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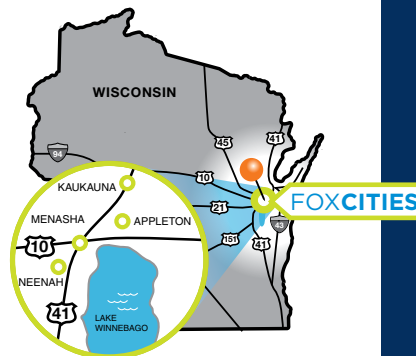


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MPI-WISCONSIN CHAPTER **Agenda**

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Feature Articles

Networking Sucks	8
Summer Social in the Fox Cities	10
Movie Night for the MPI Foundation	12
Hard Work, Great Discussion, Successful Retreat	13
World Education Congress 2013	14
Share the "Good News" of MPI	18
MPI Wisconsin Golf Outing and Summer Spectacular – "By Land and By Lake" – A Success!	21
MPI-WI Social Media	23
WEC Future Leader Forum	25
Join us at the October Education Meeting	26

In Every Issue

From the Editor's Desk	4
President's Column	7
Food for Thought	16
Supplier Profile	19
Get to Know Your Board Member	20
In the News	22
Planner Profile	23
New Members	26
Calendar	BC

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WISCONSIN CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

MPI-WISCONSIN CHAPTER **Agenda**

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EDITOR'S NOTE



Happy Fall Everyone!

This is absolutely my favorite time of year – there is nothing better than biting into a fresh Honey Crisp apple, attending a Badger football tailgate or enjoying the warm late-summer days and the crisp fall evenings.

As the season begins to change, take this time of year as an occasion to change as well. MPI offers so many opportunities for you to grow as an individual–take advantage of some or all of these things and attend an event that you’ve never gone to before. Some possibilities are to attend the upcoming Fall Awards Gala, reach out to a new member from the New Member Listing, congratulate an individual or organization recognized in the In the News article, or begin volunteering if you’ve never given it a chance, write an article for this publication, consider sitting for the CMP exam, try a new format for the annual conference you plan, offer a client a new idea to improve their ROI, or challenge yourself in a way that promotes change.

A good friend of mine uses the phrase “You won’t regret it!” on me a lot. Although it is usually in a silly or joking manner, I’ve started to take it more seriously. Often, we’re scared or resistant to change because we just don’t know what the outcome will be. However, more often than not, the outcome of trying something new is positive and even when you fail, there is something that can be learned from whatever change you made.

So go for it and make a change! Try something new...I promise, you won’t regret it.

Until next time,

maria

Maria Peot

Event Manager

The Wisconsin Institute for Discovery

{MADISON, WI}

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via Kelly Rose
some meetings

A giant lion makes a great meeting point.

Elizabeth Nault
onto Annual GIT Conference

Ice sculpture from
Paula Hu
onto Gala

Seriously big space...modular too.

Jean Fox
onto 2012 Oncology Convention

How time well spent

Ellen Smith
onto South & Family Foundation

The AV setup was better than I've ever seen. No hiccups!

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President's Column

A Great Start to the Year!

When this issue hits your desk, we will be wrapping up our Summer Social events and getting ready for a Gala to remember. A lot of work has been completed by your board of directors and the outstanding volunteer member teams to set us up for a great year ahead.

The board gathered for an intense two-day retreat in late June. Lead by MPI facilitator, Tara Liaschenko, the team laid out a strategic plan for success. We set achievable goals for member engagement, chapter and education satisfaction and other discussions to help our chapter to continue on a path to success. See more retreat information on page 13.

MPI held its annual World Education Congress in Las Vegas in mid-July. Your board was represented at the Chapter Leaders Forum, an opportunity to learn from and collaborate with chapter leaders from across the globe. Over 20 members were in attendance at the conference, participating in the joint networking reception with the Minnesota Chapter, doing business at the Hosted Buyer appointments and gaining valuable knowledge at sessions throughout the entire conference. New MPI Chairman, Mike Dominguez, shared his vision and set members and leaders alike up for a year of growth and development. Go to pages 14-15 and 25 to read about WEC wonderful recap articles from Mariya and Bethany.

Three summer socials provided free networking for members in the Fox Cities, Madison and Milwaukee areas. Thank you to our host sponsors and those that attended. It is great to have a chance to relax and talk with our members and guests at these events. We had beautiful weather and enjoyable entertainment. If you have not yet attended a summer social, make a note to get to one next year. They provide wonderful networking opportunities and are some of my favorite events of the year!

Our gala and awards selection committees are working hard to present an amazing Gala for you. This is our time to celebrate the accomplishments of the chapter for the 2012-2013 year. We start the day with a mini-education session. Join us to learn about how to make your connections work to create memorable events. We kick-off the evening with a networking reception, before we recognize our volunteers for their commitment to the chapter and also take a look forward at what we hope to accomplish before June 2014. I hope that you will join us at the Marriott Madison West on September 5th. There is still time to register. Don't miss this amazing evening!

October will find us in Stevens Point to kick-off our educational programs. Two mini-sessions will fill our afternoon with education and discussion on contract and technology law. Our friends at the Holiday Inn and in the Stevens Point area have a fantastic event planned to welcome you.

