

MPI-WISCONSIN CHAPTER

# Agenda

JULY/AUGUST 2013  
VOL 35/NUM 4

April MPI  
Community  
Outreach  
p. 16

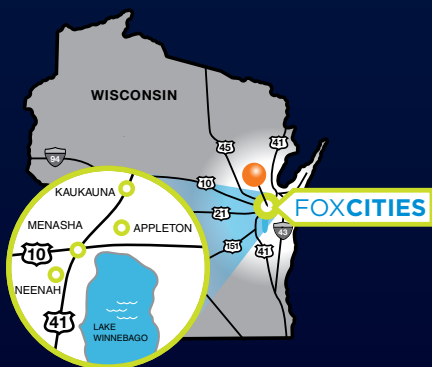






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# MPI-WISCONSIN CHAPTER Agenda

JULY/AUGUST 2013

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WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

# MPI-WISCONSIN CHAPTER **Agenda**

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# EDITOR'S NOTE



Hello Fellow MPI Members!

I hope you are all enjoying the beginning of summer, even though the weather has been cooler and more rainy than we'd like. I'm hoping sun will find its way to Wisconsin shortly, but I'm happy to say that it is 80 and sunny as I write you from Notre Dame, Indiana. I took the five hour drive here to complete my first week of training on my new career adventure!

As I arrived here and began some one-on-one training, I realized how important it is to keep learning and challenging ourselves. I cannot think of a better way to do that than being involved with MPI. Our chapter offers so many educational sessions, but on top of that, we learn so much from each other. When I received my new job offer, the first thing I did was call at least five of my peers from MPI to let them know the good news. MPI puts you in touch with a great network of people, and I'm so happy we are all able to share so many memories, make so many connections, and learn from each other.

The next week will be filled with all new material for me, and I am so excited about it! That being said – I give you all a challenge. I challenge you to attend at least one extra educational session this year on something you have never learned before; maybe it's a new computer program or a new sales strategy. It is so valuable to our minds to keep challenging ourselves to be the best we can be, and not get stuck in the simple day-to-day tasks. Best wishes on your challenge and keep learning!

Best Regards,

*Brianne*

*Brianne Warmuth  
Account Manager – UW Athletics  
Anthony Travel, Inc.*

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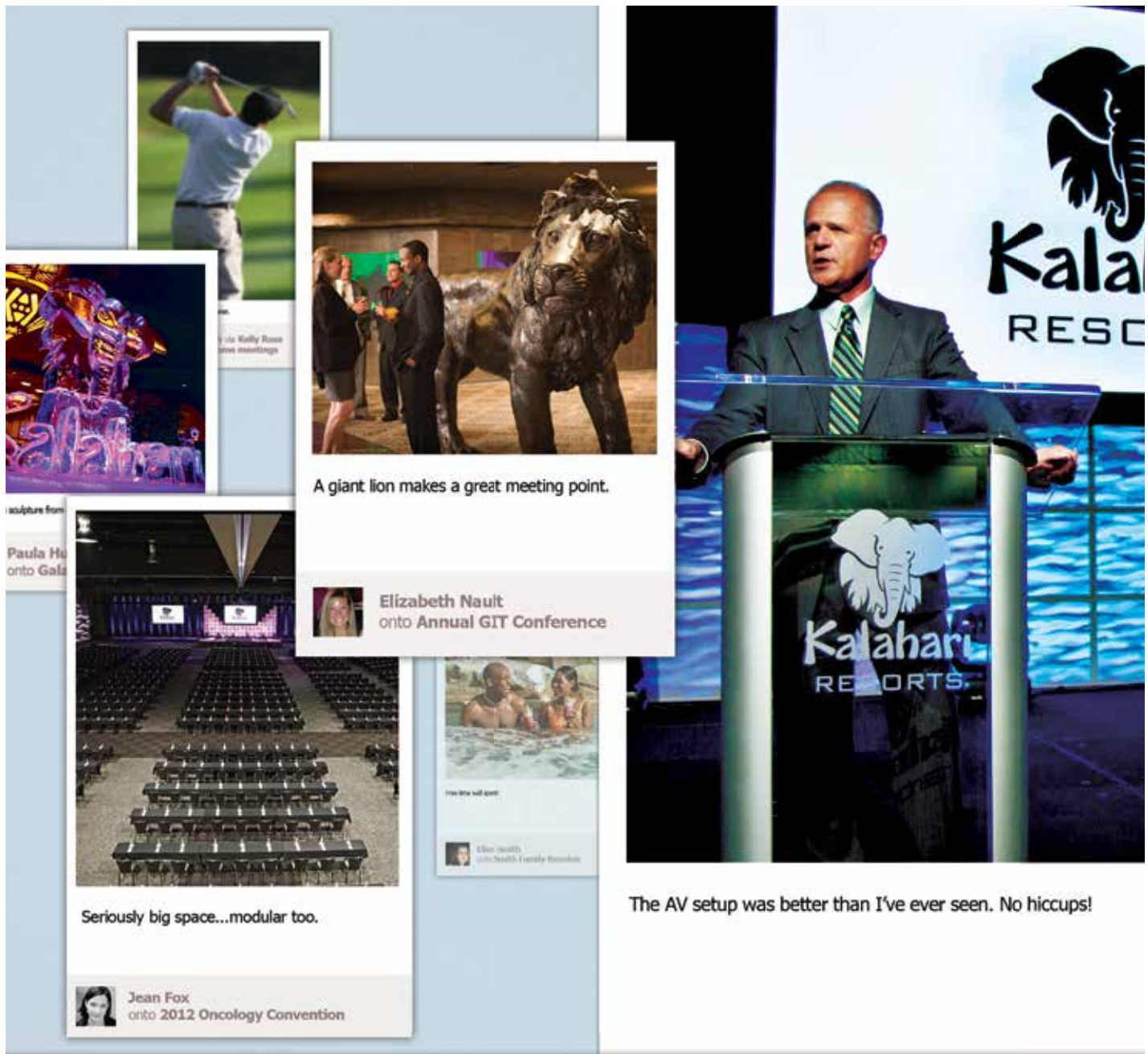
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# President's Column

