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# MPI-WISCONSIN CHAPTER Agenda

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May  
June  
VOL 37/NUM 3  
2015



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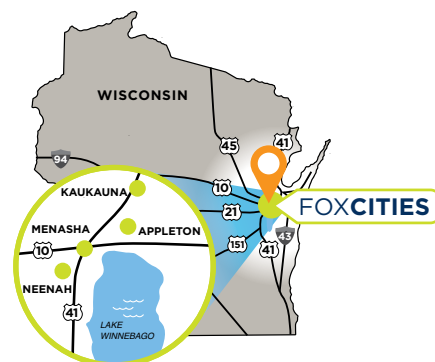
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# MPI-WISCONSIN CHAPTER Agenda

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VOL 37/NUM 3

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WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

# MPI-WISCONSIN CHAPTER Agenda

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# EDITOR'S NOTE

**W**ith the focus of this issue being on Special Events, I can't help but think about my first "real" job in this industry. I worked for a 3<sup>rd</sup> party event planning company and planned a lot of special events throughout the 2 years that I spent there. This was a great first work experience to expose me to the many different aspects of what a meeting or event entails, as well as giving me the opportunity to work with various suppliers to pull off a great event.



It was through this experience that I formed a lot of the professional relationships that still hold strong today. While I am now on the corporate side of things, I still find myself reaching out to the same contacts and growing those supplier relationships to give my company the best value that I can provide.

With summer right around the corner, I am thinking about all of the special events that go on around the Milwaukee area, which is where I grew up. Milwaukee in the summer is one of the best places on earth (but I may be a little biased!). There is constantly something going on—from festivals on the lakefront to sand volleyball tournaments to local church festivals and concerts to fireworks and grilling outdoors. Summer is a great time to enjoy special events with family, friends and fellow meeting professionals who appreciate the work that goes into these great activities.

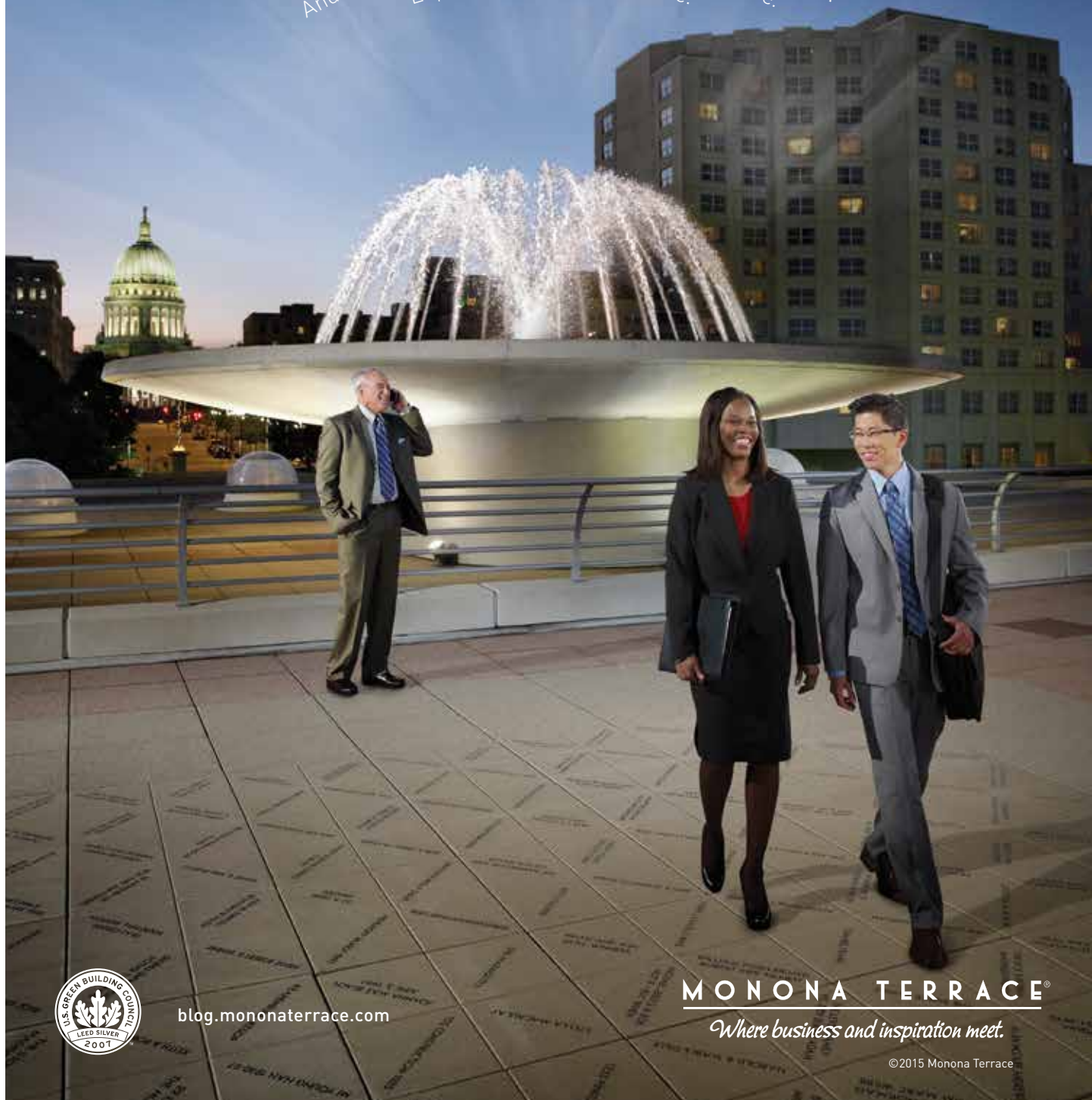
Summer also brings some awesome events to the MPI Wisconsin Chapter. In May, we have our May Education Day, in June the annual Golf Outing, and throughout the summer there will be chapter Summer Socials taking place in Milwaukee, Madison, and the Fox Cities. I encourage everyone to take advantage of this time with your fellow MPI members at these special events because you never know when you will find your next business partner or friend along the way.