As we look to close out the first quarter of the current term, I would like to thank our volunteers and members for their work and sponsorship. From the time you give to make this chapter a great group to be part of to helping fund various initiatives – THANK YOU. Without your commitment to our success, we could not move forward to grow the meetings industry and build a strong voice in the state of Wisconsin.

Happy Fall!



Alison



Alison Huber, CMP
*President, MPI
Wisconsin Chapter*

Networking Sucks

By Jenna Weber

Yes, I said it. Networking sucks - or at least that's what a lot of us think of when we hear the term. "Networking" has become a buzz word in business and in many cases, a word that makes people cringe. Thinking of a big, intimidating room filled with strangers having forced and awkward conversations is not what most people consider to be an inviting and enjoyable time. However, if you can look past the term and get to what the word truly means, networking is essential for success. Networking is simply building relationships with people. The meeting industry is driven by people: planners, suppliers, attendees, hosts, speakers and many more. You having the right connections, whether it be for booking a great speaker or landing a unique venue, can be the difference between an average event and one that is unforgettable!

Here are a couple tips to get you started for successful networking:

Walk Before You Run

Think of networking as creating win-win relationships, not the stereotypical conference room or bar filled with strangers. Start by building on existing relationships. Ask for introductions to people in your network's network or for suggestions as to what meetings or events have been beneficial for others. When you attend larger gatherings, it can be helpful to attend with someone who can make initial introductions to get you started.

Give 'em WIFMs

Many people approach networking thinking about what new contacts can do for them, when in reality, you will be much more successful if you look for ways you can help others. Be prepared with an arsenal full of items to answer a new contact's question "What's In it For Me" or "WIFMs." Offer up an invitation to an upcoming seminar or social event. Recommend a beneficial book or article. Offer to make an introduction to another contact in your network. If you put the other person first, it will help build the foundation for a solid win-win relationship.

Start with a Plan

One of the main reasons networking can seem intimidating is that the term is very broad. Start by setting specific goals focused directly on this aspect of your business. How many networking contacts or events will you commit to per month? How many lunch meetings with centers of influence or referral sources will you set up? What amount of new sales do you want to realistically generate from referrals this year? If you have specific objectives in mind before you get started, you can more efficiently find contacts and build relationships with the people who can help you reach those goals.

Make it a Priority

Building meaningful relationships takes time. Be honest with yourself about how much time you are willing to dedicate per month to reach your networking goals. Once you set a reasonable amount of time that fits in with your schedule - stick to it. For me, things aren't real unless they are on my Outlook Calendar. Schedule your networking events, meetings and follow-up time on your calendar and make those commitments as important as those you make to clients.

Have a Follow-Up Strategy

One of the most important steps to successful networking is follow-up. Make sure to follow up with all new contacts, even if you might not have a specific business purpose in common at the time. Every relationship matters and you never know who might be able to help you down the road. Deliver any additional materials as promised; there is no quicker way to lose credibility than to not follow through on what you have offered. A handwritten follow up card can also be a quick and easy way to differentiate yourself in the market!

So no, networking doesn't really suck; if done correctly it can be one of the fastest ways to reach higher levels of success for you and your organization. These are just a few tips to get you started. I will be sharing many more strategies on how to create win-win relationships to create unforgettable events on September 5th, 2013 at the MPI - Wisconsin Annual Awards Gala. Whether you are an experienced professional or brand new to the industry, this is a must see presentation that is guaranteed to leave you with actionable takeaways to enhance your business or organization. Hope to meet you in September! ▀



Jenna Weber is a Business Development Coordinator for SVA Professional Services. She is responsible for the implementation of business development strategies and awareness campaigns that drive business growth. Jenna frequently provides training and speaks to groups about business development and marketing topics. She can be reached directly at weberj@sva.com or (608) 826-2075.

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concoursehotel.com

'Best Hotel'
- Madison Magazine 2012 Reader Poll

SUMMER SOCIAL IN THE FOX CITIES

By: Anna Anderson, CMP
Senior Sales Manager, Radisson Paper Valley Hotel

Warm temperatures, cool breezes, and music along the lakeshore! What a perfect evening to enjoy the MPI Wisconsin Summer Social at Neenah's Shattuck Park on Wednesday, July 24th!

Prior to sitting back and listening to the music of Tom Washatka, renowned jazz musician, Fox Cities native and past Grammy nominee, the Fox Cities Convention & Visitors Bureau hosted a reception at the Holiday Inn Neenah Riverwalk.

This was a great opportunity to see familiar MPI Wisconsin faces, chat with industry colleagues and welcome new members who are experiencing MPI Wisconsin for the first time!

Let's make this an annual event! ▀



Gilda's Club

By: Amy Qualmann

Remember our Outreach Program is working with Gilda's Club for the September Gala.

