

MPI-WISCONSIN CHAPTER

Agenda

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MPI-WISCONSIN CHAPTER Agenda

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CHAPTER

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6 Different Ways



MPI-WISCONSIN CHAPTER **Agenda**

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EDITOR'S NOTE

H

**appy
New Year!**



Where did 2018 go? I remember it beginning, then I blinked my eyes and now I'm wondering where I misplaced it. Should you find my 2018, I would really appreciate it if you will return it to me.

As the New Year begins, we have the best intentions for the upcoming year. Perhaps you vocalized some of your goals to your friends or have been thinking of a list of things you would like to accomplish in the New Year. Let's try something new for 2019 to help move our goals toward fruition. Research has shown that the act of writing down your goal has a big influence on whether the goal is accomplished. So, one of the key goals you need to accomplish is really completing the step of writing down those goals.

I would venture to guess that you've hear of the science, even if you haven't followed it. I confess, I have read on this subject, and I believe in the simplicity and logic of the concept, yet I have rarely taken this step.

The science shows that this action of writing down your goals helps in two important ways: First, the written goal can be accessed and looked at whenever you want. Second – and here's the science – writing down your goals gets them encoded into your brain. This creates a much higher probability that your goals are always at the forefront of your mind as part of your daily thought process as your brain analyzes your daily decisions.

So do yourself a favor – join me in writing down one personal and one professional goal for 2019. I look forward to comparing notes at the end of the year.

Wishing you a happy, healthy, and successful 2019!

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Tamara Jesswein, CMP
President, MPI-WI Chapter

PRESIDENT'S COLUMN

"W

OW!" – what a superb Great Lakes Education Summit! Thank you to everyone that participated, the sponsors and of course the amazing team that lead us to this experience!

If you were unable to attend, I want to share my favorite takeaway (...aside from David Helgeson, CMP performing on stage!) At the Aspiring Leadership workshop on Sunday evening, Jason Kauffeld, CPP stated, "If volunteering is beneath you, then leadership is beyond you." The next morning, I shared this inspiration during my welcome at the general session. I heard an overwhelming "WOW!" from the crowd. Thank you, Jason; I know that will stick with me – and many attendees – for a lifetime. When I attend our Wisconsin chapter meetings, I am always grateful to view a sea of volunteers. For that I applaud you all, aspiring leaders!

Now on to my motivation for the coming year: a new perspective to developing Emotional Intelligence (EQ). It is a lot like learning to drive on the "wrong" side of the road! It requires an intense and deliberate effort to turn the 'wrong' direction, to get into the opposite side of the car, to turn your head in the correct direction to back up, etc. Becoming more emotionally intelligent, something every one of us can work at, will follow this same process. Cultivating our awareness and management of emotions in oneself and others will help each of us in our personal and professional development.

I recently came across a quote from the Power of Positivity, "Remember, most of your stress comes from the way you respond, not the way your life is. Adjust your attitude, and all that extra stress is gone." I find that very powerful and have been practicing that deliberate effort to react to the facts being stated and not the tone that I hear.

Our new year brings endless opportunities for EQ growth. It may require months of deliberate strategy before you reach a new normal in your emotional awareness. Starting each week with your development goals in your calendar can help you to make focused and deliberate decisions. Perhaps end your day by asking: "What was my focus today and how did it go? What will I continue tomorrow and what will I change?" It's a new year, time for a new perspective. I challenge you all to up your EQ in 2019!

"The emotional brain is 24 times more powerful than the rational brain."

— *Erasmus of Rotterdam*

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January Meeting Preview:

Great Education at Great Wolf Lodge

By: Liz Unruh

Come and join us at our January monthly programming event on Thursday, January 10 at the Great Wolf Lodge in the Wisconsin Dells.



