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MPI-WISCONSIN CHAPTER Agenda

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create a voice in the meetings and events industry."



MAY
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VOL 39/NUM 3

2017

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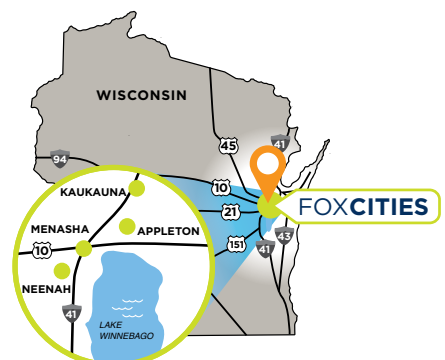
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MPI-WISCONSIN CHAPTER Agenda

May/June 2017

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MPI-WISCONSIN CHAPTER **Agenda**

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EDITOR'S NOTE



SPRING IS FINALLY HERE!

Now that the last of the snow has melted away and longer days of sunshine abound, people tend to get caught up in all of the constant activity that surrounds Wisconsin in the coming months. The whirlwind of special events, family BBQs, festivals, concerts and other social activities can dilute our focus and we may become less likely to take the time to attend MPI events and stay connected with our industry colleagues. There are great spring and summer events to attend with MPI-WI, and I encourage you to hold yourself accountable to stay engaged.

A perfect start to the warmer season is our Spring Education Day, being held May 17-18, at the beautiful Green Lake Conference Center located in Green Lake, WI. This event will focus on the Planner/Supplier relationship and is sure to be enlightening. Then, June 29-30 do not miss the MPI-WI Summer Spectacular! The Best Western Premier Waterfront Hotel & Convention Center and Oshkosh Country Club will be hosting the event. Come out and show off your golf skills while connecting with your fellow MPI-ers! As spring turns to summer, you can look forward to the Summer Socials that are always a great time to mingle and enjoy the sunshine.

Don't let the busier season catch you off guard. Plan ahead for these MPI events, reserve your spot as early as possible, and mark it on your calendar! You will not regret it.

Cheers to Springtime!

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

Calley Van Kirk
Group Sales Manager
Holiday Inn Milwaukee Riverfront

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President's Column



Continuing on...

... that's been on my mind lately. This is my last column as your chapter President. It has been an honor and a pleasure to serve the chapter in this capacity over the last year. I am truly grateful to have had this opportunity to grow and learn (and there's been LOTS of lessons learned along the way), and also thankful for the opportunity to move on and continue serving the chapter in another capacity.

Claudia Cabrera will glide into the "driver's seat" as your chapter President on July 1st. She's already hard at work preparing herself and the incoming Board of Directors for this next year. There are so many things that happen this time of year that the vast majority of MPI members don't see. The side meetings and calls between old and new Board members, the on-boarding sessions from our partners at MPI Global, the creation of the annual budget, education, membership and overall chapter business plans. All of your board members are like ducks on the water...they look smooth and sleek when you see them but if you peek your head under the water, their legs are kicking at a feverish pace to get these things accomplished while also executing the Spring Education Day and Summer Spectacular events!



So as I refocus my mind from "President" to "Past President," it's not lost on me that the work we accomplished this past year is a layer of foundation for the next and in between us is an **&**.

Connections.

MPI is a wonderful place to make connections, both professional and personal. I know Planner members that have found trusted vendors that they work with year after year. I know members that have met their future boss sitting next to them at an MPI event. And I know members that have vacationed together and attended each other's weddings all because they met here in MPI-Wisconsin. I cannot stress enough the importance of making connections with our MPI community. How do you make those connections? Come to our events, sit next to someone you don't know, and volunteer!

Inclusion.

In MPI-Wisconsin, we really are on the same team... Planners, Suppliers and "Su-planners"! On the Board, we work as one to plan and execute the best chapter events, magazine, strategic alliance and membership programs possible. For the membership as a whole, we also work together to be the best we can at our day jobs too, whether it's working extra hard on that hotel proposal for a new Planner we met at the last MPI event or advocating for a new vendor contact to our leadership team for our next meeting. We are also part of a bigger picture within MPI Global. It's a blessing to be a part of this global community and this network of chapters. One of my favorite experiences during my time as President has been connecting with other chapters to learn how they do things in their world.

