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MPI-WISCONSIN CHAPTER Agenda

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MPI-WISCONSIN CHAPTER Agenda

September/October 2015
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Feature Articles

MPI-WI Now on Instagram!	9
A/V Out of the "Box"	10
Calling All MPI-WI Members	12
And the Nominees Are!	14
2015 MPI Chairman's Award at MPI-WEC	16
Unconventional and Unique Venues	20
A Day of Recognition for Sperstad	24
Attention All MPI-WI Members!	25
MPI-Wisconsin Membership Anniversaries	26
It is Time to Rethink What We Do	27

Event Photos

Summer Spectacular	
The Ducks	8
Non-Golf Activities	18
Golf Outing	22
Stevens Point Board Retreat	31

In Every Issue

From the Editor's Desk	4
President's Column	7
Food for Thought: Chef Trevor Jost	28
Community Outreach	29
New Members	29
Supplier Profile: Caryn Gates	30
Board Member Profile: Sara Kern	30
Planner Profile: Amy Brown	31
Calendar	BC

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WISCONSIN CHAPTER

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EDITOR'S NOTE

Un·con·ven·tion·al
[uhn-kuh n-ven-shuh-nl] :
not based on or conforming
to what is generally done or
believed.

The theme of this issue of the *Agenda* is 'unconventional venues.' When I think about an unconventional venue, I see it many different ways. One way I view it is the use of a venue that may not be thought of before, such as a concert venue, a boat, sporting arena, or amusement park just to name a few. This also could be looked at as using a venue that is just different to your place of work. For example, if you always host your meetings and events either at your on-site meeting space or at a hotel, for your company an unconventional venue might be a restaurant or museum, even though it may not be viewed as unconventional to someone else.

In this issue, you will read about some unconventional venues and how you can maximize those places to bring a new aspect to your meetings and events. MPI gives you a great resource to search for these venues whether it is through contacting your local CVB or reaching out to the venues directly.

I challenge you to think outside the box when it comes to your meetings and events. If you are a planner, come up with a couple different venue options that will transform the expectations of your attendees and leave them wanting more. If you are a supplier or one of these venues, come up with ways that you can make your venue unconventional by the way you decorate or sell your property.

One of the best parts of our industry is that we are given the freedom to think outside the box and use it to deliver a great meeting or event.

Happy Thinking!



Nicole



"Oh the places you'll go, Today is your day! Your mountain is waiting, so...get on your way!" – Dr. Seuss

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President's Column



Tom Graybill

President

MPI Wisconsin Chapter

Tri-Marq Communications, Inc.

There's an old saying that, "It isn't what you know, it's who you know." I would argue a more appropriate turn of that phrase would be "it's who knows you."

The Multiplier Effect

There was this very memorable commercial that I remember seeing when I was a kid. It was for Faberge shampoo, and it went along the lines of "I told two friends about Faberge shampoo, and they told two friends, and so on, and so on..." Eventually the screen was filled with multiple faces to show who had heard about the shampoo (in one case, lots of Heather Locklears!). Thus was illustrated the multiplier effect; an effect you can take advantage of through MPI-Wisconsin.

Each time you interact with our Members you boost your multiplier. The more people who know you, the more you can tap into the people that they know, and the more people can help you. The kids today would call this "social media" if you use a computer to achieve this goal. I would argue that online should be only part of your business and career strategy. By using the tools available from MPI-Wisconsin, you can greatly expand your professional universe.

It starts by attending MPI-Wisconsin events. Trust is built face-to-face and it takes time to build. The second meeting with someone is always more productive than the first. Take time at Chapter events to meet new people and bring them into your sphere of contacts.

You next multiply your results by volunteering. In addition to connecting with others on your committee, you get recognition in front of our Membership. My first volunteer activity was as emcee for the Awards Gala. After that event, the number of people who knew my name grew exponentially. Volunteering – and volunteering regularly – positions you as someone who can get things done and shows a determination to help our Chapter and your fellow Members.

A great multiplication tool is your sponsorship/support of MPI-Wisconsin. Our Strategic Alliance program, the advertising slots in this magazine

and on our mobile website, and the event sponsorships and silent auction/raffle donation opportunities put you and your organization in front of people who love to buy MPI. It is always easier to work with friends, and there is a kinship among our Members that often results in deep and long-lasting relationships. But if you aren't putting your message out there, you can't expect someone to know what makes it worthwhile to partner with you.

There's an old saying that, "It isn't what you know, it's who you know." I would argue a more appropriate turn of that phrase would be "it's who knows you." MPI-Wisconsin can help you get known. Though I can't promise you silky, soft hair.

A look ahead

As this issue hits your desk, we'll have just wrapped up our Summer Socials events. Thank you to everyone who joined together for fun and networking at these events in Madison, Oshkosh, and Milwaukee.

You can start your career multiplication at our fabulous Awards Gala at the Wilderness Resort, Wisconsin Dells on September 10th. Wear your denim & diamonds and help us honor those who have helped make your Chapter great.

Everybody knows about Social Media, but are you making the most of it? Find out at our October Educational Event in Eau Claire at the Metropolis Resort. Join us for a deep dive into the latest trends online at our meeting on October 15th.

