

MPI-WISCONSIN CHAPTER

Agenda

SEP
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2021

August 12, 2021

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MPI-WISCONSIN CHAPTER Agenda

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6 Different Ways



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Editor's Note



Greetings!

Traditionally, this issue of our *Agenda* focuses on New Inspiration / Unconventional Meetings. I see a limitless pool of inspiration as we continue to deliver unconventional meetings. Where do you find your inspiration?

Venue Inspiration - Attendees are always interested in learning about or experiencing exciting aspects of your venue or location. Consider special packages with related gifts for your virtual attendees.

Nature Inspiration - Our natural world is full of inspiration. (Designers have been influenced by nature since the beginning of time.) Breaking away from screens, even for a short time, can deliver a new perspective.

Musical Inspiration - The Bradley Symphony Center, which hosted our recent Gala, is a venue I hope you all have the pleasure of visiting. The floor-to-ceiling window treatment in the Atrium features the names of the composers of pieces that the Milwaukee Symphony has performed. It's subtle, intriguing, and delightful once you see it. (Ask member Amanda Ridout for a tour.)

Group Inspiration - As always, I remain inspired by our chapter's brilliant members. So, let's continue to motivate each other to aim high and keep moving forward.

Go MPI-Wisconsin!

A stylized, handwritten signature in black ink that reads "Kathy".

Kathy Reading

Imagine your meeting in the wide-open spaces of our Exhibition Hall and its adjacent Lakeside Commons — with immersive, engaging presentations experienced in-person or remotely. Yes, times have changed. But they've only fortified our attention to every last detail.

So go ahead, keep dreaming big.

Let us orchestrate *your* incredible.
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Achieving the global gold standard for prevention is one of the many ways we're keeping you safe.



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President's Message



SHANNON TIMMERMAN, CMP

2021-2022 President, MPI-WI Chapter

As I come down from 'Cloud 9' after a truly AMAZING Awards Gala Celebration, I again am reminded how blessed I am to be part of such an amazing organization! And how truly honored I am to be serving as your Chapter President for this next year.

We spent a wonderful evening at the Bradley Symphony Center celebrating just a few of our wonderful members and volunteers of the last year. Of course I wish we could celebrate them all, but we were able to shine the light on a few very deserving individuals. It was an evening of celebrations, emotions, laughter, and love. Everything that truly defines our MPI-WI Chapter!

After 18 months of struggles for so many, lost membership, and minimal events, it was wonderful to have an evening to focus on the GOOD! We are very fortunate to still have a strong membership, a strong base of strategic partners and suppliers, and a solid foundation to keep building from. There are many other MPI Chapters that didn't come out so lucky, so for that I want to extend sincere gratitude. Gratitude for those leaders that laid the groundwork for success before us, gratitude for volunteers that continue to guide us on that path, and for those that will continue this progress.

I hope this encourages our new members to get involved, and embrace everything that MPI has to offer to them. If I had not joined a committee at my first event, I am not sure where I would have ended up. That quickly turned into joining the raffle committee, and the rest is history! You don't need to devote hours upon end, even as little as 20 minutes at an event makes a huge difference to our chapter. The more you get to know our membership and get involved, the more you will get out of your MPI experience. As I mentioned at the Gala you will find your true "Happy Place"! I know I did!

Join us on September 16th in Green Bay where we get to showcase some fantastic new facilities that this city has to offer! You won't want to miss it!

Shannon

Shannon



CARMEN SMALLEY, CMP, CHE

Milwaukee Area Technical College
Instructor/Lead Faculty

Tell us about your company and/or position: Milwaukee Area Technical College has a Hospitality Management Associate degree, Event Management Associate Degree, Foundations of Lodging Management Diploma, and a Special Event Diploma.

How long have you been in the meetings industry? Back in 2001 I started in hotel sales, moved to a Director of Sales, then Regional Sales, all the way up to National Sales. All the properties I've been at had a large amount of meeting space. I've been teaching in both the Hospitality and Event Management program now for the last eight years.

What drew you to become a faculty member? I wanted to give back to the industry somehow and after getting my Master's degree it allowed me the opportunity to teach. Teaching has been a great way to give back to the industry and help those coming into the industry as well.

What do you like most about being a member of MPI? The friendships I have built. I joined MPI in 2001 because my boss told me to and then rejoined in 2002 when I became a Director of Sales at another property. I've served in all sorts of committees, board positions, and eventually became President of MPI-WI. The friendships and connections I've built make MPI a great organization.

