
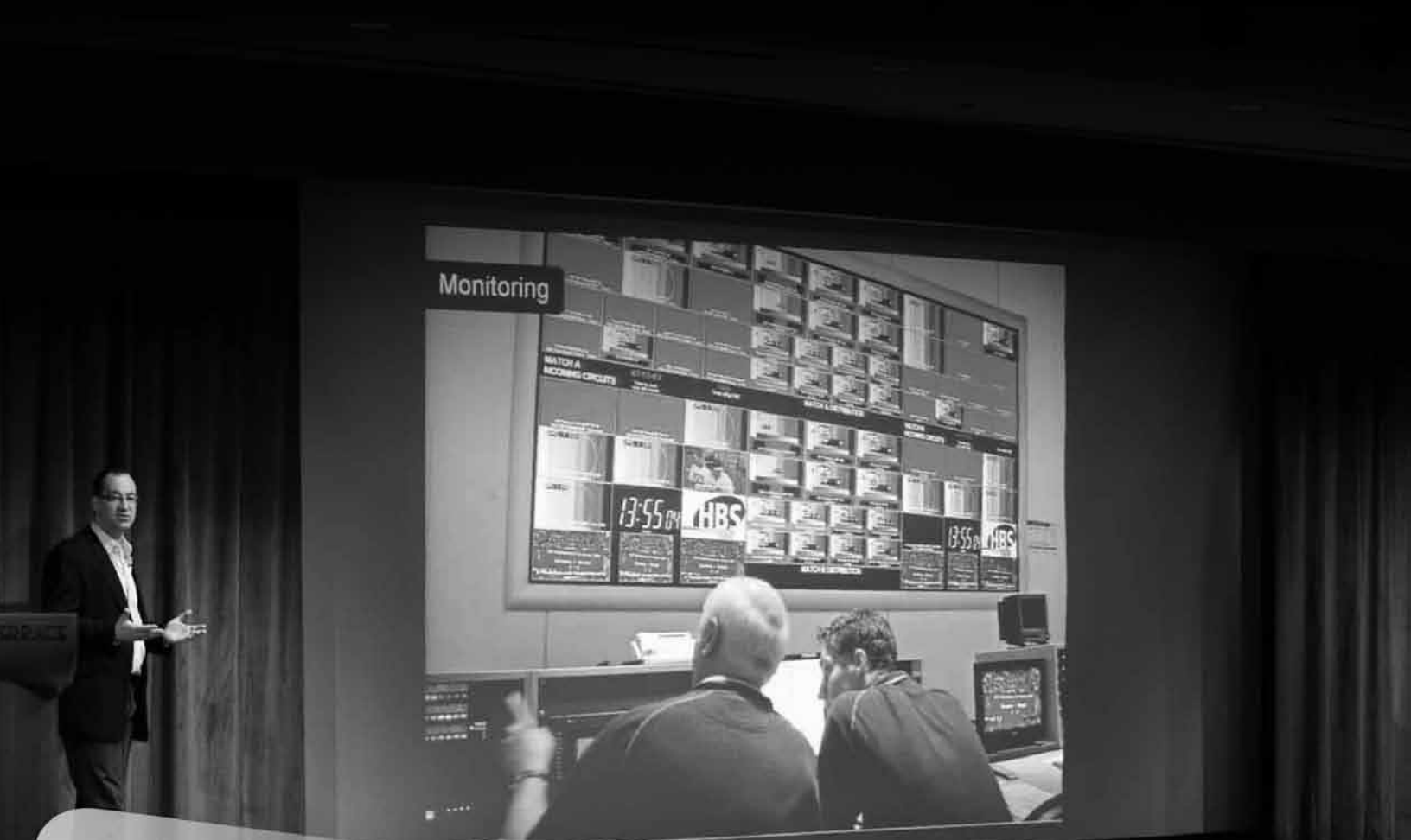


# Agenda

✱ Spring Education Offered Strong Educational Content p 11

A black and white photograph of a man, Eric Rozenberg, standing at the front of a room and addressing a group of people. He is wearing a white dress shirt, a patterned tie, and glasses. He has his hands raised in a gesture while speaking. In the foreground, the backs of several audience members' heads are visible, showing they are seated and facing the speaker. To the left, a portion of a projection screen is visible, displaying the letters 'ny'. Behind the speaker is a whiteboard. The room appears to be a conference or meeting space.

*Eric Rozenberg, CMP, CMM and International Chairman of MPI welcomed all of the attendees and updated us all on the state of MPI.*



# Want to take your event to people who can't attend?

It's easy with Sonic Foundry Event Services. We provide worry-free event webcasting - you simply schedule your presentations and our team takes care of the rest. The result? Your face-to-face event now bridges time and distance, while reaching new audiences and creating new revenue streams, online.

**sonicfoundry**<sup>®</sup>  
event services

877.783.7987 | [events.sonicfoundry.com](http://events.sonicfoundry.com)



MPI-WISCONSIN  
2011-2012  
BOARD OF DIRECTORS

**President**

Susan Kainz  
ConferenceDirect  
susan.kainz@conferencedirect.com

**President-Elect**

Naomi Tucker, CMP  
Humana  
ntucker@humana.com

**Immediate Past President**

Marie Johnson, CMP  
Meetings and Incentives  
mejohanson@meetings-incentives.com

**VP Finance**

Jennifer Hlavachek  
Madison Concourse Hotel & Governor's Club  
jhlavachek@concoursehotel.com

**VP Education**

Alison Huber, CMP  
Wisconsin Dells Visitor & Convention Bureau  
alison@wisdells.com

**VP Membership**

Tina Jacobson, CMP  
tinajacobson11@yahoo.com

**VP Communications**

Shannon Timmerman, CMP  
Glacier Canyon Lodge at the Wilderness  
stimmerman@wildernessresort.com

**Director - Professional Development**

Sara Beuthien  
WPS Health Insurance  
sara.beuthien@wpsic.com

**Director - Special Education Projects**

Jodi Goldbeck, CMP  
Madison Area Technical College  
jgoldbeck@matcmadison.edu

**Director - Publications, Advertising,  
& Community Outreach**

Jennifer Hallett, CMP  
jennifer.l.hallett@gmail.com

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

Tom Graybill  
Tri-Marq Communications  
tom@trimarq.com

**Director - Awards & Scholarships**

Denise Humphrey  
Greater Green Bay CVB  
denise@greenbay.com

**Director - Recruitment & Member Care**

Shirley Kaltenberg  
Alliant Energy Center  
kaltenberg@alliantenergycenter.com

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

Tamara Putney, CMP  
Events Success, LLC  
tputney8@new.rr.com

**Director - Monthly Programming**

Michelle Tyo-Johnson  
Northcoast Productions  
michelle@northcoastpro.com

# Agenda

## Feature Articles

Influence Your Chapter's Education Plan	8
Spring Education Offered Strong Educational Content	11
Everybody Needs an Elevator Pitch	13
Annual Awards Gala	16
The Back-Up Plan	17
MPI Summer Fun	21

