



Connecting you to the
global meeting + event community

MPI-WISCONSIN CHAPTER Agenda

"MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to
create a voice in the meetings and events industry."



MAY
JUN
VOL 38/NUM 3
2016

COME TOGETHER

IN THE FOX CITIES



Endless shopping, dining and nightlife options



15+ facilities with unique, affordable meeting space



Fun options for group activities and team building

Make the Fox Cities your next meeting destination!

Enjoy the big city amenities and small town charm that our 20 communities along the shores of Lake Winnebago and the Fox River have to offer:

- An exceptional visitor experience for groups of 10 to 2,500
- Safe, walkable communities
- Flexible, affordable meeting spaces
- Free bureau services

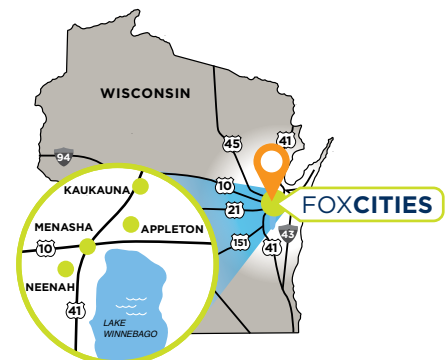
We invite your group to COME TOGETHER IN THE FOX CITIES.



FOX CITIES

GREATER APPLETON

*Wisconsin's
Shopping Place™*



Begin your planning at
FoxCities.org
800-236-6338

MPI-WISCONSIN 2015 - 2016 BOARD OF DIRECTORS

President

Tom Graybill

Tri-Marq Communications
tom@trimarq.com

President-Elect

Jen Mell, CMP

Meeting iQ
jmell@travelleaders.com

Immediate Past President

Carmen Smalley, CMP

Milwaukee Area Technical College
csmalleycmp@yahoo.com

VP Communications

Claudia Cabrera

Madison Marriott West
claudia.cabrera@marriott.com

VP Education

Amy Qualmann, CMP

Wisconsin Association of School Boards
aqualmann@wasb.org

VP Finance

Brandon Smith

Levy Restaurants | Wisconsin Center District
bsmith@wcd.org

VP Membership

Kristen Salewski, CMP

Rural Mutual Insurance
ksalewski@ruralins.com

Director – Awards, Scholarship & Recruitment

JoEllen Graber

Special Olympics Wisconsin
joeygraber1@gmail.com

Director – Member Care

Sara Kern

Blue Harbor Resort
Skern@blueharborresort.com

Director – Monthly Programming

Katie McGinnis

Hyatt Regency Milwaukee
katie.mcginis@hyatt.com

Director – Publications, Advertising & Community Outreach

Frost Williams

Visit Milwaukee
fwilliams@milwaukee.org

Director – Special Education Projects

Jackie Ellickson

Virtual Business Edge, LLC
jackie.e@virtualbusinessedge.com

Director – Special Events

Tracey Bockhop, CMP

Meet Meetings
tracey@meetmeetings.com

Director-Sponsorship & Strategic Alliance

Brenda Toler

Wisconsin Restaurant Association
pbtoler@charter.net

Director – Website, Public Relations & Advocacy

Maria Peot

Milwaukee Area Technical College
maria.peot@gmail.com

MPI-WISCONSIN CHAPTER Agenda

May/June 2016

VOL 38/NUM 3

Feature Articles

Preparing for the CMP Exam: Studying for the CMP Exam	6
Your New MPI-WI 2016-2017 Board of Directors & Board Members	8
Active Shooter Incidents	10
Summer Fun & Major Investments Raise the Bar in Milwaukee	12
March MPI Recap	14
04.14.16: Meetings Industry Day Walker Proclamation	15
June MPI Outing	16
Making the Right Connections for your Meeting's Audio/Visual	17
May's Education Day, Three Waves of Opportunity	22
The Right Mix, Meetings at Wilderness Resort	24
Moving Beyond Signatures	28
Tips for Being a Better Planner and Connector	30

In Every Issue

From the Editor's Desk	4
President's Column	7
Food for Thought: Executive Chef Dan Davis	16
New Members & Anniversaries	20
Student Profile: Kristina Stanley	26
Planner Profile: Jenelle Thurnbauer	25
Supplier Profile: Stacey Lucas	27
Food for Thought: Executive Chef David Ross	18
Board Member Profile: Brandon C. Smith	31
Calendar	BC

Experience MPI Wisconsin

6 Different Ways

Print: *Agenda* Magazine

Web: mpiwi.org

Facebook: facebook.com/mpiwi

Twitter: twitter.com/mpiwisconsin

LinkedIn: MPI-WI Chapter

Instagram: https://instagram.com/mpi_wi_chapter



WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

MPI-WISCONSIN CHAPTER **Agenda**

Published bimonthly by
Meeting Professionals International –
Wisconsin Chapter

CO-EDITORS

Nicole Putchel
Capital Operations Specialist
Direct Supply
nicole.putchel@gmail.com

Joe Millenbach
Global Account Executive
Conference Direct
joe.millenbach@conferencedirect.com

CONTRIBUTING WRITERS

Tom Graybill
Carmen Smalley
Jason Weber
Jodi Goldbeck, CMP
Sara Kern
Jonathan T. Howe, Esq.
Jessica Leigh Levin, MBA, CMP, CAE
Jennifer Nadolski
Tracey Bockhop, CMP
Nicole Ellickson

GRAPHIC DESIGN

Ann Shultz, AJS Designs, ajsdesigns.net

PHOTOGRAPHY

David LaHaye, lahayephotography.com

PUBLICATION DEADLINES

July/August 2016
Deadline: May 15, 2016

September/October 2016
Deadline: July 15, 2016

November/December 2016
Deadline: September 15, 2016

PERMISSIONS

Material in this publication may not be reproduced in any form without permission. Statements of fact and opinion within **Agenda** are the responsibility of the author(s) and do not imply an opinion of the officers or members of MPI or MPI-Wisconsin Chapter.

EDITOR'S NOTE



Hello to all my lovely MPI-ers throughout Wisconsin!

It's almost that time of year again...summer! Warm weather, bonfires, weekends away, days on the lake, and the list goes on and on. Summer also brings some new changes for MPI-WI; Less formal meetings, more social activities, and a new group of leadership to come in and keep MPI-WI moving upward.

With these busy times, it is easy to get wrapped up in the hustle and bustle of summer and enjoying all it has to offer and we often push aside the little things we could be doing to ensure we stay connected with MPI and the wonderful industry that we are a part of. I

encourage you to find ways and set goals for yourself to ensure this doesn't happen to you this summer.

How can you volunteer throughout the summer? What events can you attend and bring fellow MPI-WI members to? Make it a point to attend the May Education Day as a start. This will be a great way to kick off summer and see everyone as a large group again. Some other events you can take advantage of would be the World Education Congress (WEC), the June golf outing at Lake Lawn Resort, and the MPI-WI summer socials throughout the state.

I also encourage you to keep in touch with someone new that you may not typically reach out to this summer. Even if your paths do not cross when it comes to your job, you never know what you can learn from each other and how you can grow a new friendship along the way.

Let's take advantage of everything summer has to offer us – inside and outside of our careers.

Cheers!

Nicole

Nicole

*"The most important things in life
are the connections you make with others." – Tom Ford*

{MADISON, WI}

Find that happy place between dialed up and dialed in.

Welcome to a state of energized focus
that brings out the best in people—both yours and ours.
Where concierge-caliber service allows
fresh ideas to surface, free from distraction.
Experience Monona Terrace.



blog.mononaterrace.com

MONONA TERRACE®

Where business and inspiration meet.

©2016 Monona Terrace



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.

2016-2017 TESTING DATES

August 5-14, 2016

November 4-13, 2016

January 20-29, 2017

May 5-14, 2017

August 4-13, 2017

November 3-12, 2017

FROM START TO FINISH: PREPARING FOR THE CMP EXAM

[#4: What to Expect on Exam Day]

IN THE LAST ISSUE OF THE *AGENDA*, I reviewed the topic of studying for the CMP Exam. In this issue, I am describing what you should expect on exam day.

After your application is approved, you will pay your \$450, non-refundable exam fee to the Convention Industry Council (CIC). Once that fee is paid, the CIC will send you instructions about how to schedule your exam with Prometric, a testing center that has hundreds of locations throughout the country. The exam is offered during four “testing windows” each year. (See upcoming dates listed to the left.)

