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MPI-WISCONSIN CHAPTER Agenda



July
Aug
2014

VOL 36/NUM 4

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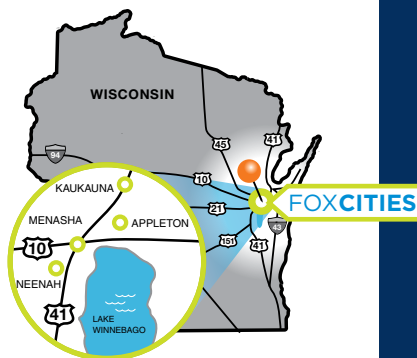


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WISCONSIN CHAPTER

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MPI-WISCONSIN CHAPTER Agenda

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EDITOR'S NOTE



Dear MPI-WI,

I am excited to announce that I am taking a position on the MPI-WI Board of Directors! Although this is a very exciting change for me, I will miss being a part of the AGENDA newsletter team and especially miss writing these Editor's letters.

So, why did I decide to make the next step and accept a position on the Board of Directors? Well, that's easy...the time was right, the opportunity was something I couldn't pass up and I am ready for another career challenge. I've been a member of MPI for over two years, and I have always been an active volunteer. I started out by writing articles for the AGENDA, summarizing the events I attended in hopes of getting others to attend. Then I was asked to be on the Spring Education Days team one year. I wasn't sure I should or could commit to it, but with some encouragement from other MPI members, I decided to do it. And, I was hooked! I became co-editor of the AGENDA and then I lead the January Education Day team soon after that. Again this year, I was on the Spring Education Day team.

As you can see, I have really made the most of my time in MPI. As a member, I go to the monthly meetings, learn from the amazing speakers our Board brings to our meetings, network with other members and participate in community outreach activities. As a volunteer, I get to bring the ideas and visions of the Board to life by participating in the planning committees and co-editing the AGENDA. I encourage anyone who has not yet volunteered in some way to do so – contact me or any Board member or other volunteer to find out how you can get involved.

Now that I have dipped my toes into the MPI-WI pool, I know I am ready to really dive in and be a valuable contribution to the Board of Directors. Am I nervous? You bet! Not only is it a time commitment and a leadership challenge, but my decisions, opinions and input will have a direct effect on your experience in MPI-WI. So please do me a favor and let me know what you think about our events, what you get out of our educational sessions and what you hope to get out of your membership. I will use this information in my new role on the Board. Send me an email, connect with me on LinkedIn or find me at the next MPI-WI event – I'm happy to chat with any of you!

All the best,

Maria

Maria

{MADISON, WI}

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President's Column

What opportunities will you create this year?

It is hard to believe that it is summer already and the new MPI year has started. When considering what our theme would be for the year, I started thinking about the members and what I wanted for them. MPI has provided me great opportunities in meeting people, seeing places, gaining amazing education and, most of all, the fun things I have gotten to do through MPI. These are all the opportunities I want for you as our members, whether you have been a member for one year or for many years.

Opportunities don't just happen and I am reminded of that from this quote that I found from Chris Grosser, "Opportunities don't happen, you create them." So I ask this from our membership: What opportunities will you create this year? Perhaps it is coming to more meetings with the opportunity to make a new friend or book a piece of business; perhaps it is volunteering on a committee to learn a new skill; or perhaps it is even an interest in becoming a board member and challenging yourself to take a step out of your comfort zone.



Carmen Smalley, CMP
President, MPI
Wisconsin Chapter

Back in 2001 when I first joined MPI, my boss at the time sent me to an MPI meeting by myself. Not only was I new to MPI, but I was also new to the meetings and events industry, so going to my first meeting was a little intimidating. At that time, the chapter did not have a red carpet committee or mentor committee; however, my boss connected me with someone to provide me the opportunity to volunteer at registration where I met many members and eventually landed myself on the golf committee. From just that one opportunity of volunteering at registration, I have had several job offers throughout my time with MPI without even looking, have been paid to write articles for *Wisconsin Meetings* magazine, received my CMP, traveled all around Wisconsin for MPI meetings, attended WEC four times and have gotten to see some amazing things in other cities, was in a wedding of an MPI friend, taught our future meeting and event planners at Milwaukee Technical College, and the most amazing opportunity of all, am serving as your President this year.