## In Every Issue

From the Editor's Desk	4
President's Column	7
New Members	12
Community Outreach Accomplishments	14
Planner Profile	16
Did You Know!	22
Student Profile	22
Supplier Profile	23
Calendar	BC

## Experience MPI Wisconsin 5 Different Ways

**Print:** Agenda Magazine

**Web:** www.mpiwi.org

Get connected --> Agenda Newsletter

**Facebook:** facebook.com/mpiiwi

**Twitter:** twitter.com/mpiiwisconsin

**LinkedIn:** MPI-WI Chapter



JULY/AUG 2011  
VOL 33, NUM 4

Published bimonthly by  
Meeting Professionals International –  
Wisconsin Chapter

**Co-Editors**

Margaret Trotter  
Executive Director, Inc.  
mtrotter@execinc.com

Cindy Kreis  
CUNA Mutual Group  
cindy.kreis@cunamutual.com

**Contributing Writers**

Susan Kainz  
Margaret Trotter  
Jodi Goldbeck, CMP  
Debra Wheatman  
Shannon Timmerman, CMP  
Tom Graybill

**Art Director**

Ann Shultz, AJS Designs  
www.ajsdesigns.net

**Publication Deadlines:**

September/October 2011  
Deadline: July 19, 2011

November/December 2011  
Deadline: Sept 14, 2011

January/February 2012  
Deadline: Nov 15, 2011

**Permissions**

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

Copyright © 2011 MPI-Wisconsin Chapter

# FROM THE EDITOR'S DESK

**A**s we hit the “Dog Days” of summer, meeting planning may not be the first thing on your mind. At least for me, I know I tend to think about upcoming vacations, weekend activities and how to enjoy the beautiful weather while it lasts, as it is rare in Wisconsin. Luckily, the events within the MPI-Wisconsin chapter continue through the summer and allow us a chance to truly appreciate being a member while reminding us why we participate.

*As our new chapter president, Susan Kainz points out in the President's Column, the education received, networking opportunities and friendships built through the MPI-Wisconsin Chapter are invaluable. For me, being a new member, receiving the excellent volunteer opportunities and the warm welcome at events has really solidified my involvement with MPI-Wisconsin Chapter. I can only imagine the friendships and industry networking relationships I will build in the years to come.*

Although your mind may be focused on summer activities and vacations, this issue of The AGENDA is full of great and useful information you won't want to miss. As meeting planners we have to plan for the worst case scenario. Be sure to check out the article on tips and tricks while planning your meetings audio visual needs.

Our networking opportunities also stand out as a great reason we're all members of MPI-Wisconsin Chapter. You can create and practice your elevator speech by listening to Debra Wheatman. Don't forget to check out the events happening throughout the summer and beginning in the fall. Our education team has provided an update including a sneak peak of fall education events. Kicking off the fall events is the Awards Gala at the Chula Vista Resort in the Wisconsin Dells. Be sure to mark these on your calendar!

Finally, I would like to welcome the 2011-2012 Board of Directors. We look forward to your leadership throughout the upcoming year!

Enjoy the rest of the summer and stay cool!

Cheers,

*Margaret*  
Margaret



Margaret Trotter  
Editor, Agenda  
Meetings Manager  
Executive Director, Inc.



# SURROUNDED BY OFF-SESSION ACTIVITIES.



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



**LOCATION  
LOCATION  
LOCATION**

- Less than a two-hour drive for most Wisconsin residents
- Attendees are just steps away from great dining, entertainment and attractions
- Affordable facilities with top-notch service
- Wisconsin's best shopping

**IN THE FOX CITIES,  
IT'S ALL WITHIN REACH**

**FoxCities**  
East Central Wisconsin

800-236-MEET

Wisconsin's Shopping Place®

TRAVEL GREEN WISCONSIN

foxcities.org

# PRESIDENT'S COLUMN

**T**he past two and one-half years of economic downturn has changed the world and our world in the meetings industry. We are called upon to do more with fewer resources – less time, money and people to support us. Our time and energy is so valuable that we question anything that could be a potential distraction from getting accomplished everything on our plates. Is it worth the added stress?

Now, stepping into the role of President of MPI-WI Chapter, I asked myself if it will be worth all the extra time and money I'll be investing. Judging by the rewards I've gained from the six years I have been active in this organization, there is only one answer – YES!! Professionally I have gained from several career advancements with the assistance of chapter members. Personally, my life is enriched from the networks of fellow members I now call "friends." But, the largest payout has been having a constant and steady stream of quality information, education and tools to make my life easier as a meeting professional. If that's what I've already gained, what can be expected from MPI-WI Chapter for 2011-2012?

The answer is the same as the one Barbara Dunn, Attorney and Partner at Howe & Hutton, Ltd., used to answer a question during a WEC breakout session. She replied, "that depends." Just like the contracts that Attorney Dunn argues for or against, I believe she would agree that MPI membership depends on how invested you are in the outcome.

*Now, stepping into the role of President of MPI-WI Chapter, I asked myself if it will be worth all the extra time and money I'll be investing. Judging by the rewards I've gained from the six years I have been active in this organization, there is only one answer – YES!!*

Many of you know exactly what I mean. You are the past presidents, board members and committee volunteers who believe in the organization. I wish to thank you all for laying the ground work for our future success. The Wisconsin Chapter has a reputation for being fiscally responsible and having a strong commitment to providing their members with a bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry. That didn't happen by accident. It was a slow and deliberate process that Wisconsin can be very proud of. Other chapters don't fare as well in those categories.

So what's ahead? The 2011-2012 MPI-WI board of directors is dedicated to providing strong educational programming for both senior and intermediate professionals. In addition, networking opportunities will be added to build relationships that encourage more business between all members. "Buy MPI" is making a comeback!

Make time to get involved in MPI because it is an investment in yourself. This organization's strength comes from the passion of the members. No matter how many demands you have on your life, there is value in making a commitment to MPI-WI because you deserve to reap the rewards.

