



WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

MAY/JUNE 2012  
VOL 34 NUM 3

# Agenda



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*Note: The SMM article in the April/May issue was reprinted courtesy of LoriAnn K. Harnish, CMP, CMM, CTA. Ms. Harnish is president of Speaking of Meetings, a strategic consulting ad meeting planning company. She has a master of arts in organizational management from the University of Phoenix, a bachelor of arts in business management and marketing, and is a past president of the Arizona Sunbelt Chapter of MPI.*

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# FROM THE EDITOR'S DESK:

## MARGARET TROTTER

Spring has sprung and summer is upon us. I don't know about you, but this is my favorite time of year. We have been frozen for a few months, although this year really wasn't too bad, and we are just beginning to embrace the warm weather. Summer plans are beginning to form for some and others are just starting to use their outdoor grills again. Baseball has begun and the tailgating season has been renewed.

Spring is also a time for cleaning and reorganizing. Maybe this means cleaning out the closets in your house. Deciding what can be sent to charity or should just be thrown out. Personally, my deep freeze winter clothing goes into storage and I bring out shorts and sun dresses. Nothing feels better than to store the bulky, heavy, dark clothing and begin to plan my outfits around bright, light clothing.

Spring cleaning can pertain to work as well. Many meeting planners tend to be extremely organized, it's just in our nature. I know my team is extremely organized throughout the year. However, every spring we do take the time to clean out our files and work stations. We follow the rule that if it's a previous meeting and the invoice has been paid, clean out the file and remove all unnecessary saved documents. Think realistically, if you haven't accessed it in a few months and it only pertains to one meeting, chances are, you probably won't need it again. Not only will you feel better about reorganizing, but your IT department will probably thank you as well for freeing up some space!

Embrace the new season and declutter your life, at work and home. I promise you will be able to take a deep breath and feel more relaxed. Better yet, open the window and take a deep breath of the new spring air, you'll feel revitalized.

Enjoy the rest of this great season!



*Margaret*

*Margaret Trotter  
Editor, Agenda  
Meetings Manager  
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# PRESIDENT'S COLUMN

As I reflect on my term as president of MPI-WI chapter, suddenly the title sequence of "Days of our Lives" featuring an hourglass come to mind. In my mind's eye, I see the sand slowly trickling to the bottom against the backdrop of a partly cloudy sky, and hear the trademark voiceover, "Like sands through the hourglass, so are the days of our lives." I've never been a "Days" disciple. Yet since the show's debut in 1965, I always understood the meaning of this epigram ... time passes quickly.

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*It was important for me to lead this organization in an honest and professional manner; knowing that the decisions of this Board of Directors would have a long-term and positive impact on the majority of the Chapter members.*

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There were challenges and rewards but the litmus test for me was to contemplate Steve Jobs' address at Stanford commencement in 2005, "If today were the last day of my life, would I want to do what I am about to do today?" In the end, I'm as proud of what we didn't do, as I am of what we did.

Together we took some huge steps forward this term to provide more value to the members of MPI-WI including the following new programs:

- August Networking events in Milwaukee and Madison provided

settings for nearly 85 members and guests to connect and resulted in several new members joining the Chapter.

- "CMP Prep Days" delivered Wisconsin meeting professionals with an expert and knowledgeable resource that encouraged the successful completion of the CMP exam.
- "Bidding for Good" increased awareness of MPI and raised thousands of dollars to support the Chapter's educational programs.
- "I am MPI" captured members sharing personal stories about the value of MPI.
- November's Education "Flashpoint" received high marks for the addition of these fast-paced sessions featuring 12 to 15-minute flash presentations.

Behind the scenes, the Board embraced my vision to proactively provide information on member programs and services. Using social media to compliment the standard forms of communication, members received more advance notice of chapter activities. The chapter responded and event attendance increased significantly. For example, 194 members and guests attended November Education Day with 58% being meeting planners. March was a huge success with 152 attendees (45% planners) and a key sponsorship courtesy of Visit Phoenix.

MPI-WI Chapter has a lot to celebrate and it is with much gratitude that I thank everyone whose donation of time, talent and resources make this year so successful. Thank you to the nearly 120 members who volunteered and the nine hotels and CVB partners

that hosted MPI – WI events. May you realize the gains from your investment for many years to come.

To the Board of Directors, it has been an honor and privilege to serve with you. I am so happy I got to know each of you better and hope you have gained from me as much as I've from you. To the Board's executive team – my kindred spirits – in our sometimes daily conversations we've shared moments of joy and sorrow. It was because of your willingness to view all matters from multiple perspectives and with professionalism that we came together to reach conciseness. Each of you is very special and I thank you for all you've done.

