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MPI-WISCONSIN CHAPTER Agenda

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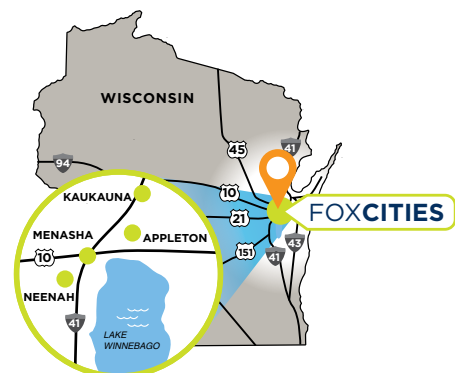
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November/December 2017
VOL 39/NUM 6

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MPI-WISCONSIN CHAPTER **Agenda**

Published bimonthly by
Meeting Professionals International –
Wisconsin Chapter

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PUBLICATION DEADLINES

January/February 2018
Deadline: November 15, 2017

March/April 2018
Deadline: January 15, 2018

May/June 2018
Deadline: March 15, 2018

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EDITOR'S NOTE



Greetings fellow hard-working MPI members! We hope this *Agenda* helps as you plan for next year with a focus on Midwest Destinations.

In a stroke of MPI serendipity, I'm writing my first *Agenda* article on this midwestern topic from my room at a Tiny House festival in Colfax, IA... one day after enjoying our annual MPI Gala in Middleton, WI... one day before celebrating a 50th Anniversary Association Meeting in Milwaukee, WI... two days before a victorious Packer game in Green Bay, WI. Our Midwest is bursting with possibilities for meetings and events of all kinds.

I'm a lifelong fan of the Midwest. When my husband and I sold our beloved sailboat in 2015, our off-time was suddenly no longer tied to Lake Michigan (or the boatyard.) We began a fascinating series of weekend getaways which have included Amherst, Chicago, Cleveland, Columbus, The Dells, Des Moines, Edgerton, Green Bay, LaCrosse, Manitowoc, Minneapolis, Sheboygan, Stevens Point, Two Rivers, White Lake and more! Many of our destinations are sparked by events and MPI meetings. (Thank you, planners, CVBs, and venue directors!)

As a supplier partner, I know that MPI planners energize us to develop new technology and produce engaging print and display components to create successful events. Likewise, the unique venues, natural beauty, and legendary hospitality of our unique Midwest Destinations offer everything you need to inspire your next successful meeting and event.

We hope this *Agenda* will energize you with exciting Midwest Destinations. Enjoy!

A stylized, handwritten signature of the name 'Kathy' in black ink.

Kathy Reading
The Scan Group, Inc.

{MADISON, WI}

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President's Column

I think I can finally say that Fall is here! Even though we had a few Summer days in early October, I can't complain. Coming from a warm weather country, I will take a Summer day in October any time!

I want to start this article by saying thank you again to everyone who was involved in our Awards Gala in September. Our sponsors, leaders, administrators, the Gala team and the Madison Marriott staff all worked so hard to put together this amazing event. This year was extra special since 10% of the proceeds went to Gilda's Club of Madison. Thank you to everyone who bid! I remember when Cindy Foley, Chair of the Gala Team, and I sat down last year to consider the theme of our 2017 Awards Gala. Cindy knew that Paris is my dream destination, and she was fully committed to bring Paris to Madison. The entire Gala team definitely brought it and executed it flawlessly.

I also want to say congratulations to all the winners and nominees this year. You all deserve to be recognized. Thank you for all that you do for this industry.

2017 GALA AWARDS WINNERS

Hall of Fame: Carmen Smalley, CMP

Supplier of the Year: Deana Heinisch

Planner of the Year: Cheryl Oswald, CMP

Meeting Industry Advocate: Reggie Driscoll, CMP

Team of the Year: 2017-April Team

Rising Star: Jason Kauffeld

Kristin Bjurstrom Krueger Student Scholarship:

Ann Breitenbach

The Founders Grant: Carmen Smalley, CMP & JoEllen Graber

I hope everyone had a great night at our Awards Gala and kick off education meeting of the new year!

When this issue hits your desk, we will have already held our October event in Fond Du Lac. I hope that everyone enjoyed our speaker, Michele Wierzgac, as well as the pre-and post FAM tours that were offered during this event. Thank you to the Fond Du Lac CVB for offering these complimentary tours, to WISCO Hotel Group for hosting us and the October team for putting together a great agenda and event for us!



Claudia Cabrera
President, MPI-WI Chapter

Our next event is the joint MPI GLES Conference in Indianapolis on November 12-14. It's going to be a fantastic event with great speakers and lots of valuable networking opportunities. This will be my second time attending a GLES conference and -- from my personal experience -- there is nothing better than networking with other MPI chapters' members. This is a terrific opportunity to learn more about evolving practices and meet new people in our industry. Whether you are a planner or supplier, you should really consider going to this event. There are also some great sponsorship opportunities during GLES to showcase your products and services. Please visit our website www.mpiwi.org for more information. I hope to see you all there!

I want to leave by saying Happy Holidays to all of you! Thanksgiving is right around the corner and before we know it Christmas will be here. Along with lots of great food, these holidays are a time for gifts. So, mark your calendars for our Bidding For Good online silent auction from November 17th - December 4th and plan on bidding on many fantastic items. Use these as gifts for yourself or for your loved ones just in time for the Holidays! Please refer to the *Bidding For Good* article in this issue for more information!

As always, I want to thank everyone for being part of MPI-WI and this great organization. I am honored to serve you and be your new leader. If there is anything that I can assist you with, please do not hesitate to contact me anytime!