*"Do what you love and you'll never work a day in your life."*

*Nicole*

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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*

## REMEMBER

*May Education Day  
will be held this year  
on May 5<sup>th</sup> and 6<sup>th</sup> at  
The Pfister Hotel in  
Milwaukee*

First, I want to send a big thank you to our members for filling out the Wisconsin membership survey and the International membership survey. We had 77 members fill out the Wisconsin chapter's membership survey which was an increase from last year. This year we had 26% of our members fill out International's membership survey which earned us one incentive point from International. Thank you for taking the time to fill those out as they are helpful to our board and committee members when making plans for education and putting budgets together for the following year. We greatly appreciate you taking the time and providing your feedback.

Can you believe spring is finally here? I'm sure, like myself, you felt like spring could not get here fast enough. With spring here you know what that means....it's time for our May Education Day.

May Education Day will be held this year on May 5<sup>th</sup> and 6<sup>th</sup>. Keep in mind that this is a different day and week pattern we've had in the past just due to property availability. The Pfister in Milwaukee will be hosting us for this great day of education and we look forward to the fun reception the night of the 5th with celebrity bartenders.

With May Education Day around the corner you know that the annual golf outing is not that far behind. We hope you can join us for a great day of golf on June 11<sup>th</sup> at Chula Vista in Wisconsin Dells. Again, we are mixing it up by providing education the morning of the golf outing. Tyra Hilliard will be here to speak on "The Law of Doing Good Things." You know it is always a fun event so mark your calendars. There will be opportunities for non-golfers as well.

In February we had over 80 attendees at the Hyatt Regency downtown Milwaukee join us for Chris Heeter's presentation on "Navigating the Turbulent Waters of the Meeting Profession." Chris Heeter was a recommendation from several members who saw her speak at last year's WEC Conference. Thank you to those members that provide the recommendation as she was one of our highest scored speakers.

If you missed the March Education and Fundraiser you sure missed out on a lot of fun. The Osthoff Resort hosted us with Theresa Syer kicking off the afternoon with "The WOW! Experience." We then went into some great discussion with round tables being led by two of our Past Presidents, Naomi Tucker, CMP and Bill Severson. The evening was filled with some amazing food, fun silent auction items, and of course the dueling pianos which everyone sang along to.

The year is winding down and summer is fast approaching so make sure to attend the full day of education in May and mark your calendar for the June golf outing. Both events are ones that you will not want to miss!

*Carmen*



# February Chapter Education

Hyatt Regency Milwaukee  
Milwaukee, WI







# Summer is Near!

*By: Liz Unruh, Wisconsin Center District*

Pull your golf clubs out of storage and get ready to unwind at the beautiful Chula Vista Resort in the Wisconsin Dells. The 2015 Golf Outing and Summer Spectacular is just around the corner!

## GOLF OUTING

We invite you to participate in one of MPI-Wisconsin's most exciting fundraisers. Join us at Cold Water Canyon Golf course, one of Wisconsin's most historic golf courses, featuring 18 challenging holes, refreshing cocktails, and endless networking opportunities.

## NON-GOLF ACTIVITY

Not a fan of golf? No problem!

After the morning education, enjoy cocktails and bask in the sun on the golf course grounds while exploring your creative side during a social painting class.

## EDUCATION

Presenter Tyra Hilliard will deliver an informative session on "The Law of Doing Good Things," outlining the Good and Bad Samaritan laws that are in place and how to protect yourself and your company or clients from legal issues when hosting Corporate Social Responsibility events.

## SPONSORSHIP

Sponsorship opportunities are still available – contact Sarah Banach (sarah@majicpro.com) for more information.

## TIMELINE

### Wednesday, June 10

5:00 pm-7:00 pm – Registration

5:30 pm-7:00 pm – Welcome Reception

### Thursday, June 11

7:00 am – Registration

8:00 am-9:30 am – Continental Breakfast & Education

10:00 am-4:00 pm – Golf & Non-Golf Activities

4:00 pm-6:00 pm – Post Reception

## QUESTIONS?

E-mail Sarah Banach (sarah@majicpro.com) or Krista Emmons (kemmons@travelleaders.com)

## Supporting the Boys & Girls Club at our February Meeting

In February, MPI's monthly meeting was held at the Hyatt Regency Milwaukee. We supported the Boys and Girls Club of Milwaukee. The Boys and Girls Club is a safe place to learn and grow. Club programs and services promote and enhance the development of boys and girls by installing a sense of competence, usefulness, belonging, and influence. The BGCA is governed locally; serving youth and communities in more than 4,100 club locations.

Last year, the youth development training and services impacted nearly four million children and teens. Child safety is their number one priority. We donated boxes full of jackets, gloves, hats, crayons, markers, and other art supplies. They were extremely thankful. Thank you to all who were able to participate in donating. ■



**BOYS & GIRLS CLUBS**  
OF GREATER MILWAUKEE

# Event Trends 2015

By: Farrah Slinger, Event Essentials

The event industry is an industry that is constantly changing and an incredible industry to work in. Being creative and looking outside the box is what I love most. And, of course, the networking and relationship building that comes with that as well.

Eclectic...Ethereal...Energetic! From off the runway to décor and event trends, the style for 2015 will be retro, magical and charming. Colors and design this coming season will have an "en plein air" attitude reflective of society's need to relax, reflect and escape from the hectic, technology-driven lives we lead.



The Pantone Fashion Color Report for spring/summer 2015 is reporting an "eclectic, ethereal mix" with soft, cool understated bright hues, pale pastels and subtle neutral tones that create a soothing balance. The top 10 colors are aquamarine (an airy pale blue), scuba blue (a tropical blue), lucite green (a luminous minty shade of green), strawberry ice (a refreshing pink hue), toasted almond (a warm neutral taupe), tangerine (a vibrant orange), classic blue (a brilliant cobalt blue that also happens to be the anchor color of this season), custard (a happy pale yellow), glacier grey (a timeless, icy gray hue) and marsala, Pantone's 2015 color of the year, (a sophisticated, red brown, wine tone). This color was chosen because, "Marsala enriches our mind, body and soul, excluding confidence and stability," says Leatrice Eiseman, Executive Director of the Pantone Color Institute. Even though this report is compiled based on fashion and apparel trends, these color trends carry over into linens, décor, and home furnishings as well.

