



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."



JAN
FEB

VOL 39/NUM 1

2017

COME TOGETHER

IN THE FOX CITIES



Endless shopping, dining and nightlife options



15+ facilities with unique, affordable meeting space



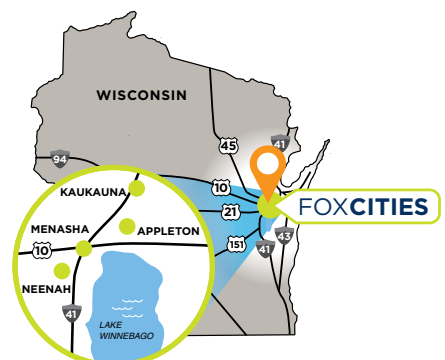
Fun options for group activities and team building

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 or 800-236-6338

GET SOCIAL!



MPI-WISCONSIN 2016 - 2017 BOARD OF DIRECTORS

President

Jen Mell, CMP

Travel Leaders

jmell@tlcorporate.com

President-Elect

Claudia Cabrera

Madison Marriott West Hotel & Conference Center

claudia.cabrera@atriumhospitality.com

Immediate Past President

Tom Graybill

Tri-Marq Communications

tom@trimarq.com

Vice President Finance

Brandon Smith

Levy Restaurants at Wisconsin Center District

bsmith@wcd.org

Vice President Membership

JoEllen Graber

Special Olympics of Wisconsin

jgraber@specialolympicswisconsin.org

Vice President Communications

Maria Peot

Milwaukee Area Technical College

maria.peot@gmail.com

Vice President Education

Katie McGinnis

Iron Horse Hotel

kmcginnis@theironhorsehotel.com

Director-Awards and Scholarships, & Recruitment

Alison Hutchinson

Fox Cities Convention & Visitors Bureau

ahutchinson@foxcities.org

Director-Member Care

Sara Kern

Blue Harbor Resort & Spa

skern@blueharborresort.com

Director-Special Events

Tracey Bockhop, CMP

Meet Meetings

tracey@meetmeetings.com

Director-Monthly Programming

Tamara Jesswein, CMP

HID Global

tjesswein@hidglobal.com

Director-Publications & Community Outreach

Sarah Banach

Marcus Hotels & Resorts

sarahbanach@marcushotels.com

Director-Special Education

Trisha Raymaker

Crowne Plaza Milwaukee Airport

traymaker@expotelhospitality.com

Director-Strategic Alliances, Sponsorships & Fundraising

Elizabeth Unruh

Wisconsin Center District

eunruh@wcd.org

Director-Website, Social Media, & Public Relations

Cathy Kreiter

Visit Milwaukee

cathykreiter@gmail.com

MPI-WISCONSIN CHAPTER Agenda

January/February 2017

VOL 39/NUM 1

Feature Articles

October Community Outreach	8
Engagement in a Box	10
Tired of the Talking Head?	12
Put Yourself Out There!	14
3 rd Annual GLES Recap	18
Recap: Chapter Social Media Survey	21

Insert

2017 MPI-WI Chapter Supplier Showcase

In Every Issue

From the Editor's Desk	4
President's Column	6
Supplier Profile: Crystal Holtz	7
Food for Thought	16
New Members & Anniversaries	19
#whosbeingsocial	20
Supplier Profile: Amanda Ridout	22
Planner Profile: John Vermeern	23
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

Calley Van Kirk
Group Sales Manager
Holiday Inn Milwaukee Riverfront
calley@himilwaukee.com

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

CONTRIBUTING WRITERS

Tara Liaschenko, CMM
Tom Graybill
Naomi Tucker, CMP
Trish Raymakers, CMP
Cathy Kreiter
Susan Patton
Maria Peot

GRAPHIC DESIGN

Ann Shultz, AJS Designs, ajsdesigns.net

PHOTOGRAPHY

David LaHaye, lahayephotography.com

PUBLICATION DEADLINES

March/April 2017
Deadline: January 15, 2017

May/June 2017
Deadline: March 15, 2017

July/August 2017
Deadline: May 15, 2017

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

Happy 2017 MPI Wisconsin!



With 2016 behind us, it is time to embrace a brand new year full of new opportunity. While it is a common theme this time of year to discuss setting goals, and I agree that a new year is the perfect time to do so, I also want to suggest that you think about opportunity. Setting goals is the easy part, seeking out the opportunities to help you actually achieve those goals is more of a challenge. It is easy to wait around for opportunity to present itself to you, but remember the old saying that “nothing good comes easy.”

As this New Year begins, I encourage you to seek out opportunity instead of waiting for it. Create a roadmap of possible opportunities and use it to guide you closer to your goal. That MPI volunteer position is an opportunity to enhance your skills, as well as feel personally rewarded. That upcoming networking event is an opportunity to find and talk to the people you need to know to reach your career goal. Do you want to change something in your life? Search for opportunities to promote that change. Most importantly, don't give up! Your roadmap may need to be reworked at some points but don't get discouraged. There is more than one way to get where you are going! Even the little steps you take along the path matter.

Wishing good luck and success to all of you in the New Year!

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

{MADISON, WI}

Let the momentum carry you away...and back again.

With one visit, you'll know why so many groups choose to return.
Masterfully crafted food and beverage.
Robust, state-of-the-art technology.
And service ratings as high as the sky.
Experience Monona Terrace.



blog.mononaterrace.com

MONONA TERRACE®

Where business and inspiration meet.

