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MPI-WISCONSIN CHAPTER Agenda



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VOL 36/NUM 6

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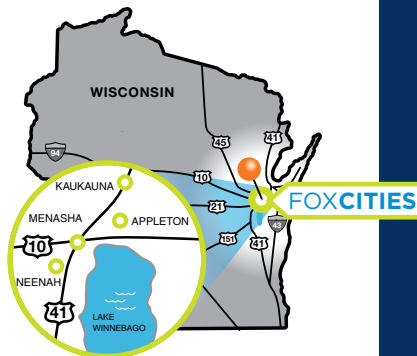


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WISCONSIN CHAPTER

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EDITOR'S NOTE

Change can be a scary thing and also very exciting. At this time of year we notice change all around us with the leaves and weather. The holidays are approaching fast and the money in our wallets is definitely changing!

With changes come challenges, and this year I have experienced a lot of them. This has forced me to reflect on what change really means and how it impacts our lives. From a relationship change to a new place to live with new responsibilities at work, the change has been coming at me from all directions. In the moment, it can be very frustrating and unexpected but amazingly enough, those experiences have turned my life around for the better.

The same idea can be applied in our careers in the meeting and events industry. How do you handle change in your personal and professional life? What are you doing every day to change for the better? How are you challenging yourself and your workplace to make changes that will make your organization better? You can take the easy route and give up, or you can face it head on and challenge yourself to become a better person.

You may be saying, "Nicole...that is easier said than done!" I know it and I get it! Keep reminding yourself that we are all in this together and do not forget to utilize your MPI network when faced with difficult challenges or situations. Most likely someone else has experienced it before and can help you through it. Keep sharing your positive changes with those in your network as well. You never know when you will be an inspiration to someone else that may be struggling with change.



"The only way to make sense out of change is to plunge into it, move with it, and join the dance." – Alan Watts

Keep Changing!

Nicole

Nicole Putchel

{MADISON, WI}

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President's Column

As the temperatures drop, the kids go back to the school and the leaves begin to change our membership has been hard at work starting the new MPI year. We already have 60 members who have committed or have volunteered their time.

This summer the weather was great for our summer socials in Madison and Milwaukee and although there was a little bit of rain for our summer social in the Fox Cities our members still made the most of it. We had 32 attendees at our summer social in Madison, 26 in the Fox Cities, and 18 in Milwaukee. This year we had total of 66 attendees at all 3 of the summer socials with 30 of them being MPI members and exceeding our number of attendees last year by 13. The goal that was set prior to the event was also exceed by 5! Well done membership and thank you to all those that brought guests to the three events. What a great opportunity to show off our chapter to non-members while getting a chance to network.

WEC was a great success for our chapter for all those in attendance. WEC was held in Minneapolis, Minnesota this year attracting 45 Wisconsin chapter members and five other non-members from Wisconsin. The Wisconsin Department of Tourism sponsored the Rise Awards luncheon and provided cheese curds to all attendees giving them a taste of how great Wisconsin is. There were several Convention and Visitor Bureaus and hotel companies that partnered with the state on their sponsorship.

Our chapter also won the Chapter Challenge sponsored by Great Wolf Resorts due to the amount of members we had attending WEC. Prizes were given to the chapters with the highest percentage of members attending WEC. The first category was within driving distance which put our chapter up against the Chicago and Heartland chapters. Our chapter chose to receive a free registration for next year's WEC conference in San Francisco that we hope to pair up with a hotel from San Francisco and auction off in December in our Bidding for Good. Make sure to look for it and bid often!



Carmen Smalley, CMP
*President, MPI
Wisconsin Chapter
Instructor, Milwaukee
Technical College in the
Meeting & Events and
Hotel Program*

We had a great reception with the Indiana and Michigan chapters allowing our members to start networking before our Great Lakes Summit Education in November. There were 80 to 90 attendees from all three chapters in attendance at this reception. Thank you for our sponsors; Greater Madison Convention Visitor Bureau, Wilderness Resort, Kalahari, Great Wolf Resorts, Greater Green Bay Convention and Visitor Bureau, Wisconsin Dells Visitor and Convention Bureau, and Meet Chicago Northwest Convention and Visitor Bureau.

This year's awards gala was a memorable night as we celebrated the contribution our members have given to the chapter this past year. We had 99 attendees which is an amazing number for our star studded night. Congratulations to all our nominees and our award winners as they are all very deserving and have given so much to our chapter.

We are looking forward to being in Milwaukee on October 9th to see the new addition to the Potawatomi Casino and learning more about the "Playbook of Learning."

Also mark your calendars to be in Merrillville, Indiana November 16 through the 18 for our Great Lakes Education Summit. We are pooling our resources with the Michigan and Indiana chapters to bring some amazing education to you!

Registration is open for both the October and November events so make sure to register today. ▀

Carmen

WHO'S IN THE NEWS

- **Jodi Goldbeck, CMP**, Madison College, was recently interviewed for the September issue of *InBusiness Magazine* regarding the benefits of conferences going paperless.
- **Tom Graybill**, Tri-Marq Communications, was featured in the fall issue of Wisconsin Meetings Magazine.
- **Krista Emmons, CMP**, Gant Meetings, recently earned her CMP.
- **John Klemme, CMP**, Blue Harbor Resort & Spa, recently earned his CMP.
- **Carrie Jensen, CMP** (formerly of UW-Madison Human Resource Development) has accepted a new position as Conference & Event Planning Manager at CUNA Mutual Group.



