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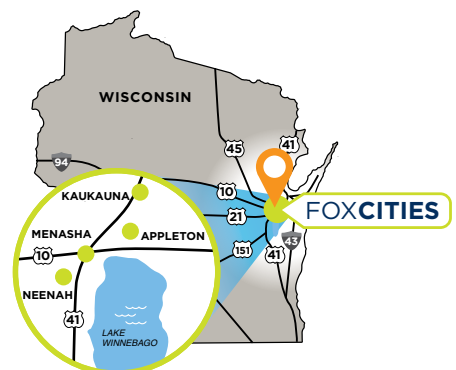
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MPI-WISCONSIN CHAPTER Agenda

November/December 2015
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Feature Articles

Preparing for the CMP Exam: Application Process	6
GLS Reception at WEC, a San Francisco Treat	8
October 2015 MPI-WI Education Recap	9
2015 Denim & Diamonds	10
2 nd Annual Great Lakes Education Summit	14
2014-2015 MPI-WI Annual Report	16
What I Learned at WEC	18
ASAE Awards VISIT MILWAUKEE Booth 2nd Place	22
Topitzes Recognized as a Top Influencer	26

In Every Issue

From the Editor's Desk	4
President's Column	7
Anniversaries	25
New Members	25
Board Member Profile: Katie McGinnis	26
Calendar	BC

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EDITOR'S NOTE



For many of us, the meetings industry is a seasonal world of decision-making, planning, executing, and preparing to do it all over again for the next event. Thankfully the end of the year allows most of us a chance to slow down a bit, reflect, and set our sights on what we want to accomplish in the year to come. Before we close out 2015 and start looking ahead to 2016, we've still got a few more things to announce and accomplish before we can relax and enjoy the holidays.

This year we're fortunate to host the MPI Great Lakes Education Summit in Milwaukee on November 15th to 17th. This great event will allow each of us to learn and network with our industry peers from MPI Indiana and MPI Michigan. I encourage you to check out Maria Peot's article for more details about the Summit and mark your calendar to attend this great event.

MPI Wisconsin President Tom Graybill has also shared some exciting updates about new industry partnerships and new initiatives in his President's Letter in this issue. These new opportunities allow us as MPI Wisconsin members to continue to grow as industry professionals and to give back to our industry. Be sure to read up on these new programs and get involved.

In closing, the *Agenda* team would like to thank all of you for reading, contributing, and being a part of the MPI Wisconsin community this year. We hope that this little newsletter is a welcome addition to your inbox and that you've enjoyed keeping up with your peers and your industry partners through these pages.

Happy holidays,

A stylized, handwritten signature in black ink that reads "Joe".

Joe Millenbach &

The MPI Agenda Team

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FROM START TO FINISH: PREPARING FOR THE CMP EXAM

[#1: Application Process]



Jodi Goldbeck, CMP, is an Instructor at Madison Area Technical College. If you would like more information on the CMP, please contact her at jgoldbeck@madisoncollege.edu.

While many meeting professionals have the desire to receive their CMP (Certified Meeting Professional) designation, I have heard over and over again that actually filling out the application is one of the most intimidating steps in the process.

To help “wrap your brain” around what may seem like a complicated process, below are the five steps necessary for you to apply for the CMP.

STEP 1:

Fill out the online application. The application is located on the CIC’s (Convention Industry Council) website. Go to <http://myaccount.conventionindustry.org> to set up an account. The application fee is \$250.

STEP 2:

Once you have completed the application, the CIC will contact you within 6-8 weeks to inform you if you have been approved to take the exam.

STEP 3:

Go back to the CIC’s website and pay your exam fee of \$450.

STEP 4:

Schedule your exam date with the CIC’s testing partner, Prometric.

STEP 5:

Sit for the CMP exam. You must take the exam within one year of receiving approval.

2015-2016 Testing Windows are as follows:

November 5-14, 2015
January 21-30, 2016
May 6-15, 2016
August 5-14, 2016
November 4-13, 2016

The application has three major sections, which include (1) Your personal profile/information; (2) Work experience & education; and (3) continuing education.

Look for the next article in this series, which will describe the major sections of the CMP application, in your next issue of the *Agenda*. ▀

President's Column



Tom Graybill

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

Velkommen venner!

*For those of you
who don't speak
Danish, that means
"welcome friends."*

Velkommen venner!

