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MPI-WISCONSIN CHAPTER Agenda



MAR/APR 2013 VOL 35 NUM 2



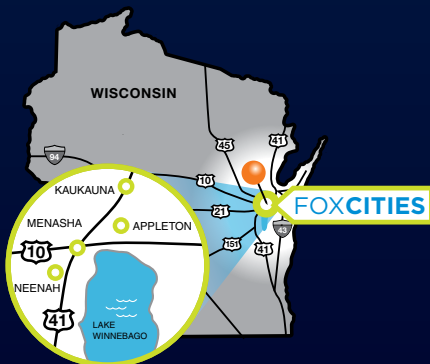
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MPI-WISCONSIN CHAPTER
Agenda

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From the EDITOR'S DESK: Brienne Warmuth

"I urge each and every one of you to make a goal for your self within MPI for the rest of 2013. It is important we all find one way to become involved; whether that is writing an article, volunteering for one event, or even attending your first MPI meeting!"



Brienne Warmuth
Catering Sales Manager
Crowne Plaza Madison

Happy Spring, MPI!

I am thrilled to be sharing with you such a great edition of the *AGENDA* newsletter. This year is a great opportunity to shine in MPI and become more involved. This edition will share with you many important upcoming events and opportunities such as the Awards Gala, CMP Prep Days, and upcoming scholarships.

I have to admit, I was never as involved in MPI as I should have been. After I attended a few events, I realized how many great people and opportunities there are that I was completely unaware of. My new goal for 2013 was to become involved, and I have to say I am so glad I have chosen to take that opportunity.

As your new co-editor of the *AGENDA*, I would love to share my story and get to know each and everyone of you. In December 2011, I graduated from Madison College with my degree in Meeting and Event Management. While attending school, I also worked full time in the Sales Department at the Crowne Plaza Madison. I am so grateful each day for my education, and the best part is that I am able to apply everything I learned directly to my day-to-day job duties and put my knowledge to the test. My work experience and degree, partnered together, have made my success what it is. The meetings industry is continuously changing and it is important we all keep learning and motivating ourselves to stay involved and continue our own education.

That being said, I urge each and every one of you to make a goal for your self within MPI for the rest of 2013. It is important we all find one way to become involved; whether that is writing an article, volunteering for one event, or even attending your first MPI meeting! It will benefit you, your career, and introduce you to some new faces. I am more than happy, as your co-editor, to help achieve your new goal.

Best wishes to a successful March and April!

Best,

Brienne

Brienne Warmuth
Co-Editor, Agenda

{MADISON, WI}

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President's Column

What a great time our chapter had in January & February as we ushered in the New Year with two wonderful programs that helped us enhance our team building abilities and understand the mind of decision makers! Thank you all for coming and supporting our chapter programming. You are the reason why I do this, and it is exciting to see all of you just as amped up as I am about the education that the chapter provides.

I especially enjoyed the January event, not because of the chapter education, but because I had the opportunity to spend additional time with the members of our chapter Board of Directors. What a great group of innovative thinkers and strong leaders that this chapter has. We kicked off the retreat with an invigorating entertaining board dinner, followed by an engaging session of team building with John Chen and a healthy dose of strategic planning the next day. What a great time! I encourage those that have considered joining the board of directors to take a step forward when the time rolls around again, as there is nothing like working with your fellow peers to accomplish big things.

As we spring forward in our year, we will be met with awesome opportunities to connect, learn, grow, and lead. One of those opportunities will be our May Education Day (May 8-9, 2013). This education day will feature Cindy D'Aoust, Chief Operating Officer at MPI International. Cindy's warm and upbeat personality combined with the passion to serve our members is exciting, and I cannot wait for you to meet her and hear her outlook on our industry.

Additionally, MPI has a wonderful opportunity to solely bring you the 2013 Golf and Summer Spectacular at Lake Lawn Resort June 19-20, 2013. In the past, we have had the pleasure of partnering with WSAE on this event for many years, and for that we thank them. They have been amazing partners and we wish them well as they strengthen their relationship with ASAE this year. Make sure to mark your calendars for this year's event. Whether it is on the course with the beverage cart or off making awesome connections without a "club" – you are bound to have some fun!

Wishing you a successful season,

Naomi

Naomi Tucker, CMP
President, MPI Wisconsin Chapter

"I encourage those that have considered joining the board of directors to take a step forward when the time rolls around again, as there is nothing like working with your fellow peers to accomplish big things."



