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6 Different Ways



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EDITOR'S NOTE



Hello MPI!

Summer is around the corner (hopefully!) and before you know it we will be enjoying all the warm, sunny days that Wisconsin has to offer! I know when I start to think about summer I think about all the special events that occur around the state. Every weekend there's is a different festival, sporting event or concert... The list goes on!

Summer also brings new opportunities for MPI members new and old to connect with each other at upcoming special events. June offers two exciting events, WEC in Indianapolis and our annual golf outing in Green Lake. Madison will host

our first Summer Social in July and the Fox Cities and Milwaukee will host their events in August. Remember these summer socials are fun and FREE, so bring a friend! This is a great way to introduce someone to the spirit and camaraderie that MPI membership offers.

I hope everyone has a great summer. Remember to stay connected with your fellow MPI members through these special event opportunities!

Cheryl

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MPI WISCONSIN CHAPTER
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President's Column

WOW! What a year it has been!

I can't believe that when you receive this copy of the *Agenda*, we will be wrapping up the 2017-2018 MPI year.

I'm nothing but grateful for putting your trust in me and for letting me lead this Chapter down a successful path. My term as the Chapter president was nothing but rewarding both personally and professionally.

I know that the Chapter will be in great hands with Tamara Jesswein, CMP leading next year. She and the new Board of Directors have already been working hard and are in a good position for progress for the new year.

I want to share some exciting news with all of you. We, as a Chapter, have accomplished much this year:

Strategic Alliance Partners

We ended with a total of \$65,700 in Strategic Alliance revenues this year and 27 partners — the most in the history of the Chapter. We exceeded our yearly revenue goal of \$40,000 by \$25,700!!! The Chapter is in the best financial shape that we have ever been and our partners are the main reason for it. So a huge THANK YOU to our amazing 27 Strategic Alliance partners. Your support will be forever appreciated.

Free Event for Planners

Due to our exceptional outcome in our Strategic Alliance program this year, we are able to offer for the first time, unlimited complimentary registrations to all of our Chapter Planner members to attend this year's MPI Spring Education event on May 16 & 17 at the Radisson Green Bay. This was a Chapter goal for quite some time, and we finally made it happen this year thanks to our 2018 Strategic Alliance Partners.

Attendance Records

We have one of the best registration records for the first quarter of the year, with a total of 284 in attendance. Our attendance and revenue significantly exceeded our previous two years. This is all possible because of our amazing speakers, RFP, and monthly programs teams... you are all ROCK STARS! Thank you for putting together such great events for our members. I cannot wait to see what is in store for the upcoming year!

These are just a few things that we as a chapter have accomplished and this MPI year is not over yet. Let's keep the momentum moving!

As I always say in each of my columns in every issue of the *Agenda*, this is not a one person job, but a team effort. Behind the scenes are your amazing Board of Directors who share the same passion for this industry and for our success as a chapter. When I started in this role as your Chapter President, my vision was to provide great education and networking opportunities while helping our members grow professionally and personally. While looking back at this year I can confidently said that we accomplished all of that.

If you see one of our Board members at an upcoming meeting, please take a moment to say thank you. They've been working so hard this past year and many are already looking forward to serving on the Board again next year.

To MDS for their continued guidance and hard work in making this a top-performing Chapter and for making our events run nothing but smoothly each month: Thank you!

Personal thanks to my family for their infinite support. And finally, thank you to two of my MPI-WI colleagues and former MPI-WI Presidents Janet Sperstad, CMP and Cindy Foley, CMP. Thank you so much



Claudia Cabrera
President, MPI-WI Chapter

for mentoring me throughout this process, for your advice, and for always cheering me on throughout my term.

I hope to see everyone again at our 2018 "Viva Las Meetings" theme inspired Spring Education event on May 16 & 17 at the Radisson Green Bay. It's going to be filled with top of the line speakers as well as fun casino game clinics which will benefit the MPI Global Foundation for scholarships and grants. Please check out our website and articles in this issue of the *Agenda* for more details.

Also, don't forget to mark your calendars for our Annual Golf Outing on June 14 at the beautiful Heidel House Resort & Spa. We have sponsorship opportunities available, so please visit our website for a full list of available sponsorship and further details.

I want to finish by saying THANK YOU to each and everyone one of you for your continued support of our MPI-WI Chapter. This has been truly an amazing year and the accomplishments and experiences that I made I will forever cherish. To our Board of Directors, it was a pleasure to have served with all of you! Thank you for all your efforts and time commitment to the Chapter.

Have a wonderful Spring everyone!

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

Thank you Volunteers!

By: Amanda Ridout

Volunteers are the very heart of the MPI-Wisconsin Chapter. At the April 12 Education Day at the Radisson Paper Valley and the Fox Cities Exhibition Center, a moment was taken to thank the volunteers from the 2016-2017 committees. Volunteer opportunities with the MPI-Wisconsin chapter come in many forms. Some options are behind-the-scenes, and can be done from the comfort of your office or home. Other volunteer roles take place at the event itself. From selling raffle tickets at an event, to social media postings, or even participation on an Education Day planning committee, there is a volunteer opportunity for every member.

Prior to the days luncheon, a name was drawn from our list of last year's volunteers. After showing all the 132 volunteers from the 2016-2017 MPI committees, Michelle Tyo-Johnson was presented with this year's appreciation award! This award included an MPI-Wisconsin water bottle, an overnight stay at the Green Lake Conference Center, \$100 off her membership renewal, and a copy of *Eat, Drink & Succeed* from our keynote speaker, Laura Schwartz!

Thank you to everyone who donates their time to volunteer! There are always volunteer opportunities available. Contact Amanda Ridout at aridout@levyrestaurants.com to connect you with the committee that will allow you to shine and continue to help our chapter grow and succeed! 🍷



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Nestled on the western shore of the always-majestic Lake Michigan, the picturesque and stately Blue Harbor Resort & Conference Center is the #1 resort on Wisconsin's Lake Michigan Coast.

The Victorian style architecture of Blue Harbor Resort's structure is like a castle on a bluff. The interior and exterior features of the property capitalize on many water views.

With 64 villas and 180 hotel rooms, Blue Harbor offers a wide variety of accommodations perfect for group meetings and events. Suites have a clean, fresh, sophisticated but relaxing feel.

Blue Harbor offers a wide variety of accommodations, all of them spacious, comfortable and far roomier than at other resorts and hotels.

A gathering at Blue Harbor Resort can also include a wonderful array of recreation and team building activities—take part in a golf tournament on a top rated course, freshwater fishing on Lake Michigan, lessons on an indoor surf simulator or yoga on the beach.

As an added benefit, guests can treat themselves to the personalized care in a relaxing setting available at the award winning, Reflections Spa & Salon.

Expert culinary experiences lead by our executive chefs, combined with the upscale accommodations and scenic settings, are key reasons groups enjoy this Lakeside retreat. In addition to a vast array of banquet menu options from our newly designed menu, group guests can enjoy a memorable dining experience in The Beacon Restaurant or On The Rocks Bar and Grill, both with scenic lake views.