Lisa Meller, CMP

The event will include lunch prior to Lisa Meller, CMP, CIS, CEM speaking on Strategic Meeting Management (SMM). SMM sounds great in theory, but from the pitch to implementation there seems to be a disconnect and misconceptions. Lisa will show us how simple steps can make a major impact on the organization. In this engaging, workshop-style session, Lisa will help you break down the concepts into actionable ideas that you can implement

to improve performance and cost-savings. Industry suppliers and planners alike will benefit from this strategic session by learning how to have a positive impact on your organization and clients' events. You will learn new strategies to:

- Identify what stakeholders want and how to approach them.
- Develop a simple set of steps to increase efficiency and decrease the cost at your organization
- Build an effective case for success from communications to adoption

Lisa 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. She 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 2104 Meeting Planner of the Year, 2016 Worldview Travel Chairman's Award, and is a 2018 Successful Women in Meetings award recipient for Industry Leadership. She 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.

If you are working towards earning your CMP, make sure to attend our 90-minute pre-event CMP 101 session at 10:15 am in the White Wolf room to learn about the following five domains:

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

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



Are you new to MPI or would like to learn more about MPI and how to get involved? MPI 101 is the right place for you to be! New and veteran members welcome! Join us before lunch at 10:45am in the Cub 2 room for this informative session!

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 can enjoy. ●

For more information on the event, visit www.mpiwi.org/events.



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February Meeting Preview: Morning at Monona

By: Liz Unruh



Join us at the beautiful Monona Terrace Community and Convention Center in Madison for our first ever Friday morning breakfast education session on Friday, February 8.

Make sure to arrive early to enjoy a delicious breakfast by Monona Catering followed by an awesome speaker, Lisa Demmi, presenting the topic of *"Small Magic for Social Media or How to be a Bad A\$\$ on Social Media."*

Monona Terrace Community and Convention Center has graciously offered to host a reception immediately following our session, along with tours of the convention center for those who are new to Monona Terrace.

After the event and a short break for lunch, we invite all those interested in earning their CMP, to attend our last 90-minute CMP 101 session.

This session, presented by Jodi Goldbeck, will include presentations on the remaining domains below, as well as handouts and sample test questions only available to session attendees.

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

We look forward to seeing you all in February!

For more information on the event, visit www.mpiwi.org/events.

ABOUT THE SPEAKER



Lisa Demmi

LISA L. DEMMI

Lisa L. Demmi is a speaker, coach, trainer, and master egg poacher. She loves social media and she shows people how not only to embrace it, but also how to put it in a headlock and execute a figure eight on it. Lisa helps companies and organizations leverage social media to create relationships that turn into prospects and ultimately, clients. She also helps others see the power of social media from increasing awareness to understanding the best platform for your specific needs and strengths.

She still fondly remembers her first "tweet" and how it changed her journey forever. She's looking forward to helping you change yours.

Small Magic™ for Social Media or How to Be A Bad A\$\$ on Social Media



Business has changed. People have changed and the way they choose services and products has changed. So it follows that the way companies try to attract clients also has to change. Enter the *Small Magic™ for Social Media*.

In today's world, customers are more discerning. They don't want to be sold to. Instead, they're looking for a connection and a deeper reason to do business with you. They want to get to know you because — let's face it — people want to do business with people they know, like, and trust. Social Media gives you the best opportunity to create relationships AND if we sprinkle a little Small Magic™ on it, all the better.

Have you ever moved from one bank to another? Sure. Now, why did you move? Because another bank offered you better services? Their checks looked better? NO. You moved because your banker did and you created a relationship with that banker. You aren't doing business with the bank. Instead, you're doing business with the person. You moved to the new bank because your banker moved. Using social media, we can start to create much the same relationship!

The first mistake people make when using social media for their business, they sell. Why would anyone want to be sold to via social media? The Small Magic is the way you represent yourself digitally. Are you comfortable letting your audience get to know you? If you let your prospective clients in a little bit, then you can transform a cold call into a warm lead.

Let me throw some tasty numbers at you. Consumers who create "relationships" through social media translate into approximately 40% more sales and approximately 35% more retention of current customers. Now, who doesn't want those kinds of increases? Small Magic™ for Social Media shows you how to access your authentic self so that you can make long-lasting relationships with your current, past, and prospective clients. ●

The Value of Your CMP

By: Cheryl Oswald



It's a new year and a time for new resolutions. Maybe this year your resolutions include taking the CMP exam. Perhaps you've considered it and wonder if it's worth it. You've heard all the stories about the application process and study commitment. And then there is the exam itself. Next time you ask yourself if the CMP designation is worth the effort, the answer is...YES!