©2017 Monona Terrace

President's Column

Happy New Year MPI-Wisconsin!



I don't know about you but when the calendar starts to turn from December to January, I tend to naturally focus on the year ahead...making plans, putting things on my calendar, deciding what I want to focus on for the next 12 months and setting new goals ("goals" always sounds better to me than "resolutions"!)

From a MPI perspective, here's some things to keep in mind as you start 2017.

Try new things. Last spring, I somewhat jokingly told our incoming Board of Directors that my goal was to not try anything new, just to focus our efforts on refining what we already do in this chapter. I feel like there's this internal pressure to always come up with something "new." Well, guess what? We're still doing some new things in 2017! This amazing group of leaders has found a way to make subtle changes to some existing programs that I'm excited to share with you.

At January's education event, our Community Outreach team is partnering with a national organization that's headquartered in Milwaukee. The donations received the day of our event will still benefit organizations right in the local area though. Look further inside this issue of the Agenda for more details.

And as I shared in my last column, one of the BIG new things we're doing in 2017 is holding a Wisconsin chapter event outside of Wisconsin! In case you missed it, we'll be meeting at the Hotel Julien in Dubuque, Iowa on April 13th. I'm so excited and curious to see how this event goes. I can assure you that Hotel Julien, the Dubuque Area CVB

and our Education team have amazing plans in place to make this trip worth your while. Stay tuned to the chapter website and your weekly emails for more information on this event.

Learn something new. The Education team is hard at work lining up speakers for our 2017 events. One of my favorite sessions is right around the corner. January's event will be "The Solution Circle" with Tara Liaschenko. Tara presented this topic to our chapter a few years ago and it was a huge success. For those of you planning to attend, start thinking of an incredible challenge you're facing with one of your events, a client or even something in your personal life. This session will use the people-power of those around you to brainstorm solutions in a fun, fast paced setting.

Other topics for Spring 2017 are What's your Competitive Edge?, 8 Ways to an Effective Team, AV – 101 and Beyond, Rev Up the Supplier/Planner Relationship and more! Alternately, there's no better time than 2017 to earn your CMP! We're starting up our CMP 101 series again in January. This is a great opportunity to learn more about the CMP exam, extra study tips for the vast reading material to cover and the perfect place to discover a study buddy. Best of all, the CMP 101 series doesn't cost anything additional, just register to attend the monthly event and indicate that you plan to attend CMP 101!

Become involved. I've shared before that I didn't feel like I got much out of my MPI membership my first year, and that was a direct result of not being INVOLVED in the chapter. Once you join a team, or sell raffle tickets at an event, or reach out to other members to check on their experience, you start to feel like MPI isn't just something you (or your company) writes a check to or an event that takes valuable time away from your desk; you start to view MPI as "yours." It's YOUR project, YOUR team, YOUR contacts (who usually turn in to friends), YOUR goal, YOUR chapter.

If you haven't been involved (or you've been under-involved) in the past, let 2017 be your year to make MPI a priority in your volunteerism. There is a volunteer position for everyone. If you're not sure where you'd fit best, be sure to look at the chapter website (the "Get Involved" page). If you're still not sure after that, please feel free to reach out to myself or Sara Kern, our Director of Member Care.

Balance personal and professional time. If you're anything like me, this is the most difficult piece to handle. Between my day-job, volunteering for MPI and my personal life, the balance can feel off quite a bit of the time. When that happens, I remind myself it's all about PLANNING. So, I'd like each of you to take a few minutes (AFTER reading the rest of the *Agenda*, of course!) to block off the following dates on your calendar for MPI events in 2017.

- January 19 – Education event, Brookfield
- February 9 – Education event, Manitowoc
- March 16 – Fundraiser/Education event, West Allis
- April 13 – Education event, Dubuque, IA
- May 17-18 – Spring Education Day, Green Lake
- June 28-29 – Summer Spectacular, Oshkosh
- September 21 – Awards Gala, Middleton
- October 19 – Education event, Fond du Lac

I know all of you won't be able to make it to every event but just having the placeholder on your calendar will help you plan around it whenever you can.

Here's to a great 2017 MPI-Wisconsin! 🍷



SUPPLIER PROFILE

Crystal Holtz

Sales Manager

Radisson Hotel & Conference Center Green Bay

How long in the meetings industry? 3+ years

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

Market segment is Association and Tribal. Responsible to achieve sales and profitability goals for the hotel by booking business in this market segment. Ensure that clients receive service in accordance with the standards of the Radisson Hotel & Conference Center Green Bay.

Tell us about your family: Two daughters (McKenzie & Mattie) and 1 granddaughter (Alaya)

Where were you born? Chicago, IL

Where do you currently live? Green Bay, WI

Favorite Pastimes: Enjoy football and listening to all kinds of music.

Dream Vacation: Anything near a beach.

October Community Outreach

By: Susan Patton



We had the pleasure to host Mari Maldonado and Sarah Smith from La Causa, Inc. at our October meeting at the Harley-Davidson Museum, and help support their Early Education and Care Center. The mission of La Causa, Inc. is to provide children, youth and families with quality, comprehensive services to nurture healthy family life and enhance community stability.

Thank you to everyone who donated books, play-doh, cash, and lots and lots of school supplies to the organization's "Littles!"