Naomi Tucker, CMP

Food for Thought:

Chef Kirk Wright

Levy Restaurants, Harley-Davidson Museum
401 W Canal Street
Milwaukee WI 53203
414.287.2778
levyrestaurants.com



Born in Michigan, Chef Kirk Wright's passion for food started at an early age, where his eagerness to try anything new in the food realm led to his curiosity in how that food was made. This curiosity took him to Florida, where he started his career at a local bar and grill. It was there that he quickly learned his favorite item to cook: Meat. Smoking, experimenting, and doing it up with a Southern Style became part of Chef Kirk's everyday life.

Rivalling his passion for food is motorcycles, and when the perfect opportunity arose at the Harley-Davidson Museum as their Executive Chef, Chef Kirk jumped at the chance. Becoming part of the team in December of 2011, Chef Kirk prides himself on serving up hearty, traditional American foods while sourcing from local farms and suppliers. He resides in Milwaukee, WI with his wife, Monica, and their son, Lincoln. ▀



Chef Kirk Wright's Reuben Potato Pancakes

Ingredients

1 Dozen Potato Pancakes – Recipe Below
½ Cup Corned Beef – cut into 1 inch strips, ½ inch thick
24 triangular slices of Swiss cheese
8 teaspoons Thousand Island Dressing
¼ cup Sauerkraut
1 scallion – cut on a bias, 1 inch long

Directions

Preheat oven to 350 degrees. Assemble each appetizer on a cookie sheet in this order: Potato Pancakes, Corned Beef, Sauerkraut, and Swiss cheese. Place into oven for 8 minutes or until cheese melts. Remove from oven and place on your favorite platter. Dollop 1 teaspoon of Thousand Island onto each Reuben Pancake. Garnish with Scallion and enjoy!

Potato Pancakes

Ingredients

4 cups shredded raw potatoes, skin on
1/2 cup chopped leeks
1 egg
1/4 cup flour
Salt and Pepper
Vegetable Oil – as needed to fry

Directions

Mix all ingredients together. Use an ice cream scooper to pick up mixture and drop on an iron skillet. Cook until one side browns. Then flip it over and press patty down. Cook other side until it browns. Cook on each side for 5 to 6 minutes.



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January Education: OpTEAMize

By Heidi Brittnacher

On January 10th, the MPI Wisconsin Chapter hosted a workshop at the Madison Concourse Hotel, called “OpTEAMize: Getting More From Your Team.” Presented by Geoteaming CEO John Chen, the three hour workshop took members through his “1 CACHE” system to accomplish a series of tasks focusing on different aspects of team building. His system emphasizes one situational leader, a clear goal, all brainstorming, cutting ideas, hearing the solution, and executing the plan. This interactive and engaging workshop highlighted the importance of planning and communication before and during the activity. All activities were timed, and teams worked with a sense of urgency.



Special thanks: Dave LaHoye of LaHoye Photography

The first challenge was to “OpTEAMize Your Process,” which included teams of six trying to get six wing nuts across a threaded rod as fast as they could. With very little planning, many teams were caught by surprise. Fortunately, teams had multiple trials, and many did exceedingly better the second time. This was because the teams had more time to prepare, discuss their plan of attack, and learn from their mistakes.



The second activity was to “OpTEAMize your System,” which had teams putting together 47 pieces of tubing and connectors, with the goal to create a structure with no openings. Similar to the first activity, the second trial seemed to be much more successful than the first. Finally, teams got the chance to complete the “OpTEAMize your Design” activity, which was the International Marshmallow Challenge. With 20 sticks of spaghetti, one yard of string, one yard of tape, and an oversized marshmallow, the goal was to create the highest structure that can hold the marshmallow on top. This feat was not easy, resulting in many teams not finishing in time. Regardless of the outcome, every member learned the importance of teamwork during this exercise.

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Special thanks: Dave LaHoye of LaHoye Photography

MPI FOUNDATION

Join Team MPI-WI to Run for the MPI Foundation

By Alison Huber, CMP

The MPI Foundation supports a variety of initiatives for MPI members including scholarships, research and chapter grants. The MPI Wisconsin Chapter has been fortunate to receive a number of chapter grants in the past to help support speakers and our education programs. As we continue to apply for the funding support, it is our turn to give back to the MPI Foundation and help them continue their work.

Join me and your fellow chapter members on Sunday, April 21 as we participate in the Oshkosh Half Marathon and 5K Run/Walk. Choose your distance and bring your co-workers, friends and family – the more the merrier!

How do you become part of the team? Register for the race, start/continue training and get out and get your pledges! See all the details on the event web page at mpiwi.org. For race registration, pricing and route information, see the race website at www.midwest-sportsevents.com/oshkoshhalfmarathon.html.

