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MPI-WISCONSIN CHAPTER Agenda



MAY/JUNE 2013 VOL 35 NUM 3



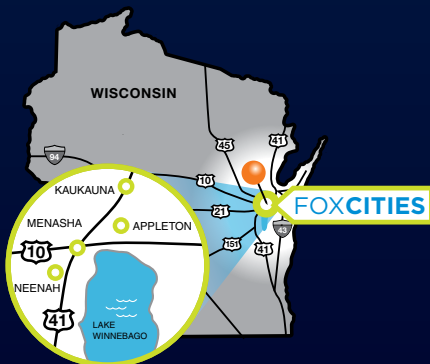
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Humana
ntuckercomp@gmail.com

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Wisconsin Dells Visitor & Convention Bureau
alison@wisdells.com

Immediate Past President

Susan Kainz
ConferenceDirect
susan.kainz@conferencedirect.com

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Carmen Smalley, CMP
North Central Group
csmalley@ncghotels.com

VP Finance

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Wilderness Territories
stimmerman@wildernessresort.com

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jhlavachek@ncghotels.com

Director - Awards, Scholarships & Recruitment

Denise Humphrey
Greater Green Bay CVB
denise@greenbay.com

Director - Member Care

Shirley Kaltenberg
Alliant Energy Center
kaltenberg@alliantenergycenter.com

Director - Monthly Programming

Jill Schroeder
Kinsley Meetings
jillian.j.schroeder@gmail.com

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Madison College
jgoldbeck@madisoncollege.edu

Director - Special Education Projects

Jennifer Mell, CMP
Kohl's Department Stores
jennifer.mell@kohls.com

Director - Special Events

Dana Ecker
Oshkosh Convention & Visitors Bureau
dana@visitoshoshkosh.com

Director - Website, Public Relations

Tom Graybill
Tri-Marq Communications
tom@trimarq.com

MPI-WISCONSIN CHAPTER
Agenda

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Meeting Professionals International –
Wisconsin Chapter

CO-EDITORS

Maria Peot
Event Manager
The Wisconsin Institute for Discovery
maria.peot@gmail.com

Brianne Warmuth
Catering Sales Manager
Crowne Plaza Madison
Brianne.Warmuth@interstatehotels.com

CONTRIBUTING WRITERS

Brianne Warmuth
Maria Peot
Naomi Tucker, CMP
David Gabri
Bonnie F. Mattick
Denise Humphrey
Alison Huber, CMP
Tom Graybill
Shawna Suckow
Lieutenant Commander Chip Lutz, USN(Ret)

GRAPHIC DESIGN

Ann Shultz, AJS Designs, ajsdesigns.net

PHOTOGRAPHY

Dave LaHaye of LaHaye Photography

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From the EDITOR'S DESK: Maria Peot

As I write the Editor's Letter for this issue of *The Agenda*, I'm lounging in the warm Arizona climate, enjoying a much needed break from Wisconsin's temperamental weather. I am grateful that I am able to take some time away to travel with my family, and look forward to a trip to Austin, Texas to visit some friends as well. My intention in writing this is not to make you jealous, but to remind all of you that taking time off is not only well-deserved, but much needed in our field.

I've read in several publications recently that meeting planning is one of the most stressful career paths you can choose. This surprised me at first, thinking that nurses, pilots, and fire-fighters have to handle high-stress situations on a daily basis and deal with life-or-death crises all the time. As a meeting planner, I can often get overwhelmed, but most of the time I am able to tell myself, "If it doesn't get done, no one is going to die." Doctors, EMTs, and police officers can't say that!

However, what we do as meeting planners (and suppliers, too) can be extremely nerve-wracking and stressful. If we mismanage a rooming list, an event attendee could end up stranded and without a hotel room at a week-long conference. A charity golf outing that doesn't raise more money than the previous year will disappoint event stakeholders. Not having an emergency plan in place could be life threatening in case of emergency such as a fire or tornado. As meeting planners, we must always be "on" - we can't allow others to see our fear or concern when there is a bump in the road. We learn how to smile (even when we want to scream!), act like we know exactly what we are doing, and problem-solve quickly.

Stress and working too hard or too much may cause us to burn out. So, I want to encourage all of my fellow MPI members to do a couple of things. First, take time for yourself at least once a week. Whether it's taking a relaxing yoga class, drinking a cup of coffee on Sunday morning, or watching your favorite guilty-pleasure TV show, make sure you do something that is just for you. Second, set limits for yourself at work. Maybe you're like me and have a bad habit of bringing work home every night. Maybe you skip lunch every day so that you can catch up on emails. Maybe you're at the office until 7:00 p.m. every night and miss dinner with your family or happy hour with your friends. Whatever it is, try to make a change, even if it is small. Let yourself work late once a week, make sure to take a lunch break at least three times a week, or promise yourself that you will shut down your computer at home and relax in the evenings. Lastly, and probably most importantly, take a vacation! Maybe you can only afford a weekend away, or maybe you have the luxury to take two weeks off and travel to Europe. However you decide to vacation, make sure you do it. Try to go "off the grid" and forget about work, even if it is only for a few days. Going back to work will be invigorating and you will be refreshed and ready for any challenge that comes your way.

Happy vacation planning!



Maria Peot
Event Manager
Wisconsin Institute for Discovery

maria

{MADISON, WI}

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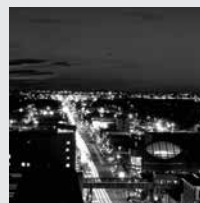
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920/733-8000 | radissonpapervalley.com

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Ramada Convention Center

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715/835-6121 | ramadaeauclaire.com

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262/249-3800 | genevaridge.com

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WisconsinLodging.org/ESQ

President's Column

What a year it has been! And it isn't over yet. March proved to be an amazing month with a great fundraising event put on by Harley-Davidson Museum and Levy Restaurants, not to mention topping things off with a fantastic speaker. In April, Corbin Ball visited and anointed us with his knowledge on mobile technology, and the Great Wolf Lodge, Ducks, and Crystal Room were great hosts. Thank you to all of the volunteers that supported both of these events. So now we look forward to two of our biggest events of the year, May Education Day and the June Golf Outing and Summer Spectacular.

May Education Day

May Education Day is taking leadership to the next level, as we hear from Cindy D'Aoust, COO of *MPI International*. Cindy has an amazing background of knowledge in the industry and has really engaged with all of the MPI Chapters. It is amazing to see chapters come together, learn, and grow from one another. Cindy will come and talk to us about MPI, and what is on the horizon for our organization. In addition, we will welcome Shawna Suckow, CMP, Founder of *Senior Planners Industry Network*. Shawna is coming to our chapter to speak on Meetings 3.0, and also discuss "*Planners are from Saturn, Suppliers are from Venus*" in an interactive breakout session that you won't want to miss.

