

Agenda

* GREEN EGGS & HAM IS MORE THAN JUST A DR. SEUSS STORY p 12

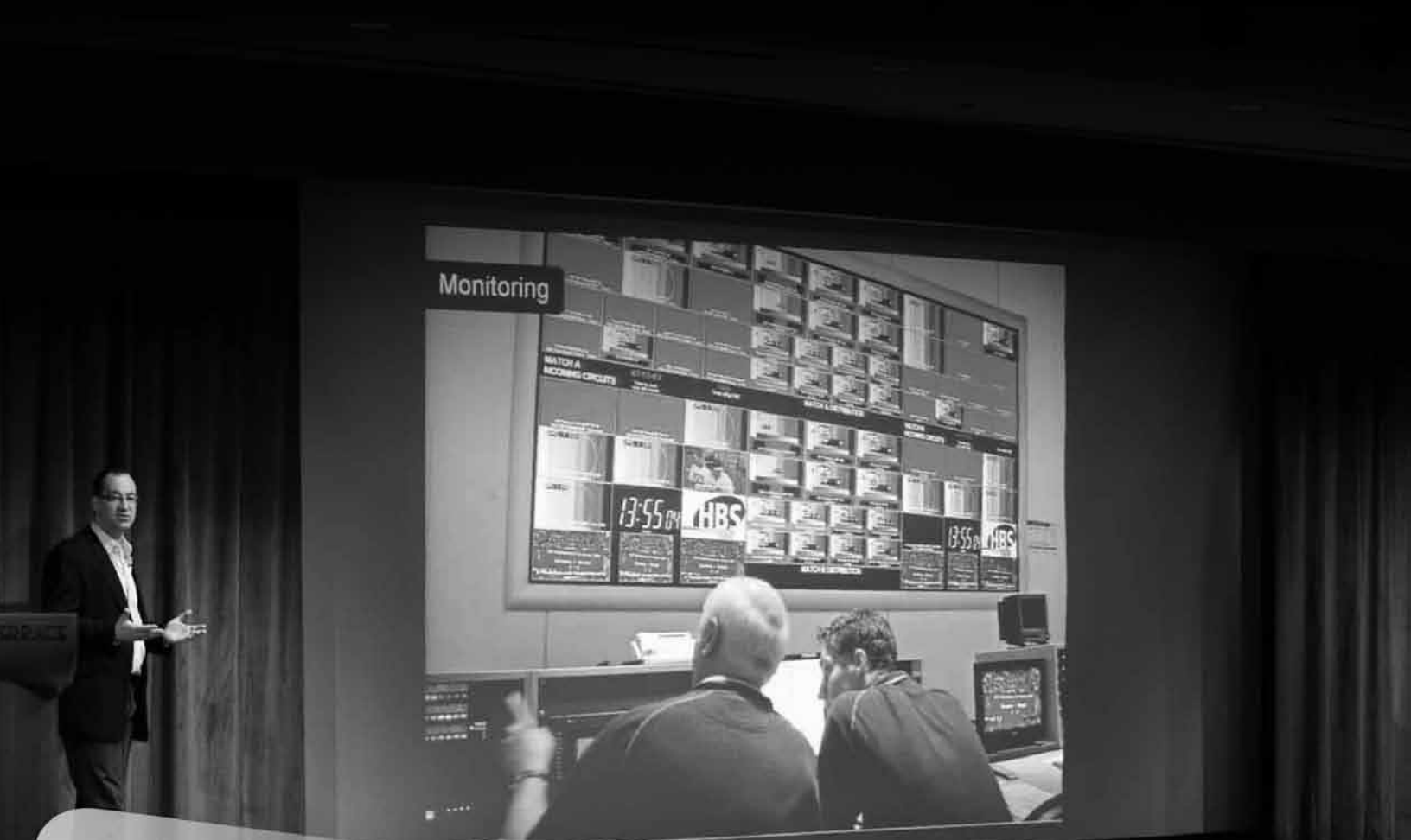
How to Stick the Landing on Hybrid Events p 8

Dealing with Emergencies p 11

Looking Ahead — What's Happening & What's Not? p 16



One of the fastest growing trends in food and beverage is creating a sustainable menu. But, what does that actually mean, why is it important and how do you do it? Check out page 12 to understand the real meaning of creating a “green” menu and how one meal can have such an impact on your meeting and the environment.



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FROM THE EDITOR'S DESK

I don't know about you, but once the days start getting a bit longer and we start to thaw out from the long winter, my energy level increases tenfold (or more). Not only am I ready to go for long hikes, clean my house from top to bottom and get started on my garden, but my brain begins to beg for new information as well. Thank goodness for items like audio books that allow me to flex my brain while simultaneously flexing muscle.

It has been generally accepted that becoming senile or forgetful was a normal part of our aging process. However, recent scientific evidence points to the fact that brain age doesn't necessarily mean learning, memory, decision-making and planning skills will decline. Many people now believe there are things you can do to keep your brain fit. Just like your body, your brain needs fuel to learn. Good blood circulation allows oxygen and other nutrients to flow to the brain.

Beneficial, brain-related activities that involve physical, mental and sometimes spiritual and emotional aspects can go a long way to maintain and enhance the health of your brain. There are several studies, seminars, computer programs and yes, infomercials that claim to have the answer on combining activities to increase and maintain your brain power, but in the end, it is really up to the individual. Be sure to find brain activities that are challenging to you and offer variety, as well as strengthen attention, focus and concentration. You'll also find that mental exercises can improve your brain's speed and memory today. Fun games that rely on logic, word skills, math and more provide great benefit even if you play them a few minutes each day.

Just like keeping physically fit, your brain requires daily stimulation to maintain and continue growth. Brain fitness can also be improved by various daily activities such as playing chess or bridge, dancing regularly, practicing yoga and tai chi and also by engaging in more structured computer based workouts. So, don't forget to challenge your brain as well as your body this summer! I know you will find me flexing my physical muscles by either hiking one of the many Madison trails or working in my garden this summer along with flexing my brain muscles using my iPod and Rosetta Stone to teach me a new language.

