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MPI-WISCONSIN CHAPTER Agenda

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Travel Leaders
jmell@tlcorporate.com

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skern@blueharborresort.com

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maria.peot@gmail.com

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kmcginnis@theironhorsehotel.com

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Fox Cities Convention & Visitor Bureau
ahutchinson@foxcities.org

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aridout@levyrestaurants.com

DIRECTOR-SPECIAL EVENTS

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Minocqua Area Chamber of Commerce
jane@minocqua.org

DIRECTOR- SPECIAL EDUCATION, PROJECTS

DANIELLE ZIEGLER, CMP, CVT

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ziegler@visitmadison.com

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Meet Meetings
tracey@meetmeetings.com

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Kohl's Department Stores
cheryl.oswald@kohls.com

DIRECTOR-STRATEGIC ALLIANCES, SPONSORSHIPS & FUNDRAISING

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Wisconsin Center District
eunruh@wcd.org

DIRECTOR-WEBSITE, SOCIAL MEDIA, & PUBLIC RELATIONS

CATHY KREITER

VISIT Milwaukee
CKreiter@milwaukee.org

MPI-WISCONSIN CHAPTER Agenda

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MPI-WISCONSIN CHAPTER **Agenda**

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CO-EDITORS

Cheryl Oswald, CMP
Events Project Manager
Kohls
cheryl.oswald@kohls.com

Kathy Reading
Account Executive
The Scan Group, Inc.
reading@scangroup.net

CONTRIBUTING WRITERS

Alison Hutchinson
Danielle Ziegler, CMP, CVT
Maria Peot, CMP
Tracey Bockhop, CMP
Carrie Stollenwerk
Joan Pinch
Liz Unruh

GRAPHIC DESIGN

Ann Shultz, AJS Designs

PHOTOGRAPHY

Stephanie Nicole Photography

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EDITOR'S NOTE



HAPPY NEW YEAR MPI-WISCONSIN!

2017 was quite a year! I reflect back on this past year for me and its unique set of challenges. Those challenges pushed me even further toward my goals, overcoming hurdles, and stepping into new opportunities.

As I look forward to this year, I have already started to think about what I want to accomplish both personally and professionally. Maybe it's the planner in me, but I like to have a to-do list. I like to think of my goals as just one more thing to cross off the list!

As you start to think about your goals for the year, both personally and professionally, I encourage you to put something on your list you may have always wanted to do, but never had the time or thought it possible.

Have you always wanted to volunteer? 2018 is the year to do it! Have you thought about getting your CMP? 2018 is the year to do it! Make 2018 all about challenging yourself and trying new opportunities!

I am excited to see what 2018 has in store for me, the chapter, and our members. I don't know about you, but I think this is going to be one of the best years yet!

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

Cheryl Oswald, CMP
Events Project Manager
Kohls

{Madison, WI}

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President's Column

Hello, 2018!

I hope everyone had a wonderful Holiday season!

Thanksgiving and Christmas are my two favorite holidays because I love spending time with my family, and our Peruvian traditions fill me with a warm feeling that I adore. Like many of you, we turn Christmas dinner into an event. For instance, on Christmas Eve, we cook all day and rest in the afternoon to recharge for the evening as we wait until midnight to have our Christmas dinner. Then...we feast on turkey, stuffing and all the yummy Peruvian side dishes. We stay up late telling stories, laughing, sharing memories and enjoying each other's company. Such a wonderful time!

I also hope you had the chance to participate and win big in our chapter's Bidding For Good (BFG) silent auction. We had some really great items from hotel stays in Las Vegas, Orlando, and Denver to gift cards and Club Level Party at a Mallards game. Our 30 BFG items were valued at over \$12,000! Again, a big thank you to all of our BFG donors and our BFG team that did such an amazing job this year!

It is crazy to think that we are already halfway through the new MPI year. It feels like just last month that I started leading this organization. But as they say, time goes by fast when you are having fun! And for me, that's one of the key ingredients to a successful organization...work hard and have fun, and I can't wait to continue to lead the chapter into another successful six months.

As we all know, this is not a one-man job but a team effort. Therefore I would like to thank the Board of Directors for their hard work throughout the past 6 months, our monthly volunteers for your engagement and dedication, our amazing Strategic Alliance Partners, and Heather and Christopher at MDS for your services and support to the chapter.

Our chapter is all about connecting its members and providing various resources to our members. Therefore you will find a special insert in this issue of our *Agenda* magazine. Every year we feature our supplier members in our annual Supplier Showcase, which includes a listing of our chapter suppliers by category, to help our planner members get the products and services they might need for their next event.



Claudia Cabrera
President, MPI-WI Chapter

I want to give a big THANK YOU to our supplier members for always contributing monthly raffle items, and monthly event sponsorships and for being part of our Strategic Alliance Program. We truly appreciate your support to the chapter and we will always be grateful!