It is a privilege and an honor to serve the members of MPI-WI Chapter for the upcoming term. I encourage you to contact me at [susan.kainz@conferencedirect.com](mailto:susan.kainz@conferencedirect.com) with any questions, comments or suggestions.

Kindly,

*Susan*

Susan

*Susan Kainz  
2011-2012 MPI-WI President  
Global Account Executive with  
ConferenceDirect*



# INFLUENCE YOUR CHAPTER'S EDUCATION PLAN

MPI-WI Education Division needs YOU for a successful 2011-2012! That's right. And the Education Division needs YOU in a number of ways.

1. **Input** – What topics do you want to see? Which speakers should we invite? Your input is extremely important to the team as we plan out the year's events.
2. **Volunteer** – You can help on a regular monthly education program or join the team for our full-day education programs.
3. **Attendance** – the Chapter cannot be a success without seeing our members at our programs and actively participating. And don't forget to give us your feedback!

## Meet Your 2011-2012 Education Team:

*Vice President – Education*

Alison Huber, CMP

"I look forward to working with the team to provide high-quality education programs to help our members realize continued success in the meetings industry."

*Director of Professional Development*

Sara Beuthien

"We are excited to hear your input and ideas when planning this year's educational programs. Our team is here to help all chapter members gain the best education possible. Please offer any suggestions or feedback you may have. We are here to serve you!"

*Director of Special Education Projects*

Jodi Goldbeck, CMP

"To have a day filled with top-notch speakers, excellent educational programs and unique networking opportunities is our ultimate goal for both the November and May Education Day programs and I am excited to provide that to our members."

*Director of Monthly Programs*

Michelle Tyo-Johnson

"I am very much looking forward to working with all the amazing volunteers to create incredible monthly programs!"

We look forward to serving YOU for the 2011-2012 Year.

Here is a sneak peak at what is in store for 2011-2012:

## October Education Program

*Thursday, Oct 20, 2011*

*Jefferson Street Inn – Wausau*

Join your fellow chapter members as we bring back a popular program from March 2010 – Open Space. Network with your peers and discuss the issues as they relate to **YOU** and your career. Learn about the Open Space philosophy from Past MPI International Chair Terri Breining, CMP, CMM. Our topic for this Open Space meeting is *The Future of Face-to-Face Meetings and the Meetings Industry*.

## November

### Education Day

*Wednesday, Nov 16 &*

*Thursday Nov 17, 2011*

*Alliant Energy Center –*

*Madison*

Make plans now to attend November Education Day at the Alliant Energy Center in Madison. After two successful years partnering with the Minnesota Chapter, this annual event is back home in Wisconsin.

Watch for opportunities


to participate as a sponsor, exhibitor and attendee.

Come see how the team will shake up this annual event. You WON'T want to miss it!

## CMP Prep Days

**presented by MPI-WI & Madison College**

*Friday, Nov 18 & Saturday Nov 19, 2011, Madison*

Studying for the CMP exam? MPI-WI, in partnership with Madison College, is planning the details to host CMP Prep Days following November Education Day. This event will offer you unparalleled opportunities to prepare for the exam as well as to network with others planning to sit for the exam. Keep an eye on [mpiwi.org](http://mpiwi.org) for more details and registration. 

## Have something to share?

Your feedback and input are vital to the education planning for the chapter. Contact any of the Education Team members with your input or questions regarding:

- Speakers
- Program Topics
- Program Formats
- CMP
- Volunteering





# Meeting ADVENTURES

AROUND EVERY TURN!



Meetings should always have a **SPLASH** of fun!

## Glacier Canyon Lodge Features:

- A variety of meeting room configurations and banquet space for up to 1,600 people
- Full Catering and the highest quality of service
- Access to ALL Wilderness Territory Waterparks
- World-class Sundara Inn & Spa
- Wild Rock Championship Golf Course
- Award-winning dining experiences
- Luxury overnight accommodations
- Team building programs & activities



Featured on the  
Travel Channel's  
Extreme Resorts



Explore...More!

Wisconsin  
Dello

Follow us on:

800.867.WILD (9453) • [www.WildernessTerritory.com](http://www.WildernessTerritory.com)



# Meet Better

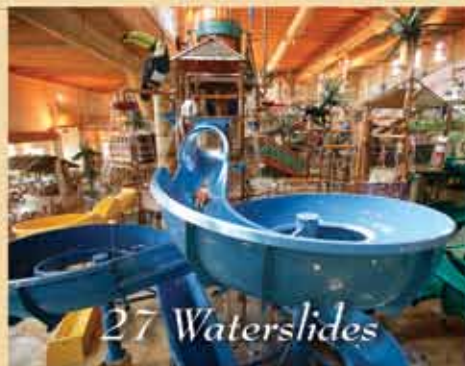
*Experience the finest meeting  
and convention destination in Wisconsin*



*200,000 sq. ft. of Flexible Meeting Space*



*Luxurious  
Accommodations*



*27 Waterslides*



*5 Restaurants*

Wisconsin Dells, WI ♦ 877-248-5223 ♦ [chulavistaresort.com](http://chulavistaresort.com)

# SPRING EDUCATION OFFERED STRONG EDUCATIONAL CONTENT

Over 100 MPI-Wisconsin chapter members and guests attended the Spring Education Day at the Sheraton Milwaukee Brookfield.

There were fantastic learning experiences, wonderful networking opportunities and amazing speakers.

Spring Education Day kicked off on Wednesday night, May 11th, with a reception hosted by the Sheraton Milwaukee Brookfield and the Brookfield Convention & Visitors Bureau. The food was abundant, the conversation was lively and everyone was excited to attend the event the following day.

After announcements from MPI-Wisconsin President Marie Johnson, CMP early Thursday morning, Eric Rozenberg, CMP, CMM and International Chairman of MPI welcomed all of the attendees and updated us all on the state of MPI. After Eric's welcome, our keynote speaker, Deborah Gardner, began with her session entitled *Compete Better Now--A Winner's Image*. Deborah gave a dynamic presentation about the world of competition, what drives success and elevating your own success story.



After the keynote address and a quick break, attendees had three breakout sessions from which to choose. The first breakout session included a panel of three Certified Meeting Professionals who discussed the CMP application process, test taking ideas, study group options, and a variety of other CMP-related topics. Panelists included Janet Sperstad, CMP, Program Director at Madison Area Technical College; Michelle Johnson, CMP, Meetings Manager for Association Acumen and Carmen Smalley, CMP, Regional Sales Manager for North Central Group

Hotels. The moderator for this breakout session was Nicole Putchel, recent graduate in the Meeting & Event Management Program at Madison Area Technical College.

