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MPI-WISCONSIN CHAPTER Agenda

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July
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VOL 37/NUM 4
2015



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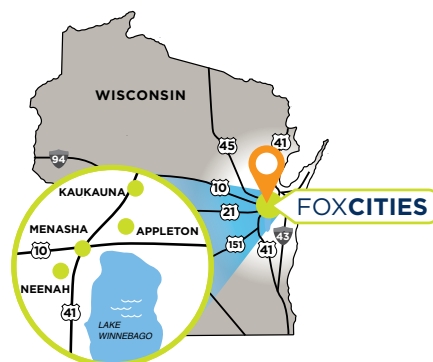
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July/August 2015

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WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

MPI-WISCONSIN CHAPTER

Agenda

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EDITOR'S NOTE

Greetings Fellow MPI Wisconsinites!

With the theme of this issue being Destinations, I cannot help but think about all of the places in our industry where events are being held all over the world. It's crazy to think about the places that planners and suppliers all over the world are and how different meetings and events are just solely based on location.

I have been lucky enough to be in a position where I get a small taste of planning in other destinations and the challenges and perks that come from that. There are perks in that I get to see new parts of the world that I might not have had the chance to see on my own as well as form new relationships with other planners and suppliers while on those trips. The challenges come in with planning small and large events in spaces that I am not 100% familiar with or have only seen on one site visit and being tasked to provide a stellar event. But even with all of the challenges in the world against me, I would never change the ability to travel for my job and provide those events and experiences for my clients and staff.

With this summer flying by, I challenge you to maximize those relationships that we have in the industry with those other destinations. We can bring our business to their locations as well as help them bring their business to our home in Wisconsin. MPI has provided us with a great resource in being able to reach out to other destinations and really strengthen those relationships within our industry.

Let's also not forget about our local relationships here in Wisconsin. Before we know it, it will be fall again and we will be back to the swing of our regular MPI schedule. Let's not lose focus on why we are in this industry and a part of MPI-WI and take advantage of those that surround us and are there to help.



Nicole



*"Coming together is a beginning, staying together is progress,
and working together is success." - Henry Ford*

{MADISON, WI}

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2015 *Denim* & DIAMONDS

MPI-WI Awards Gala • Thursday, September 10, 2015
Glacier Canyon Conference Center at the Wilderness Resort, Wisconsin Dells, WI

Register and reserve your room TODAY to join your fellow members in a night of celebration – celebrating members, volunteers and chapter accomplishments.

DATE: Thursday, September 10, 2015
LOCATION: Glacier Canyon Lodge at the Wilderness, Wisconsin Dells
ROOM RATE: \$99.99 + tax
CUT-OFF DATE: September 3, 2015
CALL: 855-658-9373, reference MPI-WI

The day will include an education program (watch mpiwi.org for details!), a reception, fabulous dinner and awards program. You'll have your chance to win wonderful raffle prizes and participate in both live and silent auctions. Try your luck with the Diamond Ticket, available for purchase in advance or onsite. This \$25 ticket allows the winner to select one of the live auction items BEFORE the live auction starts. Last year's winner won a stay at Ceasar's Palace in Las Vegas!

We will end the night with fun and games at the afterglow. I recommend you brush up on any games that involve a red solo cup!

So, be creative, break out your bling and pair it with denim if you would like. The team is looking forward to a fabulous evening of networking and celebration. Hope you will join us!

Register Today!



President's Column



Tom Graybill
*President
MPI Wisconsin Chapter
Tri-Marq Communications, Inc.*

Volunteering really is the key to unlocking all that MPI-Wisconsin can do to boost you and your future aspirations.

Hello MPI-Wisconsin! I am excited and honored to start my term as President of your chapter. And let there be no doubt, this is YOUR chapter. We on the board work to serve you, educate you, and connect you to people who can make your job easier so you can better serve your clientele. MPI-Wisconsin is one of the best chapters in the world in volunteerism, and our new board is no exception. I begin my term with a great team. These are the people who have stepped up to put their talents to work on your behalf, to better our chapter and our profession.

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VP Membership
VP Finance
VP Communications
Director – Monthly Programming
Director – Special Education Projects
Director – Awards, Scholarships & Recruitment
Director – Member Care
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Brenda Toler – Wisconsin Restaurant Association

Frost Williams – Visit Milwaukee

Maria Peot – Milwaukee Area Technical College

If you know a board member, thank them for their service to your Chapter. And if you haven't met everyone on the board yet, I encourage you to reach out. The board is more than just a governing body; it is your link to answers and connections you can use to further your career.

Volunteering really is the key to unlocking all that MPI-Wisconsin can do to boost you and your future aspirations. Taking that next step in your membership is easy and can be convenient even with the busy schedules that all of us have. What skills can you bring to the table? There are many ways to help – from writing an article to selling raffle tickets to being on an event committee, etc. – and you help yourself when you help MPI-WI by making connections that will benefit you throughout your career.

You can contact anyone on the board to find out more about the many ways you can chip in. And my email is always open – tom@trimarq.com

As we look down the road, this term will provide many opportunities to connect, learn, and grow in your careers. Starting with MPI's World Education Congress (WEC) in August in San Francisco, to our Awards Gala at the Wilderness Resort in Wisconsin Dells in September, and then the Great Lakes Educational Summit, our event with MPI-Indiana and MPI-Michigan held this year in Milwaukee in November, this will be a fantastic year to be part of MPI-Wisconsin. I encourage you to get the most out of being a member of our great Chapter, and tell others of the relationships – both business and personal – that are the hallmark of our organization.

I am proud of your Chapter, and proud and humbled to be serving you as your President for 2015-2016.

MPI Kicks off Spring with a Successful Education Day!

Written By: Maria Peot and Liz Unruh



The 2015 Spring Education Day kicked off on Tuesday, May 5th at The Pfister Hotel's Blu on the 23rd floor of the hotel. Rookie and veteran members battled it out as Blu-tenders, raising money for MPI-WI. All tips collected and 10% of sales were donated back to our chapter by The Pfister Hotel. Attendees munched on a Cinco de Mayo themed buffet of nachos with all the fixings and Bloody Mary shrimp shooters, among other tasty apps! Members and guests also had the chance to try out a new iPad and iPhone app called Snapifeye, which allows attendees to brand and share event photos through various social media channels.

The next morning, members and guests gathered again at the Pfister Hotel bright and early for a breakfast of egg frittata, fruit and yogurt parfaits, bakery treats, coffee and juice while perusing the table top exhibits set up by our Strategic Alliance Partners.

The morning keynote speaker was Dan Holdridge. He shared with us his amazing story of being a 9/11 Pentagon survivor. He showed us the power of appreciation, and how we should

never take the people in our lives or the time we have on earth for granted. He taught us that each of us should try to make a positive contribution in our lives and in the lives of others. We also learned that we all have a 9/11 of different degrees in our lives; we all face different challenges, and how we respond can impact the rest of our lives.

Following Dan's poignant session, the group had a quick break, enjoying refreshments and salted chocolate butterscotch cookies provided by the Pfister Hotel, and then went straight into a Corporate Social Responsibility activity. MPI-WI suppliers, members and guests were asked to donate travel sized toiletry items, journals, games, tote bags and stuffed animals to our activity. Attendees then filled the tote bags with these items, creating a "hospitality bag" for the families staying at the Ronald McDonald House of Eastern Wisconsin. Attendees also had the chance to decorate cards with inspirational messages to add to the bags as well. Thank you to everyone who donated items and participated in this activity!



