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MPI-WISCONSIN CHAPTER Agenda

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2017

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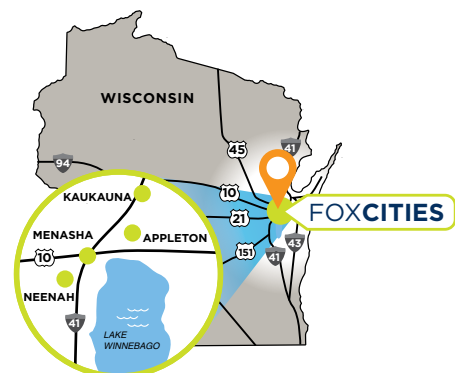
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MPI-WISCONSIN CHAPTER Agenda

July/August 2017

VOL 39/NUM 4

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MPI-WISCONSIN CHAPTER **Agenda**

Published bimonthly by
Meeting Professionals International –
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PUBLICATION DEADLINES

September/October 2017
Deadline: July 15, 2017

November/December 2017
Deadline: September 15, 2017

January/February 2018
Deadline: November 15, 2017

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EDITOR'S NOTE



Sunshine and warm weather, lake breezes and festival fun, trips to the zoo and fried everything on a stick. These are just a few of the things we enjoy about summertime in Wisconsin.

As we enjoy the many delights of summer, we often meet up with friends and family, travel to various places and dream of gallivanting off to magical destinations. The *Agenda's* theme for July/August – Destinations – couldn't be more perfect for this time of year.

The word destination can mean different things to people at various times in their life. The most popular meaning: A place to which a person travels, is sent or wants to go. Another take: The purpose for which something is destined. Ambition, intention, target, objective, design.

As planners and suppliers, we are all professionals with ambition, a purpose, an objective as well as our own version of the perfect destination. Wisconsin has so many wonderful cities, parks, attractions, resorts, hotels and restaurants perfect for exploring or even that next hard to book event. So many, in fact, that numerous articles and blogs have been written about places throughout our state that are a must to visit/experience.

MPI events are the perfect location to network with fellow members and share your vision. Join your fellow MPI'ers for summer fun and networking at the upcoming summer socials. This year's summer social events will be hosted July 19th in Madison, August 3rd in Milwaukee and August 16th in the Fox Cities. Additional details regarding location can be found on MPI's Event Calendar.

As we approach the midway point of summer and half-way point of 2017 - Get out there, have fun planning, and exploring all of what Wisconsin has to offer during our short lived summer months. Just don't forget to stop, breath, enjoy the moment and every single destination.

