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MPI-WISCONSIN CHAPTER Agenda

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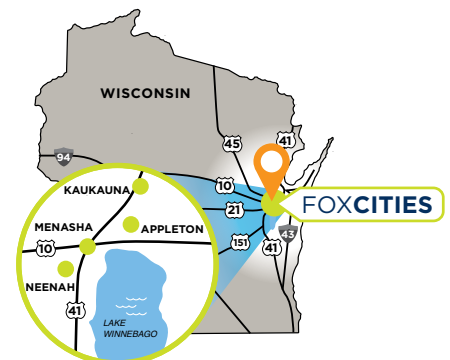
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MPI-WISCONSIN CHAPTER
Agenda

January/February 2016
VOL 38/NUM 1

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6 Different Ways

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WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

MPI-WISCONSIN CHAPTER

Agenda

Published bimonthly by
Meeting Professionals International –
Wisconsin Chapter

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PUBLICATION DEADLINES

March/April 2016
Deadline: January 15, 2016

May/June 2016
Deadline: March 15, 2016

July/August 2016
Deadline: May 15, 2016

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EDITOR'S NOTE

Happy New Year MPI Wisconsin!

I don't know about you, but who is with me in saying that 2015 went faster than any other year so far? I cannot believe that the entire year has come and gone already. But if you had a year that was anything like mine, you wouldn't be regretting anything!

Knowing that time is not going to slow down anytime soon, I encourage all of you to take some time and think about your goals for 2016.

What do you want to accomplish this year?

- Go for that promotion you have worked so hard for?
- Lose those 10 pounds that always seem to stick around?
- Make it a point to spend more time with family and friends you don't see enough?
- Cross something off your bucket list?

Whatever your goals are – both personally and at work – write them down and stick to them. Tell your family and friends about them and ask for their help to hold you accountable. The start of a new year brings new beginnings, new opportunities, new chances to reach for these goals and stick to them this year!

This is MPI Wisconsin's year! What goals can we set as a collective group of people and ensure that we stick to them? Sure, we have our numbers we strive to hit each year as a group, but what is ONE thing that YOU can do personally to make a difference within MPI Wisconsin? Big or small...a difference is a difference!

I encourage you to truly think about this and share your goal with someone on the MPI Board. Let them help you reach your goal and hold you accountable for this. If we all come together like I know we can, we will see a very successful 2016 and this time next year we will be looking for brand new ways to reach even higher within MPI Wisconsin.

Happy Goal Setting!

A handwritten signature in black ink that reads "nicole".

Nicole

"Without goals and plans to reach them, you are like a ship that has set sail with no destination."

{MADISON, WI}

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FROM START TO FINISH: PREPARING FOR THE CMP EXAM

[#2: CMP Application Sections]

In the last issue of the *Agenda*, I reviewed the application process that one must go through to apply to take the CMP exam. This article focuses on the three major areas of the application.

As stated in the *2015 CMP Certification Handbook*, there are three “E’s” to earning the CMP designation: **PROFESSIONAL EXPERIENCE, CONTINUING EDUCATION, EXAM**. The CMP application requires applicants to document experience and education.

EXPERIENCE SECTION

The Experience Section gives applicants the option of choosing one of three options.

OPTION 1: 36 Months of Professional Experience

- Currently or recently (within the past twelve months) employed in the industry
- Have 36 total months of full-time work experience in the industry (these do not need to be consecutive but must be within the past five years)
- Provide a resume with application

OPTION 2: 24 Months of Experience and Industry-Related Degree

- Industry-related Bachelor’s degree
- Currently or recently (within the past twelve months) employed in the industry
- Provide a resume with application

OPTION 3: 36 Months as an Educational Instructor

- Full-time instructor in an industry-related field
- Have 36 months of full-time experience in academia

CONTINUING EDUCATION SECTION

The Continuing Education Section of the application gives applicants the opportunity to choose one of two options.

OPTION 1: 25 Clock Hours of Continuing Education Activities

- Documented 25 clock hours of educational activities within the past five years
- These activities may be face-to-face conferences, webinars, classes and individual sessions
- Subject matter for activities must relate to one of the ten domains in the CMP International Standards.
- Session titles, related domain name, program sponsors, location, dates and clock hours are required

OPTION 2: Industry Internship

- Must have taken place within the past five years
- Minimum of 200 hours of work experience through an accredited educational institution

Look for the third installment of this series, which will describe ways to study for the CMP Exam, in your next issue of the *Agenda*.

President's Column



Tom Graybill

President
MPI Wisconsin Chapter
Tri-Marq Communications, Inc.

Engaged is an important word to remember to maximize your membership.

Do you have any New Year's resolutions?

I know many start the new year determined to exercise more, drop a pound or two, increase their family time, work on their reading list, or be a better spouse/parent/worker.

One resolution that I know will benefit everyone is to take advantage of all the ways MPI-WI can enhance your career no matter where you are in your professional life; the connections, education, and opportunities MPI-WI offers can make it easier to get to that next stage and make your day-to-day smoother.

Education

The slate of education over the next several months is exceptional, starting with Rick Weaver delivering an award-winning keynote on what meeting professionals need to know about being a great "manager" or being a great "leader" at our January Education event. Then in February, Robyn Mietkiewicz, CMP, CMM will show you how to leverage your meeting data to maximize your success. I expect to take a lot of notes!