For those of you who don't speak Danish, that means "welcome friends." Particularly appropriate as we welcome MPI's Denmark Chapter as our Sister Chapter! This is a precedent-setting development for your Wisconsin Chapter, and in keeping with the legacy of innovation in the industry that those around the world have come to expect from Wisconsin.

As we move forward with our 2-year relationship, there will be many opportunities to share, learn, and grow for both of our Memberships. One of the first benefits for you is the exchange of ideas and information related to holding meetings in Europe. Like many things, it is great to have friends "on the inside" who can guide you through cultural and regional differences. The Denmark Chapter is the most active and vibrant in Europe, and their Members are eager to connect and help.

The Danes are also forward-thinkers. At WEC in San Francisco, the Danish MPI President Karin Krogh shared the "Meetovation" concept, a mind-blowing meeting design idea developed 10 years ago. Meetovation stresses the purpose behind why we meet, and builds the design from that perspective. It involves four key elements:

1. Creative use of the physical setup
2. Green and responsible thinking
3. Integration of authentic and local inspiration
4. Measuring the return on investment of meetings

Expect to find out more about "Meetovation" as we expand our understanding and cooperation with our Danish friends.

New Initiatives

Our partnership with the Denmark Chapter is just one of several new initiatives to benefit you and help our Chapter grow. One is the establishment of a **Student Ambassador Program**. Those in class today are the MPI-Wisconsin Members of tomorrow, and we can give them such an advantage as they transition from school to work. This new program will assign ambassadors to schools with meeting professional programs or certificates, to help build the relationship with this next generation. This is just the start of efforts to reach out to students and faculty to emphasize the value of joining MPI.

Looking for answers? Ask a past-president! And we've made it easy with our **Past-Presidents Group**. Chaired by Carmen Smalley, CMP, our immediate past-president, this panel of past leaders is ready to share their experience and expertise on questions about our industry, about MPI, how to improve your events, career advice, you name it! Click on the link on the Past-Presidents page on the MPI-WI website for fast service!

Great Lakes Education Summit

By publishing time, the GLES will only be days away, so if you haven't registered yet, be sure to sign up today at mpigreatlakes.org. Great education, networking, and fun await in this 2nd annual event bringing together the Wisconsin, Indiana, and Michigan Chapters. Wisconsin is hosting this year at the Hyatt Regency Milwaukee, so be sure to join us.

It is an exciting time to be part of your Wisconsin Chapter, as we break new ground and bring you new opportunities. If you have friends or colleagues who are looking to advance their career, broaden their knowledge, and build strong, lasting relationships, encourage them to join MPI-Wisconsin. We are strong thanks to your devotion and hard work. I am so proud and honored to serve you.

Tom Graybill, President, MPI-Wisconsin

GLS Reception at WEC, a San Francisco Treat

The 2015 Great Lakes Education Summit got a great kickoff at a reception at the World Education Congress in San Francisco. More than 80 attendees from the Indiana, Michigan, and Wisconsin Chapters, along with our special guests from the Minnesota Chapter enjoyed an evening of food, drink, networking, and fun as we promoted the upcoming GLS in Milwaukee on November 15-17.

Part of the fun included a rock, paper, scissors tournament, as each Chapter faced off to determine a state champion. These four victors then squared off in an intense battle of wits (and fingers) with each Chapter cheering on their favorite. When the dust settled, our own Amy Qualmann, CMP, took home the gold! ▀

PLATINUM

PREMIER

SUPPORTER

	
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Thanks to all our sponsors and our door prize donors, the Best Western Premier Waterfront Hotel & Convention Center, Blue Harbor Resort, Great Wolf Lodge, Greater Lansing Michigan CVB, Green Bay Packers, Hyatt Regency Milwaukee, Metropolis Resort, and Michigan's Great Lakes Bay Regional CVB. A great start to a great event! See you at the GLS in November! ▀

OCTOBER 2015 MPI-WI EDUCATION RECAP

BY: Emily Thompson – Metropolis Resort

Our MPI-Wisconsin Fall Education Meeting was held at Metropolis Resort in Eau Claire, Wisconsin on October 15th, 2015. Kyle Hillman, CMP, CMM, was our speaker who taught us about the “Hackathon Theory.” Our attendees were split into groups and came up with innovative solutions to meeting problems and ways to implement changes into our own MPI-Wisconsin Chapter. Thank you for attending and participating in an excellent Fall Education Meeting! ▴



2015 Denim & DIAMONDS

The Wilderness Hotel and Golf Resort, and the Wisconsin Dells Visitor and Convention Bureau had the great pleasure of hosting the 2015 MPI-WI Awards Gala. Over 100 attendees busted out their denim and their best bling to celebrate the “Denim and Diamonds” theme, and to help bring the 2014-2015 year to an end.