By becoming more involved with the chapter, you can create some amazing opportunities for yourself and for the chapter. Each year, International requires the board to develop a matrix that we measure the chapter success on for the year. If we achieve our goals, we receive incentive points at the end of the year that can be used for speakers, memberships and attendance at MPI events. This year, that matrix will be heavily weighted in the membership division, which include retention, recruitment, percentage of volunteer engagement, member satisfaction and financial management. As a member of the chapter, please consider how and what opportunities you can engage in to assist in achieving our chapter goals.

Some upcoming events to consider attending to create an opportunity to network are the chapter's summer socials. These events are free and we welcome new guests as it is the chapter's opportunity to expose those who are not current members. On July 9th we will be in Madison, on July 31st we will be in the Fox Cities area and on August 21st we will be in Milwaukee. These are great events to attend and to bring a guest. Start your summer off by attending one or all of these events and create some new opportunities for yourself. ▀

A stylized, handwritten signature of the word "Carmen" in black ink.

Carmen

TECHNOLOGY & TRENDS in the Meeting Industry

By: Shannon Hoffman



Technology can also be used to bring a meeting room to life and help attendees focus on the meeting rather than the world outside. Cutting-edge tools like the MingleStick, a keychain-like device, which allows attendees to transfer their contact information by pointing the devices at each other are becoming popular because of their convenience, and they make a great gift at registration!

It is important to note that more and more respondents are reporting a decrease in the amount of lead time given to plan a meeting. This combined with the growing economy and the increasing demand for meeting space is creating further challenges for planners. Knowing how to use technology to help save time is an important skill for a planner to have in his/her repertoire. ▀

Whether it's helping to save time, make an event more memorable, or add value to an event, good technology should support rather than inhibit you.

Virtual and hybrid meetings have had a mixed reception over the years, but they are continuing to grow steadily in popularity. According to MPI Meetings Outlook, the percentage of organizations that use virtual and hybrid technologies has grown to 51%. Only 40% of respondents reported not using hybrid and virtual technologies at all. Contrary to popular belief, most organizations do not use virtual and hybrid technologies to replace traditional face-to-face meetings (only 9% report doing this), but rather to enhance face-to-face meetings or to integrate onsite and remote meeting elements.

Many planners have found that knowing how to organize a hybrid meeting can save the day. What happens when most of your attendees cannot make it to your meeting due to inclement weather? Well, there are two options: 1.) reschedule the meeting, or 2.) have the attendees join the onsite meeting virtually from wherever they are. A hybrid meeting can also help you bring in more high-end presenters who may not have the time in their schedule to fly in and do their presentation, but have enough time to join the meeting virtually. Virtual and hybrid meetings can be a blessing for busy professionals who normally cannot take time off from work to attend conferences. This equals more attendance and more ROI for your meeting! Attendance at both live meetings and virtual/hybrid meetings is predicted to increase or stay the same in most cases.



Shannon Hoffman
Student
Madison College

WHO'S IN THE NEWS

GREAT WOLF RESORTS, INC. is opening their 12th property in the New England area with 406 all-suite rooms and 10,000 square feet of meeting space. This lodge will be located in Fitchburg, MA just an hour outside of Boston.

ALLISON MCCARTY joined the American Academy of Cosmetic Dentistry on May 1st. She is their Education and Events Manager.

CHERYL OSWALD was recently promoted to Senior Event coordinator at Kohl's.

May Community Outreach Program

By: Patrick Doyle, Coordinator of Community Relations at CAC

Community Action Coalition for South Central Wisconsin, Inc. (CAC) develops economic and social capacities of individuals, families and communities to reduce poverty in Dane, Jefferson and Waukesha Counties. Assistance can be categorized into the following divisions: Family Development, Food Security and the Clothing Center, all of which work with low-income community members.

The Clothing Center provides free clothing once per month to families and individuals. CAC is also the distribution site for Koats for Kids each fall. Because everything is free, shopping at the CAC free Clothing Center allows families to stretch their limited income further. Donations come almost exclusively from community members who donate their casual and business clothes and accessories for people of all ages and sizes. Many businesses, school organizations, churches and other groups hold clothing drives for the Clothing Center, sometimes focused on particular items like shoes or maternity clothes. For example,

at Meeting Professionals International's May Education program, members collected office professional clothing. The results were outstanding as they collected nine full clothing racks of suits and business clothing and many boxes of sweaters, pants, shirts, purses, shoes and other pieces. All together, the group collected close to 1,000 items from its members. Each year the Clothing Center serves over 10,000 individuals and families members. Now, with this stock of professional clothing, low-income participants will have many options for picking outfits to wear to job interviews or new employment.