To Morgan Data Solutions team led by Christopher and Heather Dyer – the value you bring to this Chapter cannot be measured in dollars and cents. Your ability to adjust to different management styles and to balance sometimes dozens of balls in the air at once allows MPI to become a more successful organization. Thank you!

Finally, I wish to thank all my MPI friends for their support, especially Michelle Eggert, CMP and Lynn Golabowski with ConferenceDirect; Susan Patton with MaxVantage; and Linda Hale with Wisconsin Credit Union League.

*"Courage doesn't always roar. Sometimes courage is the little voice at the end of the day that says I'll try again tomorrow."* -Mary Anne Radmacher

In gratitude,

Susan



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

# TELL ME NO... AND TELL ME WHY

By Tom Graybill

The second best word to hear in almost any business situation is “no.” “No” tells you where you stand with a prospective client. “No” tells you that you need to change something to get a “yes.” “No” lets you move on to your next task. “No” helps you improve on your next pitch.

So why is it so hard sometimes to get that “no?”

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*Meeting professionals spend a lot of time and energy on proposals and quotes for clients. We want everything to be just right to get the best results. We know our property, our space, our company, our services, and what we can offer to help our clients. And in most cases, our proposals, RFP responses, or quotes are created on spec – essentially, for free – in the hopes that our prospect will select us.*

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We submit our offer and cross our fingers. And in many cases, we wait. And wait. And wait.

Often, space or time is held in anticipation of the client saying “yes.” We want to make sure when the client says “yes” that we can accommodate their needs. As the days tick by, it gets harder and harder to hold that space or time.

In some cases, we get that “yes.” Or even a “no.” Or, heaven forbid, a “maybe.” But many times we are left wondering because the prospect/customer never tells us “no.” We just find out later that they accomplished their project with someone else. Wouldn’t a “no” be easier?

In effect, we are all in sales. Whether you are directly selling to customers or clients, or selling your ideas to internal management, every meeting professional is selling. As such, we can handle being told “no.” We are used to it. We crave it, because the professional knows that with every “no” you are closer to a “yes.”

So tell me “no.” Let me know that you aren’t doing your project, or are doing it at a different hotel, or with a different vendor, or with your cousin’s uncle’s nephew, who once directed a

great student film. As professionals, we can take rejection. We know that it is business, not personal (unless it is personal – then even better to get that “no” and just move on).

Telling me “no” means that you may be interested in me, my company, and my product, but just not at this time. Telling me “no” treats me like the professional I am.


And if you can tell me “no,” you can tell me “why.” I’d like to think that most decisions are made for a reason, that there isn’t a lot of coin-flipping among clients out there. So let me know where I fell down.

As professionals, we realize that we are not a perfect fit for every situation. So tell me if I was too expensive, or you liked someone else’s ideas, or there were coffee stains on my proposal (kinda hard if you are submitting by e-mail, but you get the idea). Perhaps you just needed my bid to be the third of three that you are mandated to get. Or you have a vendor that you always use and just wanted to make sure they were still being competitive. Or you needed more space than I have to offer. Or you just didn’t like the carpet pattern in the expo hall. It happens. We understand. But we won’t know unless you tell us.

We can’t improve our service, our product, or our approach if you respond with “we decided to go in a different direction.” Well no kidding. Why did you go in that different direction? If you help me understand where I fell short, I can improve for next time. I just spent a lot of time preparing a proposal that I thought would really work for you, can’t you tell me why you didn’t select it so I can get some benefit?

In a perfect world, telling me “why” would also mean telling me “who.” If I ask, tell me who you decided to work with. Telling me, “I’d prefer not to say” implies that you are not proud of your decision or there were circumstances that you didn’t tell me that made you select the other choice.

A professional would never argue with you about your reasons, but it helps to understand your decision. Admittedly, there are some out there who would act unprofessionally and complain about your pick. Wouldn’t you like to know about their unprofessionalism now, so that you don’t make the mistake of selecting them in the future?

So tell me “no” and tell me “why.” I won’t hold it against you. In fact, I will appreciate your honesty and willingness to help me improve myself and my offering, and maybe next time, you’ll say “yes.” 





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# THE MEETINGS AND EVENTS INDUSTRY: A Breakdown of MPI-WI Members Experience

By Sara Beuthien

Do you remember your first day on the job? Did you have butterflies fluttering in your stomach? Were you thinking, "I have to make the right impression?"

I am sure every one of you experienced something different on that first day.

