

MPI-WISCONSIN CHAPTER Agenda

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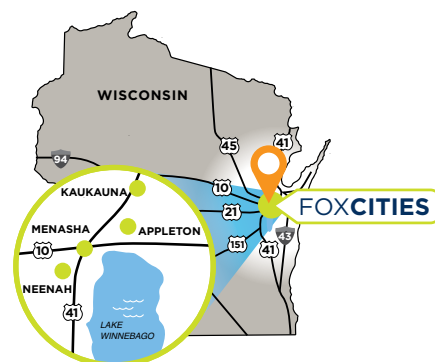
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WISCONSIN CHAPTER

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EDITOR'S NOTE



Hello MPI-WI Members!

Do you use any event technology? Promote your events on social media? Offer virtual attendance? I feel 2015 will be an iconic year for technology in the meetings and events industry. Even though some of us get annoyed when technology changes every six months, or sometimes it changes every day, it is still becoming a huge part of our daily lives. How we use technology truly affects our meetings and events.

Our jobs are getting tougher because technology is rapidly evolving, and this needs to be embraced. Today, our attendees have higher technological expectations at events. They are looking for a great value and an over-the-top experience. Not just for personal reasons but also for organizational value.

Our society has now become an online society. Back in the day, which was not long ago, we would communicate and promote events by word of mouth, mail or invitations and magazine/newspaper advertisements. Today, we still promote our events that way, just at different levels and with online marketing. With new communication tools and social media we can reach larger target audiences, create buzz and understand our attendee's needs before, during, and after the event.

Almost all registrations are processed online and make registration lines half the size at check-in. Some events you can skip all lines and check-in using your smartphone or a kiosk. Most advertisements and promotions are done online via social media or email. Some events even offer the ability to attend virtually. This is huge for our industry! It increases the event lifecycle by being online and viewable for years to come.

I am not promoting that we get rid of face-to-face meetings and events, but use technology and social media to our advantage to make our job easier. In the end, events will be more valuable and deliver a better experience for attendee's.

I encourage you to attend the April meeting to learn more about how technology is changing the way we plan meetings and events.

Jackie

Jackie

{MADISON, WI}

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President's Column



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

Registration is open for March and April. Make sure to look for new details on the May education and the June golf outing events as well.

WHEN I WAS PRESIDENT-ELECT, previous Presidents warned me how fast time would go when serving on the board. As I write this at the end of January (knowing you will all be reading this in March), I can't believe by the time this magazine hits everyone's desk I will only have three months left in my term! Time has gone by very fast and I feel our board is doing amazing things.

The board was able to get away at the beginning of December for our mid-year retreat at The Three Bears Lodge in Warrens, Wisconsin. The board did a mid-year check regarding how many new members the chapter had, our retention rate, number of volunteers, and looked at the next six months of what was left to be done for the year. Many of the goals have been achieved or are currently a work in progress.

In November, many of our members headed south to Merrillville, Indiana for our first Great Lakes Education Summit. It was our first regional educational conference joining forces with the chapters in Michigan and Indiana. The conference started off with a leadership forum with all three chapter leaders coming together to share best practices and ideas. Later in the session, students joined the leaders for the Future Leader's Forum. Many of our board members were able to take away at least one or two items to help improve our chapter.

The conference itself kicked off with a networking reception followed by a day and half of education. Attendees enjoyed education topics from Meetings Mean Business and the Value of a Meeting Professional to Communicating across Cultures and Human Trafficking. During the breaks and lunch, attendees were able to network with many of the exhibitors that were also in attendance.

It was also announced that the 2015 Great Lakes Education Summit will be held in Wisconsin at the Hyatt Regency in Milwaukee. Make sure to look for additional information and mark your calendars to attend this great education opportunity to be held on November 15-17, 2015.

In January, we had an amazing turn out for our monthly education session that took place at the Concourse Hotel which brought over 80 members. Members that attended explored their writing talents under the direction of our speaker, Coleman, CMM. Coleman, CMM, a long time member of MPI and a previous President of the International board, applied his own writings to assist our members in telling their own stories. I must say, in some of the writings that the members shared we have some pretty talented writers in our chapter.

On February 19th, we will be meeting up at the Hyatt Regency in Milwaukee with Chris Heeter who is a leadership expert and wilderness guide. She will be guiding us through how to navigate through the turbulent waters of the meeting profession.

Make sure to mark your calendars for March 19th and join us at the Ostoff Resort for education and our spring fundraiser. After the education session we will be gathering around dueling pianos and raise money by hearing our favorite songs being played. In April, we will welcome James Spellos back to our chapter. James is the meeting technology guru of the industry and will be sharing the latest in apps for the meeting planner. After all, Technology is the focus in this issue of our *Agenda* magazine – Enjoy!

Carmen

Can we talk?

Insight on trends and the latest technologies to maximize exhibitor and attendee experience *By: Thomas C. Paul*

TODAY, WITH PEOPLE HAVING fast technology at their fingertips, short attention spans, and much of their attention seemingly focused on cell phones, iPads and other devices, there is much less face-to-face communication. Although in-person meetings are still essential to understanding customers' needs and goals, it's imperative to keep up-to-speed on the latest technology available and how it can be used to improve meetings and the experience of both exhibitors and attendees. This article is written to provide some insight into the latest trends and technologies and how meeting planners, who take the time to learn more, can benefit.