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2014/2015 Community Outreach Programs

OCTOBER: Next Door – Books for Kids Program



October 9, 2014

Potawatomi Hotel & Casino, Milwaukee, WI

This is an early education center that works with thousands of children and families throughout Milwaukee. Next Door gives Milwaukee children and families the skills they need, not just to get by, but to achieve sustainable success. Their mission: "To support the intellectual, physical, spiritual, and emotional development of children so they become self-sufficient, contributing members of the community." Donations include gently-used or new children's books, in particular, infant-toddler picture books. www.nextdoormil.org

JANUARY: YMCA Madison



January 15, 2015

Madison Concourse Hotel, Madison WI

The YWCA is a non-profit membership organization founded in 1909. Their mission: "Providing leadership in our community, nation, and world in the struggle for peace, justice, freedom and dignity for all people." Donations include childcare items, construction supplies, employment tools, food pantry supplies, household items, personal care items, and school supplies. www.ymcadanecounty.org

FEBRUARY: Boys & Girls Clubs of Greater Milwaukee



February 19, 2015

Hyatt Regency, Milwaukee, WI

This organization meets the needs of more than 36,000 members. Their mission: "To inspire and empower all young people, especially those who need us most, to realize their full potential as productive, responsible, and caring citizens." Donations include school supplies, materials for painting/drawing and sports and fitness equipment to promote healthy, active lifestyles. www.boysgirlsclubs.org

APRIL: House of Hope



April 16, 2015

Tundra Lodge, Green Bay, WI

The House of Hope is a shelter for homeless pregnant and parenting women between the ages of 18 and 24, and their children. Their mission: "To provide a safe, supportive place where young mothers learn to become competent adults and independent, successful parents." Donations include pull-ups/diapers, baby wipes, garbage bags, tape, pantry items, batteries, stamps, gift cards. www.houseofhopegb.org

MAY: Ronald McDonald House



May 6, 2015

Pfister Hotel, Milwaukee, WI

The Ronald McDonald House Charities of Madison is a non-profit organization dedicated to advancing the well-being and health of children. Their mission: "To provide a home-away-from-home for families while a child they love receives treatment at area hospitals. Donations include gift cards, toiletries, pantry items, cleaning supplies. <http://rmhcmilwaukee.org>

A Look Back at the 2013-2014 Term

It seems like just yesterday I was running my first board meeting for the 2013-2014 term. It was, in fact, just over a year ago that we sat in Milwaukee prior to the summer social to meet officially for the first time. We continued to have strategic, focused board meetings over the course of the year that lead to a successful term.

Each year at the Annual Retreat, the board gathers for a day and a half to get to know each other and set goals for the year. They spend time talking about the steps to achieve those goals, as well as who might be the best members in our chapter to help achieve those goals. There is plenty of negotiating on what goals are the most important to continue to move the chapter forward and on which members will fit best in each area!

The Board of Directors, comprised of extremely thoughtful, intelligent and professional members, worked hard all year to make the MPI Wisconsin Chapter the best it could be for you, our members and stakeholders. The following is a short summary of the results of that work. The details can be found in the annual report. To view the full report, log-in to mpiwi.org and click Member Profile, then Member File Library.

GOALS

Net Member Growth

Our goal every year is to grow membership. That happens through retention of current members and recruitment of new members. Our goals for 2013-2014 were to have 310 members to meet our goal and 318 to exceed. We fell short of

this goal with final membership on June 30, 2014 of 284 members. Declining membership, unfortunately, is a trend both in our chapter and for the international organization. The board felt many factors contributed to this, including still feeling the effects of the supplier dues increase from a few years back and the reality that many planners have to pay for more of their own professional development than they did in the past.

Membership Satisfaction

This goal is measured annually from the ratings on the international membership survey for our chapter members and our annual membership and education survey. While we dropped in satisfaction this year, we still are at excellent numbers with an 8.29 on the international survey and 8.8 on our chapter survey. Thank you for your feedback. Please continue to share your thoughts on these very important surveys each year!

Engagement/Participation

We had three separate goals that were tracked in this area.

- 1. Education Satisfaction** – Each speaker that presents to the chapter is rated on their educational content and speaking abilities. We obtain these results from your feedback on the post event surveys. Those scores are averaged for each speaker and then for the year. You tell us that education is a main reason for membership, so continuing to strive for high marks in this area is important. We achieved a 5.33 average on a meet goal of 5.30 and exceed goals of 5.50.

The screenshot shows the MPI Wisconsin Chapter website. At the top, there's a header with the MPI logo, "WISCONSIN CHAPTER", and a navigation bar with links like "About", "Membership Benefits", "Get Involved", "Events", "Professional Development", "Get Connected", "Sponsorship & Advertising", "Join Now!", and "Contact". A "Member Profile" button is highlighted with a callout box saying "Click here to log-in". Below the header is a banner image with the word "Imagine". Under the banner, there's a user profile for "Allison Huber" with a photo, a "Recent Activity" section showing two updates, and an "Account Details" section. To the right of the profile is a vertical list of buttons: "Event Registration", "Edit My Photo", "Edit My Profile", "Member Directory", "Board File Library", and "Member File Library". A callout box points to the "Member File Library" button with the text "Find the Annual Report here!".