However, our common interest is passion and dedication for the Meetings and Events Industry. That's why we love what we do!

I thought it would be interesting to pull some statistical data from International on our chapter. I took a closer look at the total number of years our members have been involved within MPI. You may be quite surprised by the outcome.

*Please note: This data is updated from surveys completed through International and all of our members may have not completed the survey.*

Total No. of Years in MPI-WI	Total No. of Planner Members	Total No. of Supplier Members
0-5	75	81
5-10	33	24
10 +	38	33

While many people have been in the industry for quite some time, these numbers indicate this group is growing and getting stronger making it an exceptional organization to be a part of.

Whether you are just starting out in the industry or have years of experience, there are many people within the chapter to call on for career mentoring, guidance or support. It's important to make the most out of your membership

and rely on the resources available right in front of you.

As you can see, we have been growing and with your support, we can continue this trend. My encouragement for you is to find one or two people who are not in MPI and tell them about this wonderful chapter. With planners making up just over half the membership, this is a fantastic opportunity for suppliers to network and grow their relationships. In the end, we all are part of the same family! 🌐



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# IS IT YOUR TIME TO SHINE?

*By Denise Humphrey*

The MPI-WI Chapter is fortunate to have nearly 120 active members who currently devote their time and energy to support our Chapter's events, publications, fundraising and membership goals. With the involvement of our talented members, our Chapter continues to be successful in achieving the organization's goals and initiatives each year.

This June, Chapter members will be asked to nominate and recognize our fabulous individuals and teams in their volunteer roles. Please take a moment to nominate your peers and (even yourself!) for these amazing awards. It is truly an honor to be nominated!

The Awards open for nominations are:

## **MEETING INDUSTRY ADVOCATE**

The Meeting Industry Advocate award will be presented to a member whose actions consistently promote the meetings industry in Wisconsin. Individuals that also encourage the growth and image of our industry through education, promotion, or lobbying should be nominated.

## **TEAM OF THE YEAR**

The Team of the Year (TOTY) award is designed to recognize an entire team's accomplishments. The TOTY will be nominated from each team lead. The team lead should outline what each member of the team has contributed to the team's success.

## **RISING STAR AWARD**

The Rising Star Award is presented to a newer member of MPI-Wisconsin who has become an active part of our organization. This award is designed to recognize an individual whose time and efforts put him/her on a path to being one of our next leaders. The Rising Star must be a MPI-WI member between six months and two years.


## **SUPPLIER OF THE YEAR AWARD**

The Supplier of the Year award is the top award for suppliers. This award is a tribute to the recipient's service, accomplishments, recognition and contributions to our industry. This individual

must be a MPI-WI member for a minimum of three consecutive years.

## **PLANNER OF THE YEAR AWARD**

The Planner of the Year award is the pinnacle award for planners. This honor recognizes the recipient's service, accomplishments, recognition and contributions to our industry. This individual must be a MPI-WI member for a minimum of three consecutive years.

The full list of details and criteria for each Award, as well as the list of previous winners, can be found on our website at: <http://mpiwi.org/MembershipBenefits/MemberRecognition.asp>. 

*Denise Humphrey, Director of Awards, Scholarships & Recruitment, Convention Sales Manager at the Greater Green Bay CVB*

The winners will be announced at this year's 2011-2012 MPI-WI Awards Gala on September 20, 2012 at the EAA Museum in Oshkosh, WI.





# FEBRUARY CHAPTER EDUCATION - STRATEGIC MEETINGS MANAGEMENT

*By Janell Palmer & Maria Peot*



**T**he MPI Wisconsin Chapter held its February Educational Event at the Menominee Casino Resort in Keshena, Wisconsin, on Thursday, February 9<sup>th</sup>. Set in the heart of the state's many outdoor attractions and picturesque views, the resort is operated by the Menominee Indian Tribe of Wisconsin. During the winter months, the 33,000 square foot casino, state-of-the-art convention center, and gigantic aquatic area draw guests from all over the region. The conference center is truly a magnificent representation of the native culture of the Menominee Tribe and nature itself.

After a Board of Director's Meeting on Thursday morning, MPI Wisconsin Chapter President Susan Kainz welcomed the group. A delicious lunch of pork loin with chipotle sauce, wild rice, and mixed veggies was served as well. Members and guests mingled over a dessert of hot apple crisp and coffee, enjoying the ornately decorated ballroom!

