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# MPI-WISCONSIN CHAPTER Agenda



NOV/DEC 2012 VOL 34 NUM 6



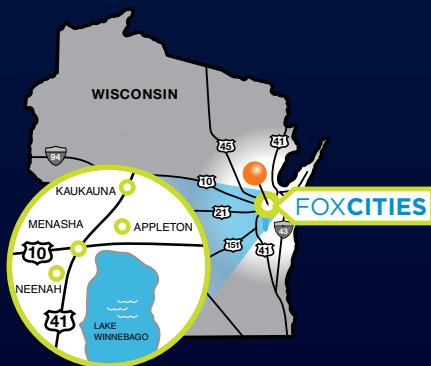
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**Agenda**

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# From the EDITOR'S DESK: Margaret Trotter

**//** Be sure to check out our 2012 edition of *Bidding for Good*. This program helps our chapter raise money during our annual holiday auction. The sponsored e-auctions are open to MPI-WI Chapter members and their friends and family."



Margaret Trotter  
Editor, Agenda  
Meetings Manager  
Executive Director, Inc.

2012 is winding down and the holidays are upon us. Each year seems to go by faster and faster and does not show any sign of slowing down.

As typically included in this issue, we have included an article regarding the 2012 September Awards Gala. MPI-Wisconsin Chapter would like to once again congratulate the 2012 winners and thank them for their dedication to their careers and our industry as a whole. They are definitely leaders within our event community!

Be sure to check out our 2012 edition of Bidding for Good. This program helps our chapter raise money during our annual holiday auction. The sponsored e-auctions are open to MPI-Wisconsin Chapter members and their friends and family. If you or someone you know outside of our Wisconsin Chapter membership is interested in donating an item to bid, be sure to contact Shannon Timmerman.

Our chapter has been extremely active over the past year and has given back to our Wisconsin community. Be sure to check out all of the accomplishments made through our community outreach efforts over 2012, see page 18 for more details.

I hope everyone has a great end to 2012 and I know I am looking forward to welcoming a new year with 2013 on the horizon. Happy holidays to all! 🌐

Until next time,

*Margaret*

Margaret Trotter  
Co-Editor, *Agenda*  
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**Wisconsin  
Dells**

# President's Column

**Recognizing all of our member leaders was one of the big highlights of our first quarter. Many members gathered together at our Wisconsin Chapter Annual Awards Gala be celebrated for their contributions for 2011-2012 and be inspired by peers. Congratulations again to the many nominees and the winners this year!**

I want to personally thank all of the team leads and team members that make our chapter succeed. Giving your additional time to dedicate to MPI to help the success and operations of our chapter is not something that we take lightly. You mean the world to the chapter, and thank you so very much for your contributions!

Of the many goals that our chapter has for this year, increasing member growth is one of them. As I've indicated on the President's Blog as well as at the Awards Gala, member growth is an area of opportunity for our chapter. Economic conditions dictated our decline in membership, however as we find our "new normal" we now have the opportunity to start anew.

That's why, this year, our recruitment team is offering \$100 to the member that has the most new-member recruits. This is the starting prize of the incentive; and has the opportunity to increase based on any donations that want to be made towards this effort. For more information, contact Jen Hlavachek, VP Membership. So, make sure you encourage everyone sitting at a registration desk at your hotel, or soliciting your business, about MPI and all of its valuable benefits. It's your story that will show them that MPI is the beating heart of the meetings industry. Help us reach exceed our goal in membership by ending our year of 230 members!

Members of our executive team went to Chapter Business Summit in Dallas in which as chapter leaders, they connected to other chapter leaders in an effort to share best practices. This year, the Summit added a few elements to incorporate more succession planning into its agenda. This shows that at an international level

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*"Of the many goals that our chapter has for this year, increasing member growth is one of them."*

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as well as a chapter level, we are able to think further into the future and actually have a forward focus all of our chapters. For me, it was great to have participated in the first iteration of this concept, and believe in the purpose of continuously getting our leaders involved early and think more strategic about our organization, as we are with our meetings management practice.

So, what's coming up in MPI? Glad you asked. Our November Education Day for one, is an event, that you should not miss. We have a mean lineup of leading ladies coming to take Wisconsin by storm. I cannot wait to see what these talented speakers have to offer our chapter.

Members that attend the November Education Day will be given a sneak peak into MPI's online auction, Bidding for Good. This fun, online event will take place virtually on November 17-December 7. If you like to shop online for nice hotel stays, airline tickets, and other great times, make sure to put this date on your timeline.

After the holidays are over, we will welcome digital teambuilding expert John Chen, CEO of Geoteaming. Our chapter will participate in this teambuilding event and also learn other exciting ways to engage their meeting attendees digitally. February we will step into the minds of

the ultimate decision maker, as Michael Hahn comes to talk to our chapter about "From Logistics to Strategy." Then we'll bring in March Madness as a chapter as we talk the "Champion's Code" with Ross Bernstein. And in April, Corbin Ball will be coming to talk all things technology. It is a great honor to be able to invite Corbin Ball, an industry legend, to Wisconsin. I hope all of you will help me welcome these wonderful speakers to our chapter.

As you can see, there is much in store, and MPI Wisconsin is bringing you programs earlier so that you can take a look at your calendar in advance and plan to attend.

I certainly hope that I get a chance this year yet to meet each and every one of you. This year our focus is not only to increase our membership, but to engage you our members, and connect you to what your purpose within this industry. Looking forward to connecting with you!

Take care,

*Naomi*

Naomi Tucker, CMP  
President, MPI Wisconsin Chapter

*P.S. Have you gotten a chance to check out our new mobile site? Go to [www.mpiwi.org/mobile](http://www.mpiwi.org/mobile) to discover how you can connect with members on the go!*





# MPI-WI 2012 Awards Gala Takes Flight

*By Denise Humphrey, Director  
Awards, Scholarships & Recruitment, MPI-WI Chapter*



**S**inatra was playing and planes were flying overhead at the EAA Museum on September 20 for the 35<sup>th</sup> Annual Awards Gala honoring this past year's achievements and volunteers within MPI-WI.