We have two great programs coming up in January and February. We kick off our first meeting of 2018 on January 11th at the newly renovated Edgewater Hotel in Madison, where Bree Brostko from Kindred Resorts and Hotels will be teaching us about "Infusing a sense of Place to Create Greater Meeting Value." Our Community Outreach organization for this event will be the Road Home, please make sure to check the list of items needed on our website mpiwi.org.

I'm also really excited about our February event as we will be hosting it at the brand-new Westin Hotel in Milwaukee on February 15th. We will also be partnering with the Alzheimer's Association for our February Community Outreach. For more information about this event please visit our chapter's website.

I hope to see each and every one of you at our next chapter event! Please make sure to check the MPI-WI chapter website for the list of upcoming events and make sure to connect with us and join the conversation on Facebook, Instagram, Twitter and LinkedIn.

Wishing everyone a successful 2018 year!

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

Kristin Bjurstrom Krueger Student Scholarship Program

By: Alison Hutchinson

Meeting Professionals International – Wisconsin Chapter recognizes the need to encourage and support individuals pursuing careers in the meetings industry. Our annual \$500 student scholarship is available for students enrolled in a course of study in the meetings field at an accredited college in Wisconsin. The funds will be distributed directly to the student.

Criteria for Eligibility

The student scholarship is available to any person currently enrolled in a course of study in the meetings field at an accredited college in Wisconsin. The applicant must carry a minimum of six credits per semester and maintain a minimum grade point average of 3.25. Scholarship recipients may re-apply in future years provided they continue to meet the eligibility criteria.

Application Process

A complete application package consists of:

- 1) The online Student Scholarship Application form
- 2) An essay on the topic “Why I Want to Work in the Meetings Industry.” The essay must be typed, double-spaced and not exceed 500 words.
- 3) One letter of reference from a teacher or an employer.
- 4) A transcript that identifies courses of study and grade point average

Please make students aware of this scholarship program. If you need more information, please contact the MPI – Wisconsin Chapter administrative office at 608-204-9816 during regular business hours. Or, you can check out our website at mpiwi.org.

The deadline for the application is Friday, April 27, 2018. 🌐

Oops! We messed up...

The *Agenda* Magazine Team would like to apologize; we failed to include a complete list of 2016-2017 Award Winners announced at the Gala in the November/December issue of the *Agenda*. Congratulations to all of our winners – we are so honored and proud to have you as a part of the MPI-WI Chapter.

MEETINGS INDUSTRY ADVOCATE

Reggie Driscoll, CMP
Senior Meeting Professional
State Bar of Wisconsin

PRESIDENT'S AWARD

Katie McGinnis
Senior Sales Manager
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SUPPLIER OF THE YEAR

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Cheryl Oswald, MBA, CMP
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RISING STAR AWARD

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CHAPTER MEMBER GRANT

Carmen Smalley, CMP
Instructor
Milwaukee Area Technical
College

JoEllen Graber
Marketing and Tourism
Coordinator
Mount Horeb Chamber of
Commerce

Kudos to a job well done this year! We look forward to seeing what can be accomplished by our members in 2017-2018.



FOOD FOR THOUGHT:

Executive Chef Charles Lazzareschi

Chef Charles Lazzareschi was raised in the roasted garlic and fresh basil aromas of his father's Italian restaurant. Knowing his career, like his father's, would be built around providing fresh, thoughtful food to like-minded diners, he attended the California Culinary Academy and cut his fine dining teeth working in the kitchens of legendary chefs in the San Francisco restaurant scene including Julian Serrano, Jeremiah Tower, Joyce Goldstein and Hans Weigand.

Chef Charles and his team at CIRC in The Madison Concourse Hotel are dedicated to expert preparation of the season's best ingredients, providing a memorable dining experience to locals and a taste of Madison's rich dining scene to our city's guests. 🍷



MUSHROOM & ROASTED GARLIC BRUSCHETTA

Serves 4

- 8 ¼-inch slices country bread
- 3 garlic cloves chopped
- 2 garlic cloves peeled and left whole
- 3 C sliced shiitake mushroom caps
- 3 C coarsely chopped oyster mushroom caps
- 2½ C sliced portobello mushrooms
- 2T finely chopped flat-leaf parsley
- 3 tsp olive oil
- 1 T salad oil
- 6 oz heavy cream
- ½ tsp salt
- ¼ tsp freshly ground black pepper
- ½ C shaved parmesan cheese
- 18-24 roasted garlic cloves (recipe follows)

Preparation

Lightly coat both sides of bread with olive oil and season with salt and pepper. Heat a grill pan or broiler over medium-high heat; toast bread, cook on each side until golden brown and slightly charred. Lightly rub 1 side of each bread slice with the whole cloves of garlic. Repeat procedure with remaining bread and garlic.