If you are interested in running a clothing or food drive, volunteering, or setting up a speaking engagement, you can contact Patrick Doyle, Coordinator of Community Relations at patrickd@cacscw.org or (608) 246-4730 ext. 223. ▲

**The Clothing Center is open
Tuesdays, Wednesdays and
Thursdays from 10am to 3pm**



L.E.A.D. Green

Spring Education Day & Annual Meeting Recap

By: Jodi Goldbeck, CMP, Maria Peot and Nicole Putchel



Joint Reception

With PCMA

MPI-WI kicked off the Spring Education Day and Annual Meeting by having a reception on Wednesday evening with our PCMA partners. The reception was held in the beautiful Community Terrace overlooking Lake Monona at the Monona Terrace in Madison, Wisconsin. The reception was sponsored by the Greater Madison Convention & Visitors Bureau (GMCVB), the Monona Terrace and Monona Catering. While sipping refreshing drinks, attendees enjoyed a variety of appetizers including wild rice stuffed mushrooms and an extensive mashed potato bar. There was a buzz in the room as people networked and discussed what was to come the next day in the educational sessions. Staff members from the GMCVB were on hand to help attendees find places to dine around Madison following the reception.

Networking
Education
Good Food

Reception Sponsored by the
Greater Madison Convention
& Visitors Bureau,
the Monona Terrace and
Monona Catering



Keynote Session

with Jeff Hurt of Velvet Chainsaw

Thursday morning started off bright and early with registration, the vendor showcase, breakfast, a welcome from our President Alison Huber, CMP and a keynote session by Jeff Hurt of Velvet Chainsaw. Jeff's session "How To Be Lean, Mean & Green At Your Next Event: Three Green Philosophies to Consider" was extremely interactive, allowing attendees to "take their turn" sharing ideas, innovations and techniques for being green. Jeff allowed for small group discussion with those seated near each other, as well as a great large group discussion.



Morning Breakout Sessions

Choices, choices, choices.

There were so many great choices for breakouts that it was hard to decide which ones to attend. Ken Curry from Tangerine Mobile presented "Location Services for Events" and Matt Harvey presented "Bandwidth or Bust." Jeff Hurt did such a great job during the keynote session that his breakout "Creating a Brain Friendly Conference" was very well attended. This was a great choice for those who are constantly faced with the task of making sure that events and conferences provide an outstanding ROI to demonstrate that the money companies spend on meetings and events is being put to good use. Jeff talked about how networking, education and business leads are the main reasons why individuals go to a conference. If your materials and experiences are not providing those outcomes, people will not come back. Jeff stressed the importance of making sure that your audience is constantly engaged in what the speaker is talking about and not just being lectured. He stated that a traditional lecture has the same ROI as laying your head on a stack of books and hoping to transfer that material to your head. Throughout this session, Jeff encouraged team work, brainstorming and networking opportunities for us at our individual tables, practicing what he was preaching and making a profound impact on what we were able to get out of the session. You so often hear, "Make it your goal that each person walks away with at least one new piece of information," but attendees confidently walked away with more than a handful of useful information, making this a very successful breakout session. — Continued on page 12



Lunch, Volunteer Activity & Board Induction

LEAD Green

The group returned to the Community Terrace for an elaborate lunch buffet created by Monona Catering. There was a delicious Greek salad, roasted red potatoes, pita bread, crispy falafel, tasty chicken, spicy hummus and tzatzki sauce. During lunch, our incoming president Carmen Smalley, CMP led a volunteer activity. At each table was an “expert volunteer” – someone who has participated in MPI as a volunteer in a variety of ways and could speak about their experiences to their entire table. Expert volunteers could also answer questions about getting involved and encouraged others to share their time and talents by volunteering as well. Towards the end of lunch, the 2014–2015 Board Members were installed. It was exciting to see the entire group of individuals on the stage who will be leading MPI-WI in the coming year!



Buffet created by
Monona Catering

2014-2015 Installation of
Board Members
Carmen Smalley, CMP, President



Afternoon Breakout Sessions

Education made fun!

