

MPI-WISCONSIN CHAPTER

# Agenda

MAY  
JUNE  
VOL 41/NUM 3  
2019



MPI

**WISCONSIN**  
CHAPTER

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MAY/JUNE 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**

# W

With May's general session focusing on "Diversity & Inclusion: What's F&B Got to do With it?"

and May being food allergy awareness month, it seems appropriate that we meeting professionals put some additional focus on food allergy awareness.

Before working in the meeting and events industry, and being fortunate enough not to have food allergies, I can admit my awareness of food allergies was limited. Now that I am involved in decisions that affect the health and well-being of hundreds of individuals from the F&B served at my planned events, I have realized the importance of planning and awareness of the effects my decisions can have.

My eyes have also been opened due to a more personal experience. Spending time with my godson Charlie and his parents and seeing the dangers that come along with his peanut allergy has put things in perspective. From the ever-present EpiPen in his backpack, watching his parents question restaurant staff on food ingredients and food prep, to the awareness of peanut shells on the ground around the seats at Miller Park – their lives have forever been changed. Those with food allergies are affected in major ways that I had never been aware of.

If you are like me and are fortunate enough to not have a major food allergy, take the time to educate yourself and observe the severity of the effects food allergies and sensitivities have to those around you. Once you understand the magnitude and importance these dangers have on people's lives – it will open your eyes. I know it did for me.

Chris Alberti, CMP



*Correction from March/April Agenda: In our article describing May's upcoming event at the Crowne Plaza, we inadvertently included a photo of the lobby of the Hotel Retlaw on page 28, which should have been featured with the Gala preview. We also neglected to properly identify the photo on page 29 as the exterior of the Hotel Retlaw.*

{Madison, WI}

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

# PRESIDENT'S COLUMN

# H

ELLO, MPI Wisconsin Chapter. How did this happen that I am almost at the end of my term, with my final President's Message, and yet I still have so much to say? Perhaps my first goal as Immediate Past President will be to continue to contribute to our *Agenda* publication, in a new capacity.

My goal this past year was to inspire, ignite, and lead enthusiastically.

In my first President's Column, I shared my personal story of MPI, how and who got me started. (*Thanks again, Tami Gilbertson!*) The people and experience that MPI provides continue to be invaluable throughout my career.

I've shared my own stories of challenges. Unexpected complications can arise at any event... either in-house or across the globe. As meeting professionals, we find people and solutions in unconventional ways to make great events happen.

In September, we've celebrated our many talented and dedicated volunteers at a spectacular Gala. When you volunteer and share your strengths within our MPI Community, you are appreciated in our chapter, in MPI, and in our industry. As Jason Kauffeld, CPP stated so well at GLES: "If volunteering is beneath you, then leadership is beyond you."

Also at GLES in November, we learned a new perspective to developing Emotional Intelligence (EQ). Cultivating our awareness and management of emotions in oneself and others will help each of us in our personal and professional development. We can all gain from the deliberate effort to react to the facts being stated and not the tone that we hear.

In our last issue, I talked about how powerful it can be to look for opportunities to be anonymously kind, without reward. I know that each of you has so much to offer and can pay it forward to those who might need it most.

Throughout the year, I've talked about how awe-inspiring it is to look at the sea of volunteers before me at chapter meetings. There are so many ways to build each other up and use each of your personal strengths to strengthen our chapter. I ask you all to think about how best you can engage in our chapter. The rewards are plentiful!

Give good feedback! What I mean by good feedback is commentary that your teams can use to improve. Remember that praise can be a powerful motivation for any team.

On the other hand, criticism by itself, focusing solely on missteps is not helpful. Much more valuable is *constructive feedback* with suggestions and advice on how to improve next time. Each of us wants to continue to improve and coaching each other productively will improve us all. Our chapter is made better with positive feedback from and engagement with all of our members.

Think of it as **feed forward!** Inspire. Learn. Support each other. Develop your emotional intelligence. Pay it forward. Volunteer. And finally, feed forward. These are all things that we can aspire to and so I challenge you!

Enthusiastically MPI,

Tamara Jesswein, CMP

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Inspire. Learn. Support each other. Develop your emotional intelligence. Pay forward. Volunteer. And finally, feed forward. These are all things that we can aspire to and so I challenge you!



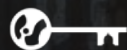


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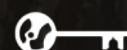
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# Growth Goes Beyond the Classroom SetUp

By: Tracey Bockhop, CMP

Success is not given it is earned, and we all find it in different ways. I've been an independent planner for just over five years, and I still try to find little successes and wins each day. I have truly found the value in surrounding yourself with like-minded individuals who will challenge me and build up all of us. Don't get me wrong when I say like-minded; I don't seek out "yes people" or people who always agree with me. I want people who are driven, and willing to grow, who also strive to be compassionate, kind, and supportive to each other.



