



WISCONSIN CHAPTER

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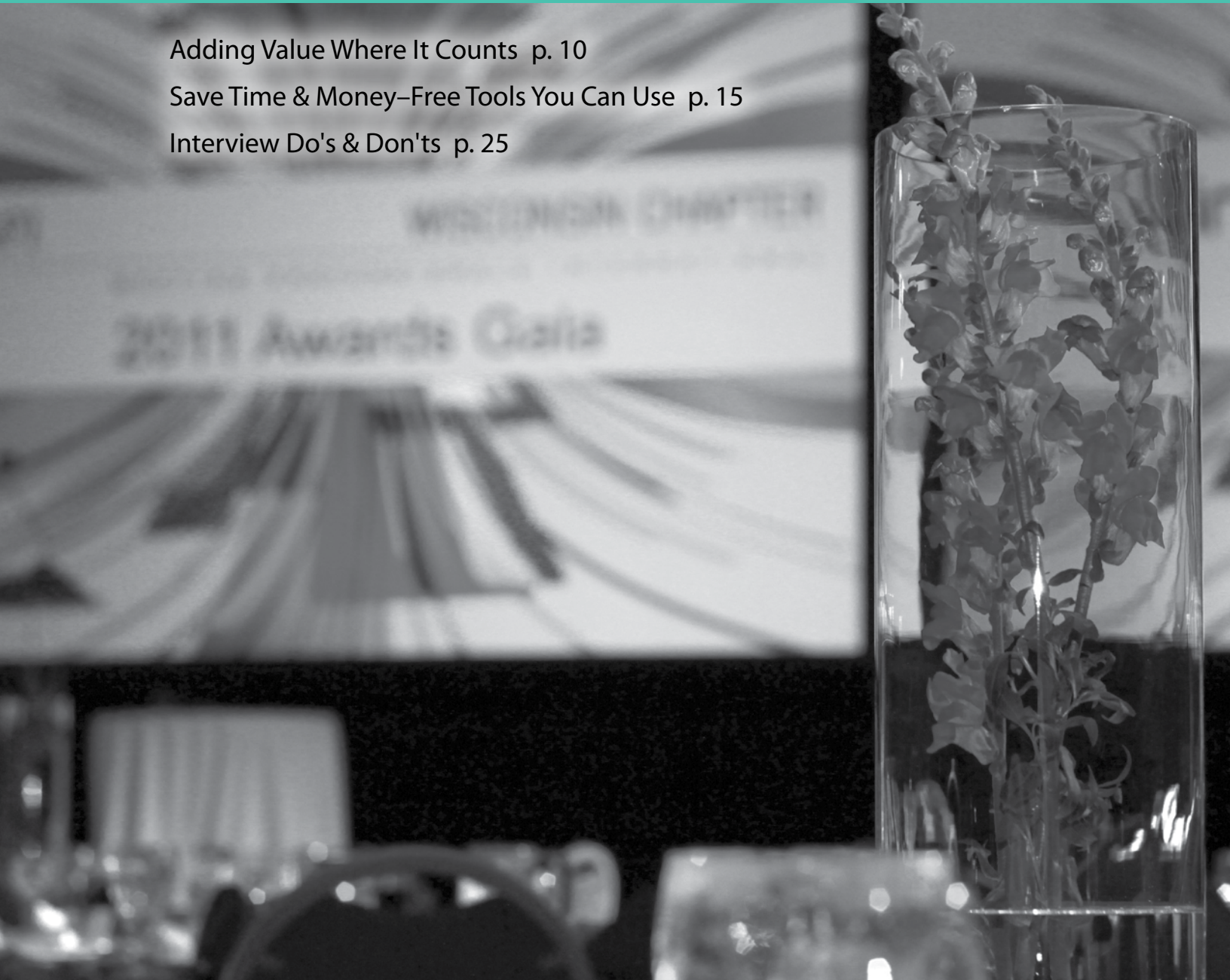
Agenda

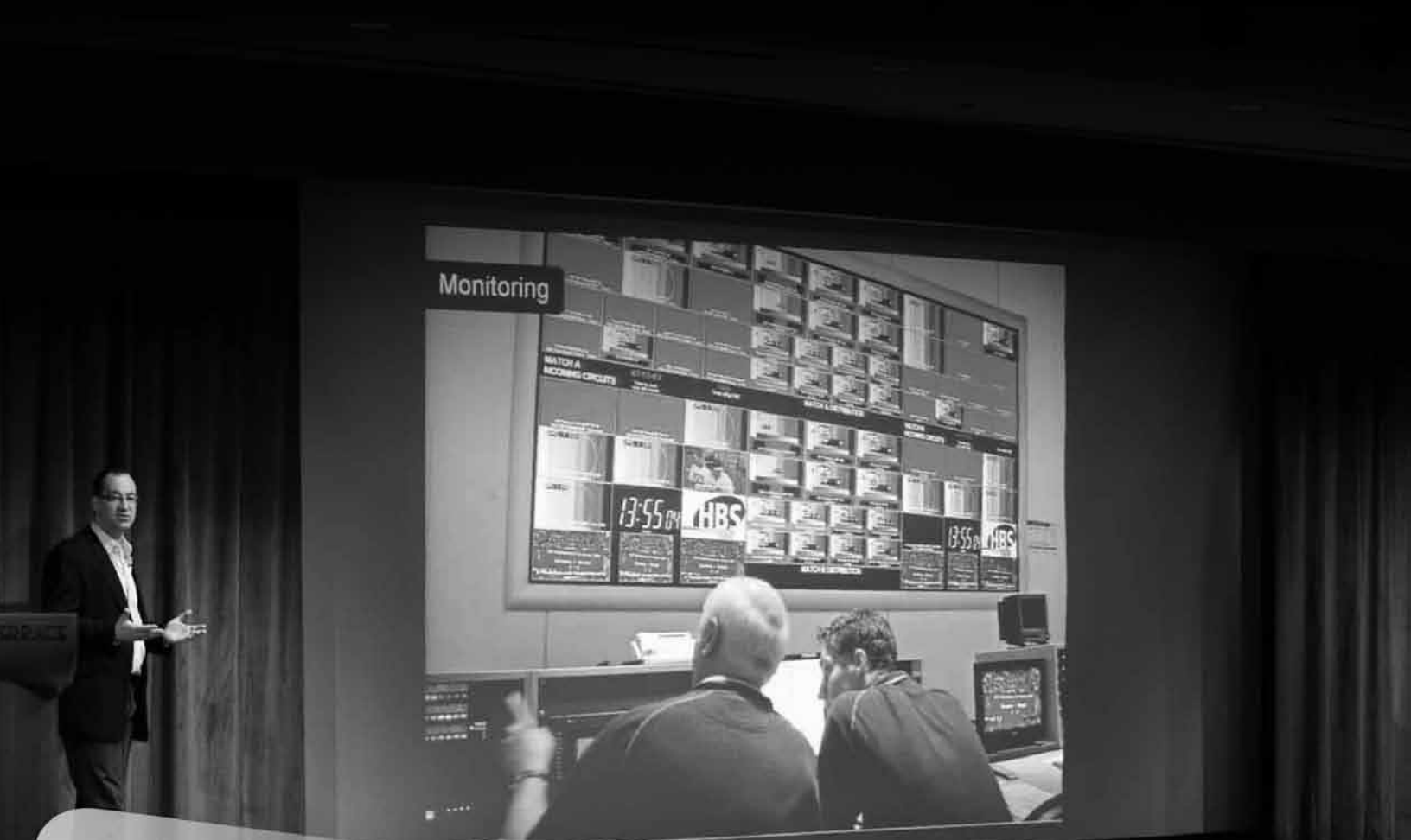
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FROM THE EDITOR'S DESK

for one can not believe we are nearing the end of 2011. Each year seems to fly by faster than the last. The to-do list keeps growing and time seems to vanish with the blink of an eye. As the holiday season approaches, I am sure time will fly by even quicker and before we can catch up, it will be 2012.



