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# MPI-WISCONSIN CHAPTER Agenda



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VOL 36/NUM 2  
2014

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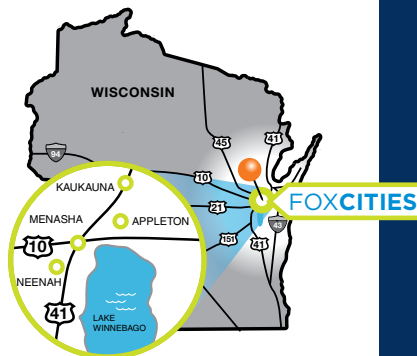


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# MPI-WISCONSIN CHAPTER Agenda

March/April 2014

VOL 36/NUM 2

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WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

# MPI-WISCONSIN CHAPTER Agenda

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## EDITOR'S NOTE



I bet many of you reading this have received one of the inspirational “Page-A-Day” calendars as a gift before, right? Well, this year my mom gave me one for Christmas. I smiled, thanked her and brought it into work, thinking, “What the heck, might as well read it!” Even though the gift was a bit cheesy, I really appreciated it. And on days like today, I really appreciated it! I woke up early to check my email only to discover a mini “work-fire” needed to be put out. A major event I was planning conflicted with another major event happening on campus....and our team didn’t catch the conflict until just now – a month out!

Needless to say, people were upset. And the emails flying overnight proved it. I responded best I could, in a professional manner from my iPad and decided to fix the problem when I got into the office. So I did my morning yoga, took a shower, ate breakfast and drove into work. More emails were waiting for me when I arrived, and not all of them were very positive. Out of the corner of my eye, I saw my cheesy inspiration calendar and pulled off the paper from the previous day to reveal this →

Well, I took that quote and ran with it for the day. I didn’t let the mistakes, insults and nasty emails upset me. I did what I could to fix the problem, apologized to the people who were upset and moved on. I had many things to get done that day, and this one little “fire” wasn’t going to ruin me for the day. I’d let myself become completely unproductive because of something like this in the past, and I wasn’t going to let it happen again.

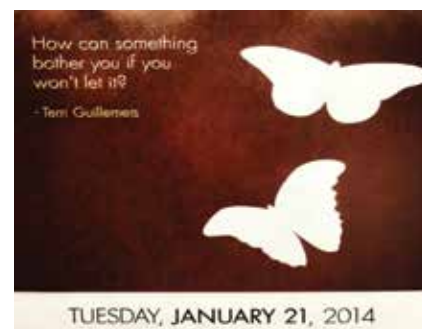
As we head into spring, keep the quote above in mind. We can only control so much in our lives. What we CAN control is how we let things affect us. If you make a mistake, don’t let it ruin your day. If someone says something hurtful to you, try not to take it personally. And when every little thing is bothering you, take a break – it is well-deserved and needed.

Hope to see you all at MPI-WI Chapter events in the coming months!

Until next time,

*Maria*

Maria





{MADISON, WI}

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# President's Column

## Finally Spring!

I hope the turn of the calendar to March will usher out the cold and snow of this past winter. From frigid temps to snow and ice, we certainly had a winter I would like to forget. When this issue hits your desk, thoughts of spring break, warmer temps, March Madness, April showers and May flowers will likely be on your mind. For the chapter, it is the time of year where we finalize our budget and select our slate for the new term. We also have great education programs coming up!



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

This is a time to reflect on the first few months of the year. Are you on track with your goals? If not, do you need to adjust them based on circumstances you didn't expect? That's ok. 'Spring Cleaning' is the perfect time to adjust your goals. There is still a lot of the year to go! Longer days, warmer temps and more sunshine helps to make us see things more clearly and in a little bit more positive light.

Maybe you learned something new at an MPI meeting or through reading great articles that you want to implement. Take this time to evaluate those ideas and talk through them with your colleagues or family. Make a plan and get it done. Just because it isn't January 1 doesn't mean we can't set new goals!

Now is also a great time to get out of the office and do some networking. Meet up for lunch or register for the next MPI meeting. Each of our events offers opportunities for you to network – sit with someone new at lunch or during the program. Breaks and receptions also are great opportunities to find someone you haven't talked to before. Take the initiative to introduce yourself. You will take much more out of the meeting or event if you do!

Speaking of networking, we recently completed our Chapter Membership and Education Survey. You told us that education and networking are major reasons for your membership. Your responses help us in shaping the programs and offerings of the chapter. The Board of Directors takes every response into account and will be looking at ways to incorporate your suggestions and needs into the plans for the coming year. Thank you to everyone who took the time to reply.

MPI International also asked for your feedback recently. We appreciate your responses and the time to complete the survey. The survey is helpful in making sure we are meeting your needs and to see where we line up with the other 70+ chapters across the globe. Last year we were in the top third globally across the board. We hope your responses keep us there again this year!

As we close in on the final quarter of the MPI fiscal year, I look back on the great things accomplished to date and look forward in anticipation of all that will come. Our volunteers are what make the chapter work. Thank you to those who have raised their hands and rolled up their sleeves, not only this year, but also our past volunteers and leaders. We wouldn't be here without you and we need you to ensure we continue for a successful future.

Hope to see you at a meeting soon. Go Badgers and Happy Spring!

*Alison*

Alison

*Do you have a few hours to volunteer? If so, we have team spots left as we finish out the year and plan for 2014-2015. Contact any board member to sign-up!*



# January 2014 Event Recap- Solution Circle

By: Erin Passehl

As we confidently forge into 2014 with good intentions and resolutions made, we are each met with equally strong resistance. Sometimes this resistance comes from within, but with respect to career challenges, many factors come into play. The combination of communication breakdowns, unclear expectations and looming deadlines between clients and coworkers can produce a toxic work environment. The good news is that MPI-WI chapter members collectively hold answers to some of the industry's toughest challenges.