Your Wisconsin Chapter is a CMP Preferred Provider, which means you can be assured the CEUs offered have been vetted by the Convention Industry Council. This is a benefit that not all MPI Chapters offer, and can make the process of getting (or keeping) CMP certification a little easier.

Speaking of CMP, our new CMP 101 classes are a fabulous free benefit we have added to our meeting day. If you are considering earning your designation, these sessions can be crucial to passing the exam. Each class will focus on a different part of the CMP test, so the more you attend the better prepared you will be. And did I mention they are free?

If you are a student or student member, you can't beat the value you get from being part of MPI-WI. Learn more later in this issue about the incredible doors you can open by being an engaged student. Get that head start on your career and meet the people who can hire you, all wrapped up in the fun and friendly package of MPI-WI.

Member Engagement

Engaged is an important word to remember to maximize your membership. Like so many things, you only get out of MPI-WI what you put into it. I can attest that the value I got out MPI-WI zoomed after I volunteered to be on the Gala team (OK, I was told to be on the team, but same difference!). The connections you make at MPI meetings are intensified when you are part of a team.

For many suppliers, making connections is where they get their ROI from MPI. For planners, these links can also be crucial. Being in MPI-WI is like a "Good Housekeeping" seal of approval. Trust is so important in our industry, and what better way to build trust than to get to know the folks who can answer questions, provide ideas, and help you make your events successful. This issue of *Agenda* features our Supplier Showcase. I encourage you to keep this list handy, so you can "Buy MPI." When we support each other, we strengthen our ties and strengthen our organization.

So are you resolved yet?

The next step is up to you. Register today for our next education session, and make a point to learn something new, network with someone new, and seek out new opportunities to volunteer. Isn't that what the new year is all about?

Tom

Wishing you all the best in 2016, and I look forward to seeing you soon!

Let's Get Engaged!

By: Maria Peot

Have you engaged with MPI-WI on social media yet? If not, we encourage you to check us out on Instagram, Facebook, Twitter and LinkedIn today! Keep up to date on upcoming events our chapter is hosting, benefits of being a part of MPI and industry trends. Better yet, share your events and experiences by posting your own pictures and videos and tagging MPI-WI in your post!

In order to make it more convenient for you to find us online, we have created these QR codes for each of MPI-WI's social media accounts. On your mobile device, first download the QR Reader app from the App Store or Google Play. Once the application is downloaded, make sure you click "allow" when the app asks to use your camera feature on your phone. A code scanner will appear in the center of your mobile device screen. Scan the QR codes below and you will automatically be brought to MPI-WI's page for that social media platform.



Facebook



Twitter



Instagram



LinkedIn

So get snapping and posting -- we look forward to engaging with you on the MPI-WI social media pages! 📷



Interested in Getting Your CMP?

MPI Wisconsin is getting ready to roll out a new CMP Prep Course! If you are interested in taking the CMP exam in the future, you are invited to attend CMP 101, which is being offered starting in January 2016. Each domain covered on the CMP exam will be reviewed in a one-hour session prior to each of the monthly MPI-WI meetings. To find more information on this exciting new prep course, visit our website mpiwi.org/CMPpreparation. There is no extra charge for CMP 101; however, you will need to sign up for the monthly meeting and indicate that you will be attending the prep course.

The 2016 dates and the domain topics are listed below:

January 21

Strategic Planning and Human Resources

February 11

Project Management and Marketing

March 10

Meeting Design and Professionalism

April 21

Site Management and Financial Management

May 19

Risk Management and Stakeholder Management

For additional information or if you have any questions about these courses, please email us at admin@mpiwi.org or call 608-204-9816. 📧



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2015 Great Lakes MPI Education Summit: Connect - Engage - Inspire

By: Cathy Cluff, Sales Director
Oshkosh Convention and Tourism Bureau



2nd Annual Great Lakes MPI Education Summit, held November 15 – 17, 2015 brought three states together (Wisconsin, Michigan and Indiana)



The 2nd Annual Great Lakes MPI Education Summit was held November 15 – 17, 2015 and was a huge success! Bringing three states together (Wisconsin, Michigan and Indiana) allowing professional planners, suppliers, and vendors to meet and mingle is proving to be an outstanding idea. Hosting it right here in Wisconsin was just plain awesome. Attendees came from all across North America and the record was set for attendance with 13 chapters being represented.

The event kicked off with fabulous food and a breath-taking view from the newly remodeled VUE (formerly Polaris) at the top floor of the Hyatt Regency Milwaukee hotel. Old friendships were rekindled and new ones initiated in an inspiring atmosphere.

Monday's events included a lively keynote presentation by Holly Duckworth, some helpful and eye-opening hints for organizing emails and finding extra time in our lives from Randy Dean, great insights and motivation from Wisconsin's very own Janet Sperstad, as well as thoughts on how to keep our busy lives less stressful from Sherene McHenry. When time allowed, attendees enjoyed visiting with the marketplace exhibitors, learning about new places and great venues.



VISIT Milwaukee sponsored a wonderful tour of the ever-expanding city of Milwaukee which many took advantage of. The downtown area felt the impact of our dine-arounds and kudos to Evolution Milwaukee for hosting our evening reception and ping-pong tournament. (Some of us feel that this should become an annual component of the GLES!)