The event kicked off with an amazing education session with Jill Anderson. Jill showed participants how to get their message across by building a bridge to others. She pointed out that cultivating relationships is every bit as important to effective communication as crafting the message.

The Wilderness Resort and the Wisconsin Dells VCB kicked off the evening with a welcome reception, where attendees were able to connect with their MPI family, and begin the bidding process for the amazing silent auction and raffle items.

Lars Anderson, the “Marshall” of Ceremonies then opened the awards and dinner portion of the evening, with a true “Denim and Diamonds” flair! After a wonderful dinner, MPI had the honor of recognizing those individuals that really made a difference in the Chapter in the past year.



The Wilderness ended the night with an amazing afterglow reception on the patio area. Everyone had a great time dancing and playing old school party games that included flip cup, beer pong, ladder ball and cornhole. Seemed everyone had a great time partaking in these activities. And who knew our own Christopher Dyer had such mad DJ skills?!?! ▴



CONGRATULATIONS TO THIS YEAR'S AWARD WINNERS!



PLANNER OF THE YEAR:

Amy Qualmann, CMP
Wisconsin Association of
School Boards



HALL OF FAME:

Steve Lorenz, CMP, Meetings & Incentives Worldwide



PRESIDENT'S AWARD:

Jen Hlavachek
The North Central Group



SUPPLIER OF THE YEAR:

Michelle Tyo-Johnson
NorthCoast Productions



MEETING INDUSTRY ADVOCATE:

Frost Williams
Visit Milwaukee



RISING STAR:

Sarah Banach
Marcus Hotels & Resorts



INDUSTRY PARTNER:

The Osthoff Resort

2015 Scholarship Winners

Kristin Bjurstrom Krueger, CMP Scholarship: Jen Nadolski

The Founder's Grant: Susan Kainz

Awards Gala Team

TEAM MEMBERS: Anna Anderson, Sherry Benzmilller, CMP, Deana Birmingham-Heinisch, Jen Hlavachek, Alison Huber, CMP, Denise Humphrey, Brooke Miller, CMP, Tamara Putney, CMP, Shannon Timmerman, CMP, Wanda Gilles

BOARD REPRESENTATIVES: Tracey Bockhop, CMP, Kristen Salewski, CMP, Brandon Smith

Sponsorships and donations always make an event successful, and we are very fortunate to have such amazing companies supporting our organization. Please see below for a list of all of our sponsors.

Sponsors

We would like to extend a special thank you to all of our sponsors for their support!

Wilderness Hotel & Golf Resort, J. Stevens Productions, CORT Event Furnishings, Thomas Press, Inc., Drape Kings, Wisconsin Dells VCB, Greater Green Bay CVB

This team worked very hard in securing sponsorships, donations, and raffle items to ensure a successful outing. Make sure you congratulate these members on a job well done!







The 2nd Annual Great Lakes Education Summit

is Coming to Milwaukee this November

By: Maria Peot

The 2015 Great Lakes Education Summit is right around the corner! Co-hosted by MPI Chapters in Indiana, Michigan and Wisconsin, this event is filled with cutting-edge content and superb networking opportunities for both planners and suppliers.

On Sunday, November 15 at the Hyatt Regency Milwaukee, the conference will kick off with a Chapter Leaders Session, followed by an Emerging Leaders Forum. Last year, these sessions provided great opportunities for our chapters to learn from each other, spreading ideas and best practices in a way that can only be done at an event like this. Following the afternoon sessions, the Hyatt Regency Milwaukee will be sponsoring a Welcome Reception in a newly renovated space at their property – you won't want to miss it!

Beginning Monday morning, you'll have a chance to check out exhibitors, attend education sessions and network. There will be several keynote sessions, but you will also have the opportunity to attend breakout sessions, allowing you to choose the topic that is most pertinent to your career. Following the packed day of education, tours of Milwaukee will be available for those interested. Take this opportunity to check out a fantastic city with views of the Milwaukee River and Lake Michigan!