Heat salad oil in a large skillet; add mushrooms; cook 6 minutes or until liquid evaporates and mushrooms are tender, stirring constantly add shallots and garlic and continue to cook for 1 minute medium-high heat. Add cream and allow to reduce by half. Remove from heat; stir in salt and pepper and ½ of the parmesan. Season with salt and pepper.

To serve place 1 piece of grilled bread in the center of a plate spoon some of the mushroom mixture over the bread. Add the second piece of grilled bread and spoon some more of the mushroom mix over the top. Garnish with parsley, roasted garlic cloves and remaining parmesan cheese.

ROASTED GARLIC

- 3 medium heads garlic
- 2 T olive oil

Preparation

Preheat oven to 400° F

Trim the top third of the garlic bulbs exposing the cloves and discard the top. Arrange heads of garlic on a baking sheet, rub garlic with olive oil. Bake for 40 minutes to 1 hour, when the garlic is soft it is ready. Remove from oven and let cool, squeeze the cooled garlic bulb from the bottom allowing the cloves to come out.



APRIL Event Preview

By: Tracey Bockhop, CMP



Rain or Shine we will be hosting our April Education on Global Meetings Industry Day, April 12th at the Radisson Paper Valley in Appleton. Attend, and you will not be disappointed as we learn and celebrate our industry and all it has to offer.

**April Education
Global Meetings Industry Day
April 12th
Radisson Paper Valley
Appleton**

Cheers to a Successful 4th Annual Great Lakes Education Summit in Indianapolis!

By Danielle Ziegler, CMP, CVT

We just concluded another successful Great Lakes Education Summit (GLES) in Indianapolis, IN over November 12th-14th. This 4th annual event brought together the MPI Chapters of Indiana, Michigan & Wisconsin once again to CONNECT, ENGAGE, and INSPIRE with one another while participating in a variety of education sessions and networking opportunities.

This year, GLES had over 200 attendees that included suppliers, planners, and an increase of students from Indiana University – Purdue University Indianapolis (IUPUI). The IUPUI students were also very involved with on-site volunteering during our Welcome Reception with James Spellos' VARnival©: Hands on with Virtual & Augmented Reality, hosted by the Sheraton Indianapolis City Centre. VARnival© offered multiple stations providing hands-on experiences with virtual and augmented reality, as well as custom temporary tattoos and art. It was a great interactive experience and gave attendees examples of what they could offer at their events.



Franceen Friefeld



Breeda Miller



Tim O'Shea



Sarah Michel



Mitch Taylor



James Spellos

Prior to the Welcome Reception, GLES hosted its First Aspiring Leaders Network, which was well attended. This annual session is great if you are interested in joining the board or learning tips and tricks from other chapters.

Monday was kicked off with our opening keynote, **Sarah Michel**, on *Conference Connexity*. Sarah gave the audience unique examples of how to encourage networking between attendees by thinking outside the box with different room set examples. This definitely was taken to heart by some of our breakout speakers as they ended up modifying their room sets on the fly to engage their session attendees. These breakouts included *Sales for the Event Professional* with **Mitch Taylor** and *Surviving Clientzilla* with **Breda Miller**, and both provided great takeaways for planners and suppliers. The lunch program brought back **James Spellos** to show us *Hot Technologies* to be used in 2018. The unique tools included a wearable PowerPoint slide advancer, augmented reality ideas to interact with attendees, and new app suggestions to stay on top of the latest trends...to name a few. James' sessions are always entertaining!

In the afternoon, GLES continued with two more breakouts by **Sarah Michel** and **James Spellos**. Sarah gave attendees tips on how to *Develop Radical Hospitality* to enhance customer service skills, and James educated session goers on *How Your Mobile Device Can Save A Life*.

James Spellos



To view photos and headshots from this year's GLES by Stephanie Nicole Photography, visit <https://stephanienicolephotography1.shootproof.com/gallery/mpi/> and use the password: mpi.



Surviving Clientzilla with **Breda Miller**

Both sessions gave suppliers and planners plenty to think about when working with clients and attendees. Throughout the day, GLES had a record number of exhibitors with over 34. To encourage engagement, a scavenger hunt was offered for attendees to interact with the exhibitors and each other to collect points throughout the summit. The attendee with the most points won a scavenger hunt app from GO Scavenger Hunts and the Indiana Chapter basket. This winner happened



to be our very own **JoEllen Graber**. Way to dominate at GLES, JoEllen! **Tamara Jesswein, CMP** also won the Meetings Michigan raffle and took home a suit case full of goodies. The Wisconsin Chapter was definitely a force to be reckoned with in Indy!

After a full day of sessions, we ended at a very fun and unique adult event venue - Punch Bowl Social (PBS), sponsored by Visit Indy. At Punch Bowl Social, the possibilities were endless - whether your poison was bowling, giant Jenga, Skee-Ball, or Karaoke, PBS had it all! I highly suggest checking out Punch Bowl Social if you are attending WEC in Indy next June.