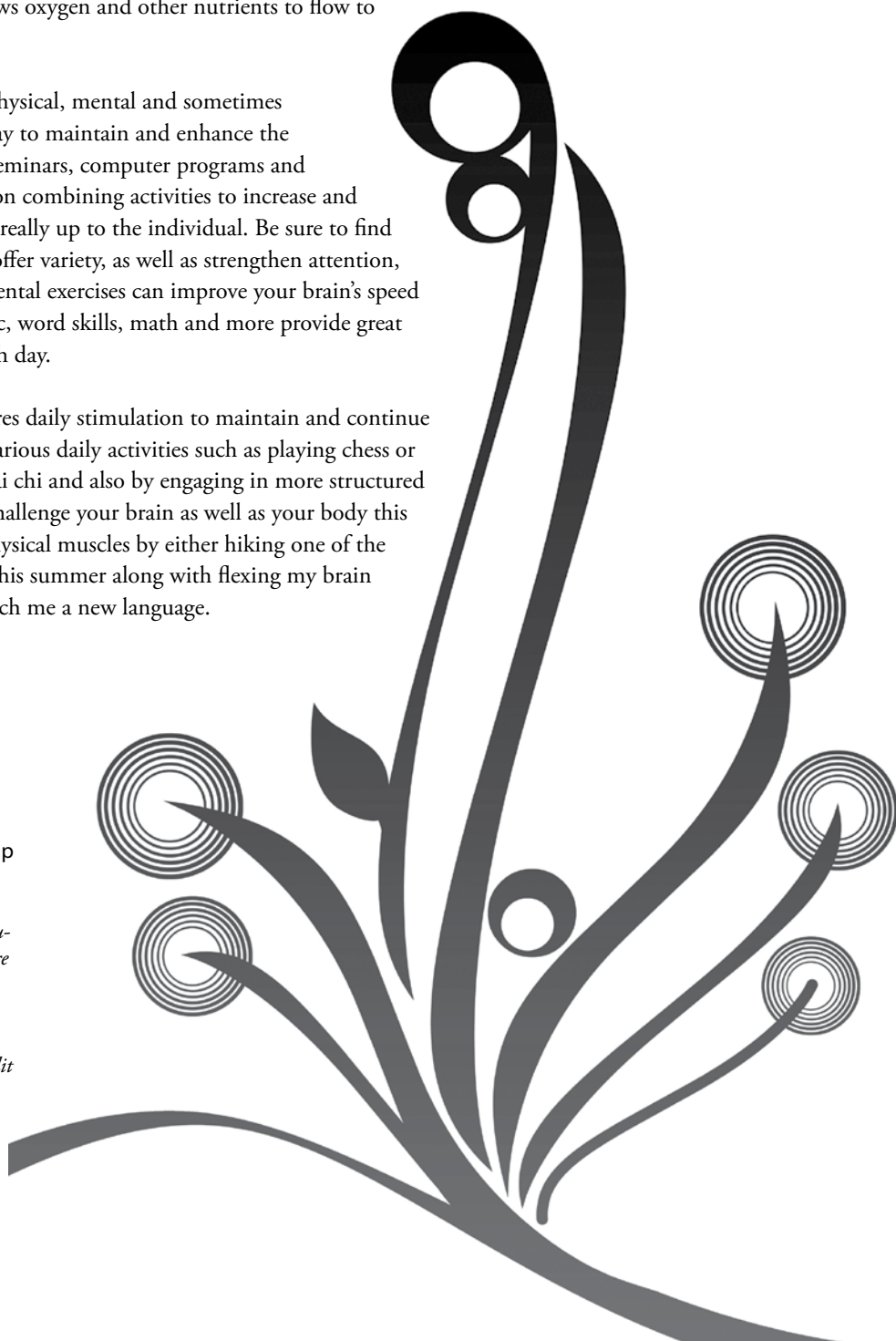
Enjoy your summer!!

Cindy



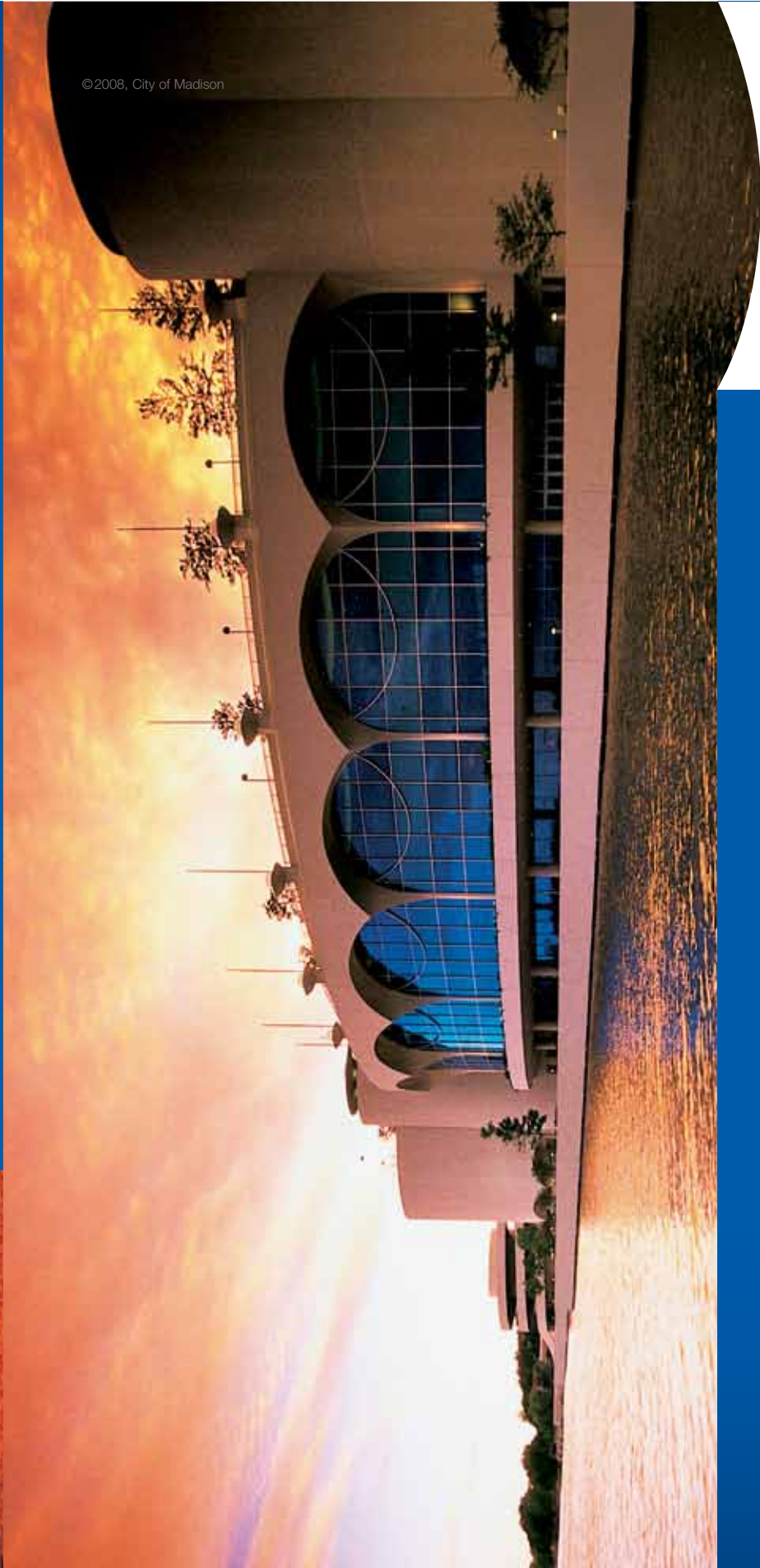
Cindy Kreis, CUNA Mutual Group
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Cindy Kreis is a meeting and event planning manager at CUNA Mutual Group in Madison, WI. For more than 70 years, CUNA Mutual has worked tirelessly to deliver product and service solutions that meet the unique challenges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





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PRESIDENT'S COLUMN

*Marie Johnson, CMP
2010-2011 MPI-WI President
(M&I) Meeting Management &
Consulting*



It is not easy to pen my last President's column. What an amazing journey it has been. I am truly thankful for the opportunity and all of the incredible individuals that helped make it happen!

