

MPI-WISCONSIN CHAPTER

# Agenda

MAR  
APR  
VOL 41/NUM 2  
2019



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# MPI-WISCONSIN CHAPTER Agenda

MARCH/APRIL 2019

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**WISCONSIN**  
CHAPTER

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6 Different Ways



# MPI-WISCONSIN CHAPTER **Agenda**

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# **EDITOR'S NOTE**

# A

s we are approaching the spring season in Wisconsin, it makes me think of new life, positive change and paving a new road of accomplishments. Personally, my rebirth has begun by taking on a new career path with the company that I have been employed at for the past 24 years. With that transition, has come the need to step out of my comfort zone and take on additional educational opportunities, and put them into practice on a daily basis to ensure my future success.



As I was reviewing the articles for this issue of *Agenda*, I was struck by how our Chapter's leadership continues to offer new and evolving educational opportunities for our members to continue to experience an enriched, valuable membership. Plan to attend Spring Education Day – taking place in April rather than May – at the newly renovated Ingleside Hotel in Pewaukee. All Wisconsin Planner Members receive complimentary access to our annual education day (read more about it in this issue). Kick off the education event by participating in the new Trivia Night event the prior evening – test your knowledge on all things MPI and beyond. The following day, you will learn from a variety of new educational topics – consider signing up for a session that may take you out of your comfort zone.

Most importantly, education is only as effective as how it is applied after the event. To get the most value and retention from your Spring Education Day experience - practice it in a day-to-day application. Whether you take away personal enrichment, or a new professional technique, use it. I promise you will feel empowered to propel yourself forward!

Enjoy!

*Denise*

{Madison, WI}

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

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# PRESIDENT'S COLUMN

**P***ay it forward* is an expression describing the beneficiary of a good deed repaying it to others instead of to the original benefactor. It is a wonderful way to live.

Most of us know this phrase from the popular 2002 film of the same name, but the “pay it forward” concept is actually much older. The phrase may have been originally coined by Lily Hardy Hammond in her 1916 book *In the Garden of Delight* (a great read, by the way).

This is something that I strive to do as often as possible. Although I have been a recipient of a Starbucks beverage and sent the same to a car behind me, it doesn't have to be in monetary fashion. One of my favorites is leaving anonymous thank you notes for people that you know are having a rough day.

Last edition I talked about upping your EQ, and although this is important to our career and personal growth, we are always looking forward to the next great thing, the next vacation, the next gathering of friends. In our daily lives I feel it is just as important to stay planted, enjoy the here and now and pay it forward when the opportunity presents.

Literally stop. Experience the moments as they happen. Slow down and appreciate your family, friends and accomplishments and then when you see an opportunity to be anonymously kind, without reward - that can be your greatest moment of human achievement.

Roles in our industry consistently make the list of the most stressful careers, matching all first responders, yet we are not saving lives, curing cancer or finding world peace. In our own small way, we can make a difference. I see this in each and every one of you! We have gifts and benefits to share. Be that person. Embrace the good that you have to offer.

I do not hold a masters in psychology, nor am I a student of the latest self-help method, I do know that each of you have so much to offer and pay forward to those who might need it most. Let's collectively lead the charge of paying it forward in small ways to create a much larger positive outcome.

I am enthusiastically proud of you, my MPI family. ***Let's pay it forward!***





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# New Year! Great Event!

By: Marin Medema



The Wisconsin Dells is a favorite year-round destination. The January 10th MPI Wisconsin meeting at Great Wolf Lodge kicked off our 2019 education season with a warm welcome. We can't thank them enough for everything they did to make our event so memorable.

With just under 80 attendees, Lisa Meller CMP, CED, CIS was an engaging speaker on Demystifying Strategic Meetings Management. We discussed how to approach and identify the process. Lisa explained the benefits of an SMMP (Strategic Meetings Management Plan) and showed us how to improve it. We also learned how to recognize and avoid the seven deadly wastes.

As a group, we engaged in interesting table discussions focusing on our own challenges. We then presented high points on actionable items and discussed how to improve performance and cost savings.

With just under 80 attendees, Lisa Meller CMP, CED, CIS was an engaging speaker on Demystifying Strategic Meetings Management.







We also heard about opportunities to serve our Community Outreach Partner, the Wisconsin Humane Society. They're looking for help for with committees and day-of-event volunteers for their fundraising Pet Walks and Gala. (See the Community Outreach article later in this *Agenda*, or contact Kathy Reading for more info: 414-202-8361, [reading@scangroup.net](mailto:reading@scangroup.net)).

Throughout the event, we were treated to an international theme for the menus. The entire group enjoyed a VERY tasty Asian buffet lunch and spectacular French food at the post-session networking reception. We're all grateful for the inspired cuisine sponsored and presented by Great Wolf Lodge's talented chef Grant Baker, and his team. ☺



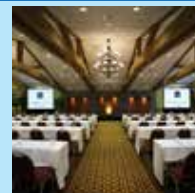
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# FOOD FOR THOUGHT: Executive Sous Chef Michael Mars

The Ingleside Hotel, Pewaukee, WI

**A**s a child, Michael Mars spent a lot of time cooking with both his grandmother and mother. His grandma showed him how to make things like soup and Sicilian pork chops. His mother showed him how to use what you have around the house to make a delicious simple meal.