Blue Harbor Resort's newly renovated conference center offers more than 16,800 square feet of meeting and event space with free Wi-Fi. The 81-foot by 122-foot grand ballroom may be partitioned into seven different style meeting spaces and has 16-foot ceilings. Each space is equipped with a new Apple HDMI audiovisual system that enables you to connect with any sort of laptop, iPad, projector or other device for seamless presentations. Blue Harbor Resort also has well-appointed areas to accommodate receptions, trade show booths, reservation desks and meal functions.

One of the many attributes of Blue Harbor Resort is its convenient and scenic location—an easy drive from major Midwest Metro areas and less than one hour away from Milwaukee and Green Bay. Blue Harbor Resort is located in the Harbor Center District in Sheboygan, Wisconsin, a city growing in popularity for its scenic waterfront, sailing, boating and fresh water surfing.



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Spring into Action with a Little CSR

at our May Education Day Event!

By: Naomi Tucker, CMP, HMCC



This spring, May Education Day will sprinkle in a little CSR activity for all to enjoy. MPI Wisconsin Chapter will be partnering with Big Brothers, Big Sisters of Green Bay and the Fox Cities alongside Meetings & Incentives Worldwide (M&IW) to bring a smile to the youth faces as they anticipate a new school year.

M&IW wants to support causes that are important to their employees which is why they started the Global Giveback Initiative. M&IW divided their employees by teams, primarily driven by location. Each team was able to choose a cause of their choice. The Fox Valley M&IW team chose Big Brothers Big Sisters as the organization and have been finding ways to give back in a big way ever since.

MPI Wisconsin Chapter has an opportunity to participate in this Global Giveback Initiative and help the Fox Valley M&IW Team raise as many donated items they can for Big Brothers, Big Sisters. Help us by bringing as many items as you can from the list below. Get your neighborhood, friends, and family involved by bringing items they would like to donate as well.



Items to donate:

- Wide ruled notebooks
- Wide ruled loose leaf paper
- Binders
- Rulers
- Pencil cases
- Sharpened pencils
- Colored pencils
- Washable markers
- Crayons
- Erasers
- Glue
- Glue Sticks
- Scissors
- Two pocket Folders – prime colors

For more insight into how the Global Giveback Initiative is working, follow #miwglobalgiveback on your social media channel of choice. Visit www.mpiwi.org/2018-May for more information on items to donate, as well as the event details.

We look forward to seeing you at the May Education Day event and making little hearts smile.



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FEBRUARY EVENT RECAP

By: Jessie Zelenock

On Thursday, February 15 the Westin Milwaukee hosted our monthly educational meeting. Having opened in June of 2017, this was the first time MPI-WI held an event in the newly constructed property. Between the 9,000+ square feet of beautiful accommodations, delicious food and welcome from General Manager, Jeff Hess, the members were very well taken care of. Service and execution were seamless for each event, including the board meeting, CMP 101, and education session held in the Grand Ballroom.

Our speaker, Christy Lamagna, CMP, CMM, CTSM put on a very informative educational session. Christy worked with us to demonstrate the value of what we do and how we can become strategic planners through what she labels as "Strategic Planning Principles." Throughout her session, we discovered ways to value ourselves in the workplace and how to gain more respect in the industries we all represent.

February's Community Outreach partner was the Alzheimer's Association-Southeastern Wisconsin Chapter. During lunch, we were able to see the impact of our donations and we hope that all members understand how valued their support is.

We concluded the day with a reception and raffle drawings in the beautiful Lower Lakes room, featuring floor to ceiling windows overlooking downtown Milwaukee. As a reminder, proceeds from the raffle go directly to the chapter, so thank you to all those who donated and purchased tickets! 🍷



Join MPI-WI for our Annual Golf Outing in June!

By: Jane Kincheloe



Our Summer Spectacular on June 13 & 14 is going to be a fun-filled event for golfers and non-golfers alike. We are excited to have Heidel House Resort and Tuscumbia Golf Club hosting our event this year in Green Lake.

In 1945, when Herb and Lucille Heidel purchased the property for \$20,000, it consisted of a main house, stable house, tack house and pump house. The charming estate expanded as the property's reputation for hospitality and fine dining grew to one of the most popular lakeside destination resorts in the state. The Heidel House maintains that reputation today.

On Wednesday evening, June 13, we will have a kick-off reception at the Heidel House with special entertainment you will not want to miss. There will also be an exclusive Wednesday night golf ball raffle for a Green Lake package giveaway. Make sure you watch for updated information about the special entertainment provided by local Green Lake and Ripon businesses.

The golf outing will be held at Tuscumbia Golf Course, the oldest golf course in Wisconsin. Not a golfer? Not to worry, we have a great non-golf activity planned with Escapade Yacht Cruise followed by painting lakeside. All attendees, whether golfing or not, will have time with our hole sponsors.

The day will conclude with a reception and networking. We will again have a silent auction featuring extraordinary trips and experiences. Sponsorship and donation opportunities are available. Learn more by visiting mpiwi.org! 🌟

The Power of “Buy MPI”

By: Carrie Jensen, CMP



I've always been an advocate of “Buy MPI.” When I book programs on behalf of the League of Wisconsin Municipalities, the first thing I do is reach out to an MPI member I know, either the CVB in the area I'm planning or individual supplier, and then go through the proposal/RFP process.

Recently, two brand new MPI connections landed themselves in my contracted events - one in Brookfield and another in Milwaukee. The Brookfield connection was literally within days of Ann Marie Hess of Visit Brookfield becoming a member of MPI-WI. We ultimately booked the event at the Embassy Suites Brookfield. The Milwaukee booking happened through networking with Tricia Smith from The Bartolotta Restaurants when she attended her first MPI-WI meeting this past January. We ended up booking the event at the Italian Community Center.

In both cases, with just one connection, the business booked covered the cost of their annual MPI-WI membership. My organization gained multiple new potential locations for future events. This was a win-win for all, and truly shows the power of “Buy MPI”!

I believe in “Buy MPI” because I think there is a higher level of quality and service with MPI Partners. I believe in building relationships within our industry exactly because of the examples outlined here. Planners – do yourself a favor and reach out to MPI suppliers. They are a powerful wealth of resources, and you'll be amazed at what these relationships will bring you over the years! 🌟

The Name of the Planning Game

HOW TO ELEVATE YOUR MINDSET AND SKILLSET
TO THE STRATEGIST SPHERE —BY DAWNA L. ROBERTSON



YOU'VE BECOME BOTH A “JACK” AND “MASTER” of all trades. You nailed down transportation, accommodations and venues. You secured guest speakers, entertainment, and food and beverage schemes.

You fluidly crunch numbers and negotiate contracts while creating a rock star buzz across social media platforms. You also assembled a dream team to assist with the nitty-gritty of permits, programs and on-site registration. You're ahead of schedule and below budget—all while monitoring communication systems that have raised the bar on efficiency.

This daunting checklist merely skims the surface of your responsibilities as a meeting and event planner. Also understated is that the aforementioned job moniker fails to reflect the expertise you bring to the table beyond simply managing logistics.