Continuation.

MPI is like a river, “ever changing as it flows.” (Can anyone name that tune?) As with life in general, MPI is constantly changing. Last year we saw a new membership program get launched and that theme of change will continue in to the next year and beyond. For those that are on the Board or active on the volunteer teams, you will put a lot of time and effort in to making these changes as seamless as possible for the membership body. Be diligent in learning all the facts, continue to ask questions, view every change through our member’s eyes to see their benefit and most of all, be proud of that work.

Discovery.

MPI-WI is a wealth of opportunity to discover something new. Whether it’s learning something new from one of the many education events we host to discovering a new skill while volunteering on one of the many committees available to us as members. Let MPI-Wisconsin help you discover something new in the next year.

Hope.

Every chapter President I know has the same hope... that they left their chapter better than they found it. And I’m no different. Like every volunteer in this chapter, it’s sometimes been a struggle to find time for MPI when “regular work” looms overhead or personal life commitments coincide with chapter needs. But it’s also been one of the best learning experiences of my life and therefore, one of the most rewarding. My personal hope continues to be that membership grows, chapter leadership continues to develop, we hold bigger and better education events, we strengthen the partnerships we have with our sponsors and we continue to promote (in my opinion) THE BEST chapter in Meeting Professionals International!



BOARD MEMBER PROFILE

Tamara P. Jesswein, CMP



Place of employment:

HID Global

Where do you currently live?

Germantown, WI

How long in the meeting/ event industry?

17 years

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

Building monthly programming teams, coaching volunteers, and making sure the board is focused on serving our members.

What is the best part of being on the board?

Engaging leadership skills amongst us.

What have you learned most from being on the board?

We are here representing the chapter as a whole.

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

The best way to grow yourself professionally is to volunteer and learn. The best place to volunteer and learn is at MPI events. It is how you meet, develop and engage relationships that will help expand your career.

Favorite hobbies or pastimes?

I am an avid sailor, though have little time to do so; a terrible golfer, but love the time spent outdoors anyway. I sing bass in women’s barbershop choruses, quartets and tags whenever possible.

Favorite musical artist or band?

Michael Buble, Straight No Chaser, Supertramp, Ella Fitzgerald, The Eagles, Dierks Bentley, and Bette Midler. (See a pattern?) 🎵

2017 Spring Education Event MPI University

By: Danielle Ziegler, CMP, CVT

Convention Sales Manager, Greater Madison Convention & Visitors Bureau

Are you interested in
reliving your college years?
Wonder what it's like
if you had joined a
Fraternity/Sorority?
Wish you would have
listened more in class?
Miss the friendships you
made...and the parties?
Well, look no further –
MPI-WI University is for YOU!

Join us Wednesday, May 17 &
Thursday, May 18 at this year's Spring
Education Event for the opportunity
to renew relationships, grow your knowledge, help the
community, and have fun! The Green Lake Conference



MPI-WI University will kick off
with our Welcome Reception
and Chairman's Challenge on
Wednesday night. Grab your
dancing shoes and hit the
dance floor as President-Elect,
Claudia Cabrera, and instructor,
Dante Viscarra, take you on
a journey to the Caribbean,
Central and South America, and
teach you some easy and fun
Latin dances that include Salsa,
Merengue and Bachata! Not only
is this a good workout, but it will
be lots of fun and great entertainment! All
proceeds of the challenge will go to the MPI-Foundation for
scholarships and grants.

2017 SPRING EDUCATION EVENT MPI UNIVERSITY

WHEN: Wednesday, May 17 &
Thursday, May 18

WHERE: Green Lake Conference Center

Center is the beautiful lakeside setting for our campus. It
features lakeside hotel rooms as our residence halls, each
with their own unique features, a dining hall for all our
meals, and our classes/sessions held in our program building
near the dining hall and residence halls.

