

MPI-WISCONSIN CHAPTER

Agenda



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kaltenberg@alliantenergycenter.com

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dana@visitoshoshkosh.com

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Tri-Marq Communications
tom@trimarq.com

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Editor

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

Contributing Writers

Naomi Tucker, CMP
Alison Huber, CMP
Tom Graybill
Mae Ibe, CMP
Maria Peot
Margaret Trotter
Liz Schabowski, CMP
Wanda Gilles

Graphic Design

Ann Shultz, AJS Designs, www.ajsdesigns.net

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From the EDITOR'S DESK:

Margaret Trotter

This time of year is spent enjoying the beautiful summer weather, catching up with friends and family and summer vacations. As children we were able to relish the summer with 12 wonderful weeks of vacation. Nothing to do but enjoy ourselves and prepare for the next year of school. At MPI, July represents a new year, new leadership and a plethora of new events. Every January people discuss setting goals and sticking with them, their resolutions. However, we can set goals at this new year and see to it they become resolutions.

Setting a goal or goals is always part of starting anew. Whether you're starting a new job, beginning a new workout routine or starting a new year at school, I can guarantee you have a goal of some kind. As we begin this new year, Naomi discusses leadership and leading our industry. At our May event at the Hilton Milwaukee City Center, the MPI WI-Chapter leadership made a call for volunteers within the audience to step up and become an active part of MPI WI-Chapter.

What if your goal for new year is to become more active within MPI? We have this great amazing resource of knowledge, information and leadership at our fingertips. This does not mean every single person reading this column should make joining a committee at MPI a goal, although we would definitely welcome any and all participation! Maybe your goal is to attend more than one event per year. Make new connections with different types of members. Attend one MPI WI-Chapter social event per year. Become active within your MPI community by joining a committee.

As you move forward in the second half of 2012 ask yourself what goals you would like to set in regards to your career and this industry. As an active member of MPI, I can tell you it's fun to get involved and be a part of something more than my day job. So whether you plan to attend more education or social events or join a committee, MPI WI-Chapter will definitely welcome you and encourage your involvement. We look forward to seeing you become a more active part of our community and our organization.

Sincerely,
Margaret



Margaret

*Margaret Trotter
Editor, Agenda
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Come Fly With MPI-WI!

Mark your calendars for the 2012 MPI-Wisconsin Chapter Awards Gala on September 20 at the EAA Museum! It's going to be a great evening celebrating the past year's successes and thanking all of the volunteers within our Chapter. This year we are adding a very special educational program, so watch for updates at www.mpiwi.org!

Here's a sneak peek of the agenda for the day:

11:00 am – 1:00 pm	Board of Directors Meeting
2:00 pm	Rehearsal
2:30 pm	Education Program
4:45 – 5:30 pm	Past President's Reception
5:30 – 6:15 pm	Reception
6:30 pm	Dinner and Awards
9:30 pm	Afterglow at Hilton Garden Inn

So come fly with MPI-WI and make your reservations today!!!

President's Column

Lead Where You Are!

It is exciting to be a part of a new year with the MPI-Wisconsin Chapter. Our chapter continues to build successes with the promise of many more in our future. I can't help but look back at my journey with MPI-WI chapter. I joined in 2004, with not so much as a clue to what I was getting myself into. I originally thought in order to set myself a part from other meeting planners, joining an organization for "meeting professionals" would do just that. Although I was right in some respects, I can't believe how much more Meeting Professionals International has brought me. Not only did the perception of my membership set myself a part from other non-member professionals, but being a part of MPI-WI chapter helped me to lead.

When you lead, you do not have to lead in a BIG way. Many people think they need a specific title to lead, or must be in a specific role in order for someone to see they are a good leader. Although those with big roles and titles might garner specific targeted attention, it is those with no specific role or title that others catch or learn from the most.

Leading can occur when as a convention service manager, you explain what a BEO is to a non-seasoned meeting planner that hasn't been exposed to the standards of the industry. Leading can occur when as a sales manager you know and can explain how different a room space would change if a planner needed rear screen projection. Leading can occur when you coach your planner colleague about how to approach a conversation with a sales manager about a mutual indemnification clause. Leading can occur right where you are.

That is why, this year, we will celebrate our leaders in the MPI Wisconsin Chapter. We are fortunate to have many great leaders in our chapter. Leaders that have stepped up to lead teams, stood in front of initiatives, are a part of committees, and some that are just on the front lines of their organizations making sure that meeting professionals are recognized and respected. I'm excited to shine a light on leaders that are making a difference in our chapter and our industry. You will begin to see a reference to the "Leader of the Month" program, in which I personally will celebrate emerging leaders for what they are doing for our chapter and for our industry through recognition at our chapter events.

We will also create new leaders at MPI Wisconsin Chapter. There are many new members and guests appearing at our chapter events. We welcome you! The MPI Wisconsin Chapter would like to make sure you have a great experience and learn much of what our organization has to offer. The best way to do that is to get involved. Creating an exciting fun volunteering experience is important to developing new leaders, and we will look to enhance that experience this year.