On Tuesday, the final day of the summit, attendees finished up placing their online bids during our Silent Auction. The online component was new for GLES this year and we managed to raise over \$3,600...an increase over 2016. Our morning keynote, **Franceen Friefeld**, chose a healthy breakfast buffet and gave us tips and tricks on how to eat healthy during conferences and in our day to day busy lives. **Mitch Taylor** and **Breeda Miller** made another appearance to finish up the breakouts. Their sessions included interactive engagement tips and shoestring budget fundraising. To conclude the conference, **Tim O'Shea**, offered an entertaining and engaging session on *"Change IS a Funny Thing."*





Franceen Friefeld

Mitch Taylor



He even told us a story about how he met his childhood, and possibly current, crush – Mary Lou Retton!

Overall, the 4th Annual Great Lakes Education Summit was a success and the Indiana Chapter did a fantastic job! It was well attended, provided a variety of new and enlightening education content, and included fun and unique networking opportunities. I want to thank all of our chapter members who participated on the GLEs committee and assisted in its success...we couldn't have done it without you – **Alison Huber, CMP, Cheryl Oswald, CMP, Sarah Scheer, CMP, and Liz Unruh.** A special thank you also goes to all of our Wisconsin sponsors and silent auction donors who represented our chapter. Your support is greatly appreciated!



Tim O'Shea

Sarah Michel





**Nov 4-6, 2018
Monona Terrace
Hilton Madison Monona
Terrace Hotel**

This year's event will be tough to top, but WE are up for the challenge as Wisconsin will be hosting the 5th Annual Great Lakes Education Summit at Monona Terrace Community & Convention Center and Hilton Madison Monona Terrace Hotel in downtown Madison, November 4-6, 2018. NOTE: it is one week earlier, so mark your calendars as we look forward to seeing you all next year in Madison!

Becky Melchi, CMP

Senior Sales Manager
The Abbey Resort and Avani Spa

How long in the meetings industry? The clients I serve on behalf of The Abbey Resort know me as being an energetic and helpful resource with 30 years' worth of meetings and events planning expertise.

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

I absolutely love representing The Abbey Resort through my work booking meetings and events for Fortune 500 companies at our lakeshore resort! Thanks to my career's worth of experience, my colleagues tell me I am at my best and also my happiest when I am arranging the perfect meeting space for my fabulous clients.

The Abbey is the perfect destination for meetings ranging in size from five to 500 or more. Our property offers more than 40,000 square feet of flexible, indoor/outdoor meeting space set among 90 acres of beautifully landscaped grounds. With ample natural light and stunning views of Geneva Lake throughout the resort, we bring the outside in!

Tell us about your family: I have two sons, two daughters-in-law and two grandchildren. They are the light of my life! My son with the two kids lives near me. I so enjoy being involved in their very active schedule filled with sporting and school events. My other son and his wife live in Los Angeles so that gives me a great reason to escape to the beach!

Where were you born? Fort Wayne, Indiana

Where do you currently live? Lake Geneva, Wisconsin

Favorite Pastimes: I enjoy cooking and baking with my grandchildren.

Favorite Musical Group: Rolling Stones and Sting

Person whom you admire and why: I have always found Queen Elizabeth to be admirable. She has dedicated herself to the throne and has never wavered in her loyalty to her country.

Dream Vacation: I would love to visit the English countryside and explore historic castles, big and small. I think it would be a wonderful experience to slow down, take in the culture, and explore the history and lore of the country.



If I won the lottery I would: If I won the lottery, I would be in England exploring castles and the countryside.

Words to live by:

Stay focused and above all, practice patience.

Some tips on staying focused and positive that work for me are as follows:

- We are in charge of what enters our mind and thoughts, so block out and move beyond any animosity you may encounter and be selective about what you allow in. Negativity can take on a life of its own, but only if you let it.
- Grab everything good and hold on to it to keep negativity at bay. There is so much to be grateful for and positive about, so be sure to count your blessings every day!
- Smile when you talk; it adds a positive tone to your voice.
- Have faith in yourself and what you know, and address issues at hand when you feel it is appropriate to do so.
- Be firm in your beliefs and principles and don't agree with someone if you don't. It's ok to agree to disagree! Learn to smile, nod and cordially move on.
- Above all, practice patience at all costs. Patience is not passive; it is active and a concentrated strength. Make yourself a positive force to be reckoned with – through practicing patience, be remembered for being passionate, kind, respectful and thoughtful.

October MPI Event Recap

By: Carrie Stollenwerk and Joan Pinch

MPI-WI Chapter members were welcomed to Fond du Lac by co-hosts, the Fond du Lac Area Convention & Visitors Bureau team and the WISCO Hotel Group representatives on October 19. The renovated and expanded Lake Winnebago Conference Center at the Holiday Inn was the site for the MPI October Chapter education meeting.