We also encourage you to visit our complimentary CMP
101 session before the reception on Wednesday. CMP 101,
presented by Jodi Goldbeck, CMP, will teach us about *Risk
Management and Stakeholder Management* which will prep
you for taking the CMP exam.

Thursday will be a fun packed day with breakfast and lunch in
our dining hall and then we move to our program building for
exhibits from our Strategic Alliance Partners (aka: Fraternities
& Sororities), classes taught by professors in the industry,
and an engaging Community Outreach Project. Our keynote
professors include celebrity speaker, Scott Christopher,
to educate us on who are People People, Sarah Gibson
enlightens us on Managing Up and Down the Generational
Chain of Command, and ending out the day is Jay Gubrud,
who will help us improve the Supplier/Planner Relationship!



Scott Christopher

Scott Christopher is a best-selling author who has appeared on *NBC's Today Show*, *Fox Business Channel*, *CNBC*, *National Public Radio*, *BBC* and has been quoted in the *New York Times*,

Washington Post, *Boston Globe*, *New York Post*, *Newsweek*, *Economist* magazine, *Ladies Home Journal* and many other publications. Scott's unforgettable messages and off-the-cuff humor illustrate firsthand how levity, humor and becoming a 'people person' enrich lives at work and at home.



Sarah Gibson

Sarah Gibson is the founder of Accent Learning and Consulting, LLC, which allows her to share her passion for speaking and teaching practical workplace skills that help individuals and businesses

succeed. She and her team have helped companies understand the impact of workplace communication through a large variety of professional development and leadership classes. Sarah also wrote *Geezer. Punk. Whatever.* to help people learn more about the impact of generational pieces in the workplace. See Sarah's article on "Why Don't Millennials Do the Next Thing on the List?" on page 16.



Jay Gubrud

Jay is a catalyst for performance improvement. He is a dynamic professional speaker, trainer, author and consultant who has been presenting across industries and audiences for over seventeen

years. His programs challenge participants to eliminate the everyday roadblocks to their success. Jay has an innate ability to relate the trials of life and business in a way that everyone can relate to... **Cars and Driving!**



Laura Jolcover

Laura has over 25 years in Sales and Marketing and over nine years with the Number One Furniture Rental Company in the Nation, *CORT Event Furnishings*. She has proven success using her

unique style, design, and what she calls a "common sense approach" to problem solving, strategies and life.

Before lunch, we have a great opportunity to participate in benefiting local senior living communities. During this Community Outreach project, we will be creating cards for the residents of these communities and some of the residents will be participating in the fun!

In the afternoon, there are three breakout sessions to choose from including *Business Writing Tips and Tools* with Sarah Gibson, *Be a connector - creating value every turn!* with Jay Gubrud, and *Event Design* with Laura Jolcover.

We can guarantee that these classes will allow you to enhance your knowledge to graduate MPI-WI University at the end of the day.

For more information on our class schedule, professors, and to register, please visit www.mpiwi.org/events.

We look forward to seeing you all at MPI-WI University! 🌟

MPI-WI March Event Recap

By: Nicole Ellickson, CMP

Our MPI-Wisconsin March Education and Fundraiser was held at the full service Hampton Inn & Suites Milwaukee West on March 16, 2017. The day started out with optional pre-event sessions for members; MPI 101 for new members or those thinking of joining MPI and CMP 101 for seasoned members who are studying for or interested in earning their CMP designation.

Courtney Idhe presented the March education session on *“Six Keys to Effective Team Building.”* Courtney’s engagement and activities with the attendees taught them the steps of building and or growing a business. She identified action steps to create a better team.

Following education, the evening was kicked off with a good old-fashioned fair reception and fundraiser, where attendees could connect with other MPI members, bring back their childhood memories by playing carnival games for raffle tickets, and begin bidding on the amazing silent auction items. The hotel pulled out some great surprises with fair themed food and decorations. Attendees danced to the DJ’s music and took silly photos in the Photo Booth.