Tuesday brought more great education and great entertainment. Scott Schwefel's morning keynote presentation helped us wake up and delve into effective communication skills. Sherene McHenry was back sharing her skills on exceptional motivation and how we are all capable of great success. ➡



Thoughts on how mobile and digital technology is affecting how we execute our meetings and events were presented by Greg Nasto. The closing keynote by Jason Kotecki helped everyone realize that true creativity and success can be attained with a child-like mind, unafraid of failure. I wonder how many of us have made an "ugly" cake since that presentation. If you're like me, it often happens without even trying!

The event team for the 2015 Great Lakes MPI Education Summit outdid themselves, leaving the attendees wanting for more. Kalamazoo, Michigan will host the 2016 GLEs and they have a tough act to follow. Mark your calendar now for November 13-15, 2016. Having met the folks from Kalamazoo at this year's program, they are definitely up for the challenge! 🍷

For additional information go to:
www.hungertaskforce.org



This event culminated with a generous contribution of non-perishable foods that were collected for the Hunger Task Force in Milwaukee. Sixty-five pounds of food were donated by our members that in turn, helped provide local families with a warm, special Thanksgiving meal. Thank you, one and all.





Supplier Profile: Sabrina Kelley

Regional Sales Manager, Caesars Entertainment

How long in the meetings industry? 9 years

Tell us a bit about your company and/or current position: Caesars Entertainment Corporation (CEC) is the world's most diversified casino-entertainment provider and the most geographically diverse U.S.



casino-entertainment company. Caesars is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.

As a Regional Sales Manager I work with meeting planners based in WI, MN, ND, SD, NE, and IA that are interested in partnering with Caesars hotels in Las Vegas (Bally's, Caesars Palace, Flamingo, Harrah's, Paris, Planet Hollywood, The Linq, Rio) and Atlantic City (Bally's, Caesars, Harrah's).

Teams or projects that you have worked on for MPI or would like to be involved with: Looking forward to getting involved with the marketing or membership committees.

Tell us about your family: My husband Ryan and I recently got married in September, 2015. Fingers crossed we will be adding a dog to our family soon!

Where were you born? Green Bay, WI

Where do you currently live? Milwaukee, WI

Favorite Pastimes: Attending sporting events, concerts, or any community events

Favorite Musical Group: Zac Brown Band

Person you admire and why: Jack Allison was one of my first Director of Sales and taught me so much about the industry. His outside of the box thinking to always find a solution has been imperative to my success as a sales manager. He was a great leader that always had time for a conversation or an office dance party!

Dream Vacation: Any destination with sand, sunshine, and blue water!

If I won the lottery I would: Travel and work on programs that give back to our Vets.

Words to live by: "We are all perfectly imperfect"

Student Profile: Jamie Reinart

Administrative Specialist, Madison College

What drew you to the meetings industry? I started working in the recruiting department as student help during my first semester at Madison College. I assisted with campus tours and the main recruiting events. I really enjoyed the way these events focused



on our community but also involved a lot of planning and coordinating. During my third semester I decided to change my program to Meeting and Event Management.

Tell us about your college program: I am in my last semester of the Associate Degree, Meeting and Event Management program at Madison College. This program has prepared me with skills to coordinate logistics, maintain budgets, negotiate contracts, select sponsors, create event documents, and much more.

Teams or projects you have worked on for MPI or would like to be involved with: I joined MPI three weeks ago and I look forward to learning about the opportunities available to members.

Tell us about your family: I have one 19 year old daughter. She is my favorite person in the whole world! She is currently in college pursuing a Nursing degree.

Where were you born? Black River Falls, WI

Where do you currently live? Madison, WI

Favorite Pastimes: I enjoy spending my free time with my daughter and extended family. We play a lot of cards and games. I never turn down an opportunity to play laser tag!

Favorite Musical Group: I listen to a little bit of everything. 80-90's rock and today's country are my two favorite genres.

Dream Vacation: I would love to travel through the countries along the Mediterranean Sea.

If I won the lottery I would: Take my dream vacation, build my dream home and invest the rest to help fund the education of future generations in my family.

Words to live by: "Every accomplishment starts with the decision to try."

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PREMIER

FOOD FOR THOUGHT: Executive Chef John Usher

Milwaukee Marriott West, Milwaukee, WI

At an early age, Executive Chef John Usher was attracted to cooking. He credits his mother as the inspiration for his culinary calling. At the age of two he stood on his tip toes next to her at the stove, tasting spaghetti sauce. By age ten, John was the family chef. The relationship between food and family continues to be his inspiration today.

John's professional career began in 1982 in Southern California. He served as an apprentice under Master Chef Henri Bergman's of Belgium at La Jolla's premier restaurant, Elario's. John's passion for French cuisine positioned him to be a part of the dining and cultural change at the time. At the age of 25, John was promoted to Executive Chef.

A chance encounter in 1985 brought John to the Asia-Pacific region. As the Sous Chef at the Tokyo Hilton, John mastered the nuances of Asian cuisine, including traditional cooking techniques, the art of sashimi and balancing exotic, complex flavor profiles. These experiences provided John a diverse world cuisine perspective – exotic, yet inviting.