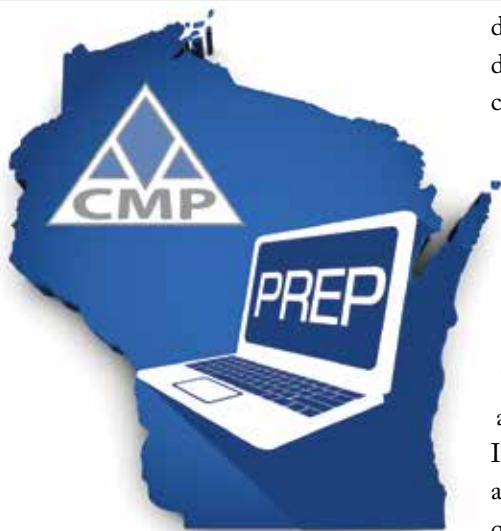
The CIC suggests the following best practices on exam day:

- Arrive 30 minutes before the scheduled appointment to allow time for check-in.
- If you arrive more than 15 minutes late, you may be turned away.
- You will be provided with an on-screen calculator, two erasable note boards and dry erase markers.
- Bring a jacket or sweater for personal comfort.
- Bring your test confirmation number.
- Bring one form of valid, government-issued ID with a signature (driver’s license, passport, national ID or military ID). The name on the ID must match the name on your exam registration.
- Items such as dictionaries, books, rulers, food, beverages and personal items are not allowed into the testing room. You will be given a locker to store all of your items.

After you check-in, you will be taken to a personal testing station and an onscreen tutorial will orient you to the features of the computer testing equipment. You will have up to 15 minutes to view the tutorial. During the exam, try to relax (easier said than done, right?!), work at a comfortable pace by not rushing or going too slowly, follow all directions, read all of the options before choosing an answer, skip difficult questions and come back to them later.

As soon as you complete the exam, you will receive a score. The score will indicate whether you have passed or failed the exam, and it is final. If you fail the exam, your results will include your numeric score and how you performed on each of the 10 domains. Certificates are mailed to candidates who passed the exam four weeks after the testing window closes.

This completes my series on preparing for the CMP exam. I wish you the best of luck as you start, or continue on, your journey of becoming a Certified Meeting Professional. If you would like more information about the exam or CMP 101, the course I facilitate at monthly MPI-WI meetings, please reach out to me. I am always happy to answer any questions you may have! ▀



President's Column



Tom Graybill

President

MPI Wisconsin Chapter

Tri-Marq Communications, Inc.

A few years ago I was attending MPI's Chapter Business Summit, and during a session for President-Elects the question came up, "What do we, as Chapters, have to provide for our members?"

You probably have your own answer to what you want from MPI-Wisconsin and some of the answers that were offered that day included education, networking, being a voice for the industry, etc.

Sometimes inspiration hits and I raised my hand. My answer? "We need to offer them value for the time they spend as members."

This value extends beyond the actual time attending our events. MPI-Wisconsin provides everyday benefits, whether it is the connections you forge with fellow members – connections that for many have turned into friendships, access to those who can help you in your career; volunteer opportunities that you may never get in your "regular" job, and education that can make your life easier – or even more fun!

I have always felt that MPI-Wisconsin is "a safe place to fail." Don't worry, as a Chapter, we don't fail very often – your Chapter is one of the best (I think it is THE best!) and I have had MPI leaders tell me they wish they could bottle what we are doing and share it with other Chapters. That strength gives us flexibility to try things because of the great support of our members. So we can "fail" occasionally, but learn from our shortcomings to create something great the next time.

As a volunteer, I have had opportunities that I would never have had in my profession or with other groups. Not everything has gone perfectly, but being a "safe place" has meant that I can go through these experiences and learn, serve my fellow members, and in the end benefit the Chapter, even through my "failures."

Our volunteers are so important in making our Chapter what it is. If you are or have been a volunteer, thank you very much for your work. If you haven't volunteered yet, I encourage you to raise your hand and step up. The ROI you will receive for your time will make it one the best investments you can make as an MPI member.

This is my last column as your President. It is a little odd to write that, as I write this in March and you'll read it in May,

which means I still will have two months in my role. Ahh, the joy of print deadlines!

I would like to thank all of you for your support of MPI-Wisconsin, your passion for this profession, and the friendship and kindness of so many of you as I strived to serve you and the Chapter. This has been an incredible year (well, it ain't over yet!) and the accomplishments of your Board of Directors have been amazing. Not every endeavor will bear fruit immediately but we have planted many seeds to benefit your Chapter in the years to come.

I started my first column by asking you to thank your board members when you see them at MPI events, and I reiterate my request. These devoted people have done a great job for your Chapter and I am grateful to have served with them.

MAY EDUCATION DAY

If you haven't signed up for our May Education Day, be sure to sign up today for this signature event. I mean, where else can you mix great speakers, cowboy boots, and yoga?

The last two are components of this year's Chairman's Challenge to benefit the MPI Foundation. During our reception on May 18th, you can pull on your kickers for a line-dancing lesson. Can't dance? Great! This is the place to get in step.

Then start your morning on May 19th by stretching your body in a fun yoga session before stretching your mind with our full day of education.

And what a day! Learn negotiating tactics, risk management, how to create exciting events, the secrets of connecting people, and what every meeting professional needs to know about the threat of terrorism.

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

WORLD EDUCATION CONGRESS

The annual World Education Congress is the signature event through which MPI delivers top-rate education, networking and business opportunities to the meeting and event community. This year the event will be held in Atlantic City from June 11-14. See you on the Boardwalk!

JUNE SUMMER SPECTACULAR

Lake Lawn Resort will be our host for our annual Summer Spectacular on June 22-23. Be ready for a new take on our golf outing. Mark your calendars today and look for more details soon. Thanks for being part of our MPI-Wisconsin family. It's been an honor serving you!

Tom

YOUR NEW MPI-WI 2016-2017 BOARD OF DIRECTORS & BOARD MEMBERS

As your incoming chapter President, I am thrilled to announce the list of our Board of Director members for 2016-2017. Each one of these members has made the commitment to work diligently in the next year to move our chapter forward and provide the best experience possible to our members. As many of you know, a lot of work happens on the Board in just one year so please thanks these incoming Board members for their service to our chapter and support them as best as you can...whether it's offering friendly encouragement or agreeing to volunteer on one of their teams! It's going to be a great year for MPI-WI!

Jennifer Mell, CMP, MPI- WI President Elect

WISCONSIN BOARD SLATE

The Wisconsin Chapter Nominating Committee has selected the following individuals, whom we believe to have the skills, dedication and integrity to provide outstanding leadership to our chapter during their term of office. Please be aware that as a member in good standing you have the right to review and challenge the slate of directors as indicated in the chapter bylaws. If positions remain uncontested, the slate of officers will be considered approved by a unanimous vote after 30 days. Please congratulate and thank these members for their service.

Officers: The following slate of officers is elected by the Chapter Board of Directors. They are identified in this communication so members can view the full board proposed for the upcoming term.

POSITION	NAME AND COMPANY	TERM
President	Jen Mell, CMP, Meetings iQ	July 1, 2016 - June 30, 2017
President Elect	Claudia Cabrera, Madison Marriott West Hotel & Conference Ctr	July 1, 2016 - June 30, 2017
Immediate Past President	Tom Graybill, Tri-Marq Communications	July 1, 2016 - June 30, 2017
Vice President Finance	Brandon Smith, Levy Restaurants at Wisconsin Center District	July 1, 2016 - June 30, 2017
Vice President Membership	JoEllen Graber, Special Olympics of Wisconsin	July 1, 2016 - June 30, 2017
Vice President Communications	Frost Williams, Visit Milwaukee	July 1, 2016 - June 30, 2017
Vice President Education	Katie McGinnis, Hyatt Regency of Milwaukee	July 1, 2016 - June 30, 2017

Directors (Board members): The following slate of Board members is elected by the membership of the Chapter. This slate will be deemed elected by unanimous vote unless the slate is challenged as outlined in the chapter bylaws.

POSITION	NAME AND COMPANY	TERM
Director – Awards and Scholarships, & Recruitment	Alison Hutchinson, Fox Cities Convention & Visitor Bureau	July 1, 2016 - June 30, 2018
Director – Member Care	Sara Kern – Blue Harbor Resort & Spa	July 1, 2015 - June 30, 2017
Director – Monthly Programming	Tamara Putney, CMP, Derse	July 1, 2016 - June 30, 2017
Director – Publications, Advertising & Community Outreach	Sarah Banach, Marcus Hotels & Resorts	July 1, 2016 - June 30, 2018
Director – Special Education	Trisha Raymaker, CMP, Crowne Plaza Milwaukee Airport	July 1, 2016 - June 30, 2018
Director – Special Events	Tracey Bockhop, CMP, Meet Meetings	July 1, 2016 - June 30, 2018
Director - Strategic Alliances, Sponsorships & Fundraising	Brenda Toler, Wisconsin Restaurant Association	July 1, 2015 - June 30, 2017
Director - Website, Social Media, & Public Relations	Maria Peot, Milwaukee Area Technical College	July 1, 2015 - June 30, 2017

Please direct any questions to: Carmen Smalley, Immediate Past President smallecm@matc.edu



Bringing people together... Is what we have always done best.