Bringing out the best! That's the theme and goal set for your board of directors as we kick-off the new MPI year. What exactly does that mean? That means the board will be focusing on the following strategic imperatives as they work to serve the best interests of you – our members.

## **Providing high quality education for continued professional development.**

You continually rate our education programs as excellent or above average on monthly event surveys. In 2012-2013, the education programs exceeded the satisfaction goal. Congratulations to the education team! This year's team is hard at work securing speakers to continue your professional development. They understand the need for higher levels of education and engagement to help you learn. Watch your inbox and check [mpiwi.org](http://mpiwi.org) for the latest updates for this year's speaker line-up.

And don't be shy. Have you personally heard or received reviews from colleagues of a fantastic speaker? Let us know. Email me or an education team member or submit the suggestion via the Suggest A Speaker link on the chapter website.

## **Engaging members as active volunteers.**

Sports have been, and still are, a major part of my life. As a coach, participant and fan of a variety of sports, I am always thinking about the lessons learned in sports that can relate back to the business world. In MPI-WI, it is about teamwork. It is impossible for our chapter to be successful without your help. The board works tirelessly to serve you each month. But they need you to join our teams and be engaged. Our volunteers are an integral part of our combined success.

I believe the board needs to share our progress toward our goals with the members. Our goal for volunteers in 2013-2014 is 120 unique volunteers. In case you are not aware, a football field is 120 yards from end line to end line. If you attended the May Education event, you had a preview of the MPI Wisconsin Field of Volunteers. The field will be on display at each chapter meeting this year and will

show our progress by board division. By May 2014, we want to see that field covered from end to end.

## **Connecting members through networking events for business success.**

Networking and education are perennially the top two reasons shared on our survey that are important to you as an MPI member. Our chapter continually strives to provide you the best of both of these. We have added a new summer social this year, bringing us to three locations for casual and FREE networking opportunities. Plan to join your fellow members and other industry professionals at these fun events:

July 24 – Neenah  
July 31 – Madison  
August 8 – Milwaukee

*See the chapter website for all the details.*

We also provide a variety of opportunities throughout the year to connect you as buyers and sellers:

- November showcases our suppliers at the annual Fall Education Day and Tradeshow.
- Many opportunities for advertising are available. *The Agenda* is an excellent way to showcase your business to over 300 members, six times a year. And now it is in FULL COLOR. The mobile website is clicking on all cylinders as well. Check them both out. Congrats to the 2012-2013 Communications team for your hard work on both of these initiatives!
- Sponsorship opportunities are available for all levels of participation. Check out the Sponsorship and Advertising link on the chapter website. Work with our Finance team on customizing your participation. We want you to be successful, while supporting the chapter at the same time.
- June Golf and Summer Spectacular is always a fun event for both networking and showcasing your business.



**Alison Huber, CMP**  
President, MPI  
Wisconsin Chapter

*Alison*

*Continued on page 22*

# Your Runway to Success:

## Take the lead & watch your career take off A Synopsis of the MPI Wisconsin Spring Education Day

*By: Heather Larson, CMP, Chicago Northwest Convention Bureau*

**M**PI Wisconsin's Spring Education Day took place May 8-9, 2013 at the Crowne Plaza Milwaukee Airport. The goal of this year's event was to exhibit the value proposition of being an active and engaged member in MPI Wisconsin. The day featured educational programming on a variety of meeting specific issues and career development topics. Titled, Your Runway to Success: Take The Lead & Watch Your Career Take Off, the event delivered in every way.