After lunch, the entire group moved into a different section of the ballroom for the Strategic Meetings Management (SMM) session lead by Barbara Taylor Carpender, CMM, CHSC. She got right into the thick of SMM from the start by having the group define it, using existing knowledge of the term. Thankfully she broke the tough topic down into bite sized pieces, making it possible for anyone to come away with a general understanding of what SMM is and why knowledge of it is important to anyone in the industry.

In small groups, attendees were presented with two case studies and each group chose to be a corporate planner

or an association planner. Groups were challenged to draft a preliminary SMM plan. Breaking up into groups and ensuring that there was a planner with each of the groups helped to facilitate peer-to-peer learning through sharing the knowledge of how SMM has affected their roles.

The entire session was extremely interactive and the next step had participants on their feet, divided into groups of suppliers and planners comparing side by side the importance of understanding strategic meetings management to each entity. This was done by posing questions that suppliers would ask planners when planning a meeting and vice versa. Both groups took the questions and compared them. This enabled both sides to see the similarities and disconnects to further facilitate the need to understand SMM on both sides of the spectrum. Ultimately, SMM is not a trend, but rather something that organizations should constantly be working to improve.



By the end of the session, participants were able to better understand Strategic Meetings Management and identify the eight steps that can be used to implement a SMM program within their organization. Overall, Barbara did an excellent job of getting the group to think out of the box about an extremely difficult subject and sent attendees away with ideas that could actually be implemented within their organizations!

The day wrapped up with a reception and raffle, and attendees had one last chance to network with each other. As prizes from generous raffle donors were given away, members enjoyed delicious appetizers, compliments of the Menominee Casino Resort. Thanks to all members for participating in yet another great educational event! 🌐



*Janell Palmer & Maria Peot  
Madison College Meeting & Event Management Students*

# FOOD FOR THOUGHT: Chef Robert Fedorko

*Learn, Teach, Train, Understand, Embrace, Internalize, Create*




Robert Fedorko joined the Marcus Corporation in 1994 as the Executive Chef at the Grand Geneva Resort. In his position, Chef Fedorko directs the daily culinary operations as the Market Executive Chef for the Hilton, Pfister and Intercontinental Hotels. He also oversees the brand development for the division's ChopHouse Restaurant Brand.

Fedorko also participates in various committees of the Marcus Hotels Food and Beverage Task Force helping to further develop the positioning of the Marcus Hotels division.

He was honored as the Chef of the Year by the American Culinary Federation of Lake Geneva and was the recipient of the Presidents Medallion by the National President of the ACF for outstanding service and dedication to the culinary arts.

He is the former president of the Lake Geneva Chefs Association and sits on several boards for local fund raising efforts, as well as the Wisconsin Restaurant Association.

In his spare time he trains for the Iron Triathlon competition. 



## Sautéed Alaskan Halibut

Servings: 1

Preparation Time: 0:30

Cuisine: "Steakhouse"

### Ingredients

8 ounces	halibut filet
2 tablespoons	olive oil
2 tablespoons	butter
1 tablespoon	pesto sauce
1 teaspoon	basil oil
2 tablespoons	sun dried tomato tapenade

### Directions

1. Purchase the freshest halibut you can find as soon as the spring season opens.
2. Place fish on a clean dry plate and season with a dusting of Kosher salt and a few twists of the pepper mill.
3. Heat a medium sauté pan over medium heat, add 1 tbs of olive oil and warm.
4. Carefully add the fish to the pan and sear for 2-3 minutes on each side until golden brown.
5. Remove the fish from the pan and place on an oven safe platter, place platter into a preheated 400 degree oven for 5-6 minutes or until desired doneness is reached.
6. Artfully spoon the pesto sauce and sun dried tomato tapenade onto the plate.
7. Remove the fish from oven and blot dry from any oil with a clean paper towel.
8. Carefully place the fish on plate on top of the sauces.
9. Drizzle with basil olive oil and garnish with seasoned micro greens or the greens of your choice.

NOTES: Halibut season is from March through October. During this time only except the freshest, never frozen, fish for your recipes.

Per Serving (excluding unknown items): 518 Calories; 57g Fat (97.1% calories from fat); 3g Protein; 1g Carbohydrate; trace Dietary Fiber; 66mg Cholesterol; 337mg Sodium. Exchanges: 1/2 Lean Meat; 11 Fat; 0 Other Carbohydrates.





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# EIGHT TAKEAWAYS FROM MPI-CAC TECHCON 2012

By Melissa Arnado

Last month I decided that I would venture outside of my comfort zone and attend the Chicago Area Chapter (CAC) TechCon 2012. The event promised to help attendees better understand how technology can help solve common challenges meeting planners face, such as audience engagement, event marketing and event tracking.