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2. Facebook Engagement – The board felt that we needed to find one social media platform to concentrate on. Based on what we felt would be easiest to connect with the most members, we selected Facebook. We set realistic goals to have 6 posts per month to meet goal and 8 posts per month to exceed goal. We BLEW that out of the water with an average of nearly 15 posts per month to our page. Those posts included event announcements, links to articles and other posts about chapter happenings.

3. Volunteers – This is another goal that is set each year. International asks that we set our goal at about 30% of our membership. Our chapter always surpasses that, so we had goals of 121 to meet and 127 to exceed, which was at 39% of our membership goals. To the percentage, we have ended up with over 43% of our membership engaged as volunteers – AWESOME! That equated to 123 volunteer members who gave a minimum of 1 hour to the chapter during the last term.

Financial Management

This goal is always hard to judge. The Finance Committee meets in February/March to set the budget for the coming year, before our board slate is finalized. As with all budgets, it is a forecast, but we certainly have to make sure we make enough money to pay our bills. Our goal as a chapter is to basically break even each year. This year, we ended up with 5% net profit vs. our income, to our goals of 0% to meet or 2% to exceed budget. Thanks to our sponsors and suppliers for your support and to everyone that purchased a raffle ticket, silent auction item, sponsorship, advertisement or attended a meeting. And thank you to the board and team members for controlling costs on your projects!

I personally cannot thank you all enough for your commitment to the MPI Wisconsin Chapter. Our members are what make us the greatest chapter around and I am honored to have had the opportunity to play a part in our history. Looking forward to another successful year and many more to come! ▲



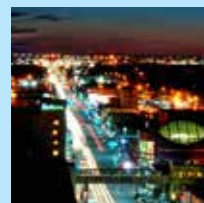
BIO

Alison Huber, CMP is a Sales Manager for the Wisconsin Dells Visitor & Convention Bureau and Immediate Past President of the MPI Wisconsin Chapter.

APPLETON

Radisson Paper Valley Hotel

333 W. College Avenue, Appleton, WI
920/733-8000 | radissonpapervalley.com
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EAU CLAIRE

Metropolis Resort

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888/861-6001 | metropolisresort.com
Meeting rooms: 7; Sleeping rooms: 107; F&B: Yes
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LAKE GENEVA

Geneva Ridge Resort

W4240 State Road 50, Lake Geneva, WI
800/225-5558 | GenevaRidge.com
Meeting rooms: 13; Sleeping rooms: 144; F&B: Yes
Inspired by lake views & refreshed by our amenities, groups
of 10-300 will find themselves transformed before the agenda
is read & at the center of our attention from arrival to departure.



WAUKESHA

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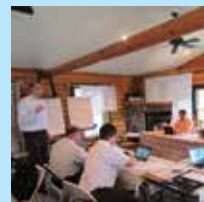
2810 Golf Rd, Pewaukee, WI
262/547-0201 | countryspringshotel.com
Meeting rooms: 20; Sleeping rooms: 187; F&B: Yes
187 guest rooms, 40,000 square feet meeting and
banquet space, 45,000 square foot indoor water park.



WISCONSIN DELLS

Cedar Lodge & Settlement

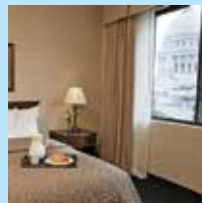
E11232 Hillside Drive, Wisconsin Dells, WI
608/253-6080 | cedarlodgedells.com
Meeting rooms: 1; Sleeping rooms: 30; F&B: Yes
Log lodging overlooking the WI River. Cabins, lodge
rooms, suites, Villas. Top-rated on Trip Advisor.



STATEWIDE

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2013/2014 MPI-Wisconsin Awards Gala



Best Western Premier Waterfront



2014 MPI-WI Award Winners

- Planner of the Year:** Jennifer Mell, CMP
- Supplier of the Year:** Anna Anderson, CMP
- Hall of Fame Award:** Jodi Goldbeck, CMP
- Rising Star:** Kristen Salewski, CMP
- Meeting Industry Advocate:** Carmen Smalley, CMP
- Industry Partner of the Year:** Wisconsin Dells Visitor & Convention Bureau
- President's Award:** Deana Birmingham-Heinisch
- Team of The Year:** 2013 Awards Gala
- Kristen Bjurstrom Krueger, CMP Scholarship:** Bethany Babcock
- MPI-WI Member Grant:** Cheryl Oswald




more photos





9 Quick Tips TO SURVIVE THE HOLIDAY SEASON

The holiday season is quickly approaching and most meeting and event professionals are knee deep into holiday planning. Not only are organizations planning holiday gatherings, but personal commitments start to fill up the calendar. Juggling the planning of holiday events and your personal life can be quite a feat – how do you survive? Check out these 9 quick tips to survive the holiday season:

- 1. Make your lists.** Start your holiday list, at work and at home. Make sure that you list out all of your “to-do” items. This can help you stay organized while getting things done. If you are tech-savvy, use great apps like Evernote, Errands, Any-do, or Wunderlist.
- 2. Check it twice.** Don’t just make the list; make sure to check things off when they are completed. There is a big sense of relief that comes from getting things done.
- 3. Contract venues early.** Many companies have their holiday parties on weekdays. Make sure to book early to get your preferred date, there are only so many to choose from this season.
- 4. Take advantage of hotel décor.** Most hotels decorate during the holiday season. Ask your venue what is normally done during the season. You might be surprised on what they already have aligned, and can use it for your function as well.
- 5. Simple Centerpieces.** There are so many unique ways to use cranberries, holly leaves, pinecones, acorns, and mistletoe for simple centerpiece ideas. Don’t go over the top if you don’t have to.
- 6. Shop early.** There is something relieving about having all your shopping done, so that you aren’t panicked at the last minute trying to find a last minute gift. Other people love this pressure, but it can be overwhelming!
- 7. Discover Pinterest.** I love looking at Pinterest for recipe ideas, décor ideas, and gift ideas. Take advantage of this great website (and app) to help you discover great ways to a great holiday.
- 8. Reward yourself.** All work and no play? The holidays are a great time to think of others, but don’t rule yourself out just yet. Take some time to reward yourself of a job well done. Get that latte, sit by the fire, or do whatever you do to feel rewarded.
- 9. Enjoy the season.** Sometimes we run around and forget to take in the season. Enjoy the season, the hustle and bustle, and create lasting memories.



Naomi Tucker, CMP is a Past-President of MPI Wisconsin, and works as an Account Lead at Meetings & Incentives Worldwide.

Chapter Leaders Forum

By: Jodi Goldbeck, CMP

On Saturday, August 2nd, several Wisconsin board members, including myself, gathered at the World Education Congress for the Chapter Leaders Forum (CLF) in Minneapolis. It was an event that included networking and education for those of us in leadership roles within MPI. I thought it was an excellent opportunity to hear from others in similar roles from around the country, so I asked my colleagues who also attended to provide me with their thoughts. Here is what they had to say:

Jen Mell – “CLF was a benefit to me because I was able to learn about the new eSpeakers website directly from the owner. It was a great opportunity to ask questions and provide immediate feedback.”

Alison Huber – “CLF/WEC is a must attend because of the opportunities available. The education is high level. There are other chapter leaders from across the globe allowing you to network and share best practices. I always return from CLF and WEC reenergized about my role and the awesomeness of the MPI Wisconsin Chapter!”

Carmen Smalley – “CLF is a must attend because it allows me to build relationships with chapter members who I don't always get to see at each meet-

ing. WEC also provides some great education/best practice sharing.”

Erin Passehl – “The best reason to attend CLF/WEC is because in addition to the great education sessions, several receptions and relaxed gatherings provide opportunities for casual conversations about industry challenges. I walked away with multiple solutions, many attained at after-hours events.”

Tom Graybill – “CLF enables me to interact with counterparts across the

world and get new ideas and perspective beyond our state borders. MPI is such a dynamic organization and members are very open with sharing what worked and what didn't in their chapters. Connecting with these leaders was a great start to WEC.”

We all gained such valuable information and are grateful for the chance to attend. To any members that are given this opportunity in the future, we all would recommend that you embrace it with open arms! It is definitely worth it! ▲



What's YOUR Super Power?

Yes, I still believe in superheroes! In a quick straw poll of the members of my household on what superpower they would want if given the opportunity, I was quite surprised with the answers. I had two that wanted to fly, one that wanted to be invisible, one that wanted to be able to read another's thoughts, and one that wanted to control another's thoughts. When I was growing up, I often thought about what it would be like to be a superhero, didn't you? What would I do? What kind of superhero would I be? I was always drawn to those who didn't have powers, but instead, leveraged what they had in order to make the world a better place. Of course I admired Batman, but more often, I found myself pretending that I was Steve Austin, the astronaut that had been "re-tooled" with bionics after his tragic wreck and was transformed into the "Six Million Dollar Man."

The opening sequence of that fantastic 70'S Show opens showing a horrific crash and then a narrator saying, "Steve Austin, astronaut; a man barely alive..." and ends with head scientist, Oscar Goldman, laying out the plan, "Gentlemen, we can rebuild him. We have the technology...we can make him better, stronger, faster than before." Even today, this show still appeals to me. For me, even as an adult, it tugs at the question of what kind of superhero I am and how can I leverage what I have so I can contribute more. Not that I am not good, but like many, can feel the stress of life and feel like any man, barely alive. But each of us has the technology to rebuild – to make ourselves better, stronger and, yes, faster than before.

Being Better

There are many things I am good at but there is a LOT more that I would like to be better at. With competing demands and resources, it can be easy to fall into a trap of trying to do everything and be everything. I am sure I am not alone in feeling the super hero pull to do it all, have it all and be everything to everybody. It's not impossible to do, but it can strip you of your superpowers. I equate it to when a restaurant goes from having some key specialty dishes to serving a buffet. When you switch to a buffet, the overall quality degrades just a little and the experience is not as great. Being better is taking time to reflect on what's important, investing in your own development and choosing how you will use your superpowers. CHOICE!? I have a choice? Yes! Being better is getting rid of the buffet and getting back to your specialty dishes. You can't save everyone, but you CAN save yourself!