June Golf Outing & Summer Spectacular

Our June Golf Outing and Summer Spectacular, as always, will be a great event. Newly renovated Lake Lawn Resort excitedly waits to welcome MPI Wisconsin. This event will take place over two days. For those educational enthusiasts, June 19th will be the day you can arrive and go to some great expert-led roundtables, tackling the "hot topics" of the industry. Afterwards, Lake Lawn will host a relaxing evening filled with a bon-fire and perhaps some karaoke. On June 20th, the day will start with breakfast followed by the day's activities. Golfers will be able to take advantage of the luxurious green, and

non-golfers will be able to participate in many activities and perhaps a boat ride to complement their experience. For this event, MPI is extending our member rate to all in our industry. This "Industry Rate" is an opportunity for you to bring a guest or anyone that is looking to join MPI Wisconsin Chapter. This event is a great way to network, while having some summer fun. If you haven't been out to an event this year, we hope to see you in May or June!

A Final Thank You

Finally, this is the last column that I will write as Wisconsin Chapter President, as it is the final issue of the MPI fiscal year. That means that my time with you is coming to a close. I want to thank everyone for their support during this year, those who have volunteered, and those that have sent encouraging words along the way. I also want to thank the current Board of Directors and Morgan Data, the Chapter Administrators, for their phenomenal support this year. It has been my honor to serve you as Chapter President for 2012-2013, and I will continue to be available to you for any of your needs moving forward. I want to wish the new Board of Directors a tremendous amount of success, as incoming President, Alison Huber, CMP continues to move the chapter forward. Congratulations to the many new & continuing members of the Board of Directors, I know you will do this chapter a great service!

Again, thank you everyone for your support, and I look forward to seeing you at an MPI Wisconsin Chapter event very soon!

Signing off....

Naomi

|||||

"I want to thank everyone for their support during this year, those who have volunteered, and those that have sent encouraging words along the way. I also want to thank the current Board of Directors and Morgan Data, the Chapter Administrators, for their phenomenal support this year."



Naomi Tucker, CMP
President
MPI Wisconsin Chapter

*This March, **Morgan Data Solutions** celebrated their 10 year anniversary as administrators for the MPI Wisconsin Chapter. We appreciate everything that Morgan Data has done to support us over the years, and look forward to their continued partnership. Congrats!*

Food for Thought:

Chef David Ross

Lake Lawn Resort

**Director of Culinary Operations,
Executive Chef**

Flame Glazed Kahlua Roast Ham

INGREDIENTS

Smoked Pit style Boneless Ham 1 ea. 8-10 lb.

Cloves, as needed to stud the outside of the ham

Kahlua ½ c.

Brown Sugar 1#

Pineapple Juice ¼ c.

DIRECTIONS

1. Prepare the glaze by combining the brown sugar, Kahlua and the pineapple juice in a mixing bowl. Stir and mix until the liquid is absorbed and the ingredients are combined well. Reserve.
2. Carefully score the skin of the ham approximately 1/8 of an inch using a sharp knife being careful to be consistent keeping the slices about 1 inch apart in one direction across the ham.
3. Repeat the scoring in the opposite direction creating a diamond pattern across the ham.
4. Press 1 clove into the center of each of your diamonds. You should have nice consistent rows to create a beautiful ham.
5. Carefully pour some of the Kahlua glaze over the ham and gently rub onto the ham being careful to not disturb the cloves.
6. Place the ham in a roasting pan and cover with foil. Roast in a 350 degree oven. Roast approximately 10-12 minutes per pound or until the ham reaches an internal temperature of a minimum of 140 degrees. (The ham has already been fully cooked so the ham only needs to be heated through.)
7. Allow the ham to rest approximately 10 minutes.
8. Remove foil.
9. Add some of the pan juices to the Kahlua glaze to enhance the flavor and pour some of the glaze over the ham. Set the glaze by using a kitchen or butane torch and adding more glaze until the desired sheen and glaze is achieved. Serve any extra glaze on the side at service time.
10. Glazing option: You can glaze your ham in the oven without a torch by removing the foil and adding the juices to the prepared glaze and coating the ham then returning it to the oven and repeating this process until the desired sheen and glaze is achieved. It is a longer process than using the torch. However, it's way cooler to use the torch!



A Wisconsin native with 26 years of Executive Chef experience at the helm of numerous Geneva Lakes area resorts and clubs; Lake Lawn Resort, Geneva National, The Abbey Resort and Spa, The Americana Lake Geneva Resort and Spa.

- Charter member of the Geneva Lakes Chapter of the ACF, Lake Geneva Wisconsin. Chapter President, Charter Vice-President, Certification Chairman
- Geneva Lakes Chapter "Chef of the Year" 1997 and 2008
- Wisconsin Restaurant Association "Mentor of the Year" 2008
- Board of Directors Wisconsin Restaurant Association Education Foundation 2013
- Mentor to State Champion and National Champion ProStart Culinary and Management teams for Badger High School, Lake Geneva, WI.

Adopting the culinary style of Midwestern Heartland Cuisine incorporating techniques and skills adapted from various experiences across the country from Washington DC to southern California.

An avid Beekeeper producing honey and growing fresh culinary herbs utilized in his cuisine. ▀

Do You Know a Chapter Member Who Stands Above the Rest?

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

The MPI-WI Chapter is fortunate to have over 110 active members who currently devote their time and energy to support our Chapter's events, publications, fundraising and membership goals. Only because of the involvement of our talented members does our chapter continue to be successful in achieving the organization's goals and initiatives each year!

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

The full list of details and criteria for each award, as well as the list of previous winners, can be found on our website under the Member Benefits tab in the Member Recognition section. ▴

The winners will be announced at this year's 2012-2013 MPI-WI Awards Gala on September 5, 2013 at the Madison Marriott West. Mark your calendars!

AWARDS OPEN FOR NOMINATIONS ARE:

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

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

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

Supplier of the Year Award – The Supplier of the Year award is the top award for suppliers. This award is a tribute to the recipient's service, accomplishments, recognition and contributions to our industry. This individual must be a MPI-WI member for a minimum of three consecutive years.

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

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February Recap

By Brianne Warmuth, Sales Manager at Crowne Plaza Madison

On February 7th, MPI-WI gathered together at the Sheraton Hotel in Madison as we indulged in an educational session hosted by Michael Hahn and a quick speed networking activity. This event offered the same session at two different times, one in the morning and one in the afternoon, which was great for all of us busy bees in the meetings industry!