## LINEN TRENDS

Knowing what colors, fabrics and décor themes are hot can really help an event planner excel in their business. Following fashion and home décor magazines and industry-related blogs will help you stay ahead of the trends. Fashion magazines keep you informed on what is trending in fashion and accessories, but also in colors. Home décor magazines are a great place to find colors, fabrics, textures and décor ideas.

Fabrics in 2015 include velvets, satins, sequins, damasks, embellished and metallic lace, embossed or punched pat-

terns, faux leathers, furs and feathers, braided hemp, and embroidered mesh textures. Patterns in fabric range from romantic floral prints to ethnic and geometric textiles. Black and white has been around for a while and isn't going anywhere anytime soon! This might include black and white stripe, hounds tooth, herringbone, paisley, and gingham to name a few. Adding pops of

color in floral to these black and white linens are sure make a statement.

## FOOD & BEVERAGE TRENDS

BACON! Bacon is on everything – even in desserts and craft cocktails! Small plates and meatless options are a continued food trend. Luxurious comfort food, like mac & cheese bites, french fries, and sliders have become very popular today. Skinny cocktails and craft beer are all the rage, especially the liquors and beers that are locally sourced.

## TABLE / ROOM DESIGN

Family style seating, T-shapes, mixing rounds and banquet tables can add a different flare to an event space. Long harvest tables help bring the outside elements into a space.

Creating lounges by using sofas, loveseats, and ottomans are a great way to divide a space up. Lounges also create conversation areas for people to utilize throughout the event.

Bringing the outdoors in is a big trend in 2015! Tall vertical walls made out of flowers and wood, fire pits created out of wood boxes and tall candles can help make the look of a faux fire pit in those venues with strict fire codes! ■



[farrah@eventessentials.com](mailto:farrah@eventessentials.com), [www.eventessentials.com](http://www.eventessentials.com)





# March Education & Fundraiser

The Osthoff Resort  
Elkhart Lake, WI



# Meet in Wisconsin!

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## APPLETON

### Radisson Paper Valley Hotel

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

Meeting rooms: 26; Sleeping rooms: 390; F&B: Yes  
Meet... and Enjoy Downtown Appleton! \*Voted  
Hotel with Best Service - Wisconsin Meetings Magazine



## BIRCHWOOD

### Stout's Island Lodge

2799 27th Street, Birchwood, WI  
715/354-3646 | stoutislandlodge.com

Meeting rooms: 3; Sleeping rooms: 43; F&B: Yes  
This rustic paradise offers the perfect setting for a  
restorative and productive escape. Conveniently  
located just 45 minutes north of Eau Claire.



## DOOR COUNTY

### Landmark Resort

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

Meeting rooms: 10; Sleeping rooms: 260; F&B: Yes  
Simplify your meeting planning.  
Beautiful Door County venue with eight of ten  
meeting rooms featuring a water view. All suites.



## 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  
Conveniently located off I-94 & 90 minutes east of  
Minneapolis. Groups up to 300 can be accommodated  
with our flexible meeting space of 8,000 sq. ft.



## 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: 10; Sleeping rooms: 180; F&B: Yes  
Blue Harbor on Lake Michigan offers scenic meetings  
spaces for groups of 10 to 1000. Just one hour  
away from Milwaukee and Green Bay.



# May Community Outreach Partner – Ronald McDonald House Charities

By: Kristin Wrobbel

Event Planner at Robert W. Baird & Co



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In May, MPI Wisconsin's Spring Education Day will be supporting the Ronald McDonald

House Charities of Eastern Wisconsin. The Ronald McDonald House is Milwaukee's "home away from home" for families whose lives have been disrupted as a result of their child's illness or injury. They offer a place to call home at little or no cost and no one is ever turned away for their inability to pay. They truly rely on generous donations to operate the house!

Since they opened their doors in 1984, they have been providing for more than 36,000 family stays. These families come from 569 Wisconsin communities, all 50 states, and many countries around the world whose children are receiving medical care at Children's Hospital of Wisconsin or other area hospitals. Last year they provided nearly 1,000 family stays. Please visit [www.rmhcHOME.org](http://www.rmhcHOME.org) to learn more.

During the Spring Education Day, we will be accepting and sorting donations to create "Hospitality Bags" for the house. A Hospitality Bag is given to a family when they first check-in to the house to help make a smooth transition during a difficult time. The house is in need of the following items (travel size\*). All items must be new or unopened. Any donation helps!

- Toothbrush
- Toothpaste\*
- Shampoo\*
- Conditioner\*
- Lotion\*
- Mouth Wash\*
- Deodorant\*
- Hand Sanitizer\*
- Kleenex \*
- New Stuffed Animal
- Journal
- Travel Games
- Deck of Cards



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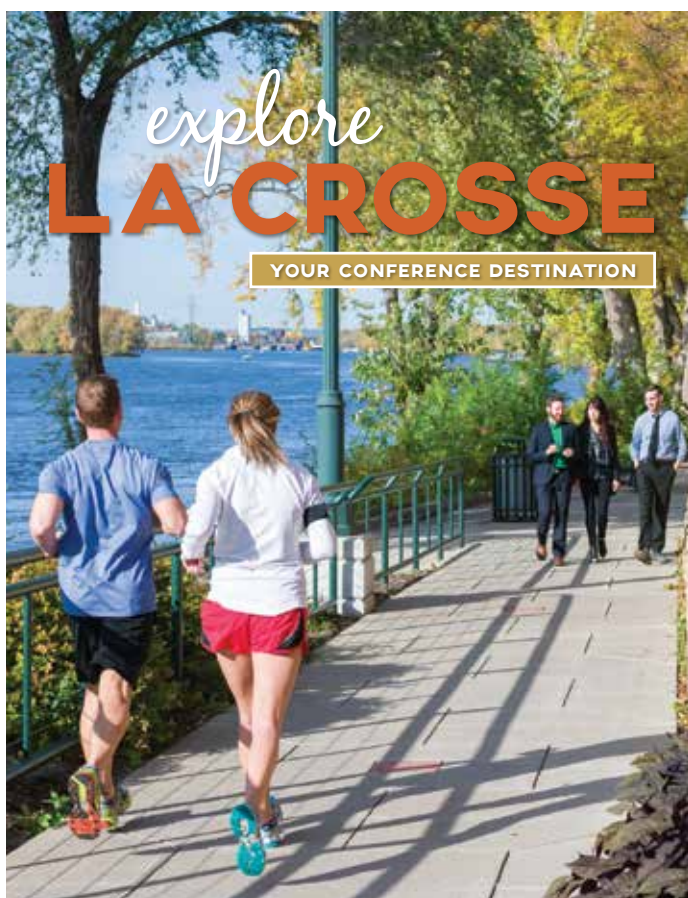
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# Spring Education Day