Not a runner? Not a problem! Jesse Sherman from JCX Fitness has provided us with a wonderful resource to get ready – no matter the distance you want to participate in. For an additional \$5 donation to the MPI Foundation, you can purchase this training program. Email Alison Huber at alison@wisdells.com to obtain your copy today!

The race begins bright and early at 7 am on Sunday morning. For those that don't want to get up before the sun to make the drive, the Oshkosh CVB has provided us a listing of local hotel rates. Check them out on the event web page at mpiwi.org.

A Special Thank You to:

- Jesse Sherman for developing our training program.
- Nick Bauer and 3Tree Marketing for their commitment to supply a branded Team MPI-WI item to each participant to help us display our team spirit during the event.
- Dana Ecker and the Oshkosh CVB team for providing discounted room rate options.

Questions? Please contact Alison Huber at alison@wisdells.com or 608-254-7180 ext. 342. We look forward to a great turnout and some fun with my MPI Wisconsin Friends! ▴



*Alison Huber, CMP
2012-2013 MPI Wisconsin
President-Elect
Sales Manager for the
Wisconsin Dells Visitor &
Convention Bureau*



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After the final activity, everyone adjourned to the beautiful "Winter Wonderland" reception created by the Madison Concourse Hotel. The venue provided great hospitality and a wonderful experience for all MPI members. A special thanks to the hotel, as well as speaker John Chen, in making this a successful event. ▴



Special thanks: Dave LaHoye of LaHoye Photography

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Radisson Paper Valley Hotel

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920/733-8000 | radissonpapervalley.com
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EAU CLAIRE

Ramada Convention Center

205 S. Barstow St., Eau Claire, WI
715/835-6121 | ramadaeauclaire.com
Meeting rooms: 13; Sleeping rooms: 122; F&B: Yes
Located in the heart of downtown Eau Claire, the facility offers the largest serving capabilities in the area.



LAKE GENEVA



Geneva Ridge Resort

W4240 State Road 50, Lake Geneva, WI
262/249-3800 | genevaridge.com
Meeting rooms: 13; Sleeping rooms: 144; F&B: Yes
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MONROE

Super 8 of Monroe

500 6th St. & Hwy. 69, Monroe, WI
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Meeting rooms: 2; Sleeping rooms: 54; F&B: Yes
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2810 Golf Rd, Pewaukee, WI
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DINING ETIQUETTE 101

By Jodi Goldbeck, CMP

As an instructor at Madison College, a course that I teach is called Event Professionals Best Practices. One of the main objectives of this course is to examine and learn social etiquette in a professional setting.

I had the opportunity to hire Susan Richardson, owner of Etiquette Essentials LLC, to facilitate an etiquette dinner for my students and me back in November and it was an amazing experience! We learned a lot at that dinner and I still hear from students who attended that it was one of the most beneficial events they have experienced.

Listed below are some business dining etiquette tips I learned from Susan:

- Place your napkin on your lap after everyone at your table is seated.
- If you must leave the table at any time during the meal, leave your napkin on your chair.
- At the conclusion of the meal, when you are ready to leave, return your napkin, loosely folded, to the table.
- Always place your silverware in the finished position at the conclusion of the meal. The finished position is best described by referring to a clock and the time 10:20... tips of the silverware at 10 and the handles at 4.
- If you are eating a salad as a main course, use your dinner fork, not your salad fork.
- Your bread plate is always on the upper left side of your dinner plate and your glasses are always on the upper right side of the dinner plate.
- When you have finished your meal, do not push your plate away, wait for your server to remove it.
- Remove swizzle sticks/stirrers from your glass before taking a drink.
- When passing food around the table, pass to your right—counterclockwise.
- Remember, a business meal is more about the rapport being built, not the food that you are eating.

With Susan's help, my students and I became much more conscious of our dining etiquette and feel more comfortable in professional dining situations. ▴

Jodi Goldbeck is an instructor at Madison College and serves on the MPI-WI Board of Directors as Director of Publications, Advertising & Community Outreach.

Board Retreat Recap

By Susan Kainz



Like the Packers, the coaches of all good sports teams spend a lot of time planning and creating the appropriate game plan to guarantee the next win. Mike McCarthy has his offensive play card prepared well in advance. Dom Capers rehearses the defense on plays they should be anticipating.

As meeting professionals, we live and breathe planning – from the meeting’s conception to the multiple BEOs and rooming list changes made before the event – each one takes us that much closer to a successful event.