At 16, a friend helped him get a job at a local restaurant where the chef was impressed by his attitude and work ethic. Michael was inspired by this chef to attend culinary school. He spent a year at the CIA New York and then transferred to Chicago's Kendall College to finish his degree and be closer to his family in Kenosha.

Following college, Michael moved home to Kenosha and worked at both locations of Brewmasters, a microbrewery and catering venue. He says it was the first time everything really clicked for him. He knew what he was good at and it was his calling. He then moved on to Kenosha Country Club, where the Executive Chef was also impressed and took Michael under his wing, teaching him things like menu planning, inventory, and overall management.

In 2004, Michael joined The Ingleside Hotel, formerly known as Country Springs Hotel. He spent the first few years bouncing between banquets, pantry, and eventually, morning line, which he says made him a stronger cook. At this time he met his wife Kristen who was also a line cook at the hotel.

When asked what keeps you going, Michael answers, "My wife! Her success in every role she takes is inspiring." The benefit of working morning shift allowed him time to spend his nights learning at other venues. For a time, Michael assisted his wife who was Banquet Chef at the Delafield Hotel. The two also catered several friends' weddings -- including their own! Michael has spent his career gaining inspiration, pushing harder, and expanding his craft.

In 2015, Michael was promoted to sous chef, followed by another promotion to executive sous chef. He says his longevity at the hotel is largely due to the people there. "Kitchen dynamic is special. You become a team, a family."

According to Chef Michael: "I like the idea of recipe-free cooking, putting the food first, using the best ingredients and holding yourself responsible for what you create. It also allows you to take a few risks... it pushes me to continue to be creative, and bring joy to people through food using my gifts."



## BRUSSEL SPROUTS W/ CARAMELIZED ONIONS AND APPLEWOOD BACON

2 lbs. Brussel sprouts  
6 strips of bacon  
Olive oil as needed  
Salt and pepper  
Onion powder and garlic powder  
6 cloves of fresh garlic  
2 yellow onions  
1 red onion

- Cut brussel sprouts in half, length wise. Mince garlic combined with olive oil, salt, pepper, onion powder and garlic powder.
- Cook on sheet tray at 425 degrees until brussel sprouts are tender with a charred exterior.
- Dice bacon (freezing it first, makes it easier to dice).
- Render bacon in large sauté pan until about half way done.
- Next, add yellow and red onions, continuing on low heat until onions are nicely caramelized, and bacon cooked softly.
- Then, combine all ingredients together and put on a serving plate.
- Garnish with fresh parsley and a squeeze of lemon to taste.



# Annual Spring Education Day Moves to April in 2019 at The Ingleside Hotel

**BE READY TO GET “AMPED UP” SOLID-BODY ELECTRIC GUITAR STYLE!**

*By: Deana Heinisch and Maria Peot, CMP*

New Year, New MPI! We're excited to be changing things up a bit for the 2019 Spring Education Day by moving the event from May to April. This year's event will be held at the stunning, newly renovated, Ingleside Hotel in the Waukesha/Pewaukee area on Thursday, April 11th.

Complimentary registration is extended to MPI-WI planner members for the second year in a row! Thanks to the support of our chapter's Strategic Alliance Partners and sponsors, our Spring Education Day will be more accessible to our planner members.

We'll be kicking off on Wednesday evening, April 10th with another new and exciting event for our chapter - Trivia Night! This won't be the typical welcome reception. Get ready to test your knowledge on a broad range of topics. Everyone will have their opportunity to shine. Simply show up with your thinking cap on and get amped in the hometown of Les Paul, solid-body electric guitar pioneer.

Beginning early on Thursday, we will take all the energy from our amped up evening the night before, and enjoy a full day of education. Registration and breakfast will begin at 7:30 followed by official welcome and announcements from our fantastic president, Tamara Jesswein, starting at 8:30 a.m. (Does Tamara have hidden guitar talent?).



Compelling education sessions will be held from 8:45 a.m. until 4:00 p.m. Speakers for the day include:

- **Corbin Ball:** The Top Technology Trends Transforming the Events and Tradeshow Industries (*morning keynote*) and Moving from “Attendee” to “Participant” – Audience Engagement Ideas to Improve Events (*afternoon breakout session*)
- **Melanie Spring:** Rock Your Brand Story: Business is Human to Human (*mid-morning keynote*)
- **Chris Gasbarro:** Dimensionalize the Attendee Experience (*afternoon breakout session*) and SH - - T (*afternoon keynote*)

There will also be a fun activity supporting our community outreach efforts with this year's partner, the Wisconsin Humane Society. We look forward to supporting our furry little friends!

Don't forget to make your sleeping room reservation at The Ingleside Hotel as well. At the low rate of \$109, rooms will go fast! The room block cut-off date is April 3, 2019. Contact The Ingleside Hotel at 262-547-0201 today to make your reservation.

Visit the MPI-WI website to view full session descriptions, register for the event, and for other details.

