

MPI-WISCONSIN CHAPTER

# Agenda

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# MPI-WISCONSIN CHAPTER **Agenda**

NOVEMBER/DECEMBER 2018

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## Experience MPI Wisconsin

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# MPI-WISCONSIN CHAPTER **Agenda**

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# **EDITOR'S NOTE**

# W

elcome to another issue of  
**Agenda** – the premier resource  
for communicating the

happenings within our chapter, the industry and more. As we enter into the Holiday season where we are bustling to meet year end deadlines and commitments, please take a moment to read and enjoy this issue.

Being privileged to get the first peak at each issue, I am consistently amazed at the commitment of our leadership and members to provide insightful and valuable information to us – whether it be on upcoming events, industry trends, or serious issues facing all of us. What also is humbling is the reminder that each article submitted is done on a volunteer basis by industry professionals that we are proud to call our colleagues and friends.

We are always looking for volunteers to submit articles for future issues of **Agenda**. Please do not be intimidated that you have to be a professional writer or a guru on a particular subject. If you attended a chapter or industry event, read an article that you think would be of interest to our members, and would like to recap it for a future issue – please submit it!

*Denise*

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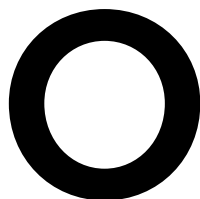
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**Tamara Jesswein, CMP**  
President, MPI-WI Chapter

# PRESIDENT'S COLUMN



On Sept. 20, the 1920s roared back into downtown Milwaukee with our 2018 Gala. The event team exemplified the 2018 WEC theme by not just planning this event, but creating a spectacular experience! It was an amazing evening; you can read more about it in on page 14. Thank you to our Gala team, and all who worked behind the scenes.

We celebrated so many gracious and deserving award recipients! My sincerest congratulations to one and all. We thank this year's extraordinary award winners along with all of our member volunteers.

A volunteer is "a person who expresses a willingness to undertake a service." Being a volunteer means that you are offering something – something that is not required nor an obligation. You do not volunteer for the pursuit of a monetary prize or recognition.

I'd like to add a note to that last word "recognition." Although we don't volunteer specifically to be recognized, when you volunteer and share your strengths within our MPI Community, you do get recognized. Whether you are selling raffle tickets, working behind the scenes, or heading up an event team, your strengths shine and your peers recognize this. You are appreciated in our chapter, in MPI and in our industry.

I talked about offering more opportunities to volunteer as part of our mission for 2018-19. With our new Community Outreach program there are many ways to volunteer. Please reach out to our Vice President of Communications, **Cheryl Oswald, CMP** to find out more. If your interest lies in monthly programs, please reach out to our Vice President of Education, **Danielle Ziegler, CMP, CVT**. If you have a skill set that includes sales, perhaps assisting with sponsorships, raffle items or Bidding for Good would suit you, please reach out to our Vice President of Finance, **Tracey Bockhop, CMP**. Membership is always in need of volunteers to assist with member care and recruitment, and you can contact our Vice President of Membership, **Katie McGinnis**.

I have mentioned how we need to build each other up and use our personal strengths to strengthen our chapter. As you can see there are many ways to do this and I ask you all to think about how best you can engage in our chapter. The rewards are plentiful!

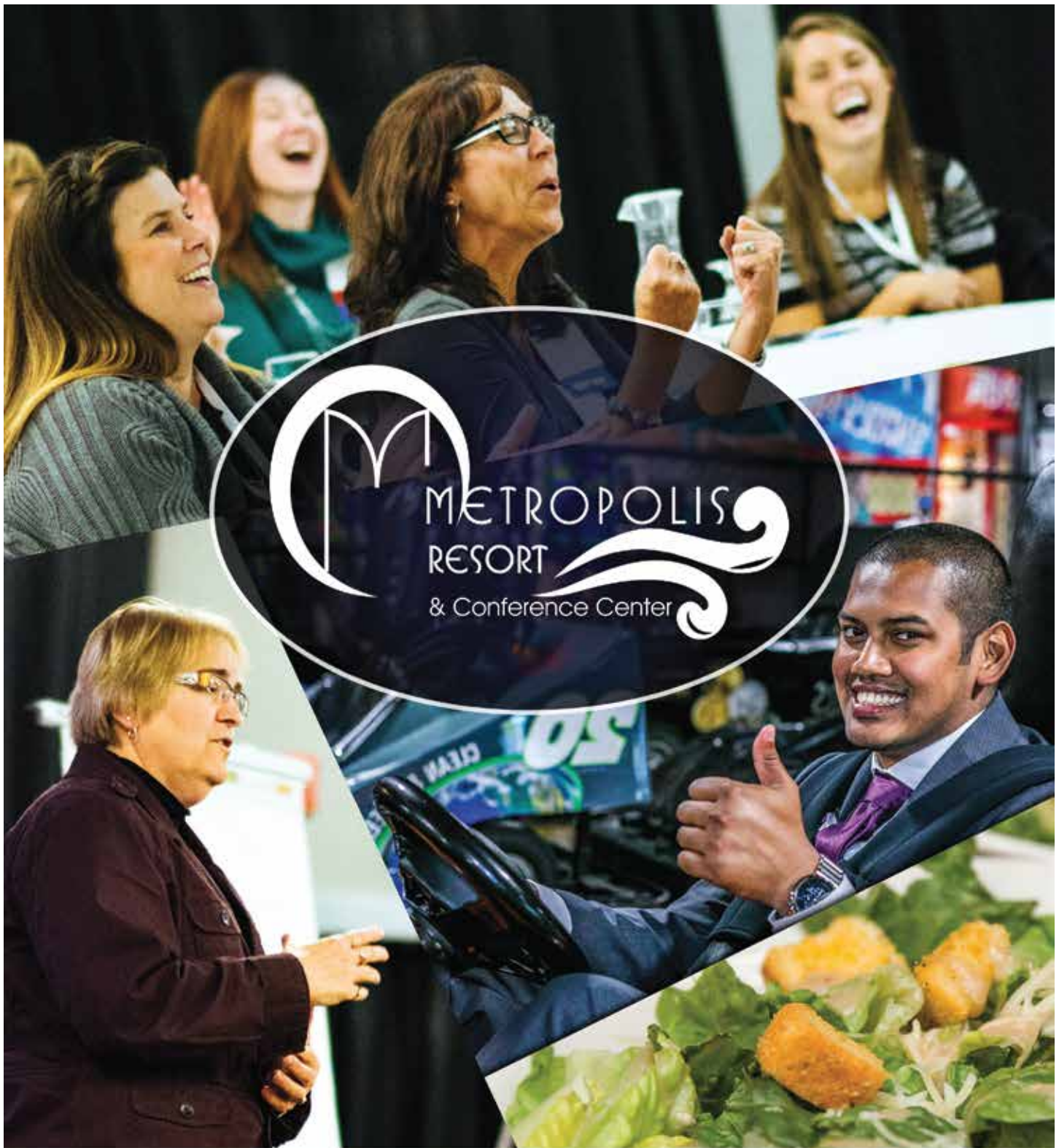
With a break before our next chapter meeting on January 10, 2019, and as we enter the holiday season, consider during this mini-hiatus offering your volunteer services to local community efforts throughout this time of giving.

