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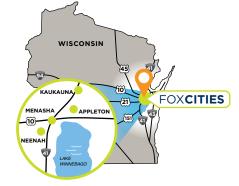
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## **Experience MPI Wisconsin**

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WISCONSIN CHAPTER

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# **EDITOR'S NOTE**



Is it just me or are you also wondering where 2016 went? As we get ready to turn the page to 2017, I hope that you've enjoyed the articles that have appeared here in the AGENDA in 2016 and a huge "Thank You!" is due to all of the members who have provided articles for us this year. Without them, the AGENDA would not be able to educate, inform, and maybe even entertain some of you about the state of our industry and what's new in our chapter.

This issue of the AGENDA is focused on Midwest destination meetings, which to some may seem like an oxymoron, but many of us know better. The Midwest is full of outstanding destinations, hotels, resorts and special venues that can provide unique experiences for meetings and conferences. We may not have mountains or beaches, but the Midwest offers a rich variety of destinations and experiences that can work for just about any meeting.

In closing, I hope that 2017 will bring many of you out to our chapter events this year. I particularly hope to see more of my fellow planners at the next meeting. If you're reading this article and you haven't been to an MPI Wisconsin event lately, you owe it to yourself (and your organization) to get out of the office, get involved, and learn from your colleagues in the industry. Happy Holidays, Joe

### Congratulations to this year's Award winners!



Hall of Fame: Alison Huber, CMP – MDS Association Management

**Industry Partner:** Frost Williams – Visit Milwaukee

Meeting Industry Advocate: Laura MacIsaac, CMP – Monona Terrace Convention Ctr

**Planner of the Year:** Tracey Bockhop, CMP – Meet Meetings

Rising Star Award: Nicole Ellickson, CMP - AFCC

**Supplier of the Year:** David Helgeson, CMP – Best Western Premier

Waterfront Hotel & Convention Ctr

**Team of the Year:** 2015-2016 Social Media Team

President's Award: Maria Peot – Milwaukee Area Technical College
The Founder's Grant: Maria Peot – Milwaukee Area Technical College



# **President's Column**

#### Welcome to the end of fall MPI-WI!



he start of colder temperatures reminds me of why the Midwest can be challenging for groups. As I'm sure you do too, I find myself dispelling myths about winter to my clients when Midwestern locations come up during searches for meeting venues. I'll be the first to admit that winter in the Midwest is NOT my favorite time, but Midwestern cities and venues offer a lot to help the meetings & events industry keep going even in the bitter cold of winter. One of my favorite examples of this is in Minneapolis. Did you know that the Minneapolis Skyway (their indoor walkway) covers 69 full city blocks? That's about 11 miles of indoor walking I could do without having to put snow boots on! Here's the list of other Midwestern cities that have notable skywalks to help attendees get around with ease: Cedar Rapids, Cincinnati, Des Moines, Detroit, Duluth, Grand Rapids, Indianapolis, Louisville, Milwaukee, Rochester, St. Paul and Sioux City. Then there's all the great resort properties (especially here in Wisconsin) where attendees don't even need to leave property to enjoy all kinds of dining and entertainment options. The Midwest really is a remarkable place for meeting attendees to experience the beauty of this part of the country along with our characteristic friendliness. Plus, our "Midwestern work ethic" keeps meeting planners and clients coming back year after year.

Something I'm really excited about this year is the opportunity to host some of our chapter education events in locations that are new for our members or we haven't been to in a while. As a planner who doesn't get much opportunity to hold meetings in Wisconsin (or even the Midwest very often) I feel it's important to highlight various parts of our state and various properties in those locations in order to educate our planner members on all our supplier members have to offer. We know it's a small industry so even though I may not have business to book at a certain property (or even in a certain city), I absolutely share my experiences freely with other meeting professionals who are looking for the perfect spot here in Wisconsin.

Here's where we're headed in 2017 for education events:

- January Brookfield
- February Manitowoc
- March West Allis
- April Dubuque, IA (Yep, you read that right...we're going to Iowa for April's event!)
- May Green Lake
- October Fond du Lac

Before any of the education events listed above take place, you can experience another great Midwestern city with our chapter...Kalamazoo, MI, where the 3rd annual Great Lakes Education Summit (GLES) is taking place. For those of you that attended last year in Milwaukee, you know the quality education and expanded networking opportunities are worth the drive around the lake. The joint chapter team has an incredible list of education planned as well as some fun networking activities scheduled. See the GLES website (www.mpigreatlakes.org) for more details. If you haven't registered to attend yet, be sure to join us and show your support of regional education events like this one.