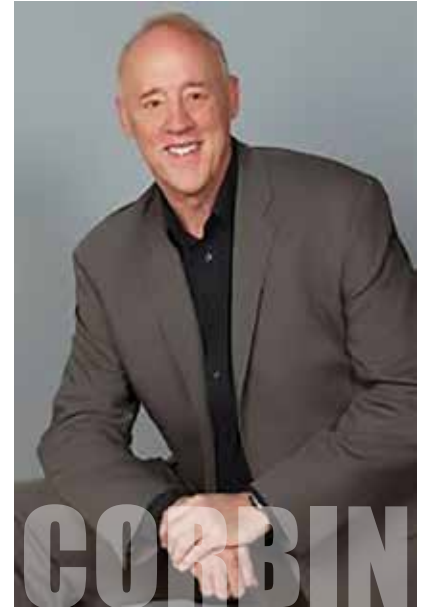
We'll make sure to have plenty of time for breaks so you can check in back at the office, visit with our exhibitors, and network with fellow planners and suppliers. We will also take time on this day to conduct the Board Installation Ceremony. Don't miss out on this electrifying day! ●



# Meet the Spring Education Day Speakers

**CORBIN BALL, CSP, CMP, DES, MS** is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and he has been quoted in the *U.S. News & World Report*, *Wall Street Journal*, *the New York Times*, *USA Today*, *Fast Company*, *PC Magazine* and others.

Corbin serves or has served on numerous hotel, corporate, convention bureau and association boards. Corbin is being inducted into the EIC Hall of Leaders for 2018, the most prestigious honor in the meetings, conventions, exhibitions and events industry. He is the only person to have received both the MPI International Supplier of the Year and the MPI International Chapter Leader of the Year awards. Corbin has been named as one of "The 25 Most Influential People in the Meetings Industry" five times by *Successful Meetings/MeetingNews* magazines.



**MELANIE SPRING** is one of those people who walks into a room and lights it up. She'll make you want to be her best friend, yet when she gets to know enough of your story, she'll find the perfect way to push you outside of your box. Her brand is Approachable Badass and it fits her perfectly. She even got out of her own box when she went on a 7,000-mile road trip collecting stories on how companies lived their brand. The Live Your Brand Tour was published in *Entrepreneur Magazine*, where she earned her title as a veteran brand strategist.

With entrepreneurship in her blood, she ran Sisarina for eight years, building websites and brands only to rebrand as herself as Branded Confidence by Melanie Spring. Speaking and facilitating workshops all over the world, she becomes a part of your team as she builds your brand from the inside out - with humans first. But you have to be a kickass human in order to work with her. (She even has a club for that - [www.kickasshumansclub.com](http://www.kickasshumansclub.com))



As President of gathering agency, Ember, **CHRIS GASBARRO** helps to influence the meeting and event portfolios for wicked awesome brands that include Bauer Hockey, Saucony, Keds, Footjoy Golf, Wolverine Worldwide Inc, Hanover Insurance and the National Association of Mutual Insurance Companies. From a humble beginning as a touring guitar tech to now shutting down Wall Street for an IPO launch event or collaborating with Taylor Swift, Keds and Nordstrom's for a shoe launch, Chris has been lucky to assemble and lead a team of some of the best meeting and event people in the industry.

Chris is a past President of both MPI New England and ILEA New England chapters, and also served on the MPI International Board of Directors. He is a recipient of numerous awards including *Collaborate Magazine's* "40 under 40", BizBash's "Innovator of the year" and multiple MPI awards. Prior to the events industry, Chris was a roadie, sound engineer and tour manager for some very obscure bands - touring North America in Jeep Cherokee's and the occasional converted 1974 MCI tour bus.



# As Technology Changes Events, These Five Elements Will Likely Stay the Same

By: Corbin Ball



We are living in a time of unprecedented technology change. How will these changes affect meetings and tradeshows? Will they remain a central form of education, networking and marketing? Will virtual meetings and other communication technologies replace the need for face-to-face events and exhibitions? Although there will likely be very significant changes in these next few years, there are some strong drivers that bode well for the future of events.

## Here are five constants that will keep meetings viable in the future:

### 1. Human gregariousness

Humans are social animals. We like to get together. Indeed, there is a biological imperative to do so! This basic drive will continue to bring people together for face-to-face events of some form for as long as we roam this planet.

### 2. Social connectivity -- the desire to meet with people of like interests

Meetings can be considered the original social media and associations the original social networking platforms. The rise of social media tools such as Facebook, LinkedIn and Twitter, enhances our ability to connect with people of like interests – the same goal of many events! As our social network expands, this continuing desire to connect with these colleagues will keep meetings as an important method of doing so. Social media may expand our contacts; meetings will provide the opportunity to meet them face-to-face!

### 3. The value of tradeshow and exhibitions as important marketing vehicles

If a product is a commodity, there are opportunities to automate the sales process online. However, there are many businesses that are highly service oriented (such as the hotels, convention centers and meetings management) – they rely on people to deliver the product. Tradeshows and exhibitions afford a great way to meet these service providers and gather information in a condensed, time-efficient and cost-efficient manner.

### 4. People like attractive destinations and are enriched by the travel experience

Travel broadens horizons and provides great ways to experience cultures, cuisines, new ideas and much more. Meetings often afford the opportunity to get away from their day-to-day business routine and to experience new horizons.

### 5. Live face-to-face events provide a much richer experience than virtual meetings

Webinars and other virtual meetings are great for short information exchange. However, in today's multi-tasking and often distracting work environment, attention spans are short. Thirty minutes to an hour is usually the maximum you can expect someone to pay attention sitting in front of a monitor.

