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# MPI-WISCONSIN CHAPTER Agenda



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2014

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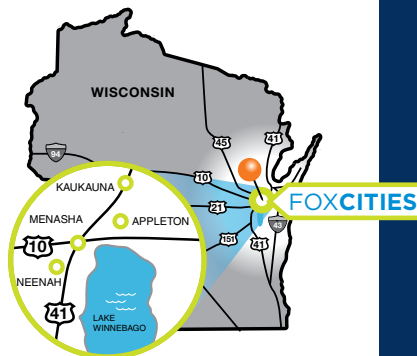


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# MPI-WISCONSIN CHAPTER Agenda

JANUARY/FEBRUARY 2014  
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## Experience MPI Wisconsin

Print: *Agenda* Magazine **5 Different Ways**

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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 New Year MPI Wisconsin!

As the new co-editor of the *Agenda* magazine, I am excited to share in this fresh experience. For those of you that may not know me, I'd like to share a little background about myself. I was born and raised in Milwaukee. I started my working life as a personal trainer while obtaining my Bachelor's degree in Kinesiology. My initial goal of opening a health club came to change when I was studying abroad in Australia, Fiji and New Zealand and the idea of being an event planner was presented to me. Before this, the concept of this being a career was non-existent. Upon my return, I completed my internship and graduated quickly with the excitement of pursuing what would become my new dream. That same year, I moved to Madison and began my journey in the Meeting & Event Management program at Madison College...and shortly thereafter became an MPI Student Member.



And the rest is history...the last few years have brought me a couple of successful internships, scholarships, awards, a full time job at a third party meeting planning firm for two years, involvement with various MPI committees and my most recent job switch to Generac Power Systems. All of this wouldn't have been possible without taking that first step to change my career and fall under the guidance of Janet Sperstad, CMP and Jodi Goldbeck, CMP. Thank you both!!!

If you are anything like me, the holidays bring out a whole new glow and attitude than any other time of year. There is just something about the warmth of hot chocolate, the smell of peppermint candies, the company of friends and loved ones, the excitement in a child's eyes and the sparkle in the lights that shine throughout the city that just don't compare to any other time of year.

While the twinkling Christmas lights may be coming down, the buzz of the holidays may dwindle, the decorations get packed away until next year and the gifts are stored away, I challenge you to embrace that feeling that you have around the holidays and carry that throughout 2014. That excitement and anticipation doesn't need to go away. While your credit card can use the break from the holiday planning (last minute if you are anything like me!), make sure that your outlook doesn't take that same break. Find that one thing that makes you spark and share it with those around you... whether it be something within your career or within your personal life.

Here's to keeping the joy of the holidays all year round!