- **SOCIAL MEDIA** - Attendees no longer want to just attend meetings, they want to participate. Therefore social media is becoming a big part of the meeting planning process. It can be used before an event to attract new attendees with YouTube videos, promoting the event or a heavy dose of content marketing to target specific groups of prospective attendees. Then during the event, providing a messaging app or twitter feed for attendees and exhibitors to actively comment on, can serve as an effective communication vehicle that garners feelings of community and provides them with the interaction they desire. Add to this the ability to show the messaging feed and any live event videos on monitors throughout the venue and it becomes a fun, interactive marketing tool for all. After the event, social media can serve as a great tool for following up with attendees and exhibitors to get a feel for what went right and what needs improvement.

- **MOBILE APPS** will continue to be a huge asset for meeting planners. It will enable meeting planners to do many tasks they used to do more efficiently and without paper. Most importantly it will gather real-time data that will enable the meeting planner to take advantage of some other technologies explained below (iBeacons, Bluetooth Low Energy devices [BLE's] and Big Data/Analytics).

- **IBEACONS/BLUETOOTH LOW ENERGY (BLE'S) TRANSMITTERS** – iBeacon is an Apple technology that is based on a low-cost, low-powered Bluetooth transmitters. These transmitters can be placed throughout an area and when used with specific Apps, can be used to locate quite accurately where mobile devices (cell phones, iPads, tablets, etc.) and their users are. With this ability a meeting planner could send a targeted message based on their location. For example, a

coupon could be setup to be pushed out to users that are walking by a concession stand for 10% off of their order, if ordered within the next hour or two. This can be even more customized if a user logs into an App using Facebook, because the App can then see any information that is made public by that user in their Facebook account. So the coupon can be created specifically for that user based on any demographic information found.

- **BIG DATA & ANALYTICS** – “Today, mobile event apps offer an unprecedented amount of analytical data – a goldmine of useful, real-time information to improve the event experience! Every touch is trackable! App analytics can answer instantly the following questions at any time during the event:

- What are trending hot topics?
- Who are the top speakers?
- What exhibit booths have the most attendance?
- What is the crowd flow through an exhibit hall?
- What speakers/exhibitors are “liked” the most?
- Who are the key connectors/influencers?
- What app features are the most popular?
- Who, when, where, why and how are apps being used?
- What are the attendees’ rating on specific survey and/or polling questions?”

- **WI-FI** continues to be a huge need and expected among everyone attending an event and is needed for all of the technologies listed above.

- **“AERIAL (DRONE) VIDEO** will provide new perspective for event photography (if regulatory hurdles are passed). Remote controlled, multi-rotor helicopters (sometimes referred to as drones), fitted with professional HD video cameras with stabilizing mounts are providing an entirely new prospective for event and meetings-related video.”

Corbin Ball, corbinball.com (follow him on Twitter @corbinball)

In the end, even with new technologies popping up every day, face-to-face meetings are still needed. There's nothing like a firm handshake, a cocktail and a smile to create a win/win deal. By using the technologies listed above you will be bringing in more and more people to your events and you will be able to create a more exciting experience for all. ■

Thomas C. Paul, Director of Information, Technology, Wisconsin Center District (wcd.org); owners and operators of the Wisconsin Center, UW-Milwaukee Panther Arena and Milwaukee Theatre



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Way Cool Apps/Productivity Tools

By: Jim Spellos

Trying to find out how to make your mobile device more of a productivity tool? How about six of my essential productivity apps! Some also work on your “old school” computer as well. Ready? Let’s go!



EVERNOTE

Many people label Evernote as the killer app, and it’s hard to disagree. At its’ essence, it is a cross platform note taking app, which syncs between all of your devices. On a site inspection? Make your notes in Evernote, and read them on your PC when you’re back in the office. Pictures? No problem! It’s a freemium service, but I’m sure you’ll find more uses on the free side than you can even imagine. This app works across all mobile platforms as well.



HANGOUTS

If Evernote isn’t the killer app, that moniker could very well go to Google’s Hangouts. Initially a component only of Google+, this free video conferencing tool quickly escaped the confines of their social media to be a separate app (of course, you’ll need a Google account, but these days, who doesn’t have one?). And yes, free video conferencing is what it does. Up to ten people can be on a live video call, and if you’re so inclined, it can broadcast the video conference straight to YouTube. Did I mention that it’s free?



ZITE/

FLIPBOARD

I know, those are two different apps, but let me explain. Both focus on offering customized news content for your mobile device. In fact, Flipboard purchased Zite a year ago, and the word is they will ultimately be a single app. For now though, Zite is way cool at learning what you like to read and customizing your content (think Pandora for the news), while Flipboard offers the ability to create your own slick mobile magazine for your constituents. For now, ya gotta have both.



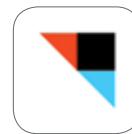
FLIGHT BOARD

This 2012 Webby Award winner for travel apps is not free (\$3.99), but it does just what the name indicates. It’s the arrival/departure boards from nearly every U.S. and Canadian airport (and many other international ones, too). Available for the iOS and Android platform...it’s a must have for our industry.



WAZE

Purchased by Google for reportedly nearly \$1 billion, this app crowdsources local road traffic. Boot up the app and you’re on the grid with hundreds of thousands of “Wazers”, reporting on the latest traffic, speed traps and other driving issues. Free, and available in the iOS and Android platforms. Remember... only use the hands-free options while you’re driving!



IFTTT

If we need to add one social tool to this list, why not this recipe creator/time saver. And no, not a recipe creator for your kitchen, but for your social media. IFTTT stands for If This Then That. This free tool (app & web-based) allows you to create rules (they refer to them as recipes) to automate moving information between your social & mobile services. Example, you say? How about a recipe that identifies whenever your company is mentioned on Twitter, and automatically sharing that with your Evernote account. Sound too good to be true? Try it out.

