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Sep
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VOL 36/NUM 5

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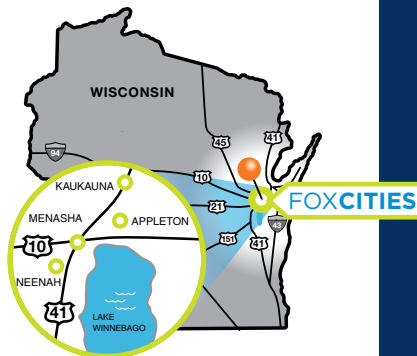


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WISCONSIN CHAPTER

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EDITOR'S NOTE

Hello, MPI Wisconsin Members!



Welcome to the September/October AGENDA. Let me introduce myself, I am Jackie Ellickson the new co-editor for the AGENDA. I graduated this past May from Madison College with a degree in Meeting and Event Management and I currently work at Name Badge Productions, LLC as an Event Planner / Social Media Manager. This is my

first year as a member of MPI Wisconsin and I love being a part of the growing industry. I also enjoy all the endless networking opportunities and educational programs MPI offers their members. Networking is a big part of who we are, therefore, I encourage everyone to make every effort to attend or volunteer for at least one MPI event a year. There is always something new to learn and someone new to meet.

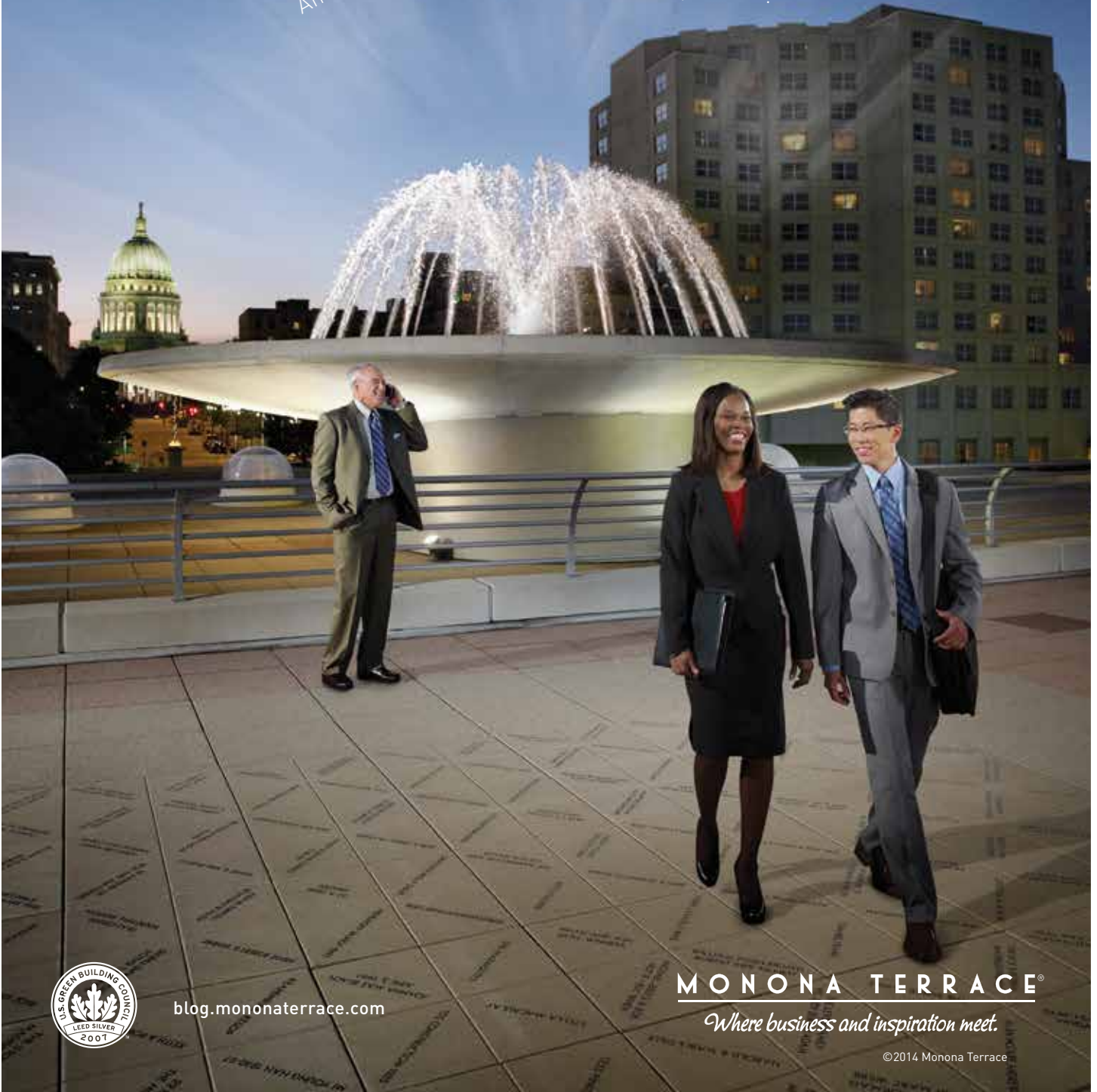
It was a busy summer that was packed with networking fun! We started with the Chapter Golf and Summer Spectacular in Minocqua, followed by the MPI Summer Socials, which were held in Madison, Appleton and Milwaukee. Also, the MPI WEC14 was held in Minneapolis this year. It is no wonder we are all a little exhausted! I hope everyone took a little breather before the fall networking and educational programs start this month.