Enthusiastically yours and Happy Holidays everyone,

---

*A volunteer is "a person who expresses a willingness to undertake a service." Being a volunteer means that you are offering something – something that is not required nor an obligation. You do not volunteer for the pursuit of a monetary prize or recognition.*





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# January Meeting Preview

By: Liz Unruh

## GREAT WOLF LODGE. GROUPS & MEETINGS

Join us at the January monthly programming event on Thursday, January 10 at the Great Wolf Lodge in the Wisconsin Dells.

During the month of December at the Great Wolf Lodge, the grand lobby is decorated like a winter wonderland! One of the main features is our ginger bread house, which guests can actually eat inside of for an extra fee that goes to benefit the Ronald McDonald House of Dane County. Santa makes regular appearances, and it snows in the lobby 4 times a day!

The event will include lunch prior to an informative session by award-winning corporate and association event strategist Lisa Meller CMP, CIS. Lisa will help bust myths, identify roadblocks and give key industry insight in her presentation *Demystifying Strategic Meetings Management* and *Making a Case to Stakeholders*, followed by a reception hosted by the Great Wolf Lodge.

If you are working towards earning your CMP, be sure to attend our pre-event, 90-minute CMP 101 session covering the following five domains:

- Strategic Planning
- Site Management
- Stakeholder Management
- Financial Management
- Marketing

This session will include presentations on the above topics, along with handouts and sample test questions only available to session attendees.

We also encourage you to invite your family and extend your stay for a little winter getaway. The Great Wolf Lodge is known for their awesome water parks which the whole family would enjoy. 🐾

**For more information on the event, visit [www.mpiwi.org/events](http://www.mpiwi.org/events).**





# January Speaker: Lisa Meller, CMP, CIS

**L**isa is an award-winning corporate and association event strategist with leadership skills and experience in strategic event design, policy, project management, sourcing, execution and analysis. Engaging, energetic, and enthusiastic about our industry, she advocates for best practices in event management for rewarding experiences.

Lisa has been a third-party full service event management entrepreneur and business leader in the industry since 2003 and is a Past President for MPI Orange County. Formerly Director of Worldview Events North America, she is now Managing Director for Meller Performance Events Group. She was awarded MPIOC's 2014 Meeting Planner of the Year, 2016 Worldview Travel Chairman's Award, and is a 2018 Successful Women in Meetings award recipient for Industry Leadership.

Lisa holds professional credentials as a Certified Meeting Planner, Certified Incentive Specialist, and Certified Exhibition Manager. She also earned her Green Belt certification in Lean Six Sigma for Meetings in 2018 and in Event Design. On a personal note, she is the current US Masters Diving reigning champion for Springboard & Platform diving. Her passion for excellence and her enthusiasm for life is shared with those she touches. ●



# FOOD FOR THOUGHT:

## Executive Chef Grant Baker

### Great Wolf Lodge, Wisconsin Dells, WI

Born in Pittsburgh, Pennsylvania and raised in North Carolina and later Southwest Florida, Grant's culinary journey started at an early age. Exposed to a multitude of cuisines and cultures in his childhood caused his passion for food to flourish. Combined with the time spent in his mother and grandmother's kitchens, he knew a career in culinary arts was the path he wanted to take.

Prior to culinary school, Grant spent all 4 years of high school in the prestigious Culinary Arts program at Hickory Ridge High School under the guidance of former Johnson and Wales Associate Professor and private business owner, Chef Felicia Pritchett. While in the program, the foundation was laid for all he would encounter both in culinary school and working in professional commercial kitchens.

From there, Grant attended Johnson and Wales University in Charlotte, North Carolina, achieving his Associates Degree in Culinary Arts and Foodservice Management. While attending culinary school, Grant's storied career with Great Wolf Lodge began at the property in Concord, North Carolina. Originally hired as a prep cook, only performing simple tasks such as buffet carving, Grant quickly excelled into roles across all areas of the food and beverage operation at the lodge.

His jobs and responsibilities included execution of the Loose Moose Kitchen buffet and ala carte restaurant Camp Critter. He also played a role in the Lodge's many banquet and catering events. By year two, Grant was promoted to the role of Culinary Lead and earned a position in the Great Wolf Lodge Emerging Wolves Program as well as became a member of the mobile "SWAT" team, traveling to lodges in Williamsburg, Virginia and Poconos, Pennsylvania to assist their operations. He took part in the opening of 2014, achieving "Pack Member of the Month" honors twice along the way.

In 2016, Grant took his talents to the brand new Great Wolf Lodge Resort opening in Southern California, and was promoted to the role of Sous Chef. Catering to a demanding market and high profile guests, his skills and knowledge of the Great Wolf brand and product refined copiously. Managing a staff of over 70 Pack Members across eight different F&B outlets brought out the best in his capabilities as a leader. During his time in California, Grant was also a part of the team who travelled to Colorado to help open up the new Great Wolf Lodge property located in Colorado Springs.

In February of 2018, Grant relocated once again to the Great Wolf Lodge property in Wisconsin Dells, Wisconsin, earning the title of Executive Chef. He and his team wasted no time in updating the F&B operation with fresh new ideas, food, and service. Installing creative and exciting new menu offerings, banquet presentation, and displays, he and his team are focused on providing their guests an unforgettable experience. 🍷



## California Heirloom Tomato and Avocado Salad

### INGREDIENTS

- ½ ea. Hass Avocado, Sliced
- 7 ea. Cherry Tomato Halves
- 2 ea. Yellow Tomato Slices
- 2 ea. 5x6 Tomato Slices
- ½ ea. Lime, Juiced
- 1 TBS olive oil
- Salt and Pepper, TT
- 1 oz. Red Onion, Julienned
- 2 TBS. Cilantro, Chopped
- 1 ea. French Baguette Slice, Bias Cut, Grilled

### COOKING INSTRUCTIONS

- Arrange the 4 slices of tomato on center of plate. Season with salt and pepper.
- In a bowl, combine avocado, cherry tomatoes, lime juice, onion and olive oil. Season with salt and pepper.
- Arrange on top of tomato slices.
- Sprinkle top with cilantro.
- Garnish with baguette slice.