I recently attended the sixth annual Independent Planner Education Conference (IPEC) put on by Northstar Meetings Group at the Hyatt Regency Hill Country Resort & Spa in San Antonio, Texas. At this event, uniquely designed for independent planners, there were many like-minded individuals around me, each interested in growing.

Over the course of three days at IPEC, I was inspired, motivated, comforted, and reminded of how great our industry is. I took away so much that on my plane ride home I filled pages in my "Ideas and Inspiration" notebook. (Yes--I am still old school and love a good pen and paper!)

Whether you have been in the industry for 2 months or 20 years you can always find opportunities to grow and learn from others. We heard from Steve Jones, the Vice President of Programming at Newcap Radio who spoke on "Brand Your Meetings Like a Rock Star." John Ayo, a naturopath and author who left his corporate world job after getting sick from the stress of travel, presented his topic: "From Travel Hell to Travel Well: Inside Secrets for Event Planners." He had some wonderful takeaways on how to fight jet lag, travel with less stress, and keep your digestive system working while away from home.

Although I learned a lot during these sessions, even more was accomplished during our breaks, dinners, and excursions. These are the moments I will cherish most. Deeper conversations around what has worked, what hasn't worked and how to improve were invaluable. These moments cannot be planned or structured but are vital. Without attending the meeting I would never have had these opportunities to grow.

I understand we are all busy and have many responsibilities, but it is truly important to invest in your growth. We all need these moments to reflect on where you have been, and (more importantly) where you are going and who will you be leaning on and work with to get you there. Educational conferences are all around us for both suppliers and planners.

Do yourself a favor. Think about and write down what you want to accomplish and action items on how you will get there. Find a mentor. If you need one email me... I love exchanging ideas! There will also be many of us attending the World Education Congress (WEC) for MPI in June. Join us! ●







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# Unique & Memorable Meetings

## IN JANESVILLE, WISCONSIN

If you're in search of meeting spaces that offer a great location with easy access, versatility, and are unique and affordable, then look no further than Janesville, Wisconsin.

Janesville is a charming community set alongside 36 miles of the scenic Rock River in the gently rolling hills of south central Wisconsin. Our convenient location provides lots of transportation options to make planning even easier. Janesville is located directly off of I-39/90, less than one hour from major travel hubs Milwaukee, Madison and Rockford, IL, and less than 2 hours from Chicago, IL.

Along with the great location, Janesville features a variety of meeting venue options including one-of-a-kind locations that are sure to make your meeting or special event distinctive and unforgettable.

From meetings held in locations filled with a rich history such as the Rock County Historical Society's Lincoln-Tallman House or the Janesville Armory, to meetings surrounded by nature at the award-winning Rotary Botanical Gardens, to meetings held in a conference center with state-of-the-art technology, Janesville offers an impressive assortment of options. If you're looking for a unique meeting venue you may also want to consider one of our breweries, wineries, our beautiful performing arts center or even a local farm. There are so many options and we'll help you find just the right one! Our diverse selection of spaces can accommodate meetings ranging in size from 10 to 1,300 attendees.

We know meeting and event planners also need diverse locations and entertainment for evening receptions and group activities. Luckily, Janesville offers alluring venues to suit groups of all kinds.

You will find a truly unique experience for your group at O'Reilly & Conway's Irish Pub. It doesn't just offer fantastic Irish fare and fresh seafood, it hosts private parties and tasting events in the Twisted Chimney room. With room for up to 55 guests, this space offers great seating for conversation, as well as its own bar.

Photo credit: Marsha Mood



*Rotary Botanical Gardens Gazebo*

**JANESVILLE**  **AREA**  
Convention & Visitors Bureau

If you need a dinner for making deals or for board relations, Lark is the place to land. Locally-sourced, seasonal ingredients drive the menu with both small plate and entree items, not to mention the plethora of diverse cocktail mixology. Quiet, contemporary, and appealing to all the senses, Lark offers a backdrop for creative discussions.

Give your attendees the "In Wisconsin" experience with catering from the Milwaukee Grill. Wisconsin Cheese Curds and the all-around Best Fish Fry are staples of the state, and your group will love them too. Pair with local brewery offerings for a "Taste of Wisconsin" evening.

Meet, eat, and casually unwind at Sidelines Sports Pub & Grill. Groups up to 150 love the banquet facility on site. The private entrance and restrooms, WiFi, and AV keep your meeting flowing. With catering and a full-service bar on the premises, as well as HD TVs, darts, and other games available in the main facility, socializing after the meeting is easy.

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Be sure to ask about our "Get Money Back" promotion that could get you a \$200 rebate just for holding your meeting in our community.

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# Warmer Weather Risks for WILDLIFE

By: Kathy Reading



Warmer weather brings new, unfamiliar risks for many vulnerable animals. If you find a wild animal that you believe is sick, injured, or truly orphaned, please contact a licensed wildlife rehabilitator. For your own sake, and that of your neighbors and animal, don't attempt to rehabilitate wildlife on your own. Wisconsin's licensed wildlife rehabilitators are specially trained to provide temporary care and treatment to wild animals for the purpose of release back into the wild.

