MPI-WISCONSIN CHAPTER

MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry.
Dubuque knows safety is key during this unprecedented time. Ask us about our area’s COVID-19 safety protocols.
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Experience MPI Wisconsin

Print: Agenda Magazine
Web: mpiweb.org/Wisconsin
Facebook: facebook.com/mpiwi
Twitter: twitter.com/mpiwisconsin
LinkedIn: MPI-WI Chapter
Instagram: https://instagram.com/mpi_wi_chapter

6 Different Ways
This issue of our Agenda traditionally focuses on “Uncommon Solutions.” It sounds like our event teams uncovered every possible uncommon solution to pull off a fabulous in-person Gala and Education Day. Our chapter members are known for their ingenuity, and you all rose to the challenge. Kudos to the event team and all who contributed to this resounding success.

As the spouse of an uber-at-risk human, I’m not yet able to attend in-person events. I’m grateful for many uncommon survival solutions that help me stay connected while physically distanced. Conference calls, text chats, social media, strictly-distanced outdoor visits, and hybrid meetings are all gifts that keep us on track.

Amongst my favorite uncommon solutions is our MPI Whine and Cheese Zoom chat. Held at 4:00 on the first and third Friday of each month, it is a terrific way to check in with supportive friends. (Link is on our web page or here: bit.ly/mpiwiwhinecheese)

For all of our MPI-WI members, your creativity has never been more valuable. Let it shine with your own uncommon solutions!

Kathy Reading
The annual business dinner was billed as “The Next Big Thing.” And the organizer wanted us to make it a can’t-miss experience. Inspired by our panoramic views of the lake and state capitol, our AV team created an all-new 180° of amazing.

Cue the surround sound.

Let us orchestrate your incredible.

Connect with us at MononaTerrace.com

Madison, WI
October 7-8 was quite a whirlwind for me. MPI-WI hosted our first in-person event since February. It was thrilling to see those of you who attended. The energy rejuvenated me and propelled me forward into the second half of my term. Thank you to all involved in planning these two special days.

Congratulations to our award winners, and thank you for volunteering!

This time of every year, it’s natural to reflect and give gratitude. May all of us find the good in our days and recognize the many gifts we have. Thank you for being among my blessings; I am grateful to have each of you as my MPI family.

We all know so many in our industry who are hurting. There are many opportunities to help. Whether it is a donation to the Big Bundle Up campaign by the Wisconsin Department of Tourism or a local community charity, please help and give if you are able. A small gesture may mean the world to someone this holiday season.

2021 is close, and I know many people are counting down the rest of 2020. I saw a meme the other day that said, “Before I agree to 2021, I need to see some terms & conditions.” We’re all looking forward to brighter days. While I don’t believe that January 1 will be a “light switch,” I know that each day will move us forward to rebounding as an industry and as a society.

As Denis Waitley said, “Expect the best, plan for the worst, and prepare to be surprised.” There is no industry better prepared than ours!
The Madison Concourse Hotel and Governor’s Club, located in the heart of downtown, is home to a team of dedicated, passionate meeting and hospitality experts. We’re ready to provide insight and guidance on the latest industry trends and safety guidelines to collaborate on your vision of a safe and productive event. From reimagined meeting set options, to safe food display offerings, to virtual meeting capabilities, you can depend on us to use our decades of experience to assist you in planning a smart, engaging, and safe meeting or event.

We’re proud recipients of a 2020 AAA Best of Housekeeping designation and are GBAC-certified, ensuring a consistently clean space to do business. And as a longtime staple of this community, we know that relationships are vital, in good times and bad. You can trust us to be flexible with contract terms. Stay, plan, and meet with confidence and come see why we were named the 2020 Best Conference Center by Wisconsin Meetings.

concoursehotel.com
By Julie Kronlage

FROM THE MOMENT I ARRIVED AT THE BROOKFIELD CONFERENCE CENTER TO THE TIME I LEFT, I FELT THAT MPI-WI PUT MY SAFETY, COMFORT LEVEL, AND OVERALL NEEDS FIRST.
An in-person meeting. With real people. In a real meeting space. With a bar, great food, and wonderful networking. When I saw that the MPI Wisconsin Chapter was moving forward with the annual Gala and education day, even in hybrid format, I jumped at the thought of being in person. I immediately requested two hours with my President & CEO to make sure I had his support to attend. After all, it was only my second in-person meeting since March of 2020!