What was your favorite team or project you have worked on for MPI? The fundraising team... mostly the golf outing committee. It was always a fun committee to be on.

Tell us about your family: I've been married to my husband Jesse for 10 years now and we have an 8-year old boy named Laydon. We also have our dog Gunner, two cats (Baymax and Jellybean) and two fish (named Emmitt and Wall-E)...yes some of the animals are named after characters in kids movies!

What are your hobbies and interests? Try to play golf when we can, kayaking, we just bought a camper this year so I guess camping, and for sure we love to travel.

Favorite song//band/artist/movie/book: Anything from the R&B realm from the 90's...I love to dance, so really any dance music. One of my favorite movies is Love Actually – I can watch that over and over and really any good comedy with Adam Sandler. As far as books I've read a lot by John Grisham and of course a lot of textbooks the last 8 years!

Tell us about the person you admire most and why: My mom because she was a young single mom when I was born. She wanted for me what she did not have, and she has provided me a lot.

What is something that is still on your bucket list? Visiting Australia is on my bucket list and learning how to play guitar.

Tell us the words you live by or share a favorite quote: Always follow through....if you tell someone you are going to do something...then do it.

MEET YOUR 2021-2022 BOARD OF DIRECTORS

KEY

In the last issue of the AGENDA Magazine, we shared flashback photos of each of the members of the Board of Directors. Some shared an old photo of themselves “on the job” in a past life, while others gave us the classic high school throw back. Check out the big reveal below!



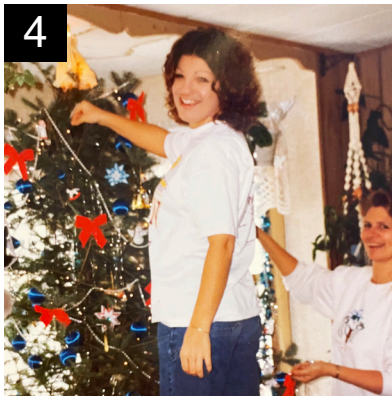
**Wanda Gilles - VP Finance
Secretary**



**Shannon Timmerman, CMP - President
Dishwasher**



**Michelle Tyo-Johnson - VP Membership
Best Bangs (tie)**



**Victoria Grinwald - Director of
Strategic Alliances & Sponsorships
Decorator**



**Sara Beuthien - Director of Awards and
Scholarships, Recruitment
The Classic HS Headshot**



**Reggie Driscoll, CMP - VP Education
Bartender**



**Heather Dyer - Chapter Administrator
Rockstar Mom**



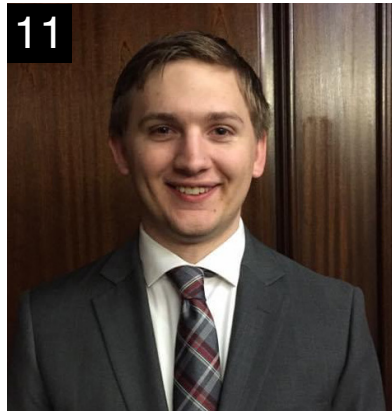
**Alison Hutchinson - Immediate Past
President
Beauty Queen**



**Jody Roos - Director of Monthly
Programming
Best Bangs (tie)**



10
Maria Peot, CMP - Director of
 Publications & Community Outreach
Corn Roaster



11
Josh Wimmer - Director of Member Care
Mr. Professional



12
Jessica Reiflin - Director of Digital
 Communications
Waterpark Pro



13
Liz Unruh - VP Communications
Chef



14
Jody Simon - Director of Special Events
Best Ripped Jeans (or chair?)



15
Christopher Dyer - Chapter Administrator
"Pilot"



16
Becca Staats - President Elect
Lifeguard



17
Beth Schnabel, CMP - Director of Special
 Education Projects
Disney Cast Member



2021 GALA: FIRING UP & CHILLING OUT

By Jennifer Mell, CMP

Last month's Fire & Ice Award Gala was a night to remember. The beautiful Bradley Symphony Center was the perfect backdrop to celebrate the chapter's accomplishments during one of the most challenging years in our history.