A Chinese Proverb says: “If you are planning for one year, grow rice. If you are planning for 20 years grow trees. If you are planning for centuries, grow men.”

So it is only appropriate that in January, the MPI-WI Board strategic planning retreat was held to review the Chapter’s game plan and look ahead to guarantee the success of the

chapter for many years to come. Chapter President Naomi Tucker, CMP composed an agenda that allowed the board to strengthen their team building skills, reflect on the successes of the past six months, then re-evaluate the plans to implement strategies for future events and projects.

The day began under the guidance of facilitator John Chen, CEO of Geoteaming. Board members divided into multi-divisional teams to participate in a customized scavenger hunt. Using Smart phones and iPads the teams of the board members followed clues from Goosechase.com to complete a list of 96 tasks. John Chen explained the two goals, which were:

- as a board: the goal was to finishing all 96 tasks
- as individual teams: the goal was to gain as many points as possible to “win”



Without direction from the facilitator, each team sent one representative to plan with the other teams on how we could complete all the tasks on the list. The solution proposed was to take the list and divide it among the four teams. It was also agreed that once these tasks were completed then individual teams were free to complete additional tasks to gain more points.





The tasks did require we take photos to prove we accomplished the tasks (which varied from posing in yoga positions to demonstrating “Singing in the Rain”). However, the board was also challenged with demonstrating creative themes for the upcoming golf event; activities that includes both non-golfers with golfers during the event and subject matter experts for future educational meetings.

I am happy to report all 96 tasks were completed and in some cases involved the cooperation among multiple teams (we even made a 6 person pyramid). The results of the activities were



both eye-opening, creative and involved hotel staff and guests as well. (We’ve got photos to prove it.)

In the follow-up debrief, it was interesting to hear board members comparing this exercise to those done at MPI-WI’s January chapter meeting. For example, some board members found they functioned better with the Goosechase

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activity because everyone chipped in to finish the tasks. One observation was that at the Chapter meeting, some attendees were new to the group and less invested with the success of the projects assigned. In reflection, this was a good take-away when working with MPI committees and company teams. Another insight gained was that some team members flourish in a competitive mode while others are happier working only on the group goals.

The remainder of the day was spent reviewing challenges and successes of the past six months and then road mapping plans to implement for future events and projects. (Did you know that MPI-WI membership is comprised of 43% planner members; 40% supplier members and 34% faculty and student members? That's a success we can be proud of!).

As a board member I find tremendous professional value in my participation in the MPI strategic planning retreats. Not only do I learn ways to refine my leadership skills, but am reminded how to be a successful team player. I am provided with the opportunity to practice good communication and negotiation skills and can apply these accomplishments to my professional life.

In a few months, a new board will begin this process of planning for the future of MPI-WI. I encourage everyone to find a way to get involved either at the board or committee levels. There is value to be found in both.

I also recommend that as you gain value from your involvement in MPI; share it with your employer and peers. MPI is an ongoing opportunity for industry professionals to share information, support one another, create mutually beneficial alliances, and raise national awareness for Wisconsin's professional community. ▲



January MPI Meeting: New Member Orientation Recap

By Shirley Kaltenberg

The New Member Orientation is designed to highlight some of the outstanding resources at our member's fingertips. By nature, meeting and event professionals are "people persons" and we like to get together to socialize and create valuable face time with our clients and colleagues. The important thing is we can network, share ideas and gain valuable insight from other member's perspectives when we attend monthly education events.

Often overlooked are the additional resources that our members can access 24 / 7. The international website has educational webinars and insightful blogs on current industry topics. Our local chapter website and user friendly mobile website include a job board (where you can post your resume or review employment opportunities) and our member directory.

As we welcomed the new members at our January meeting, we also asked what they wanted to gain from their MPI Membership, and they replied: networking, gain contracts knowledge, educate myself, and volunteer.

The variety of volunteer opportunities allows members to join a team and make valuable connections instantly, and we have had seven new members already begin volunteering. You do not need to wait until the next orientation to get involved and you do not have to be a new member to volunteer. We need a variety of talented individuals to make us a strong chapter.

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Supplier Profile: Breanna Manke



PLACE OF EMPLOYMENT: Wisconsin Dells Visitor and Convention Bureau

JOB TITLE: Sales Specialist

HOW LONG IN THE MEETINGS INDUSTRY? Seven months

HOW LONG IN MPI? Two months

TELL A BIT ABOUT YOUR COMPANY AND/OR CURRENT POSITION: I provide administrative support to our sales team and serve as the motor coach/preformed group travel sales contact.