Retreat thanks

A Presidential shout-out to the Holiday Inn Stevens Point Convention Center for hosting our Board retreat and to Leslie Fabian at the Crowne Plaza Milwaukee Airport for her help. Bravo!

And thank you for being a Member of MPI-Wisconsin!

Tom

Tom Graybill



The Ducks

SUMMER SPECTACULAR | Wisconsin Dells, WI



MPI-WI Now on Instagram!

By: Maria Peot

MPI-WI is excited to expand its social media footprint by joining the Instagram world! If you don't already use this fun and quirky app, consider taking a few minutes to download it onto your smart phone or tablet and follow us at @mpi_wi_chapter. We'll be sharing photos on the go from our monthly events and other MPI-related activities as they happen via Instagram.

If you have a fun MPI photo to share, make sure to tag @mpi_wi_chapter, and the photo will show up on our feed. Or, if you prefer, send photos to Maria Peot at maria.peot@gmail.com to share directly through the MPI-WI account.

How to Engage with MPI-WI on Social Media

MPI-WI is looking to increase engagement with our members and followers on social media. This includes Facebook, LinkedIn, Twitter, and new for 2015-2016, Instagram! We're asking you to help by utilizing the following hashtags, including monthly hashtags for our specific events:



#MPIWI
#MPIWIAwardsGala
#MPIWIOctEd
#MPIWIGLES

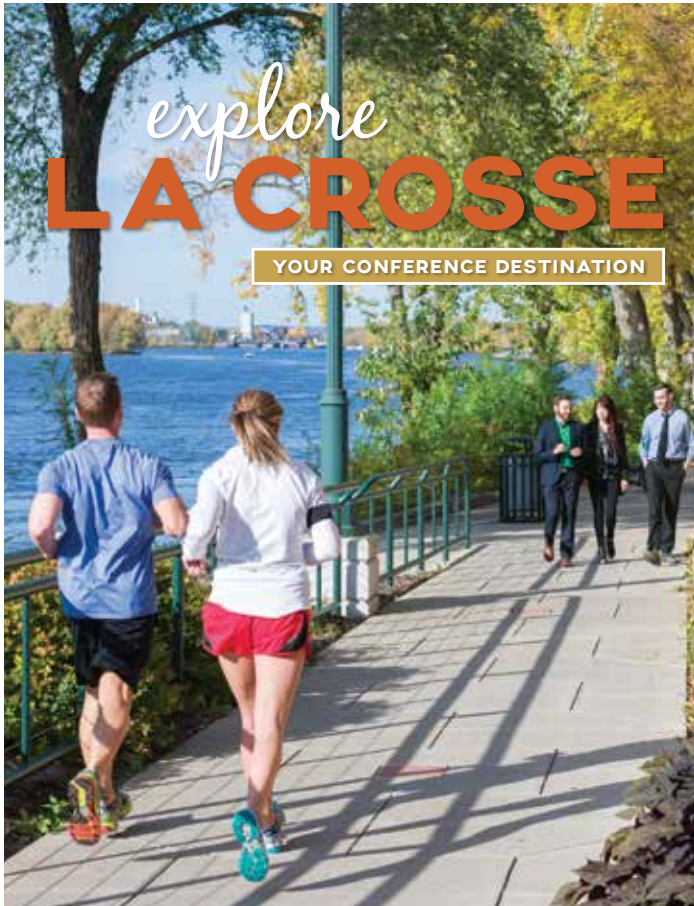


#MPIWIBFG
#MPIWIJanEd
#MPIWIFebEd
#MPIWIFundraiser



#MPIWIAprilEd
#MPIWIMayEd
#MPIWIGolf
#MPIWIEducation
#MPIWIEvents

Now, get snapping and sharing – we look forward to seeing your photos on Instagram!



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A/V Out of the “Box”

By: Tom Graybill

Unique venues can provide unique opportunities – and some challenges as well for your audio/visual presentations to look and sound their best.

Scouting/Planning

A/V scouts are good practice for most events, but are especially crucial for non-standard locations. Take the time to go visit the site (with your A/V professional, if possible) and determine what can work and what can't. Be flexible, as the best laid plans made in your office may not fit with the dimensional reality of your cool meeting site.

Power

Before you can think about projection, sound, or lighting, you need power. It is desirable to have more than one circuit to separate your audio from your video/projection lines, and often several 20 amp circuits can be required.

Getting enough “juice” can mean running cords into outlets in other rooms at your unique location, tapping into a junction box, or bringing in a generator. A key first step is working with your venue to determine how much load is available to see what extra accommodations may need to be made.

Generators are great options for power, as you can scale the size of the generator to your needs. Of course, generators make noise, and should be located some distance away from your audience to not interfere with your audio. Generators also require fuel, so you'll need to manage refueling if your event is lengthy. Having a backup generator is a great plan so you don't end up powerless.

Audio

The most important aspect of your presentation is audio. If your speakers can't be heard, you will lose your audience.

Unique venues often aren't “square” or uniform, so getting good audio can be challenging. And there is no simple formula. An airplane hangar certainly has different acoustics than a restaurant or a tent.