In 1989, John returned to Southern California as Restaurant Chef at the Long Beach Marriott. John changed the perception of the traditional hotel restaurant, surpassing food and beverage offerings of high-end free standing restaurants. In 1990, John received the Southern California Critic's Best Fine Dining Restaurant award.

John moved to Chicago in 1999. He continued to break the mold of hotel restaurants, bringing a unique dining experience to the Midwest. He earned his bachelor's degree from Loyola University while serving as Restaurant Chef at the Sheraton Gateway Suites O'Hare. In 2001, John was promoted to Executive Chef at the Sheraton Iowa City.

It was in 2006 that John became Executive Chef at the Milwaukee Marriott West. John and his team are the driving force behind BLVD Kitchen and Bar. They are committed to combining the flavors of world cuisine into an approachable, brightly flavored dining experience right here at home. 🍴



Chili-Lime Chicken Salad

4 ounces lettuce mix of your choice

¼ cup each: jicama julienne, carrots julienne, red bell pepper, sliced

5 ounces roast chicken meat or sliced cooked breast

¼ cup spicy peanuts

Corn tortilla strips, sliced thin and fried or baked crisp, as needed

1 TBL cilantro, chopped

2 fl ounces chili lime vinaigrette

1 lime wedge

Tortilla strips as needed for garnish

Method:

1. In a mixing bowl, place the lettuce mix and the jicama, carrot and red bell pepper. Toss to mix.
2. Next add the chicken meat, peanuts and the dressing. Toss well.
3. Next, to finish, add the cilantro and a three finger pinch of fried tortilla strips. Toss and pour onto a salad plate.
4. Mound the salad to create height. Top with more tortilla strips for garnish and add a lime wedge to the side and serve.

Spicy Peanuts

- 2 tsp of sugar
- 2 tsp of paprika
- 1 TBL of lime juice
- 1 tsp of cayenne pepper
- 1 small can of peanuts

Method:

1. Mix all ingredients, except peanuts, in a mixing bowl.
2. Add peanuts to the mix.
3. Spray non-stick oil on a sheet pan.
4. Pre-heat oven to 250 degrees.
5. Lay out peanuts on pan and then put in oven for about 15-20 minutes until dry.
6. Remove from oven, let cool.

Chipotle-Lime Dressing

- 1/2 cup lime juice
- 1 cups lemon juice
- 1 ounce of minced fresh ginger, fresh or from a jar
- ½ bunch cilantro, chopped
- 1/2 cup honey
- 1 ounce chipotle peppers, canned
- 1 each red bell pepper, chopped
- 1 TBL sesame oil
- 3 cups salad oil
- Salt and pepper, to taste
- Adjust sweetness with sugar or more honey, as desired

Method:

1. Mix all ingredients, except for oils, in a blender.
2. Turn on the blender and slowly pour in the oils to emulsify the dressing. It is ready to serve.

Community Outreach

By: Elizabeth Unruh, Wisconsin Center District
MPI-WI Community Outreach Partner Lead

At the January MPI-WI Chapter Education program at the Milwaukee Marriott West, our Community Outreach partner will be Daystar, Inc. Based in Milwaukee, Daystar, Inc. is a unique organization that has been helping abused women for nearly 30 years. Daystar provides a safe, supportive home for women to begin their journey of healing from the mental, emotional and physical abuse they have suffered.



daystar

Safe Transitional Housing for Women
without Dependents Fleeing Domestic Violence

Every day behind closed doors, women suffer at the hands of those who are supposed to love them. Many ask, "Where would I go?" For 20 – 25 women every year, the answer is Daystar. By providing housing for up to two years and partnering the basic needs of food and shelter with services like support groups, job search, financial literacy, and other vital life skills, clients leave Daystar ready to start a new, stable life, free of violence.

Except for the common thread of abuse, every woman who comes to Daystar is unique; they need different things to heal, to move on, and to build their new life. We are proud of how we are able to meet those individual needs. Many of the women coming to Daystar lack the physical things we take for granted. To help them get settled we would be grateful for the following new or unopened items. Every little bit helps! 🍷🍷

www.daystarinc.org

|| Hair spray || Hair gel || Brushes || Combs || Deodorant ||
Razors || Nail files ||

|| Nail polish || Nail polish remover || Bed pillows || Umbrellas ||
Gloves/hats/scarves ||

|| Gift cards to local stores to purchase undergarments, shoes
and coats ||

MPI Wisconsin Membership Anniversaries

ONE YEAR ANNIVERSARY

November 2014 through December 2014

Lauren Watkins	Alzheimer's Association
Nicky Beaulieu	Marcus Hotels and Resorts
Elizabeth Schroeder	WECC – WI Energy Conservation Corp.
Liz Barker	Radisson Hotel Milwaukee West
Sheila Vichich-Beutin	PEC Meetings Company
Kathleen Smith	Higher Education
Elizabeth Unruh	Wisconsin Center District
Amanda Ridout	IDM Hospitality
Kylene Hong	InterVarsity Christian Fellowship
Ann M. Kulikowski	Mercy Health System
Kelly Peiffer	Seattle Convention & Visitors Bureau