And we're not the only ones in MPI that think the Midwest is a great place for meetings. In 2018, MPI's World Education Congress (WEC) is going to be in Indianapolis! Did you know that Indianapolis was named the #1 convention city in America by the readers of USA Today? Of course we all know they host the Indy 500 but they've also hosted Super Bowl XLVI, numerous NCAA Men's Final Fours and loads of corporate and association conventions. I doubt we'll need it in June of 2018 but Indianapolis is one of those cities I mentioned above that has a Skywalk system connecting the major downtown hotels with the Indiana Convention Center that will serve as the hub for WEC. Indy even has an underground walkway to Lucas Oil Stadium!

Before I sign off, I want to circle back about April's education event as I'm guessing at least a few you read the location for April and thought "What the heck...lowa?

We're the WISCONSIN chapter!" This is one of those "unconventional" ideas I mentioned in my last column. The decision to hold a monthly chapter education event outside of our state was not made lightly. As a member of the RFP team, I can share that it was the topic of several discussions and we ultimately decided that this was way too intriguing of an opportunity to pass up! I'll let the Education team share all the fun details as the event comes closer but let me assure you, those that attend are going to get a lot of exposure to all Dubuque has to offer.

With the falling of the leaves and inevitable snowfall that will find its way to our doorstep, I hope you enjoy this edition of the Agenda focusing on the best part of the country (in my opinion at least)...the Midwest!



## Serve and Shine

By: Tom Graybill

Do you know someone who is dedicated, creative, a leader? Someone who knows that serving others is one of the best ways to improve oneself? Someone who wants to boost their skills, their career, their life?

Is that someone you?

Serving on the MPI-Wisconsin Board of Directors is an experience that offers many benefits. Directors take an active role in shaping the future of our organization, helping MPI-WI grow and providing education and networking for our Members. Opportunities abound for personal and professional growth, as Directors learn the inner workings of our group and interact with MPI on a global level. The skills learned as a member of the Board make you more valuable in your current job, and in jobs to come.

Nominations for the 2017-2018 MPI-WI Board will be accepted starting on November 14, 2016, and will close on December 16, 2016. Please be sure to nominate your MPI friends who have the skills and drive to make a difference. Self-nominations are highly encouraged.

Serving on the MPI-WI board has boosted my career and changed my life, allowing me the chances to do things I have never done before. It can do the same for you!

# **Meet inWisconsin!** search these properties & more at WisconsinLodging.org

#### **APPLETON**



#### **Paper Valley Hotel**

333 W. College Avenue, Appleton, WI 920/733-8000

Meeting rooms: 26; Sleeping rooms: 390; F&B: Yes Great service, great hotel, great food and great location equals a great meeting! 38,000 sq. ft. of flexible function space to accommodate your group.

#### **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 areas are stunning, our conferencing tech is state-of-the-art and our Northwoods environment makes it unforgettable. Sleeps up to 56. 4500 SQFT function space.



#### **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.





By: Nicole Ellickson, CMP

Attention all MPI-WI members! As we say goodbye to summer, we say hello to Bidding for Good! We need your help to support our wonderful organization. Bidding for Good is just around the corner so mark your calendars and help support our wonderful organization. The mission of MPI-WI is to "connect industry professionals together to learn best practices, build relationships, and enhance business opportunities". With your help we can continue to help drive the success of MPI-WI and make sure you get the most out of your membership and the events we host.

Bidding for Good is a website that helps raise money, reach thousands of supporters, and promote you with your donation. They have over 450,000 bidders and have helped raise over \$293 million dollars for organizations similar to ours. Items we are looking for are not just in the Wisconsin area due to the fact that 50% of bidders are non MPI-WI members. In the past we have not only had great items from Wisconsin but also Atlanta, Boston, Chicago, Las Vegas, Orlando, Seattle, and Toronto just to name a few. Bidding for Good will take place Friday, November 11th – Monday, December 5th and we need all items in hand by Friday, October 28th.

It's easy to donate and even easier to bid! If you are interested in donating or have questions, please feel free to contact Nicole Ellickson: nellickson@afccnet.org or Tracey Bockhop: tracey@meetmeetings.com. You may also visit the Bidding for Good Website: www.biddingforgood.com.

Thank you for your continued support of MPI-WI!

Nicole Ellickson, CMP

# Upping Your Social Game!

#### MPI Summer Socials a huge success!

It's something we see on our chapter survey every year, people love time to network and socialize at every meeting. The Summer Socials this year really provided that!