Being Stronger

Superman had Lex Luthor, Batman had the Penguin, and Spiderman had the Goblin. Just as every superhero has his arch villain, you have yours and I have mine. Even Steve Austin fought the powers of the bionic Big Foot who was sometimes friend,

sometimes foe (but that's a whole different article). What (or who) is your arch enemy? It could be finances, food, marital problems, or any myriad of other issues/people that knock you down, lock

you up, and calculate how to expose your weaknesses so that it will result in your ultimate failure. The lesson we can take from our superheroes is that they ALWAYS prevailed. The power of your good is always greater than the evil forces at large. Being stronger is the realization that, no matter whom (or what) we face, you can dig deep and overcome it. It could be with the help of your superfriends or with the help of something supernatural. Regardless, the super hero phrase you can write on a post-it and plaster everywhere to remind yourself.

"I'M > it" (Translation: "I AM greater than it!")

You are greater than any foe you face because you can leverage your own super powers to overcome it. Dig deep and send it back to the fiery depths of hell whence it came.

Faster Than Before

Faster for me doesn't mean the speed at which I travel, leap over buildings or the speed with which I save the damsel in distress. For me (and I can only speak for me), it is about being faster to appreciate the countless blessings, joys, and wonders that fill my life. It is about being faster to be kind, faster to spontaneously appreciate the people in my life that make it worthwhile, and faster to slow things down so I can savor the moment. It's easy to get caught up in the negativity of the world, see what is going wrong, and let it sap my super powers. Super heroes look for what is going right, who is doing right, and how they can contribute to the larger good. Be faster every day in being present and positive. It helps with both being stronger and better!

Now don't get me wrong, I wouldn't mind being able to fly, see through walls, or even able to shoot webs from my wrists and sail through the city. However, I think we are all superheroes in our own way and we can strengthen our positive foothold in the world and defeat evil by leveraging the gifts we already have. I can be better, stronger, and faster! I have that technology and so do you! So step up, step out, and make a difference! ▀

*** See LCDR Chip Lutz speak at the MPI – Great Lakes Education Summit in Merrillville, IN on Monday, November 17, 2014 as he shares how to build "The Winning Team"*



By: Chip Lutz



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MPI IMEX Future Leader's Experience: A dream never dreamt

By: Jennifer Nadolski

I applied for the IMEX – MPI – MCI Future Leaders Forum to further my commitment and feed my passion for the Meeting and Event Industry. Over the last year, I have completed two semesters towards my Associate Degree in the Meeting and Event Management Program at Madison College. The engaging curriculum is driving me to succeed in school, and to succeed professionally, including my participation in Meeting Professionals International. The opportunity to attend the Future Leaders Forum immersed my brain in the field of Meeting Planning, ignited my creativity and allowed me to process new information while deepening my solid understanding of the field.

Every experience and opportunity I pursue fills me with joy, energy, and further curiosity to continue my path as a life learner.

It begins with what's inside my heart and the courage to submit my essay. Here's an excerpt:

"A spring board serves as my visual. I love to dive into water! With each step of the ladder I take, the higher I go to reach the diving board, then using all my momentum to spring off that board into the air, hitting the water with all my energy, moving towards the cool depths of the water, and then ultimately coming up to the top with a complete resurgence of mind and body. Yes, that's my analogy for attending FLF; a spring board to guide and motivate my pursuit to excel in the meeting and incentive travel industry. Each moment, and every person I have the chance of meeting and talking with is a step up the ladder towards gathering new concepts and making new connections. Diving into FLF with self-direction, determination, and high energy will create a ripple effect with my fellow students and colleagues in the meeting profession. The cool deep water is attending the MPI WEC in Minneapolis and swimming around in the premier education environment for Meeting Planners. After attending the Future Leaders Forum as a Meeting and Event Management student, I'll return with a renewed sense of achievement and invigoration."

My heart led me to have the courage to follow the path of experience further when I entered my submission to the IMEX – MPI – MCI Future Leaders Forum International University Challenge and was accepted into semi-final round at MPI World Education Congress. I had one week to prepare a ten minute presentation with visuals to four judges and thirty Future Leader Forum participants. There were two other semi-finalists and myself. I'm naturally a people person and thrive in social environments, yet

a new road was being found in the realm of visibility and transparency. My goal was to reveal my authentic creativity, along with a realistic and desirable event proposal that exceeded the judging criteria expectations. Right smack dab in between my goal and objective was a bit of welcomed nervousness and new-found gumption to pursue a dream never dreamt. My objective was to be given the opportunity to attend the final round at IMEX in Frankfurt 2015.

"When there is freedom of choice, there is a positive effect on the brain." This is a quote from Deepak Chopra, at his WEC MPI 2014 keynote. I've chosen my educational path in the Meeting and Event Profession through pure discovery of myself and a supportive network of mentors, teachers, member professionals, friends, and family. "Happy friends equals well-being," is another note from Deepak Chopra's keynote. This held true for me when I chose to enter the Meeting Profession. Every experience and opportunity I pursue fills me with joy, energy, and further curiosity to continue my path as a life learner.

The Future Leaders Forum has inspired my career journey, and filled my happiness bucket by meeting new people along the way that will continue as lifelong relationships. Nearing the moment of learning the International University Challenge outcome, I knew the participation and process had empowered my confidence and leadership qualities. Being selected as a Future Leader and then being selected for the final round at Frankfurt IMEX 2015, has been a dream that came from a passionate heart, a courageous spirit, and an ever-expanding mind.