With a dynamic line up of speakers including Richard Saul Wurman, the founder of TED conferences; Carol Roth, New York Times bestselling author and social media expert; Reggie Aggarwal, the founder and CEO of Cvent; and Corbin Ball, a meeting technology expert who I've heard referred to as the 'Godfather of Technology', they certainly had the right "Techies" on stage to bring us up to speed on current trends and give insight on what is on the horizon. Through the use of Touch Stations, live polling and texting, as well as numerous examples of software and websites, the experts took us down a path of learning various options for incorporating technology into our meeting or event – from the planning stage to measuring results and everything in between.

I left TechCon feeling kind of like Techie myself, with a new understanding of event technology, some great new MPI friends from the Windy City, and a notebook full of valuable scribbles that I've turned into my top eight takeaways.

- 1) We're in the business of "learning to manage human connections" and technology provides us with

innovative ways to master this. We must embrace technology and use it to our advantage – no matter how overwhelming it sometimes may seem.

- 2) Technology has caused the rise of unique event venues and this trend will continue. Through websites and online programs/RFP tools, planners are becoming more likely to choose unique and different venues as opposed to the popular brand names that formerly dominated the market.
- 3) Know who your "SENDERS" are and pay attention to them just as you would for your SPENDERS! Your "senders" are the people who disseminate information – both good and bad – about your event or business. They are influencers and are indirectly helping you more than you realize. They currently tweet, facebook, give reviews, blog, etc.... but they may not be your biggest spender.

- 4) Don't ever rely on the current technology that you use today, because soon enough, it will be old news.

Remember when the typewriter was the new thing? Or when everyone thought that the fax machine would change the way we do business? How often do you use your fax machine now?

- 5) Technology has put the power in the hands of the attendees. Everything

is influenced by user-feedback and we need to realize that our attendees/consumers have gained control because they have the means to share whatever information they choose to.

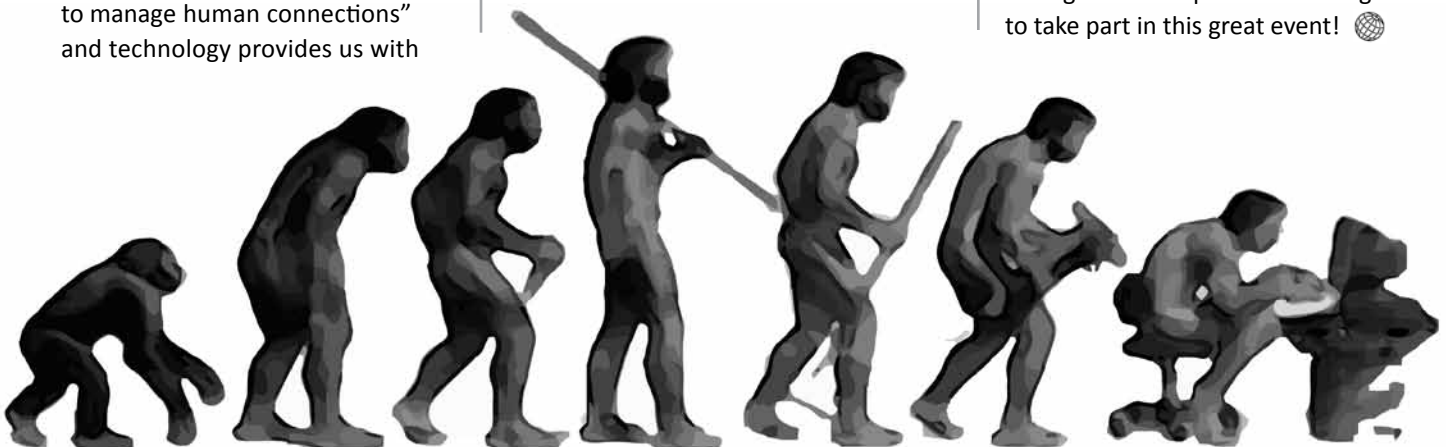
- 6) Ask yourself, are you a meeting planner or are you an "Information Architect"? Richard Saul Wurman believes that he is an information architect because he designs conferences that help attendees understand information. Do you?

- 7) The current "Mega Technology Trends" are:

- a. Consumerization of Enterprise Software - Everything is becoming an easier, user-friendly experience.
- b. Going Mobile - Mobile Apps and technology are the future. We all should be using these interactive tools to manage attendee communication.
- c. Mobile Gamification is really taking off - Whether it's a game or App, or simple countdown – if you're not already doing this for your events, you could be missing out valuable attendee engagement.