Margaret Trotter
Editor, Agenda
Meetings Manager
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Preparing for the holidays can usually be extremely stressful. There are parties to plan, gifts to purchase and fun to be had. People tend to become a bit more generous during the holiday season, maybe it's due to the holiday season beginning with a day of thanks. To make our lives a bit easier this year, MPI WI-Chapter has put together a one-stop-shop for purchasing gifts and giving back to a charitable cause. Be sure to check out the MPI WI-Chapter website to purchase holiday gifts easily and for a great cause!

As this time of year is all about celebration, we thought it would be perfect to include the information and photos from the Annual Awards Gala held in September. I'd like to take a moment to thank the awards gala team for putting this together and the 2011 Winners. Thank you and congratulations once again! Be sure to keep your eye out for photos from the September event throughout this issue of *The Agenda*.

Finally, I would like to thank everyone for being a part of MPI-WI this year! Be sure to check out our 2011-2012 calendar on the back cover for upcoming events throughout the state. We look forward to seeing you at a future event this winter or spring.

I hope everyone has a wonderful holiday season and a great end to 2011!

Margaret

WBTA Education Day

Special Rate for MPI-WI Chapter Members!

The Wisconsin Business Travel Association is holding their largest meeting of the year at The American Club in Kohler, WI on Wednesday, January 11, 2012. The meeting will be from 7:30 a.m. – 4:30 p.m. Further details will be available online at www.wisconsinbta.org/events.

WBTA is extending a special registration rate to MPI-WI Chapter members of \$90. Registration begins November 21. In order to take advantage of this special registration rate, please contact Jesse Funk at jesse@careywi.com or at (920)257-7099.



WBTA EDUCATION DAY
THE AMERICAN CLUB • KOHLER WI
WED JANUARY 11 2012 • 7:30-4:30

DEVELOP A VISION STATEMENT WHILE MEETING IN ONE.



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PRESIDENT'S COLUMN

WHY MPI?

The very first time I attended an MPI – WI Chapter meeting, I left right after lunch and never made it into the education portion. I didn't connect initially with anyone and so I chose to go back to my office since I thought I had more pressing items waiting for me.

In September, while attending the MPI Chapter Business Summit in Dallas, I heard Angie Duncan, CMP, CMM of the MPI – Indiana Chapter tell a similar story. When Angie first joined MPI a number of years ago, she dropped her membership after only one year. Now Angie serves as a Chair of the MPI Membership Advisory Council.

In both cases, something or someone drew us back to give MPI another try. What I discovered is that like every community, it means asking "what does this community have to offer me and am I willing to go find it?" The true gems of MPI are there for those willing to mine them.

Think of it like moving into a new neighborhood. Maybe you will be lucky that you have outgoing neighbors who greet you with baked goods as the moving van pulls away. But in most cases, it takes a chance meeting while you are walking your dog, for example, to realize who your neighbors really are. When I lived in Germany, I didn't reach out to any of my neighbors for eight months. I was afraid we wouldn't be able to communicate and I suspect they felt the same way. Finally, I made my neighbor chocolate chip cookies and I discovered they spoke perfect English, loved the cookies, and we've remained friends for the past eleven years.

Several members of the chapter board attend the MPI Chapter Business Summit in Dallas with over 200 chapter leaders from around the world. At the conference, Brad Shanklin, MPI Director of Chapter Business Services, described MPI members as "the tapestry of the meetings industry. We have our own stories that make up a community. It is what we do and who we are." Some of these stories are available on the MPI – International website including stories from several members of the MPI - Wisconsin Chapter.

Janet Sperstad, CMP, Program Director at Madison Area Technical College, talks about the value of MPI as her "access to the knowledge and information I wouldn't get anywhere else." <http://www.mpiweb.org/community/mpistories>. Jill Schroeder, Midwest Regional Horse Fair, declares

that "Thanks to MPI, I have found something I am truly passionate about. Without MPI, I know that I would not have had these experiences or the opportunity to meet so many amazing people from so many different countries," <http://www.mpiweb.org/Membership/Stories/Home> Tell us your story!

If you are new to MPI or maybe haven't connected to the MPI community yet, we'd like to help you get started. Maybe you are a member who attends regularly; consider reaching out to someone who is not involved in the Chapter, but would benefit from being part of the community.

We believe members belong to MPI because they want to be connected, they want to be smarter, and they want you to be connected. The first step happens when you attend a chapter event. Different from when I first joined, now you will be greeted by our Red Carpet team and introduced to fellow members anxious to get to know your story. We have a member orientation scheduled as part of the January 2012 event, so even if you've been a member for some time, join us!!

Commit to getting involved in MPI because it is an investment in you! 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.

On behalf of the MPI-WI Chapter, I wish you and your family a wonderful holiday season. May it be filled with much happiness, good health and all the blessings of the season. 🌐



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

FOOD FOR THOUGHT:

EXECUTIVE CHEF PAUL PFLUGER

HOLIDAY INN MADISON WEST/GEORGE'S CHOPHOUSE



At an early age, Paul's path was paved towards a career in the culinary arts. Growing up in Baraboo, WI, his first job at age 12 was at the Carnival Grill at Circus World. Later, he moved on to a position as Pantry Chef at Field's at the Wilderness when he learned the finer aspects of culinary arts. Pursuing his dream, he enrolled in the culinary arts program at Madison College. His internship took him to Italy for six months where he studied at the Jacob Barccri Institute of the Arts and had the opportunity to work in many different restaurants, bakeries, and cafes. After graduating he accepted a job as a Banquet Chef at the Kalahari Resorts in Wisconsin Dells. Over the next seven years he worked his way up the corporate ladder, eventually landing a position as Head Chef at Trappers Turn. Most recently, he was recruited by The Holiday Inn Madison West to oversee the banquet food operations, and after eight months was promoted to Executive Chef of the Holiday Inn Madison West and George's Chophouse. 🌐

BRAISED BEEF SHANK

1/4 cup all-purpose flour
2 teaspoons salt
1/4 teaspoon ground black pepper
2 pounds beef or veal shank
3 tablespoons butter
3 tablespoons olive oil
1 cup chopped onion
1 cup thinly sliced carrots
1/2 cup chopped celery
2 cloves garlic, crushed
1 (8 ounce) can tomato sauce
1 cup water
1 teaspoon dried basil
1 teaspoon dried thyme
3 sprigs fresh parsley
1 bay leaf

- In a shallow dish, stir together flour, salt, and black pepper. Dredge meat in seasoned flour. In a large skillet, melt butter with oil over medium heat. Brown meat. Remove meat from pan, and set aside.
- Add onion, carrots, celery, and garlic to drippings in pan. Cook and stir for about 5 minutes.
- Stir in tomato sauce, water, basil, thyme, parsley, and bay leaf. Return meat to pan. Bring to a boil, and reduce heat to simmer. Cover, and cook for 2 1/2 hours.