Cheers,

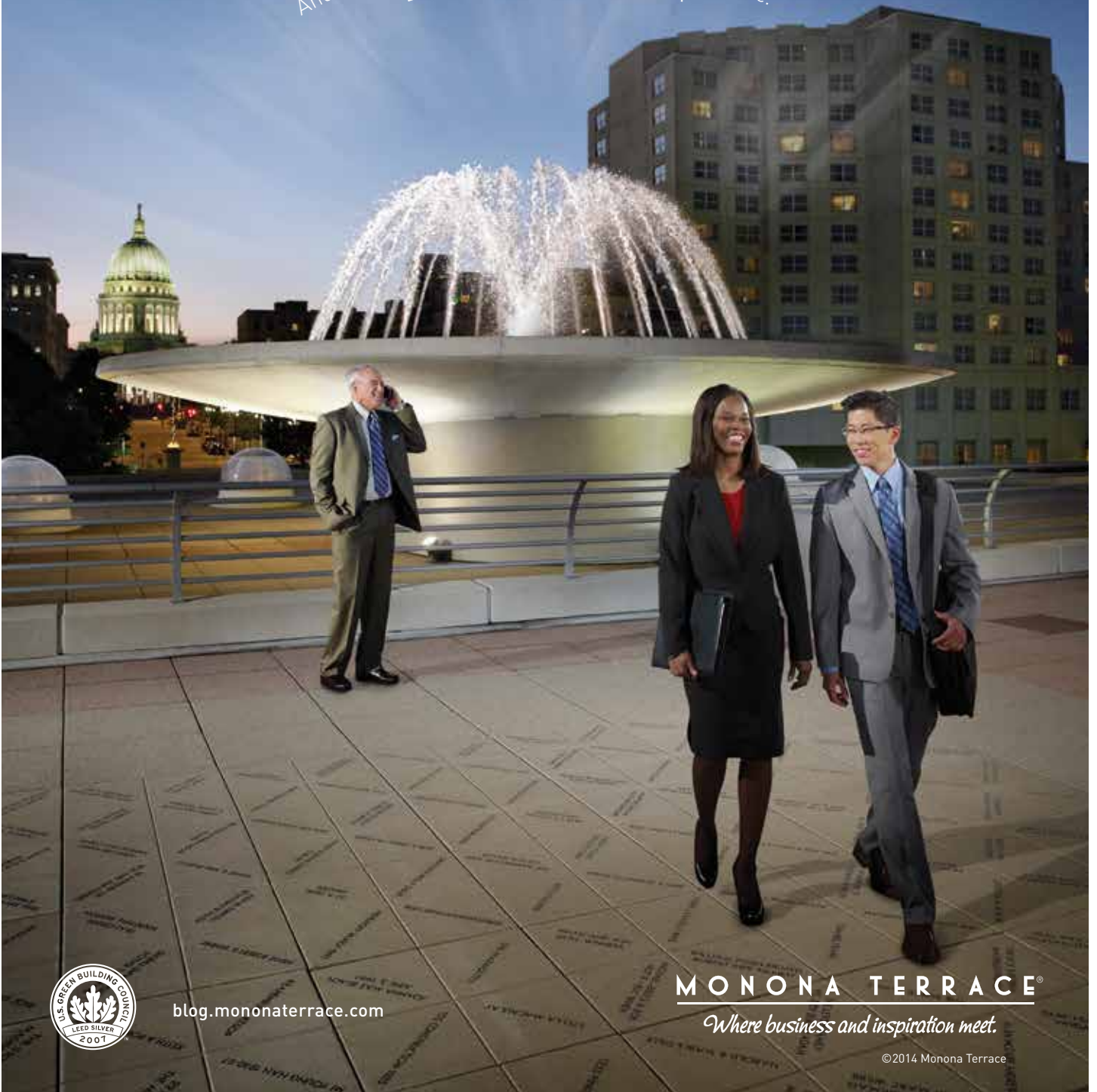
*nicole*

Nicole Putchel  
Event Coordinator  
Generac Power Systems



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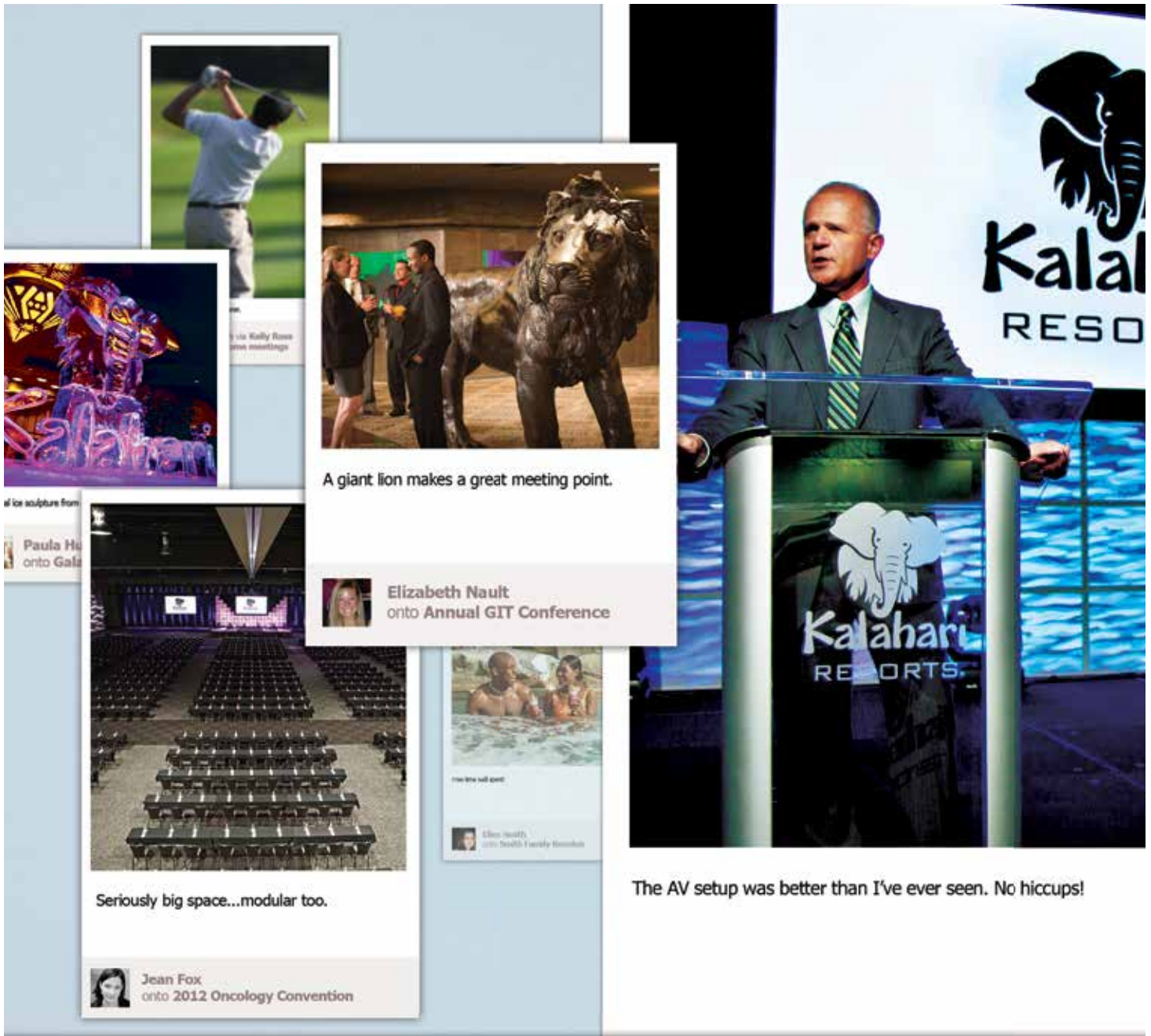


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# President's Column

## Thank you suppliers!

Welcome to 2014! I hope you had a wonderful holiday season. I enjoyed some much needed time with family and friends and am ready to start 2014 off in a great way!

This issue is our annual Supplier Showcase. It includes the most current listing of our chapter supplier members and is a great resource for our planner members. We appreciate the continued support of our supplier members through raffle and silent auction donations, advertising in this very newsletter, website and mobile website, event and product sponsorships, and strategic alliance partnerships.

January kicks off the start of our Strategic Alliance Partner program. This program was developed in the fall as a way to bring revenue to the chapter to support our education programs. It was also developed to provide additional opportunities to our suppliers. Look for the banner showcasing our partners at our monthly events and through rotating ads on the home page of [mpiwi.org](http://mpiwi.org).

Thank you to each and every one of our supplier members. Your support is much appreciated!

I am really excited for our next two programs. January will find us in Green Lake at the Heidelberg House Resort. Tara Liaschenko, CMM will be moderating our Solution Circle session. If you have not participated in this type of session before, I hope you will join us. Bring along a challenge you are having in your job and get suggestions from your peers on how to solve the challenge. You may even find this to be a format you could bring to your own meetings. If you are joining us for this program, don't forget to support the Off The Square Club, January's community outreach project. You can find the items needed on the events page on [mpiwi.org](http://mpiwi.org).

February will bring us back to Madison at the Holiday Inn at the American Center. We will be in the middle of the 2014 Winter Olympics and the team is preparing an exciting event to incorporate the Olympics theme into networking opportunities. Our speaker will be a nice tie-in to the theme as well. Eli Gorin, CMP, CMM will be presenting on International Meetings. Our community outreach program in February will be supporting the Heartland Farm Sanctuary. Check out the event website for needed items. We might even be lucky enough to have some of the Sanctuary's residents on-hand!

As we kick off the second half of the MPI year, I would like to thank the Board of Directors for their support and hard work and the volunteers for their engagement and work on our programs and services. Heather and Christopher and the MDS staff – thank you for your dedication to the chapter and your support of the board. I have talked with other chapters and know we are very fortunate to have you!