Cheers,

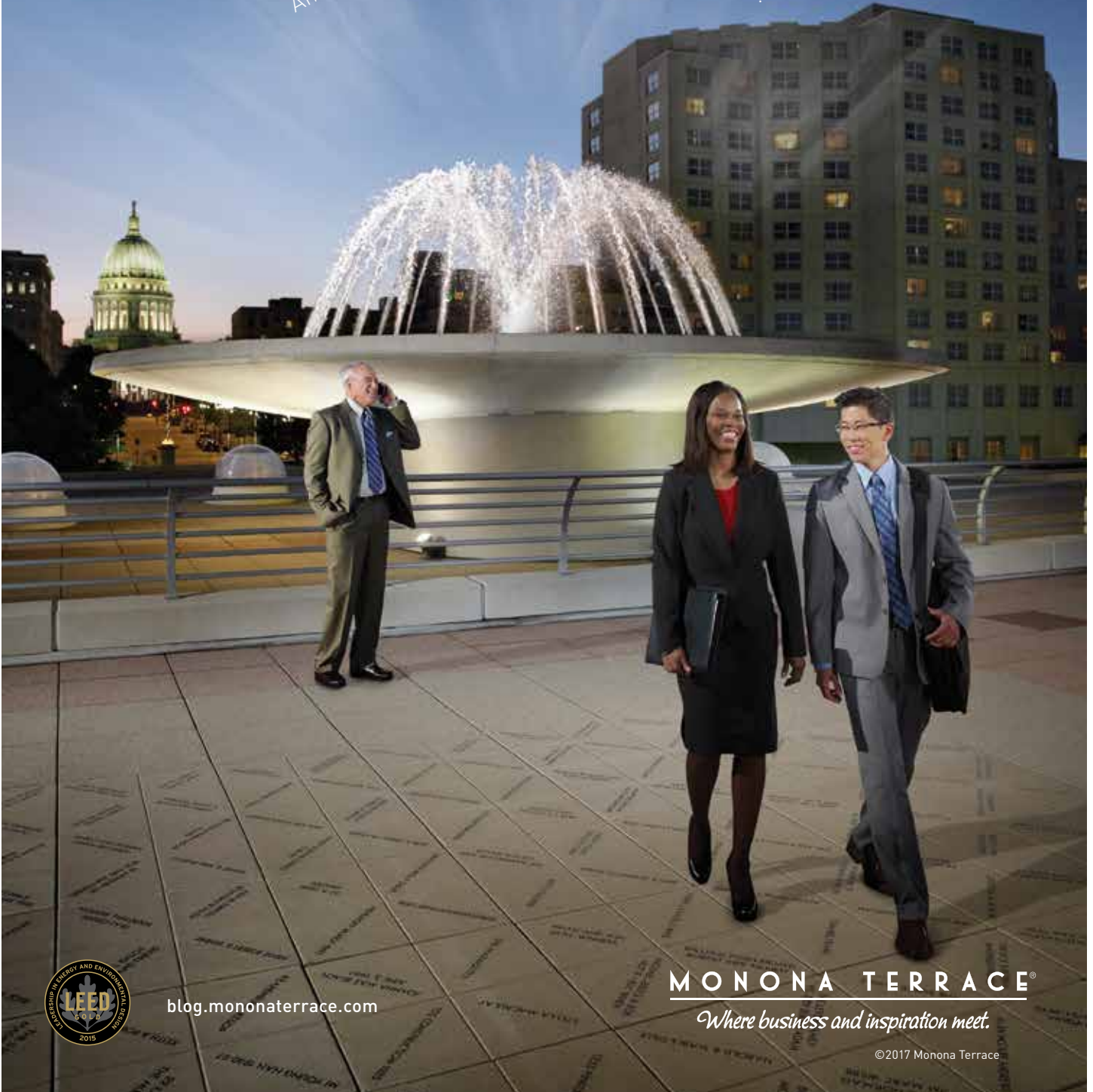
Nicole

Nicole

{MADISON, WI}

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President's Column

Are you ready to take on a challenge?

I am! And I'm also beyond excited and honored to be the new President of the MPI Wisconsin Chapter and to share this special moment with all of you.

I remember hearing about MPI for the first time at my Fundamentals of Meeting Management Class, where my then instructor and now friend and mentor Janet Sperstad told the class about this amazing organization. Who knew that a few months later, my career with MPI-WI would soon start to blossom.

When I attended my first MPI event back in 2012, I made so many meaningful connections, learned so much about the organization and to this day I remember telling myself: "One day I will be the President of this Chapter." And here I am, five years later, ready to step in and take on this new challenge as your new leader. And for those who don't know me, I love to challenge myself, why? Because I learn that life is about taking risks and learning more about yourself as you discover new strengths that you thought you didn't have.

As hard as I have worked to get here, I couldn't take all the credit because it has truly been a team effort. I'm humble and thankful to have such an amazing group of individuals that are already investing a lot of time and effort to provide our members high quality education through professional speaker series and networking opportunities that will enhance your professional and personal life.

Thank you to the Vice Presidents and Directors for stepping up into this new challenge. Your hard work, time, dedication and contributions to the success of MPI WI is greatly appreciated. We are going to accomplish great things this year, but most of all, we are going to have fun while doing it!

To our members, as you know, you only get out of membership in any organization what you put into it. We hope you will regularly participate in our member activities. In addition, we have a number of volunteer opportunities available, and I am always happy to help you find something that meets your interests and serves your personal growth needs. If you want to become more involved, come join us at our next chapter meeting!

Again, thank you for the opportunity to serve you as your President for the 2017-2018 year.

If you have any questions about our chapter, please do not hesitate to talk to me at any of our events or contact me directly via e-mail or phone.

So who is with me and ready to make our Chapter the best one yet!