Finally, we will connect our members, in a way they haven't connected before. We will improve how you connect with each other at all levels by designing how you meet and network. We will work hard to find out what matters to you, ensuring you get the best value from MPI that you can. The world is connecting faster than ever before; it is hyper-connected. So, for our industry, that means how we meet and how we connect will change. The goal is to make sure to connect our chapter in a way we can grasp quickly to the people,

ideas, and business that will guide us to be successful tomorrow. Because when we connect, we change the world.

It feels a little different being the writer of this column instead of the reader; however, I'm humbled to be able to connect with you on this platform. This is going to be an exciting year, and I can't thank everyone enough for their continued efforts on committees, teams, in our administration and on the Board of Directors. Because of prior efforts, we are geared up for a great year. It is my hope this is a wonderful year. A year of strength. A year of character. A year of leadership. This year will be a year we rise up to meet the opportunities set before us. This is our year to lead. Lead on! 🌐

Naomi
Naomi Tucker, CMP
2012-2013
MPI-WI President
Humana
Green Bay, WI



IN THE NEWS

Heather Dyer, CAE of Morgan Data Solutions was honored at the May 1, 2012 Madison Common Council Meeting by proclamation from Mayor Paul Soglin and the Greater Madison Area CVB for bringing the 2012 Wisconsin School Counselors Conference to Madison and the Monona Terrace Community and Convention Center. The conference was estimated to have a \$963,840 impact on the City of Madison.

Association Acumen, LLC, recently welcomed **Andrea Rowe** as one of their new Meetings and Convention Managers. Andrea has worked in the association management industry for more than five years; planning and managing annual meetings for non-profit associations—averaging in size from 30 to 5,000 attendees, both international and domestic. She has extensive experience in the management of onsite logistics, including signage, plenary speakers, catering and speaker management, and received an outstanding service award in 2010.

Catherine “Cat” Cluff has accepted the position of Sales Manager at **Fox Hills Golf Resort and Conference Center** in Mishicot, WI. She was formally Sales Manager at the Four Seasons Resort in Pembine.


Tri-Marq Communications Wins Three Telly Awards

(Milwaukee, WI) – May 2012 – The Silver Telly Council has presented **Tri-Marq Communications, Inc.** with three Telly Awards. Tri-Marq received the top honor, a Silver Telly, for the video it produced for Marquette University, and two Bronze Tellys for clients Brightspark Student Travel and The Chamberlain Group.

Tri-Marq was again honored to work with the Marquette Golden Eagles to produce video elements for its 2011-2012 basketball season. A Silver Telly was awarded in the sports category for the “Heart of Champions” video. Tri-Marq worked on all aspects of the project from creative concepting to the location shoot and post production. Marquette unveiled “Heart of Champions” at the Al McGuire Center for Marquette Madness to kick off men’s basketball season, and continued to feature the video throughout the season at the Bradley Center.

Tri-Marq also produced a piece for Brightspark Student Travel directed at parents. The graphical video “Learn. Experience. Go.” won a Bronze Telly in the direct marketing category combining animation with video shot in Washington DC, Chicago and Michigan.

Tri-Marq was also honored to work with The Chamberlain Group to produce a promotional video for their MyQ Garage Door Opener with Battery Backup, which won a Bronze Telly Award in the business-to-consumer category. The video was hosted online, and consumers accessed it by using the QR (Quick Response) code on the product’s packaging at Home Depot. To see the award winning videos go to our YouTube Channel at youtube.com/user/TriMarqComm.

The Telly Awards annually showcases the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments worldwide. The 33rd Annual Telly Awards received nearly 11,000 entries from all 50 states and numerous countries. Out of its Milwaukee and Chicago offices, Tri-Marq Communications produces award-winning television commercials and video, websites and interactive multimedia presentations, and live business theatre events. Its creative and production teams have over two decades of experience producing video and broadcast content for its clients. 

By Liz Schabowski, CMP, LizzyS308@gmail.com

MPI-WI Summer Socials

FREE networking events for MPI-WI Chapter Members and Guests!

Join your fellow MPI-WI chapter members at these free events and enjoy great music and beautiful weather. Bring along guests and enjoy the evening!

Madison, July 18, 2012

MPI-WI Summer Social at Madison’s Concerts on the Square

- Meet at the Greater Madison Convention & Visitors Bureau office at 615 E Washington Avenue, starting at 5:00 p.m.
- Free parking is available in the GM-CVB parking lot, only 6 blocks from the Square!
- Look for the MPI-WI Summer Social sign
- Head to the Concerts on the Square at 5:15 p.m. sharp!
- Light snacks and drinks will be provided! More food and beverages are available at one of the many vendors on the square!
- Network, mingle and enjoy!

Milwaukee, August 23, 2012

MPI-WI Summer Social at Milwaukee’s Jazz in the Park

- Meet at the Belmont Tavern at 784 N. Jefferson St. on Cathedral Square, starting at 5:30 p.m.
- Look for the MPI-WI Summer Social sign
- Head to the Jazz in the Park at 6 p.m. sharp!
- Bring along your own food and beverages for the event!
- Network, mingle and enjoy!