We start a busy fall season with an "Evening with the Stars" at the Chapter Awards Gala to be held September 11th in Oshkosh. This is surely going to be a night to remember and you do not want to miss this great networking opportunity! The Chapter Education will be held in Milwaukee at the Potawatomi Casino Hotel on October 9th and The Great Lakes Education Summit will be held on November 16th – 18th at Merrillville, IN. This educational program is shared between three states (Indiana, Wisconsin & Michigan MPI Chapters) which will have endless education and networking opportunities. I hope we can show MPI how loud and proud Wisconsin can be! I am looking forward to meeting and networking with you in the future!

Jackie Ellickson
Co-Editor, MPI - WI Agenda
Event Planner/Social Media Manager
Name Badge Productions LLC

{MADISON, WI}

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President's Column

Your 2014-2015 Board of Directors is off to an early start this year, as our board retreat took place back in May. The board worked hard in creating the goals for the upcoming year, slotting a list of volunteers they would like to have on their teams, and revising their operational calendar to keep themselves on track.

This year, International revised the incentive goals and the board is very excited about achieving their objectives in order to reach these goals. For those who are new members, or to those who are not familiar with the incentive goals, International provides points to the chapters when they meet or exceed a goal. At the end of the year, International awards points for each goal we meet or exceed. The chapter uses those points for items such as speakers for the chapter or various MPI events.

Beginning this year, International will base the points on five metrics, with an emphasis on membership. The first metric is the chapter's retention percentage. At the end of the 2013-2014 year, our retention was at 75.6%, which is higher than the national average. You can pat yourselves on the back for that! If we are able to maintain this number, we will receive one point, and if we are able to increase it to 76.14%, we will receive two points.

The next metric is based on recruiting new members for the chapter and last year our chapter recruited 68 new members. For 2014-2015, we will need to recruit 69 new members to gain one point and 70 new members to gain two points. If you know of someone that is considering joining our chapter, be sure to contact our membership division and remember that the MPI Foundation provides scholarships to new meeting planners who join MPI.

The third metric is member satisfaction, which is taken from the member survey International sends out every spring, so make sure to look for it next spring. Our membership team will be communicating to our members when this survey will be coming out. Last year, we received an overall score of 8.30, which is a number to be very proud of! For the 2014-2015 year, in order to meet our goal, we need to maintain an 8.30 score to gain one point and 8.35 to exceed our goal to gain two points. The more members that take International's survey, the better chances we have of increasing our score.

Metric number four is volunteer engagement, which our chapter has exceeded in the past. In fact, this past year we had over 40% of our members provide one or more hours of volunteering for the chapter. Very few MPI chapters can say they have that high of membership engagement. We are very lucky to have such a strong and engaged membership. The goal for the 2014-2015 year is 35% for one point, and to exceed for two points, we need 37%. Since we finished this past year at 40%, it should not be very difficult to achieve those percentages, especially if we start seeing an increase in our membership numbers. It only takes one hour to volunteer to be counted towards that percentage goal.

The last metric is based on the chapter's financial management and the year-end gross margin. If we achieve 1-5% over the year-end gross margin, we gain one point, 5.1-10% we gain two points and 10.1% or above we gain three points. With the plans the finance team has put in place, we are excited to see them achieve over budget for the 2014-2015 year.

It takes more than just your board to achieve these goals, so start thinking about those opportunities you want to create for yourself by volunteering, bringing a guest to the next event, or making sure that you attend as many events and educational programs as possible.