## The Pfister Hotel

By: Kelley Scheidegger, Florian Park Conference and Event Center

**S**pring will soon be in the air and with it our Spring Education Day! You will not want to miss this wonderful two day event. This year we will be at The Pfister Hotel in Downtown Milwaukee on Tuesday, May 5<sup>th</sup> and Wednesday, May 6<sup>th</sup>.

The event will kick off with an exciting evening at The Pfister Blu Cocktail Lounge. Blu features stunning panoramic views of Lake Michigan and the surrounding city. A fundraising element will be incorporated by asking members of the Wisconsin Chapter of MPI to guest bartend as a 'Blutender'. Any tips collected by the Blutenders will go back to MPI-WI as well as 10% of drink proceeds will be graciously donated by The Pfister Hotel.

Wednesday will be filled with many inspirational learning opportunities. We will begin in the Imperial Ballroom with a continental breakfast. Following breakfast, there will be a moving presentation by one of our keynote speakers, Dan Holdridge. On September 11, 2001, Dan's life was threatened during the terrorist attack on the Pentagon. Dan now dedicates his time recounting his experiences of that day and how they have helped him become a stronger person than ever before.

The community outreach activity will support the Ronald McDonald House of Eastern Wisconsin. We will be collecting travel sized toiletry items such as shampoo and soap from attendees, and later in the morning will be organizing the donated items into "hospitality bags" for the families staying at the House. (See page 13.)

Prior to lunch, Kevin Kirby, 2015-2016 President of MPI International, will speak to the group. He has more than 20 years of experience advancing hospitality brands. Kevin will bring this background knowledge to present on how to better market events and increase event attendance.

Following lunch and the new board installation, we will have a round of Breakout Sessions. These sessions will give you the opportunity to learn more about third party organizations, hybrid meetings or the Certified Meeting Professional (CMP) process.

We will come back together as a group for a "can't miss" keynote session led by Tracy Stuckrath, CMP. Tracy is the Founder and Chief Connecting Officer at Thrive! Meetings & Events. Thrive! specializes in educating the hospitality industry on how to invigorate the customer experience by incorporating food and beverage trends. She will discuss what these trends are and how to blend them into meeting menus while accommodating dietary restrictions. ■

*More information and registration is available at [mpiwi.org](http://mpiwi.org)!*

## It's Mobile Alabama, no it's Mobile Wisconsin!

### Smart tools on your smart phone

By: Jennifer Nadolski  
Student, Madison College

**N**o apps required here, only your Wisconsin Chapter membership to Meeting Professionals International that includes direct access to a mobile resource kit. Once you login to the [mpiwi.org/mobile](http://mpiwi.org/mobile) you'll find a directory, planner tools, events, and news right at your fingertips. The directory gives a listing of chapter members to connect with. The planner tools provide calculations for maximum attendees per square foot, calculating comfort factor for attendees, along with food and beverage calculations. The numbers you need right in your pocket for more accurate meetings.

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*The event calendar takes you to where you want to be with MPI Wisconsin showing you all the chapter happenings throughout the year with information to learn best practices, build relationships, and enhance business opportunities. Utilize the mobile site to market your business with a banner advertisement.*

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You're encouraged to login and see it as a benefit to MPI-Wisconsin! Remember that these smart tools are available to you. Mark it as your favorite and begin to make [mpiwi.org/mobile](http://mpiwi.org/mobile) your on-the-go planning place.

Need more detailed instructions? Check out the mobile website tutorial on the MPI-Wisconsin website homepage! ■





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# Food for Thought: Executive Chef Kevin Thao

## Chula Vista Resort, Wisconsin Dells, WI

Chula Vista Resort's Executive Chef, Kevin Thao, began working in the food service industry at age 14. At age 18, Chef Kevin joined the Meijer department store chain, starting out in the grocery department and shortly afterward moving to Frozen and Dairy. In 1991, at age 20, Kevin began a one-year apprentice program for butchery and worked five years in butchery and fish.

Kevin moved to Wisconsin in 1996 to work for his brother's restaurant, Ku's Wokery Chinese Cuisine, in Merrill, WI. In 1998, Kevin became the owner of the restaurant.

In 2003, Kevin moved to the Minneapolis–St. Paul area to attend Le Cordon Bleu Culinary Arts Program. Upon graduation in 2005, Kevin moved to Naples, FL to work at The Ritz-Carlton. In 2006, Kevin returned to Minneapolis to work at the Radisson Plaza Hotel and in the summer of 2007, Kevin became the banquet chef at the White Bear Yacht Club in White Bear Lake, Minnesota. From 2007 to 2010, Kevin was the executive chef at the Plaza Hotel & Suites in Wausau, WI.

Kevin moved to Wisconsin Dells in 2010 and began work as a chef at a large area resort. In 2013, Kevin met Mike Kaminski from Chula Vista Resort and agreed to become the resort's new Executive Chef. Kevin is in charge of all culinary areas, including menu development for the resort's many dining venues including; Margarita's Mexican Cantina, the Kilbourn City Grill and the new Tavern Restaurant. In addition, Chef Kevin brings a fresh perspective and international influence to the resort's extensive banquet department that caters to a wide variety of special events, holiday celebrations, conventions and weddings year round. ■

### CRAB & SHRIMP COCKTAIL DUO CRAB SALAD

16 oz jumbo lump crabmeat  
2 Tbsp small diced red peppers  
2 Tbsp small diced red onions  
¼ cup white bread cut ¼" cube  
4 oz mayonnaise  
1 ea small egg  
1 tsp Worcestershire sauce  
1 Tbsp Dijon mustard  
1 tsp Old Bay seafood seasoning

1. In a mixing bowl, whisk the egg well, then add the mayo and seasoning.
2. Add the peppers and onions to the dressing mix.
3. Lastly, add the crabmeat and bread. Gently mix with your hands so as not to break the crabmeat.