To begin the day, the Awards Gala offered a special education panel to the event, "Trends in Group Travel for the Meeting and Events Industry," focusing on travel safety, destination trends and protocol of travel. The panel included Rose Gray, Fox World Travel, Paulette Heney, CMM, Meetings & Incentives and Mae Ibe, CMP as the moderator, with a special guest panelist, Jeff Skiles, EAA and co-pilot of the famous "Miracle on the Hudson" flight. Skiles walked us through his experience with the "Miracle on the Hudson" flight and contributed to the great discussion with our other panelists on trends in group travel.

The Gala evening took flight with great music and appetizers underneath Spaceship One in the EAA Museum. Everyone was then escorted into the Founder's Wing for the dinner and awards. But before the awards started, Sig Molland, and his crew of Jim Lee and Jere Foley, entertained us with their phenomenal auctioneering skills by taking a few auction items live!

The journey continued by presenting the deserving recipients with their awards, but not before a valued member was recognized for her 25 years in MPI-WI with a special tribute for

her role in enhancing and growing our industry. Janet Sperstad, CMP was brought on-stage to relive stories from many of those she's influenced in the past, including special guests: Ann Goldi, former MPI Chair from Atlanta, GA; Banz Ledin from Spotme.com in Switzerland; Amanda Cecil, professor at Indiana University and IUPUI; Turina Bakken, Associate Vice President of Madison College; and a video tribute from former MPI-WI president Glenn Brill, CMP.



// A view from above at the EAA Museum



// Nicole Raudabaugh and Naomi Tucker, CMP



Thank you to all the presenters and congratulations to the winners from this year's Awards Gala (see page 10 for award winners)! Your continued dedication to our chapter and membership will grow and take our chapter to new heights for the coming years!

The Awards Gala Team was comprised of these talented and hard-working individuals: Co-Chairs Dana Ecker and Cinda Vingers, CMP, Cathy Cluff, John Dorgan, Lucia Eckes, Cindy Foley, CMP, Tom Graybill, Kat Hughes, Sherri Povolo, JoAnn Simons, Mary Spence and Diane Thon.

Thanks to the event sponsors: Chula Vista Resort, Cinda Vingers, CMP, Dairyland Power Cooperative, EAA Museum, Encore Event Planning, Fox Cities Convention & Visitors Bureau, Greater Green Bay Convention & Visitors Bureau, Hilton Garden Inn Oshkosh, La Haye Photography, Madison Marriot West Hotel and Conference Center, Music on the Move, Oshkosh Convention & Visitors Bureau, Outagamie County Airport, Stitch on Time Embroidery, Studio Gear, Susan Kainz, Conference Direct, Tri-Marq Communications, Inc., and Supple Restaurant Group. MPI-WI appreciates your generous support!



// Beautiful table settings at the 2012 MPI-WI Awards Gala

Special thanks: Dove LaHaye Photography

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



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# MPI-WI AWARDS GALA 2012 WINNERS



// **PLANNER OF THE YEAR** Naomi Tucker, CMP



// **SUPPLIER OF THE YEAR** Alison Huber, CMP



// **MPI-WI HALL OF FAME** Mae Ibe, CMP



// **PRESIDENT'S AWARD** Jen Hlavachek



// **RIISING STAR** Melissa Amado Tansor



// **MEETING INDUSTRY ADVOCATE** Susan Kainz



// **PROFESSIONAL DEVELOPMENT GRANT**  
Nicole Raudabaugh



// **INDUSTRY PARTNER** Wilderness Territory/  
Glacier Canyon Conference Center

// **TEAM OF THE YEAR** March Event Team

// **INNOVATION AWARD** Bidding for Good Team  
Special thanks: Dave LaHaye of LaHaye  
Photography



// **KRISTIN BJURSTROM KRUEGER, CMP**  
**SCHOLARSHIP** Kaitlyn Hafeman

# 6 Steps To Do MORE With LESS With Team Building

By John Chen



**Have you had challenges getting two or more people to agree? Are you getting asked to do MORE with LESS each and every day? Would you like to complete a team task in 50% less time with your existing team?**

**T**his is the exact challenge the King County Juvenile Court had when they were asked to do an ever increase case load with 20% less budget. It's my honor that I've gotten to work with over 1,100 companies with their team challenges and while we have fun, we also do work that produces results. In this case, I had them work on a simple challenge of assembling 47 pipes and connectors so that every part is used and no openings are left. The fastest team completed in 7:24 and one team was UNABLE to complete the task in the required 10 minutes.

Then I taught this group the 1 CACHE system, a six step system I perfected at Microsoft to help eight teams ship a product that went on to sell 100 million client licenses. The six steps are:

- 1 Choose 1 Leader** who will lead this decision.
- C Clear Goal**, choose a clear goal and make sure the team agrees on the same goal.
- A All Brainstorm**, allow every person the opportunity to speak at least once to generate solutions
- C Cut Ideas**, the leader then cuts all the ideas until they have one that has the highest odds of success and the team will agree to.
- H Hear Solution**, the leader then repeats the solution as they understand it and gets the entire team to agree. If even one person disagrees to the point of not following the plan, then alter the plan and attempt to get agreement gain.

**E Execute Solution**, do it and achieve a better result.

Once this team learned this process, they made five agreements to improve their communication, trust and team process. They were given five minutes for planning using the 1 CACHE system to complete their strategy and what happened next is pure team building magic.

One team reduced their time over 65% by completing this task in 2:37! In addition, the biggest result is that the team that didn't complete the first time finished in 5:30, making an infinite percentage increase! Most of all, this team came away believing that they could apply this to their case work to reduce inefficiency in

the system and that achieving it with 20% less budget is possible.

