



WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

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Agenda



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COMMUNITY OUTREACH

BY SHERRY BENZMILLER, CMP

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FROM THE EDITOR'S DESK:

JODI GOLDBECK, CMP

I don't know about you, but as the days grow longer and the sun shines brighter, I look forward to spring and what the rest of 2012 will bring. This year began with a personal change within MPI, which has contributed to my excitement for the future. I changed positions on the Board of Directors and am now the Director of Publications, Advertising & Community Outreach. I look forward to serving MPI-Wisconsin members in this new role and hope to make as much of an impact as I am able during my term.

Speaking of making an impact, take a look at Susan Kainz's President's Column, which describes MPI's 40th anniversary and how MPI-Wisconsin members made a huge impact during the organization's formative years. After reading Susan's column, I felt motivated, inspired and excited to work hard for MPI and make a difference, like those mentioned on page 7.

Strategic Meeting Management is also highlighted in this month's AGENDA and if you want to learn more about this critical tool, take a look at the articles on pages 11-13. You are sure to make an impact within your organization if you learn the lessons of an effective SMMP.

Turn to page 17 if you'd like to get some ideas about how you can enhance your meetings by incorporating exercises for your attendees. Not only that, the article describes ways that you can keep active while working at your desk. While taking a break just a few minutes ago, I did the six stretching exercises that are detailed in the article and felt like a whole new person! Try it...I guarantee it will get your blood flowing!

Thanks for the impact that all of YOU make to MPI on a daily basis. Whether you serve on the board, volunteer at monthly events, make welcome phone calls to other members or contribute to this newsletter, you are making a difference. Happy Spring! 🌍

Jodi



Jodi Goldbeck, CMP
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*Director - Publications, Advertising,
& Community Outreach*

MPI JANUARY 2012 EDUCATION DAY

*By Michelle Tyo-Johnson, Director Business Development
NorthCoast Productions &
MPI-WI Chapter Director Monthly Programs*



Over 80 MPI-WI members came together for the January chapter education event on January 5 at the Holiday Inn Hotel and Suites Madison West. For those that weren't able to attend, and for those who did, here's a recap of the fun-filled day of networking and interactive learning.

Hosted by **Shirley Kaltenberg**, Director of Member Care, New Member Orientation started the day for new members and guests. Here chapter veterans shared their personal stories on the value of an MPI membership and all the many opportunities available to members.



The Holiday Inn Hotel and Suites Madison West team did an incredible job getting everything prepared. We were treated to an extraordinary lunch in George's Chop House.

After lunch, attendees were treated to a presentation on contract law for the meetings industry by featured speaker, **Jonathan T Howe, ESQ.** Howe's expertise is as a founder, past president and former board member of the Academy of Hospitality Industry Attorneys.

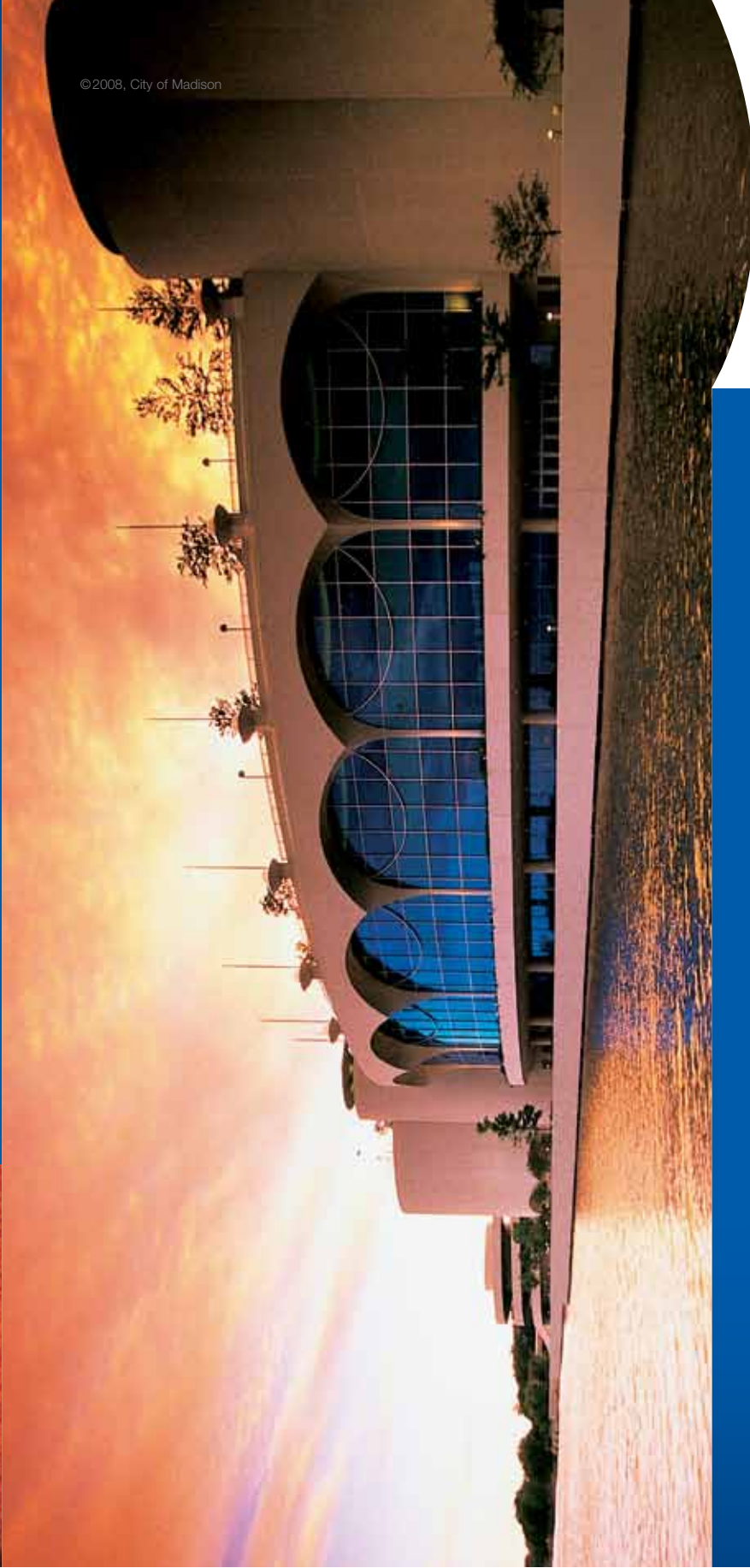
Following Attorney Howe's presentation, he became judge and jury for a mock trial case of "Very Big Hotel & Convention Center v. International Bratwurst Consultants Association." Members of MPI-WI acted as the defending and prosecuting attorney's, as well as clients and witnesses. GREAT JOB! No matter the outcome, attendees came away with a better understanding of liability issues . . . more importantly, they learned and know more about why you don't want to go to court.