Like them? I use them all – they are some of the best productivity apps out there today. What are some of your favorites? ■

WANT TO STRENGTHEN A FRIENDSHIP AND AN INDUSTRY? **Refer a friend to MPI.**


Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI membership is comprised of approximately 18,500 members belonging to 70 chapters and clubs worldwide.

The MPI-WI chapter is pleased to offer you an opportunity to help a colleague, friend, or young professional experience the benefits of MPI membership. We are asking all members to help recruit new members to our chapter. This might include recruiting colleagues, industry partners, and others that you may do business with in the meetings industry. Reach out to your network! Who better to build our chapter membership than our current members? Chat up your colleagues about your recent MPI-WI education event or the great networking you experienced at the last reception!

By giving this voucher to a future MPI member, you will allow them to waive the \$50 application fee. Also, for each new member who uses this referral voucher, you will receive \$25 off your next membership renewal AND for every new member you recruit you'll be entered into a drawing for a FREE Membership renewal. Be sure to add your name and member ID to each voucher prior to giving it to a new member.

Deadline for the new member application to be submitted is April 30, 2015. The winner of the membership renewal will be announced at the 2015 May Education Day in Milwaukee. For more information and to print a voucher, please visit <http://www.mpiweb.org/Community/MemberReferral>. For any questions, please contact Kristen Salewski, CMP at ksalewski@ruralins.com

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Get your kicks at MPI-WI 5K Run/Walk Race to benefit MPI Foundation

LACE'EM UP FOR MPI-WISCONSIN'S first ever 5K Fun Run/Walk, set for March 28, 2015, along Middleton's scenic trail system. This is a global initiative by MPI to raise \$100,000 for the MPI Foundation Education Endowment, with 25% of the funds raised by MPI-WI going back directly to our chapter's educational programming.

Our chapter recently benefited from a Foundation Grant, so this initiative is truly a Win-Win for Wisconsin!

5K FUN RUN/WALK

March 28, 2015, 8:30 am

Marriott Madison West

2266 Deming Way

Middleton

Each chapter is tasked with raising \$5,000 towards the goal, so put on your running shoes and register today at <http://www.active.com/middleton-wi/running/distance-running-races/mpi-wisconsin-chairman-s-challenge-5k-fun-run-walk-2015>.

Registration is quick, and each participant who signs up by March 3, 2015, will receive a high-quality, low-friction runner's shirt courtesy of Caesar's Entertainment!

Once registered, contact your friends, family, co-workers, anyone who can lend a hand (and a few dollars) to help us reach our goal. They can donate right on your personal fundraising page!

MPI is offering grants to the chapter that raises the most donations, and for the chapter with the highest participation percentage. The run/walker with the most donations over all the chapters will receive a scholarship to WEC or EMEC.

Registration will start at 8:30am on March 28th at the Courtyard by Marriott Madison West, 2266 Deming Way in Middleton. The Courtyard will be sponsoring water and snacks for after the race. Please join MPI-Wisconsin for this first time event – either on the trail or by donating to support a runner/walker. See you at the starting line! ■

*Tom Graybill, President-Elect, MPI-Wisconsin
VP-Sales, Tri-Marq Communications, Inc.*

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APPLETON

Wingate by Wyndham

1565 N. Federated Drive, Appleton, WI
920/560-3000 | wingatehotels.com

Meeting rooms: 1; Sleeping rooms: 81; F&B: Yes
Wingate Hotel is the closest hotel to the Airport & across the street from Fox River Mall. Fully renovated property.



DOOR COUNTY

Landmark Resort

4929 Landmark Drive, Egg Harbor, WI
920/868-3205 | thelandmarkresort.com

Meeting rooms: 10; Sleeping rooms: 260; F&B: Yes
Great for weddings & business meetings. Eight of the ten meeting rooms have a water view.



EAU CLAIRE

Metropolis Resort & Conference Center

5150 Fairview Drive, Eau Claire, WI
715/852-6000 | metropolisresort.com

Meeting rooms: 7; Sleeping rooms: 107; F&B: Yes
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MILWAUKEE

BEST WESTERN PLUS Milwaukee Airport Hotel

5105 S. Howell Avenue, Milwaukee, WI
414/769-2100 | bestwesternmilwaukee.com

Meeting rooms: 12; Sleeping rooms: 140; F&B: Yes
Newly renovated 12,000 square foot Conference Center



MILWAUKEE

The Iron Horse Hotel

500 W. Florida Street, Milwaukee, WI
414/374-4766 | theironhorsehotel.com

Meeting rooms: 5; Sleeping rooms: 100; F&B: Yes
Meeting space at The Iron Horse Hotel is anything but ordinary. Five distinct interior spaces and one chic outdoor space offers unparalleled service and amenities.



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.



SHEBOYGAN

Blue Harbor Resort & Spa

725 Blue Harbor Drive, Sheboygan, WI
920/452-2900 | blueharborresort.com

Meeting rooms: 12; Sleeping rooms: 244; F&B: Yes
Located on the shoreline of Lake Michigan, Blue Harbor Resort offers luxurious accommodations for meeting planners while providing majestic surroundings.



Mid-Year Retreat at the Three Bears Lodge

By: Maria Peot

Coordinator, College Events, Milwaukee Area Technical College

Director – Special Education Projects

THE MPI-WI BOARD OF DIRECTORS ventured north to the Three Bears Lodge in Warrens, WI for our mid-year retreat on December 4th. Many of us arrived the evening prior to the retreat and enjoyed a smorgasbord of snacks, treats and beverages in one of the suites at the lodge. After indulging in the delicious food, some people ventured off to the local bar, The Bog, to catch the Badger basketball game, while others stayed behind to play board games.