If you would like more information on La Causa, Inc., or would like another opportunity to donate please visit their website - <http://www.lacausa.org> 🌐



RSVP



WWW.ALLIANTENERGYCENTER.COM

MADISON, WISCONSIN • 608-267-1549



Engagement in a Box

By: Tom Graybill



One of the most unpredictable segments of any event are those sometimes dreaded two initials: Q & A.

Whether you handle your Q & A with fixed microphones on stands in the aisles, or with microphone runners rushing a wireless handheld microphone under the nose of an attendee with a question, the results can be wildly mixed, with unfortunately many Q & A sessions resulting in only silence.

Many people can be intimidated by speaking into a microphone, and thus avoid participating. Others may not want to get up in front of their peers, worried that they will look foolish.

And depending on the question, some in the audience may “tune out” during Q & A, and go back to the biggest nemesis of the modern-day meeting – the smart phone.

So how do you make Q & A more engaging for your audience?

One tool that definitely invites participation on several levels is the Catchbox.

As described on its website, the Catchbox is the “world’s first wireless microphone built for audiences. With its soft exterior and auto mute technology, the device can be safely passed around without getting damaged or causing unwanted noises.”

Originally developed in Finland, the Catchbox has caught on here in the U.S., winning awards for the best new meeting

product, and winning both the audience and judges’ best technology award at the recent WEC in Atlantic City.

There are two different versions of the Catchbox, one with a microphone already built in (best for smaller meeting spaces), and another that uses a wireless lapel microphone transmitter from your A/V provider. Simply twist off the top of the Catchbox (it’s held on with a strong magnet) and insert the transmitter. And make sure to turn it on!

The Catchbox also requires one AA battery, which powers an “automute” function that senses when the Catchbox is thrown and turns off the microphone until it is caught.

Did I mention that’s how the Catchbox is used – you throw it! Think of the delight in the audience when Q & A is started and a Catchbox is tossed into the audience for the first question. The participant simply speaks into the top of the Catchbox (marked with an “X”) to be heard.

And when they are done, they toss it to the next person with a question.

Now your whole audience is engaged. Asking a question is easy and kinda fun. Those not using the Catchbox are now wondering if it can be tossed cleanly to the next person – and if they will catch it cleanly. Trust me, many in the audience are hoping for a fumble (or maybe an interception!).

The Catchbox is soft and durable, with a Teflon-coated exterior to repel dirt, liquid and stains.

The cover can also be customized to add your company’s logo or theme graphic from your event.

Truly a marriage of fun and purpose, the Catchbox is engagement in a box. 📦



Tom Graybill is Vice President, Sales of Tri-Marq Communications, Inc. and Immediate Past President of MPI-Wisconsin

A GLOBAL ATTRACTION YOU CAN RENT.

Fundraising galas, weddings, corporate luncheons & dinners. Unique event space for any occasion large or small. The Lambeau Field Events Team will help make it legendary.



CALL THE LAMBEAU FIELD
EVENTS TEAM TODAY. 920.569.7515
packers.com



Tired of the Talking Head?

By Tara Liaschenko, CMM

You can't argue with facts.

Experiential programs enhance the learning experience by integrating and enriching knowledge, comprehension, development, and retention.

Movement/Physical Activity. According to Dr. John Ratey (Harvard Medical School professor and one of the world's foremost authorities on the brain-fitness connection), "Exercise is really for the brain; not the body." And Jennifer Cohen (executive and entrepreneur wellness coach and Forbes contributor) says there are 6 ways movement makes us smarter: Increases energy, sharpens focus, enhances mood, helps impulse control, improves memory, and increases productivity.

Crowdsourcing/Collaborative Co-Creation. We've all heard the phrase "two heads are better than one." And in today's world that statement has definitely become truth. According to CrowdSource.com, "... by the beginning of 2014, hundreds of the world's largest enterprises had adopted crowdsourcing practices." Why? Because it works. Using the power of more than one brain in problem-solving provides better -- and sometimes more -- solutions.

I'd like you to meet: Solution Circle

Solution Circle is a customizable program for any meeting or conference that embraces and leverages the above facts. It's an experiential program that incorporates movement and collaborative co-creation in small groups to solve individual challenges. Those challenges can be broad or specific in

nature, depending on the goal of the session (personal, job-specific, departmental, industry-related). And while the challenges are individual, several participants in these small groups face the same issue. So they walk away from the experience with more than one solution.

If you're tired of the talking head and you want an opportunity to:

1. Solve a challenge
2. Benefit from the brains of others
3. Experience a program that automatically makes you smarter through movement
4. Learn a program you can use in your office or at your next meeting or conference

Be sure to attend MPI Wisconsin chapter's program on January 19, 2017! 🌐



About Tara: Tara is Creative Executive Officer of The Link Event Professionals, Inc., where her capable and professional team takes meetings and events from conception to completion. The Link has a long-standing track record of successfully organizing all kinds of events—from intimate gatherings to large comprehensive tradeshow—and everything in between. Tara and her team work with each client to bring a vision to life, always striving for the best result; never compromising quality or innovation.



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

KalahariMeetings.com



Call 855-411-4605 to learn more



©2016 Kalahari Development LLC

Put Yourself Out There!