If you'd like to complete a team task in less time, be the hero(ine) at the next team meeting and be seen as a results producing leader, try the 1 CACHE system for your next team task and see if you can make gains like these. 🌐

*John Chen is the CEO of Geoteaming, infusing corporate team building and leadership skills through technology and adventure. John is the NEW Wiley author of "50 Digital Team Building Games" and is an MPI Proprietary Content Speaker, MPI Accredited Trainer, MPIWSC Supplier of the Year, MPIWSC VP Education, and Training Magazine Top Young Trainer. John will be speaking at the Jan 2013 MPI WI Monthly Education with the first 120 registrations getting a FREE autographed copy of his new book.*



## OpTEAMize

Team	Trial 1	Trial 2	%
1	8:53	4:08	-53%
2		5:30	∞
3	10:00	3:48	-62%
4	7:24	2:37	-65%



# Supplier Profile:

## Claudia Cabrera



**Place of Employment:** Radisson Hotel Madison

**Job Title:** Director of Catering

**How long in the meetings industry?** Almost 6 years

**How long in MPI?** Since August 2012

**Where do you currently live?** Madison-Wisconsin

**Where were you born?** Lima-Peru

**Tell a bit about your company and/or current position:**

The Radisson Hotel is one of the world's leading brands. We deliver vibrant, contemporary and engaging hospitality characterized by our Yes I Can! Service philosophy. Our hotel's location is perfect for business and leisure guests seeking an inviting atmosphere and access to top attractions. We also offer spacious event facilities, including space for conferences and wedding receptions.

My role at the Radisson Hotel is to take care of all the meetings and events, from a small boardroom meeting of 15 to a beautiful wedding of 250 guests. I work with our clients from the start to finish and always making sure we meet their wants and needs and that they are fully satisfied with our service at the end of their meeting/event.

**Teams or projects that you have worked on for MPI or would like to be involved with:**

I haven't had the chance to work or be familiar with the teams and projects with MPI since I just recently joined but I would love to be part of a team and/or project with MPI that will make me a better leader as well as a better and knowledgeable person working in this industry.

**Tell us about your family:**

I am the youngest one of three girls. My oldest sister is a doctor in Peru and my middle sister is also in the hospitality industry, working as a Sales Coordinator.

**Favorite Pastimes:** Play guitar and write songs

**Dream Vacation:** Paris-France

**Words to live by:** "With every sunrise comes new opportunities"

**Special personal accomplishments:**

I just recently received my "Yes I Can!" Certified Trainer for the Radisson Hotel. I will be teaching our employees about our "Yes I Can!" program and philosophy as well as building a proactive community here at the hotel among our head leaders (Managers from each department). 🌐

# What's in Store for Education in the Beginning of 2013!

By Sara Beuthien

**A**fter the holidays have come and gone, we look forward to reconnecting in Madison on January 10<sup>th</sup> where John Chen will be doing a program on "OpTEAMize – Getting More from Your Team." Have you ever had challenges getting two or more teammates to work together? Do you need to do more with less from your teams? Would you like to get the greatest success from your team? You'll learn a simple six step lesson to help you become a more effective leader in this fast paced, experiential session.

## FEBRUARY

In February, we will be back in Madison doing things a little differently. Join us during a time that works best in your schedule. The same educational session will be offered at two different times 10:45 am to 12:00 pm and 1:00 to 2:15 pm with lunch in-between at noon. Michael Hahn will address the topic, "From Logistics to Strategy: A Journey into the Mind of the Ultimate Decision Maker." Meeting professionals who have been inundated with information who must quickly cut through the clutter to make decisions, those whose organization demands them to show ROI for their meetings and events and those who would like to learn ways to help you become more efficient & effective should attend this educational session.


## MARCH

Take a trip to Milwaukee in March and help us welcome Ross Bernstein. His session, "The Champion's Code: Life Lessons of Value & Integrity from the Sports World to the Business World" will identify more than 50 unique characteristics and traits common among champions. Mr. Bernstein then ties into poignant stories and life lessons that translate directly to business. Audience members will learn that champions aren't necessarily those who have won championships; but rather, they are those who live and play by a higher standard. We hope you are able to join us.

## APRIL

In April we are thrilled to have Corbin Ball, CSP, CMP come to our chapter. His program will address "Mobile Applications for Meetings and Tradeshows: How Smart Phone and Mobile Devices are Revolutionizing Meetings." Most meetings and trade show attendees are carrying web-enabled phones. These "micro-computers" are increasingly being used for networking, lead exchange, electronic ticketing, way-finding, audience polling, surveys, pocket programs, pocket exhibit guides, course notes/

literature collection and much more. New phone apps for events are emerging daily. This program will cover the hottest new mobile trends for meetings and what is likely coming to the industry in the next few years. As an attendee, you receive numerous links for free meeting-industry related phone applications you can start using today. This will be one exciting program!

Watch for registration to open and further information on these upcoming events on [www.mpiwi.org](http://www.mpiwi.org). 

### JANUARY // Madison

**Program:** OpTEAMize -- Getting More from Your Team

*Presented by John Chen*

### FEBRUARY // Madison

**Program:** From Logistics to Strategy: A Journey into the Mind of the Ultimate Decision Maker

*Presented by Michael Hahn*

### MARCH // Milwaukee

**Program:** The Champion's Code: Life Lessons of Value & Integrity from the Sports World to the Business World

*Presented by Ross Bernstein*

### APRIL // Wisconsin Dells

**Program:** Mobile Applications for Meetings and Tradeshows: How Smart Phone and Mobile Devices are Revolutionizing Meetings

*Presented by Corbin Ball, CSP, CMP*



Sara Beuthien, Director of Professional Development, MPI-WI Chapter

# Holiday Shopping at your Fingertips ... for the Good of our Chapter!

*By Shannon Timmerman, CMP, VP of Finance, MPI-WI Chapter*

**W**e are getting ready to kick off our second year of

## BiddingForGood *Shop For A Cause™*

BiddingForGood for the MPI-

Wisconsin Chapter. We hope that most of you were able to partake in our first annual auction last year. We had a huge success, raising over \$2000 for our Chapter! If you didn't have a chance to join in the fun, then your chance is right around the corner.