I made the decision to obtain my CMP about three years ago and it was a completely personal decision. I knew that I wanted to elevate myself professionally and having CMP after my name would be the next step in my career as an event professional.

Once obtaining my CMP, I did start to see the value in all that hard work. I started to see my employer value my opinion as an event professional a little bit more. Different opportunities within the meeting industry came my way. Hoteliers and other vendors started to value my opinion as an event professional during the planning process.

With more than 11,000 meeting professionals in 55 countries around the globe holding the cmp designation, it represents the standard of excellence in today's meetings, conventions and exhibitions industry. It carries credibility, respect and demonstrates a higher level of commitment and professional knowledge.

Is it going to be easy? No, it's going to take some work to study and prepare. Is it going to be rewarding in the end? Absolutely! I see the value in my CMP every day, both personally and professionally.

Don't forget about the CMP 101 series offered October through May in partnership with Madison College. ●

For more details, checkout <https://www.mpiweb.org/chapters/wisconsin/education-events/cmp-prep>

Spring Education at Ingleside

By: Rebecca Staats

MPI-Wisconsin Annual Spring Education Day

April 10-11
Ingleside Hotel,
Conference Center
& Indoor Water Park
Pewaukee, WI

The MPI-Wisconsin Annual Spring Education Day moves to April in 2019 – beginning on Wednesday evening, April 10 and running all day Thursday, April 11. **Please note this is a month earlier than in previous years!** We'll also be celebrating Global Meetings Industry Day (GMID) at our Spring Education Day at the newly renovated Ingleside Hotel, Conference Center & Indoor Water Park in Pewaukee, WI.

The upcoming event will kick off with an exciting new Trivia Event and Welcome Reception on Wednesday evening, April 10. The trivia will include a broad range of topics; everyone will have their opportunity to shine!

Then, beginning early on Thursday, we will enjoy a full day of education. The 2019 Spring Education Day will include speakers in the topics of Technology, Event/Meeting Design and Personal Branding/Motivation. Don't forget that alongside the fun, you will also earn continuing education credits. Watch your email and the next *Agenda* issue for more information! ●



GMID



SPEAKER TOPICS

Technology
Event/Meeting Design
Personal Branding/
Motivation



TRIVIA EVENT



Action for the Animals

By: Kathy Reading



The Wisconsin Humane Society's mission is to build a community where people value animals and treat them with respect and kindness. As we begin 2019, please consider supporting our Community Outreach Partner's mission with hands-on action:

- **Volunteer at Your Local Shelter** – Contact your local animal shelter for opportunities to help. With training, there are roles for greeters, shelter helpers, wildlife rehab, veterinary prep, dog walkers, and more.
- **Get the Kids involved** – Wisconsin Humane Society offers many programs for kids, including classes and camps, community story time, Service Saturdays, Party with the Pets and more. [bit.ly/2R7N8Hm]
- **Get Crafty** – Animal shelters can often use more blankets, toys and dog coats. The web is full of ideas of hand sewn, knit, crocheted or easily crafted pet items.
- **Promote the Wisconsin Humane Society** – Follow and share important posts from Wisconsin Humane Society: [bit.ly/2BquipM]



Volunteer Opportunities

When you volunteer, everyone wins! 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 Exciting Volunteer Opportunities include:

- Instagram Coordinator
- Community Outreach Coordinator (Help the puppies!)
- January & February Education Day photographers
- Team members for April Education Day (Ingleside)

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—Lisa Peyton-Caire

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FALL FUN IN LAKE GENEVA

By: Stacey Lucas

T

Thank you again to all who attended! I hope everyone had a great time and enjoyed experiencing the newly renovated Ridge Hotel in Lake Geneva. Thank you also for your generous donations to our new Community Outreach Partner, the Wisconsin Humane Society.



We started the day off with lunch consisting of salad, pasta and delicious mini desserts (this way you could try several and not waste any) and announcements before the education series in the Fireside Ballroom.



