# MPI-WISCONSIN CHAPTER CONTINUENT OF THE PROPERTY OF THE PROPE

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JULY/AUGUST 2021 **VOL 43 / NUM 4** 

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## **Experience MPI Wisconsin**

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## Editor's Note



## **Hello MPI Wisconsin!**

As I type this, it's the Monday following WEC. I'm still a bit tired (I'm getting older!), but I'm so glad I went. It was a week filled with new learning, new experiences, bonding with colleagues/friends, meeting and connecting with new members, and "stealing" ideas for future events. If you weren't able to attend, be sure to check out the recaps

in this issue and mark your calendar to celebrate MPI's 50th Anniversary at WEC 2022 in San Francisco...June 21 – 23, 2022!

I'm thrilled to be regularly volunteering once again with my MPI family. One of my favorite things about MPI is that there is a volunteer opportunity for everyone to match every schedule, talent, and professional stage. After six years on the Board of Directors, including the presidency, I wondered if I had done it all. Then, the opportunity to be co-editor of the *Agenda* came into view. I realized I was hooked and back to being a volunteer newbie!

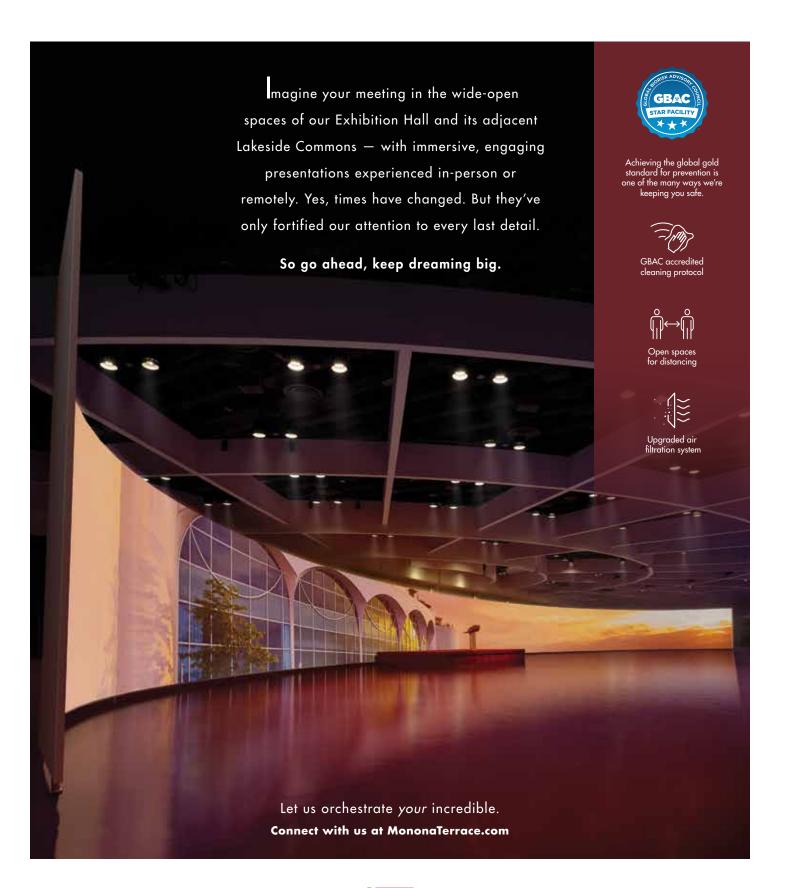
This edition of the *Agenda* is super exciting as we have two focuses:

Destinations and Chapter Award Nominees! Our annual Awards Gala is approaching on August 12th at the stunning Bradley Symphony Center in downtown Milwaukee. In this issue, we're highlighting all of our nominees, along with our Hall of Fame inductee: Naomi Tucker, CMP, HMCC. Look within the following pages for those highlights and more details about the Gala.