The afternoon breakout sessions also proved to be tough to pick from. David Caruso of Milwaukee's own Dynamic Events focused his breakout on the trends that he is seeing in the events industry today and how planners can incorporate them into their own events to leave a lasting impact on attendees. Some of the top trends that he mentioned were the use of bright colors, opulent themes, using local sources for food and inspiration, utilizing creative details and being “sound-bitey and tweetable,” meaning making your event more social network friendly. David stressed that attendees often get bored after they first walk into a room and that the initial “wow” factor wears off quickly, so it is important to find one or two things that will keep the “wow” factor and surprise happening throughout the entire event. In order to be a successful event planner, you must be unique, trendsetting, honest and fearless. David made it clear to all those in the room that these are the keys that got him to where he is today and why he has been so successful. What great footsteps to follow in!

Matt Harvey repeated his “Bandwidth or Bust” session in the afternoon and “Your Roadmap to CSR” was led by Michael Leuhrs of the Green Meeting Council. As you can see, the topics were very relevant to our industry today and made for a very valuable and educating afternoon!





Community Outreach

With the Dane Community Action Coalition (CAC)

When the afternoon breakout sessions finished, attendees were treated to a wonderful break that included brownies, petite fresh fruit kabobs and several types of infused flavored waters – orange sage, strawberry-watermelon ginger, pineapple cilantro, pomegranate-berry mint, lemon-lime rosemary and blueberry-lemon basil. Amazing!



After the break, attendees gathered in one of the large breakout rooms to begin sorting clothes for the community outreach program. Hundreds of clothing items were donated by attendees, which will benefit the Dane County CAC. Items were sorted by category (jackets/blazers, pants, blouses, accessories, etc.), sorted and then brought to areas in the room where they could be placed on hangers and hung on racks. MPI-WI member volunteers then took the rolling racks to the loading dock at the Monona Terrace where there were put into a truck to be transported back to the CAC. It was remarkable to see all of the clothes that were donated and the enthusiasm of every volunteer as the sorting, hanging and organizing took place. Thanks to everyone involved who participated!

MPI-WI Spring Education Day was a fabulous success. Thank you the team who planned the event, the great speakers, all those who attended and the many sponsors and volunteers who made everything come together! ▴



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If you answered yes, to any of the questions above, look no further than Glacier Canyon Lodge, an upscale condominium resort and conference center located on over 600 acres of pristine pineland which make up the Wilderness Resort, Americas largest waterpark resort located in Wisconsin Dells. The Wilderness Resort is also home to Wilderness Hotel and Wilderness on the Lake.

Glacier Canyon Lodge is home to a beautiful, rustic-themed, 55,661 sq. ft conference center. In addition, an outdoor patio overlooking a mature forest can be used for memorable pre-function events. The WI-FI facility can be broken up into many different configurations and can seat up to 1,200 guests for a fully-catered event.

A professional and courteous staff, delicious menu and scenic view add to the inviting atmosphere of the new facility. In addition, an outdoor patio and terrace overlooking stately pine trees can be used for memorable pre-function events.

Glacier Canyon Lodge has 448 fully-furnished units and the connected Wilderness Hotel has 444 northwoods-themed guest rooms, each with a microwave and refrigerator.

The Wilderness Resort also has a variety of freestanding, fully-furnished villas, condominiums and cabins which accommodate up to 20 guests.



Wilderness on the Lake, a quick shuttle ride away, has 108-luxurious, fully-furnished two- and three-bedroom condominiums.

One of the reasons why Glacier Canyon Lodge is such a perfect destination for meetings is because of what your guests can do after their meetings are completed.

Wild Rock championship golf course has received many accolades since its opening in 2007. The course, which is designed by world-renowned golf course architects, Hurdzan & Fry, features three distinct terrains, breathtaking views and five sets of tees making it a challenge for the golfing novice and pro alike.

The resort has other great team building activities including zip lining, an indoor ropes course, new indoor go-karts and a new two-story laser tag arena. Plus, don't forget about what made the Wilderness Resort famous – its 12+ football fields of indoor and outdoor waterparks, including one indoor waterpark with a see-through roof you can tan in year-round.