Face-to-face meetings, on the other hand, take people to a more focused location with fewer distractions. As long as people are informed, entertained and fed, event hosts can keep people engaged for days. At the minimum, there is a social contract to at least look like you are paying attention at an event. This is very different than most virtual events. The opportunities for networking, brainstorming, and relationship building are usually far greater at face-to-face events than online. To put it succinctly, there is no such thing as a virtual beer!

Meetings provide opportunities for people to connect. Our gregarious nature, our desire to meet with people of like interests, our curiosity to experience new locations and ideas will be constant driving forces to keep meetings a viable means on connecting, educating, and bringing people of like interests together for the foreseeable future.●



# Great News for MPI-WI Planners!!

The Wisconsin Chapter of MPI is excited to announce that the 2019 April Education meeting will again be complimentary for all Wisconsin Meeting Planner members. Thank you to all of our enthusiastic sponsors and our financial team for making this possible.

We are thrilled to now make this a long-term commitment. Due to the generous and dependable support from our MPI-WI Strategic Partners and sponsors, this offering will be available each year for the foreseeable future. Meeting planner memberships will now automatically include free attendance at our spring education event.

Thank you to our MPI-WI Strategic Partners and all of our sponsors for making this possible! ●



## First Annual Trivia Night at the Ingleside!

*By: Nicole Ellickson, CMP*

Don't miss out on our First Annual Trivia Night Wednesday evening, April 10 from 6:30 p.m. - 9:00 p.m. This exciting event will take place the evening before our Spring Education event at the Ingleside Hotel in Pewaukee.

MPI-WI Trivia Night's competition will feature a broad range of topics including movies, celebrities, sports, and fun facts from our sponsors. The fun filled evening will also include a reception, cocktails, silent auction, prizes, and more. ●

*For more information visit [www.mpiweb.org/wisconsin](http://www.mpiweb.org/wisconsin).  
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## CMP 101 SUMMARY

**MAY 16, 2019**  
**10:45 am – 11:30 am (45 minutes)**

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

# Changes on the Way

By: JoEllen Graber

## CHANGES

You may have noticed that MPI-Wisconsin is making a few changes. The February meeting was a breakfast, we're hosting a trivia night this year instead of golf, and we're moving the gala to August. We are hoping to keep things new and fresh and help each member to get the most out of their membership.

## MPI-WI AWARDS

We are also giving a facelift to our annual MPI-WI awards and process. Some of you are saying "It's about time" while others may be scratching your heads saying, "I can win an award?" Let me start by saying we have kept some of our old awards, let some go, and added a new category. These awards are focused on service to our MPI Wisconsin Chapter members and goals.

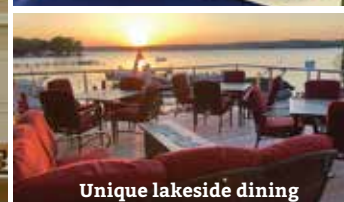
### THE AWARDS FOR 2018-19 WILL BE:

Rising Star	Outstanding Leader
Industry Advocate	Team of the Year
Hall of Fame	President's Award

In the past, a points system was used to ensure nominees were all starting from a level playing field no matter their MPI tenure. These points were weighed along with the member vote to identify winners. The committee who is working on this process still sees value in the point system and hope to use it in a new manner.

There will continue to be an open call for nominations as usual, and nominees will fill out the application. These applications will be reviewed for clarity and the points system will be applied to each. The top four-point earners from each category will then move on and be judged by another MPI chapter. The exception will be Team of the Year, which will still be voted on by our members, Team of the Year will honor an MPI-WI team that worked on a special project, fundraising event, or monthly meeting.

More detail about the definition of each award will be provided when nominations open. We also hope to do a better job of communicating important information in the future by having write-ups about each nominee in the *Agenda* publication and email as time allows. The MPI-WI awards have always been an honor for nominees, as well as winners. We hope to keep this tradition with the new format of the awards. ●



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# SH--T with the Times

By Chris Gasbarro, President of Ember

**T**he year is 2008...Sam Adams is the #1 Craft Beer in North America, Amazon is an online bookseller trying to keep up with Borders, and 95% of college students attend classes on a college campus. My how ten years have changed, and here's possibly the most alarming question, do your meetings still look like they did in 2008? Do you still have mint candies and classroom seating with white linens that don't reach the floor? Do you still invest 90% of your AV budget on a 90-minute general session, while your breakouts total over 30 hours of the agenda? Do you have 2,500 lumen projectors your procurement made you purchase and lug around? Attention span has shrunk and mobile devices are in the hands of 100% of your attendees. If you haven't SHIFTED your meetings and events to evolve for 2019, it may be time to shift with the times.

First and foremost, SHIFT is not a bad word, and truth be told 2019 is more ready for this kind of thinking than back in 2008. If you had told Sam Adams' leadership in 2008 that in ten years IPA would be the #1 style of beer and independent craft brewers would account for 15% market share (up from 3% in 2008), they most likely would have laughed (and Sam Adams didn't release their first IPA until 2015).

