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MEETING PROFESSIONALS INTERNATIONAL

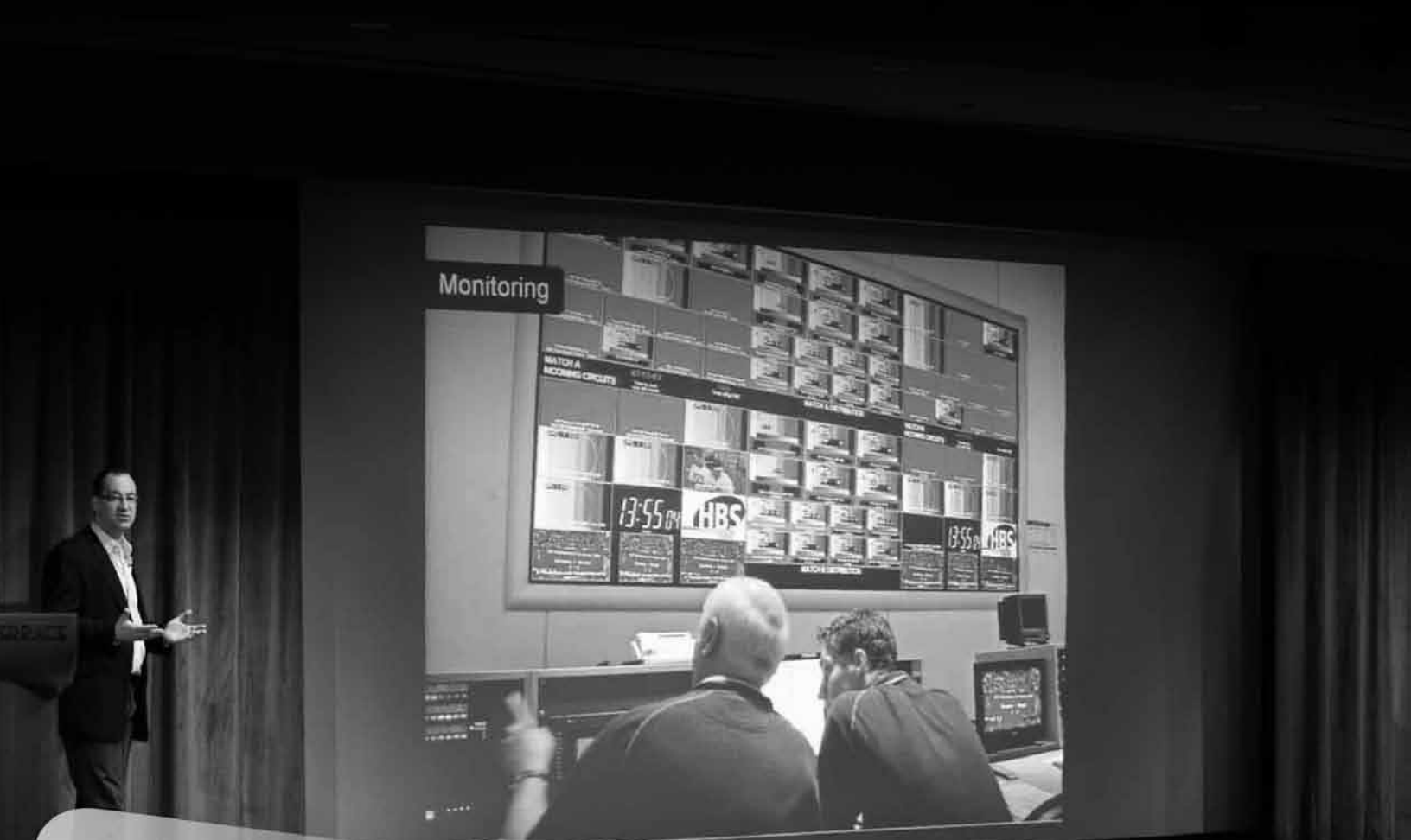
SEPT/OCT 2011
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*Marie Johnson, CMP (l)
and Naomi Tucker, CMP (r)
enjoy WEC closing reception
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FROM THE EDITOR'S DESK

As summer begins to wind down, it's back to school for many. Vacations have been had and relaxing days in the sun are now fond memories. As the weather begins to cool off and the leaves begin to change, we're all reminded of our to-do lists. The MPI-WI Chapter was active all summer and we're gearing up for numerous fall events. Many of these events will be helpful to your ever-evolving to-do list.

If taking the CMP exam is on your to-do list for this year, MPI-WI Chapter is where you need to spend some time. Be sure to take a look at the article in this issue talking about the CMP Prep Days co-hosted by Madison Area Technical College and your MPI Chapter. This helpful event will be held in November and is a must attend workshop if you're planning on taking the CMP exam in the future!



*Margaret Trotter
Editor, Agenda
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Speaking of the CMP exam, tracking your continuing education units may be on the top of your list. Whether you need to double check the amount you have or to start keeping track, be sure to read the easy how-to article on tracking your CEUs. Keeping track of this information is a lot easier than you may have thought, using this useful MPI tool. See the article on page 22. Interested in earning more CEUs or just want to count toward taking the exam in the future? Be sure to look at the great education opportunities MPI-WI Chapter is holding this fall.

Finally, as we gear up for fall and winter activities, don't forget about the annual MPI-WI Chapter auction. This year, MPI-WI Chapter has partnered with BiddingForGood to help attract additional support to the MPI auction. Be sure to take a look at the article on page 26 to get further information on how you and your family, friends and co-workers can help support MPI-WI Chapter. The auction will begin in November and will be a great place to get unique holiday gifts!

Visit the MPI-WI Chapter website (MPIWI.org) for further information on events and happenings around Wisconsin. We look forward to seeing you at one of the events in the Fall!