- 8) See picture below: "Somewhere along the way.... ..Something went very wrong!"

Special thanks to Kevin Hinton and the Chicago Area Chapter for allowing me to take part in this great event! 🌐





# TAKING THE LEAD

By Naomi Tucker, CMP




When I joined MPI, I did not know what to expect. I went to a couple of meetings; saw a few people I knew, and a lot of folks that I didn't know. As time went on, I continued to go to chapter meetings and learn new things - some useful to my job, and some not. However, the best experience that I had is when I was asked to champion a certain task at a chapter meeting that a colleague was leading. I can never forget what a great experience that was; the people that I met, and the camaraderie that I felt to the industry. Soon thereafter, there were other needs to lead within the organization, and I said "yes". Little did I know that "yes" would lead me to where I am now.

The time has come for you to be a champion. Help lead our organization. MPI-Wisconsin Chapter is only as strong as its members. Through your leadership, our chapter can secure its place as one of the strongest chapters in the MPI community. This is a call for the champion, for the leader. If you want to be able to gain value from your membership, taking the lead will give you that return on your investment plus more.

We have many needs for leadership in our organization. Our education division brings dynamic meetings to our chapter, and they are in need of strong champions to help ensure the success of those meetings. We have a need for talented writers to be able to write articles and contribute their knowledge and expertise about the industry to our chapter members. We also have a need for leaders to mentor some of our new members, to help guide, and show them what this organization has to offer. Even though I named a few, there are many areas to provide your leadership. We need you. Are you ready? This is your call.



Naomi Tucker, CMP  
MPI-WI President-Elect  
and Project Manager for  
Humana Inc.

For more information on leadership opportunities at MPI Wisconsin Chapter visit the "Get Involved" section of our website at [www.mpiwi.org](http://www.mpiwi.org). 

# Meetings in Wisconsin

## APPLETON

### CopperLeaf Boutique Hotel & Spa

300 W. College Avenue, Appleton, WI  
920/749-0303 fax: 920/749-2883 contact: Deb Johnson  
[debj@copperleafhotel.com](mailto:debj@copperleafhotel.com) [copperleafhotel.com](http://copperleafhotel.com)

**Meeting Rooms:** 2 **Sleeping Rooms:** 73 **F&B:** Yes  
Experience the charm and feel the difference of our unique and comfortable venue.

## DOOR COUNTY - EGG HARBOR

### Landmark Resort

4929 Landmark Drive, Egg Harbor, WI  
920/868-3205 fax: 920/868-2569 contact: Jeff Larson  
[jl Larson@thelandmarkresort.com](mailto:jl Larson@thelandmarkresort.com) [thelandmarkresort.com](http://thelandmarkresort.com)

**Meeting Rooms:** 11 **Sleeping Rooms:** 294 **F&B:** Yes  
We specialize in creating exceptional meetings and memorable events... with your budget in mind. All suites. Pool open 24/7.

## MADISON

### Comfort Inn & Suites Madison East

4822 E. Washington Avenue, Madison, WI  
608/244-6265 fax: 608/244-1293 contact: Jewellynn Edison  
[jedison@comfortmadison.com](mailto:jedison@comfortmadison.com) [comfortmadison.com](http://comfortmadison.com)

**Meeting Rooms:** 3 **Sleeping Rooms:** 148 **F&B:** No  
The Comfort Inn offers business travel, meeting planning, group travel and event planning in a quick and easy-to-book fashion.

## MINOCQUA

### The Pointe Hotel & Suites and Conference Center

8269 U.S. Hwy. 51 S., Minocqua, WI  
715/544-6200 fax: 715/356-7821 contact: Jennifer Stough  
[sales@thepointeresort.com](mailto:sales@thepointeresort.com) [thepointeresort.com](http://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.

## OCONOMOWOC

### Olympia Resort Conference Center & Spa

1350 Royale Mile Road, Oconomowoc, WI  
262/369-4583 fax: 262/369-4998 contact: Fred Fischer  
[ffischer@olympiaresort.com](mailto:ffischer@olympiaresort.com) [olympiaresort.com](http://olympiaresort.com)

**Meeting Rooms:** 23 **Sleeping Rooms:** 190 **F&B:** Yes  
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Photo: Chris Winters



# PLANNER PROFILE: TRACEY BOCKHOP, CMP

**Place of Employment:** Preventive Cardiovascular Nurses Association (PCNA)

**Job Title:** Meeting Planner

**How long in the meetings industry?**  
8 Years

**How long in MPI?** Rejoined after a year break, 2 years in total



**Tell us about your company and/or position:** PCNA is the leading nursing association dedicated to the prevention of heart disease through providing support and educational opportunities to over 2,500 members and 33,000 health care professionals worldwide. At the organization, I head up our Annual Symposium, which brings in over 600 attendees and exhibitors from around the U.S. and some throughout the world to experience the premier cardiovascular nursing conference. This year, we are headed to Washington, DC from April 12-14. When I'm not busy with the Annual Symposium, I am planning our Board of Directors meetings and around 15 regional PCNA member chapter meetings throughout the U.S., in the fall of each year.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I was involved with the Golf Committee for MPI which is always a good time.