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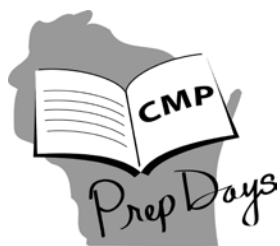
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May 2012 CMP Prep Days a Success!

By Alison Huber, CMP, Sales Manager, WI Dells Visitor and Convention Bureau, Inc.

The May 2012 CMP Prep Days was the second of its kind in Wisconsin presented by Madison College and the MPI-WI chapter. Five energetic and bright industry professionals, including three planners and two suppliers, participated to get a feel for what the exam entails, gauge where they are at in personal preparations and build a network of others sitting for the exam in 2012.

A few tweaks and two new facilitators highlighted the second offering of this unique study experience. A variety of presentations, activities and quizzes were created to help the participants understand the topics that are covered in the CMP exam. All of the participants learned from each other and the facilitators by sharing stories from their varied backgrounds. A mock test was given at the completion of the weekend to give participants a real life feel of what to expect when they sit for the exam in the future.

What did the attendees have to say?

- I am more prepared after this event than I was before we started.
- The event helped me understand what I need to put more emphasis on.
- The networking and knowledge-sharing was invaluable to me.

Watch mpiwi.org for details on the next CMP Prep Days, September 21-22, 2012 at the Radisson Paper Valley Hotel in Appleton. For more information on the CMP Exam, see conventionindustry.org. This will be our only CMP Prep Days before the November 2012 and January 2013 exams.

Thank you to our dedicated chapter members who helped make this event possible:

The Planning Team Wanda Gilles; Jennifer Mell, CMP; Carmen Smalley, CMP; and Vicky Zacharias, CMP

The Facilitators Jodi Goldbeck, CMP; Alison Huber, CMP; Jennifer Mell, CMP; Carmen Smalley, CMP; and Vicky Zacharias, CMP

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And a HUGE congratulations to the participants. You are making an important commitment to yourself and the industry by testing your knowledge and skills. We are proud to have you representing us! 🌐

The following information can be used in applying for the CMP exam or for recertification.

Date	Location	Program Title	CMP-IS Domain	Clock Hrs
11/17/11	Madison	Balancing Creativity & Critical Thinking in Event Planning	Strategic Event Planning Process	1
11/17/11	Madison	CSR/Green Meeting Metrics: Accountability, Measurability & ROI	Strategic Event Planning Process	1.25
11/17/11	Madison	Strategic Corporate Social Responsibility	Strategic Event Planning Process	1.25
11/17/11	Madison	Creativity for the Meeting Professional	Strategic Event Planning Process	1.25
02/09/12	Keshena	Strategic Meetings Mgmt	Strategic Event Planning Process	3
03/15/12	Milwaukee	Meet Like a Mouse: Apply Theme Park Methodology	Meeting or Event Design	2.25
04/14/12	Appleton	Risky Business: Planners & Suppliers Plan Together for Contingencies®	Risk Management	3
05/10/12	Milwaukee	Meeting Architecture (MAP): An Overview	Strategic Planning	1.5
05/10/12	Milwaukee	MAP Deep Discussion	Strategic Planning	1.25
05/10/12	Milwaukee	MAP Tool Box	Strategic Planning	1.25
05/10/12	Milwaukee	Marketing and Technology	Marketing	1.25

Your Name in Lights:

What You Need to Know About GOBOs

By Tom Graybill, Director of Sales, Tri-Marq Communications, Inc.

As planners and suppliers, we always want our company or our clients to shine at our events. GOBOs offer an easy way to use light to enhance any show.

Depending who you ask, the word GOBO stands for “go between” or “go before optics.” Simply put, a GOBO is a piece of metal or glass that is inserted into a light fixture to project a graphic, logo, or text. The result is an image that can fill a ball-room wall, add branding to an event, creating an interesting walkway for attendees, honor a sponsor, or set a mood.

There are many different kinds and sizes of GOBOs. If you have an existing GOBO, or are getting one made, it is important to know the size because it will determine the holder needed for your light fixture. For non-moving lights, the most common GOBOs are size A and size B. If you are using GOBOs in moving lights, the right type will depend on the mover being used. Be sure to consult with your A/V provider to confirm you are ordering the proper size.

GOBOs are typically constructed of metal or glass. Metal GOBOs are the cheaper of the two, but they only offer one color of projection. They also are manufactured like a stencil, so very fine logos may not work in metal.

Glass GOBOs can be created in color, and they don’t have the stencil-like limitations. However, glass GOBOs are more costly due to the different manufacturing process. A note of reference, moving light GOBOs are glass only.

A new option for projection is called an iPro Image Projector. This system allows you to project a full-color slide using a standard fixture. The secret is a cooling fan and reflective materials that allow the slide to withstand the intense heat of the light. The result is a full-color projection similar to a glass GOBO at a fraction of the cost of making the glass one. The iPro system of a projector and slide is also typically less than the cost of making a metal GOBO.