Be wary of built-in audio systems that may not be able to handle your audio needs. A nightclub might have a great sound system for dancing, but not for your panel discussion.



As a rule of thumb, always have a wired microphone as backup if you are using wireless mics. It is cheap insurance you'll be glad you have.

Projection

Ceiling height and room layout will be strong indicators on how you should handle your on-screen presentations. Think about the viewing angles for your audience, and contemplate whether multiple screens may be needed so everyone can see properly.

All projection is affected by existing light.

Unique venues can have many windows, skylights, or other light sources that will denigrate your image. One way to fight this is to employ brighter projectors, upping the lumens over what you would normally use for a ballroom.

If in a tent or outdoors, getting a powerful enough projector may be cost-prohibitive. Some other options could be multiple monitors set up in strategic spots or an LED wall which can be visible even in bright conditions, or using drape or set pieces to block out the existing light.

Lighting/staging

Speaking of light, you'll probably need some for your stage. You likely won't be able to rig truss to the ceiling of your unique space, so ground supported lights may be your best bet. Power availability and ceiling height will play a part in choosing your best illumination options.

LED uplighting can add dimension and décor for your event, accenting the unique features of your unique venue. New battery-powered fixtures offer great flexibility while avoiding the criss-cross of power cords.

Security

Unlike a ballroom or other meeting space, your unique venue may not have a lock. Or even a door. So you may need security to make sure your equipment doesn't “walk” when you aren't in session.

Be sure to think about points of entry to make sure you have enough eyes in the right places. Make sure that your security officers are timed to arrive while you are still on-site to make a smooth transition.

Unique venues can boost attendance and interest in your meeting. Make sure that your A/V plan can still maximize your message. ▀

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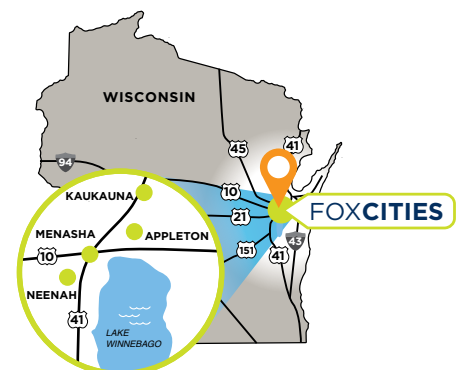
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Calling All MPI-WI Members -- It's that time of year again!

By: Jackie Ellickson - Director of Special Education Projects

It is time to sign up for the **2nd Annual Great Lakes Education Summit** and enjoy some great educational sessions.

This year we are proud to announce that the 2nd Annual GLES will be held November 15-17, 2015 at the Hyatt Regency in our very own Milwaukee, Wisconsin. MPI-Wisconsin will share this event with two neighboring MPI chapters, Indiana and Michigan, which will offer unlimited connections and networking opportunities.

We have an outstanding speaker lineup this year that offer some great topics. Also, there are still some great strategic partnerships available! Please visit our website (www.mpigreatlakes.org) for more on sponsorship opportunities and speakers agenda.

Check out our speaker lineup:

- **Holly Duckworth**, CEO of Leadership Solutions Int'l – CTRL + ALT + Believe: Reboot Your Meetings for Success
- **Sherene McHenry**, President of Fully Engaged LLC – High Stress or High Impact: The Choice is Yours.
- **Scott Schwefel** – Insights into Effective Communications: How to Better Connect and Adapt with Your Customers
- **Jason Kotecki** – Escaping Adultitis: Living and Working with Less Stress and More Fun.
- **Janet Sperstad, CMP**, Madison College – Harnessing the Social Brain and Mindful Event Design

This is truly an event you can't afford to miss. I encourage you to register for the 2015 GLES where we will CONNECT ~ ENGAGE ~ INSPIRE!



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333 W. College Avenue, Appleton, WI

920/733-8000 | radissonpapervalley.com

Meeting rooms: 26; Sleeping rooms: 390; F&B: Yes

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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.



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, rooftop patio, lobby lounge & meeting space.

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

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2015 Denim & DIAMONDS

And the nominees are!

The 37th Annual MPI Wisconsin Chapter Awards Gala is just around the corner on September 10th at the Wilderness Resort in Wisconsin Dells! The following MPI-WI members were nominated for the awards to be presented that evening.

Meetings Industry Advocate Award:

- Amy Qualmann, CMP – WI Association of School Boards
- Frost Williams – VISIT Milwaukee
- Rochelle Cole – MATC School of Business
- Wanda Gilles – TASC

Planner of the Year Award:

- Wanda Gilles – TASC
- Amy Qualmann, CMP – WI Association of School Boards
- Kristen Salewski, CMP – Rural Mutual Insurance Company

Rising Star Award:

- Jackie Ellickson – Virtual Business Edge, Inc
- Katie McGinnis – Hyatt Regency Milwaukee
- Jennifer Nadolski – Wisconsin Early Childhood Association
- Sarah Banach – Majic Productions

Supplier of the Year Award:

- Alexandra Harjung, CMP – WI Dells Visitor & Convention Bureau
- Alison Hutchinson – Fox Cities Convention & Visitors Bureau
- Michelle Tyo-Johnson – NorthCoats Productions
- Katie McGinnis – Hyatt Regency Milwaukee