Sometimes business has to be taken care of. And with a 56,000 sq. ft. conference center, over 1,100 rooms for lodging, four-star dining, championship golf and an award-winning spa, we're ready to take care of yours.

And when the meeting is over, no one does fun like we do!



WildernessResort.com WISCONSIN DELLS • 800.867.9453

WILDERNESS HOTEL | GLACIER CANYON LODGE | WILDERNESS ON THE LAKE | WILD ROCK GOLF CLUB | SUNDARA SPA

ALERT

Active Shooter Incidents

By:
Jason Weber

April 20, 1999, is a day that changed many lives in the United States. It was that day when two students entered Columbine High School in Colorado and began assassinating students at will. It was this event that brought school safety and police tactics back to the training table and dramatically changed the way schools and law enforcement operated. It also brought the term Active Shooter into our homes and vernacular. Since that day we have been witness to over 170 active shooter events in the United States, some at places one would never think of like schools, churches, movie theaters, and parks, and some in communities where “that stuff does not happen,” like Wakefield (MA), Grundy (VA), Red Lion (PA), and Menasha (WI).

These events are very traumatic for all involved – obviously those directly at the time but also for the first responders and the community as a whole. National experts have been discussing these events in forums, trying to come up with an answer as to why they are occurring. Ideas have been tossed around with regards to gun laws, mental health issues, drug issues, propensity to violence, and so on. So far we have not come up with an answer or solution to prevent these from occurring. One way that that we can have an impact is in reducing the opportunity for these events.

In the world of crime prevention, we rely on the Crime Prevention Triangle. Similar to the fire triangle where it takes three things to create a fire (heat, fuel, oxygen), the same applies to crimes. If one is missing, a fire cannot happen. A criminal needs to have the following in place to be successful in committing that crime.

- **ABILITY – A criminal is often savvy and has the tools or know-how to commit a crime. There’s not much we can impact here.**
- **DESIRE – Criminals are going to have that desire. In these active shooter events, it is often some sort of hatred or vengeful act that precipitates this.**
- **OPPORTUNITY – This is where we come into play and by doing certain things, we can remove that opportunity or certainly delay it!**

Security measures are often classified along the five steps of the security continuum: **Deter, Detect, Delay, Respond, and Recover**. In an active shooter situation if we wait until the response step (typically when law enforcement responds to a

911 call), there will likely already be a loss of life. Remember – prevention is our ultimate goal!

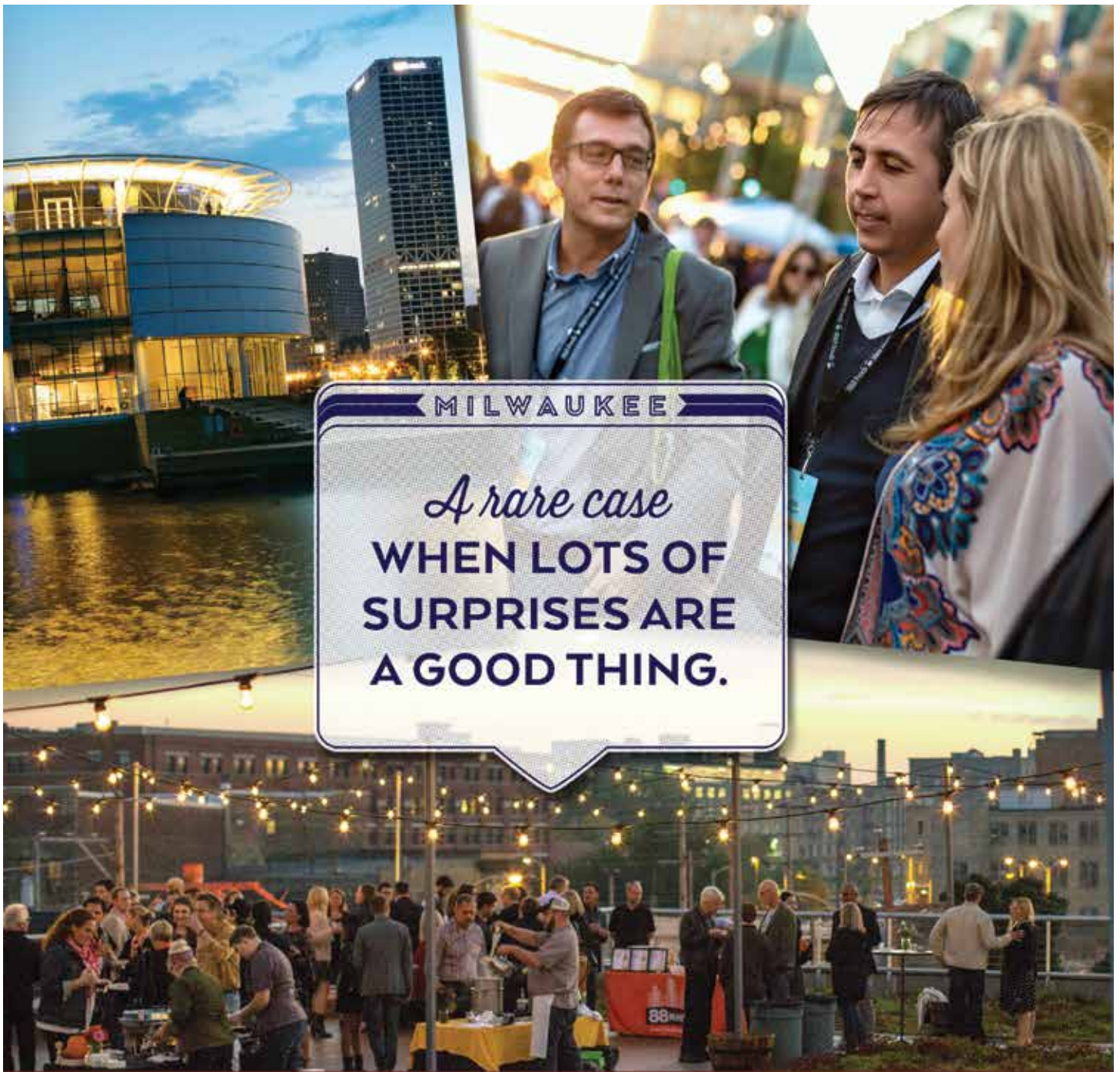
The first three steps: **Deter, Detect and Delay** concentrate on that. There are many ways that we can work to achieve that prevention such as employing security practices in our facilities through restricting access control and increasing surveillance. This type of prevention may require a physical change to the property and/or the addition of security equipment. In addition to these potential physical changes there may be a change to the policies and procedures. Does your company have the ability to detect a potential threat, be it a current or former employee or someone from outside? Is your staff trained to diffuse potential hostile situations? These are just a couple of ideas to look at when assessing your vulnerability.

Hopefully you never have to, but have you thought about how you or your employees will **Respond** to an active shooter event? The Advanced Law Enforcement Rapid Response Training Program or **ALERTT** provides active shooter training for officers all over the country and recommends three easy to remember responses – **Avoid, Deny, and Defend**. These responses are not necessarily in that order and really depend on the situation. Ideally we would like you to avoid the situation and get out. That might mean breaking a window to escape. If you are not able to avoid safely, then you need to deny the intruder entry. This means locking yourself in a room, maybe barricading the door. Lastly, if you are faced with the intruder you will have to defend yourself. This could be with deadly force if you have a concealed carry license and are armed or it could through some unconventional weapons such as a large, heavy object.

While there is no single, fool-proof method, there are several well-established security principles that can provide a strong foundation for mitigating and reducing these situations. Contact your local law enforcement agency for further information on how you can protect yourself and your business. ▀



Jason Weber
Community Liaison Officer
Town of Menasha Police Department
2000 Municipal Dr. Neenah, WI 54956
920.720-7109
jweber@town-menasha.com
Vice-President, WI Crime Prevention
Practitioners Assoc.