## The Boardroom.

Whatever form it takes in your organization, Executive Director to CEO, most meetings of value have some C-suite folks with skin in the game. This is the first place to start to SHIFT! All you have to do is ask a question. Simply ask the CMO, COO or CEO, what's keeping you up at night? After they answer follow up with, how could our meeting(s) help solve that? Most leaders are faced with sleepless nights thinking, how do I grow revenue? How do I motivate our sales team? How do I improve culture? Most leaders don't have stakeholders to ask questions and provide solutions. Great leaders will take you up on, "Hey CEO, if I



get an extra \$50,000 for the meeting, I can improve our Net Promoter Score (NPS) by two points."

## Beyond the boardroom.

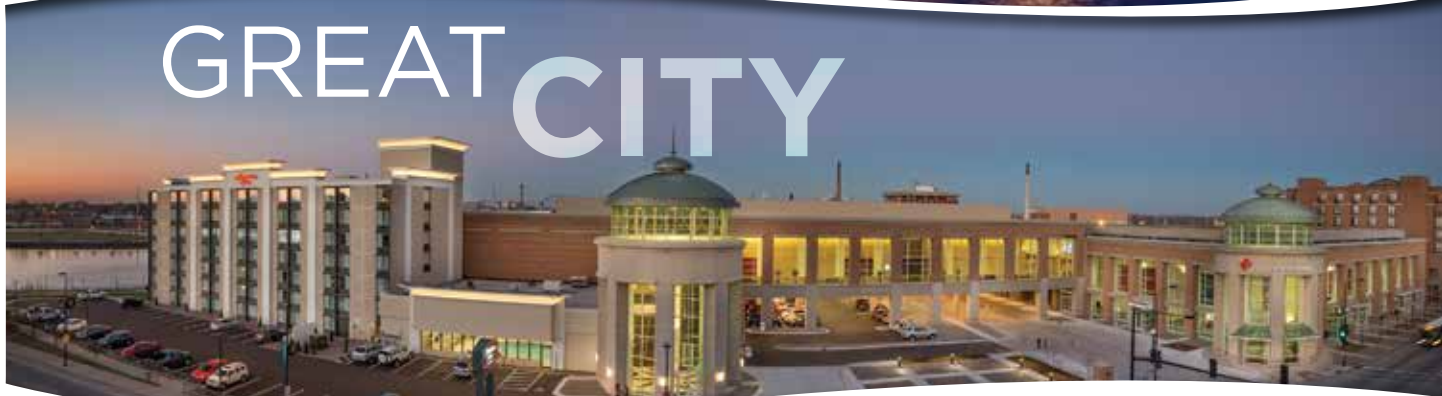
The next layers to ask great SHIFT questions are with your AV team. Ask them, if you could do one thing better, what would it be? Ask your catering team, with five hours of "firehose" information after lunch, what kind of F&B break could you design that would have attendees 20% more engaged?

The truth is, the first SHIFT starts with you. Your meetings may already be great and don't need a change, and that's awesome. But, if you're feeling like your meeting portfolio needs a little spark, chances are there are other people who feel the same way. Take the leap. ●

---

Chris Gasbarro will be on of our speakers at April's Education Event. You can find his biography on page 13 of this issue.





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## SUPPLIER PROFILE

# Laura MacIsaac, CMP

**Place of Employment:** Monona Terrace Community and Convention Center

**Job Title:** Director of Sales

**How long in the meetings industry:** 20+ years

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

I have been working at Monona Terrace since February 1997. We opened in July of 1997. I feel very fortunate to represent the Frank Lloyd Wright designed convention center located on the shore of Lake Monona in the heart of downtown Madison. I have been in various roles within the sales department for the center, but for the past 10 years I have been the Director of Sales and am still loving every minute of it!

**Tell us about your family:** Married for 7 years to my wonderful husband Dan. Two dogs: Tiki (Portuguese Water Dog) and Rudy (Boston Terrier). My parents are retired and still live in the house I grew up in Illinois. I have a brother in Oak Creek, WI and my Mother-in-Law who will be 90 in January! She lives outside of Washington, DC in Oakton, VA.

**Where were you born:** Lincolnshire, IL

**Where do you currently live:** Monona, WI

**Favorite Pastimes:** I love to read and travel. I am scuba certified and love warm water diving. Recently I have been working on my lawn and garden. Additionally, I love spending time with my husband and dogs and family up at the cabin in northern Wisconsin as well as admiring my lawn and garden from the back deck (in nice weather).

**Favorite Musical Group:** Alternative 80's music, for sure..... too many bands to list.

**Person you admire and why:** I have long admired Michelle Obama for her grace, her dignity, her intelligence and her spirit—and her famous side-eye! She seems like the kind of person I would like to hang out with.

**Dream Vacation:** I have a couple—I would travel to Europe and drive from Portugal to Poland (and try to hit all points in between). I would also like to drive from Maine to the Key West, Florida. I don't mind flying; I just think you can see so much more when driving. I have traveled to so many great places, but that has just increased my desire to go to so many more!

**If I won the lottery I would:** I would take my dream vacations (and many more) and I would donate money to the charities that my husband and I support.

**Words to live by:** If you are coasting, you are going downhill.



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# SHARE YOUR SMARTS!

