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MPI-WISCONSIN CHAPTER Agenda

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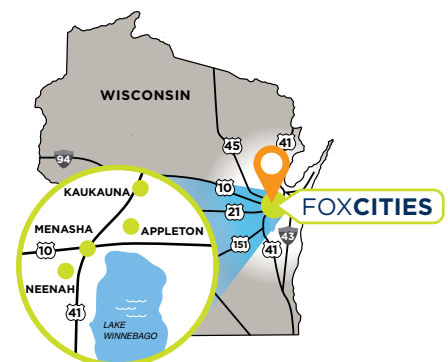
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MPI-WISCONSIN CHAPTER Agenda

March/April 2016

VOL 38/NUM 2

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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

May/June 2016
Deadline: March 15, 2016

July/August 2016
Deadline: May 15, 2016

September/October 2016
Deadline: July 15, 2016

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EDITOR'S NOTE



As members of MPI we often find ourselves categorized into different groups; meeting planners, CVB's, hoteliers, technology vendors, speakers, etc. What sometimes gets lost in all of that categorization is that we're all in this industry together and the work we do on a daily, monthly, and yearly basis has enormous economic and social value to our communities. Kids are fed, mortgages are paid, and vacations are taken because of the economic engine that is the meeting and convention industry today.

This year the Meetings Mean Business Coalition and the Convention Industry Council will once again join together to help recognize the value of the meetings industry by celebrating the Global Meetings Industry Day on April 14, 2016. Check out <http://meetingsmeanbusiness.com/gmid> to learn more about how you can get engaged in this important day for our industry.

As a chapter, we're also excited to bring some first-class educational programming to our members this spring. In March we'll be gathering in Milwaukee for an interactive session with renowned leadership expert Michael Hoffman. Foodies shouldn't miss this meeting because we'll also be learning (and tasting!) the latest in food and beverage trends from the culinary instructors at MATC....yum!

We're also excited to meet in Madison in April and learn from one of the thought leaders in our industry today, Shawna Suckow. As the founder of SPIN: Senior Planners Industry Network, Shawna has seen it all in our industry and has a great message for planners and suppliers alike.

It's going to be a great season of MPI events and we look forward to seeing you at the next meeting.

Joe Millenbach

A stylized, handwritten signature of Joe Millenbach in black ink.

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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.

FROM START TO FINISH: PREPARING FOR THE CMP EXAM

[#3: Studying for the CMP Exam]

In the last issue of the **Agenda**, I reviewed the application sections of the CMP Exam. This week, I am describing effective ways to study for the exam.

In January 2016, we have added a new event to the MPI monthly chapter meetings, which is CMP 101. MPI-Wisconsin, along with Madison College, has teamed up to bring an exciting and unique learning experience to those planning to sit for the CMP exam. CMP 101 sessions will be offered monthly January through May. Each month, I will be reviewing two content areas that are covered on the CMP exam. This is a great way to divide up the content areas into manageable “pieces” so you can strategically study for the exam.

Another popular way to study for the CMP exam is to take the two practice exams that CIC makes available on their website. One of the practice exams has 20 questions, while the second exam has 40 questions. The questions that are asked on these exams were once used on the actual CMP exam and are now retired. Taking the practice exams can help test takers understand the structure of exam questions that are used in the actual exam.

Study groups are another excellent way to study for the exam. While CIC does not offer or endorse any study groups, you can certainly use our monthly MPI meetings to network with others to find out if anyone else is interested in working with a “study buddy”.

When recently asked what the recommended amount of time to study for the CMP exam is, Gayle Dahlman, Certification Director of the CMP Program, stated that she generally recommends about 100 hours of study time. However, you should take note that the amount of study time really does depend on a person’s experience with each of the 10 domains. She says, “I always recommend that people download the CMP International Standards and make an honest assessment of their own experiences with each of the domains. The results of that assessment will dictate how much time you’ll need to devote to studying and will help you know where to concentrate your studying.”



Look for the fourth installment of this series, which will describe what to expect on exam day, in your next issue of the **Agenda**.

President's Column



Tom Graybill

President

MPI Wisconsin Chapter

Tri-Marq Communications, Inc.

HAPPY GMID!

That's GMID as in Global Meetings Industry Day, the first ever worldwide celebration of our industry and the value of face-to-face meetings. April 14, 2016 is the big day and you are all invited to the party!

GMID grew out of North American Meetings Industry Day (NAMID, if you are scoring at home) held in 2015, which was itself an expansion of National Meetings Industry Day (NMID), which has been held in Canada for 20 years.

Aside from cool acronyms, what does GMID mean for you?

It is a day to spread awareness, to share the economic impact of our events, and to raise a glass to this great industry that we are all part of.

Your Wisconsin MPI Chapter is making it easy to join hands with your fellow meeting professionals on GMID, as we will hold our monthly education event on April 14th in Madison. Be sure to register for this great event – featuring Shawna Suckow, CMP, Chairwoman of SPiN, the Senior Planners Industry Network talking about the Planner-Supplier Rumble! – and invite your industry friends. All members of meeting-related professional associations are invited to join MPI-Wisconsin at our Member rates for this meeting. So invite all your acronym pals – PCMA, NACE, WSAE, WBTA, etc. – and let's make this a GMID to remember.