Claudia Cabrera
President, MPI-WI Chapter

Make sure to mark your calendar with our three upcoming Summer Socials events, where you can socialize with fellow MPI-WI members in a more casual environment. These events are completely free and friends and family are always welcome!:

July 19th	Madison
August 3rd	Milwaukee
August 16th	Fox Cities

Please join me in welcoming our 2017-2018 Board of Directors:

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Cathy Kreiter

Director of Publications & Community Outreach

Sara Banach

BOARD MEMBER PROFILE

JoEllen Graber



Place of employment: Mount Horeb Chamber of Commerce

Where do you currently live? Verona

How long in the meeting/event industry? 15 years

Tell us 2-3 things you are responsible for on the board: Recruiting Members, Awards, and Scholarships, Making sure members are happy with their membership

What is the best part of being on the board? Seeing our chapter grow and knowing I had a part in that

What have you learned most from being on the board? All that goes into making our chapter successful and how amazing our chapter is when going to global events. I don't think our membership always realizes how far ahead of other chapters we are!

What is the best advice you can give to someone who is thinking about getting more involved in MPI? Do it, you won't regret it. Not only do you make great industry connections, but also lifelong friends.

Favorite hobbies or pastimes? Boating, going to concerts, tailgating (notice I did not say going to sporting events).

Favorite musical artist or band? Right now I would say, Chris Stapleton or Lady Gaga

May Event Recap

By: Rebecca Staats, Corporate Sales Manager at Metropolis Resort & Conference Center

The 2017 MPI Wisconsin Spring Education Event kicked off on Wednesday, May 17, at the Green Lake Conference Center located in Green Lake, WI where attendees were invited to unwind in the rustic setting and make valuable connections with one another. The Green Lake Conference Center is a large Christian conference center located on the picturesque shores of the deepest lake in Wisconsin: Green Lake. The conference began with board meetings, a pre-event session for CMP 101 and pre-reception activities of 18 holes of golf, bicycle rental and walking tours of the lakeside campus.



▲ Green Lake Conference Center located in Green Lake, WI

Official Start with Reception

The official start of the conference was the Welcome Reception which featured delicious local wine from Vines and Rushes Winery and local beer from Knuth's Brewing Company and enticing food offerings such as Jumbo Shrimp, Artichoke Dip, Brie En Crouete, Stuffed Mushrooms and more!

Chairman's Challenge

The reception was followed by the Chairman's Challenge - Latin Dancing Lessons with MPI-WI President-Elect Claudia Cabrera and dance instructor Dante Viscarra. Participants learned the basic steps of the samba and cha-cha-cha. The evening concluded with cocktails at Langford's Pub on the Golf Courses of Lawsonia, just up the hill from the main conference center.



▲ Instruction in Latin dancing

Thursday Morning Keynotes

Thursday morning, May 18, began with a buffet breakfast which featured scones, cheese omelets, hashbrowns, fresh fruit and hot coffee in the beautiful & sunny Kraft Dining Hall followed by the President's Welcome and Announcements in the newly remodeled Staughton Hall. The first Morning Keynote began with witty & high energy speaker Scott Christopher from Salt Lake City, UT, an American film and television actor, comedian, best-selling author who presented "People People: Learning to Put



▲ Morning Keynote, Scott Christopher

‘People First’ and Why You Should Even Care.” Scott kept the group laughing & engaged while discussing ‘real’ people skills and the Whys, Whats and Hows of the soft side of customer service coupled with how it pays to have fun at work.

The second Morning Keynote was with Sarah J. Gibson from Stoughton, WI, who is an expert on generational change, leadership and workplace communication who presented “Managing Up and Down the Generational Chain of Command.” Sarah kept the group engaged and asking questions by defining the generations, identifying a representative ‘item’ from each generation and by defining a celebrity from each generation - everyone in the room had a strong connection with this topic! A compelling speaker, Sarah shared insights as to why each generation behaves the way they do and provided tips on how to more effectively communicate together.



▲ Second Morning Keynote, Sarah J Gibson

Board Installation & Community Outreach

The morning keynotes were followed by the MPI-WI Board Installation, the Community Outreach event where attendees were invited to make cards for residents at KindredHearts of Green Lake and Prairie Place Assisting Living in Ripon, and also featured Strategic Alliance Partners Exhibits. Guest attendees joined us from KindredHearts for the Community



▲ Community Outreach participants

Outreach and Lunch events. They included: Twilah DeBoer, Caroline Briesse, and Angie Baneck and were accompanied by Brenda Schuseter, the facility’s social director.