Team of the Year Award:

- 2014 Awards Gala
- 2014-2015 Speaker Team
- 2015 Golf Team
- 2015 Spring Education Team
- 2015 Chairman's Challenge 5K

MPI-WI Hall of Fame Recipient

- Steve Lorenz – Meetings & Incentives Worldwide



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Our own Janet Sperstad, CMP Recognized with 2015 MPI Chairman's Award at MPI-WEC

By: Kevin Kirby – Chairman of MPI International Board 2014/2015

(Below we share with you the words of Kevin Kirby, who gave Janet this award in San Francisco)

WEC'15 Opening General Session

Another MPI member that inspires me is this year's recipient of the Chairman's Award. As your current chair, I have the distinct honor of presenting special recognition to an individual who has made an outstanding contribution to MPI, our profession and our industry. The recipient of the 2015 MPI Chairman's Award is Janet Sperstad from the great state of Wisconsin.

For those that don't know Janet, she founded and developed the first associate degree in Meeting and Event Management in the U.S. at Madison Area Technical College in 2002. For the record, Janet has been previously recognized as Distinguished Teacher of the Year at her college and has received several industry accolades for her endeavors.

Last summer, the U.S. Department of labor asked Janet to review the hospitality and tourism competency model. The goal being to outline the necessary skills to perform our roles in the eyes of the U.S. Government. Up to this point, the Meeting & Event Industry has not been recognized as its own business sector. And, Meeting & Event Professionals have been categorized in a "sub" group along with Restaurant & Lodging Managers! In an effort to "educate" the Department of Labor, Janet enlisted industry colleague, Marsha Flanagan, to convince them we belong in our very own labor sector.

Getting no where fast and after several phone calls, Janet called for a face-to-face meeting with U.S. Dept of Labor representatives and reviewed the extensive menu of standards and certifications across the various industry associations that denote excellence.

Imagine that everyone! A face-to-face meeting! The opportunity to address the obvious industry profile flaws came down to a face-to-face meeting.

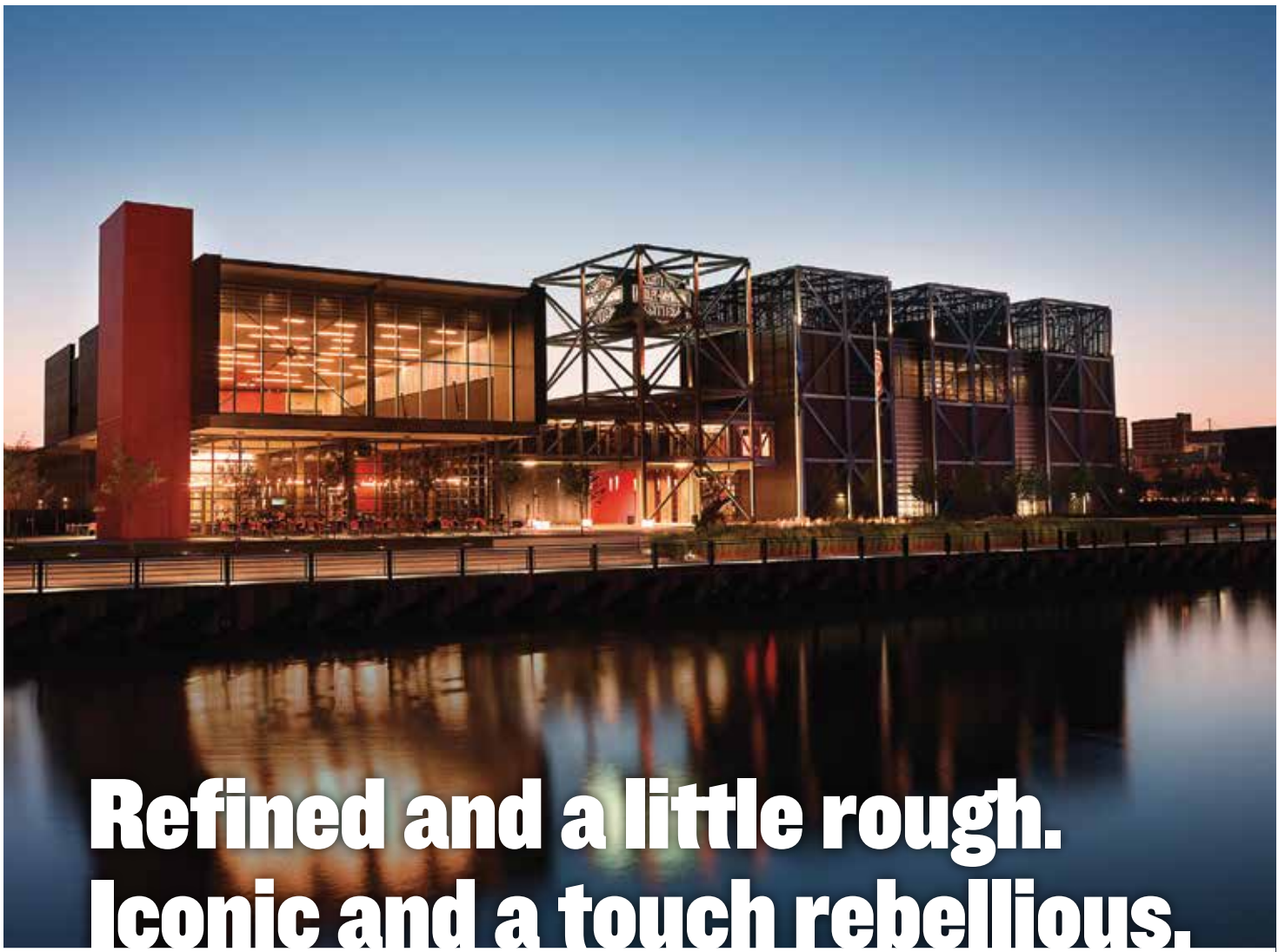
So now Janet, because of your efforts, updated U.S. Department of Labor guidelines will reflect that Meetings & Events appear as a stand-alone business sector separate from Lodging and Tourism sectors. This important change further demonstrates the significance of our industry and profession which reinforces the business value of meetings.