Even if you can't attend the event, I encourage you to promote GMID at your property or business. Post "Happy Global Meetings Industry

Day" on your message board. Take a photo of your team holding signs commemorating the day and post on your facebook or Instagram page (or MPI-Wisconsin's!). Speak to a community group, class, or other local organization about the scope and importance of our industry.

This is our event, our chance to shine. So often we work behind the scenes to ensure that all goes smoothly for our meetings, we should take the time to let the world know that Meetings Mean Business (MBM, by the way!)

Education Day

Soon after GMID comes one of the most popular events in our education calendar: May Education Day!

The meeting kicks off with a reception on May 18th and a full day of education on May 19th, featuring a great keynote from Jonathan Howe, legal counsel for MPI Global. The meeting will offer a dynamic slate of vital breakout sessions and a presentation you won't want to miss on what you need to know about how the threat of terrorism can affect you and your events.

You'll also get to participate in MPI's Chairman's Challenge to raise funds for the MPI Foundation. Last year we ran in the cold in March. I promise the weather will be better!

Be sure to join us at the Blue Harbor resort in Sheboygan for MPI-WI's Education Day.

Thanks for being part of our MPI-WI family. And to all, a Happy GMID!

Tom

Are You Ready to Rumble?

By: Shawna Suckow, CMP

ONE OF MY FAVORITE SUBJECTS in the industry is planner/supplier relations. I love calling both sides out on their – ahem – interesting behavior toward each other. It became a special interest of mine several years ago when I was researching my first book, *Planner Pet Peeves*. I joined the industry back in 1992, and certain peeves haven't changed much! Interestingly, when I went around the country sharing my findings with suppliers, it became evident that they had as many (if not more) pet peeves about planners as we did about them. I decided it was time for open dialogue, otherwise nothing would change.

At the April 14 meeting, our entire industry will be celebrating Global Meetings Industry Day. I'm thrilled to be coming to town to share in the celebration with you! I'll be leading a fun session I've developed to help everyone talk about their frustrations & confusion with "the other side," and it's called *The Planner/Supplier Rumble*. I learned years ago that if we add a little fun to the mix, it lowers people's barriers and real, truthful, respectful conversations emerge.

I'll give you the inside scoop on what the most common pet peeves are, from my sessions around the country.

- Planners are currently frustrated that it's a seller's market, and they don't hold a lot of negotiating power.
- Also due in part to the seller's market, it's getting harder for planners to get their Requests For Proposal to be fully read and to receive a response before their deadline. They often receive lots of questions from suppliers when the answers are clearly provided in the RFP. Planners also complain of incomplete responses, and proposals that are way off-base (different dates than requested, suggestions based on the wrong demographics, etc.).
- Suppliers are frustrated with 24-hour deadlines for RFPs, and then they often never hear back from the planner.
- Did you know when suppliers host events, there's a typical 50% no-show rate from planners who have RSVP'd? That is both embarrassing and inexcusable, and I completely understand supplier frustration with this one.

That's just a preview of some of the conversations that might arise at the April 14 Planner/Supplier Rumble. You'll have to show up to hear what your planner/supplier peers truly think! ▀



Shawna Suckow, CMP, is a 20-year planner veteran who is now a professional speaker and author on industry-related topics and buyer behavioral shifts. She's also a consultant to suppliers who want to understand the buyer mindset, and how to market to us more effectively. www.shawnasuckow.com

January Community Outreach Recap

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

On January 21, 2016 MPI-WI hosted Daystar Inc. as our Community Outreach partner. Vicki Lipinski, Executive Director of Daystar, was able to come to the Marriot Milwaukee West. MPI-WI donated nail polish, hair supplies, soap, shaving cream, hats, umbrellas, and many other miscellaneous items that were on Daystar's list. Vicki was eager and happy to answer any questions people had about their organization.

Daystar was overjoyed with MPI-WI's generosity. They shared several photos on their Facebook page and Twitter to show their appreciation. They especially loved all the umbrellas donated as most have to stand out in the rain waiting for buses. When the ladies flee their homes they don't take anything with them. Most of the items donated are items we use every day and the ladies were overwhelmed with our kindness. Thank you to everyone that took part and donated at the event!





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Even In Our Industry, We Now Live In A Different World

By: Frost Williams, Convention Sales Development, VISIT Milwaukee

I want to share a message that several of us in the hospitality community received back in December. (See below.) We all know how serious security and safety measures must be set and taken when there are numbers of people meeting. Any time that a great number of people congregate, it presents an opportunity. We have seen it at special events like the Boston Marathon, a rock concert in Paris and most recently a holiday party in San Bernardino, CA. So what do you do?

Probably the most important thing is to stay aware. As our WiWATCH program here in our State shares, "If you see something, say something". As this instance proved, something seemed amiss or just not right. What this individual did was perfect.

As a meeting planner or hotel supplier, how much attention is paid between both parties when it comes to security? In most instances, if a high profile speaker is coming or there has been a history of possible protests or unrest, do all parties share this information and take proper action? Do your pre-convention meetings always have security as a topic that is reviewed prior to the event taking place? It is the proper precaution and thinking ahead that can prevent more serious events from taking place.