This year, we are aiming to build on our success, and raise even more money for MPI-WI Chapter. We have some great items in store, including some very exotic getaways! Imagine the surprise of your loved ones when they open up a dream vacation certificate on Christmas morning! And you don't even have to leave the comfort of your office or home, or fight 'Black Friday' crowds to get it. You will surely be the hero of the gift giving this year!

### What is BiddingForGood?

BiddingForGood is an online company that assists nonprofits and schools raise funds by sponsoring e-auctions. Auctions are open to everyone to view and bid, so we will have the opportunity to reach several other people to be a part of our auction which will in turn raise more money for the Chapter. Be sure to send the link to family, friends and colleagues and they can join in the fun, and our donors will get exposure well beyond our membership. Many MPI chapters in addition to ours are using BiddingForGood and have had amazing results. These Chapters expanded ROI for the donors and members are thrilled.

### How can you help?

This is where our membership can get involved in this project and have some fun! It is a "Who do you know?" game to assist the Chapter in obtaining items outside of our current MPI network so we can package items together to get a bigger bang for the buck. Please contact Shannon Timmerman at 608-253-8364 or [stimmerman@wildernessresort.com](mailto:stimmerman@wildernessresort.com) if you would like to get involved or have someone we can contact for an item. Please remember our contacts need to be outside of our Wisconsin MPI Chapter membership, as we have already solicited items for the year from our Chapter friends. Then, once the auction goes live...bid away!

### When does it start?

This year our online auction will be "live" from November 16 through December 7, 2012. Holiday shopping

prime time! This leaves ample time to review the auction items prior to the biggest shopping day of the year, so you can budget accordingly. We will also have plenty of time then to close the auction and get your items to you before the holidays. What an easy and fun way to do your Holiday shopping, and all for a great cause! 🌐

### BIDDINGFORGOOD'S MISSION

Since our founding in 2003, our core mission has always been to position our clients for the greatest fundraising success possible. This mission is at the heart of every enhancement we make to our services.

Our team of dedicated professionals is driven to:

- Help nonprofits and schools cost-effectively raise funds - especially critical in today's economic climate
- Ensure that our customers maximize use of our online auction services and get the greatest value possible from their investment
- Create and deliver an engaging shopping experience for our registered community of 330,000+ cause-minded consumers
- Help our marketing partners reach new audiences and maximize their charitable impact
- Make a difference by giving our own time and support to the causes we care about, because we believe that, as Gandhi said, "You must be the change you wish to see in the world."



# Do You Have the Right Chemistry On Your Team?

By Ross Bernstein

In my newest series of books about WHY certain teams win championships in professional sports, I was blown away by the importance of one singular metric that was consistently woven throughout the locker rooms and front offices of every successful organization I researched: CHEMISTRY. Sure, talent is important, but to be successful over the long haul requires having a team of people who get along and can work together as a family.

As planners and suppliers we're all trying to grow our businesses. As such, that might mean bringing in new employees or interns — which is no easy task. What criteria do you use in assembling your teams? Millennials, Gen-X'ers, Boomers — you've got lots of different personalities all thrown into the same pot together and it can get dicey. In sports it's not always about getting the BEST players, but rather the RIGHT players. Big difference. The top coaches figure out which players get along well with others, and which ones create drama. Have any employees who create drama? As Dr. Phil likes to ask "How's that workin' for y'all?" Employees who cause drama will eventually contaminate your staff. In sports they are referred to as "team cancers." Yes, the old cliché rings true: one bad apple will spoil the entire barrel.

In order for you to create the right chemistry on your team, you need to get your people out of the building and onto "neutral turf." Take them out for a team building exercise somewhere fun (picnic, bar, bowling, etc.) and see who hangs out together. Observe who smiles and laughs and enjoys being around one another. This's what Scotty Bowman did, the winningest coach in the history of the National Hockey League. Scotty figured out early on in his career that friends like to pass the puck to friends. He discovered that when people who liked each other and cared for each other played together on the same line, they were more unselfish and even found genuine pleasure in watching their pals achieve success. At one point he even had five Russian players all playing on a line together, because he knew that they would have an instant bond and make sacrifices for the good of the team. In a culture steeped in individual statistics and huge egos, this is rare.

We call selfless players like this, "plus players." You see, in hockey there is a little-known measurable called the plus/minus that just might be the most important statistic in the game. Here's how it works: every time you're on the ice during a game and your team scores a goal, you're "plus-one." Every time you're on the ice and the other team scores a goal, you're "minus-one." At the end of the season if you're plus-50, that means you're an unselfish team-

player and you're going to make millions of dollars. However, at the end of the season if you're minus-50? That means you're a selfish one-way player who doesn't want to sacrifice your body by playing defense — ultimately resulting in either a demotion to the minor leagues or worse yet, being cut. Ouch!

Bobby Orr, arguably the greatest defenseman of all time with the Boston Bruins, won the plus/minus crown seven years in a row. Seven! Bobby was without a doubt the most respected player on his team because of his willingness to do the dirty work and be a two-way PLUS player. Plus-players create good chemistry, build team morale, and most importantly they deter drama. Plus players are infectious... in a good way. Minus players, meanwhile, are also infectious... but in a bad way. As leaders, you need to identify and get rid of your minus-players. It's not easy, but they're dead weight and their negativity will eventually consume all of your time and energy.