As I reentered the reality of winning a regional competition that will take me to a dream never dreamt, The Wizard of Oz became my visual. Maybe the dream is only in your heart, with courage you wake up, and in your head you begin to pursue your dream. It can take courage to educate yourself like Scarecrow, hoping for brains; the Cowardly Lion in search of courage; Tin Man in search of his heart; and Dorothy dreaming of finding her way home. All together on the journey, the characters contribute to information gathering, building resources, and creating a network of partnerships. For me, it felt like waking up in a field of poppies that will lead to putting on those sparkly red shoes, clicking my heels, and an already found love, courage, and satisfaction in the Meeting Profession as a future leader.

The IMEX – MPI – MCI Future Leaders Forum at WEC 2014 has given me the opportunity to discover and learn about the many yellow brick roads to choose from in the meeting industry, and that makes me happy! ▀

Meetings Mean Business

A National Messaging Campaign for You

By: Roger Rickard

What do you think of meetings? More importantly – what do you think the ‘man on the street’ thinks of meetings? Do we perceive meetings the way others perceive meetings? Think about this for a minute. We will answer these questions along with discussing how the meetings industry is moving forward with an advocacy campaign during my Keynote Address at the MPI – Great Lakes Education Summit.

Will you be there? You should be! This education summit - the benefactor is YOU. You will learn, grow, engage, build new relationships and solidify existing relationships.

Great things happen when people come together. Face-to-face interaction is the platform where deals are struck, relationships are forged and ideas are generated. That’s what Meetings Mean Business (MMB) is all about: showing the real power of what business meetings, conferences, conventions, incentive travel, trade shows and exhibitions collectively do for people, businesses and communities.

Meetings Mean Business is a multi-faceted advocacy messaging platform that highlights the important role meetings have in driving business success, creating jobs and generating economic value. Meetings drive sales and profitability for business and enable organizations of all kinds to deliver on key strategic objectives, serving as a catalyst for education and professional development, motivation, behavior change and concrete action.

Do you like myth-busting? We will have some myth-busting. Show up and find out for yourself.

We will focus on the three central pillars of the MMB campaign that contain the unique benefits of our industry to individuals, businesses, associations and communities.



Here are a few examples of how we create personal connections when we meet:

- When people meet face-to-face, relationships are developed in a way that technology cannot recreate or match. It gives you the ability to look a new business opportunity in the eye and close the deal with a handshake simply cannot be replicated.
- Face-to-face meetings more effectively capture the attention of participants, inspire positive emotional climates and drive collaboration by building meaningful business relationships.
- Meetings create a shared sense of missions and purpose, foster empathy across organizational lines and create camaraderie that positions an organization for success.

Here are a few examples of how we drive positive business outcomes when we meet:

- Organizations depend on face-to-face meetings to win new customers, close new deals and develop high-performing talent. The business outcome of a face-to-face meeting far exceeds any other.
- The ability to sit down one-on-one with colleagues and leaders across industries provides for instant collaboration and real-time productivity.
- Conventions and conferences serve as critical education platforms for professionals and are key components for developing advanced skills and workforce training.

Here are a few examples of how we build strong communities when we meet:

- The services provided by the meetings and travel industries often go unnoticed, but the economic impact is unmistakable. These two industries contribute more to national GDP

than the air transportation, motion picture, sound recording, performing arts and spectator sports industry. It is an economic engine, creating hundreds of thousands of jobs, generating billions of dollars in revenue and supporting communities across the country.

- Hosting an event, convention or trade show stimulates a region's economy by bringing in new visitors, who stay in area hotels, eat in local restaurants, shop in neighborhood stores and bring new revenue to the destination.
- Experiencing a destination first hand is the best marketing tool for a community. While at a meeting, attendees have the opportunity to explore a destination and those experiences often influence their decision to come back – whether for business or leisure travel.

You will discover successful advocacy strategies to influence and garner support for the business of meetings and events, both within and outside your organization. You will leave with the tools you need to communicate the value of meetings to all stakeholders.

We will raise your awareness and provide you with the tools needed to communicate with a strong, united voice. ▴

We are... One industry, One Voice.

First Annual Great Lakes Education Summit

“

The First Annual Great Lakes Education Summit will bring together members from three outstanding Midwest MPI Chapters - Indiana, Wisconsin & Michigan.