One opportunity you can create is by attending the 2014 Awards Gala on September 11th at the Best Western Premier Waterfront Hotel and Convention Center in Oshkosh, Wisconsin. This is sure to be a star-studded event! ▲



Carmen



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

WHO'S IN THE NEWS

- **Katie McGinnis** (formerly of the Crowne Plaza and Ramada Plaza Milwaukee Airport) has accepted a new position at the Hyatt Regency Milwaukee.
- **Claudia Cabrera** (formerly of the Radisson Hotel Madison) has accepted a new position as Association Sales Manager at the Marriott Hotel Madison West & Conference Center.
- **Carmen Smalley, CMP** (formerly of the Great Wolf Resorts, Inc.) has accepted a new position teaching at Milwaukee Technical College in their Hospitality and Meeting & Events program.
- **Jodi Goldbeck, CMP** and **Janet Sperstad, CMP** were featured in the summer issue of *Wisconsin Meetings Magazine*.
- **JoEllen Graber** welcomes **Chloe**, her newborn baby, to the family.
- **Kaitlyn Hafeman** has joined the Holiday Inn Madison at The American Center as a Catering Sales Manager.
- Caledonia, Wisconsin (June 22, 2014) – **Meetings & Incentives Worldwide** has been selected as the recipient of the highly coveted 2014 Cvent Planner Award in the Power of the Platform category. Winners were announced at Cvent's Corporate Meetings Summit, an elite event attended by more than 1,000 senior-level travel, meeting and procurement professionals from around the world. M&IW was especially honored to win the award after taking home Cvent's 2013 Savvy Sourcing award last year and the only third party meeting management company to win thus far.

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CHILD SEX TRAFFICKING AND THE TRAVEL INDUSTRY

By: Heather Larson, CMP

On September 22, 1862 U.S. President Abraham Lincoln announced the Emancipation Proclamation. Slavery is morally repugnant to all civilized people worldwide. And yet, the United Nations estimates over 12 million people are currently enslaved worldwide while other non-governmental groups estimates are much higher at up to 27 million people. This number is far higher than the estimated 13 million people transported during the entire period of the transatlantic slave trade. The U.S. Department of State estimates upwards of 17,000 people are trafficked into the United States every year from foreign countries.

Human trafficking, also known as modern day slavery, is a \$36 billion industry. It is second only to drug trafficking in profitability; it is neck and neck with arms trafficking, and it is growing. The term “human trafficking” is not limited to crossing international borders.

Half of all human retail sales are for the sex trade. 80% of the victims are female, and 50% are children. According to the University of Illinois, between 16,000 and 25,000 women and girls in metropolitan Chicago are involved in the commercial sex trade annually, with one-third of them getting involved by the age of 15 and 62% by the age of 18. This number includes not only the foreign born but the U.S. citizens as well. Runaways and children from dysfunctional families are especially vulnerable.

Chicago’s airport hubs and major interstates offer strategic entry points for traffickers and their victims. The cities major events make Chicago, Illinois a tourist destination where demand is high. Traffickers are able to exploit at-risk women and children. Foreign trafficking victims can go unnoticed due to our high concentration of immigrant populations.

Locally, traffickers procure their victims in many ways. Deception, coercion and outright kidnapping are common. The victims often blend into our society and many may ask why they don’t simply leave their captors and seek help from the police.



However, the fear of reprisals from their captors in the form of beating or death to either themselves or their families keep them from speaking out. Most victims have been so psychologically damaged by their captor, they no longer are able to trust anyone and no longer believe they are even worthy of a life of dignity.

Hotels are a preferred venue for this illicit business. They provide a neutral location for traffickers to sell their wares. Our transportation companies often unwittingly transport victims nationwide and over borders. ECPAT USA has taken the first step in shedding light on the overall scope and impact of commercial sexual exploitation of children and the travel industries potential ability to fight it.

The ECPAT USA Hospitality Training program explains the risks human sex trafficking can pose for properties and provides a list of signs and behaviors that may indicate child trafficking.

By educating all front line staff and housekeeping the signs of sex trafficking in their hotel can help ownership eliminate this behavior and help the police department identify and arrest potential traffickers and free the women and children they are enslaving.

The ECPAT USA Hospitality Training program explains the risks human sex trafficking can pose for properties and provides a list of signs and behaviors that may indicate child trafficking.

Many hotels have already signed on to ECPAT USA’s training including Carlson Hotels, Hilton Worldwide and Wyndham Worldwide. For more information go to ecpatusa.org.

Join us at the MPI_GLEX in November to hear more on this subject. ▴

Data collected from ECPAT-USA.org, kirk.senate.gov, Global Issues: Human Trafficking written by Kathryn Cullen-DuPont and published by Infobase Publishing and Not for Sale written by David Batstone and published by Harper One.

Meetings Mean Business

By: Carmen Smalley, CMP
Instructor at Milwaukee Technical College
in the Meeting & Events and Hotel Program

You know what meetings mean to your business or organization, but does your boss? Do your co-workers? Do other departments in the company or organization understand the impact you are making when planning a meeting?