TEAMS OR PROJECTS THAT YOU HAVE WORKED ON FOR MPI OR WOULD LIKE TO BE INVOLVED WITH: I have not done anything with MPI yet, but hope to get more involved this year.

TELL US ABOUT YOUR FAMILY: My husband and I have four beautiful children (two girls and two boys! Kylie is 9, Braydon is 8, Reese is 2, and Maxwell is 13 weeks.) We recently purchased our first home last June and are in the middle of remodeling it all on our own. We manage to keep very busy!

WHERE WERE YOU BORN? Boulder City, NV

WHERE DO YOU CURRENTLY LIVE? Baraboo, WI

FAVORITE PASTIMES: I love spending time with my kids, when we have the chance I enjoy going to concerts and to Badger, Packer & Brewers games.

FAVORITE MUSICAL GROUP: Dave Matthews Band

DREAM VACATION: I really want to go to Ireland!

IF I WON THE LOTTERY I WOULD: Pay someone else to remodel my house.

WORDS TO LIVE BY: "Always walk where you like your steps" – Dave Matthews

PANEL TIPS

By Carmen Smalley, CMP, Vice President of Education, MPI-WI Chapter

In the previous *AGENDA* newsletter, I shared with the readers how the education team will be utilizing panel discussions as part of the educational programs and guidelines on being a moderator for a panel discussion. As part of the second series of this newsletter I will share similar guidelines for being a panel participant.

In the past, I have been asked to serve as a panel member for some of the MPI educational sessions and shame on me for not doing my research first. When I was first asked to serve on a panel my thought was, “great, the moderator will ask a couple of questions and then we all provide answers.” However, this is not the case at all why a panel is put together nor is that the objective of a panel. A panel is put together to educate the audience and gain new knowledge from the stories or personal experience the panel members share. Panel members should prep according to the goals and objectives of the panel discussion and most importantly to the audience’s expectations. Below are some tips and guidelines to follow in being a panel member in order to contribute to the success of the panel discussion.

1. Never pretend you know something when you do not. If the moderator, another panel member, or audience directs a specific question to you and you do not know the answer simply answer with, “I am not familiar with that” or “I do not have experience with that.” If you feel another panel member can speak to the question feel free to ask them for their input. It is better to admit you do not know rather than give out the wrong information. Giving wrong information will decrease your creditability with the panel, the audience, and possibly the industry. Also, if you do not understand a question it is recommended to ask them to clarify or repeat the question to give yourself enough time to understand what they are asking. When answering a question in which you are unsure of what they are asking, I’d recommend you start the answer with “What I think you are asking is.”
2. A panel member should do their research ahead of time to gain information on the organization, the event they are speaking at, and most importantly knowing the audience. If you compile research ahead of time will allow you to anticipate some of the audience’s questions. Always remember there is a reason why you have been picked to serve on a panel, so when doing your research connect what you learn with what you already know.
3. A panel member should also do research on your fellow panelist to understand their knowledge and expertise that they bring to the table. Examples of this would be to learn what organizations they are from, read any articles they have written, and possibly even connect with each other to discuss the topic briefly and to get to know one another.
4. During the panel discussion it is important to pay attention to what the other panel members are saying and with your undivided attention this will create more of a discussion



rather than an question and answer session. While other panel members are speaking it is acceptable to take notes on what is being said, however make sure you are writing simplified notes because it may be distracting to the audience and show disrespect to your fellow panel members.

5. When other panel members are speaking make sure not to interrupt them, if you have something to contribute simply raise your hand enough to demonstrate you'd like to add onto their statement. It is not necessary to keep your hand raised the entire time, simply hold it up for a few seconds so that both the moderator and other panel member visualize that you would like to contribute to what they are saying. When following up on something another panel member said always remember to not talk down or put them on defense.
6. Remember to use non-verbal communication when listening to the other panel members and when speaking. Emphasize your points using open gestures and make eye contact not only with your audience but also with fellow panel members and the moderator. Avoid such things as fidgeting, pointing, gripping the chair, and fiddling with pens as this can be distracting to your fellow panel members and the audience. Never cross your arms as this may be a signal you are in disagreement with the other panel members or demonstrates a weakness. Make sure to sit up straight with feet flat on the floor so your voice can be projected.
7. Be aware of your time and the time you spend speaking or not speaking. If you feel many questions are being directed towards you feel free to give a quick answer and ask another panel member on their thoughts. Feel free to also ask questions of other panel members if you feel the audience maybe wondering, as well. For example, asking a panel member how they achieved something, what was their research, or how to obtain that information as long as it is helping the audience to learn.
8. If you have information you would like to share with the audience either bring hand outs to place on the tables ahead of time or after the session provide the audience with information where they can find or have them contact you.
9. Always remember you are there to speak on the topic, not how your company or product can help find solutions to the subject you are speaking on. The audience is there to gain knowledge not listen to a quick sales pitch. If your company has a case study or white paper that will contribute to the discussion then share this information with the group and avoid turning it into a sales pitch.