My earliest memory of association takes me back to the 2nd grade when I joined my local Girl Scout Troop and became a Brownie. I knew it was official when I got the sash! Decades have passed since I earned my first badge, but the memory and positive experience continue to leave a lasting impression. I imagine my MPI-WI Chapter presidency will have the same effect thirty years from now when I retire to a warm destination, hone my golf skills every day, and organize social activities in a gated senior complex called Leisure World.

For all the reasons I loved being a Girl Scout in my formative years, I share the same sentiment for being a Meeting Planner in my adult professional life. As I reminisced about the early days and dug out my patches from a box in the basement, (yes, a little weird that I still have them) it occurred to me there are a lot of parallels between my first experience and my current one. In lieu of selling shortbread cookies, I now promote the purchase of raffle tickets to win fabulous prizes donated by our generous suppliers. Summer camp at Silver Lake has been upgraded to birdies and pars at Tuscumbia Country Club in Green Lake. Team activities have been replaced with networking receptions.



Even their motto, "Going Places, Making New Friends," rings true for MPI – literally and figuratively.

I've been fortunate to attend five MPI-WECs – Dallas, Montreal, Las Vegas, Salt Lake City and Vancouver, one MeetDifferent in Cancun, several Chapter Leadership Conferences, and of course, all of the excellent MPI-WI Chapter hosted events throughout Wisconsin and our Midwest Regional Conference hosted in Minnesota last fall. With the encouragement of my MPI friends, I earned my CMP. With the support of my peers and colleagues, I accepted new challenges and others joined me. With the investment of international in my devel-

opment and the counsel of Stuart Taylor, our Chapter Business Manager, I became a better leader.

As my year as your President comes to an end, I need to express my unending gratification to the awesome 2010-2011 Board of Directors – each and every one of them! They embraced our theme "Partnering in Each Other's Success" by giving of their time and talents for the benefit of our members, advocating for our profession, sharing best practices, and collaborating with other organizations to make us all stronger. We hosted our 2nd Annual Midwest Regional Conference with the MPI-MN Chapter. We offered additional educational opportunities to our members with WBTA. A partnership with the National Speakers Association-WI Chapter helped us secure highly-rated Certified Speaking Professionals (CSPs) for our first blended hybrid event with Sonic Foundry. And, we'll wrap up the year with our 6th Annual WSAE/MPI-WI Golf Outing and joint fundraiser.

Our Chapter has a long and rich history of leaders. Tami Gilbertson, CMP was my compass when I lost direction. Her valuable insight and perspective helped me get back on course. As she concludes her service on the MPI-WI Board, she will now keep company with another very special group of individuals that shine their light on our chapter – past MPI-WI Presidents. I wish Tami all of the best! Special thanks to Sherry Benzmilller, CMP, John Dorgan, Taci Tolzman, and Denise Henson as they finish their board terms. I am glad you were all part of my journey.

As is the ebb and flow of life, with our farewells, we welcome in new leaders! I am very excited about the 2011-2012 Board of Directors. Under the direction of Susan Kainz, they will accomplish great things. She was a great co-pilot to me this past year. I have great respect for her leadership and look forward to what she has in store for us.

The acronyms MPI and MDS may only share one letter in common, however make no mistake, Heather, Christopher,

Continued on page 27

HOW TO STICK THE LANDING ON HYBRID EVENTS: BLENDED EVENT BASICS AND BEYOND

By Erica St. Angel

What happens when you lock MPI-Wisconsin planners and suppliers in a room at the Osthoff Lake Resort and tell them to talk about going hybrid? Lively debate, that's what.

At April's chapter meeting in Elkhart Lake I had the pleasure of convening a panel to discuss how to stick the landing on hybrid events.

We started with the basics – what is a hybrid event anyway? Any event which offers a mix of face-to-face and online experiences simultaneously. Most complement their face-to-face, onsite, physical event with viewing over the web, both live and on-demand.

And then we talked stats, like the fact one-third of meeting professionals say they will be using more virtual and/or hybrid meetings in the future according to the latest MPI FutureWatch report.

Each panelist covered a different angle.

- **Heather Dyer, CAE, Morgan Data Solutions**, spoke to changing roles: "Today's meeting planner is evolving – it used to just be about pre-planning of events, registration and onsite logistics. With the new technology that comes with online webinars and hybrid meetings, this means adding a new skill set to your meeting planning tool box."
- **Stasia Lenhart, NorthCoast Productions** talked tech: "First, it doesn't matter how incredible the content is, if you can't see it and hear it, it won't have an impact. And second, technology is not that scary, it can become your greatest asset."
- And **Jennifer Hallett, CMP, Snow & Ice Management Association**, led us into the case study portion of the meeting, describing their first steps: "We have an active training program through webinars, and we've built our own social networking site to get members interacting. And now we're starting to look at should we do a hybrid event, what would that look like, and how would it work within those existing systems?"

But then the real fun began. We debated hybrid without all the hype – from concerns about attendance cannibalization to workload. We also piloted using Google Moderator, where members submitted their most pressing questions for the panel before the event (see the Chapter's event web page for the link).

I wrapped up with a case study of our own user conference, an event that went hybrid three years ago. We increased our overall attendance by 15% that first year, but we did it with only the bare minimum of meeting tech and social tools.

With that as our backdrop, it was time for group work. Our goal? To single out only the most impactful ideas for our attendees – be they onsite or online.

The assignment: Think of a current event you are involved with. Now imagine you are going to make that a hybrid event. Now answer two questions: what are the top three things planners need to do for successful hybrid events; and what are the top three things suppliers need to do for successful hybrid events.

For consideration: Program. Pricing. Pre-, during-, and post-event promotion and networking. Plus technology and of course social media.

What rose to the top? What was the number one thing? Keep watch on the MPI-WI Chapter Facebook page with the top tips for planners and suppliers, all chapter-vetted and virtually guaranteed to increase engagement, satisfaction and attendance when your event goes hybrid. 🌐



Erica St. Angel
VP Marketing
Sonic Foundry, Madison, WI



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DEALING WITH EMERGENCIES

By Naomi Tucker, CMP
VP Communications at MPI Wisconsin Chapter



Tsunamis. Earthquakes. War. Illness. These words have been used as context within headlines in many forms of media. Our world is constantly changing. But, how are you changing as a planner and supplier to accommodate the increasing need for knowledge in the event of a crisis? Even more so, are you prepared to provide an effective response for any emergency at your event?