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

The January event was a huge success! A special thank you to everyone who helped plan and attend the event! 🌍



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PRESIDENT'S COLUMN

Congratulations MPI on celebrating your fortieth anniversary. Founded in 1972, the Dallas-based non-profit association has approximately 21,000 members, representing 86 countries, from 71 clubs and chapters.

MPI-WI members, you are part of this global community! Sometimes that is hard to remember, but we are all part of the premier global association community for meeting and event professionals.

Even in the formative years, individuals who called Wisconsin home were part of the MPI's forerunners including **Serge Logan, CM, Damian Mogilka, CM, Rosemary Steinfest, CM** and **James Goebel, CM**.

Many MPI-WI members are acquainted with these individuals but I wasn't sure what role they played in founding the world's largest professional organization for meeting planning. So I asked **Janet Sperstad, CMP** who explained there were three groups:

CREATORS: Created the corner stone of our profession by speaking with one collective voice that communicated the role, responsibility, and value of meeting planning.

TRAILBLAZERS: Each one of these individuals were in senior leadership positions and used their influences within their organizations to add credibility to not only what they did, but what others do in similar roles and organizations that did not have large corporate names.

PIONEERS: Developed the opportunity for our national leaders in meeting planning and hospitality fields to come together to create a community of peers that share ideas, solve common problems, and inspire each other. Never before had there been a collaborative, collective voice.

Sperstad further explained that "they used their influence and resources to create a conference solely focused on meeting and event planning that we now take for granted and call a community and profession." In addition, she noted these pioneers "undertook the arduous task of solidifying this moment and energy and creating a professional organization with bylaws, members, etc."

Each year at the MPI-WI Awards Gala, our Chapter recognizes these pioneers. On the 40th anniversary, it is important to reflect on the importance of the time and effort that went into selling the MPI idea and creating the community of peers we know today.

While MPI – Wisconsin wasn't established until 1977, Wisconsinites continued to believe in the unequalled power of events and human connections to advance MPI's organizational objectives. Following MPI's first president and chair, **Marion N. Kershner**, in 1972-73 were several Wisconsinites including:

- James Goebel, CM
1975-76
- Edward E. Scannel, CSP, CMM
1988-89
- Coleman, CMM
1993-94
- Ed Simeone
1999-00

Wisconsin can be proud of the involvement and influence our Chapter members have made on the global community. For a complete list on page 11 of this *AGENDA* or visit our Chapter website, under the Membership Benefits tab is a list of all International winners.

Rolling forward to 2011-12, MPI-WI Chapter members continue to make a difference in the global community of meeting professionals. Some of those contributors include: **Jill Schroeder**, representing MPI

at the International University Challenge at the Future Leaders' Forum in Frankfurt.


Melissa Amado competed in the Future Leaders' Forum at WEC 2011. **Tami Gilbertson, CMP** serves on MPI's 2011-12 Chapter Advisory Council and is editor at *Wisconsin Meetings Magazine*. **Mae Ibe, CMP** contributed her talents as a presenter at MPI's Chapter Business Summit.

Janet Sperstad, CMP's contributions are countless, beginning with serving on the MPI Body of Knowledge team and MPI Faculty Task Force; being a member of the CMP International Board of Directors; and Chair of the CMP Global Task Force and CMP Education Committee; as well as serving as advisor to the Green Meetings Industry Council Board of Directors.

Marge Anderson is a candidate for Board of Directors of USGBC, Chair of Corporate Social Responsibility Advisory Council for MPI and a member of the Green Meetings Industry Council.

These are just a few of the many Chapter members who have and continue to serve a critical role in the success of the global meetings industry. It is through their commitment that MPI is able to give its members the very best in professional development, business opportunities and a vibrant industry community.

If you haven't already gotten involved in MPI, start out by volunteering just a few hours at the Chapter level. The rewards personally and professionally are great!

Happy 40th anniversary MPI and we look forward to many more years of success. 



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

INTERNSHIPS

A WIN-WIN SITUATION

By Jodi Goldbeck, CMP

An internship is described as “any official or formal program to provide practical experience for beginners in an occupation or profession.” While that definition is certainly accurate, an internship is so much more than the one sentence described above. More specifically, an internship is a monitored work and service experience in which a student has learning goals and actively reflects on what he/she learns throughout that experience. The majority of students will say that their internship experience was invaluable to their educational and career growth.