We kicked off with a Very Important Volunteer Reception on Wednesday night, recognizing attendees who have volunteered their time with MPI Wisconsin over the past year. Sipping on cocktails and perusing the silent auction table, networking was in high flight.

The next morning started bright and early. We were honored to have Cindy D'Aoust, Chief Operating Officer for Meeting Professionals International, and Shawna Suckow, CMP, Founder of Senior Planners Industry Network, give our Opening General Session addresses. Cindy gave us a peek into what is new and exciting at MPI Headquarters. She also confirmed the value of our MPI memberships by reminding us how pursuing a leadership role can help our careers take off. Shawna discussed the evolution of the Web and how it has led to changes in what audiences demand and what planners must do to meet their needs.

Both Cindy and Shawna offered morning breakout sessions in addition to a Flashpoint session by the National Speakers Association. In partnership with MPI, the NSA put forth a wonderfully talented line up of speakers who brought insight intermingled with comedy for an enjoyable morning.



*The goal of this year's event was to exhibit the value proposition of being an active and engaged member in MPI Wisconsin.*

*Continued on page 10*







*In partnership with MPI, the NSA put forth a wonderfully talented line up of speakers who brought insight intermingled with comedy for an enjoyable morning.*

Afternoon speakers discussed techniques to enhance our meetings by using music and art. They also elaborated on identifying our own strengths in order to show our own power and significance at work and home, and much more.

As the event went on, momentum was on the rise as guests enjoyed networking in the various sessions, meal functions, and display table areas, while enjoying the wonderful hospitality of the Crowne Plaza Milwaukee Airport Hotel. There is no greater measurement of an event than the valuable connections we make.

A big shout out to all our volunteers and sponsors who made this event such a great success! We truly appreciate all of the hard work. A special thanks to Deanna Birmingham-Heinisch who led the team and was instrumental in organizing everyone's efforts. We also want to thank all those who donated raffle and silent auction items as well as Snapdragon Flowers of Elm Grove, Carousel Linens, 3 Tree Marketing Company, CORT Event Furnishings, Potawatomi Casino and of course, The Crowne Plaza Milwaukee Airport Hotel.▲







## MPI-WI Spring Education Day Speakers

*MPI Wisconsin, in collaboration with the National Speakers Association and MPI International, presented a day of education. Our keynote address came from, Cindy D'Aoust, Chief Operating Officer of Meeting Professionals International. We also heard from a variety of speakers from the National Speakers Association including the incoming President of NSA-Wisconsin presenting on career development and trends in our industry.*



Continued on page 12









# Me? Become a CMP? Yes...You!

By: Jennifer Mell, CMP

I thought the same thing years ago when I first heard about the Certified Meeting Professional (CMP) designation from a colleague who was studying for the exam at the time. I thought, "Oh, I'll never have a reason to do that." But as my career developed, I started to look towards my future and it became clear that increasing my knowledge and demonstrating my expertise in the meetings industry would benefit me professionally.

Investing in yourself to become a CMP not only increases your industry knowledge, but also increases your marketability in seeking a position in the field. Our industry is successfully elevating the role of the meeting planner and in turn, companies and organizations are increasing their preference (or requirement in many cases) in hiring a CMP to lead their meetings and events because they recognize the value of knowledgeable and skilled meeting planners.

If you're planning to take the CMP exam within the next year, register now for the Fall CMP Prep Days in September. This two-day, interactive group-based study session has been developed in collaboration between MPI-WI and Madison College and is facilitated by a panel of CMPs that are engaging, knowledgeable, fun and willing to assist candidates interested in taking their professional development to the next level.

During the course, the group will cover all key areas of the exam and administer a practice exam to test your knowledge which will help provide areas of study to focus on. Registration includes breakfast, lunch and breaks on both days, as well as a participant binder with study tools to use prior to the exam.

Some comments from former CMP Prep Days participants and now current CMPs...