We offered Summer Social's in three locations throughout the state and three fun events. By attending these events you get to experience new venues that you might not be familiar with and meet and network with members on a completely different level.

In the meetings industry we have all had that moment when we realize we overbooked or don't have enough meeting space or used a new vendor and they fell short of our expectations. It is great to have others in the industry you can call on for help.

Being a part of MPI makes it possible to make those connections and make people not just colleagues but friends. Friends that you can call on in a time of need.

Thank you to Greater Madison Convention and Visitors
Bureau, visit Milwaukee and Fox Cities CVB and the Riverwalk
Hotel Downtown Neenah for hosting us.



Madison Summer Social

#### BLUE HARBOR RESORT

#### SHEBOYGAN, WI

## BLUE HARBOR RESORT & CONFERENCE CENTER



#### **Pick Your Perks**

- Book 24 rooms or less Pick 2 additions
- Book 25 rooms or more Pick 3 additions

#### **Additions Include:**

- Complimentary upgrade to a hot breakfast buffet 50% off our in-house state of the art Audio Visual
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- 10% off Food and Beverage (must reach F&B min.)
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#### Lakeside meetings, 2 hours from Chicago, 1 hour from Milwaukee.

Must actualize meeting between October 1, 2016 and May 30, 2017.

Please contact a meeting professional to discuss availability. Other restrictions and blackout dates may apply.



# Are AMCs Leveraging Young Talent Effectively?

By: Rebecca Brandt

Do you remember when you were 22 years old? I'm guessing you weren't ready to take over coaching a college women's basketball team. Pat Summitt wasn't sure she was either, but when the head coach suddenly quit, she was faced with an enormous opportunity.

And the rest, as they



say, is history. Women's basketball wasn't even formally recognized as a sport when she took over but her leadership and winning record helped change the direction of the sport. Summitt went on to lead the Tennessee Lady Volunteers to eight NCAA Division 1 national titles and to be the winningest coach in all of Division 1 history.

In association terms, how many 22-year olds are ready to be client executives? How many 30-year olds? What's the magic

The current workforce is comprised of Baby Boomers, Generation Xers and Millennials.

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age to earn the title? I was 30-years old when I became a client executive, after having served on the senior management team of a large client for a few years. I regularly heard from members, vendors and some colleagues that I

was "too young" for the position. It was never equated with experience or knowledge or emotional intelligence, just that I was simply "too young."

The current workforce is comprised of Baby Boomers, Generation Xers and Millennials. The ageism faced by each of these groups is real. Walking the halls at meetings, the gossip can be: "I can't believe she hasn't retired yet," or "I can't believe they already made him an executive." This talk isn't unique to association management but it is the arena we have control over. Association management should strive to be an industry known to welcome diversity of ages (along with other forms of diversity!). Not only does this help

preserve the future of our profession, it keeps new ideas flowing. And as Millennials work their way into the volunteer leadership of associations, the meetings industry will want to be seen as representative of the association membership.

Welcoming new faces to meetings should be

a goal for every organization. This doesn't necessarily mean creating new organizations, but instead, expanding the attendance of the current membership. Dare to go deeper into your bench of possible attendees and bring them to a meeting. Expose them to other leaders in the field to learn how strong they currently are in certain areas and to learn new ideas in others.

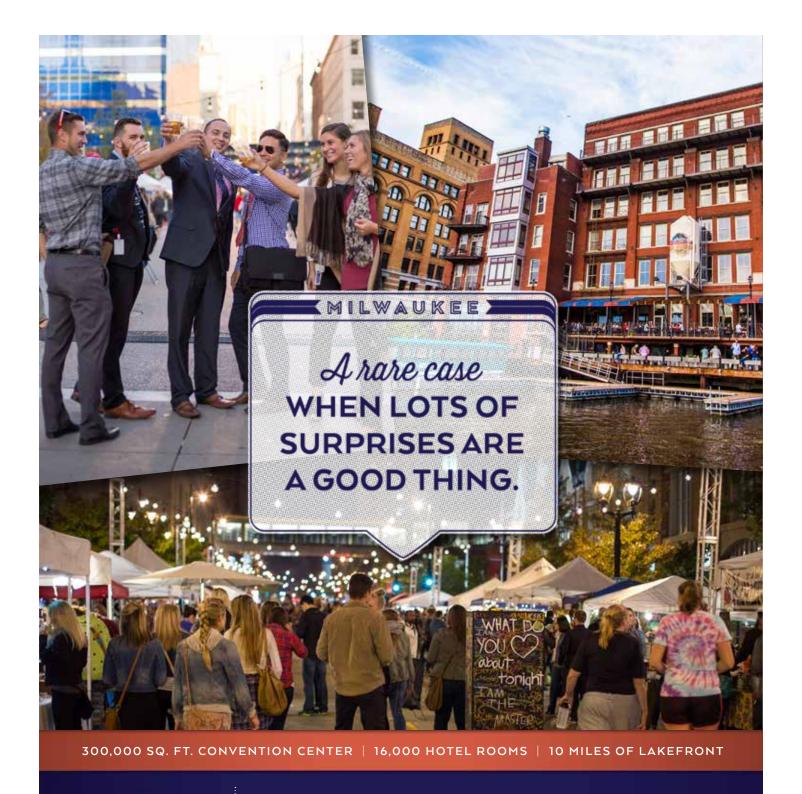
Coach Summitt came off the bench at Tennessee and never looked back. Her bosses believed in her and gave her the opportunity do something great and she did not disappoint them, or the teams she led. I'm fortunate to have bosses that believe in me and give me valuable opportunities for engagement in our industry. Even more so, I'm grateful that my bosses took the risk on a "young" person in an executive role. In my own management, I have not forgotten that feeling of confidence and make it a point to share it with upand-comers.