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

Maria Peot, CMP

Place of business: *First Business*

Where do you currently live?
New Berlin, WI

How long in the meeting/event industry? *Over 10 years*

Tell us 2-3 things you are responsible for on the board: *Lead the communications teams and oversee the Chapter's social media platforms, community outreach activities, AGENDA magazine, and website.*

What have you learned most from being on the board? *Being on the board has taught me how to work with lots of different people, understand different work styles, and manage many projects throughout a year long period.*

What is the best part of being on the board? *Being on the board allows me to voice my opinions on chapter operations and provide expertise in the areas that I have experience in from my job.*

What is the best advice you can give to someone who is thinking about getting more involved in MPI? *MPI is a safe place to try things you're not brave enough to do anywhere else. I take MPI events as an opportunity to practice public speaking, because I am TERRIFIED of it, and I know if I mess up, I'll receive encouragement and support from fellow members. Use MPI volunteer opportunities as your "practice" to get better at the things you feel are not your strengths.*



Favorite hobbies or pastimes?

Spending time outside, running with my pup, hanging out with my niece and nephew, biking, traveling, boating, watching sports (football, baseball, college basketball), skiing, cooking, drinking wine, reading, podcasting, and pretty much anything that allows me to avoid cleaning. (ha!)

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Indy Welcomes the Great Lakes Education Summit

By: Danielle Ziegler, CMP, CVT

The 4th Annual Great Lakes Education Summit is in Indianapolis this month! Hosted by MPI Chapters in Indiana, Michigan & Wisconsin, the summit offers a variety of educational programs along with fun-filled networking opportunities for all attendees. With the collaboration between the three dedicated chapters, it is one conference you do not want to miss. Visit www.mpigreatlakes.org for the most up to date information.



AGENDA

Sunday, November 12, 2017

Time (EST)	Event	Speaker / Sponsor
2:00pm - 6:00pm	Registration	
3:00pm - 4:00pm	Chapter Leaders Session	
4:00pm - 5:00pm	Chapter Leaders & Emerging Leaders Forum	
6:00pm - 8:00pm	Welcome Reception	<i>Sponsored by Sheraton Indianapolis City Centre Hotel</i>

Monday, November 13, 2017

Time (EST)	Event	Speaker / Sponsor
7:00am - 4:00pm	Exhibit Hours/Silent Auction	
8:00am - 9:00am	Breakfast	<i>Sponsored by Hamilton County Tourism</i>
9:00am - 9:15am	Welcome Remarks	
9:15am - 10:30am	Opening Keynote: Conference Connexity	Sarah Michel
10:30am - 11:00am	Break & Exhibits Open	
11:00am - 12:00pm	Breakout: Sales for Event Professionals - How Being 3rd Will Make You #1	Mitch Taylor <i>Sponsored by Travel Alberta</i>
11:00am - 12:00pm	Breakout: Surviving Clientzilla!	Breeda Miller
12:00pm - 2:00pm	Lunch Keynote: Hot Technologies 2018	James Spellos <i>Sponsored by Meetings Michigan</i>
2:15pm - 3:15pm	Breakout: Developing Radical Hospitality	Sarah Michel
2:15pm - 3:15pm	Breakout: In Case of Emergency: How Your Mobile Device Can Save a Life	James Spellos
3:15pm - 3:45pm	Break/Exhibits Open	<i>Sponsored by Louisville CVB</i>
3:45pm	Hotel Tours	
3:45pm - 5:00pm	Free Time	
5:00pm - 6:30pm	Punch Bowl Social	<i>Sponsored by Visit Indy</i>
	Evening on own	

Tuesday, November 14, 2017

Time (EST)	Event	Speaker / Sponsor
7:00am - 1:00pm	Exhibit Hours/Silent Auction (Closing at 10:30am)	
8:00am - 10:00am	Breakfast/Keynote: Meeting Your Clients Healthy Dining Demands with Confidence	Franceen Friefeld <i>Sponsored by Visit Hendricks County</i>
10:00am - 10:30am	Break /Exhibits Open Silent Auction	
10:30am - 11:30am	Breakout: Interactive Engagement Formula	Mitch Taylor
10:30am - 11:30am	Breakout: Successful Fundraising Events on a Shoestring Budget	Breeda Miller
11:30am - 1:30pm	Lunch Keynote/Closing Announcements: Change is a Funny Thing - Navigating the Meetings Industry Through Times of Transition	Tim O'Shea <i>Sponsored by Destination Reps</i>

THANK YOU to our Strategic Partners...this event would not be successful without you!

We still have a variety of partnership opportunities available. Make sure to visit our website (www.mpigreatlakes.org) or contact Danielle Ziegler (ziegler@vistimadison.com) for more information.

NEW this year!

GO Scavenger Hunts App – this year, we are partnering with GO Scavenger Hunts on an interactive app with challenges and trivia questions to increase engagement between attendees, exhibitors, and partners. Keep an eye out for more information on how to participate as prizes will be given to the top hunters!

A Night in the City @ Punch Bowl Social – Join Visit Indy for an evening of food, fun, and friendly competition on Monday night Just a short walk from the Sheraton Indy, Punch Bowl Social Indianapolis is the bowling alley, karaoke, event space trio. You can expect to have a great time while enjoying creative bites and custom cocktails. Take your pick of billiards, bowling, ping pong, corn hole, washers, karaoke and more!

We hope to see everyone in Indianapolis this month! If you can't make it this year, stay tuned for the 2018 GLES dates and location as Wisconsin will be hosting next year's GLES! 🍷

2017 GREAT LAKES EDUCATION SUMMIT CONNECT • ENGAGE • INSPIRE



Franceen Friefeld



Breeda Miller



Tim O'Shea



Sarah Michel



Mitch Taylor



James Spellos

FOOD FOR THOUGHT:

Executive Chef Justin Winkler

The Westin Milwaukee / Stella Van Buren



Justin began his culinary career as a prep cook at the Pittsburgh Marriott North until 2008, when he transferred to the Renaissance Indianapolis in Carmel, IN. His skills learned during the opening of the Renaissance Indianapolis and its restaurant, Grille 39 helped drive his decision to move to New York and study at the Culinary Institute of America.