The second breakout session welcomed back Deborah Gardner, who packed the room with her topic *Naked Negotiations for the Advanced Meeting Professional*. Deborah discussed collaboration skills, innovative strategies and real-world examples to acquire that perfect negotiation.

The final breakout session was facilitated by Debra Wheatman whose presentation, *Resume Your Search with Your Brand New Résumé*, gave attendees tips on creating a solid, well-crafted, results-oriented résumé and also covered the top ten mistakes that people make when building their résumé.



Following the energizing and informative morning breakout sessions, we all enjoyed a wonderful lunch, as well as participated in the volunteer engagement activity, which had board members visiting various tables to meet members and guests to discuss volunteer opportunities in the chapter. The 2011-2012 Board of Directors was also installed during lunch and our very own chapter President, Marie Johnson, was awarded the industry partner award from the Wisconsin Chapter of the National Speakers Association.

The afternoon breakout sessions promised to be as educational as the morning sessions Eric Rozenberg was back to discuss the topic *How to Conduct Business in a Multicultural Environment*. Participants

---

*Continued on page 12*



learned about planning meetings outside their own home country, the impact of having attendees from different regions and cultures and how to utilize the resources available to overcome these obstacles.

The second breakout brought back Debra Wheatman whose session, *Network Your Way to the Top*, focused on social media, special interest groups and other factors to consider when creating a networking strategy.

The final breakout session included a panel of independent business owners and was titled *Independent Business Opportunities in the Meetings Industry*. The discussion was led by moderator Tracie Toth, CMP, Associate Director of Sales at The Osthoff Resort. Panelists included Lynn Golabowski of ConferenceDirect, Christopher Dyer of Morgan Data Solutions, Darla Leick of HelmsBriscoe and Rebecca Hasley of Maxvantage Meetings. The panelists answered questions about being your own boss, starting your own business and marketing yourself.

The finale of the event came in the form of a "Speaker Wrap-Up" where the speakers and select panelists took the stage to give a brief overview of their day, give a short description of their topic of presentation and answer questions from the audience. It was a great way to end such an informative and energizing day!

Throughout the day, many individuals brought clothes, accessories and shoes for the Milwaukee Women's Center Bottomless Closet program. Thank you to those who were so generous with their donations! Also throughout the day, Rachel Waldmer of A Thousand Words Photography set up shop to take professional headshots of members and guests. It was a great opportunity to get an updated photo!

Many thanks go to our speakers, panelists, moderators and the team involved in pulling off such a wonderful event! The Spring Education Day team included Dick Bradley, Liz Rehorst and Nicole Putchel. 🌐

*Jodi Goldbeck, CMP was team lead for May Education Day and is an Instructor in the Meeting & Event Management Program at Madison Area Technical College, as well as the Director of Special Education Projects for the MPI-WI Chapter.*

## NEW MEMBERS

Please help us welcome our new members!

### Alicia Bennett

360 West Washington  
Apt 510  
Madison, WI 53703  
apbennett@matcmadison.edu  
Student

### Deana Birmingham-Heinisch

Waukesha & Pewaukee CVB  
N14 W23755 Stone Ridge Dr  
Suite 225  
Waukesha, WI 53188  
deana@visitwaukesha.org  
Supplier Meeting Professional

### Kelly Clark

Ghidorzi Hotel Group  
2100 Stewart Avenue  
Wausau, WI 54401  
kellyc@ghidorzi.com  
Supplier Meeting Professional

### Tara Duarte

Sundara Inn and Spa  
920 Canyon Road  
Wisconsin Dells, WI 53965  
Tel: 608-253-9200  
tduarte@sundaraspa.com  
Supplier Meeting Professional

### Ann Feist

1714 Ashford Lane  
Waunakee, WI 53597  
afeist@charter.net  
Student

### Mike Kertscher

Elkhart Lake's Road America  
W7390 Hwy. 67  
Elkhart Lake, WI 53020  
mike@roadamerica.com  
Supplier Meeting Professional

### Jeri Lyn Kirchner

Cambria Suites Lambeau  
1011 Tony Canadeo Run  
Green Bay, WI 54304  
Tel: 920-569-8502  
jkirchner@hp-hotels.com  
Supplier Meeting Professional

### Amy Myhre

Hilton Garden Inn Milwaukee  
Park Place  
11600 West Park Place  
Milwaukee, WI 53224  
Tel: 414-577-5003  
Amy.myhre@hilton.com  
Supplier Meeting Professional

### Cheryl Oswald

Kohl's Department Stores  
21035 Oak Ridge  
Brookfield, WI 53045  
Cheryl.oswald@kohls.com  
Student

### Danica Potier

The Iron Horse Hotel  
500 West Florida Street  
Milwaukee, WI 53204  
Tel: 414-831-4604  
dpotier@theironhorsehotel.com  
Supplier Meeting Professional

### Megan Purtell

Purtell Marketing & Planning  
1917 Madison Street  
Madison, WI 53711  
mmpurtell@gmail.com  
Meeting Management  
Professional - Planner

### Cheryl A. Sorenson

Credit Union National  
Association  
5710 Mineral Point Road  
Madison, WI 53705  
Tel: 608-231-4393  
Fax: 608-231-4061  
csorenson@cuna.com  
Association/Not For Profit  
Meeting Professional



# EVERYBODY NEEDS AN ELEVATOR PITCH

By Debra Wheatman

**N**etworking is important; and meeting folks, in person or virtually, whom you can help and who can also help you is always a great idea. Have you ever had someone ask you point blank – “so, what do you do?” Did you stumble a bit? You know what you do, or at least have some idea, but have you thought about the answer? Do you answer on the fly with a different answer every time? Does your answer indicate to the other person(s) why they should bother continuing to talk to you? Does your answer encapsulate your value proposition and support your “brand?” Are you remembered for more than 30 seconds?

If you are like, well, pretty much everybody, you need an elevator pitch to help you. An elevator pitch is basically a short speech that you would deliver to someone between the floor you get on and the lobby. Developing a good elevator pitch is tough. Advertising executives get paid lots of money to create them; but if you follow these guidelines you can pitch with the big boys/girls and go a long way to being the one person your key contact remembers when the dust settles after the event.