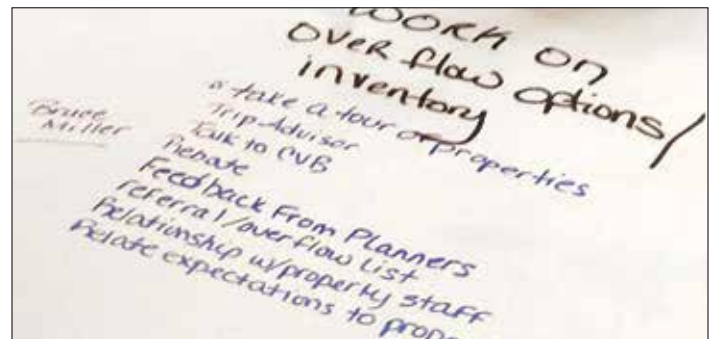
January's Education Day held at the Heidel House Resort & Spa in Green Lake provided an opportunity for members to access this network of experience in a constructive and non-threatening environment. The activity titled "Solution Circle" was facilitated by fellow MPI Tampa Bay Area member Tara Liaschenko, CMM - owner of The Link Event Professionals, Inc. Tara has served various board positions at the state and international chapter levels, including her current position as chair of the Chapter & Membership Advisory Council. With Tara's guidance, tables of eight to ten people collaborated to help each other solve a current or ongoing career related issue.

To start the activity, participants were given a few minutes to brainstorm an issue they would like help with. Participants were then asked to create two separate human spectrograms at the back of the room. To do this, attendees stood in order of industry experience by years and then reordered by how confident each person was that they could solve their problem with little to no help. Participants then returned to their tables which were covered with butcher paper. Each wrote their problem on the paper and then rotated one seat to their left. This simple rotation helped each person remove themselves from their own issue and focus on the problem in front of them - that of their neighbor.

Each participant had eight minutes to receive feedback on their career challenge, the catch being that each person read the challenge they were seated at and noted solutions generated for that issue, instead of their own. This detail allowed each person to actively listen when their issue was discussed, without needing to take notes as well.

Tara successfully created an environment of trust by prefacing the activity with an oath of confidentiality. Participants at my table took this to heart and were able to reach a vulnerable state for the sake of solution generation. Challenges related to volunteer recognition, time management techniques, training new staff members, internal communications and even legal issues. The human spectrogram was repeated at the end of the brainstorming session, and most in attendance reported as more confident in their ability to solve their issue than before the start of the activity.

Several members commented on how the process of describing and taking notes for a neighbor's problem made the activity less intimidating. All members left with some great options to explore, some even solved their problems on the spot! This activity was a great reflection of the wealth of knowledge our members possess, as well as the strength of our chapter's network. ▴





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## **GBTA and MPI Launch New CMM Designation Program**

*Collaboration Delivers Robust Business Education for Meeting and Travel Professionals*

DALLAS, TX and ALEXANDRIA, VA, December 18, 2013 — The Global Business Travel Association (GBTA) and Meeting Professionals International (MPI) announced today that they have joined forces to create the new CMM Designation Program, the business standard of excellence for meeting and travel professionals. The program, which is the first and only collaborative designation for meeting and travel professionals, features an intensive business management study program led by highly esteemed university professors from renowned business schools.

Together, GBTA and MPI designed the CMM Designation Program to help meeting and travel professionals strengthen their business acumen and advance their careers. Participants will learn critical business skills such as risk mitigation, business analytics and compliance, strategic negotiation and more. The program is an evolution of the prestigious Certificate in Meeting Management program created by MPI in the mid-1990s and pays homage to the highly regarded CMM designation.

“We are pleased to offer the new CMM Designation Program in partnership with GBTA to meeting and travel professionals around the world,” said Paul Van Deventer, president and CEO of MPI. “Over the past year, MPI has been transforming in order to better serve our members and part of this transformation involved taking the Certificate in Meeting Management program to the next level. CMM has been a revered designation within the meeting and event industry for some time, and we believe the value CMM has established will translate well within the travel industry and as a standalone trademark.”

The development of the new CMM Designation Program originated when GBTA and MPI formed a limited liability company (LLC) and developed an executive steering committee tasked with creating the leading global business management education program for the meeting and travel industries.

“GBTA is pleased to join forces with MPI to offer this new program that will quickly become the business standard of excellence for both meeting and travel professionals,” said Michael W. McCormick, executive director and COO of GBTA. “The new CMM Designation Program with MPI will offer our collective members the opportunity to learn new skills and grow their careers.”

### **Path to Designation**

To achieve the new designation, participants must complete three distinct phases. Phase 1 includes 3.5 days of rigorous onsite business education sessions administered by university professors. It also requires participation in two self-led webinars.

During phase 2 of the program, participants must attend a one-day boot camp at which they will partake in either meeting or travel focused sessions taught by industry-leading subject matter experts. The boot camps will initially be offered annually during both GBTA and MPI conventions. The third phase involves the development of an independent work-based project. Thereafter, program participants are granted the CMM designation.

While continuing education credits are not required to maintain the designation, existing and new CMM holders are encouraged to attend CMM conclaves hosted by both GBTA and MPI annually starting in 2014. At the conclaves, new CMM holders join the outstanding community of CMM leaders to refresh their business skills, network and become part of the CMM legacy.

With the launch of this new program, all current CMM designations will continue to be supported by MPI and now by GBTA as well. As such, professionals that achieved the former Certificate in Meeting Management designation will retain the CMM designation.

“Our combined vision was to evolve CMM to mean more than a certificate for meeting professionals, so it is no longer defined as an acronym. CMM is now a designation for distinguished meeting and travel professionals with business excellence,” explains Van Deventer.

GBTA and MPI will publish detailed program information and the full schedule of offerings in January 2014. In the meantime, visit [www.mpiweb.org/CMM](http://www.mpiweb.org/CMM) to learn more or to register interest.

### **About GBTA**

The Global Business Travel Association (GBTA) is the world’s premier business travel and meetings organization. Collectively, GBTA’s 6,000-plus members manage over \$340 billion of global business travel and meetings expenditures annually. GBTA provides its network of 21,000 business and government travel and meetings managers, as well as travel service providers, with networking events, news, education & professional development, research, and advocacy. For more information, visit [gbta.org](http://gbta.org).

### **About MPI**

Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association. The organization helps its members thrive by building human connections through knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of approximately 20,000 members belonging to 71 chapters and clubs worldwide. For additional information or to join, visit [www.mpiweb.org](http://www.mpiweb.org).

# # #

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## The Osthoff Resort Expanded Facilities Opening in 2014!