The Three Bears Lodge is a quiet and peaceful place during the off season, which made it the perfect setting for our annual mid-year retreat. We had a lot to accomplish as a board in just one day, and fueled up for the day with a delicious breakfast buffet of eggs, bacon, sausage, hash browns, muffins and fresh fruit.

Our chapter business manager Stuart Taylor kicked off the day with updates and reminders from International. Throughout the day, the board discussed the successes and challenges of each division, reviewed the chapter business plan, strategized for the upcoming year and determined ways to better engage our members and volunteers. At the end of the day, the board felt a renewed sense of energy and excitement for the coming months. We look forward to working with the chapter to make 2015 even better than 2014! ■





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Planner Profile: KYLENE HONG



National Events Operations Manager
InterVarsity Christian Fellowship/USA

“ My favorite pastimes are traveling and exploring new places, learning about cultures and history, spending time with friends, playing games, watching movies, sleeping in, laughing, and GOOD FOOD.”

How long in the meetings industry? 14 years

How long in MPI? About 3 weeks!

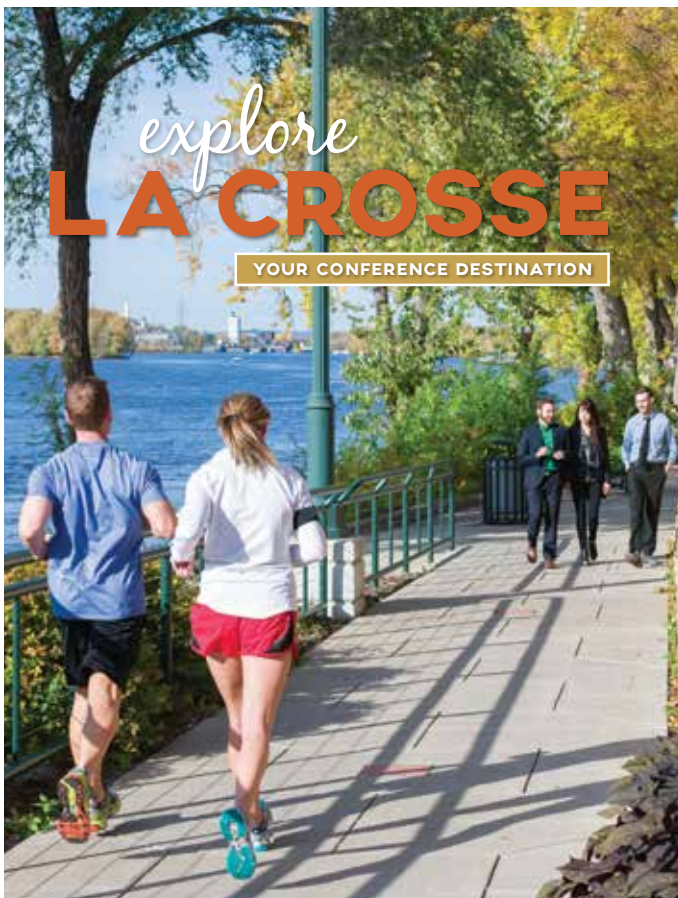
Tell us about your company and/or position: InterVarsity Christian Fellowship/USA is a vibrant campus ministry that establishes and advances witnessing communities of students and faculty. We minister to students and faculty through small group Bible studies, large gatherings on campus, leadership training, thoughtful discipleship and life-changing conferences and events. As part of the National Events Operations Team in the Learning and Talent Department, I manage all logistics, details and materials for training, continuing education and national events for over 1600 InterVarsity staff. The work I do helps provide staff with the training and education they need to minister on campuses across the nation.

Tell us about your family: I come from a very small but very close-knit, loving, and loyal family. My dad was born and raised in Shanghai, China. After immigrating to the US and working for a few years, he met my southern Illinois-born and raised mom while on a blind date. A few years later, I was born, and less than two years after that, my one and only brother entered the world.

Where do you currently live? Madison, WI

Dream Vacation: It's a toss-up between exploring Machu Picchu or going on a distillery/brewery/castle tour of Ireland and Scotland.

Words to live by: "If you want to see the sun shine, you have to weather the storm." -- Frank Lane



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Food for Thought: THE OSTHOFF RESORT Executive Chef Chad Kornetzke



EXECUTIVE CHEF, CHAD KORNETZKE, began his food and beverage/hospitality career at the age of 16. Upon graduating high school, Chef Kornetzke moved to Miami, Florida to attend the Culinary Arts Program at Johnson and Wales University. While attending the university, Kornetzke worked at Pacific Time Restaurant, which was hailed Best Restaurant in Miami by numerous publications, and featured in *Food and Wine Magazine*, *Gourmet Magazine* and *Bon Appetite*. Kornetzke was promoted to Sous Chef followed by Executive Sous Chef.

In 2001, Chef Kornetzke moved back to Wisconsin and joined The Osthoff Resort. As Sous Chef, he worked closely with the Executive Chef in developing new menus for the resort's restaurant and banquets. In 2005, Kornetzke became Executive Chef and was responsible for opening the 100-seat Lola's on the Lake Restaurant and Lounge implementing all menus throughout the resort. In November 2005, Dennis Getto, a past dining critic for the Milwaukee Journal Sentinel, reviewed the restaurant and granted three stars to the establishment. Today, Chef Kornetzke continues his role as Executive Chef of The Osthoff Resort by participating in the ACF Cooking Competition and receiving multiple awards, as well as a competitive chef each year for the MCCD Top Chef fundraiser. Kornetzke works with local farmers to continually bring fresh meats, artisan cheeses and unique and flavorful produce to use in our restaurants and banquet facilities. ■