- For help determining if an animal is in need:  
<https://dnr.wi.gov/topic/wildlifehabitat/orphan.html>
- For help locating a licensed wildlife rehabilitator:  
<https://dnr.wi.gov/topic/wildlifehabitat/directory.html>

The Wisconsin Humane Society Wildlife Rehabilitation Center is a very busy urban wildlife hospital and wildlife resource center. It is one of MANY such wildlife rehabilitation centers throughout our state. With community support, these skilled teams of licensed wildlife rehabilitator staff, seasonal interns, and dedicated volunteers; care for sick, injured, or orphaned wild animals of more than 150 different species every year.

Many of the creatures served are familiar backyard animals (gray squirrels, raccoons, cardinals, robins, etc.), while some are less familiar (terns, warblers, owls, nighthawks, foxes, etc.). Some of the treated animals and birds are even endangered or threatened species; like Peregrine Falcons, Big Brown Bats, Yellow Rails, and Caspian Terns. For each of these animals the goal is to make it back into the wild.

Keep your eyes and ears open, and remember that there is help ready when needed! ●



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# FOOD FOR THOUGHT: Chef Mark Klinkowitz Crowne Plaza Milwaukee Airport

Chef Mark was born and raised in Greendale, Wisconsin. From a very young age he was immediately drawn to cooking and customer service, making breakfast for his family since the age of 10. In high school, Mark naturally gravitated towards cooking classes instead of shop classes and his first job was at a local fast food restaurant. Immediately after high school while working as a line cook at American Serb Hall, he attended Milwaukee Area Technical College, graduating in 1993 with an associate degree in culinary arts.

Mark's degree and experience earned him a job as line cook at Westmoor Country Club. He climbed the ranks to Executive Sous Chef and refined his culinary skills over a period of 20 years. While at Westmoor, Mark attended The Culinary Institute of America at Greystone Napa Valley California, earning certifications in French Bistro Cooking and French Provincial Cuisine. He also had the opportunity to cook with culinary icon Julia Child at the institute.

Mark served as the Executive Chef of Bartolotta Catering at The Grain Exchange from 2012 to 2014. Over the course of the next two years, Mark had the opportunity to cook and learn from Michelin star chefs Thomas Keller and Daniel Boulud; as well as Food Network celebrity chefs Mario Batali, Richard Blaise, Nigella Lawson, and Curtis Stone, planning and executing their cookbook launch dinners.

Chef Mark served as Executive Chef at the James Beard iconic Watts Tea Shop from 2014 to 2017, where he was cooking his own creations and managing the overall daily operations.

Always looking for a new challenge and wanting to expand his hospitality experience, Chef Mark became the Executive Chef of Crowne Plaza Milwaukee Airport in September of 2018.

Photo: Courtesy of Recipes From A Pantry



## GROWN UP MAC AND CHEESE

- 1 lb. asparagus tips, blanched
- 2 oz. butter
- 2 oz. all-purpose flour
- 2 cups milk
- 8 oz. aged white cheddar cheese, shredded
- 8 oz. gruyere cheese shredded
- 2 teaspoons salt
- 1/2 teaspoon white pepper
- 1/2 teaspoon garlic powder
- 1 lb. cooked pasta of choice (I like orecchiette!)

## TOPPING

- 1/2 cup panko bread crumbs
- 1 teaspoon chopped fresh rosemary
- 1 teaspoon chopped fresh thyme
- 2 tablespoons melted butter

Melt butter over medium heat and add flour to make a blonde roux. Add milk, stirring constantly with a whisk to avoid lumps. When the sauce thickens and starts to simmer reduce heat and add cheeses. Continue to whisk until cheeses are completely melted then remove from heat. Add seasonings. Combine sauce with cooked pasta and asparagus tips and transfer to an oven safe casserole dish. Combine bread crumbs with herbs and melted butter. Top mac and cheese with bread crumb mixture and bake at 350 for 5-10 minutes just until browned. Serve immediately.

**Chef note:** Any protein can be added to this to make it more of a meal such as grilled chicken, cooked lobster, or cooked shrimp. I've even put pulled pork or leftover pot roast in this and it's awesome!

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# 2019 Awards Update

By: Nicole Ellickson, CMP

We are giving our awards and process a facelift this year, focusing on service to our MPI Wisconsin Chapter members and goals. We will still have an open call for nominations where nominees will fill out an application about themselves. The applications will be reviewed by our nominations committee, using a point system, like we have done in the past. The top four point-earners from each category will then move on and be judged by another MPI Chapter, with the exception of the Team of Year, who will still be voted on by our members.

## **RISING STAR:**

A member for a minimum of six months at the time of nomination, who has been a member in good standing for a maximum of two years at the time of nomination. The member also has demonstrated an immediate interest in MPI-WI by volunteering either individually or on a team, working on a specialty project, or leading a committee.