Your goal isn't to simply arrange event components. You have a strategy-based comprehension of how an integrated, well-orchestrated program can generate a hefty return on client investment. Your last event made you a hero, and you're determined to remain on track.

According to the 2018 Global Meetings and Events Forecast by American Express Meetings & Events (AmEx M&E), you'll likely have an opportunity to do just that.

Issa Jouaneh, the organization's senior vice president and general manager, comments in the report that the meetings and events industry should be optimistic about growth in terms of “spend, number of meetings and attendees,” and that, “meeting owners are prioritizing attendee experience and engagement over scale.”

While key insights point to continued uncertainty of economic and geopolitical influences, Jouaneh voiced that the industry anticipates

ongoing resilience and continued focus on successful experiences.

On the financial front, budgets are predicted to remain flat or inch up a mere one percent above 2017 numbers. Since the investment in events is typically a substantial chunk of a corporate marketing expenditure, it's even more critical that you ramp up from a tactical to a strategic mentality for scrutinizing every line item.

Simply stated, your profession is growing more complex. Corporations are elevating their expectations of meeting and event professionals beyond being practitioners who execute.

Stephanie Harris, AmEx M&E's director of Global Marketing & Event Strategy, deems the progression from meeting planner to Business Events Strategist as fundamental for gaining recognition that yours is a legitimate, essential occupation rather than a part-time function.

“This role, more than many others in an organization, delivers an experience that is a direct reflection of the brand,” says Harris. “By extension, recognizing and supporting the importance of this role equates to recognizing and supporting the importance of a brand.”

Harris stresses that through aligning event and business strategies, a Business Events Strategist will skew toward operating in more of a “partner” role. Your end-to-end accountability begins with helping to create a vision for how an event can achieve company goals via a positive impact on the key players—whether those are customers, partners or internal team members.

It then flows to establishing and accomplishing priorities, elevating the attendee experience and reporting a positive return on investment.

“Post-event, you'll understand how to deliver information about what the event returned to the organization—either in opportunity, perception or experience—and provide direction for how that learning can be applied across a full event portfolio,” Harris says.

Alex Doyle, vice president of sales for 21st Century Group, a meetings management and site selection firm, considers an event planner as a logistics partner, while a Business Events Strategist helps to create, enhance and deliver the corporate vision.

“As a Business Events Strategist, you must be able to offer specific strategic solutions to achieve

Simply stated, your profession is growing more complex. Corporations are elevating their expectations of meeting and event professionals beyond being practitioners who execute.



event goals—best delivery efficiency, impact of message, and best counsel on which destinations and venues will support and enhance the event’s goals and objectives.”

Doyle adds, “To deliver the best results, it takes vision, creativity, strong organization skills and a keen sense of which partners to engage.”

For Meet Meetings President/CEO Tracey Bockhop, CMP, a true Business Events Strategist is proactive in thought and action. “You can take an open-minded approach to achieving the end goal, and make the time or event for reaching that goal be both innovative and interesting for those involved.

“Looking at what you want the meeting to accomplish, who should be there and how you will deliver the message you need to deliver are all strategic factors.”

Bockhop recalls a situation where she found herself transitioning from planner to strategist. “I was looking at a panel of leaders saying that they couldn’t do something a particular way because they had always done it differently.” While she initially considered holding her comments, Bockhop found herself doing just the opposite.

“I remarked that we needed to plan events where people don’t go home feeling as if they wasted their time,” she says. “The shift was in focusing on what would make a positive impact on the attendees and the company in the long run, and how to reach that goal.”

As a result, Bockhop’s input and recommendations prompted entirely new thought processes in the organization and the events produced.

The PCMA Perspective

Sherrif Karamat, the new president/CEO of Professional Convention Management Association (PCMA), agrees that it’s difficult to pigeonhole industry pros as simply meeting planners.

“Today, meeting professionals are being tasked with so many things—employing strategies to drive growth, helping to create a bigger pipeline for sales, and conveying the best way for learning in a face-to-face and digital environment,” says Karamat.

“It’s key to understand that the profession is multi-layered, with opportunities existing at every level. Responsibility can range broadly from brand experience and deliberate experience to flawless execution of any event.”

While Karamat doesn’t believe that every meetings industry professional aspires to become a Business Events Strategist, he feels that they do want access to education and tools for becoming a greater resource for an organization or client.

His hypothesis paints an image of each upper management leader in a corporation as having a MBA. “In reality, maybe less than 10 percent do. Does that mean that those who don’t have a MBA don’t want access to business education? Actually, the opposite is true.”

Naturally, a percentage will seek full certification to become recognized as a top tier professional. “Others would seek to get knowledge, but may not be able to commit the time required to get the relevant certification,” says Karamat. “Meeting professionals are no different.”

The Education Edge

Karamat, Harris, Doyle and Bockhop collectively laud education as a key component for advancing from a tactical to strategic operating mode.

For Bockhop, continuing to learn and interact with



her industry peers stimulates both personal and professional growth. “When you’re planning a meeting to advance the future of a client, and your skills and ideas are not at the forefront of what’s happening, how can you help that client advance?”

This is where PCMA becomes your champion through a wealth of resources, initiatives and forums designed to guide you toward reaching and remaining at the top of your game. Among these are two recent Knowledge Exchanges hosted in London and Barcelona (at IBTM World).

“Sometimes to get to the heart of a matter, you don’t need a big group of people,” says Karamat. “You need a core group to think through a subject impacting them in their community, and then do a deeper dive.”

In both cases, the Knowledge Exchange format opened the door for greater understanding of risk management. PCMA shared findings with a broader audience via white papers, face-to-face programs and webinars. Eight additional Knowledge Exchange events are on the calendar for 2018, with four slated for Europe and four for Asia.

Other PCMA assets include:

- Annual Education Conference—Series of networking and educational sessions highlighting business events strategies and industry-shaping trends. Scheduled for June 10-13 in Cleveland.
- European Influencers Summit—Brings together high-level event professionals to discuss issues related to European meetings. Scheduled for Sept. 23-25, with location TBA.
- Incentive, Conference & Event Society Asia-Pacific—Draws those working with or for MICE Business Events sectors across the Asia-Pacific region. Scheduled for November 2018, with Asia location TBA.
- Business Event Boot Camp—Shares the constantly changing strategies critical for keeping events vibrant, compelling and successful.
- Digital Experience Institute—Course and certification program that helps to effectively plan, produce, and measure results of live stream and digital engagement events.
- PCMA Education Foundation—Supports scholarships for promising individuals and funds critical industry projects.
- CMP Online Prep—Provides study for CMP certification.
- Learning products, media library and event session rebroadcasts.

Check PCMA.org for a roll out of specific dates and locations, as well as other education aids.

The Low Down on Data

It’s a natural process. With an uptick in education and practical experience, you should find yourself deviating from a planner who “takes orders” into a more collaborative team player who guides your clients toward achieving their overarching objectives and goals.



TRACEY BOCKHOP



SHERRIF KARAMAT

Data and analysis are poised to become your greatest allies, especially as the meetings industry faces a monumental shift from a qualitative to a more quantitative realm.