Voted 2014 “Best Wisconsin Lakeshore Resort” by *Wisconsin Meetings* magazine and among the “Top 500 World’s Best Hotels” by *Travel + Leisure*, The Osthoff Resort is currently undertaking a significant expansion of its conference facilities with an additional ballroom scheduled to open late spring of 2014.

The new 10,000 sq. ft. Grand Libelle Ballroom plus additional pre-function space will bring the total function space of the resort to 38,000 sq. ft. Plans also call for additional parking, a porte cochere and garden area. The Osthoff Resort is Travel Green Wisconsin certified and this new space will also include eco-friendly design elements and practices.

According to general manager Lola Roeh, the planned addition is not only good for the resort, it’s also a welcomed development for the Village of Elkhart Lake and the many hospitality businesses in the area. “We will be a destination for larger groups who previously would not have considered The Osthoff, and that means an influx of dollars for the local tourism economy, particularly during the cold-weather low season when we all need it,” said Roeh.

The Osthoff Resort has retained the AAA Four Diamond rating since 1998. With spacious accommodations, 500 feet of stunning lakefront, Aspira Spa, a cooking school,

two restaurants, team building programs, recreational group activities and nearby golf, The Osthoff Resort is one of the Midwest’s premier meeting destinations, centrally located one hour from Milwaukee and Green Bay and ninety minutes from Madison. The space and support you need, the accommodations and activities they want. Everything you need to keep business going, or make it pause for awhile. It’s good to do business at The Osthoff Resort - your place on the lake.

**For more information on the resort, meeting facilities and layout of meeting space, visit [www.osthoffmeetings.com](http://www.osthoffmeetings.com) or call 800.876.3399.**

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Elkhart Lake, WI







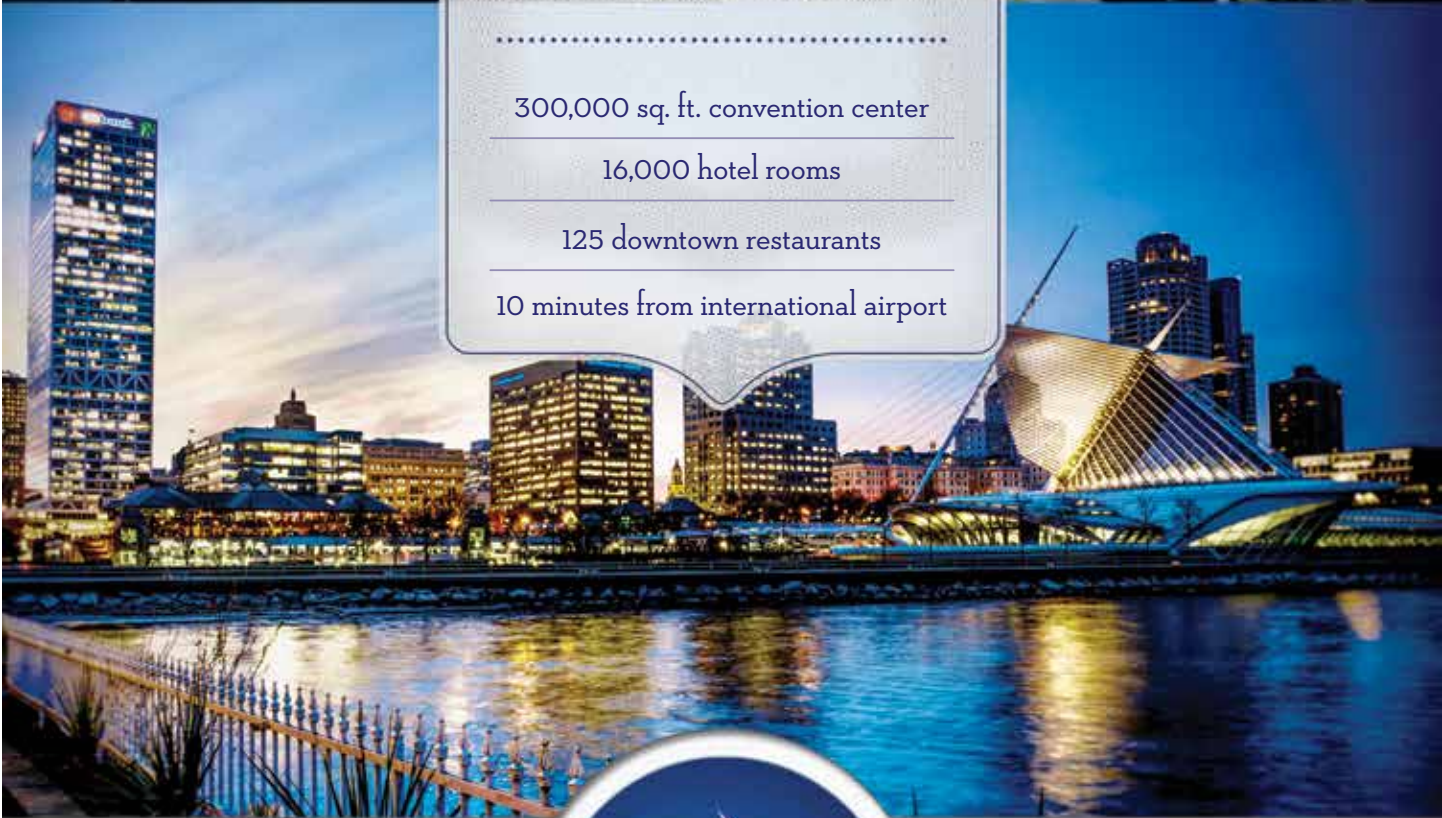
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# Planner Profile: Laurie Howard

## Place of employment:

Accuray Incorporated

**Job title:** Luminary Site Program Manager

**How long in the meetings industry?** Over 15 years

**How long in MPI?** Just joined! I am a novice member of only two months.

## Tell us about your company and/or position:

Accuray is a radiation oncology company that develops, manufactures and sells personalized, innovative treatment solutions that set the standard of care with the aim of helping patients live longer, better lives. Within the company, my position manages all VIP visits to our headquarters, customer visits to luminary sites around the country, sponsor educational symposiums and tradeshow/exhibits for the US and Canada.