We entered through the spacious Gallery and ascended the spiral staircase to the magnificent Atrium. We enjoyed cocktails and passed hors d'oeuvres amongst the display of silent auction items and an enchanting string duo from the Milwaukee Symphony Orchestra. For most attendees, this was the first opportunity to experience the newly re-created venue, including tours of the historic Warner Theater -- now the spectacular Allen-Bradley Hall.

With the cityscape surrounding us on three sides, the venue team lit the space beautifully, reflecting our Fire & Ice theme. «Icicles» hung from behind the stage, and sparkly centerpieces added to the ambiance. The Chef and his team also worked our theme into the menu with an iceberg lettuce salad, fiery Jerk Chicken entrée, and Baked Alaska dessert.

Kudos to Past-Presidents **Susan Kainz** and **Marie Johnson, CMP**, for emceeding and keeping the evening going. Thanks to our volunteers, sponsors, partners, and award winners for adding their personal touches along the way.

Immediate Past-President **Alison Hutchinson** — a.k.a. our “Pandemic President,” — reflected on this crazy year for MPI-WI. She talked about the incredible support received from supplier partners, board members, volunteers, and our entire membership. She then presented the President's Award to **Liz Unruh**, of EC Commercial, for her outstanding support as a board member who always answered “sure” when asked to help with another task. Liz has served in several areas on the Board of Directors and is currently our VP - Communications.



MPI-WI President, **Shannon Timmerman, CMP**, then made her way to the stage in a show-stopping red and black gown that was 100% Shannon! Shannon shared her journey to the Presidency and offered encouragement of what's to come for MPI-Wisconsin. The current Board of Directors then joined her on stage as the audience applauded their service to the chapter.

The MPI-Wisconsin Hall of Fame gained a new, valuable member in **Naomi Tucker, CMP, HMCC**. As a long-time member and past-president, Naomi is also the founder of Planners on Purpose and Plan It On A Post-It - consulting and blogs designed to empower event planners to stress less so that they can live at their best. Naomi also serves on the Knowledge Committee with the Event Industry Council as an advisor for the Fox Valley Technical College Event Management Program. Cvent recently recognized her as one of “20 Event Professionals You Should Be Following.” Thank you, Naomi!



On with the Awards!

This year's awards recipients are:

TEAM OF THE YEAR: *Tech Avengers*

Ed Buchner, Tom Graybill, John McDonald,
Jennifer Mell, CMP, and Michelle Tyo-Johnson

RISING STAR:

Ed Buchner

SUPPLIER OF THE YEAR:

Farrah Slinger, CERP

PLANNER OF THE YEAR:

Tamara Jesswein, CMP, VEMM

MEETINGS INDUSTRY ADVOCATE:

Kathy Reading

*See the Award Recipients
special section on [page 12](#).*

Anyone who's been to an MPI-WI Awards Gala knows the end of the program isn't the end of the night! From the Bradley Symphony Center, many made their way to the Monarch Lounge at the Hilton Milwaukee City Center for an afterglow that REALLY glowed...just look at the lighted cape below! A celebratory air filled the Monarch Lounge as members congratulated each other on awards and accomplishments and our ability to survive and thrive in a most challenging professional environment.



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Award Winners



TEAM OF THE YEAR

Tech Avengers: Ed Buchner, Majic Productions; Tom Graybill, Tri-Marq Communications, Inc.; John McDonald, Studio Gear; Jennifer Mell, CMP, Made Ya Look, Inc.; and Michelle Tyo-Johnson, Made Ya Look, Inc.

The past year was chaos, but this team lent their expertise to keep us connected. With their help, the chapter was able to host virtual and hybrid events when we needed interaction with each other the most. The Tech Avengers introduced us to new technology platforms this past year, presented essential tips on producing hybrid events, and provided quality video editing and producing. The Avengers definitely assembled!



MEETINGS INDUSTRY ADVOCATE

Kathy Reading, The Scan Group

Constantly boosting others up, supporting us, encouraging us, and telling us what a great asset we are to the chapter and industry, this person is the definition of a Meetings Industry Advocate. She's our chapter cheerleader!



PLANNER OF THE YEAR



Tamara Jesswein, CMP, VEMM, HID Global

MPI-WI past president Tamara Jesswein has managed a wide variety of events across the US and many global destinations, including Lisbon, Panama, London, Dubai, Cambodia, and Bangkok. Her resume includes corporate events, product launches, client/partner events, national charitable events (including Operation Gratitude), and team-building events. She continually steps up to offer her time, smarts, and talent to our chapter, including raising her hand to lead the GLES team immediately after completing her time serving the Office of the President.