Sincerely,

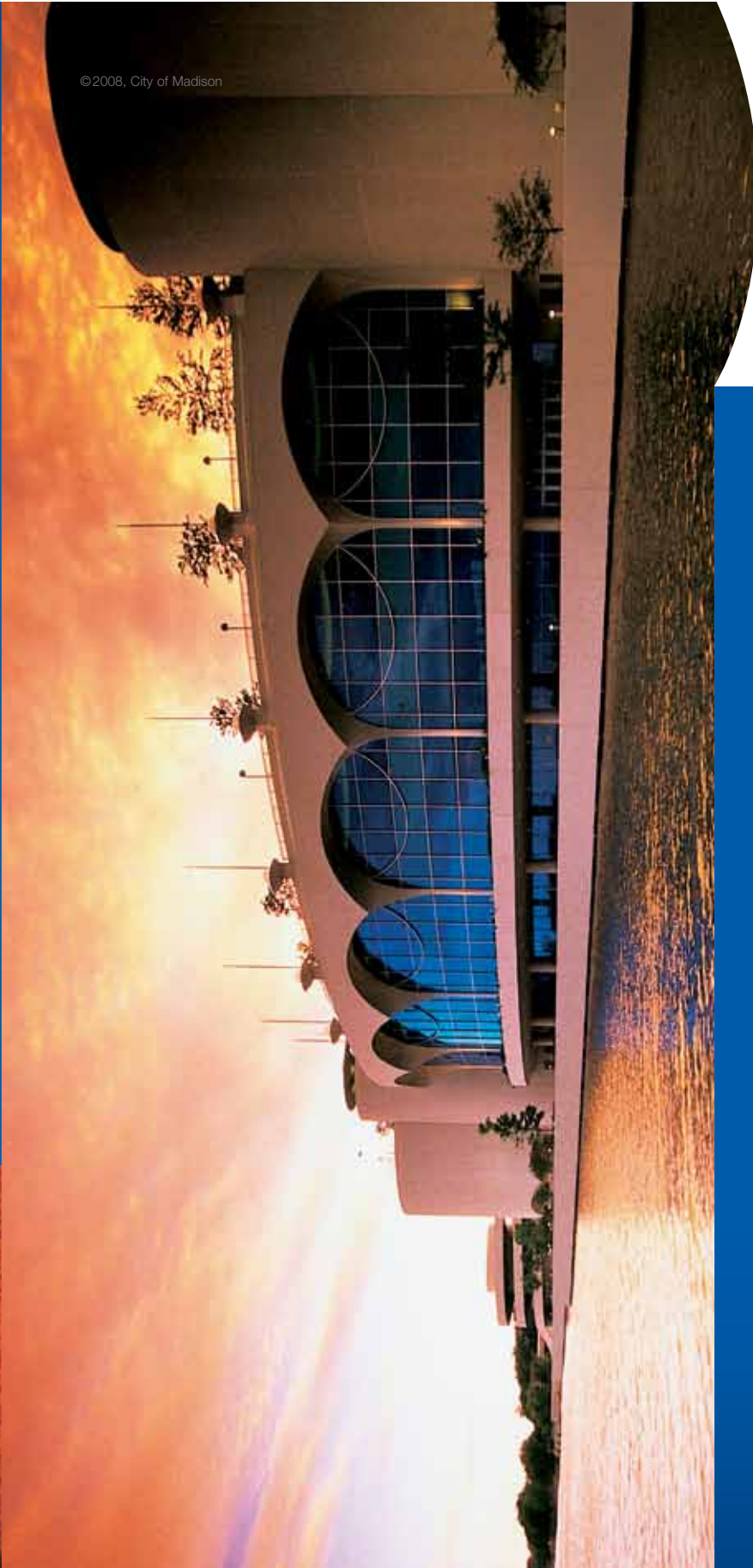
Margaret

Margaret

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



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PRESIDENT'S COLUMN

LOOK WHO'S TALKING ...

This past summer has been anything but quiet for MPI-WI Chapter. Chapter members were busy and we should first congratulate Jill Schroeder, who represented MPI at the International University Challenge at the Future Leaders' Forum in Frankfurt in May. Jill placed 2nd in the finals where students demonstrated their creativity in event planning. Along with Janet Sperstad, Jill's former instructor for MATC's Meeting and Event Management Degree Program - MPI WI Chapter couldn't be prouder!!

In June, MPI-WI Chapter and WSAE successfully partnered for the 6th Annual Joint Golf Outing at Tuscumbia Golf Club at the Heidel House in Green Lake. It made no difference if members golfed or not, everyone experience lots of dialogue in the "Ideas Exchange" roundtables, networking and wonderful camaraderie for which this event is famous.

July brought more talk and lots of action as the new 2011-12 Chapter board met for their first retreat. Thank you to everyone for giving up part of a summer weekend to roll-up their sleeves and plan the Chapter's future direction and strategies. One very successful component of the retreat was called "Tool Time" where Board members spend time exchanging ideas with mentors including:

- Stuart Taylor, MPI Chapter Business Manager, presenting tools from MPI International
- Susan Arts, CMP, MPI-WI Chapter past board member, presenting project management tools
- Laura Maiclassac, CMP, MPI-WI Chapter past board member, presenting delegation tools
- Heather Dyer, CAE & Christopher Dyer, Morgan Data Solutions, presenting tools and services available through our Chapter Administrator.

From July 22-27, sixteen MPI-WI members traveled to sunny (and hot) Orlando for WEC 2011. Over three days, attendees had access to more than 112 educational sessions covering critical industry-specific learning, trends and skills that many attendees felt they could immediately be applied to the workplace – incredible member value.

For the second-year, Flash Point was featured at WEC 2011 and received glowing reviews, from the quality of speakers to the innovative idea of condensed time format as a way to get right to the meat of the story. Based upon the feedback from WEC 2010, MPI-WI Chapter will be including

a Flash Point session during the Chapter's November Education Day. Flash Point will feature speakers from National Speakers Association – WI Chapter and is about maximizing time and sharing the excitement and energy of inspiring speakers and leaders. Flash Point is a diverse platform of 15-minute presentations, with speakers seeking to impart their insight on you, leaving you ready to change your world and industry. No one should miss this event so put November Education Day on your calendar now.

In August, the Chapter rolled out two new events – Madison's Concerts on the Square and Milwaukee's Bike Night at the Harley-Davidson Museum. The two complimentary networking events provided members and non-members with the opportunity to enjoy the best of summer and stay connected.

Rolling into September, the Chapter celebrated and thanked many of the 90 volunteers who donated their time and talent to the Chapter during the 2010-11 term. This year's gala theme was "Creating the Synergy ... Power Up!" Our Chapter is recognized for having energy and a vibe that is contagious, and the Gala Committee did an amazing job incorporating that feeling to one of the most enjoyable evenings that we spend together as a Chapter. Congratulations to all those who received awards and know that each and every volunteer is appreciated!! Thank you!