From the moment I arrived at the Brookfield Conference Center to the time I left, I felt that MPI-WI put my safety, comfort level, and overall needs first.
As a supplier who really enjoys big hugs and firm hand-shakes, having the color-coded lanyards helped me to know how to interact with my fellow attendees throughout our two days together.

The Gala was again a huge success! Congratulations to everyone for working so hard for the success of this chapter.
As a former MPI President (Heartland Chapter), I know how much time and energy makes these events happen. The Gala itself was very well put together and allowed for excellent networking, catching up with colleagues that we have only seen on Zoom, and even the chance to get to meet some new friends.

I was giddy with excitement on Education Day as I set up my exhibit table; I haven’t done this since January! There was plenty of time for me to network throughout the day with fellow attendees and discuss the great education topics from the day. Terri Woodin was an excellent presenter and brought some information that each one of us in the room needed to hear in this time of transition and change due to COVID. Our panel for the day gave us some great insight into how we can look to pivot (errrr, I mean change) positively to keep meetings happening and moving forward. And while 2021 may not look like we want it to, meetings are happening again, which is positive for all of us.

Thank you, MPI-WI, for hosting this meeting. I can’t wait to see even more faces at in-person events as we move forward.
TEAM OF THE YEAR – 2019 AWARDS GALA

- Nicolle Ellickson, CMP
- Tracey Bockhop, CMP
- Reggie Driscoll, CMP
- Cathy Cluff
- Darcie Holte
- Jessica Rieflin
- Tom Graybill
- Michael Wall
PRESIDENT’S AWARD
Rebecca Staats

HALL OF FAME AWARD
Tom Graybill

OUTSTANDING LEADER
Lindsey Hess

RISING STAR
Patrick Cavanaugh
MEETING INDUSTRY ADVOCATE
Josh Wimmer

SPECIAL AWARD: ELMER’S AWARD
HONORING THE GLUE THAT HOLDS US TOGETHER:
MDS Association Management –
Christopher and Heather

CONGRATULATIONS TO
OUR AWARD WINNERS!
Meet More Than You’d Expect in Waukesha Pewaukee!

During these uncertain times, we are committed to working closely with you to find the best options based on your needs, while offering the following area benefits:

* Conveniently located directly off I-94
* Affordable, flexible space with accommodating staff
* Ample complimentary parking at all venues
* 25+ post-meeting activities
* Complimentary services for meetings with overnight sleeping rooms

visitwaukesha.org/meetmore
Extraordinary EDUCATION

By Victoria Grinwald

WHILE OUR INDUSTRY IS DRAMATICALLY DISRUPTED, IT IS EVIDENT THAT THOSE WHO ARE LEADERS AMONG US WILL PREVAIL. SUCCESS WILL DEPEND UPON OUR ABILITY TO ADAPT TO CHANGE, POSITIVE ATTITUDES, AND SMART DECISION-MAKING.

Panel of industry leaders from MPI-WI Chapter sharing their experiences on what they've learned in the last six months and their future outlook.

It is such a relief returning to a live event after seven months at home! The MPI Wisconsin Education Day topics smartly pointed directly at the COVID-19 pandemic. While our industry is dramatically disrupted, it is evident that those who are leaders among us will prevail. Success will depend upon our ability to adapt to change, positive attitudes, and smart decision-making.

Keynote speaker Terri Woodin, CMP, joined us for the day. She addressed contract negotiations, which is more important than ever. Terri reminded us that understanding the terms is critical to reducing risk and holding successful events. Additionally, Terri gave us a bank of ideas to adjust our cost savings strategy in today's climate.

Later in the day, a panel of industry leaders from MPI Wisconsin shared their experiences on what they have learned in the last six months and their future outlook.
I am thankful to the speakers that day for their strong, inspiring messages and all volunteers who are safely leading the way back to meeting planning. As a new member in 2019, it was satisfying to reconnect with those who I have met so far. We can all look forward to a bright 2021 with MPI Wisconsin.
SPECIAL THANKS TO OUR EDUCATION DAY
COMMITTEE VOLUNTEERS:
Pat Cavanaugh, Green Bay Packers
Kathryn Gleesing, CMP, DMCP, DM-Connection & Events
Victoria Grinwald, Boldt Corp
Ann Marie Hess, Visit Brookfield
Kyra Popp, Kalahari Resorts & Conventions
Beth Schnabel, CED, CUDE, Filene Research Institute
Brandon Smith, Brookfield Conference Center

PANEL PARTICIPANTS INCLUDED:
Nancy Justman, Visit Brookfield
Kathryn Gleesing, CMP, MBA, DMCP DM-Connection & Events
Alison Huber, CMP, Fox World Travel
Ed Buchner, Majic Productions
Tamara Jesswein, CMP, HID Global
Patrick Cavanaugh, Green Bay Packers
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• 40 acres of outdoor space available for all types of events
• Conveniently located off I-94 between Milwaukee and Madison

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I am excited to announce that our MPI Wisconsin chapter has been awarded the designation of a Top Performing Chapter for our 2019-2020 fiscal year. Though the year did not end the way that we all had hoped, I appreciate the hard work by our board, committees, and volunteers who made this happen.