Jill Schroeder, a graduate of Madison College in the Meeting & Event Management program, and currently an Event Coordinator at the Midwest Horse Fair, states

... an internship is a monitored work and service experience in which a student has learning goals and actively reflects on what he/she learns throughout that experience. The majority of students will say that their internship experience was invaluable to their educational and career growth.

that her internship was an important experience that “took what I had learned in the classroom and let me apply it in a real-life setting.” The internship helped her “get a solid idea of how to work with others in a professional setting and learn about the industry at the same time.”

From the employer’s perspective, internships can benefit them as well because these students are a source of highly motivated pre-professionals that bring a new, fresh perspective to an organization. Additionally, by being involved in an in-

ternship program, the organization will increase its visibility on campus, enlist quality candidates for projects and/or special events, possibly recruit new employees and contribute their expertise to the educational experience. Julie Peterman, CMP, who is the Market and Customer Events Manager at CUNA Mutual Group, recently hired an intern and states, “From an employer’s perspective, the energy that our intern brought to the rest of the team was amazing. Her technical skill set was so advanced that she was able to teach fellow co-workers things related to Excel and virtual meetings that they hadn’t known prior to her joining the team.”

It is obvious that the students benefit from an internship based on the experience they gain. As advice to the student looking for an internship, although it may

be daunting to find a potential employer, Schroeder suggests that you must be active in your search for a quality internship and “reach out to instructors and other professionals in the industry” and let them know you are interested in learning as much as possible. She also says to “be as involved as possible in MPI and get to know other members to create a network of industry contacts.”


Although it may seem like a lot of work to begin an internship program, Peterman states, it is worth it. “Our intern was able

to not only apply the methodology she was learning in the classroom, but she was also able to be on the ground floor of developing some exciting things for our organization. The ability for her to work cross-functionally across many different departments, from product to sales to marketing to corporate meetings and events, was an unbelievable experience for the intern and for CUNA.”

Before recruiting interns to your organization, there are several things to think about beforehand:

- Will you pay the intern? If so, how much?
- Do you have adequate workspace for the intern?
- What sort of academic background and work experience would you like the intern to have?
- Who will have the primary responsibility of training and mentoring the intern?
- How many hours will the intern work per day/per week?

These are questions to ask yourself before beginning the process of hiring an intern so you know if you are, in fact, ready to implement an internship program.

At Madison College, the internship is based on 180 hours of work. The hours may be broken down into project work or by a weekly schedule. Students receive two academic credits for the internship and an internship is required for graduation from the program. If you are interested in implementing an internship program within your organization, contact Jodi Goldbeck, CMP, at jgoldbeck@matcmadison.edu. 



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IT'S ALL ABOUT RELATIONSHIPS

By Naomi Tucker, CMP

President-Elect, MPI Wisconsin Chapter

This is how MPI International summed up Strategic Meetings Management Programs (SMMP) in the whitepaper on SMMPs, and I couldn't agree more. Mainly because at my organization, Humana, this is what the SMM program has been about. Relationships. Not only relationships within our own area of Travel and Meeting Planning, but relationships with other internal and external stakeholders of our organization.

Humana's SMMP blossomed from an organic growth opportunity within the organization. The area, smaller then, saw the need for meetings to be managed differently and from there SMM at Humana was born. I have had the pleasure of being a part of the organization and the Travel and Meeting Planning team for many years. As the years pass, I reflect on what continually keeps our department thriving. And, it is, all about relationships.

INTERNAL STAKEHOLDERS

There are a plethora of internal stakehold-

ers that can complement the needs of an SMMP. However, the first key is to identify those stakeholders. Marketing, procurement, legal, customer lead management, and technology are all types of internal stakeholders that can bring value-added benefits to an SMMP. In my experience, the challenge is not only the identification, as much it is the engagement that you get from a particular stakeholder. There is a unique science to continually engage and seek engagement from an area, and typically this is a dance that is done on a daily basis. Humana as a company is always acquiring many other companies, and is always creating different departments, segments, and areas. So the challenge for us is to continually identify, educate, learn, and build. This process seems to be never-ending, but really it is what makes our relationships dual-purposed and strong.

EXTERNAL STAKEHOLDERS

Types of external stakeholders are vendors, marketing companies, contract negotiators, online registration companies, and meeting management firms. These are an extension

of the SMMP. Some organizations rely heavily on external stakeholders, others do not. Either way, identifying what works best for your organization is key to building an effective SMMP. Again, this also is ever-changing as business changes, economy changes, and staff changes. In my experience, making sure that evaluation takes place of what currently works, or does not, is very effective. (As a side-note, there are many online meeting management tools that market themselves as SMM programs. Although these tools are very useful to an SMMP, exercise caution with having them drive the process. The "planning team" or "organization" should drive the process, and use the online management program as a "tool" to support the initiative. At Humana, this proves to be especially true – since at times, programs fail to respond to demand, but our core process is always existent and in-tact.)

Creating and maintaining an SMMP is not easy. Yet, effective small steps often lead to victory. 🌐

HAPPY 40TH ANNIVERSARY MPI!



This year we celebrate the 40th Anniversary for the world's largest professional organization for meeting planning. Meeting Professionals International! In recognition of this milestone, we want to take a moment to recognize 15 International Award winners who call Wisconsin home.