The session was hosted by Michael Hahn who is an outstanding authority on High Performance Teaming. He covered the topic 'From Logistics to Strategy: A Journey into the Mind of the Ultimate Decision Maker.' Hahn shared his experiences and discussed how to obtain insightful skills and tools to dive into the minds of busy leaders and how to be strategic in your approach to selling your products and/or services. The three objectives of his session were to discover the real need by asking powerful and strategic questions, clarify the criteria of the ultimate decision maker, and convey the real value being provided in your service. The education that Hahn provided was insightful and interesting, focusing on how to make yourself stand out as an employee, individual, and planner.

All attendees joined together in a combined lunch (both morning and afternoon sessions). The Sheraton Hotel treated attendees to a delicious Mardi Gras themed lunch, complete with King Cake for dessert. Thanks to all who put in their hard work and dedication for yet another successful MPI-WI event! ▴





THE INDISPUTABLE! VALUE OF MEETINGS

By David Gabri, President and CEO, Associated Luxury Hotels International

While many business leaders have intuitively understood, experienced and appreciated the value and benefits of face-to-face meetings, customer and high-achiever incentive/recognition travel programs, and business travel for a long time, these days it is important to identify the quantifiable return on investment for the programs.

The good news is those intuitions have been confirmed, with researched proof of the value of face-to-face meetings, and it is indisputable!

Take the comprehensive “**Return On Investment of U.S. Business Travel**” study conducted in 2009 by Oxford Economics, for instance. This authoritative study, conducted by a respected international economic analysis firm, found that face-to-face meetings allow companies to convert 40% of prospective customers, versus just 16% without such a meeting. In addition, the average company generates 5 to 20% of new business through conference and trade show attendance.

The study identified that each dollar invested in business travel (including meetings) drives approximately \$12.50 in sales and \$3.80 in profits. Furthermore, the average business would forfeit 17% of its profits in the first year of eliminating business travel, and it would take three years for profits to recover.

The study also found that 85% of the corporate executives surveyed perceive Web meetings and teleconferences to be less effective than in-person meetings with prospective customers, and 63% believe virtual meetings are less effective than in-person meetings with current customers.

The survey also found that companies would need to increase an employee’s total base compensation by 8.5% to achieve the same effect of incentive travel, but then would not capture allegiance and pride growth generated through incentive travel programs.

More Value by Face-To-Face Communications

Other verification comes from a survey published by **Harvard Business Review** (entitled “**Managing Across Distance In Today’s Economic Climate: The Value of Face-To-Face Communication**”) which found that 79% of the responding subscribers said that “face-to-face meetings are the most effective way to meet new

clients to sell business,” while 89% said that “in-person meetings are essential for sealing the deal.”

Want more?

Yet another survey, by **Forbes Insights**, surveyed 760 business executives, and found that 84% prefer personal meetings to “build stronger, more meaningful business relationships” and “lead to higher quality decision-making.” The survey also found that 49% said face-to-face meetings “offer less opportunity for unnecessary distraction,” which can be essential when leading a team and introducing directives and pathways.

Meetings Make Us Move

It is great to have that research, but better yet to see corporations and associations getting back to the proven business practice of meeting face-to-face, and planning new incentive/recognition travel programs to strengthen their companies, build market share, and advance their organization’s objectives. ▴



David Gabri is President and CEO of Associated Luxury Hotels International (ALHI), which has the global sales responsibilities to the meetings and incentive marketplace for its distinctive portfolio of over 140 Four- and Five-Diamond quality hotels and resorts worldwide which specialize in meetings and conventions. Contact your nearest ALHI Global Sales Office, or call the “ALHI Group Desk” toll-free at 866-303-2544, and visit www.alhi.com.

Stop Running a Buffet

By: Lieutenant Commander Chip Lutz, USN (Ret)

Mounds and mounds of bacon! Eggs, pancakes, fried potatoes and an entire area just dedicated to desserts! Ahhhh.... how I love a buffet! Yes, growing up as a fat kid has never left me and I can't help but miss the endless trips to a bottomless pit of fried chicken that so many buffets offer. But, let's face it; we don't go to most buffets for the quality of the food...it's all about the quantity!

A few years ago when I was serving as the Commanding Officer of a small Naval Facility in Kansas, my staff and I would always go out to lunch on Thursdays. We would always pick a different place to experience. It was a nice ritual, meant to build camaraderie and esprit de corps. One week a staff member recommended an Italian restaurant that had just shifted to serving a buffet at lunch and, succumbing to my love of buffets, we went. I could hardly wait to get there and consume my fill. I had worked out that day so I felt justified in strapping on the feedbag and going to town. As we walked in and surveyed the territory, I got particularly excited about the variety that was on the docket. Not only was there Italian food but also there was just about every kind of ethnic food imaginable.... Italian, Mexican, and even Chinese! I filled my plate and ate my fill. Was it great? No, but (as I said) buffets are about the quantity. However, going with my buffet rule of eating fast to get my money's worth, I really didn't care. I was alone in this. Within months, the decreased quality of food resulted in decreased business for this restaurant and they dropped their buffet. I think that most restaurants that go from serving what they're best at to serving everything have the same result... the overall quality goes down. The lesson I learned from this is to stop running a buffet!

The same thing has been true for me in my own life. Whenever I take on more than I can chew or refuse to say no to requests that take my time and attention, I am running a "Chip Buffet" and the overall quality of my output goes down. I can't expect to achieve greatness when I've diluted the effort it takes to get that done. How about you? Have you found the same to be true? If you're saying, "Yes" to every request, getting stressed and not doing your best work, then YOU need to stop running a buffet.

If you'd like to go back to serving your best items and stop diluting the quality with a buffet, here are a few actions you can take today.

Know What You Want

When I don't know what I want, it's like being a ship without a rudder... I am just floating along going where the tide takes me. Without a core set of beliefs, values or targets that you're going

to follow, it's easy to be led astray. For instance, I love spending time with my kids, but I also love working. It wasn't until my youngest son had to finish a sentence in a homework assignment that read "My Dad's favorite thing is _____" and he filled the blank in with "being on his computer" that it hit home that I wasn't keeping balance. Now that I am aware...when the kids are home the computer is off of the buffet!

Serve Your Best Items

Colonel Sanders makes chicken. That's what he does best! (Admittedly, right now, just thinking about his 11 herbs and spices makes me want to get a bucket, but I have to finish this thought). What do you serve up best? What are the things that only you do? For me, I am okay trying new things (like when the Colonel tried making ribs) to see if it's in my talent base, but, normally, I know what I am good at and work to hone those skills more. I also know what I am not good at and will happily not do those things. I can spend countless hours on items that can be done quicker and mo' better by those whose talents are suited to those tasks. That frees me up to focus on serving up what I serve best. Know where your talents lie and serve it up!