Julia Spangler



Once finished, we moved into the Aspen Ballroom where Julia Spangler, our speaker promoted zero waste events during her session. She

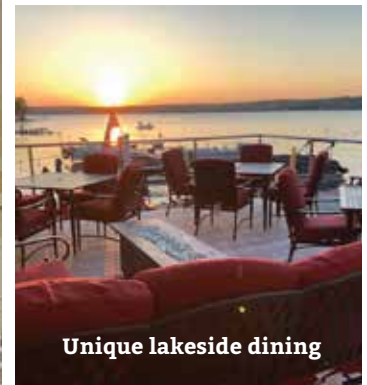
was very informative and created real-life situations. She helped attendees understand the difference between a zero waste event and a zero waste planning process. We all gained a better understanding of the six steps of zero waste event planning process, including how to calculate the waste diversion rate of an event. Julia also helped teach us to practice applying waste reduction, diversion and measurement techniques. These techniques allowed us to understand the steps needed to embrace this important challenge for future events.

After our education, some of the guests headed home and others headed out onto Lake Geneva. Lake Geneva Cruise Lines donated one of their boats so our guests could explore the area, enjoy cocktails & appetizers and continue networking. All in all, it was a great afternoon of education and networking! ●



Photography provided by Cheryl Oswald, CMP. Please see mpiwi.org for more photos of this event.

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2018 GLES RECAP - A TRIPLE SUCCESS!

By: Rebecca Staats

The fifth annual Great Lakes Education Summit (GLES) in Madison, Wisconsin was a smashing success with outstanding education and networking for over 200 attendees. This one-of-a-kind event was planned and coordinated by the three dedicated MPI chapters of Indiana, Michigan, and Wisconsin. The November 4-6, 2018 GLES was hosted at the spectacular Monona Terrace Community & Convention Center and the host hotel was the Hilton Madison Monona Terrace Hotel.



Jenga, giant Connect 4, and a photo kiosk provided by Celebrations Entertainment.

The summit continued through Monday and Tuesday, with content that included Wisconsin-inspired meals, an evening reception off-site sponsored by Travel Wisconsin and Overture Center for the

Arts, Exhibits, a silent auction to support the new Student Scholarship program, keynote and breakout sessions.

Attendees joined us to CONNECT with new and current colleagues, ENGAGE new ideas, and INSPIRE fellow MPI members.

SUNDAY, NOVEMBER 4

The event kicked off on Sunday, November 4 with an Aspiring Leaders network session featuring current and future leaders participating in hands-on activities and inspired discussions.

WELCOME RECEPTION

Following this session, the Greater Madison Convention & Visitors Bureau and local Madison hotels sponsored a fantastic supper club-themed welcome reception at the Monona Terrace Community & Convention Center. As guests arrived for their first night, they were greeted with stunning lake views in the Grand Terrace accompanied by Wisconsin's signature cocktail: the brandy Old-Fashioned. Throughout the night, attendees visited with exhibitors, networked with members from the MPI Indiana and Michigan chapters, and sampled Wisconsin staples including cheese curds, local smoked meats, cheeses, a mac-n-cheese bar, and a sprawling array of desserts – complete with local UW-Madison Babcock ice cream and toppings! We also enjoyed the jumbo

MONDAY, NOVEMBER 5

MONDAY MORNING KEYNOTE & BREAKOUTS

Monday morning, November 5, began with a delicious plated huevos rancheros breakfast with all the accompaniments. We enjoyed a short welcome from Monona Terrace, the GMCVB and our emcee, Lila Lazurus. At her core, Lisa Lazurus believes that every day should be a new adventure, that creating adventures can leave you fully engaged and present. Lila is an award-winning news anchor who leads by example and believes that we all have the ability to infuse our lives with passion and excitement.

Following the welcome from Lila, our opening keynote speaker, Kelly McDonald discussed *How to Work and Lead People Not Like You*. Kelly McDonald is considered one of the nation's top experts in marketing, customer service and consumer trends.

