is what Sara Brish, Director of Sales and Marketing for the Stevens Point Area CVB had to say about Helen:

"I recommend Helen Kilkenny, as a volunteer that stands out in the organization. Helen continually volunteers on committees and offers a tremendous amount of ideas, comments and isn't afraid to work to make sure no detail is left out. Not sure if you are aware but Helen is also leaving the industry to go back to school full time this fall so I think it would be nice to recognize her and all of her contributions over the past several years."

Thank you Helen for all you have done for MPI-WI! You will be missed! 🌐

The MPI-WI Chapter wants to make it easier for our members to attend the Midwest Regional Conference & Supplier Showcase.

We are planning to arrange bus transportation. We would like to know how many members are interested and what is your preferred departure city - Milwaukee, Madison, Appleton. To reserve your spot, as space will be limited, please email jgoldbeck@matcmadison.edu.



2010 MIDWEST REGIONAL CONFERENCE

BY SHERRY BENZMILLER, CMP

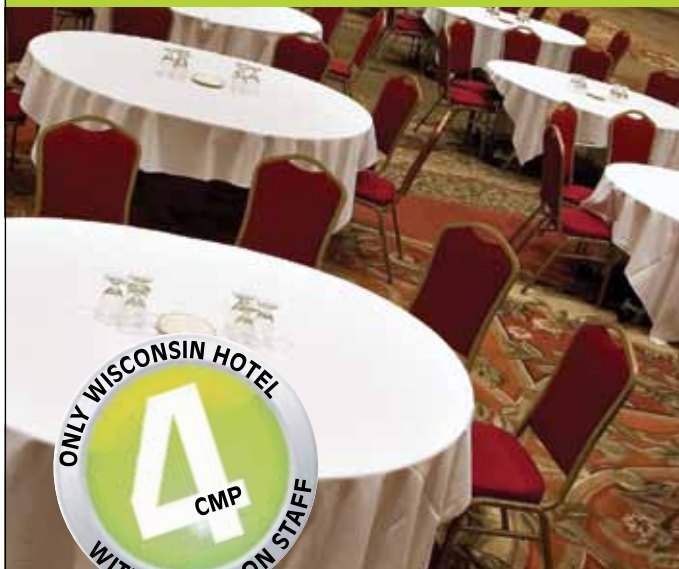


Bold: (*adjective*, -er, -est.) **1.** not hesitating or fearful in the face of actual or possible danger or rebuff; courageous and daring: *a bold hero*. **2.** not hesitating to break the rules of propriety; forward; impudent: *He apologized for being so bold as to speak to the emperor*. **3.** necessitating courage and daring; challenging: *a bold adventure*. **4.** beyond the usual limits of conventional thought or action; imaginative: *Einstein was a bold mathematician. a difficult problem needing a bold answer*. **5.** striking or conspicuous to the eye; flashy; showy: *a bold pattern*. **6.** steep; abrupt: *a bold promontory*. **7.** *Nautical* . deep enough to be navigable close to the shore: *bold waters*. **8.** *Printing* . typeset in boldface. **9.** *Obsolete* . trusting; assured. (dictionary.com)

That's the definition of bold. How do you define bold? Last year MPI Wisconsin chapter was bold when it started a unique collaboration with the MPI Minnesota chapter and launched the first Midwest Regional Conference. This year, the two chapters are announcing the 2010 Midwest Regional Conference scheduled November 10 – 11, at the RiverCentre, St. Paul, MN. This conference is going to be bigger and better than last year, excellent speakers, educational opportunities, a supplier showcase and networking opportunities. Join your fellow MPI members and cross the border for a bold new experience. 🌐

Do you have a topic or speaker you would like us to bring to the chapter? We want to know! Please go to <http://www.mpiwi.org/RecommendSpeaker.asp> and fill out the recommendation form. Your feedback is important to us!

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SUPPLIER PROFILE: SHELE KINDSCHUH

Place of Employment: Menominee Casino Resort

Job Title: Regional Sales Manager

How long in the meetings industry? Twelve years

How long in MPI? One month

Tell us about your company and/or position: November 1, 2010 the Menominee Casino Resort will feature a 13,000 square foot Convention Center with a banquet hall big enough to host functions and weddings for up to 600 guests. My position of Regional Sales Manager was created when they decided to build the new space to help promote the venue and get some new business into the area. I really look forward to meeting new people and spreading the word about this beautiful new venue option for events to be held in Wisconsin.

Teams or projects that you have worked on for MPI or would like to be involved with: I would love to work with any group that needed help.

Tell us about your family: Family means everything to me. I am close with both my mom and my dad; I have two amazing sisters who are my best friends.

Where were you born? Fond du Lac, WI

Where do you currently live? Kimberly, WI

Favorite Pastimes: I love camping and listening to live music

Favorite Musical Group: Dave Matthews Band

Person you admire most and why: The person I admire most is my sister Susan. From a young age she has had to learn to overcome obstacles thrown at her. When the cards were against her she came through and not only succeeded for herself but for her family as well. She does everything she sets her mind to, and has such strength and determination that is an inspiration to me every day.

If I won the lottery I would: Help my family and friends pay off their debt and then we would all take a long vacation together!



Dream Vacation: Somewhere warm and on the ocean.

Words to live by: "People may not remember what you did or what you said, but they will always remember how you made them feel."

Special personal accomplishments: I recently started my own photography business. I love capturing those special moments that aren't posed or planned for. 🌐

Did You Know?