## **HALL OF FAME:**

This award is nominated and voted on by the board of directors, the Hall of Fame inductee will be announced prior to the event.

## **PRESIDENT'S AWARD:**

A special award is given by the MPI Board President to any member they feel is deserving.

## **INDUSTRY ADVOCATE:**

A member whose actions consistently promote the meetings industry in Wisconsin. This individual also encourages the growth and image of our industry through education, promotion, or lobbying.

## **OUTSTANDING LEADER:**

Someone who has been in the chapter that is involved on teams and has been a team lead. This person is very active in the chapter and cannot be a current board member at the time of voting. There can be multiple winners in a year.

## **TEAM OF THE YEAR:**

A committee team that worked on a special project, fundraising event, or monthly meeting. Nominees will be voted on by our chapter members.



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# Awards Gala Preview

By: Nicole Ellickson, CMP

New things coming your way at this year's MPI-WI Awards Gala.



This year we have many exciting changes to our MPI-WI Awards Gala that you will not want to miss. The Gala will take place on Thursday, August 8 at the historic Hotel Retlaw in Fond du Lac. Hotel Retlaw just reopened after renovating the entire hotel. This historic hotel still features many iconic treasures from 1923 when it first opened.

Our Gala theme is Emerald City. Please dress your best, as we start the evening with a reception and silent auction. Following the reception, we will begin with the Golden Ticket drawing and live auction. We will also enjoy dinner from Hotel Retlaw's Executive Chef, Chanse Schomber. Next, we will follow the yellow brick road into the newly updated awards program to celebrate those who have distinguished themselves with outstanding service to our chapter and industry this past year. We'll close out the evening with an afterglow party on the patio. 🌟

**DATE:** Thursday, August 8, 2019

**TIME:** 6:00 pm - Midnight

**LOCATION:** Hotel Retlaw, 1 N Main St, Fond du Lac, WI 54935

**ROOM BLOCK RATE:** \$109 (book by August 1, 2019)

**RESERVATIONS:** (800) 436-1886

For more information and to register, visit [www.mpiwi.org](http://www.mpiwi.org).



# FOOD FOR THOUGHT:

## Executive Chef Chanse Schomber

### Hotel Retlaw, Fond du Lac

#### VEGAN SWEET POTATO BRUSCHETTA



#### Ingredients:

Sweet potatoes - 4 (cut in half the long way)  
Israeli couscous (cooked and chilled) - 1/2 cup  
Fresh basil (chiffonade) - 10 large leaves  
Roma tomatoes -diced - 4  
Fresh garlic (minced) - 3 cloves  
Red onion (diced and sautéed) - 1/4 (optional)  
EVO/or avocado oil - 1/8 cup  
Salt and pepper

#### Method:

Please wash the potato first of course. Then place the sweet potatoes on a cooking tray and brush with a little of the oil. Lightly salt and pepper each one. Roast in oven at 350 for about 25 minutes. (3/4 cooked). Chill the potatoes or top immediately with topping. While the potatoes are roasting, make the topping.

#### Topping:

Mix together (best way is to use gloves and mix with your hands); Couscous, Basil, Tomatoes, Garlic, Red Onion, Salt and Pepper and rest of the oil. Place the topping on the 3/4 cooked potatoes and roast for another 15 minutes or until hot.



EXECUTIVE CHEF CHANSE SCHOMBER

At age 12, Chef Chanse began helping his grandmother at a German restaurant in Waupun. Years later, he attended Fox Valley Technical College and received his culinary degree. Since then, he has worked at various country clubs, as well as owned and served as executive chef at Central House in Chilton. Chanse has taught numerous cooking schools and has given live cooking demos in front of 20 to 6,000 people. He also has a passion for watermelon sculpturing. (To date, he has carved over 1,300 unique watermelon sculptures!)

In 2017, Chanse had the honor of being one of the lead chefs at the U.S. Open at Erin Hills for the celebration meal on the final day of the tournament. He loves food, but most of all, he loves the variety of people his career has brought to him.

“ I've handpicked a culinary crew for Hotel Retlaw with unique and diverse backgrounds to cater to any style of event. We are looking forward to showcasing our creative cuisine to MPI-Wisconsin in August!”





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# Sliding into May

By Liz Unruh

**N**ow that spring has sprung, let's head to Milwaukee. Join us for a baseball-themed May education program on Thursday, May 16 at the Crowne Plaza Milwaukee Airport.

Celebrate baseball season by coming in your jeans and favorite baseball attire (even if it's not the Brewers). With some additional surprises, you don't want to miss our last event of the 2018-2019 education season.

Since May is Food Allergy Awareness Month and Celiac Disease Awareness Month, we are excited to have Tracy Stuckrath, CSEP, CMM, CHC as our featured speaker. Her 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.