**Where were you born?** Dayton, OH

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

**Favorite pastimes:** Volleyball, yoga, knitting, gardening & cooking.

**Favorite musical group:** Phoenix

**Dream vacation:** I would love to travel Spain and visit the architecture and art of Barcelona and the sparkling wine regions. I adore Cava!

**If I won the lottery I would:** Take care of my family first. Then, throw a special event for family and friends with an unlimited budget!!!!

**Words to live by:** Forgiveness

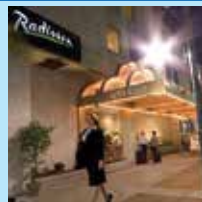
**What else would you like other MPI members to know about you?** Controlled chaos is an environment I thrive in, and is probably why I enjoy meeting planning. However, I would not be as successful in my role if it weren't for my co-workers who always have my back. ▴

*Controlled chaos is an environment I thrive in, and is probably why I enjoy meeting planning. However, I would not be as successful in my role if it weren't for my co-workers who always have my back.*

## Meet in Wisconsin!

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### APPLETON



#### Radisson Paper Valley Hotel

333 W. College Avenue, Appleton, WI  
920/733-8000 | [radissonpapervalley.com](http://radissonpapervalley.com)  
Meeting rooms: 26; Sleeping rooms: 390; F&B: Yes  
Meet... and Enjoy Downtown Appleton!

### DOOR COUNTY

#### Landmark Resort

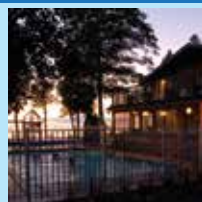
4929 Landmark Drive, Egg Harbor, WI  
920/868-3205 | [thelandmarkresort.com](http://thelandmarkresort.com)  
Meeting rooms: 10; Sleeping rooms: 260; F&B: Yes  
Great for weddings & business meetings. Eight of the ten meeting rooms have a water view.



### DOOR COUNTY

#### The Shallows Resort

7353 Horseshoe Bay Road, Egg Harbor, WI  
920/868-3458 | [shallows.com](http://shallows.com)  
Meeting rooms: 1; Sleeping rooms: 34; F&B: Yes  
The Shallows has something for everyone, from our suites with fire places to exclusive luxury homes!



### EAU CLAIRE

#### Metropolis Resort

5151 Fairview Drive, Eau Claire, WI  
888/861-6001 | [metropolisresort.com](http://metropolisresort.com)  
Meeting rooms: 7; Sleeping rooms: 107; F&B: Yes  
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### MILWAUKEE

#### The Iron Horse Hotel

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Meeting rooms: 4; Sleeping rooms: 100; F&B: Yes  
Meeting space at the Iron Horse Hotel is anything but ordinary. Five distinct interior spaces and one chic outdoor space offer unparalleled service & amenities.



### WABENO

#### Potawatomi Carter Casino Hotel

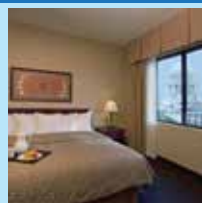
618 Hwy. 32 N., Wabeno, WI  
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# Student Profile: Mary Minten

Group Visitor Services Coordinator  
Fox Cities CVB

**Tell us about your college program:** I currently attend Fox Valley Technical College in the Meeting and Event Management program. I love that it has many courses taught by people in the industry giving practical advice and resources to utilize for a future career.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I am fairly new to MPI, however have been very excited to learn all the great resources this organization has to offer! I look forward to discovering MPI's volunteer opportunities and how I can help.

**Where do you currently live?** Little Chute, WI also known as the Fox Cities area.

**Favorite Pastimes:** Reading, traveling and getting outdoors!

**Person you admire most and why:** My grandmother. She was an amazing woman who spent her life caring for others. She taught me about humility and living a life with dignity and grace even in the face of adversity or opposition.

**Dream Vacation:** Argentina - I've always wanted to travel to the home of the tango and drink Malbec wine right from the vineyard that created it!

**If I won the lottery I would:** Take care of my family and donate the remainder. I would spend my time volunteering.

**Words to live by:** "If it is to be, it is up to me!" - Joyce Bytof, former Chairman and CEO of Coldwell Banker Real Estate Group. ▴

## What drew you to the meetings industry?

*I had a taste of the meetings and event industry while managing a local restaurant which had event space. I thoroughly enjoyed the challenge of coordinating with corporations and individuals to ensure they had successful events. This industry captures my love of multi-tasking and working with people in a constantly changing environment.*



*"Meeting planners are always on the look out for the next, best venue for their gathering. La Crosse meets that challenge in a very unique way. It offers fresh air, open spaces, solitude, water and beauty for the eye to behold...nature in all its splendor on the Mississippi River. We pack a lot into our busy meeting days, then later, to be able to walk in Riverside Park and open our minds for creative thinking is more than most other destinations offer."*

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# Strategic Alliances

By: Tom Graybill

## A BIG THANK YOU TO ALL THE GREAT ORGANIZATIONS AND PROPERTIES THAT HAVE JOINED WITH MPI-WISCONSIN IN THE NEW STRATEGIC ALLIANCE PARTNER PROGRAM!

The program was introduced for 2014 and has received a fabulous response. The sponsorship program has three levels – Gold at \$2,500, Silver at \$1,500, and Bronze at \$1,000. Sponsors get to enjoy recognition throughout the calendar year, so 2014's Alliance partners will be honored from January through December.

In addition to supporting MPI-Wisconsin and the excellent educational and networking opportunities through our programming, Alliance Partners also receive a host of other benefits. Some of these include a free ad in the *AGENDA*, recognition on the MPI-WI website, free registrations to MPI-WI events, displays at May Education Day, a rotating ad on the MPI-WI website, recognition at every MPI-WI event and more. The benefits do vary based on sponsorship level, so not all benefits are available at the lower levels.

An extra benefit is the ability to take advantage of other marketing opportunities, including advertising and event sponsorships, at discounted rates.

Please be sure to thank our sponsors when you see them at MPI-WI events. You can quickly identify them by the Gold, Silver, or Bronze ribbon attached to their name badge.