**Correction from Nov/Dec Agenda*

FIVE YEAR ANNIVERSARY

November 2010 through December 2010

Scott Dettmann	KI Convention Center Hyatt Hotel
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TEN YEAR ANNIVERSARY

November 2005 through December 2006

Allison McCarty*	American Academy of Cosmetic Dentistry
Clare Mulcahy	Lake Geneva Cruise Line

FIFTEEN YEAR ANNIVERSARY

November 2000 through December 2000

Lisa Steinert	Fox Premier Meetings and Incentives
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TWENTY YEAR ANNIVERSARY

November 1995 through December 1995

Shirley Kaltenberg	Alliant Energy Center
--------------------	-----------------------

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Meeting Management Professional – Planner

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Track and Leverage Meeting Activity and Spend For Maximum \$uccess

By: Robyn Mietkiewicz, CMP, CMM

I think it is safe to say, that post recession, there are increased expectations by senior management for improved meeting planner productivity, added meeting value, cost savings, contract risk reduction and ROI. Add the red hot Strategic Meetings Management (SMM) initiative to the equation, and it's easy to see why tracking and leveraging meeting and spend data has become essential for corporate and association meeting planning teams.

Establishing a Data Management Plan

Whether your meeting responsibilities are enterprise-wide, within a department, division, or a cluster of meetings, it is important to have a plan on what information should be collected, and how to use it to assure success. The essential first step is to make sure that you have the right meeting components in place to capture data during all phases of the life cycle of each meeting, big and small. Understanding the current state of meeting and spend activity will lay the foundation to manage forward. Identify internal and external meeting sponsors, full and part time planners, how meetings are approved, number of meetings planned annually, meeting budgets, by category and spend by individual hotel and chain.

Use and Leverage Meeting Data

The reality is that meeting planners are sitting on mounds of "business intelligence," but quick assess is often challenging. When meeting data is tracked and used properly, this translates to measurable value, that can be shared with managers and stakeholders. As an example, after your meeting dates, track your contracted room block, versus actual rooms pick-up, by night, including pre/post rooms. Then calculate your room and suite rates to determine your total sleeping rooms revenue (hotel's biggest profit center at 77% average gross profit). Also, track your contracted F & B guarantee versus the actual revenues generated (hotel's 2nd biggest profit center



at 38% average gross profit). You can also capture ancillary spend, including audio visual/production, business center, technology, spa, golf, etc. As you collect this data, you can create revenue performance reports, by meeting and individual and chain, which leverages your spend and negotiations for future meetings. Additionally, from each countersigned contract, you can create a cost savings and risk mitigation report.

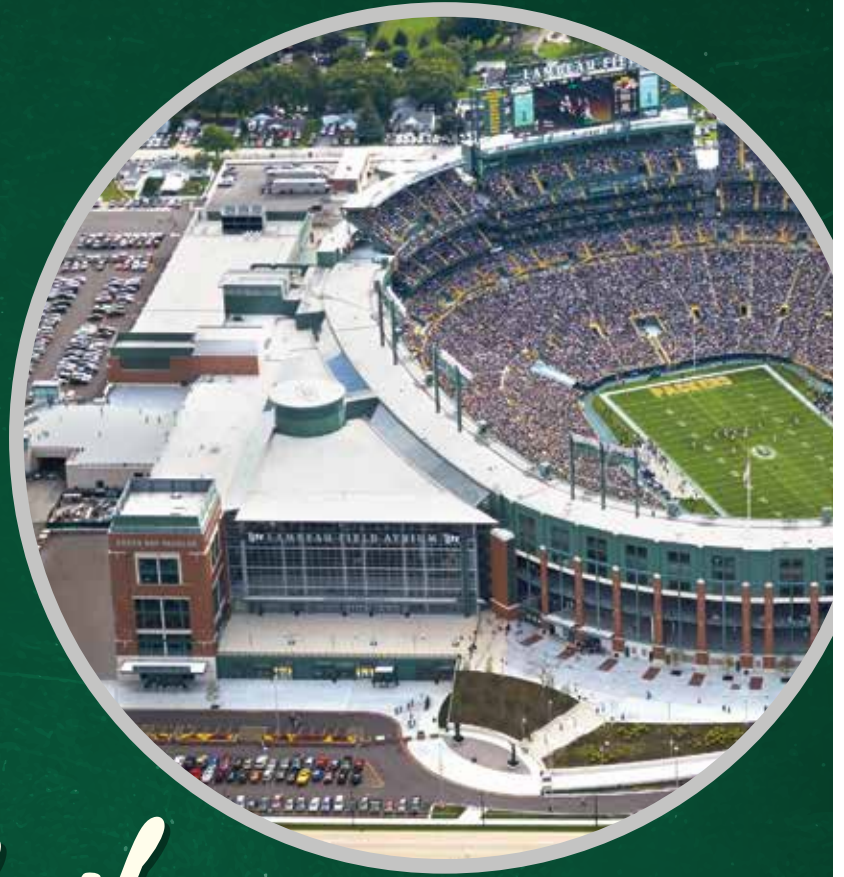
Conclusions

I will review all this, and more, when I present my workshop on this topic at the Wisconsin MPI chapter meeting February 11. We have all heard the term "information is power" and this certainly applies to the meetings industry. Data and spend management is at the heart of the Strategic Meetings

Management initiative, and it is important to point out that a carefully planned and implemented SMM can save an organization 12% - 20% annually, which is a good way to impress and engage senior management, and in the process, grow your brand and recognition! ▀

Robyn Mietkiewicz, CMP, CMM, is Director, Global Meeting Management at Meeting Sites Resource. MSR is a global strategic meeting management solutions organization with a 22-year track record of meeting excellence. This includes global hotel sourcing, custom contract negotiations, professional meeting support services, Strategic Meetings Management (SMM) consulting and advanced meeting technology.