MILWAUKEE

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

300,000 SQ. FT. CONVENTION CENTER | 16,000 HOTEL ROOMS | 10 MILES OF LAKEFRONT



We have all the things you'd expect — but more importantly, we have things that surprise, amaze and impress. Make your job easier by bringing your attendees to the city that celebrates food, drink and fun while also hosting a full range of museums, the arts, a casino, nightlife and miles of riverwalk. All in a walkable destination right on the coast of Lake Michigan.

»»» visitmilwaukee.org/associations



Summer Fun &

Major Investments Raise the Bar in Milwaukee

Move over SXSW and Bonaroo, Milwaukee's Summerfest takes the prize as the world's largest music festival, and it all happens in a 75-acre festival park right downtown on the scenic shore of Lake Michigan.

Since 1968 Summerfest has been the highlight of summer fun for locals and visitors from around the country and is the perfect value-added proposition to conventions meeting in Milwaukee during the festival period. VIP decks are available at many of the stages and the festival experience extends to classic Milwaukee food vendors and unique shopping at four shopping marketplaces.

This year, the Big Gig will take over the lakefront from June 29 – July 3 and July 5 – 10, with over 800 acts playing on 11 stages, offering the best in alternative, rock, country, R&B, pop, reggae and more, from national headliners to indie artists.

Summer festival fun doesn't stop there. Ethnic festivals including German Fest, Irish Fest, Festa Italiana and

Mexican Fiesta, light up the festival park all summer long. Add in Milwaukee Brewers baseball at Miller Park for another guarantee of fun for summer meeting attendees.

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

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

On track to open in May 2016 directly across from the Wisconsin Center, the SpringHill Suites Milwaukee will offer 150 rooms in the 97-year-old, fully renovated Commerce Building, which is linked to the Wisconsin Center by skywalk. The hotel will feature a restaurant, underground parking and 2,000 square feet of meeting space.

Expected for completion in 2018, a new \$500 million sports and entertainment arena in a futuristic design will be home to the Milwaukee Bucks and further spur private development in the area immediately adjacent to the Wisconsin Center convention complex.

Milwaukee's budget-friendly convention campus features three unique venues: the three-story Wisconsin Center, the historic Milwaukee Theatre and the UW-Milwaukee Panther Arena. Connected by skywalk to the Wisconsin Center, the Hilton Milwaukee City Center and Hyatt Regency Milwaukee, along with the new SpringHill Suites, offer more than 1,350 rooms in the heart of downtown.

Big city attractions all double as great venues for memorable events in Milwaukee. Delegates thrill to the roar of motorcycles at the Harley-Davidson Museum, where indoor

and outdoor spaces accommodate groups of up to 15,000. The breathtaking, vaulted atrium of the lakefront, Santiago Calatrava-designed Milwaukee Art Museum and adjacent Discovery World with its 360-degree view of the shoreline and outdoor lakeside reception areas add to the mix of event venue options. The architecturally stunning Potawatomi Hotel & Casino's \$150 million, 381-room hotel impresses with its spacious guest rooms and suites, and adds 13,000 square feet of meeting space to the casino's existing 48,000 square feet of Expo Center and ballroom space.

A water city located at the confluence of three rivers and Lake Michigan, Milwaukee features beaches, summer excursion boats and a three-mile long RiverWalk, linking the popular Lakefront Brewery and Old World Third Street with its German heritage to the north with the Historic Third Ward to the south.

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



Welcome to the Premier Life®

Great water views
TripAdvisor #1 Hotel - 2015
25,000 sq ft of meeting space for up to 1,200 guests



Waterfront Hotel and Convention Center
1 N. Main Street Oshkosh
(920) 230-1900 • (855) 230-1900
bwoshkosh.com

MPI-WI March Education & Fundraiser Recap

By: Nicole Ellickson

Our MPI-Wisconsin March Education and Fundraiser was held at the Milwaukee Area Technical College on March 10, 2016. **Michael Hoffman** spoke on “Coaching within the Tornado.” Michaels’ engagement with the attendees taught them how to get the most of any interaction with Standard Ovation. He left everyone feeling motivated and wanting to take immediate action on today’s high demands.

Following the education, the evening was kicked off with a reception and fundraiser, where attendees were able to connect with other MPI members, and begin the bidding process on the awesome silent auction gift baskets. There was also a wine pull and cooking demos from Milwaukee Area Technical College’s very own Chefs! **Chef Jason Alston** taught us how to make Asian food, **Chef Robert Barton** taught us about Latin American food and **Chef Mark Jungck** taught us about African food. Attendees had a lot of fun participating, getting messy and learning how to create new favorite recipes. Thank you Chefs!

MPI-Wisconsin relies on the support from its members and non-members and we are truly grateful for all of the donations and participation from everyone. We would not be able to get dynamic speakers like Michael Hoffman with all of your support.

Thank you.



STATE of WISCONSIN



OFFICE of the GOVERNOR

Proclamation

WHEREAS; the meetings industry contributes more to the U.S. economy than the air transportation, motion picture, sound recording, performing arts, and spectator sport industries, making it an economic engine, creating hundreds of thousands of jobs, generating billions of dollars in revenue, and supporting communities across the state of Wisconsin; and

WHEREAS; conventions and conferences serve as critical education platforms for professionals and are key components for developing advanced skills and workforce training; and

WHEREAS; government meetings facilitate effective information sharing, employee training and development, taxpayer services, and collaboration with other agencies and private-sector partners in a way that cannot be accomplished by other means; and

WHEREAS; both the public and private sectors benefit from in-person meetings and events as organizations depend on face-to-face interaction to win new clients, close new deals, and develop high performing talent; and

WHEREAS; a recent University of Oxford economics report highlights the industry's value to businesses and finds companies that invested more in business travel during the last economic downturn grew the fastest; and

WHEREAS; personal relationships are at the core of every business decision and face-to-face meetings provide professionals with that personal interaction which leads to deeper relationships;

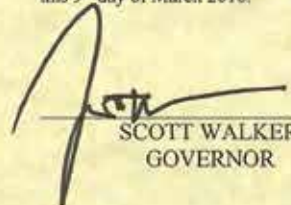
NOW, THEREFORE, I, Scott Walker, Governor of the state of Wisconsin,
do hereby proclaim Thursday, April 14, 2016 as

MEETINGS INDUSTRY DAY

throughout the state of Wisconsin and I commend this observance to all of our citizens.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the state of Wisconsin to be affixed. Done at the Capitol in the city of Madison this 9th day of March 2016.


SCOTT WALKER
GOVERNOR

By the Governor:


DOUGLAS LA FOLLETTE
Secretary of State

2016 GOLF OUTING & SUMMER SPECTACULAR

By: Tracey Bockhop, CMP

June will be here before we know it! Do you have your golf clubs out and ready to go for this year's Golf Outing? We are excited to have Lake Lawn Resort hosting our event this year on Thursday, June 23rd in Delavan.

What: MPI Golf Outing

Where: Delavan WI

Place: Lake Lawn Resort

Date: Thursday, June 23rd

On Wednesday evening we will kick off the event with a reception overlooking the lake. We look forward to a night of networking and fun to start our 2016 Golf Outing and Summer Spectacular!

On Thursday morning we will start the day with a presentation by Janet Sperstad, CMP. She will deliver an informative session on "Designing Space that Matters," focusing on both the physical space of our events and our cognitive space for our participants.

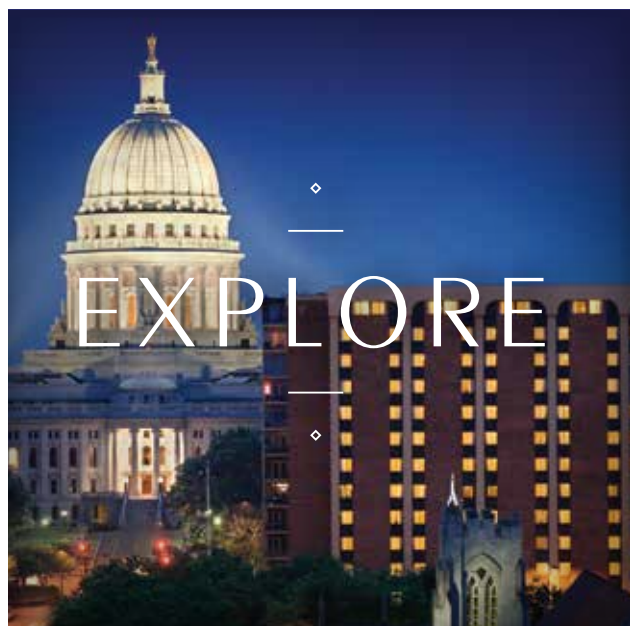
Golf will be held at the Majestic Oaks at Lake Lawn Resort. The course first opened in 1921 and is best known for its stately oaks and deep sand bunkers. If you have a foursome already put together let us know or we will pair you with others.