Pioneers Who Founded MPI:

Serge Logan, CM
Damian Mogilka, CM
Rosemary Steinfest, CM
Jim Goebel, CM

International Presidents:

Coleman, CMM
Jim Goebel, CM
Ed Scannell, CSP, CMP
Ed Simeone

International Planners of the Year:

Steve Clark
Ed Scannell, CSP, CMP
Janet Sperstad, CMP

International Marion Kershner Chapter Leaders:

Julie Peterman, CMP
Ed Simeone

International Supplier of the Year:

Coleman, CMM

Global Paragon Winners:

Energy Center of Wisconsin

MPI Award of Excellence:

Wisconsin Chapter

CIC Hall of Fame Inductee:

Ed Scannell, CSP, CMP

WHAT WILL BE A STRATEGIC PLANNER'S "GREATEST STORY EVER TOLD"?

SMM WILL SET THE STAGE AND BE THE BACKDROP FOR MANY, UNTOLD STORIES TO COME.



From novice to savvy, Planners around the globe are engaging SMM, Strategic Meeting Management, because it delivers successful outcomes to all organizations. In the last decade, SMM repositioned and raised the professional bar for how Planners consult their internal and external customers in developing strategic expectations and outcomes.

The "24/7 spot light" is now and forever more focused on measuring and aligning financial and nonfinancial short and long term results to the mission, value, and initiatives of the organization. Being strategic will not eliminate proven historical planning roots. Asking and answering these important "Tactical Questions" will continue and never cease:

What type of meeting is being requested?

Examples (Internal or External):

- Congress, Conventions, Conferences,
- Forums, Symposiums, Concurrent Sessions
- Workshops, Retreats, Incentive Trips, Clinics
- Professional Development Education & Training
- Sales, Marketing, Product Launches
- Staff Meetings, Internal Training, Team Building
- Board of Directors, Advisory Committee
- Customer Awareness or Appreciation
- Exhibition, Exposition, Trade Show, Poster Board Session

What are the logistical needs of this meeting?

Examples:

- Room sets
- Audio-visual
- Food & beverage
- Tools to be provided to participants
- Speaker arrangements & needs
- Attendee arrangements & needs
- Overnight accommodations & transportation

Why is this meeting going to take place?

Examples:

- Required by Bylaws (Annual meeting)
- Requested by management (aligns with vision or mission)
- To provide communication (internal or external)
- Ongoing education (Adult Learning: internal or external)
- To Creatively Innovate, Motivate, Inspire

Who will be attending the meeting?

Examples:

- All staff
- Management
- VIP's
- Stakeholder groups
- Volunteers
- Guests
- Vendors & suppliers
- Customers & clients

When is the meeting going to take place?

Examples:

- Century
- Year
- Quarter
- Month
- Day
- Date
- Time

Where will this meeting be held?

Examples:

- Hotel
- Resort & spa
- Conference center with sleeping rooms
- Conference center without sleeping rooms
- Other

How will the meeting be planned, organized, and executed?

Today, when the stakeholder requests a meeting, what questions are asked? Is the planner expected to do all the talking and fill in the blanks? It is "strategically key" for

the planner to ask lots and lots of the right questions.

"**Strategic Simple Steps**" is a proven checklist all planners may use to incorporate SMM into their planning process.

1. Define the needs of the meeting by asking and using the "Tactical Questions" discussed above.
2. Explain to the internal/external client the importance of fully understanding the needs and expectations of this meeting in order to: align and deliver the very best meeting environment, deliver the desired outcomes and results, and ensure this will be a successful meeting.
3. During this conversation, stop and listen to the answers. Ask more questions to ensure the information is understood. This is a time to listen and understand. It is highly suggested the planner refrain from making suggestions or expressing ideas at this time. If the planner is asked for suggestions or ideas, it is appropriate to enthusiastically say, "Yes, recommendations will be presented in an Executive Summary after a complete review of the meeting objectives has been completed." This professional approach elevates basic planning steps to new strategic level. By staying neutral and focused on what's best for the organization, planners will win their client's and/or management's trust, as well as empowerment.

1. Next turn the "Tactical Questions" into "Strategic Questions." See examples below:

WHAT is expected to be accomplished from this meeting? What value will the meeting deliver?

Examples: Possible Answers & Meeting Objectives

- This meeting will increase ROI (Return on Investment) by 20%.
- The value received from this meeting will increase productivity by 20%.

WHY is this meeting important?

Examples: Possible Answers & Meeting Objectives

- This meeting will inspire innovation & creative outcomes.
- This meeting will increase the sharing of unknown information by 50%.

WHO will this meeting impact or influence?

Examples: Possible Answers & Meeting Objectives

- This meeting will influence strategic alliances with our vendors.
- This meeting is targeted to impact all staff.

WHEN will the results of this meeting be realized?

Examples: Possible Answers & Meeting Objectives

- This meeting will impact the first quarter quota. This meeting needs to happen before December 15th, allowing enough time for staff to prepare for the new year.
- An 85% return of attendee evaluations will show participants immediate feedback to this meeting.

Does the location of where the meeting is held impact or influence the results of the meeting?


Examples: Possible Answers & Meeting Objectives

- By having this meeting at a resort, attendees will have the opportunity to network in a relaxed environment without any outside pressure or stress.
- The right meeting environment directly supports and aligns with why this meeting is important and will show a 90% retention value of delivered training.

HOW important is the delivery and execution of the meeting to its success? How will ROI and value be measured?