Buffet Lunch & Afternoon Keynotes

The group returned to the Kraft Dining Hall for a buffet Lunch which featured a Salad Bar, Cuban sandwiches, Coconut Chicken, Handmade Waffle Potato Chips and an Ice Cream Bar. Then attendees chose one of three breakout sessions to attend, the options were: “Be a connector – creating value at every turn!” with Jay Gubrud, “Business Writing Tips and Tools,” with Sarah J. Gibson and “Event Design,” with Laura Jolcover from CORT Event Furnishings.

The Education event concluded with Keynote speaker Jay Gubrud from Roseville, MN, who is a trainer, author and consultant who has taken his passion for driving and developed entertaining and education programs that use cars and driving as a theme. He presented, “Rev Up the Planner Supplier Relationship.” This very relative and collaborative session highlighted for attendees what planners and suppliers like from each other, what some of the big roadblocks are, and challenged us to assume the best and reminded our group of the power of positive thinking. →



▲ Afternoon Keynote, Jay Gubrud



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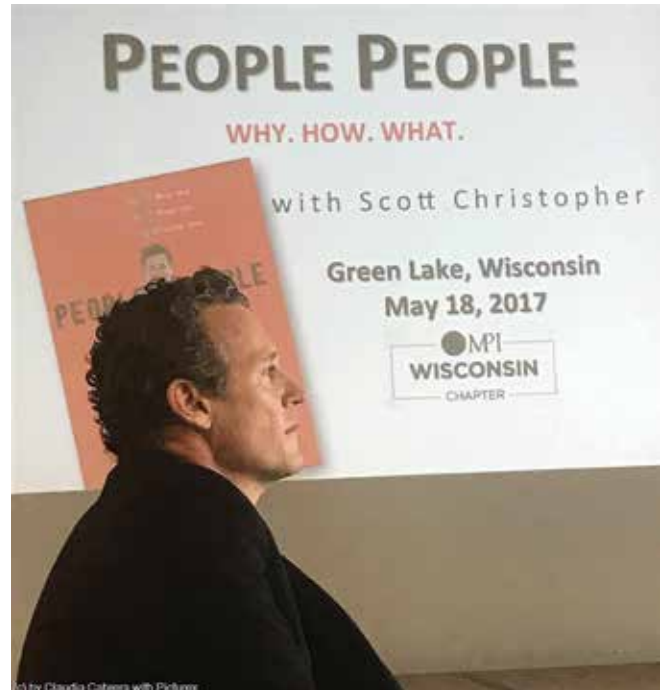
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Shoot & Share Photo Contest

During the event, we offered a “Shoot & Share Photo Contest.” The participation level was fantastic, and we were able to capture some memorable and entertaining photos during the event. Our winners include:



“Best Reception Photo” – Kathy Reading, Marketing & Account Manager at The Scan Group



“Best Keynote Photo” – Claudia Caberera, Corporate Sales Manager at Madison Marriott West Hotel and Conference Center



“Best Exhibitor Photo” – Marin Medema, CMP, Sr. Sales Manager at The Osthoff Resort



“Best Lake Photo” – Sherry Wolff, Sr. Sales Manager at Kohler Co.

Thank you to all who participated and voted on the best images of the MPI-WI Spring Education Day!

4

Ways to MAXIMIZE the Meeting Planning Experience

By: Sam Leber, Blue Harbor Resort

If you plan a lot of meetings or receptions for the same group, sometimes it can feel like you're in a rut. While it may be easy to simply copy and paste, your clients will surely thank you for trying something different. Utilize your resources, and find out what your conference services manager can do to maximize the meeting planning experience!

Take a Tour

When possible, always take the time to tour your chosen venue with the conference services manager in advance. Pictures can only convey so much. Consider if the location is conducive to a productive event. Does the meeting room have natural lighting or a great view? Is the venue easy to navigate? Can the lighting be adjusted according to your needs?

Even if you've used the same venue many times, a tour can give you a fresh perspective especially if you usually plan remotely. A tour also gives you the opportunity to make a personal connection with your conference services manager and create a good relationship as you work together on planning a great event!

Get Interactive with Diagrams

Remember there is more than one way to set a room! Many venues have diagram programs that can show you how specific floor plans will look in your meeting space. Ask your conference services manager to show you options that you may not have considered. Instead of classroom tables, rounds could create more and better use of space in the room. For tradeshow or job fairs, you can see how different set ups would allow for more exhibits.