During our morning break, we enjoyed delicious house-made granola bars and chocolate salted almond bars,



Lila Lazurus



Kelly McDonald



MONDAY EVENING RECEPTION

Monday's evening reception took place at the Overture Center for the Arts, a performing arts center and art gallery just a short walk from the Hilton Madison Monona Terrace Hotel. Travel Wisconsin and the Overture Center for the Arts sponsored the Wisconsin-centric menu, which included cheese curds and bratwursts. Linens by Event Essentials, entertainment by Silent Disco and a photo kiosk by Celebrations Entertainment all contributed to a terrific reception.



TUESDAY, NOVEMBER 6

TUESDAY MORNING KEYNOTE & BREAKOUTS

Tuesday morning, November 6 was Election Day and many attendees proudly wore their "I Voted" stickers. Politics weren't the only hot topic that day. Attendees were treated to a classic scrambled egg, bacon (and more) plated breakfast and by a dazzling Breakfast



Shawna Suckow

Keynote: *Don't Become Extinct! Keep Yourself, Your Events, and Your Company Relevant in Any Economy* by Shawna Suckow. Shawna Suckow is a speaker and emcee with deep knowledge of consumer behavior. She presented relevant, serious facts in a relatable, insightful and authentic style.

Morning Breakout Options Included: *Meetings 3.0: The Evolution of Successful Events* by Shawna Suckow or *Stop Walking on Egg Shells: Address Issues, Reduce Conflict, Protect Relationships* by Dr. Sherene McHenry.

Mimi Brown



networking and exhibits. Our morning breakout options were: *Crafting the Customer Experience* by Kelly McDonald and *Ten Ways Meeting Pros Can Entertain and Dazzle an Audience* by Mimi Brown. Motivational

Keynote Speaker Mimi Brown works with individuals and organizations to add more power, pizzazz, and punch to their lives and businesses. Mimi engages groups from the moment she steps in front of them and leaves them with empowering tools and focused mindsets that they will use long after the lights have gone out on the event.

Sherene McHenry



MONDAY LUNCH, AFTERNOON KEYNOTE & AFTERNOON BREAKOUTS

Lunch featured a delightful plated chicken orchard salad with warm croissants and Dr. Sherene McHenry's powerful keynote presentation: *Navigate for Meeting Professionals: Understanding the Five Types of People*. Dr. Sherene

McHenry, The People IQ Expert™, offers tools to intentionally increase purpose, productivity and profitability. Sherene is an international speaker who empowers, equips and inspires individuals and organizations to immediately begin to act and think differently.

Afternoon Breakout Options Included: *Slaying the Demanding Dragons: How to Wow, Woo, and Win Over the Hard-to-Please Client, Boss, Committee, and Attendees* by Mimi Brown or *Up the Energy: Finding Your Frequency in the Frenetic World of Meetings* by Lila Lazarus.



TUESDAY CLOSING LUNCH & KEYNOTE

The event concluded with a buffet lunch of salad, sandwiches, vegetables, relishes and chips and a “magical” closing keynote *Connect Like a Mind Reader: How Meeting Professionals Can Make More Meaningful Connections with Clients and Colleagues* by Ben Whiting. As a speaker and entertainer, Ben Whiting performs at numerous conferences, award banquets, and private events across the country. He left us entertained and inspired.



After two days of amazing education, the event concluded with three raffle winners from our Famous Pairs networking activity each receiving a state basket from either Indiana, Michigan, or Wisconsin. Thank you to everyone who attended! And thank you to all of our exhibitors, sponsors, speakers, emcee, volunteers and our host hotel and host venue. We are very excited for the 6th Annual Great Lakes Education Summit which will take place November 3-5, 2019 in Traverse City, Michigan. 🍷

Continuing Education: Sessions were approved for CE, so if you attended every keynote and a breakout session, you are eligible to claim up to 9 CEs.