Prior to Tracy's session, the Crowne Plaza will be providing us with a delicious lunch and hosting a networking reception immediately following the session. During the reception, we will also enjoy our annual Chairman's Challenge, presented by our President-Elect, JoEllen Graber. The money raised by the Chairman's Challenge supports the MPI Foundation, which provides professional development and career opportunities through grants and scholarships. The MPI Foundation also propels the meeting and event industry forward by funding innovative

research and pan-industry initiatives that support the strategic plan of MPI. For this year's Chairman's Challenge, President-Elect Graber has chosen a wine and beer pull. This sounds like the perfect MPI-WI activity! To participate in the Chairman's Challenge, attendees can purchase a numbered cork to have the chance to win a bottle of wine, a growler or six-pack of beer with each cork pull.

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 the 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.mpiwi.org/events](http://www.mpiwi.org/events). Play Ball! ●



**DATE:** Thursday, May 16

**LOCATION:** Crowne Plaza  
Milwaukee Airport

**ATTIRE:** Jeans + Baseball attire



# PLANNER PROFILE

## SARA BEUTHIEN

Senior Events Coordinator  
Wisconsin Economic Development  
Corporation (WEDC)

### HOW LONG IN THE MEETINGS INDUSTRY?:

Over 14 years.

### WHAT DREW YOU TO BECOME A PLANNER?:

My very first job out of college as an intern I had the opportunity to work with a fine lady by the name of Tami Gilbertson. I was very lucky to be introduced to the meetings industry and have been a part of it ever since.

### TEAMS OR PROJECTS THAT YOU HAVE WORKED ON FOR MPI OR WOULD LIKE TO BE INVOLVED WITH:

I have volunteered as a past board member and served on various committees.

### TELL US WHATEVER YOU LIKE ABOUT YOUR FAMILY AND HOME TOWN:

My husband, Tim and I have been married for 10 years and live in Fitchburg, WI. We have two daughters, Kaleigh (9 years old) and Madelyn (6 years old). We also have a yellow lab named Cooper who is 9.

### FAVORITE PASTIMES:

Spending time with family, reading, shopping and listening to music.

### FAVORITE MUSIC:

Anything except Country.

### PERSON YOU ADMIRE AND WHY:

My mom! She is one of the hardest working ladies I know. She will do anything for her children and grandchildren while always putting others needs first.

### STILL ON MY BUCKET LIST:

Travel to Hawaii, attend New Year's Eve in Times Square and ride on a hot air balloon.

### WORDS TO LIVE BY:

*"Enjoy the little things, for one day you may look back and realize they were the big things."* — Robert Breault

### TELL US ABOUT YOUR COMPANY AND/OR POSITION:

The Wisconsin Economic Development Corporation (WEDC) is committed to creating and maintaining a business climate that allows businesses to maximize their potential. Working with more than 600 statewide partners, including regional economic development organizations, academic institutions, and industry groups, WEDC is enhancing communities, supporting business development, advancing industry innovation, tapping global markets and developing a talented workforce to help Wisconsin realize its full economic potential.

I work with the Marketing team as a Senior Events Coordinator. My main responsibility is to coordinate meetings and events by building awareness for WEDC programs and help businesses reach their goals. I coordinate online registrations, tradeshow logistics, research event venues, track outgoing sponsorships and assisting with budget management. I also assist with International Global Trade Venture, logistics where businesses in Wisconsin can build relationships necessary for international exporting.

### WHAT DO YOU LIKE MOST ABOUT BEING A MEMBER OF MPI?

I have met some amazing individuals and am grateful for all the friendships I have made. I enjoy the monthly education events and the ability to network with both suppliers and planners.

# Diversity & Inclusion: What's Food & Beverage Got to do With It?

By Tracy Stuckrath, CSEP, CMM, CHC

**A** few years ago, I attended a reception at a convention to celebrate inclusion of the LGBT community within the meetings industry. The reception was well attended and was a wonderful gathering of top industry professionals, yet the celebration of inclusion left me a bit hungry and excluded.

Diversity is all around us. From our differences in color, age, marital status, height, weight, dietary needs, socioeconomic status, place of residency, sexual orientation, veteran status, your level in the organization. These are givens.

Inclusion is conscious and deliberate act of to accommodate diversity and ensure everyone has an opportunity for involvement — how we, as meeting professionals ensure our diverse participant base feel welcome at the meetings we plan and host.

advance and should have been able to ingest without issue. And, those are the ones I know of.

When it comes to planning inclusive food and beverage experiences, just a few simple steps will save lives and avoid alienating your guests:

- Survey attendees ahead of time and plan the menus accordingly.
- Label foods appropriately and ensure the kitchen prepares food at separate, cross-contamination-free stations, as needed.
- Educate and train the service staff to understand these precautions and to be able to communicate intelligently about the food and attendee needs.



I've been speaking and writing about food allergies, as an invisible disability, for years. Yet, at each and every event, multiple attendees face significant unknowns when it comes to the food that is served. Participants are forced to eat off-site because they cannot get simple, life-saving information about the food being served and its preparation, such as the possibility for cross-contamination.