6 Ways to Engage with your MPI Chapter

By Naomi Tucker, CMP

Countless guests and new members file in to MPI Wisconsin Chapter events each month. Although the chapter is very welcoming with many ways to connect, there can still be obstacles that confront guests. Many times, the obstacles are ourselves. I've been there, looking around, to see how I could possibly fit in. The truth is, you need to just put yourself out there. How? Well, here are six ways that I've come up with that might help.

GET SOCIAL

Follow MPI Wisconsin Chapter on all social media outlets or the one of your choice, and then engage there. The chapter's most popular social media outlets are Facebook and LinkedIn. Try to make it a point to engage before, during and after an event that you attend. By putting yourself out there on social media, most members may remember you and connect then. On the other hand, you might end up meeting someone that you had a conversation with on Facebook. Social media can be a great way to connect and put yourself out there.

MAKE CONNECTIONS

Set a goal to make new connections at each meeting that you attend. For me, my number is five. If I can make five new connections, then I consider that valuable. A connection can come in many forms. Not all of them end in a business card exchange, but will definitely leave you feeling like you connected with someone else that you haven't connected with before. When you get back into the office, perhaps use LinkedIn to stay in touch professionally with those you just met.

STAY FOR THE RECEPTION

The meetings are awesome at MPI, but the receptions can be even more so. Instead of running out to your next engagement, stay a while and socialize with the MPI family.



COME TO THE NEXT MEETING

Consistency can be very rewarding in the long run. Many of the chapter's members attend every chapter meeting. When you commit to coming to the MPI meetings on a monthly basis, you naturally grow relationships, and it is quite awesome to experience.

PROFILE YOURSELF

Did you know our *Agenda* magazine has a section for member profiles? If you are a brave soul, consider getting in touch with the communications team to be featured in an upcoming magazine. Tell the chapter a little about yourself, and, like social media, you will find many other members will recognize you and engage a bit more.

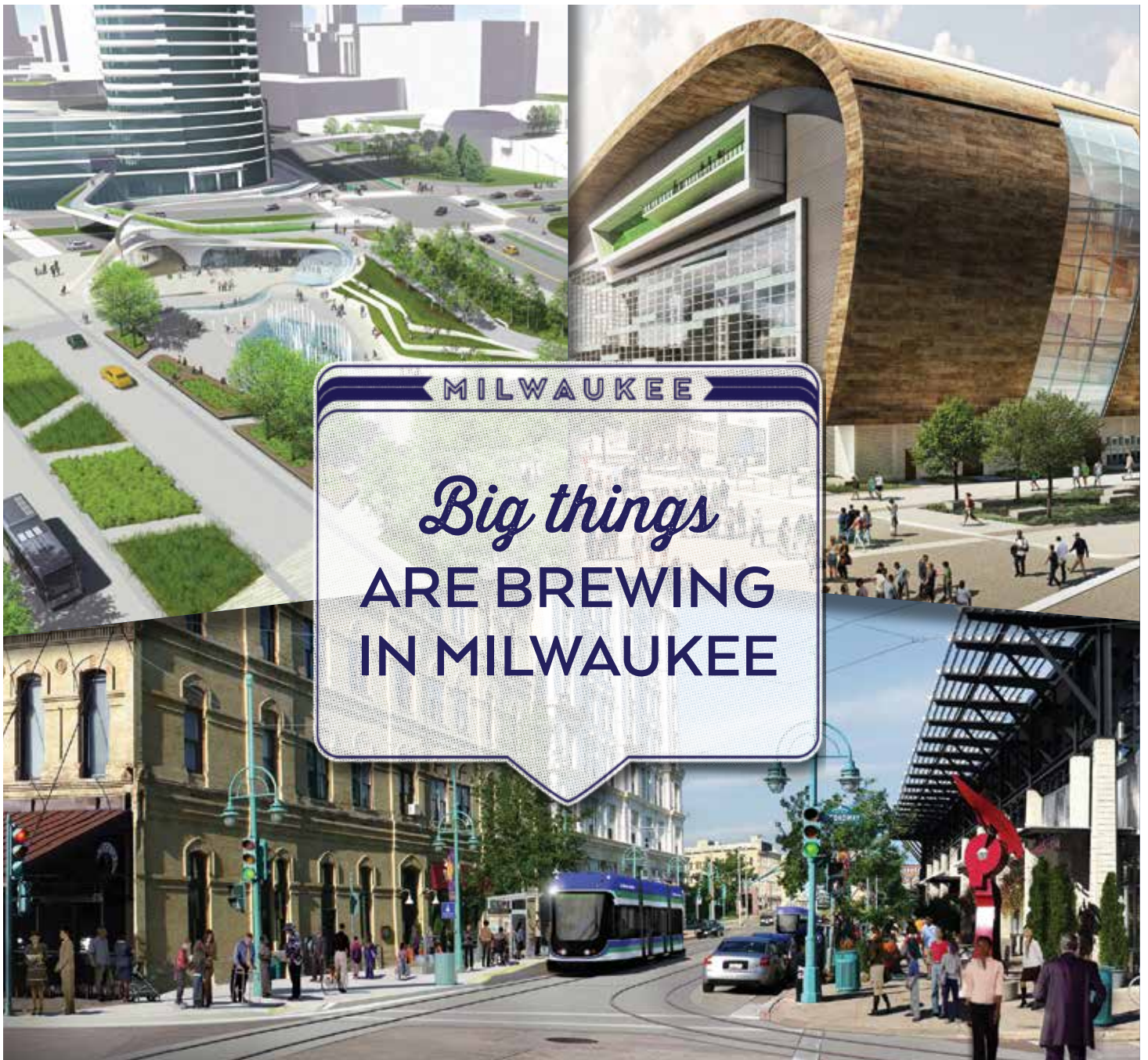
VOLUNTEER

The biggest way to get plugged in and enhance your network with the MPI Wisconsin Chapter is to volunteer in some capacity. The great thing is that there are many areas to volunteer. You can plan events, write articles, manage social media, or even participate on the board. The volunteering experience at the chapter has changed so many lives. Jump in and see where it takes you. Get in touch with a board member to see where you can contribute.