"Inspired by Saturday Night Live comedian, Gilda Radner who died of ovarian cancer in 1989, Gilda's Club provides a welcoming community, where people of all ages touched by cancer — of any kind and at any stage — can join with others to actively involve themselves in building social and emotional support at NO COST to members...ever! Gilda's Club is truly a place where anyone affected by cancer can share their experiences, questions, and feelings. It's a place where people can come as they are — happy, sad, angry or tired — and be who they are. www.gildasclubmadison.org. Accepting cash and credit card donations at the event."

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Movie Night for the MPI Foundation

By: Carmen Smalley, CMP

For ten years I have been a member of MPI Wisconsin, but it wasn't until I started serving on the board that I knew anything about the MPI Foundation and what it does. In the past my only knowledge of the Foundation was that every once in a while our chapter raised money for it and a few years back the Foundation provided our chapter with a grant to assist in providing great education for our members.

As President-Elect it is my responsibility to help our chapter raise funds to donate to the Foundation. When doing research on the International website I learned what the Foundation does and what benefits it provides to our members.

Aside from providing various chapters with grants to help enhance the chapter's education, the Foundation provides several scholarships to new and current members.

Do you know someone who is interested in joining MPI but does not have the support from their employer or the financial means to pay for their membership? Each month potential new members can apply for either the HelmsBriscoe Meeting Planner New Membership Scholarship or the Disney Destination New Membership Scholarship. These two scholarships are for new members only and will cover the cost for a meeting planner either with a corporation or association for their first year of membership to the organization.

Interested in attending WEC (World Education Congress) in Minnesota next year, but financial support is prohibiting you from attending? Consider applying for one of the several WEC registration scholarships that are available to assist in covering the cost of registration to the conference.

Have you thought about pursuing your CMP, CMM, or other industry designation? There are scholarships to assist with both certifications and college courses for academics and professional development. Many of these scholarships are given out quarterly or on an as-needed basis.

With knowing what great opportunities the MPI Foundation provides to potential and current members, please consider donating this year to the Foundation and enjoying a movie night with your family. Last year, Alison Huber, CMP, started a fundraiser for the Foundation by selling DVD movie packages at November's Education Day. At the September and October meetings I will be collecting gently used DVD's that you no longer watch to create a movie night package to be sold at the November Education meeting again this year. I'll be packaging the movies with popcorn and other fun movie snacks for you and the family to have a movie date night at home. Please look for the donation box at registration at the September and October meetings and then look for the movie packages to be sold at the November Education Day. ▀

Hard Work, Great Discussion, Successful Retreat

By: Alison Huber, CMP

Your board of directors spent two intense days together in late June to create the path to success for this year and beyond. Hosted at HotelRED in Madison, the group enjoyed a fantastic setting with scrumptious meals, a Madison Mallards game (thankfully the weather cooperated!) and a relaxed atmosphere to let the creative juices flow.

Tara Liaschenko, CMM, MPI International's Membership Advisory Council Chair, led the group through important discussions and detailed strategy planning. Day one ended with a fun and important exercise to get the team working together quickly and get everyone across the 'river.' After some careful planning, and one failed but valiant attempt, the team accomplished the goal. It helped us to see how we must work together and depend on each other to be as successful as possible.

Day two allowed the group to brainstorm on a variety of topics including potential education sessions, fundraising event ideas and potential advertisers for our website and publications. The team effort really brought out the best ideas to help each team work towards their goals.

At the end of the event, the new board members came away much more comfortable in their roles and the returning board members learned more about how everyone works together. We had the opportunities to learn more about each other so that we can work together effectively to meet the goals we have set forth.

I would like to give a few 'thank yous' out from the event:

- Tara for your guidance.
- Stuart Taylor, our Chapter Business Manager, for your continued support and advocacy.
- Amanda Ridout and the HotelRED team for outstanding service and a beautiful setting.
- Heather and Christopher Dyer for your work on behalf of the chapter and participating in retreat.
- The entire board for their dedication and the time committed to attend the retreat and set goals to continue the success of our great chapter.

We would love to share our passion with you. If you are considering joining the board in the future, please join us for an upcoming meeting. Watch the events pages on mpiwi.org for the dates, times and locations or reach out to any board member. We would be happy to talk with you anytime! ▴



WORLD EDUCATIONAL CONFERENCE 2013

By Mariya Bubela



The best of all was when all the attendees got to put together prosthetic hands for the Helping Hands Project.

The first time I learned about World Education Conference (WEC), was when I had to write a research paper on sponsorship packages for WEC 2012. After studying the WEC 2012 website for quite some time, I decided that it is a conference to attend if you are serious about the meetings industry. The Future Leaders Forum with WEC was a great opportunity for me to get into the conference. I was very honored and excited to get the scholarship.