Learn more about the WiWATCH program by visiting their website at www.wiwatch.org or by phone at 877-949-2824. ▀



Dear Association friends,

I'd like to share an experience that I have had the past few weeks. A representative from an overseas hunting knives company had contacted me for a booth in my Fishing & Hunting Show over the summer. The company had a great website and references from other shows overseas. Not thinking much of it and having had international exhibitors in the past at various events, I sold him a booth.

In the past 10 days, he has called me over three dozen times and sent multiple emails insisting that I write him a letter to confirm his participation in our event which would in turn allow him to enter the United States. This happened in the same time frame of the Paris attacks. His persistence just didn't seem right to me.

The Monday after the Paris attacks, he began calling my office at 5 AM and continued non-stop throughout the week. I did speak with him briefly on one call. All of the others I didn't answer thanks to caller ID. I contacted my local authorities to see how I should handle the situation and forwarded the emails. A few days later I was contacted by the FBI Counterterrorism Division.

My gut told me something wasn't right and the FBI agent confirmed my concerns. He informed me that terrorists are trying to get into the country any way possible and our events may be a way they could do so. The FBI agent asked that I forward my experience to any associations that I belong to. Although I will never know the intentions of this individual, I certainly do not want to be responsible for assisting a terrorist into our country. Again, a low key warning that our shows are a potential way for attacks.

Feel free to contact me to discuss further.

*Kristie Gonsalves | President
North East Expos, Inc.*



Is There A Pot Of Gold At The End Of The MPI Rainbow?

By: JoEllen Graber, Director of Development, Special Olympics WI
MPI-WI Director of Awards, Scholarship & Recruitment



FOR NEW MEMBER JASON KAUFFELD of Green Lake Conference Center it may feel like he just found it. Jason is the most recent recipient of the Quest Drape New Membership Scholarship. This scholarship is awarded to new member planners or suppliers and covers membership fees for one year. Twelve Quest Drape scholarship awards are given out once a year.

The Quest Drape Award is not the only scholarship available to new members. There are two other scholarships available on a monthly basis. The Wynn Las Vegas and Encore Meeting Planner New Membership Scholarships are also available to new meeting planners. The deadline for potential members to apply for all scholarships is the 15th of every month. So if you know someone who is interested in becoming a member make sure to pass the information along.

New member Jason found the application process surprisingly easy, "It is just one page and took less than an hour to complete. The hardest part of the process was finding where the scholarships were on the MPI International site." If you know anyone interested in joining MPI WI please share the site <http://www.mpiweb.org/foundation/GrantsandScholarships>.

Jason joined MPI because it came highly recommended by peer organizations and in his research he found MPI-WI to have a robust website and social media with a high level of member activity. He believes this is the best place to learn more about the industry and to elevate their organizational capacity.

Now you may be saying, well that's great for new members but what about me? I have been reaping the benefits of being a MPI member for many years. To that I would say don't forget about the monthly renewal drawings, professional development scholarships and conference attendance scholarships that can all be found on the fore mentioned site. Congratulations Jason! ▀

Meetings With Confidence

By: Tom Graybill, VP, Sales, Tri-Marq Communications, Inc.

DELIVERING A SPEECH ONSTAGE is one of the most difficult things in the world. For many, public speaking is the biggest fear they have. You can make it a little easier by giving your speakers some "confidence" with a confidence monitor.



A confidence monitor duplicates the content on your projection screens so your speakers can see their presentation. The goal is to avoid needing the speaker to look over to the projection screens (which often are behind them) to see where they are. This is disruptive to the speaker and can affect the flow of the keynote. Many professional speakers expect that they will have a confidence monitor to reference. Commonly these monitors are arrayed on the floor in front of the stage so they are out of audience view, but easily referenced by those on stage. Any size can be used, though often 46" or larger monitors are used for best viewing.

Smaller computer monitors, such as 17" screens, can also be used if budget is an issue. These size monitors work best on a table close to the stage, or even on a small cocktail table placed next to the lectern. If floor space is at a premium, the monitor could be placed at the rear of the house facing the stage, up on a stand to get it above the audience.

In addition to the monitor, you'll may need a distribution amplifier (DA) to split the signal to the additional screen.

The confidence monitor can be paired with a second screen, if desired, for speaker notes. The content computer and notes computer can be synced with the "clicker" so both can be advanced when the speaker wants to go forward.

Work with your A/V team on the best fit for you, and build some confidence in your next event. ▀

POWER STATEMENTS

It Is Subtle, But It Is Why I Like You

By: Michael Hoffman, Certified Speaking Professional

Lights turn low. Heartbeat rising. Palms sweating. Breathing shallow because... it's time... the intro... here we go. If you're in the meeting planning game you've been there. But whom was I writing about above? The speaker who wants to hit it out of the park? The client whose job is on the line for every decision made at this event? YOU, the event planner, the resource who helped craft another year's gathering?

The answer is: All the above!

There is always so much riding when the curtain rises but the confidence the speaker has when hitting the stage, the confidence of the client who knows the right people are in the right places and the confidence in using you as their resource begins to be built by you long before the stage lights turn on. It's why they like working with you again and again.

What causes someone to have such confidence in you? Is it your style or your dashing good looks? Is it your pheromones? Maybe. There's more skill involved, especially for those who have real influence.

Let me explain...