You can see from the examples above, that it is easy to put yourself out there! I urge you to try and see where that takes you. 🌐

Naomi Tucker, CMP is a Past-President of MPI Wisconsin, and works as a Senior Strategic Account Manager at Meetings & Incentives Worldwide. She also blogs at www.planitonapostit.com.





MILWAUKEE

Big things ARE BREWING IN MILWAUKEE

MILWAUKEE LAKEFRONT GATEWAY | MILWAUKEE BUCKS ARENA | MILWAUKEE STREETCAR



What do billions in development in the next five years mean for Milwaukee? A \$500 million new home for the Milwaukee Bucks, the launch of a streetcar system linking the convention center with downtown hotels and attractions, and a multi-million dollar lakefront gateway project integrating park areas with major attractions. Along with new hotels and a total face-lift of the Milwaukee Intermodal Station, even our brewing scene is ramping up with multiple new micro-breweries opening in town. Bring your meeting here - there's always something brewing in Milwaukee!

»»» visitmilwaukee.org/meetings



Jerome Thomas Moore

Born in rural Iowa and raised outside of Sheboygan, Wisconsin, Chef Jerome Thomas-Moore has been making food his whole life. His mother is a self-admitted bad cook who allowed Jerome to make himself dinner as long as it incorporated vegetables, meat and starch. He didn't always have exotic ingredients but never complained about his dinner.

Jerome's career in food service started while he was in high school with a job flipping burgers at McDonalds. Around that same time, Whistling Straits Golf Course opened up a few miles from Jerome's parents' place. He got a job there washing dishes and helping prep cook. From there he became the in house butcher, which is still one of his favorite jobs.

FOOD FOR THOUGHT

Executive Chef
JEROME THOMAS-MOORE

Embassy Suites
Brookfield, WI

Jerome moved down to Milwaukee to go to Milwaukee Area Technical College after he decided to make culinary his career. While in school, he was working as a kitchen manager at a wood-fired pizza and Italian restaurant. It was here that he met his wife, Jackie. Next, Jerome got hired at a private country club as the Sous Chef where he got a chance to start working with interns from other technical colleges as well as build on his knowledge of catering functions. He eventually took over as Executive Chef and got to lead a very talented team for several years. Jerome got to expand his horizons and work with more exotic fare when he went to Milford Hills Hunt Club in Johnson Creek. There he learned all things pheasant and had opportunities to work with various other wild game.

Jerome then came to Embassy Suites (at the time, Brookfield Suites) looking to expand his experiences by working in a 200+ suites hotel that was just about to go through major renovations. Here, he works on providing food that evokes the comfort of Wisconsin.

In his free time, Jerome enjoys checking out new local restaurants, playing with his two rescue dogs, and cooking dinner for his wife. 🍷



Sugo Di Salsicce

INGREDIENTS

3 med onions, julienned

1 #10 can diced tomatoes

1 gal heavy cream

10 lbs Italian sausage

½ bottle brandy

¼ bottle white wine

2 Tbsp minced garlic

2 Tbsp minced rosemary

1 Tbsp crushed red pepper flakes

1 Tbsp sugar

DIRECTIONS

Brown Italian sausage in thick bottomed pan. Remove browned sausage and drain excess grease. Cook onions and garlic in pan used for sausage. Add red pepper flakes, brandy, and wine and reduce by ¾. Add cream and tomatoes and cook until cream coats the back of a spoon. Add sugar if needed to cut acid from tomatoes. Add salt if necessary.

Serve with your favorite pasta and broccoli.

3rd Annual GLES Recap

By: Trish Raymakers, CMP

The 3rd annual MPI Great Lakes Education Summit has wrapped up its series with another successful conference in Kalamazoo, Michigan. The event was held November 13th -15th, and brought together the MPI chapters of Indiana, Michigan and Wisconsin once again to connect, engage and inspire with one another. This year the Radisson Hotel and Suites hosted nearly 200 suppliers, planners and students for outstanding education and networking opportunities. The Radisson Hotel and Suites welcomed us to Kalamazoo with a great reception followed by an afterglow event in Burdick's restaurant courtesy of the MPI Michigan chapter.

Monday morning kicked off with a lively keynote, "Reach for your Wall to Connect, Engage and Inspire," from Deborah Gardner, CMP. This session had attendees reflecting on the bumps in the road to success and how to achieve greatness despite these challenges. Deborah also challenged us to slow down in order to move forward successfully, and we dove into a series of challenges to grasp new, innovative, powerful and constructive ideas. Breakout sessions followed and included Jeff Korhan who demonstrated the customer experience of marketing and how to tell the story through social media; Lynne Wellish who asked the question, "Could we do just one more thing?," and taught us how to energize our volunteers to build a successful team; and Brian Monahan who tickled attendees' hearts by helping us rediscover the art of event design.