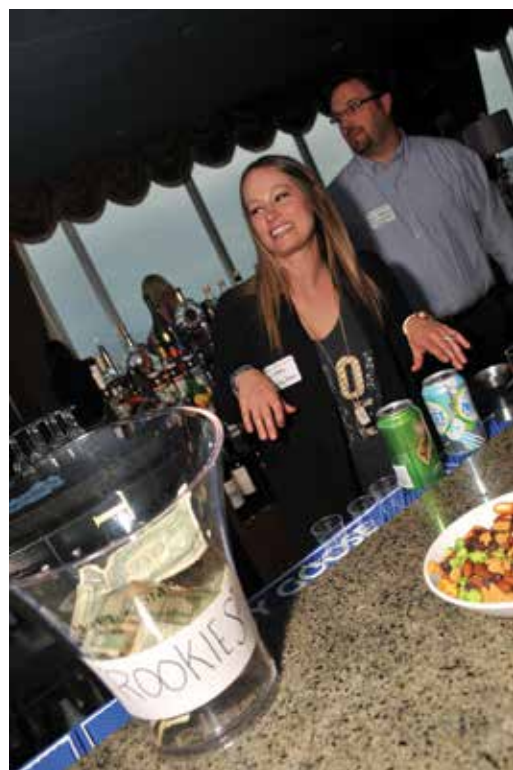
Next, MPI International Chairman of the Board Kevin Kirby presented a general session on understanding how to engage today's event attendees. He shared with us how to market meetings and events in order to increase event attendance. His experiences at large corporations such as Disney and Hard Rock, along with his knowledge about how to keep attendees engaged was refreshing and motivating!

The group returned to the Imperial Ballroom for a unique, three-course lunch of bacon and eggs risotto, local greens with roasted corn and lobster cake and gluten-free chocolate banana s'mores tart. After filling up on these tasty dishes prepared by the Pfister Hotel culinary team and networking with fellow attendees, the

2015-2016 Board Installation took place, followed by a volunteer activity led by incoming MPI-WI President Tom Graybill.

Following lunch, attendees had the chance to attend one of three breakout sessions led by fellow MPI-WI members. Building Partnerships with 3rd party Meeting Planners consisted of a panel of three which consisted of Michelle Eggert, Becky Stevens and Laura Scott. Attendees were able to ask any questions of the panel that they wanted to. It really allowed attendees to understand the third party role and how to improve relationships with them.

Another breakout was Hybrid Meetings where attendees learned how to host a hybrid meeting. The session also discussed the →



pros and cons of streaming an event. The last breakout session was CMP 101 which consisted of a panel of current CMPs discussing the exam. Some of the specific topics discussed were the certification process, deadlines, exam scheduling, exam structure, study materials and study group options.

To wrap up the day, we had a closing keynote session presented by Tracy Stuckrath. Her session was titled "Perfect Pairing: Meetings & Food." She stated that meeting planners spend more than \$54 billion a year on food and beverage at corporate meetings and events. It is hard to believe, but food can really make or break the event or convention. This was an interactive session which taught us the latest trends in food and beverage around the world, and how it can be paired with the attendees needs. While listening to the session, attendees enjoyed a healthy snack of dark chocolate chips, aged cheddar cheese, crackers and sliced pears.

A big thank you to all those who made Spring Education Day a great success! This includes our Strategic Alliance Partners, event sponsors, our host the Pfister Hotel, guest speakers, the planning team and all of those who attended! ▴





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Opportunities this Past MPI Year

By: Carmen Smalley, CMP

What kind of opportunities did you create this year with MPI? Last summer around this same time I was starting my Presidency and asked what new opportunities would you create with MPI. Perhaps some of you attending more meetings that you have in the past, perhaps you volunteered on a committee, maybe you lead the committee, and maybe you even took the big plunge and now you are serving on the board.

No matter what opportunity you took I want to say thank you for taking it. Sometimes it is scary to take on something new, commit more time, or even just raising your hand. But you did it and hopefully you will see the benefits of either doing something different at work, making a connection with a friend or at work, or perhaps you are off to learn a new skill. No matter what you did you contributed to our chapter's success. Without our volunteers this chapter would not be as strong or as influential as it is.

APRIL EDUCATION DAY

In April at the Tundra Lodge in Green Bay not only did we have the pleasuring of hearing about new apps from James Spellos but we also celebrated the first North American Meeting Industry Day. NAMID for short was a collaboration with Meetings Mean Business and trying to keep how important meetings are to the economy. Luckily for our chapter, we already had our monthly educational meeting selected for the same date that was selected. We were one of 22 chapters that was able to participate in recognition of the day. Thank you for our friends and Meeting & Incentives as they reached out to Governor Walker for a proclamation which we received. There was also a proclamation from Mayor of Milwaukee Tom Barrett. We hope to involve more government officials next year as we wait to hear from International on an official date for 2016.

SPRING EDUCATION DAY

April moved us right into May Education Day hosted by Pfister Hotel in downtown Milwaukee. The event started off with a fantastic fundraiser in Blu. We had celebrity bartenders matching up a rivalry between the veterans and the rookies. Not only were all the tips donated to MPI education but proceeds from the sales also were donated to MPI. The chapter raised a little over \$300 and the veterans won by 35 cents. Thank you to the Pfister for setting us up with the fundraiser and thank you to all those that participated.

Education Day consisted of a couple general sessions. One of the speakers was Kevin Kirby who visited us from MPI International. There were also various breakouts held throughout the day.

JUNE GOLF OUTING

The June golf outing was a lot of fun and a great success. As the golfers took to the Cold Water Canyon course at Chula Vista those who were not interested in golfing partook in a Ducks ride, lunch on the river, and painting. This year we mixed it up a bit by offering education the day of the golf outing. Knowing so many planners need to justify being out of the office, we brought in Tyra Hilliard to tell us about the "Law of Doing Good Things."

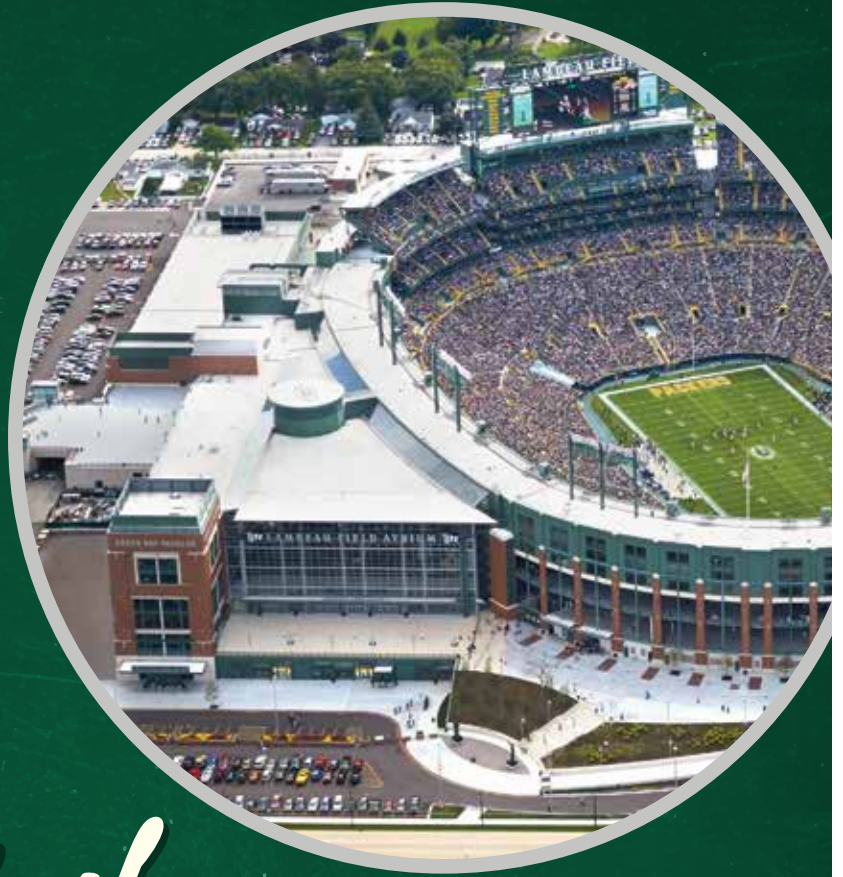
We are ending the MPI year with some great education content and with some fun events. We look forward to the summer socials coming up in Madison, Oshkosh, and Milwaukee. Remember the summer socials are free of charge to members and non-members so make sure to bring a friend. ▀