Your elevator pitch should have the following characteristics, often known as the nine c’s:

1. **Consistent** – the same every time, but not identical. Otherwise it gets staid and boring; with no energy, nobody cares.
2. **Compelling** – stimulate interest and hopefully generate a call to action.
3. **Clear** – make sure the core message gets through; don’t beat around the bush.



4. **Credible** – your audience needs to believe you. If you tell them you sold the moon to the sun, nothing else you say will be believed.

5. **Concise** – be cognizant of the other person’s valuable time.

6. **Conceptual** – stay high level and strategic; nobody watches a movie to see what color the main character’s toothbrush is; they want the major elements and themes.

7. **Concrete** – don’t talk in abstractions; talk facts and figures.

8. **Conversational** – engage the audience; don’t preach to them.

9. **Customized** – this one depends on knowing your audience a bit and may seem to contradict point #1, but the ability to slant your pitch on the fly can be very valuable and will get better the more you deliver it.

There are many ways to frame your elevator pitch; but I think the ones that are story- or scenario- based are the most effective. You should be prepared with three elevator pitches – 15 seconds, 60 seconds and 90 seconds – you want to be able to gain attention and keep it long enough to communicate your value proposition.

If you follow these guidelines, you will be the one everyone remembers after the event is over. 🌐



*Debra Wheatman is a recognized leader in the career planning and management space and President of Careers Done Write, Inc.*

# COMMUNITY OUTREACH ACCOMPLISHMENTS

*By Shannon Timmerman, CMP*

**F**rom Scooby snacks to yarn for mittens, and from Children's Hospital – Fox Valley to the Bottomless Closet, the 2010-2011 year was a great year for Community Outreach! You donated your items from home, from work, and helped to collect countless items throughout the year, and we want to say THANK YOU!! Here are just a few ways that you helped to make a difference this year...

- In September 2010 we kicked off our 2010-2011 year by donating several items to the Children's Hospital of Wisconsin – Fox Valley. We carried away bags full of infant clothes, stuffed animals, crayons and markers, activity books and games. Our generous donations went to the Pediatric Inpatient Unit, Neonatal Intensive Care Unit, and the Specialty Clinics.
- In October, Happily Ever After Animal Sanctuary was the focus of our efforts. Tons of items were donated by our generous members, including: towels, sheets, bleach, dog and cat food, treats and more. They were extremely excited to see all of the items! Thank you to everyone who donated to this great cause!
- January started the New Year with a tremendous turnout of yarn collecting! A vibrant display of yarn was the end result, all going to the SHARE – Mittens Plus Project. This project is made up of volunteer knitters, crocheters, and sewers that meet and create beautiful handmade hats, scarves, and mittens for those that cannot afford to purchase them. They donated these items to shelters, schools, nursing homes, halfway houses and other similar places. We helped to make the winter a little warmer for many!
- In February in Madison we collected tons of items, about 16 bags worth, of pantry items for the YWCA. The collection table was filled with bags of food, diapers, and wipes. The YWCA was super grateful for these items because all of the families they serve have very limited resources and often struggle to have enough food, especially when they first arrive. We helped many to be comforted and also to have their basic needs be met!
- April was the Family Resource Center of Sheboygan County. We gathered at the beautiful Osthoff and collected items to support this great organization. Donations included everything from office supplies to paper towels. All are used toward several projects to help "Build Strong Families and Strong Communities."
- To finish of the MPI year, the Bottomless Closet of Milwaukee was the recipient of multiple carts full of gently worn dress clothes, dress shoes, purses, jewelry and men's clothing. All are used within the community to give clothes to those women (and now men) entering the workplace.

As you can see, we had a wonderful year! Again, a big sincere Thank You goes out to each and every one of you who helped support one of these wonderful organizations. It only takes one small donation to make a big difference! We look forward to a successful 2011-2012 year as well! 🌐



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



# BEYOND BELIEF



First-class spa  
and salon



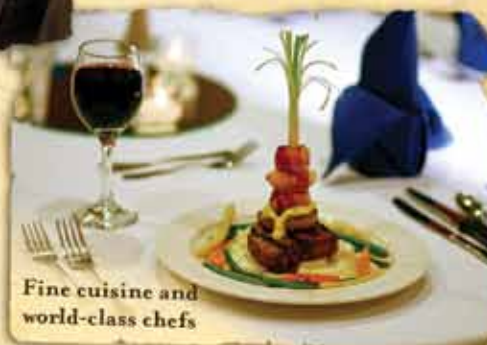
100,000 square feet of  
flexible meeting space



Executive board rooms



Beautifully appointed  
guest rooms and suites



Fine cuisine and  
world-class chefs



Wisconsin Dells  
43.62 N 89.75 W

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

[KalahariResorts.com](http://KalahariResorts.com) / 608-254-3314 / Wisconsin Dells – Sandusky, Ohio



# PLANNER PROFILE: MEGAN PURTELL

**Place of Employment:**

Purtell Marketing & Planning

**Job Title:** Owner/Principal**How long in the meetings industry?**

15 years

**How long in MPI?** 5 months

**Tell us about your company and/or position:** My goals for Purtell Marketing & Planning (PMP) are to provide high level services to clients who need staffing and functional services, and do so in a cost effective manner. Association management is 75% of the company business, event planning and marketing 20%, and I would like to continue pro-bono work for charities and non-profits for 5% of the time.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I would like to become involved with the education committee, I really enjoy working with committees on education course ideas and the speakers.

**Where were you born?** Milwaukee, grew up in Elm Grove

**Where do you currently live?** Madison

**Favorite Pastimes:** Hiking with my dog, Jack and hanging out with friends and family

**Favorite Musical Group:** I am really into the Foo Fighters right now.

**Dream Vacation:** Travel around the world, no set plans or timeline, just exploring and learning about new cultures and locations.

**If I won the lottery I would:** See above, plus set up a charitable foundation.

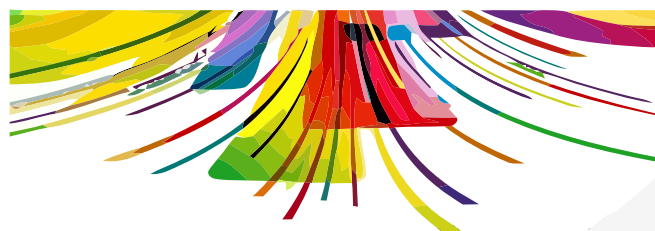
**Words to live by:** If 95% of people do not see behind the curtain, you have done a good job.