The iPro slide will last approximately 15-50 hours of use. This is enough for many conferences, and even with buying a spare this offers a very cost-effective answer to glass GOBOs.

If you are going to use a logo year-after-year, like a corporate logo or sponsor name, it may be economical to create a glass or metal GOBO as it will continue to perform for years of service. If you want to make a one-time-use GOBO, like the theme of a conference that year, an iPro slide may be the better (and cheaper) way to go.

In any case, remember to take your GOBOs with you at the end of your event. With proper care and storage, metal and glass GOBOs (and even iPro slides, depending on how long they have been burning) can be used at future events, saving you the cost of recreating them each year. 🌐



// Sample of GOBO

Exceptional Education for 2011-2012

Watch for more to come in 2012-2013!

By: Alison Huber, CMP, Sales Manager, WI Dells Visitor and Convention Bureau

WOW – what a whirlwind year for the MPI-WI chapter. We traveled all around our beautiful state during this past year. Each stop presented great networking and education opportunities for our members. Here's a recap to help us celebrate:

//OCTOBER 2011

Jefferson Street Inn, Wausau

Bringing back one of our highest rated programs, Open Space – The Future of Meetings and the Meetings Industry, was again a huge success. Chapter members made their way to Wausau to talk about what was on their minds. Terri Breining, CMP, CMM facilitated the session and taught us a bit more about the open space format.

// NOVEMBER 2011

Alliant Energy Center and Clarion Suites Madison

Fall Education Day brought together 200 industry professionals and students for a full day of education, networking and a fun and exciting tradeshow. After two years partnering with the MPI-MN chapter to produce the Midwest Regional Conference, the day was back to being exclusively MPI-WI's event.

Exciting programs throughout the day included sessions on creativity, CSR, green meeting metrics, proposal writing, and the wildly successful Flashpoint sessions featuring our partners from the NSA-WI chapter.

// JANUARY 2012

Holiday Inn Hotel and Suites Madison West

A different approach to the contracts and negotiation topics brought Jonathan Howe, Esq. to join us in Madison. Atty. Howe shared information on successful negotiation tactics to start the session then transitioned the event into a mock trial, featuring eight of our very own members.

// FEBRUARY 2012

Menominee Casino Resort, Keshena

A session on Strategic Meetings Management, a hot industry topic, brought us Barbara Taylor Carpender, CMM, CHSC. Ms. Carpender worked through case studies and discussed the eight steps used to implement an SMM program.

// MARCH 2012

Hyatt Regency Milwaukee

WOW – did people come out of the woodwork for this session! Over 150 members and guests attended the session presented by Lenn Millbower, Meet Like a Mouse: Apply Theme Park Methodology. The annual fundraising event came together beautifully, tying the theme to our presenter's background with Disney. Mr. Millbower shared tricks from Disney and how we can apply them to our meetings today to give our participants a complete experience every time.


// APRIL 2012

Radisson Paper Valley Hotel, Appleton

Industry expert Joan Eisenstodt joined us to discuss contingency planning. Participants discussed current events and how planners and suppliers alike can work together to plan for emergencies.

// MAY 2012

Hilton Milwaukee City Center

What a finish to the year for Education! Maarten Vanneste, CMM kicked off the day giving participants an overview of the Meeting Architecture Process (MAP). The full day of education included highly-rated breakout sessions on DMOs, the Meetings Industry events landscape, the CMP exam and process, marketing and technology and two deeper sessions on MAP. Thank you to all who participated in these events! Without the planning teams, host properties, presenters and participants, we would not have the success we have at each and every meeting. Your dedication to our wonderful chapter and the meetings industry is amazing. THANK YOU! 

HAVE SOMETHING TO SHARE?

Your feedback and input are vital to the education planning for the chapter. Contact any of the 2012-2013 Education Team members with your input or questions regarding:

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

How about a sneak peek into what is coming up for 2012-2013?

// OCTOBER 2012

**Rotary Gardens and Holiday Inn Express
Janesville**

Join us for an entertaining education experience from Todd Hunt. Mr. Hunt will present two sessions in one:

- *What Time is the Noon Lunch?*
Maintaining Your Sanity in the Wonderful World of Meetings
- *Hiring and Working with Professional Speakers*

// NOVEMBER 2012

**Kalahari Resort Convention Center
Wisconsin Dells**

Attend the Fall Education Day and Tradeshow and experience Flashpoint and exciting presentations from Jessica Levin and Midori Connolly, just to name a few.

More exciting things are being planned. Stay tuned to *The Agenda* and mpiwi.org for the details!

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Email – Is it Necessary?

Think before you send an email

By Wanda Gilles

When I started working at TASC back in March of 2011, I was taught the TASC email etiquette. The following information was shared with me regarding emails and how TASC would like their emails sent throughout the company to keep our time and energy spent on emails to a minimum. With the following information, we have been able to control our email boxes, “IN” and “SENT.”