Enjoy dinner Monday evening at one of the many restaurants located within walking distance from the hotel. Reservations have been secured at a variety of restaurants specifically for GLES attendees. After dinner, make your way to Evolution Milwaukee for post-dinner drinks and ping pong! Evo's ping pong pro will lead a tournament among the three chapters. The evening is bound to get competitive and you won't want to miss out.

The final day of the conference won't disappoint – breakfast and lunch keynote sessions, more breakout sessions where you choose your education topic, exhibit hours and prize announcements.

Many thanks to our host venue, the Hyatt Regency Milwaukee, and all of our sponsors who are making this event possible! ▀

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In today's world, everyone is focused on the bottom line, especially when it comes to business. At Kalahari Resorts and Conventions, we present solutions to the unique set of challenges the meetings and conventions industry faces each day.



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For those that host their event at Kalahari Resorts, negative attrition is a thing of the past. Kalahari has a proven ability to consistently increase meeting attendance by more than 20 percent, with an average block pickup of 108 percent, leading to higher satisfaction, at an unbelievable value.

More simply put, your meeting is our meeting

Our expertise and in-depth knowledge of what it takes to host the perfect event has resulted in more than 22,000 groups selecting Kalahari as their venue of choice (resulting in more than 1.4 million group rooms) since opening.

The appeal of mixing work and play is only increasing. We've found that when meetings are held at Kalahari Resorts and Conventions, it transforms from an obligation one family member has to attend to one the entire family gets to attend. With top-notch meeting space, delicious dining options, award-winning indoor/outdoor attractions, retail shopping, Spa Kalahari and more there's something for each member of the family.

Kalahari's unique differentiator is that the resorts are inspired by the culture, the art and the natural beauty of Africa; this is evident the moment you step foot into our resort and convention center. In November of 2014, the Nelson family and team returned to Africa to once again be inspired. Traveling 24,752 miles, in six countries over 23 days, their journey and inspiration of art, culture

and beauty is shared with you and your guests now and every time you visit Kalahari Resorts and Conventions.

Distinctive meeting and exhibit space covers 100,000 square feet and features 35 meeting rooms, two ballrooms and space for more than 300 booths. Admission to Wisconsin's largest indoor and seasonal outdoor waterpark is included for all registered guests.

Most recently added was Double Cut Charcoal Grill, which offers craft cocktails, top-quality meat and chops, seafood and more. Perfect for groups of any size, the restaurant is located on property and offers free valet parking. Nearby Trappers Turn Golf Club provides a first-class, 27-hole championship golf course and club providing breathtaking views with elegant dining or meeting space for up to 250 guests. ▴

Located in the heart of Wisconsin's number one vacation destination, Kalahari Resorts and Conventions' accommodations include:

- 756 guest rooms and suites
- 16 five-bedroom entertainment villas, complete with full kitchens, fireplaces and balconies

For more information or to inquire about holding an event at Kalahari Resorts, please call 855-411-4605 or visit KalahariMeetings.com.



MEETING PROFESSIONALS INTERNATIONAL

Annual Report 2014-2015

On behalf of the 2014-2015 Board of Directors we want to thank all our members for your financial commitment, the time you provide the chapter, your endless efforts to improve our chapter and our industry, and most of all your hard work. Without our volunteers this chapter would not be as successful as it has been and we would not be able to keep moving along the great path that has been laid out for us by past leaders.

We have many successes from this year to celebrate with the goals we have achieved and the new challenges we have taken on.

Our first success came with the number of members that attended WEC in Minneapolis, Minnesota. International created a challenge for the chapters to see which chapter could have the most members attending WEC broken down by regions. Excluding the Minnesota chapter, the Wisconsin chapter was up against the Heartland and the chapter with the most members, Chicago. Our members stepped up to the plate and we had the most members from our chapter attend WEC by percentage, winning the WEC chapter challenge.

After more than a year and half of planning, several of our members attended the first Great Lakes Educational Summit held in Merrillville, Indiana. The GLEES conversation started back in 2012-2013 between the Indiana, Michigan, and Wisconsin chapter Presidents about pulling our resources together to create a Midwest conference. In November 2014 there was a total of 175 attendees with 42 of them coming from the Wisconsin chapter. This is a 3 year agreement with the three chapters agreeing that each state will host GLEES in November in their state. Wisconsin will be hosting it in Milwaukee in November of 2015 and Michigan hosting it in November of 2016.