Learn to Say No

At the core of my being is a person who is a pleaser and likes to help people out. It's a huge part of how I live my life and how I view myself. That being the case, it can be hard for me to say no. This can cause me to be spread thin on time when requests come in for me to help. If you have already decided what you want and are going to serve your best items, then you will know when to say no. When you do have to say no, do it honestly and with explanation. I have found that real friends understand and respect that MUCH MORE than excuses. Give yourself the gift of time by learning to say no.

In the end, I'd much rather be known for doing well what I love than for doing a lot of things pretty good. But, unfortunately, when we run a buffet, that's what happens. We can't do any one thing REALLY well because we're too busy doing many things okay. Pare down, know what you want and "just say no" so you can serve up the best, be the best, and stop running a buffet. ▴

The Basics of Breakout A/V

By: Tom Graybill, Vice President, Sales, Tri-Marq Communications, Inc.



They go by many names: breakouts, workshops, educational sessions. The humble breakout session can often be the most important part of any event. If the general session is the sizzle, the breakout is the steak--the place where business is done, attendees get focused information and networks are forged. Because these sessions often occur in concurrent tracks, it is vital to have the right A/V gear in place so you aren't scrambling to satisfy any late requests from your speakers.

Beyond picking the right projector and screen based on the size of your breakout session room and audience, a standard set for most breakout sessions includes a podium microphone, a wireless microphone, a computer audio interface, a mixer and a remote presenter or "clicker." A separate audio system (speakers, stands, etc.) may be needed if "house sound" isn't available.

Even if your speakers expect to "roam the room," always include a podium microphone. These mics are fairly inexpensive and become useful for introductions as well as a backup, just in case the wireless microphone goes down.

Conversely, even if your presenters expect to only speak from the podium, having a wireless microphone available in each room allows for flexibility, as most wireless systems can be used as either a lapel microphone or a hand-held unit. Please note that you have to choose which one best fits your needs. The hand-held version is especially useful for Q&A or other audience participation. Your A/V tech should make sure that the frequencies of these microphones are separated to prevent any "cross talk" from room-to-room.

A computer audio interface is a clever little box that plugs into the headset jack on a laptop and allows audio to be connected to a house sound system or speak-

ers. With more and more presenters embedding video clips into their PowerPoint presentations, the computer audio interface is almost a must-have these days. Without it, you get the awkward "put the microphone next to the small speaker in the laptop." Don't let this happen to your breakouts.

Many breakout rooms only have one audio input in the wall to connect to "house sound." For that reason, a mixer is needed in most rooms when there will be more than one audio input. In our basic breakout package, we have three inputs – the podium mic, the wireless mic and the audio interface. A small 6-channel mixer is enough to handle this audio array. If more microphones or audio inputs are added, a larger mixer may be needed.

The final piece of the standard breakout set is the wireless presenter or "clicker." This was once a "requested" item. Now it is expected by most presenters. The clicker typically has two parts – the "clicker" which has a large button to advance PowerPoint or other computer presentations, and the receiver which interfaces with the laptop through a USB port. In newer units, the receiver is a tiny USB stub that often is stored under the clicker itself. These tiny receivers can "walk" when a presenter is done with their session, so it is a good idea to mark the receivers with a long piece of tape or a tag to remind speakers that it is stuck in their computer.

Newer clickers often have laser pointers built right in. While laser pointers aren't part of the standard set, they are common additions. A smart plan would be to buy some cheap laser pointers – you can find them online for \$3-\$4 each or even less – and have a few handy for any requests.

Your breakout sessions may require more microphones for panel discussions, DVD players for videos, cameras, flipcharts, etc. These items should be specified in advance to prevent a mad dash at the last minute to satisfy a speaker's expectations. An A/V request form can be sent to your speakers in advance to see if these items are needed.

The challenge of breakouts is often expectations, especially by experienced presenters who speak at many shows. By starting with a standard set, you cover the basics so you can more easily accommodate any special requests. ▴



TOM GRAYBILL
*Vice President, Sales
Tri-Marq Communi-
cations, Inc.*

Planner Profile: Erin Handel



PLACE OF EMPLOYMENT: BankersHub

JOB TITLE: Co-Founder

HOW LONG IN THE MEETINGS INDUSTRY? 23 years

HOW LONG IN MPI? On and off for about 10+ years

TELL US ABOUT YOUR COMPANY AND/OR POSITION: My company does webinars and live streaming education to the financial services industry. My role includes product development, events technology and customer service.

TEAMS OR PROJECTS THAT YOU HAVE WORKED ON FOR MPI OR WOULD LIKE TO BE INVOLVED WITH: I would like to be involved in anything having to do with technology and audio visual within the meetings industry.

TELL US ABOUT YOUR FAMILY: I have three children: Madeline (13), Connor (12), and Aidan (9)

WHERE WERE YOU BORN? Allentown, PA

WHERE DO YOU CURRENTLY LIVE? Madison, WI

FAVORITE PASTIMES: Driving my kids around in our minivan (this seems to be my only pastime lately)

FAVORITE MUSICAL GROUP: Elvis Costello

PERSON YOU ADMIRE MOST AND WHY: I admire Eleanor Roosevelt for helping pave the way for generations of women to achieve their goals and dream big dreams.

DREAM VACATION: French Wine Country

IF I WON THE LOTTERY I WOULD: Take a vacation

WORDS TO LIVE BY: "The smallest good deed is better than the grandest good intention."

SPECIAL PERSONAL ACCOMPLISHMENTS: My accomplishments are that I received the CMM in 2004, launched two successful companies, and made many good friends in the process.

WHAT ELSE WOULD YOU LIKE OTHER MPI MEMBERS TO KNOW ABOUT YOU? I am very committed to utilizing technology for events, and would love to discuss live streaming, webinars and virtual events with any planner looking to learn more about this new medium.

MPI-WI Summer Socials

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

Join your fellow MPI-WI chapter members at these free event and enjoy great music and beautiful weather. Since our Chapter doesn't host official summer meetings, this is a great time to touch base with your clients, colleagues and friends!

Bring along guests and enjoy the evening!

Save the Dates!

FOX CITIES (additional location for our chapter members!)