### SHRIMP COCKTAIL COURT- BOUILLON FOR POACHING SHRIMP

1 gal water  
2 oz white wine  
1 oz white vinegar  
1 ea juice from lemon  
4 Tbsp kosher salt  
1 Tbsp crushed peppercorn  
1 ea bay leaf  
1 ea sprig of fresh thyme

1. In a medium-sized stock pot, bring the water to boil. Add all ingredients and let simmer on medium heat for 10 minutes. Court-bouillon water should be no more than 200 degrees.
2. Add shrimp to court-bouillon water and poach for 2 minutes.
3. Skim out the shrimp, lay on sheet pan and cool immediately in the cooler.

Place 4 oz crab salad in center of plate. Evenly put 1 oz each of remoulade sauce, cocktail sauce and sweet chili sauce around the crab salad. Place one (1) shrimp on top of each of the sauces, tail up.



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# SPECIAL EVENTS and Their Impact on Meetings & Events

By: *Katie Hess, Seize the Day Events*

Special Events are called special for a reason. Few business professionals get excited to attend board meetings or conferences. But a special event...well, that's another story. Events have come a long way in the past few years, primarily due to the explosive interactive market. Event planners and attendees alike are using tools such as social media, mobile bidding and interactive event mapping as ways to enhance or further enjoy the event.

Now, don't get me wrong, some trends will be around for years to come such as green event options, consumer-conscience menus, and exotic themes, but with technology moving at such an exponential rate, consumers are getting restless. Guests want an experience, not a lecture. They want to be inspired, not bored. And hosts want them to stay, enjoy, purchase or be educated. No longer will the boring, conference plenary sessions do. Planners are noticing the fast-paced event dynamic and are responding.

A term coined in late 2014 called the bleisure market is leading the way in giving both the guest and host exactly what they want. Bleisure is a term which describes the type of client who attends events for both business and leisure. Hotels and resorts around the country have noticed this increasing need to make business fun in many different ways. The most obvious way to accomplish this blend is by hosting an event at an exotic location. Destination events have an appeal all their own and evoke a sense of excitement before even arriving at their destination. Destination meetings and conferences are attractive to guests and in some cases give the guests opportunities to stay longer, if they choose, to allow for additional company camaraderie or a mini family vacation. Think of it as the water cooler discussion on steroids.

With the younger millennial population entering the workforce, these bleisure opportunities are a must. Other ways to incorporate them into your next events is by creating opportunities for planned guest socialization. This can be anything from strategically placed lounge furniture to discounts at local bars or attraction venues. The best way to pull this off is to incorporate the theme of

your event into the additional excursions or activities. The theme can match the company, purpose or location. Don't be afraid to try something new. The guests will appreciate it and have something to talk about when they return to the office.

Special events have also moved from a single event to multiple events spanning consecutive days or two online interactive events. No longer is the event on only one day. Attendees are viewing the location, downloading the interactive map, tweeting their picks for the best speaker and more. Special events and conferences are becoming longer and longer experiences. The best part about this is that it makes for a more lasting impact without the additional cost of renting the venue for an additional two weeks or more. If your event doesn't have a hash tag, you're behind the times. If you're providing an experience, let them do the work of advertising the event for you, because they will.

If there is a charity aspect to your event, mobile bidding is the way to go. It's easy and guests love it. Plus, the bidding can start as soon as the date is announced, months in advance, raising more money for your cause and giving the guests a sense of joint purpose. Features like online thermometers track the status and help guests work towards a goal, and an on-site leader-board will keep the excitement moving throughout the event.

Business meetings and conferences don't have to be boring. Education works best with an engaged audience. Don't just lecture - let the guests explore and discover for themselves. They will learn faster and retain the knowledge longer. Now isn't that a successful event? ■



**Katie Hess**  
*Seize the Day Events*  
Green Bay, WI  
[seizethedayevents.com](http://seizethedayevents.com)



# Good Service is No Longer Good Enough;

## TODAY IT'S ALL ABOUT DELIVERING A CUSTOMER EXPERIENCE

By: Theresa Syer, CSP

**E**ighty percent of companies believe they deliver a superior customer experience, but only 8 percent of their customers agree, says Bain & Company. Why the disconnect? We are not connecting on a consistent level. All team players working within your brand must be customer centric. Everyone has to be focused on making an emotional connection with your customers with each interaction. In today's fast paced, high tech world, we have to be able to deliver engaging customer experiences that are memorable and have our customers wanting to come back to experience our service levels time and again.

*"They may forget what you said,  
but they will never forget how you made them feel"*

*~ Carl W. Buechner*



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Here are a few tips to help get your team focused on delivering memorable customer experiences.

### #1 HAVE AN EXPERIENTIAL ATTITUDE

A person's ability to recognize opportunities that will exceed a customer's expectations, regardless of their circumstance.

### #2 HAVE STRONG VERBAL/NON VERBAL COMMUNICATION SKILLS

What you say is as important as how you say it; your body language; tone of voice and the power words you choose to use.

### #3 MAP YOUR CUSTOMER EXPERIENCE CYCLE

Understand how your customer experiences your product or service at each and every touch point; from their first encounter, to fulfillment, ongoing service and support. Use the cycle as a practical means to identify and prioritize each opportunity to enhance the relationship and make a memorable connection.

### #4 DEFINE EXPERIENTIAL CORE VALUES

Once you've identified your Customer Experience Cycle, you need to define core values for each stage of the cycle. These values allow employees to provide a consistent level of engagement.

### #5 DEVELOP A CUSTOMER CENTRIC CULTURE

This is the behavior that is embraced from within. Not only from the front line staff to the customers but also from the leadership team to all staff. It's putting the customer first and believing that they are the most central part of the organization from which all business decisions are based.