The chapter was once again challenged by International to hold our first 5k Fun Run/Walk to help raise money for the MPI Foundation. Again our chapter stepped up to the challenge and in March we hosted our first 5K Fun Run/Walk in Madison. We had a total of 42 participants and were able to raise over \$2100 to donate to the foundation. Our chapter was only a few of the several chapters that hosted the 5K Fun Run/Walk.

On April 16th we celebrated the first North American Meetings Industry Day which also happened to land on our monthly meeting we had in Green Bay. It was a celebration of our industry and to also bring professionals together to showcase the substantial value of meetings, conferences, conventions, incentive travel, trade shows, and exhibitions. On April 14, 2016 we will once again celebrate this day at the Wisconsin MPI monthly chapter meeting and we look forward to you joining us.

Even with these new challenges we have taken on, we were able to accomplish several goals and objectives the Board of Directors laid out for the year.

Financially the chapter is in the black this year due to the endless efforts of our volunteers who committed their time for our education, special events, and fundraising. Although money was brought in our teams also paid close attention to what was being spent allowing us to not only stay in the black but leave the chapter well off for the year.

MPI in general has seen a decrease in new members and membership as a whole so the chapter was focused on not only bringing new members to the chapter but also keep the ones we have by getting them engaged. This past year 42% of our members volunteered at least one hour of their time to the chapter and not very many organizations can say they have that high percentage of members engaged. Our retention rate for the year was at 76.49% demonstrating that getting our members involved keeps them coming back for more.

This year the education division created a new speaker advisory committee which pulled together meeting planners and suppliers to come up with topics and speaker ideas. We were able to meet our education satisfaction score at 5.3% with the great topics and speakers we had this past year. The education division also received a grant from International which allowed the chapter to bring in additional speakers.

The Communications division continues to outdo themselves with our *Agenda* Newsletter. Many members of the board of directors learned that not very many chapters still have a printed newsletter and we hear from our members all the time how having the printed newsletter it is appreciated. This year they put together an editorial calendar allowing our chapter to reach outside of our members for articles as well as advertising. Our communication teams continue to build a great following and engage our members on Twitter, Facebook, and LinkedIn.

It seems that when challenges are presented to our Chapter our members are so amazing at stepping up to the plate to meet and exceed those challenges. Thank you to all those volunteers who put in hours of work or an hour here or there.

Thank you to the Past Presidents who stay involved with the chapter and continue to also engage our members. It is so wonderful to have such a great group of Past Presidents still contributing and engaged in the Chapter.

Thank you to the Board of Directors, your time, effort, and hard work has been amazing this past year and you should feel very proud of what the Chapter has accomplished this past year.

Your new board is just as eager and ready to take on the additional challenges and accomplish the goals that have been set for the new year.



Thank you again

Carmen Smalley, CMP
Immediate Past President

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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.



LA CROSSE



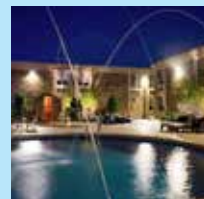
The Charmant Hotel

101 State Street, La Crosse, WI
866/697-7300 | thecharmanthotel.com
Meeting rooms: 2; Sleeping rooms: 67; F&B: Yes
The Charmant Hotel is a renovated Candy factory built in 1898. Includes rustic French inspired restaurant, the Rooftop Terrace, lobby lounge & meeting space.

MARSHFIELD

Hotel Marshfield

2700 S. Central Avenue, Marshfield, WI
715/387-2700 | hotelmashfield.com
Meeting rooms: 5; Sleeping rooms: 99; F&B: Yes
Voted Best Hotel and Best Hotel Restaurant in the 2015 Best of Marshfield Area Tourism & Hospitality Survey. #1 in Marshfield on TripAdvisor.



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: 244; F&B: Yes
Blue Harbor on Lake Michigan offers scenic meetings spaces for groups of 10 to 1000.
Halfway between Milwaukee and Green Bay.