Medical emergencies and natural disasters are the top two most common disasters among meeting planners today based on a Meetings & Convention's research study. So, how do you prepare a response for such emergencies? Here are a few pointers that I have found useful when preparing for meetings onsite, and dealing with onsite emergencies.

Emergency-Response Plan

Ninety percent of the time, you may never use an emergency plan. However, being prepared with an emergency plan for all of your meetings will put you at a great advantage. Your emergency plan should incorporate the venue's processes for emergencies and disasters, closest medical facility, on-site medical personnel if any, attendee listing with specified emergency contacts for each individual, and other pertinent information. A more expansive list of suggestions to be included in your plan will be located at the end of this article.

Training

When is the last time that you have been updated on CPR standards and process? Are you certified in any type of emergency response? If not, it would be a great idea to add this to your artillery. Meeting planners and venue professionals are often the first persons on the scene in emergency situations. Gain the advantage of being able to provide an instant hand of help to your attendees. If you have training already, train others on your meetings team!

Be aware of your surroundings

As meeting planners and venue professionals, when we are onsite at a meeting, we are working. It is important to stay clued in to your surroundings while handling other duties. Be aware, and be watchful of passerbys, and of other groups of people. This is helpful so that you can account for situations in the unfortunate event of emergencies on your event or someone else's. When serving alcohol, make sure that attendees are drinking responsibly, as any accident resulting from beverage consumption could be tied back to your meeting.

Call 911

Make sure to call 911 or the appropriate emergency number in your destination (if international). You would be surprised on how this important step can be missed.

Stay Calm

As the meeting planner or the venue professional you are being watched as a leader for the group whether you like it or not. Staying calm shows the attendees that you are in control of the situation, and know what processes are needed to take place to encourage everyone's safety.

Emergency Plan Components

(in no particular order)

- Local Emergency Numbers
- Venue Emergency Number
- Onsite Security Contact (hotel/venue/other)
- Command Center or Team
- Evacuation Areas/Procedures
- Alternate Airports
- Nearest Hospital and Pharmacy
- Weather Reports and Updates
- Venue Emergency Response Protocol
- On-Call Doctor, CPR Certified Staff
- Incident Reporting Process (internal and external)
- Map of Area
- Attendee Contact Information & Emergency Contact Information

Do you have some other ideas or suggestions that can help your fellow MPI members with their emergency-response? If so, feel free to post to our group on LinkedIn, in Facebook, or Tweet with us online. We look forward to hearing your responses! 🌐



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

GREEN EGGS & HAM IS MORE THAN JUST A DR. SEUSS STORY

MPI Wisconsin March Event

by Terri Smid, CMP

On Thursday, March 17, our MPI chapter met at Potawatomi Bingo and Casino to learn about greener food and beverage practices. Our speaker for the event was Katja Morgenstern, CMP a Senior Project Manager from Meeting Consultants, Inc. Prior to Meeting Consultants, Katja also spent seven years of her career as an independent consultant and worked for the Georgia World Congress Center.

In her presentation, *Green Eggs & Ham is More Than Just a Dr. Seuss Story*, Katja talked about the green movement and how to plan meetings with greener food and beverage choices “when it makes sense.” Below are some of the facts and definitions that she shared with the group:

Facts About Food and Beverage Waste

- There is 35 million tons of food waste in the US each year
- Outside of food waste, one meeting can produce up to 20 pounds of waste per attendee
- 300,000 gallons of water are used in the average hotel/meeting facility each year
- Less than 20% of plastic water bottles get recycled annually
- The life expectancy of Styrofoam is 100 years – this may be even longer if it is in a landfill
- One cup of coffee takes 55 gallons of water to produce from production to table

Definitions

Compostable: Products that need to naturally break down within a three month period and cannot be mixed with biodegradable products

GMO: Genetically Modified Organisms

Farm to Table: Food produced within 300 miles

Sustainable: Able to be maintained for an indefinite period without damaging the environment or depleting a resource



Some green food and beverage tips that Katja shared were:

- **Don't prefill glasses** – have one pitcher filled with tea or water in the center of the table with empty glasses at each place setting. The service staff should replace the contents of the pitchers as needed.
- **Use water stations or water pitchers** instead of bottled water. This can also result in a cost savings of \$2 to \$5 per bottle.
- If disposable service-ware must be used **look into the compostable** options currently available such as SpudWare®, bamboo or tree leaf bowls, cold cups made from corn and to-go containers that are made with sugar. These items can add 25% to your bottom line, but many can be sponsored and logoed.
- Use **edible centerpieces**. This reduces waste and can also reduce cost.
- **Serve plated meals** for smaller events and **know your real catering guarantee** numbers to prevent unnecessary waste.
- **Work with the chef** to add **local, seasonal** or **organic** options to your menus.
- **Gang your menus** – work with the other groups that are at the hotel to utilize the same menus and reduce waste. This can also provide significant cost reduction.

Katja also spoke about the importance of green venues and listed some of the greenest venues in the U.S. including Orlando's Orange County Convention Center, the Anaheim Convention Center, San Francisco's Moscone Center and more locally, Monona Terrace and the Schlitz Audobon Nature Center. For more information, Katja shared several websites that we could visit, including:

www.wastecapwi.org – a non profit that can help to create a plan to dispose of waste, reduce waste and to recycle waste.

www.conventionindustry.org – click on APEX to view the APEX Green Meeting Standards.

www.fieldtoplate.com – an organization dedicated to changing the way Americans think of food choice, one bite at a time.

www.montereybayaquarium.org – click on the Save the Oceans tab and then Seafood Watch for a sustainable seafood guide.

www.cleantheworld.org – an organization that distributes recycled soap products, along with appropriate educational materials, to impoverished countries worldwide, and to domestic homeless shelters.

There are also many other resources that can be found by clicking on the Green F&B tab on Katja Morganstern's website **www.kdmorgenstern.com**.

The presentation was followed by a raffle drawing, a reception and then dinner with a silent auction.

Thank you to all that contributed their time, energy and resources into making the March 2011 MPI WI Chapter meeting a success. 🌍



▲Samples of Compostable Serveware



▲Amy Idsvoog, Franny Singer, Katie Murphy and Dona Geracie



▲Naomi Tucker, CMP, Tom Graybill and Linda Hale



▲Shannon Timmerman, CMP and Denise Humphrey

PLANNER PROFILE: CATHERINE MAYOTTE

Place of Employment: SVA Professional Services

Job Title: Business Development

How long in the meetings industry? 15 years

How long in MPI? Less than a year.

Tell us about your company and/or position: SVA companies provide a wide range of professional services, including: accounting, tax, business sales, mergers & acquisitions, assurance, real estate, wealth management, IT consulting, and medical coding and billing services. We work with both privately held businesses as well as individuals. We have offices in Madison, Milwaukee, Rockford, and the Fox Cities. I am responsible for event planning, project management, and participation in community events and sponsorships.