**Tell us about your family:** I have two wonderful sisters who have brought in two amazing brother-in-laws and two nephews and a niece. I am also fortunate to have two great parents, who always have been there for me.

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

**Favorite Pastimes:** I really enjoy spending time with my family and friends, going to live concerts, and just hanging out.

**Person you admire most and why:** I truly admire many people in my life however my parents are my strongest rock and have shown me what genuine, caring people really are.

**Dream Vacation:** A water bungalow over the ocean in Fiji.

**If I won the lottery I would:** Take a family vacation to New Zealand and Australia.

**Words to live by:** Be true to yourself, everything else will fall into place

**Special personal accomplishments:** Earning my CMP

# SUPPLIER PROFILE: WENDY CRUSOE WEGNER

**Place of Employment:** Dave & Buster's -Wauwatosa

**Job Title:** Special Events Manager

**How long in the meetings industry?** 8 Months

**How long in MPI?** 1 Month

**Tell a bit about your company and/or current position:** I am your ambassador to FUN and I achieve that by utilizing our 38,000 square foot building that houses a full service restaurant, bar, banquet space and Million Dollar Midway (Arcade). My specialty is tailoring events to fit every need, budget and personality. We offer four fully equipped banquet spaces including an Executive Boardroom and Billiards room, over 30 different buffet packages, team building events, and opportunities to FUN-Raise! Do you have a group of 800 employees? NO PROBLEM...We can accommodate your group with exclusive access to our facility! Corporate events, murder mystery theatre, weddings, rehearsal dinners, showers, bachelor (ette) parties, quinceaneras, bar (bat) mitzvahs, birthdays and more...I'll make it happen without the stress!

**Teams or projects that you have worked on for MPI or would like to be involved with:** I'm open to anything!

**Tell us about your family:** The youngest of four children and daughter of two amazing parents! Proud mom of a four year old son and happily married to a fabulous Brookfield native.

**Where were you born?** Royal Oak, MI

**Favorite Pastimes:** Fast Pitch Softball Coach, T-Ball Coach, Running, Volleyball, Swimming, Basketball

**Favorite Musical Group:** All 80's Retro

**Person you admire most and why:** I don't have just one. I admire my parents as they have been my support system and biggest cheerleaders in life. They are giving of themselves and never ask for anything in return but most importantly, they have shown me the strength and importance of family and strong communication for a healthy and long lasting marriage.

**Dream Vacation:** Tour of Scotland and Ireland

**Special personal accomplishments:** Becoming a working mother and wife, acceptance and Graduation from Marquette University, acceptance to four Chambers of Commerce, board member of a YP group, coach of two sport teams and management role in one of the most successful restaurant/entertainment chains in the country.

# WHO'S IN THE NEWS

## Changes & Accomplishments

**Marge Anderson**, chair of MPI's CSR Advisory Council, has been named executive vice president for the Energy Center of Wisconsin. The move is part of the center's leadership realignment plan, intended to position the organization for long-term success. She has been with the Energy Center for 17 years, with 12 years in a senior management role.

**Maureen DeValkenaere**, previously a sales manager at the Hyatt Regency is now taking on a new adventure as meeting manager at Maritz Travel Company.

**Lindsey Daniels** recently joined the Wilderness Resort in Wisconsin Dells as a sales manager. Lindsey will be working with the SMERF market.

**Danica Potier** is now the regional sales manager for the Milwaukee and SE Wisconsin Area at Blue Harbor Resort, based out of Milwaukee. The Resort has just completed a multi-million dollar renovation including a grand lobby, updated guest rooms, new restaurant concepts and a makeover for the conference center.

**Sherri Povolo** has made a move from the Crowne Plaza Milwaukee West to the Chula Vista Resort as their business development executive. In Sherri's words "I will have the luxury of working from home for a former boss that I love and respect...and am looking forward to spreading my wings higher and becoming an integral part of the Chula Vista's Sales and Catering team." Sherri's start date was April 2nd.