Hopefully, you've had a chance to join fellow Chapter members in several of the summer events. Or maybe you've joined the Chapter's interesting discussion on the Chapter Facebook and LinkedIn pages. Others of us have been tweeting away and following the Chapter on Twitter. Join us to hear what we are chattering about.

So what's ahead? More talking???? You bet!

October's education is all about dialogue. We are bringing back a popular session – Open Space! Join your Chapter colleagues to talk about what's on your mind. Terri Breining, CMP, CMM will facilitate our session, but the attendees will drive the content and discussion. Register now for the October 20th event to be held at the Jefferson Street Inn in Wausau. Find someone to carpool with and enjoy the



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

Continued on page 13

CMP PREP DAYS TO BE HELD IN MADISON




Back in 2004, I took the big step to apply for the CMP examination. Filling out the application was daunting enough; therefore, the thought of taking the exam made me more than a little nervous! I spoke to a handful of people in MPI to get their advice and the

resounding message I received was "Find a study group!" So, I did. I travelled to Chicago a few weeks before the exam for a weekend of intense studying, group work and instruction. When I received a letter stating I had passed, I was very thankful for that study weekend experience. It was a big part of why I passed the exam and, more importantly, why I wasn't a nervous wreck heading into the exam.

Because of the positive experience study groups bring, and the belief there are many Wisconsin MPI members who would benefit from this type of experience, Madison Area Technical College and MPI-Wisconsin are co-sponsoring CMP Prep Days on November 18-19, 2011. These dates follow MPI-Wisconsin's November Education Day, November 17, 2011, at the Alliant Energy Center in Madison.

CMP Prep Days will take place at the Courtyard by Marriott Madison West/Middleton. Registration fees are \$150 for MPI members and \$200 for non-MPI members. Registration is currently open until September 18, 2011 for Wisconsin members. Other state's chapter members will be eligible to register after September 19, 2011.

Registration costs cover breakfast and lunch on Friday and Saturday, review of the blueprint set for by the Convention Industry Council (CIC), which is the organization that administers the exam, instruction by current CMPs based on the CIC's approved instructional curriculum, as well as the opportunity to network with other's preparing for the exam. Practice tests will also be taken during the program. Discounted room rates are available at the Courtyard by Marriott Madison West/Middleton; individuals must make their own room reservations.

Watch for further information regarding CMP Prep Days at mpiwi.org or contact Jodi Goldbeck at jgoldbeck@matc-madison.edu for further information. 

Jodi Goldbeck, CMP, is an instructor in the Meeting & Event Management Program at Madison Area Technical College. She also serves on the MPI-Wisconsin board of directors as the Director of Special Education Projects.

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WEC: A FIRST LOOK

By Jennifer Mell, CMP

INVALUABLE. That's the word I choose to describe my first experience at MPI's World Education Congress (WEC) held in Orlando, Florida this year. I didn't really know what to expect except meeting new contacts through the Hosted Buyer Program, gaining some CEU's through the educational sessions and gathering new ideas from the various events taking place during the conference. What I didn't expect was deepening the relationships I already had with other planners and industry partners and walking away inspired and renewed to do what I love doing.

It started right from the beginning at the Opening Reception at Epcot. Between the creative displays of delicious food, exquisite costumes of the live entertainers, a breathtaking experience on "Soarin'" and the stimulating Illuminations display, it truly was an evening to remember and wonderful kick off to WEC.



I also participated in the Hosted Buyer Program and came away with a long list of great new contacts to start building partnerships for our events. It was also fun as most everyone had a comment about how they adapted to the "speed dating" environment it provided. I found for myself that it took a few rounds before I got in to the groove of how much information could be exchanged in the allotted eight minutes. I was fortunate to walk away from every appointment with valuable information about the supplier partner I met with and look forward to building on that initial contact in the coming weeks.

Even though I was enrolled the Hosted Buyer Program, I was still able to attend several education sessions to expand my knowledge in numerous areas. My favorite ses-

sions were "Talking to the Top Brass" with Dianna Booher, "Leading by Strengths" with Judy Hissong and "Personal Branding: How It Impacts and Plays a Key Role in our Personal and Career Development" with Kaplan Mobray.



"Talking to the Top Brass" provided further insight and valuable tips in how to prepare and present recommendations to the C-Suite and how that differs from preparing and presenting to middle management.

"Leading by Strengths" was an internal look at who you are and how those character traits work for you in a leadership role, how those same character traits can be viewed negatively from others and tips on how to be more aware of those perceptions.

Kaplan Mobray who facilitated "Personal Branding" was the most energetic, enthusiastic speaker I encountered and possibly have ever encountered. He was a burst of energy yet was focused in getting his message across. He started the session by confessing "I have no slides!" and "I have no hand-outs!" This was met with enthusiastic cheers and I wondered how he was going to impart his wisdom without these tools. Through simple, interactive exercises he led the group through his 10 K's of Personal Branding:

1. Know thyself
2. Know what you want to be known for
3. Know how to be consistent
4. Know how to accept failure as part of building your personal brand
5. Know how to communicate your personal brand attributes
6. Know how to create your own opportunities
7. Know and master the art of connection
8. Know that silence is not an option

9. Know your expectations, not your limitations
10. Know why you are going where you are going today and how it will shape where you are headed tomorrow

I walked out of Kaplan's session with a clearer understanding of what's important to me and how to align everything outward (actions, behaviors, personal image) to reflect WHO I AM.

Every evening provided an essential break from the information download experienced each day. It offered time to build on current partnerships and create new relationships which are essential to our industry. From "The Big Deal" at the Hilton Orlando to the chapter receptions at Pointe Orlando, the closing reception at Universal Citywalk/Hard Rock and many more, these events showcased some of the best new ideas in our industry. As most people in the "outside world" would look at these events as just fun and party-hopping, those inside the industry understand the incredible business value there is to attending special events. We walk in to a "party" and immediately, instinctively assess the set up and flow of the room, we count and analyze the number of bars and buffets, we notice the type of serving ware being used and immediately file it away for future reference for our own events. Experiencing these events first hand gives us a fresh perspective on these trends.

For me, the highlight of the entire conference was Sunday's general session featuring Simon Sinek's talk on "Why." I walked out of that room with a better understanding of WHY I have this job and WHY this is what I want to do and

WHY I'm good at it. It's a rare opportunity to sit in a room with a few thousand people and feel that the person standing on this massive stage is speaking to just you. His candid style of speaking kept his message simple and engaging. If his book "Start with Why" is anything like the talk he gave on Sunday, I highly recommend everyone read it and figure out their own "why."