MPI-Wisconsin relies on the support from its members and non-members and we are truly grateful for all the donations and participation from everyone. We would not be able to get donations and wonderful speakers without all your support.

Thank you. 🍷





SMUG MUG



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search these properties & more at
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APPLETON



Radisson Paper Valley Hotel

333 W. College Avenue, Appleton, WI
920/733-8000 | radissonpapervalley.com
Meeting rooms: 26; Sleeping rooms: 388; F&B: Yes
We're building something more... Fox Cities Exhibition Center connected to our existing 38,000 sq. ft. of flexible function space. www.fcexhibitioncenter.com

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 | conferences.metropolisresort.com
Meeting rooms: 10; Sleeping rooms: 107; F&B: Yes
Located just off Interstate 94. Groups up to 300 and 9,200 sq. ft. meeting space. We create fun and memorable events with unique offerings & convenient meeting space.

NEENAH

Best Western Premier Bridgewood Resort Hotel

1000 Cameron Way, Neenah, WI
920/720-8000 | bwneenah.com
Meeting rooms: 12; Sleeping rooms: 95; F&B: Yes
Award winning resort hotel close to I-41. Golf course & mini golf, tennis, fitness center & free Wi-Fi. Groups up to 500. Renovated meeting rooms & 10,000 sq. ft. meeting 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.



WHO'S IN THE NEWS

Congratulations to **KRISTA EMMONS** on her promotion at Travel Leaders! Krista's been a member of MPI since 2015 and has been a the Team Lead for the June Golf Outing for two years.

Krista has been with Travel Leaders since her company was acquired by them in 2015 and is the new Operations Manager in the Meetings Management Division. Congrats, Krista!!

Congratulations to **DONNA SMITH** on her promotion at Heidel House! Donna has been a member of MPI since 2012 and has been a volunteer in many roles through the years. Donna has been with Heidel House for eight years and is the new Senior Sales Manager. Congratulations, Donna!

Thank you to **JOE MILLENBACH** who has been our volunteer editor of the *Agenda* since July 2015. Joe's time and commitment to the *Agenda* is appreciated by all of our readers! Thank you, Joe!

Welcome **NICOLE SLEMIN** as our new editor! Nicole is new to MPI and we are excited to have her on the *Agenda* team.

MARIA PEOT, CMP has accepted a new position with First Business Financial Services as their Social Media & Events Specialist.

FOOD FOR THOUGHT: Head Chef Therese Lewallen

Green Lake Conference Center Green Lake WI

WHITE CHICKEN CHILI

Ingredients:

2 cups diced white onion
2 cups diced celery
2 cups diced green pepper
1 cup butter
1 Tbsp. finely chopped garlic
1 cup flour
12 cups hot chicken stock
3-4oz cans diced green chiles
2 Tbsp. ground cumin
3-14 oz. cans cannellini beans
8 cups cooked diced chicken
2+ cups grated Monterey jack cheese
Salt & Cayenne pepper
Fried tortilla strips

- Sauté onion, celery and green pepper until tender
- Add 1 Tbsp. finely chopped garlic
- Add 1 cup flour to make roux and cook until light golden brown
- Add 12 cups hot chicken stock, cook until thickened
- Add diced green chiles, 2 Tbsp. ground cumin, cannellini beans, cooked diced chicken
- 2 cups grated Monterey jack cheese
- Salt and cayenne pepper to taste
- Top with fried tortilla strips and Monterey jack cheese



Therese has been in the foodservice industry for 30+ years. Over the course of those 30 years, she has owned a restaurant and managed banquet halls. She took a break from her foodservice career to support her son's Wisconsin Badger football career and to care for her elderly parents. During this time, two of her daughters worked at the conference center's greenhouse and asked her to join them on a seasonal part-time basis. Along with her passion for cooking was a love of gardening. After the first season of greenhouse work, Therese assumed the responsibility of greenhouse manager and held that position for three years. During her employment she volunteered to help in foodservice as needed and found her love of the foodservice industry was her true passion. When the opportunity arose, she applied and was awarded the Head Chef position here at Green Lake Conference center.