Universities have studied how much time is spent in the average year working on emails. Email volume is rising at a rate of 14.6% per year. The following chart will help you to understand how much time you could save by reducing the emails you send by 20%.

DID YOU KNOW?

If you send less emails you will get less emails!

For every five emails you receive, three require a response – this is known as the Boomerang effect.

If you eliminate one email out of five outgoing emails you will receive 12% fewer emails, plus you would save the time it takes to create one in five outgoing emails.

Think about the following when you are ready to type up an email.

- Is it Necessary? Does my recipient truly need this email to do his or her job?
- Is it Appropriate? Is this email compliant, professional and inoffensive?
- Is it Targeted? Is my email being sent to the right number of recipients through the best channel?

Also, don’t forget if you work for a company, your email is the property of the company and it can be reviewed at any time. You will want to ask yourself the following if you are sending an email from your company’s email system.

- Is this email Compliant with the company’s email policy?
- Is this email Professional? Ask yourself how would you feel if it appeared on the front page of a national newspaper.
- Is this email Inoffensive? Remember all emails can be passed on or forwarded and can end up in the wrong hands, even though you didn’t intend for the email to be passed on or forwarded.

24-HOUR RULE!

If you are ever tempted to send an angry email, write your email then save it as a draft and read it 24-hours later. 99% of the time you will change your mind and not send the angry email, rather decide to send a more professional email, if you even send one at all.

Targeting your email means you will decrease the use of the three most powerful email distribution tools: Reply-to-All, CC:, and Distribution Lists.

Reply-to-All is the biggest source of email complaints. When a group of people use Reply-to-All it becomes hard to follow the flow of the discussion.

To keep a group from hitting Reply-to-All, include verbiage in the email as a leader. “To save time, please Reply only to me, rather than hitting Reply-to-All,” or, on the subject line put at the end of the typed subject the simple [NRN] or [NTN] notations.

NRN = No Reply Needed

NTN = No Thanks Needed

How much time could you save by reducing email by 20%?

Emails Sent and Received Each Day	Annual Emails	Days Spent on Email	Days Saved with 20% Reduction
20	4,800	20	4
30	7,200	30	6
40	9,600	40	8
50	12,200	50	10
60	14,400	60	12
70	16,800	70	14
80	19,200	80	16
90	21,600	90	18
100	24,000	100	20

GET TO THE POINT!

When you are typing an email, use the subject line to type in a description of the email but let your recipients know what you want from them by starting the subject line with a “Get to the Point” word.

✉ **ACTION** = use when you want a response from the recipient by a certain time

ex: ACTION: Agenda topics for strategy meeting needed by Friday at 3pm.

➤ **INFORM** = use when the email you are sending is purely informational and no response is needed

ex: INFORM: Strategy meeting location has changed.

➤ **REQUEST** = use when you want to let the recipient know that you are asking them a question

ex: REQUEST: Strategy meeting attendees food ordered needed.

➤ **CONFIRMED** = use when you want the recipient to know you understand their request (usually a reply email)

ex: CONFIRMED: I have read over notes and agree we should hire the two positions.

➤ **DELIVERY** = used when email is to deliver an expected document that would be attached

ex: DELIVERY: Strategy meeting notes of 2/10/12.

If you can put your entire message in one short sentence on the subject line, type in the short sentence and end the subject line with [EOM] after the sentence, using the brackets. EOM stands for End of Message. This will tell the recipient that the subject line is the entire message and will save them time from having to open the email to look for more information. It will also save you time from having to try to figure out what you want to put into the main body of the email when it isn't necessary because it can be handled in one quick sentence in the subject line.

ex: I am running late for our meeting, will be there in 10 minutes. [EOM]

When you are typing up an email if you feel you need to have a greeting, keep it brief and warm.

ex: Hi Mark, thanks for sending the sales reports.

Email best practices to keep in mind when typing an email.

- ALL CAPS IS CONSIDERED SHOUTING. So is over punctuating!!!!
- When you don't use caps appropriate punctuation or proper grammar it's a lot harder to understand what you're trying to say.
- Text messaging abbreviations r confusing 2 ur co-workers.
- Avoid using emoticons that others may not understand ;o)
- Join the AAAAA (American Association Against Acronym Abuse). Explain acronyms before using them.
- Be sure to check your spelling and grammar before sending. Most email programs allow you to do this automatically. Outlook users can simply hit the F7 key.
- Keep communications clear and concise when messaging to people who speak a different primary language. Also limit use of expressions unique to one culture such as 'We're on a roll!' when addressing a multicultural audience.
- The quick "Thank You" email is bothersome and not necessary

USE A-B-C TO SCULPT THE BODY OF YOUR EMAIL

A = Action Summary – An Action Summary is a single sentence that summarizes the specific action, purpose or key point of your email. Nothing is more frustrating than having to read several paragraphs to understand why a particular email was sent.