Teams or projects that you have worked on for MPI or would like to be involved with: I am on the committee for the 2011 Gala.

Tell us about your family: I was born and raised in the Boston area. I spent over 10 years with Starwood Hotels and Resorts. I transferred within Starwood to Chicago in 2003. I met my fiancé Bryan in 2009 and by 2010 had moved to Madison to be with him. His family is from the Madison area. My family is spread all around the country.

Favorite Pastimes: Bryan and I met through our mutual passion for vintage cars – pre 1964 and older. We spend much of our time driving to car shows all over the country. I also help to produce the Hunnert Car Pileup, the largest traditional hot rod show in the Midwest, with annual attendance of 20,000 for this one day event.

Favorite Musical Group: The Smiths or Morrissey.

Dream Vacation: South of France, drinking wine and sampling all of the fabulous food.

If I won the lottery I would: Buy a piece of land and build a house with a dream kitchen for me and a 10 car heated garage for Bryan.

Person you admire most and why: My father. He was a Credit Union CEO before he retired, and he grew the busi-

What else would you like other MPI members to know about you? Although I am new to the area and have only been to a couple of meetings, I am truly appreciative of all of the contacts I've made thus far. Everyone has welcomed me with open arms and has been very helpful.



ness from a single branch to nine branches and two loan centers, all while remaining very active in our community. He is a devoted brother, husband, and father – consistently putting others' needs first. He's an amazing cook – he was even featured on the Food Network. He is an accomplished mason, woodworker, and landscaper. He has been instrumental in the planning of our wedding. Some dads just write the check. My dad schedules conference calls to review event resumes. I know that I inherited my planning gene from him. I am so grateful for all he has taught us and done for us.

Special personal accomplishments: I'm pretty proud of what we have done with our car show. The first year we had about 230 attendees. Ten years later and we have grown the attendance to about 20,000. We've had a few growing pains along the way, but we are constantly looking for ways to improve the guest experience at the show. I know the friendships I've made because of my involvement will last a lifetime. 🌐



STUDENT PROFILE: BARB JENKINS

Place of Employment: Copps Food Center

Job Title: Customer Service Representative/Bookkeeper

What drew you to the meetings industry? As a long time volunteer, I have enjoyed all stages of planning an event, carrying it through, and rejoicing in its completion. The associate degree program at our technical college spoke directly to me!

Tell us about your college program: I am enrolled in the Meeting and Event Planning Management program at Fox Valley Technical College, Appleton. I will be graduating in May 2012.

Teams or projects that you have worked on for MPI or would like to be involved with: I have just recently joined, and I attended the February Education. It was a very welcoming experience. I have not had an opportunity to get involved yet, but like any good event planner-I am game for anything!

Tell us about your family: My husband Tom and I have been married for 28 years and we have three children. Jeremy is a graduate student at the University of Idaho-Moscow. Dan and Katie are students at UW-Stevens Point. We are extremely proud of them!

Where were you born? Cleveland, Ohio

Where do you currently live? Appleton

Favorite Pastimes: Traveling to major league ballparks and surrounding brewpubs with my husband, home improvements, gardening and weaving. I weave textiles for household and personal use, and have many for sale at the Mill Boutique in Appleton-under the name Barbara's Loom.

Favorite Musical Group: Steely Dan and everything jazz.

Person you admire most and why: That is a difficult one. I admire anyone who has taken their dream and run with it-not being afraid to take chances. Most of us are too cautious!

Dream Vacation: Truly-anywhere, anytime! I especially love camping, hiking, and beautiful scenery.

If I won the lottery I would: Pay off our house, help local charity, and take a vacation.

Words to live by: Always display enthusiasm and have a positive attitude. It truly pays off. And....never give up hope!

Special personal accomplishments: Mountain climbing in Colorado with my children, and going back to school after 27 years. 🌐

WHO'S ^{IN}THE NEWS

Changes & Accomplishments

*"Anything's possible
if you've got enough nerve."
— J.K. Rowling*

Congratulations to...

Wanda Gilles on her new position as Executive Assistant to the Executive Vice President of Joint Ventures and Special Operations at TASC (Total Administrative Services Corporation)

The Pfister Hotel was awarded a Certificate of Excellence by the Preferred Hotel Group for its efforts in the areas of community and philanthropy.

Carmen Smalley with The North Central Group will be receiving her MBA from Concordia University in May.

Janet Sperstad, CMP has been appointed to the CIC CMP Board of Directors. The CMP Board represents the profession's diversity and serve as a voice for stakeholders who have an interest in maintaining a high industry standards.

NorthCoast Productions took home the Gold and Best of Show at this year's Addy's for "Passion," a 30 second spot produced for Bergstrom Automotive. The Addy Award's honor creative excellence in advertising.

Our own **Tami Gilbertson, CMP** was quoted in Lands End Blog. Kudo's to Tami on a great article. Check it out!
<http://businessblog.landsend.com>

Shannon Timmerman, CMP was recently promoted to Director of Sales for the Wilderness Hotel and Golf Resort in Wisconsin Dells.

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



*Michelle Tyo-Johnson is the Director Business Development for NorthCoast Productions and Director of Monthly Programs for the MPI-WI Chapter.
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LOOKING AHEAD – WHAT'S HAPPENING & WHAT'S NOT?

■ JULY 23-26, 2011 WORLD EDUCATION CONGRESS (WEC)

Orlando, Florida

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It's time to turn inspiration into action, and MPI's 2011 World Education Congress in Orlando will show you how. You will be empowered through knowledge and networking to create amazing events that deliver real business value – every time. Early registration pricing is available until July 1st, 2011.

For more information: <http://www.mpiweb.org/Events/WEC2011/SaveTheDate/Information>

■ AUGUST, 2011

"SUMMER IN THE PARK - OR - JAZZ IN THE PARK - OR - CONCERTS ON THE SQUARE"

If it is summer in Wisconsin, we've got lots of opportunities to meet, enjoy good music and network. The membership team is busy preparing for two events in August for members and prospective members to gather in a casual setting. This will be a great evening for you to join us and meet people.

■ SEPTEMBER 8, 2011

EDUCATION EVENT & AWARDS GALA AT CHULA VISTA RESORT

Wisconsin Dells, WI

■ OCTOBER 20, 2011

MONTHLY EDUCATION AT THE JEFFERSON STREET INN

Wausau, WI

■ WHAT'S HAPPENING ... BUT CHANGED?

The **Midwest Regional Conference** has been a successful partnership for the past two years. However, for 2011 MPI-



MN has decided not to continue this partnership since their members prefer to only meet in the Minneapolis – St. Paul area. So while the regional event will not happen, the Chapter's full education day will continue.

MPI-WI Chapter fall education team is already busy looking for creative ways to bring great education and expanded

marketplace opportunities to this year's Chapter event. Stay tune for more details.