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# Summer Socials Sizzle!

by Tamara Jesswein, CMP & Kathy Reading

Summer meeting recess is never a reason to stay away from our MPI friends. Members gathered in three cities over the summer for networking and fun.

## MADISON

In July, we gathered at the Capital Square in Madison to enjoy Jeans 'n Classics, featuring the music of Journey and Queen. Thank you, Greater Madison Convention and Visitors Bureau, for sponsoring this “Concerts on the Square” gathering.

## OSHKOSH

On August 7, we met for a reception at the Ground Round and then enjoyed the Country Rock sounds of the 308's outside at the Leach Amphitheater in Oshkosh. Thanks to the Best Western Premier Waterfront Hotel & Convention Center and the Oshkosh Convention and Visitors Bureau for sponsoring.

## MILWAUKEE

On August 16, the Kimpton Journeyman Hotel and Visit Milwaukee treated us to an elegant rooftop gathering. Thank you to our sponsors for the spectacular venue, appetizers, cocktails and hospitality! 🍷



Milwaukee Summer Social

Photo by Kathy Reading



Fox Cities Summer Social

Photo by Tamara Jesswein, CMP



Madison Summer Social

Photo by Tracey Bockhop, CMP





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# A ROARING 20s Awards Gala MPI-WI Chapter

By: Jessica Rieflin

... WEC 2018 planners went out of their way to ensure delightful experiences at every turn ...



A roaring good time was had by all at this year's 2018 MPI-Wisconsin Gala! The Miller High Life Theatre was the perfect venue to execute such a spectacular event. Over 115 members and guests attended the glamorous affair.

The Awards Gala Team worked assiduously to put together this year's event, which went off without a hitch! The night began with a lively reception in the Miller Highlife Theatre Ticket Lobby. Dapper gent's and darling dames enjoyed specialty era cocktails while bidding on the large array of silent auction items.

From there we moved to the Grand Rotunda, where we enjoyed delicious 20s era themed dinner and wine, compliments of Levy. Thank you Levy!

**Wanda Gilles, Shannon Timmerman, CMP**, and **Michelle Tyo-Johnson** were our emcees for the evening, and they did a bang-up job of keeping us entertained! Well done ladies, you're the cat's meow!

For 2018-2019 we announced a new format for our charitable giving. Instead of working with multiple organizations, we will be joining exclusively with the Wisconsin Humane Society! With our donations throughout the next year, we will be able maximize our giving dollars to help our furry friends in need.

Our Live Auction was a smash, thank you to everyone who bid in our live and silent auctions. Our Chapter would not be able to thrive without your support.

**Claudia Cabrera** passed the torch to our new MPI-Wisconsin President, **Tamara Jesswein, CMP**. Thank you to Claudia for a very successful 2017-2018! Tamara, we are looking forward to having you as our leader and Chapter President for the 2018-2019 year. Your hard work and dedication paid off. Congratulations!



## Congratulate our Award Winners

President's Award ~ **Danielle Ziegler, CMP, CVT**

Industry Partner Award ~ **Oshkosh Convention & Visitors Bureau**

Team of the Year Award ~ **Spring Education Day**

Rising Star Award ~ **Sherry Wolff**

Industry Advocate Award ~ **Shannon Timmerman, CMP**

Supplier of the Year ~ **Cathy Cluff**

Planner of the Year ~ **Alison Huber, CMP**



Silent Auction Winner



This year we honored our newest MPI-Wisconsin Hall of Fame Recipient, **Laura MacIsaac, CMP**. With numerous accolades already under her belt Laura was honored for her many contributions to our Chapter. Congratulations Laura, well deserved! Now onto our 2018 Award Recipients. You all are all extremely talented and well-deserving. We appreciate all of your efforts over the past year.

After a great evening at the Miller High Life Theatre, we had the pleasure of attending the Afterglow Reception at the Hilton Milwaukee City Center's Monarch Lounge.

Champagne was flowing, extraordinary desserts were had, and fantastic music was provided, all courtesy of the Hilton Milwaukee City Center/ Marcus Hotels and Resorts.

Last, but not least, we would like to thank all of our sponsors who made this event possible:

Miller High Life Theatre  
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Studio 44  
Marquee Event Rentals  
The Scan Group  
Metcalf's Market  
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Grand Geneva



Mugging



In the Spirit

Our success as a Chapter would not be possible without you, so thank you!

What an incredible night it was. Thank you to the 2018 Awards Gala for your diligent efforts to make this event happen. Hat's off to the 2018 Awards Gala Team!

Until next time Ladies and Gents.  
Toodle-oo! ●

*Photography provided by Shaun Pitts and Luke Mekuly of Studio 44. Please see [mpiwi.org](http://mpiwi.org) for more photos of this event.*

# Community Outreach Partner: Wisconsin Humane Society

By Kathy Reading



We're feeling all warm and fuzzy about our new 2018-19 Community Outreach Partner, the Wisconsin Humane Society. This exciting new partnership was announced at our MPI Annual Gala, where we were introduced to Vice President of Development, Jenny Nimtz Mueller and her puppy friend, Octavia.

Thank you all for your outstanding voting response to our survey. Our member choice will allow us to nurture a richer, friendlier, long-term commitment and fulfill our goals to:

- Engage and excite us all
- Share our members' hearts and substantial talents to serve our partner, and...
- Provide a more meaningful connection with the charity's mission

As Jenny stated: "Octavia and our entire team are honored to be selected by your group for this new partnership. The Wisconsin Humane Society is so gratified by the warm hearts in Wisconsin. It's only through community partners like you that we are able to successfully serve animals and people across our six locations."

The Wisconsin Humane Society's work includes a comprehensive adoption program that finds homes for 13,000 homeless companion animals annually, humane education opportunities that serve more than 8,000 children each year, and a wildlife hospital that cares for more than 5,000 wild animals every year.

With our MPI member's commitment, generosity, and talent, we know we can help our new partner!

## WANT TO START HELPING?

### • Holiday gift idea

Purchase delicious coffee from Grounds & Hounds and 20% of the proceeds comes back to WHS.

<http://groundsandhoundscoffee.com> (mention WHS as beneficiary in comment section)

### • Donate your old cell phones!

WHS can earn up to \$100 per phone! WHS participates in a cell phone recycling program which helps protect the environment while simultaneously bringing in funds to help animals in Wisconsin. Save your old cell phones and deposit in donation box at any MPI WI event.