*"There is too much information to learn for the exam and when I first opened all the books I did not know what to begin with, but MPI's CMP Prep Course helped me understand which direction I should go. The numerous tests the course provided were very helpful and prepared me to not get too overwhelmed at the exam. I would definitely recommend any new CMP candidate to take the course."* — Alexandra Harjung, CMP

*"The class really helped me by narrowing down what*

*to focus on with all the material. It was also very helpful to ask questions and get answers onsite by the instructors and classmates."* — Trisha Raymakers, CMP

*"Participating in the CMP Prep Days definitely helped me better prepare for the CMP exam and successfully earn my Certified Meeting Professional designation. The MPI Wisconsin volunteer leaders helped keep the course fun and engaging while properly preparing us for each domain of the test. The discussions and sample exams were most beneficial in ensuring our success."* — Heather Larson, CMP

See below for pertinent details and join us for the Fall CMP Prep Days! ▴

## FALL CMP PREP DAYS

**September 6 – 7, 2013**  
**Courtyard Madison East**  
**by Marriott**

See complete course details at  
[www.mpiwi.org](http://www.mpiwi.org)

**Jennifer Mell, CMP**  
**Director – Special Education**  
**Projects**  
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# PLANNING YOUR MEETINGS: Trends you need to know

By: David Gabri

**M**eetings and conventions need to be distinctive, yet also provide value for both the host organization and the attendees. If your organization or company coordinates meetings, you need to be “in the know.”

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*There is a shift occurring in the meetings industry which you should be considering to maximize your values and those of your attendees. Over the last few years organizations became accustomed to booking whatever property they were seeking – enjoying remarkably discounted rates, with unprecedented favorable terms and conditions. This is largely shifting. Corporate business meetings have dramatically returned, gobbling up dates and space, and creating a noticeable shift in the demand for hotels.*

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Individual business travel has also returned, affecting the available room inventory that hotels allocate for group business. These trends started within city hotels, and are gradually impacting resorts. This, added with improved leisure travel trends, provides strength to the resort and hotel markets going forward. So now is the time to lock in significant value opportunities for your programs, as the window in many markets is closing. The pendulum is shifting from the current “buyer’s market” toward a “seller’s market.”

## **Why NOW?**

We all know the financial lending markets essentially stopped a couple of years ago, and have only slowly opened for investments in business and other pursuits. Simultaneously there have been no significant investments in new hotel developments. This affects the available inventory of hotels and resorts for meetings; and with demand increasing and no new supply, we all know what happens.

So why is this important to you? Rates at hotels and resorts have bottomed out, as we’ve already seen an increase – some dramatically. Additionally (and meaningfully), the shifting market conditions has led to the reduction of some of the special concessions, and to the general return of tighter terms & conditions (food and beverage minimums, attrition and cancellation schedules).

## **So what is an executive and meeting professional to do?**

Focus on what is on the horizon for your meetings and conventions, and lead. Take time now to think strategically to identify your program needs for the rest of 2013 and years beyond. Lock-in the program dates and terms now to capture exceptional values and mitigate risks as some of the special “deals and concessions” are still available. Don’t tarry however, as owners and operators are raising their expectations for the upcoming year.

## **The “E” of Attendees Is Increasing**

Another trend is that the “expectation” (“E”) of attendees is increasing. Whereas during the economic downturn attendees (and hosts) were more accepting, according to MPI research, attendees are again expecting that programs provide an “experience” that will meet or exceed their higher expectations and standards.

We’re not talking “extravagant” here. The word of the day is “distinctive.” Companies and organizations are choosing “distinctive” venues that will provide a unique and memorable experience as they advance their business messages.

In doing so, the organization stands out by offering a meeting solution that complements their program, and their brand; with content in an invigorating environment that promotes creativity, enthusiasm and distinction.



## Face-To-Face Meetings Value

Companies and organizations are again investing in programs for their employees, members and/or customers, in order to remain competitive.

While many business leaders have intuitively understood the value and benefits of face-to-face meetings, it became truly apparent how effective they are when the comprehensive “Return On Investment of U.S. Business Travel” study by Oxford Economics came out in 2009. This authoritative study 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 also 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.

### **In other words, meetings provide a great return on investment (ROI).**

Another trend is that meetings now provide more meaningful business content. Long gone are the days of conducting a meeting just for the sake of meeting. Now it is essential that the program features meaningful presentations with rich content, invigorating leadership, and progressive direction in order to keep your attendees engaged, and to justify the expense by all participants.

Another development is that planners who had been booking room blocks conservatively to avoid attrition exposure over the last two years are amending that strategy. In our experience, more than half of the groups that booked programs through ALHI for 2012 programs had to increase space and exceeded their original room blocks. This could be a real problem in 2013 and beyond, as far less availability is expected. So set a realistic room block, and adjust it along the way if possible.

## Utilize Available Resources

Statistically there is now a greater reliance on utilizing reliable Global Sales Organizations (GSOs) by corporate meeting and association professionals in order to tackle the challenges we now face.