SAVE THE DATE!

Make sure you save the date to attend the MPI-WI Annual Awards Gala being held at the Marriott Madison West on September 5, 2013. It will be a night to remember for all members as you will all be recognized for all that you do!

Be on the look out for the opportunity to nominate your fellow members for awards that will be given. We love to see multiple candidates names during our award selections.

KEEP NOMINATING!

10. On the day of the event make sure to arrive early providing yourself enough time for any adjustments to be made to the room and ask questions. Prior to the event make sure to either have the person in charge or the moderator's cell phone in case you are running late or something were to happen not allowing you to make the session. Arriving earlier will also allow you a chance to meet the other panel members and the moderator in person if you have not had a chance to do so prior to the event date.
11. If you have received questions ahead of time make sure to review those questions, but not have written out answers so it sounds rehearsed. If questions are asked that you did not have ahead of time, it is always ok to take a few second to put your thoughts together instead of stumbling through your answer.
12. Whenever you are asked to speak on a panel, always make sure to have a closing statement such as general advice or touching on the points you have already talked about. Most moderators will ask for some general advice from the panel members as a closing of the discussion.

In following, these tips and guidelines you'll be much more prepared and able to speak more confidently allowing you to share your knowledge and expertise in a panel discussion. ▀

The world around us may have changed.



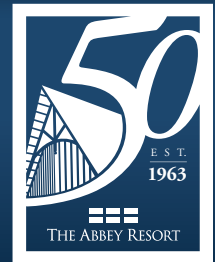
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MPI-WI Grant & Student Scholarship

Have you sent in your application for the MPI-WI Member Grant or Kristin Bjurstrom Krueger Student Scholarship yet? If not, there is still time! Applications are due by June 1, 2013.

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

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

For more information please visit www.mpiwi.org and click on the Professional Development tab. Make sure to mark your calendars because the Grant and Scholarship Winners will be formally announced at the Awards Gala on September 5, 2013 at the Madison Marriott West.

IN THE NEWS

JILL SCHROEDER recently accepted a job as a "Meeting Architect" at Kinsley Meetings in Littleton, Colorado. Kinsley manages every component of programs, from high level strategy to time consuming basics. Jill is responsible for managing logistics for a variety of meetings through strategy, passionate involvement and superb client service.

BETH WILD was promoted to Business Development and E-Commerce Manager at the Madison Crowne Plaza Hotels & Resorts. Beth will handle all Corporate Group Business and manage all social media and marketing initiatives.

NAOMI TUCKER was featured in a "Day of the Life" article in the winter issue of *Midwest Meetings*. Naomi was also quoted in MPI's *One+ Magazine* in the "Renewed Optimism" article.

JENNIFER HALLETT, CMP is now a Meeting Planner with Badger Bay Management Company in Kimberly, WI.

MELISSA AMADO TANSOR began a new job at Meetings & Incentives as a Program Manager, Global Meeting Services.

ANNA M. ANDERSON, CMP, Senior Sales Manager for the Radisson Paper Valley Hotel has recently been awarded her CMP renewal.

HEIDI BRITTNACHER is the new Manager of Fundraising & Special Events for the American Diabetes Association in Madison. She will be responsible for coordinating the annual "Step Out: Walk to Stop Diabetes" and will work with businesses, corporate sponsors, and volunteers to raise money for the organization.

Student Profile: Amy Gudeyon

PLACE OF EMPLOYMENT: Staybridge Suites, Madison - East

JOB TITLE: Director of Sales

WHAT DREW YOU TO THE MEETINGS INDUSTRY?

I have a great deal of catering experience and have always loved my catering positions. Since the hotel industry can be a bit "volatile" I decided I wanted to turn the tables a bit, and become the "client" as opposed to the "supplier." Meetings and events is truly where my passion lies.

TELL US ABOUT YOUR COLLEGE PROGRAM:

I'm starting my 3rd semester in the Meeting & Event Management program at Madison College. I love it because I am able to use my past catering experience, while learning the planner side at the same time. The knowledge I am gathering I know will be invaluable to me as a planner!