Serve with your favorite potato or other side dish.





Meeting ADVENTURES

AROUND EVERY TURN!



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ADDING VALUE WHERE IT COUNTS!

It's all about the customer and your customers, customer. I've found that there are a few things as professional speakers and trainers that are a must to helping add more value to your client. We are paid to motivate, offer inspiring and informative content and add value that can be turned into results. This is our purpose, our mission. It's not about us, but the client, the attendees of the event. The following three principles, I'm confident, can add value where it counts—your client, the audience, and the conference attendees.

Principle #1: Move slowly through the crowd. I've found that the slower I move around and connect with attendees at an event the more I can learn about the organization, special needs, and economic conditions of their industry, people's names and much more. This principle may seem really simple and plain to some of my

readers, but let me tell you, don't take it for granted, and it works! Move slowly and listen aggressively is what I recommend. The purpose is to connect, to add value, and there is no better way than to network and connect as fast and as much as you can. Make it your purpose to move slowly through the crowd, don't just show up to present your program, show up and connect where it counts!

Principle #2: Understand what your client values. I've learned from what I consider the greatest, Maxwell, Rohn, Ziglar and many of my mentors that you cannot add value until you learn what others and your client values. The best way to determine what others value is asking the right questions, listening to understand, and discovering the vision and mission of your customers. It's not about us, the speakers or trainers; it's about adding value that gives a return on the educational investment and time invested in your presentation or program. If we arrive and make it about us the "speaker," then we have let our client down, we have not exceeded their expectations, and it's all about adding value where it counts!



Principle #3: Present with purpose. You're probably thinking I do this why should I read this? If you're asking yourself this question then you need to read and grow, it's not about the presenter, it's all about the listener, your client, the audience that you are sharing with. I discovered the following "Law's," that I

do my best to live by with each and every program; "Always make your contribution greater than your reward" and "Always make your value added content greater than your applause." It's truly not about us, it's all about our client and what they value and how to add value where it counts! The value in the session needs to be able to go home and to work to make a difference. The results are in the pudding, the right ingredients; the right purpose can offer a great reward to our client and their teams. 🌐

Larry S. Cockerel, Professional Speaker, Training Specialist, Author The Cancer-Fighting Specialist & Sales Development Pro in Action! Larry helps people and organizations maximize their potential. Article shared with Mastering the Art of Public Speaking™



HOLIDAY SHOPPING MADE EASY AND ALSO HELPS YOUR CHAPTER!

By Jen Hlavachek
VP Finance, MPI-WI Chapter

We have been hinting at BiddingForGood for the last few months, and now it is becoming a reality for the Wisconsin MPI Chapter in December. This is very exciting for us, and we can raise money for the Chapter while making your holiday shopping extremely easy this year. Imagine not having to battle the crowd at the mall, searching for that “perfect” gift, and then continuing this process for several friends and family members. You will be able to open your laptop on a snowy afternoon and bid on several wonderful items that will include packages, restaurant gift cards, hotel stays, and so much more!

What is BiddingForGood?

BiddingForGood is an online company that assists non-profits and schools raise funds by sponsoring e-auctions. BiddingForGood also donates some of its own items to our auction if we would like to include them. Auctions are open to everyone to view and bid, so we will have the opportunity to reach several other people to be a part of our auction which will in turn raise more money for the Chapter. Many MPI chapters already use BiddingForGood and have had amazing results. The Chapter expanded ROI for the donors and members are thrilled.

How does it work and what does it mean for us?

BiddingForGood will allow our Chapter to put together an online auction and raise money by putting together items that will appeal to the masses. Research from other auctions show that packages will be the real money maker for us as well! Imagine giving your significant other a beautifully detailed envelope on Christmas morning that whisks you away for an overnight and tickets to a show in Milwaukee, Madison, or many other options across the United States! Priceless!

How can you help?

This is where our membership can get involved in this project and have some fun! It is a “Who do you know?” game to assist the Chapter in obtaining items outside of our current MPI network so we can package items together to get a bigger bang for the buck. Please contact Jen

Hlavachek at 608.294.3049 or jhlavachek@concourse-hotel.com if you would like to get involved or have someone we can contact for an

item. Please remember our contacts need to be outside of our Wisconsin MPI Chapter as we have already solicited items for the year from our Chapter friends.

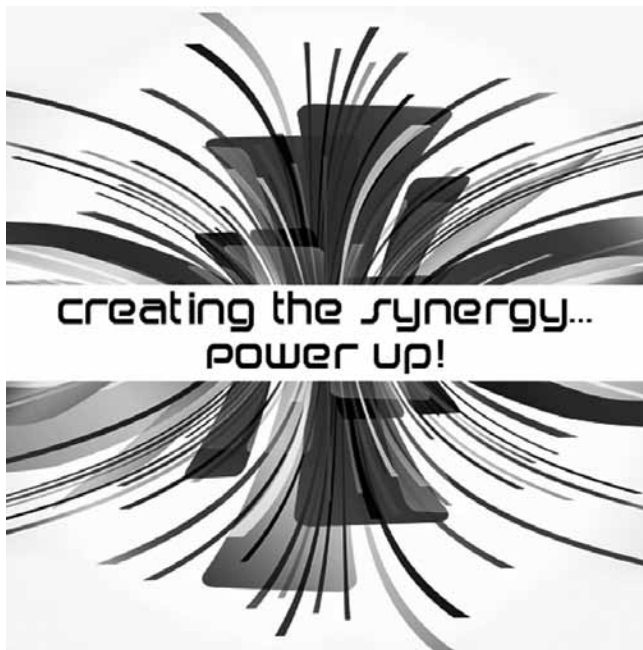
As more details emerge, remember to tell family, friends, colleagues and customers about the wonderful opportunity to bid on some great items as well as to make holiday shopping so much easier this year! We are very excited about this new opportunity for MPI Wisconsin, and our membership will enjoy the thrill of the chase for that perfect gift! 🌐

You've done good!
\$131,571,364
raised by fundraisers like you!

BiddingForGood has helped thousands of schools and non-profits raise more money with online auction fundraisers.



2011 MPI-WISCONSIN AWARDS GALA



The stars (and the cheeseheads) were out for the 34th annual MPI-WI Chapter Awards Gala at the Chula Vista Resort in Wisconsin Dells on September 8th, 2011.

Sparked by the theme of “Creating the Synergy... Power Up!” the event kicked off with a driving opening module projected across three screens arrayed behind the stage. Linens, decorations, and lighting continued this theme of the power of MPI-WI and its members.