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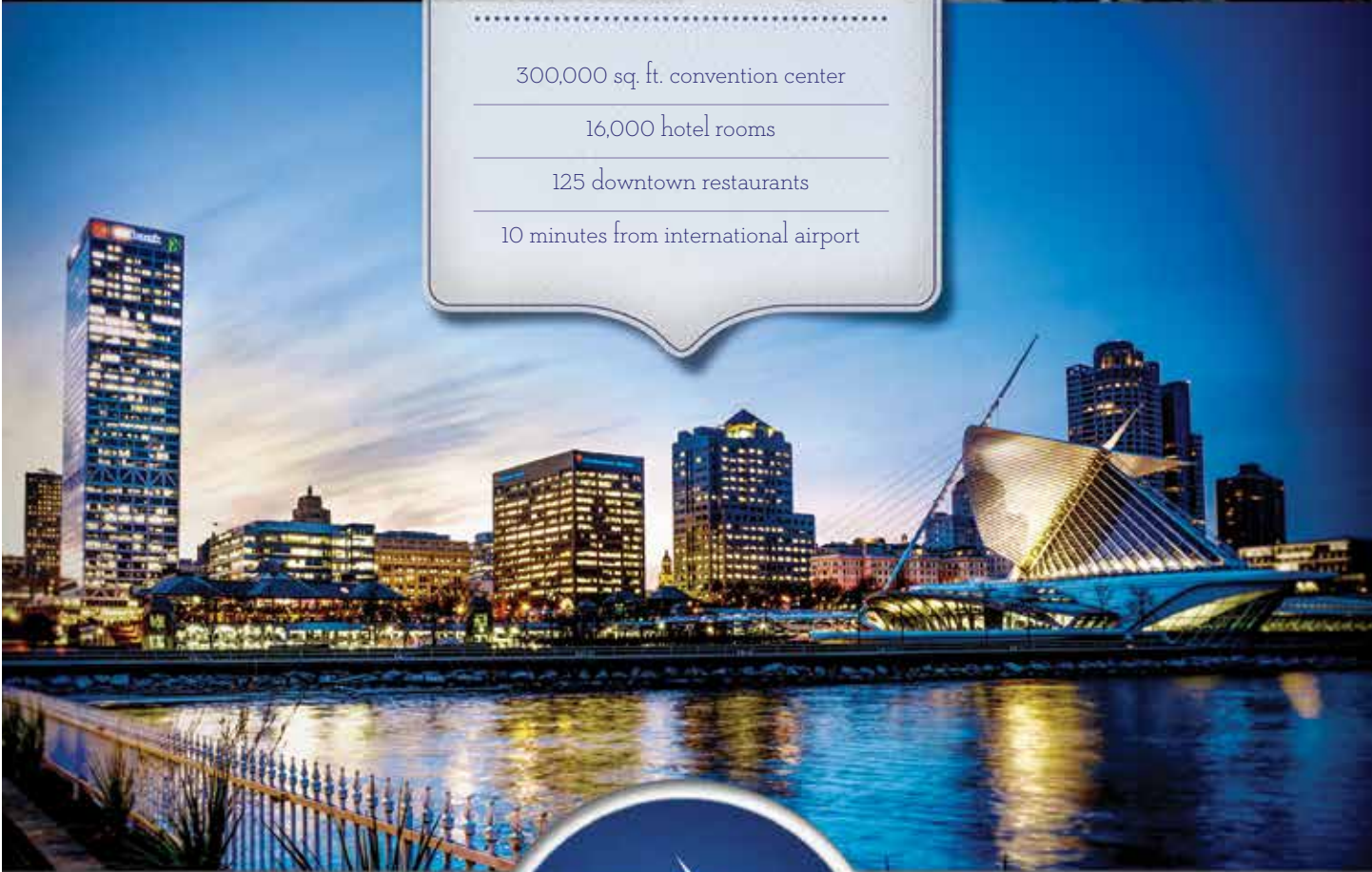
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GET TO KNOW YOUR BOARD MEMBER: Maria Peot

**Place of employment:**

Wisconsin Institute for Discovery, UW-Madison

Where do you currently live? Lake Mills, WI**How long in the meeting/event industry?**

Part time, in some capacity, for almost seven years. Full time for the last three years.

Tell us 2-3 things you are responsible for on the board?

As the Director of Special Education Projects, I am responsible for the Great Lakes Education Summit with the Indiana and Michigan chapters, CMP Prep Days and May Education Days.

What is the best part of being on the board? The best part of being on the board is working with fellow board members to make decisions for our chapter and being a “go-to” person for members to talk to about what the chapter can do for them.

What have you learned most from being on the board?

In order for a board to be successful, each board member must make an active effort to get things done. Our board does an exceptional job of engaging its members to assist in these efforts.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? Start with something small, like writing an article for the *Agenda* Magazine and build upon that. Help out at registration, join a committee and go from there. You will become addicted!

Favorite hobbies or pastimes? I love being outdoors so boating, running, skiing and fishing are on the top of my list! I enjoy spending time with my family, especially babysitting my five year old nephew and nine month old niece. My boyfriend Kevin and I also enjoy listening to live music (just about any kind), drinking beer and eating at unique restaurants – we have a rule to never eat at a chain restaurant if possible!

Favorite musical artist or band? The Black Keys

MPI 101 October Session Targeting New Member Success!

MPI 101 sessions are offered several times per year to showcase membership benefits, resources, and volunteer opportunities. The content is delivered in a casual, roundtable format, with information generally geared toward new members. With new resources coming available frequently, all active members are also encouraged to attend.

Topics discussed at the recently held session on October 9th at Potawatomi Bingo Casino in Milwaukee included: online member profiles, the student mentor program, the membership renewal process, and how attending events and volunteering within the chapter help members enhance their membership experience.