“It is said that without data to back us up, all we have is opinion,” says Karamat. “Every organization has data, but very few of us have our data in one single system. We are moving toward a data-centric organization so that we can make informed business decisions.”

Karamat adds that it speaks to the evolution of business events that the industry now features employment opportunities specific to data analysts and data scientists.

In this data-addicted world, however, recognition and utilization are often on different pages. In fact, the imbalance is somewhat startling, as indicated in a recent study that is part of Cvent’s new “The Power of Live Events” campaign.

Findings indicate while the meetings and events industry understands the value of data collection, technology and experiential marketing, it faces an implementation gap. In other words, while most industry pros nod to the relevance of amassing data at events, few are actually efficient at leveraging it in terms of audience development and in elevating the overall attendee experience.

Of the 600-plus meeting planners, event producers and corporate event marketers polled in the Cvent survey, 81 percent viewed data at live events as “extremely important so that event planners can track the attendee journey to create better events and realize their full ROI.” However, a mere 20 percent indicated that their organizations are effective in actually integrating the collected data.

This is especially revealing since only 38 percent of event professionals say they understand what their attendees actually do while at their events.

Only 29 percent of those queried say that their organization is effective at data collection, with 23 percent indicating that their organization is effective at using their event data.

Also worth noting is that 75 percent of event professionals queried reported that their organization is missing out on marketing opportunities by failure to establish and utilize data-based attendee profiles that track their event journey.

Beyond harvesting, it is imperative to analyze, report and apply the specifics. With a deeper understanding of attendees’ habits, interests and preferences, you can help your clients create more engaging, empowering programs that maximize that coveted return on investment.

Coupling data analysis with these additional skills should posture you as more fundamental in the overall process—in more of a “relationship owner” framework as you build trust with your clients based on your mutual successes.

“Strategists should have a keen handle on the metrics and reporting associated with events, and not consider their role on an event as complete until they have delivered this information back to key stakeholders,” says Harris.

Think beyond a single program to a more comprehensive, ongoing relationship that continues to strengthen based on past successes, trust and respect. “By taking this reporting-focused path, you can gain greater visibility into investment, and work with meeting owners and key stakeholders on recommendations for how to optimize their full event portfolio.”

Harris adds that an event strategist is ultimately most successful when adding diversity of experience and perspective into the fold. “This often comes from being part of a true community of professionals who are sharing best practices, and then bringing that insight to their clients and applying best practices to their programs,” she says.

“It is this collective power within meeting professionals that elevates not just one individual, but the entire industry.” ■

MAXIMIZING YOUR MEETINGS MOJO



MARALYNN ADAMS, CMP, of The Corporate Event Group, LLC has etched a career evolving from marketing program manager for Oracle Corporation to owner and senior event director of the Silicon Valley-based company that she launched in 2008.

Adams suspected that becoming a strategist versus a logistics-focused planner would be important on the corporate side. She then learned the value on the independent planner side as well.

Here are five areas of focus that Adams spotlights for independent planners seeking to elevate your professional profile.

YOUR EXPERTISE

“I was recently talking to someone interested in pursuing event planning as a career and mentioned that just planning events isn’t really enough anymore. Your value to your client is really your expertise—your past experiences, triumphs, mistakes, clever solutions, what you’ve done and what you’ve learned from it. All of these aspects help to make you a vital team member.

“Implementers are common. Hiring experts who can also give you strategic ways to make your event more effective or more impactful is where you get the biggest bang for your buck.”

DISTINGUISHING YOURSELF

“Differentiating yourself from the pack is crucial. While anyone can call himself or herself an event planner, it doesn’t make that person an authority. In this industry, it’s fairly easy for clients to find someone cheaper. And the moment you are seen as a commodity, you’re dead.

“Showing your worth is key. Be transparent and illustrate the value that you’re providing to your clients. Your negotiation skills, your diplomacy, your ability to make friends and influence people—they are all part of your package.”

MARKETING YOURSELF

“Focus on your strengths and what you love about event management. Immerse yourself in those areas within your own company and reach out to fellow independent planners to offer your talents.”

SHARING EXPERIENCES WITH YOUR PROFESSIONAL PEERS

“Getting together with other planners (independent and corporate) to ‘talk shop’ can be eye-opening. The ideas and experiences swapped over a cocktail or a meal can help you immensely. During my 24 years in the event industry, I’ve drawn from many colleague stories. And I’m hoping my experiences have helped others, too!”

UNDERSTANDING THE GREATER ENVIRONMENTAL IMPACT

“Many more companies are recognizing that they impact not only their customers, but also the planet. You should keep an eye on how groups affect the environment, on cultural and regional menu trends, and on sourcing locally for handmade goods to support local communities. Mindfulness is definitely an important quality that we should all strive to achieve!” -D.L.R.

NOMINATION TIME:

Do you know a chapter member who stands above the rest?

By: Alison Hutchinson

The MPI-WI Chapter is fortunate to have over 110 active members who currently devote their time and energy to support our Chapter's events, publications, fundraising and membership goals. Only because of the involvement of our talented members does our Chapter continue to be successful in achieving the organization's goals and initiatives each year!

This June, Chapter members will be asked to nominate and recognize our outstanding individuals and teams in their volunteer roles. Please take a moment to nominate your peers (and even yourself!) for these amazing awards. It is truly an honor to be nominated!

The awards open for nominations are:

MEETING INDUSTRY ADVOCATE: This award will be presented to a member whose actions consistently promote the meetings industry in Wisconsin. Individuals that also encourage the growth and image of our industry through education, promotion, or lobbying should be nominated.

TEAM OF THE YEAR (TOTY): This award is designed to recognize an entire team's accomplishments. The TOTY will be nominated by the Team Lead, and will outline what each member of the team has contributed to the team's success.

RIISING STAR AWARD: This award is presented to a newer member of MPI-Wisconsin who has become an active part of our organization. The award is designed to recognize an individual whose time and efforts put him or her on a path to being one of our Chapter's next leaders. Individuals who have been a member between six months and two years may receive the Rising Star Award.

SUPPLIER OF THE YEAR AWARD: This award is the top award for MPI-WI supplier members. The award is a tribute to the recipient's service, accomplishments, recognition and contributions to our industry. This individual must be a MPI-WI member for a minimum of three consecutive years.

PLANNER OF THE YEAR AWARD: This award is the pinnacle award for MPI-WI planner members. This honor recognizes the recipient's service, accomplishments, recognition and contributions to our industry. This individual must be a MPI-WI member for a minimum of three consecutive years.

The full list of details and criteria for each award, as well as the list of prior years' winners, can be found on the MPI-WI Chapter website under the Member Benefits tab in Member Recognition.

Awards will be presented at our signature event – the MPI-WI Awards Gala on September 20, 2018 at the Miller High Life Theater. Mark your calendars – we'd love for you to join us! 🍷



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March Event Recap

By: Emily Rauber

On Thursday, March 15 the Madison Concourse Hotel hosted the MPI-WI monthly educational meeting. The hotel presented a remarkable event from start to finish, creating an unforgettable experience for all attendees. Their dedication and approach to service is evident in every staff member.