I hope to see each and every one of you at an event in these next six months. If you can't make it to a meeting, join our conversations on Facebook, LinkedIn and Twitter. We value your participation in the chapter, MPI and the industry.

Best wishes to all for a safe, happy and successful 2014!

*Alison*  
Alison

*We appreciate the continued support of our supplier members through raffle and silent auction donations, advertising in this very newsletter, website and mobile website, event and product sponsorships, and strategic alliance partnerships.*



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

# GET TO KNOW YOUR **BOARD MEMBERS:**

## **KELLY ANN HEKLER**

**DIRECTOR OF PUBLICATIONS, ADVERTISING & COMMUNITY OUTREACH**



**PLACE OF EMPLOYMENT:** Fox Cities Convention & Visitors Bureau

**JOB TITLE:** Convention Sales Mgr

**HOW LONG IN THE MEETINGS/SUPPLIER INDUSTRY?** 8 years

**HOW LONG IN MPI?** 1 year

**TELL US ABOUT YOUR FAMILY:**  
I'm the middle child with an older sister and younger brother. I also

have two great parents and an adorable niece and nephew. They all live in my home state of Michigan.

**WHERE WERE YOU BORN?** Lansing, MI

**FAVORITE HOBBIES OR PASTIMES?** I foster dogs for Tailwaggers 911 and it's been the best experience of my life.

**WHERE DO YOU CURRENTLY LIVE?** The tiny unincorporated village of Brothertown, about 45 minutes south of Appleton.

**WHAT IS THE BEST PART OF BEING ON THE BOARD?** It forces you to not just hide in the background anymore but to stand up and take action.

**WHAT HAVE YOU LEARNED MOST FROM BEING ON THE BOARD?** If you don't know what you're doing, ask! People are more than happy to help!

**TELL US 2-3 THINGS YOU ARE RESPONSIBLE FOR ON THE BOARD?** Finding people to write articles for the Agenda and making sure they are turned in on time.

**WHAT WOULD YOU WANT THE MEMBERSHIP TO KNOW ABOUT SERVING ON THE BOARD?** It's not as scary as it sounds! There is constant support from the whole team.

**PERSON YOU ADMIRE THE MOST AND WHY?** My mom. She's the hardest working person I know in both her professional and personal life. She never slows down!

**DREAM VACATION?** A cabin up north in the woods of Canada, next to a lake. I love hearing the loons at night, driving my boat around the lake, and seeing bears, moose, and other wildlife. I'm definitely a nature girl!

**IF I WON THE LOTTERY, I WOULD** open a no-kill shelter for dogs and save all that I could! I would also buy a ferry so I could visit my family in Michigan whenever I wanted!

**ANY WORDS TO LIVE BY?** "Don't take life too seriously; you'll never get out alive."

**SPECIAL PERSONAL ACCOMPLISHMENTS?** I think it goes back to fostering dogs. I've saved the lives of over 50 dogs that were on their last day at the shelter.

**WHAT'S SOMETHING MOST PEOPLE DO NOT KNOW ABOUT YOU?** When I'm not working in an office, I'm working on a farm!

**WHAT ELSE WOULD YOU LIKE OTHER MPI MEMBERS TO KNOW ABOUT YOU?** I am really relaxed, easy going, and always looking to make other MPI members feel comfortable at the meetings. Please feel free to reach out to me, especially new members, if you want to get to know other MPI members. ▲

---

## **DENISE HUMPHREY**

**VP OF MEMBERSHIP**



**PLACE OF EMPLOYMENT:** Greater Green Bay Convention & Visitors Bureau

**JOB TITLE:** Convention Sales Manager

**HOW LONG IN THE MEETINGS/SUPPLIER INDUSTRY?** Since 2008

**HOW LONG IN MPI?** Since 2008

**PREVIOUS BOARD POSITIONS HELD?** Director of Awards, Scholarship & Recruitment



**TELL US ABOUT YOUR FAMILY:** My husband and I have been together since 2005, married in 2010 and recently welcomed our first baby.

**WHERE WERE YOU BORN?** Green Bay! Home of the Super Bowl Champs!

**FAVORITE HOBBIES OR PASTIMES?** I love to go shopping.

**WHERE DO YOU CURRENTLY LIVE?** Green Bay

**WHAT IS THE BEST PART OF BEING ON THE BOARD?** I love feeling involved in the chapter, meeting new people and making new friends in the industry!

**WHAT HAVE YOU LEARNED MOST FROM BEING ON THE BOARD?** I feel like I have learned so much more about our meetings industry by participating on committees and the Board.

**TELL US 2-3 THINGS YOU ARE RESPONSIBLE FOR ON THE BOARD?** Our membership team is responsible for the Awards Gala each year as well as recruiting new members and keeping our current members engaged in the Chapter!

**WHAT WOULD YOU WANT THE MEMBERSHIP TO KNOW ABOUT SERVING ON THE BOARD?** It's a great way to learn more about our meetings industry and to meet many of our chapter members!

**DREAM VACATION?** My dream vacation is to travel to Italy, France and Spain.

**IF I WON THE LOTTERY, I WOULD** spend a large amount of time traveling as well as create an animal sanctuary for all the homeless pets in my area.

**ANY WORDS TO LIVE BY?** My boss always says, "Everything will be fine" and honestly it's the best way to live. No use stressing over things, big or small. Stress never solves the problem at hand!

**SPECIAL PERSONAL ACCOMPLISHMENTS?** I competed in a half-marathon a couple of years ago. That was a pretty intense accomplishment as I was battling an injury, but made it through!

**WHAT'S SOMETHING MOST PEOPLE DO NOT KNOW ABOUT YOU?** I have a hidden talent of finding homes for homeless animals in my area. Anyone looking to adopt a dog???