After graduating from the Culinary Institute, he was hired at the Spartanburg Marriott in South Carolina, where he trained, led and mentored cooks. In 2013, Justin obtained his first executive chef role at the Savannah Hilton Desoto in Savannah, GA and in the first year, earned the property an award for most improved Food & Beverage. From there he moved on to the Dallas Fort Worth Airport Marriott South and most recently, he served as the executive chef at the Clearwater Beach Marriott Suites on Sand Key in Florida for a multi-outlet operation. Justin's nearly ten years of culinary experience, and his passion, has led him to his new role as the executive chef of Stella Van Buren.

PECAN PRALINE FRENCH TOAST

1	Whole Butter (softened)
2 ea	Loaves-White Pullman Bread (1" slice, crust removed)
230 grams	Granulated Sugar
740 grams	Whole Milk
460 grams	Heavy Cream
900 grams	Whole Eggs (pasteurized)
8 grams	Vanilla Bean Paste
4 grams	Cinnamon (ground)
2 grams	Nutmeg (ground)
4 grams	Kosher Salt
450 grams	Pecans (toasted, rough chopped)
390 grams	Dark Brown Sugar
340 grams	Whole Butter (softened)
90 grams	Maple Syrup
2 grams	Cinnamon (ground)
1 gram	Nutmeg (ground)

FRENCH TOAST CUSTARD:

1. Evenly butter 2" pan, set aside.
2. Place milk, cream, eggs, vanilla, cinnamon, nutmeg & salt in a mixing bowl, whisk until thoroughly combined.
3. Place one loaf of bread on bottom of pan, you may need to cut to fill gaps.
4. Pour 1/3 of egg mixture evenly over first layer of bread.
5. Place remaining bread over first layer of bread, make sure to fill all gaps.
6. Pour remaining egg mixture evenly over top of bread.
7. Wrap pan lightly & refrigerate for 1 hour.

PRALINE TOPPING:

1. Place pecans, dark brown sugar, butter, maple syrup, cinnamon & nutmeg in a mixing bowl, mix until thoroughly combined.

BAKING INSTRUCTIONS:

1. Spread evenly pecan praline over French toast
2. Cover pan with aluminum foil, bake in 350° oven for 30 minutes.
3. Remove foil & bake an additional 30 minutes, or until French toast is puffed and golden.
4. Cool at room temperature.
5. Label, date & refrigerate until further use.



Meet in Wisconsin!

search these properties & more at WisconsinLodging.org

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



BELOIT



Ironworks Hotel

500 Pleasant Street, Beloit, WI
608/362-5500 | ironworkshotel.com
Meeting rooms: 4; Sleeping rooms: 54; F&B: Yes
Overlooking the Rock River in downtown Beloit, we can accommodate up to 200 guests. On-site catering by Merrill & Houston's Steak Joint.

DELAFIELD

The Delafield Hotel

415 Genesee Street, Delafield, WI
262/646-1600 | thedelafieldhotel.com
Meeting rooms: 3; Sleeping rooms: 38; F&B: Yes
Newly-remodeled Delafield Hotel is a four-diamond boutique hotel featuring meeting space for 2 to 250 attendees with on-site catering from I.d. resaurant.



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 & 9200 sq. ft. meeting space. We host every event you can imagine-meetings, conferences, holiday parties, family trips & more!



PEWAUKEE



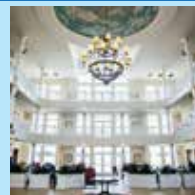
Country Springs Hotel, Water Park & Conference Center

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.



MPI-WI Chapter 2017 Awards Gala

By: Cindy Foley, CMP & Cinda Vingers, CMP



On September 21, 2017, our Chapter came together to celebrate our members and their accomplishments this past year. Our great team executed a spectacular event and following is how the planning evolved.

Developing the Theme

High on MPI WI Chapter President **Claudia Cabrera's** wish-list of places to visit - The Evening in Paris theme for this year's Gala was born.

Putting the Team Together

Through the expertise of our talented team, the detailed components of the event were executed flawlessly.



Naomi Tucker, CMP did a phenomenal job pulling together a subcommittee focused on acquiring new and diverse items for our silent and live auction. Her team included **Deanna Heinisch; Casey Neverman** and **Wade Derby**. To up the ante, this year the Past Presidents issued a challenge to the current Board of Directors, motivating each group to secure the most donations achieving the highest value. The Past Presidents won the challenge and bragging rights, securing items valued at over \$6,000. Naomi's team garnered \$6,855.00 in total revenue for the Chapter through all of the auctions.

Julie Peterman, CMP offered support through every aspect of the planning and production. Without the generous support of Julie and the Middleton Tourism Commission, we could not have delivered an event at the same high levels.

Michael Wall and his team at Majic Productions executed a high end, show stopping production, complete with lighting, special effects and audio perfection.

Claudia Cabrera, Tracey Bockhop, CMP and **Jane Kinchloe** provided guidance as our Board Liaisons.

Judy Keller served as speaker liaison for our exceptional educational session.

Tom Graybill, with his enormous background and experience, assisted on all levels.

Jodi Goldbeck, CMP lead our student volunteers. Their valued assistance gave them an opportunity to gain highly beneficial hands on experience.



Cinda Vingers, CMP spearheaded all of our marketing efforts. These included the highly creative brand development for the event, marketing imagery and layout for ads, website, and collateral design.

Steve Lorenz, CMP did an excellent job with all of the intricate details of managing our script, including everything from securing a trio of entertaining emcees and awards presenters, to the incorporation and modification of numerous entries, as well as the final delivery and presentation.

John Hosek of Surroundings Events and Floral created magical illusions through his creativity and design throughout the reception and gala rooms.

Catherine Davis, Director of Event Sales at the Marriott, perfectly directed the execution of the event.