**Special personal accomplishments:** Eight nieces and nephews who like to hang out with me. 🌐

## ANNUAL AWARDS GALA— MARK YOUR CALENDARS



creating the synergy ...  
power up!



fellow MPI members and honor the amazing volunteers we have in our Chapter. This night is all about YOU, and this year's gala is set for Thursday, September 8th at the Chula Vista Resort in the Wisconsin Dells.

This year's gala theme is Creating the Synergy...Power Up! What does this mean for you? Our chapter is recognized for having energy and a vibe that is contagious, so the Gala Committee wanted to incorporate that feeling to one of the most fun night's that we spend together as a chapter. If you have not attended one of the galas before, it is a great evening of networking, recognition to our members, the chance to learn about the award recipients, and what they did to earn this honor. If you are not involved now, this evening will make you sign up for a committee before you are out of the door!

Pricing for the evening is \$55 for members, \$75 for non-members, and spouses or partners can attend for \$65. Your spouse or partner is encouraged to attend as this event allows that special someone in your life to understand what MPI-WI is all about. We spend each month attending these phenomenal meetings and raving about our MPI friends and experiences. This is the opportunity to show off our organization and the amazing work our membership does all year round. Registration is open at [www.mpiwi.org](http://www.mpiwi.org) Sign up today! 🌐



# THE BACK-UP PLAN

*by Tom Graybill, Tri-Marq Communications*

There's an old saying:  
"Murphy was an  
optimist."

When it comes to A/V  
at your event, planning  
for the worst is the  
best medicine to beat  
Murphy's Law. Thus, the  
importance of the back-  
up plan.

A good back-up plan in-  
cludes two main elements  
– technology and process. Each of these components  
requires planning and foresight to be effective. The  
goal is to make any shift to your back-up plan seam-  
less to the audience.

First, let's use a few examples to illustrate what can  
go wrong:

- Despite getting a list of frequencies from the  
in-house A/V supplier, you find that your micro-  
phones are suffering "bleed through" from an-  
other group's event...
- Your high-priced keynote speaker, who is only  
supposed to talk for 30 minutes, keeps going on,  
and on, and on - cutting into all your best laid  
plans and the speech time allotted for the presi-  
dent of your client's company...
- Your video looks great projected in the atrium  
your client selected during cloudy weather. Then,  
the sun comes out...
- The computer your special entertainment is us-  
ing for their presentation suddenly erupts in the  
"blue screen of death"...
- The presenter for your educational session sud-  
denly takes ill (this may sound familiar...)

The key takeaway from these examples is that, for the  
most part, they are issues that are out of your con-  
trol. Despite your expectations and plans, you sud-  
denly have a situation that can sink your event. But  
not if you have an effective back-up plan.



## Technology

Having the right technology  
can save the day when the  
"stuff" hits the fan. If possi-  
ble, certain pieces of technol-  
ogy should always be backed  
up for your main sessions  
– computers, projectors, and  
microphones. Having some  
additional gear for breakouts  
is also a great idea.

Computers are notoriously  
finicky. What works like a charm in your office can  
develop "amnesia" on site and suddenly not work the  
way it should. You should always have a second com-  
puter loaded with your presentation ready at a mo-  
ment's notice.

Running a backup computer in tandem with the main  
presentation computer provides peace-of-mind as  
well as other options, especially if you are dealing with  
guest speakers who like to bring their presentations to  
the show only minutes before they go on. (That never  
happens, right?)

The backup computer not only provides insurance in  
case the primary computer crashes, but also can be-  
come the main if a late presentation walks through the  
door and must be loaded on the presentation comput-  
er. A simple switch from one system to the other frees  
up computer number one to accept the new presenta-  
tion, while computer number two chugs along merrily  
showing the current presentation.

The best way to back up your projectors is to have a  
second projector online and ready to go in case the  
main fails. This is accomplished by having the second  
projector hooked into your system, focused and run-  
ning, but not projecting on the screen. Newer pro-  
jectors have a "shutter" feature built in to block the  
projection (though be wary of how long the projector  
can burn in this mode – typically a few hours), while  
for older projectors you can simply keep the lens cap in  
place or put a piece of cardboard in front of the lens.

*Continued on page 18*

Some A/V suppliers will only charge half-price to have these projectors inline. Sometimes they will spec out projectors at lower lumens to serve as backups, which can save on budget.

Another option is to have the backup projectors in the room, but not set up. The advantage to this approach is that some A/V suppliers will not charge to have the backups present, as long as they are not used. This is a great way to have backups available quickly, without adding to your bottom line. If you have to use them, you'll be very grateful they are handy.

While the visuals are important, audio is even more crucial in meetings. You can survive without your screens, but are dead without your mics. Backing up your microphones is generally very simple.

For that crucial speaker who is using a wireless lapel microphone, you can easily add a second wireless clip mic (some clips even are made to accommodate two microphones) for that speaker to ensure they will be heard.

Your wired podium microphone is another easy lifeboat if the wireless microphone fails. Having a wired hand microphone just off stage or tucked into the podium is a quick and simple way to keep your meeting going in case of a microphone mishap.

Technology can also save the day when outside circumstances damage the content of your show. If a presenter is late or missed their flight, you can use Skype to bring them into the meeting room from anywhere Internet access is available. (Of course, you need to have Skype on your computer first. This is a free download.) If they can't get to the web, even piping in a speaker over a phone line is better than silence and excuses.

A recent example of using technology in a back-up plan would be MPI-Wisconsin's April event, where the team was able to still deliver the content of the keynote via video after the presenter had to cancel due to illness. Kudos to the April team for their quick thinking.

## **Process**

Having an emergency plan in place before the curtain drops is crucial in dealing with unexpected twists.

The importance of rehearsal time with presenters can't be stressed enough. If your presenters know what to do if the worst happens, your audience may see it as a mere blip on an otherwise perfect show. Tell your presenters what to do if their microphone fails. Have a script ready if the TelePrompter goes down. Instill in your presenters the confidence that you have their back and won't let them look foolish.

Large shows often benefit from a "doomsday" technical rehearsal, where each crew member is briefed on what to do if troubles strike. This reinforces the plan and helps the crew execute flawlessly and quickly. A few minutes of preparation can be the difference between a great show and one that is memorable for all the wrong reasons.