Bauer Dining Room in Kraft Centre serves buffet style meals and delicious ice cream! Enjoy a table with a lake view or gather around the fireplace for breakfast, lunch and dinner. The main dining room seats 540. Within the main dining room there are two additional dining rooms for small groups and private banquets: Tower (seats 84) and Mitchell (seats 96).

Our talented foodservice team designs menus and decorates to create a great atmosphere for banquets, picnics, barbecues, coffee breaks, afternoon teas, and working lunches/dinners.

View our catering menus at glcc.org. 🍷



SUPPLIER PROFILE

Cathleen 'Cat' Caruso

General Manager, pc/nametag Inc., a subsidiary of Avery North America

How long in the meetings industry? I've been in the meetings industry a little under two years.

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

services the meetings industry by offering name badges and meeting registration products. So we're helping planners create important events where people make connections and have fun. I can't think of many industries that are better than that.

Our goal is to make it easy for the planner to succeed and to make sure that the name badge looks great, is legible and makes a great first impression -- what everyone wants at an event. My official title is general manager of pc/nametag, but I think of myself as more of a cheerleader for the team who champions bigger and smarter ideas about how we deliver value in the meetings and events industry, and become a market leader in the B-to-B space as it relates to Avery consumer products.

Tell us about your family: My husband Mike is our family's domestic engineer -- he is a stay-at-home dad for our seven-year-old twins, Kira and Gavin. I grew up energized by family-run businesses. My father worked for GE and then built his own business in manufacturing and renewable energy. My grandfather on my mother's side was in the oil industry and also owned a chain of supermarkets during the depression. And my father's father was a farmer. So I was surrounded by small-business entrepreneurs. My mother was from the South and loved to throw parties for any type of occasion. While I was growing up, she was the event planner for my father's company. And while in college, I was the party planner for my sorority. So you could say I've been inspired by or participated in event coordination most of my life.

Where do you currently live? I live in Madison, just 10 minutes away from pc/nametag's corporate office in Verona, WI.

Favorite Pastimes: I'm an avid runner, and I also like to hike. When I can, I love to scuba dive and windsurf. I'm also a snowboarder (which is appropriate for a former California girl living in Wisconsin).



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Why Don't Millennials do the Next Thing on the List?

By: Sarah Gibson

In discussing managing up and down the generational chain of command, one of the biggest complaints against the millennial generation is they do whatever thing we ask them, but then they come back to us and ask for their next assignment. If we tell them to go do A, we expect them to do B, C and D without needing us to tell them it needs to be done. As a supervisor, this can be hard to manage.

Let's think about why millennials may behave this way. We raised millennials in very scheduled environments. At this time, you go to this event. Then check in with us by text, go to your next event, and check in with us again. In essence, we trained them to come back to us for feedback between each step. It's not that millennials aren't smart. They are. They are quite brilliant. The issue is us. We raised a generation of folks on regular feedback, and then we expect them to act based on something contrary to our 18 years of parenting.

Rather than view this need for feedback as a negative thing, we need to reframe it. First, if we think about why a millennial

checks in for feedback, it's ultimately so the millennial does the task we've asked of her correctly. That's a good thing. It's a great thing! She wants to make sure she's on task and doing things the way we want. Second, this keeps any mistakes or errors in an easily correctable situation. If something is off the mark, the entire project doesn't fail, we only need to tweak the one thing to bring things back into alignment. That's another win for us. Last, millennials are happy to complete projects on their own without feedback, however, they would like our permission to do so. Often they'd like to run through things once with us to make sure they have it correct before doing it completely independently. Again, not a bad thing. We have to be aware that our feedback now creates less corrective measure later. It's actually a time saver for us.