This edition is also highlighting our member destinations. Although I just returned from last week's WEC in Las Vegas, I am still looking for places to visit now that the world has opened back up! I think you'll all enjoy reading about the profiled destinations within Wisconsin and beyond. All are fabulous!

Be sure to check out our regular sections including event recaps, Chef's Food for Thought, Who's in the News, and the President's column...our first from new President Shannon Timmerman, CMP. There's so much great content! So be sure to set aside a little time this week to read through this summer edition of our chapter's own *Agenda* Magazine!

Jen Mell, CMP





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Madison, WI

## President's Message



Hello MPI Wisconsin! I am beyond excited, and yes...a little nervous, to begin our 2021-2022 chapter year as your MPI Wisconsin Chapter President!

It was a long road for me to get here, and quite honestly one that I wasn't sure was going to happen. I started serving on the MPI Board of Directors back in 2010, after spending many years as a volunteer in many areas. I thought about, and was encouraged to, track for President then, but I was intimidated by the opportunity. Quite frankly, I didn't think I "had what it takes." I had the honor to serve under so many outstanding leaders during that time, and I was insecure in my ability to carry on their legacy.

Unfortunately, that is when life happened, and made the decision for me. I lost my Father in 2012, and my world stopped turning. I carried out my commitment for the Board role that I

was serving in, but it was too much. I needed time for myself and my family. Although my MPI family was with me during that time, and helped me through some dark days, I knew I could not give back to the Chapter what it deserved. Then years followed with the loss of my sister-in-law, my brother, and then my sister. Not to mention a divorce to keep things interesting!

By 2019 I felt like my life was finally turning around! My family was doing better, my personal life was fantastic, my career was having the best year yet, and life was looking up! So when my dear friend and peer **Tamara**Jesswein, CMP asked me personally to rejoin the board, I was honored! I jumped in with two feet and was ready to go. I did drag those two feet a little when she asked me to be President Elect in 2020-2021, but I finally felt ready! Let's do this!

And then....2020 happened! Need I say more? It was tough...and scary. But our fearless leader JoEllen Graber powered us through the unknown, and Alison Hutchinson grabbed the baton in the midst of pure chaos and pulled us through to the other side. I am honored to be following in their footsteps, and can only hope I can continue the march forward with such grace! There were some rough times, maybe a few tears, but I would not have wanted to be in any other place than where I was. Standing with these ladies, and our 'Elmer's Glue' that is MDS as we navigated through was such a learning experience. I was able to be part of an organization that kept the flicker of light at the end of the tunnel for so many, and was able to stay connected to my peers. People that knew, and could relate to, the devastation I was faced with on a daily basis as I watched our industry crumble. My MPI family!

As we begin our next Chapter year, we have an amazing Board of Directors set and ready to begin a year of recovery, growth, and bringing people together again. As President of this passionate team, I plan to ensure MPI-WI is there for those who need encouragement, to provide an uplifting and safe place to come together with peers, and to be that compassionate resource that helped me through my darkest days. I can speak from my heart when I say that without my MPI family, I don't know that I would have made it through on such a positive note!

I am beyond excited to start my journey on an upswing, and look forward to seeing what the next year brings. We aren't out of the woods yet, but I am here to help make connections, support our members, and help rebuild our Chapter and our industry. Together, we will do amazing things!

Shannon

## FROM START TO FINISH: PREPARING FOR THE CMP EXAM

## #3: Studying for the CMP Exam

In the last issue of the AGENDA, I reviewed the application sections of the CMP Exam. This article describes effective ways to study for the exam.





Iodi Goldbeck, CMF

n 2016, I began facilitating CMP 101 at the monthly chapter meetings. MPI-Wisconsin, along with Madison College, teamed up to bring this learning experience to those planning to sit for the CMP exam. CMP 101 sessions were offered monthly January through May, pre-pandemic. During the pandemic, I have offered online CMP 101 sessions and will continue to do so until we are fully back to in-person events.