I walked into the branch of my bank with my mind racing with the checklist that I have to get accomplished before I have to get back to the grind. As I walked up to the wicket, the customer service rep that I've never met before approaches me. Before I can say hello, she greets ME by saying:

"Hello! And welcome to BB&T. I saw you looking at that paper. Do you have a list to get done today?"

"Well as a matter of fact I do."

I let her know I'm in a hurry and she immediately says, "You've come to the right place, I'll help you get what you need."

I love my bank. They make me feel smart. I KNOW they have my back and I have great trust in them to the point I've forsaken offers from other options because of that. Hmmm. It makes me

think about how my clients in the meeting planning business feel about my organization and me?

Back up to the bank interaction example. Did you catch what she did? In that quick little interaction, she was using what I call power statements. Quick statements that you can say to create an impression and let the person in front of you know that you are there for them. "You've come to the right place" and "I can help you get what you need." Simple comments that help me feel confident about our interaction.

These little power statements are important. Let's face it; the meeting planning business can be one of the most stressful out there; from every level in the sales process to the people speaking at the event itself.

If people can walk away from an encounter with you more confident in the decisions they made and more confident with the person helping them move forward, then you've helped your organization to be seen as a resource for your client verse just another vendor.

Power statements set the way I see you. Such as 'My advice would be...'; 'I believe that's the right solution for your event...' and, 'Your content is going to rock.'

Someone once told me that the definition of trust is; 'It's not how I feel about you that makes me trust you. It's how I feel about ME when I'm around you that makes me trust you.' How I feel about me when I'm doing business with you build's trust and confidence.

As I work with organizations to ignite their Net Promoter Scores in customer service, increase sales numbers and



We can!

grow tighter teams, I've noticed that this one skill set shows up every time. Their verbiage is powerfully positive. The words that come out of our mouths have great impact on the culture and relationship they live and work in.

In the programs that survey customer experience, you'll never fail to see questions being asked like: "Did the organization help you feel CONFIDENT in your decision?" Feeling confident is the foundation of creating an advocate for your business.

Some people tend to think that this skill will be taken care of just by being a nice person. But a true professional is a person who knows WHY they do what they do and WHY they say what they say on purpose to have real impact. I'm not just being nice. I'm creating an impression.

How we talk to each other is one of the building blocks of our culture. We create a positive place to be because our words have created that environment not our thoughts alone. We're not mind readers, it's more than a smile, it's the words that are spoken that communicate the message most effectively: "I am for you!"

I encourage you to take a bit of time to brainstorm on the power statements you may use in your customer or sales interactions. This makes a great team activity. You'll discover that you do in fact have some favorite power statements that you are using now and didn't even know it. Label them in your mind and have them at the ready more and more on purpose to have greater influence.

Ask your team or others in your industry what they do to build confidence in their customer's relationships. I know they can come up with some ideas that you never thought of that you'd love... (See I just did one right there. I just used a power statement to make you feel more confident in seeking other ideas! Did you catch it?)

So start practicing using your own affirming power statements. I know you use them, but start catching yourself using them... on purpose.

Leaders, you need to start catching your people using them and praising them on the spot. Positive observations and verbalizations of what you see your people doing right will impact their own sense of confidence which will get passed along to your clients.

So, here we go - curtains about to rise. I KNOW you have the power and influence to build greater confidence with your people and customers! (See, I did it again! I'm brilliant! I love power statements!)

Now go build confidence on purpose!
You so rock! (*nailed it*) ▴



Michael Hoffman



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<http://www.mpiwi.org/events>**

Planner Profile: Amanda Wolf

Account Assistant
Meetings & Incentives
Worldwide, Inc.



How long in the meetings industry?

8 years

How long in MPI?

2 months

Tell us about your company and/or position:

Meetings & Incentives Worldwide, Inc. is a third party meeting and event planning company. I am in charge of maintaining a specific pharmaceutical account while planning meetings and managing registration for that account as well.

Teams or projects that you have worked on for MPI or would like to be involved with:

Anything the organization needs help with I would love to be a part of! I am very new to MPI and I am just looking to get involved.

Tell us about your family:

I am an only child and very close to my mom and dad. We have a very small family, so most of the time it is three of us and my boyfriend, Austin.

Where were you born?

West Bend, Wisconsin

Where do you currently live?

Downtown Milwaukee

Favorite Pastimes:

Traveling, going out with my friends, and being creative.

Favorite Musical Group:

One Republic and anything country.

Person you admire most and why:

My mom; she has always been there for me no matter what and has a solution to everything!

Dream Vacation:

I would love to go to Ireland and drink my way through the pubs.



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FOOD FOR THOUGHT: Executive Chef Dan Davis

Sheraton Madison, Madison, WI



AS THE EXECUTIVE CHEF of the Sheraton Madison, Dan Davis feels fortunate that his culinary career has allowed him to be employed in some of the great resort areas of the country. Now these experiences have taken him full circle back to his roots in Wisconsin.

Born in Milwaukee, he found himself as a young chef employed in resorts and hotels throughout Wyoming, Vermont, West Virginia, Arizona and Europe learning his trade from master chefs and the hotel industry's managing elite. Surrounded by a surplus of knowledge and guidance, he is grateful now that he institutes his own stamp of success as a mentor, educator and culinary advisor.