JULY 24, 2013

**MPI-WI SUMMER SOCIAL AT NEENAH'S SHATTUCK
PARK SUMMER CONCERT SERIES**

- Meet at the Holiday Inn Neenah Riverwalk at 123 E. Wisconsin Avenue by 5:30 p.m.
- Look for the MPI-WI Summer Social Sign
- Head to the Summer Concert Series at 6 p.m. sharp!
- Hosted by the **FOX CITIES CVB**

MADISON

JULY 31, 2013

**MPI-WI SUMMER SOCIAL AT MADISON'S CONCERTS
ON THE SQUARE**

- Meet at the Greater Madison Convention & Visitors Bureau office at 615 E Washington Avenue, starting at 5:00 p.m.
- Free parking is available in the GMCVB parking lot
- Look for the MPI-WI Summer Social sign
- Head to the Concerts on the Square at 5:15 p.m. sharp!
- Hosted by the **GREATER MADISON CVB**

MILWAUKEE

AUGUST 8, 2013

**MPI-WI SUMMER SOCIAL AT MILWAUKEE'S JAZZ IN
THE PARK**

- Meet at the Belmont Tavern at 784 N. Jefferson St. on Cathedral Square, starting at 5:30 p.m.
- Look for the MPI-WI Summer Social sign
- Head to the Jazz in the Park at 6 p.m. sharp!
- Hosted by **VISIT MILWAUKEE**

Meetings 3.0: Enough's Enough



No More Disengaging, Boring Stuff!

What do MadLibs®, basket weaving, and 5-course menus have in common? Nothing, unless you're sitting in my session on May 9th! I'll be incorporating a lot of goofiness along with serious audience engagement and collaboration to showcase how we all can embrace Meetings 3.0 as our industry continues to evolve.

What is Meetings 3.0, you ask?

It's where our industry needs to be headed with audience engagement and meeting redesign, but we're not there yet. Our tech-loving, multi-tasking audiences are already there, and we're struggling to keep up! This has combined with the most challenging mix of generations in history, resulting in new demands on planners when it comes to keeping attendees plugged in (figuratively speaking) and present in our sessions. How do we engage audiences when smart phones are just an arm's-length away, and all those apps can be far more enticing than the speaker at the front of the room? How do we deliver real R.O.A. (Return on Attention) and R.O.I. to the 20-something and the 60-something attending the same event?

In my session, I'll showcase where meetings have been, where they are now, and where we all should be headed, in order to keep our events vital and relevant. I hope you'll join me – I promise it will NOT be boring, and you will NOT be compelled to distraction on that smart phone of yours. You WILL walk away with real, tangible ideas that you can put into action immediately to change the course of your meetings, and keep your audiences engaged. ▴

Shawna Suckow will be presenting two breakout sessions at May Education Days:

- **Meetings 3.0: Enough's Enough! No More Fluff or Boring Stuff!**
- **"Planners are from Saturn, Suppliers are from Venus: Interpreting the Strange Languages and Habits of Two Alien Species."**

Supplier Profile: Katie Jenkins



Place of Employment: Crowne Plaza Milwaukee Airport

Job Title: Corporate Sales Manager

How long in the meetings industry? I started off in the meetings industry when I was an Executive Assistant and Travel Planner for a plastics company in 2007. It was my first "big girl" job and loved it. I knew instantly being a part of meeting planning was where I was meant to be.

How long in MPI? I joined MPI officially in January of 2013

Tell a bit about your company and/or current position: Crowne Plaza Milwaukee Airport is a beautiful property located in the airport area. We are a "diamond in the rough" as my co-worker Joya would say. I am proud to sell meeting space and sleeping rooms to corporate companies.

Teams or projects that you have worked on for MPI or would like to be involved with: I am currently working on the Spring Education Team as my first project and am happy to be a part of a great team. The Spring Education Day will be held at our property and I cannot wait for everyone to see it.

Tell us about your family: I am the youngest of three kids and I am very close to each of them. My brothers and my cousin live in Wauwatosa, within a couple miles of me. Also, I am getting married in September in Door County to a great guy.

Where do you currently live? I currently live in Wauwatosa, WI and love it. The North Ave area in Wauwatosa is being built up and it is great to see some new businesses come into my neighborhood.

Person you admire most and why: I admire my cousin the most that is like a sister to me. She has had a lot of hardships in her life recently, but she is still one of the strongest people I know.

If I won the lottery I would: Buy a bakery to run and pay off all my family's debts. Actually I was just talking about this with my Director of Sales today!

Words to live by: "Don't sweat the petty things and don't pet the sweaty things"-George Carlin

Special personal accomplishments: Two members of the sales team and I won a cruise through Interstate Hotels and Resorts for Top Sales. Out of over 300 hotels, about 30 people were chosen. We are all honored to be representing our hotel in April. Don't worry; it's not a Carnival Cruise.

What else would you like other MPI members to know about you? Being new to MPI I don't know a lot of people. If you see me, say hello! I am really excited to get to know more people and learn more about MPI. ▴

Just SOME of the Benefits of Volunteering

By: Alison Huber, CMP is the 2012-2013 President-Elect of the MPI-Wisconsin Chapter

I spent some time online looking for inspiration for this article. I was looking for a top ten list or bullet points to show the value of volunteering for the MPI Wisconsin Chapter. Each and every point I read touched me in a different way. Every time, it brought me back to my 8+ years as a member and active, engaged volunteer for this amazing MPI chapter.

Our chapter has a rich history of wonderful volunteers. The last two terms have been fantastic with more than 110 volunteers each year. That is over one-third of our membership! Bravo to all who have raised their hands. Thank you for your commitment to our chapter, to our industry and to your own personal and professional development.

"No person was ever honored for what he received. Honor has been the reward for what he gave." – Calvin Coolidge

This quote seemed to fit nicely as nominations will open soon. September will bring our annual celebration of our members and volunteers. How do we decide who to nominate and who to vote for? We look at what they GAVE to the chapter this year - hours of dedication, creativity and thoughtfulness in each and every project as examples. We then stand together to honor all who gave.

"Act as if what you do makes a difference. It does."

— William James

WHAT'S IN IT FOR YOU?

That is a great question! Here are some points on the benefits of volunteering from the World Volunteer Web (worldvolunteerweb.org). I have also shared how I have felt these from my personal chapter volunteer experiences.

- **Learn or develop a new skill** – the possibilities are almost endless! I have become a better editor by being involved in the production of the *AGENDA* newsletter. I have learned to delegate and to provide construction criticism. I have become more comfortable speaking to groups.
- **Motivation and sense of achievement** – there are so many experiences to share, but the most recent is working with the CMP Prep Days team to provide a much needed resource for our members. I feel great every time one of our participants passes that exam and joins the global CMP community of 14,000+ professionals. Reminds me

of this quote from Taylor Hanson: "To the world you may be one person, but to one person you may be the world." Maybe not the world, but a very important piece on their professional development journey.