Steve Lorenz, CMP, David Helgeson, CMP and Brandon Smith, our three emcees, led us through a memorable awards ceremony, the highlights of which included insightful remarks by Immediate Past President **Jennifer Mell, CMP**, President **Claudia Cabrera** and **Alison Huber, CMP** in recognition of Hall of Fame Awardee **Carmen Smalley, CMP**.



Events of the Evening

The Reception and Silent Auction room was themed reminiscent of the Tuileries in Paris. Parisian music was provided by John Chimes on the keys. Caricature artists and mimes completed the theatrical set. Members walked the red carpet from the reception to the Gala.

The Gala room came alive with huge lit backdrops of the Eiffel Tower, The Seine and Cafes in Paris, in addition to beautiful graphics on the video wall screen.

The Madison Marriott West provided members with a traditional five course French dinner and accompanying wine pairings for each course.

Sigurd Molland and his team of sidekicks once again delivered a highly successful live auction, raising \$2,600 for the Chapter.

This year, our Chapter was honored to donate 10% of the proceeds from our Gala auctions, to Gilda's Club Madison.

Opening the Awards Ceremony, members enjoyed an interpretive French dance performance by Magnum Opus.



Following Magnum Opus dancers to our Afterglow, we wrapped up the evening celebrating 40 Years of MPI WI Chapter in Disco Style, with music provided by Celebrations Entertainment.

**On behalf of this year's Gala Team,
congratulations to all of the
well deserving award winners!**

2017 Major Sponsors:

Madison Marriott West

Majic Productions

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Donations to our Chapter Auctions and Gilda's Club of Madison:

Adrian b.fix Salon	Hope Well Healing Center
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Anderstad Family	Hyatt Regency Green Bay
Associated Luxury Hotels International	Hyatt Regency Minneapolis
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Caesars Entertainment	Madison Marriott West Hotel
Central Standard Craft Distillery	Marriott Chicago at Medical District/UIC
Choose Chicago	Meet Chicago Northwest
Chula Vista Resort	Meet Meetings
CMI Audio-Visual Communications	Metropolis Resort & Conference Ctr
ComedySportz	Middleton Dress Company
Country Springs Hotel	Milwaukee Brewers
Courtyard by Marriott-LaCrosse	Milwaukee Marriott West
Dairyland Power Cooperative	Minnesota Twins
Destination Kohler	Minocqua Area Chamber of Commerce
Eaglewood Resort & Spa	Optimal Health Center
Fairfield Inn & Suites by Marriott La Crosse Downtown	Oshkosh CVB
Findorff	Piggy's Restaurant
Fire Opal Yoga	Radisson Paper Valley Hotel
Fond du Lac Area CVB	Road America
Fox Valley Technical College & Chef Jeff Igel	Rosen Plaza Hotel
Fox World Travel	Silent Triumphs
Glitter to Gore	Starbucks Madison
Graber Family	Tamara Jesswein, CMP
Great Wolf Lodge - WI Dells	Thal Acres Golf Course
Greater Madison CVB	The Madison Concourse Hotel & Governor's Club
Green Lake Conference Ctr	The Magic Touch
Hampton Inn-Eagan	The Osthoff Resort
Hampton Inn & Suites - La Crosse	The Plaza Hotel
Hampton Inn & Suites - Milwaukee Downtown	Timber Rattlers
Hampton Inn Brookfield	TSMGI
Harley Davidson Museum	Visit Anaheim
Heartwood Conference Ctr	Visit Milwaukee
Heidel House Resort & Spa	Visit Seattle
Hilton Garden Inn Milwaukee Airport	Wigwam Arizona
Holiday Inn Express-Onalaska	Wilderness Resort
Holiday Inn Pewaukee	Wildwood Lodge
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	WISCO Hotel Group
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Cinda Vingers, CMP, on behalf of the Gala Team, wants to extend thanks to Cindy Foley, CMP, Chair of the Gala Team and the Madison Marriott West for truly making our gala “An Evening in Paris!” 🌟



January Community Outreach Partner – The Road Home

Originally *The Road Home Dane County* was established as an overflow shelter for families who could not be served by the existing shelters. Now 18 years later this organization offers a variety of programs with a focus on providing opportunities for homeless children and their families to achieve affordable housing. Each year *The Road Home* makes a positive impact on 150 homeless families with children in Dane County.



Wish List

- Diapers (particularly sizes 4-6) and baby wipes
- Cleaning supplies
- Laundry detergent and bleach
- Paper towels and toilet paper
- Dish detergent
- Feminine hygiene products
- Hair care products designed for African American hair
- Deodorant
- Lotion and shampoo

For more information please contact us
at 608-294-7998

THE ROAD HOME DANE COUNTY

128 E. Olin Avenue, Suite 202 Madison, WI 53713

608-294-7998 • www.trhome.org

Like us on Facebook

January Chapter Event Preview

By: Tracey Bockhop, CMP

Join us on Thursday, January 11th, 2018 at The Edgewater hotel in Madison! This will be the first time we will be holding a meeting at The Edgewater since their major renovation has taken place.

We are very excited to have Bree Brostko coming to speak to us about "Infusing a Sense of Place to Create Greater Meeting Value." Bree will present information and ideas targeted to meeting and event planners charged with creating a localized experience for attendees. She'll also share best practices for those hospitality professionals looking to differentiate their property to attract group business.

Looking forward to seeing everyone after the Holiday Season! 🍷



Bree Brostko

Speaker

Bree Brostko has spent a decade in the hospitality industry. She started her career as a convention planner. However, she quickly realized that her love of sleep would prevent her from really succeeding as a professional planner. She now works with boutique hotels and resorts around the United States helping them market the independent experience to groups, and introducing planners to the value of local. She was recently named one of HSMAs Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization -- a tidbit that she's been trying to work into every conversation she's had since.