"I'm very fortunate to have found my way to an establishment that continues to position us as a front runner in the Madison hotel marketplace. I'm honored to be surrounded by a team of associates that are focused and deliver on the Sheraton's philosophies of guest satisfaction every day. By sharing my knowledge of quality cuisine we will continue to offer a superior food experience whether it's fresh berries at breakfast or a 5 star event within the comforts of our ballroom."

Chef Davis is a member of the American Culinary Federation and received his certification as an Executive Chef in 2001. He enjoys assisting the community by actively volunteering with Special Olympics, Share our Strength and organizations that promote awareness for childhood hunger. ▴



Hearty Black Eyed Pea Soup with Game Sausage

Black eyed peas are a southern tradition during the New Year to bring good luck and prosperity. Other than being a great source of protein and a staple ingredient for a hearty winter soup, the addition of game sausage, petite meatballs or roasted acorn squash makes this a meal in itself!!

INGREDIENTS

2 tablespoons olive oil
2 medium carrots diced
2 stalks of celery diced
1 medium onion diced
2 small cans of V-8 juice
1 6-ounce can of tomato juice
2 8-ounce cans of black eyed peas
1 tablespoon each of fresh chopped oregano, basil, rosemary and thyme
2 cloves minced garlic
2 cups of chopped smoked game sausage, meatballs or roasted acorn squash
1 quart chicken broth

1. In a large saucepot, sauté carrot, onion, celery and garlic with olive oil over medium heat for 2 minutes.
2. Add freshly chopped herbs, tomato paste, chicken broth, V-8 juice and cook for 5 minutes.
3. Reduce heat and add sausage, meatballs or squash. Simmer for 35 minutes stirring every few minutes. Add ½ cup of water if the soup becomes extra thick.
4. Season with salt and pepper as necessary and serve with some warm crusty bread or corn muffins.

Chef Dan

Community Outreach

By: Michelle Wienold, Wisconsin Center District
MPI Community Outreach Partner Lead



THE MPI-WI CHAPTER EDUCATION PROGRAM will be held on April 14th at the Sheraton Madison. Our Community Outreach partner will be Dane County Humane Society.

Dane County Humane Society is an "open admission shelter" whose staff and volunteers care for healthy and treatable animals.

DCHS accepts all animals that need assistance no matter their age, health status, or temperament. DCHS guarantees that all healthy cats and dogs and those with treatable medical and behavioral conditions will find new homes. They are proud to provide state of the art medical care and behavior enrichment programs. They see approximately 9,000 animals pass through their shelter doors every year including companion animals, exotic species, farm animals, and injured or orphaned wildlife. Dane County Humane Society takes pride in reuniting over 1,000 lost pets with their families each year and has been recognized as a leader in providing many services including humane education, adoption services, and wildlife rehabilitation.

Because of DCHS's ambition to welcome in thousands of animals on an annual basis they are always in need of donations. SO, please **"Be kind and provide"** by bringing one or more of the following items to April's MPI-WI Chapter Education program.

DOGS: Soft, small training treats, bully sticks, creamy peanut butter, Natural Balance dog food rolls, Kong Stuff'n Easy Treat/Squeeze Cheese

CATS: Canned, ground cat and kitten food, clay or clumping litter (unscented), KMR milk replacer & nurser bottles, Royal Canine baby cat food (dry and can), cat toys, slim cat food dispensing toy, litter boxes (small & medium)

CRITTERS: Timothy hay, wood chews, rabbit diet (Purina), guinea pig oxbow (Cavy Cuisine/Performance), plastic dish pans, bird seed (cockatiel, finch, parrot, parakeet)

WILDLIFE: Evo Grain Free cat and kitten food – turkey and chicken formula- dry kibble, fluorescent UV reptile bulbs, reptile rock bowls, bird feeders and baths, paper towels

SHELTER SUPPLIES: Disposable nitrile gloves – medium and large, liquid laundry detergent, scouring pads, heavy duty spray bottles, bleach, dish detergent, small and large Ziploc baggies, quality white copy paper, bright colored copy paper, pens, post-its, file folders (red and blue)

In addition to bringing a donation please provide a picture of you and your pet to show the undeniable bond that both animals and humans have shared since the beginning of time. ▴



<https://www.giveshelter.org/>

MPI Wisconsin Membership Anniversaries

ONE YEAR ANNIVERSARY

Jan 2015 — Feb 2015

KAITLYN HERBST	Snow & Ice Mgmt Assoc.
SUSAN SMOLAREK	Visit Lake Geneva
JENNIFER KILPATRICK, CAE	Svinicki Association Mgmt, Inc.
JEN REMSIK	Adorable IO, LLC
SHALEN LARSEN	Creative Lodging Solutions
JACQUELINE KNAUF	Ghidorzi Hotel Group
STEPHANIE HERBERT	Visit Eau Claire
CRAIG HILES	American Express Meetings/Events
JESSICA JOHNSON	Student
BETH THOMAS	Office of Continuing Education - UW - Platteville
JENNA HANSON	Wisconsin Hospital Association
ASHLEY SALMON	Executive Director, Inc./CIA
MARY BECKER	Kohl's Department Stores
NICOLE MILLER	Kohl's Department Stores
CARA WALLNER	Kohl's Department Stores
DAVID KATZ	
JANINE ZIMNEY	The Iron Horse Hotel