April Education Day!



May Community Outreach





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What's New For Meetings In 2015 At the Beaches of Fort Myers & Sanibel

By: Lee Rose – Communications Manager

LEE COUNTY, FL – In addition to great weather, shell-drenched beaches and the sparkling Gulf of Mexico, The Beaches of Fort Myers & Sanibel in southwest Florida is the ideal setting for meetings.

With easy access via Southwest Florida International Airport (RSW) and expertise in serving small to mid-sized corporate, incentive, association and special market groups, the destination offers unique off-site events, recreational options and an array of dining experiences. In addition, the area's experienced Visitor and Convention Bureau (VCB) staff offers one-stop solutions throughout the entire planning process. Experts can assist with site selection, pre-meeting planning, attendance-building support, marketing materials, spouse and youth activities and complimentary conference services. The Beaches of Fort Myers & Sanibel in southwest Florida includes: Sanibel Island, Captiva Island, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer islands, North Fort Myers, Lehigh Acres. A comprehensive media kit and images are available upon request. For details on planning a meeting, visit www.fortmyers-sanibelmeetings.com

Here is the latest meeting news and updates from:

FORT MYERS

Sanibel Harbour Marriott Resort & Spa has completed renovation of its meeting space with new carpet, vinyl, lighting,

draperies and resurfaced air walls. The resort's yacht, the Sanibel Harbour Princess, has been painted and new carpet has been installed. The marina has also been renovated. www.SanibelMarriott.com

In downtown Fort Myers, a **Sheraton** has been approved to begin construction June 1, 2015. The hotel will include 225 rooms on nine floors, plus 6,000-8,000 square feet of additional indoor meeting space, including a fourth-floor pool terrace and a restaurant. The new hotel will complement the Harborside Event Center. The City of Fort Myers will make significant upgrades to Harborside Event Center which currently includes 30,000 square feet of indoor meeting space. www.harborsideevents.com

SANIBEL ISLAND

Sundial Beach Resort & Spa has completed a multi-million dollar renovation that includes a state-of-the-art fitness center, a Pizza Kitchen, on-site market and deli, new soft tennis courts, and much more. The pool bar and main pool deck area will undergo a total renovation with upgraded enhancements. Following the renovation, the "Sundial Buddies" Kids' Camp and Sanibel's Sea Camp for Kids will also be launched. www.sundialresort.com

CAPTIVA ISLAND

At **South Seas Island Resort**, completed renovations include a new roof and air conditioning in the conference center, new

chairs, tables, chafing dishes, and other banquet/meeting supplies. The tiki bar at the resort pool complex has been added. Renovation in the beach villas include updated TVs, couches, etc. Banquet menus have been revised. Group/incentive guests should expect an almost entirely new meeting experience at the resort.

www.southseas.com

BONITA SPRINGS

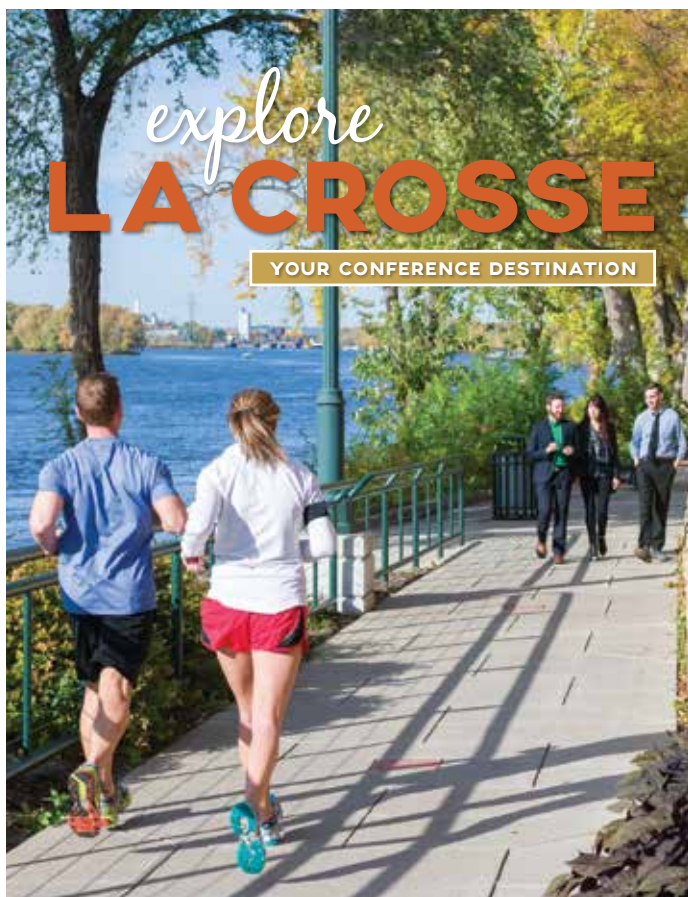
The Hyatt Regency Coconut Point Resort and Spa in Bonita Springs has completed a \$2.4 million renovation of its ballroom and accompanying foyer. The 14,000 square-foot ballroom has a new look that features LED lighting, neutral wall coverings, digital signage, dramatic glass light fixtures, contemporary furnishings and artwork. The Calusa ballroom provides meeting and convention space for up to 1500 people with space in the pre-function and terrace areas holding up to a combined 1350. Voted "Best Conference and Meeting Hotel" by *Gulfshore Business Magazine*, the property provides more than 70,000 square feet of indoor and outdoor space for business and social gatherings. Features include on-site event professionals, advanced audio visual technology and an award-winning culinary team.

www.coconutpoint.hyatt.com

CAPE CORAL

The Westin Cape Coral Resort at Marina Village is adding additional amenities to its 25,000-square-feet of meeting space including four new breakout rooms and expanded broadband capabilities. The four new breakout rooms accommodate up to 49 guests and feature expansive, uncovered outdoor terraces overlooking Tarpon Point Marina. Utilizing Westin's signature clutter-free meetings, streamlined stations will provide paper, pens, and beverages to keep work space neat and clean. Along with these upgrades, the resort has created new partnerships with local vendors to maximize group experiences such as customized tours of the nearby Wicked Dolphin Rum Distillery and chocolate and truffle classes at local chocolatier Irresistible Confections. The resort can also coordinate group outings to the local Palmetto Pine Country Club, where all guests of the resort will receive a 10 percent discount on the one-of-a-kind BBQ donut boats located directly at the Tarpon Point Marina. Outside the meeting room, guests can enjoy a lagoon-style outdoor pool, a full service marina with water sports, complimentary bike rentals, clay tennis courts, sightseeing cruises, world-class fishing, as well as a complimentary water taxi directly to Fort Myers Beach.