One of the biggest advantages of working through a GSO, like Associated Luxury Hotels International (ALHI), is that they provide a “one-stop shop” with insight on multiple hotels and resorts, in a variety of destinations, with one discussion. Allow your GSO to make best value presentations for your executive

team to consider. You also may consider locking in the next two or three available dates, not just one, considering market circumstances. And work with your GSO to leverage one program and another meeting to your advantage. Besides your trusted GSO knowing where the best values and options remain, their enormous volume to their hotels provides you an extra “advocate” to secure the very best arrangements. This saves you time and adds value and expertise with skilled GSO professionals who have in-depth knowledge of their hotels, resorts and destinations to match with your specific needs.

They also can share important information, such as details on capital improvements, and consolidated value lists, like ALHI’s “Luxury On Sale” opportunities, among their entire portfolio. And for clarity, there is no cost to your organization to utilize the national sales services of a GSO, like ALHI, as they are funded organizations set up to serve you.

So take a step back to consider if you are well-prepared for the changing trends that could affect your future meetings and programs. Actions today could be the key to protecting your company’s interests for 2013 and beyond in a significant way. ▀



*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](http://www.alhi.com).*

# April MPI Community Outreach

By: Rolfe Nervig

**A**t the April MPI-WI meeting at the Great Wolf Lodge in the Wisconsin Dells, MPI members contributed several bags of personal hygiene items for the local food pantry. The partner organization for our April Community Outreach project was the Central Wisconsin Community Action Council, which serves low income people in Sauk, Juneau, Adams, Columbia, and Dodge counties. Thanks to everyone who donated shampoo, toothpaste, toothbrushes, soap, deodorant and other necessities. These items are in high demand and often are low in inventory in the food pantry. ▴



Special thanks: Dave LaHoye of LaHoye Photography





# Applying Education to Your Profession

By: Mariya Bubela

Not once have I heard that having education in the field is more important than experience in the same field. In my opinion, experience that has education supplementing it is priceless.

Being in college and studying event management was one of the best experiences I have ever had. The amount and depth of knowledge I received through classes is immeasurable. There has not been a moment in class where I thought that what I am learning right now will never be applied in a real job.

Everything I learned in all of my classes came together while I was going through my internship with a small local event company last summer. Every time I had a new task, I knew right away what to do – it was like a second nature to me. I implemented timeline templates for event planning, promotion and publicity to be used within the company. Creating those templates made the planning of three conferences a little bit easier for us. After reading the sponsorship proposal letter that the company had in place, I decided it needed to be revamped. With the new sponsorship proposal letter, we were able to secure more sponsors that were interested in investing into the conference. After the first conference, I put together a sponsorship evaluation letter which was a pleasant surprise to the sponsors, who never received anything like that before. I created an event contingency plan and had a meeting with the entire staff, explaining why we must have it and coordinated everyone's role within the plan. I was very involved in every aspect of event planning during my internship: conducting research, creating an event design, arranging for food and décor, coordinating the activities of event personnel and supervising at the site during all conferences our company put together.

My supervisor was impressed with the skills I had without any previous experience and I was offered a part-time job, which I gladly accepted.



Mariya Bubela

Everything I was able to bring to the table in my professional life so far is thanks to the education I received in the past two years. I learned from industry leaders and professionals, who worked in the field and are “street smart”. The hands-on assignments made real-life situations easy to handle and gave me confidence in my everyday work. So when I hear someone saying that experience is more important than education, I smile to myself, knowing that what I learned in school in just two years is also essential to my success as an event planner.▲

## SAVE THE DATE

**September 5, 2013 at the Madison Marriott West!**  
**Plan to join us for MPI-WI Chapter's High Society Awards Gala – Themed Vintage Vegas Style.**

The evening will feature amazing aerial feats, reminiscent of Cirque du Soleil, followed by a gourmet feast, highlighting differing old-world vintages paired with each course. After celebrating the accomplishments of our members during our awards segment, we will create a “Flashback to Flashbacks” nightclub experience as we recreate the essence of this popular disco club.



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# MPI-WI Members Run to Support the MPI Foundation

By: Alison Huber, CMP

**O**n a crisp Sunday morning in Oshkosh, four chapter members gathered to run in the Oshkosh Half Marathon, 5K and Kids Run in support of the MPI Foundation. Our group's participation was set-up as a new way for our chapter to raise funds to support the Foundation. Although there was not a big turnout for the team in the first year, there was a lot of interest and we hope to provide similar opportunities in the future and get more members, as well as their friends and families, involved.

The race fell just days after the shocking bombings at the Boston Marathon finish line. The organizers paid special

tribute to the victims of this tragedy. Wisconsin residents who competed in the Boston race were on hand to welcome the Oshkosh competitors. They also led the group in singing the national anthem and set the pace for the half marathon race.