■ NOVEMBER 16-17, 2011 CHAPTER EDUCATION DAY

Alliant Energy Center, Madison, WI

■ WHAT'S NOT HAPPENING?

This year the **December Education and Holiday event** will not take place. Many members shared that December events are difficult to attend because of extra responsibilities such as year-end reports, client events and family obligation. Plus, the Wisconsin weather just hasn't been cooperative the past several years so the Holiday Event will not be held in 2011.

■ WHAT'S ADDED INSTEAD?

MPI – WI Chapter will be sponsoring a **Holiday Shopping Extravaganza**. Members, co-workers, family and friends will have the ability to support the Chapter's educational programs and buy holiday gifts all at the same time. Great exposure for your company — it's a new way to support and BUY MPI! Be sure to watch for updates on all these events on the Chapter website: www.mpiwi.org 



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

MPI FEBRUARY 2011 EDUCATION DAY

*By Michelle Tjo-Johnson, Director Business Development NorthCoast Productions
and MPI-WI Chapter Director Monthly Programs.*

Over 80 MPI-WI members came together for the February chapter education event on February 10 at the Pyle Center on the UW Madison Campus and several joined us via live webcast provided by Sonic Foundry. For those that weren't able to attend in person or online, and for those who did, here's a recap of an exciting day filled with learning and networking.

The Pyle Center team did an incredible job getting everything prepared and worked seamlessly with Sonic Foundry to ensure that the webcasts went off without a hitch.

We were delighted by two incredible speakers. First up was Bill Geist, President, of Zeitgeist Consulting. Bill presented "Today's Trends" in which he pushed us to identify the trends behind the changes we are seeing in the industry daily...and how we can take advantage of them.

Next, we were treated to Jason Kotecki who presented "Escape Adulthood: Living and Working with Less Stress and More Fun." In Jason's presentation we learned how we can overcome Adulthood™, that dreaded condition that leaves its victims jaded and overwhelmed, with super high stress levels.

Following the presentations, attendees were treated to fabulous hors d'oeuvres compliments of The Pyle Center. While enjoying the great food and atmosphere, raffle items were won and our members had an opportunity to network and get to know each other better.

An "After Glow" was then provided by the Greater Madison Convention and Visitors Bureau. We were treated to an amazing evening as we had private tours of the Madison Children's Museum and the Madison Museum of Contemporary Arts.

The February event was a huge success! A special Thank you to everyone who helped plan and attended! 🌐

DID YOU KNOW?

GOING GREEN, CAN SAVE YOU GREEN

Going green is a big trend in our industry. It's really all about the little things you can do as a planner for your organization and your attendees that can save both of you money.

ONLINE PRELIMINARY PROGRAMS

- Rather than printing a preliminary program and sending it out to potential attendees, create an interactive program online. You can house all of your current information and keep the online program up to date.

Bonus: You can reuse the same template each year with minimal expense on updating to your most current conference or program.

STOP PROVIDING BOTTLED WATER

- Most hotels provide either pitchers and glasses or water coolers for minimal to no expense.

Bonus: Order reusable water bottles for your attendees. Not only will your attendees most likely use the water bottles again after the conference, you can provide a unique sponsorship opportunity for your conference or program.

BOOK WITH HOTELS THAT HAVE GREEN PRACTICES

- Some hotels will offer each guest the option to not have their room cleaned every night. Typically they will provide either a credit to the guest room or a voucher to use within the hotel dining facilities.
- Ask about the hotels post conference recycling programs. Some hotels will provide free recycling for tote bags, lanyards, programs and vinyl banners.

Bonus: You can receive a free coffee during your stay and save money on shipping costs from your meeting.

What are you doing for your organization to save money by going green?

Continue this conversation on the MPI-WI Chapter LinkedIn page: <http://www.linkedin.com> Group: MPI-WI Chapter

AN INTERVIEW WITH JILL SCHROEDER

By Jodi Goldbeck, CMP

MPI-Wisconsin member Jill Schroeder won the IMEX-MPI North American Future Leaders Forum University Challenge student competition in Vancouver last summer and will be participating in the IMEX 2011 International University Challenge, May 24-26, 2011 being held in Frankfurt Germany. Recently, I sat down with Jill to get more information about her background and her feelings about the IMEX-MPI student competition.

Q. What is your meeting and events background?

A. I am a graduate of Madison College (May 2010) with a degree in meeting and event management. I am currently an Event Coordinator at the Midwest Horse Fair.

Q. Tell me about how you became involved in the Future Leaders Forum Scholarship Program.

A. Janet Sperstad, CMP, one of my instructors at Madison College, encouraged me to apply to be a part of the Future Leaders Forum (FLF), which is sponsored by MPI and IMEX. The application process involved completing an application, obtaining letters of recommendation, and an essay. Out of those that applied (around 75-which was a record high), 25 participants from the U.S. and Canada were selected. Participants in the FLF were given the opportunity to compete in what is known as the University Challenge. I was one of three selected to participate in the challenge.

Q. You mentioned that you were one of three selected for this scholarship. What did the scholarship include?

A. This scholarship included airfare and a hotel stay in Vancouver on July 23-25, 2010. Additionally, we all took part in the two-day Future Leaders Forum and had our registration fees paid to attend the World Education Congress (WEC). WEC is THE educational event for those in the meetings industry. Professionals from all over the world gather to learn, network, and share ideas.

Q. What happened after the three selections presented at the FLF?

A. I won! Now I am the North American representative and will go on to compete in Frankfurt, Germany on May 25, 2011 at IMEX. In Germany I will compete against the winner from the FLF Thailand, FLF Warsaw, and FLF European Conference. If I win at this level I will receive a scholarship and a trip to attend WEC in 2011.



Jill Schroeder with Janet Sperstad, CMP (Madison College) and Dale Hudson (IMEX)

Q. What are your overall feelings about the University Challenge?


A. I believe it was a great opportunity to apply everything that I had learned in the classroom and present it to my peers. I knew that this would be the perfect outlet for me to mix my knowledge with my creativity.

Q. You will be presenting a proposal at IMEX in Germany. What topic will you be presenting on?

A. My proposal is based on the ideal meeting attended by Generation Y MPI members. The title for the event is Y Not?, and is centered on connecting an answer to a question. I focused a lot on the meeting content, such as the meeting goals, educational components, and the format of the event itself, since this is an area which really interests me. My brief also focused on sustainability starting with the RFP until well after the event was over through an environmental impact program. I also paid a lot of attention to the stakeholder objectives and ROI. I threw in some creative uses of technology and social media and created something to be very proud of!

Q. Are you nervous about IMEX?

A. I am not nervous about attending IMEX. I am excited to learn from other industry leaders and my peers. I wasn't nervous to present at WEC, so hopefully I will be alright at IMEX! Win or lose, I know that I will take away a lot from this experience and I am extremely appreciative to IMEX and MPI for this opportunity.

For more information about the IMEX/MPI Future Leaders Forum, go to <http://www.imex-frankfurt.com/index.php>. 