- **Boost your career options** – I bet each and every active member has a story here. I personally feel that being an engaged chapter member has helped me with every position change I have encountered since I entered this crazy, wonderful world of meeting professionals.
- **New experiences** – from attending my very first World Education Congress, to finishing 4th (out of 250+!) at the MPI Foundation Texas Hold 'Em tournament, I have so many experiences that never would have been possible if not for being a volunteer. The doors just seem to fly open to all the possibilities.
- **Meeting a diverse range of people** – I've met people who are now my mentors, my colleagues and many are my friends. And these peers are located around the globe. Awesome!

There are many more stories among our members. If you are or have been a volunteer, what is your story? If you haven't raised your hand yet, what story do you want to write? Ponder these possibilities, then contact our membership team or any current board member to get started:

- Join a team to help plan any one of our many events – networking, awards gala, golf outing, monthly program or education day.
- Write an article for the *AGENDA*. Share your knowledge!
- Help the membership team recruit new members, find other volunteers or pair up mentors with new members.
- Influence our education topics by joining the speaker advisory committee or even share your thoughts on speakers or topics with the team.

These are just a few of the options available. Don't be shy – raise your hand and join the other 100+ chapter volunteers. You will get much more out of volunteering than you will ever give. You can quote me on that. ▴



Alison Huber, CMP is the 2012-2013 President-Elect of the MPI-Wisconsin Chapter and Sales Manager for the Wisconsin Dells Visitor & Convention Bureau.

March Education Event

By Cheryl Oswald, Events and Recognition Coordinator | Kohl's Department Stores

The MPI Wisconsin Chapter held its March Educational Event at the Harley Davidson Museum in Milwaukee on March 15. The HD-Museum opened its doors in July 2008 and attracts over 350,000 visitors a year. The HD-Museum has everything to offer the motorcycle enthusiast or a meeting planner that is looking for that unique venue for their next event.

MPI Wisconsin Chapter President Naomi Tucker welcomed the group and kicked off the festivities by welcoming Bill Davidson, the great-grandson of HD! The group was then introduced to Ross Bernstein. Ross Bernstein is the best-selling author of nearly 50 sports books and has appeared on thousands of television and radio programs over his career, including CNN, CBS This Morning,





and ESPN, as well as on the covers of the Wall Street Journal, New York Times and USA Today. Ross' program, "The Champion's Code: Life Lessons of Ethics and Accountability from the Sports World to the Business World," will not only illustrate what it takes to become the best of the best, it will also explore the fine line between cheating and gamesmanship in sports as it relates to values and integrity in the workplace.



The program ended with the group moving to The Garage for the chapter reception and fundraiser. Attendees were treated to passed appetizers of stuffed mushrooms, Reuben potato pancake and fried Asian mushroom roll. Attendees could also dine on the 3 stations featuring braised short ribs, Wisconsin's own cheese board and dessert station. Besides the fabulous food, guests could participate in a variety of games including Jenga and Bean Bag Toss. The silent auction tables were a huge hit with competition heating up at the end and attendees scrambling to get their last bets in!!

Thanks to all the members for participating and the March team for putting on another successful event! ▲



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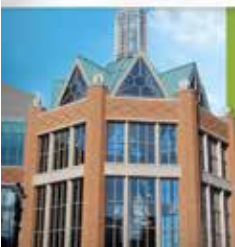
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Student Profile: Bethany Babcock Gnatzig

SCHOOL ATTENDING: Madison College

WHAT DREW YOU TO THE MEETINGS INDUSTRY?

I truly have a passion for planning events and parties. I have always been the person people look to and ask for advice. My career path has provided me with the opportunity to showcase my abilities at a different level and by doing work for corporations and professional organizations. The Event Management Program will help me take it to the next level and to be an exceptional event planner.



TELL US ABOUT YOUR COLLEGE PROGRAM: I am a returning student to Madison College, and I am in my first semester in the Event Management Program. Having graduated from the Interior Design program, Madison College is just as I remember, with great staff, students and superb content. The Event Management Program was everything I thought it would be, and much more.

TEAMS OR PROJECTS THAT YOU HAVE WORKED ON FOR MPI

OR WOULD LIKE TO BE INVOLVED WITH: I attended my first MPI meeting in February at the Sheraton Hotel. I am excited to become involved with MPI and I look forward to the opportunities to work with people that are as passionate about this industry as I am.

WHERE WERE YOU BORN? Janesville, WI

WHERE DO YOU CURRENTLY LIVE? Madison, WI

TELL US ABOUT YOUR FAMILY: I am the 'middle' child. I have an older brother (and sister-in-law) who live in Janesville. My sister is finishing college at UW-Platteville. My parents live in Whitewater on the dairy farm that I grew up on.

FAVORITE PASTIMES: I enjoy attending live sporting events (such as: Badgers, Brewers, and Packers). I love to workout, run, play tennis, and spend time with my friends.

PERSON YOU ADMIRE MOST AND WHY: My parents! My parents are kindhearted, hardworking, non-judgmental and extremely loving. My Dad has always been, and continues to be, one of my biggest cheerleaders in life. He wants the best for me, and always puts me and everyone else before his needs. My mom is determined and pushes me to be the best I can be every day. Both of my parents have taught me that hard work and dedication pays off.

DREAM VACATION: St. Thomas, U.S. Virgin Islands

IF I WON THE LOTTERY I WOULD: Donate money for cancer research. Travel like crazy!

WORDS TO LIVE BY: If your dreams don't scare you, they're not big enough! ▴

IN THE NEWS

Lynn Golabowski, CDS, Michelle Eggert, CMP and Susan Kainz were each recognized and received achievement awards at the ConferenceDirect Annual Partner meeting held at the Aria Hotel in Las Vegas on March 17th.

Kelly Clark, Senior Sales Manager at Ghidorzi Hotel Group, has accepted a position as the Sales Director for Crescent Hotels & Resorts based out of Gainesville, Florida.

Jodi Goldbeck, CMP, Vicky Zacharias, CMP and Jennifer Mell, CMP, were all quoted in an article in the Winter 2013 edition of *Wisconsin Meetings* entitled "Climbing the Ladder: CMP Certification Will Elevate Your Career."

The Osthoff Resort in Elkhart Lake was voted to two readers choice lists in 2012. It made *Travel + Leisure's* list for one of "America's Best Lake Hotels" and *Condé Nast Traveler's* readers choice awards, where it landed the No. 1 spot for "Top Resort in the Midwest." The **Aspira Spa at The Osthoff Resort** was rated the "No. 1 Spa in Wisconsin" by *Milwaukee Magazine*. ▴

Member Grant Reminder!