So the next time you tell a millennial to go do A, remember they are happy to do B, C and D, but they'll likely come back at each step, and it's truly a win for both of you as you manage up and down the generational chain of command. 🌐





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MPI WISCONSIN MEMBERSHIP

New Members

REBECCA STAATS

Sales Manager
Metropolis Resort
rebecca@metropolisresort.com

MORGAN NAPGEZEK

Intern
Coldwell Banker
mnagezek@yahoo.com

CARRIE WUNDERLICH

Meeting Planner
State Bar of Wisconsin
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JENNIFER TERPSTRA

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Anniversaries

TEN YEAR ANNIVERSARY

NANCY POZGAY

Reinhart Boerner Van Deuren s.c.
Marketing Events Specialist

JOEY GREENO

Kalahari Waterpark Resort
Convention Center
Assistant Director of Sales

FIVE YEAR ANNIVERSARY

LORI JOHNSON

Janesville Area Convention &
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Director of Sales

DARLA LEICK

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Manager, Global Accounts

AMY QUALMANN, CMP

Wisconsin Association of
School Boards
Comm Specialist/Event Planner

ONE YEAR ANNIVERSARY

BETH CUEVAS

PC/Nametag
Account Manager

SETH ELDER

Lake Geneva Canopy Tours
Director of Sales

LAURIE FREUND

Waukesha County Technical
College
Coordinator of Library
Development

EMILY JANNEY

The Edgewater Hotel, LLC
Catering Sales Manager

MONICA RINCON

Acuity
Customer Relations Specialist

SUSAN CUDWORTH

The Ridge
Director of Sales

DAVID LONCARIC

Student
Event and Trade Show
Coordinator

TAMMY WISNEFSKI

Holiday Inn
F & B Executive

SHERI PAAPE

Northwestern Mutual
Field Events Coordinator

JOE MILLENBACH

ConferenceDirect
Global Account Executive

CALLEY VAN KIRK

Holiday Inn Milwaukee
Riverfront
Group Sales Manager

NATALIE CAMPBELL

J Stevens Productions
Head of Marketing

JESSICA ZELENOK

Milwaukee Marriott
Downtown
Market Senior Sales Manager

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American Family Insurance
Marketing Assistant

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S'cape Relaxation Services, DBA
Meeting and Special Event
Manager

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Fox Premier Meetings and
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Program Coordinator

WADE DERBY

Fox Premier Meetings and
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JOAN PINCH

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Regional Director of Sales

AMANDA RIDOUT

Harley Davidson Museum
Sales Manager

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Student
Meeting and Event Management

KAREN VLACH

Culver Franchising System, Inc.
VP of Administration

COLETTE KUKLA

Embassy Suites by Hilton
Milwaukee Brookfield

KIMBERLEAH BLEDSOE

Student
Milwaukee Area Technical College

JESSICA PHILLIPS

Student

KA HER

Student

MARY GREENE BALESTRINO

Student

APRIL TYLLA

Student

TIMOTHY SMITH

Student



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STUDENT PROFILE

Julie Wills

STUDENT
MADISON COLLEGE

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

I would like to be involved in membership or communications. Both teams would allow me to get to know the members better and find out what they need to succeed.

Tell us about your family:

My husband and I have two grown children who live in the area. One tradition we have is to get the best tickets we can afford and attend a Packer game every season (plus we get quality time together traveling to and from the game). The whole family also “volunteers” for the Dragon Art Fair (1st Saturday in June), which I have been coordinating for the past 13 years. They have learned how much goes into planning an event, and how good it feels to make it successful for the artists and guests.

Where were you born? Waunakee, WI

Where do you currently live? DeForest, WI

Favorite Pastimes:

Coordinating events for the Dragon Arts Group, the non-profit I co-founded, as well as family gatherings, girl's weekends with my high school friends, and relaxing with a good book.

Favorite Musical Group:

Tie between Kelly Clarkson and Bon Jovi

Dream Vacation: European river cruise

If I won the lottery I would:

Take care of my family's bills and student loans, book that river cruise and find a way to give back to my community.