This year we are changing it up a bit to get everyone out on the golf course. The non-golf activity will be a scavenger hunt both on and off the course. All attendees will have time with sponsors at each of the holes. In addition, the scavengers will spend some time in and around the lake on the Resort's fabulous pontoon boats.

The day will conclude with a reception and networking afternoon as well. We will again have a silent auction featuring extraordinary trips and experiences.

Sponsorship and donation opportunities are available. Please contact Krista Emmons at kemmons@travelleaders.com for more information.

For any other questions, please contact Sarah Banach at sarahbanach@marcushotels.com. ▀



The largest convention hotel in Madison, Wisconsin, with 373 guest rooms and 27,000 square feet of flexible meeting space including 28 meeting rooms and 12 hospitality suites. From conventions to small strategic planning sessions to family reunions

THE
MADISON
CONCOURSE
HOTEL
AND GOVERNOR'S CLUB

1 West Dayton Street • Madison, Wisconsin 53703
800 356 8293 • info@concoursehotel.com

Making the Right Connections for your Meeting's Audio/Visual

*By: Tom Graybill, VP Sales Tri-Marq Communications,
MPI-WI 2015-2016 Chapter President*

Do you know your HDMI from your VGA?

Knowing the difference and being prepared may be crucial to getting your speaker's presentation up on the screen.

First, some history. For years, computers had a VGA (Video Graphics Array) port for connecting to projectors and external monitors. This is a 15-pin connection, typically "female" on both the computer and projector.

Then in 2003, HDMI (High-Definition Multimedia Interface) was introduced to the market, soon becoming a standard for better quality display and the ability to also transmit an audio signal. Computers soon started appearing with both ports. With the growth of HDMI in the consumer market and its more compact size, many recent computers no longer have VGA as a connection option.

This can be a problem, because of one other fact: projectors are expensive.

Venues often are not in a rush to replace projectors, which may mean that the property where your event may be held may not have a projector with an HDMI connection. This situation may be more likely in uncommon event locations, as well as some smaller properties.

A solution that you may want to add to your meeting kit is an adapter that has an HDMI connector on one end and a VGA on the other. These adapters are fairly inexpensive (\$25-30, or less) and available online through many outlets.

You may need to adjust the audio output of the computer, as some default to HDMI audio when an HDMI cable is inserted instead of the computer's speakers or audio jack. The audio output can be tweaked in the control panel.

As always, communication is key, so be sure to ask both your presenters and venue about which connections are needed to get your projection to work. And if they have a Mac... well, that's another article! ▴



*HDMI to VGA
Converter Adaptor*

SVGA Port



HDMI-Female Connector



FOOD FOR THOUGHT: Executive Chef David Ross

Director of Culinary Operations
Lake Lawn Resort, Delavan, WI

Chef David Ross is a Wisconsin native with over 30 years of Executive Chef experience at the helm of numerous Geneva Lakes area resorts and clubs; Lake Lawn Resort, Geneva National, The Abbey Resort and Spa, The Americana Lake Geneva Resort and Spa. Chef Ross has adopted the culinary style of Heartland American Cuisine incorporating techniques and skills adapted from various experiences across the country from Washington DC to southern California.



Chef Ross incorporates fresh local and native ingredients into his cooking style and is an avid beekeeper producing hyper local honey and fresh culinary herbs in the culinary herb garden at Lake Lawn Resort.

Chef Ross has reached local celebrity chef status performing at Midwestern festivals and appearing on many television stations throughout Wisconsin and Illinois.

He is very passionate about mentoring and passing on the life skill of cooking and has mentored the Lake Geneva Badger High School Culinary and Management ProStart teams to state and national titles for over ten years.

He is a Charter member of the Geneva Lakes Chapter of the ACF, Lake Geneva Wisconsin, Chapter President, Charter Vice-President and Certification Chairman, Geneva Lakes Chapter ACF “Chef of the Year” 1999 and 2008, Wisconsin Restaurant Association “Mentor of the Year” 2008, Wisconsin Restaurant Association Education Foundation “Chef of the Year” 2015, Board of Directors Wisconsin Restaurant Association Education Foundation 2013, 2014, 2015, 2016, Chocolatefest Chef Meltdown Competition Winner 2014.

It's easy to see.... Food is his life. ▀

Ale Braised Beef Short Ribs with Aligot Potatoes & Roasted Root Vegetables

Serves 4

Ale Braised Short Ribs

4 # Beef Short Ribs, preferably boneless
Black Pepper, to taste
Salt, to taste
1 large Carrot, peeled and cubed large
½ medium Onion cubed large
12 oz. Louise's Demise Ale
32 oz. Beef Stock or canned broth
1 oz. Salad Oil
1 ½ cups Brown Sugar

Directions:

Season the beef with the pepper and salt. Heat the salad oil in a heavy bottomed pan like a cast iron skillet or sauté pan. Brown the beef on all sides evenly, reserve. Sauté the carrots and onion in the same pan until beginning to brown slightly. Place the meat and vegetables in a roasting pan just large enough for the quantity of meat and vegetables. Return the skillet to the flame and reheat. Add the ale to the hot pan to deglaze the skillet scraping up the browned bits on the bottom. Add the beef stock to the ale and bring to a boil.

Pour the liquid over the beef making sure to cover only up to half/three quarters of the beef. Reserve any extra beef stock for the sauce later in the recipe. Wrap with foil and braise in a 350 degree oven for 90-120 minutes until very tender. Remove from the oven. Draw off the braising liquid to a sauce pan keeping the meat covered and warm on a separate platter. Bring the braising liquid to a boil adding extra beef stock and the brown sugar. Reduce over a high heat until the sauce thickens and becomes a glaze. Glaze the short ribs with the sauce just prior to service.

Roasted Root Vegetables

2 cups Carrots, peeled, cut into large cubes
2 cups Rutabagas, peeled, cut into large cubes
2 cups Parsnips, peeled, cut into large cubes
Butter, melted
Salt, to taste
Black Pepper, to taste

Directions:

Toss the carrots and rutabagas with some of the melted butter. Season with the salt and pepper to your taste. Butter and season the parsnips separately and reserve. Spread the carrots and rutabagas out on a sheet pan or cookie pan. Roast in a 350 degree oven for 10-15 minutes add the seasoned buttered parsnips. Continue to roast for another 15-20 minutes until the vegetables are beginning to caramelize and become tender being sure to stir the vegetables during roasting to allow for even cooking and caramelization.

Aligot Potatoes

1.5 # Yukon Gold Potatoes, peeled, cubed
2 oz. Whole Butter
2 Tbl. Sour Cream
1 clove Fresh Garlic, minced
1-2 cups (or to desired amount) Sartori Montamore Cheese, shredded (or a good aged Wisconsin Cheddar, shredded)
Salt, to taste
Black Pepper, to taste

Directions:

Boil the potatoes in salted water until tender. Drain completely. Mash the potatoes until completely smooth or use a hand blender. Mix in the butter, sour cream and the garlic. Beat in the shredded cheese a small amount at a time until the potatoes become elastic and form ribbons. Adjust the seasoning with the salt and pepper.



MPI Wisconsin Membership Anniversaries

ONE YEAR ANNIVERSARY March 2015 through April 2015

Amy Mutranowski	Meetings & Incentives Worldwide, Inc.
Laurie Freund	Waukesha County Technical College
Jonathan Jossart	Hampton Inn & Suites Milwaukee West
Mariya Bubela	North Central Group
Wendy Fassbind	Cooperative Network
Jessica Rieflin	Great Wolf Lodge - Wisconsin Dells
Carrie Stollenwerk	Fond du Lac Area Convention & Visitors Bureau
Mollie Wenk	Wyndham Garden Fitchburg Madison
Michelle Wienold	Holiday Inn Express & Suites - Madison Central

FIVE YEAR ANNIVERSARY March 2011 through April 2011

Deana Birmingham-Heinisch	Waukesha Pewaukee CVB
Cheryl Oswald	Kohl's Department Stores

TEN YEAR ANNIVERSARY March 2006 through April 2006

Shannon Timmerman	Wilderness Territory
-------------------	----------------------

TWENTY YEAR ANNIVERSARY March 1996 through April 1996

Richard Bradley	Sheraton Milwaukee Brookfield Hotel
-----------------	-------------------------------------

Please help us welcome our new members!