Session Title:

INFUSING A SENSE OF PLACE TO CREATE GREATER MEETING VALUE

Target Audience

Meeting and event planners charged with creating a localized experience for attendees along with those hospitality professionals looking to differentiate their property to attract group business.

CE Credits

Yes! This seminar has been previously approved for Events Industry Council (formerly CIC) credit -- CMP Domain G: Meeting or Event Design.

Session Length

60 minutes. Can be scalable to 45 minutes.

For groups that prefer an interactive format, the presentation can also be tailored into a workshop style.

Description

Another meeting in another city in another ballroom. Industry research shows that today's meeting attendees want not only great learning and networking, but also to experience a sense of place. Attendees expect events to incorporate the locale and they want to depart feeling that they not only connected with business partners, but that they truly experienced the destination. "Out" are windowless conference rooms and standard F&B; "In" are innovative spaces that cultivate expression while providing a sense of place, and partnerships with local food and beverage outlets.

This session will explore creative and cost effective ways to impart a sense of place through local partnerships, food & beverage programs, innovative services, and venue selection. This seminar will also discuss how hotels and event venues can leverage location and sense of place as the ultimate group business differentiator.

Educational Objectives

- Understand the psychology of meeting participants and how infusing a sense of place is so critical within the meeting industry.
- Learn how to achieve your meeting's business objectives through strategic planning and key collaborators.
- Discover how to strengthen your events through local partnerships, food & beverage programs, and innovative services — whether you are at a large chain hotel, or a small boutique property.



FOOD FOR THOUGHT:

Executive Chef Juan Martinez

The Edgewater, Madison



EDGEWATER QUINOA SALAD

JUAN MARTINEZ serves as Executive Chef at The Edgewater, a historic hotel in downtown Madison, WI. Martinez, a graduate of the Culinary Institute of America, oversees all culinary operations at the urban resort on the shores of beautiful Lake Mendota. Originally from East Lansing, Michigan, Martinez has honed his culinary skills at some of the country's premier hotels and restaurants, including Four Seasons Hotel Boston, The Little Nell, The Greenbrier, and Tapawingo Restaurant in Northern Michigan.

Included in his purview at The Edgewater are four different restaurants: The Statehouse, the resort's flagship eatery offering incredible lake views and Modern Midwestern cuisine; Augie's Tavern: a comfortable atmosphere with signature cocktails, craft beer, a curated menu of snacks and a popular Oyster Happy Hour; The Boathouse: a lakefront hot-spot serving authentic Wisconsin favorites like a Chicken BLT on Stella's Spicy Cheese Bread or peel and eat shrimp to-go and The Icehouse: a casual and lively food hall offering upscale grab-and-go pizza and ice cream.

Executive Chef Martinez and his creative culinary team offer recognizable, approachable cuisine using unique ingredients and innovative cooking techniques, all while showcasing local and regional purveyors. Martinez sources Wisconsin cheese from nearby master cheesemakers, fish, poultry and beef from independent local farms and seasonal produce from Madison's world-class Farmer's Market. 🌱

1 cup	red quinoa
1 cup	white quinoa
8 cups	vegetable stock
½ tsp	salt
¼ tsp	curry powder
2 oz	small diced carrot, onion, celery
2 ea	fresh bay leaf
2 oz	marcona almonds
4 oz	dried cherries
2 oz	fresh italian parsley leaves
1 oz	fresh mint leaves
2 ea	lemons, juiced
2 oz	extra virgin olive oil
a/n	sea salt, fresh ground black pepper
2 oz	shaved manchego cheese
2 oz	baby arugula

1. In a pot, cook diced vegetables. Season with curry powder.
2. Combine both quinoas and add to vegetables.
3. Add vegetable stock. Bring to a simmer.
4. Season with salt and pepper.
5. When grains are fully cooked, spread on tray, cool in refrigerator.
6. Remove bay leaves from quinoa.
7. In a bowl, combine remaining ingredients by hand.
8. Adjust seasoning as needed.



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In 2018, downtown Fond du Lac will celebrate the opening of Hotel Retlaw, destined to be one of the Midwest's finest affordable urban luxury properties. Featuring 127 elegant guest rooms and 10,000 square feet of flexible meeting space. Historic ambiance combined with modern technology will provide corporate groups and small meetings an outstanding setting for unparalleled success.

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TOURS & MEETING INCENTIVES!**

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800.937.9123 x104**



MPI WISCONSIN MEMBERSHIP

New Members

KELLY KAEPLINGER, CMM
Overture Center
kkaepplinger@overture.org

CAROLINA HENAO
Hy Cite Enterprises, LLC
chenao@hycite.com

JAYME PAQUETTE
Hy Cite Enterprises, LLC
jpaquett@hycite.com

LORI ALLMAN
EAA Aviation Museum
lallman@eaa.org

KEDALL BOCHER
Bethesda Lutheran
Communities
kendall.bocher@mailblc.org

A special welcome to all of the Students who have joined MPI Wisconsin!

Morgan Davis
Anna Albert
Katherine Baker
Jani Blaine
Auguste Bren
Cora Cabezas
Lindsey Conklin
Jilene Fisch
Kristina Flores

Megan Ginder
Shelby Goodwin
Joseph Grady
Dustin Klinzing
Octavia Lewis
Ruth Lohoungue
Shane May
Max Mcdonald
Emily Niesen

Jennifer Rantanen-Davis
Jeanine Reed
Nichole Rosa-Robinson
Kimberly Schwaar
Nicole Van Zeeland
Madeleine Wasek
Rachel Williams
Kristina Flores
Shane May

Anniversaries

15 YEARS

MICHELLE EGGERT, CMP
ConferenceDirect
Director of Global Accounts

10 YEARS

ROCHELLE RUPNICK, CMP, CMM
Milwaukee Area Technical College
Instructor, Meeting and Event Management