TEAMS OR PROJECTS THAT YOU HAVE WORKED ON FOR MPI OR WOULD LIKE TO BE INVOLVED WITH:

I attended my first MPI meeting last week at the Concourse. I have signed up for a few volunteer opportunities.

TELL US ABOUT YOUR FAMILY: I am the youngest of four children, and am currently caring for my elderly mother. My family lives in Janesville, with the exception of my sister, who lives in Sheboygan. I have one child and a 1 ½ year old cat named Lola.

WHERE WERE YOU BORN? Janesville, WI

WHERE DO YOU CURRENTLY LIVE? Janesville, WI

FAVORITE PASTIMES: I love going to see live music, take weekend trips, shopping and spending that ever-elusive free time with my friends.

FAVORITE MUSICAL GROUP: Aranda (rock duo-brothers from Oklahoma City)

DREAM VACATION: Bora Bora!

IF I WON THE LOTTERY I WOULD: Pay off debt and travel!

Putting What You Learn Into Action

By Maria Peot

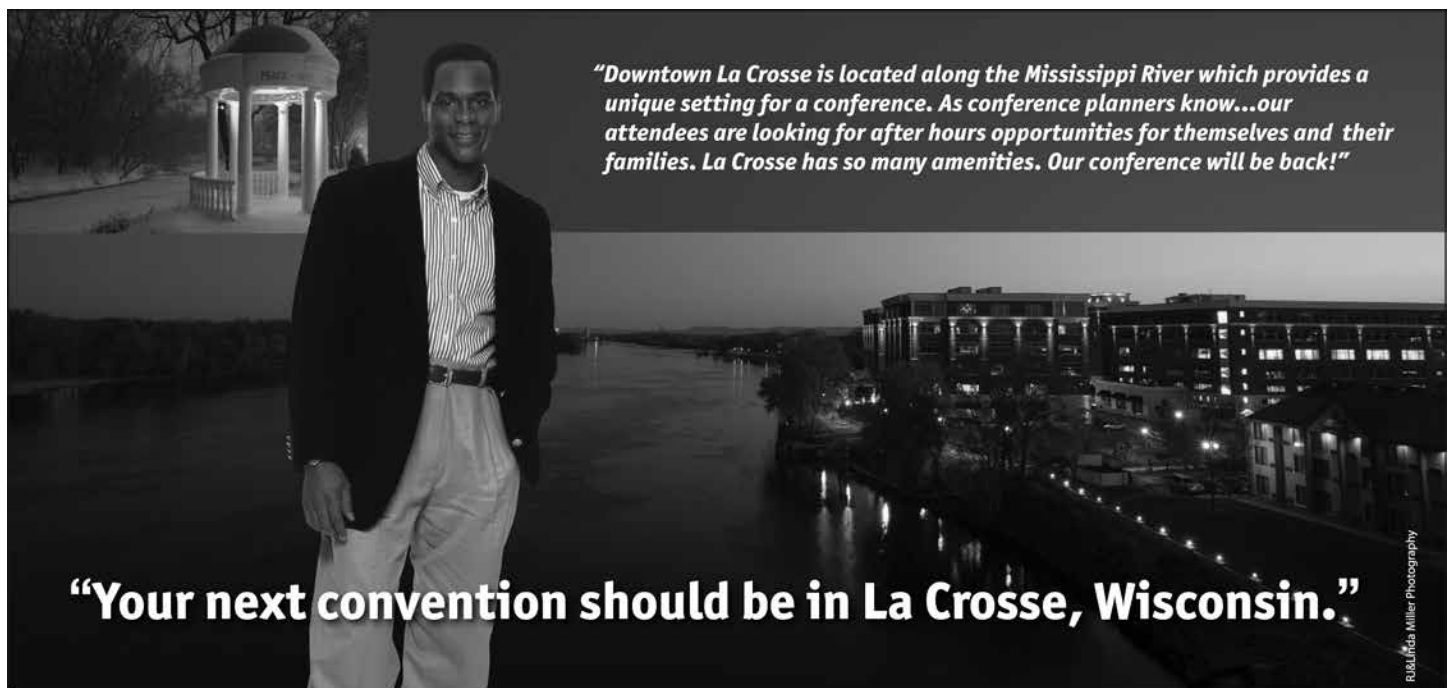
At the January Education Event, I really enjoyed participating in John Chen's OpTEAMize session on team building. Each of the activities he walked us through brought us a new learning experience and taught us something about working as a team. My favorite activity was the Marshmallow Challenge, in which each team was given twenty pieces of spaghetti, a yard of kitchen twine, a yard of masking tape, and a jumbo marshmallow. Our challenge was to build a tower out of these materials, with the marshmallow at the top. My team rose above and built the tallest tower in the group!