**WHAT ELSE WOULD YOU LIKE OTHER MPI MEMBERS TO KNOW ABOUT YOU?** I have a green thumb; I love wine and visit wineries on every trip I take; and I love skittles, the purple bag only please! ▴

# Food for Thought

**TOM MOSKOS**

EXECUTIVE CHEF, HEIDEL HOUSE RESORT & SPA



Tom Moskos comes to Heidel House Resort & Spa having worked in the culinary industry for more than 30 years. During his career, Tom has had the opportunity to cater to celebrities such as President George Bush, Al Gore, James A. Lovell and Hulk Hogan. Tom has held positions at hotels throughout the Chicago area, working his way up the culinary hierarchy to become an Executive Chef for his last 10 years in the business, most recently, the Executive Chef at the Westin Lombard Yorktown Center. He also published his own cookbook in May 2013, *"The Art of Good Eating."*



## GRAPE CAPRESE SALAD HORS D' OEUVRES

### INGREDIENTS

- 24 each red seedless California grapes
- 24 each small, fresh mozzarella balls
- 24 each fresh basil leaves
- Extra-virgin olive oil (as desired)
- High quality, aged balsamic vinegar (as desired)
- Fresh ground black pepper (as desired)
- Dash sea salt
- 24 decorative skewers

### DIRECTIONS

1. On a serving plate or platter, drizzle some high-quality extra virgin olive oil and aged balsamic vinegar. Sprinkle with freshly ground black pepper.
2. To assemble skewers: On each large, decorative bamboo toothpick, skewer one red grape, one small leaf of basil and one small ball of fresh mozzarella.
3. Lay the skewers on the serving platter and sprinkle with a dash of sea salt.
4. Serve.

# November Fall Education Day Recap

*By: Nicole Putchel, Event Coordinator, Generac Power Systems*



November's Fall Education Day kicked off with an evening reception in the beautiful Monarch Lounge of the Hilton Milwaukee City Center. This elegant environment was the perfect backdrop for everyone to mingle, nosh on delicious hors d'oeuvres courtesy of the Hilton and Visit Milwaukee, help raise funds for the MPI Foundation in the 50/50 raffle and pose for headshots with David LaHaye from LaHaye Photography in the stunning Empire Ballroom.

Thursday's event brought tips and tricks from all angles and left us wanting more. The day began with a thought-provoking General Session from Sam Richter as he offered his insight on forming a personal relationship with a client or prospect by doing your research. Sam stressed how the internet can assist in helping you relate to people more than you would if you were going in "blind." His tips and tricks of how to search the internet as "intelligence agents" left the audience in awe of his knowledge and itching to go home and make those connections with the people that we work with every single day.

The morning breakouts brought more knowledge from Sam Richter on how the internet can make or break your "personal brand" and the dangers of being careful of what you put on the internet

and what others put out there about you. The inside secrets that he shared were extremely important to be able to control what others see about you and how you are portrayed. Is your internet story the same story that people see on the outside? Jon Petz brought his background of magic as he shared how to enhance any moment to become your "showtime!" moment. As a service oriented industry, it is up to us to ensure that our contacts and clients experience these "showtime!" moments and that we deliver that experience that they will never forget. We are no longer "just-a meeting planner" or "just-a supplier" in this industry. Victor Gray helped in determining what each of his attendee's "conflict styles" were and how you can handle conflict situations and misunderstandings in your day to day work life based on these different styles.

Lunch followed these morning breakout sessions. Special thanks to Levy Catering and the Wisconsin Center for hosting and

sponsoring this lunch of stuffed chicken, mashed potatoes and perfectly seasoned green beans! Other important sponsors of this event included the Hilton Milwaukee City Center, Visit Milwaukee, Milwaukee Bucks, Kalahari Resorts & Convention Center, OneTouchPoint CCI, Universal Audio Video Productions, Express Promotions and Meet in Illinois!. This event would not have been possible without your support!

With full stomachs and anticipation at a peak, the group moved to the Tradeshow floor where various suppliers and sponsors showcased their services, promotions and highlights of what they have to offer. New relationships were formed, current relationships were strengthened and the buzz throughout the room was apparent.

After various drawings and winners were announced, it was time to move to the afternoon educational sessions from our incredible speakers. Sam Richter once again shared his inside secrets





on how to support and protect your personal brand on the internet. Jon Petz changed gears to share his knowledge of how to save boring meetings with Suckification Reduction Devices (or SRDs); you will have to buy his book to read more about his tips and tricks! Finally Victor Gray assisted his attendees in constructing a plan to aid in working with each of our stakeholders and identifying the strategies to address resistance to organizational change.

Resistance to change is something that all workplaces struggle through and Victor's presentation and tips assisted to alleviate the problems that come along with those changes.

Overall, the 2013 MPI-WI Fall Education Day was just that...education. Each and every person walked away with a different set of ideas and plans on how to use the education that they received in their own workplace and personal life. This

day brought laughter, connection, memories and material that would not have been possible without the hard work of the planning committee and amazing speakers that were present for this day. We look forward to the Spring Education Day on May 14-15, 2014 at the Monona Terrace in Madison to share information and come together to celebrate the remarkable industry that we are all connected to. ►





# OCTOBER Education Day RECAP

By: Darla Leick, Manager, Global Accounts, HelmsBriscoe

**A**s the October MPI meeting came to a close, everyone left with full minds and full stomachs. How could you not? The food was amazing and the topic was educationally enriching.

Although the 60 or so members who attended the meeting was not record-breaking, the post-meeting survey showed that Stevens Point was a great place to have the meeting. The Holiday Inn Hotel & Convention Center of Stevens Point served as more than just the host and major sponsor, but also served up a wonderful harvest-themed lunch that included salad greens decked with pears and candied pecans, an entrée of mushroom and rice stuffed pork loin, and sides of fingerling potatoes and teriyaki green beans. The setting was enhanced by décor provided by Sash & Bow of the Fox Valley area. The gold crush table linens, black chair covers, and festive fall lanterns added to the ambience.

Naomi Angel, Esq., a partner with Howe & Hutton, Ltd. of Chicago, works with individuals and organizations in the meetings, travel, tourism, and hospitality industries. Angel led two separate sessions. The first, "Advanced Negotiation Techniques for Meeting Planners and Suppliers," featured ideas to help ensure that your efforts give your organization the best possible outcome when negotiating a contract. Angel shared information regarding how to resolve common disputes that arise during contracting and gave strategies to overcome common objections about attrition, cancellation and force majeure. To enhance our understanding and legal prowess in terms of emerging technology, Angel's second session focused on the legal risks attached to using social networking, blog


posting, pinning, and virtual meetings. Social media policies were also discussed. There were many questions regarding copywriting and the legalities of what you can and cannot post. It was evident that many attendees gained extensive knowledge about these legal issues.