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MPI-WI Summer Socials

SAVE-THE-DATES!!

FREE networking events for MPI-WI Chapter Members and Guests!

LIVE Music! Hors d'oeuvres & Beverages! Join your fellow MPI-WI chapter members at this FREE event and enjoy great music and a beautiful summer evening. This is a great time to touch base with your clients, colleagues and friends! Bring a blanket and a guest and join us for a night of music and fun! Please RSVP via the MPI Facebook Events page. Members...bring a Non-Member and be entered into a drawing for a prize the evening of the event.

Madison

July 29, 2015

MPI-WI Summer Social at Madison's Concerts on the Square

Meet at the Greater Madison Convention & Visitors Bureau office at 615 E Washington Avenue, starting at 5:00 p.m. Free parking is available in the GMCVB parking lot. Look for the MPI-WI Summer Social sign. Head to the Concerts on the Square at 5:15 p.m. sharp! Casual dress, no rain date – weather call is made at 3pm.

Hosted by the Greater Madison CVB



Oshkosh

August 6, 2015

MPI-WI Summer Social at the Waterfest by Rocking the Fox!

Meet in front of the Oshkosh Convention Center directly across from Best Western Premier Waterfront Hotel around 4:30 p.m. (more details to come). Look for the MPI-WI Summer Social Sign.

Anyone who RSVP's for this event by August 3rd will be on a prepaid list and their entrance fee will be complimentary. Photo ID is required to receive entry. Gates open at 6pm. Bands start shortly after gates open. Line-up is Copper Box, Cigar Store Indians, and headliner Todd Rundgren.

Hosted by Oshkosh CVB and Best Western Premier Waterfront Hotel and Convention Center



Milwaukee

August 20, 2015

MPI-WI Summer Social at Milwaukee's Jazz in the Park

Meet at the Belmont Tavern at 784 N. Jefferson St. on Cathedral Square, starting at 5:30 p.m. There are parking garages nearby and street parking available as well. Look for the MPI-WI Summer Social sign. Head to Jazz in the Park at 6 p.m. sharp!

Hosted by Visit Milwaukee





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»»» visitmilwaukee.org/meetings



PICTURE PERFECT MEETINGS & EVENTS IN FLORIDA'S PARADISE COAST

Naples, Marco Island & the Everglades

By JoNell Modys – PR and Communications Manager

Meeting planners are increasingly sold on Florida's Paradise Coast as a location for meetings, conferences and incentive gatherings. The beauty of the destination and its diverse range of locations, services, support and activities for attendees set the stage for picture perfect events. The Naples, Marco Island and Gulf Coast Everglades area provides the perfect backdrop for groups, conferences, association meetings and more. Planners are attracted to the many values available at the area's excellent hotel and resort-based conference facilities, and the area's small city charm is enhanced by world class amenities often found only in much larger destinations.

White sand beaches, golf, fishing, boating, kayaking, nature preserves and wildlife are all in abundant supply, and serve as perfect backdrop for leisure activities or for team building scenarios. There is also an excellent choice of shopping, dining, attractions, and world-class arts and cultural offerings to occupy meetings attendees and their families. Combine all that with the area's top-notch selection of meeting and conference facilities, and it's easy to understand why the area is coming on strong as an increasingly popular meetings destination.

CONVENIENT AIR SERVICE AT SOUTHWEST FLORIDA INTERNATIONAL

Air service via most major air carriers is available to Southwest Florida International Airport (RSW) in Ft. Myers just north of Naples. There are 45 non-stop destinations on 17 different carriers, with a good selection of new routes recently added.

CVB PROVIDES INFO FOR MEETING PLANNERS

The destination's website has a Meeting Planners section, www.paradisecoast.com/meetings, devoted to information on resort and hotel-based conference facilities, service providers and nearby off-site group activity venues. Visit now for a look at group specials and rates at area hotels and resorts, and to access the useful Group Attendance Push (GAP) tool set to reduce the gap between meeting bookings and attendance. Tools include photos, video clips, banner ad templates and links for ordering maps, guides and other collateral materials.

TOP NEWS FROM PARADISE COAST HOTELS

Marco Island Marriott Beach Resort, Golf Club & Spa

is one of Southwest Florida's most luxurious beachfront properties, offering guests superior service, an unbeatable

Gulf front location and topnotch amenities for all ages. It is also located in a highly coveted destination as Marco Island was named the #1 island in the U.S. and 4th in the world by the 2014 TripAdvisor Travelers' Choice Islands Awards. Despite already attracting travelers from around the globe, Marco Island Marriott constantly strives to raise the bar for itself. Following a major \$275 million resort renovation and redesign in recent years – the largest in Marriott history – the Marco Island Marriott has since invested \$1.5 million to upgrade its Fiji presidential suite and has just completed a \$4 million renovation of The Rookery, one of its two championship golf courses. The Rookery's upgrades take the resort's golf product from award-winning to legendary. The resort will start a \$250 million expansion project in mid 2015 that will include a revamped lobby, guestroom enhancements and an entire new wing for expanded meeting space, 94 additional guest rooms (for a total of 810) and a new restaurant. The resort will be open as of December 31 with 716 guest rooms while work continues on a new tower and meeting space. Full completion and the resort's emergence as the JW Marriott Marco Island Beach Resort – the first JW Marriott beach resort in the U.S. – is scheduled for January 1, 2017. Full details for meeting planners are available at www.paradisejw.com.

The resort formerly known as the Waldorf Astoria Naples has rebranded as **Naples Grande Beach Resort** and with a change in ownership and management, has completed an \$18 million makeover of guestrooms, meetings space and dining options. A new signature restaurant, Catch of the Pelican, is focused on fresh, local seafood. The resort's Naples Grande Golf Club continues to offer guests excellent options for group tournaments and recreational outings for resort guests.

Delray Beach-based Ocean Properties Ltd. & Affiliates purchased the 125-suite **Edgewater Beach Hotel** in late 2013. The Gulf-front resort has 2,600 sq. ft. of event space and can accommodate groups of up to 80 guests. For over 30 years, the Edgewater Beach Hotel has welcomed guests to an intimate all-suite hotel that embraces the casual luxury of Naples. Nestled on a seven mile stretch of white sand beach on the Gulf of Mexico, the intimate retreat features 125 elegantly-appointed suites with private balconies, modern kitchens and a host of residential-style comforts.

LaPlaya Beach & Golf Resort has announced that the million-dollar overhaul to their world-class meeting and event space is officially complete. The overhaul included extensive enhancements to both the Vanderbilt and Bayview Ballrooms and Terraces, community spaces surrounding the conference center,

as well as the restrooms and famous "lantern lane." No details were spared revamping the resort's extravagant event space, boasting spectacular waterfront views, while protecting the legacy and charm of this luxury beachfront resort.