Robyn contributes articles to industry trade publications and speaks at many industry events. Robyn has earned the prestigious CMP and CMM certifications and is a Past President of the MPI Orange County Chapter. MSR is a recognition recipient of the Meeting Professionals International's Golden Paragon Award, MPI's highest recognition for meeting excellence.



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Is There a Difference Between a Great Manager and a Great Leader?

Speaker: Rick Weaver, Chief Inspiration Officer, Armarion Solutions, New York, NY

If you're like me, you always thought great managers automatically made great leaders. It wasn't until I started researching this concept that I found out that isn't necessarily true. It CAN be true, but just because someone is a great manager doesn't mean they have the built-in skill sets to be an effective leader.

Excellence in leadership, in management, and in individual contribution can be distilled into one controlling insight, one "thing" you need to know. This controlling insight is the key to sustained success in any field.

My session will be beneficial to you if you've always suspected that great leadership isn't just a higher form of great management, and you want to put your finger on the profound difference between the two. The role of a great leader is to rally people to a better future (using the future as the place to start). Great managers discover what is unique about a person and capitalize on it – great leaders do the inverse.

A truly effective leader will not deny that we're each very different – but rather focus on the greater truth that while we are different – we share a great deal, and at the same time

strategically focusing on the path that takes our differences to success.

In this session, attendees will be able to identify if they are a great manager or a great leader (or have some combination of both), will clarify the differing skills needed to be a great manager/leader, and discover ways to capitalize on and sustain their own individual success.

Whether you are currently managing or leading a team of people, or intend to have that on your resume at some point in the future, this program will be highly beneficial. The Meeting Professionals International - Tennessee Chapter awarded this program as the Best Program of the Year by its members for value, takeaways and engagement. Please plan on joining us for this informative session to help you be the very best you can be! 🚀

Rick



2015 MPI-WI Team of the Year

The 2015 Spring Education Day Team was awarded the MPI-WI 2015 Team of the Year Award at our Annual Gala event in September. Their acknowledgement was unfortunately omitted from the November/December edition of the Agenda. The team truly did put on a wonderful program last May at the Pfister Hotel. It is our volunteer teams like these that make our chapter one of the best in the country. Please congratulate this team on a great event!

Team members included:

- Katie McGinnis – Hyatt Regency Milwaukee
- Cathy Kreiter – VISIT Milwaukee
- Susan Patton – Rockwell Automation
- Susan Kainz – Meeting Matters LLC
- Liz Unruh – Wisconsin Center District
- Kelley Scheidegger – Florian Park Conference & Event Center
- Kristen Wrobbel – Robert W. Baird
- Dona Geracie – Marcus Hotels
- Felicia Casper – Marcus Hotels



Katie McGinnis and Cathy Kreiter accepting the Team of the Year Award at the Gala



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Experiences and Rewards Reaped from Student Membership with MPI

By: Jennifer Nadolski – Student, Meeting and Event Management – Madison College

Let's begin this article with the definition of membership.

Membership; n. \ˈmem-bər-ship\ 1. the state of belonging to or being a part of a group or an organization: the state of being a member 2. all the people or things that belong to or are part of an organization or a group

Then let's go to the request made by Tom Graybill, President of the MPI Wisconsin Chapter, asking me to write about my "experiences and rewards reaped from Student Membership with MPI."

Now for my own benefit and yours to get this story going, let's define reap.

Reap; v. \ˈrēp\ 1. to get (something, such as a reward) as a result of something that you have done 2. to cut and collect (a plant, crop, etc.) from a field

What have I done?

I joined MPI Wisconsin shortly after I enrolled in the Meeting and Event Management Associate Degree at Madison College in fall 2013. Working full time as an Administrative Coordinator for a non-profit membership association that supports Early Childhood Professionals, I understand the benefits of membership. Belonging to a group with a shared mission and goals strengthens both the group and the individual. Where else in your industry can you go to find answers, create resolutions, grow your career, and make human connections along the way?

Evolving as a non-traditional student, I informally advise young and returning students to take advantage of what they can be a part of right in their own community. Take a moment to think back on our school environment from early childhood to high school. It was all right there! Right in our classroom and in the playground; readily available moments that gave us the ability to make new friends, challenge ourselves, and grow as a group.

The landscape of the school yard widens extraordinarily as an adult. There are fewer "playgrounds" to participate in activities

and less discussions with teachers that stimulate development and understanding. Joining a professional association is an answer to figuring it out, getting your brain moving, and playing in the field you love while hanging with cool folks like yourself.

Ok, you're wanting to know what have I reaped?