I know several event participants who were forced to seek urgent medical care during industry conferences because they were having allergic reactions to the food they were served even though they had informed the organizations in

There is a lot more that can be done, but these simple precautions can remove significant barriers to participation at your events and speak to your ultimate goal of inclusion.

In this way, we will lead by example and remove the barriers for those with religious dietary needs, important lifestyle choices, and those with invisible disabilities, to include food allergies, autoimmune disorders, and intolerances. ●





# Tracy Stuckrath

CSEP  
CMM  
CHC

Tracy Stuckrath 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.

She 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.

As an expert on the topic of inclusive event planning, Tracy has delivered over **160 talks** and spoken to **more than 100 companies, corporations and member associations across five continents**. Her talks explain how to create a culture of inclusion, how choose meal options that everyone can enjoy and the extraordinary benefits of both, which include **successful event outcomes, high satisfaction ratings and the reduced risk of allergic reaction, illness or legal liability**.

Tracy has an incredible ability to customize each talk for her particular audience and their industry. Incorporating a rare blend of relevant insights, practical concepts and surprising passion, she presents strategies that audience members can understand easily and apply immediately.



**"(The) first time in a long time that I walked away with information that I can incorporate into my job."**

—RICHARD WAITS,  
HALLIBURTON

## A FEW OF MY CLIENTS

American Express Meetings & Events  
American Society of Administrative Professionals  
Catersource  
CMP Conclave  
Entrepreneur's Organization  
Financial & Insurance Conference Planners  
Hinman Dental  
iEventsPlus China  
Meeting Professionals International  
MPI European Meetings & Events Congress  
National Association of Catering & Events  
North American Association of Commencement Officers  
Professional Convention Management Association  
Convening Leaders  
Society of Human Resource Professionals—Kentucky  
Southern African Association for the Conference Industry  
Society of Incentive Travel & Events  
Society of Government Meeting Professionals


## CERTIFICATIONS

ServSafe® Allergen Training  
GREAT Kitchens: Gluten-Free Training  
Allergen Awareness Training Certificate  
ServSafe® Food Protection Manager

 [tstuckrath](#)

 [tstuckrath](#)

 [in/tracystuckrath](#)

 [thrivemeetingsevents](#)

# February Recap

By: Liz Unruh

THE EDUCATION OFFERED AT OUR MPI-WI MEETINGS IS UNIQUE AND INCREDIBLY VALUE. FEBRUARY'S MEETING PROVED WELL-WORTH A WISCONSIN WINTER DRIVE.

**T**hank you to all who braved the snow storm the day before our February educational event. We were pleased to see the impressive turnout for our first-ever breakfast meeting. A huge thank you to our sponsor and host: the Monona Terrace Community and Convention Center. They welcomed us with an inviting and delicious breakfast spread and finished our morning with an amazing reception of grilled cheese sandwiches and savory soups, which warmed us on this icy day. During the reception, attendees enjoyed gorgeous views of Lake Monona with the sun shining over the lake. We would also want to thank all of our supplier members who provided raffle prize items awarded at our reception.







Our keynote session by Lisa Demmi, "How to be a Bad A\$\$ at Social Media," offered great examples of how important social media has become to all of us, including all of our clients. She offered in-depth knowledge on how to use social media to help boost your career and how it can pertain to any job. Lisa's app suggestions and takeaways were valuable to all attendees: planners, suppliers, students, and supporters. For more information about Lisa, visit [lisademmi.com](http://lisademmi.com).

Hope to see you all at May's event! 🍷





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# MPI WISCONSIN

## NEW MEMBER

### DAVID HOCHMUTH

Rentals Supervisor  
Full Compass Systems

## ANNIVERSARIES

### 1 YEAR

#### STEPHANIE BRILL

Events Planner  
Sargento Foods

#### CYNDIE CERESA

Director of Sales  
Fairfield Inn & Suites  
La Crosse Downtown

#### CARLY HANNEY

Sales/Event Manager  
Wausau/Central Wisconsin Convention & Visitors Bureau

#### MARY RODDY

Sales Manager  
The Abbey Resort

#### TODD I SCHWARTZ

National Sales Executive  
Valley Expo & Displays

### 5 YEARS

#### BRIAN GALECKE

Student  
Milwaukee Area Technical College

#### LINDSEY HESS

Program & Financial Assistant  
Wisconsin Primary Health Care Association

#### LEIGHA SCHATZMAN

Executive Director  
MRA - The Management Association

#### BRIAN M SCHULZ

Director of Business Development  
Central WI Convention and Expo Center

### 10 YEARS

#### CHRISTOPHER DYER

Partner  
Morgan Data Solutions, LLC

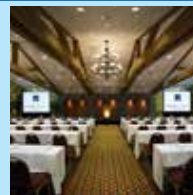
# Meet in Wisconsin!

search these properties & hundreds more at  
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## DELANAN

### Lake Lawn Resort

2400 E. Geneva Street, Delavan, WI  
262/728-7950 | lakelawnresort.com/meetings  
Meeting rooms: 22; Sleeping rooms: 271; F&B: Yes  
Lake Lawn Resort is the ultimate year-round lakeside destination for groups and meetings. Call or visit our website for complete details.