The Ritz-Carlton, Naples beach resort emerged October 1, 2013 from an unprecedented re-mastering of the entire resort. New guest rooms will resemble a luxurious, residential beach home. The effect brings the beauty of Naples' coastal environment indoors, with warm blues, greens and grays inspired by the Gulf of Mexico and its surrounding landscape. The Ritz-Carlton's sophistication plays into the design with clean lines and upscale fabrics that appeal to both traditional and modern tastes. On the culinary front, three of the resort's restaurants were fully re-mastered by New York-based design agency Blue Plate. The Ritz-Carlton, Naples is a favorite wedding destination and as such the resort's Artisans "princess ballroom" were brightened with soft silvers, whites and light grays to resemble an elegant jewel box. Taking a cue from diamond wedding bands, new chandeliers were added to the space and a restructuring to areas of the floor plan helps to expand the room while enhancing access to the resort's numerous outdoor event venues.

The Inn on Fifth, located along the prestigious Fifth Avenue South in downtown Naples, has expanded by building 32 all-new suites at Club Level. The new rooms and meeting facilities are located in a brand new, three-story building directly across Fifth Avenue from the Inn's current landmark location. The Club Level suites, which range from 550-900 square feet, offer guests a separate check-in, private rooftop hot tub and sunbathing area with a spectacular view over downtown Naples, as well as buffet breakfast, afternoon tea, afternoon snacks, and evening cocktails and appetizers. The new building also features a 1,000-square-foot board room, which increases the Inn's meeting space to nearly 9,000 square feet. The first floor of the 40,000-square-foot building features retail space, including JP Morgan Chase and a Boston Proper women's retail store. The main hotel has also undergone an extensive renovation with new guestroom and meeting space décor and a new lobby design, for a total investment of \$18 million in enhancements.

The Naples Beach Hotel & Golf Club has completed its latest phase of renovations and enhancements. This \$5 million phase includes the opening of a new Gulf-view ballroom that features spectacular panoramic views of the Gulf of Mexico. It also included the complete renovation of the remaining guest rooms in the resort's Florida Wing, and the complete renovation of the resort's Gulf-side meeting rooms and pre-function space. With the completion of these guest rooms, all of the →

resort's 317 guest rooms and suites have been renovated and remodeled over the last three years. The 125-acre resort, which features 34,000 square feet of first-class meeting space, plus many beautiful outdoor venues, is located directly on the beach with an on-site championship golf course, a world-class spa, and an award-winning tennis center.

TEAM BUILDING

The Dolphin Explorer cruise boat, with two daily departures from Marco Island allows teams of participants to serve as citizen scientist dolphin researchers. Teams work with a naturalist on board to collect data, photograph and log activities of the resident bottlenose dolphins that live in the estuaries surrounding Naples and Marco Island. This rewarding and challenging experience provides education, fun and team challenge opportunities.

OFF-SITE VENUES PROVIDE AN EXOTIC ARRAY OF CHOICES

Pure Naples, based at Tin City in downtown Naples, offers group experiences on-the-water, including sightseeing tours for large or small groups, thrill rides on the jet boat ODIN, group fishing charters, as well as boat and Jet Ski rentals. Pure Naples recently teamed with Sea Excursions to provide a one stop shop for planning and executing the perfect on-the-water and island experiences for groups in the region including trips to a private island.

The Conservancy of Southwest Florida has long been a leading family attraction in Naples. The attraction's Nature Center has recently reopened after completing a major renovation and state-of-the-art sustainable facility enhancement, making the Conservancy one of the greenest nature attractions in the country. Spaces are available for group functions and events. Renovated and new buildings on the campus meet the U.S. Green Building Council's LEED standards and the center utilizes an integrated energy consumption approach through geothermal cooling, solar, LED lighting and "smart buildings" technologies. The Conservancy's campus provides the perfect setting for green-themed meetings and events.

Within convenient reach of Naples and Marco Island's hotel-based conference facilities, there is an eclectic array of off-site group function venues. One of the most striking is **NGALA**, a private wildlife preserve with a luxurious tented facility where live African animals, fine food and spirits, music and adventure bring your group dinner functions to a whole new level of unforgettable experience. New at NGALA is Walter the white rhinoceros. In addition to providing camel rides and giraffe

feeding experiences NGALA Wildlife Preserve is now also providing the unique opportunity to pet a white rhinoceros.



"Walter" a 3-year old Rhino is only half grown and already weighs 2,800 lbs. When full grown, he will weigh 7,000 lbs, be 6.5' tall and 14' long. Guests are always amazed when they put their hands on him and realize what a gentle giant that he is. NGALA Wildlife Preserve is one of a select few facilities in the country that has obtained special permission from the government to allow this activity. In addition to the African Safari theme, an Everglades adventure theme is also available for events at NGALA, as well as custom team building scenarios.

Naples Botanical Garden is a world-class tropical garden paradise called "Gardens with Latitude" featuring the plants and cultures found along 26-degrees latitude North and South. The attraction includes cultivated gardens of Brazil, the Caribbean, Asia and Florida, a water garden and a hands-on interactive Children's Garden along with 90-acres of beautifully restored natural Florida habitat with hiking trails and a birding tower. Naples Botanical Garden is available as a venue for meetings, conferences, receptions and dinners. The lush backdrop of the beautiful garden with vibrantly colored flowers makes a picturesque tropical paradise backdrop, all just ten minutes from downtown Naples. The newly remodeled **Windstar Garden Room**, a 4,000 square foot air-conditioned space, can accommodate up to 125 guests.

Naples Zoo hosts corporate and social group functions that incorporate the property's extensive botanical gardens as well as the AZA-accredited zoo's animals and programs. Set up a tent for a formal dinner event in Rain Forest Grove, or provide a ride aboard the zoo's Primate Expedition Cruise, with four pontoon boats that tour the zoo's cage-free primate habitats on islands within Lake Victoria. Safari Canyon is →

available for presentations requiring multimedia support. New features at the zoo include hand-feeding of the herd of seven giraffe, and viewing rare animals including African honey badgers and fosas from Madagascar.

Rookery Bay National Estuarine Research Reserve has a wonderful interactive educational learning center. Included in this space is a state-of-the-art auditorium, break out meeting and classrooms, and reception spaces with views of the mangrove estuary surrounding the Reserve. Nature walks and boat tours of the reserve are available, as are volunteer opportunities to participate in reserve maintenance. All this makes this center an excellent choice for nature related and ecologically-themed events.

The Naples Princess and Marco Island Princess yachts are available for group charters or for public sightseeing or dinner cruises. This elegant large yacht offers inside seating in spacious air conditioned cabins as well as decks for enjoying the sea breezes.

The Naples, Marco Island, Everglades Convention and Visitors Bureau is the official tourism marketing and management agency for Collier County, Florida. The CVB provides meeting planning assistance, guides and support materials online at www.paradisecoast.com/meetings or by calling the meeting planner hotline at 1-800-830-1760. ▲

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Please help us welcome our new members!



Top Five in the World as a Future Leader: At Any Moment in Life IMEX Frankfurt 2015

By: Jennifer Nadolski – Student at Madison College

The moments in life that grow opportunities to learn about yourself and others are tremendous. We must look around and navigate paths every day along with paving paths to create brighter futures. Attending IMEX Frankfurt 2015 as an International University Challenger in the IMEX – MPI – MCI Future Leader Forum is a top five moment in my life. Let me tell you about my experience so you can create your own Future Leader moments.