Individuals attending the meeting were asked to consider a donation of non-perishables or health and beauty items for Feeding America of Omro, WI. Thank you to all who participated in this community outreach event which allowed a donation of 163 pounds!

Earlier in the day, MPI-101 provided members with information about how to make the most of their memberships. The session was well-attended and allowed members to get fired up about MPI. Loreen Mancheski, Event Specialist at WPS Health Insurance and MPI member for less than two months, attended the session. Mancheski stated that it was great to learn about how to go into the website and see volunteer opportunities. She appreciated getting to know everyone in the room since she is new to MPI.

To end the day, a number of members hopped aboard a bus heading to Altonburg's Country Gardens where all regressed to their inner child while tromping through the spook house, playing in the straw fort, and feeding the goats on the goat walk. I must say many were sorry we didn't get a chance to see the corn cannon in action. Thank you to the Stevens Point Area Convention and Visitors Bureau for providing the funding so members could attend this after-meeting event free of charge. The hot dogs never did get roasted over an open fire, but who could possibly eat anymore after the break featuring hot chocolate, hot

cider bars, the fabulous salted caramel apple pie with ice cream, and all of the amazing reception hors d'oeuvres? One attendee noted on the post-event survey that, "all of the food and beverage offerings were exceptional – well done!" And they were absolutely right! ▀



*The Holiday Inn Hotel & Convention Center of Stevens Point served as more than just the host and major sponsor, but also served up a wonderful harvest themed lunch that included salad greens decked with pears and candied pecans, an entrée of mushroom and rice stuffed pork loin, and sides of fingerling potatoes and teriyaki green beans. The setting was enhanced by décor provided by Sash & Bow of the Fox Valley area. The gold crush table linens, black chair covers, and festive fall lanterns added to the ambience.*

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## Expanded Facilities Opening in 2014!

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# Overcoming Destination Misperception

By: Eli Gorin, CMP, CMM

What if you were having a discussion with colleagues about different destinations and someone brings up Bogota, Colombia? How about Miami? Or let's say Madison? Each of those locations would register in your mind differently than it would in the minds of your colleagues. Why? Because of one simple thing that we are all guilty of doing: developing perceptions. Now, perceptions are not a bad thing. They are derived from your mind's interpretation of information gathered and, based on many factors, a conclusion is drawn. However, no matter how much anyone tries to argue this... perception is not reality.

Back in 2009, the economy took a pretty hard nose-dive and the meetings industry was not spared one bit. Thanks to less than glorious press coverage, meetings were vilified and as a result a lot of money in the industry was lost. This was due to perception for the most part. Did you know that in the first 6 months of 2009, Las Vegas saw cancellations of over 400 meetings with a total estimated value of \$100+ million? But the question was, why? Was it due to the economy? Well, that was one reason for many of the organizations that left Vegas, but a little more than half actually cancelled due to perception reasons. We all remember a little political press conference which used Las Vegas as an example of where government money should not be spent. Many corporations took a cue from that, but those that left Vegas due to perception didn't just walk away; They flew on to

other major cities, spending even more than what they may have originally spent had they stayed in Las Vegas.

The media plays a big role in how perceptions are derived, but nothing plays a bigger role than word of mouth. What we hear from others, whether or not it is based on actual facts, helps to develop these ideas in our minds that we assume to be true. For some, trusting other peoples' word is enough to make up their minds, and we are all at one point in time guilty of that. But for others, that word of mouth builds up a need to do more research and gain more insight. For planners, when it comes to destinations, it's a matter of knowing where to look and what to look for. For suppliers it's important to know what information is needed and how to make it easily accessible.

Perceptions have a tremendous impact on decision-making, which in turn has a major impact in the advancement of businesses and industries. Many times you will hear people say "perception is reality." For that to be true we need to change that sentence to "perception is one's own reality." You may be wondering why, but to find out the answer you're going to have to join me on February 13<sup>th</sup> at the MPI Wisconsin monthly program. I look forward to seeing you there! ▀



Mr. Gorin is the featured speaker of the MPI-Wisconsin February Monthly Program.

## Salvation Army Donations at Fall Education Day

By: Amy Nagel

MPI members raised a total of \$129.28 for the Salvation Army in a short amount of time outside of the tradeshow entrance. The Salvation Army is extremely appreciative of our efforts and wanted me to extend their thanks to all.

Thank you MPI-WI for your generous donations!





# Student Profile: BRENDA TOLER



**Place of Employment:** Wisconsin Restaurant Association

**Job Title:** Business Development & Special Projects Coordinator

**What drew you to the meetings industry?** I love helping people be successful. It was a natural pull.

**Tell us about your college program:** I currently have a PR Degree. I decided to take advantage of the Madison College online course Meeting & Event Planning Program.

**Where do you currently live?** Besides college in Milwaukee, I have lived in Madison my entire life.

**Tell us about your family:** I am a mother of four grown children and have a new five week old granddaughter. She is adorable!

**Where were you born?** I was born in Madison, WI.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I had the extreme pleasure of being on the Event & Planning Committee for the Spring and Fall Educational Day Event for MPI-WI.