TWENTY-FIVE YEAR ANNIVERSARY March 1991 through April 1991

Donna Kinney	State Bar of Wisconsin
--------------	------------------------

New Members

Andrea Cadotto

National Sales Manager
Detroit Metro Convention & Visitors Bureau
211 W Fort Street, Suite 1000
Detroit, MI 48226
acadotto@meetdetroit.com
Supplier Meeting Professional
313-202-1983

Sue Faust

Madison College
420 Goldenrod Circle
Verona, WI 53593
faust.susan@yahoo.com
Student
608-219-9958

Colette Kukla

Embassy Suites by Hilton
Milwaukee Brookfield
colette.kukla@hilton.com
Supplier Meeting Professional
262-796-9114

Stacey Lucas

Sales and Catering Manager
Potawatomi Hotel and Casino
1661 West Canal Street
Milwaukee, WI 53233
slucas@paysbig.com
Corporate Meeting Professional
414-847-8103

Bonnie Nolan

Membership Director
USASBE
UW-Whitewater of WI
1216 Hyland Hall
Whitewater, WI 53190
bnolan@usasbe.org
Student

Jessica Phillips

Mrsphillips15@yahoo.com
Student
414-807-2184

Joan Pinch

Regional Director of Sales
Wisco Hotels
jpinch@wiscohotels.com
Meeting Management Professional – Supplier
920-322-8204

Kristina Stanley

Madison College Student/
Business owner
Brown Rice and Honey
2109 Winnebago Street, Apt 1
Madison, WI
kristinaboom@gmail.com
920-903-2389

Jenelle Thurnbauer

Sales Administrative Assistant
Trek Bicycle
801 W Madison
Waterloo, WI 53594
jenellet@trekbikes.com
Supplier Meeting Professional

Colleen Wilhelm

Sales Manager
Doubletree by Hilton
Milwaukee Downtown
611 W. Wisconsin Ave
Milwaukee, WI 53203
colleen.wilhelm@hilton.com
414-727-2274
Supplier Meeting Professional



A WORLD-AWAY EXPERIENCE.

The spirit of Africa is brought to life in expansive, flexible meeting spaces and ample breakout rooms that can accommodate parties of every size. Complemented by premium catering, state-of-the-art technology, diverse resort offerings and a dedicated team with over 400 years of combined experience, your beyond-expectations convention will be like nothing else out there.



WISCONSIN DELLS, WI
SANDUSKY, OH
POCONO MOUNTAINS, PA

KalahariMeetings.com



Call 855-411-4605 to learn more

©2016 Kalahari Development LLC



May's Education Day Three Waves of Opportunity

By: Jennifer Nadolski

Quality Education

Relevant education is a priority in an industry that's growing rapidly. This May you have the opportunity to learn about current market and economic factors that

affect meetings and events. Active shooter protocol, contract clauses and negotiations, participant attendance, and business networking. What do these terms mean to you and your daily work? Join speakers Jonathan Howe, Jason Weber, and Jessica Levin to grow your knowledge base and advance your career. Three keynotes and three varied topics make this a

dynamic day of professional development. Read more about these speakers at mpiwi.org/2016-May.

More quality education includes CMP 101, a one-hour study session for those interested or pursuing the Certified Meeting Planner exam. This session will include study tips, sample questions, and focused topic presentations on Risk Management and Stakeholder Management. Kudos to MPI Wisconsin and Madison College for working as a team to offer this mechanism towards success. This leads to good deeds.

Good Deeds

Generosity and compassion have been proven to benefit our overall health. Feel good supporting The Fisher House during the Community Outreach activity. The Fisher House provides a "home away from home" at the Clement J. Zablocki VA Medical Center in Milwaukee for military and veterans'

families to be close to a loved one during hospitalization for an illness, disease or injury.

Another wave of goodness is happening with The MPI Foundation's 2016 Chairman's Challenge. MPI Wisconsin has committed to go the distance promoting the importance of professional development, healthy lifestyles, strong chapters, and a robust meetings industry. Join your fellow members in the challenge to raise money for chapter education and the MPI Foundation Chapter Grant Program. The MPI chapter that raises the most funds will receive a \$2,500 Chapter Development Grant. What is MPI Wisconsin Chairman's Challenge this year? Let's find out with well-being...

Well Being

On the shores of Lake Michigan, Blue Harbor Resort will give your brain the boost it deserves with fresh air, a panoramic vista, and whispering waves. Participate in a group line-dancing lesson on Wednesday evening that will elevate your mood and strengthen your heart as you lose yourself on the dancefloor. Wake up Thursday morning to a session of yoga that's a mind-body workout combining light stretching and meditation.

Line dancing and yoga have a positive impact on our well-being, plus the proceeds go to the Chairman's Challenge! Yes, to be a part of the 2016 MPI Foundation Chairman's Challenge it's as easy as signing up for a night of entertainment and a morning of wellness. Take advantage of quality education, doing good deeds, and healthy living on Wednesday and Thursday, May 18th and 19th, 2016 at Blue Harbor Resort and Conference Center in Sheboygan, Wisconsin. Register now at mpiwi.org. ▴

**Blue Harbor Resort &
Conference Center**
725 Blue Harbor Drive
Sheboygan, WI
blueharborresort.com
920-452-2900

Guestroom Rate: \$99.00
Cut-off Date: May 11, 2016

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



RSVP



WWW.ALLIANTENERGYCENTER.COM

MADISON, WISCONSIN • 608-267-1549



THE RIGHT MIX

MEETINGS AT WILDERNESS RESORT



Planning a meeting that is educational, memorable and motivating is a challenge. There are so many details to oversee that often providing a “fun” experience for attendees can be the last thing on a planner’s mind, even though it is the first thing their guests will remember. So how can you get the right mix of work and play?

THE RIGHT LOCATION

The Wilderness Resort in Wisconsin Dells is half way between Milwaukee and Minneapolis and less than an hour from Madison. Lodging options include guest rooms with a cozy woodsy decor, as well as, spacious condos, villas and cabins. Plus, an onsite shuttle makes getting to meeting functions and breakouts a breeze no matter where you stay at the Wilderness.

THE RIGHT SPACE

Whether you are hosting an intimate board meeting in one of the Entertainment Cabins, a luncheon at the Wild Rock Clubhouse or a large seminar at the huge Glacier Canyon Conference Center, there are lots of great spaces at Wilderness Resort to fit your event.

THE RIGHT TEAM

An experienced event staff knows how to get the most out of your budget and your time. They will work with you as a team to accommodate your menus, programs, speakers, setups and displays. An on-site chef works directly with

the kitchen staff, managers, wait staff and sales department, so the best possible function is achieved.

“Having an on-site chef working with the planner makes a huge impact on an event.”

THE RIGHT AMOUNT OF FUN

When the meeting is over, no one does fun like the Wilderness Resort. With four indoor and four outdoor waterparks they can turn an average meeting into a fun bonding experience! There are also many indoor and outdoor attractions to choose from to help stimulate rapport and refresh overall group dynamics:

- Wild Rock Golf Club
- Sundara Spa
- NEW: Room Escape Team Building!
- Zip Line Tour
- Indoor Ropes Course
- Indoor & Outdoor Go-Karts
- Indoor & Outdoor Mini Golf
- Lazer Tag Arena & Maze

If you would like more information about how The Wilderness can help you create the right meeting or event, please call 608-253-9729 and ask to speak with one of the friendly planners. You can also go online to WildernessResort.com for more information.



Planner Profile: Jenelle Thurnbauer



**Sales Administrative
Assistant
Trek Bicycle**

How long in the meetings industry? 20 years

How long in MPI? Several weeks

Tell us about your company and/or position:

We make the best bicycles in the world! My primary role is to support Trek's North American Sales Team. I am also the meeting planner for our annual Trek World trade show attended by over 1,500 retailers and international distributors as well as the meeting planner for other large sales meetings.

Tell us about your family: Husband, Derek, son, Dylan (16) and daughter, Keira (13)

Where were you born? Beaver Dam, WI

Where do you currently live? Lake Mills, WI

Favorite Pastimes: Mixed Martial Arts (MMA), scrapbooking, spending time with family

Dream Vacation: Tour castles in Europe, Ireland.

If I won the lottery I would: Travel, dedicate more time to MMA training and enjoy more time with family.

Special personal accomplishments:

Received Trek's *President Award* for outstanding service in planning the Trek World retailer show.

CompleteSource

LOCAL PRESENCE. GLOBAL OUTREACH.

PROMOTIONAL PRODUCTS

PRINT SOLUTIONS

CUSTOM APPAREL

ENGAGEMENT PROGRAMS

E-COMMERCE SOLUTIONS

NICKI WITEK

WITEK@COMPLETESOURCE.COM

262-751-1634

Student Profile: Kristina Stanley

**Owner/Executive Chef
Brown Rice and Honey**



What drew you to the meetings industry?