A few days after the January MPI event, my director asked me to plan a meet and greet event for our staff and incorporate some "social engineering" in order to get people talking to people they don't normally talk to. I immediately thought of the Marshmallow Challenge! I didn't reveal a lot of information to people about what we were doing. I did tell a couple of people on my team what the activity was all about, and they were able to assist in executing the activity on the day of the event.

When people arrived at the event, we encouraged them to grab a bite to eat and sit at a table with people they did not know. The materials for the activity were on the table. After some time for mingling, our director made a few remarks and then turned over the mic to me. I explained the goal and the rules of the Marshmallow Challenge and then watched as the teams planned, organized, and executed. I really enjoyed walking around the room, answering questions and observing.

When time was up, I went around and measured each of the standing towers. The teams with the tallest towers had the opportunity to share their strategy with the larger group. I also asked the entire group to share their challenges and how they overcame them.

Overall, I received great feedback from the event. The staff enjoyed working with new teams of people and thought the activity was really fun! I was really proud of myself for bringing something I learned at MPI back to work. I was able to truly show the value of my MPI membership to my director and team. ▴



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New Members

Please help us welcome our new members!

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MPI-WI Mobile 101

By Tom Graybill

HAVE YOU VISITED MPI-WISCONSIN'S MOBILE HOME YET?

You don't need a Winnebago, just a smart phone. The MPI-WI mobile website gives you new powers to connect, network, and get information right at your fingertips. Here is a quick primer on this super new tool.

First, this is a mobile website, NOT AN APP. You don't need to download anything to your phone, just use your web browser to go to www.mpiwi.org. Your phone should automatically access the mobile version of the MPI-Wisconsin website. If you want to experience the mobile site on your computer, you can see it at www.mpiwi.org/mobile. Since your computer screen is wider than your phone screen, the site looks a little "stretched" on a monitor.

Once you have the mobile site up, you'll need to sign in, just like on the regular MPI-WI site. In many cases, you may only have to do this once, as your device may save your sign in information. This is a members-only tool, so make sure your username and password are handy the first time you use the mobile site.

Now you can access the main menu, which has buttons for "Directory," "Events," and "News." And hey, what are those buttons at the bottom? Why, you can also quickly access MPI-Wisconsin's LinkedIn, Facebook, and Twitter feeds with a single click (ok, three clicks if you are going to all three).

Need to find a fellow MPler? Tap "Directory" to search for a friend, a contact, or that person that you just met at an MPI event. You can even email or call the contact, see a map of their location, or go to their website straight from the directory. Talk about convenience!

The "Events" tab brings up links to MPI-WI event overviews, lists of attendees, even floor plans of the trade show layout, as appropriate. This section will change as new events are added and older ones fall into the mists of memory.

Want to get the latest news of the world? Go to Yahoo. But for news on MPI-WI, check out the "News" area of the mobile site. Like "Events," this section will be updated periodically to reflect the latest goings-on at MPI-WI.

So tap into the power of MPI-Wisconsin's mobile website. Your smart phone just got a little smarter. ▀



1. On your mobile phone go to www.mpiwi.org
2. Sign in, just like on the regular MPI-WI site
3. You now have access to the MPI Wisconsin Chapter main menu

Save the Date FOR THE MARCH CMP PREP DAYS

By Tracey Bockhop, CMP

If you are planning to take the CMP exam this year or are leaning towards pursuing your CMP, you should join us at the March CMP Prep Days! MPI-WI, along with Madison College, have teamed up to bring an exciting and unique learning experience to members preparing for the CMP.

This is a two-day, interactive, group-based study session that focuses on all key points of the CMP exam and how to prepare to sit for the exam. The course is facilitated by industry leaders and current CMPs who will continue to be a resource to you long after you leave the class. The group will go through the key areas that are covered on the exam and then test you on your knowledge with a 150-question practice exam. Registration includes breakfast, lunch, and breaks on both days as well as a participant binder with study tools that can be used after prep days are over.

A previous attendee of CMP Prep Days stated, "I really liked the testing each day. It helped us realize where we are and what we need to focus on in the future."

The March CMP Prep Days will be held on March 15th and 16th at the DoubleTree by Hilton Milwaukee Downtown.

Questions about the CMP Prep Days? Contact Tracey Bockhop, CMP at tbockhop@pcna.net or Jodi Goldbeck, CMP at jgoldbeck@madisoncollege.edu.

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APRIL

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