5 YEARS

TRACI SAMALIS
Marcus Hotels & Resorts
Senior Account Executive

DONNA SMITH
Heidel House Resort &
Conference Center
Sales Manager

MARGARET STAUFFACHER
Holiday Inn at
The American Center
Director of Sales

SUSAN IHLAND
Holiday Inn Manitowoc
Director of Sales

MARY SHAW
Radisson Hotel &
Conference Center
Green Bay
Corporate Sales Manager

1 YEAR

HOLLY WILLIAMS
PMI Entertainment Group
Director, Expo & Event
Production

ERIN MARQUEZ
Radisson Paper Valley Hotel
Sales Manager

MARY ANNEN
Agricultural & Applied
Economics Association
(AAEA)
Senior Meetings Manager

KRIS TEMBO
Fairfield Inn & Suites by
Marriott
Milwaukee Downtown
Director of Sales

ASHLEY CONNELL
Husch Blackwell

SUZANNE BRICKSON
Student

ALLISON TILQUE
WPS Health Solutions
Event Specialist Intern

MELISSA FALENDYSZ
National Association of Tax
Professionals (NATP)
Meeting & Event Planner

DEB BALDERAS
Badger Meter
Events Manager

LESLIE ROTTER
Hyatt Regency
Event Planning Manager

MICHAEL WALL
Majic Productions
Sales Representative

KRISTI SANDERS
Love Thy Neighbor Foundation
Foundation Director/Tour Director

MICHAEL CARAVELLO, CCTE
American Family Insurance
Travel/Meetings Manager

KELLY CONLEY
Radisson Hotel & Conference
Center Kenosha
Director of Sales

LINDA GARVEY
Radisson Paper Valley Hotel
Director of Sales

ELIZABETH KAISER
Radisson Hotel Madison
Director of Catering

MICHELLE KREITZER
Radisson Hotel Milwaukee West
Director of Sales

MICHAEL MAHAN
Radisson Hotel Milwaukee NW
(Menomonee Falls)
Director of Sales

TERRI PINTER
Radisson Hotel La Crosse
Director of Sales

TINA JACOBSON, CMP
The Edgewater Hotel, LLC

ROBERTA EICHELBERG
Fox Hills Resort
Director of Sales & Marketing

HANNA KLECKA
Forte Research Systems
Community & Customer
Success Coordinator

ANN FEIST
UW Extension
University Conference Coordinator



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Stepping Up Your Volunteer Game

CALLING ALL LEADERS!

By: Jennifer Mell, CMP

The nominations process for the 2018-2019 MPI-Wisconsin Board of Directors is about to begin and we want YOU to join us! If you're already a volunteer with the chapter, consider upping your "game" and apply to become a member of the Board of Directors. Joining the board gives you the opportunity to:

- Make decisions that shape the future of the chapter
- Hone leadership skills by working with your teams of volunteers
- Learn new skills (technology, budgeting, strategic planning, sponsorships programs, etc)
- Connect with other industry leaders through MPI Global events (Chapter Business Summit, etc)
- Give back to MPI in an even larger role
- Last, but not least, have FUN!

The call for nominations will open on Monday, November 13th and will stay open until Friday, December 8th. Self-nominations are encouraged! For any members interested in learning more about Board Service, I will be hosting a conference call on Friday, December 1st. I encourage ANYONE interested in Board service to join the December 1st call. More details on the call will be sent via email once the nominations process opens.

For those not sure what opportunities are available within the Board, below is the entire list of Board positions. Please keep in mind that some current Board members will continue on the Board next year so not necessarily every position will be open.

Director – Publications & Community Outreach
Director – Website, Social Media & Public Relations
Director – Monthly Programs
Director – Special Education Projects
Director – Strategic Alliances, Sponsorships & Fundraising
Director – Special Events
Director – Awards and Scholarships, Recruitment
Director – Member Care
Vice President – Communications
Vice President – Education
Vice President – Finance
Vice President – Membership
President-Elect

And these positions are already determined:

Chapter President – Tamara Jesswein, CMP
Immediate Past President – Claudia Cabrera

Position descriptions and more details will be provided via email once the nominations process opens.

Get started now by doing a little soul searching to determine your interest, talk with your employer about the opportunity and discuss it with your loved ones as it IS a commitment... albeit a fun and rewarding one.

If you have a question that just can't wait to be answered on the December 1st conference call, or you want to discuss your specific situation in private, please feel free to reach out to me at jmell@tlcorporate.com.

I look forward to seeing lots of nominations forms coming in and look forward to speaking with all of you! 🌟

JENNIFER MELL, CMP

Immediate Past President, MPI-Wisconsin

Project Manager – Meetings

jmell@tlcorporate.com





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

FANTASTIC FACILITIES

Getting here is easy since four airlines fly direct into **Dane County Regional Airport** from 13 U.S. cities. Once you arrive, the drive to our downtown and major convention facilities is a mere ten minutes, allowing more on-the-ground time for your group. Our stunning Frank Lloyd Wright-designed **Monona Terrace®** is located on the sparkling shores of Lake Monona and offers 250,000 square feet of meeting space. This facility recently earned LEED Gold Certification for their sustainability efforts, including a water usage level 46% below the LEED benchmark! A short distance away you'll find a multi-venue complex known as the **Alliant Energy Center** campus, featuring two state-of-the-art pavilions perfect for livestock and equine events, as well as special interest groups. We even offer experiences at **unique venues**, ranging from private dining rooms to rooftop restaurants to outdoor garden gatherings.



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ACCOMMODATIONS & AMENITIES

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



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CONTACT US

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

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WHO'S IN THE NEWS

A special congratulations to **Carmen Smalley** and **Alison Huber** for being selected by the Membership Advisory Council and Facilitator Program Selection Committee of MPI Global to be trained as an MPI Chapter Facilitator!



Congratulations on achieving the **Top Performing Chapter Award!** All of us here at MPI-Global appreciate the commitment and passion you bring to our members everyday through your service and this award is a reflection of your hard work.