CHOCOLATE SABAYON MOUSSE DUET Yield: 6 ea

5 oz bittersweet chocolate, chopped
5 oz white chocolate, chopped
1½ c heavy whipping cream
1½ tsp vanilla extract
4 ea egg yolks
2 oz sugar, granulated
1 T Grand Marnier
¼ c dry white wine
¼ c orange juice, fresh squeezed
1 pint fresh raspberries

METHOD:

1. Melt the chocolates separately, over simmering water or microwave, keep warm
2. Whip heavy cream with vanilla to soft peak, reserve (do not refrigerate at this point)
3. Combine the yolks, sugar, Grand Marnier, wine and orange juice in a stainless steel mixing bowl
4. Place over barely simmering water, whisk constantly over until mixture is thick and foamy (this mixture is the sabayon sauce)
5. Remove from the heat and divide the sabayon into two bowls, equally
6. Fold melted white chocolate into one bowl of sabayon and dark chocolate into the other
7. Allow mixture to cool slightly to prevent the whipped cream from melting
8. Once the mixture has cooled, fold the whipped cream into each chocolate sabayon base, blend well yet gently with a rubber spatula
9. Transfer immediately in martini glasses or other container
10. Chill to set (about 30 minutes) garnish with Chantilly cream and fresh raspberries

CHANTILLY CREAM Yield: 3 C

1 c heavy whipping cream
1½ T sugar, granulated
½ tsp vanilla extract

METHOD:

1. Whip cream with sugar and vanilla to medium peak
2. Reserve chilled

ASSEMBLY:

After the mousse is set in its mold and chilled, pipe rosettes of chantilly cream in the center of the glass. Surround the chantilly cream with raspberries, serve slightly chilled.

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Last year, House of Hope sheltered 177 people, 22 of whom were pregnant. House of Hope also provided supportive services for women on the waiting list for shelter and many past residents.

House of Hope relies on the kindness of the community to keep its doors open and provide supportive services and shelter for fourteen families each day. We thank you in advance for your donation! ■



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MPI Summit Connects, Engages & Inspires

By: Tami Gilbertson, CMP

THE 2014 GREAT LAKES MPI EDUCATION SUMMIT, collaboratively hosted by the Indiana, Michigan, and Wisconsin Chapters, began on Sunday, November 16th and included superb education and face-to-face networking through, Tuesday, November 18th.

Connects

The Summit connected leaders of the three chapters to work together and accomplish such things as secure high quality speakers; provide continuing education information; recruit valued sponsors; set the agenda; promote the Summit via social media and Chapter communications and the list goes on. There were 16 committee members as well as conference administrators and host committee members who planned and executed this well run event.

The Summit also connected MPI members. Planners could visit with suppliers during the exhibit times. There was good interaction between all members during the education. Social media and Twitter also provided a venue for members to connect.

Engages

Roger Rickard, Founder of Voice in Advocacy®, provided the opening keynote on “Meetings Mean Business!” Roger engaged the attendees with the “When We Meet We Change the World” (available for viewing on YouTube).

He then reminded the audience the values of meetings. Meetings can provide first class education, provide face-to-face engagement and build stronger communities.

Roger also reminded meeting professionals to explain the value of our roles and our contributions to driving business success, creating jobs, and generating economic value. He also encouraged the audience to not have meeting professionals be “the invisible industry.”





Inspires

The remaining education provided audience members with tools for pre-event marketing, communicating across cultures, understanding Wi-Fi, and much more! David Caruso, who presented "Top Trends for Signature Events," shared "have the vision to translate ideas to your events." Be inspired by what you see and apply it to what you do!" ■

MARK YOUR CALENDAR NOW!

This Education Summit definitely connected, engaged, and inspired attendees! Please join us for the 2015 conference! The Great Lakes MPI Education Summit will be hosted at the Hyatt Regency Milwaukee on November 15-17. Save the date on your calendar and watch for more information soon!



GETTING IT RIGHT

MEETINGS AT WILDERNESS RESORT



Planning a meeting that is educational, memorable and motivating is a challenge. There are so many details to oversee that often providing a “fun” experience for attendees can be the last thing on a planner’s mind, even though it is the first thing their guests will remember. So how can you get the right mix of work and play?

THE RIGHT LOCATION

A successful and enjoyable event begins with choosing a convenient site location. The Wilderness Resort in Wisconsin Dells is located half way between Milwaukee and Minneapolis and less than an hour from Madison. Lodging options include wilderness-themed guest rooms as well as spacious condos, villas and cabins. Plus, an onsite shuttle make getting to meeting functions and breakout a breeze no matter where you stay.

THE RIGHT SPACE

Whether you are hosting an intimate board meeting in one of the Entertainment Cabins, a luncheon at the Wild Rock Clubhouse or a large seminar at the huge Glacier Canyon Conference Center, there are lots of great spaces at Wilderness Resort to fit your event.

THE RIGHT TEAM

An experienced event staff knows how to get the most out of your budget and your time. They will work with you as a team to accommodate your menus, programs, speakers, setups and

displays. An on-site chef works directly with the kitchen staff, managers, wait staff and sales department, so the best possible function is achieved.

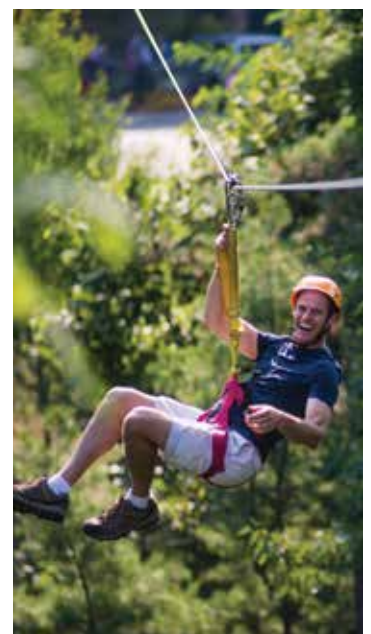
“Having an on-site chef working with the planner makes a huge impact on an event.”