### Our Gold Sponsors:

- Best Western Premier Waterfront Hotel & Convention Center -- Oshkosh
- Fox Cities Convention & Visitors Bureau
- Kalahari Resorts & Conventions
- Monona Terrace
- The Osthoff Resort
- Visit Milwaukee
- Wilderness Territory

### Our Silver Sponsors:

- Madison Marriott West
- Meet In Illinois
- Oshkosh Convention & Visitors Bureau
- Radisson Paper Valley Hotel – Appleton
- Wisconsin Dells Visitor & Convention Bureau

### Our Bronze Sponsor:

- Greater Madison Convention & Visitors Bureau

## Need Some Cash?

By: Carmen Smalley, CMP

The MPI Foundation recently announced the education endowment scholarships for members in the pursuit of further education. They are based on funding and will be awarded on a quarterly basis and are exclusively open to current MPI members. The scholarships will be offered for three different categories – Academic, Professional Development and MPI Programs – with up to \$2500 awarded per scholarship.

**CATEGORY I:** Academic is designated for college work toward undergraduate or graduate degrees and requires acceptance in a program of study relevant to the meeting and event industry. This scholarship is great if you are currently enrolled in a meeting and events program.

**CATEGORY II:** Professional Development is designated for education sought inside or outside of the traditional academic institution. Examples include courses for suppliers as well as planners, executive development programs or industry specific leadership programs such as the CMP or CMM. This category can be applied to the actual cost of taking the CMP or CMM along with any associated study group.

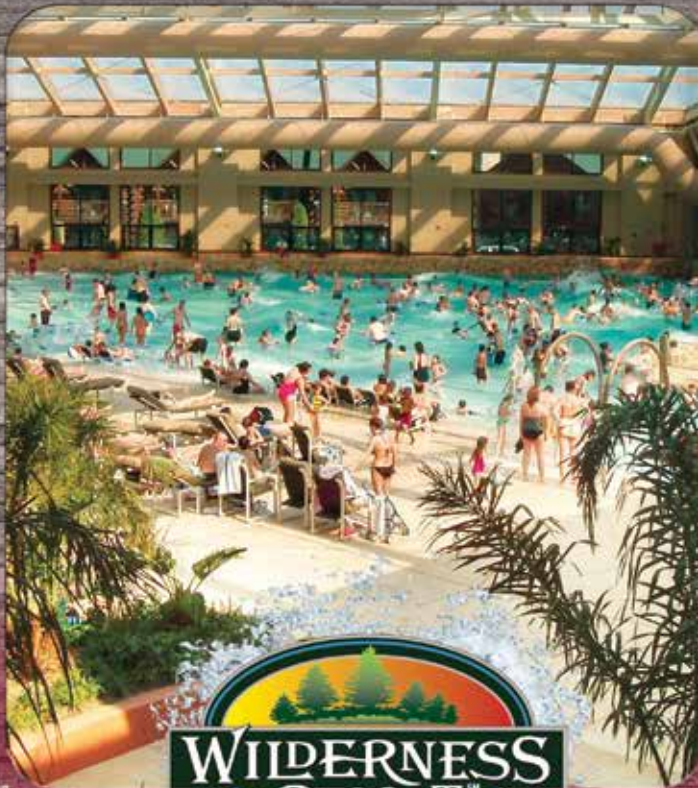
**CATEGORY III:** MPI Programs is designed specifically for leadership, career and educational opportunities offered exclusively by MPI and for first-time attendance to MPI conferences. Members who have never attended WEC should consider applying for this award, especially since WEC will be held in Minneapolis in 2014. ▴





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# GET TO KNOW YOUR BOARD MEMBER:

JODI GOLDBECK, CMP, VP-COMMUNICATIONS

**Place of employment:** Madison College

**Job title:** Instructor in the Meeting & Event Mgmt Program

**How long in the meetings/supplier industry?** 15 years

**How long in MPI?** 11 years

**Previous board positions held?** Director of Publications, Advertising & Community Outreach

**Tell us about your family:** My husband, Todd, and I have been married for 9 years. We have a 3-year old son named Tanner and a 9-year old pug named Zoe!

**Favorite hobbies or pastimes?** Reading, yoga, and gardening

**What is the best part of being on the board?** I love working with people who are dedicated to a cause and get the job done, no matter what it takes.

**What have you learned most from being on the board?** I have learned that even though it is, at times, a lot of work it is SO worth the investment. I love seeing the industry evolve and especially love watching the students that I have worked with at the college become volunteers within MPI. ▴

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A photograph of three people in business attire sitting around a wooden table. A man in a suit is on the left, looking down at a document. A woman with dark hair is in the middle, looking at the same document. A woman with blonde hair is on the right, pointing at a document with a pen. The background is a plain wall.

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Photo by Sclaff/VanGrinsven

## Expanded Facilities Opening in 2014!

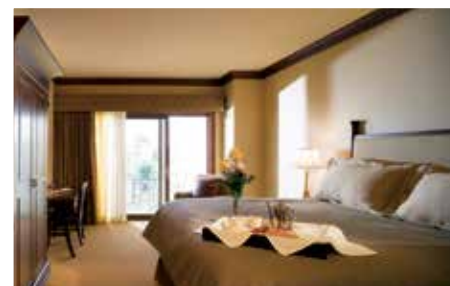
Voted 2014 "Best Wisconsin Lakeshore Resort" by *Wisconsin Meetings* magazine, The Osthoff Resort will soon offer an additional 10,000 square feet of meeting space! Set to open late Spring 2014, the new 10,000 square foot Grand Libelle Ballroom will bring The Osthoff Resort's total function space to 38,000 square feet!

With spacious AAA Four Diamond accommodations, recreational lakefront, Aspira Spa, cooking school, nearby golf and many other premier amenities including team building activities and programs, The Osthoff Resort is one of the Midwest's premier meeting destinations.

For more information on The Osthoff Resort, visit [www.osthoffmeetings.com](http://www.osthoffmeetings.com) or call 800.876.3399.



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# BIG CHANGES To Fall Education This Year!

By: Jen Mell, CMP

Our chapter recently announced a joint Education Conference in 2014 with neighboring Indiana and Michigan MPI chapters in lieu of holding our regular Fall Education Day. This conference will give attendees the opportunity to network with MPI members from all across the Midwest, hear education content from multiple speakers and showcase their business to a wider spectrum of potential clients. Between receptions, education sessions, social events and a tradeshow, this conference is THE place to be this fall.