Here's the bottom line for YOUR team: you want to fill your roster with PLUS PLAYERS — people who are selfless, willing to come in early, stay late, and lead by example. They will have a positive and nourishing influence on the rest of your staff that will ultimately allow you to focus on customer service and, most importantly, profitability. And at the end of the day, isn't that what great team chemistry is all about? 🌐



*The best-selling author of nearly 50 sports books, Ross Bernstein is an award-winning business speaker who helps companies and organizations think and act more like CHAMPIONS. Ross proudly serves on the Education Committee for the MPI-Minnesota chapter. ([www.rossbernstein.com](http://www.rossbernstein.com))*

# What's the Latest in Social Media for Events?

By Jessica L. Levin, MBA, CMP, CAE  
President and Chief Connector, Seven Degrees Communications LLC



**S**ocial networking evolved over the last few years and more and more meeting professionals are adopting it in innovative ways. Now, we are seeing the integration of social media into events in strategic ways beyond simply having a Twitter feed. Here are some examples:

**FACEBOOK.** Use Facebook to engage audiences and create engagement in a number of ways. Through the use of customized tabs, Facebook can serve as a hub of activity and in some cases, replace an event website.


**TWITTER.** Twitter is still one of the most widely used social networks for events. The fast-paced nature of Twitter allows for ideas to be shared quickly and easily. Twitter is used by planners to communicate important announcements, start conversations about educational content and listen to feedback from attendees. Twitter is now becoming a secondary evaluation system for planners to gauge attendee satisfaction and discover what improvements they can make for future events.

**GOOGLE+.** This year-old social network owned by Google is slowly making its way into the events industry. You can now create an event invitation and use it as a promotional tool. This works well for promoting public conferences and webinars. Because of its ties to Google, there is a heavy focus on Search Engine Optimization (SEO) making it an important tool for the promotion of an event. Through the use of hashtags (similar to the hashtags used in Twitter), Google+ users can search for relative content and find information and events that meet their needs and interests. In addition, Google Hangouts, which is Google+'s version of interactive video conferencing, creates a forum online for discussions. Recently, MPI's interim CEO, Cindy D'Aoust, hosted a Google Hangout to discuss how MPI should address and meet the needs of senior planners. The conversation included 10 people (the maximum allowed) on video and a handful of others who could watch the broadcast of the live conversation and join the text-based chat. The conversation was also recorded so that people could watch it at a later time. While Google+ is still in its infancy, it is a social network that planners should be paying attention to.

**PINTEREST.** This is one of the newest social networks to gain momentum and has great features for meeting professionals. Pinterest is a graphically-driven site and can be used to create boards that show photos of a meeting destination, speakers, event photos, suggested reading and more. Imagery and photography is a

major trend in social media, and Pinterest embraces the ability to tell a story through pictures.

**INSTAGRAM.** Along with Pinterest, this mobile phone application is all about pictures. Many savvy planners are encouraging their attendees to take photos throughout the event and post them to Instagram using the designated event hashtag. By tagging photos with the hashtag, everyone can capture the event timeline through their own lens. Instagram photos can be shared on Facebook and Twitter as well, giving greater visibility to your event.

As you can see, social networks play an important role in meetings and events. There is no right way to use them and experimentation is encouraged as the technology changes rapidly. 

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# In The KNOW

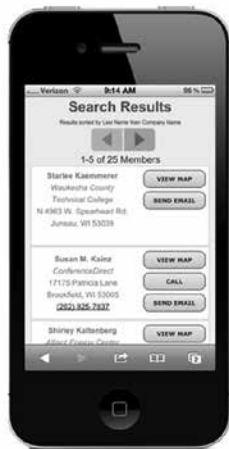
**Melissa Amado** is now Melissa Tansor! She was married over Labor Day weekend in Chicago, IL. The new Mrs. Tansor is currently exploring the independent planning world under the name, MNT Event Consulting, LLC. Her first gig? Madison College's Centennial Celebration that took place on October 26th at the Alliant Energy Center.

**Connie Nau CMP, CRP** has been promoted to Director, Global Meetings Services at Meetings & Incentives.

**Sara Beuthien** and her husband, Tim, as well as big sister Kaleigh, are proud to announce the birth of a baby girl, Madelyn Grace, born on 10/12/2012. 🌐

## We've Gone Mobile!

MPI Wisconsin Chapter has a mobile website that is now live! Go to [www.mpiwi.org/mobile](http://www.mpiwi.org/mobile) to check out what all the excitement is all about." 🌐



# Meet in Wisconsin!

## EAU CLAIRE



### Metropolis Resort

5150 Fairview Dr., Eau Claire, WI  
715/852-6000 | [metropolisresort.com](http://metropolisresort.com)  
Meeting rooms: 7; Sleeping rooms: 107; F&B: Yes  
The ideal location for outstanding events & meetings; Groups up to 300 can be easily accommodated.

## GREEN BAY

### Radisson Hotel & Conference Center

2040 Airport Dr., Green Bay, WI  
920/494-7300 | [radisson.com/greenbaywi](http://radisson.com/greenbaywi)  
Meeting rooms: 18; Sleeping rooms: 352; F&B: Yes  
Contemporary guest rooms with updated amenities & over 30,000 sq. ft. of flexible meeting space.



## PEWAUKEE



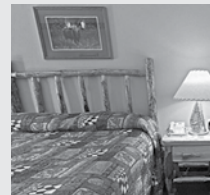
### Country Springs Hotel, Water Park & Conference Center

2810 Golf Rd, Pewaukee, WI  
262/547-0201 | [countryspringshotel.com](http://countryspringshotel.com)  
Meeting rooms: 10; Sleeping rooms: 187; F&B: Yes  
187 guest rooms, 40,000 square foot meeting and banquet space, 45,000 square foot indoor water park.