**Favorite pastimes:** I love to travel, experience new foods and places, music and socializing.

**Dream Vacation:** Italy and Greece

**If I won the lottery I would...** create a foundation to help those in need.

**Words to live by:** "Don't be afraid to stand for what you believe in, even if that means standing alone. – Unknown



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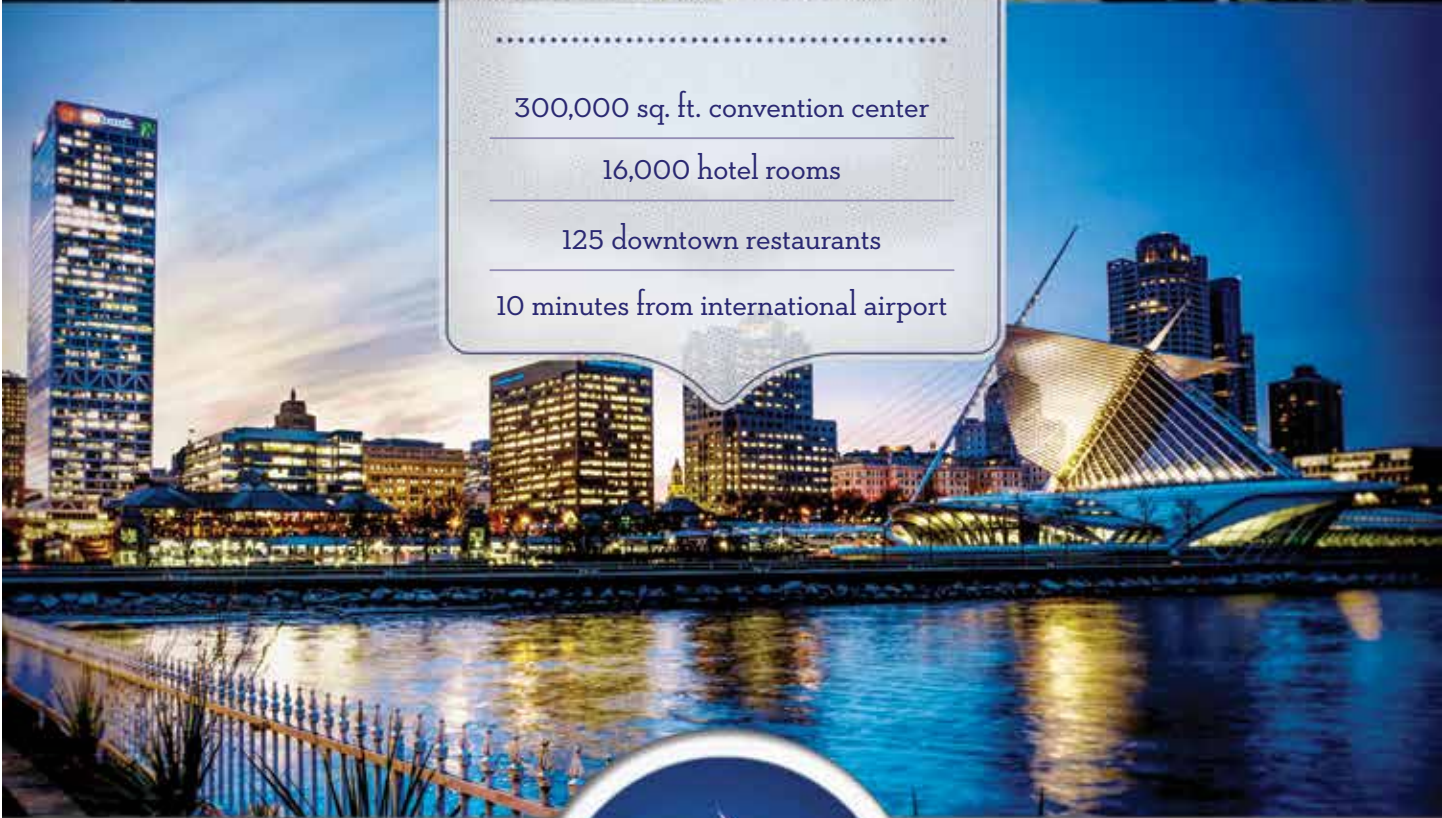
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# CRUISE INTO YOUR NEXT MEETING or INCENTIVE PROGRAM

By: Terri Schroeder, Group Sales & Marketing Manager, 3D Destinations

**O**kay...so you've been given the task of organizing another annual company meeting and now you need to find the best possible scenario, while working within the allotted budget.

Imagine sitting at a conference roundtable, discussing important company business or strategizing for the upcoming years, and being able to look out into the beautiful turquoise waters for inspiration.

Nothing builds better moral and camaraderie than being on a cruise. Your colleagues can work together in a unique environment; enjoy fun activities, great dining, and unforgettable views, all making for a memorable meeting/event.

Meetings and incentive trips on cruise ships are more popular than ever for various reasons...great reasons. There have been 167 new ships entering the market since 2000 that cater to the industry on every level. These ships offer some of the most dynamic and innovative design concepts the industry has ever seen. And, with professionals available to help you find, negotiate and implement a cruise program, planning a group or charter cruise is easier than ever.

A cruise can also be the best alternative for a large group as many companies often find it difficult to find quality hotel rooms for 1,000 plus people in many locales. This requires many land-based incentive meetings to break the group into two separate meetings, which can lead to additional costs and interrupt the camaraderie between employees. There are no further transportation arrangements to worry about and the non-stop shows and activities relieve the corporate sponsor from the task of entertaining their passengers every minute of the day.

## **Let me share just some of the benefits of meeting on a cruise ship: Cruising always offers:**

- Choice of destination – domestic to international/diverse ports of call and more convenient embarkation ports
- All inclusive-guaranteed budget – cost control; almost always less expensive than a comparable land program
- USD guaranteed cruise pricing no matter where in the world you are traveling
- Pack and unpack only once while visiting multiple destinations



- Complimentary meeting/function space and A/V on EVERY ship

- Easy communication capabilities with internet and cell service on board
- Increased flexibility with multitude of dining options and private functions, as well as increased volume of themed specialty restaurants
- Charter flexibility - buy the number of nights you want and customized itinerary
- Increased level of comfort from luxurious bedding, flat screen televisions, increased cabin size, increased inventory in balcony staterooms

You may also add or customize private cocktail parties/award ceremonies, turndown and stateroom deliveries, logos on menus and daily activity programs, all inclusive beverage packages (luxury cruise lines include alcoholic beverages), private concerts & shows, personalized door plaques, group photos, company flag can be flown along with logo key cards, napkins, ice carvings, etc., private channel in stateroom to simulcast meetings to various points throughout and completely customized itinerary and on board programming for private charters.

## **The Value of Cruise vs. Land:**

### **INCLUDED WITH BOOKED CRUISE...**

- Multiple options for breakfast, lunch, dinner & additional snack and dining options
- Award winning entertainment
- Variety of activities
- State of the art health clubs
- Variety of meeting, breakout and function Space, as well as A/V equipment
- Coffee breaks in meeting rooms
- Daily cruise program
- Collateral/marketing materials to support your program

Create an all-inclusive beverage package and pay all charges in advance to help with budgetary control.