Endless fun awaits your guests when you host a meeting at Glacier Canyon Lodge. For more information call 800.867.WILD or email sales@wildernessresort.com. ▀



APRIL COMMUNITY OUTREACH



Tailwaggers 911 Dog Rescue

Tailwaggers 911 Dog Rescue was featured as the Community Outreach for the month of April by the Wisconsin chapter of MPI. On April 17th, at the Country Springs Hotel in Waukesha, the members of MPI donated blankets, dog food, treats, toys and gift cards which are used to care for the dogs within our rescue. Because the dogs came from less than perfect situations, we feed them good quality dog food for health reasons, use blankets to make them comfortable and give them toys for fun and mental stimulation. For more information about our adorable, adoptable dogs or volunteer opportunities, please check the website: www.tailwaggers911.com.

With the help of generous people like you, we can help save more dogs and give them a chance at a life filled with love. ▴



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**MEETINGS ARE
BETTER ON THE EDGE.**



Planner Profile: Amy Lowe

Operational Support – Corporate Compliance & Quality Services at Total Administrative Services Corporation (TASC)

How long in the meetings industry? Ten years.

How long in MPI? I am a new member of MPI.

Tell us about your company and/or position: TASC is a Third Party Administrator provides a wide range of employee benefit solutions to clients of all sizes across all 50 states. TASC's services include: Flexible spending accounts, health reimbursement arrangements, health savings accounts, COBRA administration, and other products to help Human Resource leaders with corporate benefits and risk compliance administration.

Tell us about your family: I am married with one daughter who is a freshman in college.

Where were you born? I was born in Eau Claire, Wisconsin.

Where do you currently live? I live in DeForest, Wisconsin.

Favorite Pastimes: I enjoy gardening, hiking and being with family and friends.

Dream Vacation: My dream vacation would be to Dublin, Ireland.

Student Profile:

Jackie A. Ellickson



Place of Employment: Name Badge Productions

Job Title: Customer Service/Admin

What drew you to the meetings industry? I fell in love with the industry working at several events through my previous employers. To plan a meeting or event to make others feel happy makes me happy.

Tell us about your college program: I graduated in May 2014 from the Madison College Meeting and Event Management Program.

Tell us about your family: I am married to my wonderful husband of nine years and we have two children, Owen is eight and Tia is four. We also have a four year old Schnoodle to play with the kids so the parents don't get so exhausted.

If I won the lottery I would: Still work.

Where were you born? I was born in LaCrosse and moved to Middleton, where I started my freshman year of high school on my birthday. I will never let my mother forget about that experience.

Where do you currently live? My family and I currently reside in the small town of Cross Plains.

Favorite Musical Group: I am faithfully an 80's chick, so any bands from the 80's are my favorites.

Person you admire most and why: I adore my mother for having courage to raise me in this sometimes crazy and evil world.

Dream Vacation: I really want to go down under to Australia.

Words to live by: Plan to age joyfully.

"Our convention planner is awesome. She said we'd love La Crosse, and we did. The La Crosse Center is a super site. Our planner did her homework on the family activities available in the summer. Riverfest on the Mississippi River is amazing. Our families had a great time with tons of outdoor activities including mountain biking, kayaking, hiking at Hixon Forest, and biking the La Crosse Trail. Cool. It was a great time, and we'll be back!"