In the meeting industry, we know that meetings mean business. Perhaps the business is a new idea the company has come up with, a new client an organization has gained, or a sale has been made. In the industry, we understand it, but there are stakeholders, media, and key policymakers that do not.

The Meetings Mean Business Coalition was formed in 2009 and relaunched earlier this year by the U.S. Travel Association to showcase the value of travel, business meetings, and events. The coalition is made up of several organizations; U.S. Travel Association, American Society of Association Executives, Caesars Entertainment Corporation, Convention Industry Council, Cruise Line International Association, Destination Marketing Association International, Disney Destinations, HelmsBriscoe, Hilton Worldwide, Hyatt Corporation, International Association of Exhibitions & Events, Maritz Travel, Marriott International, Meeting Professionals International, MGM Resorts International, Professional Convention Management Association, Society of Incentive Travel Excellence, Society of Independent Show Organizers, and Starwood Hotels & Resorts Worldwide. The three pillars of the campaign are creating personal connections, driving business outcomes, and building strong communities.

The Meetings Mean Business Coalition recently released how face to face meetings impact customer relationships, development of new business, and income that is brought in with every meeting.

The report points out those business travelers are twice as likely to convert prospect business into a definite business with an in person meeting, 74% of frequent business travelers report that in-person meetings with clients deliver a high impact on customer retention, and business travel converts every dollar spent into nearly \$10 in new revenue for the company.

The Meetings Mean Business Coalition was created to inform and advocate to the stakeholders, media, and key policymakers the role the Meetings and Travel Industry has in creating jobs and generating economic value. The campaign highlights the industry's role in driving business success, creating jobs, and generating economic value. The Coalition provides tools and resources to assist the industry in being pro-active rather than re-active to crisis. The campaign website www.meetingsmeanbusiness.com serves as an information center and provides resources. ▀

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920/733-8000 | radissonpapervalley.com
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The Shallows Resort

7353 Horseshoe Bay Road, Egg Harbor, WI
920/868-3458 | shallows.com
Meeting rooms: 1; Sleeping rooms: 34; F&B: No
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EAU CLAIRE

Metropolis Resort

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888/861-6001 | metropolisresort.com
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Hotel Metro

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414/272-1937 | hotelmetro.com
Meeting rooms: 4; Sleeping rooms: 63; F&B: Yes
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PEWAUKEE

Country Springs Hotel, Water Park & Conference Center

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
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The Value of Life Long Learning

+ 5 takeaways to enhance yours

By: Naomi Tucker, CMP

Summer is over and fall is underway, waiting for new adventures, new perspectives, and a new game plan. Children advance to the next grade level, ready to learn new things and think differently. I admire how much of the previous years' education the children retain after all of the summer fun that they have had - they hop right in to learn and grow. As adults, we have already completed grade school, and in most cases college, but what else are we doing to ensure that we are learning and growing?

John F. Kennedy said "Leadership and learning are indispensable to each other." To continually evolve as a meeting professional in this industry, learning is key. What I love about this industry is that there is always something different and new on the horizon. There is always a new way of "meeting," a quicker way to get results, and without continuing education, meeting professionals will grow stale. What happens to a stale meeting professional? Well, no one wants to take part in anything that might be stale, so it is our personal duty to nourish ourselves.

As meeting professionals, we all have a unique individual stake in this industry. We are leaders! We show our clients the way a meeting should be, and the new trends that would help their meetings impactful. We take ownership in our accounts, our meetings, and our personal reputation. No one enters this industry, and stays in this industry without getting some war stories. However, the great thing about those stories is what we learn from them and how we grow because we were able to get through the experiences we have.

Lifelong learning is a gift that we all have right in front of us every day. It is up to us to grab hold of the opportunities that will allow us to progress ourselves forward as professionals. It is up to us to be able to take the risk and try something new based on the new information that we have learned. Our industry benefits tremendously from our risks, failures, successes, and opportunities. I urge you to continue to learn more, do more, and risk more, so that we can continue to learn from each other. If we do that we will advance our purpose and value that we provide for our clients.

Here are my top 5 ways to enhance your life-long learning:

1. Stay actively involved in MPI, your industry organization that is dedicated to bringing you the best education, resources, and contacts.
2. Become a mentor for a meeting professional that would benefit from a friend with the experience that you can provide him or her.
3. Read 3 books a year that can help you become a better meeting professional. Actively choose one key point in each book to apply to your work, and do it (or start) within three weeks of reading the book.
4. Find someone that you view as a mentor, someone with more experience perhaps, that can help you with your tough questions as a meeting professional.
5. Obtain a meeting professional certification (CMP), certified meeting management certification (CMM), or take a course at a participating college. Got any of these already? Why not speak or start teaching at industry events and colleges. ▴



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**MEETINGS ARE
BETTER ON THE EDGE.**

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



MPI Wisconsin 2014 Golf Outing & Summer Spectacular

So, Are You a Bear, Wolf, Eagle or Horse?