During the event, the theme slide is your best friend. If a computer goes down, go to the theme slide. If the presenter goes off script or off their slides, go to the theme slide. Lose the video signal from your camera or satellite feed, go to the theme slide. The theme slide buys you the time needed to find the right solution, while the audience often is none the wiser. The blank screen is your enemy – the theme slide can be your hero.

Of course, having a theme slide available may require having technology in place – a back up computer or the right kind of switcher – so, make sure you have the right gear to make your process work.

Above all, don't panic. As long as sparks aren't flying and the drape isn't catching fire, most issues can be resolved. Having a plan "B" in place for unexpected turbulence can make all the difference.

One final note. Sometimes, you have to have a plan "C." Case in point: a show where one of the main projectors went down, and the backup projector would only fire if someone held down the "on" button. This required one brave soul to shimmy up the 10' scaffolding next to the back wall and physically hold in the on button with their thumb until the next meeting break 45 minutes away. Luckily, I was a bit skinnier then... 🌐

*Special thanks to Collin Donohue from Studio Gear, Michelle Tyo-Johnson from NorthCoast Productions, and Michelle Eggert, CMP from Conference Direct for their help with this article.*

# ANY DIRECTION YOUR MEETING NEEDS TO GO

**40,000 sq. ft.**  
of Conference and  
Meeting Room Space

**400 Guest Rooms**

Wireless Internet Access

**5 Restaurants**

**3 Lounges**

Pool and Fitness Center

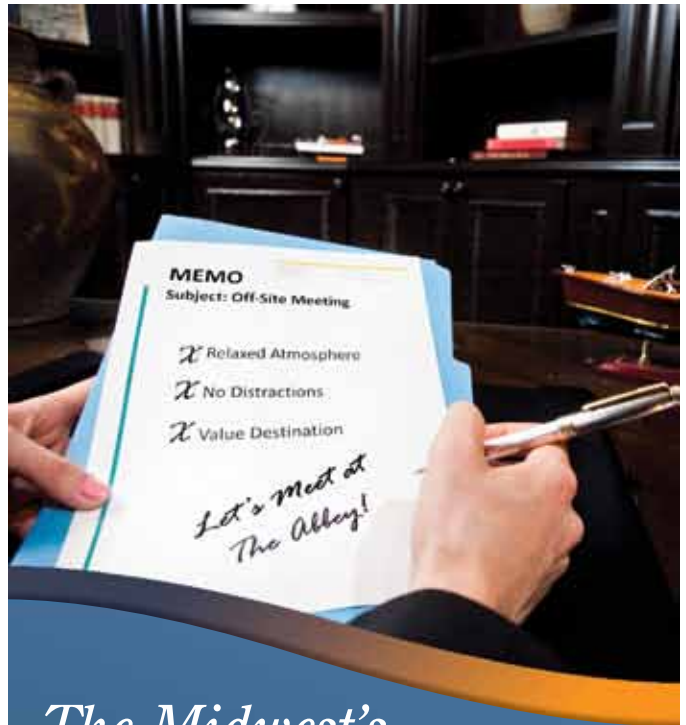
No matter what course your  
meeting takes we have  
everything you need.



**Radisson®**  
PAPER VALLEY HOTEL

333 West College Avenue  
Appleton, WI

**920.733.8000**  
radissonpapervalley.com



*The Midwest's  
Most Affordable  
Group Destination*

**Book Now For 2011**

For Group Sales Call

**888.575.2172**

or visit [www.TheAbbeyResort.com](http://www.TheAbbeyResort.com)



**THE ABBEY RESORT**

**LAKE GENEVA, WI**

269 Fontana Blvd. Fontana, Wisconsin 53125 [www.theabbeyresort.com](http://www.theabbeyresort.com)

THE HEART OF MADISON

Our great staff, dedicated to  
leaving nothing to chance, know it will be

## GREAT MEETING YOU



and showing off our 356 rooms and  
over 27,000 square feet of  
state of the art meeting space.

1 West Dayton Street  
Downtown Madison

THE  
MADISON  
CONCOURSE  
HOTEL  
AND GOVERNOR'S CLUB

800 356 8293  
concoursehotel.com

Banquets • Meetings • Conventions

## More than meets the eye

Full service facilities with  
professional event planning,  
audio visual equipment,  
exhibit services all on site.

- Customized menus, food & beverage services from Centerplate catering
- Convention/conference space for large assemblies, trade shows, break out rooms



Contact: Shirley Kaltenberg 608-267-1549  
kaltenberg@alliantenergycenter.com  
OR Ted Ballweg 608-267-3991  
ballweg@alliantenergycenter.com

[www.alliantenergycenter.com](http://www.alliantenergycenter.com) • Madison, WI

# MEET IN THE MIDDLE

The Stevens Point Area is located smack dab in the middle of Wisconsin, so you don't have to drive hours and hours to get to one of the best meeting, convention and retreat destinations in the Midwest.

The Stevens Point Area has great new facilities — we can accommodate a meeting for five people to receptions for 1,500 people and just about anything in between. Nowhere will you find more assistance, better service and warmer hospitality.



## Stevens Point Area

[www.StevensPointArea.com](http://www.StevensPointArea.com) • 800-236-4636

Let us plan your next meeting or convention in the Stevens Point Area. Meet in the Middle and get so much more for less. Call or visit us online for your Meet in the Middle Planners Kit!



# MPI SUMMER FUN

**T**oo many times we have our schedules jam packed with work, work, and more work. Let's change that to have some fun, fun, and more fun. Your request has been heard to put together more networking opportunities for MPI members, and we are sure they will be evenings that will be talked about for the rest of the year! Make it a priority to attend a night of fun in Madison or Milwaukee or both!

**Let's make it a date to have some fun this summer!**



## **Concert on the Square-Madison**

On the evening of **Wednesday, August, 3<sup>rd</sup>**, join us for an evening of music as we enjoy the last Concert on the Square. We will be meeting on the Capitol lawn, and we can enjoy an evening of camaraderie and wonderful music. We will send out a quick e-blast closer to the date about where to meet. Light food will be provided by area venues, but if you would like to show off your "Picnic Powers" and bring a delectable, please contact Cindy Foley at (608) 824-2719 or [Cindy.foley@jqh.com](mailto:Cindy.foley@jqh.com), or you can also reach out to [Della.bloom@jqh.com](mailto:Della.bloom@jqh.com). We will be doing registration on site, so just show up and have a great time mingling with friends or people you have never met!