Meeting and event security and safety were brought to a whole new level with an eye-opening lunch keynote from Kevin Coffey, retired Los Angeles police officer. As a travel and meeting security expert, Kevin was able to educate us on how to be proactive, and what we could do in advance of events, before we're in a negative situation and it is too late to do something about it. Colleen Richenbaucher added to our education by teaching us how to negotiate effectively across different cultures and sharing great tips on business etiquette. In between all these astonishing speakers and breakout sessions, plenty of time was built in to the day to connect with the exhibitors and bid on some amazing silent auction items.

After education wrapped for the day, Meetings Michigan took it to the field with a group tailgate dinner, complete with games that make for a great tailgate. From corn hole to giant Jenga, our group was put to the test of competing against with fellow industry partners. The games didn't end there! Discover Kalamazoo introduced us to the Bells Brewery, where we got

to try signature beers while teams battled out their general knowledge for a friendly game of team trivia. Kudos to Team "Who's Your Daddy" from Indiana for coming in first place and Team "Tops to Bottoms" from Wisconsin as the runner up. This offsite event was the perfect way to cap off the night!



Steven G. Foster, CMP, CT

The final day of the GLES began with Steven G. Foster, CMP, CTA, a nationally-known Veterans Advocate, a Harley Davidson LIFE Member and award winning speaker and writer on Team Success. His session had us motivated first thing in the morning during his presentation on "Full Throttle Leadership." A final opportunity to visit the exhibitors and bid on silent auction items, followed by another round of breakouts occurred before the closing lunch keynote. There was no better way to close out the conference with anyone but Judson Laipply, the creator of the Evolution of Dance with nearly 300 million views on YouTube who taught us "Life is Change" in the most entertaining way possible through the art of dance and comedy. Laipply left us with not only the term "struggle bus," but also the notion of "If there is nothing you can do about it, then get over it!"

Michigan did an incredible job making sure we connected, engaged and were inspired for a 3rd year in a row at the Great Lakes Education Summit. This year's event will be tough to top, but Indiana is up for the challenge and will be hosting the 4th Annual Great Lakes Education Summit at the Sheraton Indianapolis City Centre Hotel in downtown Indianapolis in 2017. Mark your calendars - we look forward to seeing you all next year in Indianapolis from November 12th – 14th! 🍷

MPI WISCONSIN MEMBERSHIP

Anniversaries

ONE YEAR ANNIVERSARY

(Jan 2016 through Dec 2016)

Cathe Gorski
MATC

Kristal Kaiser
Saz's Hospitality Group

Jason Kauffeld, CPP
Green Lake Conference Center

Sadie Kealey
Hilton Garden Inn Milwaukee
Downtown

Pamela Pahmeier
Student

Kyra Popp
Wisconsin Dells Visitor & Convention
Bureau, Inc.

Rosemary Rice, CMP
MATC

Siddarth Sawhney
Modern Event Rental

Amy Supple
The Edgewater Hotel, LLC

FIVE YEAR ANNIVERSARY

(Jan 2012 through Dec 2016)

Anna Anderson, CMP
Chula Vista Resort & Conference Center

Maureen DeValkenaere
Marriott West

Faith Elford
Faith's Association Coordination and
Technical Service

Cathy Kreiter
Visit Milwaukee

Brad Lyles, CHSP
Marcus Hotels and Resorts

Chris Theis
Cambria Suites

New Members

Welcome to all of our MPI-WI Student Members!

Alyssa Adair
Mary Bell
Lindsay Brayn
Ann Breitenbach
Suzanne Brickson
Pamela Brotzman
Samantha Chartrau
Yik Yin Yoto Ching
Felicia DeLeon
Jackie DiVall
Heather Dunse
Paige Fischer
Jason Fowler
Amber Pearl Hageman
Diana Hegge
Margaret Houts
Brittany Luepke
Abby Melton
Natalie Mickelson
Rebecah Neitzel
Todd Osborne
Eskedar Robinson
Olivia Schoenoff
Allison Tilque
La Lee Thao
Bethany Wendt
Erin White

Mary Annen
Agricultural & Applied Economics
Association (AAEA)
Senior Meeting Manager
mannen@aaea.org

Ashley Connell
Husch Blackwell
Event Planner
Ashley.connell@huschblackwell.com

Melissa Falendysz
National Association of Tax Professionals
(NATP)
Meeting and Event Planner
mfalendysz@NATPTAX.COM

Amy Jessen
MICHELS Corporation
Corporate Events Supervisor
ajessen@michels.us

Erin Marquez
Radisson Paper Valley Hotel
Sales Manager
emarquez@radissonpapervalley.com

Greta Spencer
Hilton Garden Inn Milwaukee Downtown
Corporate Sales Manager
gspencer@fhginc.com

Kris Tembo
Fairfield Inn & Suites by Marriott
Milwaukee Downtown
Director of Sales
Kris.tembo@marriott.com

Mia Van Handel
Creative Group Inc
Account Coordinator
Mvanhandel@creativegroupinc.com

Holly Williams
PMI Entertainment Group
Director, Expo & Event Production
Holly.williams@pmiwi.com