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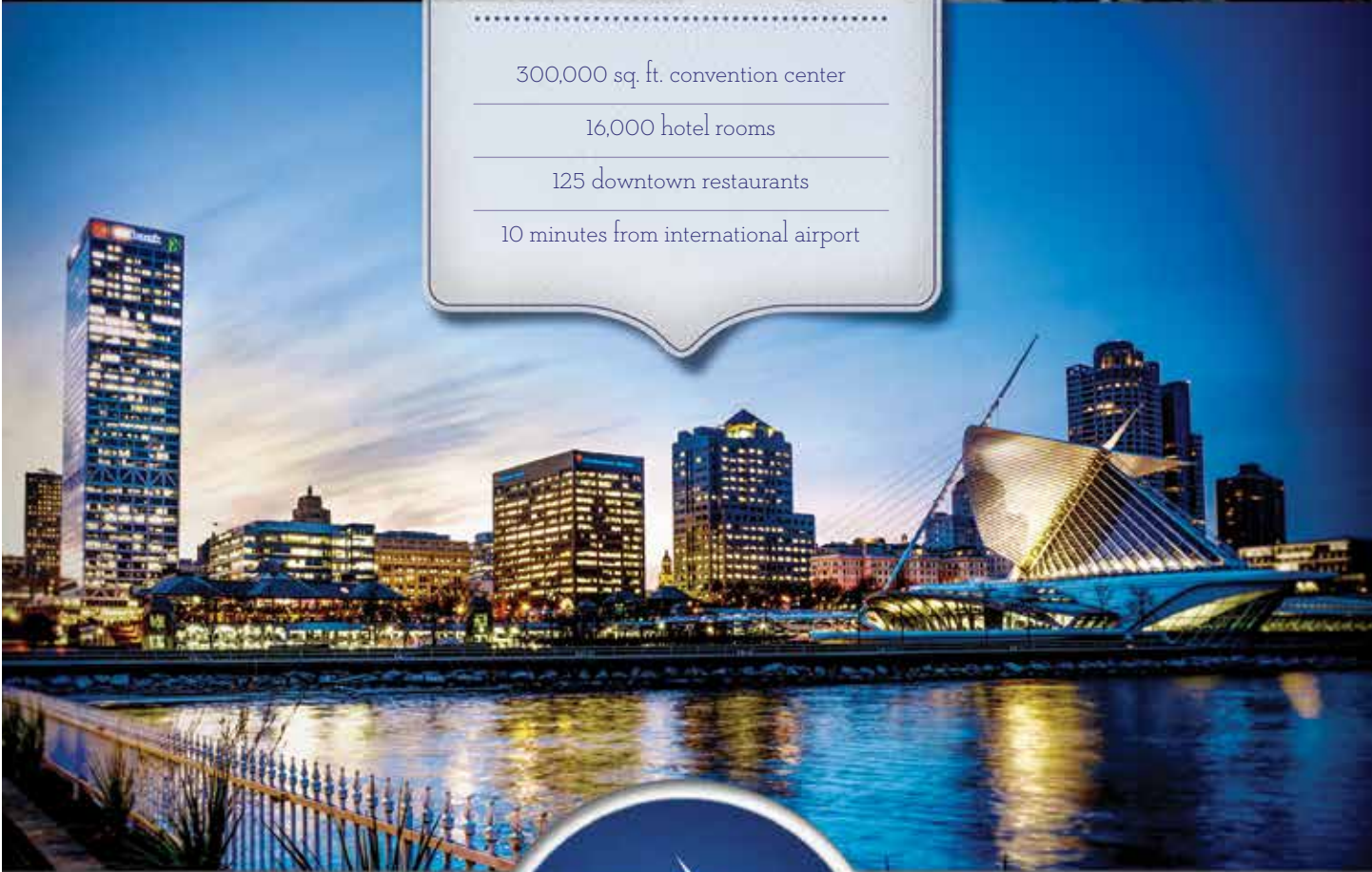
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Join us for a Night of MPI –WI Stars!

*By: Krista Enoch, Group Sales Manager
Holiday Inn Hotel & Convention Center, Stevens Point*

Summer is barely here and it is already time to start thinking ahead to the MPI-WI Awards Gala at the Best Western Premier Waterfront Hotel and Convention Center in beautiful downtown Oshkosh on the new date of Thursday, September 11, 2014. This year we will be celebrating the MPI Stars right here within our own Wisconsin Chapter. The evening will be focused on not only recognizing the stars who have shone brightly this past year, but also the stars who have contributed to the chapter's success through their many volunteer hours. Mark your calendars because this is a night filled with fame that you will not want to miss! ▲

Here is a sneak peak of the agenda:

2:00 pm – 3:00 pm	Education
4:00 pm – 5:00 pm	Past President's Reception
5:00 pm – 6:00 pm	Reception
6:15 pm – 9:00 pm	Dinner/Awards
9:00 pm – 12:00 am	Afterglow

April 2014 Event Recap

By: JoEllen Graber

Country Springs Hotel

April 17, 2014

If you have high blood pressure, the Country Springs Hotel in Waukesha may not have been the best place for you on April 17. The good news was that we all survived!

Presenter Bob Mellinger took attendees through a heart pounding "Disaster Experience." While seated at tables of four to five people, members were planning what seemed like a normal convention for members of a fictional association and their families. After the first five minutes we found out this was not an ordinary event. If something could go wrong, it did, and attendees quickly found out how each decision affected the outcome of the event.



Disaster Experience

presenter Bob Mellinger

From a gas leak to the venue running out of food and water, teams had to say what action they would take in each situation, as well as the potential outcome or resulting issue that could happen due to their decision in that moment. As the exercise went on we figured out where missteps may have been taken.