## **Bike Night Thursdays in Milwaukee**

Get your motor running and then get yourself to Milwaukee the night of **Thursday, August 18<sup>th</sup>** to have a fun filled evening at the Harley Davidson Museum at 5th and Canal Streets for Bike Night. Check out the bikes and kick back for the music, food and drink specials. You will not want to miss it! For more information about the outing, please contact Lauren Hyps at [lhyps@milwaukee.org](mailto:lhyps@milwaukee.org). 🌐

# STUDENT PROFILE: ANN FEIST

**Place of Employment:** Wisconsin Alumni Research Foundation

**Job Title:** Event Coordinator Intern

**What drew you to the meetings industry?** I earned a BA in Social Work from UW-La Crosse many years ago. I have had a variety of jobs over the years, and in each one I was responsible for planning events, meetings or trainings. Although it wasn't my primary responsibility, it was certainly my favorite!

After several years at home with my kids, last year I decided it was time to go back to work. It seemed like the perfect time to set a new career course, and meeting and event planning seemed like a natural choice.

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

**Favorite Pastimes:** Humm....., school, work, family; that takes up all my "bandwidth."

**Tell us about your college program:** I enrolled at MATC in Madison last fall. I knew right away in the Fundamentals of Meeting Management class that

I was in the right place. I love the coursework. It's relevant and applicable the first day on the job. Janet Sperstad and Jodi Goldberg have been fantastic.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I just joined MPI in April so I haven't gotten involved yet. I look forward to finding some unique opportunities.

**Tell us about your family:** My husband Jason is my biggest supporter. He is very enthusiastic about my new career goals. We have two boys; Aaron, 17 and Ryan, 13. For a family that was accustomed to having a stay-home mom who did it all, we have had some growing pains. I am still learning how to juggle everything and they are learning to do more for themselves and our family. Everybody wins!

**Where do you currently live?** I live in Waunakee, WI

**Dream Vacation:** Before moving to Waunakee in 2007, I lived in England for four years. We knew we had a limited time so we travelled all the time. I feel like I have had four years of dream vacations. 🌐

## DID YOU KNOW?

**A** good contingency plan identifies what can go wrong in a situation. A great contingency plan offers solutions to each of those identified

situations. Planners should try to identify where weaknesses exist or what are the most likely negative occurrences during a meeting or event and then develop contingency plans for such occurrences. Be prepared with plans, strategies and approaches for avoiding, coping with or adapting the plans of your event.

Contingencies are relevant situations anticipated by a planner, including occurrences without much likelihood of actually happening that would have a major impact on your overall event or meeting. Contingency planning is asking and answering the question: "What

if?" The objective of contingency planning is not to identify and develop a plan for every possible contingency but, to encourage planners to develop a list of possible negative incidences and possible responses. Planners who have given thought to contingencies and possible responses are more likely to meet major goals and targets successfully. The following questions can help develop contingency plans:

1. What types of events may occur that require a response?
2. What disasters might happen during a meeting or event that requires a response?
3. What situation would cause the greatest disruption to your meeting or event?
4. What happens if costs are incurred due to an incident or a corresponding response?
5. What happens if delays occur due to an incident or corresponding response?
6. What if key people leave the meeting or event due to an incident?

# SUPPLIER PROFILE: DANICA POTIER



**Place of Employment:** The Iron Horse Hotel

**Job Title:** Director of Sales

**How long in the meetings industry?** 15 years

**How long in MPI?** I was a previous member for over five years, and had to take a little break, and just came back a few months ago.

**Tell a bit about your company and/or current position:** The Iron Horse Hotel is a AAA Four Diamond boutique hotel adjacent to downtown Milwaukee. The hotel is also known for Smyth, our restaurant that specializes in “New Wisconsin” cuisine by Chef Jason Gorman. We were also awarded with the honor of being voted 2010 Boutique Hotel of the Year. As the Director of Sales, you can imagine how much fun it is to sell this property!

**Teams or projects that you have worked on for MPI or would like to be involved with:** In the past I have been a part of the Annual Awards Committee, which was so much fun. I’m always up for anything related to planning an event!

**Dream Vacation:** Two weeks exploring Italy and all the fine wines.

**Where were you born?** Door County, WI

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

**Tell us about your family:** I have a very sweet and not quite terrible yet 2 year old son, Brady, and my partner in crime through it all, Jeff.

**Favorite Pastimes:** Reading, volunteering with the March of Dimes, spending time outside with my family, catching up on the shows on my DVR, and getting a few runs in when I can.

**Favorite Musical Group:** I’m a music freak, but my absolute favorite is the Dave Matthews Band.

**Person you admire most and why:** My Grandma Q. – she never gave up, she never gave in, she never took no for an answer.

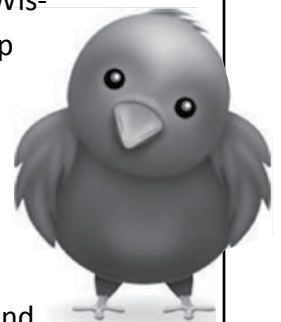
**If I won the lottery I would:** Make donations to my favorite charitable causes, take a huge extended family vacation, pay off the house and car, and invest for my son’s future.

**Words to live by:** “Life may not be the party we hoped for, but while we’re here we might as well dance.”

**Special personal accomplishments:** Starting my career at a young age and being able to learn so much through incredible mentors; raising my son – it is by far the most challenging and rewarding job I have ever had. 🌐

## MPI-WISCONSIN ON TWITTER

“Thank you for following @MPIWisconsin on Twitter. We are now up to 60 followers. Keep it coming! Help us increase our numbers by following us today. What do we talk about on Twitter? Tips from live education events! Join us at the next event on Twitter and be part of the conversation.”



WISCONSIN  
CHAPTER



**MPI Wisconsin Chapter**

2830 Agriculture Drive

Madison, WI 53718

**tel:** 608-204-9816

**fax:** 608-204-9818

**email:** admin@mpiwi.org

**web:** www.mpiwi.org

# Datebook:

## CALENDAR OF EVENTS

# 2011



Connecting you to the  
global meeting + event community

JULY 2011

23

**Summer CMP Exam**

Various Locations

23-26

**World Education Congress**

Orlando, Florida

SEPTEMBER 2011

8

**Awards Gala**

Chula Vista Resort  
Wisconsin Dells

OCTOBER 2011

20

**October Education**

Jefferson Street Inn  
Wausau

NOVEMBER 2011

16-17

**November Education**

Alliant Energy Center  
Madison