MPI-WI's AGENDA magazine is a bimonthly magazine reaching an exclusive readership (our chapter members) of over 300 key meeting and event professionals in Wisconsin and beyond. In addition to advertising opportunities, MPI-WI encourages article submissions on topics that are relevant to our readings. Examples include tips and trends in AV, F&B, new technologies, meeting management, meeting design, experiences as planners, etc. Articles can be submitted via email to [admin@mpiwi.org](mailto:admin@mpiwi.org). Below are a list of guidelines that may help you in your writing.

## DOs

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

## DON'Ts

- **Don't** use the article to promote your business. Articles that come across as too "salesy" will not be published.
- **Don't** list specific product names in your article unless necessary. Include generic terms when possible.
- **Don't** forget to proofread your submission! Our co-editors will review articles, but it's best to provide a clean and complete article.

---

**Note:** *If you have a great story but may not be comfortable writing a full article, fear not! Our Communications team is here to help write your article. Just contact Kathy Reading ([reading@scangroup.net](mailto:reading@scangroup.net)).*



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# CMP: What's it all about?

Source: MPI Global

**T**he Events Industry Council (EIC) certifies individuals through an internationally recognized certification program that evaluates the competency of meeting professionals. 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.

**cmp**  
certified meeting professional

The CMP program aims to increase the professionalism of meeting management professionals in all sectors of the industry by:

- Identifying a comprehensive body of knowledge in the meeting management profession
- Promoting industry standards, practices and ethics
- Stimulating the advancement of the art and science of meeting management
- Increasing the value of Certified Meeting Professionals to their employers
- Maximizing the value received from the products and services provided by CMPs

If you're interested in pursuing your CMP, the CMP 101 sessions available at MPI-WI events are a great place to start. Find more information on page 15 of this issue.



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# 2018 Bidding for Good Success!

By: Melissa Falendysz, CMP



A huge thank you goes out to the members of our Bidding for Good team (Alison Huber, CMP, Brooke Miller, CMP, Melissa Falendysz, CMP, Nicole Ellickson, CMP, and Tracey Bockhop, CMP), all of our chapter members that helped obtain donations, and those that helped spread the word to others! Because of all of you, our MPI-WI Bidding for Good raised a total of \$8,334. This is an increase of more than \$1,700 from 2017. That's an outstanding amount to put towards our valuable chapter education, events, and networking opportunities! If you're interested in finding out more about Bidding for Good or how you can contribute to it in 2019, please contact Melissa Falendysz at [mfalendysz@natptax.com](mailto:mfalendysz@natptax.com). We extend our sincere appreciation to the following donors:

AC Madison Downtown  
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The Westin San Diego Hotel  
Visit Austin  
Visit Baltimore  
Wyndham Atlanta Galleria



# Our Fluffy Friends Need Your Valuable Expertise!

*By Kathy Reading*

Our MPI-WI members possess talent and knowledge which can distinctly serve our 2018-19 Community Outreach partner. You voted to support the Wisconsin Humane Society. Let's make this real with your unique MPI-WI power. The Wisconsin Humane Society relies on a few significant fund-raising events each year.



## GREEN BAY PET WALK SUNDAY, JUNE 2, 2019 MILWAUKEE PET WALK SATURDAY, JUNE 22, 2019

### COMMITTEE OPPORTUNITIES AVAILABLE FOR EACH PET WALK EVENT:

- **Sponsorship** – Work with the team to help secure monetary and in-kind support from individuals and businesses.
- **Vendors & On-Site Activities** – Work with the team to secure vendors to sell goods/services/ f&b, or to offer pet services/attendee activities.
- **Teams/Recruitment** – Work with the team to encourage companies, schools, individuals to start their own teams.
- **Street Team** – Promote with flyers, postcards, yard signs, etc. at businesses, events, & more.

### LET'S WALK AS AN MPI TEAM!

- **Volunteer Needs** – Set-up, tear-down, refilling water stations, route markers, finish line food and treat prep, parking.
- **Join A Team** – Just let me know if you'd like to walk with your own proud pet: Kathy Reading e: [reading@scangroup.net](mailto:reading@scangroup.net) or text: 414-202-8361.

## PAWS & CLAWS GALA SATURDAY, OCTOBER 19, 2019 PFISTER HOTEL, MILWAUKEE, WI

### COMMITTEE OPPORTUNITIES AVAILABLE:

- **Sponsorship** - Work with the team to help secure monetary and in-kind support from individuals and businesses.
- **Auction solicitation** - Help to support this important event by working with the team to secure donations to be used in the Paws & Claws Gala's silent and live auctions.



# May in Milwaukee

By: Greta McCue



Come and join us at the May monthly programming event on Thursday, May 16 at the Crowne Plaza Milwaukee Airport.

The event will include lunch prior to an informative session by Tracy Stuckrath, CSEP, CMM, CHC, followed by a reception hosted by the Crowne Plaza Milwaukee Airport.



May is Food Allergy Awareness Month AND Celiac Disease Awareness Month, so we are excited to announce Tracy Stuckrath, CSEP, CMM, CHC as our featured speaker. Tracy is a professional speaker, published author, award-winning meeting industry consultant, and food allergy expert. With a 27-year career in corporate, association and private event planning, she is known for creating unforgettable events.