Where is The International University Challenge? The International University Challenge is held at six selected Future Leaders Forums around the world: MPI World Education Congress in Minneapolis, USA; IT&CM Asia in Bangkok, Thailand; MPI European Conference in Krakow, Poland; Meetings Africa in Johannesburg, South Africa; Poland Meetings Industry Week in Warsaw, Poland and IT&CM China in Shanghai, China.

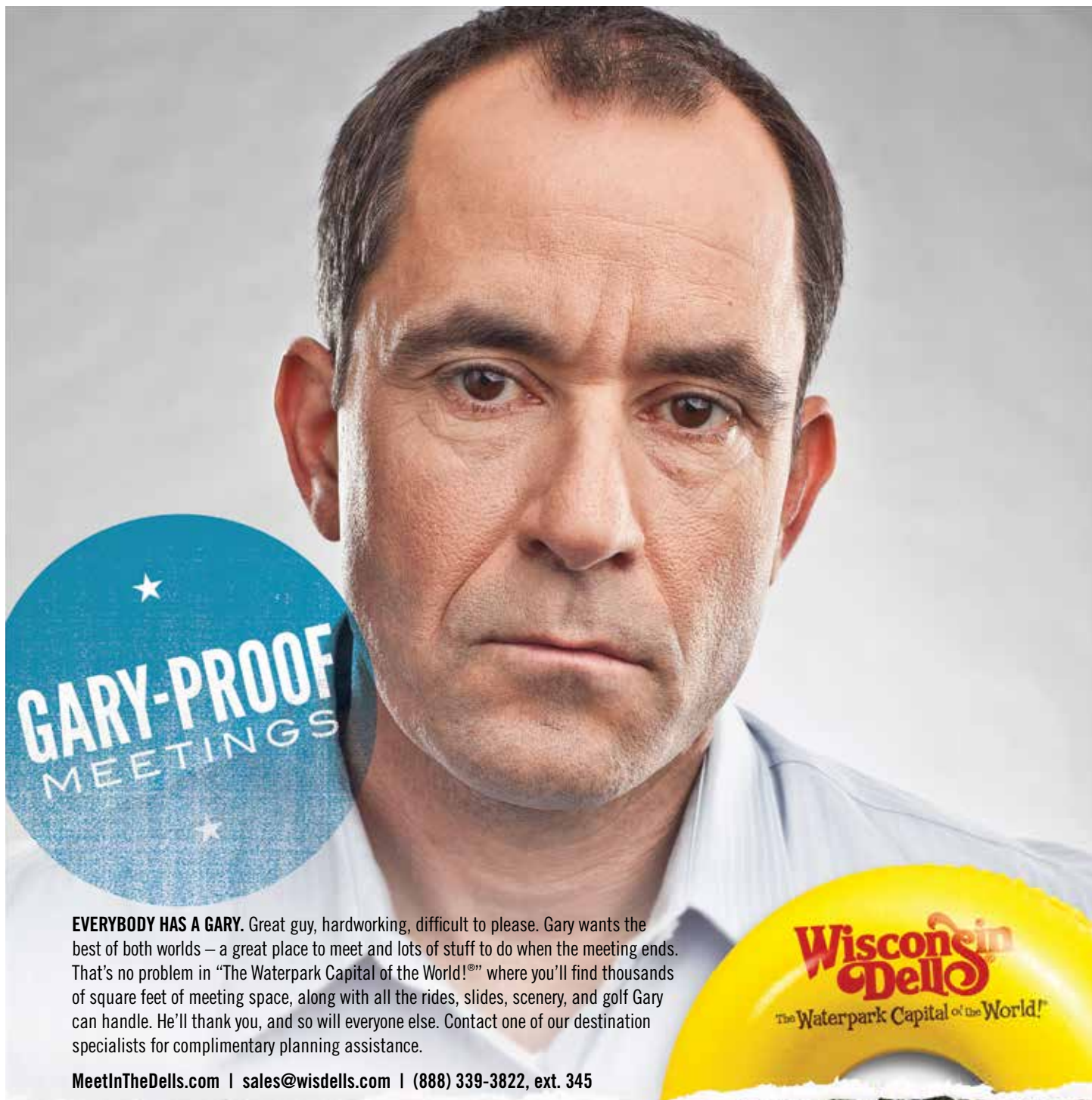
When did I become a Future Leader? I was the winner in the semi-final round at MPI World Education Congress in Minneapolis 2014 as an MPI Wisconsin Student Member. Check out an article I wrote in the *MPI Wisconsin Agenda* 2014 November/December issue online at <http://www.mpiwi.org/AgendaNewsletter>. My future as an industry leader truly began with the Meeting and Event Management Program at Madison College in tandem with the high quality instructors that present curriculum from their hearts directly to the minds of the students; connecting passion and industry standards. At IMEX Frankfurt 2015 my priority was presenting as a competitor in The International University Challenge.

What is the International University Challenge? In this challenge, five regional winners had 10 minutes each to present their bid in front of a jury of industry professionals. The overall winner of the International University Challenge was

announced at the IMEX Frankfurt Gala Dinner and received the MPI Foundation Youth Award. The big question, did I win? I won in a world of ways with the exception of winning the overall competition. Let me share numbers with you to build the global perspective of my journey at IMEX.

Who attends the Future Leaders Forum? 104 registered participants from 27 universities in 13 countries. The majority of participants come from German universities but there are also participants from universities in Austria, USA, Thailand, United Arab Emirates, Poland, Slovenia, UK, China, Netherlands, South Africa and Turkey. In the beginning I was one in thousands of applicants to The Future Leaders Forum around the world, in the end I was one in five. I was at the higher end of the age spectrum as a returning adult student attending part-time while working full-time, balancing a family, and discovering myself as a future leader. Each person brought a variety of knowledge and background that enriched the educational environment. We learned that we are our own experts and that we all share the commonality of being students that have earned the status as "Future Leaders."

Why must everyone be Future Leaders? I am proud to say that as an MPI Student Member I've navigated paths to explore uncharted learning professionally and culturally. I discovered, "I am the expert in finding what people need." It's important to me to implore students to reach out and find their way in the meeting and event profession through their student membership with MPI. Networking locally connects us globally wherever we are navigating life. Be a leader no matter whenever, whatever, whoever, and wherever you find yourself in the world; continue creating your own Top Five Future Leader moments. ▀



EVERYBODY HAS A GARY. Great guy, hardworking, difficult to please. Gary wants the best of both worlds – a great place to meet and lots of stuff to do when the meeting ends. That’s no problem in “The Waterpark Capital of the World!” where you’ll find thousands of square feet of meeting space, along with all the rides, slides, scenery, and golf Gary can handle. He’ll thank you, and so will everyone else. Contact one of our destination specialists for complimentary planning assistance.

MeetInTheDells.com | sales@wisdells.com | (888) 339-3822, ext. 345



Are You Going to Eat That? The Law of Food Donation

By: Tyra Warner Hilliard, PhD, JD, CMP



What is the best part of a meeting? Ok, the people. But the second best part is the food. The wonderful, colorful, delicious, sometimes exotic food. But no matter how well meeting planners estimate food and beverage guarantees, there is often food left over that never reaches the table.

When asked if the unused food can be donated to a local food bank, homeless shelter, or other group, hotels, caterers, and restaurants often reflexively say no...“because of the liability.” The truth is—there are federal and state laws that specifically protect organizations and people who donate food to charitable organizations.