STATEWIDE

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For those Wisconsin Chapter members who attended WEC in San Francisco this past August, it was an amazing adventure. MPI's annual conference draws attendees from around the world, offers a litany of great keynote and workshop sessions, fantastic networking opportunities, and food and fun throughout.

This was my third WEC, and each has provided a different experience. So rather than just summarize what happened when, I thought I would share what I have learned as both a look back and some tips for those looking to attend WEC 2016 in Atlantic City.

WEC is what you make of it

Everyone goes to WEC for a different reason – to gain knowledge, to make connections, to get away and have fun, etc. What always is interesting to me is how in this vast group of meeting professionals from around the globe seem to clump with their own Chapters.

One of my goals was to meet a lot of people. And to do that, it meant reaching out to those I didn't know, which can be uncomfortable – until you do it about 300 times. The vast, vast majority of people I met were gracious, open, and often times, happy that someone was talking to them. And since I started at the beginning of the event to make these connections, the relationships were reinforced every time I saw these folks on the way to a session.

Popular sessions fill up fast

One of the downsides of being social is that you can get caught in a conversation and then end up in a line for a popular education session. This year WEC featured several sessions that both planners and suppliers could use and those got jammed quickly. I had to bail on a couple of sessions when even standing room got full.

Chapters can get territorial

Staking out a home for the Wisconsin Members at the keynote sessions and

What I Learned at WEC

*By: Tom Graybill, VP, Sales
Tri-Marq Communications*



group lunches (occasions when it is great to "clump" as a Chapter) can be a bit like "Thunderdome." Chapters cling to the tables they found on day one, and interlopers are NOT welcome. Your Wisconsin Chapter did adopt several new members during WEC who were shunned from sitting with other regions. In fact, three of our "adoptees" from Montana ended up affixing Wisconsin ribbons to their badges for the last day of the conference! (Does this count for our Member numbers?)

Networking often is best off-site

The education schedule is pretty packed, so it is often difficult to have a lengthy conversation between sessions. The receptions and other off-site activities provide great opportunities to make good connections. Combine great food, interesting environments, and alcohol, and the chatting is easy!

WEC had many opportunities for this off-site connecting including the opening night reception, the Big Deal, and the closing night party. But not Rendezvous, at least for me. I heard it was fantastic, but NO ONE wants to see me dance!

Your Wisconsin Chapter is awesome!

From our Wisconsin ribbons on our badges (Thank you Amy Qualmann, CMP!) to past-president and advocate supreme Janet Sperstad, CMP, being honored with 2015 MPI Chairman's Award, your Chapter really shined at WEC. Our members were sponsors, presenters, and with our friends from Indiana, Michigan, and Minnesota, put on a fantastic reception to kickoff the Great Lakes Education Summit.

For those who couldn't attend, know that MPI-WI was represented in a big way at WEC.

Don't book a 7am flight home from San Francisco.

I learned that one the hard way. ▀



A rare case
**WHEN LOTS OF
SURPRISES ARE
A GOOD THING.**

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»»» visitmilwaukee.org/meetings



Milwaukee looks to the future with major development projects

docks and three spiral drive-in ramps with direct access to the 189,000-sq. ft. exhibit hall. The historic Milwaukee Theatre and the 12,700-seat UW-Milwaukee Panther Arena provide additional dining, trade show, concert and sports event space.

An interconnected package of the Wisconsin Center, the newly renovated Hilton Milwaukee City Center and Hyatt Regency Milwaukee offers more than 1,200 rooms in the heart of downtown at average daily costs of lodging and meals among the lowest in our competitive set.

Big city attractions all double as great venues for memorable events in Milwaukee. Delegates thrill to the roar of motorcycles at the Harley-Davidson Museum, where indoor and outdoor spaces accommodate groups of up to 15,000. The breathtaking, vaulted atrium of the lakefront Milwaukee Art Museum and adjacent Discovery World with its 360-degree view of the shoreline and impressive outdoor lakeside reception areas add to the mix of event venue options. And nothing serves up more fun and value-added to summer conventions than Summerfest and the ethnic festivals at the 75-acre Henry Maier Festival Park on Lake Michigan.

A water city located at the confluence of three rivers and Lake Michigan, Milwaukee features a three-mile long RiverWalk that winds along the Milwaukee River, past some of the city's best restaurants, brewpubs, shops and waterfront nightlife and Old World Third Street, renowned as the center of Milwaukee's German heritage.