## WISCONSIN DELLS

### Great Wolf Lodge

1400 Great Wolf Dr, Wisconsin Dells, WI  
608/253-2222 | [greatwolf.com](http://greatwolf.com)  
Meeting rooms: 6; Sleeping rooms: 436; F&B: Yes  
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## STATEWIDE



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# Community Outreach Accomplishments

By Justine Alexander, Corporate Sales Manager  
The Madison Concourse Hotel

**T**he Community Outreach Team would like to thank everyone for their generosity this past year! You have donated items from home, and even gone out and purchased items. These items were donated to organizations that give the items to those in need. This year in addition to donating items, we also were able to give our time and help repackage diapers for the Fox Cities Diaper Bank. With all of your help we were able to make a difference in the lives of others! Here are just a few ways that you helped to make a difference this year....

**In October of 2011** we kicked off our giving by donating a van full of much needed food and supplies to The Neighbor's Place, a Wausau Food Pantry. Since the food needed for people has increased recently, they were extremely grateful to receive our donation and help to restock the pantry. This was perfect timing right before the holiday season.

**In November of 2011** we did a collection for the Salvation Army of Dane County. We collected two giant-sized boxes and about 15 large bags of items. Some items were new and some were from people's homes; all were given to people at the 24 Homeless Shelter for Families, the Warming House Shelter and the Single Women's Shelter. The Salvation Army and the recipients of our donations were extremely grateful. We collected clothing, bags, toiletries, coats and different types of household items. The Salvation Army said we truly met a need in the lives of their clients.

**In April** we supported the Fox Cities Diaper Bank. Prior to the education session beginning, chapter members helped repackage

2,500 diapers for the bank in 25 minutes! 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. It was great to be able to not only donate diapers but also show great team work and give of our time!

**In May**, many members brought in amenities totaling 180 pounds, including little shampoos, lotions and bars of soaps. For every pound of amenities brought in each event attendee received one giveaway ticket for a special raffle prize. We donated these items to the Transitional Housing Program, at the YWCA in the Milwaukee Area. Marva Johnson, Program Manager, said our donation will go to great use and will help the women that are staying there. She said these women have been through so much and our gift to them will remind them there are people that care about them.

Thank you again for your support and donations throughout this last year! Together we have helped make a difference in the lives of many within our Wisconsin community. I also wanted to give a special thank you to the Community Outreach Team who worked together to help coordinate these projects and open doors for all of us to be able to give. If any of you are interested in joining the Community Outreach Team for the 2012-2013 year please let me know. We are looking forward to another successful year of giving! 🌐

2011

October



Food & supplies to The Neighbor's Place, a Wausau Food Pantry

November



Through the Salvation Army, clothing, household items & toiletries were given to area shelters

2012

April



Fox Cities Diaper Bank

May



Personal amenities were given to the Transitional Housing Program in Milwaukee

# JAZZY Summer Fun

*By Tom Graybill*

MPI-WI Chapter's Summer Social event in Milwaukee struck a chord with more than 20 attendees who mingled for an evening of "Jazz in the Park" on August 23rd.

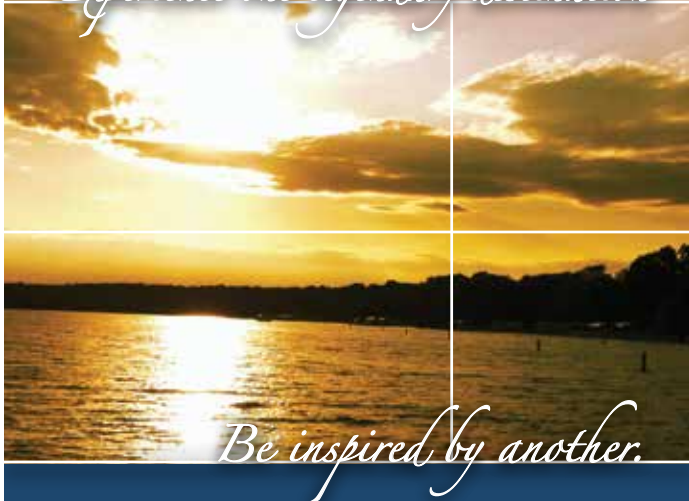
After a festive start at the Belmont Tavern, members and guests streamed over to Cathedral Square in Milwaukee for cool tunes on a hot night.

Many thanks to Visit Milwaukee for sponsoring this dynamic event to say goodbye to summer amidst friends, fun, and fabulous music. 🌐



Special thanks: Dave LaHoye of LaHoye Photography

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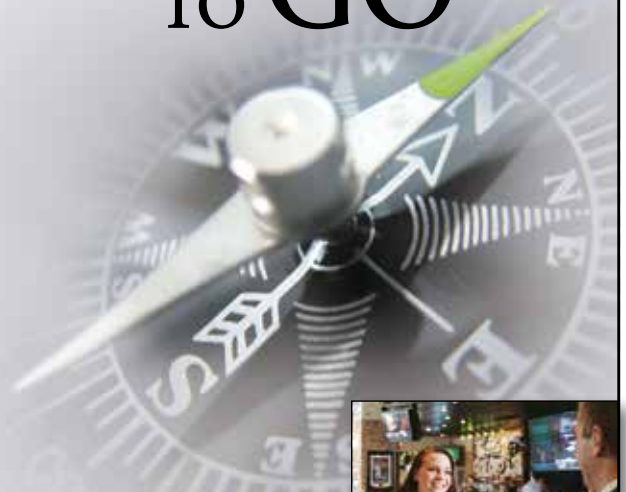
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# RECIPE FOR LIFE

**ITEM** Joseph A. Hyland  
**POSITION** Corporate Dir/ Culinary Arts Operations  
**YIELD** 1 me, 3 children, 54 chefs, and hundreds of cooks, students & friends  
**LOCATION** Kalahari Resorts  
**SHELF LIFE** To be decided