After an incredible four day experience at WEC, I walk away renewed, inspired and with a better understanding of my "why"...

I believe in human interaction. I believe life is fuller when people experience it together. I believe that the best video conferencing equipment in the world does not compare to standing in front of someone, shaking their hand and looking them in the eye with a genuine smile. I believe in laughter, fun and games. I believe in the power of bonding over a good meal and a few drinks. I believe that better results occur when working with people I trust. I believe in that inaudible, inexplicable thing that happens between people called connection.

So, of course I'm a meeting planner. Planning an event is the best outward representation I can provide to demonstrate these essential beliefs and share my strengths with the world around me.

What's YOUR why? I'm genuinely grateful for the opportunity I was given to attend WEC this year and look forward to seeing each of you in St. Louis next year! 🌐

President's Column: Continued from page 7

colors of Wisconsin together on your way to this event that is guaranteed to provide a return on your investment in MPI.

As mentioned before, November Education Day will provide a full line-up of high quality speakers for planners and suppliers at all levels of the profession. As meeting professionals, we need to fill our tool chest with information on current practices and business trends to prove the business value of meetings. We are responsible for being ready for future challenges and opportunities by participating in education provided through MPI. Keep an eye on the Events page at www.mpiwi.org.

Finally, you may already know, the Convention Industry Council, the organization that oversees the CMP designation, announced that it has revised the CMP Blueprint, the standards document that guides the kinds of questions asked on the CMP exam. The CMP exam will now be administered via computer and contains such topics a strategic planning,

event design, site management, and 33 individual skills that are important to organizing effective meetings. To help our members, MPI-Wisconsin Chapter is offering "CMP Prep Days" in collaboration with Madison Area Technical College's Meeting and Event Management program. The two-day CMP readiness course will be held following the Chapter's November Education Day and these are two great reasons to be in in Madison, WI this November!!

So let's keep talking! You are encouraged to share your ideas and feedback with Board members and our contact information is available at: <http://www.mpiwi.org/AboutMPIWI/BoardOfDirectors.asp>.

Kindly,

Susan

Susan Kainz
susan.kainz@conferencedirect.com

HOSTED BUYER PROGRAM AT MPI-WEC 2011

By Marie Johnson, CMP

\$ 16.9 billion! Yes, it is a big number and it represents the total buying power of MPI's Planner Members. It is often said that "people don't like to be sold; however, it is generally understood we like to buy." And, when it comes to our decision making on products and services for our companies, we turn to people we know and trust.

MPI plays a critical role in helping foster these relationships at a chapter level and across the globe. New business contacts made at WEC are part of the tangible value of attendance. However, cutting through the clutter of who to connect with and how to do it, with limited time at a conference of thousands, can be a challenge. However, MPI knows the importance of our supplier/buyer relationships and continues to raise the bar. So, in addition to the traditional tradeshow floor with vendors, booths, pipe and drape, last year at WEC in Vancouver they introduced the Hosted Buyer Program.



*Marie Johnson, CMP
Immediate Past
President
Meetings &
Incentives
Caledonia,
Wisconsin*

Because of its success among hosted suppliers and buyers, MPI brought it back to WEC this year in Orlando with even more zeal. It was a very exciting opportunity for me to participate in this innovative B2B format. After being accepted as a hosted buyer, I completed an online assessment and profile about my past programs and future business needs. The selection criteria to be accepted as hosted planner buyer were based on purchasing authority, potential for future business, geographical representation and other factors.

The match making software was provided by a company called ConVerve that works like a dating website, only it is for business connections. If you wanted to meet with one of the 300 industry suppliers to learn more about their services and see if they would be a fit for your programs, you sent them an invite through the system. Once they accepted, you could download the appointment right into your outlook calendar. You could also send messages through the system to confirm appointments or ask for additional information specific to your needs. As an added feature, suppliers could load presentations or electronic brochures for buyers to review in advance of the meeting. The streamlined process helped planners to get dedicated face time with the right contacts.

If you met the criteria and set a minimum of 15 appointments, your registration fee and hotel accommodations were covered plus an airfare credit. I want to thank all of the industry suppliers that participated in this program along with the host hotels. I was a guest of The Peabody. My company places programs there so it was very beneficial for me to experience it first hand, see their renovations, and keep the property in mind for future groups.



Marie Johnson, CMP and Jennifer Mell, CMP participated in the Hosted Buyer Program.

During the conference, I had 19 appointments with hotels, CVBs, ground transportation, production companies, convention centers, and promotional items. In some instances, my company already does business with a particular supplier, but I have not personally used them for one of my programs. In other instances, we have a business need like gifts for corporate clients or incentive programs. And then, there were a couple of companies that I hadn't ever heard of before and was interested in learning more about. It was a great mix! The best part was having dedicated one-on-one uninterrupted time to accomplish our business goals.

Likewise, for suppliers, WEC is a prime opportunity to connect one-on-one with the industry's most savvy planners. Through the Hosted Buyer Program, they personalized their time with qualified planners that need their company's specific products or services.

Because of a referral from Donna Patrick, the Immediate Past President, of the Minnesota Chapter, I scheduled an appointment with Savoya. I wanted to see their technol-



Hosted Buyer Program in action at WEC 2011 in Orlando.

ogy firsthand, learn more about their service philosophy, and see if they'd be fit for our clients. I met with Robyn Kress Schimmels, Director of Business Development. Robyn said "The hosted buyer program was the highlight of the conference for us this year, and we were able to make great connections with many new prospective clients. I found my conversations to be specific, targeted, and without the typical distractions of the tradeshow setting."

One of the companies I was not familiar with was UrbanRide. They are the only global ground transportation

provider that focuses exclusively on meetings and events. In addition to providing a full range of services from VIP transfers to shuttles and dine arounds, they offer meeting planner friendly extras such as departure notices, text messages, and on line management tools. I met with Jeremy Milikow, their Chief Executive Officer. He said "WEC 2011 was the first time UrbanRide participated in a hosted buyer program. Overall we are extremely pleased with the format as most of the planners had a clear need for our services and we were able to initiate a good discussion. It is worth noting that a small percentage of the planners did not take the program seriously and were late to the meetings and/or were not in the market at all for our services. With that said, we would recommend the program as this program makes much better use of our time than a standard trade show format."