**CULTURE CAN BE SEEN, FELT & HEARD**

Remember, when your customers are highly satisfied you'll be rewarded with their loyalty, advocacy and their increased spending! ■

# Buzzworthy & Trending in Events...

#evokeemotion #keepitflowing #makeitinteractive #makethemfeel

*By: Allison Kline, sash&bow*

I am hearing more and more every day from those planning events that they want to have something no one has done before. So how does a designer take that and make it different? Well, we design based on feel. We imagine ourselves walking into the space and wanting to feel something different by what we are seeing, hearing and smelling. We want our eyes to be “tricked” to think we are in a different space than we actually are. Or if we love the space we are designing in and want to keep it aesthetic – intensifying the space.

## Who can do it?

It is always so important to have a professional designer on your team that has the resources with creative production and rental companies to make the senses roar. It isn't as easy as ordering a couple centerpieces from a florist and pretty linens anymore. The event design needs to be well rounded and take all aspects of the event into account including sound, lighting, awards, guest traffic flow, timeline, menu, style of eating, coat check, and so much more.

## How do you do it?

We take the lighting production and make it dramatic. We add bold features for a star stunning event or we add lots of soft glow and candlelight for a delicate and romantic feeling.

We add texture to the room with various linens, centerpiece container fabrications, backdrops, and different heights to floral or tables in the space.

We entice the guest right off the bat with smells of appetizers being passed and an interactive activity such as a red carpet leading them to “strike a pose” for the camera.

Instant gratification is the name of the game these days. Photos are uploaded instantaneously with a custom hashtag for the event to social sharing websites for those to share and tag each other.

## Keep them busy!

By keeping the event moving and flowing so the guests are always entertained is the way to keep their attention. Make sure that there is always food and drink available, music or an emcee speaking and always, always an action station for them to partake in – if not two. Some may include a photo booth, canvas painter, casino games, caricature artist, balloon artist, etc.

## Have them come back for more!

Evoking such use of the senses leads to guests wanting to stay until the end. If you are having an annual event they are left wondering – how are they going to top this? What will next year bring? If you are planning an annual convention you need those guests talking about it to get next years attendance up. If you are planning an incentive event for top sales professionals you want to make them excited about exceeding next year's goals so they can come back for another event. If you are planning a non-profit event you want the attendance and dollars raised to be more the next year.

Success at the event creates success for the organization. The next event you plan keep raising the bar to keep them coming back for more! ■



*Allison Kline is the owner of sash&bow, an event planning company based in Green Bay, Wisconsin. Allison and her team of 12 produce over 70 events annually from corporate sales meetings, retreats to non-profit fundraising events, weddings and personal celebrations.*  
[www.sashandbow.com](http://www.sashandbow.com)



# New Members

## MARY BECKER

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Corporate Meeting Professional

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Corporate Meeting Professional

Please help us welcome our new members!

## WHO'S IN THE NEWS

**Tom Graybill**, VP of Sales with Trimarq, had his "Tell Me No and Then tell me Why" article published in the February/March 2015 addition of the Carolinas MPI Chapter *Carolina Blitz*

**pc/nametag**, the leading meeting registration supplies company was sold today to a Canadian company, CCL. **Nick Topitzes, CMP**, CEO and Chairman, will continue to assist the company in transition.

**Alison Huber, CMP** joined MDS Association Management in April as an Account Manager.



# Fun and Fundraising at MPI-WI 5K

*By: Tom Graybill, Trimarq*

More than 40 run/walkers took part in the first-ever Chairman's Challenge 5K held on March 27th in Middleton. Despite some chilly weather, spirits ran high as participants hit the trail to raise funds to support the MPI Foundation's mission to support member education through scholarships and grants.

Thanks to all participants and donors, who helped raise more than \$1,200. Special thanks to sponsors Courtyard by Marriott Madison West/Middleton, the Madison Marriott West Hotel and Conference Center, the Middleton Tourism Commission, and LaHaye Photography. ■







# Show Me The Money!

*By: Kristen Salewski, CMP  
Rural Mutual Insurance Company*

**W**orking on your CMP? Need a little extra cash to pay for your Membership or Registration Fees? If so, the MPI-WI Founders Grant is for you. Or are you currently a student enrolled in the meetings field and are in need of a little extra cash? Then the Kristin Bjurstrom Krueger Student Scholarship is just for you!

The MPI-WI Founders Grant is funded up to \$500 and can be used at the discretion of the recipient for MPI membership dues, registration fees and other professional development activities such as the Certified Meeting Professional (CMP) or Certified Meeting Management (CMM) exam or study materials!

The \$500 Kristin Bjurstrom Krueger Student Scholarship is available for students enrolled in a course of study in the meetings field at an accredited college.

Check out [www.mpiwi.org](http://www.mpiwi.org) under Professional Development for more information! The Grant and Scholarship winners will be formally announced at the Awards Gala on September 10, 2015 at the Wilderness Resort in Wisconsin Dells, WI! Make sure to mark your calendars and Save the Date! ■

**Applications are due by June 1, 2015**  
**[www.mpiwi.org](http://www.mpiwi.org)**

## MEET YOUR BOARD MEMBER: FROST WILLIAMS

VISIT Milwaukee – [www.visitmilwaukee.org](http://www.visitmilwaukee.org)

### Where do you currently live?

Milwaukee, WI – Bayview neighborhood

### How long in the meeting/ event industry? 13 ½ years

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

1. Coordinating all details of publishing and distributing bi-monthly newsletter, annual membership directory, and any other chapter publications to membership
2. Facilitating production, writing, proofreading and design of chapter printed materials to ensure professional appearance and consistent 'look' of the association brand
3. Providing an open channel of communications between committees to facilitate flow of information to newsletter editor(s)



**What is the best part of being on the board?** The best part of being on the board is to be part of a team of peers in our industry and able to shape the direction of our events and information to our membership.

### What have you learned most from being on the board?

There are always colleagues who can help out and share advice if you do not know something or the task at hand is new to you.

### What is the best advice you can give to someone who is thinking about getting more involved in MPI?

What you are doing now is your profession and career. Do everything you can to further develop your skill set and knowledge because complacency and/or boredom can set in when you least expect it. Do what you can to insure that you continue to grow professionally.