Sometimes all it takes is for someone to believe in you, to say: "you're ready, you can do this" and sure enough, you can and do. Coach Summitt didn't think she was ready to

be a head coach, but her bosses believed in her. Dare to believe in the young employee, fight the urge to say: "he hasn't earned the privilege yet," to welcome new faces at meetings. When we do that we will ensure a bright future for our profession.



Rebecca Brandt





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

# Green, Gold & GLAMQUB

ambeau Field had the pleasure of hosting the 2016 MPI-WI Awards Gala on September 14. Over 100 attendees pulled out their evening wear to celebrate the "Green, Gold & Glamour"

theme, and to help bring the 2015-2016 year to an end. The event kicked off with an educational session with Heath Barbato and Eric Sampson from Delaware North Sportservice, who were very passionate about explaining how the team at Lambeau Field handles 80,000 guests in their dining room during the Packers Season. They also shared with us how stadiums have evolved into world class culinary operations and are not just about warm beers and soggy hot dogs.



Lambeau Field kicked off the evening with a welcome reception, where attendees were able to connect with their MPI family, and begin the bidding process on the amazing silent auction items. Mark Murphy, President of the Green Bay Packers, opened the awards and dinner portion of the evening! After a wonderful dinner, MPI had the honor of recognizing and celebrating our members, volunteers, and chapter accomplishments from this past year. Congratulations to all award winners!

The Tundra Lodge ended the night with a casino-themed afterglow party. The blackjack, roulette and craps tables were filled as people enjoyed gambling away their play money! Fabulous gift baskets were raffled off at the end of the night. It was a great way to wrap up a wonderful evening. We are already looking forward to next years gala at the Madison Marriott West!

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











Mary Greene Balestrino Scott Dettmann Reggie Driscoll, CMP Nicole Ellickson, CMP Jennifer Lanzel Erin Longley Brooke Miller, CMP Jessica Rieflin Michelle Tyo-Johnson













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

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

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Green Bay Packers

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Nature's Best Floral Home
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Northcoast Productions

Tundra Lodge Resort & Conference Center















# BLUE HARBOR RESORT & CONFERENCE CENTER







Nestled on the western shore of the always-majestic Lake Michigan, the picturesque and stately Blue Harbor Resort, Spa & Conference Center is the #1 resort on Wisconsin's Lake Michigan Coast.

The Victorian style architecture of the Blue Harbor Resort structure is like a castle on a bluff. The interior and exterior features of the property capitalize on many water views.

With 180 hotel rooms and 64 villas, Blue Harbor offers a wide variety of accommodations perfect for group meetings and events. Guest suites have a clean, fresh, sophisticated but relaxing feel. Blue Harbor offers a wide variety of accommodations, all of them spacious and comfortable, and far more roomy than at other resorts and hotels.

A gathering at Blue Harbor can also include a wonderful array of recreation and team building activities – including

a golf tournament on a top rated course, freshwater fishing on Lake Michigan, lessons on the new indoor surf simulator or Yoga on the beach.

As an added benefit, guests can treat themselves to the personalized care and relaxing setting available at the award winning Reflections Spa & Salon.

Expert culinary experiences combined with the upscale accommodations and scenic setting are key reasons groups enjoy this Lakeside retreat. In addition to group culinary options, group guests can enjoy a memorable dining experience in Beacon restaurant or On The Rocks Bar and Grill, both with scenic lake views.