I have worked over 17 years in the Food and Beverage industry and hosting and planning events has always been a great passion. I have a unique background having worked events as the host, server, chef, and planner. Curating an experience has always been something I felt I had a knack for and I began doing it professionally a few years ago.

Tell us about your college program:

I am thrilled to be completing the Event & Meeting Management Degree at Madison College.

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

I am brand new to MPI but I would love to be an active member. I hope to make new friends and connections while learning even more about this industry that I have grown to love!

Tell us about your family:

I grew up with four brothers, one older and three younger. I am a proud single parent to one amazing eight year old boy.

Where were you born?

I was born in a small town in Northern Wisconsin called Park Falls.

Where do you currently live?

I currently live on the near-east side of Madison.

Favorite Pastimes:

My favorite hobbies include: Photography, gardening, cycling, reading, strategy board games, hiking, and singing.

Favorite Musical Group:

I have so many favorites! I have a real soft spot for a great lyricist, some of my favorites are: Leonard Cohen, John Prine, Brandi Carlisle, Tom Waits, and Angel Olsen. My favorite band of all time is probably The Slackers.

Person you admire most and why:

My top three powerful female role-models: Joanna Macy, Amy Poehler, and my Mom! All three of these beautiful women have altered the way I navigate through the world and guided me toward deeper self-awareness, confidence, and courage.

Dream Vacation:

Sicily, Italy – pastries, food, architecture, beautiful landscapes – what is not to love!

If I won the lottery I would:

Buy a house that I could convert into a bed and breakfast for “retirement.”

Words to live by:

“Fear is the mind killer” – Frank Herbert

MEET CHICAGO NORTHWEST
IT'S BETTER ON THE EDGE

300 ROOM NIGHTS \$3 PER ROOM

Book a new event with a minimum of 300 total room nights at one of Meet Chicago Northwest's hotels, and we'll take \$3 per room off the master bill up to \$3,000!

Visit chicagonorthwest.com/300incentive for all the details!

It's affordable sophistication that's easily accessible to the world.

800.847.4849
ChicagoNorthwest.com

Illinois

Supplier Profile: Stacey Lucas

**Sales and Catering
Manager, Potawatomi
Hotel and Casino**



**How long in the
meetings industry?**

Four years

How long in MPI? Just joined in January

Tell a bit about your company and/or current position:

Potawatomi Hotel & Casino is located in the heart of the Menomonee valley. We have state-of-the-art meeting space, a 381-room hotel and a one-stop premier venue for gaming. As a member of the sales and catering team here at Potawatomi, I work mostly with corporate and association business. I tour, sell, promote and detail our meeting space in both the hotel and casino. I work with clients from all over the United States on one-day to multi-day conferences, summits and conventions.

Tell us about your family: My whole family is from the east coast and currently my parents reside in Florida. My brother and his family are in Brooklyn, NY, their daughter is my only niece, so I find myself sending lots of surprise packages their way ☺. We meet in Long Island every summer and Florida in the winters to spend a week together and catch up.

Where were you born? Richmond, VA

Where do you currently live? In the Bay View neighborhood of Milwaukee, WI. It's one of my favorite pockets in the city!

Favorite Pastimes: I enjoy discovering new restaurants with friends, experiencing Milwaukee's festivals and music venues, skiing and biking the Lake Path.

Favorite Musical Genre: Big fan of country/bluegrass music

Words to live by: "Manners are never a thing of the past."

What else would you like other MPI members to know about you? I am very excited to be a part of MPI and I look forward to getting involved in upcoming meetings and events. I am always up for a challenge and always aspire to surpass expectations.

Meet in Wisconsin! search these properties & more at WisconsinLodging.org

BIRCHWOOD



Stout's Island Lodge

2799 27th Street, Birchwood, WI
715/354-3646 | stoutsislandlodge.com
Meeting rooms: 2; Sleeping rooms: 42; F&B: Yes
Built in 1903 as a lumber baron's summer estate, Stout's Island Lodge is an unparalleled haven for recharging, unwinding, and team building. Booking now for 2016.

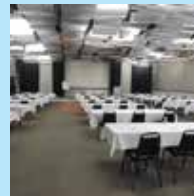
DOOR COUNTY

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.

MANITOWISH WATERS

Chippewa Retreat Resort

13029 Deer Park Road, Manitowish Waters, WI
715/543-8111 | chippewaretreat.com
Meeting rooms: 3; Units/cabins: 8; F&B: Yes
Our lodging & gathering areas are stunning, our conferencing technology is state-of-the-art and our Northwoods environment makes it unforgettable. Sleeps up to 56.



PEWAUKEE



Country Springs Hotel, Water Park & Conference Center

2810 Golf Road, Pewaukee, WI
262/547-0201 | countryspringshotel.com
Meeting rooms: 20; Sleeping rooms: 187; F&B: Yes
40,000 sq. ft. meeting and banquet space,
45,000 sq. ft. 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.



Moving Beyond Signatures

Contracts enter the 21st century with “click-through” agreements

By: Jonathan T. Howe, Esq.

- Click-through agreements often are used for limiting liability and delineating how disputes will be settled.
- When faced with an “agree” button, many of us just click without reading the fine print. If it’s related to your business, take the time to read through the details.
- Before clicking, or when sending out a click-through agreement, make sure the person who will press the button has the authority to enter into the agreement.

When finalizing contracts, I used to consider the deal incomplete unless I had “ink on paper” -- a signature at the end of the document signifying acceptance of and agreement to the terms and conditions. But times are changing, and so am I. Today there are several ways to make a contract enforceable and binding without a traditional signature.

The catch, however, remains this: For there to be a contract, there has to be an agreement.

MORE THAN DIGITAL

Today, a contract can be executed and enforceable without ink on paper. This applies to vendor deals, and also the commitments you ask of your attendees. The most common method is via electronic signatures, covered by the Federal Electronic Signatures in Global and National Commerce Act (E-SIGN) and the Uniform Electronic Transactions Act (UETA), both of which have been adopted by most states. These laws hold that electronic transactions cannot be challenged merely because they are executed in an electronic form.

Such legislation has evolved in tandem with how the technology industry has fashioned agreements with consumers. When you buy software and download the program, you are presented with a document of terms and condition. By your action of clicking the “agree” button, you have entered into a contract with the makers of the software before you ever open a new



file. Similarly, when you purchase an airline ticket today, you go through the selection process, and then you get to a final statement that declares, “I agree to the terms and conditions.”

WHAT IT MEANS TO YOU

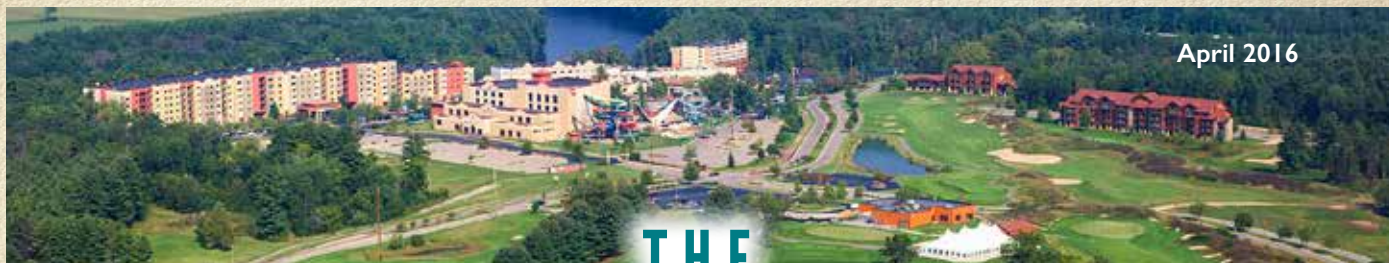
Over the past 25 years, the courts have wrestled with the question of what allows this so-called “click through” model to be a substitute for ink on paper, and today there are several accepted ways to make such a contract legal and binding. Meeting professionals should note the following.

- Determine whether the terms and conditions that you are asking someone to accept by clicking “agree” are understandable and reflect the needs of the deal. These terms should avoid “legalese.”
- If the contract has multiple obligations and variations, it might be better to break the document up into a series of sub-agreements and have the parties click through those separate parts, requiring agreement to each section.
- If your agreements are asking for sensitive information, whether it’s credit-card or personal data, be sure to include a privacy statement along with an explanation of how you will use any details the other party provides.

All in all, “click through” can work great or it can be a disaster. This is one area where I urge you to have your terms and conditions reviewed by legal counsel to make sure they are covering all of your needs.