*By: Amy Qualmann, CMP, Communication Specialist and Event Planner,
Wisconsin Association of School Boards*

MPI Wisconsin's Golf Outing and Summer Spectacular was held on June 12/13 in beautiful Minocqua at The Waters of Minocqua & Timber Ridge Golf Club.



The Waters of Minocqua, the property host, helped to kick off events on Thursday afternoon with an educational session, as well as a reception and property tour. Attendees enjoyed the Animal Leadership Program presented by Rad Watkins. Rad, a nationally acclaimed speaker and author, talked about Animal Leadership, a system that naturally brings out your best so you live the life of your dreams and become the leader that you can be! Let's just say he had Claudia Cabrera and Tom Graybill in a howling standoff that resulted in both winning his book, "Animal Leadership."

So, are you a bear, wolf, eagle or horse? Please visit his website for more information or to explore this question further: www.animalleadership.com.

The day wrapped up with a reception sponsored by The Waters of Minocqua and the Minocqua Area Chamber of Commerce. We dined on savory appetizers, enjoyed a bonfire and had an opportunity to network with our peers. The Waters of Minocqua was the perfect backdrop mixing rustic charm of the Northwoods with the modern comforts of today!



BEAR



WOLF



EAGLE

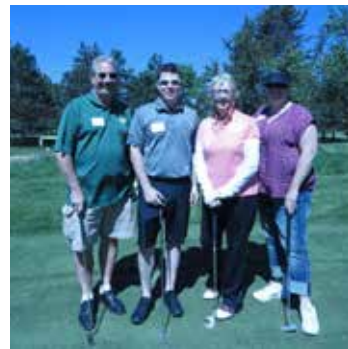


HORSE

On Friday, June 13th, amongst the beauty of the Wisconsin Northwoods, golfers were able to tee-off at a top golf course, Timber Ridge Golf Club. Timber Ridge Golf course is a par 72, championship laid out golf course that challenges golfers of all levels. It was here that golfers enjoyed an unparalleled golfing experience while enjoying the picturesque view with nature at its finest. Cindy Foley, CMP and Lisa Lawry, CMP, Marriott Madison West, could be spotted tooling around the course capturing different photos of the golfers and the day.



GOLF AT THE TIMBER RIDGE GOLF CLUB



PONTOONS & TOURS

Golfers weren't the only ones that were able to join in on the fun! Non-golfers were able to enjoy a pontoon tour of the Minocqua Chain with many photo opportunities, lunch on the shores of beautiful Trout Lake at the historic Standard Oil Retreat (now Red Crown Lodge), and completed their tour with a visit to the Wildwood Wildlife Park, the Northwoods premier zoo.



We closed out the exciting day at Timber Ridge for an awards reception. The winning golf foursome, Anna Anderson, CMP, Brandon Smith, Brian Schulz and Amy Qualmann, CMP took home the first place trophy for the 2014 MPI-WI Summer Getaway Golf Outing. ▴



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16x9 > 4x3: The New Math in Projection Screens

By: Tom Graybill

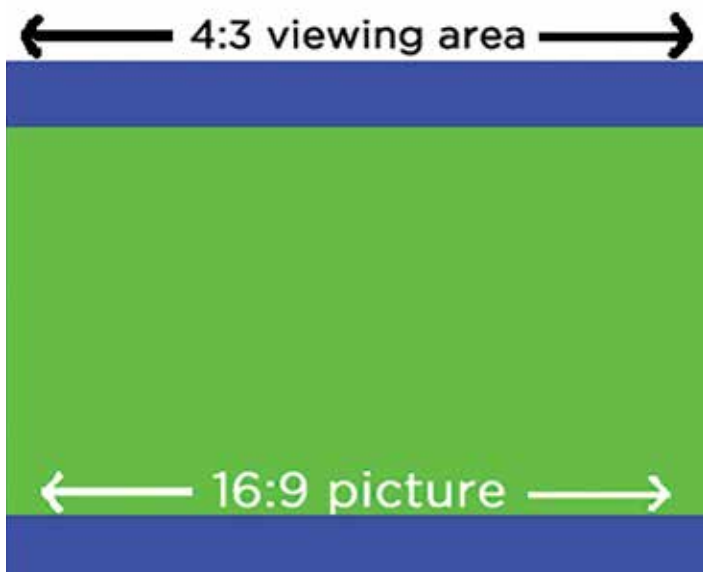
For many meeting professionals, a 4x3 ratio screen (like a 12'x9' screen) is a “standard” screen and a 16x9 ratio screen (like a 16'x9' screen... of course!) is a “wide” screen.