The day started out with networking in the foyer including photo opportunities with Fond du Lac's very own sturgeon mascot. A hearty lunch and brief remarks followed by our President, Claudia Cabrera, announcing fabulous news that the MPI Wisconsin Chapter was awarded the Top Performing Chapter! Members were treated to a savory menu of hand-rolled chicken breast stuffed with cheese, spinach and artichoke, accented with wild rice, mushrooms and roasted carrots.

Next was the Community Outreach partner for October, the Fondy Food Pantry, representative and board member, Judy Cusick. Attendees were asked to donate food items to help stock the local food pantry which aids needy families in Fond du Lac County.

October's Education Session topic "Brand Champions," led by Michelle Wierzgac, MEd was very entertaining and interactive. Members participated in team discussions for building their personal brands as well as for their professions. Some of the members were selected to share their own brand champion stories with us. In addition, the membership prepared elevator speeches to help market their companies.

The reception sponsored by the Fond du Lac Visitors Bureau and the WISCO Hotel Group offered guests a complimentary beverage including a local and Wisconsin favorite, the hand muddled "old fashioned" supper club cocktail engaging members to top it off by adding their own favorite garnishes. A wide spread of mouth-watering appetizers were enjoyed featuring skewered sesame chicken with ginger sauce and candied bacon, chicken and peppered cheese canape, ham topping swiss cheese pinwheels along with fresh fruit and a variety of cheeses. The reception ended with the drawing of many wonderful door prizes.





Attendees also had the opportunity to participate in some additional pre-and post- meeting activities with a brief tour of Fond du Lac's alternative meeting venues. Steve Frantz, one of the principal partners of the downtown Hotel Retlaw offered members a sneak peak at the plans for the landmark boutique hotel which will be opening in late 2018 after a undergoing a \$25 million renovation. Members were also treated to champagne and wine as they were greeted by Jacqui Corsi, Executive Director of Thelma Sadoff Center for the Arts during a tour. Thelma is located in the heart of Fond du Lac's resurgent Downtown District and offers an opportunity to be surrounded by world-class visual art in a beautiful distinctive and warm setting with a blend of midcentury and modern architecture.

Several members were shuttled next to some after-hours merriment at the new Donny Du's golf and restaurant facility just steps away from the Holiday Inn. Guests were greeted by the owner, Don Du Chateau who also offered golf tips in the private party room while engaging the competitors in some challenging games on the golf simulators. A new destination for many members to discover in Fond du Lac along with great memories at another fun MPI WI Chapter meeting! 🌟



February Preview

By: Nicole Ellickson, CMP



Christy Lamagna, CMP, CMM, CTSM

Are you yearning to be treated with more respect at work? Frustrated by the misconception that what you do for a living is glamorous and fun? Does the thought of more hands to help complete the myriad of tasks you're juggling sound appealing? Would you like a salary that truly represents your talent and time? These things and more are within reach, all we have to do is execute what Christy calls, the 'Strategic Planning Principles.' Learn about her plan which calls for an industry-wide evolution, transforming event planners into strategic planners. Learn what that means, when it can happen, why it matters, and how you can help create this much-needed change. Join us for our monthly education at the Westin Milwaukee on Thursday, February 15th as Christy Lamagna, CMP, CMM, CTSM will help us do it all.

Secure your room before February 8th by calling the hotel directly at 414-224-5224.



Christy Lamagna, CMP, CMM, CTSM
Master Strategist~Connector~Idea Maker
Strategic Meetings & Events New York Institute of Technology

Christy helps clients plan strategic, effectively branded, cost effective, goal driven programs. Through superior planning, negotiation skills and with an eye on your SMART goals, her team builds brand-extending, cost effective, result-oriented experiences, not just events.

Her team supports internal meetings, user conferences, incentive trips, product launches, tradeshow, regional meetings, road shows and more. They write and execute marketing plans and sponsorships, negotiate contracts, design and produce the event marketing strategy and all other components of a program.

March Preview

By: Tracey Bockhop, CMP

The Madison Concourse Hotel will be hosting our March Education on Thursday, March 15th. Buckle Up! You are about to Enter a Hybrid Event Strategy Crash Course. You are going to need your seat belt firmly secured for this drive through. Join Steph Pfeilsticker as she guides you through what you need to know to plan a hybrid event. Based on her comprehensive 5-week hybrid event



Steph Pfeilsticker

planning series, she is packing the best of the best to deliver you the content you need to know to be successful. Technology for what roles you need on your hybrid team will also be covered. Steph will share best practices on marketing your event, ensuring attendee engagement, and solid content management. If you haven't already been asked to add a virtual stream to your physical event, you will very soon. Let Steph give you the time-tested tools to succeed in your first hybrid event.

We are partnering with DAIS-Domestic Abuse Intervention Services in Madison to help impact the members they serve.

Secure your hotel room at The Madison Concourse Hotel by March 7th at 608-257-6000.