Janet, your passion for this industry, your students and your service to the MPI-Wisconsin Chapter is more than enough to garner recognition. Today, my friend, I speak on behalf of a grateful industry that seeks advocacy on all levels with the simple goal of sharing... that meeting's mean business.

MPI specifically recognizes you with this Chairman's Award for all of your efforts. And I know I speak for everyone and say... keep going!!! ▴

THANK YOU!





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Non-Golf Activities

SUMMER SPECTACULAR

Coldwater Canyon Pavillion
Chula Vista Resort

After the morning education, the group took a tour of the Dells on the famous Ducks (see page 8) and enjoyed lunch at the beautiful Coldwater Canyon Pavillion. They then were transported back to the Chula Vista Resort to explore their creative side with a social painting class and refreshments before joining the golfers (see page 22) for the after-round reception.



Photos Courtesy of Metropolis Resort



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Unconventional &

By: Joe Millenbach

Like many of you, I'm bombarded every day with emails from hotels and destinations with slick marketing messages about what makes them unique and better than the rest. Recently, an email from Collinson Media & Events caught my eye and featured a story about a truly unique experience and it got me thinking about unconventional and unique meeting venues.

If you receive Collinson's email newsletters like I do, you may have seen the article about a company called World View Enterprises, based in Tucson, Arizona, which is developing a high tech balloon and passenger capsule that can take six guests and two crew to the edge of Earth's atmosphere for a 2-hour ride through the stratosphere, while sipping a cocktail and looking down on Earth. Now that would truly be a unique experience! At first I scoffed at the notion of holding a meeting in a space capsule 100,000 feet above the Earth, but after a little more thought, the potential for an incentive trip into space is real and it got me thinking about unconventional and unique venues for our own events.

While most of us won't be floating into the stratosphere for a meeting or incentive trip anytime soon, there are options here in Wisconsin that offer something different than the usual hotel or convention center meeting experience. Before considering an unconventional venue, keep in mind the audience and goals for your meeting or event and make sure they are aligned with the experience you want to create. Done well, a change in scenery can be just what you need to help your attendees break out of their normal ways of doing business and get them into an environment where ideas can flourish and new experiences can be made.



in the same location. The Milwaukee Art Museum is an excellent example of this and if you've been fortunate to visit the museum

Museums offer a good example of an unconventional meeting venues and often provide an environment for both learning and entertainment to take place

you know just how unique it is. What you may not know is that in addition to world class architecture and art, the museum features a 265 seat auditorium suited for large presentations and two smaller conference rooms that overlook the signature banquet and reception space in the museum, Windhover Hall. This combination of meeting environments and reception areas is ideal for groups that want something besides the normal conference setting.



On the other end of the museum spectrum are the Experimental Aircraft Association's facilities in Oshkosh, WI. The EAA offers a variety of settings for receptions, exhibits, and even small meetings. The aircraft hangars at the EAA offer indoor and outdoor exhibit areas and these facilities are a great option for events that require a lot of space. If you're thinking BIG, this is one place where you can find a setting that has the square footage you need and that offers some alternatives to a traditional convention center environment. Like the Milwaukee Art Museum, the EAA offers some excellent options for entertainment and reception areas as well as the exhibit and meeting space.

I've also found that unconventional and unique venues offer your attendees the opportunity to do unconventional and unique things while they are there. If your meeting is just about the latest training session or setting your next fiscal year budget, then a hotel meeting room is fine. But if your event is focused around teambuilding or if you want a location that can break down some walls between people and get them out of their comfort zones for a while, then an

Unique Venues

unconventional meeting venue can be just what you need. For example, the Halquist Family Lodge at YMCA's Camp Minikani in Hubertus, WI offers a rustic and private environment for retreats, teambuilding activities, and social groups. A camp-like



environment encourages a casual environment and attendees can bond over a campfire or work together on a climbing wall or ropes course as part of a teambuilding event. Whatever

the case may be, a venue such as Camp Minikani offers some unique options that a typical hotel just doesn't offer.