Check our chapter website ([www.mpiwi.org](http://www.mpiwi.org)) for continuing updates on this conference, including exhibitor information, sponsorship opportunities, educational sessions, online registration and more.

## Calling all volunteers!

If you're interested in being a part of the planning team for this event, please contact Jennifer Mell, CMP, [jennifer.mell@kohls.com](mailto:jennifer.mell@kohls.com) or Tami Gilbertson, CMP, [Tami.Gilbertson@wpsic.com](mailto:Tami.Gilbertson@wpsic.com).

### MPI Great Lakes Education Summit

November 16 – 18, 2014  
Radisson Hotel at Star Plaza  
Merrillville, IN

## See you in November in Merrillville!

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# THREATS AND HAZARDS: Event Challenges & Impacts

## Event Disruptions Are Always A Possibility... Planning Is the Key to Surviving Them

By: Bob Mellinger, President, Attanium Corp.

In the past several years, Americans have experienced unthinkable disasters. Threats range from terrorism and civil unrest to natural disasters (hurricanes, tornadoes and wild fires) to the man-made (cyber-attacks, power outages and infrastructure failure).

In this climate, any organization that runs events should be prepared for anything that could happen – to protect its exhibitors, speakers, attendees, employees and, to the greatest degree possible, the continuity of its events. Inherent in this is the impact on the organization's reputation. It's entirely possible that one ruined or badly handled event might mean years of rebuilding reputation and attendance.

The event planner or manager is the person most likely to have to deal with any disruption to an event. This article is aimed at helping those individuals prepare themselves to deal with the threats and hazards that might befall a conference or exposition and to prevent or, at the very least; minimize the impact of a disaster.

Toward that end, planning for disruptions is essential. The following principles of emergency management, including the activities each might generate, are provided to guide your planning:

**Preparedness** - activities involved in building awareness and assessing the risk of potential disasters

**Mitigation** - activities aimed at reducing vulnerability; activities performed in advance to reduce impact, potential loss or damage

**Response** - activities occurring during or immediately following a disruptive event to minimize the immediate impact(s)

**Recovery** - activities to enable continuity and to minimize long-term impacts and return the situation/system to the "new" normal

### Determining Risk

Before you begin any kind of planning or assessment, it is important to determine the risks and decide where to concentrate what are usually limited resources. It's not possible to be prepared for every possible disruption; you have to concentrate on

what is most likely to occur (probability) and the impact should it actually occur (consequence).

Most of all, keep things in perspective. Any consequence that involves potential critical injury or loss of life must take precedence over less critical outcomes. Therefore, it's important to prioritize the risks as well as to identify the ones to focus on.

*In this climate, any organization that runs events should be prepared for anything that could happen – to protect its exhibitors, speakers, attendees, employees and, to the greatest degree possible, the continuity of its events.*

### Preparedness

Identify the vulnerabilities. While many threats are equally likely to impact an event (hurricanes, floods, food poisoning), each organization usually has unique threat potential from groups that take issue with its practices, beliefs, etc. For that reason, assemble a group of key organization and event players who are aware of and can help identify issues or activities that make your event vulnerable to specific threats and hazards.

A benefit of this process is that some vulnerabilities can be eliminated simply by knowing about them beforehand. For example, if your drayage company or "official airline" has a union contract scheduled for renegotiation during your event, you might want to change companies or line up backup in the event of a strike.

Be aware. You know your event will be held in City X or Country Z in eight months. Follow what is going on there locally - are there potential situations that could impact or interfere with your event? Will there be other events at your chosen facility while you're there that might result in demonstrations, bomb threats, etc., which could impact your event? If so, perhaps you need to line up a contingency location. You certainly will need to know about local resources. Communicate with the facility management to determine their awareness of vulnerabilities and plans for dealing with them. The situation in your destination city and facility also should be factored into your plan.



Develop a plan for each scenario identified - and TEST IT. The planning isn't as difficult as it sounds. You really need only one basic plan that can be easily customized for each different threat/hazard, because a lot of the planning or information used in the planning will be the same no matter what the disruption. You can't possibly test these plans completely because you'd have to be at the facility to do so, but you can do simulated run-throughs that will help you determine if things can work. If your budget allows, make a trip out to your chosen facility and get their people to participate in the test phase. At the very least, share your plans with them and get their input as well.

### **Mitigation**

This is the area of planning with the highest potential return, but one on which people seem to spend the least time and effort. What is mitigation, exactly? It's everything you do to prevent a disruption from occurring or to minimize its impact. It's keeping your virus protection updated, for example, to prevent data loss from a new virus. It's planning early and carefully for security at your event. It's having a backup plan in case your registration system goes down an hour before registration opens. It's having a complete list of contact phone numbers so you can reach anyone on the event staff or anyone else necessary at any time of the day or night if something comes up.

A lot of mitigation is accomplished through communication. If a situation in a given area is threatening to reduce event attendance (H1N1 flu, for example, or terrorist activities in a foreign location), it's communicating to attendees that the area is safe and why - or that the event will be moved if things deteriorate to a specific state. If they know you have their health and safety in mind, they are more likely to attend. Communicating to convention center personnel and event staff is just as important.

Mitigation activities can be identified by reviewing the list of vulnerabilities and/or the plans to determine what can be done NOW as opposed to waiting for a disruption. This kind of planning is one of the best ways to help ensure your "event continuity."

### **Response**

When the fire truck comes, that's response. The response period starts when the disrupting event occurs, and continues until all of the people affected are safe and secure. You need to build response capability into your plans in order to minimize the immediate impact of any disruption. If the hotel your attendees are staying in burns down while they're at your keynote address, what are you going to do? (Yes, you will be the one they're looking to for guidance.) You can't tell them it's not your problem... you'd better be on the phone finding other accommodations and helping them figure out how to replace their personal belongings, how to file an insurance claim with the hotel (and you'll know because you got this information from the hotel early on!) and how to replace their lost medications. If you find that the hotel has all this planned for, then your job will be to find out how to get your folks into the system.