Once your company books the cruise, your meeting planner can breathe easy again. Meeting space, meals, activities, decorations, production...all taken care of!

So, if you would like a new, unique, efficient, and cost effective venue for your meetings...a cruise is DEFINITELY the way to go! ▀



# BOARD BENEFITS

By: Carmen Smalley, CMP

It is hard to believe that our chapter is already half way through the MPI year and now is the time to start thinking about nominations. Perhaps you have considered serving on the board or perhaps you have never considered it before. Serving on the board provides you the opportunity to guide the organization and provides several benefits. Our current past-president, Naomi Tucker, CMP, said some of the benefits she has experienced are an “increased understanding of what is important to the chapter and chapter objections, development of a deeper relationship with peers, and more connection to the members.”

**Laura MacIssac, CMP**, a previous board member, commented,

*“My time on the board afforded me the opportunity to experience different responsibilities which have directly helped me in my current position and provided the opportunity for personal growth in a very relevant way. Seeing the dedication that each and every board member has toward the betterment of our chapter is wonderful and I’m so glad that I was a part of the MPI Leadership for those 4 great years.”*

members to share how great our organization is and why they should become a member. Our finance team is frequently reaching out to non-members to solicit sponsorship opportunities. Board members attend WEC or Chapter Business Summit with the chance to connect with other chapter leaders from around the world.

Sherry Lee, a previous board member said, “I would say learning to work with other board members towards a common goal, building great relationships, and seeing how a board functions helped me with my own board meetings.”

The second benefit is the ability to build or create new skills. Some of the skills that can be developed

or improved upon are presentation skills, time management, teamwork, organization, interpersonal development, and leadership skills. Many previous and current board members choose to serve on the board to improve upon a specific skill.

The third benefit is the vast experience gained in serving on the board such as working with budgets, strategic planning, revenue management (generation), management performance, marketing, evaluating, public relations, and, of course, meeting planning. Individuals choose to serve on the board to gain experience that they might have the opportunity to extend to their position in their current job roles.

With the combination of expanding your network, building skills, and gaining experience, serving on the board is a great career enhancement opportunity whether you are looking to advance in your own company, move to another company, or move into another career.

No matter what your reason is, we hope that you will consider serving on the board either this coming year or in the future. ▲

The first benefit of serving on the board is to expand your network both within and outside of the chapter. As a board member you are in contact with other board members almost weekly and develop close friendships with one another. Working with the volunteers consistently also allows the board members to build relationships that you might not have had the chance to build without being involved.

Serving on the board allows you to connect with individuals outside the chapter as well. For example, our Director of Recruitment is always in contact with non-



# JANUARY & FEBRUARY EDUCATION PROGRAMS

## JANUARY EDUCATION PROGRAM

**Heidel House Resort**

**Green Lake, WI**

**Topic:** Solution Circle Session

**Date:** January 16, 2014

**Moderator:** Tara Liaschenko, CMM

**Community Outreach Project:** Off the Square Club

Would you like to have the collective brain power of a number of industry professionals focusing on solving a professional challenge you're experiencing? Bring your challenge and allow your peers to focus solely on providing you with solutions. Come join us for a Solution Circle experiential learning solution collective. Walk away knowing your challenge is on its way to being solved.

Join us in the picturesque winter setting of the Heidel House to kick off 2014! It will be fun to see the resort under a blanket of snow! Explore the resort during this quiet time of year, go to the spa, cuddle up by a fireplace, meet up with your MPI friends, but be ready to participate in a learning experience like you might not have done before – the Solution Circle!

**Speaker Bio:** With over 15 years of planning experience, Tara Liaschenko is an award-winning professional who has earned an impeccable reputation for creativity and excellence in the event and meeting planning industry.

Ms. Liaschenko is the Founder and Creative Executive Officer of The Link Event Professionals, Inc., a global company based in Tampa, Florida dedicated to delivering all planning services relative to meetings and events.

She has successfully executed thousands of events during her career ranging from those modest in size to large comprehensive gatherings. Regardless of the function type, her organization excels at engaging audiences, increasing participation, building your brand, and accelerating desired outcomes. ▀



## FEBRUARY EDUCATION PROGRAM

**Holiday Inn at the American Center**

**Madison, WI**

**Topic:** International Meetings

**Date:** February 13, 2014

**Speaker:** Eli Gorin, CMP, CMM

**Community Outreach Project:** Heartland Farm Sanctuary

Eli Gorin, CMP, CMM will be presenting on International Meetings. While international meetings and domestic meetings have the same general components, there are many more factors to consider when taking a meeting abroad. Without understanding the basics of international meetings, planners can find themselves in situations which can become costly and problematic. This session will introduce planners to the top ten tips which need to be taken into account when planning a meeting outside of their home country. Participants will see that going abroad may actually be the key to a successful meeting.



**Speaker Bio:** Eli Gorin, CMP, CMM is Managing Director of Aventura, Florida-based Hospitality Growth Partners (HGP), a hospitality consulting firm focused on helping organizations make sense of their approach

to meetings, through strategic growth consulting, meetings management consulting and training/professional development. He has been a member of the adjunct faculty of the GWU Event Management Certificate Program and Johnson & Wales University in North Miami, FL and speaks frequently at industry events.

Eli has worked in various capacities within the meetings and events industry, from small corporate meetings to large citywide conventions. He has been recognized by leading publications, including *MeetingNews'* list of the "25 Most Influential People in the Meetings Industry", *The Meeting Professional's* "30 Under 30", and *Connect Magazine's* "40 Under 40". Read the full bio at [mpiwi.org](http://mpiwi.org). ▀

# Supplier Profile: Caitlin Ward



**Place of Employment:** Wisconsin Center District

**Job Title:** Sales Manager

**How long in the meetings industry?** Six months

**How long in MPI?** Brand new!

**Tell a bit about your company and/or current position:** I was recently promoted to Sales Manager with the WCD. We represent the Wisconsin Center, Milwaukee Theatre as well as the US Cellular Arena.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I would like to be more involved with the Wisconsin Chapter Communication Committee.

**Tell us about your family:** My family is pretty great. I have three brothers and one sister who all live in the Greater Milwaukee Area. We all get along well and enjoy spending time together.