Tracy is the founder and president of Thrive! meetings & events, a first-of-its-kind company that specializes in accommodating the diverse dietary requirements of employees, clients and patrons in safe, yet deliciously satisfying ways. By understanding the wide range of food restrictions and how to manage them, Tracy delivers an unrivaled guest experience in which everyone feels valued.

May's session "Diversity & Inclusion: What's F&B Got to do With it?" will give attendees the opportunity to learn how to create more inclusive food and beverage environments, manage for diversity and capitalize on the unique perspectives of a diverse participant base.

If you are working towards earning your CMP and have attended our last CMP 101 sessions, make sure to attend our





pre-event recap session of CMP 101 with instructor Jodi Goldbeck, CMP. This 45-minute session will cover the following:

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

We look forward to you joining us in Milwaukee for our May program!

For more information on the event, visit [www.mpiweb.org/Wisconsin](http://www.mpiweb.org/Wisconsin). ●



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**MPI-WI Awards Gala • Emerald City  
August 8, 2019 • Hotel Retlaw • Fond du Lac, WI**



# MPI WISCONSIN

## New Members

### SARA BEUTHIEN

Senior Events Coordinator  
Wisconsin Economic  
Development Corporation

### STEPHANIE COPSEY

Director of Group  
Experiences  
Meet at the Lake: Lake  
Geneva Meetings &  
Conventions

### LISSA HANSEN

Sales Manager  
Holiday Inn Manitowoc

### DAVID HOCHMUTH

Rentals Supervisor  
Full Compass Systems

### DARCIE HOLTE

National Sales Manager  
Destination Lake  
Winnebago Region

### MIREK JANOWIAK

Program Assistant  
Omnipress

### KAREN M LOWERR

Corporate Events Planner  
Dematic Corporation

### GEDA MATTNER- LODES

Director of Sales  
DoubleTree Milwaukee-  
Brookfield

### MINDY NEESE

Student

### RAEHEL RESCH

Conference and Meetings  
Manager  
American Academy of  
Cosmetic Dentistry

### AMANDA SOELLE

Principal  
AJS Consulting

### MORGAN ZURMOND

Events Sales  
Thelma Sadoff Center for  
the Arts

## Anniversaries

### 1 YEAR

### NICK BURKE

Director of Sales  
Omnipress

### MICHELLE FERRARO

Sales Manager  
Q Center-a Dolce  
Conference Center

### SUSAN M. IRIZARRY

Director of Sales  
Hotel Retlaw

### ANGELA JELLUM

Group Sales Manager  
Hyatt Regency Green Bay/  
KI Convention Center

### DANIEL MCCLUSKEY

Marketing Services  
Specialist  
National Guardian Life  
Insurance Company

### HOUA MOUA

Financial Specialist  
University of Wisconsin  
Madison

### JENNY SEFFROOD

Manager, Conferences &  
Meeting Experiences  
Credit Union National  
Association

### QUENTIN SERSTAD- WATSON

Group Sales Manager  
Erin Hills Golf Course

### KATHY STRONG LANGOLF

Special Events  
Coordinator  
UW - Fond du Lac

### CALEB SUDA

Student

### 5 YEARS

### RONNY L HILL

Meetings Consultant/Sr.  
Meeting Planner  
Northwestern Mutual

### SARA KERN

Senior Sales Manager  
Blue Harbor Resort & Spa

### JULIE WILLS

Program Assistant  
State Bar of Wisconsin

### 10 YEARS

### JOEY READER

Owner  
A-mazing Events

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**Refer a friend to MPI.**

When a new member joins, tell them to use the MyFriendMPI promocode, and to list you on the application as the referring member. The new member will receive \$50 off their membership and you'll receive a \$25 credit to apply toward your next renewal.

# WHO'S IN THE NEWS



**BRANDON SMITH** is now Director of Sales for North Central Group's Brookfield Conference Center. Never one to back away from a challenge, Brandon will be booking conferences and events for the 54,000-square-foot facility, scheduled to open in early 2020. Carpe diem, Brandon!

**DENISE HENSON** has been promoted to Regional Director of Revenue Management for New Castle Hotels and Resorts. With her vast experience, Denise will be overseeing revenue strategies for their Hilton-branded properties in the U.S. and Canada. Your team is in great shape with your leadership, Denise!



**JESSICA RIEFLIN** has joined the Wisconsin Dells Visitor & Convention Bureau. In her new position as Sales Manager, she will be responsible for soliciting and marketing the Wisconsin Dells as a viable destination for meetings and conventions. Smart move, Jessica; they're lucky to have you!



**EXPANSION IN MADISON:** Plans are moving along for an expansion of the exhibition hall at Madison's 164-acre Alliant Energy Center. The first phase will include a hotel, expanded parking, residential, retail and office space. This project would be sourced by public and private funding.



**AMANDA RIDOUT** has been promoted to the position of Senior Sales Manager for the iconic Harley-Davidson Museum®. With a focus on creating exceptional corporate events, Amanda works with her clients to coordinate a day or night to remember – no matter the size, shape or scope.

You've earned this promotion, Amanda!

**CHANGE IN OWNERSHIP:** The 128 room Staybridge Suites has been purchased by KGNMP Hotels LLC, a Wisconsin limited liability company. The 100 room Hilton Garden Inn, in the Pabst Farms area, has been purchased by KM Hotel LLC.