B = Background – In the body of your message you want to put the background of the email. This is the place where a little sculpting goes a long way. In this section, resist the urge to simply write out all your thoughts in a long, unstructured wall of words format. Instead, take a moment to sort and hone your ideas. Then place them in a logical order. Use space to clearly separate one idea from the next, but also try to limit your email to a single screen page.

- Chunk Your Key Points
- Define and Limit Attachments
- Keep Emails to Execs Concise

C = Close section – The end of the email is the place for :

- Extensive Niceties
- Next Steps
- Auto Signature

At TASC, like most other places of business, we are always in meetings and have found we can prepare or recap a meeting with our ROAR emails. ROAR consists of the following four steps.

- **REFRESH** – Do not assume the receiver recalls the find details of your topic. Start with a succinct summary of the issue, prior communication and current status.
- **ORGANIZE** – Your communication. Do not simply attach a bunch of documents without explaining what they are and what information they convey.
- **ASK** – Asking for direction, coaching, feedback, etc. If you need assistance or ACTION from the receiver. Expectations need to be clear.
- **RECOMMEND** – This is where you recommend the next steps. The receiver relies on your knowledge of the topic. Be bold and suggest a plan/course of action. Avoid delegation UP.

When we start our emails out using the ROAR system we start our email on the subject line with all caps ROAR: and then the subject.

In the body of the email we use the REFRESH, ORGANIZE, ASK, RECOMMEND as the start of each paragraph and we keep them capitalized to make it easier and quicker for people to read and source what is being said or asked of them.

I hope this helps you to think through ways you send emails and improve the messages you send. I hope you share these tips and tricks with your company and come up with a simple email procedure for all to follow. This has helped me tremendously. I am able to get through my emails, know what is very important and what needs to be acted upon immediately. 🌐

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Chef Keiserman Tarmac Lounge

CHEF KARL KEISERMAN left the Fox Valley at 18 years old to be classically trained at Le Cordon Bleu in Minneapolis and has now been cooking professionally for 14 years. Upon graduation he did his internship at Grenadiers where he was hired on full time. From there he spent time at Lake Park Bistro and then was a member of the opening team at Bacchus. Moving on from Bacchus he spent six years working with Thomas Peschong at The Riversite and then returned to the Fox Valley. Before coming to the Hilton Garden Inn he spent time at Carmella's in Appleton. He believes keeping it fresh is the best approach to food and uses as many Wisconsin products as possible in his menu. He brings passion and an innovative twist to familiar flavors and creativity to all of his new dishes. His dishes can be found at The Tarmac inside the Hilton Garden Inn-Oshkosh every night from 5PM-9PM. 🌐

Crispy Wrapped Salmon

- 6 oz Salmon
- 1 Wonton Wrapper
- 3 oz Roasted Crimini Mushrooms
- 4 oz Wasabi Mashed Potatoes
- 1 Green Onion Flower
- ¼ oz Toasted Sesame Seed (black and white)
- 1 ½ oz Sesame Ginger Vinaigrette

Season the salmon on all sides with salt and pepper and place presentation side down on the spring roll wrapper. Wrap like an egg roll.

Sear on all four sides to crispy golden brown, then remove from the sauté pan and place on a tray in an oven preheated to 425°F for 5-6 minutes.

Reheat the mushrooms in a hot sauté pan. Hold the wasabi mashed potatoes in a piping bag with a star tip in a stream well. Pipe the mashed potatoes on to the plate and lean the salmon against the mashed potatoes. Lay the mushrooms across the salmon. Drizzle with the sesame ginger vinaigrette and sprinkle with the black and white sesame seeds.

Place the green onion flower at the top of the salmon in the potatoes for final presentation.



// Crispy Wrapped Salmon

April Education

By: Mae Ibe, CMP, Director of Convention Sales,
Fox Cities Convention & Visitors Bureau

Do you have a contingency plan in place for bad weather, health related issues, and accidents? Do you know the responsibilities and liabilities that come with hosting a meeting or event? Close to 80 participants came together at the Radisson Paper Valley in Appleton and learned just that.

Joan Eisenstodt's presentation Risky Business: Planners & Suppliers Plan Together for Contingencies gave us all great ideas on how to better prepare ourselves and our organizations in case of crisis. Joan reminded us that there are many types of emergencies that we have to be prepared for. Whether it is food born illnesses, natural disasters, or accidents, we need to take steps to make sure our attendees are safe. Both planners and suppliers must have contingency plans in place and be prepared for any type of urgent situation. Thanks Joan!

After the education session, the Radisson Paper Valley Hotel treated us a pregame tailgate reception and then it was off to the Timber Rattlers baseball game, sponsored by the Fox Cities CVB. As a minor league affiliate of the Brewers, the Timber Rattlers dominated the game with a very convincing win, and the attendees enjoyed a great evening of networking.

In addition to the great education and networking opportunities, our MPI-WI chapter really came through for our April community outreach project, as we hosted a diaper drive. Members brought diapers, re-packaged them, and they were donated to the Fox Cities Diaper Bank to be distributed to low income families. Thank you for your donations!

Thank you to the Fox Cities CVB and the Radisson Paper Valley hotel for hosting a great event. And thank you to our raffle donors, who helped us raise funds for future education programs!