Don't fret, you still have time to send in your application for the MPI-WI Member Grant or Kristin Bjurstrom Krueger Student Scholarship! 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. Check out www.mpiwi.org under Professional Development for more information! The Grant and Scholarship winners will be formally announced at the Awards Gala on September 5, 2013 at the Madison Marriott West! Make sure to mark your calendars and Save the Date!!! ▴



On June 19th and 20th, we invite you to experience the Delavan area and join MPI Wisconsin for the 2013 Annual Golf Outing and Summer Spectacular!

This event has proven to be a resource for education and networking with industry professionals. Nestled within 250 wooded acres along Delavan Lake shoreline, the Lake Lawn Resort will provide MPI Wisconsin Chapter members and guests all the comforts of their home. What a great summer getaway! We are excited to offer a first ever industry rate for this event. Regardless if you are a member or non-member, register to attend at the same price!

We begin the event with a great educational session on Wednesday afternoon from 3-5pm. If you are looking for new ways to improve your meetings and your organization, our expert-led educational roundtables are just for you. In an invigorating session, join our VP of Education, Carmen Smalley, CMP, as she leads you through a variety of topics sure to promote an engaging discussion! Bring your expertise and share with others in this amazing opportunity to co-create. This featured educational event will be offered at the price of \$25. Topics include:

- **Epic Failures** – Have you made a mistake that could have been prevented if only you knew then what you know now? Share your “areas of opportunity for improvement” with other meetings planners or learn how to prevent these mistakes from happening at your meetings.
- **Corporate Social Responsibility** – Do you have some great ideas or are looking for some great ideas to implement into your meetings to demonstrate your company or organization social responsibility?
- **Negotiation 2013** – With the shift in 2013 moving to more of a supplier market, let’s share and learn what good negotiation tactics to keep those relationships alive into the new economy.
- **Meeting Planner 101** – Are you a new planner to the industry or supplier and want to learn some of the basics of meeting

planning? Sit down with our senior meeting planners to learn what it takes to create a great meeting or event.

- **Get Smart** – In 2013 there is so much technology! Learn some of the basic tools and apps to use to help keep the meeting planner and supplier on top of it all.

Don’t miss the fantastic reception kick-off on Wednesday night sponsored by our host, Lake Lawn Resort. Lake Lawn will host a great welcome featuring their signature bon-fire pit and great networking opportunities.

Thursday, golfers will be welcomed at the Lake Lawn Golf Course, one of the Midwest’s premier golf destinations. Set amid over 250 lush, tree-lined acres, the course was masterfully re-engineered in 1990 by renowned architect Dick Nugent of Kemper Lakes fame, and is best known for its stately oaks, deep sand bunkers and subtle undulations. Each hole is set with multiple tee boxes for players of all abilities. Lake Lawn’s greens are often the topic of conversation in the Clubhouse Sports Bar & Grill because of their undulation and many tiers. To reserve a spot for the golf outing at Lake Lawn on June 20th, it is just \$99 per person and includes a cart, boxed lunch and a pre and post event reception.

Don’t Golf? Don’t Worry!

Golfers aren’t the only ones that will be able to join the competition. For all of you non-golfers, you will have the opportunity to experience Lake Lawn Resort and the surrounding area by Land AND by Lake. This is going to be just plain ol’ fun, and all for a great rate of \$59 per person.

After the games have concluded, everyone is invited to the post-event festivities at Lake Lawn for the awards reception. Awards for golfers and non-golfers will be given. The perfect wrap up to a great event!

If you would like information on sponsorship opportunities to showcase your business to the Wisconsin Chapter of Meeting Professionals, please contact Claudia Cabrera at 608-829-6701 or via email at ccabrera@radmad.com. ▴

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How Creativity Expands Your Range and Makes Events More Memorable

By: Bonnie F. Mattick, *Unforgettable Outcomes Intl.*

As meeting professionals, when entertaining and engaging a variety of participants at your events, you have to know the stakeholders' (clients) needs and meet their goals. This often requires you to be a type of artist – creating images in multiples ways.

I compare your creativity to Picasso, a classic, fine artist - he extracted his inspiration for paintings and sculptures from his life experiences. And in the same way, you may get your inspiration from your environment or in different forms. You may not be inspired at the time you most need it but if you consider that your creativity is affected by your life experiences, you gain insight into a valuable resource.

In this article I am sharing some creative examples from meeting professionals and hope that others will share their “memorable moments” with me so I can include them in future articles.

Creativity happens in various ways. It occurs when you use your imagination and generate new ideas or create new uses from old ideas. As a speaker, and aspiring artist, I carry a sketch pad or small notebook with me to create doodles or write down ideas for paintings or pictures I want to create. The quick sketches help me preserve the experiences for future recall. The ideas provide strong visual images I want to capture for a story I tell or a painting I create.

Psychologist Barbara Frederickson, Ph.D. has researched a link between creativity and happiness. Described in her book *Positivity*, Dr. Fredrickson says exploring ideas and using our imagination makes us “feel open and alive. Being creative makes us happy,” and I agree.

I know of one exception – when a very creative event came out of a tragedy – 9-11-2001 – a day you’ll surely remember. Where were you? And what were you doing? The President of the Arizona Sunbelt Chapter of MPI shared a “memorable moment” that, due to the 9-11 disaster, meant having to reschedule an event she had planned.

Donna Masiulewicz, CMP, owner of Timeline Meetings and Events and President of AZ-MPI, told me that while working for a corporate client she was planning an annual business partner conference, including a thank-you event to be held November 2001. When the 9/11 disaster happened her company decided to postpone the November meeting and reschedule it in the second quarter of 2002. As part of an apology for rescheduling, she sent chocolates to all the delegates and a note which said: “We’re going to make it sweeter” and informed them of the plan to reschedule the program due to the tragic circumstances.

As Donna described the events and situation – “The entire theme of the program changed too. Instead of the Under-the-Sea theme we had envisioned, we adjusted the theme, decor, music, etc to an American and USA themed event. The doors opened to the welcome reception enticing our guests to enter into a red, white, and blue star-spangled USA event. Lee Greenwood's song “Proud to be an American” blared through the speakers as a 10' Statue of Liberty spun around on an elevated riser.”

Donna described the outcome as very memorable - their business partners enjoyed the program, and are still talking about it today. “We had record attendance that year - a true sense of America!”

This creative idea stirred people’s emotions although it came out of a tragic event. They were inspired by what they’d seen and experienced. The creative ideas happened because of other “forces” – the nation was hurting and everyone was more inspired to be patriotic. Donna’s company used that patriotism to inspire their creativity.