Blue Harbor's conference center offers more than 16,800 square feet of meeting and event space with free wifi. The 81-foot by 122-foot grand ballroom may be partitioned into seven different style meeting spaces and has 16-foot ceilings. Each space is equipped with a new Apple HDMI audiovisual system that enables you to connect with any sort of laptop, iPad, projector or other device for seamless presentations. Blue Harbor also has well-appointed areas to accommodate receptions, trade show booths, reservation desks and meal functions.

One of the many attributes of Blue Harbor is its convenient and scenic location – an easy drive from major midwest metro areas, and less than one hour away from Milwaukee and Green Bay. The resort is located in the Harbor Center District in Sheboygan, Wisconsin, a city growing in popularity for its scenic waterfront, sailing, boating, and fresh water surfing.

Learn more about Blue Harbor Resort by visiting BlueHarborResort.com, call 866.701.BLUE or email the resort's expert team at sales@BlueHarborResort.com.

### MPI WISCONSIN MEMBERSHIP

## **New Members**

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## **Anniversaries**

#### **ONE YEAR ANNIVERSARY**

(Dec 2015 through Nov 2016)

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- LEAH HEMLING, Event Essentials
- CHRISTI BERGEN, World Council of Credit Unions
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- LANCE MIER, SC Johnson
- SABRINA KELLEY, Caesars Entertainment, Inc.
- AMANDA WOLF, Meetings & Incentives Worldwide, Inc.

### FIVE YEAR ANNIVERSARY (Dec 2011 through Nov 2016)

- MARIA PEOT, Milwaukee Area Technical College
- ASALIA ROSA, Standard Process, Inc.
- SARAH WILDE, Convance

## TWENTY YEAR ANNIVERSARY (Dec 1996 through Nov 2016)

 CARRIE JENSEN, CMP, League of WI Municipalities

# MPI Wisconsin's October Education Day

PI Wisconsin's October Education Day was held on October 13<sup>th</sup> at the Harley-Davidson Museum. The majority of the day took place in Harley-Davidson Museum's Chrome. Chrome is the museum's seasonal structure, which is set up every spring, and is operational for events May-October each year. Chrome provided a great back-drop for the days events. Many guests were caught sneaking pictures of the beautiful crystal light fixtures!

All guests in attendance were provided with complimentary museum admission tickets. Some guests arrived prior to lunch, to take advantage of a self-guided tour of the museum, while many others were excited to learn they could return at their leisure to walk through the museum. Also prior to the event kick-off, about 20 guests attended the MPI-101 session, led by Sara Kern. We had many MATC students in attendance, as well as a few guests and new members. Thanks everyone for attending, and learning more about how MPI can impact your career.



The main part of the day kicked off with networking and a great lunch in Chrome-West. Once everyone was seated for lunch, the attendees were welcomed to the event by Bill Davidson; Vice-President of museum operations, and greatgrandson of founder William A. Davidson. Bill treated the guests to some great inside stories! He also really related to the attendees and discussed the value of events, and the positive effect that events have in the growth of a business. Thanks for your support, Bill!

After lunch, everyone headed to Chrome-East for a very informative session on how to Jump Start your Social Media, lead by industry expert, Jeannie Power. This interactive session walked through ways to engage your

event guests through different Social Media apps, including Twitter, Facebook, Instagram and Snapchat. She also answered questions from the audience on LinkedIn best practices. Jeannie is clearly a wealth of knowledge, and we were all very grateful that she was here to share her knowledge of Social Media with all of us!

The reception that followed the educational session was held back in Chrome-West. Guests were excited to see the space transformed, thanks to the help of MeetingHouse, and Exciting Events. Highlights of their sponsorship included a Twitter Mirror, soft seating, customized tables, up-lighting and a light-up bar. The Harley-Davidson Museum also provided a temporary tattoo station, yard games, and a variety of passed appetizers and stationed snacks. The Mini-Donut bar was a hit! Raffle prizes were given, and everyone was on their way to try to beat the Milwaukee rush-hour traffic.

Thanks to everyone who attended this event! MPI-Wisconsin relies on the participation and the support of their members. We are grateful for the great turn out for this event. We look forward to seeing each of you at GLES in Kalamazoo in November!











There's a reason why Madison was ranked one of the **Top Ten Happiest Cities in the World by National Geographic**: an amazing experience always awaits! Our vibrant city, situated between two sparkling lakes, is home to environmentally friendly facilities, awardwinning amenities and a college-town culture beyond compare. Discover why our destination was made for meeting planners who want to create experiences that attendees will talk about again and again!