The next MPI 101 session will be offered in January 2015, due to the November Regional Conference being held in Indiana and the intentional non-scheduling of a December educational event. The February MPI 101 session will be focused on technology resources, including some which are exclusive to MPI-Wisconsin members! Members are encouraged to sign-up for these sessions as part of the online event registration process, but walk-ins are always welcome. See you at MPI 101 in 2015! ▴

Erin Passehl, Director Member Care

Supplier Profile: Laura Bradley

Place of Employment: Door County Visitor Bureau

Job Title: Marketing & Sales Manager

How long in the meetings industry? 1 1/2 years

Tell a bit about your company and/or current position: The Door County Visitor Bureau is the official tourism marketing organization for Door County. As Marketing and Sales Manager, I not only assist with overall marketing efforts to promote Door County but also provide meetings support by coordinating facility tours, conducting hotel rate searches, preparing welcome bags, developing welcome eBlasts and mailers and acting as the main point of contact for meeting and event planners.

Tell us about your family: Happily married to my husband, Bryan

Where were you born? St. Paul, MN

Where do you currently live? Sister Bay, WI

Favorite Pastimes: Outdoors, traveling, reading

Dream Vacation: Hiking in Patagonia



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Food for Thought: **Madison Concourse Hotel & Governor's Club** Chef Charles Lazzareschi

Chef Charles Lazzareschi, named Best Local Chef by the *Madison Magazine* Reader Poll, inherited an interest in cooking early by spending time at his father's Italian restaurant in San Francisco. After graduating from the California Culinary Academy he started his career path working under famed chefs Jeremiah Tower at Stars, Joyce Goldstein at Square One and Julian Serrano at Masa's.

Eventually, Chef Charles found his true culinary home in the kitchens of fine hotels, continuing his culinary journey in the kitchens of the prestigious Claremont Resort in Berkeley, the Lafayette Park Hotel, and both the Warwick and Embassy Suites in Denver, Col., before relocating to Madison, Wis., in 2006 to oversee The Madison Concourse Hotel & Governor's Club's food and beverage operations. This includes event cuisine, room service, as well as the hotel's restaurant operations, where he features farm-to-table ingredients in his sophisticated, contemporary American cuisine with global influences.

Grateful to be located in an area so rich with organic farms and dairies, Chef Charles feels privileged to be part of a sustainable food system in Wisconsin. He is deeply committed to using seasonal, farm-fresh ingredients and lets the components of each dish speak for themselves, choosing sauces and seasonings that enhance, not overpower, the flavor and integrity of every bite.



Charles has participated in many local fundraisers, including REAP's Burgers and Brew, Day on the Farm and Chef's Dinner events, as well as the March of Dimes Signature Chef Auction. ▀

Grilled Skirt Steak with Caponata and Warm Potato Salad

Skirt steak:

4- 6 oz pieces of skirt steak

Marinade

¾ C olive oil

¼ C balsamic vinegar

1 T garlic powder

1 T onion powder

1 tsp dried thyme

1 tsp dried oregano

1/2 tsp dried pepper flakes

1 tsp kosher salt

1 tsp fresh cracked pepper

Combine all ingredients over skirt steak. This is a quick marinade but can also be marinated overnight.

Grilled Caponata:

2 zucchini split in half lengthwise

1 med eggplant ½ inch slices lengthwise

1 large red onion, peeled and sliced into ¼" thick slices

4 plum tomatoes, halved stem removed

Olive oil, for brushing vegetables, plus 1/2 C

Salt & freshly ground pepper

1/4 C green olives, chopped

2 T capers, drained

2 T pine nuts, toasted

3 cloves garlic, finely chopped

Pinch red pepper flakes

1/4 C red wine vinegar

2 tsp honey

3 T finely chopped flat-leaf parsley

Brush eggplant, onion slices, & tomatoes with olive oil and season with salt & pepper, to taste. Grill the eggplant, zucchini & onions until cooked. Grill the tomatoes until charred and slightly soft. Remove the vegetables from the grill and cut into 1/2" dice. Place the vegetables in a medium bowl and add the olives, capers & pine nuts. To make the dressing, mix together the garlic, red

pepper flakes, vinegar, & honey in a small bowl. Season with salt & pepper, to taste. Slowly whisk in about 1/2C olive oil until dressing is emulsified. Pour the dressing over the vegetables, add the parsley & mix.

Potato salad:

1 pound Yukon potatoes

1/4 pound Applewood smoked bacon

1 med onion, small diced

2 stalk celery, small diced

1 T whole grain mustard

1/2 tsp sugar

1/2 C cider vinegar

Salt & freshly ground black pepper

2 T rough chopped parsley

Cook potatoes in boiling salted water until cooked through, drain the potatoes. Cut potatoes into ¼" slices while still hot, add the sugar, mustard and vinegar mix with the potatoes being careful not to break up the potato disks. Cook bacon until about ¾ of being crisp, add onion and celery, cook until onion and celery are transparent, add to potatoes and combine add salt and pepper to taste and toss in parsley. Serve warm.

To Serve:

In the center of 4 large round dinner plates divide the potato salad into the center of each plate. Cut each portion of skirt steak into ¼ inch strips width-wise and place on top of potato, then top the skirt steak with the caponata. Garnish with fresh chopped herbs.



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17-8

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JANUARY

15

CHAPTER EDUCATION

Madison Concourse Hotel

Madison, WI

FEBRUARY

19

CHAPTER EDUCATION

Hyatt Regency Milwaukee

Milwaukee, WI

MARCH

19

MARCH EDUCATION & FUNDRAISER

The Osthoff Resort

Elkhart Lake, WI

APRIL

16

CHAPTER EDUCATION

Tundra Lodge

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