The first day of the conference was completely dedicated to Future Leaders Forum and the morning began with registration and meeting the fellow Future Leaders. Dale Hudson welcomed us with some inspiring quotes related to leadership and talked about what MPI and IMEX had planned for us. To get us more acquainted with each other, we played a game of "human bingo." Two weeks prior to the conference we sent in the answer to the following question: "Something unique about you" and during the game we had to find people with corresponding answers. The one that definitely got everyone's attention was Nallely Lopez from Sacramento who does "stomping with knives" (a traditional dance with knives usually performed by males). During the day, Jill Mendoza, Shannan Scott and Courtney Stanley presented "We are (Gen Y)oung," which focused on networking, mentorship and following your dreams. Miguel Nevez presented

on networking tips and social media and Randy Crabtree spoke on how MPI can be used to advance one's career. The President of MPI, Paul Van Deventer, and the Chairman of MPI, Michael Dominguez, spoke to us about leadership and learning and the importance of our generation for MPI. Then we had round tables with industry professionals, one of my favorite parts of the day. There is no better learning, in my opinion, then talking face to face to industry leaders. You will get the best insight, advice and suggestions from these professionals. I talked to Jordan Clark, VP of Sales for Caesars Entertainment Corporations, and learned about the incentives industry from the sales point. I talked to Vanessa LaClair, an event planner for an small non-profit association in New York. I also got a chance to sit with Amy Spatrisano and listen to her suggestions on how to make an event more sustainable. The night ended with an opening reception at The Venetian. The atmosphere was relaxing and everyone had a lot of fun to the tunes of Billy Idol.

The next three days of the conference were incredible and filled with inspiration and great learning opportunities. I felt immersed in the industry. I felt inspired by the general session talks. The best of all was when attendees got to put together prosthetic hands for the Helping Hands Project. Every industry professional I met during the conference took his or her time to get to know



me, share helpful insights and was sincerely interested in what I had to say.

Attending WEC 2013 was the best experience ever! Networking and learning from the industry professionals was such a great opportunity to build connections within the industry. I met great people and got inspired to make positive changes in different aspects of my life. ▴



Mariya Bubela





Food for Thought: Chef Albert Schlaepfer

Holiday Inn Hotel & Convention Center
Stevens Point, WI

*If you've ever dreamed of trying
hasenpfeffer, make sure it's prepared by
a chef who knows what he's doing.*

About the Chef

If you've ever dreamed of trying hasenpfeffer, make sure it's prepared by a chef who knows what he's doing.

Chef Albert Schlaepfer is just the man for the job!

Educated in Zurich, Switzerland, Chef Albert has more than 30 years of international and domestic experience in the culinary arts. His first position was as a cook at the 1,000-room Queen Elizabeth Hotel in Montreal, Canada, where he worked his way up to Executive Sous Chef.

After working in various parts of Canada for many years, including Quebec and Vancouver, Chef Albert took a position in 1977 as the Executive Chef at the 1,050-room Peachtree Plaza in downtown Atlanta, the first fully computerized hotel in the U.S., and continuing at the CNN Center.

Moving from Vancouver to Georgia was "interesting," according to Chef Albert. The position had been offered to Chef Albert in 1975, but he turned it down at the time due to international concerns about the Vietnam War.

"But they offered me the position again in 1977 and I couldn't resist," Chef Albert said. "I really enjoyed that hotel."

Chef Albert has always worked in the hotel restaurant business rather than individual, privately owned restaurants. "When I was first starting out, hotel restaurants offered excellent training programs and benefits. Plus I enjoyed the atmosphere."

Some of the highlights of Chef Albert's career include relocating to San Diego and becoming the Food and Beverage Director for the luxury suite and club level areas at Super Bowl XXXII and the 1998 World Series, at Qualcomm Stadium—the only stadium to host both the Super Bowl and World Series in the same year.

During his career, Chef Albert has also worked at some of the most prestigious establishments in Chicago and Indianapolis.

Chef Albert is fluent in English, German, Spanish and French, and he holds professional associations with the American Culinary Federation, Chefs de Cuisine Association, and The American Institute of Wine & Food.

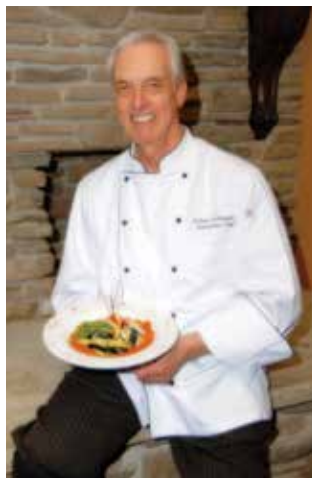
Chef Albert came to the Holiday Inn Hotel & Convention Center in Stevens Point, Wisconsin, from Indianapolis, in 2010.

"Having lived and worked in large cities all my life, always being worried about locking things up and securing things, I thought living in a smaller community might be a nice change," Chef Albert said. "And it has been very nice."

Visitors to the Amber Grill will see Chef Albert walking the dining room and speaking with his diners because they represent the culmination of his efforts.

"The move to Wisconsin has been very refreshing," Chef Albert added.▲

Chopped Salad with Walleye Cheeks and White Balsamic Vinaigrette



How to Prepare the Deep Fried Walleye Cheeks:

Place walleye cheeks in 1 cup of buttermilk. Dredge in 1 cup of Bisquick and fry in shortening until golden brown. Place on paper towel to absorb any shortening.