Examples: Possible Answers & Meeting Objectives

- The delivery and execution of this meeting will allow meeting participants to focus on why they are attending.
 - This meeting will be financially supported and funded by the 2012 training and development budget.
 - This meeting will be planned by and executed using strategic meeting objectives.
4. After the answers are received to the "Strategic Questions", clarify by restating the answers and asking if these are the objectives and/or outcomes the meeting stakeholder wants to receive from this meeting? Will these strategic objectives bring measureable and value added results to the organization?
5. Create an Executive Summary, reporting the strategic meeting objectives, and supporting recommendations. A suggested outline is to include the following information: background/introduction, main conclusions, recommendations, action requested, and additional data. This report states recommendations as well as includes a request for action and approval by a specified time. If there are any questions about the reporting information, the "Tactical and Strategic Questions, What, Why, Who, When, Where, & How" will always deliver the needed answers. Depending on the client's style, this information may be presented as a written report, or used as a guide to present a verbal presentation. Note that the order of the summary is flexible and may be changed as needed. For example, it is perfectly acceptable for a recommendation to be shared at the beginning of the report, supported with findings and conclusions.

The SMM story will be unfolding for years to come by highly regarded strategic Planners. The historical life cycle of meetings and events is now archived and appreciated for its value and worth. The future of organizations will depend on and be driven by SMM. 

MPI-WI Member Grant or Kristin Bjurstrom Krueger Student Scholarship


Have you sent in your application for the MPI-WI Member Grant or Kristin Bjurstrom Krueger Student Scholarship yet? If not, there is still time!

**Applications are due by
June 1, 2012**

The MPI-WI Member Grant is funded up to \$500 and can be used at the discretion of the recipient for MPI membership dues, registration fees and other professional development activities such as the Certified Meeting Professional (CMP) or Certified Meeting Management (CMM) exam or study materials!

The \$500 Kristin Bjurstrom Krueger Student Scholarship is available for students enrolled in a course of study in the meetings field at an accredited college.

Check out www.mpiwi.org under Professional Development and Events for more information!

The Grant and Scholarship winners will be formally announced at the Awards Gala on September 20, 2012! Make sure to mark your calendars and Save the Date! 

WHAT OUR MEMBERS HAVE TO SAY

By Shannon Timmerman, CMP

Each year the MPI-Wisconsin Chapter sends out a Member Participation Survey for our members to fill out. This survey allows the chapter Board of Directors to review what you, the members, want to get out of your membership. The results are used in planning the monthly events for the following year, speaker selection, and event location. This year's results were collected on January 9th, and we had 83 members participate in the survey. Of those 83 members, there was a great mix of new members vs. long time members, and Suppliers vs. Planners, so we obtained great results from several perspectives.


Networking with colleagues and industry professionals remains the primary reason for our members to join MPI, as well as one of the top reasons for attending monthly events. That, and educational content top the charts. Some great topic suggestions were received! Our Educational Teams will review all of this information closely and use it in future event planning.

Event location was another hot topic of discussion in the survey. When the event selection team reviews the proposals for the next year, they were able to consider these suggestions when selecting properties. Of course there are many requests, several of which conflict with one another, so all suggestions have to be considered, and selections based on what is best for the membership as a whole.

There were some great suggestions for speakers shared within the survey, which is greatly appreciated. If you didn't get a chance to recommend your favorite speaker, or if you discover a new one at any time, you don't have to wait until next years' survey to share. Simply log on to <http://www.mpiwi.org/RecommendSpeaker.asp> and make a recommendation. We would love to hear from you throughout the year!

MPI International also has a Membership survey that they send out in March. Although similar, this survey is used on a whole different level for the organization as a whole. Please take a brief moment to fill this one out as well, as it is very important for the future of MPI. This survey will be hitting your inbox on March 5, 2012.

For those of you who took the time to complete this survey...Thank You! Your feedback is important to the chapter. Good, bad or indifferent, it is very valuable information for the development of the future of MPI-Wisconsin Chapter. We look forward to using your feedback for a successful 2012-2013 year, full of great educational content and amazing networking opportunities!

And, a big congratulations to Kristen Wright with the Agricultural and Applied Economics Association! She was the lucky recipient of the \$50 gas card for taking the survey! 

FOOD FOR THOUGHT:

Executive Chef
Michael Downey
Bistro 333



Bio:

Exquisite dishes and creative presentations are trademarks of Chef Michael Downey. With over 10 years experience at four and five diamond resorts and restaurants throughout Wisconsin, Downey applies a Midwestern touch to his latest endeavor - Bistro 333.

Venturing into comfortable and unique plates that tout indigenous preparations and local ingredients, his menus go beyond new American to highlight the rich culinary traditions found in home kitchens across Wisconsin. The result? Comfortable Midwestern fare at its purest. Downey is a graduate of the Western Culinary Academy in Portland, Ore. where he was trained in French cuisine.

Pork Loin Chop

1 inch thick cut, 6 each

Dry Rub:

- 1/4 cup smoked paprika
- 4 tbsp kosher salt
- 4 tbsp brown sugar
- 1 tsp garlic powder
- 1/2 tsp red pepper flakes
- 1 tbsp table grind black pepper

Combine all ingredients and place rub on chops for 24 hours. Remove excess rub by hand. Cook in braising liquid for chops.

Braising Liquid:

- 8 cups Amber beer
- 1 cup water
- 3 bay leaves

Heat roasting pan on medium-high heat. Add 2 ounces of olive oil to pan. Sear both sides of chop. Add all above ingredients and bring to a boil. Cover with foil and place in a 325°F oven for 45 minutes to 1 hour until fork tender.