#### **FANTASTIC FACILITIES**

Getting here is easy since four airlines fly direct into **Dane County Regional Airport** from 12 U.S. cities. Once you arrive, the drive to our downtown and major convention facilities is a mere ten minutes, allowing more on-the-ground time for your group. Our stunning Frank Lloyd Wright-designed **Monona Terrace®** is located on the sparkling shores of Lake Monona and offers 250,000 square feet of meeting space. This facility recently earned LEED Gold Certification for their sustainability efforts, including a water usage level 46% below the LEED benchmark! A short distance away you'll find a multi-venue complex known as the **Alliant Energy Center** campus, featuring two state-of-the-art pavilions perfect for livestock and equine events, as well as special interest groups. We even offer experiences at **unique venues**, ranging from private dining rooms to rooftop restaurants to outdoor garden gatherings.

#### **ACCOMMODATIONS & AMENITIES**

Our capital city boasts more than 9,000 rooms in facilities ranging from stylish boutiques to locally-owned inns to luxury properties located lakeside. Our walkable city makes it easy to explore everything we're known for: the capitol building, a nationally known farmers' market, shopping our State Street pedestrian mall and more! While you're here, you'll never need to worry about going hungry, since our grower-focused culture means we boast an astounding array of restaurants, breweries, wineries and distilleries to try. Come early or stay late to enjoy every made-in-Madison experience!

#### **CONTACT US**

Our Going>Beyond>Visit philosophy will follow you throughout your engagement with our teams, from sales and services to welcome programs and more. To submit an RFP or learn more about booking your next meeting in Madison, contact Danielle Ziegler, CMP, CVT at ziegler@visitmadison.com.







# #whosbeingsocial

#### **Twitter:**



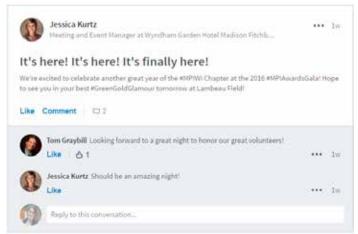
#### Instagram:



#### Facebook:



#### LinkedIn:



### **Student Profile:**

# Margaret



Houts Milwaukee Public Market Event Coordinator Assistant

What drew you to the meetings industry? In 2013, I had the opportunity to participate in the Walt Disney World College Program. I was a Recreation Hostess (cast member) at Disney's Polynesian Village Resort and Disney's Grand Floridian Resort & Spa. During my time at Disney World, I've attended various special events in each of the four Disney Parks. I was fascinated by the creativity, the magic I felt and saw how powerful and memorable these events were for the attendees. After my completion of the Disney College Program, I knew that the meetings industry is the career path I wanted to be a part of.

**Tell us about your college program:** I graduated last spring from Milwaukee Area Technical College (MATC) with a Meeting and Event Management Associate Degree and I am currently enrolled at Cardinal Stritch University pursuing a Bachelor of Science Degree in Hospitality Management with a focus of Meeting and Event Management.

**Tell us about your family:** I recently tied the knot this past May at the Historic Pabst Brewery. My husband is in the Army and we are taking full advantage of everything that Milwaukee has to offer.

Where were you born? I was adopted into the United States from Slatina, Romania at age 5.

Where do you currently live? I currently live in Milwaukee, WI.

**Favorite Pastimes:** Working out, eating and going on cruise vacations (5 down, many more to go!!).

Person you admire most and why: I admire one of MPI's Wisconsin Chapter members, Rochelle Rupnick. Rochelle was my college professor at MATC and I absolutely LOVED her. Rochelle has many experiences in the meetings industry and she was able to apply her knowledges into our studies, which made classes extra extraordinary. I was able to really relate to Rochelle and I am truly lucky to have had that rare experience of being taught by a meeting and event professional. Seeing her passion with the industry makes me want to be the next Rochelle Rupnick.

**Dream Vacation:** My dream vacation is to go on a 365-day cruise around the world with my husband once we both retire.

**Words to live by:** "Work until you no longer have to introduce yourself" – unknown / "If you follow your passion, you'll never work a day in your life" – Tony Bennett