**Favorite hobbies or pastimes?** I enjoy golfing, cycling, most activities on water, live concerts and movie watching.

**Favorite musical artist or band?** I have to say Jimmy Buffett. Last year I saw him in Chicago, Alpine Valley, Paris, France & Las Vegas. I might be Margaritaville'd out after 2014.

# Food for Thought: Executive Chef Brian Frakes

## The Pfister Hotel, Milwaukee, WI

**E**xecutive Chef Brian Frakes, is responsible for the food and beverage operations of The Pfister Hotel, which includes creating distinct menus for 1,000 person galas, The Cafe at The Pfister, Cafe Rouge, Lobby Lounge, Blu, the VIP Club Lounge, all off property catering, a full bakery and pastry shop and around the clock room service. In his short tenure, he was named a 40 under Forty by the *Milwaukee Business Journal* as a leader in the community, is the reigning 2014 WRA EF chef of the year, became a certified bee-keeper housing two full hives on the roof of the Pfister, is a ProStart mentor at Greendale high school and finds time to sit on two boards of directors, the Wisconsin Restaurant Association and the American Liver Foundation-Great

Lakes Division. He is the culinary lead and director for 42 of the top 50 gala events in the city. Frakes was a distinguished participant in The James Beard Foundation Dinner. James Beard, recognized as "The Dean of American Cookery," and the dinner, hailed as the Carnegie Hall for chefs, allowed Frakes to work with culinary artists from around the world.

Frakes brings his own culinary style on classic favorites to The Pfister Hotel. His direction infuses the fresh, crisp, lively flavors of Boca Raton, mixed with the bold, coastal cuisine of Los Angeles, seasoned with the traditional creations offered at hotel. Frakes also supports the local economy by utilizing local and organic products paired with the finest seasonal ingredients



that Wisconsin farmers have to offer in his dishes. Along with well-known Milwaukee chef Mark Weber, Frakes was instrumental in the 2006 launch of Mason Street Grill.

Over the years, Frakes has shared tips and secrets with world-renowned chefs at numerous food and wine festivals across the country. ■

## Green Chili with Fresh Masa Dumplings and Chicken Thigh Chicharones

### INGREDIENTS:

- 1 cup orange juice
- 1 pound tomatillos, husked and quartered
- 1 cup peanut oil
- 1 head garlic peeled
- 2 pounds boneless pork, cut into 1/2 inch cubes
- Salt, pepper
- 2 large onions, thinly sliced
- 2 pounds Roma tomatoes, chopped
- 3 jalapeno chilies, diced
- 1 tsp crushed hot red pepper, or to taste
- 1 bunch cilantro leaves, chopped
- 1 pound can pinto beans with liquid

### DUMPLINGS:

- 1 1/2 cups corn masa flour
- 1 tsp baking powder
- 1/4 tsp salt
- 4 Tbsp butter, softened
- 1 1/4 cups reduced-sodium chicken broth
- 3 Tbsp chopped cilantro
- 1/4 cup sour cream

### METHOD:

Combine orange juice and tomatillos in large saucepan. Cook over medium heat about 20 minutes. Heat peanut oil in large skillet. Add garlic cloves and cook 2 minutes. Stir in 1/2 of cubed pork and season to taste with salt and pepper.

Brown pork on all sides, remove pork with slotted spoon and add to tomatillos. Cook remaining pork in skillet.

Remove pork and garlic and add to tomatillos. Pour off all but 1/4 cup oil in skillet. Add onions and lightly brown. Add to tomatillo and pork mixture.

Mix in tomatoes, jalapenos, crushed red pepper, and cilantro. Cover and cook over low heat 2 hours. Chili can also be baked in 350-degree oven for 2 hours.

Add beans. Cook uncovered, 1/2 hour more. Adjust seasonings to taste. Serve with fried chicken skin.



## FOR DUMPLINGS:

Combine masa flour, baking powder and salt in medium bowl. Add softened butter, gently mixing to combine. Stir in chicken broth and cilantro to make a soft dough. Divide into 16 dumplings using a rounded tablespoon. Shape, by hand, into balls. Drop dumplings into soup. Heat to boiling. Cover and simmer 10 minutes or until dumplings are cooked through. Serve with a dollop of sour cream, if desired.

## Chimichurri Spinalis Steak, Roasted Mango Mojo Tomato Salad

### CHIMICHURRI INGREDIENTS:

- 1 cup firmly packed fresh flat-leaf parsley, trimmed of thick stems
- 3-4 garlic cloves
- 2 Tbsp fresh oregano leaves (can sub 2 tsp dried oregano)
- 1/2 cup olive oil
- 2 Tbsp red or white wine vinegar
- 1 tsp sea salt
- 1/4 tsp freshly ground black pepper
- 1/4 tsp red pepper flakes

### METHOD:

1. Finely chop the parsley, fresh oregano, and garlic (or process in a food processor several pulses). Place in a small bowl.
2. Stir in the olive oil, vinegar, salt, pepper, and red pepper flakes. Adjust seasonings.

Serve immediately or refrigerate. If chilled, return to room temperature before serving. Great with any steak!

# The Purpose Conduit™ for MPI – Wisconsin Chapter

By: Dan Holdridge



**O**n September 11, 2001, the world as we know it... changed. Every single person had an unimaginable traumatic view of the events as planes crashed into buildings in New York and Arlington, VA, and one into the ground in Pennsylvania, with the terrorists carrying messages of hatred and fear. As the plane pierced my place of work, the United States Pentagon, it took the lives of 184 heroes, just 10 feet from where I was. I should have been number 185, but instead, I survived – and I am so grateful for it. My life altering experience on 9/11/01 has left audiences breathless and inspired after connecting through hundreds of presentations. As I searched for my life's meaning after the tragedy, I have discovered what I call "*The Purpose Conduit™*," and I have the distinct honor of sharing this message on May 6, 2015 for the Wisconsin Chapter of MPI.