While you hope no one ever has an event with the laundry list of issues that were given by Mellinger, we learned the importance of having a continuity plan for every event. Not only is having a plan important, but making sure it is up to date and that everyone knows their role is crucial.





The day ended with a delicious appetizer reception and fun networking in the beautiful foyer of the Country Springs Hotel. If you have not been to the Country Springs Hotel, I would highly suggest stopping in. The location is ideal and the waterpark provides entertainment for the entire family. Thank you to the staff at the Country Springs for a job well done! ▴



UW-Madison & Madison College = Incredible ROI

By: Carrie Jensen, CMP, Training Officer, Office of Human Resource Development, University of Wisconsin-Madison

In UW-Madison's Office of Human Resource Development, we employ 15-18 UW-Madison students per semester. Within the Conference & Special Events area of the department, the method of employing those students has worked for the past few years, but I spent an incredible amount of time re-training every semester. Some students had a knack for details; others didn't. The learning curve was slow to say the least.

Although I was well aware of the Madison College Meeting & Event Management Program, I was unaware they also had an internship program. Eureka! After presenting a UW-Madison/Madison College Internship proposal to the Director of our Division, funding and approval moved forward and we were on our way.

We interviewed four candidates; all of which were well-versed in Meeting and Event Coordination. Each brought a specific skill set they had learned thus far in their program. Some had experience in banquets, some had hotel experience, and some had overall event coordination experience. Although it was a tough choice to make, we identified a candidate we felt had the skills, personality, and willingness to learn.

We just completed our 6-month internship program with Madison College, and I can tell you – it was one of the best experiences I've had in over 20 years of managing events. Our intern was so knowledgeable on many aspects of event coordination and the learning curve was almost non-existent. Not only did our intern exceed my expectations on several fronts, but she also brought a fresh approach with sound fundamental event coordination knowledge. It was common for our intern to bring her course materials and make suggestions for improvements, question processes, etc. In other words, she kept me on my toes!



For anyone looking for an Intern in the event management field, I would HIGHLY recommend the Madison College Meeting & Event Management Internship Program. In my experience, the ROI was exceptional. The added bonus was the opportunity it provided for me to guide, mentor, and encourage the next generation of planners. That, my friends, is immeasurable ROI! ▴

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Strategic Alliances Boost MPI-Wisconsin

By: Tom Graybill

You see them on the MPI-WI website, on the banner at MPI-WI events, on display at May's Education Day, and wearing ribbons of gold, silver, and bronze on their name badges...

They are MPI-Wisconsin's Strategic Alliance Partners; the pioneers of a new program that is strengthening your Chapter's ability to educate, enlighten, and connect its members.

We are truly grateful for the lucky 13 who enrolled in the Strategic Alliance with MPI-Wisconsin for 2014 and are reaping the many benefits of this partnership, including a free ad in the AGENDA, recognition on the MPI-WI website, free registrations to MPI-WI events, a rotating ad on the MPI-WI website, recognition at every MPI-WI event, and more. The benefits vary based on sponsorship level, so not all benefits are available at the each level.

Some of our Partners were kind enough to offer a few words on what the program has meant so far.

SCOTT BIGGAR

Fox Cities Convention & Visitors Bureau
Gold Partner

“

“This sponsorship made sense for us financially as well and we felt it was the best manner to take full advantage of the opportunities from a visibility/awareness and marketing standpoint. Additionally, the FCCVB used our Gold Partner marketing discount to provide a sponsorship for May Education Day. I think we adopted a “pay it forward” type philosophy regarding these opportunities.”

CINDY FOLEY, CMP

Madison Marriott West Hotel & Conference Center
Silver Partner

“

“For those suppliers that are currently investing individually with advertising, sponsorships, registrations etc., there is a cost benefit to the strategic partnership and there are many intangibles that you receive from the visibility.”

LAURA MACISAAC, CMP

Monona Terrace Community & Convention Center
First Gold Partner

“

“We enjoy the benefits of Gold membership very much and are always glad to support the MPI-WI Chapter in any way possible. As an industry advocate for many years, Monona Terrace and other supporters of this SAP program are able to get out ahead of the curve and demonstrate their dedication and commitment to the Wisconsin chapter and all of the opportunities the chapter offers. We are glad to be able to help the chapter in this important way and are also glad for the benefits of the program.”