It is time to adjust your perspective and start thinking of a 16x9 screen as a best practice for most events, when not employing an Ultrawide setup or other “unique” screen layout.

There are several reasons why 16x9 trumps a 4x3. Aesthetically, if you have always produced your shows with a 4x3 screen, using a 16x9 screen will modernize your look. All televisions utilize this wider screen look, as do computers. Your audience is used to watching programming on 16x9 screens.

If you are including videos in your show, they will likely be created at a 16x9 ratio. This is the normal perspective for HD production, and a 16x9 screen allows you to display your video at full screen.

Check out this diagram to show what putting a 16x9 ratio video on a 4x3 screen looks like:

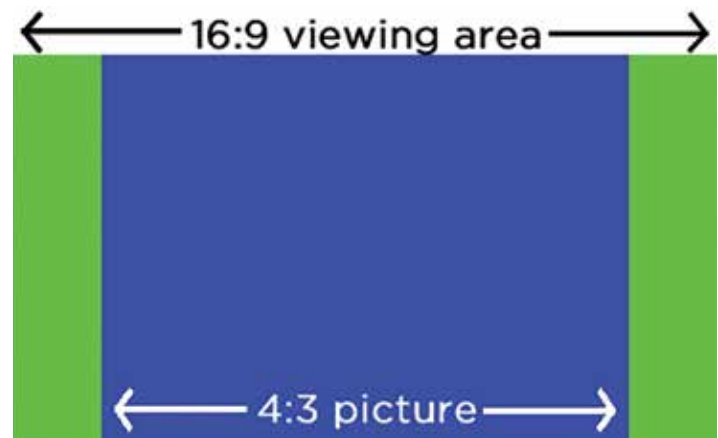


As you can see, the video is now “letterboxed,” and the image is less than full screen. This means your audience is not seeing your dazzling video in the best light.

More and more presenters are also creating their PowerPoints, Keynotes, and Prezi's at 16x9 ratios, so by letterboxing you have now compressed their content even smaller. Heaven forbid if they have jammed their slides with small text and charts (and who hasn't seen that!).

Creating content in a 16x9 format means there is more real estate for that information, so it could aid in getting readable graphics on screen. And if you have speakers, creating content in a 4x3 ratio the 16x9 format still has you covered.

Check out this graphic that shows a 4x3 content area inside a 16x9 screen:



The 4x3 content is not compressed. It is as large as it would normally be on a 4x3 ratio screen. So if you have a mix of 16x9 and 4x3 content, all can be displayed at their native size to the wider screen.

If you have a camera shooting the speakers for Image Magnification, you can actually put the camera shot on the same screen as the 4x3 PowerPoint content (you do need to have the proper switcher to accomplish this “picture-in-picture” look). Now your audience only has to look at one screen to view both the speaker and his support graphics. This eliminates the ping-ponging between the camera shot and the PowerPoint, or added screen and projector just for the I-Mag.

Of course, your venue may dictate what ratio screen fits best, but in many cases a 16x9 look offers several advantages. Almost all modern day projectors can accommodate this perspective, and the screens are becoming common.

So the next time you are running the numbers for your event, a 16x9 screen might add up for you. ▀

Tom Graybill is the VP of Sales for Tri-Marq Communications, Inc.

Supplier Profile: Kelley Bartel

**Place of Employment:**

Florian Park Conference and Event Center

Job Title: Event Coordinator**How long in the meetings industry?** About 3 years**How long in MPI?** New Member, Summer 2014

Tell us about your company and/or position: Florian Park Conference & Event Center is South Eastern Wisconsin's newest premier, upscale conference and event venue. My position is to function as the planner or coordinator of a given event whether it be a wedding, business conference, or baby shower. I will be there to help with all stages of planning through the conclusion of the event.

Teams or projects that you have worked on for MPI or would like to be involved with: Any teams that need help - I am very interested in volunteering!

Tell us about your family: My husband's name is Dan and we have a beautiful two year old daughter, her name is Evelynnn. We also share our home with two very outgoing cats, Teton and Surri.

Where were you born? Germantown, WI

Where do you currently live? Slinger, WI

Person you admire most and why: My mother; She owns her own business in central Wisconsin called Camp Lakotah. It is a childrens resident camp where kids can go and enjoy the outdoors. Through this business she sponsors many children, which would otherwise not be able to come, to enjoy camp and get to have the experience of summer camp! She shows me how life is not about money, but about doing what you love and helping out others. She is amazing.

Favorite Musical Group: Anything country!

Favorite Pastimes: Spending time with family, being outdoors, reading a good book, boating and water sports, snowboarding, and eating delicious foods!