First, the investment on my return has been hours of homework as a student while parenting and earning a wage, along with my MPI Student Membership fee of \$40. Right away I made new friends and business relationships by attending the professional development events. Becoming familiar with MPI opportunities, I developed and presented a proposal for the Future Leaders Forum at 2014 MPI WEC that landed me at the International University Challenge 2015 IMEX Frankfurt. After that I applied myself to yet another avenue of experience, I was selected as a scholarship recipient to participate in 2015 World Education Congress in San Francisco. I received the MPI Wisconsin Chapter Kristin Bjurstrom Krueger Student Scholarship and was a Rising Star Nominee at the MPI Wisconsin Awards Gala this year. All of this has created new boundaries of discovery for me as a student and professional.

What's going on now as a Student Member for me?

I feel a continued accomplishment and fulfillment as a Student Member of Meeting Professionals International and the Wisconsin Chapter. As I graduate in May 2016, I will utilize the resources available through MPI and volunteer my skills to benefit this membership association. I sincerely salute the past, current, and future successes of our industry and Meeting Professionals International! 🍷🍷

Jennifer Nadolski
– Student,
Meeting and Event
Management –
Madison College



Student Members Get The Edge

How do you stand out?

By: Tom Graybill, Tri-Marq Communications, President, MPI-Wisconsin

If you are a student studying to be a meeting professional, there is an easy answer. Join Meeting Professionals International. Membership in MPI, specifically MPI-Wisconsin, can be crucial as you take that step from school to work and it comes at a very low cost. A year of student membership is only \$40. Two Andrew Jacksons. Ten Chai Lattes. And the impact can last for the rest of your life.

What do you get for this modest investment?

ACCESS TO EDUCATION that can help in your career and that can help you prepare for CMP certification. This includes both live education at MPI-WI meetings as well as online learning through mpiweb.org.

The Student Ambassador Program establishes dedicated MPI-WI members to be contacts for educators to share information about MPI-WI meetings, offer professionals to speak to classes, and provide additional services and opportunities as we grow the program.

NETWORKING WITH TOP PROFESSIONALS who can hire or recommend you. You may have heard that "it's not what you know, but who you know." Even more powerful is "who knows you." MPI members talk and depend on each other for recommendations. Getting them to know you can provide you with the inside track to internships and jobs. If you are able to serve the Chapter as a volunteer, you multiply your networking efforts.

CONNECTIONS to every other MPI member in the world. MPI is the largest and most vibrant global meeting and event industry association, with more than 18,000 members in more than 100 chapters and clubs around the world. And you will be able to connect with them through the global website.

Want to stay closer to home? Every Wisconsin member is listed in the 'members only' part of the MPI-WI website. When you join you'll get access to these direct contacts.

OPPORTUNITIES to take advantage of scholarships and grants to travel and gain great experience throughout the world. See Jen Nadolski's article (page 24) as a case study in taking advantage of these many financial bonuses.

CREDIBILITY, as being a member of MPI shows that you are serious about your career. It is great to list on a resume and generates an instant level of respect in the event community.

The Wisconsin Chapter is committed to students and is currently embarking on a new program to connect with the schools offering meeting professional degrees or certificates. The Student Ambassador Program establishes dedicated MPI-WI members to be contacts for educators to share information about MPI-WI meetings, offer professionals to speak to classes, and provide additional services and opportunities as we grow the program. The Student Ambassador Program can be your first link to the meeting industry.

Are you ready to boost your career? You can sign up today at mpiwi.org. And be sure to seek me out at your first MPI-WI meeting. I look forward to helping you succeed. 🚀

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Food for Thought: Executive Chef Brian Jurkowski

Marriott Madison West

Chestnut Crusted Pork Chops with Sweet Potato Puree and Crispy Brussel Sprouts

A native of the area, Executive Chef Brian Jurkowski grew up in Madison, Wisconsin, where he began his career in high school as a busser in the Tiffany Grill at the Marriott Madison West.

Following graduation, Brian set off for college in Colorado to pursue a degree in biology. His passion for cooking quickly led him back to restaurants and food venues, where his path allowed him to work in 14 different establishments acquiring a strong culinary background, rich in technique, expertise and diversity. In Colorado, Brian had the great fortune to work for the renowned Club Med at Copper Mountain.

Closer to home, Brian worked for some of the most notable restaurants in the Greater Madison, Wisconsin area including Bishops Bay Country Club and Liliana's. In addition, Brian added the role of Executive Chef at Morel's to his resume; and subsequently opened the popular Fresco Rooftop Restaurant and Lounge in downtown Madison.

His culinary journey, of over 20 years, has now taken Brian full circle back to the Marriott Madison West, where he was recently promoted to Executive Chef overseeing all aspects of food operations for the full service convention property that includes a restaurant, lounge and over 50,000 square feet of meeting and banquet space.