Raffle Donors

Kalahari Resorts	Wisconsin Cheese Makers Assoc.
Glacier Canyon Lodge at the Wilderness	Buffalo Phils Grille
The Madison Concourse Hotel & Governor's Club	The Osthoff Resort
Henry Schein Dental	Radisson Hotel La Crosse
Radisson Milwaukee West	The Abbey Resort
Holiday Inn & Suites Wausau	Fox Cities CVB
	Holiday Inn Neenah Riverwalk



// Timber Rattlers Game




// Diaper Drive

COMMUNITY OUTREACH

BY SHERRY BENZMILLER, CMP

In April, MPI-WI chapter members supported the Fox Cities Diaper Bank during our monthly meeting at the Radisson Paper Valley in Appleton. Prior to the education session beginning, chapter members helped repackage 2,500 diapers for the bank in 25 minutes! Incredible teamwork! These diapers, which originated from the bank's stored collections, will now be passed out to needy families throughout the Fox Valley. In addition to using our time to help a local organization, chapter members also donated nearly 1,000 diapers that day. This diaper donation was generously matched by Kimberly-Clark.

Thank you to all who participated and helped this great cause!
<http://www.unitedwayfoxcities.org/unitedway/fox+cities+diaper+bank/default.asp> 

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Student Profile: ELIZABETH KIENITZ

Place of Employment: TNT Realty Group

Job Title: Administrative Assistant

What drew you to the meetings industry? The meetings industry allows me to combine my logical, mathematical side with my creative side. It is the best of both worlds!

Tell us about your college program: The program at Madison College is one of the few in the nation that has a specifically focused Meeting and Event Management program. My classes teach me how to communicate effectively to an audience, how to create and manage budgets, and how to lead a team. Most importantly, I am learning the ins and outs of creating multi-dimensional meetings from instructors who have worked for years in the industry.

Teams or projects that you have worked on for MPI or would like to be involved with: I am fairly new to MPI, but am looking forward to taking advantage of the many educational and networking opportunities that membership offers.

Tell us about your family: I have four younger siblings who are crazy and ridiculous and make me laugh every day.

Where were you born? Milwaukee, WI

Where do you currently live? Madison, WI

Favorite Pastimes: Playing cello, running, reading, spending time with friends and family

Favorite Musical Group: The Black Keys

Person you admire most and why: I admire anyone who is genuine, caring, and determined.

Dream Vacation: Backpacking through Eastern Europe

If I won the lottery I would: Spend an entire year traveling

Words to live by: "The way to gain a good reputation is to endeavor to be what you desire to appear." - *Socrates*



Spring Education Day

Hilton Milwaukee City Center

By: Maria Peot, Event Manager, The Wisconsin Institute for Discovery



The Wisconsin Chapter of MPI kicked off Spring with an exceptional two day event! On Wednesday evening, guests arrived to a delicious reception in the Miller Time Pub. Wings and sliders were featured on the menu and attendees enjoyed beverages from the pub while mingling with fellow members. Following the reception, individuals could attend a Hold 'Em in Wisconsin Tournament as spectators or players! All players received cards and dice from Caesar's and the grand prize was a stay at the Wynn/Encore and tickets to Le Reve in Las Vegas for the winner.

Thursday morning began bright and early with continental breakfast, vendor showcase, an MPI International update by Kevin Hinton, and the keynote session, "Meeting Architecture (MAP): Overview," by Maarten Vanneste, CMM. In his international update, Kevin stressed the impor-

tance of bringing people together to build a stronger MPI community. Maarten's keynote addressed issues including designing more meaningful meeting content and how to improve the motivation of meeting attendees. All who attended received a signed copy of Maarten's book, compliments of Spot Me.

Morning breakout sessions included a wide variety of topics. The DMO 101 session gave attendees insight into what services DMOs provide and how they can help planners improve their events. Kevin's session on the Industry Events Landscape was an extensive overview of the many industry events that are available for planners and suppliers to attend. Everything from MPI's EMEC event held in January to the IAEE's Expo! Expo! event discussed. Maarten continued his explanation of Meeting Architecture with a MAP Deep Discussion where he led attendees into examining how their meeting objectives fit on the ROI pyramid.



The Hilton catering staff impressed at lunch time! Returning to the Crystal Ballroom, attendees were delighted to find a tiki themed lunch with an extravagant



lemonade and iced tea bar in the center of the room. During lunch, Naomi Tucker challenged members to "Take the Lead" in 2012. Individuals who were interested in staying or becoming more involved with the Wisconsin Chapter of MPI filled out a form describing where they would like to help out. Opportunities include planning monthly educational events and writing articles for the AGENDA newsletter.

After lunch, attendees dispersed to another set of breakout sessions. The CMP panel gave less experienced members an opportunity to talk informally with members with their CMP about the certification process. This session left many people feeling more confident and encouraged to take the next step in their professional career. Nick Bauer shared his insight on how companies can utilize technology within their marketing plans in a Marketing and Technology breakout session. Maarten's



// continued on page 22



// continued from page 21

final session Meeting Architecture, "MAP Toolbox," gave attendees specific ideas and tools that would allow them to bring their meeting from good to great!