### • Corporate payroll deduction

WHS is part of a workplace giving organization called Community Shares of Greater Milwaukee. If your company would like to participate in this payroll deduction support, contact Jenny Nimtz Mueller at (414) 431-6128.

We'll have more opportunities for support as volunteers, event committees, cash and in-kind donations to help serve our furry, finned and feathered friends. If you're interested in helping as a Community Outreach Director, please let the Communications Team know.

Thank you! ●



# It Pays to do Business with Members When the Flood Waters Rise

By: Tracey Bockhop

“When it rains it pours!” On Monday, Aug. 20, it literally and figuratively poured and it did not stop. Overall 12 inches fell in less than 24

hours around the Middleton area while, as a third-party planner, I had over 480 attendees enjoying beverages at a reception.

The rain started off heavy and never slowed down. Numerous times during the reception we made announcements to hang tight and wait it out rather than drive home. Little did we know some local attendees would need to wade through water to get home. Around 9 p.m., after cleaning up registration and a quick stop to change out the bad shoe decision I made, I was off to the bar to mingle with attendees and see how we can improve. Shortly after getting a drink I started to notice how bad it really was outside.

Within a short time, we knew we had to take some action steps. I remember sitting in on MPI emergency preparedness sessions thinking “when will I ever need this?” Those valuable sessions helped me take action. Throughout the night my client and I checked in on all attendees asking if they had a place to stay and if they needed anything. We were using two overflow hotels that we no longer could send attendees back to due to the high waters. We proceeded to pass out toothbrushes and toothpaste to attendees who could not get home and ensure them, we were there if they needed anything.

It was nearing midnight when I contacted my sales contact, Jen Hlavachek who was checking in on the status of the other guests at their hotels. We were using both the Hilton Garden Inn Madison West/Middleton and Fairfield Inn & Suites by Marriott Madison West/Middleton for overflow rooms. She stepped right into action and never stopped; even when I called back again at 5:30 a.m., she answered. Jen and her staff did everything they could to make sure our attendees were safe and as comfortable as possible. With all of the flooding, communicating directly with the hotels were difficult. Their staff drove back and forth through the water to ensure everyone was able to get out safely and start the recovery.

In total, we lost over 22 cars. The staff with the North Central Group helped us retrieve items left in vehicles. I was so grateful to be working with an MPI-WI member who I consider a good friend through our time together with the



chapter. When it really came down to hard conversations and the reassurance I needed that we could get through it, it was amazing to have them always pick up the phone and say yes. I know that they were also going through a lot with the safety of their own staff, but they still managed to smile and take care of us as well without question.

Now I am not saying we did everything right, looking back I made one major mistake in not taking a role call for attendance to see who was missing during breakfast. If we knew who did not make it in, I could have had their manager give them a call just to do a safety check on them. However, I do know that I am so glad I was working with Jen and that I had a reliable MPI friend to call when I needed one. ●





# Coming in 2020

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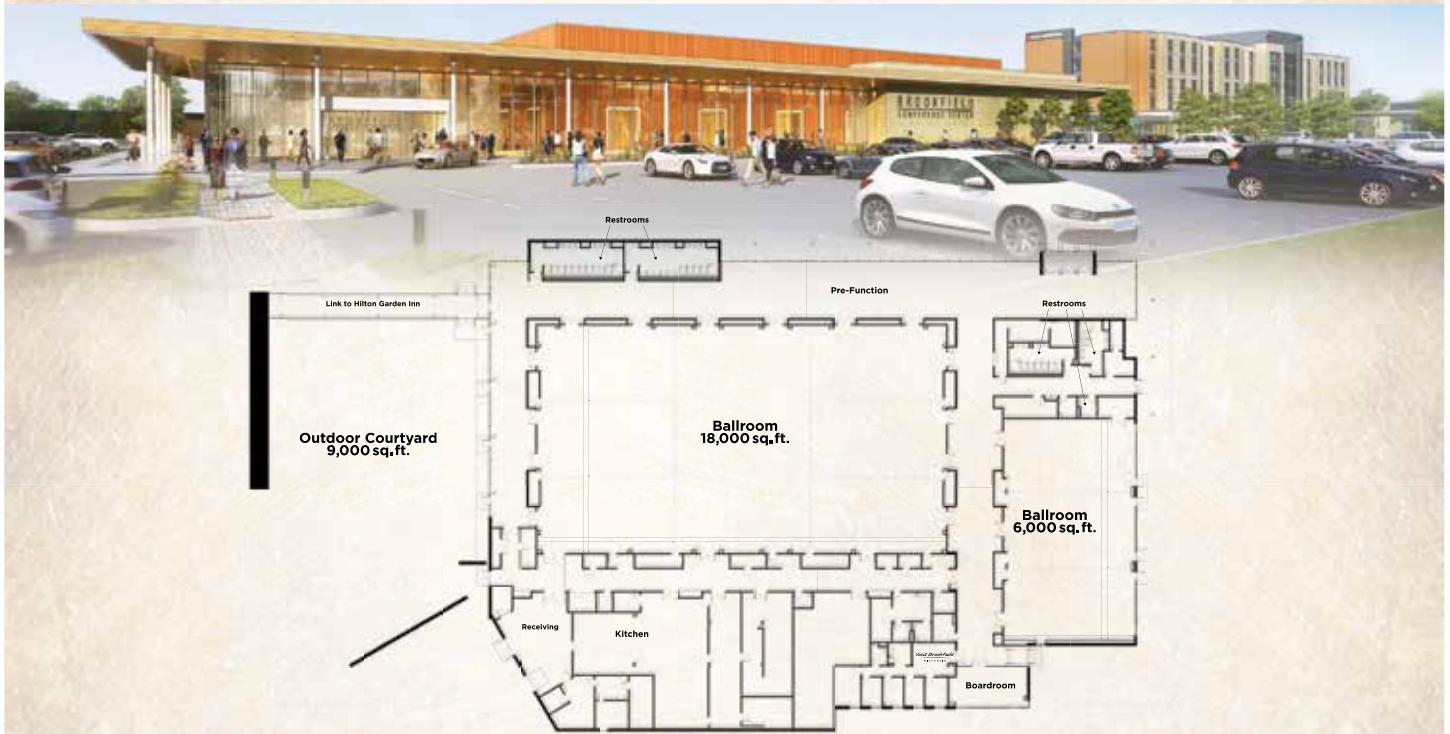
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## BROOKFIELD CONFERENCE CENTER

# Brookfield Conference Center Project Underway



**A Complete Destination-** A new architectural cornerstone is coming to southeastern Wisconsin. The Brookfield Conference Center completes Brookfield as Wisconsin's go-to destination for leisure and business events. Located along the I-94 corridor between Milwaukee, Madison, Racine/Kenosha and the Green Bay area, Brookfield is a convenient, suburban option for corporate events and social functions. You and your guests will enjoy all the area has to offer- a state of the art conference center, 3 million sq ft of shopping, 17 hotels, 150 restaurants, and a relaxed suburban setting.