Some diagram programs, such as the popular Social Table interface, enable you to interact with a live version of the floor plan. While discussing with your meeting planner on a conference call, you might actively rearrange the

layout to show what works best for you, or even see a 3-D representation of the room, rather than go back and forth via email before settling on a certain detail.

Explore Extra Activities

Ask your conference services manager for suggestions about what the venue or local area can offer for something fun to do! All-day meetings can be exhausting - take a break in the middle of the day or finish with a teambuilding activity.

Discover a local brewery or arts center. Enjoy the outdoors with a Segway tour. If you don't want to travel off-property, have painting class set up on-site and discover your colleagues' talents over dessert and a glass of wine (or hot chocolate!).

Find out what your venue has to offer as well. If your meeting is in a resort conference center, they may have equipment to rent for mini-golf or bocce ball. Perhaps add a lakeside bonfire with s'mores to an evening reception, or see if their chef can conduct a cooking class or tasting.

Consider Creative Menus

Sandwich platters, vegetable crudité, and dozens of cookies are all well and good, but it's worthwhile to mix it up some or all of time! Whether it's a new venue or one you've been working with regularly, take a closer look at the catering menu for something fresh.

Perhaps enjoy a fun popcorn or ice cream station with different mixes and toppings. Invent a signature cocktail that fits the theme of your fundraiser or reception. Many times, chefs are able and willing to customize meals to fit specific dietary needs or cultural specialties. Use your conference service manager's expertise to find out a popular favorite or custom items that have been created for other groups they've worked with. 🍷

On behalf of the MPI Wisconsin Chapter Board of Directors, "THANK YOU" to everyone who has helped achieve our chapter volunteer goal!

Alison Hutchison
Amanda Ridout
Anna Anderson
Bonnie Nolan
Brandon Smith
Brooke Miller, CMP
Calley VanKirk
Cara Wallner
Carmen Smalley, CMP
Carrie Jensen, CMP
Casey Neverman
Cathe Gorski
Cathy Cluff
Cathy Kreiter
Cheryl Oswald, CMP
Chris Alberti
Cinda Vingers, CMP
Cindy Foley, CMP
Claudia Cabrera

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Julie Peterman
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Liz Baker
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Tamara Jesswin, CMP
Tami Gilbertson, CMP
Tara Wurtz
Tom Graybill
Tom Coleman
Tracey Bockhop, CMP
Trisha Raymaker, CMP
Wade Derby



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at the Madison Marriott West Hotel

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At 6 PM, stroll through the reception and silent auction, in a design reminiscent of a walk along the Seine.
At 7 PM, participate in a live auction, enjoy dazzling Parisian-styled entertainment and sample traditional French Cuisine.
Following dinner, celebrate our colleagues' accomplishments this past year during the "Awards Commencement Ceremony."
Commemorate our Chapter's 40th Birthday, during the "Disco Themed Afterglow."

A portion of this year's proceeds, for the Auctions, will be donated to Gilda's Club of Madison. We invite all of our members to share photos of themselves in the beautiful city of Paris. Please email your photo to Jodi Goldbeck: jgoldbeck@madisoncollege.edu

April Event Recap

By: Julie Kronlage

April 12-13, 2017 the MPI-Wisconsin Chapter made its way to Dubuque, where Iowa, Wisconsin and Illinois all come together. The Dubuque CVB picked up 32 members at the Sheraton Madison for a memorable motor coach trip to the community. Upon arrival, the group was able to tour Eagle Point Park to see breathtaking views of the mighty Mississippi River and also Lock and Dam #11.

That evening an additional 35 MPI Wisconsin members made their way into the community to join the group at the National Mississippi River Museum & Aquarium for a dinner and were welcomed by Dubuque's Mayor Roy Buol, Dubuque CVB President & CEO Keith Rahe and Nate Breitsprecker with the National Mississippi River Museum & Aquarium.

Thursday morning the group boarded a motor coach to take a city tour of Dubuque. They learned about the community's rich history, its business and industry climate, and also toured revitalized areas that will make great locations for meetings and events, including the Historic Millwork District, Schmitt Island and the Port of Dubuque. The group was also able to

tour the beautiful Grand River Center, the Five Flags Center and the historic Five Flags Theater.

The Community Outreach for this event was Opening Doors. This Dubuque organization houses mothers and children in need of a place to live, get a fresh start and to grow. Thank you to everyone who donated items and supplies.