Well done!

JoEllen Graber
Immediate Past-President
Dedicated to meeting excellence and exceeding expectations.

**DOWNTOWN DISTRICT**
- **Now open**! The elegant and welcoming Hotel Retlaw—one of the Midwest's finest urban boutique properties in Downtown Fond du Lac. This historic hotel features 121 well-appointed guest rooms including 11 Specialty Suites. Flexible meeting space and upscale boardrooms coupled with modern technology, provides an exceptional setting for corporate meetings, conferences, and social events.

**CONFERENCE DISTRICT**
- With over 24,000 square feet of total event space featuring a 14,000 square foot conference center with flexible and dedicated space, multiple concurrent break-out rooms, pre-function area, and a 10,000 square foot reception venue and 440 lodging rooms in the immediate vicinity (or walking distance).

Thinking (and meeting) outside the box.

Beyond the traditional, Fond du Lac and the Lake Winnebago Region offers meeting planners a variety of creative (and memorable) event venues.
- Most prominent among these venues is the world-class Thelma Sadoff Center for the Arts (just one block from the new Hotel Retlaw).
- Check out our website for more unexpected venues! If you dream it, Fond du Lac can make it happen.

And that thing about all work and no play?

That concept doesn't exist in Fond du Lac and the Lake Winnebago Region. We know that the success of business events is often just as much a function of the fun attendees have after hours — fun they take home with them, and share with their peers.
- Fond du Lac doesn't disappoint with one of the largest fresh water lakes in America for fishing, boating, sailing and other water sports.
- There's also the natural beauty of Kettle Moraine State Forest and Horicon Marsh.
- Spectacular golfing, scenic biking and hiking trails, boutique shopping, adventurous dining.
- A downtown that lights it up with arts, entertainment and nightlife.

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

FDLmeetings.com | 800.937.9123 x104
# MPI WISCONSIN

## ANNIVERSARIES

### 1 YEAR

**ANITA BAKER**  
Student  
Madison College

**MICHELLE BAUMEISTER**  
Student  
Madison College

**PAT CAVANAUGH**  
Green Bay Packers

**TIMOTHY COOKSY**  
Production and Sales  
Studio Gear

**KELLY FRAWLEY**  
Student  
Madison College

**DANA FRIEDLAND**

**VICTORIA GRINWALD**  
Operations Administrator  
The Boldt Company

**KIMBERLY HIMES**  
National Sales Manager  
Las Vegas Convention & Visitors Authority

**LEANNA HOLZEM**  
Tourism Marketing Director  
Village of Rothschild

**JESSICA JACKSON**  
Student  
Madison College

**CHARLENE MARSALLI**  
Old Republic Surety Company

**KATELYN RICHTER**  
Student  
Madison College

**BRANDIE SCHUCHARDT**  
Meeting Planner  
IDDBA

**SHAINA STOFFEL**  
Student  
Madison College

**SARAH WALLER**  
Conference and Event Planner  
Association of State Floodplain Managers

### 5 YEAR

**CATHLEEN CARUSO**  
General Manager  
PC/Nametag

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### Refer a friend to MPI.

When a new member joins, tell them to use the MyFriendMPI promo code, 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.
We want you to know that when you’re ready to plan your next meeting we’re here for you.

Janesville features a variety of meeting options including lovely natural/outdoor settings, historic meeting locations, and traditional venues that are sure to make your meetings distinctive and unforgettable. Conveniently located directly off of I39/90.

janesvillecvb.com · (800) 487-2757
No matter how impressive a room is, your meeting experience will never reach its potential without the staff to back it up. From finding you the perfect space to making sure your meeting runs smoothly and giving your team a chance to unwind when things wrap up, accommodation is in everything we do.

Let us help with your next meeting.