Continued from page 2

General Radio Terminology

20	Location (i.e. "What is your 20?")
Acknowledge	Confirm that you understand my message
Affirmative	Yes, confirm
Check/Copy That	Understood
Correction	I made a mistake. Correct version is...
Do you read/copy	Called you once or more, reply please
Go ahead	Listening, proceed with your message
Negative	No
Out	My message ended, no reply expected
Over	Message completed, reply expected
Read back	Repeat this message back to me
Roger	Yes, confirm
Say again	Repeat last message
Stand-by	Busy, please pause for a moment
That is Correct	Yes, confirm
Wilco	Message understood, will comply
Words Twice	Send every phrase twice



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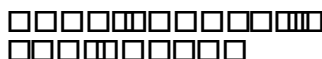
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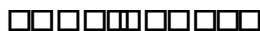
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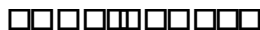
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Mtg Rms: 35 Slp Rms: 355 F&B: Yes
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800/626-4275 Fax: 608/847-2630
Contact: Virginia Barton
vbarton@woodsideranch.com
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Mtg Rms: 1 Slp Rms: 37 F&B: Yes
Woodside Ranch Resort and Conference Center hosts groups up to 120. Rates include rooms, meals and activities.



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Mtg Rms: 1 Slp Rms: 105 F&B: No
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The diagram illustrates the layout of a hotel property. It includes a large rectangular area labeled "Conference Room" on the left. To its right is a smaller rectangular area labeled "Break Room". Above the "Break Room" is a smaller rectangular area labeled "Food and Beverage". To the right of the "Break Room" is a rectangular area labeled "Main Hallway". Below the "Main Hallway" is a rectangular area labeled "Main Hallway". The diagram also shows a "Main Entrance" and a "Main Exit".

Room Name	Room Dimensions			Room Capacity						Other Notes
	Width	Length	Depth	Single	Double	Conference	Theater	Classroom		
Room 101	12	12	12	2	2	10	10	10		
Room 102	12	12	12	2	2	10	10	10		
Room 103	12	12	12	2	2	10	10	10		
Room 104	12	12	12	2	2	10	10	10		
Room 105	12	12	12	2	2	10	10	10		
Room 106	12	12	12	2	2	10	10	10		
Room 107	12	12	12	2	2	10	10	10		
Room 108	12	12	12	2	2	10	10	10		
Room 109	12	12	12	2	2	10	10	10		
Room 110	12	12	12	2	2	10	10	10		

FOOD FOR THOUGHT

Featuring: Executive Chef, David Crawford



Chef David Crawford discovered his passion for cooking at a young age while working for his mother's catering business. His mother was his inspiration to become a chef so he went on to pursue a degree from the Jacob Eddy Skill Center in Marquette, Michigan. Chef Crawford has been with Hotel Sierra/KI Convention Center, formerly the Embassy Suites, for 18 of his 25 years as a master chef. Today he is the Executive Chef taking care of the large Food Operation for Hotel Sierra and KI Convention Center's many guests and special events. He has had the opportunity to cook for some of America's elite such as: Bill Clinton and Dick Cheney. He also boasted the record for the most people served in one day at Hotel Sierra/KI Convention Center with 5,100 people served. Chef Crawford participated in the Taste of the NFL to represent the Green Bay Packers. Half of the money raised from his food (recipe listed above) went to Paul's Pantry in Green Bay, WI to help feed local families in need. When Chef Crawford is away from the kitchen and charity work, he enjoys spending time with his family and his children's sporting activities. 🌐

SMOKED WALLEYE CAKES WITH ROASTED RED PEPPER AIOLI

Ingredients Smoked Walleye Cakes:

2 pound walleye, de-boned and skinless
2 tablespoons olive oil
1 tablespoon diced red bell pepper
1 tablespoon diced green bell pepper
1 clove garlic, minced
½ shallot, minced
¼ cup heavy cream
1 egg yolk
Salt and pepper to taste

Ingredients Roasted Red Pepper Aioli:

5 egg yolks
1 red bell pepper
1 clove garlic
1 teaspoon lemon juice
½ cup olive oil
Dash cayenne pepper
Salt to taste

Walleye Cakes:

Marinate the walleye in salt water for four hours. Smoke for half an hour at 175 Degrees. In a sauce pan, heat the olive oil and sauté peppers, garlic and shallot. Season with salt and pepper. Add cream and bring to a simmer until reduced by half. Let mixture cool, then stir in the egg yolk. Flake the smoked walleye into the cream and mix gently. Shape into cakes and refrigerate.

Aioli:

Rub the pepper with olive oil and char on the grill or under the broiler. Peel and seed. Place the peppers, egg yolks, garlic and lemon juice in the food processor fitted with a steel blade; process until smooth. While processing, slowly add the oil through the feed tube, to form an emulsion. Season with the salt and cayenne to taste.

To Serve:

Grill and sauté the walleye cakes on each side until golden brown. Garnish with Roasted Red Pepper Aioli.

WISCONSIN
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CALENDAR OF EVENTS

2010



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global meeting + event community

SEPTEMBER 2010

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MPI Awards Gala

Bridgewood Resort, Neenah

OCTOBER 2010

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MPI October Education Day

Hotel Sierra, Green Bay

*Negotiating the Non-Hotel Contract:
Decorator, Speaker, Audio-Visual
Contracts and More — Barbara Dunn, Esq.*

NOVEMBER 2010

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Midwest Regional Conference

RiverCentre, St. Paul, MN

Various speakers & topics

DECEMBER 2010

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MPI-WI Education & Holiday Event

Wilderness Territory, Wisconsin Dells

*Swizzle Stick Strategy: 5 Ways to Stir
Up Business — Laurie Guest, CSP*