The education program for the day was all about AV and learning how to work with it, what we need to know, AV 101 and even a snapshot of what we can look for in the near future. Brandt Krueger did a wonderful job of educating the group on the ins and outs of AV and gave some great useful tips of knowing how to work with AV companies or in-house AV.

This meeting was the first meeting that the group has taken outside of the state borders for its regular monthly meeting. It was a success! The event was made possible through a partnership with the Dubuque Area Convention & Visitors Bureau and Hotel Julien Dubuque. 🌟





Join us for the MPI-WI Summer Socials All Summer Long!

By: Maria Peot, CMP

Although our educational activities quiet down over the next few months, MPI-WI wants to stay in touch and keep our members connected over the summer. In order to accomplish this, we've organized three summer social events:

JULY 19TH IN MADISON

*Hosted by the Greater Madison
Convention and Visitors Bureau*

5:00pm

Meet at the GMCVB Office
(615 E. Washington Ave.)
Complimentary parking access via
E. Main St.

5:15pm

Depart from GMCVB and walk to
MPI-WI Summer Social meeting spot
(corner of E. Washington & Pinckney St.)

5:30pm

Social Hour

7:00pm - Concerts on the Square begins

AUGUST 3RD IN MILWAUKEE

*Hosted by Marcus Hotels & Resorts
and Visit Milwaukee*

5:30pm

Meet at Blu in The Pfister
(424 E. Wisconsin Ave.)
Complimentary parking and
appetizers for guests; cash bar

6:30pm

Walk over to Jazz in the Park

AUGUST 16TH IN THE FOX CITIES

*Hosted by the Radisson Paper Valley
Hotel and the Fox Cities CVB*

5:00pm

Meet at the Radisson Paper Valley
Hotel ballroom foyer (333 W. College
Ave.) - Complimentary appetizers and
drink tickets for guests

5:30pm

Concert in the courtyard of Radisson
Paper Valley Hotel featuring a Mile of
Music artist

These events are casual and after business hours, so we encourage you to bring friends and other colleagues as guests. Enjoy warm weather, live music, beverages and the company of your MPI-WI family!

Keep your eyes peeled for more information about the summer socials via email and on our social media accounts!

Facebook: facebook.com/mpiiwi

Twitter: twitter.com/mpiiwisconsin

LinkedIn: MPI-WI Chapter

Instagram: https://instagram.com/mpii_wi_chapter



Did you know?

Announcing the Events Industry Council:



The Convention Industry Council Board and our Brand Task Force recognized a need to refresh and refine our organization's brand to ensure that our focus and work provided true value to our members, all Certified Meeting Professionals (CMPs) and the industry we all serve.

To be truly representative of our industry, it became apparent a name change was needed to better reflect the direction of the industry and the organizations we represent. 'Events' consistently came to the forefront as the most universal, progressive, and preferred descriptor.

Beginning today, we are the Events Industry Council. Your credential remains the same — Certified Meeting Professional — but your credential is taking on a fresh new look. We hope you are proud of the new look for your credential. You are a CMP — powered by the Events Industry Council. ●

2017 Strategic Alliances Partners

To all 2017 Strategic Alliance Partners "Thank You" for your continued support of the MPI-WI Chapter. Your partnership with the chapter is vital to the success of our programs and the great education we offer to our members. We hope you have seen it is great exposure for your companies and we look forward to partnering again in 2018.

PLATINUM



GOLD



SILVER



MPI WISCONSIN MEMBERSHIP

New Members

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25 YEARS**DEBBIE RICE**

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10 YEARS**REGGIE DRISCOLL, CMP**

State Bar of Wisconsin

5 YEARS**KATHY READING**

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1 YEAR**KAREN VLACH**

Culver Franchising System, Inc

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Naomi Tucker, CMP, HMCC



Place of Employment: Meetings & Incentives Worldwide

Job Title: Senior Strategic Account Manager

How long in the meetings industry? 21+ years

How long in MPI? Almost 10 years?

Tell us about your company and/or position: I work at Meetings & Incentives Worldwide as a Senior Strategic Account Manager. In my position, I am responsible for my successful management and client satisfaction with their strategic meetings management program. I also have indirect management responsibility for all of the planners, coordinators, and web designers that help manage over 200 programs per year for this Fortune 100 organization.