QTY	INGREDIENT
38 yrs	Know How <i>Have held all French Brigade Chef titles and have performed in Korea, Los Angeles, New York and Chicago to Seattle, Miami, Philadelphia, Mnpls/St Paul, Wisconsin and Las Vegas while medaling in many various competitions</i>
8 yrs	Corporate Director/Culinary Arts Operations, Trappers Turn Golf Club, & Kalahari Resorts, WI & OH
5 yrs	Executive Chef Casino/Resorts Las Vegas, Venetian, MGM Grand, & Paris
1 yr	Le Cordon Bleu Culinary College, Las Vegas, Opening Executive Chef Instructor
3 yrs	Corporate Executive Chef, Kahunaville Intl
1 yr	Park Inn International Project General Mgr
2 yrs	Food/Beverage Consulting/Bristol Fashion Enterprises Principal
8 yrs	Independent 4 Star Restaurant Owner/Operator
2 yrs	Four Star Crowne Plaza Hotel, Opening Executive Chef
3 yrs	Minnetonka Country Club Executive Chef
1 yr	Ocean Reef Resort, Key Largo
4 yrs	CIA Sanctioned Apprenticeship and one year Hotel/Restaurant Management at Normandy with the Carlson World Wide Radisson Corporation. Garde Manger, and Banquet Chef Positions
Countless	Each Family/Friends
35 yrs	Guitar/Keyboards
Two	Underground CD'S created with, more to come
19,142 +	Bushels of Elbow Grease
Infinite	Tons of Desire and Passion

*For Joseph's Amaretto Chocolate Silk recipe, go to page 23*

## PROCEDURE

- Step 1. Place Joseph A. Hyland at birth on the streets of L.A. at approx. 98°F. Add 14 pecks curiosity, 9 tablespoons imagination, 16 tons of sheer will, and 5 gallons of yearn to learn.
- Step 2. Pour into a very large mixing bowl, whisk in desire closely followed by passion, determination, and a couple thousand pounds of challenging obstacles.
- Step 3. Quickly compound steps 1 and 2 with 1 ½ quarts creativity, 3 children, family and friends, place into a blender, and fold in continuous overly huge amounts of love, joy, laughter, and happiness.
- Step 4. Somehow create a fusion of equal parts steps 1 and 2 with step 3 and spread evenly onto bake pans and into an oven often referred to by some as hell which Joe calls home. Quickly wash hands free from guilt and neglect.
- Step 5. Adjust recipe as needed due to on-going cultural, emotional, climate, and elevation differences.
- Step 6. Present finished product in a detailed fashion on a 365 day, 24 hour buffet line for everyone to consume generous portions at will.
- Step 7. If any product is possibly leftover, blend it with multiple vitamins, label, date, and refrigerate. Product can be brought back to life by adding the power of prayer, a pot of regular coffee, 100 tons of challenge, and the opportunities to both learn and teach.

# Tips for Savvy Planners (and Speakers)

By Todd Hunt, Professional Speaker, The Hunt Company

**P**lanning a tight meeting is one of the hardest things to do, because everyone wants “just a few minutes” on the agenda. By the time the president delivers her welcome address, sponsors are recognized, housekeeping announcements made, service awards given and everyone sings Happy Birthday to the founding member...sometimes there’s no time left for the paid speaker!

So here’s a suggestion for savvy meeting planners:

Separate your main speaker from other business if possible. One client had me speak from 5:30 to 6:15 pm, right before dinner. Perfect! Everyone came from the hors d’oeuvre reception (so they weren’t starving), and were very attentive. Dinner was served promptly at 6:15. As dessert came out, the president got up, gave out awards and conducted other business. I wasn’t competing for their time, nor they for mine.

Another client had me deliver the opening day keynote from 9:00 to 10:00 am. Nothing else — not even a presidential welcome. The second morning was devoted to association business (president’s report, officer election, legislative update and so on). 🌐



*Todd Hunt is a business humorist who speaks to organizations that want to add fun to their meetings and send members back to work smiling, with tips to improve communication and success. He will present two programs for the MPI-WI Chapter on October 18 – “What Time is the Noon Lunch? Maintaining Your Sanity in the Wonderful World of Meetings” and “Finding, Hiring and Working with Professional Speakers.” Visit him at [ToddHuntSpeaker.com](http://ToddHuntSpeaker.com).*

## TIPS FOR A SMOOTH MEETING

### FOR SPEAKERS...

1. If your presentation has nothing to do with the announced topic, at least be interesting.
2. Stop talking before the audience stops listening.
3. If you insist on speaking past your allotted time, you should at least be more entertaining than the next scheduled event.
4. Your humor must be clean AND funny. Just one doesn’t cut it.
5. If you’re going to read PowerPoint slides, just mail printouts instead -- saving clients your travel costs and speaking fee.

### FOR PLANNERS...

1. Skip the gift. It’s one fewer hassle for you, and speakers don’t need another clock or pen set. If you do give a thank-you, how about a gift card? It’s easy to carry home on the airplane.
2. Tell the speaker upfront if your group has any sensitivities (competitors referenced by name, for example).
3. Keep announcements and other business separate from your paid speaker’s slot, if possible. Audiences want to hear the big event, and you want to get the full value from your investment.
4. Most speakers keep it clean, but it never hurts to request a G-rated program...especially if last year’s speaker was off-color, and you heard about it from members all year long.
5. If the meeting is running behind schedule and you need the presenter to shorten his talk, tell him what time you want him to end. Professionals create their speeches in modules, so they can accommodate such requests (but you must ask BEFORE he starts his speech).



# Amaretto Chocolate Silk

*Yield: 1 gallon*

*Shelf Life: 2 days*

## INGREDIENTS

- 2 ¼ Lbs Butter
- 6 ¾ Cup Powdered sugar
- 24 Oz. Semi-sweet chocolate, melted
- 16 Each Eggs
- 1 Tblsp Vanilla extract
- 1 Cup Amaretto heated to 90\*

1. Whip butter until very fluffy. Scrape sides and bottom of large mixer to ensure it's mixed well.
2. Add powdered sugar and blend very well, scraping sides and bottom.
3. Add chocolate slowly (which has been melted in a double boiler)
4. Add eggs two at a time, letting mixture whip 15 seconds each time you add eggs.
5. Add vanilla and thoroughly blend all ingredients.
6. Heat amaretto to 90\* and add to silk while blender is on speed #1.