SUPPLIER OF THE YEAR

Farrah Slinger, CERP, Event Essentials

Always adding the extra "oomph" to our special events, this year's supplier of the year is consistently willing to help the chapter in any way! Farrah's décor and details for several of our Gala and Education Day events really make the themes come together.

Award Winners (Cont.)



RISING STAR

Ed Buchner, Majic Productions

The Rising Star award recognizes an individual whose time and efforts put them on the fast track to becoming one of our next leaders. This year's rising star has volunteered in many areas. He has spoken on two panels in the past year to share his industry knowledge and is a vital member of the pandemic-inspired Tech Avengers.



MARK YOUR CALENDARS!

On Thursday, October 21st, save the date for our October Education Event which will be held at one of our tried-and-true favorite venues in the state - the Madison Marriott West in Middleton, WI. Stay tuned for more information on the speaker & educational session information. The day is bound to be filled with lots to learn and networking to be had. More to come on the events page of our [chapter website](#) soon. Hope to see you all then!

Credit Where Due!

by Kathy Reading

In our last issue, several valuable people were inadvertently omitted from listings of nominees for Team of the Year. We apologize and thank these worthy volunteers for their service:

- Communications Team: Jason Kauffeld, CMP, CPP
- Education Day Team: Ann Marie Hess, Lindsey Hess, Charlene Marsalli, Brandon Smith, Shannon Timmerman, CMP, and Michelle Tyo-Johnson
- Bidding For Good Team: Dick Bradley and Wanda Gilles
- Tech Avengers: Michelle Tyo-Johnson

Gala Highlights

[CLICK HERE TO VIEW MORE PHOTOS](#) ➡



[CLICK HERE TO VIEW MORE PHOTOS](#) ➡



MPI WISCONSIN

ANNIVERSARIES



Congratulations to these members who will be celebrating milestone anniversaries in September + October.

Congratulations!

5 YEAR

MELISSA FELENDYSZ, CMP
NATP

PAIGE FISCHER
Meetings & Incentives Worldwide

AMY JESSEN
MICHELS Corporation

10 YEAR

ROSA ASALIA
Standard Process, Inc.

MARIA PEOT, CMP
MDS Association Management

25 YEAR

CARRIE JENSEN, CMP
League of WI Municipalities

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PEWAUKEE**
WISCONSIN

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Volunteer Spotlight



AMANDA RIDOUT

Director of Sales for Resonance Food Co.
the exclusive catering company of
the Milwaukee Symphony Orchestra
at the Bradley Symphony Center

Our volunteer spotlight is shining on the
incomparable Amanda Ridout!

As the host of our fabulous gala event,
Amanda began preparing well over a
COVID-and-more year ago. She worked
with a changing MPI team to coordinate
the theme, menu, logistical details,
and more. Amanda, we were honored
to attend the first hosted event at this
magnificent venue. We all appreciated
the theater tours, the inviting space, the
delicious meal, and the stellar service.

Thanks for amazing us again, Amanda!

Interested in being featured here?
Consider volunteering for our amazing
chapter! Contact our Vice President of
Membership: Michelle Tyo Johnson at
michelle@northcoastpro.com.
Or contact any board member to learn
what current opportunities are available
within their team. Visit [https://www.
mpi.org/chapters/wisconsin/about-our-
chapter/board-of-directors](https://www.mpi.org/chapters/wisconsin/about-our-chapter/board-of-directors) for a list of our
Board Members and their roles.



Board Member Profile



BETH SCHNABEL, CMP

Filene Research Institute

Event Manager

Director - Special Education Projects

Tell us about the company you work for and/or your position: Filene Research Institute is a 501c3 non-profit that focuses on research and innovation for the credit union industry. I've been with the organization going on nine years, but in my current position as the Events Manager for five. Filene provided me the opportunity to grow into a role I was passionate about. Together with the connections I've made through MPI, I feel very fortunate that I was able to learn and develop in what feels like a short period of time.

How long have you been in the meetings industry?: Five years!

Tell us a few things about your role on our Chapter Board: I work with the Education Team to source and secure the talent that drives the educational content at our events. Working with mostly academic speakers that are sourced through our Research team at Filene, this was a skill I didn't have a lot of experience with and one I have enjoyed growing.