There has been great success with the B2B format; however, it is not a magic bullet or end all. I believe the traditional tradeshow still plays a very vital role in our industry. It is a matter of determining what is appropriate for your association, company or group. Moving forward, tradeshows and B2B matches will work in concert to provide the best overall solution for our industry professionals. 🌐

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*Cheryl Fleck, Meeting Coordinator
Wisconsin Counties Association*

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WORLD EDUCATION CONGRESS IN REVIEW

*By Naomi Tucker, CMP
President-Elect MPI Wisconsin Chapter*

It was great to see all of the Wisconsin Chapter members represented at World Education Congress (WEC) in Orlando, Florida this year. For those of you who were unable to attend, WEC proved to showcase its redesign with a variety of program changes. From the new hosted buyer program, the marketplace, enhanced education, and networking opportunities, these changes showed that MPI was able to think outside of the box in order to try something new. Many attendees were able to take away many conversations and use that energy to transform how they work.



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

Do you know your “why”? Why you are in this business of meetings? Why you plan meetings or events? This was the theme set forth in the general session at WEC. Simon Sinek, author of *Start with Why*, took the stage with a powerful message of trust. “Trust comes from sharing a common set of values and beliefs,” Simon says. This came full circle, for all of the meeting attendees, as they were taken on a journey that showed them that they were all in the business to help people meet and connect, so that we can change the world one small step at a time. Knowing the “why” of what you do is important because everyone

you interact with interacts with you because of your values and beliefs. Even though most of you were not able to share in this powerful message, I urge you to pick up Simon’s book and use it to enhance the way and the “why” you do meetings.

MPI International planned a very robust education selection, geared toward the novice of meeting planners, to the advanced, seasoned professional. There were sessions that helped with leadership, sessions that addressed communication, and sessions that spoke to business etiquette. There were also educational sessions that took a closer look at meeting planning, the struggles, and created conversations to resolve those struggles. WEC 2011 also created alternative conversations and means to learning. The “Future Watch” series was a testament to this. These series focused on SMM Strategies, Technology, and Relational strategies in our industry. The format of these sessions, was whitespace. A whitespace event is where there are different topics sur-

rounding the room, and you chose how you wanted to contribute. If you were finished from one area and wanted to move to another to contribute, you can. That is the beauty of whitespace, it allows you to create your own agenda and pick what is important to you and how you would like to contribute to conversations. Many of you know how beneficial having a whitespace event is as we had our own event in April of 2010, and it proved to be a grand success. It was such a successful format at WEC 2011, that I wouldn’t be surprised if you see this format duplicated in MPI Conferences to come, or even other meetings that you attend.

In addition to the excellent educational sessions that were offered. MPI International offered some sessions concurrently that aimed to have conversations around the future of meetings in every aspect. These dynamic focus groups were made up of anyone who wanted to come and contribute. The topic was discussing current research in the fields of Technology, Meeting Design, Strategic Meetings Management, Corporate Social Responsibility, and the Business Value of Meetings. The foundation was laid with each focus group letting them know about the current state of research or progress. The participants then contributed to the future of that research to give more direction and clarity for those that are spearheading the efforts. This is a unique opportunity that MPI International offered all attendees – the opportunity to have a say in the Future of Meetings.

Although very important, the educational events were not the only reason to attend WEC this year. The social events in Orlando kept all attendees satisfied and wanting more. From the opening reception at Epcot, to the closing reception at Universal Citywalk, MPI International and all supporting sponsors knew how to get people together, with great food, fabulous entertainment, and good company. In addition to the opening and closing receptions there was a night of play with The Big Deal. This event gave participants the chance to play and win a seat at the World Series of Poker® Main Event. Our very own Nick Topitzes, CMP & President, PC Nametag made it to the final table that evening! Congratulations to Nick for making it to the last table. Another great social event during WEC was “Rendezvous”. Rendezvous was a spiced up networking event that happened after the

Continued on page 17

WHAT'S NEW WITH MPI?

By Shannon Timmerman, CMP

MPI Commissions Comprehensive Global CSR Study

Corporate social responsibility (CSR) has been a hot topic with MPI for many years now. Recent initiatives have put a greater focus on CSR, and one of the elements of this focus has just been released. MPI has commissioned Leeds Metropolitan University to manage a three year study into the importance and value of CSR to the meeting and event industry. This study, the most comprehensive of its kind ever undertaken, intends to bring new insights into how the meeting and event industry can build a sustainable future through best practices.

The overall goal is to produce a detailed report against three core areas defined as eternal environment, industry engagement and consumer demand. MPI intends to release these results in three phases at major global industry events mid-2012 through 2013.

More information about MPI's comprehensive efforts in sustainability and social responsibility can be found through the CSR portal at mpiweb.org.


MPI Launches One+ Tablet App



Calling all Tablet owners! Be one of the first to download the new, advanced tablet app. On-demand access into an interactive and unique version of the award-winning One+ every month. It had its debut at on July 24th at WEC, and

is sure to be an exciting new tool for all to enjoy. This universal app allows subscribers to:


- Experience One+ content 24/7 with or without internet connection
- Access the app from any tablet device including apple, Android, BlackBerry and more
- Fully interact with supplementary content through images, video, voice and interactive graphics
- Read new monthly issues through auto-update
- Engage with past issues through a stored library of magazines

The tablet app is available across all tablet platforms and is free to MPI members or subscribers. Download it now! 

WEC: In Review: Continued from page 16

dinner hour. It was very fun, and had participants dancing all night!

On another note, MPI revealed their new marketing campaign "I am MPI". You will start to see these brochures, and verbiage soon as MPI is looking to become more connected to their membership. Our very own Jill Schroeder, is in some of the promotional pieces, keep a look out for her. MPI Wisconsin Chapter had a fun trying to find Jill as she appeared in a lifesize replica of the promotional brochure at WEC, and then appeared again in the daily magazine, *Onsite*. It is great seeing Jill and MPI Wisconsin Chapter represented on an International level. Congratulations Jill!

So, are you tempted to go to WEC next year? Wait no more, as the registration for WEC 2012 is currently open. Next year the host city is St. Louis, Missouri. I look forward to seeing you there. 