**None of this happens without a great team.
Thank you to all of our
GLES Committee Members:**

Danielle Ziegler, CMP, CVT
Linda Anderson-Drogsvold
Alison Huber, CMP
Alison Hutchinson
Tamara Jesswein, CMP
Kelly Kaepplinger
Stacey Lucas
Sarah Lemmers
Cheryl Oswald, CMP
Sarah Scheer, CMP
Rebecca Staats
Elizabeth Unruh

Photo Credit: Stephanie Cole Photography



Thank You

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



VOLUNTEER SPOTLIGHT Sarah Scheer, CMP



SARAH SCHEER, CMP with American Family Insurance, knows how to pitch in! Sarah was an integral part of the planning team as she helped draft the entire GLES program. Her CMP skills were put to great use as she had many different people to work with to make sure the proper information was captured. Sarah also jumped in during the event, helping out with on-site assistance for our community outreach organization (WAGS). Thank you, Sarah!

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.

You can also look for this board at our education events and add your name to our winning team of volunteers.



PLANNER PROFILE Jana Lipari



Place of Employment: Forte

Job Title: Conference Manager

Tell us about your company and/or position: Forte provides software and services in the critical areas of clinical trial management, clinical data management and research administration for cancer centers, AMCs and health systems. With a strong belief in community, collaboration and standards-based development, Forte also facilitates the Onsemble Community, a customer-exclusive group for peer networking, best practices and support. Twice a year at the Onsemble Conference, clinical research professionals meet in person and discuss the latest challenges and solutions in clinical research.

How long in the meetings industry? 18 Years

What drew you to become a planner? My family and I traveled often with my father's company as a child. My dad was considered a VIP so we always had meeting planners around taking care of him & us. I thought they were so fun and had the coolest job. I've been doing this for 18 years and absolutely love being in this industry.

What drew you to become a member with MPI and/or what do you like most about being a member of MPI? Networking & Resources! MPI provides resources that are not as available to me now that I work in-house vs. a third-party planning company.

Teams or projects that you have worked on for MPI or would like to be involved with: Unfortunately, I haven't had the chance yet to be on a committee, but I hope to do so in the near future.

Tell us whatever you like about your family and home town: Racine, WI - America's Kringle Capital. Kringle is an oval-shaped treat that has been a tradition since Danish immigrants brought it to Wisconsin in the mid-19th century. It's buttery, flaky and thoroughly delicious!

Favorite pastimes: Running, softball & tennis.

Favorite music/band/artist/movie or book: I love hip hop and R&B music with Bruno Mars being my favorite artist. I've never been into country but it's growing on me since my boyfriend is a huge fan.

Person you admire and why: I admire someone who can just be straight up in any situation. I'm not a fan of "beating around the bush." So, when someone can just say, "Hey listen..." I really appreciate it. Typically, when someone is honest with me, I feel comfortable with them, making for awesome relationships.

Still on my bucket list: I qualified for and ran the Boston Marathon so next on my list is to run the Venice, Italy Marathon.

Words to live by: Be so good they can't ignore you. — *Steve Martin*

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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MPI WISCONSIN

New Members

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MALLORY BRIGMAN

Manager, Private Event Sales
Milwaukee Bucks

AMY BROWN

Director of Education and
Conferencing
Trade Press Media Group

KIM CASEY

Sales Manager
Visit Brookfield

LINDSEY CONKLIN

Student
Madison College

MARY DENIS

Sales
Destination Lake Winnebago
Region

SHANNA DOMBROWSKI

Student
Madison College

KIM DUSSAULT

Student
Ashworth College

JODI FISHER

CEO
Impact Services

FELICIA GLASPER

Student
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STEVE GORALSKI

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PSAV

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Regional Director of Sales
Flix Brewhouse

DONALD KLUKAS

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Event Head Productions LLC

KRISTIE MCKNIGHT

Account Executive
Quality Resource Group, Inc.