A high-stepping Marie Johnson, CMP, concluded her term as MPI-WI President with appreciation for the efforts of MPI-WI volunteers, doling out two President’s Awards and then breaking out her dancing shoes as members thanked her for her service with an impromptu dance party. Thank you Marie!

MPI-WI Is a Family

For many, MPI-WI is a family, a point brought home by incoming President Susan Kainz. Before sharing her vision for the upcoming year, Susan introduced her family who joined her for the evening, stressing how important getting that internal support is for external success. We look forward to a great year, Susan!

After a rousing, NFL-style introduction of the 2011-2012 board members (and a fumble picked up by Jennifer Hallett, CMP), the energy in the room grew as the first of nine awards were given out. Thank you to all the presenters,

and congratulations to all the winners from this year’s Awards Gala. Your dedication to our Chapter and its members is greatly appreciated. Your service is what makes our Chapter “Power Up!”

Awards Gala Team

Kudos also to the talented and hard-working Awards Gala team who made the show happen: Co-Chairs Amy Qualmann, CMP, and Farrah Slinger, and Catherine Davis, Tom Graybill, Denise Humphrey, Tina Jacobson, CMP, Rolfe Nervig, and Renata Prellwitz, CMP.

Thanks to event sponsors Alliant Energy, Beyond the Booth, Chula Vista Resort, Event Essentials, Great Graphics, Greater Green Bay Convention & Visitors Bureau, Meetings & Incentives, Samantha Cole Photography, Studio Gear, Tri-Marq Communications, and the Wisconsin Dells Visitors and Convention Bureau. MPI-WI appreciates your support!

What a great night celebrating the achievements of MPI-WI and our volunteers! 🌐



▲ *The awards are lined up, awaiting their recipients.*



▲ *Sherry Lee, CMP, and Rebecca Walters*



▲ *Tami Gilbertson, CMP, and Alison Huber, CMP – 2011 & 2010 Industry Advocate Award Recipients*



▲ *Jennifer O'Branovich, Ann Shea, and Renata Prellwitz, CMP*



▲ *Madison Area Technical College represented three award winners, including Rising Star (Jill Schroeder, second from left), the Kristin Bjurstrom Krueger, CMP Scholarship (Melissa Amado, far right) and the Meetings Industry Advocate Award, accepted by Janet Sperstad, CMP (far left) and Jodi Goldbeck, CMP (second from right).*

Check out more photos on page 14



MPI Awards Gala 2011 Winners

President's Award

Michelle Eggert, CMP

Shannon Timmerman, CMP

Meeting Industry Advocate Award

Tami Gilbertson, CMP

Industry Partner Award

Madison Area Technical College

Team of the Year Award

Website/Social Media Team

Kristin Bjurstrom Krueger, CMP Scholarship

Melissa Amado

Rising Star Award

Jill Schroeder

Hall of Fame Award

Janet E. Sperstad, CMP

Supplier of the Year Award

Shannon Timmerman, CMP

Planner of the Year Award

Paulette Heney, CMM





▲ *The 2011-12 MPI-WI Board of Directors*



▲ *Paulette Heney, CMM, and Tami Gilbertson, CMP – 2011 & 2010 Planners of the Year*



▲ *Shannon Timmerman, CMP, and Sue Cudworth – 2011 & 2010 Suppliers of the Year. Shannon is also the Co-recipient of the 2011 President's Award.*



▲ *Janet Sperstad, CMP, and Michelle Eggert, CMP – 2011 & 2010 Hall of Fame Inductees. Michelle is also the Co-recipient of the 2011 President's Award.*


START NOVEMBER EDUCATION DAY OFF ON THE RIGHT FOOT

We all know that exercise is good for us and helps us stay healthy in preventing diseases. However, have you ever considered how exercise can enhance your meeting, conference, or event? Incorporating just a few minutes of exercise into your meeting, conference, or event can increase your attendee's brain activity, increase their energy, and make them feel more relaxed.

Studies have shown that walking improves learning ability, concentration, and abstract reasoning, allowing attendees to absorb more information from the meeting. Exercise increases blood to flow through the brain creating an increase in brain activity. Meeting planners can schedule an extra ten to fifteen minutes during lunch to allow the attendees to get outside or walk around the conference center. If your conference or event includes a charity event, think about putting together a walk-a-thon by contacting a local charity to be included as part of the agenda.

Exercise also increases energy by delivering oxygen and nutrients to the tissues, and it helps the cardiovascular system work more efficiently. When the cardiovascular system is working more efficiently, your body gains more energy, and your participants are more alert. Meeting planners can provide exercises and stretching tips to the participants in the registration material or throughout the conference. Some suggestions could include reminding attendees to stretch when flying to their destinations; or something simple like wiggling their toes and stretching their feet. By simply wiggling their toes before they get out of bed, they can stimulate nerves in the brain, allowing them to be more alert in the morning.

With an increase in blood circulation, oxygen, and glucose, physical activity stimulates various brain chemicals making your attendees leave feeling happier and more relaxed. When attendees are feeling better, their self-esteem will increase, which increases networking activity; thus, attendees are leaving with a good impression of the conference. Our bodies were not made to sit for eight hours straight, so perhaps incorporating some exercise during breaks can get the attendees' blood moving and possibly provide networking opportunities. One idea is when taking breaks, have the attendees move around the room and move to another seat, or have a facilitator have the attendees stand up and stretch, or play a fun game of "Simon Says."

Join Jesse Sherman, certified trainer with JC XFitness on November 17th, at the Clarion at 6:00am while he demonstrates and shares some easy exercises and stretches meeting planners can incorporate in their meetings, conferences, or events. Jesse will teach you how to energize and sustain your meeting with some easy exercises while you get your work out in before the November Education Day. 

SAVE TIME AND MONEY FREE TOOLS YOU CAN USE

*By Alison Huber, CMP
VP Education, MPI-WI Chapter*

How many times have you asked yourself, "I wonder if there is something out there to help me do this quicker and cheaper?" If you are anything like me, you have asked that question too many times to count. Here are a few tools that I have come across (many thanks to my fellow MPI-WI Chapter members) that have made my life easier. Try them out for yourself.



FREE CONFERENCING

www.freeconferencing.com

This site has a number of free tools, but the two that stick out are the conference call and screen sharing options.

Free Conference Call

Super simple to use and much cheaper than having your own conference call number. Simply visit the web site (freeconferencecall.com) and sign up for your own account. You will receive an email with your own unique call in number and pass codes, as well as instructions on how to use the service.

Free Screen Sharing

Another simple to use tool that allows you to share whatever you have on your computer screen. You can choose programs that you have running that you want to hide, too. Again, you will receive an email with your own unique call in number and pass codes, as well as instructions on how to use the service once you sign-up at freeconferencing.com



ONLINE FILE SHARING

Box.net or Dropbox.com

Have files that are too large to email or that you share regularly with others? Sign up for a free account from either one of these sites. Both offer easy to use, 24/7 web access to your files. Either site has a free option or the ability to upgrade for a monthly fee and more space.