The federal Bill Emerson Good Samaritan Food Donation Act specifically states that an organization “shall not be subject to civil or criminal liability” for donating “apparently fit” food “in good faith to a nonprofit organization for ultimate distribution to needy individuals.”

It’s not that the hotels are being dishonest when they say they can’t “because of the liability.” There is a risk of liability, but only if there is gross negligence (think: not keeping perishable food cold) or willful misconduct (think: poisoning food). Generally when hotels say they can’t, they really mean they won’t. It’s more of a policy than a legality.

Did you know that the U.S. food supply provides 3,800 calories a day per person (and I would venture to say I eat more than that at some meetings!). That’s more than one and a half times our average daily energy needs. Yet 40% of food in the U.S. today goes uneaten at a time when one in six people in Americans are food insecure. Helping fix that problem seems worth a calculated and mitigated risk to me.

The best thing a meeting planner can do is come to negotiations prepared with a food donation plan and partner. Hotels and caterers are often not in the position (or the business, for that matter) to transport unused food to a homeless shelter, soup kitchen, or other entity, but many charitable organizations will pick up food for donation. ▀

Working together, we can minimize waste and liability. To get started, follow these action steps:

Planners:

- Check Feeding America www.feedingamerica to find a food bank in the meeting destination.
- Include food donation in your RFP and contract language.
- Check with insurer and legal counsel about the procedures to follow and contract language to minimize risk.

Suppliers:

- Check food donation guidelines like those at www.cityharvest.org
- Check with insurer and legal counsel about the procedures to follow and contract language to minimize risk.

Planner Profile: Nicki Bowling

Marketing Manager Americas Vacon

How long in the meetings industry? 16 years

How long in MPI? 6 years

Tell us about your company and/or position: Driven by a passion to develop, manufacture and sell the best AC drives in the world — and nothing else, I am an energetic and skilled marketing leader focused on the Americas marketing and branding actions for Vacon, the fastest growing AC Drives manufacture in the world.

Vacon is a global supplier of AC drives with R&D and production facilities in Finland, the USA, China and Italy, and sales offices in over 30 countries. I enjoy sharing the Vacon brand, driving the spirit and sharing the passion of the company strategies to build and strengthen the brand, grow relationships and educate customers, distributors and communities on our company and AC drive products.

Teams or projects that you have worked on for MPI or would like to be involved with: I currently am not on any committees but look forward to offering my event organization and creative skills for future opportunities.

Tell us about your family: One son, Thomas, who is 7.

Where were you born? Madison, WI

Where do you currently live? Port Washington, WI

Favorite Pastimes: I enjoy traveling both domestically and internationally, spending time with family and shopping for that “great” bargain.

Favorite Musical Group: Country Music

Dream Vacation: I have had the opportunity to visit many memorable locations but still on the bucket list are Costa Rica, Australia, Fiji and Alaska. In addition, I have been to Italy many times but always enjoy my time there as well!

Words to live by: It’s all About the Attitude!

Special personal accomplishments: While with Vacon I have had the pleasure of organizing many memorable events, however there are four that are particularly near and dear to my heart.

Throughout 2010 and 2011 North America was introduced to Vacon AC Drives products through the DriveAhead™ Road Show Tour, which was a 53’ double expandable semi-trailer that toured the USA and Canada offering product insight, training, application and solutions for all that visited. It really helped to put us on the map! In 2013 will continued the momentum and hosted our first DriveAhead™ Forum event for customers, distributors and

internal associates. In the hill country of San Antonio, this event shared with attendees the true Vacon passion and spirit, adding in a bit of Texas flare, while educating all on our AC drive product offerings. As they say, everything is bigger in Texas and this event set the stage for many monumental endeavors in the future.

Most recently, in 2014 Vacon North America shared our 20 Year Anniversary with employees through a surprise roaring 20’s celebration. It certainly was the “bee’s knees” and a night to remember for all. The famous 1920’s Valencia Ballroom in York, PA proved to be a perfect setting for “Putting on the Ritz” – Vacon style. It was exciting to see everyone all “spiffy” and “dolled” up for the event. A wonderful meal followed by the playing of numerous casino games and dancing to the jazz tunes of the Slick Hamptons was great entertainment for the evening and left us all with many memories.

Lastly Vacon hosts a yearly incentive event, The Vacon ICON for our sales staff that is like no other I have ever been involved with. This event celebrates the success of our top sales performers however, adds that special mix of class, passion and spirit bringing all winners and their guest to a very luxurious destination. I fully enjoy the challenge of each company event making it more memorable than the last and truly have been blessed to be part of such a special organization to share such great celebrations of life with our Vacon team, customers and partners.

What else would you like other MPI members to know about you? I have enjoyed being part of MPI and look forward to many opportunities through colleagues both in Wisconsin and around the globe. With my role as Marketing Manager Americas I do wear many hats, but the events and meetings piece is truly the best part of the day. Seeing a guest “experience” Vacon for the first time by listening to our “Driven by Drives” song, sipping on the company “Blue” cocktail or enjoying the first bite of Vacon logo’ed dessert, really brings a smile to my face. It is about the attitude as well as the entire experience and I am grateful to be part of it all! ▴



Food for Thought:

Banquet Chef Christopher R. Strike

Wilderness Resort, Wisconsin Dells, WI



**ASIAN BEEF SALAD WITH CILANTRO,
SCALLIONS AND SESAME SEEDS**

Ingredients

- 1 tablespoon sesame seeds
- 6 cups chopped Romaine lettuce
- 4 cups cooked shredded beef
- 1 cup shredded carrots
- 3 scallions, chopped
- 1/2 cup chopped fresh cilantro leaves
- 2 cups reduced-sodium chicken broth
- 2 tablespoon rice wine vinegar
- 3 tblsp. sesame oil
- Salt and pepper

Directions

Place sesame seeds in a small skillet and set pan over medium-low heat. Cook 1 to 3 minutes, until just golden brown, shaking the pan frequently to prevent burning. Remove from heat and set aside.

Place lettuce in a large bowl (or divide onto individual dishes). Top lettuce with beef, carrots, scallions and cilantro.

In a small bowl, whisk together broth, vinegar and sesame oil. Season with salt and pepper, to taste. Pour mixture over salad, and top with toasted sesame seeds. Serve immediately.

This can also be served with a garnishment of fresh rice noodles or if you like some crunch, try chow mien noodles.

Yield: 6 portions



Head Banquet Chef Christopher Strike oversees all of the food production at the Glacier Canyon Conference Center at the Wilderness Resort. Raised in Wisconsin most of his entire life, he decided to pursue a career in the culinary field.

Chef Strike enrolled in the FVTC culinary program in Appleton, Wisconsin back in the late 1980's, as he felt that this was a career with a lot of potential and wide spread opportunities. After school he moved on to work in Chicago where he learned the skills of fine dining and was able to elaborate on the skills that he had acquired in school. He studied under many certified chefs while in Chicago and knew that he had made the right decision.

He moved back from Chicago to work as a Sous chef for a few years in a Hotel chain located in central Wisconsin, and eventually landed in Wisconsin Dells area. Chef Strike found work in local bakeries and worked in a local casino as a Banquet Sous chef where he really came into his own element. He decided after some time to join the team at the Wilderness Resort when they introduced the Glacier Canyon Conference Center facility, knowing this would be an opportunity to provide quality service and superb cuisine at a beautiful new venue for the area.