FIVE YEAR ANNIVERSARY

Jan 2011 — Feb 2011

BRANDON SMITH	Levy Restaurants at WI Ctr District
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TEN YEAR ANNIVERSARY

Jan 2006 — Feb 2006

AMY QUALMANN	WI Association of School Boards
DAWN CONRADT	Thrivent Financial

FIFTEEN YEAR ANNIVERSARY

Jan 2001 — Feb 2001

ELIZABETH REHORST	Direct Supply
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TWENTY YEAR ANNIVERSARY

Jan 1996 — Feb 1996

RENATA PRELLWITZ	Chula Vista Resort and Conf Ctr
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New Members

SUE ASTORGA

Director of Corporate Accounts
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Professional – Supplier

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Supplier Meeting Professional

AMY SUPPLE

COO
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608-535-8168

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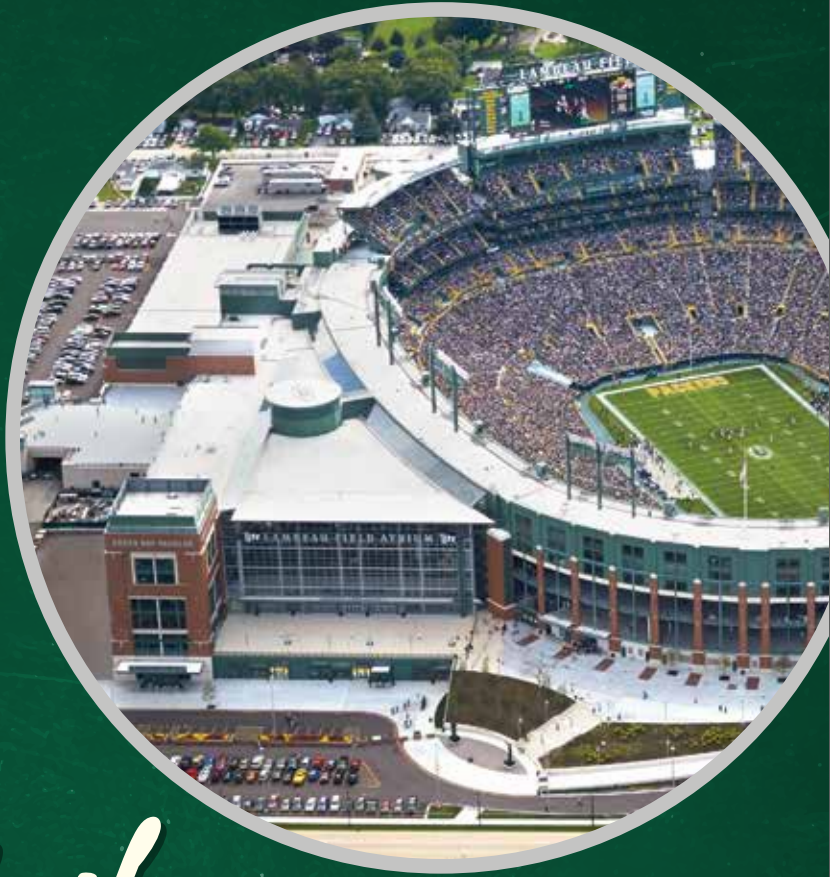


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MPI-WI January Event





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Supplier Profile: Jason Kauffeld

Director of Group Relations, Green Lake Conference Center

How long in the meetings industry? Two years as a dedicated meetings professional, plus ten years in various roles with federal or state government that included service on event committees organizing statewide conferences.

How long in MPI? Since November 2015. My first MPI experience was the Great Lakes Education Summit in Milwaukee. My first “wow!” from this event– MPI members are friendly. My second “wow!” – MPI really knows how to feed you.

Tell a bit about your company and/or current position: Green Lake Conference Center is a registered nonprofit whose first contract was with the federal government to house World War II German prisoners of war. I hear that the arrival of these young men caused quite a stir in the community as young men were somewhat in short supply until the war ended. Since the 1940's, visionary leaders have grown this 900 acre lakeside nature retreat and conference center to include 60,000 square feet of meeting space, 300 hotel rooms and suites, and blazing fast Wi-Fi. Besides the modern meeting space, you can also meet in a Wild West train car, a 120' tall tower, an 1840's log cabin, or on the greens of two championship golf courses. My position is part of a new outreach effort that began in 2014. I

started work on April Fool's Day, 2015 and was told to show up in old work clothes. I expected it was a joke, so I also packed a full suit and tie in my car. No joke, though – we have an annual work day where the marketing team and all the leaders from the President on down join the maintenance staff to work on a special project. I greatly enjoy the fun atmosphere and the teamwork here.

Teams or projects that you have worked on for MPI or would like to be involved with: Would love to be on a special events/recognition to donors and sponsors committee, if one exists. I enjoy teaching ballroom dance and I think it provides great lessons in leadership and followership, plus most people are tickled to attend a dance and lessons thrown in the honor.