NEW MEMBERS: $100 discount
RENEWING MEMBERS: $75 discount

Valid for preferred or premier memberships for planners and suppliers

Enter code: Bountiful2020

AMAZING MEETING SPACES
AND THE SERVICE TO MATCH

No matter how impressive a room is, your meeting experience will never reach its potential without the staff to back it up. From finding you the perfect space to making sure your meeting runs smoothly and giving your team a chance to unwind when things wrap up, accommodation is in everything we do.

Let us help with your next meeting.

Part of Wilderness Resort...America’s Largest Waterpark Resort! WildernessResort.com | 800-867-9453 (WILD)
5 Reasons to book your 2020 (and beyond) event at Kalahari Resorts & Conventions

#1 We have space big enough to accommodate physical distancing in this post-COVID era. 200,00 square feet of Convention Center space to be exact.

#2 We’ve got availability through the remainder of 2020 for your last minute event changes. We’re here and ready to help.

#3 We are far enough away from the highly-populated, high-risk COVID areas. Yet, close enough that we are still just a quick drive away for your attendees.

#4 We are an industry leader in adjusting to and safely accommodating the post-COVID meeting era. For all the specifics visit KalahariMeetings.com

#5 We are working with the industry’s best minds modeling meeting room sets and best practices for ingress and egress while managing appropriate personal distancing.

We’re here to help & available when you’re ready
2020 provided many challenges, but it also opened the door to virtual and hybrid meeting opportunities. These helped keep us connected and will continue to shape meetings in the future! Thank you SO much to all who have donated your time and services to make our virtual and hybrid events successful!

Consistently reliable through 2020 was our Strategic Partners’ continued support. Year after year -- especially this year -- our chapter’s security and sustainability could not be achieved without our strong partnerships. A (sanitized) fist bump and a HUGE thank you to all of our 2020 Strategic Partners. You have helped our Wisconsin Chapter continue to thrive amongst the best in MPI.

As you read this, we are reaching out to renew past and current strategic partnerships, along with securing new partners. Join us in making 2021 the best comeback year ever! Our sponsorship opportunities will be available for this coming year. We’re excited to connect with you and happy to answer any questions you may have about the program or other sponsorship opportunities throughout the year. To all of our members, volunteers, and sponsors: Thank you for your continued participation, support, and consideration.

Please let us know if you would like to join this elite group of partners! Check out the advertising section at www.mpi.org/wisconsin for additional information or feel free to reach out to Melissa Falendysz at mfaendysz@natptax.com. Let us know if you have a referral for someone that could benefit from a new partnership! ▶️
DATEBOOK:
CALENDAR OF EVENTS

JANUARY EDUCATION DAY
(Virtual Meeting)

Melissa Majors, CEO of Melissa Majors Consulting, is an innovator and optimizer of education, inclusion, & leadership strategies. She has dedicated her career to maximizing the business impact associated with these areas of focus. This crowd-pleasing speaker has mastered the art of delivering brain-friendly talks that engage her audiences and spark not just inspiration, but action as well.

Melissa delivers talks on a variety of subjects associated with leadership, learning, and "blameless" inclusion. She differentiates her content by blending research, neuroscience, purposeful stories, and fun into her talks.

BY POPULAR DEMAND
Friday Whine & Cheese
Zoom gatherings return!

Join your MPI Wisconsin friends and bring the week to a happy close with some wine and whine. The struggle is real and its always good to see friendly faces that understand.

Schedule - Every other Friday at 4:00pm

DECEMBER
Fri, Dec 4, 4:00 pm           Fri, Dec 18, 4:00 pm

Find the full listing with links on our chapter website or bit.ly/whineandcheese.
(Your member email will give you access). Zoom link will be provided in your confirmation.

THE 7 HABITS OF INCLUSIVE LEADERS

The business case for inclusion continues to grow, as evidenced through research from the likes of Boston Consulting Group, Harvard Business Review, Catalyst, and the NeuroLeadership Institute. Translating that research into actionable tactics is where the difficulty lies. Join Melissa Majors, CEO of Melissa Majors Consulting for a blame-free examination of why one should care, and how to become a more inclusive leader. This discussion is for all leaders; leaders of self, people, initiatives, and business.

Learning outcomes:
• Identify and describe the difference between diversity, inclusion, belonging, and equity.
• Gain insight into the habits and tactics used by inclusive leaders.
• Unlock access to social posts, job aides, and toolkits to help build inclusive habits.

2020
November 25 – December 11
Bidding for Good Holiday Auction

2021
JANUARY 14
CHAPTER EDUCATION
(Virtual Meeting)