**The Art of Collaboration-** A partnership between The City of Brookfield and Visit Brookfield brought the Brookfield Conference Center to life. Plans began in 2017 and took major steps forward in June 2018 when the Brookfield Common Council and Plan Commission voted to accept initial designs. A groundbreaking ceremony was held in October 2018. Anticipated opening date for the Brookfield Conference Center is first quarter 2020.

**Connecting Design and Function-** Art and design meet to form a beautiful and functional space for business and leisure events, while adding a distinctively modern element to event planning. The Brookfield Conference Center boasts 44,000 sq. ft. of total meeting space. A 10,000 sq. ft. atrium will welcome guests. An elegant glass walkway connects the conference center to an attached 168 room Hilton Garden Inn, while a 9,000 sq. ft. outdoor plaza completes the exterior. Intuitive design of an 18,000 sq. ft. ballroom and an additional 6,000 sq. ft. ballroom allows both spaces to be modified to accommodate a variety of layouts and events.

**Visit Brookfield is pleased to present the Brookfield Conference Center.**

**We invite you to call (262) 789-0220 for more information or to book your event for 2020 and beyond.**

*Visit Brookfield*  
WISCONSIN

800-388-1835 [www.visitbrookfield.com](http://www.visitbrookfield.com)



# VOLUNTEER SPOTLIGHT JESSICA RIEFLIN



Outstanding events like our recent Gala don't happen without a team of happy volunteers. Thank you Gala team!! One of our behind-the-scenes volunteers, Jessica Rieflin, managed the Gala donations which come in from many supportive sources, (including a generous donation from Jessica's own Great Wolf Lodge). Jessica managed donation requests, coordinated forms and responses, and helped assemble Gala baskets for the silent auction.

Thank you Jessica!

If you'd like to find a volunteer role that's just right for you, contact Katie McGinnis  
kmcginnis@theironhorsehotel.com  
414-831-4619 to hear how you can help.

## Current Volunteer Opportunities Include:

- Community Outreach Coordinator
- October Education Day Photographer
- Facebook Coordinator
- Instagram Coordinator
- Twitter Coordinator
- Photo File Manager
- Team Member(s) January Education Day (Great Wolf Lodge)
- Team Member(s) February Education Day (Monona Terrace Convention Center)
- Team Member(s) April Education Day (Ingleside)

# February in Madison

By: Liz Unruh



We invite you to attend our first Friday morning breakfast education meeting on February 8th at Monona Terrace Community & Convention Center in Madison.

The event will start with a delicious breakfast by Monona Catering prior to our education session with a surprise speaker. We'll follow this with a hosted reception and property tours by Monona Terrace.

After the event and a short break for lunch, we invite all those working on earning their CMP, to attend our last 90-minute CMP 101 session. This session will include presentations on the remaining domains below, as well as handouts and sample test questions only available to session attendees.

- Meeting Design
- Project Management
- Risk Management
- Human Resources

*MPI-WI appreciates the support of Monona Terrace Community and Convention Center to help us enhance our education schedule by offering a Friday breakfast meeting and we encourage all to attend. For more information, visit [www.mpiwi.org/events](http://www.mpiwi.org/events).*

*Monona Terrace Community & Convention Center - Located on the shores of Lake Monona, Monona Terrace is Madison's premier convention center for any conference, meeting, or special event. Designed by Frank Lloyd Wright, Monona Terrace offers guided tours, weekly special events, and a rooftop terrace featuring food and drink from Lake Vista Cafe open June-August.*

*In November 2015, Monona Terrace was certified as a "green building" at the Gold Level by the U.S. Green Building Council's prestigious Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) program. Monona Terrace was previously certified at the Silver Level in 2007. This award recognizes the continued efforts of Monona Terrace to promote a whole-building approach to sustainability.*



# FOOD FOR THOUGHT:

## Executive Chef Matt Reichard

Monona Terrace Convention Center, Madison, WI



Monona Catering boasts its professional team including Executive Chef, Matt Reichard. Chef Reichard joined the opening team for Frank Lloyd Wright's Monona Terrace Convention Center as Executive Chef in April 1997.

Prior to this, he spent eight years as Sous Chef for Kelber Catering at the Minneapolis Convention Center. This experience included an event of 8000 for Super Bowl XXVI, and a special dietary event for 2000 guests for the American Heart Association, in which each item served was tested for low fat, low salt, and nutritional value.

### Caesar Salad with Fried Oyster Croutons for Two

2 ea. egg yolks  
1-2 garlic cloves  
1 lemon, juiced  
6-8 anchovy filets  
2 tsp. Dijon mustard  
½ cup grated parmesan cheese  
½ cup canola oil  
½ cup extra virgin olive oil  
Salt and fresh ground pepper  
1 head romaine lettuce chopped  
16 freshly shucked oysters  
Seasoned flour  
Egg wash  
Panko bread crumbs  
Vegetable oil for deep frying



Blend yolks, garlic, lemon juice and Dijon in blender. Slowly add both oils the cheese and salt and pepper to taste.

Bread oysters by dipping in seasoned flour, then egg and finish in Panko.

Heat oil to 350 degrees, then fry oysters until golden brown. Drain on paper towel lined plate.

Toss romaine lettuce in an amount of dressing to your taste, place on dinner plate and arrange oysters around salad. Top with more grated parmesan and fresh cracked pepper.

---

Chef Reichard has extraordinary organizational skills, which allows his Culinary Team to flawlessly produce as many as 2400 meals, involving 27 different types of entrees for 13 separate events in one evening!

---

Chef Reichard and his team are dedicated to customization of all aspects of your service and menu planning, which includes organic and local products, all manner of ethnic and cultural needs and, when possible, adaptation of favorite family recipes for your special occasion. At the Monona Terrace Convention Center, our passion is to tailor menus that enhance your vision and deliver an exceptional and inspirational experience for events. 🍷

# CMP 101

## Thinking about your CMP certification but don't know where to start?

Join MPI-WI for our **new** and **improved** CMP 101 info sessions, occurring the same day as each monthly education event.