The Madison Concourse Hotel offered creative cuisine, presenting a mouth-watering tenderloin for lunch, followed by a wide variety of snacks for the afternoon break. And the chocolate mousse cake was to die for!

Our speaker, Steph Pfeilsticker, put on an enlightening educational session as well, sharing her expertise on hybrid event strategies.

The March Community Outreach partner was Domestic Abuse Intervention Services (DAIS). It was terrific to learn more about DAIS and how our donations impact their organization.

We finished out the day with a perfect reception. The hotel crafted a signature drink for MPI - Strawberry Moscow Mules – which were unique and delicious! Appetizers were displayed and passed while attendees mingled and networked before closing out the event with a raffle drawing. Thank you to everyone who donated items and purchased raffle tickets. 🍷



SAFETY & SECURITY: Don't Get Overwhelmed

By: Alan L. Kleinfeld, MTA, CMM, CMP



True story. Several months ago, at a reception held at a public college, an attendee collapsed while returning from the buffet. For a moment time stood still. The silence broken when someone shouted, "He collapsed! He collapsed," and in a flurry of activity, someone was calling 911 and two other people started CPR. Everyone else stood nearby, cemented in place, hands clasped to their mouths.

The meeting planner ran next door to the campus health center and grabbed the nurse on duty while people took turns doing CPR. All the while, the 911 operator was still on the phone. "Continue CPR. Do you know his age? Is he on any medication?" The attendee's wife was nearby, but too stricken with grief and shock to be very helpful. "He's only taking Sudafed. He's 72 years-old," she said through sobs.

It felt like an hour had passed, but from the time the 911 operator picked up to the time Emergency Medical Services (EMS) arrived, a mere seven minutes had lapsed. EMS took over with an Automated External Defibrillator (AED), put the man on a stretcher, and off they went to the hospital.

The incident demonstrates not only how important safety and security planning is, but that it's more likely for a medical emergency or theft to occur than anything as tragic as an active shooter. Wouldn't it be nice if we could be prepared for all of it?

Sure, for some planners, an emergency is when the CEO runs out of Grey Goose. More seriously, though, planners and their companies find the need now more than ever to be prepared for whatever comes their way. Knowing what questions to ask is a beginning.

For example, what's the difference between safety and security? Safety is the freedom from harm or injury while security is composed of the steps put in place to prevent harm or injury. The heart of a good security plan is safety. If you know the difference, you're moving in the right direction.

You don't have to come up with safety and security plans all by yourself, either. Get other parties involved and make sure to engage venues, vendors, and local public safety agencies, as needed. Reach out to other colleagues and see what they're doing.

Make sure your security plan includes at least the basic elements. Here's a brief list of some simple safety steps:

- Make sure exit signs are working
- Confirm ADA compliance
- Keep a list of contacts for emergency response from local public safety (fire, police and medical)
- Include venue security staff at pre-con meetings and ask to see their plan

- Know where local hospitals are located
- If you have international attendees, know where their embassy or consulate is located (and find US Embassies for your international meetings)
- In your RFPs, ask what other groups will be in-house over your meeting dates
- On your registration forms, ask for attendee emergency contact info
- Tape down cables and extension cords and any other trip hazards
- Use battery operated candles instead of live flames
- Back up and protect data and registration files
- Keep abreast of news and weather, so you can plan and prepare

Hotels and venues also have an eye on safety. It may depend on size and location, but it's common now for many sites to have 24-hour security, which can include personnel, cameras, and programmable door locks, among other elements.

Often a range of staff, from sales to housekeeping, are certified in CPR and first-aid and assigned resources have relationships with local emergency responders and hospitals. Large chains have even begun training staff on active shooter scenarios.

With so much gun violence in the news, it is important that we try to prevent the wrong people from getting into our meetings. Although human behavior is one of the hardest to predict in terms of security, here are a few things to help you prepare:

- Require attendees to wear name or registration badges while at the meeting (and have them take them off when not at the meeting)
- Make sure hotel staff has a list of attendees and knows what registration badges look like
- Hire extra staff or a security firm to secure venue entrances, and ask to see room keys at hotels
- Train staff to know what to do or whom to contact when they see someone who doesn't belong (See something? Say something!)
- Use polygraph or psychological evaluations when hiring new staff and employees
- Hire off-duty police officers to roam venue space and create a police presence
- Provide active-shooter training for your staff (and confirm hotel staff has been trained, too)
- Create evacuation plans for your staff members in case they need to get attendees out in an emergency
- Make first responders aware of your presence

Don't be overwhelmed. You can't prevent all bad things from happening, but by adding safety as part of your routine planning, you'll go a long way to making your attendees feel more secure. 🌀

May Event Preview

By: Rebecca Staats

Viva Las Meetings! Long live meetings & long live MPI WI!

Join us and win BIG at our Las Vegas-themed 2018 Spring Education Day which will take place on Wednesday, May 16 & Thursday, May 17. This year's event will be held at the traditionally beautiful Radisson Hotel & Conference Center Green Bay. The property is located across from the Austin Straubel International Airport in the Green Bay, WI area. With the Oneida Casino attached to the venue, and sponsorship from the Las Vegas Convention & Visitor's Authority, the Las Vegas theme was sealed! helped seal the deal on the Las Vegas theme.



Viva Las Meetings Spring Education Day will kick off with our Welcome Reception and Chairman's Challenge on Wednesday evening. Craps, Roulette, Black Jack got you stumped? Learn some Vegas-style tricks of the trade with MPI-WI President-Elect Tamara Jesswein and the professionals from Casino Events! Never again feel intimidated to hit the casino floor. The cost will be \$20 to participate, and all proceeds go to the MPI-Foundation for scholarships and grants. There will be plenty of bites, beverages, cards to play and dice to roll! Chairman's Challenge is sponsored by Radisson Hotel, Greater Green Bay CVB and Casino Events, LLC.

Thursday includes can't be missed education, (*your entertainment!*), breakfast and lunch, exhibitors, three general sessions, Community Outreach activity and two breakout sessions.

Our showstopping education sessions feature Michael Dominguez – Senior Vice President and Chief Sales Officer for MGM Resorts, Tyra Hilliard – speaker, attorney, and professor of business, hospitality, and event management at the College of Coastal Georgia, and Alan Kleinfeld – a member of MPI's Security & Risk Management Task Force and trained in Event Security by the Department of Homeland Security.

Before lunch, we will have the opportunity to participate in this month's Community Outreach program benefiting Big Brothers

Big Sisters of Green Bay and Fox Cities. During this Community Outreach project, we will be stuffing backpacks with school supplies for children facing adversity.

I don't know how you will choose, but in the afternoon, there are two breakout sessions to choose from: *The Lawyer is (Real)*

In with Tyra Hilliard and *Leadership Today – Are You Playing Chess or Checkers?* with Michael Dominguez.