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FOOD FOR THOUGHT

Featuring: Chef Josh Braatz City Grill Bistro

Style of Service: Bistro

Menu Specialties: Tenderloin

Top Five: Sea Bass, Crab Cakes, all Appetizers, New York Strip

Chef Biography:

Chef Josh Braatz, started his journey at the age of 17 at the Château Resort and Conference Center in Tannersville, Pennsylvania and was introduced to a professional kitchen and found his love for food. At the age of 18, he then moved to Shawano, Wisconsin, where he experienced working at a diner and then for corporate restaurants while he saved money to attend culinary school.

When Josh started culinary school, he was offered a position at the Oneida golf and County Club where he was an apprentice for a very talented chef and learned classical French cuisine. He then took over the executive chef position at the LaCrosse Country Club, which furthered his education of working for many members and appealing to their needs.

Josh then took a position at the Thornberry Creek County Club as executive chef. While working there, he received a call from his old boss, at the LaCrosse County Club, asking him to help with an account in Wausau that was managed by Sodexo. It was Wausau Insurance, a company that encompassed a large variety of food needs, including a sky room (which was a more exclusive dining room) to a cafeteria which serviced 2,500 people from 7 am - 3 pm daily. The challenge was to run an efficient operation and provide a quality product.

During his time with Sodexo, he also worked part-time at City Grill. It was during his time at City Grill, that he realized he missed the creative side of the business. He was offered to take over as Executive Chef at City Grill, which was a challenge he was ready to assume.

During his culinary journey, he graduated and was on the dean's list, where he made some great contacts with instructors and through the A.C.F. He also had the pleasure of working with some great chefs including Master Chef and author Monique Hooker. He was a guest Sous Chef for many occasions, one of the more memorable occasions being multi-billionaire David Saperstein's wedding in Malibu, California. Josh has also served on the A.C.F. Board of Directors as the Green Bay representative. 🌐



CHOCOLATE CHIP BREAD & BUTTER PUDDING

2 pounds bread diced
8 ounces melted butter
2 pounds eggs
1 pound sugar
½ gallon heavy cream
1 tablespoon pure vanilla extract
½ teaspoon nutmeg
1 teaspoon cinnamon
1 cup chocolate chips

Combine butter, eggs, sugar, heavy cream, vanilla, nutmeg and cinnamon. Mix well. Add diced bread and chocolate chips and toss. Put the mixture in a sprayed pan, uncovered, and bake at 350 degrees for 30-45 minutes. Check on the bread pudding in intervals of 15 minutes. The bread pudding is done when it is set and golden brown. Be very careful because the pan will be very hot.



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262/728-7950 fax: 262/728-2347 contact: Tom Hyslop
thyslop@lakelawnresort.com www.lakelawnresort.com

Meeting Rooms: 22 **Sleeping Rooms:** 283 **F&B:** Yes
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262/248-2100 fax: 262/248-2125 contact: Kim Doran
kdoran@bellavistasuites.com www.bellavistasuites.com

Meeting Rooms: 4 **Sleeping Rooms:** 39 **F&B:** Yes
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N2009 S. Lake Shore Drive, Lake Geneva, WI 53147
800/441-5881 fax: 262/248-5685 contact: Dianne Watson
dwatson@genevainn.com www.genevainn.com

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414/272-1937 fax: 414/225-3273 contact: Christine Woldt-McLeod
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ROOKIE REVIEW: WEC 2011

By: Karen Cartwright, CMP

Orlando was a booming and a very hot venue for the 2011



World Education Congress. On the opening night, we went to Epcot to enjoy all the great things that Disney has to offer – the atmosphere, great food, beverages and an amazing fireworks show. The VIP treatment continued all week at all the Orlando venues. During the three days of education, I attended a lot of sessions on inspiration into action, leadership, and personal development. My favorite take away points from the educational sessions to share with my colleagues in Wisconsin are:

- Make your business more focused on the people, not outcome-based. Wake up every morning to be a better person than you were yesterday and show your passion to everyone.
- Be consistent – Your actions need to match policy. Being consistent and credible will increase business.
- Touch emotions. Emotions drive health, learning, meaning and memory. People learn more when all five senses are ignited during a meeting.
- Stimulated attendees make changes when they leave the event. Make sure the content and atmosphere is stimulating. Boring meetings suck.
- Know how to communicate your own personal brand in our industry. Create an elevator pitch because you really never know when the opportunity will present itself.

Compliments go out to the programming team in our chapter. I felt like the education I receive at monthly meetings is similar to the education we received at an international event.

The Closing Night Reception at Universal City Walk Orlando was the perfect way to conclude the event as Wisconsin delegates danced the night away celebrating Hard Rock's 40th anniversary. Meet me in St. Louis to celebrate the 2012 World Education Congress. 🌐

WHO'S IN THE NEWS

Changes & Accomplishments

"Change is the law of life. And those who look only to the past or present are certain to miss the future."
— John F. Kennedy

Congratulations to...

Jennifer Hallett, CMP on her new position at Derse as an Event Planner/Producer. Derse is a face-to-face marketing company, located in Milwaukee, that helps clients transform their brands into actively engaging environments at trade shows, in marketing environments and through events.

Joe Williamson has been named the Director of Sales for Best Western Bridgewood Resort & Conference Center in Neenah and the CopperLeaf Boutique Hotel & Spa in Appleton.


John Dorgan on his new position with at the Cobblestone Inn & Suites as General Manager.

Two Wisconsin hotels were recently chosen for the 2011 Expedia® Insiders' Select™ Award. Based on more than 500,000 guest reviews submitted annually, the **Hyatt Place Madison/Downtown** and the **Pfister Hotel in Milwaukee** were two of only 500 selected winners worldwide, from more than 130,000 hotels!

To celebrate National Tourism Week and Grand Geneva Resort's green efforts over the years, Wisconsin Lt. Gov. Rebecca spoke at the property in May and recognized the **Grand Geneva** as a leader in the leisure, business and group travel sectors, specifically for its sustainability efforts in the implementation of an electric car charging station.

Exciting news from the **Hotel Sierra Green Bay**...they will be transforming into a **full service Hyatt Regency**.

NorthCoast Productions spot "Passion" created for their client Bergstrom Automotive Group which earlier won a gold Addy and "Best of Show" regionally went on to receive a National Silver Addy in June.

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. (michelle@northcoastpro.com).

HOW IN THE WORLD AM I GOING TO KEEP TRACK OF MY CEUS?




MPI provides Continuing Education Unit credits for learning activities. Manage your CEU history today.