Another creative experience, and a memorable moment, was shared by Cristin Barr, CMP, VP Education for AZ-MPI and Senior Sales Manager at The Ritz Carlton, Dove Mountain. She shared a story about a client who held a very high-powered, high-energy sales incentive meeting. In the early part of the program the room was “electrified” with energy and the staff showed excitement as the music blared.

The client planned an activity to bring that energy level “down” so people would have a focus on the next portion of the program. Cristin said “In order to do that, our client brought in an American Bald Eagle accompanied by a trainer, who displayed the eagle in all its beauty. The audience’s attention dramatically changed. Gasps could be heard in the room as it fell silent. Awe-inspiring elegance took over the room environment as everyone’s attention was on the eagle and the story the trainer told about the bird.”



She said they transitioned to a presentation on the company’s financial report and outlook. Everyone in the room paid attention and was alert to the serious topic that was shared. This was a non-traditional, dramatic event with a lasting impact.

Continued on page 26

New Members

Please help us welcome our new members!

BETHANY BABCOCK GNATZIG

Student/Babcock Event Mgmt
Madison College
5801 Gemini Dr, Suite 308
Madison, WI 53718
Beth@BabcockEvent
Management.com

DIANE BOZICEVICH

V.P. Operations
Omega World Travel
9979 South Franklin Dr.
Franklin, WI 53132
414.409.4896
diane@owt.net
Planner Meeting Professional

MARIYA BUBELA

Student/Assistant Conference
Coordinator
Madison College
302 South Gammon Rd
Madison, WI 53717
920.850.0076
mbubela@madisoncollege.edu

MICHELLE BUCHHOLZ

Student, Madison College
375 4th Street
Monetello, WI 53949
608.246.6100
Michelleb_05@hotmail.com

BRIAN GALECKE

Student
Milw Area Technical College
PO Box 26131
Wauwatosa, WI 53226
galeckeb@gmatc.matc.edu

ERIN HANDEL, CMP, CMM

Managing Director, Events
BankersHub
722 Milky Way
Madison, WI 53718
erin@bankershut.com
Corporate Meeting Professional

KELLY HAYES

Sales Manager
Great Wolf Lodge
1400 Great Wolf Dr, PO Box 50
Wisconsin Dells, WI 53965
608.253.2222 x 7570
khayes@greatwolf.com
Supplier Meeting Professional

TORY HERIDES

Student
Fox Valley Technical College
641 West 4th Avenue
Oshkosh, WI 54902
toryherides@yahoo.com

ROLAND HOFFMANN

Sales Manager
Blue Harbor Resort & Conf Ctr
2042 North Booth Street
Milwaukee, WI 53203
414.390.1892
wisportguy@aol.com
Supplier Meeting Professional

KATIE JENKINS

Corporate Sales Manager
Crowne Plaza Milw Airport
2213 North 6th Street
Wauwatosa, WI 53213
Katie.jenkins@interstatehotels.com
Supplier Meeting Professional

DANA JOHNSON

Senior Account Executive
Marcus Hotels and Resorts
509 West Wisconsin Avenue
Milwaukee, WI 53203
414.390.1892
danajohnson@marcushotels.com
Supplier Meeting Professional

BRANDI KELLEY

Student/Program Associate
Madison College/UW-Madison
317 East Johnson Street, #1
Madison, WI 53703
Kelleybc19@uw.edu

JOHN KLEMME

Student/Senior Sales Manager
Lakeshore Technical College
Blue Harbor Resort & Spa
525 Krumrey Street
Plymouth, WI 53073
jklemme@blueharborresort.com

MEGAN KROES

Meetings Manager
Executive Director Inc.
AAAAI
555 East Wells St, Ste 1100
Milwaukee, WI 53202
414.276.1791
mkroes@worldallergy.org
Association/Not for Profit
Meeting Professional

LISA LITTEL

Education Coordinator
Wisconsin Hospital Association
5510 Research Park Drive
Madison, WI 53725
llittel@wha.org
Association/Not for Profit
Meeting Professional

MARGARET O'BRIEN, SPHR

Student
Madison College
1171 Liberty Boulevard
Sun Prairie, WI 53590
peggyobrien@charter.net

KRISTEN SALEWSKI

Advertising, Promotions &
Design Specialist
Rural Mutual Insurance Co
1625 Kings Mill Way
Madison, WI 53718
ksalewski@ruralins.com
Corporate Meeting Professional

KATIE SCHELITZCHE

Director of Sales
Inn on the Park
22 South Carroll Street
Oregon, WI 53575
608.285.8000
kschelitche@innonthepark.net
Supplier Meeting Professional

MORGAN SPITZER

Student, Madison College
3100 County Road X
Livingston, WI 53554
608.246.6100
mspitzer@madisoncollege.edu

SHELIA SWIGGUM

Student, Madison College
2420 Independence Lane #6
Madison, WI 53704
sswiggum@madisoncollege.edu

KRISTIN VOMHOF

Sales Manager
Doubletree by Hilton Madison
525 West Johnston Street
Madison, WI 53703
608.251.5511
Kristin.vomhof@hilton.com
Supplier Meeting Professional

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You too can be creative with your programs and events when you open your mind to view things from a different perspective. Everyone can nurture his or her creativity. The two events I described were presented with very different perspectives and unique results. It didn't take a Picasso painting to make the programs have an emotional impact with positive outcomes. The attendees at these events left with inspiration and long-lasting memories because of the imagination and creative planning. ▀

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AUTHOR'S BIO

Bonnie Mattick, MAEd, MBA, speaker, facilitator, author and artist, works with hospitality organizations and related associations to help them engage their staff and kick up their bottom line. She blogs at www.UnforgettableOutcomes.com and does watercolor paintings in her spare time. Email her to brainstorm ideas on creativity and how you can use it in your work.



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MPI Wisconsin Chapter

2830 Agriculture Drive

Madison, WI 53718

tel: 608.204.9816

fax: 608.204.9818

email: admin@mpiwi.org

web: www.mpiwi.org

Datebook:

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2013



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MAY

8-9

SPRING EDUCATION DAY

Crowne Plaza Milwaukee Airport
Milwaukee

JUNE

19-20

JUNE GOLF & SUMMER SPECTACULAR

Lake Lawn Resort
Delavan

JULY

20-23

WORLD EDUCATION CONGRESS

Mandalay Bay
Las Vegas

24

FOX CITIES MPI-WI SUMMER SOCIAL EVENT

Holiday Inn Neenah
Riverwalk/Summer Concert Series
Neenah

31

MADISON MPI-WI SUMMER SOCIAL EVENT

Greater Madison Convention & Visitors
Bureau/Concerts on the Square
Madison