Meet Team MPI-WI:

- Bethany Babcock Gnatzig
- Dana Ecker
- Alison Huber, CMP
- Naomi Tucker, CMP

At the end of the day, the team raised nearly \$500 to support the work of the MPI Foundation. Way to go! ▴



## MAY COMMUNITY OUTREACH

By: Sarah Iverson

**I**n May, MPI WI chapter members joined forces with Milwaukee's Hunger Task FORCE to collect food donations. We're happy to report that at our monthly meeting held at the Crowne Plaza Milwaukee Airport we collected 199 pounds of food for local families, helping the Hunger Task FORCE stay stocked with nutritious food.

A letter from the Hunger Task FORCE was sent to our chapter thanking us as this is an extremely important time of year. Sadly, summer is the peak time for childhood hunger because local kids lose access to school meal programs. Hunger Task FORCE works hard to make sure that summer meal sites are organized and ready to serve kids three meals per day.

Thank you to everyone who made a donation in May! ▴



# This is Your Brain on Awards

By: Janet Sperstad, CMP

**I**t's that time of year - MPI WI Awards Gala, September 5, 2013. This year's event is all new and has never been done before! Wait a minute; did you just say "awards and new in the same sentence?" Yup. I know what you are thinking: Awards galas are not new and certainly have been done before. But not this year. This year's gala has been constructed from the inside (of the brain) out to deliver you a fun-filled and exciting experience.

So, what did we do this year that makes it "new" and a must to attend? We used recent neuroscience research findings to design the event, from start to finish. This approach was applied from the very beginning of constructing the goals, to designing of décor, sound, lights, production and, yes, even the awards presentations. Right about now you are thinking, "But Janet, this is the Awards Gala...I know who is going to be nominated and if I had to guess I could name the top three nominees--what's new about that?" And you are probably right about the top nominees, since passionate and committed volunteers are easy to notice.

## Here is what's new:

### The Reception That Gives and Does Not Receive:

*The first impression really is the last impression.*

Our limbic system is home to our emotions and it encodes experiences by the cross talk to different brain regions that together embed memories in our long term memory. Firsts of anything are always filled with various emotions and uncertainty. Will it be fun? Will I know anyone in the room? New people and new experiences heightens our amygdala, the part of our brain that tells us to fight or flight. Our brain is programmed to always do two things first, every second of the day. One is to minimize danger and two, maximize reward.



M P I - W I A W A R D S G A L A  
S E P T E M B E R 5 , 2 0 1 3

At this year's reception, we have designed an experience that washes away nervousness of first entering an event or waiting to see if you or your friend wins tonight by flooding your brain with a shot of dopamine which immediately brings you closer to people you know and help celebrate your friends and our Chapter. Our Chapter has been built upon giants, four charter members of MPI as well as many artisans, crafts(wo)men, architects, builders, and keepers of the story here in Wisconsin. This year's reception has built in spontaneous moments to entertain, cherish and celebrate those who have inspired us throughout the years.

**This Awards Ceremony That Rewards Our Nominees and Our Brains.**

*We expect what we experience,  
and we experience what we expect.*

Expectations play a critical role for us. They keep us safe, help us leverage opportunities, and help our brain to shift up from our spontaneous, automatic way of thinking to our higher level "executive brain" rational, controlled and deeper thinking, which result in more enriched, happier experiences. Yet left to their own, expectations can quickly turn into a runaway train creating a train wreck that never happened. Come and see how we will design a Gala that modulates expectations with emotions and surprises, that will keep the evening not only on track, but also allow you to experience the unexpected.

You tell us if our approach piques your interest and is a new twist to an awards ceremony. I look forward to seeing you there.



Janet Sperstad, CMP, Program Director, Meeting and Event Management, Madison College. Janet is pursuing her Executive Masters Degree in Neuro-leadership from the Neuroleadership Institute.



# GET TO KNOW YOUR BOARD MEMBER:

## CARMEN SMALLEY, PRESIDENT-ELECT



**Place of employment:** North Central Group

**Job title:** Regional Sales Manager

**How long in the meetings/supplier industry?** 12 years

**How long in MPI?** 12 years

**Previous board positions held?** Director of Fundraising

**Tell us about your family:** Husband: Jesse Sherman, New Baby! Laydon Sherman

**Where were you born?** Adams-Friendship

**Favorite hobbies or pastimes?** Golfing, running, vacationing, and spending time with Jesse and Laydon

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

**Person you admire the most and why?** My mother--she always wanted me

to have more than she did and I feel very lucky to have seen the things I have, met the people I have, and have gotten to do the things I did.