## 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

### Holiday Inn & Suites Green Bay Stadium

2785 Ramada Way, Green Bay, WI  
920/569-4248 | holidayinn.com/greenbaywi  
Meeting rooms: 2; Sleeping rooms: 118; F&B: Yes  
Book a meeting room at the Holiday Inn Stadium today for your next opportunity to wow your guests and let us do the work for you!



## MT. HOREB

### GrandStay Hotel & Suites

175 Lillehammer Lane, Mt. Horeb, WI  
608/437-5200 | grandstaymounthoreb.com  
Meeting rooms: 2; Sleeping rooms: 60; F&B: Yes  
Our versatile meeting spaces are ideal for a variety of social events, all-day meetings, and other business functions.



## SHEBOYGAN

### Blue Harbor Resort & Conference Center

725 Blue Harbor Drive, Sheboygan, WI  
920/452-2900 | BlueHarborResort.com  
Meeting rooms: 10; Sleeping rooms: 179; 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.



## TOMAH

### Microtel Inn & Suites by Wyndham Tomah

115 W. Andres Street, Tomah, WI  
608/374-2050 | microtelinn.com  
Meeting rooms: 1; Sleeping rooms: 60; F&B: Yes  
We are within easy driving distance of the area's best parks, museums and entertainment. Enjoy a free continental breakfast & complimentary wifi.



# WHO'S IN THE NEWS



**Tracey Bockhup, CMP** was recently the subject of a lead feature article in Midwest Meetings, "How Did You Get Here?" In this article, Tracey talks about the excitement, challenges, and rewards of owning and running her own company, Meet Meetings. This is a must-read for anyone interested in growing their career as a planner.

*Thanks for the inspiration, Tracey!*



**Tamara Jesswein, CMP** and her husband, Ron, will soon be acquiring the title of "Oma" and "Opa." Ron's daughter, Jess, is expecting a baby boy, due May 24. *Blessings to you, Oma & Opa Jesswein!*



**Claudia Cabrera**, formerly with Madison Marriott West, has announced that she has accepted a sales position at Springs Window Fashions as their new Commercial Sales Manager for the South-Central Region of the States. While Claudia

feels bitter-sweet about leaving this industry, she is excited to start her new journey. *We'll miss you, and wish you all the best, Claudia!*



**pc/nametag™**

**pc/nametag, Inc.**, a subsidiary of Avery North

America and leading source for customized name badges and on-site registration supplies, has launched a fresh visual identity and logo. Inspired by an infinity symbol, the logo represents pc/nametag's purpose which is to drive memorable and meaningful connections for event attendees.

**The 2020 Democratic National Convention** will be hosted in Milwaukee, and Wisconsin is gearing up! Area hotels have set aside 16,000 rooms, more hotels are pushing up construction plans, restaurants are ramping up and many more suppliers are preparing for this unique moment to showcase Wisconsin. *Kudos to Visit Milwaukee and your partners, for your successful work on securing this stellar opportunity.*



**Tru by Hilton Milwaukee Brookfield** will soon be joining the Hilton Portfolio of Brands and is presently accepting reservations for arrival July 15, 2019, and beyond. The hotel replaces the Goerke's Park Business Center, less than one mile northwest of The Corners of Brookfield lifestyle center.

## Germantown Historical Society

is moving forward with the creation of a public pavilion, named Festhalle, The 11,200-square-foot public festival hall will be built in Dheinsville Park on Holy Hill Road. The open-air, rectangular space will be available for rental for public and private events. *Willkommen!*



**JR Hospitality** will soon begin construction on a trio of downtown-Milwaukee hotels. They

plan to develop and operate Holiday Inn Express, Home2 Suites by Hilton and Tru by Hilton hotels at the southwest corner of E. Michigan St. and N. Jefferson St. The two Hilton-brand hotels would share a 213-room building, and the third hotel, a Holiday Inn Express, would have 115 rooms. *A triple win for Wisconsin!*



**Appleton International Airport (ATW)**

has been named the fourth fastest-growing airport in the country by Bloomberg News. Last year, AIA saw a 25 percent increase in passengers — six times the national average of about four percent. This year, Appleton has become the third-largest airport in Wisconsin. *The sky is the limit, Appleton!*

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





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# SUPPLIER PROFILE

## Cathleen "Cat" Caruso

General Manager

pc/nametag Inc., a subsidiary of Avery North America

### HOW LONG IN THE MEETINGS INDUSTRY?

I've been in the meetings industry for nearly four years.