Tell us about your family: Met my wife, Giselle, in Trinidad and Tobago and enticed her back to Wisconsin by extolling the virtues of snow. Proud father of a six-year-old daughter named Ashna who loves animals and wants to be a farmer, and of a one-year-old son named Chancellor who hasn't yet decided what he wants to do with his life. We used to have a pet bird that did not survive Ashna's outpouring of love.

Where were you born? Madison, WI.

Where do you currently live? Ripon, WI.

Favorite Pastimes: Travel, hiking, ballroom dancing, reading, cooking, board games, anime and game cons, steampunk events & design.

Person you admire most and why: My wife, Giselle, for graduating from Ripon College this past May while also giving birth to and raising two children during her college career. She was also chosen to be a McNair Scholar!!! (Check out <http://mcnairscholars.com/>)

Dream Vacation: From 2004 to 2007, Giselle and I backpacked through fifty countries on six continents. Sad to say, we ran out of money and never made it to the seventh continent, Antarctica. My dream vacation would be a cruise to Antarctica with several shore excursions to see Ernest Shackleton's camps from his days exploring the arctic.

If I won the lottery I would: Start a foundation and provide assistance to all the welcoming families I was blessed to meet during my time overseas. Would also buy one of the historic GLCC lakeside mansions and base a rural livelihoods research institute/think tank there. Guilty pleasure I might succumb to in spite of my desire to be high-minded: recruit my friends and have a full-time entourage.

Words to live by: *"I have decided to stick to love...Hate is too great a burden to bear."* - Reverend Martin Luther King, Jr. MLK was an early attendee and speaker at GLCC conferences in the 1950s while he was formulating his theory and message of nonviolent direct action. As a father of biracial children, I ponder what issues my children will be forced to navigate that I never had to deal with in growing up, getting an education, or in pursuing a career.

Special personal accomplishments: (1) As a Peace Corps volunteer, organizing Nepal's first ever nationwide conference honoring the female student; accomplished without access to phone or Internet. (2) Winning MPI's 2015 Great Lakes Education Summit Tri-State ping pong championship, (3) Convincing Giselle to marry me.

What else would you like other MPI members to know about you? I am looking forward to learning from you and serving you. Also, I am always ready to play or dance, so if you want me to bring some board games and/or my dancing shoes to an event, I am happy to dive right in.

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DOOR COUNTY



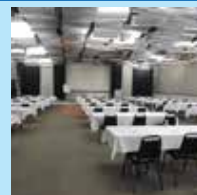
Landmark Resort

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, the Rooftop Terrace, lobby lounge & meeting space.

MILWAUKEE

The Iron Horse Hotel

500 W. Florida Street, Milwaukee, WI
414/374-4766 | theironhorsehotel.com
Meeting rooms: 5; Sleeping rooms: 100; F&B: Yes
Meeting space at The Iron Horse Hotel is anything but ordinary. Five distinct interior spaces and one chic outdoor space offers unparalleled service and amenities.



NEENAH



BEST WESTERN PREMIER Bridgewood Resort Hotel & Conference Center

1000 Cameron Way, Neenah, WI
920/720-8000 | bridgewoodresorthotel.com
Meeting rooms: 12; Sleeping rooms: 95; F&B: Yes
Beautiful resort hotel with aquatic fun center, golf course, restaurant. Groups up to 500. 10,000 sq. ft. 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
Meeting rooms: 10; Sleeping rooms: 180; F&B: Yes
Blue Harbor on Lake Michigan offers scenic meetings spaces for groups of 10 to 1000. Just one hour away from Milwaukee and Green Bay.

DRUMMING & Bonding at MPI-WI Board Retreat



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Are You The Next TOP CHEF?

By: Tracey Bockhop, CMP
MPI-WI Director of Special Events
President + CEO, Meet Meetings

COME TEST YOUR SKILLS at the March Fundraiser on March 10th at Milwaukee Area Technical College. The day will start off with the 3rd CMP 101 class along with a Career Panel with seasoned industry experts to learn about the best way to move into a career you want and what resources are available in the industry. We will then have our education portion of the event with Michael Hoffman on Coaching Within the Tornado. This program will engage you at such a deep level that it demands immediate action.

Evening Festivities

The evening festivities will kick off following education and will be nothing like we have ever done. During the reception there will be a wine pull where you can pull out a \$3 bottle or a \$50 bottle along with silent auction items to bid on from all over the state. The culinary instructors will also be offering cooking demonstration where you can participate in all three for only \$25. They will focus on African, Latin American, and Asian Cuisine. Test your cooking skills with other MPI members and enjoy your creations while also supporting MPI and getting to know your fellow MPI members better. ▴



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ILLINOIS

Food for Thought: Chef Jose Luis Torres

Double Tree Milwaukee Downtown

Chef Jose Luis Torres first found his passion for cooking at the age of seven working on the weekends with his parents in their own taqueria back in Mexico City.

IN 1995 CHEF LUIS came to the United States to pursue the American dream in Burlington, WI and started working at a pizzeria. He started out as a dishwasher/prep cook learning the ins & outs of the business while also trying to become accustomed to the American way of life. After only a year in the pizzeria kitchen, Luis decided to move to Milwaukee and started to work at a local popular sports bar. He learned

quickly and moved up the ladder fast and became the kitchen manager. In 2003 he decided to move on to something bigger and better and took his talents to *Readers Digest*, *Taste of Home Magazine* and worked for *Readers Digest* as their personal chef for over ten years.