This year's Spring education day had a couple of new twists to it. Throughout the day, as attendees traveled back and forth from the breakout sessions to the Crystal Ballroom, they received free raffle tickets! Special prizes were given away



for these tickets, so members' chances of winning increased greatly. The day also wrapped up with a new type of session called a "Fishbowl." A representative from each breakout session was on stage in the center of the room and attendees sat in chairs encircling the stage. A moderator posed questions to the speakers and they each had the opportunity to give an answer. This was a great way to hear from those speakers whose sessions attendees couldn't go to and was a very valuable experience to all! 🌐



New Members

Please help us welcome our new members!

ELIANA ALVERADO

Rosen Hotels & Resorts
Sales Manager
9939 Universal Blvd
Orlando, FL 32819
Tel: 407.996.3309
Ealverado@rosenhoteles.com
Supplier Meeting Professional

NICK BAUER

Sales & Marketing Consultant
2571A S. Austin Street
Milwaukee, WI 53207
Tel: 414.399.0287
nbauer64@gmail.com
Supplier Meeting Professional

KATHLEEN BONCHEK

MATC (Milw), Student
1304 Lakeview Avenue
South Milwaukee, WI 53712
Tel: 414.588.2382
meet_me4@yahoo.com
Student Member

SUZANNE CASHMAN

Plan Ahead Events-Green Bay
Owner/Event Specialist
2858 Oak Stream Drive
De Pere, WI 54115
Tel: 920.664.1011
scashman@planaheadevents-
greenbay.com
Meeting Mgmt Professional

TESS CLAUSSEN

MATC (Milw), Student
1129 North Marshall Street
Milwaukee, WI 53202
tclausen1@gmail.com
Student Member

KAITLYN HAFEMAN

UW-Stout, Student
320 3rd Avenue W., Apt. 2
Menomonie, WI 54751
Tel: 608.772-5825
hafemank5152@my.uwstout.edu
Student Member

KRISTEN HARTZEL

The Plaza Hotel & Suites
Director of Sales & Marketing
1202 West Clairemont Avenue
Eau Claire, WI 54701
Tel: 715.834-6698
kristen@plazaeauclaire.com
Supplier Meeting Professional

NICOLE JACOBSON

Sonic Foundry
Marketing & Events
Coordinator
222 West Washington Avenue
Madison, WI 53703
Tel: 608.237.8673
nicolej@sonicfoundry.com
Corporate Meeting
Professional

TAJ JORDAN

Music On The Move Plus
Captain Funn
6600 Industrial Loop
Greendale, WI 53129
Tel: 414.282.3866
taj@motmplus.com
Supplier Meeting Professional

ELIZABETH KIENITZ

Madison College, Student
2046 Essex Drive
Sun Prairie, WI 53590
ekienitz@matcmadison.edu
Student Member

DARLA LEICK

Helms Briscoe
Manager, Global Accounts
925 Indy Lane
Stratford, WI 54484
Tel: 715.506.0044
dleick@helmsbriscoe.com
Planner Professional

STACEY PHELPS

Agronomy, Crop, Soil & Environ.
Science Societies (ACCESS)
Meetings Manager
25 Creekside Way
Madison, WI 53717
stcyphelps@yahoo.com
Association Planner

TAMI SPERANZA

SPET Director
3330 Forest Run Ct.
Madison, WI 53704
Tel: 608.267.9746
spet@doj.state.wi.us
Government Meeting Prof

ERICA ST. ANGEL

Sonic Foundry, VP-Marketing
222 West Washington
Madison, WI 53703
Tel: 608.443.1620
ericas@sonicfoundry.com
Corporate Meeting
Professional

LINDSAY STONE

Madison College, Student
726 North Sycamore Street
North Manchester 46962
sewell@matcmadison.edu

KRISTEN VIERGUTZ

Metropolis Resort, Sales Mgr
5150 Fairview Drive
Eau Claire, WI 54701
Tel: 715-852-6000
kristen@metropolisresort.
com
Supplier Meeting Professional

KADEE WOLFGRAM

BBJ Linen, Sales Manager
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MPI Wisconsin Chapter

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tel: 608.204.9816

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JULY

18

MPI-WI SUMMER SOCIAL

Madison's Concerts on the Square
Madison

28-31

WORLD EDUCATION CONGRESS

America's Center Convention Complex
St. Louis, MO

AUGUST

23

MPI-WI SUMMER SOCIAL

Meet at Belmont Tavern at 5:30 pm
Milwaukee

SEPTEMBER

20

MPI-WI ANNUAL AWARDS BANQUET

EAA Museum
Oshkosh

21-22

CMP PREP DAYS

Radisson Paper Valley Hotel
Appleton

OCTOBER

18

OCTOBER EDUCATION DAY

Holiday Inn Express and
Rotary Gardens
Janesville