Pan Sauce:

- 8 oz braising liquid, strained, reduced by 1/3
- 2 1/2 oz cold butter, whisked into liquid until combined

Serve over chops

Pickling Liquid for Sprouts:

- 1 cup water
- 2 cups rice wine vinegar
- 1 tbsp cloves
- 1 tsp kosher salt
- 1 tsp table grind black pepper
- 1/2 cup white sugar
- 1 lb brussel sprouts, cut in 1/2 and cleaned

Combine all. Bring to a boil and remove from heat. Place sprouts on bottom of plate in the center. Place the chop on the sprouts and finish by topping with the sauce.





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ENHANCING YOUR MEETING THROUGH FITNESS

By Carmen Smalley, CMP

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 attendees' brain activity, increase their energy, and make them feel more relaxed.

Recently, Jesse Sherman with JC XFitness was invited to the MPI board retreat to help re-energize the leadership team after lunch before conquering the financial reports. Jesse led the team through some exercise, stretching, and a fun activity while emphasizing the proper form and techniques and provided education on what muscles were being engaged.

Eight, ten, and twelve hour days can be common for meeting planners and/or suppliers. That is a long time to be sitting in a chair at a table or desk. Having your body stay stagnant for such a long period of time can be detrimental to your muscles, posture, focus, and energy. Jesse has found that 80% of chronic pain and injuries derive from not having enough movement during the day, poor stretching, and poor form or techniques when working out. One common occurrence from sitting at a desk too long is stiffness and tightness in the neck, back, and shoulders which can be combated with stretching.

At the board retreat, Jesse was able to demonstrate and educate the attendees on how to keep the body active, re-energize the mind, and put a little fun into the day. Whether you are a meeting planner sitting in meetings all day or a supplier sitting at your desk all day, below is an outline of



exercises you can incorporate into your day to increase activity and energy. The outline is two minutes of exercises, two minutes of stretching and a few fun activities that can be done just 10 minutes in the morning, during your lunch, or later in the afternoon. These activities will engage your muscles and allow your body a break from your stationary day.

Keep activated while working at your desk in two minutes. (Perform each exercise for 20 seconds each.)

I. EXERCISES

- A. Squats** – bending the knees slightly so you are in a sitting position, making sure the buttocks are out and the knees are level with your toes
- B. Lunges** – stagger your stance with one foot in front and one in the back, dropping your hips down so both knees form a 90-degree angle bend
- C. Knee Tucks** – sitting in a chair, bring your knees in to your chest while balancing on the buttocks
- D. Dips** – sitting in a chair, place your hands with palms down at the edge of the chair, slide forward with feet in front, dropping the buttocks so the elbows are at a 90-degree angle
- E. Crunches** – sitting on the edge of the chair, lean back with back straight and then pull yourself forward making sure

you have a range of motion

F. Wrist & Ankles – rotating wrists and ankles in both directions

II. STRETCHES

A. Toe Touches – while standing, bend forward, keeping legs straight, touch your toes or as far as you can stretch

B. Back Twist – sitting in the chair with posture straight, turn to one side, trying to look be-

hind you without moving your hips

C. Shoulders & Chest – tucking hands behind just above the buttocks, crossing the fingers, pull hands up, feeling the stretch in your chest

D. Traps & Shoulder Blades – holding arms out straight and crossing the fingers with your palms facing you, push out and away from the body

E. Neck – put your chin into your chest then rotate your head from one shoulder to the other

F. Wrist & Ankles – rotating wrists and ankles in both directions

III. FUN ACTIVITY

A. Relay Race – any relay race

B. Over/Under Race – This can be done with any object. Having the group get in a straight line and the first person will pass the object over their head to the person behind them, the 2nd person will pass the object between their legs to the person behind them, the 3rd person will pass the object over their head, and the 4th will pass the object between their legs continuing this pattern until the last person receives the object. Form as many teams as possible for this game and see how fast they can pass the objects. 🎯

SAVE THE DATE for May Education Day and CMP Prep Days

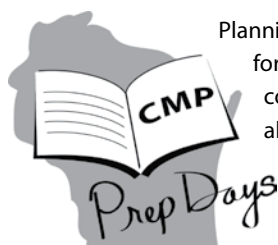
By Alison Huber, CMP

May Education Day:
May 9-10, 2012
Hilton Milwaukee City Center

CMP Prep Days:
May 11-12, 2012
location TBD

As I write this article on a cold, snowy day in mid-January, the May Education Day and CMP Prep Days teams are hard at work planning great education for you!

Mark your calendars to join us for a special event on Wednesday evening. While I cannot share all of the details, I can urge you to work on your poker face. And you will not want to miss our special guest on Thursday. We are pleased to have Kevin Hinton, MPI International Chairman Elect join us to present an education session.



Planning to take the CMP exam this year? Join us for an intensive two-day session to review the competencies tested in the exam. The event also includes study and test taking tips and a 150-question practice exam. Here are just a few comments from the November 2011 participants:

- I really appreciated the test tips and suggestions. I also appreciated the "practice exam" to let you have a no-pressure experience. That, in itself, helped me so much. Thank you for a fantastic job!
- I would 100% recommend this course for anyone planning to take the exam.
- I loved having four different types of presentations and instructors. It kept things moving and different. It also allowed us to see different types of teaching styles. I really enjoyed it!

Questions about the CMP Prep Days session? Please contact Alison Huber, CMP at alison@wisdells.com or Jodi Goldbeck, CMP at jgoldbeck@matcmadison.edu.

So, mark your calendars and get ready to close the MPI year with two great opportunities for quality education. Check mpiwi.org for updated details today! 🌐

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608/756-3100 fax: 608/756-3111 contact: Sarah Iverson
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Meeting Rooms: 9 **Sleeping Rooms:** 142 **F&B:** Yes
Conference center features 15,000 sq. ft. combined meeting, exhibit & event space comfortably accommodating groups from 10 to 1300.