What drew you to serve on our Chapter Board? Like many in this industry, I am always looking for ways to grow both my skillset and network. The opportunity to play a larger role with an organization that had developed both of those areas for me was an exciting opportunity I couldn't pass up.

What do you enjoy about your board service, and what are you learning? Joining the board in 2020 turned out to be even more of an opportunity than I initially imagined. I've enjoyed getting to know the other board members better and provide support and encouragement to a group of people who provide it right back. It's sharpened my project management skills and ability to manage my time more efficiently while adapting to all the changes that 2020 threw our way. All from the comfort of sweatpants and slippers!

What are your hobbies and interests? I love to travel and experience things with my family and friends. I ache for the days of shared experiences again and hope that light at the end of the tunnel continues to get brighter as we progress through 2021.

Tell us about your family: I am a #boymom to two energetic and thoughtful boys, Porter (6) and Benett (3) who keep my life interesting, busy, and full of laughs. My husband David, bless him, stays home with the boys which was a huge blessing in 2020 when our house turned into school, home, and office.

Favorite song/band/artist/movie/book: I love reading to decompress but need to do more of that and less scrolling through social media or binging Schitt's Creek for the 100th time.

Person you admire and why: Walt Disney for his resilience, innovation, and child-like wonder.

What is something that is still on your bucket list? Visiting every Disney park across the world. I'm a self-proclaimed Disney nerd and I'm not ashamed to say that.

Tell us your words to live by or share a favorite quote: "They say love is the best investment; the more you give, the more you get in return." – Audrey Hepburn

WHO'S **IN THE** NEWS

Compiled by Jen Mell, CMP, Maria Peot, CMP & Kathy Reading

1

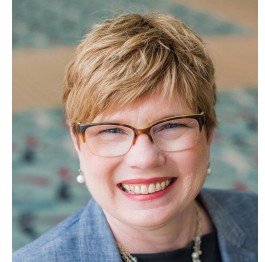
MELISSA FALENDYSZ, CMP, Meeting and Event Planner at National Association of Tax Professionals, was recently featured in Wisconsin Meetings discussing outsourcing meetings and conference services. bit.ly/Falendyz



Melissa, we always appreciate insight into your expertise!

4

SUSAN PATTON has joined Maritz Global Events as their Meeting Events Housing Specialist. Susan is excited to join this great company and return to working with hospitality professionals!



A grateful industry welcomes you back, Susan!

2

JOELLEN GRABER, past MPI-Wisconsin president, has taken on a new challenge as Business Development Specialist with Brava Salon Specialists, LLC.



We thank you for your past service and wish you all the best, JoEllen!

5

JESSICA RIEFLIN, Senior Sales Manager at Wisconsin Dells Visitor & Convention Bureau, and Joshua Karow are new parents to baby Beatrix ("Bea" to friends and family).



Welcome, Bea... we can't wait to meet you!

3

TAMARA JESSWEIN, CMP, VEMM, and husband Ron welcomed a new grandson, Jackson! Mom, Dad, and big brother are all thrilled to become a family of four + cat.



You wear this title well, Oma Tamara!

6

SHANNON TIMMERMAN, CMP, Director of Sales at the Wilderness Resort, was recently featured in *Wisconsin Meetings*. The article focused on Shannon's new position as our MPI-WI chapter president and her passion for our industry. bit.ly/STimmerman



Shannon, we look forward to a terrific year under your leadership!

WHO'S IN THE NEWS

Compiled by Jen Mell, CMP, Maria Peot, CMP & Kathy Reading

7

APPLETON INTERNATIONAL AIRPORT

will be establishing a new route for service to Dallas/Fort Worth International Airport on American Airlines. This project will leverage federal grant funds towards a revenue guarantee, marketing, start-up cost offsets, and fee waivers.

Bon Voyage, Appleton travelers!



9

Forbes recently listed Milwaukee as one of nine Domestic Alternatives to Popular U.S. Destinations. The article called out the city's vibrant neighborhoods, cosmopolitan restaurants, and attractions in our more foot- and bike-friendly location. bit.ly/PickMilwaukee

When we read "Skip: Chicago, IL— Try: Milwaukee, WI" it makes our heart sing!



Photo credit: Forbes Magazine

8

THE FOX CITIES CONVENTION & VISITORS BUREAU

(FCCVB) is relocating to 213 S. Nicolet Road in Appleton. (During the current renovation, the FCCVB is in a temporary space adjacent to the new location.) The more convenient Nicolet Road location will enhance the visitor experience with a modern, state-of-the-art Visitor Center and office.