Before you consider hosting an event at an unconventional venue, be sure that the goals of your meeting are aligned with the location and the experience it will provide. A new product launch at a camp or retreat center may not be the

best fit, unless you're launching a new line of tents or off-road vehicles, in which case it might be the perfect location. Also, be sure to work with the venue to understand their contractual and operational policies which may be different than you're accustomed to in a traditional hotel or convention center environment. Last but not least, finding hotel and convention center venues is easy, but finding an unconventional setting for your meeting can sometimes be a little trickier. Work with the local convention bureau and let them know what you have in mind and they can often help you connect with a facility that meets your needs. ▀

Joe Millenbach
Global Account Executive
Conference Direct
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Photos Courtesy of Marriott Madison West

A Day of Recognition for Sperstad



By: Rowland Stiteler | Aug 03, 2015

With all the great moments that have happened at WEC over the years, none will likely surpass the outflow of human emotion and personal/professional triumph evident when the 2015 MPI Chairman's Award was presented to Janet Sperstad, CMP (MPI Wisconsin Chapter), director of the Meeting and Event Management Degree Program at Madison College in Madison, Wis., for the past 13 years.

And while Sperstad has made a considerable contribution to the profession through her efforts as an educator over the years, the award went to her for something even bigger—nothing less than officially defining the profession of meeting planning as a job definition recognized by the U.S. Department of Labor.

Sperstad teared up when she accepted the award, and for good reason—this has been a decades-long quest for her, and actually for meeting professionals everywhere.

As a 30-year meeting professional and a 29-year member of MPI, defining meeting planning as a recognized profession has been a life's work for Sperstad. The 2015 MPI Chairmans Award, presented during the WEC Opening General Session, involved not only the recognition by her peers that this has been

achieved, but was almost something of a celebration by the meeting planning community for becoming a distinct and now officially recognized profession.

"For all these years we have been working to achieve the recognition that what we do is a distinct and separate profession—not just a sub category of tourism—and this recognition by the U.S. Department of Labor has finally brought that," she says.

It is fitting that it took a face-to-face meeting for the Department of Labor to finally "get it," as Sperstad says. In part because she established the first-ever degree program in meetings management, she had been asked by the Department of Labor last year to submit information to define the job skills and competency requirements.

She did better than that, flying to Washington, D.C., to meet with Department of Labor administrators and present all the right information about what meeting professionals do.

"They finally got it," she says. "Now, what we do for a living is defined officially by the U.S. government." ▀

Attention All MPI-WI Members!

I know you're all enjoying summer but Bidding for Good is just around the corner and we need your help to support our wonderful organization.

The mission of MPI-WI is to "connect industry professionals together to learn best practices, build relationships, and enhance business opportunities."

With your help we can continue to help drive the success of MPI-WI and make sure you get the most out of your membership and the events we host.

Bidding for Good is a website that helps raise money, reach thousands of supporters, and promote you with your donation. They have 450,000+ bidders and have helped raise over \$293 million dollars for organizations similar to ours. Items we are looking for are not just in the Wisconsin area due to the fact that 50% of bidders are non MPI-WI members. In the past

we have not only had great items from Wisconsin but also Minneapolis, Seattle, Tampa Bay, Orlando, Dallas, Hawaii, and Arizona just to name a few.

It's easy to donate
and it's easy to bid!
If you are interested
in donating or have
questions please
feel free to contact:

BIDDING FOR GOOD

Monday, November 16th through
Monday, December 7th

We need all items in hand by Fri, Oct 30th.

Amanda Ridout: aridout@idmhospitality.com
Tracey Bockhop: tracey@meetmeetings.com.

You may also visit the Bidding for Good website:
www.biddingforgood.com.

Thank you for your continued support of MPI-WI!

Tracey Bockhop, CMP
Director of Special Events, MPI-WI Board of Directors



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1 YEAR ANNIVERSARY

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Jackie Ellickson

Virtual Business Edge, LLC

Marlene DeMaster

Executive Director Inc./AAAAI

Ann Thielman

MARCO

Leigha Schatzman

MRA - The Management Association

Kelley Bartel

Florian Park Conference & Event Center

Lindsey Hess

Wisconsin Primary Health Care Association

Emily Cook

Fox Premier Meetings and Incentives

Teresa Blythe

Hampton Inn & Suites Madison
Downtown

Brian Schulz

Grand Lodge Waterpark Resort

Diane Dziedzic

Strike Sporting Goods

Annie Lettenberger

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Summit Credit Union

Kristen Curnyn

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Amy Karas

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WPS Health Insurance

Sandra Jeske

MRA-The Management Association, Inc.

Peggy Rynearson

Wisconsin Womens Network

Patricia Marks

Destination Management Services Inc

Jessica Kurtz

National Wildlife Health Center

Ann Kerian

Ann Kerian: Consulting & Coaching LLC

Laura Bradley

Door County Visitor Bureau

Lindsey Daniels

Fox Premier Meetings and Incentives

Erin Handel

BankersHub

5 YEAR ANNIVERSARY

May 2010 thru Aug 2010

Brooke Miller

The Rees Group, Inc.