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DOODLE

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Need to schedule a meeting or call with a group of people? Instead of a bunch of emails back and forth, try Doodle. A free scheduling tool that allows you to create options and then send a link to your participants. Instead of getting way too many emails to figure out, you get to look at one clean table to see what works best for the group. Doodle can sync the event right to your calendar, too!




Google docs

GOOGLE DOCS

docs.google.com

Another type of file sharing. Instead of uploading your files, you can create documents, spreadsheets, forms, presentations and drawings. Collaborators can be working at the same time and see the changes real time. Plus, you have 24/7 online access whenever you need it!

These are just a few of the tools out there. Do you have a cool tool that others would find useful? Share them with your fellow chapter members today on Facebook and LinkedIn! 



Alison Huber, CMP is the 2011-12 VP of Education and Sales Manager for the Wisconsin Dells Visitor & Convention Bureau.

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!

RETURN ON INVESTMENT

By: Chris Clarke-Epstein, CSP

All meetings have at least one thing in common – a budget. Some budgets are small and simple. Others large and complex. In either case, all the partners in the meeting have different understanding of and relationship with this important document.

- The meeting participant probably doesn't give it a moment's thought.
- The meeting planner lives or dies by it.
- A speaker knows their fees, expenses, and materials are lumped into one or more of the line items.
- The meeting funder is concerned about their ROI based on the budget's bottom line.
- Scrutinizing line items for cost savings or ROI calculations can be harmful for a Meeting Professional who hasn't done their homework. Sooner or later the line items will be looked by the meeting funder with these questions in mind.
- Can't we find someone else who will speak at the meeting for less?
- Do we have to serve dessert?
- Is all this AV equipment really necessary?
- Can't we accomplish the same thing over a conference call?

Every Meeting Has a Purpose

Every meeting has a purpose—something has to happen because the session occurred. People gather, learn, discuss, strategize, laugh, commune, argue, and/or debate in order to reach a conclusion, solve a problem, or create a personal or collective plan of action. Unfortunately, too many meetings never reach these goals. Shame on us calling ourselves Meeting Professionals if we're contributing to these session failures.

There are multiple players who have vested interests in a meeting's success. Some may or may not actually attend the session, some may or may not participate even if they do attend the meeting, and some may or may not believe they have responsibilities for the meeting's outcomes at all, but contribute they do. Research by Robert O. Brinkerhoff, Professor Emeritus, Western Michigan University reveals that the results from a typical Learning Event are pretty dismal. Evaluations after Learning Events of all types show:

- 15% of the participants did not try to apply the information, knowledge, and experience they gained at all.

- 70% tried to apply things a bit, had trouble and then went back to their old patterns of behavior
- The remaining 15% used the information, knowledge, and experience they gained to obtain concrete and valuable results.

Depressing. Ready for some more? Additional research by Dr. Brinkerhoff revealed that no matter how good our presenters are, no matter how cutting edge their material, no matter how dynamic the presenter's style, the content deliverer only impacts 20% of the learning equation.

The first 40% of learning success comes before your meeting begins – the right people are attending the right meeting for the right reasons. The final 40% of outcome success is predicated on what happens when the participants get back to their real world – did anyone support their efforts, hold them accountable, or coach them into new behavior?

If there ever was a case for partnering with the people who commission our meetings, this is it. Hardly fair that your meeting's perceived success or failure is mainly determined by actions seemingly outside of your control. But that can change if you plan your meetings with ROA in mind.

Three Sets of Questions

Here are three sets of questions that imply answers. Use them to shape actions that will increase the provable ROA of your next meeting.

1. Do I have a clear understanding of the true purpose for this meeting? Does my understanding match that of the meeting convener? Is the venue or meeting type I'm planning truly support the meetings purpose?
2. Do I partner with my presenters on their session descriptions? Are my session descriptions complete with learning outcomes so attendees can understand the take-away value of the content we're offering? Do I tie my session evaluations to the learning outcomes? Do I provide

Continued on page 17

feedback to my presenters on how well they satisfied their promised outcomes?

3. Have I built appropriate follow-up activities into my meeting design? Have I extended my reach to attendees as they go back into their real work world? Have I partnered with my presenters and technology experts to discover new, exciting, and affordable ways to make that happen?

Our ability as Meeting Professionals to partner with all the people involved with putting on a meeting will ensure the impact of our messages for our attendees – their ROA. Brian Klapper summed it up in a recent article *The CLO's Role in Business Transformation*.

Regardless of the type of learning event, it is important that the participants:

- Feel a sense of urgency and responsibility
- Realize that the danger of clinging to old behavior patterns is more dangerous than embracing new behaviors
- Recognize that the outcome of the transformation will make the organization not only more competitive, but a more satisfying place to work.

When we can prove that we've accomplished all three, we can claim a job well done. 🌐

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Chris Clarke-
Epstein, CSP
Adapted in part
from How Speakers
Prove Their
Worth, an NSA
White Paper*



WHAT'S SHAKIN' AT MPI

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

In September, the leadership of MPI Wisconsin Chapter was able to participate in a great opportunity - The Chapter Business Summit in Dallas, TX. The Chapter Business Summit offers board leaders the opportunities to interact with each other, learn from each other, and combine best practices amongst the chapters. There is also the opportunity for the chapters to hear MPI International's direction and the leadership. There are a couple of takeaways from the Chapter Business Summit, that I would like to share with you, so that you can stay up to date on everything that is going on in our organization.

Evolution 3.0

MPI is starting to hit a stride in their evolution. Bruce MacMillan, CEO at MPI International, identified the movement as Evolution 3.0. In Evolution 3.0, content is king. Meaning, education is going to be a central focal point of what is delivered to members, at the international level, as well as the chapter level. You will start to see enhanced educational programming, and interactive tools to help you, the member, become a better meeting professional.

MPI International's website, (www.mpiweb.org) offers a variety of free, (yes, FREE!) webinars to help you with your professional development. This portion of the website is called Professional Development on Demand. This is just one example of the tools available to you as a member.

I AM MPI. I Love what We Do.

Our new brand is I AM MPI. How exciting is that? You will start to see this new branding campaign taking effect in a variety of ways in different marketing correspondence. I wanted to share with you the purpose of the campaign. This campaign is an acknowledgement of the MPI community, the successes we have achieved as a result of being an MPI member, and the passion we share for the industry that we love and the role we play in it. We look forward to hearing your thoughts and your story's on how this campaign relates to you and your MPI journey.

It was a very great opportunity for the leadership at MPI to participate in this Summit. It keeps us focused on the direction of MPI as a whole. The summit also helps us to align our chapter to meet the vision of International. On the other hand, there were opportunities for MPI International to learn from the chapters on what matters most to the members. This type of communication flow helps everyone involved to continue to be great leaders, and lead their chapters on.

LUMENS AID: BRIGHT ANSWERS FOR PICKING THE RIGHT PROJECTOR

By Tom Graybill, TriMarq Communications

There is generally one truth when it comes to projector brightness: the brighter, the better. Filling your screen with a vibrant, bright picture makes it easy for your audience to see your PowerPoint, your video, your camera shot. But how powerful a projector do you really need?