Teams or projects that you have worked on for MPI or would like to be involved with: I love working on projects for MPI so much that I was Chapter President in 2012-2013. In the past, I've worked on various projects and on many different teams. Currently, I'm helping with the Awards Gala

for 2017, and very excited to be working alongside some dynamic team members on that team.

Tell us about your family: My husband and I are raising three girls at all ranges of the age spectrum. They are 16, 8, and 3, and keep us both on our toes!

Where were you born? Dothan, AL

Where do you currently live? Appleton, WI

Favorite Pastimes: I love to write and blog about event planning and leadership at Planitonapostit.com. I also love to read and attend book clubs monthly. When I have time on my hands I love to sing or brush off my flute and perform at a wedding or social event.

Favorite Musical Group: Shanghai Restoration Project

Person you admire most and why: I have a lot of people that I look up to for work, personal, spiritual, however I must say that my dad takes the cake. As I grew up he showed us so much love, trust, and faith that it has been an example for me now as I live and raise my kids.

Dream Vacation: Tahiti & Bora Bora, French Polynesia (over the water bungalows – hello?!)

If I won the lottery I would: Get my girls through college, donate to prevent sex trafficking cases, save some, and shop a little!

Words to live by: “Be the change you want to see.”

Special personal accomplishments: I really think that staying sane while raising three girls is an awesome accomplishment! Kidding aside, it can be a struggle to be a full-time mom, and work full-time. Although it's easy to see things eventually come together, not everyone knows the struggles it takes to get there. I like to think that this is my special personal accomplishment over everything that I may have accomplished in my professional life. Being able to somewhat balance what I love to do at work and also spend much quality time with my kids, is such a tremendous blessing.



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A CREAM PUFF NEATLY.

*That's kind of
the point.*

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Renata Prellwitz, CMP

Place of Employment: Chula Vista Resort

Job Title: Director of Sales

How long in the meetings industry? 25 years

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

I started at Chula Vista fresh out of college. I had just graduated from Hotel Management and completed an internship at Disney World.

One would ask how can you stay at the same place for 25 years? With the resort always expanding and changing along with the great drive of ownership, the ever changing aspirations have always created excitement and new challenges.

Tell us about your family: One finds it easy to talk about their kids when they are the highlight of your life. Our daughter Lauren is 15 and competes in horse shows throughout the state. I have branched out of my comfort zone this past year and began driving a horse trailer!

My husband, Gary, is the super hero who always comes to my rescue and has a passion of farming and also loyalty of working for Allen Steele Company based out of Wisconsin Dells for 18 years.

Where were you born? Frankfurt, Germany while my father was serving in the military. Wish I could've stayed a big longer and learned an additional language but came back to the United States at 3 months old.

Where do you currently live? When I graduated from college I swore to my family I was moving out of this small farming community of 3 churches and 4 bars to the big city. Ironically I now live on a farm on a dead end road in a town with 3 churches and 4 bars. I wouldn't have it any other way!

Favorite Pastimes: My guilty pleasure is watching the "Young & the Restless." It's my escape and I find it really comical. With running to horse shows in my free time, I really enjoy staying home!



Favorite Musical Group: Love many types and I'm always the girl that wants to be up in front at concerts!

Person you admire and why: While there are a handful of people I admire I've found a new appreciation of admiring companies that have lived by their brand surpassing any negative social media and create great customer experiences. Although there are quite a few unique local businesses, a few nationwide include Starbucks & Walt Disney World that have maintained a great reputation.

Dream Vacation: I can't say I lay in bed of night dreaming of the perfect vacation however I just took our daughter for her 16th birthday to Kentucky in April to watch the Rolex which is a three day horse event competition with competitors from all over the world.

If I won the lottery I would: Honestly in a world of always wanting more and bigger better expectations. I wouldn't change a whole lot.

Words to live by: How could you pick just a few words to live by? However, no lie...During my first years in the business I attended a MPI meeting and the speaker told us "Don't live 2/7ths of your life." Meaning don't live for the weekends- Love what you do! I still have that sign taped on my desk!

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CALENDAR OF EVENTS

2017



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JUL 19

Summer Social - Madison
Location - Concert on the Square
(Meet at GMVCB)

AUG 3

Summer Social - Milwaukee
Location - Jazz in the Park
(Meet at Blu in The Pfister)

16

Summer Social - Fox Cities
Location - Concert in the Courtyard at the
Radisson Paper Valley
(Meet at the Radisson Paper Valley
ballroom foyer)

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