Steph Pfeilsticker
Chief Hybrid Strategist, Hybrid Events Authority, LLC

Steph Pfeilsticker is an award-winning thought leader and innovator with nearly 20 years of event industry experience. She founded Hybrid Events Authority to share her hybrid meeting expertise with organizations that would like to extend their content to audiences outside of the meeting room.

The industry has taken notice of Steph's work. She was named a Top 20 Changemaker, and has been the recipient of nearly a dozen awards from meetings industry for her work. She has served as President of the MPI Minnesota chapter and been inducted into the Minnesota Meetings and Events Hall of Fame. Steph received an undergraduate degree from Valparaiso University in Valparaiso, Indiana and an MBA from Bethel University in St. Paul, MN.



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What drew you to the meetings industry?

When I was in college, I worked for four summers as a conference coordinator at my college, the University of Pittsburgh at Johnstown. We didn't have a formal conference center at the time but used the dorms and other campus facilities to add revenue to the campus coffers. I really enjoyed the work; the attention to detail that was required and the variety of people I got to meet. I ended up getting side-tracked for the last 20 years by several newspapers and print media buying jobs. Most recently, I worked for Kohl's for 12 years before being outsourced. That development put me back on my original path.

Tell us about your college program:

The Milwaukee Area Technical College Event Management program is an Associate's Degree program with an emphasis on event planning. It has a varied curriculum that is really engaging due to the great instructors (including MPI WI's own Rochelle Rupnick and Carmen Smalley) who share their actual meeting planning and hotel management experiences with the students. The instructors also go out of their way to use their industry connections to create opportunities to introduce their students to events and facilities in the Milwaukee area. I realized the program was for me when, as I was completing assignments, it really didn't feel like work.

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

I would like to get involved in either the Education or Membership committees.

Tell us about your family:

I've been married to my husband Pete for 21 years this September. We have a Doberman-mix named Trixie.

Where were you born?

I was born in Windber, PA, a small town about 20 minutes east of Johnstown, PA (aka Flood City) and 90 minutes east of Pittsburgh, PA. Sorry folks... I'm a Steelers Fan.

Where do you currently live?

Milwaukee

Favorite Pastimes:

Walking Trixie, collecting Snoopy stuff, listening to Bob and Tom podcasts, bike riding, gardening and checking out comedians at the Pabst and Riverside.

Favorite Musical Group:

Here Come the Mummies

Person whom you admire most and why:

My grandfather, who came to this country from Czechoslovakia when he was only 9, who witnessed his uncle and father die in a coal mine not long thereafter and who still spent over 30 years working as a coal miner. He was VERY proud of being a US citizen and was truly an example of an immigrant coming to this country and making a better life for his family.

Dream Vacation: A month (or more) in Pacific Grove, CA (just west of Monterey). We try to visit every year, but a few days just aren't long enough.

If I won the lottery I would: Move to Pacific Grove and spend A LOT of time donating money and volunteering at animal rescues.

Words to live by: "Don't cry because it's over, smile because it happened." — Dr. Seuss



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American Family
Insurance

**LATASHA BROWN-
KANDE**

SHANNA DOMBROWSKI

JOHN PATCHIN

TORY ZEMAN

RACHEL BRAUN

20 YEARS

JEROLD FOX
Director of Facility
Relations
Marcus Center for the
Performing Arts

ANGELA BOSWICK
Guest Service Agent

EMANUEL HERNANDEZ

DONALD MAYER

MARY FREDERICK
Corporate Coordinator
Wausau Homes

MAURICIO HERNANDEZ

TIFFANY VANPHRAVONG

JANA LIPARI
Conference Manager
Forte Research Systems

CHELSEA CRUBAUGH

JOANNA WALDNER

15 YEARS

HEATHER DYER, CAE
Owner
Morgan Data Solutions,
LLC

JODY ROOS
Association Meeting
Planner
Wisconsin Bankers
Association

MORGAN NAPGEZEK
Intern
Coldwell Banker Elite

GRETCHEN GILHAM

AJNI WINNER

LOUISE FRANDA
Sales Manager
Landmark Resort Hotels

TRACIE TOTH, CMP
Associate Director of
Sales
The Osthoff Resort

ALLISON ROCCA
Events Manager
Orasoptic

JULIA OELLERICH

AMANDA WONDRAH

**TAMI GILBERTSON,
CMP**
Director Corporate
Events
WPS Health Solutions

JODY SIMON
Administrative Assistant
Wisconsin Association
of Mutual Insurance
Companies