Projectors are measured in lumens. There is a very detailed, scientific definition for a lumen, which I won't go into here, but basically, a lumen is a measure of the amount of light emitted by a projector. Typically, projectors are rated in thousands of lumens. As you might expect, a 10,000 lumen projector is much brighter than a 2,000 lumen machine. Also, as you might expect, the higher rated the projector, the higher the cost to rent or buy. So it is important to select the right gear to get the image you want at the best price.

Here's a rough and quick formula for matching the right projector for your screen:

$$(\text{screen height in feet}) \times (\text{screen width in feet}) \times 50 = \text{desired brightness in lumens}$$

So for a 6'x8' screen, you would want a projector rated at 2,400 lumens or more. This is fairly common projector brightness for breakout rooms and smaller audiences.

For a 9'x12' screen, you would want at least a 5,000 lumen projector. (Yes, I know the math adds up to 5,400, but that's why this is a rough and quick formula!)

And if you are going big, a 15'x20' screen should ideally require a 15,000 lumen machine.

There are some options with larger screens, including blending projectors (two or more projectors used on a single screen), or stacking projectors (two projectors shooting in parallel to increase brightness). You can also move the projector physically closer to the reflective surface, but in practice this only boosts the brightness marginally before you start compromising on the size of your image.

This rough rule of thumb applies to typical projection environments – ballrooms, meeting rooms, etc. If you are projecting in a particularly bright area, like a tradeshow floor, you will likely need a more powerful machine to fight the atmosphere. If you are in a very controlled, dark area, you may be able to use a less bright projector to achieve good results.

Picking the right projector can make the difference between making the grade or having your audience take a dim view of your show. Armed with this simple formula, you should now feel a bit brighter. 🌍

NEW MEMBERS

Please help us welcome our new members!

Deb Ciszewski

Be a Flippin' Star, LLC
Head Flipper
8062 S. 78th Street
Franklin, WI 53132
Deb@BeaFlippinStar.com
Supplier Meeting Professional

Jennifer Conrardy

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Student

Terri McClaire

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Sales Manager
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Student

Ann Shea

Greater Madison CVB
Convention Sales Manager
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Fax: (920) 966-1305
mary.spence@hilton.com
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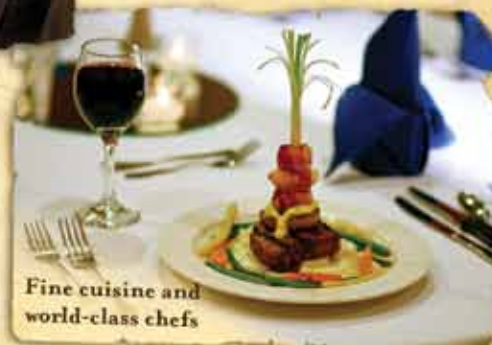
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NSA-WI AWARD TO MARIE JOHNSON, CMP

By: Jim Morrison, Immediate Past President NSA-WI

At their recent annual meeting, the National Speakers Association of Wisconsin (NSA-WI) awarded the Meeting Partner/Planner of the Year Award to Marie E. Johnson, CMP. Announcing the award NSA-WI President Jim Morrison said, "This award is given only when we feel a meeting partner has gone over and above in providing input to improve the speaking and meetings industry." Morrison said he had contacted Johnson during her term as President of Meeting Planners International - WI (MPI-WI) to see how the two organizations could work more closely together to help provide better meetings for all of our clients.



Morrison recounted Johnson embraced the opportunity, inviting him and two other NSA-WI speakers to present at a meeting in Madison, WI. Ms. Johnson also attended NSA meetings in order to better understand the potentials existing with this newly defined partnership.

Formal presentation of the award will be made at the MPI-WI 2011 education event scheduled for November 17 at the Alliant Energy Center in Madison, WI. This meeting demonstrates tangible results of this organizational partnership as NSA-WI will provide eight showcase speakers for the meeting and, in return, MPI-WI will video tape the presentations for the speakers. NSA-WI will have a booth at the meeting.

Future activities to enhance this partnership include:

- exchanging articles for web sites and publications
- inviting members to attend the other association's meetings
- having members continue to present or be panelists at each others meetings

Morrison stated Marie Johnson, CMP represents the MPI-WI group extremely well. He is confident there will be more joint ventures and mutual future benefits as the result of her efforts. 🌐

WHO'S IN THE NEWS

Changes & Accomplishments

Congratulations to **Tina Jacobson, CMP** for completing the Ironman competition in Madison this past September! Who's ready to train with Tina for the next one?

The MPI-Wisconsin Chapter family has grown at The Madison Concourse Hotel and Governor's Club! **Justine Alexander** has accepted a position as the Corporate Sales Manager, and **Jen Hlavachek** has transitioned to the role of Association Sales Manager. Best wishes with your new endeavors!

MPI-WI extends a big thank you to the CMP Prep Days instructor group, led by **Janet Sperstad, CMP**, **Jodi Goldbeck, CMP**, (both from Madison College), **Carmen Smalley, CMP**, (The North Central Group) and **Alison Huber, CMP** (Wisconsin Dells VCB). Thank you to these outstanding MPI-WI Chapter members for helping pave the way for future CMP's in Wisconsin!



Starting off from Anacortes Washington (L-R Chris Hassan, Logan Pourchot, Regan Pourchot & Jake Pourchot)

If you are wondering what kind of difference one member can make in the world, then read on! **Regan Pourchot**, Wausau/Central Wisconsin CVB Sales Manager, was granted a leave of absence this past summer to pursue one of his dreams: bicycling across the United States with his two sons and a friend. The trip was 71 days, 4,000 miles and helped generate over \$33,000 for the A-T Children's Project. The team was self-supported, carrying all their own supplies in trailers behind their bikes. Regan was inspired by a 7-year



My son Jake reaches for the top of the snow drift in the Cascade Mountains

old boy from Whitewater stricken with the fatal disease. Says Regan, "The trip was an amazing experience. We met so many generous and wonderful people along the way; it was special to be able to share this with my sons." Read more about their trip at www.atcp.org/hopewitheverypedal.



Congratulations to **Carmen Smalley, CMP**, The North Central Group, who married **Jesse Sherman** on September 3, 2011. Noteworthy guests to the reception included Wisconsin Badger's Mascot, Bucky Badger, Friend of the Bride; and Minnesota Gopher's Mascot, Goldie Gopher, Friend of the Groom. A little friendly school rivalry is good for a marriage!

Joey Greeno, Kalahari Resort, has a new little girl in his life. Her name is Addison Jo, born on September 16, 2011 at 1:32 AM. She was 6.1 lbs and 19.5 inches long. Big sister Brooklyn is loving her new baby sister!



Nick Topitzes, CMP, with PC Nametag, finished 3rd after a thrilling night of tournament poker action at The Big Deal at WEC Orlando 2011. The winner won a \$10,000 seat to play at the 2012 World Series of Poker Main Event.