Thanks for making the move!



10

THE STATE OF WISCONSIN

announced an additional \$10 million of American Rescue Plan Act (ARPA) funds for tourism-related investment projects that help promote, maintain, or bolster Wisconsin's tourism industry. Grants will be awarded through an application process to eligible infrastructure projects such as convention centers, travel infrastructure, public or nonprofit attractions, and more.

Our tourism industry feeds our state jobs, economy, and quality of life.



MPI's GLES - Tri-Chapter Event in Fort Wayne, Indiana

By Tamara P. Jesswein, CMP, VEMM, Wisconsin Co-Chair - GLES Committee



W

e are back **in person** for MPI's GLES – our tri-chapter event with Michigan, Indiana, and Wisconsin. This year, we meet in beautiful Fort Wayne, Indiana, and our speaker line-up is FABULOUS!

We are excited to announce our event emcee, **JESS PETTITT, M.ED., CSP**. Jess has always had a foot in two different approaches to thrive in life. Perhaps her Texas roots lead her to believe in riding two horses at once – one of humility and one of ego. While hosting and performing stand-up in the NYC night scene, she also worked as a diversity and inclusion specialist during the day. We are looking forward to her inspiring words and humor!

Our sessions will focus on the valuable return of in-person meetings and the future of events. I know that I am excited to see this all through to fruition and hope to see all of your lovely MPI faces in Fort Wayne!

JESS PETTITT, M.ED., CSP



GLES SPEAKERS ➡

Our keynote line-up is just as exciting and includes:



JOSH EVANS
*Corporate
Culture Expert*

Joshua M. Evans is a #1 best-selling author in leadership and management training, a TEDx programmer, and a leading expert on company culture and organizational engagement.

"Everyone deserves a life of enthusiasm and passion!"



JULIA SPANGLER
*Consultant & Speaker
Ecosystems Events*

Julia Spangler helps event professionals and organizations reduce the negative environmental footprint of their events to protect our planet and deliver powerful sustainability results.

"Your stakeholders are more concerned about the environment now than ever before. Are you ready to meet their expectations?"



CJ MCCLANAHAN
*Speaker, Advisor, Recovering
Overachiever*

For over 17 years, CJ McClanahan has been helping others focus on what's important. His unique insight will provide a step-by-step guide on beating burnout and finding joy in your career.

"Yes, there is a way to success that leads to happiness. No, it's not complicated. Let's get started."



TRACY STUCKRATH,
CSEP, CMM, CHC, CFPM
Owner, thrive! meetings & events

After being diagnosed with food allergies, Tracy built upon her 20 years of event planning experience to help companies and professionals address the needs of people with dietary restrictions, whether it's a personal choice, a medical condition, or a food allergy.

"Let's transform your event, hospitality service, or workplace to provide food experiences that are safe and inclusive for everyone."



MICHAEL DOMINQUEZ
*President & CEO Associated Luxury
Hotels International (and MORE!)*

Michael Dominguez serves as the President & CEO for Associated Luxury Hotels International (ALHI). Michael is a recognized leader, speaking on disruption, the state of the industry, the economy, behavioral lessons.

"As an industry, we need to be skating to where the puck is going to be, not where the puck is."

2021 MPI GLES

Registration is Open!

bit.ly/MPI_GLES2021

Take advantage of discounted rates and register today.
Sunday, November 14 -
Tuesday, November 16, 2021

Inspiration in Indiana!



Break out your walking shoes AND your smile for September!

By: Jennifer Mell, CMP

September's event is going to be so much more than just an afternoon of education. If you haven't made plans to head to Green Bay, make sure you do ASAP!

We're starting Wednesday evening, September 15th, at Lodge Kohler with a welcome reception and tour. The evening continues with a networking reception at the nearby Titledown District and The Turn! In addition to our usual eating, drinking and chatting, make sure to try out the TopGolf Swing Suite for some extra fun.

Set your alarm Thursday morning (September 16th) to take part in the morning tour. Pop by the registration table at 10am and be ready to hop on the shuttle by 10:30am to visit the New Resch Expo and space within the Titledown District.