### CMP 101 DOMAIN REVIEW

**JANUARY 10, 2019**  
**10:15 a.m. – 11:45 a.m.**  
**(90 minutes)**

- Strategic Planning
- Financial Management
- Site Management
- Marketing
- Stakeholder Management

This session will include presentations on the above domain topics, as well as handouts and sample test questions only available to session attendees.

### CMP 101 DOMAIN REVIEW

**FEBRUARY 8, 2019**  
**12:30 p.m. – 2:00 p.m.**  
**(90 minutes)**

- Meeting Design
- Project Management
- Risk Management
- Human Resources

This session will include presentations on the above domain topics, as well as handouts and sample test questions only available to session attendees.

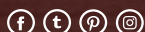
### CMP 101 SUMMARY OF PROCESS & CONTENT

**MAY 16, 2019**  
**10:45 a.m. – 11:30 a.m.**  
**(45 minutes)**

- Review application process
- Take sample test
- Receive clarification on test materials and concepts
- Get advice on "day of" exam preparation



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WildernessResort.com



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# MPI WISCONSIN

## New Members

### GINA M. HARTL

Sales Manager  
Red Lion Hotel Paper  
Valley

### BRENDA KIRBY

Senior Administrative  
Specialist  
Wipfli LLP

### SARAH LEMMERS

Convention Sales Manager  
Greater Madison Convention  
& Visitors Bureau

### CAITLIN PEIRICK

Events Manager  
Wisconsin Cheese Makers  
Association

### BARBARA PLANTE

Sales Support Specialist  
AAA

### GEOFFREY SANDLER

Owner  
Celebrations Entertainment

### DAWN WHITNEY

Director of Sales  
Destination Lake Winnebago  
Region

## Anniversaries

### 1 YEARS

### MEGAN J. BRUCKSCHEN

Sales Associate  
Manitowoc Area Visitor &  
Convention Bureau

### KAYLA CHATTERTON

Education Coordinator  
Wisconsin Hospital  
Association

### GERALDINE CIANCANELLI

Wedding Sales Manager  
The Abbey Resort

### BREANNE IVENS

Event Manager  
Rev360

### LORI KONKLER

Group Sales Manager  
Visit Eau Claire

### CINDI MCLEOD

Director of Sales & Business  
Development  
Bartolotta Restaurant  
Group

### TRICIA SMITH

Hotel and Restaurant  
Management Instructor  
WCTC

### 5 YEARS

### NICOLE R. ELLICKSON

Meeting Manager  
Association of Family and  
Conciliation Courts

### JUDY KELLER

Events Manager  
Wisconsin Cheese Makers  
Association



**WisconsinLodging.org**

### DOOR COUNTY

#### Landmark Resort

4929 Landmark Drive, Egg Harbor, WI  
920/868-3205 | thelandmarkresort.com  
Meeting rooms: 10; Sleeping rooms: 260; F&B: Yes  
Simplify your meeting planning.  
Beautiful Door County venue with eight of ten  
meeting rooms featuring a water view. All suites.



### GREEN BAY

#### Kress Inn & Bemis Conference Center

300 Grant Street, De Pere, WI  
920/403-5100 | kressinn.com  
Meeting rooms: 10; Sleeping rooms: 46 F&B: Yes  
Experience our boutique style Inn on the scenic  
St. Norbert College campus. Exceptional lodging &  
conference facilities in a quiet educational setting.



### GREEN LAKE

#### Heidel House Resort & Spa

643 Illinois Avenue, Green Lake, WI  
920/294-3344 | heidelhouse.com  
Meeting rooms: 16; Sleeping rooms: 177; F&B: Yes  
Inspire your attendees with creative team-building  
activities and stunning lake views from meeting  
spaces at Heidel House Resort & Spa.



### SHEBOYGAN

#### Blue Harbor Resort & Spa

725 Blue Harbor Drive, Sheboygan, WI  
920/452-2900 | BlueHarborResort.com  
Meeting rooms: 10; Sleeping rooms: 180; F&B: Yes  
Blue Harbor on Lake Michigan offers scenic meetings  
spaces for groups of 10 to 1000. Just one hour  
away from Milwaukee and Green Bay.





# WHY THE “FOOT OF THE LAKE” SHOULD NOW BE AT THE TOP OF YOUR LIST.



## Fond du Lac and the Lake Winnebago Region Featuring Legendary Wisconsin Hospitality!

The fact is, there's no more convenient meeting location in Wisconsin than Fond du Lac — within an hour of 70% of the state's major population centers. That means less time on the road, and more time for work and play (or is it play and work?).



Hotel Retlaw Lobby | [thehotelretlaw.com](http://thehotelretlaw.com)

## Dedicated to meeting excellence and *exceeding expectations.*

- In December, downtown Fond du Lac will celebrate the opening of the Hotel Retlaw, one of the Midwest's finest affordable urban luxury properties. This historic hotel features 127 luxurious guest rooms including 11 Specialty Suites and a Grand Presidential Suite. Flexible meeting space and upscale boardrooms coupled with modern technology, provides an exceptional setting for corporate meetings, conferences, and social events.
- The region's Conference District features 14,000 square feet of event space, including a 10,000 square foot reception area, multiple breakout rooms, pre-function areas and 440 combined partner guest rooms (700 rooms citywide).

## Thinking (*and meeting*) outside the box.

Beyond the traditional, Fond du Lac and the Lake Winnebago Region offers meeting planners a variety of creative (and memorable) event venues.

- Most prominent among these venues is the world-class Thelma Sadoff Center for the Arts (just one block from the new Hotel Retlaw).
- Check out our website for more unexpected venues! If you dream it, Fond du Lac can make it happen.

## And that thing about *all work and no play*?

That concept doesn't exist in Fond du Lac and the Lake Winnebago Region. We know that the success of business events is often just as much a function of the fun attendees have after hours — fun they take home with them, and share with their peers.

- Fond du Lac doesn't disappoint with one of the largest fresh water lakes in America for fishing, boating, sailing and other water sports.
- There's also the natural beauty of Kettle Moraine State Forest and Horicon Marsh.
- Spectacular golfing, scenic biking and hiking trails, boutique shopping, adventurous dining.
- A downtown that lights it up with arts, entertainment and nightlife.

Enjoy a FAM tour of the Region, take a tour of our new luxury hotel, hear about the \$5 million in new construction and remodeling in our Conference District and enjoy all that'll put Fond du Lac and the Lake Winnebago Region at the top of your meeting destination list.

**FDLmeetings.com | 800.937.9123 x104**

# WHO'S IN THE NEWS

Please let us know of any MPI member news for future Agenda issues: [reading@scangroup.net](mailto:reading@scangroup.net).