VISIT Milwaukee earns high marks from meeting planners for extra value, like information-packed microsites that serve as a valuable resource in promoting meetings and customized mapping capability. And Milwaukee is one of the few cities where more than 200 enthusiastic volunteers are available at no cost to welcome delegates and help with a variety of services, such as meeting and greeting at the airport and hotels, and assisting at registration.

VISIT Milwaukee's newly launched Meetings website gives you all the information you are looking for in a fresh and easily navigable format. Discover all the reasons why forward-thinking Milwaukee is the right choice for your next meeting. ▀

www.visitmilwaukee.org/meeting-planners

There's a growing excitement about the surge in development of major downtown projects in Milwaukee. Major investments in buildings, highways, hotels, restaurants and infrastructure are pointing towards a glowing future for the city, with striking changes to the cityscape to be implemented by 2017.

Slated for a 2016 opening in the heart of the Historic Third Ward, a new 158-room Kimpton Boutique Hotel will feature an eight-story building housing a chef-driven, destination restaurant on the ground floor, plus a rooftop bar and expansive meeting space. Originally an industrial and warehouse district in the 1800's, the Third Ward is now home to the lively Milwaukee Public Market and is the center of the city's exciting culinary and arts and fashion scene.

Also on track to open in 2016 directly across from the Wisconsin Center, the Springhill Suites Milwaukee will offer 150 rooms in the 97-year-old, fully renovated Commerce Building, which is tied to the city's skywalk system, also linking to the Wisconsin Center. The hotel will feature a restaurant, underground parking and 2,000 square feet of meeting space.

Expected for completion by 2017 is construction of a new sports & entertainment arena in a futuristic design, which will be the new home to the Milwaukee Bucks and further spur private development in the area adjacent to the Wisconsin Center convention complex.

Opened in September of 2014, the architecturally stunning Potawatomi Hotel & Casino's \$150 million, 381-room hotel impresses with its spacious guest rooms and suites, and adds 13,000 square feet of meeting space to the casino's existing 48,000 square feet of Expo Center and ballroom space.

Milwaukee's budget-friendly convention campus features three unique venues. The compact, three-story Wisconsin Center offers cutting-edge technology, along with sixteen loading



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ASAE Awards VISIT MILWAUKEE Booth 2nd Place for “Bloody” Good Show!

Faced with proposals for a traditional booth design for the 2015 ASAE Annual Meeting & Exposition in Detroit in August, VISIT Milwaukee decided to take matters in-house and create a fun and engaging concept that won 2nd place for “Best-in-show in-line booth contest.”

“Although Milwaukee is known for its beer culture, we also have a pretty rich Bloody Mary scene, so we thought that might attract some good booth traffic,” said Senior Director of Marketing and Communications, Megan Gaus.

700 Bloody Mary’s later the concept proved to be a huge hit. People lined up for the drink, with optional garnishes of Milwaukee sausage, pickles and cheese, along with olives, pearl onions and more. A colorful graphic display of Milwaukee icons formed the backdrop for the winning booth, which generated lots of energy and was all the rage on social media at the show. ▴



From left to right: Lauren Hyps, VISIT Milwaukee; Maureen DeValkenaere, Milwaukee Marriott West; Paul Upchurch, Jeff Baryenbruch, Marco Bloemendaal, Brian Hutchings, and Megan Gaus, all of VISIT Milwaukee; Bill Bull, Marcus Hotels & Resorts.



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- 25% off all spa services
- 50% off of one team building activity



* Offer expires 3/10/16. Applies to new bookings only. Minimum of ten rooms per night. Group size restrictions apply. Based on single or double occupancy. Subject to space availability. Not available to groups booked before 10/1/15.

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Visit KalahariMeetings.com/MPIWisconsin or call 855.411.4605 to learn more.



Topitzes Recognized as a Top Influencer in Global Meetings Industry

Nick Topitzes, Certified Meeting Planner (CMP) and Founder of pc/nametag®, a worldwide distributor of meeting registration supplies located in Verona, WI, was named one of 30 top Influencers by professionals in the global meetings industry. This award marks the 30th anniversary of the Certified Meeting Professional Program.

The Convention Industry Council, a global forum for CMP organizations, launched the first ever peer-nominated #CMP30 Influencers campaign this past spring through social media. Industry professionals used Facebook and Twitter to nominate a CMP who has influenced them personally and whose work has had an impact on the direction and growth of the profession.