Jodi Goldbeck, CMP is an Instructor with the Meeting and Event Management Program at Madison Area Technical College and serves as Director of Special Education Projects for MPI-WI.



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FOOD FOR THOUGHT:

Executive Chef Peter Gebauer, CGMC
Potawatomi Bingo Casino



Growing up at the foothills of the Bavarian Alps, he had a humble childhood in the country side. Beginning his culinary career with a traditional apprenticeship in a boutique hotel, he became certified chef with honors after three years. Then he sailed around the world onboard luxury cruise lines, taking on his first sous chef position with Peninsula in Hong Kong. The Middle East would follow further in his career.

Returning to Germany he faced a new challenge at the Steigenberger Academy, becoming Certified Master Chef at age 30; and later was appointed Executive Chef onboard the SS Norway. After a few years he found a new challenge with the

startup for both Star Cruises in Singapore and later Disney Cruise Line in Florida. Opening the Aventura Palace in Cancun followed before he accepted the position of Executive Banquet Chef at Gaylord Opryland Resort in Nashville. In 2005 he became the Executive Chef of the resort, and in this function he also took on the stewardship of the Opryland Culinary Institute.

During his professional career Chef Gebauer has earned many memberships and awards. He catered to royal families, presidents and governments, and was featured on TV shows in Germany as well as the US. He cooked at the James Beard

Continued on page 21

OATMEAL & BANANA CRÈME BRULEE

Crème Brulee translated from the French simply means “burnt cream,” referring to the caramelized finish. A classic finale to a meal, crème brulee can be served slightly warm or chilled. Being one of my favorite desserts, I incorporated it for a breakfast and brunch item which has proven successful in the past on many occasions.

Ingredients:

Yields 12 servings

1 qt heavy cream
¾ cup sugar
Pinch salt
6 egg yolks, beaten
½ cup sugar
2 cups oatmeal, steel cut
4 bananas, peeled & sliced ¼” thick

Preparation:

1. Combine the cream, ½ cup of the sugar and salt
2. Bring to a simmer over medium heat while stirring with a wooden spoon
3. Combine the yolks and ¼ cup of the sugar in a second pot
4. Add the hot milk to the egg mixture while stirring
5. Return to heat and bring to a light boil
6. Strain and ladle into ramekins or heat proof shallow dish
7. Bake in a water bath at 325° F until just set, for 20-25 minutes
8. Remove from water bath and refrigerate.
9. Heat a sauce pan with 4 cups of water and bring to a boil
10. Add the oatmeal & simmer for 5 min while stirring, then set aside
11. Divide the warm oatmeal evenly into 8 martini glasses
12. Top with one layer of bananas
13. Top with 2-3 tablespoons of the crème brulee
14. Sprinkle with the remaining sugar and scorch with a blow torch
15. Serve at once.

House in New York City and frequently at the Grand Old Opry, Nashville.

He is the Executive Chef at Potawatomi Bingo Casino, which completed a \$ 280 million expansion in 2008 and was rated the #1 entertainment destination in the Midwest by the *Chicago Tribune* in 2009. He is a member of the American Culinary Federation and the German Chef's Association/WACS, and since his arrival



With son Daniel & daughter Anna Claudia

in Milwaukee has joined the advisory board for the culinary program at Waukesha County Technical College. He also contributes frequently to the *Hotel F&B Magazine*, a National industry publication. When he finds time, Peter is an avid soccer fan, enjoys swimming with his daughter Anna Claudia, practices Tae Kwon Do with son Daniel - and relishes family time.

Chef published his first book in 2009. *Omnivore's Travel* takes an unprecedented approach in examining his inter-

national career, a smorgasbord of bizarre food experiences and provocative cultural history, this book provides insight on the current challenges and trends in our industry for the reader. Part in-depth reference, part career guide, it is entertainment for travelers, foodies and peers alike.

His next book, *My Culinary Academy*, is a recount on his many years of coaching and training with detailed instruc-

"Tell me what you eat,
and I will tell you what you are."

Brillat-Savarin 1755-1826

tions on culinary techniques and cooking methods, as well addressing current trends and topics such as sustainability and industrial food. A valuable reference source for culinary education; it is scheduled to be published later this year. 🌐

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MPI COMMUNITY OUTREACH FEBRUARY 2011

At our February Education Event the Community Outreach Team, with the help of all of the MPI Wisconsin members, had a very successful drive to collect items for the YWCA of Dane County's pantry. We collected approximately 16 bags of non-perishable food, diapers, and baby wipes. Our generosity truly helped to make a difference in the lives of many.

Please read the short thank you from Nancy Wrenn Bauch at the YWCA:

Dear Meeting Professionals International;

Thank you for the generous donation of food and diapers for the YWCA pantry. The YWCA provides shelter and housing for over 150 women and children every night. All of the families we serve have very limited resources and often struggle to have enough food, especially when they first arrive to our shelter. Your donation went a long way to help many.

Nancy Wrenn Bauch

The Community Outreach Team wants to thank all of you for all that you donated, and for your help in making this a difference in the lives of others in the Dane County Area.

Please keep an eye out for the exciting future community outreach projects we will be having at our upcoming meetings. If you have any suggestions or are interested in assisting us with any of the upcoming projects please let one of us know.

*Justine Alexander
Director of Sales
Holiday Inn Madison at the American Center*

Meetings in Wisconsin

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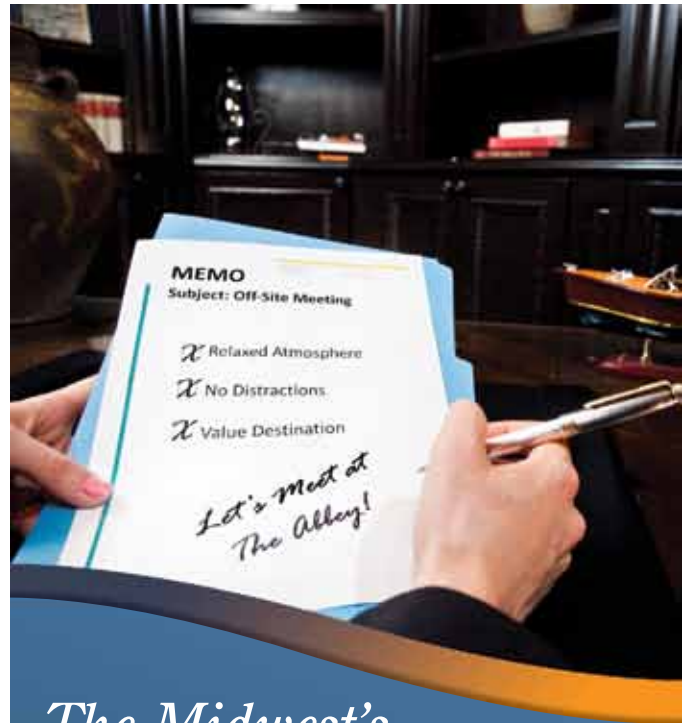
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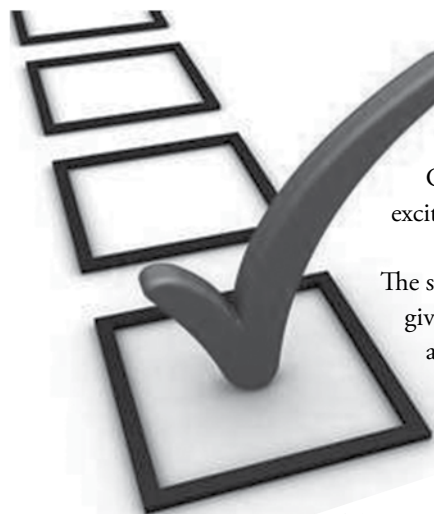
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MEMBERSHIP SATISFACTION SURVEY

By Naomi Tucker, CMP

MPI Wisconsin Chapter would like to thank all of those who responded to the Membership and Education survey. The results are in!