**Dream vacation?** Australia – New Zealand

**If I won the lottery, I would....** Go to Australia and New Zealand and put money away for Laydon's college.

**Any words to live by?** Never regret the things you have not done.

**Special personal accomplishments?** Received my MBA while working full time and while I served on the MPI board.

**What's something most people do not know about you?** I studied at the John Casablanca's Acting/Modeling School while I lived in Minneapolis.

**What else would you like other MPI members to know about you?** I'm always about helping others. ▲

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# MPI-WI Summer Socials

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

Join your fellow MPI-WI chapter members at this 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!*

### Fox Cities

*(Added this year 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 6:00 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 6:00 p.m. sharp!

*Hosted by Visit Milwaukee*



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I am honored and excited to be your president for the 2013-2014 term. In less than 10 years, I have seen this wonderful, crazy world of MPI and the Wisconsin Chapter as a student, planner, supplier and board member. Each of us has our own unique MPI story to share. I would love to hear yours. I hope that you are as passionate about our chapter as I am.



*33 members raised their hands at the May 2013 volunteer sign-up. Contact the membership team or any board member to join our volunteers for 2013-2014.*

For those that have given their time as a board member, past or present, thank you. Please continue to support the chapter's efforts as a committee member each year.

For those who have not yet served on the board, know that it is an amazing opportunity. You will grow in so many ways – strengthen your leadership skills, make new business contacts and personal friends, truly understand the value of MPI to your professional development and the industry, and so much more.

Our board meetings are open for all members to attend. If you have interest in becoming a future board member, come see what it is about. Or connect with a current or past board member. Ask them your burning questions.

I look forward to working with the talented team assembled for this year. They are professional, talented, creative, diverse, smart, fun and hard-working. These are all traits that are necessary for a successful leadership team. We are bringing out the best to lead the chapter for this year. Please join us by giving your time and talents, and bringing out the best in yourself this year. ▀

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# IN THE NEWS

Congratulations to student members **Roberta Solberg** and **Lindsay Stone**, who recently graduated from the Meeting & Event Management Program at Madison College.

**Brianne Warmuth** is now Account Manager for UW-Athletics with Anthony Travel.

**Tracey Bockhop** recently accepted a job as Marketing & Events Consultant at First Supply. She will be handling all of First Supply's meetings and will get to plan her first international meeting as well. First Supply has approximately 80 meetings per year.

**Mariya Bubela**, a student in the Meeting & Event Management Program at Madison College, recently won the Exemplary Learner of the Year award for the School of Business.

**Nick Topitzes** was quoted in the May Wall Street Journal in an article entitled "What's In a Name Badge? Tag Snobs Glad You Asked."

**Janell Palmer** has been promoted to Marketing and Events Manager with Isthmus Publishing. She will oversee the organization's events including Isthmus Beer & Cheese Fest, the Isthmus Food & Wine Festival, and the Isthmus Paddle and Portage. ▀

## Planner Profile: Melissa Kadlec

**Place of Employment:** Rockwell Automation

**Job Title:** Customer, Executive Events Planner

**How long in the meetings industry?** 3 years

**How long in MPI?** New member

**Tell us about your family:** Married, 2 children

**Where were you born?** Menominee, MI

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

**Favorite Pastimes:** Waterskiing, biking

**Person you admire most and why:** My parents – they taught me to believe in myself and never give up!

**Dream Vacation:** Australia

**If I won the lottery I would:** Help others

**Words to live by:** It's about the journey, not the destination.



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# See the Light:

By: Tom Graybill



## How to improve your meeting for under \$250



*Tom Graybill is Vice President, Sales for Tri-Marq Communications and is Vice President of Finance for MPI-Wisconsin.*

One of the most cost-effective ways to improve any meeting is to add lighting. From color-changing LEDs to moving lights to gobo lights, adding decorative fixtures can pump up any show.

But before you add anything fancy, the easiest way to improve your show can cost as little as \$250. Just add two lights to brighten your stage.

Too often, presentations are delivered at a lectern without any stage lighting. Audience members are left straining to see the face of the presenter, or worse, simply stop watching. This problem becomes worse if there is projection, as the screen glows brightly next to a dim stage. The human eye (much like a camera lens) can only handle so much contrast, and the most important part of your presentation – your speaker – is now dark, dull, and not the center of attention.

At a recent awards show I attended (not an MPI-WI awards show!), the presenters stood in front of a bank of windows just before dusk. Because there was no stage lighting, the hosts – framed by the outside lighting – appeared to be shadows. Audience members couldn't see their faces and lost interest in looking at a stage filled with silhouettes.

Stage lighting doesn't need to be expensive. For less than \$250 (your cost may vary based on location), you can add two lights – one on each side of the room on stands or sticks of truss – to light up your lectern. Besides allowing your audience to actually see the presenters, the stage now becomes more of a focal point for your event, drawing the eyes of every attendee.