KATIE SIXEL

TXONG YANG

CIARA HEFTY

LASHONDA LEWIS

BRIANA METCALFE

MOLLY CUNNINGHAM

AMY LATINI

ELEANOR HENDERSON

BARBARA MOUBRY

10 YEARS

**ALEXANDRA HARJUNG,
CMP**
Leisure Group Sales
& Convention Service
Manager
Wisconsin Dells Visitor
& Convention Bureau

SYLVIA HEMAUER, CMP
Manager of Special
Events & Corp. Travel
Sargento Foods

TIM VAN DE YACHT
Sales Director
Ghidorzi Hotel Group

BETHANY WAGNER
Sales Manager
Chula Vista Resort &
Conference Center

JOSHUA WIMMER
Meeting and Event
Planning Intern
Premier Choice
Association
Management

CARRIE WUNDERLICH
Associate Meeting
Planner
State Bar of Wisconsin

5 YEARS

KRISTA EMMONS, CMP
Operations Manager,
Meetings Management
Travel Leaders
Corporate

**KRISTEN SALEWSKI,
CMP**
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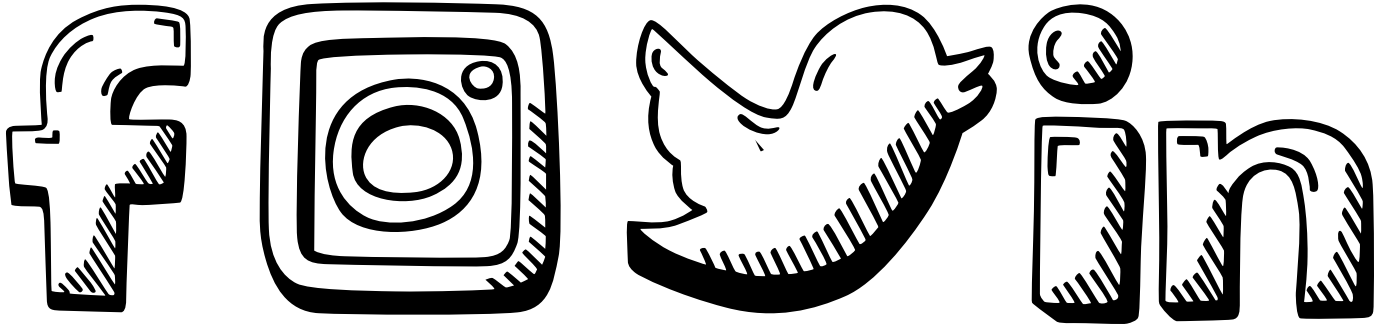
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Get Social with MPI-WI!

By: Maria Peot, CMP



The MPI-WI Chapter is proud to be active on various social media channels. If you're a part of one of these online communities – Facebook, Twitter, LinkedIn, and Instagram – you can follow our accounts and join in on the fun and conversation!

Follow Us Now!

Facebook: @mpiwi

Twitter: @mpiwisconsin

LinkedIn: MPI-WI Chapter (group)

Instagram: @mpi_wi_chapter

Social media is one of the main ways we promote both Global and Chapter events, news and activities to our members and an easy way for you to share information about our Chapter with your network. Sharing our posts with your networks is the single best way to spread the word about MPI-WI and increase the Chapter's followership and potentially increase our Chapter's membership.

In addition to promoting our events on social media, MPI-WI shares industry news, best practices, and other resources that our members and followers would find valuable. We often

post open-ended questions to our followers about industry-related problems, which allows people to chime in with their experiences. This is an easy way to engage with fellow members and followers, so take advantage of it!

Through social media, members and followers can also pose questions to each other. Having trouble brainstorming a new and creative event theme? Looking for information about the industry and don't have time to do in-depth research? Need ideas for planning an event on a limited budget? Head to the MPI-WI Facebook page or LinkedIn group and create a post with your dilemma. Fellow followers and members can chime in with their ideas – there's a wealth of knowledge and experience right at your fingertips.

Unable to attend an event? By following MPI-WI on social media, you can stay in touch and follow what you're missing at a live event. We have individuals assigned as "live posters" attending each event, posting pictures and videos of everything from the food served, community outreach items donated, speakers and presentations, and candid shots of attendees.

Interested in volunteering on the Social Media team for our Chapter? We're always looking for people to help us spread the word on social media, and this can be done whether you can attend events regularly or not. Please send an email to admin@mpiwi.org with "Social Media" in the subject line and someone from the Communications Team will follow up with you with additional info on our current needs. 🌐

We Want YOU!

By: Liz Unruh

Are you looking to be more involved in MPI, but don't have a lot of extra time?

The Finance team is looking for someone who is organized, and can do spreadsheets. This would entail keeping track of the different sponsorships and what they have used. The volunteer position would take less than an hour a month. If this is something you would be interested in doing please contact Liz Unruh at eunruh@wcd.org. If you have any other questions she would be happy to help answer them. Call (414) 908-6079. 📞



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Who's Being Social

Fond du Lac Area Convention & Visitors Bureau added 6 new photos. October 18

On behalf of the Fond du Lac Area Convention & Visitors Bureau & Holiday Inn Fond du Lac we would like to welcome the MPI Wisconsin Chapter to Fond du Lac today! We hope you enjoy your visit! #mpiwi #visitfdl



cheryloswald • Following

cheryloswald MPI-WI ready to learn at #MPIGLES!