Ingredients for White Balsamic Vinaigrette:

- 1/2 cup Dijon mustard
- 1 1/2 cups White Balsamic Vinegar
- 1 cup Maple Syrup
- 1/2 cup Lemon Juice
- 1/4 cup Minced Garlic
- 2 T. Kosher Salt
- 1 tsp. fresh Ground Black Pepper
- 2 T. Fresh Basil Chopped
- 6 cups Canola or Salad Oil

How to Prepare the White Balsamic Vinaigrette:

Place all ingredients except oil in mixing bowl. Mix until fully incorporated. Slowly add canola oil until fully emulsified. You can also use a stick blender to speed up the process.

Ingredients for Salad:

- 2 oz. Iceberg Lettuce
- 2 oz. Romaine Lettuce
- 1 oz. Provolone Cheese, cut into small cubes
- 1 oz. Celery, finely diced
- 1 Roma Tomato, diced
- 1/2 Red Pepper, diced
- 1/4 Red Onion, thinly sliced
- 3 Artichoke Hearts, cut in half
- 1 oz. Black Olives, sliced
- 3 oz. Walleye Cheeks
- 1 oz. White Balsamic Vinaigrette

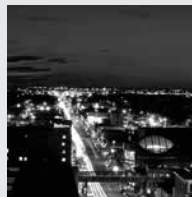
Creating the Salad:

Mix iceberg and romaine, place on dinner plate and top with all ingredients, saving the hot walleye cheeks for the very top. Pour balsamic vinaigrette over salad and serve.

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Radisson Paper Valley Hotel

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920/733-8000 | radissonpapervalley.com
Meeting rooms: 26; Sleeping rooms: 390; F&B: Yes
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MADISON

Holiday Inn Madison at the American Center

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608/249-4220 | holidayinn.com/madisonwi
Meeting rooms: 5; Sleeping rooms: 138; F&B: Yes
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MILWAUKEE



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MONROE

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608/325-1500 | monroesuper8hotel.com
Meeting rooms: 2; Sleeping rooms: 54
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PEWAUKEE



Country Springs Hotel, Water Park & Conference Center

2810 Golf Road, Pewaukee, WI
262/547-0201 | countryspringshotel.com
Meeting rooms: 20; Sleeping rooms: 187; F&B: Yes
40,000 sq. ft. meeting and banquet space, 45,000 sq. ft. indoor water park, free WiFi & free parking.

WISCONSIN DELLS

Cedar Lodge & Settlement

E11232 Hillside Drive, Wisconsin Dells, WI
608/253-6080 | cedarlodgedells.com
Meeting rooms: 1; Sleeping rooms: 30; F&B: Yes
Log lodging overlooking the WI River. Cabins, lodge rooms, suites, Villas. Top-rated on Trip Advisor.



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Share the "Good News" of MPI

By: Susan Kainz

Even if you aren't a country music fan and know the lyrics of Alan Jackson's song, you still can relate to his message:

*"But, too much of a good thing
Is a good thing
Feelings like this can't be wrong
And, too much of a good thing
Is a good thing
And we've got a good thing going on"*
-Too Much of a Good Thing, Alan Jackson

The Wisconsin Chapter of MPI has a "good thing going on" as evidenced by our steady membership statistics. If you were in attendance at a chapter meeting, you felt the energy and enthusiasm that comes from being an active member in this chapter. So what is the issue? We are comfortable with the status quo.

"Really?" you ask, "What's wrong with being comfortable?" There is comfort knowing that when you attend a chapter meeting you will know everyone. Maybe you are comfortable not attending because it is easier than making the time in your schedule for MPI. Being in your comfort zone isn't necessarily bad; it is safe and easy. I would challenge you to try something new — start talking about MPI with people who don't know what MPI stands for or what it does.

Tell your boss: Today it is important that we share with those around us, especially our bosses, what is "right" with MPI. Look for value that relates to your organization's mission statement or current goals. For example, "Going Green" is a hot topic for corporations and non-profits; further, it just makes good sense. Why not share your notes from the April MPI Chapter "green" meeting? It doesn't have to be a long discussion, simply show your boss the gala program that was "green" and tell them how the majority of the dinner was locally grown. Don't forget to include information on the community outreach efforts of the Chapter — that's all good "news" to share.

Tell a non-member: Our days are filled with communicating with people who are not chapter members. Let them know you are connected to the best source of information in the meeting industry. This could be including "Member of MPI WI Chapter" to your email signature line and business cards. How about forwarding the chapter meeting notices on to others in your office? People like to feel wanted and as an MPI member you can make

a difference in the way people feel. Think how good that makes you feel!

Welcome a "stranger": Like going to church on Sunday, we have a tendency to talk to the same people and sit in the same places at Chapter meetings. Due to the nature of our professions, the majority of us have no problem talking with others. So why not make a point of finding someone you don't know and invite them to sit with you at the next meeting? At your table, strike up a conversation about a non-MPI related subject and learn something new about the person. Why not exchange your business cards with everyone at your table? The goal is for us to help make someone feel comfortable attending our chapter meetings so that they will come again and again.

Recruit a new member: Okay, we know schedules are busy and days are full so you can't always attend chapter meetings. Why not send a member of your staff to attend, gather notes and make new connections? Look into your Outlook contacts and I bet you can name at least two or three people that would really benefit from being involved with MPI, right? Send them a note or send the recruitment team an email, and we'll do the rest. Imagine the number of new people you could network with if each of us recruited just one new member this term. The power of one!