#whosbeingsocial

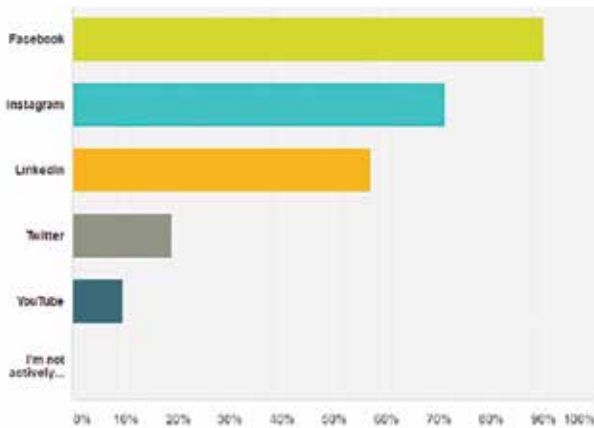


Recap: Chapter Social Media Survey

By: Maria Peot

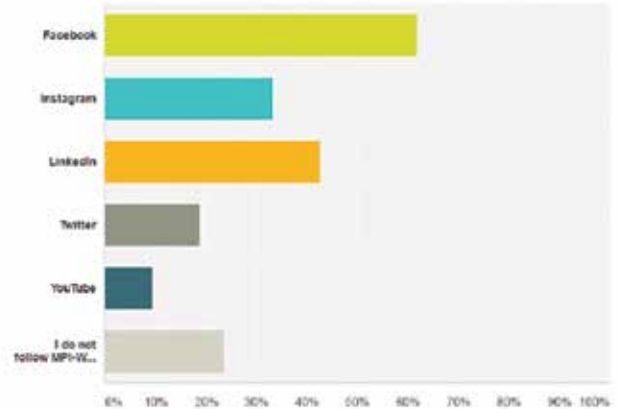
Please indicate each social media platform you are actively engaged on:

Answered: 21 Skipped: 0



Please indicate each social media platform which you follow MPI-WI on:

Answered: 21 Skipped: 0



We asked, and you answered! Thank you to all who took the time to complete the chapter social media survey that was recently sent out. The results of this survey will help determine MPI-WI's strategies on our various social media accounts and help to better serve you, our members.

The results of the survey showed that our members are actively engaged mainly on Facebook (90%), Instagram (71%) and LinkedIn (57%). A smaller percentage (19%) also reported they were actively engaged on Twitter, and yet a smaller percentage reported activity on YouTube (10%).

More importantly, 62% of members who completed the survey reported that they follow MPI-WI on Facebook, 43% on LinkedIn, 33% on Instagram, 19% on Twitter and 10% on YouTube.

MPI-WI will continue to bring you the latest chapter news and events via social media, continuing across all platforms, with a greater focus on Facebook, Instagram and LinkedIn, where you, our members, spend the majority of your social media time.

A surprising 24% of members who completed the survey reported that they do not follow MPI-WI on ANY social media platforms. We want to change this! Please consider engaging in MPI-WI on social media in the following ways:

- **Instagram:** Follow @mpi_wi_chapter and tag the chapter account in photos live from events!
- **LinkedIn:** Join the MPI-WI Chapter group, post discussion topics and engage in other members' posts.
- **Twitter:** Follow @mpiwisconsin for quick updates and snippets on chapter news and events!
- **Facebook:** Like @mpiwi and turn on notifications to receive updates on the latest news, events and industry tips! Post live to the chapter page from events.

Do you have a thought, tip or suggestion for how we can do a better job serving our members via social media? We want to hear from you! Share what you think on any of the MPI-WI social media accounts, or send an email to Cathy Kreiter, Director of Social Media, Website and PR at cathykreiter@gmail.com. 🌐



SUPPLIER PROFILE

Amanda Ridout
Catering Sales Manager
Levy Restaurants
at the Harley-Davidson Museum

How long in the meetings industry? 5 years

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

Levy Restaurants is the exclusive catering company for the Harley-Davidson Museum. As a Sales Manager in this role, I work with my clients to plan exceptional and legendary events at an iconic venue that is truly a Milwaukee institution.

Tell us about your family: I grew up the youngest of 9 in a blended family. My own family consists of my husband, Brad, and our dog, Max.

Where were you born? Born in Eau Claire, WI; and raised in Barron, WI.

Where do you currently live? Milwaukee, WI

Favorite Pastimes: My favorite things to do include spending time with friends and family, checking out a sporting event, or live music. I am always up for karaoke or a night at the piano bar!

Favorite Musical Group: I like most genres, and have a wide appreciation for music. Lately I've been listening to a lot of 90's R&B, and I'm really digging Chris Stapleton.

Dream Vacation: My husband and I are history nerds. I would love to take a month or two to explore the East Coast, D.C., and dedicate some time at the Smithsonian.

Person you admire and why: My Mom. She was the backbone of our family, and handled everything with grace and a twinkle in her eye. She passed away in 2002, and the more time that goes by, the more I'm in awe of how she cared for our family.

If I won the lottery I would: I would like to say that I would invest or donate most of it, but I'm sure there would be a few great vacations and shopping trips that would also happen!

Words to live by: *"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."* – Maya Angelou

PLANNER PROFILE

John Vermeern

Account Coordinator

Creative Group

How long in the meetings industry?