Since early March, **John Dorgan** has been working as the manager of event sales and services at the EAA-The Spirit of Aviation in Oshkosh. John is very excited to see that the EAA will be hosting MPI-Wisconsin's September Gala Awards!

The Greater Madison Convention & Visitors Bureau (GMCVB), the region's destination management organization, is pleased to announce the promotion of **Ann Shea** to senior convention sales manager.

**Janell Palmer**, student in the Meeting & Event Management program at Madison College, was recently hired as an Event Intern at Isthmus Publishing Inc.

The **DoubleTree by Hilton Madison** was recently awarded their sixth straight Pride Award. Additionally, the property was ranked the number three hotel out of 295 DoubleTree properties throughout the world. 🌐

Respectfully Submitted by  
Liz Schabowski, CMP  
LizzyS308@gmail.com

## MPI-WI MEMBER TO RECEIVE RISE AWARD

MPI announced the 2012 Recognizing Industry Success and Excellence (RISE) Award winners in April. Six recipients were recognized



for exceptional achievements related to individual, community and organizational initiatives. All award winners will be acknowledged at the RISE Awards presentation on July 29, 2012 hosted during MPI's World Educational Congress (WEC) in St. Louis, Missouri.

The RISE Awards include annual awards in three categories: individual achievement, community achievement and organizational achievement. Recipients are recognized for innovation, influence, global transferability and impact within the meetings and events industry.

The RISE Award for Young Professional Achievement will be presented to Jillian Schroeder for her leadership and encouragement of student involvement in industry-related programs. Jillian led the way in gaining student participation, helping develop the "MENTOR Me" program and creating the "Student Involvement" webpage for the MPI Wisconsin Chapter. She actively speaks at her alma mater on student-life topics and serves on the Madison College Alumni Advisory Board, providing input on the direction of the college.

Congratulations, Jillian! 🌐

# NEW MEMBERS

Please help us welcome our new members!

**TRACEY BOCKHOP, CMP**

Preventative Cardiovascular  
Nurses Association  
Meeting Planner  
613 Williamson Street #200  
Madison, WI 53703  
Tel: 608.250-2440 x3442  
tbockhop@pcna.net  
Association Meeting Prof

**SAMANTHA COLLIER**

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**JENNIFER FERREE**

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Corporate Meeting Prof

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**KERRY RAUWERDINK, CMP**

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Corporate Meeting Prof

**ANDREA ROWE**

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Association Meeting Prof

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Student Member

**KAREN YUNGWIRTH**

WCTC  
Student  
262.641.2868  
kdyungwirth@att.net  
Student Member

# MARCH MEETING RECAP

**W**ith over 160 people attending the March fundraising membership meeting at the Hyatt Regency Milwaukee, the event was a complete success. Speaker Lenn Millbower captivated the audience by explaining “How to Meet Like a Mouse” by applying insider tips learned from Disney World to your meetings.


---

*He spoke to the group about capturing that “feeling” you want to convey by using color, signage, atmosphere and music. The littlest details mean the difference of having a great meeting to a memorable one.*

---

The group was treated to a magnificent lunch that was themed after “Under the Sea.” The lunch space was decorated using Tiffany blue linens and there were even live fish as centerpieces. The room was filled with great conversation about our morning topic and personal experiences. A lot of information was shared at each table, and we had many new faces in attendance for this electric meeting!

Visit Phoenix was also in attendance, and their team did a presentation at lunch about their wonderful city. Thank you Visit Phoenix for being a sponsor at our meeting.

The Hyatt Regency in Milwaukee must be commended for an amazing experience at their hotel from the food to the wonderful ambience throughout the entire event, thank you! 



**WISCONSIN  
CHAPTER**



**MPI Wisconsin Chapter**

2830 Agriculture Drive

Madison, WI 53718

**tel:** 608.204.9816

**fax:** 608.204.9818

**email:** [admin@mpiwi.org](mailto:admin@mpiwi.org)

**web:** [www.mpiwi.org](http://www.mpiwi.org)

# Datebook:

CALENDAR OF EVENTS

# 2012



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JUNE

13-14

**MPI-WI/WSAE Golf Outing**

Wilderness Territory and Wild Rock Golf Club  
Wisconsin Dells

JULY

28-31

**World Education Congress**

America's Center Convention Complex  
St. Louis, MO

SEPTEMBER

20

**MPI-WI Annual Awards Banquet**

EAA Museum  
Oshkosh

21-22

**CMP Prep Days**

Radisson Paper Valley Hotel  
Appleton