Shannon Day Timmerman

November 17 at 11:50am

Start your holiday shopping today and help support MPI-Wisconsin! Bidding is open until December 4th. Some great giveaways! #mpiwi

MPI Wisconsin Chapter - BiddingForGood Fundraising Auction

www.biddingforgood.com



sherrywolff • Following

sherrywolff Visiting Fond du Lac to learn about Branding! Lesson one- Bring your mascot- Pete the Sturgeon is in the House! #mpiwi



tamjess17 • Following

tamjess17 Great takeaway... #GLES #mpiwi #sarahmichel





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Claudia Cabrera

Madison Marriott West



Where do you currently live?

Madison, WI

How long in the meeting/event industry?

10 years

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

As the current President of the Chapter, some of my responsibilities include acting as the official spokesperson of the Chapter, communicating with and supervising the Chapter Officers and Directors to ensure that all assignments are completed per our Business Plan and Operations Calendar, making sure the Chapter is financially stable and communicating our progress and plans for the future of the Chapter to our members.

What is the best part of being on the board?

The best part of being on the board is to be part of a great team that is passionate about our industry and cares deeply about the well-being of our Chapter.

Favorite hobbies or pastimes?

Play my classical guitar, Karaoke and Trivia night with friends.

What have you learned most from being on the board?

I learned that is O.K to speak your mind and have a different opinion, even if you don't necessarily agree with everyone else. Most of the time, someone else in the room is thinking the exact same thing.

Favorite musical artist or band?

Hands down Coldplay! Love their uplifting songs!

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

Do it! I promise you will not regret it! We have many volunteer opportunities available and we are more than happy to help you find a volunteer role that not only meets your interest but it will also help you growth both professionally and personally.

**WANT TO
STRENGTHEN
A FRIENDSHIP AND
AN INDUSTRY?**

**REFER A FRIEND
TO MPI**

By: Alison Hutchinson

We are pleased to offer you an opportunity to help a colleague, friend, or young professional experience the benefits of MPI membership. Bring a friend to the February 15, 2018 or March 15, 2018 chapter meetings. The member who brings the most friends each month will receive a \$25 VISA gift card. If your friend joins MPI-WI, you will be entered into a drawing to receive \$100 off your MPI membership. After all, what are friends for?



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Susan Arts, CMP, HMCC

Project Director, Global Operations
Meetings & Incentives, Worldwide Inc.



How long in the meetings industry?

Almost 30 years (!)

How long in MPI?

20 years

Tell us about your company and/or position:

M&IW is a Wisconsin-based, woman-owned meeting & event management company, with a global footprint.

- **Our Purpose** is to transform organizations through live meetings and events.
- **Our Mission** is to serve as an extension of our customers' event resources, ensure a comprehensive understanding of their goals and objectives, and deliver high quality, impactful, and value-driven results.
- **Our Vision** is to be the leading meeting, incentive and conference management company in regard to service and reputation, driving results for organizations across the globe.

As Project Director, I support the Global Operations team in many areas, including new client implementation and process improvement. Basically, whatever the organization and staff need as far as support, I am available!

Teams or projects that you have worked on for MPI or would like to be involved with: I've worked on committees and been on the board in the past, including the Speaker Advisory Committee, Awards Gala Selection Committee and VP/BOD from 2004-2009.

Tell us about your family: My husband, Michael, and I have a daughter, Shannon, who lives and works in the Washington, DC area. We have two fur-babies at home (Haley, a lab-beagle mix and Juliet, a domestic short hair cat).

Where were you born?

Rhinebeck, NY (about 2 hours north of NYC in the Hudson River Valley)

Where do you currently live? Wind Point, WI (in Racine)

Favorite Pastimes:

Horseback riding, skiing, bicycling, gardening, reading, photography...anything

that keeps me busy and outside as much as possible.

Favorite Musical Group: Can't really name one; my taste runs the range from opera to jazz to heavy metal...it all depends on my mood.

Person whom you admire most and why: The first person I thought of was Gloria Steinem. Her lifetime commitment to women's rights and equality are an inspiration.

Dream Vacation: My favorite quote from Susan Sontag – "I haven't been everywhere but it's on my list." Over the next few years, we have trips planned for Galapagos, Alaska, and Africa, so I'm looking forward to fulfilling those dreams!

If I won the lottery I would: Use it to fund my travel habit, take care of my family and do good within the community.

Words to live by: Begin and end each day with a grateful heart.

Special personal accomplishments: From 2007-2017, my husband and I were the caretakers at the Wind Point Lighthouse in Racine. It was a very special place, and we were privileged to be able to take care of a historic landmark for 10 years.



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Datebook:

CALENDAR OF EVENTS

2018



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global meeting + event community

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