We hope you enjoy one of Brian's favorite recipes: Chestnut Crusted Pork Chops with Sweet Potato Puree and Crispy Brussel Sprouts. "Versatile and Delicious!" 🍴

INGREDIENTS

Sweet Potato Puree:

2 medium sweet potatoes, peeled
2/3 cup heavy cream
1 tablespoon butter
½ vanilla bean, split and scraped
Salt and pepper to taste

The Pork Chops:

4 - 1 ½ inch thick center cut pork chops, bone in, frenched
1 tablespoon vegetable oil
Salt and pepper to taste

The Crust:

1 pound roasted chestnuts, shelled and chopped
1 cup Panko breadcrumbs
1 egg beaten

The Sauce:

1 ½ cups apple cider
½ cup apple cider vinegar
1 shallot sliced
2 cloves garlic, crushed
1 bay leaf
4-5 black peppercorns
1 tablespoon butter

Brussel Sprouts:

1 pound brussel sprouts, halved
4 TBL vegetable oil
Salt and pepper to taste

INSTRUCTIONS

Create the Crust: Combine the chestnuts and breadcrumbs in the bowl of a food processor and pulse to combine. Place the egg in a separate bowl. Season the pork chops with salt and pepper, dip in the egg and roll to coat well in the bread crumbs.

Prepare the Sweet Potato Puree: In a large pot, cover sweet potatoes with cold salted water. Simmer until tender. In a small pot over low heat, add cream, butter and vanilla bean; heat to a low simmer. Drain water from sweet potatoes and return to same pot. Stir over medium heat for one minute to dry. Puree sweet potatoes using a potato ricer. Incorporate cream mixture and season with salt and pepper to taste, mixing well. Set aside keeping warm.

Cook the Pork Chops: Preheat the oven to 400°. In a sauté pan, heat the vegetable oil. Add the pork chops and sauté until golden on all sides. Remove from the heat; place in the oven and roast to an internal temperature of 145°.

Roast the Brussel Sprouts: Preheat the oven to 400°. Toss the Brussel sprouts in the oil and season with salt and pepper. Arrange the sprouts on a lined baking pan and roast until golden and crisp. 25–30 minutes.

Sauté the Sauce: Add all ingredients and sauté in a medium sauce pan. Reduce by 2/3. Strain the sauce, return to the pan and swirl in the butter. Set aside keeping warm.

Serve the Entree: Arrange the sweet potato puree in the center of the plate. Place the Brussel sprouts on the side and top with the pork chop. Spoon the sauce around the dish.

Board Member Profile: Tracey Bockhop, CMP

Meet Meetings, Madison WI



Where do you currently live?
Madison

How long have you been in the meeting/event industry?
Just over eleven years

Tell us 2-3 things you are responsible for on the board:
Currently on the board I help the teams for Gala, Bidding for Good, March Fundraiser and the Golf Outing.

What is the best part of being on the board? The best part of being on the board would be the extra interaction I have with people who are just as passionate about the industry as I am. It is so great to share stories and memories with others and try to make an impact on the industry.

What have you learned most from being on the board? There are a lot of things you can learn on the board and to single it down to just one is difficult, but the most important for me is how you approach situations or ideas. I have learned to stay positive and share ideas that I may have.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? MPI started my career in the meetings industry. My best advice which we all have is just get started. You never know what the future will bring. If you can get involved and meet people early on they will be your support for a lifetime, no matter where you may end up.

Favorite hobbies or pastimes? My favorite thing is to spend time with my family and friends. I also enjoy live sporting events, country festivals and traveling.

Favorite musical artist or band? I am pretty open to any music. I like most and cannot say I have a favorite, but if I had to pick right now it would be Thomas Rhett. 🎸



Improving health. Improving lives.

**By: Lindsey Hess, Wisconsin Primary Health Care Association
– MPI-WI Community Outreach Partner Lead**

Our Community Outreach partner for the February 11th MPI-WI Chapter Education program held at the Madison Marriott West Hotel in Middleton, WI will be Access Community Health Center. Access Community Health Centers is a non-profit organization with the mission of improving the health and lives of people who face financial, cultural, or language obstacles, preventing access to high-quality, affordable health care. They provide medical, dental, behavioral health, and pharmacy services based on our local community's needs. Access started in 1982 and now offers care at five locations in the Greater Madison & Iowa County region: Joyce & Marshall Erdman Clinic, Madison, Wingra Family Medical Center, Madison, William T. Evjue Clinic, Madison, Sun Prairie Clinic and Dodgeville Dental Clinic.

Access Community Health Centers is one of 18 community health centers in Wisconsin serving 285,334 patients in 2014. They are one of more than 1,200 community health centers that provide care to more than 23 million people across the United States. Also called Federally Qualified Health Centers (FQHC), community health centers are local, serving low income and medically underserved communities.

Access Community Health Centers gives out free children's books to patients in their waiting rooms. This is in addition to their formal Reach Out and Read program. It is a way for them to support literacy in a very direct way. A donation of new children's books in English and Spanish would greatly be appreciated. 📖

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JANUARY

21

Chapter Education

**Is There a Difference Between a Great Manager
and a Great Leader**

Presenter: Rick Weaver

Marriott Milwaukee West, Waukesha, WI

FEBRUARY

11

Chapter Education

**Track & Leverage Meeting Activity & Spend for
Maximum Success**

Presenter: Robyn Mietkiewicz

Marriott Madison West, Middleton, WI

MARCH

10

March Education and Fundraiser

Milwaukee Area Technical College

Doubletree by Hilton Milwaukee Downtown
Milwaukee, WI

APRIL

14

Chapter Education

North American Meetings Industry Day (NAMID)

Sheraton Madison, Madison, WI

MAY

18-19

MPI-WI Spring Education Day

Blue Harbor Resort

Sheboygan, WI