Please join me in congratulating **Sara Beuthien** on her promotion to Event Specialist II at WPS! Sara joined WPS Marketing in January 2004 and her expanded her meeting professional tool kit exponentially! Says **Tami Gilbertson, CMP**, "We appreciate all her hard work and service -- and we look forward to additional contributions in the future!"

Drew Nelesen and her husband welcomed a baby boy, Quincy William Nelesen on June 24. He weighed 8 lbs. 5 oz and was 21.5 inches. Things are going great so far! 🌍

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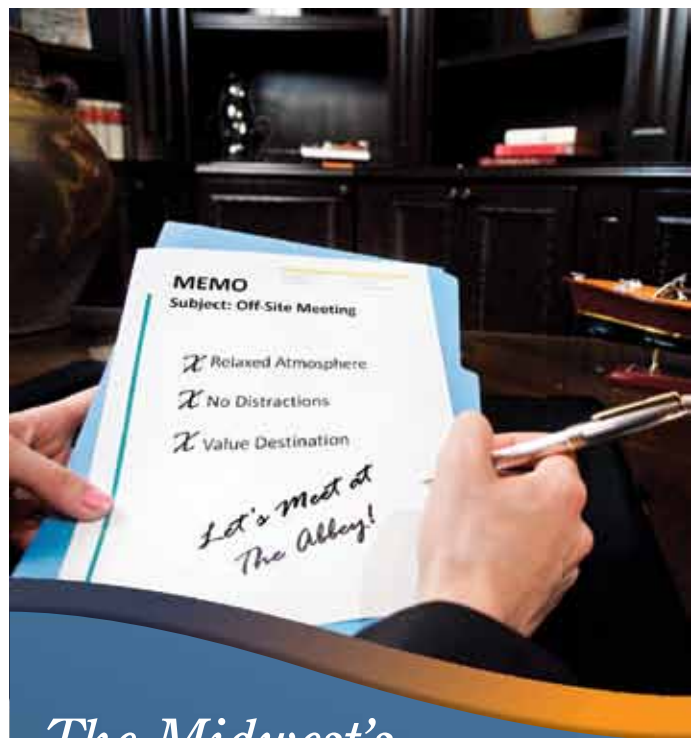
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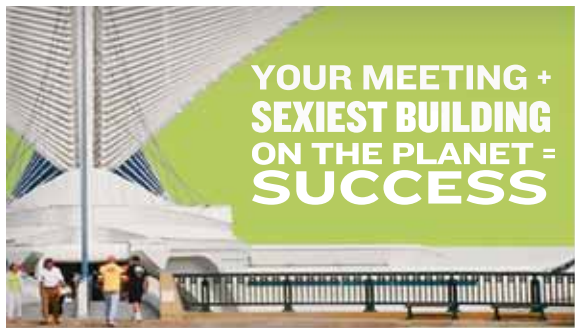
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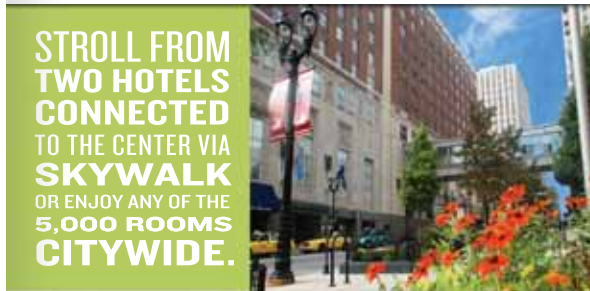
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Explore INTERVIEW DO'S AND DON'TS

By Stephanie Barganz, CPA, SPHR, CFF, CVA

Tossing a beer can into a trash bin outside the employer's reception area on the way in to an interview? Hugging the hiring manager at the end of the interview? Those are among outrageous blunders job candidates have made, according to the results of a CareerBuilder survey released in January 2011. The findings are from an online survey of 2,482 full-time hiring managers in the U.S. conducted in November and December 2010.

Do's

- **Make a GREAT first impression.** Give extra attention to your mirror before you arrive. Dress one level above what you think you should. Accountants are expected to pay attention to detail.
- **Do your homework.** Research any company you will be interviewing with. The Internet makes this easy and shows you have initiative.
- **Practice answering behavioral type interview questions.** You will need to cite specific examples based upon past experience. Complete your self assessment of skills BEFORE the interview, not during.
- **Prepare.** If you want to note key comments or attributes—great—bring them with you. Yes, you can bring notes! A list of thoughtful questions to ask is also good to have with you.
- **Think about how your life experiences translate into work.** If your resume and work experience are short, your life experiences will need to speak to your positive work attributes, skills, or traits. The interviewer will probably tailor questions to your situation, so you will need to be the one who can facilitate the best answer.
- **Bring references** with you, and make sure all contact information is current.
- **Review the job description** to obtain a thorough understanding of the job's requirements and expectations. If they do not have one, ask for one. Identify interview answers that will demonstrate knowledge in the areas they have emphasized.
- **Display good judgment, professionalism and politeness.**

Don'ts

- **Do not beat around the bush.** Nothing annoys interviewers more than candidates who never answer their question. Take notes on the question if you need help organizing your thoughts. Be direct and concise.
- **Do not oversell yourself.** Be honest about your experiences and answers. Most information can be verified, and if you are overconfident, you may establish high expectations that may set you up to fail. No candidate knows everything.
- **Do not ignore lapses of time on your resume.** Interviewers are trained to spot them and obtain reasonable explanations.
- **Do not ask about time off in your first interview.** You can always follow up in secondary communication to clarify benefits.
- **Do not bad-mouth past co-workers or supervisors.** Find a politically correct way to address this if you have had prior challenges in this area.
- **Do not smoke before an interview, and do not overdose on perfume.**
- **Do not be afraid to ask for the job.** Indicate your commitment and desire to work for the company by stating, "I would really like this job, and I am confident I could add value to your organization."
- **Do not broadcast your wild weekend on public social sites.** Yes, we do check these to see what type of person we are hiring.
- **Do not underestimate how far your manners and demeanor are being analyzed.** I know companies that station a custodian in the hall as candidates come in and ask how that person was greeted.
- **Do not answer your cellphone while in an interview.** Turn off your phone or better yet leave it in the car. Seventy-one percent of interviewers cited this as a problem in the latest Society for Human Resource Management survey.

Stephanie Barganz, CPA, SPHR, CFF, CVA is a partner at Bodilly CPAs and Consultants in Madison. She can be reached at stephanie.barganz@cpamadison.com or 608-644-1047.

FLEX THOSE CREATIVE MUSCLES, OR IT'LL COST YOU

by Dr. Kristin D. Charles

About 14 years ago, I was a new mom. My husband just finished law school. I was writing my dissertation. Money was tight.

One morning, my blood pressure rose immediately upon awakening. I had 100 things to do and deadlines to meet. To top it off, our bundle of joy produced a human explosion much like the green slime stunt on the Nickelodeon Kid's Choice Awards. Laundry became a sudden top priority. Imagine my frustration when the dryer wouldn't work. That was it. I'd had enough. I balled and called... who else? My dad, who lives two hours away.

Over the phone, Dad concluded that my lengthy ventilation tube was clogged. I reached in the outside vent. No dice. Nothing.