Chef Strike has catered to many high profile events, and hundreds of group events from 5 to 800 attendees. He has been able to broaden his ideas of how to operate not just as one entity but as a close circuit of operations that function as a team to give the customer a great experience. He believes that although this business is always changing, it still relies on the old concepts of simple customer service. ▀



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Planning a successful meeting is about more than just great facilities, it’s about making the most of your experience. In “The Waterpark Capital of the World!®” our facilities can accommodate nearly any size group, and with 16 million gallons of waterpark fun, championship golf courses, multiple spas, a 24-hour casino and over 90 area restaurants; your meeting won’t just be successful, it’ll be unforgettable.

THINGS TO DO

There’s nothing like a waterpark to rev up attendance, and Wisconsin Dells knows waterparks, as its home to more than 200 waterslides in less than 20 square miles. On top of being home to America’s largest outdoor waterpark and the largest combination indoor/outdoor waterpark resort, the area boasts a variety of other distinctive activities as well like scenic tours and live shows. So you can rest assured that we have you covered no matter your group’s range of interests, budgets or needs.

MEETING VENUES

In addition to being a top destination for tourism, Wisconsin Dells knows a thing or two about running meetings, too. The Dells hosts more than

5,600 meetings and conventions each year. Offering many unique meeting and convention venues, ranging in size from 250 sq. ft. to 90,000 sq. ft., with state-of-the-art-facilities and personalized planning services, we make it easy to meet here. Feedback from business groups is that they find it easy to move through their agendas thanks to newer conference facilities at many of the area’s waterpark resorts and convention centers.

ACCOMMODATIONS

With more than 8,000 rooms, ranging from hotel suites to lakeside condominiums to a rustic retreat, Wisconsin Dells offers a wide variety of lodging options for groups of all sizes. However it’s the waterpark resorts that are the biggest draw. They’re great fun for grown-ups, and also a plus for attendees who want to bring along the kids and spouse.

CONTACT US

Take advantage of our free personalized planning materials and assistance when organizing your next meeting or convention. Call (888) 339-3822 ext. 345, or visit MeetInTheDells.com to start planning today!

Supplier Profile: Jon Jossart

General Manager
Hampton Inn & Suites
West Allis, WI



How long in the meetings industry? I have been in the hotel industry since 9/11/01.

How long in MPI? I have been a member (off/on) for the past 11 years in various positions in the hotel industry.

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

This new property is scheduled to open in August 2015 and will feature 101 guest rooms and an 8,000 sq. ft. conference center. The Hampton Inn & Suites Milwaukee West combines the premier select service property with the amenities and services of a full-service hotel and conference center.

Tell us about your family: I have been married to my wife, Jill, for the past 16 years and we have 3 children, Tyler (10), Carson (8) and Cassandra (4).

Where were you born? Hartford, WI

Where do you currently live? Oak Creek, WI

Favorite Pastimes: In our free time, we enjoy traveling as a family. I also enjoy playing golf with my two boys in our free time.

Favorite Musical Group: REO Speedwagon

Dream Vacation: Jill and I traveled extensively before having our children. We have been to London, Holland, Paris, Venice, Rome and several places in Mexico. My dream is to visit Australia for a vacation in the future.

Words to live by: *"It is better to lead from behind and to put others in front, especially when you celebrate victory when nice things occur. You take the front line when there is danger. Then people will appreciate your leadership."* – Nelson Mandela

Special personal accomplishments: My first day in the hotel industry was on one of the most tragic days in our Nation's history and at the all-time low of the travel industry. In a very short time, I was able to take three very under-performing properties and make them successful. I switched careers in 2001 and while taking a step backward in order to make the change, I elevated my career in hotels very quickly and continue to enjoy serving guests each and every day.

What else would you like other MPI members to know about you? I am very excited to be back as a member of MPI in my new role. I look forward to re-connecting with some old friends and meeting some new ones.

Student Profile: Laurie Freund

Coordinator of Library
Development
Waukesha County Federated Library System



What drew you to the meetings industry? I wanted to learn how to do a better job planning and coordinating workshops, programs, conferences and other special events for work. I also wanted to be more effective in helping a couple of nonprofit organizations I'm with in their fundraising events.

Tell us about your college program: I am finishing a certificate program at Waukesha County Technical College.

Teams or projects that you have worked on for MPI or would like to be involved with: I would like to work on educational programs.

Tell us about your family: My household includes a sweet little cat named Autumn.

Where were you born? Evansville, Indiana

Where do you currently live? Waukesha, WI

Favorite Pastimes: Reading, cake decorating, cross country skiing, knitting, traveling

Favorite Musical Group: Genesis

Person you admire most and why: Clara Barton. She understood strategy, could arrange to have a medical team set up and ready at a Civil War battlefield before the troops even arrived to fight, and founded the American Red Cross. Now there's an initiator and a planner!

Dream Vacation: Right now a beach, some books and friends sound like a winning combination.

If I won the lottery I would: ...renovate my house and travel to various parts of the US and Europe I haven't seen, as well as South America.

Words to live by: Live, Love, and Laugh

Board Member: Alison Huber, CMP, CSEE

MDS Association Management



Where do you currently live? Oxford, WI

How long in the meeting/event industry? 10 years

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

1. Chair of the nominations committee. The committee was responsible for reviewing candidate applications and creating the 2015-2016 board slate for approval.
2. Review and update policies/procedures – fun stuff!!
3. Providing guidance and support to all members of the board – my favorite!

What is the best part of being on the board? Everything! I have truly enjoyed and value the experience. If I had to pick something, I would say the connections I have made with planners, suppliers and students. These connections are great for both business and personal friendships!

What have you learned most from being on the board? There isn't always a right answer. Many times something would come up for discussion. Being part of the board has showed me that we all see things through a different lens. We may not all agree, but in the end, we need to have a strategic discussion that leads us to the best decision with the facts we know for the benefit of our members.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? You get out what you put in. MPI involvement can help you personally and professionally. There are so many various opportunities to be involved, there has to be something that you would enjoy or that could help you grow. It does take time out of your day, but the benefits you will reap will be much greater than the effort you put forth. My philosophy as a board member or volunteer is that I am leaving that position in a better place, with the opportunity for even more success for anyone who comes after me.

Favorite hobbies or pastimes? Golf, traveling, Netflix and basically anything active outside – dog walks, taking a run, horseback rides, kayaking or just sitting outside around a fire on a summer night. Oh, and attending fun MPI-WI meetings!

Favorite musical artist or band? This is tough. I like a variety of music, but my standby is Country. Right now I would say that Luke Bryan and Miranda Lambert are on the top of my list.



**WISCONSIN
CHAPTER**



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CALENDAR OF EVENTS

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MADISON SUMMER SOCIAL EVENT

Concerts on the Square

7:00 pm | King St corner of the Capital Square
Madison, WI

AUGUST

6

OSHKOSH SUMMER SOCIAL EVENT

WATERFEST by Rocking the Fox!

7:00 pm | Riverside Park and the Leach
Ampitheatre, Oshkosh, WI

20

MILWAUKEE SUMMER SOCIAL EVENT

Jazz in the Park

6:00 pm | Meet at the Belmont Tavern
Jefferson St on Cathedral Square
Milwaukee, WI