BARBARA MOUBRY

Program Planner
State Bar of Wisconsin

JEFF OVERGAARD

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RYAN PACKARD

Director of Sales
Hospitality Democracy

DANIELLE PARKER

Student
Madison College

TABITHA SCHROCK

Sales Account Executive
Marcus Hotels & Resorts

FARRAH LYNN SLINGER

Event Division Manager
A to Z Event Essentials

JULIE STOVER

Events Coordinator
Zendesk

DAN UNDERBERG, MSM

Program Director & Chair
Concordia University

AMANDA WONDRAH

Student
Madison College

Anniversaries

1 YEAR

MARJI MONAGHAN

Director of Sales and
Marketing
Hotel Mead & Conference
Center

AMY MURPHY

Marketing Event Associate
Independent Pharmacy
Cooperative

DAN OTOOLE

Owner
Lake Shore Transportation

REBECCA ROGERS

Event Manager
Culver Franchising System, LLC

GRETA SPENCER

Sales Manager
Hyatt Regency Milwaukee

5 YEARS

ANN M KULIKOWSKI

Employee Services
Coordinator
Mercy Health System

ELIZABETH M UNRUH

Sales Manager
Wisconsin Center District

15 YEARS

SHERRY COLLINS

Education Coordinator
Wisconsin Hospital Association

ALISON HUBER

Program Manager
Fox World Travel

20 YEARS

KAREN L. RYAN

Sr Spec Events Coordinator
WE Energies

WHO'S IN THE NEWS



MPI-WISCONSIN has been recognized as a Top Achieving chapter by MPI Global. We earned this designation by meeting or exceeding our goals in membership, volunteer involvement, financial strength and education. Way to go, Wisconsin chapter!



INTERCONTINENTAL HOTEL in downtown Milwaukee is rebranding as an independent arts hotel. Scheduled to open in Spring 2019, the **SAINT KATE** will be named after the patron saint of artists. Kate will be a living art experience highlighting performance as well as visual arts. Owned and operated by Marcus Corporation, Saint Kate will feature 219-rooms, 13,000 square feet of meeting spaces and will highlight performance and visual arts. Blessed be the Saint Kate!



THE PABLO CENTER at the **EAU CLAIRE'S CONFLUENCE**, opened in September after seven years and \$60 million. Initial reviews of the three-story, 142,000-square-foot structure are all positive. The lobby features dangling lights and three-story glass windows overlooking the Chippewa River. The center offers theater and event spaces for 100-1200. This is beautiful addition to Eau Claire!



MORGAN DATA SOLUTIONS ASSOCIATION MANAGEMENT (MDS)

is celebrating its 15th year of service to MPI-Wisconsin. Heather Dyer, CAE and Christopher Dyer have been valuable partners for our chapter. Christopher states: "We are humbled and honored to serve so many great meeting professionals that give so much back to their profession. We are motivated by their dedication and energy." Thank you for your support and guidance, Heather & Christopher!



TRICIA SMITH CMP, CNHP, joined Waukesha County Technical College as a full-time Hotel & Restaurant Management Instructor. Tricia focuses on the Restaurant Operations class which provides front-of-house education in The Classic Room restaurant on

campus at WCTC. Thanks for helping to build our next generation of hospitality heroes, Tricia!



CARMEN SMALLEY, CMP, CHE has been inducted as president of the Wisconsin chapter of HISMA. Having experienced Carmen's leadership as MPI-Wisconsin president from 2014-15, we know that the HISMA is in good hands. All the best to you, Carmen!



Please let us know of any MPI member news for future Agenda issues: reading@scangroup.net.

SUPPLIER PROFILE

Becky Melchi, CMP

Place of Employment: Wingspread Retreat & Executive Conference Center

Job Title: Director of Sales and Marketing

How long in the meetings industry?

The clients I serve at Wingspread Retreat & Executive Conference Center know me as being an energetic, knowledgeable resource with 28 years of meeting and events planning experience.



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

After many years of convening for private Johnson Foundation sponsored groups, Wisconsin's iconic Wingspread Retreat & Executive Conference Center is now available to organizations committed to collaborative meetings with purposeful outcomes. The historic property, noted for its unique Frank Lloyd Wright architectural design, is located near Lake Michigan in Racine, Wisconsin, just 35 minutes from Milwaukee and 90 minutes from Chicago. Wingspread Retreat & Executive Conference Center is part of the prestigious Benchmark Resorts & Hotels brand portfolio.

For nearly six decades, Wingspread Retreat & Executive Conference Center has operated with a singular mission: to create intimate, inspiring conference experiences that foster collaboration and innovative problem solving. Wingspread is now available to a broader, select array of meeting groups. These organizations will now be able to take advantage of Wingspread's history, bucolic setting, skilled staff and convening expertise - all geared to creating impactful meetings.