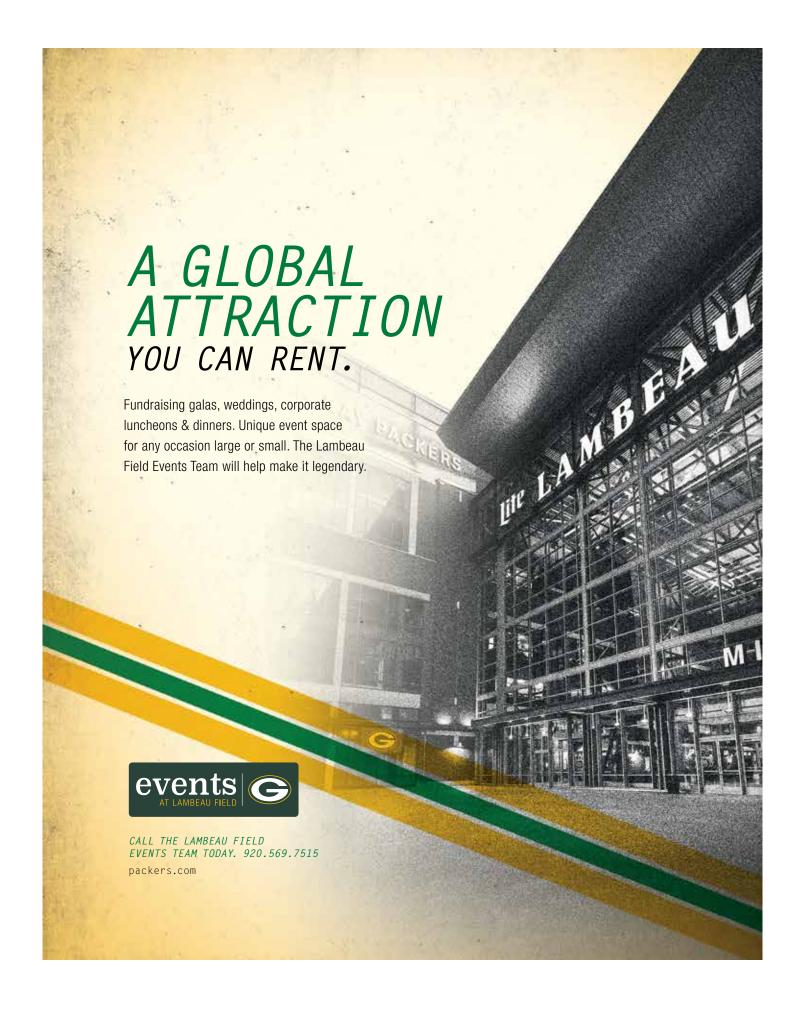


The largest convention hotel in Madison, Wisconsin, with 373 guest rooms and 27,000 square feet of flexible meeting space including 28 meeting rooms and 12 hospitality suites. From conventions to small strategic planning sessions to family reunions

#### THE MADISON CONCOURSE HOTEL

AND GOVERNOR'S CLUB

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



# Supplier Profile: Cathy Cluff



Director of Sales
Oshkosh Convention and Visitors Bureau

How long in the meetings industry? Since 2001 – 15 years

Tell a bit about your company and/or current position:
Back in 2001, I was a sales manager at The Pioneer Inn
and worked closely with the sales team at the Oshkosh
Convention and Visitors Bureau. I realized that their
Director of Sales had my "dream job" and I worked
towards that goal, which came to fruition for me in
March 2014. I work with a small, yet amazing team of
professionals who know how to work hard and play hard.

**Tell us about your family:** Married to my husband Mike for 10 years, we have six children and six grandchildren. We are extremely blessed and try to not take a single day for granted.

Where were you born? Griffin, Georgia

Where do you currently live? In Oshkosh - The Event City!!

**Favorite Pastimes:** Most of my free time is dedicated to my grandchildren and finding fun, out-of-the ordinary things to do with them.

**Favorite Musical Group:** Crosby, Stills, Nash and Young. Kind of dates me, doesn't it?!?

**Person you admire and why:** My husband Mike is the person I admire the most for his hard work and dedication to his job. No one in my world works harder than he does and yet still finds time to make his family feel special.

**Dream Vacation:** An extended visit to Danang, Vietnam where my son is living. I haven't seen him in 14 months.

**If I won the lottery I would:** Definitely open an animal rescue facility – I have a huge soft spot for animals of all kinds.

Words to live by: "Be kind whenever possible. It is always possible."  $\sim$  Dalai Lama

# Planner Profile: Jennifer Zalewski



Event Coordinator & Administrative Supervisor Rockwell Automation

How long in the meetings industry? 3 years

How long in MPI? 1 month

**Tell us about your company and/or position:** I plan on-site and off-site corporate events for employees and retirees of Rockwell Automation/Allen-Bradley.

Teams or projects that you have worked on for MPI or would like to be involved with: I am very new and am trying to find out what I can get involved in.

**Tell us about your family:** I have a large close family, fiancé, amazing 18 year old daughter, many cousins and beautiful parents.