Stage lighting should be included in every main session of your event. Sometimes lighting is built in to the room and simply needs to be turned on to brighten your stage.

Depending on the size of your stage and the number of people appearing at one time, you may need to add more fixtures to achieve a stage wash. These additional lights can often be added to the same light pole or tower, marginally adding to the budget but greatly enhancing your show.

It's time to leave behind the dark ages of the past. Your audience deserves to see the light. ▀



# New Members

Please help us welcome our new members!

**JENNIFER BAKER-JOHNSON**

Event Planner  
Henry Schein Dental  
10920 West Lincoln Avenue  
West Allis, WI 53227  
jennybaker78@yahoo.com  
Planner Meeting Professional

**JAMIE COWLING**

President  
Keystone Event Concepts LLC  
112 Rickers Bay Road  
Neenah, WI 54956  
920.722.3313  
jvcowling@new.rr.com  
Planner Meeting Professional

**SARAH DUFFUS**

Student  
Milwaukee Area  
Technical College  
14 Manor Hill Drive  
Eden, WI 53019  
sassypantseventsanddesign@gmail.com

**ANDREA HARRISON**

AVP, Senior Event Planner  
Robert W. Baird & Company  
777 East Wisconsin Avenue  
Milwaukee, WI 53202  
aharrison@rwbaird.com  
Planner Meeting Professional

**WENDY JANSEN**

Event Sales Manager  
Green Bay Packers  
1265 Lombardi Avenue  
Green Bay, WI 54304  
jansenw@packers.com  
Supplier Meeting Professional

**CHRISTINE JAWORSKI**

Event Manager  
Henry Schein Dental  
10920 West Lincoln Ave.  
West Allis, WI 53227  
Chrissy.Jaworski@henryschein.com  
Planner Meeting Professional

**MELISSA KADLEC**

Corporate Events Planner  
Rockwell Automation  
Allen Bradley Company  
8008 West Beacon Hill Drive  
Franklin, WI 53132  
makedlec@ra.rockwell.com  
Planner Meeting Professional

**JANET MOHONEY**

Student  
Madison College  
701 Knickerbocker Street  
Madison, WI 53711  
jmohoney@madisoncollege.edu

**KRISTA PETERSON**

Corporate and Industry Events  
Specialist  
Jewelers Mutual Insurance Co.  
24 Jewelers Park Drive  
Neenah, WI 54957  
kpeterson@jminsure.com  
Planner Meeting Professional

**WHITNEY SWANCE**

University Conference  
Coordinator  
511 West Doty Street  
Madison, WI 53703  
608.265.6408  
swance@wisc.edu  
Government Meeting  
Professional

## Student Profile: Janet Mahoney

**Place of Employment:**

Madison Public Library  
Foundation

**Job Title:**

Special Events Intern

**Tell us about your college  
program:**

I am currently enrolled at Madison College in the Meeting and Event Management degree program. I also have a Bachelor's in Spanish from the University of Wisconsin-Madison.

**Tell us about your family:**

I am very fortunate to be part of a big, loving and accepting family. I can always (and often do) turn to them when I'm in need of advice and they can always make me laugh.

**Where were you born?**

Madison, WI

**Where do you currently live?**

Madison, WI

**What drew you to the meetings industry?**

When I decided to enter the field, I did a lot of informational interviews. Every single one of the professionals I spoke with was incredibly enthusiastic about the work they did and demonstrated a contagious positivity I couldn't help but share. I felt that that was very telling about the industry and knew I wanted to be a part of it.

**Favorite Pastimes:**

Music is a big part of my life. Whenever I get the chance, I love to catch live shows in and around Madison. I also love hiking and being around water.

**Words to live by:**

All great changes are preceded by chaos.

**Dream Vacation:**

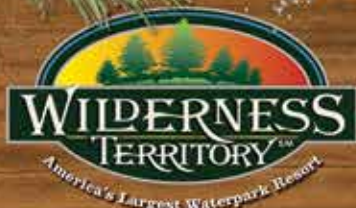
I would hop a plane to Fiji in a second! Blue water, white sand, and marine life is an irresistible combination.







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**tel:** 608.204.9816

**fax:** 608.204.9818

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**web:** www.mpiwi.org

# Datebook:

CALENDAR OF EVENTS

# 2013



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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

AUGUST

08

**MILWAUKEE MPI-WI SUMMER SOCIAL EVENT**

Belmont Tavern/Jazz in the Park  
Milwaukee

SEPTEMBER

05

**MPI-WISCONSIN AWARDS GALA**

Madison Marriott West  
Middleton