Make a bet and experience the MPI WI Education Event of the Year! For more information regarding the 2018 Spring Education Day and to register to attend, please visit www.mpiwi.org/events. 🎲



MICHAEL DOMINGUEZ
Senior Vice President & Chief Sales Officer
MGM Resorts International

Michael is providing oversight of sales strategies in the MICE and transient segments, including industry relations, diversity sales, and MGM Resorts Events & Production Services. Michael is actively involved in leadership roles in the Meetings and Events Industry and currently serves as the Immediate Past Chairman on the International Board of Directors for Meeting Professionals International. Michael's Keynote titled, *Connecting The Dots: What Does All The Disruption Mean From A Strategic View*, will assist us in understanding the need to move fast in changing organizational structure, look at the impact of global political and economic forecasts and help us understand new competition and disruptive forces that will move us all.



TYRA HILLIARD, PH.D., ESQ., CMP,
Hospitality Legal Expert, Author and
Event Project Management

Tyra is an attorney and professor whose expertise is in legal and crisis preparedness issues for the meetings, events, and hospitality industries. Her 25-year meetings industry career has included management roles in hotels, travel, destination marketing, associations, catering, law and academia. She is one of the only two people in the world who is a practicing attorney, has a Ph.D. in Hospitality, and has earned the Certified Meeting Professional (CMP) designation. Tyra's Keynote titled, *Bite Me! The Law of Food & Beverage*, will help us better define service standards, evaluate due diligence when dealing with ADA issues and clarify the responsibilities and opportunities with food donation.



ALAN KLEINFELD, CMP, CMM
Member of MPI's Security & Risk
Management Task Force

Alan is a planner with a badge! He's a member of MPI's Security & Risk Management Task Force and trained in Event Security by the Department of Homeland Security. He's earned his CMP, CMM and a Masters in Tourism Administration, which he's used for planning events from 10 people to over 5,000 attendees for associations, corporations and government all over North America. Alan's Keynote titled, *Band-Aids to Bad Guys: Turning Perils into Protection*, will help us learn how we should react when an emergency occurs, how to make conferences and meetings safer and help us identify what questions to ask yourself, venue and stakeholders in order to keep attendees safe.

We look forward to seeing you all at our Las Vegas-Themed Spring Education Day!

Amanda Ridout



Place of employment: Harley-Davidson Museum

Where do you currently live? Milwaukee

How long in the meeting/event industry? Seven years

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

As the Director of Member Care, I strive to bring value to our members through different programs and opportunities. I oversee the Red Carpet Team, who stand near the registration area to greet new members and help all members with questions. I also facilitate an MPI 101 session at various programs throughout the year. These sessions are for new members and guests to learn more about chapter opportunities, as well as for veteran members to share experiences and get a broader understanding of our chapter.

What is the best part of being on the board? It amazing to be a part of a group that has very different perspectives and ideas, and to be able to have respectful and thoughtful conversations. We all have a common goal of doing what's best for our chapter, and we work hard to collaborate to make thoughtful decisions.

What have you learned most from being on the board? Being able to learn about the intricacies of how a successful chapter operates is fascinating and is a great learning experience.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? It's a great opportunity to grow, both personally and professionally. There are volunteer opportunities available for anyone – beginning with as little as one hour a month. Some volunteer opportunities are done at chapter events, and some can be completed from a remote location. We can never have too many volunteers!

Favorite hobbies or pastimes? I love watching sporting events, playing sand volleyball in the summer, and spending time with my husband, Brad, and my dog, Max.

Favorite musical artist or band? I have a broad appreciation for music! Right now my top three Pandora stations are Janet Jackson, Billy Joel, and The Steeldrivers.

WHO'S IN THE NEWS

Congrats to the following members who passed the CMP exam in February and received their Certified Meeting Planner credentials!

- **Melissa Falendysz, CMP** - National Association of Tax Professionals
- **Allison Rocca, CMP** - Orasoptic
- **Tricia Smith, CMP** - Bartolotta Restaurant Group



Congrats to **Tracey Bockhop, CMP**, who was featured in the March issue of *Successful Meetings* magazine! (see reprint of article on page 14)



Congrats to **Cheryl Oswald, CMP** who received the Venetian | Palazzo Experiential Event Scholarship from the MPI Foundation for the upcoming NFL Draft Experiential Event!



Congrats to **Cheryl Oswald, CMP** on being named one of *Connect Magazine's 40 under 40*. Congrats, Cheryl!



Waukesha's Country Springs Hotel will undergo extensive renovations to its guest rooms, meeting space and other areas, and will be renamed. The 187-room hotel, which includes a water park, will be known as **The Ingleside Hotel** when the project is completed in spring 2018.



The **Radisson Paper Valley Hotel** in Appleton will become the **Red Lion Hotel Paper Valley** under a new 20-year agreement. The property has been undergoing millions of dollars of renovations as part of a management agreement for the new Fox Cities Exhibition Center. Public spaces within the property have been renovated and work on the façade is set to begin soon. The name change is scheduled to occur sometime in May.



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FOOD FOR THOUGHT:

Executive Chef Brian Singer



Growing up on the South side of Milwaukee in a predominately Polish neighborhood and the youngest of five children, an intrigued young Brian Singer spent a lot of time in the kitchen helping his mother make shopping lists, cut up vegetables and cook meals for the family.

At age 8, Singer was exposed to his first taste of Asian cuisine. Only experiencing Polish fare so far, learning how to make Asian food was fascinating to him. Instead of playing outside with friends, Singer would ride his bike to the local library and seek out cookbooks searching for different recipes that he and his mother could make for the family. Brian's mother always encouraged him to explore different forms of expression and so enrolled him in Alverno College to take art classes. Here, Singer learned various skills in woodworking, welding and metal fabrication, but his passion for the culinary arts would inevitably call to him.

Singer attended Milwaukee Area Technical College and earned his Associate Degree in the Culinary Arts, and later was awarded an apprenticeship through the American Culinary Federation with the Milwaukee Country Club. Singer's goal was to work and continue his education, but to his surprise, the Federation granted him full credit due to his on-site work experience and schooling. Upon his successful completion, the Milwaukee Country Club offered Singer a full time position – a first ever in the history of the Club! Over the next five years, Singer was presented with a great opportunity, as personal chef to the Pettit Family.

Singer's resume continued to grow from there. After working at the country club, he went on to be a food contractor as a Corporate Chef for several years before taking a position with the

Milwaukee Center for Independence's "Meals on Wheels" program as an instructor. Having no previous teaching experience, Singer worked with thirty disabled clients at one time, developing and teaching them to work in a kitchen setting, producing 1,000 meals a day for many years!

While the city life would always be in his blood, in 2000, Singer took a hiatus from the corporate, city life and moved to his cottage in Northwoods, something he always wanted to do since he was a child. Accepting a position as Chef Manager with Waube Lodge outside of Lakewood, Singer felt he was home. But after a few years, the city life called him back, which ultimately brought Singer to the Green Bay area and eventually, to the Radisson Hotel & Conference Center.