Tell us about your family: I have two very successful sons, a fabulous daughter-in-law and two wonderful grandchildren – they are the light of my life!

I live near my grandchildren and I am involved in their school and extracurricular activities. My oldest son lives and works as an accomplished artist in Los Angeles which gives me the perfect get-a-way to the culture, beach and sunshine that California provides.

Where were you born? Fort Wayne, Indiana

Where do you currently live? Lake Geneva, Wisconsin

Favorite Pastimes: I enjoy outdoor activities, cooking and baking with my grandchildren, traveling and volunteering with the Boy Scouts and Girl Scouts of America.

Favorite Musical Group: The Beatles, of course!

Person you admire and why: Mother Teresa, Mother Teresa was an inspiration to countless millions for her lifelong devotion to the neediest and most vulnerable of the world. The selflessness and sacrifice with which she lived her own life made her an international symbol of charitable work, and the love and compassion she showed the destitute of all faiths won her a Nobel Peace Prize in 1979, which she donated entirely to the poor.

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

If I won the lottery I would: If I won the lottery, I would set up a Foundation to provide camp sites and outdoor adventures to children who need financial assistance and guidance.

Words to live by:

Stay focused and above all, always practice patience.

Some tips on staying focused and positive which work for me:

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



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BOARD MEMBER **PROFILE**

Sherry Wolff



Position on the MPI WI Board: Director - Website, Social Media & Public Relations

Place of employment & location:
The American Club Resort, Kohler WI

What is your role with your employer? Sr. Sales Executive

How long in the meeting/event industry? 7 years

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

My primary responsibility is keeping all things Social Media up to date, so our membership is aware of new event and industry trends, to help them stay engaged in our Chapter activities. I also am responsible for working with our Administrators to review the website to be sure links are working properly and navigation is as intuitive as possible.

What drew you to join the board? Since joining MPI I have felt welcome and included, so I wanted to engage further and learn more of the inner workings of our Chapter as well as MPI Global.

What do you like about being on the board? Getting to know and working with my fellow board members is my favorite part. I enjoy the problem-solving discussions that we have during meetings as well. It's amazing what can be accomplished when we work together.

What have you learned most from being on the board?
Honestly, I just think it's amazing what can be accomplished when we work together and support each other. When you are surrounded by a good team, you never feel like you are in it alone.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? DO IT!
It has helped me grow my network of professional contacts, but best of all the skills learned from simply attending monthly meetings has been priceless!

Where do you currently live? Sheboygan, WI

Favorite hobbies or pastimes? Shopping, trying new wines, Bold Cycle, traveling.

Favorite musical artist, band, movie or book? My favorite book is the *Alchemist* by Paulo Coelho.

Excitement is Building...for

TRIVIA NIGHT

at the **INGLESIDE!**

By: Nicole Ellickson, CMP



We are excited to be holding our first annual Trivia Night! Plan to join us on Wednesday evening, April 10 at the renovated and reimagined Ingleside Hotel in Pewaukee, prior to our Spring Education Day. This is a great opportunity to connect, meet other MPI-WI members and enjoy a fun-filled kick-off evening prior to our outstanding Spring Education Day.

Trivia Night's competition will feature a broad range of topics with something for everyone (including fun tie-ins from fond memories of our golf outings). We know that MPI members are brilliant. Here is your opportunity to shine! We'll also enjoy an MPI-WI reception, cocktails, silent auction, prizes, and more.

Want to take advantage of being a sponsor on this inaugural night? Contact Nicole Ellickson at nellickson@afccnet.org for opportunities.

SAVE THE DATE

WEDNESDAY, APRIL 10
INGLESIDE HOTEL
PEWAUKEE, WI



- › OPENING SEPTEMBER 2019
- › ADDING A 52,000-SQUARE-FOOT BALLROOM
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DATEBOOK: CALENDAR OF EVENTS

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

AUGUST 8

MPI Wisconsin Awards Gala
Hotel Retlaw
Fond du Lac, WI