First off - over 90% of respondents are proud to be an MPI-Wisconsin Chapter member. How exciting that is!

The survey results have given us great insight about the needs of the chapter. To begin, it is great to see the professional variety in our chapter. It is also wonderful to continue to see a great representation from our student membership.

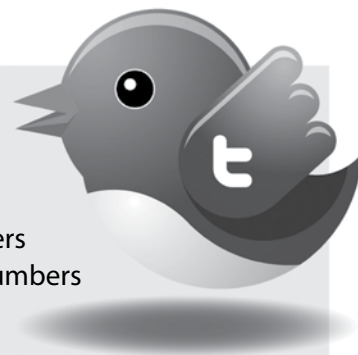
Wherever you are in your journey with MPI, we hope that we continue to contribute to the value of your membership.

Networking continues to be the main reason that our members have joined and continued their membership in MPI. In addition, education is a major deciding factor on whether members will attend an event. These facts make us aware of how important our education content is to our chapter and how important sharing our work experiences with others is beneficial. Another element to note is that the meeting location continues to play an important role in your selection of where to attend an event. And finally, many of you indicated that WEC-Orlando will be the location of your next major conference! We hope to connect with you as a chapter while you are in attendance.

Again, thank you for participating in the Membership and Education Survey.

We would like to congratulate our winner of the \$50 gas card. Student Member, Elizabeth (Liz) Klainot! Congratulations and enjoy. 🍀

FOLLOW US ON TWITTER



@MPIWisconsin is up to 35 followers on twitter! Help us increase our numbers by following us today.

What do they talk about on Twitter? See a piece of the conversation below from the April Event at the Osthoff Resort on Hybrid Meetings. Join us at the next event on Twitter!

#MPIWI. Great meeting on hybrid events! Looking forward to panel presentation.

Have you planned a hybrid meeting? What were your results? We want to hear from you. Tweet us! #mpiwi

Good info on hybrid meetings @MPIWisconsin. Glad to hear online meetings are not taking over face to face meetings!

Make sure to give your speaker(s) details on your event and attendees to get better return on your investment #mpiwi #meetings

Hybrid event tip: get involved w/AV company who do AV on a day to day basis. #MPIWI

Have you planned a hybrid meeting? What were your results? We want to hear from you. Tweet us! #mpiwi

Hybrid events: take snapshots of twitter, linked in, Facebook before during & after to measure engagement. #MPIWI

Note from #MPIWI hybrid presentation: don't pack agenda too tight & burn out audience. Start with one track.

Don't forget about virtual attendees during your hybrid events! Online attendees are just as important. #mpiwi

Hey #MPIWI where can I get the "what to send when" calendar template shown at Hybrid Events presentation?

Is that a Wii? Thanks @OsthoffResort and Road America! Game on. @MPIWisconsin #mpiwi

Thanks for being a great host @OsthoffResort! Am so happy to be here #MPIWI

NEW MEMBERS

Please help us welcome our new members!

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Jess.w33@gmail.com
Student

SUPPLIER PROFILE: ASHLEY ZOELICK

Place of Employment: Janesville Area Convention & Visitors Bureau

Job Title: Director of Sales

How long in the meetings industry? Eight months

How long in MPI? Six months

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

As Director of Sales for the Janesville Area Convention & Visitors Bureau, I promote Janesville as a destination for meeting groups! The city has so much to offer its visitors – from great meeting spaces to outstanding attractions. My goal is to provide each meeting planner with the personal attention they deserve in order to choose the meeting location and hotels that best suit their group's needs.

Teams or projects that you have worked on for MPI or would like to be involved with: I would love to be a part of the educational session planning committee!

Tell us about your family: I met my husband, Cory, when we were both attending Carroll College in Waukesha, WI. We've been married for five years, and just moved back to Janesville this summer to be closer to my parents and younger sister.

Where were you born? Janesville, WI

Where do you currently live? Janesville, WI

Favorite Pastimes: My favorite hobbies are photography and traveling.

Favorite Musical Group: I enjoy listening to everything!

Person you admire most and why: I admire my parents so much. When I was younger, they made sure that my sister and I had everything we ever needed. Now that I've grown-up, they continue to support and encourage me in everything that I do.

Dream Vacation: My dream vacation would be going on a summer-long tour of Europe, where we could immerse ourselves in the culture of each country.

If I won the lottery I would: First, I would want to invest enough money so that my family could live comfortably. Then, I would use the rest to travel the world!

Words to live by: The difference between the impossible and the possible lies in a person's determination. - Tommy Lasorda

Special personal accomplishments: I am very proud that my husband and I took a chance this summer and moved back to my hometown. It was a great decision for both of us!

What else would you like other MPI members to know about you? I am very excited about my membership with MPI, and I can't wait to become more involved in the organization. 🌐



Continued from page 7

Kurt, Leah, and Jere are truly an extension of our MPI-WI family. We know we are blessed to have an administration company that is so passionate about our chapter's success. Case in point, they came to the rescue for our April program when our presenter emailed the night before saying she was not able to present the program as planned due to an illness. Their patience and guidance over the past year will always be remembered.

In closing, I would like to thank M&I, Meeting Management and Consulting, for supporting my role as President and my involvement in MPI. It means a lot to me that they value the professional development of our employees and recognize the value we bring back to our clients.

Like badges on a sash, each MPI experience represents something special and something gained. I will be forever changed and always grateful for the opportunity to serve as your chapter president! 🌐

**WISCONSIN
CHAPTER**



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CALENDAR OF EVENTS

2011



Connecting you to the
global meeting + event community

MAY 2011

12

May Education

Sheraton Milwaukee Brookfield
Brookfield

JUNE 2011

22-23

Heidel House Resort

MPI-WI/WSAE Summer Event
Green Lake

JULY 2011

23-26

World Education Congress

Orlando, Florida

23

Summer CMP Exam

Various Locations

SEPTEMBER 2011

8

Awards Gala

Chula Vista Resort
Wisconsin Dells