Bridget Mergen

International Foundation of Employee Benefit Plans

Brenda Parks

International Foundation of Employee Benefit Plans

Thomas Coleman

Stevens Point Area Convention & Visitors Bureau

10 YEAR ANNIVERSARY

May 2005 thru Aug 2005

Liz Diggins

Meetings & Incentives Worldwide, Inc.

Tamara Putney

Derse

15 YEAR ANNIVERSARY

May 2000 thru Aug 2000

Becky Melchi

The Abbey Resort and Avani Spa

20 YEAR ANNIVERSARY

May 1995 thru Aug 1995

Marin Medema

The Osthoff Resort

Lynn Golabowski

Conference Direct

It is Time to Rethink What We Do

By: Kyle Hillman

Let's face it—change isn't our thing. We are a paradigm industry that receives comfort in the familiar, and we spend far too many hours protecting against risk. It is also why our events are becoming stale, our planners seem out of touch, and our exhibitors have lost the fine art of relationship-building, an unacceptable result for any model.

This has to change. Somehow.

It is not going to be easy. This industry started from a place of disrespect. We were the secretaries, administrative assistants, or (in a lot of cases) completely unrelated professions who were asked to, "just go and put on a conference."

To do so, we stole from each other in not so secretive ways.

Registration setups, name badge design, exhibit floor layouts, even speaker and audience dynamics were mimicked with the greatest detail. So much so that it is virtually impossible to tell one show from another absent signage and whatever industry-specific dialogue comes from our speakers' mouth.

We had success mimicking other shows that we started mimicking ourselves. Absent creativity, we hired the same speakers again, we used the same layouts, and we cloned rather than produced shows. In the end we created an event that has trained our attendees and sponsors to expect the mundane. Variation on that structure brings confusion and at times derision.

Take a look at the work Jeff Hurt is trying to do with audience layouts and story-telling presentation design. It is creatively using slight tweaks to what we do now, yet still the uneasiness of implementation is obvious.

By repeating ourselves and our meeting structures, we no longer allow ourselves the opportunity to fail. It is why I laugh every time I hear a meetings professional complain about Generation Alphabet or hear a speaker discuss how to work with this millennial generation. There is no secret; they are just not as risk-adverse as you and I. They also don't have the performance equity built up which means you should be more risk-adverse in this industry than they should be.

This is my message as I prepare to present to the Wisconsin Chapter in October. Open yourself up to trying new designs, take influence from art, business, and emerging market professions, and combine that with your years of event design.

I encourage you to get out of the comfort zone and play with your event a little more. We owe it to our profession to become more than just those who grew this profession—we should be those who disrupted it when it got too comfortable. ▴



CHANGE CHANGE CHANGE

Food for Thought: Chef Trevor Jost



Metropolis Resort Eau Claire, WI

Chef Trevor Jost began his career in the culinary field in 2005 helping his father at their family owned bakery in Bloomington, Minnesota. Trevor perfected his culinary skills at Southwest Minnesota State

University. He started from the ground and worked his way up to where he oversees all food production in four different kitchens at the Metropolis Resort.

Trevor is a great leader of the culinary team at the Metropolis. He is famously known for his white elephant gifts at the company Holiday party. In his free time Trevor is a huge fan of Anime & Comic Con, which has had him traveling all over the world with many more trips planned in the future. Trevor is a staff favorite at the resort and you can find him jamming in the kitchen to J-pop.

Chef Jost has catered to many different types of events held at the Metropolis Resort including conferences, meetings, weddings and family get-togethers. These groups have ranged from as few as 10 and up to 400 attendees. He prefers to cater to large groups because he feels like he excels in food preparation and cooking in large quantities. ▴



Pesto Pasta with Spicy Sausage & Roasted Brussels Sprouts

Ingredients

- ½ lb Brussels sprouts sliced in half
- 3 Tbsp. olive oil
- 1 tsp. salt
- 1 tsp. pepper
- 1 lb orecchiette (or any pasta)
- 6 spicy sausage links, sliced into ¼" thick coins
- 3 cloves garlic, peeled and thinly sliced
- ½ cup pesto
- Parmesan cheese, for serving

Directions

Preheat oven to 350 degrees F. In a large bowl, mix together brussel sprouts, olive oil, salt and pepper. Gently stir until well-combined.

Prepare a baking sheet with aluminum foil then spread the brussel sprouts on it evenly. Roast for about 35 minutes or until they are crispy on the outside and cooked on the inside. Remove from oven and set aside.

Meanwhile, heat some olive oil in a skillet over medium-high heat. Add the sausage and garlic and cook until nearly-browned.

Cook the pasta according to the package directions. Once pasta is cooked, drain the water and then add the cooked sausage and garlic, pesto and brussel sprouts.

Serve warm and sprinkle with Parmesan cheese.

Yields: 3-4 servings

Community Outreach



Our Community Outreach partner for the October 15th MPI Wisconsin monthly education meeting at the Metropolis Resort and Conference Center in Eau Claire, WI will be Beacon House.

Beacon House, located in downtown Eau Claire, is an organization that serves families and pregnant women who are temporarily homeless or at risk of

homelessness by providing resources for emergency assistance, stabilization, and prevention. The downturn in the economy has affected everyone. As a result, the demand for services has increased.