**AMANDA RIDOUT** was featured on the October issue of *The Meeting Professional* – the MPI monthly magazine. The issue shines the spotlight on museums as unique venues for distinctive events. As the sales manager of Harley-Davidson Museum, Amanda's role allows her to create memorable experiences for her clients' events.



Amanda calls the Harley-Davidson Museum “quintessentially Milwaukee,” and describes how it tells a fantastic story about the growth and tenacity of an American icon. According to Amanda, “Many of the stories told in the museum exhibit about the Harley-Davidson Motor Company are relatable and inspiring to our corporate clients.” We think Amanda's story is just as inspirational. Don't miss it!

**CAMERON TESKE** of Greater Green Bay Convention and Visitor's Bureau was recognized by Meetings & Conventions as one of this year's 30 under 30 Class of 2018. <http://www.meetings-conventions.com/News/Industry-Associations/Destinations-International-30-Under-30-2018/>



**BECKY MELCHI, CMP**, has been appointed as director of sales for Wingspread Retreat & Executive Conference Center, the landmark Frank Lloyd Wright property located in Racine, Wisconsin. Chris Steffich, Benchmark's general manager at Wingspread, says:

“We are very pleased that Becky has accepted this position with the Johnson Foundation at Wingspread Retreat & Executive Conference Center,” said Mr. Steffich. “We look forward to her successful leadership of this new initiative, created by the Johnson Foundation and Benchmark.”

Becky Melchi previously held the position of senior sales manager for The Abbey Resort & Avani Spa, in Lake Geneva, Wisconsin, where she specialized in the national corporate and association markets. Becky, we wish you all the best in your new leadership position!

**VISIT MILWAUKEE** was recently recognized at the U.S. Travel Association's ESTO Conference with a Destiny Award for its website, [www.visitmilwaukee.org](http://www.visitmilwaukee.org). The Destiny Awards acknowledge outstanding destination marketing at local and regional level. The site was redesigned and relaunched earlier this year in partnership with Hanson Dodge agency. “It is an honor to be recognized by our peers in the tourism industry,” said Megan Suardini, vice president of marketing & communications for

VISIT Milwaukee. “The website uses stunning photography, engaging videos, and interactive tools to highlight the wonderfully random ways that make Milwaukee a must-experience destination, and it is thrilling to be chosen as this year's Destiny Award recipient,” Suardini said. Check out the website for a treasure trove of information. We love the new look and the terrific work from VISIT Milwaukee.



**JOELLEN GRABER** was featured in the *Verona News*, reporting on her new role as the Verona Area Chamber of Commerce's new tourism coordinator. The role will have her coming up with and recruiting new events to the city, working with other municipalities' chambers, marketing events and encouraging people to visit Verona. “We're very excited,” Le Jordan, the chamber's executive director, said. “It's been a long time coming for Verona. We're looking forward to all of the progress that it's going to produce.” JoEllen's prior experience as an event planner for Special Olympics Wisconsin, Vitense Golfland, H+H Surgical Technologies, Harley Davidson and the Wisconsin Lottery allows her to understand event planners' needs. She can sell Verona better because she knows what event planners are looking for in a venue. JoEllen, Verona is lucky to have you!



# Thank You

to our current GLES Strategic Partners. This event would not be successful without you!



## 2019 Strategic Partner Program

By: Megan Gossens

**M**PI-WI has had an extremely successful year thus far, both as a chapter and as individual members. 2018 has brought many exciting opportunities for MPI-WI and we hope to continue this for years to come. Our chapter's accomplishments could not have been attained without our strong partners and the support of our industry and members. At this time, we are reaching out to past partners and are looking to secure new partners to join us in this great adventure.

As a team, we have given the strategic partner program a facelift. We've streamlined benefits to better serve our partners and to help focus on what they need. All of the same opportunities are available, with added offerings for 2019.

We're excited to connect with you and are available to answer any questions you may have about the program or other opportunities that arise during the year. Thank you for your continued support and consideration – please let us know if you would like to join this elite group of partners! ●

### 2018 STRATEGIC ALLIANCE PARTNERS

#### PLATINUM LEVEL

Kalahari Resort  
Wisconsin Dells Visitors & Convention Bureau

#### GOLD LEVEL

Alliant Energy Center  
Best Western Premier Waterfront Oshkosh  
Blue Harbor Resort  
Fond du Lac Convention and Visitors Bureau  
Fox Cities Convention and Visitors Bureau  
Grand Geneva  
Greater Madison Convention and Visitors Bureau  
The Ingleside Hotel (Country Springs)  
Lambeau Field - Green Bay Packers  
The Madison Concourse Hotel  
Metropolis Resort  
Monona Terrace  
The Osthoff Resort  
The Ridge  
Visit Brookfield  
Visit Lake Geneva  
Visit Milwaukee  
Waukesha Pewaukee Convention and Visitors Bureau  
Wilderness Territory

#### SILVER LEVEL

Explore La Crosse  
Greater Green Bay Convention and Visitors Bureau  
Las Vegas Convention and Visitors Authority  
Minocqua Area Chamber of Commerce  
Oshkosh Convention and Visitors Bureau  
Stevens Point Convention and Visitors Bureau

## SUPPLIER PROFILE

# Joey Greeno



**Kalahari Resorts and Conventions**  
**Assistant Director of Sales**

**How long in the meetings industry?** 26 years

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

Dedicated to making event planning a breeze, Kalahari Resorts and Conventions has unparalleled hospitality and everything you need for a

successful event — first-class service, premium dining, customizable meeting spaces, world class spa, America's biggest and best in family-friendly entertainment, plus a whole lot more — all under one roof. Opening September 2019, we're also adding 125,000 square feet of additional meeting and convention space in the Dells, including a 52,000-square-foot ballroom, for a grand total of 234,000 square feet. I have been with Kalahari Resorts since 2003, and am currently the Assistant Director of Sales. My goal with every group is to make the event planner look like a star in the eyes of their attendees, and I will do whatever it takes to make sure this happens. When groups choose Kalahari Resorts & Conventions as their location, it's no longer a meeting someone has to attend; it becomes an experience the whole family gets to attend.

**Tell us about your family:** Two beautiful daughters, Brooklyn and Addison

**Where do you currently live?** Randolph, WI

**Favorite Pastimes:** Playing darts, taking daughters to the zoo and hunting with my brother

**Favorite Musical Group:** Any type of Hip Hop or 80's music

**Person you admire and why:** Martin Svigir, my first GM. He took a young 22-year-old and taught me all aspects of the hotel business and made me the professional I am today.

**If I won the lottery I would:** Make sure all my family members are taken care of and donate to Children's Hospital or St. Jude.