Let's for a moment think about the words "Purpose" and "Conduit," and analyze what that means. "Purpose," in the *Merriam/Webster Dictionary*, says "the aim or goal of a person; what a person is trying to do, become, etc." After 9/11, I found myself searching for my purpose – why I was saved, and others who were on the other side of the wall from me perished. How come I didn't perish? And what am I going to do with my second shot at life? I've learned through my journey that I'll take you all though on May 6th, that we all have a 9/11 in our own lives (of various degrees) that causes us to do this major "stop" in our life and reflect, "What is my true purpose? And if tomorrow is my last day, do I have any regrets? How do I become the person I was intended to be?"

I am the President and CEO of an electrical engineering corporation, based in Westerly, Rhode Island. When I think of the word "conduit," I think of a metallic tubing that carries wire which has the power to create motion – delivers energy – provides a source of light.

When you combine the two, *The Purpose Conduit™* becomes the inner strength we all have to find our true purpose in life. This happens by harnessing the energy we have from within, to give of ourselves –to deliver our energy, to those that need it most. It is then that we light up others, and remove all entitlement from our lives and replace it with appreciation. All of this happens when we let go of everything we feel entitled to in life, learn to walk in each other's shoes, and live wholeheartedly in the spirit of appreciation. ***When we appreciate others, we recognize our own greatness.***

As a meeting planner, you are the conduit that puts client's goals and objectives together, by communicating & facilitating, with audiences that can achieve your client's goals, and maybe even change the world. You create **The Purpose Conduit™** in your lives each day, thereby creating appreciation for all we have, one event – one attendee, at a time.

Susan Kainz of Meeting Matters says it best, "Great things happen when people come together." I'm excited to be joining the MPI – Wisconsin chapter on May 6th to meet, and together, we get to change the world. ■

For more information on Keynote Speaker Dan Holdridge, visit [danholdridge.com](http://danholdridge.com) or call (713) 518-4914.

## Supplier Profile: Susan Smolarek



**Sales Manager, Lake Geneva Area Convention & Visitor's Bureau**

**How long in the meetings industry?** 15 years

**How long in MPI?** On and off depending on the property, for 15 yrs

**Tell a bit about your company and/or current position:** To promote the Lake Geneva area as a premier resort destination for group business, focusing on meetings/conferences and sports competitions. To create awareness of the Lake Geneva area by being a member of and attending industry organizations/associations, as well as tradeshow.

**Tell us about your family:** I have two grown children, my son lives in Destin, FL and owns his own business, and my daughter is a cosmetologist at the Spa at the Grand Geneva Resort. I also have a beautiful two year old granddaughter.

**Where do you currently live?** Elkhorn, WI

**Favorite Pastimes:** Socializing, traveling, gardening

**If I won the lottery I would:** Of course take care of my family first, and then, charities that are near and dear to me.

**Words to live by:** Do what is right, not what is easy, and enjoy the little things.

## Planner Profile: Jenna Hanson

**Education Coordinator, Wisconsin Hospital Association**



**How long in the meetings industry?** 10 months

**How long in MPI?** Two months

**Tell us about your company and/or position:** Wisconsin Hospital Association is an association to serve the needs of our hospital members – including keeping members informed of important local and national legislative issues, interpreting clinical and quality issues for members, providing up-to-date education information and encouraging member participation in Association activities. My role includes the planning and implementation of a variety of educational conferences throughout the state.

**Where do you currently live?** Madison, WI

**Dream Vacation:** Mediterranean cruise

**If I won the lottery I would:** Open a bakery

**Words to live by:** "If it is meant to be, it will be."

**What else would you like other MPI members to know about you?** I lived in China for three months in 2009.

## MPI-Wisconsin 2015 Gala Awards



The MPI-Wisconsin 2015 Gala Awards event will take place in September 2015. Our theme this year will be **"Denim and Diamonds."** The Gala will take place at Glacier Canyon Conference Center at the Wilderness Resort in Wisconsin Dells. Watch for the nomination information in the near future and be ready to vote for who you feel best deserves the awards for this year.

As we have done in the past, we will have a *Live and Silent Auction* at this event along with raffle prizes. If you would like to donate something to help us with our fundraising event, please contact Jen Hlavacek at [jhlavacek@ncghotels.com](mailto:jhlavacek@ncghotels.com). Last year we had a Golden Ticket, this year we will have a Diamond Ticket. So stay tuned for more information about the Diamond Ticket and what it entails and how you can get some tickets to be the big winner!

This is always a special evening for all of us in the Chapter and we would love for you to bring a guest with you to share your MPI experience with a friend, a co-worker, or significant other. More information will be shared soon regarding the MPI Gala 2015. If you would like to join the Gala Planning Committee, please contact [wanda.gilles@tasconline.com](mailto:wanda.gilles@tasconline.com). ■



# Student Profile: Jessica Johnson

**Student, Madison College**

**Event Manager Intern, Nordic Consulting**

**What drew you to the meetings industry?** I enjoy the puzzle pieces involved in bringing people together for a common cause or mission.

**Tell us about your college program:** I have one more semester left at Madison College in the Meeting & Events Management Degree Program. I have been learning industry tools, new resources and processes for organizing the planning steps for your event. I am excited to test it out in the real world which I am doing within my current internship! All of the courses within this program provide opportunities within projects to put your learned skills into practice by producing mock events. I would recommend this program to anyone who is interested in pursuing a career within the Meeting & Events Industry.

**Teams or projects that you have worked on for MPI or would like to be involved with:** While I am a part of MPI I hope to get involved in a variety of volunteer opportunities.

**Tell us about your family:** My family and I are from Madison, WI. I have five younger siblings who I am extremely close with and am blessed to see often since we all live close to one another.

**Favorite Pastimes:** My favorite pastimes involve being outside either running, walking the dog, being on the lake or riding our tandem bike exploring all of the beautiful sites and trails in Madison. I also enjoy a good book or TV series that will keep you on the edge of your seat.

**Favorite Musical Group:** I enjoy any music where I can have fun busting out a few moves!

**Dream Vacation:** My Dream Vacation would be to have the perfect balance of relaxation and activities time with either friends or family. It would be a dream to have the chance to explore new sites, taste new foods and learn about different cultures.



**WISCONSIN  
CHAPTER**



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MAY

5-6

**SPRING EDUCATION DAY**  
The Pfister Hotel  
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JUNE

11

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

JULY

29

**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