"As CMP turns thirty, the Influencers program has been a wonderful way to celebrate those industry leaders who have made a difference over the past three decades," said Karen Kotowski, CAE, CMP, and CEO of the Convention Industry Council. These CMP influencers are exemplary models of what CIC stands for – fiercely committed to the advancement of the meetings profession."

Topitzes was among 75 nominations submitted globally for deserving CMPs. From there, the CIC asked professionals to vote among these eligible candidates for their top #CMP30 Influencer via a Facebook poll.

The final top 30 CMP Influencers included Topitzes were selected by a CIC committee based on the number of Facebook poll votes, personal influence on peers, and community/leadership presence.

Founded in 1985, pc/nametag® sells innovative supplies and specialty products as well as provides on-site solutions for meeting and convention planners. ▴

A promotional graphic for Chicago Northwest's 300 Room Nights offer. The graphic is framed by a purple border and contains several images: an airplane taking off, a hotel lobby, a hotel exterior, and a couple smiling. The text reads: "MEET CHICAGO NORTHWEST IT'S BETTER ON THE EDGE", "300 ROOM NIGHTS \$3 PER ROOM", "Book a new event with a minimum of 300 total room nights at one of Meet Chicago Northwest's hotels, and we'll take \$3 per room off the master bill up to \$3,000!", "Visit chicagonorthwest.com/300incentive for all the details!", "It's affordable sophistication that's easily accessible to the world.", "800.847.4849", "ChicagoNorthwest.com", and "ILLINOIS MILE AFTER ADJACENT MILE".

MPI Wisconsin Membership Anniversaries

ONE YEAR ANNIVERSARY

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Professional

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Robyn.stryker@fourpointsmilwaukee.com

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Please help us welcome
our new members!



MPI-WI SUMMER SOCIAL

IN MILWAUKEE

Board Member Profile: KATIE MCGINNIS



Place of employment: Hyatt Regency Milwaukee
Milwaukee.hyatt.com

Where do you currently live? Wauwatosa

How long in the meeting/event industry? Eight years

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

Gathering great team members to plan the monthly MPI meetings. I am responsible for the coordination and execution of monthly meetings.

What is the best part of being on the board? There isn't just one! I love all of the people on the board and I love help being a part of the decision making process for the direction of the group.

What have you learned most from being on the board? I have learned it is okay to speak up and voice your ideas—you never know which one of them is going to catch and be a hit! Also the team is always willing to help!

What is the best advice you can give to someone who is thinking about getting more involved in MPI? DO IT! Don't hesitate!! Volunteering for MPI was a fantastic decision and really changes how you view the group and makes you more vested.

Favorite hobbies or pastimes? Love taking my two dogs to the dog park, vacationing with my husband to places like Alaska and Brazil and attending Milwaukee Bucks games.

Favorite musical artist or band? Of Monsters and Men, Mumford and Sons, and OneRepublic and American Authors are some that I like.

NOMINATIONS

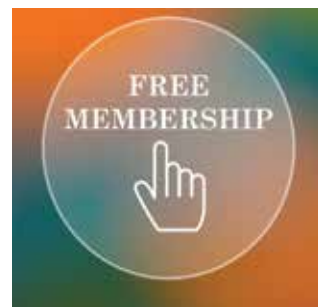
By: Carmen Smalley, CMP

Serving on the Board of Directors for the MPI-Wisconsin Chapter has been a great reward. It has allowed me to make close friends, build business relationships, and learn new management skills. If this sounds like something you would be interested in volunteering for, make sure to look for the nominations information coming out in December. Please nominate someone who you feel would make a great board member or nominate yourself. It's a great opportunity to learn new skills and make an impact on the chapter.

The nominations committee will be holding conference calls to answer any questions you might have about serving on the board or you can contact Carmen Smalley at smallecm@matc.edu with any questions you might have. ▀

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NOVEMBER

15-17

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Milwaukee, WI

2016

JANUARY

21

Chapter Education
Marriott Milwaukee West
Waukesha, WI

FEBRUARY

11

Chapter Education
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Middleton, WI

MARCH

10

March Education and Fundraiser
Milwaukee Area Technical College
Doubletree by Hilton Milwaukee Downtown
Milwaukee, WI