THE RIGHT AMOUNT OF FUN

When the meeting is over, no one does fun like the Wilderness Resort. With four indoor and four outdoor waterparks they can turn an average meeting into a fun bonding experience! There are many indoor and outdoor attractions to choose from to help stimulate rapport and refresh overall group dynamics:

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- Indoor & Outdoor Mini Golf
- Lazer Tag Arena & Maze

If you would like more information about how The Wilderness Resort can help you create the right meeting or event, please call 608-253-9729 and ask to speak with one of the friendly planners. You can also go online to WildernessResort.com for more information.



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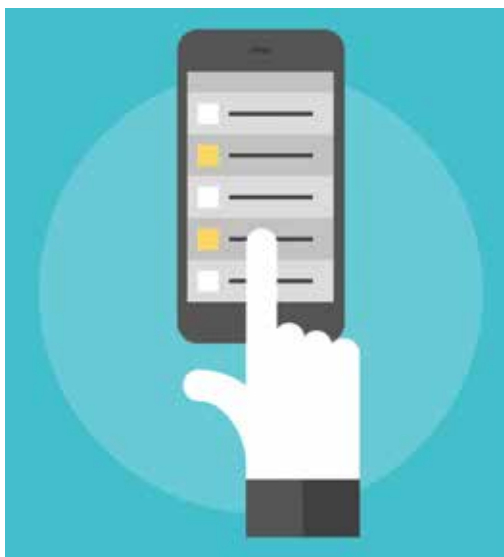


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Why Should Your Event Go Mobile?

WITH THE RISE OF MOBILE APPLICATIONS TECHNOLOGY, event planners are able to employ the use of mobile event applications to simplify and streamline their operations. Mobile technology can maximize event value for both planners and attendees. For example, mobile apps can generate new revenue streams by providing mobile sponsorship opportunities, reducing printing costs while lowering the carbon footprint on the environment, and facilitating networking by providing an additional channel for communications.



Event planners may gain additional revenue by selling mobile sponsorships such as in-app advertisements. An in-app advertisement is a dynamic, interactive and traceable method to showcase brands, generate leads, and maximize ROI.

Efficient Planning

A continuing challenge for event planner is shorter and shorter lead times given to plan an event. As a mobile solutions provider, ConfPlus offers full scale mobile app services to minimize the workload of event

planners regardless of the event size. The ConfPlus back-end system can collect information directly from speakers, exhibitors and sponsors to save event planners' time and effort on back-and-forth communications. The data can be easily retrieved and exported on demand.

Cost and time consumption are the two biggest concerns for event planners considering mobile apps. According to surveys from IMEX, MPI and CEMA, more than 60% of event planners have used a mobile app in events they managed and 92% of corporate event professionals currently use mobile apps today. Planners should evaluate whether investing in mobile event apps is worth the investment of time and money. The most difficult challenge that event planners face is budget allocation and time spending.

Positive ROI

One of the direct benefits of adopting mobile event apps is the reduction of costly printing and shipping of conference booklets. Chris Berry, the Executive Director at Michigan Council of Teachers of Mathematics, tried mobile apps for the first time in 2014 and saved on printing cost by reducing the number of booklets normally printed by 50%. Berry explains that moving to mobile produced a positive ROI despite the app costs. In addition, Berry believes they will print fewer booklet copies for the 2015 conference as attendees become more familiar and satisfied with the event app. Chris Berry is not the only one who can benefit from this new technology; all event planners may reduce or remove printing by moving to mobile.

While mobile applications offer many incentives for event planners, attendees also benefit from this new technology. The number one reason why respondents request an event mobile app is for an organizer-to-attendee announcement messaging feature. This feature can replace the use of legacy text messaging and clunky message boards. An in-app announcement with a push notification feature is a more efficient, real-time way of communicating with the attendees.

Mobile applications are among the biggest tech trends in the current generation of the meeting industry. Just-in-time access to event content, efficient communications and networking, reduced costs, and innovative revenue generation are all driving demands for mobile apps. Thought leadership is critical in this fast paced industry, and the ConfPlus mobile solution can help event planners to connect and benefit from the adoption of today's mobile app technology. ■

For more information, please visit www.confplusapp.com



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It's Time to Move the Hospitality Industry Out of the Stone Age!

By: Heather DeMore

EVERYWHERE YOU LOOK,

businesses have begun to adopt all kinds of technology when it comes to the actual telephones being used by their businesses. Analog phones have long been replaced with digital phones and digital phones are being replaced with IP (internet protocol) phones. In fact, desk phones of all types are vanishing from the office environment altogether and being replaced with smart phone mobile technology.

So, why is it that most hotels/motels are still supplying an antiquated analog telephone in their guest rooms? Most claim, that it is too expensive to rewire for IP or to retrofit their existing cable structure with analog to IP router type devices to bring IP to the guest rooms. But wait? Why supply a telephone instrument at all? Aren't we at the point where just about 100% of all guests carry some kind of cell/smart phone? What if there was a way to turn all guest cell phones into extensions on the Hotel/Motel phone system while the guest was staying at the property?