Where were you born? Milwaukee, WI

Where do you currently live? Milwaukee, WI

**Favorite Pastimes:** Home remodeling, spending time with family and friends.

Favorite Musical Group: Too many to choose

**Person you admire most and why:** My father, he has taught me how to be driven, enthusiastic and happy. He has taught me that everything that happens is a good thing.

Dream Vacation: Punta Cana, Gdansk Poland

If I won the lottery I would: Save, help family, still work but have lots of fun!

Words to live by: Leap, and the net will appear.

**Special personal accomplishments:** Lost 75 lbs, try to improve everything I touch in some way, achieved a dream job, smiling a lot.

# A Meeting Professionals guide to achieving

# of place

#### By Shirley Kaltenberg, Sales Manager at Alliant Energy Center

Most humans possess the standard five senses, but when it comes to successful events, Meeting Professionals are a different breed and over time develop a unique perception. Planner or Supplier, it starts with a vision of what success looks like.

Sight: Achieving clarity on room sets, number of attendees, and putting together a mental picture of the space, is step one. Having both an eye for detail and a panoramic perspective distinguishes the meeting and events professional.

**Sound:** In order to be heard, get results! Effective communications is an art and more involved than providing a clear sound system and microphone. How well you convey your message so it resonates with your audience or your boss, distinguishes the consummate professional.

**Smell:** This is where Meeting Professionals set themselves apart, as they possess a unique ability to sniff out cost savings, and can distinguish value from fluff.

**Taste:** Seasoned professionals excel at creating menu selections that are pleasing to a diverse audience, budget friendly, and melt in your mouth yummy. Choose a catering staff that savors the opportunity to be creative and will work with you to customize your options.

**Touch:** Meeting Professionals reach out to a number of businesses when planning an event and building relationships is key to long term success. Working with an organization that takes a hands on approach from planning to execution makes for a strong partnership.

In addition to the traditional senses, Meeting Planners and Suppliers have an acute awareness of their surroundings and still find balance in a challenging profession. This balance will not only give you confidence, but also a sense of comfort, a sense of place.



# Board Member Profile: Liz Unruh

Place of employment: WI Center District

Where do you currently live? West Allis

How long in the meeting/event industry? 12 years

**Tell us 2-3 things you are responsible for on the board:** Advertising, Sponsorships, and Donations.

What is the best part of being on the board? Working with different people and having new opportunities to learn about the industry.

What have you learned most from being on the board? That there is a lot of energy on this board.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? Get involved! You will meet so many wonderful people and gain valuable experience.

**Favorite hobbies or pastimes?** Cooking and spending time with family and friends.

Favorite musical artist or band? Bon Jovi



# ARE YOU LOOKING FOR A GREAT OPPORTUNITY TO PROMOTE YOUR VENUE OR BUSINESS?

Make sure to view the MPI-WI prospectus for available advertising we offer. If you don't see something that fits your needs we are more than happy to custom a package.

For additional information contact Liz Unruh at (414) 908-6079 or eunruh@wcd.org.

#### **Testimonial:**

"Advertising in MPI Wisconsin's Agenda
Magazine has been a great opportunity because
it reaches every member in our chapter. Each
Agenda offers great editorial content, so it's
a "keeper", which means your ad gets viewed
over & over again!" — Sara Kern, Sales Manager
Blue Harbor Resort & Spa







# HAPPIEST CITY. HAPPY PLANNERS. HAPPY ATTENDEES.

It's no wonder National Geographic rated Madison, Wisconsin as one of the **Top 10 Happiest Cities in the World**: Our city boasts five sparkling lakes, and our state capitol and UW-Madison campus are connected by a single, walkable street lined with retail, restaurants and museums.

Besides earning national recognition for our amenities, we've also earned the praise of planners and attendees: 100% of exit surveys show Madison met or exceeded expectations as an event destination.

Discover more about why we're ranked repeatedly and booked eagerly at **visitmadison.com/MPI.** 









#### **MPI Wisconsin Chapter**

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**tel:** 608.204.9816 **fax:** 608.204.9818

email: admin@mpiwi.org
web: www.mpiwi.org

# Datebook: CALENDAR OF EVENTS

2016



Connecting you to the global meeting + event community

NOV	13-15	Midwest Regional Conference with MPI-Indiana and MPI-Michigan Kalamazoo, MI	
JAN	19	Embassy Suites by Hilton Milwaukee Brookfield Milwaukee, WI	
FEB	9	Holiday Inn Manitowoc Manitowoc, WI	