### TELL A BIT ABOUT YOUR COMPANY AND/OR CURRENT POSITION:

Our company services the meetings industry by offering name badges and meeting registration products. We're helping planners create important events where people make connections and have fun. I can't think of many industries that are better than that.

Our goal is to make it easy for the planner to succeed and to make sure that the name badge looks great, is legible and makes a great first impression -- what everyone wants at an event.

My official title is general manager of pc/nametag, but I think of myself as more of a cheerleader for the team.

### TELL US ABOUT YOUR FAMILY:

My husband Mike is our family's domestic engineer -- he is a stay-at-home dad for our ten-year-old twins, Kira and Gavin.

I grew up energized by family-run businesses.

My father built his own business in manufacturing and renewable energy. My maternal grandfather was in the oil industry and owned a chain of supermarkets during the depression. And my paternal grandfather was a farmer. So I was surrounded by small-business entrepreneurs.

My mother was from the South and loved to throw parties for any type of occasion. She was the event planner for my father's company. And while in college, I was the party planner for my sorority. So you could say I've been inspired by or participated in event coordination most of my life.

### WHERE WERE YOU BORN?

I was born in Los Angeles, CA.

### WHERE DO YOU CURRENTLY LIVE?

I live in Madison, just 10 minutes away from pc/nametag's corporate office in Verona, WI.

### FAVORITE PASTIMES:

I'm an avid runner and I also like to hike. When I can, I love to scuba dive and windsurf. I'm also a snowboarder (which is appropriate for a former California girl living in Wisconsin).

### DREAM VACATION:

My dream vacation is returning to the south of France.

### FAVORITE MUSICAL GROUP:

U2. I also like R&B, plus I'm a big fan of the performer and songwriter Pharrell Williams.

### WORDS TO LIVE BY:

To thine own self be true.

### PERSON YOU ADMIRE AND WHY:

I admire Michelle Obama because of her relentless pursuit to make the world a better place.

### IF I WON THE LOTTERY I WOULD:

If I won the lottery I would continue working because that's what makes me happy. I would start my own company, maybe a bed-and-breakfast in Costa Rica.

**MISSING Something?**

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## VOLUNTEER SPOTLIGHT



*Deanna Heinisch*

### DEANNA HEINISCH

Outstanding MPI Events don't happen without a great team. Deana Heinisch has done a terrific job as team lead for April / Spring Education Day while being a delight to work with. Deana is the Group Sales Manager with Waukesha Pewaukee Convention and Visitor Bureau. Her positive attitude and outlook make the many group calls and event tasks fun and productive. Thank you, Deana, for your inspirational leadership!

If you'd like to find a volunteer role that's just right for you, please contact Reggie Driscoll, CMP, [rdriscoll@wisbar.org](mailto:rdriscoll@wisbar.org) to hear how you can help.

You can also talk to any board member at our education events and to learn what may best fit you to serve our chapter.

# BOARD MEMBER PROFILE **LIZ UNRUH**



**Sales Manager**  
Wisconsin Center District

**WHERE DO YOU CURRENTLY LIVE?** West Allis

**HOW LONG IN THE MEETING/EVENT INDUSTRY?** 12 years

**TELL US 2-3 THINGS YOU ARE RESPONSIBLE FOR ON THE BOARD:** Planning the monthly meetings, organizing monthly teams, and articles.

**WHAT IS THE BEST PART OF BEING ON THE BOARD?** Working with different people and having new opportunities to learn about the industry.

**WHAT HAVE YOU LEARNED MOST FROM BEING ON THE BOARD?** How to be more organized and what it means to be part of a great team.

**WHAT IS THE BEST ADVICE YOU CAN GIVE TO SOMEONE WHO IS THINKING ABOUT GETTING MORE INVOLVED IN MPI?** Get involved! You will meet so many wonderful people and gain valuable experience.

**FAVORITE HOBBIES OR PASTIMES?** Cooking, going up north and spending time with family and friends.

**FAVORITE MUSICAL ARTIST OR BAND?** I love all different kinds of music from Country to 90's Rap.

## EVENTS BELONG IN EVENT CITY



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**email:** [admin@mpiwi.org](mailto:admin@mpiwi.org)

**web:** [www.mpiweb.org/wisconsin](http://www.mpiweb.org/wisconsin)

# 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

- |     |    |                                                                                                                  |
|-----|----|------------------------------------------------------------------------------------------------------------------|
| MAY | 16 | <b>MAY EDUCATION EVENT</b><br>Crowne Plaza, Milwaukee, WI                                                        |
| AUG | 8  | <b>MPI WISCONSIN AWARDS GALA</b><br>Hotel Retlaw, Fond du Lac, WI                                                |
| SEP | 19 | <b>SEPTEMBER EDUCATION EVENT</b><br>Wilderness-Glacier Canyon Lodge                                              |
| OCT | 10 | <b>OCTOBER EDUCATION EVENT</b><br>Best Western Premier Waterfront Hotel<br>Menomonee Nation Arena<br>Oshkosh, WI |