Are you preparing to take the CMP exam? Or maybe you have to recertify. Either way, I bet you have thought about how to track your continuing education units (CEUs). That is one of the most common comments I hear when talking about the CMP designation.

Did you know that MPI has a tool to help you track your CEUs? That's right, and it is really easy to use. Under Career Development on mpiweb.org, MPI also offers information on the CMP and CMM designations, on-demand and live webinars to help you earn credits, as well as details regarding MPI's own Global Training Certification.

So, how do you track your CEUs? Follow these quick and easy steps and you will be on your way!

1. Log-on to mpiweb.org. You will need to log-in or set-up your account if you have not done so already.
2. Click *Career Development* on the menu bar.
3. Click on the *CEUs* icon.
4. Click one of two the links on *Your Personal Continuing Education Units* page
 - a. Add CEU credits to your history >>
 - b. View your CEU history >>

Make a note or a task to enter this information for every session you attend. Then when it comes time to apply for the exam or recertify, your program history is just a click away. 



Alison Huber, CMP is Vice President – Education for the MPI-Wisconsin Chapter and Sales Manager for the Wisconsin Dells Visitor & Convention Bureau.

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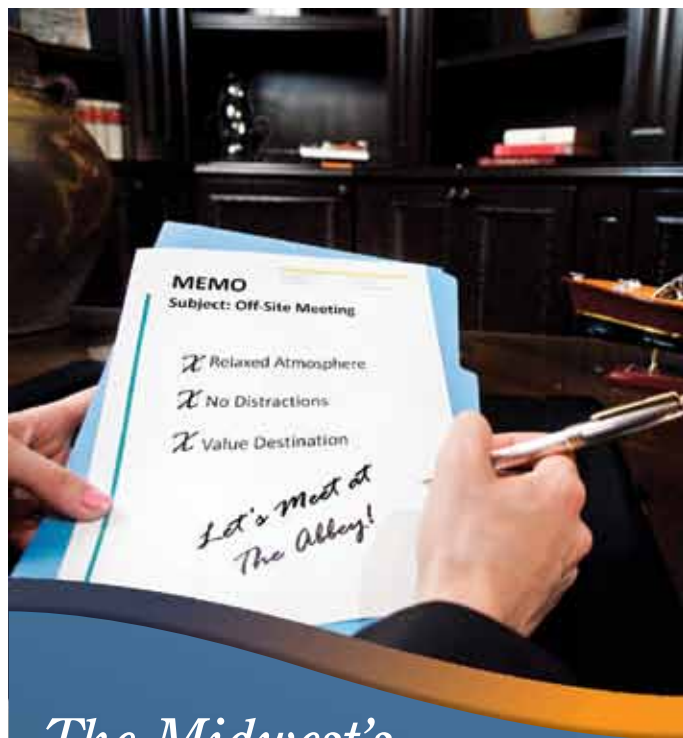
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RETURN ON INVESTMENT

By Amanda L. Gourgue, CMP, LEED AP

Why should you be concerned about return on investment (ROI) with your meetings? Is it to prove your work as a meeting professional?

To show that having this meeting is important? To track success year after year? A survey about return on investment was conducted with meeting professionals in April 2010 and it found that nearly half—49 percent—say they feel increased pressure to show metrics that attest to the success of their events. Are you part of that 49 percent? My next question would be out of that 49 percent, how many meeting professionals measure their corporate social responsibility ROI as well?

Sadly, the number is much lower. By now you are familiar with the needs for greener meetings and events. You probably have had the basic education of why you should have a green meeting, but now what? Where do you go from there?

From my experience, it seems that meeting professionals do the basic when it comes to a green meeting. We all know to recycle our name badges and not to use bottled water. But do you track what you aren't using? For example, let's say that for your last annual meeting had 1,000 attendees, 70% returned their name badges. Not only are you saving money on the fact that you don't have to buy as many name badges for the next meeting but you also cut down on the natural resources that are being used to make that product.

Do you share that information with your attendees? I have learned over the years that it is super important to communicate with your stakeholders. A stakeholder is anyone who has anything to do with your meeting. They could be attendees, staff, suppliers, the board of directors, etc. I learned that the hard way. Many years ago, I had to plan a meeting for 4,500 attendees. I took away all the bottled waters without communicating with all my stakeholders why I was doing it. Attendees thought that the association was being cheap and there were many frustrations. Many people even thought the association was having trouble financially because there were no bottled waters at the meeting. It is funny to see how people jump to conclusions but it was also my fault for not communicating that correctly. What I should have done is told the stakeholders why I wasn't going to have bottled waters available and what natural resources we saved by doing that. Then I needed to start tracking that year and year to show that we were making the right decision.

In November, I will be speaking at the Education Day on the topic of green meetings and ROI. This session, takes sus-

tainability to the next level. It goes beyond the hints and tips. It is most suitable for those familiar with CSR concepts and will go into more details on the execution of fundamentals. However, if you have a passion for CSR, no matter what your skill level is, you belong in this session! This is a fun and interactive session about measurement. What can be measured? How is it measured? Accountability and how to ensure what is being said is actually getting done. Do you know what is the difference between APEX and BS8901? A portion of this session is about all the certifications out there and which one might be best for your company? This session is also about return on investment. What is the reason for even holding a green event? What are the specific needs for establishing ROI? What are the best means of measuring ROI? After attending this session, you will be able to identify what items can and should be measure in a green event, the tools to demonstrate the business case/ROI for sustainable initiatives and select which certifications might work for your company and events. I am looking forward to this presentation and I would love it you all would be able to join me for this session! 🌐

Bio

Amanda L. Gourgue, CMP, LEED AP is a revolutionist! She started her own company called Meeting Revolution. It is a meeting and event company that specializes in environmental friendly meetings. Meeting Revolution also assists meeting facilities in becoming socially responsible.



Amanda has sixteen years of experience in the hospitality and meetings industry. Her professional history includes working with such well known companies as Walt Disney World Resort, Starwood Hotels & Resorts, Marriott International, Rare Hospitality and Aramark.

Currently, Amanda is an active member in the hospitality community. She is a founding member of the United States Green Building Council - New Hampshire Chapter, and volunteers with APEX, ASTM E60 and ISO/PC 250. In April 2009, MeetingNews recognized Amanda as one of the top 30 meeting professionals under 30 in the United States. Amanda also was the first Certified Meeting Professional who has earned the Leadership in Energy and Environmental Design Accredited Professional designation. When she isn't speaking or consulting, Amanda is working towards achieving her Masters of Business Administration degree in Sustainability and her Masters of Environmental Law and Policy (She likes to keep busy!).