Jonathan T. Howe, Esq., is a senior partner of the Chicago, St. Louis and Washington, D.C., law firm of Howe & Hutton Ltd., specializing in meetings and hospitality law.



THE CHULA VISTA NEWS



BETHANY WAGNER SALES MANAGER

*Half Marathoner
Dog Lover
Quilter*

When creating a word collage of Bethany's most used words, the top words were: Backyard, Thank You, Training and Badgers. If you can't find Bethany in her backyard picking raspberries, you might find her pounding the pavement training for a half marathon or in her sewing room quilting. Much like the talent of quilting, she is an expert at piecing all various aspects of meetings together, making each one unique.

"I love the hospitality industry because I get to meet people from all over the world, and I learn something new every day." -Bethany Wagner

Bethany has been a great addition to our meeting planning team at the Madison office location!

Chula Vista Resort Updates



Chula Vista Resort is in the process of investing \$4.5 million into:

- Updating guestrooms with the planner in mind, including granite vanities, new bedding, and new furniture.
- New sound and A.V. equipment in the Conference Center.
- Resort-wide updates and improvements.

1 GB Bandwidth WiFi Now Available

Chula Vista Resort has partnered with Clearview and Charter Communications to offer an unparalleled, state of the art internet and WiFi solution. With the state of Wisconsin's first property with available 1 GB internet bandwidth, there is no convention that will ever be without the connectivity needed to have a successful conference at Chula Vista Resort.

With this upgrade of the entire WiFi infrastructure, there are few others that can match the ease and reliability provided by Chula Vista with their new partnership with two of the top vendors in the market.

Healthy Breaks Tips & Trends



Apple Cookies: For a vegan & gluten free twist, have sliced apples and build your own apple cookie, spreading your choice of almond or peanut butter, yogurt dip or even Nutella. Top with coconut, chocolate chips, granola or raisins.

Hot Meeting Days: Try Frozen Blueberry & Greek Yogurt Kabobs, Fresh Fruit Pinwheels with sweet cream filling or Fro-Yo bites with granola, frozen yogurt and your favorite seasonal fruit.

Energy Bites: Regain energy for your meeting with Cranberry Vanilla Energy Bites, with almond meal, dried cranberries, vanilla and cashews. Other options include Oatmeal, Lemon Poppy Seed, Cinnamon Apple and Vegan Snickerdoodle.

To healthy living • Renata Prellwitz, CMP Director of Sales



To book your next meeting, call 608-432-2318 or email bethanyw@chulavistaresort.com

Tips for Being a Better Planner and Connector

By: Jessica Leigh Levin, MBA, CMP, CAE

Becoming a Better Planner

Have you ever been to a conference where you felt your eyes shutting because you were bored by the topic or speaker? Or worse...have you ever been the planner where attendees were falling asleep in your session? It's true. Seminars are boring, but events don't have to be.

In the last several years, with the addition of technology combined with tighter budgets and more discerning attendees, event professionals have had to get creative in how they deliver content and learning experiences. They have to compete with online delivery mechanisms. They have to compete with professional and personal obligations and other organizations offering similar programs. Being a meeting planner in 2016 can be a challenge.

If you have been searching for new ideas on how to improve your conference or completely reinvent it then you will enjoy *Seminars Are Boring: How to Create Events People Actually Want to Attend*. This session will give you a lot of examples on how to improve the quality of your events with ideas and case studies from both educational and networking programs.



Of course this session will be interactive as some of the best learning comes from your peers. Have you created a program idea worth stealing? Come prepared to share what you are most proud of and let's learn from each other.

But wait, there's more...

Becoming a Better Connector

We will completely switch gears as we tackle the topic *The Art of Connecting People*. Wait, is that a complete shift? Aren't we all in the business of bringing people together and helping each other? This session says yes. *The Art of Connecting People*, based on Jessica's book, will discuss how networking is just the first step in becoming a connector. In the interest of being interactive, this session will walk you through several exercises that will get you into a connecting mindset and help you to create actionable steps.

Connecting People is something that, once practiced with intention, can change your life and bring more business and more results your way. Whether you work for an employer, are in a sales role, or own your business, connecting can and should be a part of your life. As an active member of the meetings industry, you are probably already building relationships and this program will take you from a casual networker to the coveted title "Master Connector."

Bringing people together and engaging them in your organization isn't always easy. MPI Wisconsin's Spring Education Day will provide you with a few tools to help you create better attendee experiences and build stronger and more meaningful relationships with everyone you meet. ▴



Jessica Leigh Levin, MBA, CMP, CAE will join our chapter's Spring Education Day to deliver messages that will help improve your job and your life.

Board Member Profile: Brandon C. Smith



**Levy Restaurants
at the Wisconsin
Center District**

Where do you currently live? Muskego, WI

How long in the meeting/event industry? Five years

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

- Overview of the financials for the chapter
- Leadership of Finance Team

What is the best part of being on the board? The great people I get to meet and to be a part of an unbelievable team.

What have you learned most from being on the board?

People do not realize how great and well organized our chapter is compared to so many others. You might not fully appreciate it until you have served on the board and see everything they do.

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

Get involved and volunteer. Step out of your comfort zone and try something you might not know a lot about to help you and the chapter grow.

Favorite hobbies or pastimes?

- Family
- Golfing
- Baseball

Favorite musical artist or band? Foo Fighters is probably one of my favorite bands. Not just because of their music but they give it their all every show. Even when Dave Grohl broke his leg he still came out and rocked it!



MEET OR Retreat

MARCH 1, 2016 – May 31, 2016
SUNDAY - THURSDAY

STARTING AT \$79*
ROOM RATE

Lake Lawn's sweeping views of Delavan Lake and endless amenities provide the ultimate setting for a team retreat.

With 22 meeting spaces spanning 32,000 sq. ft. and 271 comfortably appointed guest rooms, we accommodate groups of all sizes. We offer a variety of engaging team-building exercises to rally co-workers, while our premier dining, Calladora Spa, and ever-changing recreation options provide a much-needed break from work mode.

To help align your company for a successful 2016, Lake Lawn is offering discounted rooms and much more.

- 20% off all A/V rentals
- 10% off all planned group food & beverage orders
- 25% off all spa services
- 50% off one team-building activity





*Offer expires 5/31/16. Applies to new bookings only. Minimum of ten rooms per night. Group size restrictions apply. Based on single or double occupancy. Subject to space availability. Not available to groups booked before 3/1/16. Plus resort fee and taxes.

LAKE LAWN
RESORT

2400 EAST GENEVA STREET | DELAVAN, WI | LAKELAWNRESORT.COM | 800.338.5253    

**WISCONSIN
CHAPTER**



MPI Wisconsin Chapter

2830 Agriculture Drive

Madison, WI 53718

tel: 608.204.9816

fax: 608.204.9818

email: admin@mpiwi.org

web: www.mpiwi.org

Datebook:

CALENDAR OF EVENTS

2016

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

JULY 13 Madison Summer Social Event
Concerts on the Square | 7:00 pm
King St corner of the Capitol Square

AUG 10 Milwaukee Summer Social Event
Milwaukee Jazz in the Park | Cathedral Square
6:00-9:00 pm | Milwaukee, WI
Hosted by VISIT Milwaukee

AUG 24 Fox Cities Summer Social Event
Evening Concert Series | Shattuck Park
6:00-9:00 pm | Neenah, WI
Hosted by Riverwalk Hotel Downtown Neenah

Unique, Convenient and Easy!

Janesville

Wisconsin's Park Place

From intimate meetings in historic locations or award winning botanical gardens, to meetings in a convention center with state of the art audio-visual offerings, there really is no place like Janesville. We offer space for meetings from 10 to 1,300.



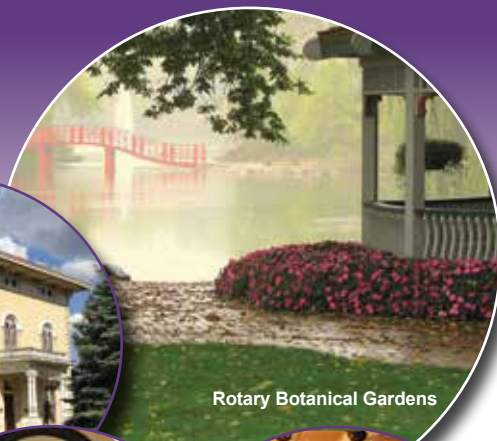
Call us today!

Let our expert staff make planning your next meeting a walk in the park.

800.48.PARKS (7-2757)
janesvillecvb.com • f



Lincoln-Tallman House



Rotary Botanical Gardens



The Venue



Holiday Inn Express