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



## VOLUNTEER SPOTLIGHT Wanda Gilles

Many of our volunteers work behind the scenes. In Wanda Gilles case, she is working behind the lens to serve our chapter.

Wanda is an Executive Planner with TASC, and has offered her photographic skills to MPI-WI. We are thankful that she took all of the photos from the January event, and has committed to assisting the organization with archiving the considerable number of images from past events. The Communication Team could not be more grateful!



# PLANNER PROFILE

## Melissa Falendysz, CMP



**Place of Employment:** National Association of Tax Professionals (NATP)

**Job Title:** Meeting & Event Planner

**Tell us about your company and/or position:** NATP consists of over 23,000 tax professionals nationwide. Our members depend on us to deliver professional connections, content expertise and advocacy that provides them with the support they need to best serve the public. We offer 130 live educational events to our members from the months of July through December each year. I plan and execute all the contracting, onsite logistics, F&B, AV, transportation, entertainment, staff travel, room accommodations...etc. at each of the events.

**How long in the meetings industry:** Almost 8 years

**What drew you to become a planner:** Growing up near Lambeau, I was always drawn to the Packer special events that happen within Northeast WI. I've always thought it was very admirable how much our "local celebrities" give back to the communities and how assisting with those events would be so rewarding.

**What drew you to become a member with MPI and/or what do you like most about being a member of MPI:**

Initially it was to obtain my CMP. As I went to the CMP prep session each month, I saw how close members were in the chapter and what value the monthly educational sessions have to offer. I am very grateful for all the friendships that I have gained through the chapter.

**Favorite pastimes:** Photography, road trips, scrolling Pinterest for my next DIY house project.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I've volunteered at a few chapter events and was the Bidding for Good team lead. I hope to become more involved with the chapter in the months ahead.

**Tell us whatever you like about your family and home town:** My husband, John, and I met in Madison and have been married for almost 11 years. He grew up in Detroit, MI and I grew up in the small town of Kewaunee, WI so settling in Appleton was a perfect compromise. We love everything that the Fox Valley has to offer.

**Favorite music:** 80's Rock, Rap, Hip Hop, R&B, Pop, some Country...pretty much all over the board.

**Person you admire and why:** My mother-in-law is one of the smartest, most caring, selfless individuals I know. I admire her optimistic view on life and the way she uses it to lift others. I've truly been blessed with great in-laws.

**Still on my bucket list:** Attend a live UFC fight, take a vacation via Amtrak only, meet David Tutera, own two alike animals and name them "Chips & Dip" .... too many things to list.

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**Words to live by:**

I know nothing with any certainty,  
but the sight of the stars  
makes me dream.

– Vincent Van Gogh

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*Milwaukee*

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## BOARD MEMBER PROFILE

# Catherine Cluff

**Position on the MPI WI Board:**

Director of Awards, Scholarships,  
and Recruitment

**Place of employment & location:**

Oshkosh Convention and Visitors  
Bureau – Oshkosh, WI

**What is your professional role with  
the Oshkosh CVB?** Director of Sales**How long have you been in the meeting/event industry?**

17 Years

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

The annual nomination and awards process as well as  
recruitment of new members to MPI-WI.

**What have you learned most from being on the board?**

It takes a village. There are so many details to running this  
organization that many (most!) members might not know  
about. There are so many people who have a true passion for  
advancing the mission of MPI-WI, and the very best way to do  
that is to serve on the Board of Directors.

**What drew you to join the board?**

A recommendation from a past Board member.

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

**What do you like about being on the board?** I feel much  
more “in tune” with MPI-WI. I’ve learned so many things since  
being on the Board that I didn’t know in my past 13 or so  
years of being a member.

**What is the best advice you can give to someone who is  
thinking about getting more involved in MPI?** Volunteer  
for as many things as your schedule allows for. Then join the  
Board!

**Favorite hobbies or pastimes?** Spending time with family.  
My husband and I entertain our kids and grandkids at our  
home as often as possible. We up-sized our home in 2017  
just for this purpose.

**Favorite musical artist, band, movie or book?**

My favorite musical performers are Harry Connick, Jr, and  
Josh Groban. I’m a sucker for romantic music.

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# DATEBOOK: CALENDAR OF EVENTS

## Help support

2018-19 Community Outreach partner  
Wisconsin Human Society

**Green Bay Pet Walk Sunday, June 2, 2019**  
**Milwaukee Pet Walk Saturday, June 22, 2019**

**Paws & Claws Gala Saturday, October 19, 2019**  
**Pfister Hotel, Milwaukee, WI**



# 2019

APR 10-11

### SPRING EDUCATION DAY

Ingleside Hotel, Pewaukee, WI  
*Don't miss:* Trivia Night, April 10  
*Multiple education sessions:* April 11

MAY 16

### MAY EDUCATION EVENT

Crowne Plaza, Milwaukee, WI

AUG 8

### MPI WISCONSIN AWARDS GALA

Hotel Retlaw, Fond du Lac, WI

SEP 19

### SEPTEMBER EDUCATION EVENT

Wilderness-Glacier Canyon Lodge

OCT 10

### OCTOBER EDUCATION EVENT

Best Western Premier Waterfront Hotel  
Menomonee Nation Arena  
Oshkosh, WI