FEBRUARY EDUCATION EVENT PREVIEW

WHEN: Thur, Feb 15, 2018

WHERE: The Westin Milwaukee

WHY: To hear from our dynamic Speaker Christy Lamagna, CMP, CMM, CTSM on *"Get Strategic or Get Left Behind"*

RSVP: Online at mpiwi.org



Christy Lamagna,
CMP, CMM, CTSM
ENTREPRENEUR

Christy is the Founder and Chief Strategist of Strategic Meetings & Events

Bidding for Good... Shop for a Cause!

By: Jane Kincheloe

It's almost time for Bidding for Good and we need your help in supporting MPI!

Bidding for Good is a website that helps raise money and reaches thousands of supporters.

They have over 450,000 bidders and have raised over \$293 million dollars for organizations such as ours.

The mission of MPI-WI is to "Connect industry professionals together to learn best practices, build relationships, and enhance business opportunities." With everyone's help we can continue to promote the success of MPI-WI and make sure we all get the most out of our membership!

It is easy to bid! Simply visit www.biddingforgood.com November 17th through December 4th and enter Meeting Professionals International Wisconsin and you will be directed to our auction items (items will be delivered just in time for the holidays)! Don't forget to share the site with your family and friends too!

Thank you for your continued support of MPI-WI and don't forget to mark your calendars for November 17 through December 4, 2017! 🌟

Promotion Opportunities

By: Liz Unruh, Wisconsin Center District

Are you looking for a great opportunity to promote your venue or business?

Make sure to view the MPI-WI prospectus (under "Sponsorship & Advertising" on our website) for available advertising options. If you don't see something that fits your needs, we are more than happy to customize a package. I'm also happy to speak with you about different sponsorship opportunities throughout the year at each of our events.

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



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Adding Stars to your Stage

By: Tom Graybill

SO YOU WANT TO PUT ON A SHOW!

Booking an entertainment act or top keynote speaker can provide your audience with an amazing experience that could be the highlight of your event. Ron Blackmore of NextLevel Productions & Talent and Nancy Vogl of Nancy Vogl Speakers Bureau share some tips on how to maximize your experience and make it easy to add some star power to your meeting.

KNOW YOUR AUDIENCE

What speaker or act is the right fit for you? Nancy suggests thinking about what results you want to achieve, and being clear on the message you desire for your audience and your organization. Do you have a big issue in your industry that needs to be addressed? Or, do you need a “big name” to draw attendees? Determine your goals and then find the right presenter to help accomplish these goals.

The same applies to entertainment. Your taste in music may not be the best bet to engage your audience. Again, think of what you are trying to achieve. Does your audience want to sing along with the band, or sit in awe of a dazzling acrobatic act? The logistics of your venue may also drive what works and what won't.

BEFORE YOU BOOK

Both Ron and Nancy suggest previewing speakers or entertainers in advance of any decision. Often this means checking out videos or websites to see the acts in action. Don't rely on booking a band “by name,” as they may be past their prime. Nancy strongly urges that you insist on a conversation with a keynote candidate before making a decision.

accommodations, ground transportation, etc. Ron advises you to check the contract to see what the talent will require and expect. Making sure that these components are locked down will help the talent feel confident that all of their other needs will be taken care of at your event.

UNDERSTAND THE RIDER

Entertainers and speakers will generally have a “rider” that lists their technical needs (sound, lighting, video, backline, staging, labor) and commonly also includes hospitality requirements for their dressing room/green room, catering, and meals. (Green M&Ms, anyone?)

Ron reveals that most entertainment riders, particularly for the bigger acts, are written for their tour dates and there is often flexibility for private/corporate events.

For instance, a big name musical act may ask for a 60' wide x 40' deep stage in their rider. However, that same act can probably fit easily on a 40' wide x 24' deep stage — or perhaps even smaller — in a hotel ballroom for a private event where space/staging is limited.

Other aspects may also be negotiable, depending on the venue. If you are booking an act to a non-traditional venue, it may be impossible to provide all the items in the rider, so communication is crucial to make sure all parties can find compromise.

LEAVE 'EM WANTING MORE

While a comedian may perform for 60-75 minutes in a comedy club setting for his fans, Ron suggests that 45-50

LEAVE 'EM WANTING MORE

Your budget will drive the quality or popularity of your speaker or entertainment. Nancy says knowing the range of fees for speakers will help you manage expectations.

Remember that the booking fees for an entertainer typically don't include travel expenses such as airfare, hotel

minutes is probably plenty for a corporate setting. There are certainly exceptions, but in most cases it's better to give your audience a fantastic 45-minute show. Leave them buzzing about the performance as they walk out of the ballroom and at the next day's morning session.

This strategy also applies to other entertainers. A music act will generally do a 90-minute concert in a public show, but a 60-75 minute performance at a corporate event is often better.

MORNING DELIGHT

Entertainment doesn't just have to be confined to evening events at your conference.

Ron says a thrilling kickoff act can set a great tone for the rest of your conference and get your attendees engaged right from the start. Often your theme or message can be incorporated right into the performance.

CONSIDER A TALENT BUREAU

With the litany of online speaker and entertainment sites, it can be a daunting task to find the right fit for your event. Consider using a talent bureau to work on your behalf. Both Ron and Nancy agree that communication is key, so make sure that you share your needs and desires so the professionals can get you the results you require.



By establishing relationships with speakers, artists, managers and agents, a bureau can sometimes secure the talent at a negotiated reduced fee.