Remember "old" members: Certainly "old" is not a reflection on their age, but there are many MPI members that were active and are no longer participating. Maybe their work responsibilities have increased and it is hard to attend regularly. We all face this challenge. Think about someone you haven't seen attend a meeting lately and send them a personal message inviting them to join you at the next meeting. Be open to setting up time to meet for coffee to catch up. Don't forget about connecting on LinkedIn with MPI members as the MPI connection is a strong bond.

Hopefully this will inspire you to share the good news of the MPI WI Chapter — it's worth talking about. If you try one of these suggestions, let us know. There is nothing better than to share a success. If you have other suggestions, let us know that, too. The goal of our chapter is to increase value to our members and this comes from being involved in the MPI connection.▲

Supplier Profile: Kindra Evans

PLACE OF EMPLOYMENT: pc/nametag, Inc.

JOB TITLE: Business Development Manager

HOW LONG IN THE MEETINGS INDUSTRY? I have worked on the supplier side of the meetings industry for over nine years.

HOW LONG IN MPI? While I have worked with many MPI clients throughout the years, I am a new member to MPI, joining just this summer!

TELL A BIT ABOUT YOUR COMPANY AND/OR CURRENT POSITION: pc/nametag is the world's largest supplier of meeting, event and identification materials. Started in 1985, pc/nametag has a long history and strong reputation for providing products and services that solve the problems of today's meetings and event planners. We partner with our clients to ensure all events, regardless of size, are a success.

As the Business Development Manager, I work to grow our clients and ensure they are absolutely happy with the products and services they receive at pc/nametag. Speaking with clients and learning about the everyday challenges they face as event planners has been extremely rewarding over the years. Often, these discussions have resulted in new products and solutions which have benefited all pc/nametag clients.

WHERE DO YOU CURRENTLY LIVE? My husband and I live in Brooklyn, WI with a dog, cat and twelve naughty chickens.

FAVORITE PASTIMES: I enjoy the outdoors and do a lot of activities such as hiking, gardening, boating and kayaking. Traveling has always been a love of mine . . . I'm always looking for a new adventure!

DREAM VACATION: Machu Picchu. It's on the bucket list to hike in early in the morning, before all the tourists arrive on buses and watch the sunrise over this amazing historical site.

WORDS TO LIVE BY: My favorite author is Ernest Hemmingway. There are many quotes of his that I like, but my favorite, from *For Whom the Bell Tolls*, is "Today is only one day in all the days that will ever be. But what will happen in all the other days that ever come can depend on what you do today."

SPECIAL PERSONAL ACCOMPLISHMENTS: While working full time at pc/nametag, I earned my MBA from the University of Wisconsin – Madison.

WHAT ELSE WOULD YOU LIKE OTHER MPI MEMBERS TO KNOW ABOUT YOU? I'm a meeting and event dork. I get excited about name tags. It's embarrassing. Never hesitate to contact me directly with any questions or concerns. I look forward to continuing to serve members of MPI. ▀



GET TO KNOW YOUR **BOARD MEMBERS:**

TOM GRAYBILL ▀



What is the best part of being on the board? I enjoy being a part of helping MPI-WI grow and working with a strong group of dedicated people who are also fun to be around.

What have you learned most from being on the board? That there are no silos. What I do in my role affects many others, and vice-versa, which leads to much collaboration across

departments.

Tell us 2-3 things that you are responsible on the board? I am responsible for finances, which include accounting, budget management, fundraising, and in essence, business development of MPI-WI.

What would you want the membership to know about serving on the board? Serving on the board is a great way to work with a lot of great people, to take an active role in building relationships with MPI-WI members and make a difference in our industry and our state. It is a very rewarding experience for me, and I look forward to a great year serving MPI-WI! ▀

JEN HLAVACHEK ▀



What is the best part of being on the board? The best part about serving on the board is getting to know more members by seeing what committees people like to work on and learning about what motivates our team members to volunteer.

What have you learned most from being on the board? What I have learned most about being on the

board is that there are so many opinions that our membership has to offer, and we get such great ideas from just asking what people want from their membership.

What would you want the membership to know about serving on the board? I think people should know that serving on the board is really a big commitment, but it is also very rewarding to see volunteers reach goals, produce amazing events, network with the membership, and builds those friendships. We really have a great organization to build those long term relationships! ▀

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a casino — all in a convenient downtown area — you'll find it easy here. visitmilwaukee.org

MPI Wisconsin Golf Outing and Summer Spectacular – “By Land and By Lake” – A Success!

By: Denise Henson

This year’s MPI Wisconsin Golf Outing and Summer Spectacular was held on Wednesday and Thursday, June 19 & 20. The gracious host property this year was Lake Lawn Resort on the shores of beautiful Delavan Lake. Lake Lawn is home to a rich history that began long before Midwestern vacationers discovered its lakeside charms 130 years ago.