2 years

How long in MPI?

A couple of months

Tell us about your company and/or

position: Creative Group has been honored to make the MeetingsNet 2016 CMI 25 list. We have been recognized as a leader in the meetings and incentives industry for the tenth year in a row, since the inception of the CMI 25.

As an Account Coordinator I am responsible for various moving parts to ensure a meeting/incentive trip executes properly. Duties include, but are not limited to organizing transportation (ground/air), creating and managing registration websites, manage rooming blocks with hotels, preparing all pre and post trip communications, promotional mailings, signage, name badges, shipping reports and materials on-site.

Teams or projects that you have worked on for MPI or would

like to be involved with: I am interested in a bunch of the teams and projects!

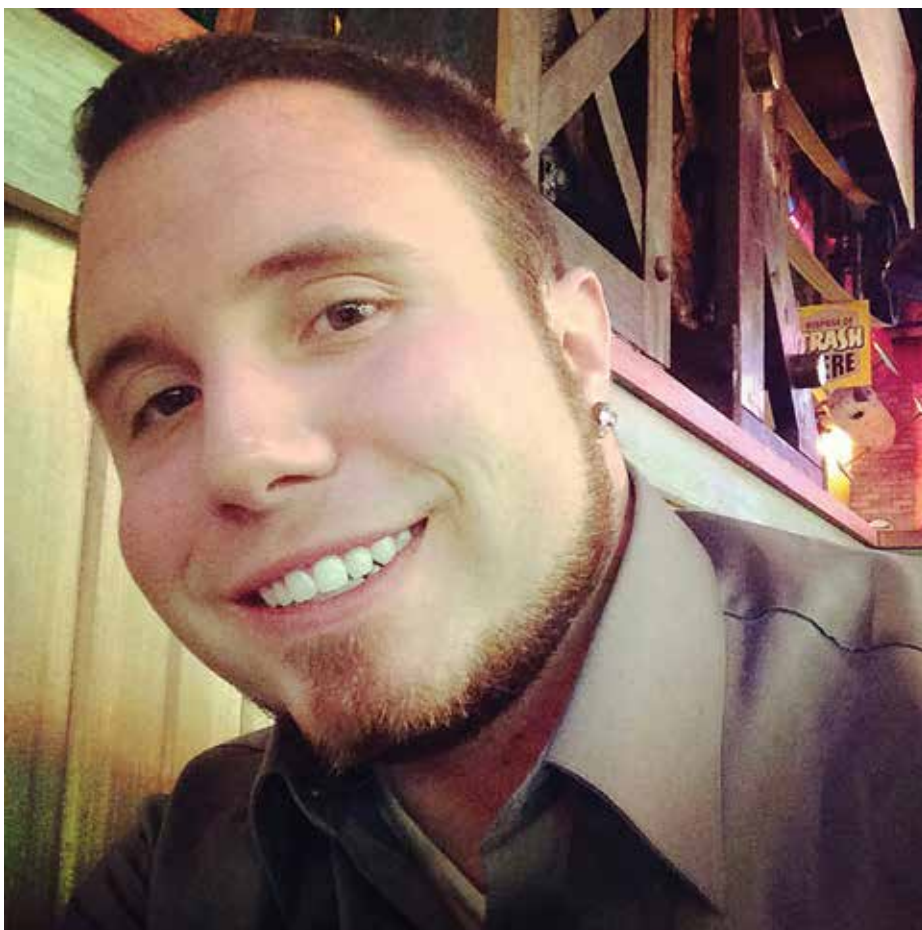
Tell us about your family: I have two half-brothers and two sisters.

Where were you born? Appleton, WI

Where do you currently live? Appleton, WI

Favorite Pastimes: Traveling/Adventure

Favorite Musical Group: The Beatles because they never gave up on their dream and always had a good time!



Person you admire most and why: My mother: She always manages to have a smile on her face no matter what she is going through.

Dream Vacation: Iceland

If I won the lottery I would: Travel the world and attempt to leave a positive impact everywhere I went.

Words to live by: The mind is like a parachute, it works best when it's open!

Special personal accomplishments: After working at Disney World in 2013, I relocated on the other side of the world by myself to the land down under, Australia. I lived/ worked/traveled Australia for a little less than a year on my own and it change my life.

What else would you like other MPI members to know about you? I am really excited to be a part of such a great organization and look forward to meeting great people!

**WISCONSIN
CHAPTER**



MPI Wisconsin Chapter

2820 Walton Commons, Ste 103

Madison, WI 53718

tel: 608.204.9816

fax: 608.204.9818

email: admin@mpiwi.org

web: www.mpiwi.org

Return Service Requested

Datebook:

CALENDAR OF EVENTS

2017



Connecting you to the
global meeting + event community

JAN	19	Education Event Embassy Suites by Hilton Milwaukee Brookfield Milwaukee, WI
FEB	9	Education Event Holiday Inn Manitowoc Manitowoc, WI
MAR	16	Fundraiser & Education Event Hampton Inn & Suites Milwaukee West Milwaukee, WI
APR	12-13	Education Event Hotel Julien -- Dubuque CVB Dubuque, IA
MAY	17-18	Spring Education Day Green Lake, WI
JUN	28-29	Summer Spectacular Oshkosh
SEP	21	Awards Gala Middleton, WI
OCT	19	Education Event Fond du Lac, WI