OUR 2014 GOLD PARTNERS:

- 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 PARTNERS:

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

OUR BRONZE PARTNER:

- Greater Madison Convention & Visitors Bureau

Partnership lasts all year and we are now seeking Partners for 2015. If you would like to support MPI-Wisconsin and reap all the benefits of the Strategic Alliance Program, please contact Claudia Cabrera at ccabrera@radmad.com for more information.

Go for the Gold (or Silver or Bronze!) and help MPI-Wisconsin help further your career as a meeting professional! ▀

Food for Thought: Chef Matt Winters

BEST WESTERN PREMIER
Waterfront Hotel and Convention Center in Oshkosh Wisconsin



Matt Winters is the Executive Chef of the BEST WESTERN PREMIER Waterfront Hotel and Convention Center in Oshkosh Wisconsin. He has a wealth of culinary and hospitality knowledge and experience. Over his extensive 30 plus year career in the industry Chef Matt has had the opportunity to lead the culinary teams in fine dining restaurants, country clubs, exclusive catering, resort properties and full service

hotels and conference centers. He has “specialized” in broad based knowledge of World and European Cuisines, Regional American Cuisine as well as pastries and confections. Chef Matt received his Associates Degree in Hospitality Management from Utah Valley University and has taken continuing education credits at The Culinary Institute of America in Hyde Park, New York. Most recently he spent three and a half years as the Corporate Chef for Skogen’s Festival Foods and the

Chef Matt commented, “I truly love this industry and the ability it gives me to meet and serve people. Sharing the love of great food and fabulous service is a thrill that never gets old.”

previous ten years as the Executive Chef of the Radisson Paper Valley Hotel in Appleton, Wisconsin. Before moving to Wisconsin, Chef Matt worked as Executive Chef for Jumer Hotels, a boutique hotel chain in central Illinois, specializing in French and German cuisines. Prior to that he gained valuable experience with Kahler Hospitality Corp. of Rochester, Minnesota.

Chef Matt Winters is a member of the American Culinary Federation and the 2012 Chef of the Year for the Fox Valley Chapter. He was recently elected by his peers as the President of the American Culinary Federation - Fox Valley Chapter. He is the 2011, 2012 and 2013 Chef Showdown Champion of the Green Bay Area Taste of the Town event to benefit Big Brothers Big Sisters of Northeastern Wisconsin. ▀

UPSIDE **DOWN** FRENCH TOAST

INGREDIENTS:

6 Bread Slices 1” thick
1 Cup Light Cream or Half & Half
1 1/2 Cups Milk
1 1/4 Tsp. Cinnamon, divided
1 Tsp. Vanilla
7 Large Eggs

1 1/2 Cups Cherries, pitted
2 Tsp. Lemon Juice
1/2 Cups Sugar
1 Tsp. Cinnamon
2 Tbsp. Melted Butter

- Arrange bread slices in a 9” X 13” pan.
- Combine cream, milk, cinnamon, vanilla and eggs. Whisk until well blended.
- Pour over the bread. Allow to soak overnight.
- Combine cherries, lemon juice, sugar and cinnamon. Refrigerate overnight.
- Pre-heat oven to 350 degrees.
- Generously butter another 9” X 13” pan and arrange cherry mixture in the bottom.
- Gently place the soaked bread on top.
- Drizzle with a little melted butter.
- Bake for 35-45 minutes or until the bread is nicely browned.
- Tip out onto a large serving platter while hot.
- Serve family-style. Enjoy!



Note from Chef Matt: Leftovers can be chilled, sliced and reheated in a microwave.

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We are looking forward to hosting the Gala on September 11, 2014!

**WISCONSIN
CHAPTER**



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Datebook:

CALENDAR OF EVENTS

2014



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JULY

9

MADISON SUMMER SOCIAL

Greater Madison Convention & Visitors Bureau
Concerts on the Square
Madison

31

APPLETON SUMMER SOCIAL

Heid Music Summer Concert Series
Radisson Paper Valley
Appleton

AUGUST

21

MILWAUKEE SUMMER SOCIAL

Belmont Tavern
Jazz in the Park
Milwaukee

SEPTEMBER

11

CHAPTER AWARDS GALA

Best Western Premier Waterfront Hotel &
Convention Center
Oshkosh