After the morning tours and lunch, our afternoon will be highlighted by Speaker Jan Spence and two great presentations:

PRESENTATION 1

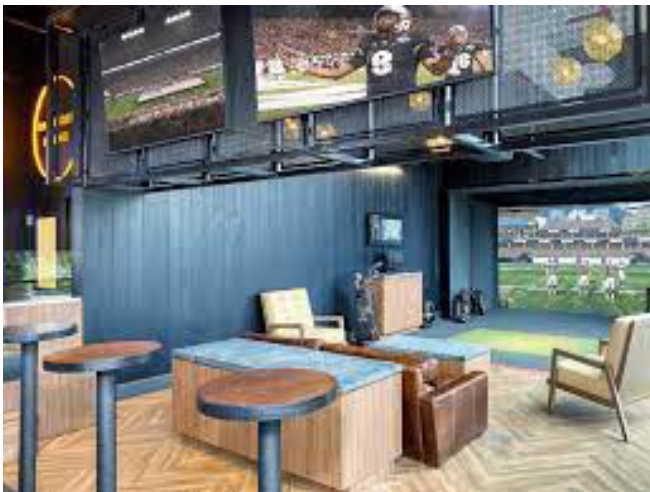
"Dare to be Different!"

3 Keys to Goal-setting Success"

Research shows that only 4% of people meet their goals each year. In this interactive, high-energy session, Jan Spence will provide participants with a fresh, innovative perspective on how to develop a game plan and maintain momentum to achieve their goals and objectives.

Attendees will learn and implement her easy step-by-step process right away and also share these techniques with others to promote further success.

PRESENTATION 2



PRESENTATION 2

“Harmony Through Teamwork”

For the first time ever, there are five different generations in the workforce. Each generation has their own style of communicating and varying expectations for workplace interactions. Regardless of industry, location, or company size, ineffective communications can obstruct information, hinder collaboration, and negatively impact employee satisfaction. In this highly interactive, high-energy keynote, Jan Spence will use her vast knowledge helping companies and individuals take their teamwork, listening, and communication skills to the next level by sharing tips on how to set established protocols and clear processes of communication, thus increasing employee engagement and overall productivity.

This event is not just receptions and education... how old is your LinkedIn profile photo? Need an update or a more professional photo? Made Ya Look is sponsoring complimentary headshots throughout



the day on Thursday. Stationed in the event space at Titledown, be sure to stop by starting at 10am (for those not going on the AM tour) or during the extended break between education sessions. Dress your best and bring your smile!

If you haven't already, be sure to register to attend and book your hotel room at Lodge Kohler to take part in ALL the activities planned. We'll see you in Green Bay! ▴

September Community Outreach Activity

By: Alison Hutchinson

The April Community Outreach Activity supporting frontline workers in the Wisconsin Dells was such a success, we decided we would replicate this activity for another community in our organization in need.

Help us assemble care bags for the staff at the Radisson Hotel & Conference Center in Green Bay. Make a cash donation during registration or visit the sign-up link below to see what items are needed for donation.



On May 1, 2021 a shooting took place inside the Radisson Hotel & Conference Center. The shooting involved a former employee, and two people sadly lost their lives, with an additional employee being severely injured and hospitalized. Needless to say, this event was traumatic for the hotel staff. As the MPI-WI family does, we'd like to provide some warmth and kindness to our fellow hospitality folks in the form of care bags.

We will be assembling care bags to show our support to the Radisson Hotel & Conference Center staff at the September event in Green Bay. Please consider bringing some of the needed items, making a cash donation, or placing an Amazon order to be shipped to the MDS office in advance of the event. We hope this activity will offer a little comfort during their time of healing and grief, and thank everyone in advance for your contributions to this activity!

SIGN UP HERE ➔



STEPHANIE MARTINEZ

Global Silicon Valley
Executive Director, Events

I was a member of the Greater New York Chapter of MPI until mid-pandemic when my husband received a job offer in Madison, WI and off we went. One of my first priorities after the move was to switch chapters and find “my tribe” here in the Midwest.

I have been working in corporate events since 2010 as a Chief Operating Officer at a media company in Connecticut and currently as Executive Director of Events for an EdTech venture capital firm in Chicago. For the past 15 years I have worked at small companies with small and agile teams, and I would not have it any other way.

I am always upskilling and “learning by doing,” a mindset that was never more important than this past year when we all had to pivot and dive into virtual events feet first.

To get to know me better, I thought to share my top “5 Event Planning Superpowers.” These skills have made me a better event leader and contributor to the design and delivery of exceptional events, both in-person and virtual.