Then I really cried. I whined to my dad, "I'm going to have to spend \$200 on a repairman to fix this!" He sighed, "Sorry, hon. Wish I were there to help."

Ten minutes later, the phone rang. "Kristin," said Dad in his Southern drawl, "you have a leaf blower in your garage?" To make a long story short, my dad is brilliant. He told me to unhook the inside end of the vent tube, stick in the leaf blower nozzle, and blast on high. Bingo! Lint carpeted my backyard. My dryer worked! The angels sang! No more green slime! And it was all free. Good day.

What is the point? Sometimes we create expense and stress for ourselves by not thinking creatively. We jump to conclusions. We choose before even *creating* choices. If my dad hadn't thought creatively, I would have been out \$200.

Early in life, we hone our critical skills. Choose A, B, or C. Find the right answer. If you plan events, you are good at making quick decisions. But answer this... *when was the last time you planned something truly unique to "wow" your customer?*

We all have creativity "muscles" and critical-thinking "muscles." For most of us, our critical muscles get worked daily. They're strong, responsive, and powerful. (Think Dwayne Johnson, a.k.a., "The Rock.") It's our creative-thinking muscles that look stringy and weak. (Think Pee-Wee Herman). Why? We don't exercise them.

Scott Isaksen and Donald Treffinger wrote a foundational book called **Creative Problem Solving: The Basic Course**. (There's a link on my website, www.kdcharles.com, to buy it at Amazon). In the book, they explain convergent and divergent thought.

Convergent thought is your ability to narrow down choices and pick the right one. Divergent thought is your creative muscles—generating *loads* of ideas without prematurely evaluating them. It is imagining unabashedly. Your creative muscles make you strong enough to slay sacred cows. Tear down walls of tradition. Produce something extraordinary.

The problem is that most of us exercise our convergent, critical-thinking muscles that *are already strong*. Have you ever seen that guy at the gym with the big, barrel chest and little, chicken legs? He's been lifting *every day* for muscle groups that are *already huge*. The weak ones get ignored. My guess is that someday, he'll pay for that... maybe through an injury.

Are you working those critical-thinking skills daily, at the expense of having chicken legs for creative skills? Have you paid for that? In a costly choice? An unmemorable event? More stress?

There are lots of exercises to be more creative. One of my favorites is metaphorical thinking. Compare your event to something outrageously unrelated. Example? "This annual XYZ association meeting is the bobsled event at the Olympics." Then, list all of the outrageous ways your event could be like the bobsled run. Will hundreds of people wear winter hats? Is there an anthem? A medal ceremony? Will people do something fast, fun, and dangerous? Are there Jamaicans involved? This may sound goofy, but metaphorical thinking is a quick way to get *tons* of ideas. Divergent thinking yields *quantity*, not quality. The best way to get *one good* idea is to start with a *good many* ideas. Add added bonus? Metaphorical thinking will make you giggle.

My keynote talk at the MPI Wisconsin Chapter meeting on November 17 is called "Balancing Creativity and Critical Thinking in Event Planning." I'll share a few more exercises to strengthen your divergent muscles. We'll get those creative "chicken legs" looking strong and powerful. In the meantime, my challenge for you is this: The next time you plan an event, generate *lots of ideas* before you pick *just one*. Who knows? Maybe your next big idea is hanging in your garage next to your leaf blower. 🌐



Dr. Kristin D. Charles is an organizational communication expert who provides coaching, assessment, and training services to dozens of Wisconsin-based corporations. Learn more about Kris and request a consultation at www.kdcharles.com.

SUPPLIER PROFILE: ANN SHEA

Place of Employment:

Greater Madison Convention & Visitors Bureau

Job Title: Convention Sales Manager



How long in the meetings industry? 20+

How long in MPI? New member of MPI-WI; former member of MPI-North Florida Chapter.

Tell a bit about your company and/or current position: My role is to bring conventions to Madison in the markets of science, engineering, trade/business and hobby. I've been with the GMCVB for five years.

Teams or projects that you have worked on for MPI or would like to be involved with: At the time of this writing, I have been officially a member for about two weeks and I've already hit the ground running. I was recruited to assist the Retention Team and the November Educational event.

Tell us about your family: Two brothers, one sister – all married with adult children, my mom and me. My "kids" are Greyson and Gabby – one year old brother and sister kitties.

Where were you born? Milwaukee

Where do you currently live? Madison- east side

Favorite Pastimes: Photography, traveling, wine

Favorite Musical Group: It's hard to pick one, but one stands out the most, *Seven Nations*

Dream Vacation: One that feels like you've truly "gotten away" -- could be down the street or across the ocean.

If I won the lottery I would: pay off my home and car, and buy another home on a lake, travel and help those that I can.

Words to live by: I try to never use the words "should have," "would have," or "could have." What's done is done.

What else would you like other MPI members to know about you? I am a former MPI chapter president – North Florida, 1999-2000. 🌐

STUDENT PROFILE: JENNY CONRARDY

Place of Employment: Intern at NorthCoast Productions



What drew you to the meetings industry? I am drawn to the meetings industry because I have a passion for organizing and creating. I love to see results of my work, and I love getting people together. Altogether I revel in creating events for people to enjoy themselves.

Tell us about your college program: I study Communication Arts at University of Wisconsin Madison.

Teams or projects that you have worked on for MPI or would like to be involved with: I would love to do a great deal for MPI. Because I am a new member, however, I am still researching which committee I will be most beneficial to.

Tell us about your family: I am very close with my family. Living in Appleton Wisconsin, my father is a mechanical engineer and my mother is a medical transcriptionist. My older brother attends Marquette University studying Criminal Justice and pre law. My older sister, who is my best friend, is attending University of Wisconsin-Green Bay studying Communications with an emphasis in Public Relations.

Where were you born? I was born in Milwaukee, WI.

Person you admire most and why: I admire my grandmother because not only is she the most beautiful woman, but she is also the nicest and most hardworking. I have gone to see my grandmother almost every Sunday of my life and I have almost never seen her sit down. She is constantly making sure everyone in the room is happy. I admire that she is so loving and selfless; I only wish I could be like that. Most importantly, she always has a smile on her face. She has faced so many hardships in her life. Regardless of losing her brother and being one of the first diagnosed with Celiac Sprue, she still is a burst of energy and happiness.

Dream Vacation: Hawaii (I have not travelled much)

Words to live by: If you have to live life with uncertainty, you may as well pursue with you care about deeply.

Special personal accomplishments: I have been on the dean's list, been elected as a board member for PRSSA, won the Conference Leadership Award for PRSSA, won the Most Active Member award for PRSSA, have had my artwork presented at the Provost Student Art Showcase and have created a documentary and a commercial. 🌐

WISCONSIN
CHAPTER



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CALENDAR OF EVENTS

2011-2012



Connecting you to the
global meeting + event community

NOVEMBER 2011

16-17

Fall Education Day

Alliant Energy Center
Madison

18-19

MPI-WI CMP Prep Days

Courtyard by Marriott Madison West
Middleton

JANUARY 2012

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**January Education &
Board Retreat**

Holiday Inn and Suites Madison West
Madison