Dream Vacation: So many places, I can never narrow it down to just one! One place I would love to visit is Alaska – I love being outdoors and seeing the wildlife!

If I won the lottery I would: Invest in a better world, whatever that may be. I want to have a better tomorrow, not just for my own family, but people worldwide. (Environmental, Humanitarian, etc.)

Words to live by: Be the change you wish to see in the world.

Special personal accomplishments: Raising my beautiful daughter, Evelynnn.

What else would you like other MPI members to know about you? I am friendly and I love meeting new people. I am looking forward to making more connections and experiencing new things through MPI. ▀

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Contact: Shirley Kaltenberg 608-267-1549
kaltenberg@alliantenergycenter.com

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Get to know your Board Member: Cheryl Oswald

Place of Employment: Kohl's Department Store

Job Title: Senior Event Coordinator

How long in the meeting/event industry? Three years

How long in MPI? Three years

What is the best part of being on the board? I am able to collaborate with some great leaders in the meeting and event industry.

What have you learned most from being on the board? I learned that we have a great chapter and a great set of leaders that are always putting our members first.

How has being on the board helped you in your professional career? It has given me leadership experience that I can carry over into my job.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? Volunteer! It is the best way to get involved and meet new people. ▴

A scenic view of a park with a large tree in the foreground, a body of water in the middle ground, and mountains in the background. The tree has vibrant yellow and orange autumn leaves. A bench is visible in the foreground.

It's that great time of year when the Mississippi River valley glows with the beautiful colors of fall and you know that the area's biggest festival, Oktoberfest, is just around the corner. It's also the perfect time to plan your 2015/2016 convention in La Crosse. Come and take it all in.

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La Crosse Center



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New Members

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Please help us welcome our new members!



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Attention All MPI-WI Members!

I know you're all enjoying summer, but Bidding for Good is just around the corner and we need your help to support our wonderful organization. The mission of MPI-WI is to "connect industry professional's together to learn best practices, build relationships, and enhance business opportunities." With your help we can continue to help drive the success of MPI-WI and make sure you get the most out of your membership and the events we host.



Bidding for Good is a website that helps raise money, reach thousands of supporters, and promote you with your donation. They have 450,000+ bidders and have helped raise over \$245 million dollars for organizations similar to ours. Items we are looking for are not just in the Wisconsin area because 50% of the bidders are non MPI-WI members. In the past, we have not only had great items from Wisconsin but also Minneapolis, Seattle, Tampa Bay, Orlando, Dallas, Hawaii, and Arizona just to name a few. Bidding for Good will take place Monday, November 17th – Monday, December 8th and we need all items in hand by Friday, October 31st.

It is easy to donate and easy to bid! If you are interested in donating or have questions please feel free to contact Sarah Kern: SKern@blueharborresort.com or Brandon Smith: bcsmith@levyrestaurants.com. You may also visit the Bidding for Good Website: www.biddingforgood.com.

Thank you for your continued support of MPI-WI!

Brandon C. Smith
Director of Special Events, MPI-WI Board of Directors
Senior Sales Manager, Levy Restaurants



MPI x Three

By: Maria Peot
Event Manager, Wisconsin Institute for Discovery

2014

GREAT LAKES MPI EDUCATION SUMMIT

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For the first time ever, MPI-WI is joining with fellow chapters in Michigan and Indiana for a joint education summit. The 1st Annual Great Lakes MPI Education Summit will be held in Merrillville, IN from November 16th through the 18th at the Radisson at Star Plaza. The three-day event boasts outstanding educational programs along with unique networking opportunities across the borders of neighboring states.

By partnering with other chapters, we are able to offer a wider variety of speakers and topics. Some of the speakers and topics you can expect to see on the agenda for the education summit include:

- Keynote Roger Rickard, Founder of Voices in Advocacy: Meetings Mean Business
- Meetings and Incentives panel: Sourcing Strategies and Analytics
- Seema Jain, Marriott International: Communicating Across Cultures
- David Caruso, Dynamic Events: Meeting Trends
- Karen Devine, 3D Destinations: Events at Sea 101
- Chip Lutz, Unconventional Leader: The Winning Team
- Cynthia McPhedran, Gant Meetings: Truth and Dare
- Midori Connelly, AVGirl Productions: Audio Visual

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Supplier Profile: Brian M. Schulz

Business Development Manager // Grand Lodge Waterpark Resort & Stoney Creek Inn & Conference Center

How long in the meetings industry? I've been in the Hospitality business for about 10 years which includes being a part owner of three Western Wisconsin resorts. I have over 25 years of identifying needs to create customized solutions for positive memorable events. I've been with MPI for two months.