MINOCQUA

The Pointe Hotel & Suites and Conference Center
8269 S. Hwy. 51, Minocqua, WI

715/544-6200 fax: 715/356-7821 contact: Jennifer Stough
sales@thepointeresort.com thepointeresort.com

Meeting Rooms: 4 **Sleeping Rooms:** 69 **F&B:** Yes
Ideal for groups up to 175. Located on the shore of Lake Minocqua. Walk to downtown Minocqua. Tailored activities; golf, lake tours & more.

PLOVER

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5253 Harding Avenue, Plover, WI
715/544-6200 fax: 715/544-6209 contact: Jodie Spink
jodie.bestwestern@yahoo.com bestwestern.com

Meeting Rooms: 1 **Sleeping Rooms:** 48 **F&B:** Yes
Brand new hotel with meeting space for up to 225, business center, pool, whirlpool and fitness center.

PORTAGE

Days Inn Portage N5781 Kinney Road, Portage, WI

608/742-1554 fax: 608/742-1725 contact: Brei Fingerson
daysinnportage@gmail.com daysinnportage.com

Meeting Rooms: 1 **Sleeping Rooms:** 60 **F&B:** Yes
Located between Wisconsin Dells & Madison exit 108A. Meeting rooms for 75, free wi-fi, hot breakfast, pool and hot tub.

WAUSAU

Best Western Midway Hotel 2901 Hummingbird Road, Wausau, WI
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gm@midwayausau.com midwayausau.com
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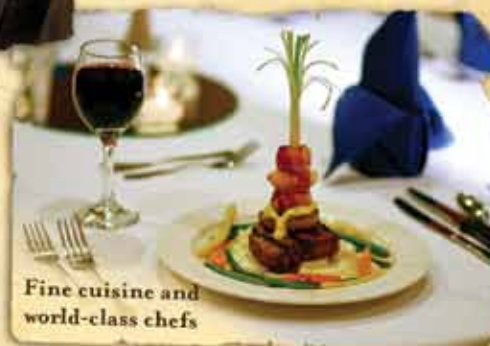
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SUPPLIER PROFILE: ANNA ANDERSON CMP

How long in the meetings industry?

Early in my career, my responsibilities were planning and organizing our corporate meetings and events, but since 2002, I have worked in the hotel industry assisting clients with the creation of their events.

How long in MPI? Though I have only been a member of MPI for three months, I have had the opportunity over the last five years to attend many of the educational sessions and special MPI events as a guest.



Anna Anderson CMP
Senior Sales Manager
Radisson Paper Valley Hotel

Tell a bit about your company and/or current position: My responsibilities as Senior Sales Manager with the Radisson Paper Valley Hotel is the Association market. Our hotel is centrally located in downtown Appleton and within walking distance to many restaurants, clubs, museums and specialty shops. Though new to this market segment; I have found no matter if you are a Corporate or an Association planner, the expectations haven't changed: be honest, timely, organized and above all respect their time.

Teams or projects that you have worked on for MPI or would like to be involved with: Being a new member, I have yet to be involved with any projects, but I am looking forward to learning more about the teams and where I could best volunteer my time.

Tell us about your family: My husband Lars & I are celebrating our 25th Anniversary in May. We have two sons and a daughter, their spouses and grandchild #11 arriving in March! I am very proud of our family and there is nothing better than to have up to six of the grandchildren tenting it in our living room!

Favorite Pastimes: Textile weaving, nagging myself to finish writing my book and continuing to grow my jewelry line – Silent Triumphs (the jewelry is designed by myself but hand crafted by a goldsmith).

Favorite Musical Group: Diana Ross or any music that has a great beat and can dance to!

Person you admire most and why: My mother – here is a woman who has fantastic artistic talent, but chose to prioritize her life first as a wife, mother of 7, then as an artist. She was/is a success in all aspects of her life and unfortunately battles dementia during the latter part of her life. A kinder, gentler person you will never meet.

Dream Vacation: The dream would be to spend six weeks on any one vacation – so it isn't always the destination but the time. Over the years, I have had the opportunity to travel to many areas of the United States, through Europe and the Scandinavian countries but as of yet; I have not visited England/Scotland.

If I won the lottery I would: Take my family and friends on a great train excursion! The Orient Express!

STUDENT PROFILE: CATHY KREITER

What drew you to the meetings industry?

My interest in this industry was sparked through my work at Marquette University. As a Business Affairs Coordinator, I am in charge of running the nursing spring commencement ceremony, as well as other annual events. Planning those events triggered my interest in learning more about meetings and events, which drew me to the program I am currently enrolled in at Milwaukee Area Technical College. For additional professional growth, I took it upon myself to set up informational interviews with several local meeting and event planners to discuss their education and experience. One of those event planners has taken me on as an on-call event assistant. I have thoroughly enjoyed gaining some real experience and I look forward to obtaining more where I can.



Cathy Kreiter
Bus Affairs Coordinator
Marquette College of Nursing

Tell us about your college program: I am working on a double major in Meeting & Event Management and Hotel & Hospitality Management at Milwaukee Area Technical College.

Teams or projects that you have worked on for MPI or would like to be involved with: Considering I am a recent member of MPI, I have not had the privilege to join any teams or help on any projects; however, I am extremely eager to start. I would especially like to be involved with the volunteer opportunities that would allow me to give back to my community.