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

What drew you to the meetings industry?

I entered the Hotel Management program at Madison College after high school. Although I really enjoyed learning about the hospitality industry and the creative aspects of the work, I only completed the first year and my career took me in a different direction. Since that time, I have worked in government, non-profit associations and the corporate world in an administrative capacity. Luckily, most of these positions allowed me to use my creativity to plan and organize events, annual meetings and retreats - so I was able to keep my foot in the door and learn event management on the job.

Tell us about your college program:

In 2014, I completed the Meeting & Events Management for Administrative Professionals certificate program at Madison College. At that point, I was encouraged by my teachers to pursue the associate program. I am currently finishing up my last two classes and internship this semester!

Person you admire most and why:

Ellen DeGeneres. She spreads laughter and gives back to those who need help. She and others who are able to do this help to make the world better.



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PLANNER PROFILE

Michelle Eggert

Director of Global Accounts
ConferenceDirect

How long in the meetings industry? Too long – over 25 years

How long in MPI? Joined 11/5/2002

Tell us about your company and/or position:

ConferenceDirect is a professional event management and meeting planning company dedicated to providing services that save planners time and money. Guaranteed.

I have been an independent contractor with ConferenceDirect since September 2001. I appreciate the opportunity to service my customers in the best manner I possibly can, whether it is site selection, contract negotiation, conference management services, housing and registration assistance, SMM, development of meeting apps, or providing expertise in any of these areas.

Teams or projects that you have worked on for MPI or

would like to be involved with: I served on the board of directors of MPI from 2005-2008 and enjoyed every opportunity I had during that period, from membership recruitment/retention to monthly meetings and programming. In January 2017, I served on the Community Outreach Committee with GloBall Giving and appreciated the opportunity to learn more about the organization and their commitment to helping children worldwide.

Tell us about your family: Bill, my husband of 31 years, still looks younger than me, which drives me crazy because he's 11.5 years OLDER than me. We were blessed with two incredible daughters, Karen and Rachel, both who have found great husbands. Brandon, our son, and my daughter in law, Rachel, and their two amazing kids Laney (9) and Sam (6), make us laugh whenever we are together. Life would not be complete without Greta (our dog), Artie (Karen & Steve's dog), and Penny (Rachel's princess), especially when the three are together. Sound the alarm the UPS man is here!

Favorite Pastimes: Knitting, long walks with the dogs – especially when the sun is shining – fishing, and being with the family just kicking back and relaxing

Where do you currently live? Town of Vernon



Where were you born? Bay View, WI (Milwaukee)

Favorite Musical Group: Can't say I have a favorite musical group. Favorite Musical? Well that would be Sound of Music - hands down. Best. Movie. Ever.

Person you admire most and why: My mom and dad. My mom was incredibly caring and giving. At her funeral, the Pastor's message was "the Lord gave to Bonnie and the Lord gave through Bonnie." He couldn't have stated it more eloquently. My dad is amazing – always patient, kind, smiling, laughing, yet always there to give guidance when needed. He reads the paper every day and can provide you any fact about what is going on – whether you want to hear it or not.

Dream Vacation: Just took it in June 2016 – 7 day cruise to Alaska followed by three days in Denali National Park for our 30th wedding anniversary.

If I won the lottery I would: First, return a percentage to the Lord's service. Second, take the family on a warm vacation anywhere in February or March. Third, buy a cute little cottage on a lake with fish, and stash the rest.

Words to live by: "Be still and know I am God."

Special personal accomplishments: Having the courage and support to become an independent contractor with ConferenceDirect one week after 9/11.

ESCAPE to the *Urban Wilderness of Milwaukee!*

You know Milwaukee for its world-class attractions like the Harley-Davidson Museum, Milwaukee Art Museum and Miller Park, along with the fun of brewery tours and summer festivals. But it might just surprise you that Wisconsin's largest city has its own urban wilderness for your attendees to explore.