Tell a bit about your company and/or current position:

I represent the Grand Lodge & Stoney Creek Hotel & Conference Center which is Central Wisconsin's Premier Resort & Hotel Conference Center. I develop and build new business partner relationships through networking and leadership. I consult with decision makers and meeting planners of organizations, associations, businesses and entities identifying needs to create customized solutions to deliver successful results for budgets of all sizes. I utilize resources to position the Grand Lodge & Stoney Creek as the premier destination for meetings, conferences and events.

Teams or projects that you have worked on for MPI or would like to be involved with: None yet. I would like to become more involved at some time in the future.

Tell us about your family: My wife Cindy is a registered nurse at the Bone & Joint Center of Wausau. Cindy and I have six children between us. I have a son in Milwaukee, Program Director for 106.9, a son who runs a roofing and siding company in Wausau, a daughter who is a project manager in Minneapolis, a son who is a Chef at Whistling Straits Golf Course, a step daughter who is an Account Executive in Chicago and a step son who is an Master (Electrical) Engineer in Chicago. We have no pets. We have one granddaughter who will be one year old this August.

Where do you currently live? We live a few miles north of Wausau in a rural area (nicknamed Billy Goat Hills) on four acres surrounded by over 1000 acres of public and private land.

Special personal accomplishments: Becoming a business owner by developing and transforming an international business from the ground up to be a success in the United States.

Words to live by: Trust, Honesty and Respect, I give it out for free. Please return it when done because I believe in treating people the way I would like to be treated. ▲



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Food for Thought: Banquet Chef, Potawatomi Hotel & Casino

Chef Seth Vanderlaan, CCC, FMP



Seth VanderLaan, Banquet Chef at Potawatomi Bingo Casino, is a skilled chef with a vast amount of experience in high-volume culinary service as well as fine dining ala carte restaurants.

Born in a small town in Michigan, VanderLaan began working as a line cook when he was 16 years old and continued to work in kitchens while he attended business school at Central Michigan University. It was here that he realized that he enjoyed his kitchen

work more than his college course load and made the decision to follow his culinary pursuits to the Great Lakes Culinary Institute in Traverse City, Michigan. Excelling in culinary arts, VanderLaan was a member of the Dean's list and was classically trained in French cuisine. He is a Certified Chef de Cuisine® from the American Culinary Federation and is a certified Foodservice Management Professional.

VanderLaan describes his culinary style as simple, contemporary American cuisine with Midwestern and Southern influences, placing emphasis on using high quality, sustainable ingredients when developing dishes.

VanderLaan went on to work as Sous Chef of Siniikaung Steak and Chop House at the AAA, four-

diamond Soaring Eagle Casino and Resort in Mount Pleasant, Michigan. He moved on to help launch dining operations as Sous Chef at Greektown Casino Hotel in Detroit, Michigan before joining Potawatomi Bingo Casino in 2011.

As Banquet Chef, VanderLaan oversees the culinary operations of catering events in upwards of 2,000 guests, and helped launch the property's 32,000 square foot expo center in 2012.

VanderLaan is a member of the American Culinary Federation and was recently elected Vice President of the Milwaukee chapter. He is the 2013 Minnesota and Wisconsin Sea Grant's "Lake Superior Fish Classic" Grand Champion and People's Choice Award winner as well as the recipient of many other local competition awards. ▀

Sweet Tea Brined Pork

Yield: 2 pork tenderloins

Ingredients

4 cups	Water
2 ea	Black tea bags
¼ cup	Salt
½ cup	Brown sugar
1 ea	Small onion, peeled and quartered
1 ea	Lemon, sliced
3 ea	Garlic cloves, smashed
½ ea	Cinnamon stick
2 ea	Cleaned pork tenderloins
2 Tbsp	Canola oil



Procedure

1. Boil the water. Remove from heat and steep the tea bags for 10 minutes. Cool to room temperature.
2. Whisk in all other ingredients except the pork & canola oil.
3. Add pork to brine and let sit overnight.
4. Remove pork from brine and carefully pat dry with a clean towel.
5. Heat a large skillet over medium high heat and add canola oil. Sear all sides of the pork and finish cooking in a pre-heated 350 degree oven until an internal temperature of 155 degrees (about 20 minutes).
6. Let rest at room temperature for 10 minutes before slicing.

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SEPTEMBER

11

CHAPTER AWARDS GALA
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OCTOBER

9

CHAPTER EDUCATION
Potawatomi Casino Hotel
Milwaukee

NOVEMBER

16-18

MPI GREAT LAKES EDUCATION
Radisson at Star Plaza
Merrillville IN

NOV/DEC

17-8

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JANUARY

15

CHAPTER EDUCATION
Madison Concourse Hotel
Madison

FEBRUARY

19

CHAPTER EDUCATION
Hyatt Regency Milwaukee
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