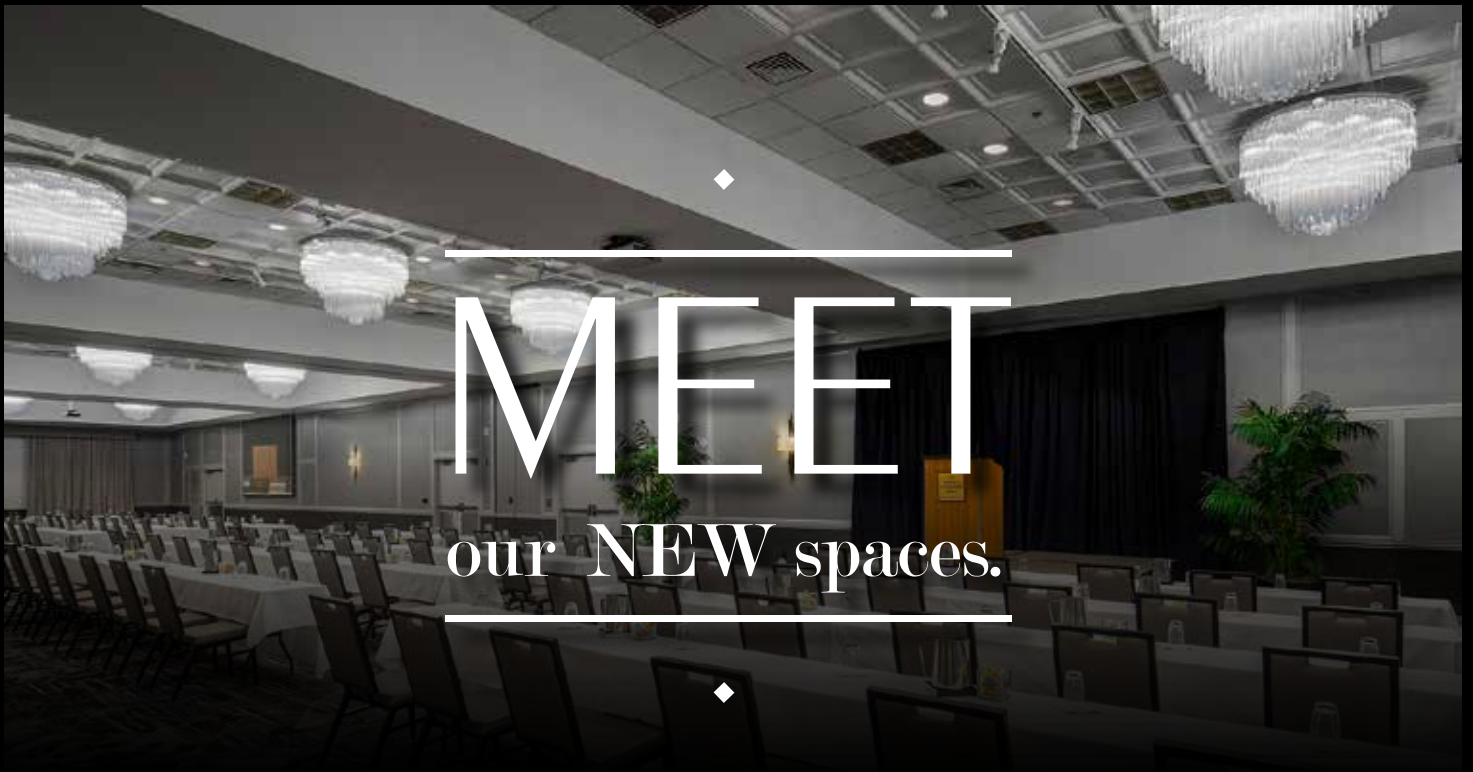
Under the guidance of Executive Chef, Craig Kowsek, Singer started as Sous Chef in the Shenandoah Restaurant. With his eagerness to learn new skills Singer was promoted to Banquet Chef, then became Executive Chef in 2009. Since then, Executive Chef Singer has built a team based on virtues he's learned growing up – cooperation, integrity, respect and personal accountability. Chef Singer believes these characteristics encourage hard work, bringing with it personal empowerment and achievement. He has developed methods to increase productivity and continues to exceed expectations through his patience and mentoring.

Executive Chef Brian Singer is successful because he cares, shares and dares to move forward with his Radisson family, utilizing core principles of the "Yes I Can" brand. 🍷

Rolled Pork Loin Stuffed with Polish Sausage

1. Pound a 2-3lb boneless pork loin with a meat mallet until about ½ inch thick.
2. Spread the pork loin with about 1/2lb fresh polish sausage (removed from casing)
3. Roll meat up and tie with string
4. Roll in flour and brown in 4 tablespoons of hot vegetable oil
5. Season with salt, pepper, paprika and top with sliced onions
6. Transfer roast to an oven-safe baking dish
7. Add ½ cup water to bottom of pan and place roast in pan
8. Bake covered at 325 degrees in oven for 1.5 hours
9. Replace liquid that evaporates as needed
10. Cool to room temperature and refrigerate overnight
11. Remove string
12. To serve hot, slice thin and reheat in reserved pan drippings

This meal is excellent with braised red cabbage, sauerkraut and bacon, baby red potatoes, sautéed mushrooms and a cold beer.



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Stacey Lucas

CORPORATE SALES MANAGER
PALOMA RESORT PROPERTIES



Place of Employment: Paloma Resort Properties, which owns and manages Geneva National Resort & Club and manages The Ridge Hotel and The Cove of Lake Geneva

Job Title: Corporate Sales Manager

How long in the meetings industry? 10 years in the hospitality industry, five of which has focused on planning meetings

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

Paloma Resorts manages a variety of venues in Lake Geneva, WI. I am able to provide clients with several options for their retreats and meetings, from a mid-century modern hotel or boutique group villas to a gracious and sprawling clubhouse overlooking Palmer's 18th hole. I enjoy learning about groups and their objectives, and then devising ways for them to achieve their goals in a relaxing, fun, and productive environment. I'm not restricted to specific event menus or room setups, so I can create a unique experience for each group — a challenge I really enjoy.

Tell us about your family: I have an amazing father who lives on the beach in Florida and is always my direct go-to when I need to escape the Midwest winter. My older brother lives in NYC with his wife and two children. Together with my dad, we have a standing Skype appointment every Sunday morning to reconnect. I take my role as an aunt very seriously, meaning, my niece and nephew get a lot of care packages from Wisconsin! Online visits aren't enough for us; we travel often to see each other throughout the year.

Where were you born? Richmond, Virginia

Where do you currently live? Fontana, Wisconsin, a resort town on Geneva Lake

If I won the lottery I would: Hire a driver so I could enjoy the ride.

Favorite Pastimes: Golf, mountain biking, and downhill skiing. Checking out a new brewery is always fun, and if football is on, it's bound to be a Sunday fun day! GO PACK GO!

Favorite Musical Group: I am a huge country fan, especially the old-school classics like Merle Haggard, Waylon Jennings, and David Allen Coe.