On Wednesday evening, Lake Lawn hosted a reception with a delicious cookout and honored Bill Severson, CMP – Rockwell Automation as he prepares to retire in Fall of this year. A lakeside bonfire and entertainment rounded out the evening as everyone got into the spirit by roasting marshmallows and enjoying smore’s treats.

The weather couldn’t have been more perfect on June 20th as we kicked off the day’s events on the links and on the lake. This championship golf course has been meticulously crafted by Dick Nugent, the renowned course architect behind Kemper Lakes. Nugent’s handiwork there has made fans that include golf’s best like Tiger Woods, Arnold Palmer, Jack Nicklaus. The winning foursome, for the day, was Joey Greeno, Kevin Shanley, Jason Manke and Ryan Wagner from Kalahari.



out the support of our membership by attending the occasion, we would not have had such a profitable event. The revenues raised from this event go toward the excellent educational programming that we receive throughout the year. If you weren’t able to join us this time, plan to join in the fun next summer! ▲



For those of us that brought our competitive spirit off the links, we enjoyed a morning of teambuilding games that included miniature golf with a twist and other fun activities hosted by the expert activities staff - loud laughter and cheers could be heard for miles! As everyone began collecting their Poker hands, we cooled off and enjoyed a relaxing lunch. The afternoon followed with a boat cruise on Lake Delavan where we enjoyed a historical tour of five homes designed by famed architect Frank Lloyd Wright. The winning Poker hands were held by Claudia Cabrera - Radisson in Madison and Dana Ecker – Visit Oshkosh.

This most successful day would not have been possible without the support of our sponsors. With the utmost gratitude, a huge thanks to our generous sponsors! Many thanks to our participants – with-

THANK YOU SPONSORS

OUR HOST PROPERTY: Lake Lawn Resort with the team of Terri McClaire and Terri Bain.

LUNCH SPONSOR: Monona Terrace – who has kindly sponsored this lunch for many years.

REGISTRATION TABLE: Radisson Paper Valley

PHOTOGRAPHY: Marriott Madison West

PROGRAM: La Crosse Area Convention and Visitors Bureau

SCORECARD: Marcus Hotels & Resorts

PUTTING GREEN: North Central Group

GOLF AWARDS: Vitense Golfland

OTHER CHARITABLE SPONSORS: Wilderness Territory & Glacier Canyon Lodge, Wisconsin Dells Visitor and Convention Bureau, Visit Milwaukee, Madison Concourse Hotel & Governor’s Club, Greater Green Bay Convention & Visitors Bureau and the Racine Marriott. Also, thank you to the many organizations that donated to the raffle drawings.

Planner Profile: Casey Renn

WORK: Gant Meetings

JOB TITLE: Meeting Manager

**HOW LONG IN THE MEETINGS
INDUSTRY?** Over 5 yrs

HOW LONG IN MPI? 2 yrs

**TELL US ABOUT YOUR COM-
PANY AND/OR POSITION:**

Gant Meetings is a division of Gant Travel. For business travel we have hundreds of clients but our meetings department is a bit smaller. I am dedicated to the Mars Inc. account as a Meeting Planner providing end to end meeting planning.

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

strong passion to serve and would like to get involved with the community engagement side of things.

TELL US ABOUT YOUR FAM-

ILY: I am from a large family, the fifth of six children. We grew up in a small rural town on a dairy farm, still operated by my family.

WHERE WERE YOU BORN?
Appleton, WI

**WHERE DO YOU CURRENTLY
LIVE?** The City of Milwaukee
and I love every minute of it!

FAVORITE PASTIMES: The outdoors, running, yard work, home improvement projects, spending time with my nieces and nephews, checking out new bars and restaurants and traveling.

FAVORITE MUSICAL GROUP:
The Killers

DREAM VACATION: Anywhere warm with a beach or a pool, while WI is cold.

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IN THE NEWS

AMANDA RIDOUT has been promoted to General Manager of The Plaza Hotel in Milwaukee. She came from HotelRED in Madison. The Plaza is lucky to have you, Amanda!

CHERYL OSWALD, Events and Recognition Coordinator with Kohl's Department Stores, graduated in May with her MBA from Concordia University. Also, starting in the fall, she will be part of the adjunct faculty team at Wisconsin Lutheran College teaching courses in their Adult and Graduate studies program. Congratulations Cheryl!

NICOLE PUTCHEL was recently hired as Event Coordinator with Generac Power Systems in Waukesha.

MELISSA TANSOR has moved to Williamsburg, VA for her husband's job. She will remain employed with

Meetings & Incentives. Best of luck Melissa; we're looking forward to your visits!

Great news! **THE OSTHOFF RESORT** has been voted (#35) in the Top 50 Resorts in the Continental U.S. in the Travel + Leisure 2013 World's Best Awards readers' survey. According to Travel + Leisure, The Osthoff Resort, the only property in Wisconsin to make the list, is a "full-service resort that has 500 feet of sandy access to pristine Elkhart Lake, plus sports, tennis, volleyball, even bonfires with s'mores. Ask for a lake-view room."

NAOMI TUCKER, CMP, after 8 years as a Project Manager at Humana, has accepted an exciting role at Meetings & Incentives as an Account Lead in Global Meetings Services. She is also expecting a "fall baby" and is due in October. Congrats Naomi!