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# From Logistics to Strategy

By Michael Hahn

Simply, it's about doing more of what works and doing less of what doesn't.

Strategy doesn't need to be complex, but SIMPLE doesn't always mean EASY.

If you want to be more strategic, you have to learn from your mistakes and make habits out of the behaviors that get you results!

Making the shift to strategic expert demands you focus in these three areas:

- 1) Tell a Better Story
- 2) Understand the Business Value of your Services
- 3) Relationships are Key

Busy, busy, busy.... Everyone is busy or wants to be busy! So how do you get access to people who are so busy? Well....you have to have a better story.

Yes, tell a better story, because stories are woven into the fabric of our culture. They allow us to remember the past, capture a moment in time or connect to a brighter future. When told properly, we can even be transported into the story to become the HERO! Doesn't everyone want to be the HERO?

Looking back on your career, you have experienced many challenges on behalf of your customers, clients, members, peers and/or attendees. These challenges have brought you to a new level of ability, which has allowed you to take on bigger and bigger challenges.

When you are successful, everyone smiles, your reputation grows, your social currency expands and hidden opportunities become visible.

When you fail, you get feedback, you learn, you adjust and move forward. Your experiences are the foundation of better stories!

The world moves so quickly that unless you are adding value, people just don't have time for you. After all, TIME is our most precious commodity!

Being strategic also means knowing the business value that you bring as well as understanding what the customer, boss, client and/or attendee really needs. Make sure your stories tie to the value your client is seeking. Usually meetings are utilized to reward, recognize, communicate, educate, schmooze or show off.

Meetings and business revolve around relationships... good or

bad, new or old. Quality relationships grant you access to people and information that can prove to be extremely valuable, profitable and even priceless!

Being strategic means that you learn from your mistakes, which means you don't make the SAME mistake twice. Challenges are a part of your work. When you come up against big challenges, you make tough decisions, leverage your resources and you learn from mistakes. Mistakes allow you to stretch your comfort zone and grow. Since you have lived through some great experiences, you should have some great story material.

Being strategic means that you use your resources to their fullest advantage.

Are you using your challenges and resulting actions to tell killer stories?

---

***"A GOOD story is a story that you tell someone  
and they remember..."***

***a BETTER story is a story that you tell someone  
and they tell someone and they tell someone!"***

---

What stories are your employees, clients, strategic partners and attendees telling about you?

Are they stories that makes you look like a HERO or look like a ZERO? 🌐

*Michael Hahn is a Corporate  
Storyteller, an MPI Proprietary  
Content Speaker and will  
be our expert speaker on  
February 7<sup>th</sup>, 2013.*



# Planner Profile: Vicki Saffran



**Place of Employment:** Madison College

**Job Title:** Marketing Planner

**How long in the meetings industry?** 32 years...every job I've held has had meeting planning in the job description.

**How long in MPI?** Brand new

**Tell us about your company and/or position:** My position is responsible for creating one-to-one marketing opportunities/"Visit Us" for prospective students.

**Teams or projects that you have worked on for MPI or would like to be involved with:** As I get to know the association, I will see where the most help is needed.

**Where were you born?** Neenah, Wisconsin

**Where do you currently live?** Madison

**Favorite Pastimes:** Reading, horseback riding, biking

**Favorite Musical Group:** Changes all the time

**Person you admire most and why:** My mother. She had a wonderful career throughout the 60s, 70s, 80s, 90s while raising a family and in her retirement is leading such an active and engaged life, that she is the furthest thing from "retired"!

**Tell us about your family:** Art and I have two children, Ben 24 and Reva 21.

**Dream Vacation:** Horse packing and fishing out west or hiking and biking in Europe

**If I won the lottery I would:** Set-up college funds for everyone!

**Words to live by:** *"Success is not final. Failure is not fatal. It is the courage to continue that counts."* — Carl Rogers

**Special personal accomplishments:** My children. They are wonderful people.

**What else would you like other MPI members to know about you?** I was a stay-at-home mom for 15 years before re-entering the workforce five years ago. It feels like I am starting a new career in a new industry... a lot has changed since 1992. 🌐

## New Members

Please help us welcome our new members!

CLAUDIA CABRERA  
Director of Catering  
Radisson Hotel  
5858 Anthony Pl.  
Monona, WI 53716  
608.833.0100 x701  
ccabrera@radmad.com  
Supplier Meeting Professional

ALISON HUTCHINSON  
Catering Sales Manager  
Holiday Inn Neenah Riverwalk  
W5864 Easter Lily Drive  
Appleton, WI 54915  
920.725.8441  
ahutchinson@hineenah.com  
Supplier Meeting Professional

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Fox Premier Meetings and  
Incentives  
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ckreis@gofox.com  
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stevenelson@grandgeneva.com  
Supplier Meeting Professional

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Supplier Meeting Professional

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Mynewme50@yahoo.com

VICKI SAFFRAN  
Marketing Planner  
Madison Area Technical College  
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# Datebook:

CALENDAR OF EVENTS

# 2012



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NOVEMBER  
15

**FALL EDUCATION DAY**

Kalahari Resort & Convention Center  
at the Wisconsin Dells

# 2013

JANUARY  
10

**JANUARY EDUCATION**

The Madison Concourse Hotel  
Madison

FEBRUARY  
07

**FEBRUARY EDUCATION**

Sheraton Madison Hotel  
Madison

MARCH  
14

**MARCH EDUCATION & FUNDRAISER**

Harley Davidson Museum  
Milwaukee

APRIL  
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**APRIL EDUCATION**

Great Wolf Lodge  
Wisconsin Dells