Person you admire and why: My mother, an incredibly strong woman who battled three different types of cancers in her lifetime. Throughout her entire battle, she never gave up and maintained a positive mentality, which I have adapted to a new way of thinking about my own life. She will live on forever through our family, but most importantly, I will carry her positive outlook on life with me, embracing each new adventure head-on with her strength and perseverance.

Dream Vacation: Staying in one of those huts in Fiji — right out in the middle of the water!



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DARLA LEICK

Manager, Global Accounts
Independent Associate
with HelmsBriscoe



How long in the meetings industry? 10+ years. A few years before beginning with HelmsBriscoe I was an in-house meeting planner at a small company in Central Wisconsin. I did everything from sourcing and presenting options to the client, to organizing activities, creating name badges, and going onsite with the group. That experience has allowed me to have a better understanding of the entire meetings process and the ability to better assist my clients. This year I will celebrate 10 years with HB!

How long in MPI? Six years in March 2018.

Tell us about your company and/or position: Working with HelmsBriscoe allows me to streamline the meeting planning process for my clients. I help them manage the time-consuming tasks of sending RFPs, tracking down answers, following-up with hotels, setting up site visits, reviewing contracts, and AV quotes.

Teams or projects that you have worked on for MPI or would like to be involved with: I was on a planning team for the Stevens Point meeting, have sold raffle tickets, worked on the Bidding for Good fundraiser, and this year will be greeting attendees upon arrival.

Tell us about your family: My husband and I have been married for almost 36 years. We have two sons. Ryan is married to Rebecca and they live in the Salt Lake valley with our two amazing granddaughters, Emma (almost 8) and Elizabeth (almost 6). Our younger son, Brad, is married to Sara and recently welcomed our first grandson to the family!

Where do you currently live? My entire life I have lived in the metropolis of Stratford, WI. Current population 1571.

Favorite Pastimes: I live to travel. My most recent trips included a girls-only trip to Greece, and a family and friends trip to Iceland. A few other favorite travel memories include safaris and winelands in Africa, doing the sound of music bike tour in Austria, Plitvice Lakes and Dubrovnik in Croatia, and two Rotary Friendship Exchanges to India and the Philippines. I have seen most of our beautiful United States and love hiking in Canada. This year includes Tucson, Edinburgh (thanks to the MPI-WI silent auction), Disney World with the grandbabies, and Pennsylvania since it is one of the few states that I haven't been to yet!

Favorite Musical Group: If I'm not listening to the local Christian Rock station, I enjoy singing and car dancing to Billy Joel or Rod Stewart.

Dream Vacation: Life is too short so just save up and go! Africa was my dream vacation. My husband's bucket list includes Nepal, so that will be planned in the next year or two. Looking forward to seeing, not climbing, the Himalayas.

Words to live by: Open your heart. Take risks. Enjoy life!

Global Meetings Industry Day

By: Katie McGinnis



Over the last couple years, GMID has become an industry acronym often used by meeting industry professionals and has become an industry day of advocacy we all look forward to. GMID, or Global Meetings Industry Day is every April and is a day for all of us to celebrate and bring awareness to the impact that business meetings, conferences, conventions have on people, business and communities. This year's tagline is "Real results, real impact, all around the world." GMID started as National Meetings Industry Day (NMID) that has been held in Canada for over 20 years. After that it became North American Industry Meetings Day (NAMID) and quickly grew global for 2017. This event each year has been backed by Meetings Mean Business Coalition (MMBC) which is an industry-wide coalition to showcase the value of meetings and conventions.

Meetings Mean Business along with Meeting Professionals International (MPI) rallied together to create a live feed of events from around the world where you could connect with your peers from 6 a.m. CST to 6 p.m. CST. From Africa, Asia, Australia, Europe, North and South America we all united to celebrate our industry and its importance in every country. MPI-WI chose to celebrate with Laura Schwartz, Professional Keynote Speaker and Emcee and best-selling author of "Eat, Drink & Succeed!" and where we had an amazing day. Other MPI events included MPI Atlanta learning about networking with Colette Robicheau. Together MPI Belgium in cooperation with MPI Germany learned how to "Energize the Future" and MPI Brazil learned how to Innovate after economic crisis. All of the events, which were over 160 noted by MMBC are all topics we could relate to and learn from.

From a report about Economic Significance of Meetings to the U.S. Economy Report by Oxford Economics, every dollar spent on face-to-face meetings and business events generates an additional \$1.60 for the U.S. economy. In 2016, 1.9 million meetings were held in the United States, generating \$845 billion in economic impact.

Thank you to everyone who helped make our GMID celebration a success! Let's keep celebrating and sharing the importance of in person meetings and our industry. 🌐



COMING JUNE 2018

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Hotel Retlaw
sirizarry@thehotelretlaw.com

ANGELA JELLUM

Hyatt Regency Green Bay /
KI Convention Center
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Independent Pharmacy Cooperative

DAN OTOOLE

Lake Shore Transportation
dan@lakeshoretransportation.com

JENNY SEFFROOD

Association of State Floodplain Managers
jenny@floods.org

Anniversaries

35 YEARS

SHIRLEY KRENTZ

American Society for Quality
Manager Event Management

25 YEARS

SUSAN GRIGSBY, CMP

Gilda's Club Madison
Director of Events & Corporate
Partnerships

20 YEARS

SUSAN ARTS, CMP, HMCC

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

5 YEARS

MELISSA KADLEC

Rockwell Automation Allen
Bradley Company
Corporate Events Planner

LALIA RACH, EDD

University of Wisconsin Stout
Founder and Partner

JENNIFER LANZEL

Seventhwave
Meeting Planner

KINDRA EVANS

PC/Nametag
Business Development Manager

MARYANN MLEKUSH

Magna Publications, Inc
Conference Manager

JAMIE COWLING

Keystone Event Concepts LLC
President

1 YEAR

KELLY BOOTH

Hotel Marshfield
General Manager

BARBARA WIENHOLTZ

Wisconsin Association for Perinatal Care
Executive Assistant/Event Planner

JILL ENGL

Milwaukee Public Museum
Events Director

ARIANNA DAVIS

Holiday Inn
Sales Executive

ETHAN ROSE

Milwaukee Area Technical College
Student

SCOTT DAVIS

Mediasite Events
Account Executive

KATHY SCHULTZ

Lodge Kohler
Sales Executive

MIKAYLA DHEIN

River Club of Mequon
Director of Event Sales and Marketing

KILEY TIMM

Student

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ADAM VANOUWERKERK

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CALENDAR OF EVENTS

2018



Connecting you to the
global meeting + event community

MAY 16-17 **Spring Education Days**
Radisson Hotel & Conference Center
Green Bay, WI

JUNE 2-5 **WEC**
Indianapolis Convention Center
Indianapolis, IN

13-14 **Golf Outing**
Heidel House Resort & Spa
Tuscumbia Golf Club
Green Lake, WI

JULY 18 **Summer Social - Madison**
Concerts on the Square

AUG 7 **Summer Social - Fox Cities**
Oshkosh, WI

TBD **Summer Social - Milwaukee**
Location TBD

SEPT 20 **Awards Gala**
Miller High Life Theater
Hilton Milwaukee City Center
Milwaukee, WI