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Get Ready!

This November we will release our online auction through BiddingForGood.

BiddingForGood online auctions have helped raise over \$110 million for schools and nonprofits like ours.

This August we will reach out to all MPI members highlighting opportunities to donate items our chapter will use in raffles/silent auctions and now BiddingForGood as well.

To date, BiddingForGood has helped to raise over \$128 million, in over 12,000 auctions for non-profits and schools.

We will use our auction website, bidder email system and refer-a-friend features to promote our event and expand our outreach beyond our community. This will help the chapter raise more from these generously

donated items by opening the bids to anyone (family, friends, etc.) with online access.

We will also activate social media buttons on our auction site, so our supporters can help spread the word.

Our initial auction is poised for this November, we encourage everyone to talk up the site as a way to purchase some unique holiday gifts.

BiddingForGood online auctions coming soon to the MPI-WI Chapter! 🌐

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Please help us welcome our new members!

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Dir of Conference Services
ARAMARK/Fluno Ctr for
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Madison, WI 53715
Tel: 608-441-7106
mdefranco@fluno.com
Supplier Meeting Professional

ANDREA MACE

Sales Manager
Marcus Hotels and Resorts
9 East Wilson Street
Madison, WI 53703
608-260-1161
andreamace@marcushotels.com
Supplier Meeting Professional

PAMELA MC FARLAND

11328 West Greenfield Avenue
West Allis, WI 53214
Tel: 414-375-7633
pmacfarland@live.com
Student

KRISTI MIDDLEBROOKS

Sales Manager
Rosen Hotels & Resorts
9939 Universal Boulevard
Orlando, FL 32819
kmiddlebrooks@yahoo.com
Supplier Meeting Professional

AMANDA PRIES

Executive Administrator
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2800 Woods Hollow Road
Madison, WI 53711
amanda.pries@promega.com
Corporate Meeting Professional

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Sales Manager
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awilliams@blueharborresort.com
Supplier Meeting Professional

JAFFE WOJCIK

Group Sales Coordinator
Geneva National Golf Club
1221 Geneva National Ave S
Lake Geneva, WI 53147
jwojcik@gnresort.com
Supplier Meeting Professional

SUPPLIER PROFILE:

JAFFE WOJCIK



Place of Employment: Geneva National Golf Club
Job Title: Group Sales Manager
How long in the meetings industry? 3 ½ years
How long in MPI? One Month
Tell a bit about your company and/or current position: Geneva National Golf Club is a semi-private golf club with three championship golf courses

created by Legends Arnold Palmer, Gary Player and Lee Trevino. It features two on-site restaurants, the Hunt Club and the Grill Room. The Hunt Club is home to fine dining, spectacular golf course views and recipient of the 2011 Wine Spectator's Excellence Award. The Grill Room is available for casual dining for those just coming off of the golf course or those coming in for our Friday Night Fish Fry. Geneva National also hosts three banquet, meeting and wedding venues all complete with golf course and lake views.

Teams or projects that you have worked on for MPI or would like to be involved with: I am looking forward to exploring many opportunities within the MPI organization.

Where were you born? Harvard, Illinois

Tell us about your family: I have been happily married for three years, we have one large chocolate lab and two cats.

Where do you currently live? Walworth, Wisconsin

Favorite Pastimes: Traveling, running, reading, spending time with friends and family and attempting to play the piano.

Favorite Musical Group: My music style is eclectic depending on the mood that I am in.

Person you admire most and why: My husband. He always makes me laugh; he has a great work ethic, much wisdom and knowledge beyond his years.

Words to live by: "The only one that can tell you NO is you ... and you don't have to listen."

Special personal accomplishments: Lived as a foreign exchange student in Venezuela and Spain, ran a half marathon, successfully coordinated over 75 weddings in the last 3 ½ years and have coordinated many large scale events.

What else would you like other MPI members to know about you? That I look forward to being a part of such a great organization and connecting with new people in the industry. 🌐

PLANNER PROFILE:

AMANDA PRIES



Place of Employment: Promega Corporation
Job Title: Executive Administrator
How long in MPI? 2 months

How long in the meetings industry? 10 years

Tell us about your company and/or position: I support the North America Branch Sales and Marketing Groups within Promega Corporation. Promega is a leader in providing innovative solutions and technical support to the life sciences industry. Promega Corporation's 2,000 products enable scientists worldwide to advance their research in the life sciences, particularly in genomics, proteomics and cellular analysis. Our products are also used to support molecular diagnostics and human identification. Founded in 1978, Promega Corporation is headquartered in Madison with branches in 15 countries and over 50 global distributors.

Teams or projects that you have worked on for MPI or would like to be involved with: Part of my position is to plan and coordinate our meetings and trainings throughout the year; such as our annual sales meeting where our North American Sales team comes together at our corporate office. We also do smaller regional meetings which are offsite and we're always looking for new fun locations and events to participate in for teambuilding.

Tell us about your family: I am married with two children, my son is two and my daughter is five.

Where do you currently live? Small suburb of Madison; Deerfield, WI.

Favorite Musical Group: Hard to say – I really like almost all music. Right now I tend to listen to anything hip-hop and upbeat dance like to keep me moving!

If I won the lottery I would: Pay off all my bills and all of my families bills and then put the rest away for my children's futures! Depending on how much I won, I'd love to donate to some charities as well to help those less fortunate.

Words to live by: Live, Love and Laugh

Special personal accomplishments: I participated in the Susan G Koman 3-Day walk which is a 60 mile walk over three days. The money raised, I thought, would be a challenge, but it came easier than expected and the walk was an amazing experience. I will soon be participating in my first half-marathon run as well, which is going to be another big accomplishment! 🌐

WISCONSIN
CHAPTER



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CALENDAR OF EVENTS

2011



Connecting you to the
global meeting + event community

SEPTEMBER 2011

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Awards Gala

Chula Vista Resort
Wisconsin Dells

OCTOBER 2011

11-13

IMEX America

Las Vegas, NV

15-20

Certification in Meeting Management

Dallas, TX

20

October Education

Jefferson Street Inn
Wausau

NOVEMBER 2011

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Fall Education Day

Alliant Energy Center
Madison