Here goes:

Digital design: I studied visual communications back in the 2000’s when my kids were little, and I was taking a breather from the corporate world. I love creating powerful graphics, building websites and emails. Knowing how to correct an error on a web page, code and send an email or re-size a logo, has kept us on-task and on time, more than once.

AV production: I’ve always like to sit at the tech table with the AV crew (don’t ask them if they like me sitting there) but I have learned so much and gotten many insider tips by being curious. I usually fact check what the AV salesperson tells me with the crew (sorry AV salespeople everywhere), and it has turned out to save a lot of \$\$\$ over the years.

Video Editing: Many a time I’ve needed to help someone unsay something they said on video (better when it is not already posted on YouTube). Knowing how to cut, make a smooth transition and re-render without destroying video quality, has saved the day.

Self-Serve Integrations: EventTech is everywhere, and you must board the train or be stuck at the station. Tools like Zapier, where, with just a little bit of digging I’ve been able to connect our in-person and virtual event registration systems to our marketing automation system so that we have a “single source of truth” and can gauge engagement of our community has been empowering. Plus, it’s fun to MacGyver your data without a developer (now I owe an apology to developers everywhere).

Experience Design: It might be as simple as hiring a celebrity impersonator to take photos with attendees, holding a dance break between virtual sessions or having a National Master Children’s Chess Champion play 12 adult competitors simultaneously and beat them all, but when curating an experience, I think about impact and making lasting memories for attendees. When we’ve done that, people come back year after year....

I’ve pivoted a few times in my career and my various experiences have all helped me become a more skilled and versatile event professional. ▴



DAVID T HELGESON, CMP

Best Western Premier Waterfront Hotel and Convention Center
Director of Sales

How long in the meetings industry? 24 years

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

My company is a locally owned, family run business. The complete renovation of my property was a community effort with the city, community foundation, local investors, and the University of Wisconsin - Oshkosh Foundation taking part. At the property, I am responsible for overseeing the sales team as well as facilitating the sale of a 176 room property with about 25,000 square feet of meeting space. We work closely with our local CVB, Visit Oshkosh, to ensure a great experience to anyone coming to stay with us.

Tell us about your family: I have two children, Madison and Hunter, both grown adults (yeah, I am old) with child like dependencies! I also have a fur baby named Lennon. He is lucky that he is cute!

Where were you born? Neenah, Wisconsin

Where do you currently live? Appleton, Wisconsin - yup, I moved far away.

What are your hobbies? Kayaking, hunting, making small batch maple syrup.

Favorite musical group/book/movie: Pearl Jam or any 90's Grunge. I would have to go with *Good Night Moon* for the book and favorite movie is Rounders.

Person you admire and why: So many I admire for so many different reasons; it is hard to isolate just one. I will say that I admire the people in my life that deal with mental illness and are aware and not ashamed to admit it. The strength it takes to recognize it as well as help yourself is immeasurable. Fortunately, society is more understanding as we grow through this pandemic.

Dream vacation: I would love to go to Norway and find my ancestral village and home if it still exists.

If I won the lottery, I would: Since it is usually only a couple dollars, I would reinvest. Otherwise, if it is a lot of money, pay off bills, travel and build a nice cabin on my land and a sugar shack for maple syrup!

Words to live by: It is better to beg for forgiveness, than ask for permission.



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- › ADDED A 52,000-SQUARE-FOOT BALLROOM
- › DOUBLED IN SIZE: NOW 212,000 SQUARE FEET OF FLEXIBLE CONVENTION SPACE
- › 10 MORE MEETINGS ROOMS, FOR A TOTAL OF 45



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Enhance your meeting planning career with the MPI Academy

With hundreds of hours of free education for MPI members, the MPI Academy is your one-stop shop for meeting planning and event industry skills training, CE credits and certificate courses. Featuring online and in-person classes and webinars, it's the perfect resource for the job you have - or the job you want.

CERTIFICATE COURSES: <https://www.mpi.org/education>

DATEBOOK: CALENDAR OF EVENTS

2021

SEPTEMBER

16

SEPTEMBER EDUCATION

Titletown District & Lodge Kohler
Green Bay, WI

OCTOBER

21

OCTOBER EDUCATION

Marriott Madison West
Middleton, WI

NOVEMBER

14-16

GREAT LAKES EDUCATION SUMMIT

Fort Wayne, IN