Well that capability is now here! When the guest checks in, the cell/smart phone number gets entered into the system. If a call comes in for the guest it gets transferred to the guest's mobile phone (yes wherever they are not just when they are in their room). If the guest requests a wake-up call, the call goes to their mobile phone. Any messages or announcements from the front desk (such as dinner specials, happy hour times, late checkout con-

firmation, room is now ready message etc....) or business center get directed to their mobile phones. This capability also eliminates the need for numerous business phone lines and eliminates the need for a phone system that can handle 100's of phones. The system only needs enough extensions for staff and convenience phones. This ultimately saves the Hotel/Motel property thousands of dollars up front and additional thousands in ongoing monthly phone line charges (not to mention maintenance fees). ■



Heather DeMore is the Vice President of Sales and Marketing for DataComm Plus founded in 1981, headquartered in Franklin, Wisconsin. Heather@datacommplus.com.



JANUARY COMMUNITY OUTREACH RECAP

By: Lindsey Hess

IN JANUARY, MPI'S MONTHLY MEETING, held at the Madison Concourse, was able to support the YMCA of Dane County. The YMCA of Dane County is dedicated to building healthy, confident, connected and secure children, adults, families and communities. With a focus on youth development, healthy living and social responsi-



bility, the YMCA believes that lasting personal and social change happens when we all work together. Side-by-side with our neighbors makes sure that everyone, regardless of age, income or background, has the opportunity to be healthy, connected and secure. MPI donated a box full of books, toys and cash donations which will be divided between the 3 YMCAs in Dane County. When I delivered the gifts, they were speechless and so thankful. Thank you to all who participated in donating to the YMCA. ■



Food for Thought: Executive Chef STEENO TUNDRA LODGE

NICK HAS BEEN WORKING in the hospitality industry for the last 18 years in various positions. He has made his way up through the ranks starting as a dishwasher and now currently Executive Chef at the Tundra Lodge Resort, Waterpark and Conference Center where he has been since May 2011. Previously he has worked in multiple areas of the hospitality industry including fine dining restaurants, private country clubs, and historic Lambeau Field. Throughout Culinary School at Fox Valley Technical College he received multiple state awards and participated in the Chicago Chapter Country Club Chefs of America Competition.

Nick enjoys incorporating local products from bakeries, breweries and

suppliers to enhance the entrees with the ever changing seasons. His passion for providing quality products shows in all areas of the resort including the Caribou Restaurant, banquets for weddings or corporate functions and even in the Concession Stand in the waterpark. Nick values the opportunity to create memorable experiences through his food presentation and quality for the guests at the Tundra Lodge Resort.

Nick has been married for almost eight years and has three beautiful children ranging in age from 3 to 10 years old. His hobbies outside of work and his family include hunting, fishing and, of course, watching Packers Football! ■



BEEF TENDERLOIN

Ingredients:

4 pounds trimmed center cut beef tenderloin
2 T ea minced fresh rosemary & thyme
1 T finely minced garlic
2 tsp cracked black pepper, or to taste
1½ tsp kosher salt, or to taste

For the sauce:

2/3 cup minced shallots
2/3 cup minced garlic
2/3 cup cognac
1 ½ tsp each minced fresh rosemary and thyme leaves
1 bay leaf
3 cups veal stock or beef stock
1 T Dijon mustard
1 T tomato paste
2 T cornstarch
3 T cold water

Directions:

Preheat oven to 325°F. Pat meat dry. In a small bowl combine rosemary, thyme, garlic, pepper & salt. Rub mixture onto meat and arrange meat on a rack in a roasting pan. Roast meat for 20-35 min, or until a meat thermometer inserted in the thickest part of the meat registers 115°F for medium-rare. Transfer meat to a cutting board and let rest, loosely covered, for 10 min.

Make the sauce: In a saucepan sauté the shallots & garlic until lightly caramelized, add the thyme, rosemary and bay leaf. Sauté 15 more seconds then deglaze with cognac and reduce by half. Add the stock Dijon and tomato

PROVENÇAL MEDALLIONS

Citrus Glazed Prosciutto Wrapped Shrimp with a Cognac Demi Glaze Tenderloin
Sliced Medallion Served with a Potato Soufflé & Asparagus Spears

SHRIMP

Ingredients:

2 pounds (16/20 count) head-on shrimp
1 pound prosciutto thinly sliced
¼ cup bourbon
¼ cup lemon juice
¼ cup lime juice
½ cup orange juice
1¼ cups brown sugar
2 T mustard
½ tsp red pepper flakes (optional)
Salt and black pepper to taste

Directions:

In a small saucepan, combine bourbon, juices, sugar, mustard, pepper flakes and a pinch of salt. Simmer over medium low heat until reduced by half. Pour into a bowl and set aside. Peel shrimp, leaving head and tail intact. Season with salt and black pepper. Wrap prosciutto around body of shrimp, securing with a toothpick. Place on a hot grill and cook 3-4 min on each side. Brush glaze evenly on both sides of shrimp the last minute of cooking.

paste and simmer, stirring occasionally, for 20 min. In a small bowl, combine water with the cornstarch until smooth and whisk it into the sauce. Simmer for 5 min more, or until lightly thickened.

POTATO SOUFFLE

Ingredients:

2 T unsalted butter, plus more for brushing
1½ pounds baking potatoes, peeled and quartered
¾ cup half-and-half
½ pound Gruyère cheese, shredded (2 cups)
1 tsp minced oregano
1 tsp minced thyme
1 T minced parsley
Salt and freshly ground pepper
5 large eggs, separated
2 large egg whites
Pinch of cream of tartar

Directions:

Preheat the oven to 375°F. Butter a 2-qt soufflé dish. In a medium saucepan, cover the potatoes with cold water and bring to a boil. Simmer until tender, about 20 min.