MPI-WI SOCIAL MEDIA

By: Cheryl Oswald

Have you ever wanted access to MPI's Chapter Directory in the palm of your hands? Now you can! Go to www.mpiwi.org/mobile and use your MPI Wisconsin login and password to see the latest live membership directory.

Did you know that there are several ways to stay connected to MPI-WI via social media? If you haven't already, view our Facebook page and "Like" us to stay up to date on events and happenings in the MPI-WI chapter. Prefer to tweet? Not a problem, start following @MPIWisconsin and get the latest in MPI-WI news and events. Don't have either a Facebook or Twitter account? Not to worry, MPI-WI is also on LinkedIn! Connect to chapter members and other industry professionals and stay up to date on chapter news and information.

Don't forget you can always view all chapter events and news on the chapter website, www.mpiwi.org! ▴

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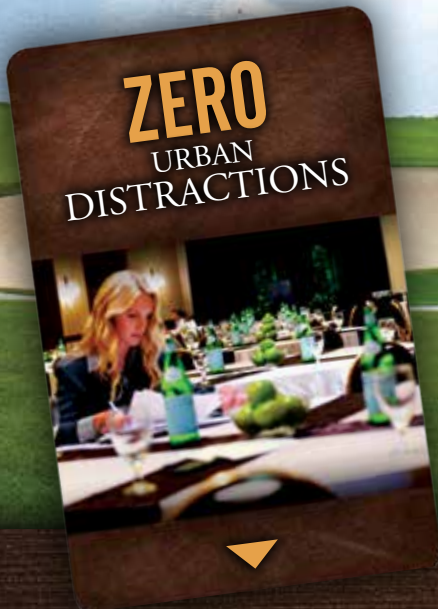


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WEC Future Leader Forum

By: Bethany Babcock, Babcock Event Management

On July 20th, I had the privilege to attend the World Education Congress Future Leader Forum Conference in Las Vegas, NV. While there, I attended sessions that focused on branding, networking and skill development to be a successful leader in the industry. The conference was dynamic, with some large group general sessions; however, most of our work was done in small groups and round table discussions. The round tables proved to be very beneficial, as we were able to network with other students while learning the material that was presented.

The Future Leader Forum students were privileged to hear from former MPI Wisconsin Chapter Member, Jill (Schroeder) Mendoza. Jill presented her past experiences with MPI and the Future Leader Forum to our group. She also took the time to talk individually with me, and other Wisconsin students. Jill offered her support and encouragement and shared how rewarding the meeting and event planning industry has been to her.

During lunch I had the opportunity to sit down with Paul Van Deventer and Cynthia D'Aoust. As some may recall, Cynthia attended, as well as spoke to the Wisconsin chapter, at the Crowne Plaza in Milwaukee earlier this Spring. I was able to thank them for the FLF scholarship opportunity and let them know what a great experience the World Education Congress was for me. I encouraged them to continue to offer FLF Scholarships, if



funds permitted. I certainly hope the scholarships continue, as this conference was a great learning opportunity and generated many new connections in the meeting industry.

I feel very fortunate to have attended this conference. I hope future students take the opportunity to apply for the FLF scholarship, and attend an event as exciting to our industry as the World Education Congress Future Leader Forum. ▀



Bethany Babcock

New Members

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Planner Meeting Professional

Please help us welcome
our new members!

JOIN US AT THE OCTOBER MPI EDUCATION MEETING

At the October MPI meeting, join hospitality attorney Naomi Angel as she facilitates a lively discussion on negotiation strategies for success in today's marketplace, as well as the key legal issues which should be addressed in every contract. With the meetings marketplace constantly changing, contract negotiations can be an ever changing proposition as well. With so much emphasis placed on economic items such as room rates and attrition fees, often focus is lost on legal issues such as force majeure and insurance. Come prepared to share your questions and negotiation experience. After attending this session, you will be able to identify techniques to use during the negotiation phase to ensure the best position for your organization, describe each party's position on various critical issues and the techniques that can be used to resolve common disputes which arise in hotel contract matters and will learn strategies to overcome common objections when it comes to clauses such as rate protection, attrition, cancellation, and Force Majeure.



NAOMI ANGEL, a partner with Howe & Hutton, Ltd., works with individuals and organizations in the meetings, travel, tourism, and hospitality industries.

Ms. Angel will also provide insight on today's hottest social media trends and the legal risks which accompany their use. The next evolution of the Internet is here. With emerging technologies such as social networking, blog posting, pinning, virtual meetings and tradeshow, are you doing everything you can to protect your organization against liability? Topics to be addressed include social media, blog, and Pinterest policies, defamation, electronic "protected concerted activity," disclaimers, indemnification, and insurance. Participants will also learn the basics of copyrights and trademarks and how they apply to emerging technologies. This cutting edge session has something for everyone so don't miss it! By the end of this session, attendees will be able to recognize the legal risks attached to using social media – understand what you can and cannot do; identify the key elements to include in all types of social media policies and describe other techniques to managing risk such as trademark and copyright registration, indemnification and insurance. ▀

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