Tell us about your family: My husband Nate and I have been enjoying our first year of marriage! Joining our two families has truly been a blessing. I am very fortunate to be close with my parents, as well as my older brother and sister. My family shares a common goal of keeping our bond strong, no matter how busy our lives get. It is comforting to know that I have people that love me and support me in whatever I do.

Favorite Pastimes: I am a huge movie enthusiast, and I also love to read. I enjoy keeping active outdoors (when the Wisconsin weather permits!) and taking exercise classes like Zumba and kickboxing.

Favorite Musical Group: No musical group in particular – my iPod is always on shuffle.

Person you admire most and why: The person I admire most is my dear friend Megan, who lost a battle to cystic fibrosis several years ago. Her spirit and courage have always remained constant in my heart. She loved life and she accomplished so many things that her doctors were amazed she was able to do. She touched the lives of many people and I will never forget her.

Dream Vacation: I would love to backpack through Europe; especially through Germany, London, Ireland, Spain, and Italy.

Words to live by: If God brings you to it, He will bring you through it.

WHO'S IN THE NEWS

Changes & Accomplishments

After 4 1/2 years as Director of Sales & Marketing at the Hyatt Regency-Milwaukee, **Jack Alison** packed his bags and moved to sunny California! In January, Jack accepted the position of Director of Sales & Marketing at Renaissance Palm Springs.

In addition to being the Sales Manager at the Wisconsin Dells Visitor & Convention Bureau, **Alison Huber, CMP** is now a part-time Meeting and Event Management instructor at Madison College.

Melissa Amado, a Meeting & Event Management student at Madison College, was hired as a Communications Specialist at UW-Madison Morgridge Center for Public Service. She is also working as a Meeting & Exhibition Intern at the American Academy of Cosmetic Dentistry. On a personal note, she recently got engaged and will be getting married on September 2nd at Navy Pier in Chicago!

Katy Lederer recently returned from Costa Rica as a participant in Alverno College's Short Term Study Abroad Program in "Intercultural Communications." In January, Katy left her position with the Radisson Milwaukee West after 15 successful years, to focus on her studies. This May, Katy will receive her Bachelor of Arts degree from Alverno College, with a major in professional communications and minor in Elective Studies (Fine Arts emphasis).

Tracey Bockhop, CMP, a new member of MPI, was recently hired as a meeting planner for the Preventive Cardiovascular Nurses Association.


Tami Gilbertson, CMP, was promoted to the Corporate Events Director position at WPS Health Insurance.

After five years in Group Sales at Buffalo Phil's Grille & Moosejaw, **Tanya Hanson** has changed positions to work at Great Wolf Lodge-Wisconsin Dells as a Sales Manager.

Jennifer Goodall, a Meeting & Event Management student at Madison College, began an internship as an Event Coordinator for the Wisconsin Medical Society Foundation.

Kenneth Dunlavy has been promoted to Director of Sales at Geneva Ridge Resort in Lake Geneva.

Sherry Benzmillier is working as the Administrative Assistant-Corporate Services at Weir Minerals North America in Madison.

If you would like to submit a job change or promotion announcement for MPI-WI Agenda's "Who's In the News" (for you or someone else), please contact Liz Schabowski, CMP at LizzyS308@gmail.com. 

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Professional-Planner

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Supplier Meeting Professional

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pbtoler@charter.net

MPI WEB CONNECT – WHAT'S THE BENEFIT?


Maybe you heard of MPIWeb Connect but are not sure what it means. MPI is reaching out to the thousands of meeting professionals around the world who don't belong to any professional associations. MPIWeb Connect gives these professionals the opportunity to experience MPI's meeting and event planner resources, but also a taste of our vibrant community — FREE of charge. The goal is that more meeting professionals will like what they see and then more will join the global community of MPI!

While MPIWeb Connect users have access to limited amounts of MPI content at www.mpiweb.com, up to 70% of content is restricted to them, but MPI members still have access to. The value of your MPI membership includes:

- On-demand 24/7 access to research, articles and other content
- Registration discounts to Chapter events, EMEC and WEC
- Unrestricted access to the conversations and contacts on MPIWeb Groups

MPI's content is primarily developed and targeted towards educating planners on how to be more effective and successful. Since this program was developed to connect professionals to MPI content and peer learning, it would not be as meaningful to suppliers.

Consider introducing a planner to MPI by having them qualify for the MPIWeb Connect. Soon they will see the users are missing out on valuable low-cost, high-yield CEU opportunities that MPI members can participate in webinars at no charge. For planners working toward certification, this quickly adds up, as non-member cost for each webinar is \$50.

Members, your experience will not change; continue to enjoy the latest articles and research, as well as enjoy the rich conversations in the MPI Web groups and search the many career options in the job bank at www.mpiweb.org. 

**WISCONSIN
CHAPTER**



MPI Wisconsin Chapter

2830 Agriculture Drive

Madison, WI 53718

tel: 608.204.9816

fax: 608.204.9818

email: admin@mpiwi.org

web: www.mpiwi.org

Datebook:

CALENDAR OF EVENTS

2012



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MARCH

15

**March Education Day
Meet Like A Mouse: Apply Theme
Park Methodology**

Hyatt Regency Milwaukee
Milwaukee

APRIL

12

**April Education Day
Risky Business: Planners and
Suppliers Plan Together for
Contingencies©**

Radisson Paper Valley
Appleton

MAY

10

Spring Education Day

Hilton Milwaukee
Milwaukee

11-12

CMP Prep Days

TBD
Milwaukee

JUNE

13-14

MPI-WI/WSAE Golf Outing

Wilderness Territory and Wild Rock Golf Club
Wisconsin Dells