**Where were you born?** Milwaukee

**Where do you currently live?** Wauwatosa Village (I love the area!)

**Favorite pastimes:** I enjoy volunteering; I am involved with Milwaukee Irish Fest which has been a great way to volunteer while being able to spend time with my family. I also love traveling, football season and am mildly obsessed with Pinterest.

**Favorite musical group:** I don't have one specific group that is my favorite. I tend to have an appreciation for any music... as long as I can understand it.

**Person you admire most and why:** My parents. Both are strong and independent people and have been able to overcome all obstacles that life has thrown at them.

**Dream Vacation:** A Mediterranean cruise

**If I won the lottery I would...** go on my dream vacation!

**Words to live by:** "All our dreams can come true, if we have the courage to pursue them." – Walt Disney

**Special personal accomplishments:** I spent six years working for Walt Disney World in Orlando Florida. I was able to start at a front of house hourly role and move my way up early on in the six years. It was a life changing experience.

**What else would you like other MPI members to know about you?** I am very excited to be a part of MPI and become more involved! ▲

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# Membership Recruitment Incentive

By: Amy Qualmann, CMP

## Have you heard of the new Membership Recruitment Incentive?

The MPI-WI chapter is asking all members to help recruit new members to our chapter.

If a current MPI member recruits a new member to join the Wisconsin chapter, that current member will be entered into a drawing for a FREE membership renewal! This might include recruiting colleagues, industry partners, and others that you may do business with in the meetings industry. Reach out to your network! Who better to build our chapter membership than our current members? Chat up your colleagues about your recent MPI-WI education event or the great networking you experienced at the last reception!

Upon filling out an MPI membership application the new member will be asked to reference the current member who recruited them. Make sure that they include your name!

Deadline for the new member application to be submitted is April 30, 2014. The winner of the membership renewal will be announced at the 2014 May Education Day in Madison. For any questions, please contact Amy Qualmann, CMP at [aqualmann@wasb.org](mailto:aqualmann@wasb.org). ▴

# SCHOLARSHIPS

## Three Meeting Professional International Membership Scholarships to Be Awarded Monthly

Disney Destinations, in support of the MPI Foundation, has made it possible for MPI to sponsor memberships for a select number of meeting professionals. Through its generous donation to the Foundation, Disney Destinations is committed to elevating the stature and successful future of the meetings industry.

Award recipients will gain full membership privileges to MPI, as well as the opportunity to join their local chapters. They will have access to national events and local chapter monthly meetings, leadership and committee involvement, industry tools, and peer-to-peer networking with professional colleagues who share similar challenges.

This one year sponsorship through Disney Destinations will open doors and experiences that will undoubtedly enrich meetings professionals' careers and help recipients deliver strategic value and quantifiable impact to their organizations. To apply for the Disney Destinations scholarship, you must be a meetings professional joining MPI for the first time.

\*Current MPI-WI members, please share this with those in your industry that may not be MPI members that would be a good fit for this experience. ▴

Applications are available now and can be found on the MPI website: <http://www.mpiweb.org/MPIF/Scholarships/Disney-DestinationsScholarshipProgram>

## IN THE NEWS

**Naomi Tucker, CMP**, welcomed a new addition to her family on October 22<sup>nd</sup>! Harmony Rae was born at 4:18pm weighing in at 6 lbs 9 oz. Congrats Naomi!

**Alison Huber, CMP**, wrote an article entitled "Where Do We Go From Here? Insight From Our Industry Leaders" in the Fall 2013 edition of *Wisconsin Meetings*.

**Sherry Lee, CMP**, was quoted in an article entitled "Wausau: The Right Fit for Any Meeting" in the Fall 2013 edition of *Wisconsin Meetings*.



# New Members

**LONNA BERG**

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Supplier Meeting Professional

**SHERRY WOLFF**

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Supplier Meeting Professional

**KATHERINE ZBOZNOVITS**

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Meeting Management Professional  
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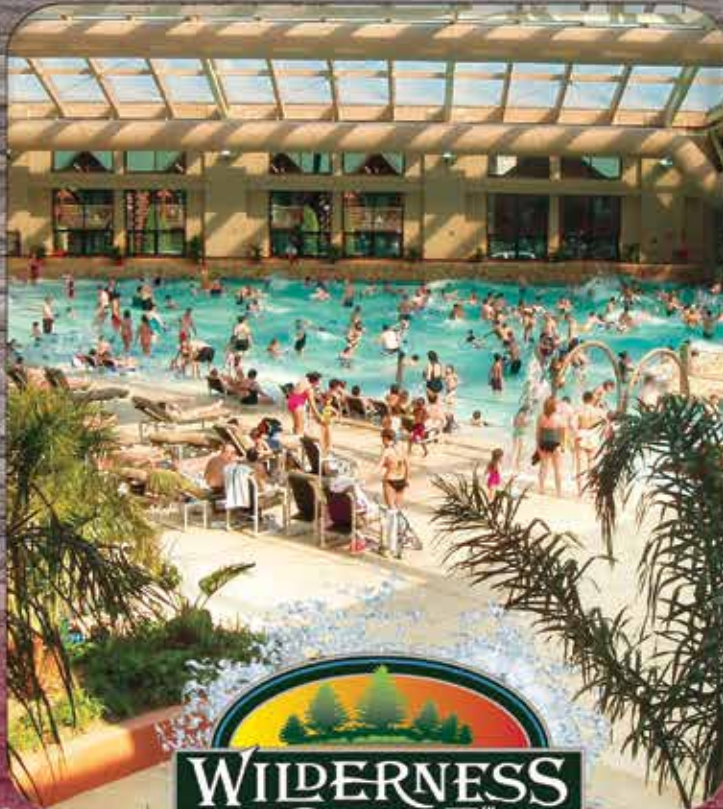
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# Datebook:

CALENDAR OF EVENTS

# 2014



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JANUARY

16

**JANUARY EDUCATION**

Heidel House Resort  
Green Lake

FEBRUARY

13

**FEBRUARY EDUCATION**

Holiday Inn American Center  
Madison

MARCH

20

**MARCH EDUCATION**

Lawrence University &  
The Radisson Paper Valley Inn  
Appleton

APRIL

17

**APRIL EDUCATION**

Country Springs Hotel  
Waukesha

MAY

14

**SPRING EDUCATION DAY**

Monona Terrace Community &  
Convention Center  
Madison