Back at the lake, it's "all hands on deck" as groups help raise and lower the majestic sails of the three-masted Great Lakes schooner, S.V. Denis Sullivan, moored at Discovery World in the summer months. Or if you'd rather just unwind and watch the world float by, rental pontoon boats, including the country's only "pub crawl by boat," and dinner cruises

Milwaukee's location at the intersection of Lake Michigan and three rivers sets the stage for water sports, recreation, workouts and scenic vistas year-round. Hop on a Bublr bikeshare bike at one of numerous bike stations downtown and head to the green parklands along Lake Michigan. How about a great team-building game of beach volleyball at Bradford Beach, recently named by Travel Channel as one of its "Best City Beaches?" Complete with retro beach house and Tiki hut drinks, Bradford is a magnet for visitors and residents alike.

Our green, 90-acre lakefront area is a paradise for runners as well, who run for distance along the water and work out at exercise stations and on steep bluffs and stairs between the shoreline and Lake Park above. For those who prefer a leisurely stroll, our 3-mile RiverWalk cuts through downtown, linking popular brewpubs and neighborhoods like the German heritage area and the Historic Third Ward, anchored by the vibrant Milwaukee Public Market. Be sure to stop for a photo op with the Bronze Fonz of the beloved "Happy Days" series.

Want to give your Bublr bike more of a workout? Take the segment of the 100+ mile Oak Leaf Trail that leads from the lakeshore north along a former railroad line through spectacular wooded sections along the Milwaukee River. For a mix of urban settings and nature scenes, head west along the Hank Aaron State Trail, which stretches along the Menomonee River Valley.

Growing in popularity for individuals and groups, kayak and canoe rentals are a great way to view the city and its architecture from a unique river level perspective. Check out more than twelve bridges that span the river downtown and be sure to stop at a riverside brewpub along the way.

on board the popular European-style Edelweiss boats make exploring the rivers and Lake Michigan a highlight of any visit to Milwaukee.

Golfers can play where the pros play on some of the nation's best courses. Just 45 minutes outside of Milwaukee are world class public courses like Erin Hills Golf Course, host of the 2017 U.S. Open in June, and Whistling Straits along Lake Michigan, which has hosted three PGA Championships and welcomes the Ryder Cup in 2020. Greater Milwaukee offers 10 private clubs, more than 55 public courses and 15 county courses, including Brown Deer Golf Course, former host of the PGA's U.S Bank Championship for more than 30 years.

A different kind of urban adventure awaits at recently-opened Adventure Rock on Milwaukee's East Side, where 27,000 square feet of indoor climbing on 42-foot walls with 210 possible routes adds up to one great time for all ages and abilities.

It's all about the outdoors in Milwaukee in the summertime, from relaxing beer gardens in county parks, to free outdoor music concerts and lakefront festivals. Summerfest marks its 50th "Big Gig" this year with headliners like Pink, Zac Brown and Tom Petty, along with ten additional stages showcasing music from country to classic rock, blues, indie and more.

Bring your meeting to Milwaukee, and you can count on our outstanding hotels and meeting facilities, major attractions, professional sports, Potawatomi Hotel & Casino and an acclaimed restaurant and brewery scene.

But we'll be happy to show you our wild side too.

For more info: Laura Lutter Cole, Convention Sales Manager, VISIT Milwaukee
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CALENDAR OF EVENTS

2017



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MAY	17-18	Spring Education Day Green Lake, WI
JUN	19-22	MPI WEC (World Education Congress) MGM Grand Las Vegas, NV
	29-30	Summer Spectacular Best Western Premier Waterfront Hotel & Convention Center & Oshkosh Country Club Oshkosh, WI
JULY	19	Summer Social - Madison Location TBD
AUG	3	Summer Social - Milwaukee Location TBD
	16	Summer Social - Fox Cities Location TBD
SEP	21	Awards Gala Marriott Madison West Middleton, WI
OCT	19	Education Event Holiday Inn Fond du Lac & Lake Winnebago Conference Center Fond du Lac, WI