The greatest needs for the organization are currently diapers, wipes, cleaning supplies, laundry soap, and sheets. Bus tokens and gas cards are also greatly needed and will be available for purchase at the event. A full wish list can be found on their website www.beacon-house.org. ▲

During 2014:

- **46 families received shelter**
- **71 adults received shelter**
- **88 Children received shelter**
- **6,015 nights of shelter were provided at Beacon House**
- **6,741 volunteer hours were provided**
- **16,717 meals were served**

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**Please help us
welcome our
new members!**

Supplier Profile: Caryn Gates

**Director of Sales
Manitowoc Area Visitor &
Convention Bureau
Manitowoc, WI**



How long in the meetings industry?

I have been in this industry for about 15 years. My internship in college was a conference services coordinator at the American Club in Kohler, WI, the Midwest's only 5-diamond resort. It was an amazing opportunity to start my career at such an amazing location. I still work with many of the conventions I did back at the beginning of my career.

How long in MPI? I am a new member of MPI and very excited to expand my network of professionals with the current MPI members!

Tell a bit about your company and/or current position: After a lengthy career in the hospitality management and sales side, I just accepted the Director of Sales Position at the Manitowoc Area Visitor & Convention Bureau. I am excited to be able to sell the city in which I grew up in and feel so passionate about.

Tell us about your family: I am blessed to have a 9 year old son, Hartley, who has shown me what life is all about. Together we enjoy golfing, camping, geocaching, and seeking out new adventures. We recently added an Aussiedoodle puppy, Dusty, to our family and he enjoys accompanying us on our ventures as well.

Favorite Pastimes: I enjoy being outside. I should clarify that by saying in Wisconsin summers, when we get them. Golfing has always been my favorite, but I have really enjoyed our beautiful lakeshore this year.

Special personal accomplishments: I recently obtained my Real Estate License and have had a wonderful time transitioning what I already knew about sales into the real estate market. I am an overachiever and enjoy doing Real Estate in my spare time to help me fill my need to succeed.

Board Member Profile: Sara Kern

**Blue Harbor Resort
Sheboygan, WI**



Where do you currently live? Elkhorn, Wisconsin

How long in the meeting/event industry? 28 years

Tell us 2-3 things you are responsible for on the board: as Director of Member Care, I am responsible for helping our members to realize that their membership is vital to our Chapter's success, that their personal volunteerism enhances the strength of our Chapter and their ability to encourage new members/student participation ensures our Chapter's growth.

What is the best part of being on the board?
The people that I will meet over the next couple years.

What have you learned most from being on the board? I am brand new, so I am looking forward to learning everything about anything!

What is the best advice you can give to someone who is thinking about getting more involved in MPI? Don't even hesitate...do it! You will find that you'll meet lots of great people and you'll be offered priceless opportunities to benefit you personally and professionally

Favorite hobbies or pastimes? Chillin'...I seem to be quite good at it!

Favorite musical artist or band? Bee Gees!!!!!!

Planner Profile: Amy Brown

Director of Education and Conferencing Development
Trade Press Media Group, Inc.



How long in the meetings industry? Eight years.

How long in MPI? Brand new!

Tell us about your company and/or position: Trade Press Media

Group is a business-to-business media that proudly publish six magazines, put on market-leading trade shows, manage a number of industry web sites, produce educational webcasts, offer informational email newsletters and develop a myriad of other media products. Our brands are considered “best-in-class” by our subscribers, event attendees, advertiser, and exhibitor customers. The education department is directly responsible for developing live events content and agendas as well as managing logistics for both live and online events.

Teams or projects that you have worked on for MPI or would like to be involved with: As a new member I haven't been involved yet, but I look forward getting more involved with the organization.

Where were you born? I was born in Reading, PA but moved to Milwaukee when I was 4 years old so I've always considered Milwaukee my hometown.

Where do you currently live? Milwaukee, WI

Favorite Pastimes: Volleyball, golf, movies and cooking.

Favorite Musical Group: My current favorite Pandora stations include Maroon 5, Ed Sheeran, Lady Antebellum, and Blake Shelton.

Person you admire most and why: I admire both my mom and dad. I admire my dad for his work ethic and authenticity in professional environments. I admire my mom for her compassion and giving heart.

Words to live by: “Learn from yesterday, live for today and hope for tomorrow.”

What else would you like other MPI members to know about you? I'm excited to be a part of this great group of people and look forward to getting to know other members at upcoming events.

STEVENS POINT BOARD RETREAT



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**WISCONSIN
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Datebook:

CALENDAR OF EVENTS

2015



Connecting you to the
global meeting + event community

SEPTEMBER

10

MPI-Wisconsin Awards Gala
Wilderness Resort
Wisconsin Dells, WI

OCTOBER

15

TOPIC: Hackathon Theory
How You Can Implement in Your
Next Conference
Metropolis Resort
Eau Claire, WI

NOVEMBER

15-17

Great Lakes Education Summit (GLES)
Midwest Regional Conference with
MPI-Indiana and MPI-Michigan