In addition, good agents are very experienced with the rider requirements - what's truly necessary for your event and what is not and negotiating those things out of the agreement up front. These savings, as well as the level of service and experience in producing shows from start to finish, can make it easy to add that special speaker or act to create lasting memories for your audience. ●

Tom Graybill is VP, Sales for Tri-Marq Communications

MPI-WI AGENDA Submission Guidelines

MPI-WI's AGENDA magazine is a bimonthly magazine reaching an exclusive readership (our chapter members) of over 300 professionals involved in meeting management and meeting services in Wisconsin and surrounding areas. If you are interested in advertising in the AGENDA magazine, you can learn more on our website, under *Sponsorship & Advertising*.



In addition to advertising opportunities, MPI-WI accepts article submissions on topics that are relevant to our readings. Examples include tips and trends in AV, F&B, new technologies, meeting management, meeting design, etc. Articles can be submitted via email to admin@mpiwi.org. Below are a list of guidelines that may help you in your writing.

DOs

- **Do** provide readers with relevant information about industry trends.
- **Do** share tips and tricks you've learned from your experience in the industry.
- **Do** share your expertise on a topic.
- **Do** include high res photos or images that can be included with the article.
- **Do** research, make sure what you're stating is factual and reference your sources.
- **Do** your best to be concise and to the point. Lists, "Top 5s" and the like are popular reads.

DON'Ts

- **Don't** use the article to promote your business. Articles that come across as too "salesy" will not be published.
- **Don't** list specific product names in your article unless necessary. Include generic terms when possible. (Example: *Experiment with using a Catchbox or other specialty equipment at your event if you're looking to increase audience engagement.*)
- **Don't** forget to proofread your submission! Our co-editors will review articles, but we expect a clean, polished and complete article to be submitted in order to be considered for publishing.

Who's Being Social



Naomi Tucker, CMP @Naotuck · Sep 21

Claudia Caberra thanks everyone from the bottom of her heart. Congrats 2017-2018 Chapter President! #mpiwi #eveninginparis @MPIWisconsin



Brooke Miller added 5 new photos — with Nicole Ellickson and 5 others · September 22 at 11:03am · 11

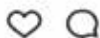
What a fun evening with all these lovely peeps ❤️ #mpiwi #eveninginparis



sherrywolff Marriott Madison West

Follow

sherrywolff Sometimes you just need a smile break! Thank you @derekdeprey for the inspiration we all needed to Trade Up for wellness! #mpiwi #eveninginparis



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SEPTEMBER 21

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#mpiwi #eveninginparis #annualgala #moulinrouge #eventprofs #plannersgonnaplan

madden_lilly In my neck of the woods 🍷

n_kel Your hair looks great!

aodmarie Hey pretty girl.

rrupnick @n_kel Thanks cuz, I actually did something with it for once

rrupnick @aodmarie Hi Lady! I miss you, would love to see you and catch up!





HAPPIEST CITY. HAPPY PLANNERS. HAPPY ATTENDEES.

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

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Jennifer Mell, CMP

Travel Leaders Corporate
Project Manager-Meetings

How long in the meetings industry? 17 years

How long in MPI? 7 years

Tell us about your company and/or position: *I'm a meeting planner assigned to the Mars account (yep, the people who make M&M's!) where I spend most of my time sourcing/contracting venues for their meetings. When not reviewing contracts, I handle online registration sites and plan logistics for several of their events annually and get to go on-site a few times a year to "do what I do best". The meetings department I work in handles sourcing, contracting, online registration and planning for numerous clients across the country and we plan events globally. I like having the opportunity to work with one company all the time as I really understand their unique needs and intricacies.*

Teams or projects that you have worked on for MPI or would like to be involved with: *Most of my volunteer time within MPI has been on Education teams and then leading Education teams while on the Board. I'm currently the Immediate Past President and can say that it's the best position on the Board! It's been a fantastic experience volunteering in this capacity with MPI, but I am really looking forward to just selling raffle tickets at a few events next year!*

Tell us about your family: *My family is a close-knit threesome of my son Isaac (15) and my daughter Alaiannah (13) and me. Rounding out the family are our fur-babies, Harley and Tulip.*

Where were you born? Kenosha, WI

Where do you currently live? Grafton, WI

Favorite Pastimes: *Line Dancing, Yoga, Singing, big-kid-stuff (go-karts, mini golf, movies, etc)*

Favorite Musical Group: *I LOVE music so this is tough. My ultimate favorite is Rascal Flatts but right on their tail is Aerosmith, pretty much all hairbands and the entire original cast of Les Miserables!*

Words to live by: *"Everything happens for a reason" and "Let go and let God"*



Person you admire most and why: *I can't name just one! I admire so many people in my life for different reasons...my mom and dad for their incredible work ethic and teaching me that no amount of talent replaces hard work, my Aunt for her drive for success and showing me how much someone can accomplish on their own, my grandmother for her nurturing spirit and teaching me that little traditions can carry on forever, etc...*

Dream Vacation: *Month-long trip through Europe with my kids, navigating through the continent on our own, exploring all the different cultures and tracing our roots.*

If I won the lottery I would: *Pay off my house, set up trust funds for my kids, make a few hefty donations to causes close to my heart, go on that dream vacation with my family and buy an awesome lake house with all the necessary toys!*

Special personal accomplishments: *Earning my CMP in 2011 was a big accomplishment for me as I'm not a great student, overcoming a lot of my fear of speaking in public (thank you MPI for all the practice last year as your President!) and raising two good-natured, interesting, free-thinking and funny kids!*



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fax: 608.204.9818

email: admin@mpiwi.org

web: www.mpiwi.org

Datebook:

CALENDAR OF EVENTS

2017



Connecting you to the
global meeting + event community



NOV 12-14 **2017 Great Lakes Education Summit (GLES)**
Sheraton Indianapolis City Center
Indianapolis, IN

2018

JAN 11 **Education Event**
Edgewater Hotel
Madison, WI

FEB 15 **Education Event**
Westin Milwaukee
Milwaukee, WI

MAR 15 **Education Event**
Madison Concourse Hotel
Madison, WI

APR 12 **Education Event**
Radison Paper Valley
Appleton, WI