You can best handle the response to any disruption if, in your planning, you created a crisis response team that you can call into play. Just as you can't possibly plan for every vulnerability, you can't possibly pre-determine responses when a disaster occurs. However, you can modify or convert other plans to help you deal with this, and you can hold drills to practice working under pressure and as a team. If someone doesn't react well, get them off the team; someone could die if an individual becomes a loose cannon. What you want on this team are people who can keep their heads straight, who are resourceful and who can move quickly. You also need a spokesperson - someone who will deal with the media (when necessary) and attendees confidently and forthrightly.

### **Recovery**

The goal for recovery is to minimize the long-term impact of the disruption on the event and the organization.

Your job is an overwhelming one, especially when viewed from the perspective of planning to survive the threats and hazards that can disrupt an event. Advance planning is the key to making it through. The risk assessment and emergency management processes are tools that you can use to identify and prepare for the myriad of disruptions you might face.

### **This begs the question, "How will I respond if a disaster strikes one of my events?"**

Now you can find out how you'll face crisis and chaos. At the April 17 MPI-WI event, Bob Mellinger will be conducting "The Disaster Experience." This is a highly interactive mock disaster simulation that will put you in the throes of a real-life crisis situation - as it unfolds. You will make the critical decisions and deal with the consequences of those decisions! After you've finished, you'll have a much higher awareness of just how you would deal with chaos and mayhem. ▲



*Bob Mellinger is the president of Attainium Corp; which delivers business continuity, disaster recovery and crisis management services. Bob is a frequent speaker on the topics including Business Continuity, Contingency Planning and Crisis Management, delivering sessions ranging from the basics of Continuity Planning to the Impact of Today's Threats and Hazards to Disaster Simulations*

*and tabletop exercises. Bob can be reached at (571) 248-8200 or via email at [bmellinger@attainium.net](mailto:bmellinger@attainium.net) or on the web at [www.attainium.net](http://www.attainium.net)*

# Supplier Profile: Lisa Berry



**Place of employment:** Wausau/Central WI Convention & Visitors Bureau

**Job title:** Sales Manager

**How long in the meetings industry?** Seven years. I also worked as the Assistant to the Food & Beverage Director at Milwaukee World Festivals and have many years all around in the hospitality industry.

**How long in MPI?** Two years

**Tell a bit about your company and/or current position:** As the Sales Manager for the Wausau/Central WI Convention & Visitors Bureau, I pull together the community to sell and plan great events, meetings, leisure travelers and sporting events.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I would welcome more volunteer opportunities and need to throw my hat in the ring.

**Tell us about your family:** I have a husband, three sons and one grandson, a big switch coming from a family of all girls. Our home motto is "dessert first."

**Where were you born?** Wisconsin Rapids, WI

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

**Favorite pastimes:** Kayaking, snowshoeing, skiing, camping and anything on the water or outdoors. I also love reading and of course cooking — I love to entertain!

**Favorite musical group:** Bob Marley. I love all kinds of music -- very eclectic.

**Person you admire most and why:** Valerie Fons, the Guinness Book of World Records kayaker who I got to paddle with this summer at the *One Paddle at a Time* event. Now she has a program on Washington Island called LAUNCH, uniting children with nature and hospitality. She is an amazing woman.

**Words to live by:** Just do it!

**Dream vacation:** With my husband it would be to sail the Greek Islands; my kids really want to go to Atlantis.

**If I won the lottery I would:** Pay for my children's college educations and donate money to support outdoor programs for children.

**Special personal accomplishments:** My kids — I am proud to have raised kind, compassionate, fun-loving human beings.

**What else would you like other MPI members to know about you?** I love my job as much as I love life and am very passionate about setting up meetings and events. ▴

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# Have You Heard?

The Member Grant will now be called the Founders Grant!

*By: Denise Humphrey*

**T**he Member Grant has a new name! It will now be called the Founders Grant to honor the legacy of our Charter Members of the MPI-Wisconsin Chapter. One of the goals of our founding five Charter Members was to create an opportunity for people to come together, network and learn. The goal of this grant is to support someone within our chapter to access new ideas, new information, further grow their knowledge and network within the industry, and this grant helps to financially fund this new endeavor.

Have you sent in your application for the MPI-WI Founders Grant or Kristin Bjurstrom Krueger Student Scholarship yet? If not, there is still time. Applications are due by June 2, 2014.

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

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

Check out the Professional Development tab on [www.mpiwi.org](http://www.mpiwi.org) for more information on and instructions for submitting an application.

The grant and scholarship winners will be formally announced at the Awards Gala on September 4, 2014 at the Best Western Premier Waterfront Hotel and Convention Center in Oshkosh. ▀

# Mid-Year Retreat

*By: Naomi Tucker, CMP – Immediate Past President*

**T**his past January the MPI Wisconsin Board of Directors got together after the January Chapter Meeting for their annual mid-year retreat. The mid-year retreat is a time when the Board of Directors get together to review the past six months of the year and strategize on the outcome of the next year and a half.

This year, the Heidelberg House Resort had an opportunity to host the MPI Board of Directors, and they went out of their way to provide a great meeting environment for the board to accomplish their tasks. Some people think that being on the board is just going to a few more meetings a year, but that can be far from the truth. Although additional meetings are warranted, the most invaluable take-away from the board experience is gaining new relationships.

After over seven years of being on the Board of Directors, I had my last mid-year retreat as I'll be concluding my board service in June. As I sit back and let my mind wander, I realize that the closest relationships that I have in MPI are because of my board experience. A great way to connect with individuals is to join together to conquer a common objective. This year, the MPI Board of Directors has been able to provide great education, manage awesome opportunities like the Regional Conference and capitalize on chapter financials. The retreat helped the board to refocus and adjust certain tasks and outlooks, and blow off some steam and have a little fun while ice bowling!

If you have always wondered what it would be like to serve on the MPI Board, you should try it! We are getting closer to announcing the 2014 – 2015 MPI Board of Directors that will be led by Carmen Smalley, CMP. I can't wait to see the wonderful things that this chapter will accomplish as the years push forward. ▀

## IN THE NEWS

*By: Kelly Ann Hekler, Fox Cities CVB*

A-mazing Events, LLC announced that **AUTUMN GRIMM** has been named to the new position of Marketing and Events Designer. In this role, Ms. Grimm is responsible for the creative design of client event marketing initiatives, the ongoing management and growth of the company's website and social media presence, and the execution of décor-focused projects including coordination, day of event execution, and post event responsibilities. Welcome Autumn!