Luis has been the Chef at the Doubletree by Hilton Milwaukee for over three years. He is always eager to come up with fresh



and creative menus and presentations to ensure the needs of his customers are met. General Manager Jeff Welk says "Luis is committed to making a memorable experience for all of our customers and does not hesitate to go the extra mile whenever possible." ▲

ASIAN LETTUCE CUPS

INGREDIENTS

- Head of sturdy lettuce such as bibb, romaine or iceberg
- 1/2 cup chicken broth
- 1/4 cup soy sauce
- 2 T light or dark brown sugar
- 1 T cornstarch
- 2 T vegetable oil
- 2 pounds chicken
- 1 small bell pepper (green, red or any other color you prefer), finely diced
- 1 large carrot, finely diced
- 2 large garlic cloves, minced
- 1 T minced fresh ginger
- 1/4 cup finely sliced scallions, light green and dark green parts only (from about 2-3 scallions)
- Sriracha or other hot sauce for serving

LETTUCE:

- Separate the head of lettuce into individual leaves. Rinse and dry, either with a salad spinner or by hand, using clean kitchen towels or paper towels to pat the leaves dry.

- Refrigerate the lettuce leaves until ready to assemble and serve, either inside the salad spinner or between layers of clean, dry kitchen towels or paper towels in an airtight container to wick away excess moisture.

THE MEAT:

- Whisk the broth, soy sauce, sugar and cornstarch together in a small bowl and set aside.
- Heat 1 tablespoon oil in a large skillet or sauté pan over medium-high heat until shimmering.
- Add half the diced chicken in handfuls, distributing it in a single layer in the pan. Cook without stirring until the chicken is cooked, then stir and start breaking up the chicken into smaller pieces.
- When the chicken is cooked, transfer it to a bowl. Add the remaining oil and chicken to the pan and cook in the same manner.

FINISH THE FILLING:

- Return all the chicken to the pan and add the bell pepper, carrot, garlic and ginger. Cook for 5 min until the vegetables start to soften.
- Whisk in the reserved broth and cook for a few more minutes to thicken the broth into a sauce.
- Remove from the heat and stir in the scallions.

READY TO SERVE

- Spoon the warmed filling into the lettuce leaves (about 1/3-1/2 cup) filling per leaf, depending on the size of your lettuce and drizzle with Sriracha or your favorite hot sauce, if desired.



Board Member Profile:

Jackie Ellickson

Virtual Business Edge



Where do you currently live?

Cross Plains, WI

How long in the meeting/event industry? 15+

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

I am the Director of Special Education Projects and responsible for helping create memorable events and liaison for the Great Lakes Education Summit, May Education and CMP 101. I am also responsible for helping in maintaining the MPI-WI Chapter membership and making this a great organization for the members.

What is the best part of being on the board?

Being able to attend the monthly meetings and seeing the final product.

What have you learned most from being on the board?

All ideas should be welcomed to the table and be heard from members and volunteers.

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

It may or may not be for you, take the leap of faith and get involved to see where this ends up. Worst case scenario, you end up building strong relationships that will last a lifetime.

Favorite hobbies or pastimes?

Travel with family, raising my children with my husband, gardening, movies, golf, boating.

Favorite musical artist or band?

There are too many great 80's artists and rock bands to choose from...which are now being played on the classic/oldies music stations.

WHO'S IN THE NEWS

JANET SPERSTAD, CMP had an article posted in the recent issue of *"The Meeting Professional"* magazine about the US Dept. of Labor's recognition of the meetings and events sector. She was also be a featured speaker at EMEC in Denmark February 7-9, 2016.

JASON KAUFFELD of **Green Lake Conference Center** received the MPI Foundation Quest Drape Award-new MPI Membership Scholarship – See article and profile on pages 22-23.

CLAUDIA CABRERA and **LISA LAWRY** of the **Marriott Madison West Hotel and Conference Center** have switched roles. Cabrera now handles the corporate sales market and Lawry the association market.

BRANDON SMITH has been promoted with **Levy Restaurants** to Director of Catering Sales at the WI Center District – He previously was with Levy at the Harley Davidson Museum.

ANNA ANDERSON is now with the **Chula Vista Resort** as a Group Sales Manager

SARAH BANACH is now with **Marcus Hotels & Resorts** based in Milwaukee. As an Account Manager, she is happily selling the Hilton Milwaukee City Center, Intercontinental Milwaukee and the Pfister Hotel.

KATIE MCGINNIS and husband Sean welcomed Shaela Paige on November 4th. She arrived at 5:54pm, weighing 8lbs 4 ounces. Mommy and baby Shaela are doing well and both already attended their first MPI event in November when Katie stopped by the Great Lakes Education Summit at her hotel, the Hyatt Regency Milwaukee. Shaela is already looking forward to when she can become a student member of MPI.

**WISCONSIN
CHAPTER**



MPI Wisconsin Chapter

2830 Agriculture Drive

Madison, WI 53718

tel: 608.204.9816

Datebook:

CALENDAR OF EVENTS

2016



Connecting you to the
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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

JUNE

22-23

MPI-WI Summer Spectacular
Lake Lawn Resort
Delavan, WI