Drain the potatoes and return them to the saucepan. Shake the pan over high heat to dry out the potatoes, about 1 min. Add the 2 T of butter and mash the potatoes. Stir in the half-and-half and let the potatoes cool slightly. Stir in the cheese, herbs and season with salt/pepper. Stir in the 5 egg yolks. Transfer the potato mixture to a large bowl.

In a large bowl, using an electric mixer, beat the 7 egg whites until foamy. Add cream of tartar and beat until stiff peaks form. Stir one-third of the beaten whites into the potato mixture. Using a rubber spatula, fold in the remaining whites until no streaks of white remain. Scrape the mixture into the prepared soufflé dish and bake in the bottom third of the oven for about 45 min, until the soufflé is puffed and richly browned.

"Sing us a Song, You're the Piano Man... Sing us a Song Tonight"

*By: Tracie Toth, CMP, Vicky Zacharias, CMP & Marin Medema, CMP
with the Osthoff Resort*

DON'T MISS OUT ON THIS entertaining occasion to participate in Ted Oliver Productions Dueling Pianos. This event will be held at The Osthoff Resort on March 19th, and will help raise funds for our MPI-Wisconsin Chapter.

Please join us in Elkhart Lake for an afternoon education session and an unforgettable evening fundraiser, including delectable food prepared by the resort's award winning culinary team, dueling pianos, cocktails and raffles. Our chapter is full of lively, spirited individuals who will get the opportunity to build great memories together singing and swaying with the dueling pianos.

Don't forget your pocketbooks! Fundraising plays a vital role in our organization so we can continue to provide the best education and events possible for our members.

If you have any questions about this upcoming event or you are interested in donating any items, please feel free to contact Tamara Putney: tputney@derse.com or Brandon Smith: bcsmith@levyrestaurants.com. The team has a special interest in items with a music or entertainment theme but will gladly accept all donations of any kind to raffle. ■

WHO'S IN THE NEWS

NAOMI TUCKER, CMP was recently promoted to Strategic Account Manager at Meetings & Incentives Worldwide.

CARRIE JENSEN, CMP is now the Meeting Planner at the Wisconsin League of Municipalities. This position was previously held by Sherri Lee.

VALERIE CASPER is now the Regional Director of Sales and Marketing for the Iron Horse Hotel in Milwaukee and soon-to-open Charmant hotel in La Crosse, both with Aparium Hotel group.

Supplier Profile:

Amanda Ridout

Place of Employment: IDM Hospitality

Job Title: Regional Sales Manager

How long in the meetings industry?

I've been in the hospitality field (and an event supplier) for 8 years.

How long in MPI? I joined MPI initially in 2011. I'm happy to be back after taking 2014 off.

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

IDM is a hotel management and development firm, which has a very diverse portfolio of boutique properties. The Regional Sales Manager position was created to assist the properties sales teams in growing their client base. I'm excited to serve as IDM's inaugural RSM, and to be a representative for our individual properties, and for IDM as a whole!

Teams or projects that you have worked on for MPI or would like to be involved with: I served briefly on the board of directors in 2013. I would love to get involved on a committee!

Tell us about your family: I grew up as the youngest of a blended family – all together, my parents had nine kids! I loved growing up in a big family! My own family consists of my husband of 10 years, Brad, and our toy poodle, Max.

Where were you born? Eau Claire, WI

Where do you currently live? The Milwaukee area

Favorite Pastimes: My childhood was filled with a lot of music, so I love going to concerts and a good karaoke bar!

Favorite Musical Group: My last concert was Justin Timberlake. LOVE him!

Person you admire most and why: My mom. She was the heartbeat of our family and made raising a blended family look easy. She passed away in 2002, but her legacy in our family is strong.

Dream Vacation: My husband and I are really into American History, and we often talk about "one day" taking a month or two off to tour the east coast. We'd spend time in Washington D.C., Boston, and Philadelphia.

If I won the lottery I would: I would like to say I would be responsible with it, but I'm sure I would buy things that really don't need!

Words to live by: If you want something you've never had, you have to do something you've never done.

Special personal accomplishments: In 2011, I decided I should try to start running "for fun." As someone who struggled to run a mile in gym class in school, this was very much outside of my character! I now have several 5Ks under my belt, and really enjoy running for fun! ■



Student Profile:

Sheila Vichich-Beutin



Place of Employment: PEC Meetings Company

Job Title: Meeting Advisor

What drew you to the meetings industry? The meeting industry combines my passion for customer service and organization.

Tell us about your college program: My associate's degree will be in Meeting and Event Management with a special events diploma.

Teams or projects that you have worked on for MPI or would like to be involved with: I am looking forward to involvement with MPI. I have been a member for one month now.

Tell us about your family: My immediate family is small, but I have tons of cousins and I consider my friends my 'family by choice.'

Where were you born? Milwaukee

Where do you currently live? Milwaukee

Favorite pastimes: I enjoy spending time with family/friends doing a variety of activities; bowling, concerts, picnics, etc.

Favorite musical group: Bon Jovi

Person you admire most and why: My mom is the best person in the world. She is strong and independent, but has a truly caring heart with a commitment to service of others.

Dream Vacation: Of course it would last a month or more, but I would love to drive across the country.

If I won the lottery I would: Enjoy seeing people's faces when I give it away and help make their dreams come true!

Words to live by: It's not what you got, it's what you give!



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19

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APRIL

16

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Tundra Lodge
Green Bay, WI

MAY

5-6

SPRING EDUCATION DAY
The Pfister
Milwaukee, WI

JUNE

11

GOLF OUTING & SUMMER GETAWAY
Chula Vista Resort
Wisconsin Dells, WI