**ERIN (WOOD) PASSEHL** has been named the Director of Member Care for MPI-WI. In this role, she will assist in recruiting volunteers for various MPI-WI teams among other things. Welcome to the Board, Erin!

**TRACEY BOCKHOP, CMP** was featured on the cover of *The Meeting Professional*, MPI's member magazine. Check out the article which highlights Tracey's recent accomplishments and Olympic-sized dreams!

# New Members

**LISA BERRY**

Sales Manager  
Wausau/Central Wisconsin CVB  
219 Jefferson Street  
Wausau, WI 54403  
lberry@visitwausau.com  
Supplier Meeting Professional

**DEBORAH DIMARZO**

Director of Sales  
Hotel Metro  
411 East Mason Street  
Milwaukee, WI 53202  
ddimarzo@hotelmetro.com  
Supplier Meeting Professional

**LAURIE HOWARD**

Luminary Site Program Manager  
Accuray Incorporated  
38 North Harwood Circle  
Madison, WI 53717  
lhoward@accuray.com  
Corporate Meeting Professional

**MARY MINTEN**

Fox Valley Technical College  
1011 Skyview Ave  
Little Chute, WI 54140  
mintenm@aol.com  
Student

**TERRI SCHROEDER**

Group Sales & Marketing Manager  
3D Destinations  
1905 McRae Lane  
Mundelein, IL 60060  
tschroeder@3ddestinations.com  
Meeting Management Professional – Supplier

**JAIME SMITH**

Associate Director of Sales  
Interstate Hotels and Resorts  
1820 North Cape Street #303  
Milwaukee, WI 53212  
Jaime.smith@hyatt.com  
Supplier Meeting Professional

**EMILY THOMPSON**

Director of Catering and  
Special Events  
Metropolis Resort  
5150 Fairview Drive  
Eau Claire, WI 54701  
Emily@metropolisresort.com  
Supplier Meeting Professional

**GEORGIA YOUNG**

Development Coordinator  
Zoological Society of Milwaukee  
10005 West Bluemound Road  
Milwaukee, WI 53226  
georgiay@zoosociety.org  
Association/Not For Profit Meeting Professional

Please help us  
welcome our new  
members!

# MPI-WI Summer Getaway

By: Tom Graybill

MPI-Wisconsin's June Summer Getaway promises fun for golfers, non-golfers and even families!

MPI is branching out in the North Woods for an event you won't want to miss. Join us on June 12 & 13 in Minocqua, known as Nature's Original Waterpark.

Start on the 12th with meeting tips, trends and tricks in an afternoon education session. Then enjoy some Northern Wisconsin hospitality at a reception at The Waters of Minocqua resort.

The next day golfers will test their luck (it is Friday the 13th!) and skill at the Timber Ridge Golf Club, featuring a championship golf course that is both challenging and beautiful.

Non-golfers will enjoy a full day of fun, experiencing a guided tour of the Wagwagoning Indian Village, a recreated Ojibwe Indian community, lunch courtesy of the Red Crown Lodge, an elegant lakeside resort and then enjoy the animals in a guided tour of Wildwood Wildlife Park before returning for an awards reception.

Families and spouses are welcome to share in the North Woods fun, as the Waters is offering a discounted room rate for Thursday, Friday, and Saturday. In addition to all the attractions of the Minocqua area, the hotel also features an indoor waterpark.

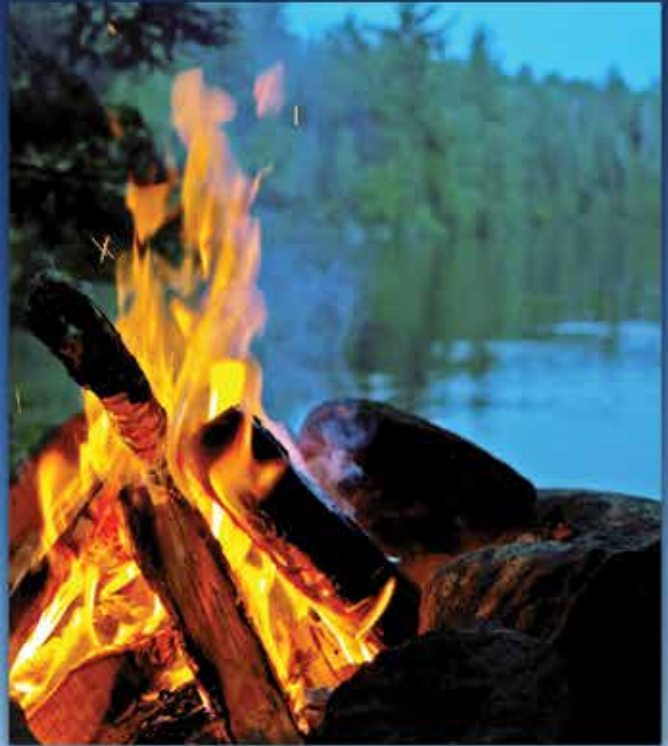
Save the date and plan to Getaway this Summer with MPI-Wisconsin! ▀

For more information,  
check out these websites:

[minocqua.org](http://minocqua.org)  
[thewatersofminocqua.com](http://thewatersofminocqua.com)  
[timberridgegolfclub.com](http://timberridgegolfclub.com)



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**MPI Wisconsin Chapter**

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Madison, WI 53718

**tel:** 608.204.9816

**fax:** 608.204.9818

**email:** [admin@mpiwi.org](mailto:admin@mpiwi.org)

**web:** [www.mpiwi.org](http://www.mpiwi.org)

# Datebook:

CALENDAR OF EVENTS

# 2014



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20

**MARCH PROGRAM AND ANNUAL  
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APRIL

17

**APRIL EDUCATION**

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Waukesha

MAY

14-15

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Monona Terrace Community &  
Convention Center  
Madison

JUNE

12-13

**CHAPTER GOLF & SUMMER SPECTACULAR**

The Waters of Minocqua & Timber Ridge  
Golf Club  
Minocqua