**Words to live by:** I heard this Fred Rogers quote one morning driving to work and it stuck with me, "My mother would say to me, 'Look for the helpers. You will always find people who are helping.' To this day, especially in times of disaster, I remember my mother's words, and I am always comforted by realizing that there are still so many helpers — so many caring people in this world." — Fred Rogers AKA Mister Rogers ●

## PLANNER PROFILE

# Kellie Kienbaum



**WPS Health Solutions**  
**Event Specialist**

**How long in the meetings industry?** Six years

**How long in MPI?** Three years

**Tell us about your company and/or position:** WPS Health Solutions is Wisconsin's leading non-profit health insurer and the state's third largest government contractor. We hold offices in four states with over 3,000 employees.

The WPS team I am a part of turns our leaders' visions into well-executed events.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I haven't been on any team or projects with MPI but I think it would be a fun opportunity to work with the Special Events team to help plan the Awards banquet.

**Tell us about your family:** My husband and I were recently married in April. We have a 2 ½-year-old daughter together and are expecting a baby boy in January. We also have a 5-year-old spoiled chocolate lab!

**Where do you currently live?** We currently live in Edgerton, WI.

**Favorite Pastimes:** I enjoy photography – I am always thinking of creative set-ups for holiday themed pictures of my daughter. My other favorite pastime is doing anything with family. I am a huge believer of spending time with family as often as we can.

**Favorite Musical Group:** I don't have a specific musical group – but I LOVE country music!

**Person you admire most and why:** My mother, I think it took becoming a mother to fully appreciate and realize how much I admire her and everything she does. My mom literally does it all. She's so emotionally strong, I don't know how someone who raised three daughters doesn't lose her mind at the end of the day, or if she does she never lets it show.

**If I won the lottery I would:** Pay off my dreaded student loans, our mortgage, and our vehicles – then invest and plan a trip to Disney with my family!

**Words to live by:** Live simply, dream big, be grateful, give love, and laugh lots.

**Special personal accomplishments:** Graduating from college with my Bachelors in Business Administration majoring in Marketing then finding a career in the marketing field that I enjoy. ●





# CHAINS ARE FOR BIKES



**LOCAL ISN'T A BUZZWORD IN MILWAUKEE, IT'S JUST HOW WE LIVE. LOCAL RESTAURANTS, LOCAL COFFEE, LOCAL RADIO - YOUR ATTENDEES CAN ENJOY A TRULY AUTHENTIC EXPERIENCE THE MOMENT THEY STEP INTO OUR CITY.**

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**MEET IN MILWAUKEE**



**[VISITMILWAUKEE.ORG/MEET](http://VISITMILWAUKEE.ORG/MEET)**

## BOARD MEMBER **PROFILE**

# Nicole Ellickson



**Position on the MPI WI Board:** Director of Special Events

**Place of employment & location:** Association of Family and Conciliation Courts (AFCC), Madison, WI

**What is your role with your employer?** Meeting Manager

**How long in the meeting/event industry?** 5 years + 12 years with Marriott Hotels

**Tell us 2-3 things you are responsible for on the board:** To help raise money

**What drew you to join the board?** My best friend, partner in crime, Tracey Bockhop! I wanted to have as much fun as she was having, and it helped that the organization I worked for supported MPI.

**What do you like about being on the board?** Learning and hearing stories from the other board members about their experiences in this amazing industry.

**What have you learned most from being on the board?** It's only been a couple of months, but so far, I've enjoyed learning more about my position and others, as well as our goals to make this chapter even better.

**What is the best advice you can give to someone who is thinking about getting more involved in MPI?** Take that step and get more involved, you won't regret it. The connections you'll make will last forever, you'll have a blast with this group, learn lots, and always have someone to reach out to when you need advice or help with work.

**Where do you currently live?** Verona, WI

**Favorite hobbies?** Traveling the world

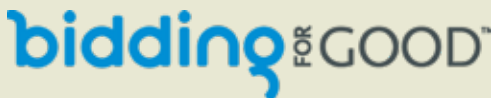
**Favorite musical artist or band?** Justin Timberlake and Country Music 🎵

## Help MPI Wisconsin Continue our Success by Bidding for Good

*By: Melissa Falendysz, CMP*

Holiday shopping is just around the corner and we need your help to spread the news for MPI-WI's Bidding for Good Auction! Our MPI-WI mission is to "connect industry professionals together to learn best practices, build relationships, and enhance business opportunities." What better way to support our local chapter than by fundraising through Bidding for Good? The funds we raise together will help our MPI-WI Chapter continue to provide exceptional education, top speakers, and valuable opportunities for networking and FUN!

We use the Bidding for Good online platform to connect our organization with supportive shoppers. Overall, the Bidding for Good site has over 450,000 bidders and has helped



raised over 293 million dollars. This year's MPI-WI Bidding for Good online auction will take place Nov 16

– Dec 3. Keep your eyes peeled for announcements you'll receive as the auction nears. Anyone can bid: member, non-member, in-state, out-of-state, relatives, friends, and co-workers. Please feel free to share the links via social media!

If you have any questions, or would like to contribute a donation, please contact Melissa Falendysz at [mfalendysz@natptax.com](mailto:mfalendysz@natptax.com). You may also visit the Bidding for Good website at [biddingforgood.com](http://biddingforgood.com).

As always, your support is greatly appreciated! 🎵

**MPI-WI BIDDING FOR GOOD ONLINE AUCTION NOV. 16 – DEC. 3**  
**[biddingforgood.com](http://biddingforgood.com)**





## EXPANDING THE IDEAL MEETING & EVENT EXPERIENCE

In September 2019, Kalahari Resorts & Conventions is expanding the venue that consistently delivers personalized meetings of all sizes. More space, more amenities and more first-class service means that your convention will be even more incredible.



WISCONSIN DELLS, WI



KalahariMeetings.com

Call 855-411-4605  
to learn more



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Madison, WI 53718

**tel:** 608.204.9816

**fax:** 608.204.9818

**email:** admin@mpiwi.org

**web:** www.mpiwi.org

# DATEBOOK: CALENDAR OF EVENTS

## 2018

NOV 4-6

**Great Lakes Education Summit**  
Monona Terrace Community &  
Convention Center  
Hilton Madison Monona Terrace Hotel  
Madison, WI



## 2019

JAN 10

January Education Day  
Great Wolf Lodge  
Wisconsin Dells, WI

FEB 8

February Education Day  
Monona Terrace Convention Center  
Madison, WI

APRIL 10-11

Spring Education Day  
Ingleside Hotel  
Pewaukee, WI

MAY 16

May Education Day  
Crowne Plaza  
Milwaukee, WI