In addition to attending CMP 101, another way to prepare for the CMP exam is to take the two practice exams that EIC makes available on their website. One of the practice exams has 20 questions, while the second exam has 40 questions. The questions that are asked on these exams were once used on the actual CMP exam and are now retired. Taking the practice exams can help test takers understand the structure of exam questions that are used in the actual exam.

Study groups are another excellent way to study for the exam. While EIC does not offer or endorse any study groups, you can certainly use our monthly MPI meetings to network with others to find out if anyone else is interested in working with a "study buddy."

When recently asked what the recommended amount of time to study for the CMP exam is, Gayle Dahlman, Certification Director of the CMP Program, stated that she generally recommends about 100 hours of study time. However, you should take note that the amount of study time really does depend on a person's experience with each of the nine domains. She says, "I always recommend that people download the CMP International Standards and make an honest assessment of their own experiences with each of the domains. The results of that assessment will dictate how much time you'll need to devote to studying and will help you know where to concentrate your studying."

Look for the fourth installment of this series, which will describe what to expect on exam day, in your next issue of the *AGENDA*.

Jodi Goldbeck, CMP, is the Program Director for the Event Management Program at Madison Area Technical College. If you would like more information on the CMP, please contact her at jgoldbeck@madisoncollege.edu.

## **MEET YOUR** 2021-2022 DIRECTORS

We asked each member of the 2021-2022 Board to submit an old photo of themselves "on the job" in a past life. Some came through with some real winners (literally, we have an actual beauty queen on our Board!) and others submitted the classic high school throw back.

Make your guesses and stay tuned for the big reveal in the next issue of the AGENDA Magazine!



















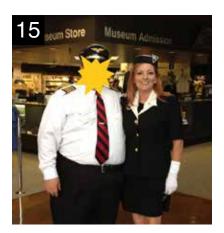


















## 2021 AWARDS GALA CELEBRATION

Join Fellow Members at a BRAND NEW Venue on August 12th!

re you tired of the neverending zoom meetings?

Are you carrying full-on conversations with your pets? Do you need to get out of the house and talk to real, live humans? Then help us break in the brandnew Bradley Symphony Center in Milwaukee at the Fire & Ice MPI-Wisconsin Awards Gala on Thursday, August 12th!

By Amondo Ridout

We start the evening at 5pm with the Past President's reception in the Founder's Room. Registration for all attendees begins at 6pm in the Grand Lobby. From there, guests will proceed to the beautiful 2nd floor event space, the Atrium, filled with floor-to-ceiling windows overlooking downtown Milwaukee. Hors d'oeuvres and a cash bar will be available so you can peruse the silent auction items with something delicious in hand. Also, during the reception from 6pm - 7pm, we will offer a peek into the historic Allen-Bradley Hall – this is something you won't want to miss! Grab your favorite table mates by 7pm to sit down for dinner and the awards presentation will follow shortly after.

When the last award has been handed out and you have collected any silent auctions you've won, don't forget to join us for the Afterglow. The Monarch Lounge at the Hilton Milwaukee City Center will be waiting to host us after the gala, to continue the celebration.

Need a place to lay your head at the end of the night? The Hilton Milwaukee City Center is holding a small block of rooms for gala attendees until August 5th at a \$99 rate. Contact the hotel directly at 414-271-7250 to make a reservation by the deadline.

We can't wait to see you all and celebrate the wonderful volunteers that make us a top performing chapter!

2021 AWARDS GALA CELEBRATION

AUGUST 12, 2021

HILTON MILWAUKEE CITY CENTER

MILWAUKEE, WI









Ed Buchner, Majic Productions

Nominated for: Rising Star, Supplier of the Year

Ed has volunteered in many areas. He has spoken on multiple panels in the past year to share his industry knowledge. He also agreed to be a part of the Tech Avengers Team during the pandemic. Ed has shown such a great spirit throughout this past year by attending both virtual and in person events for MPI and participating whenever possible. He has done a fantastic job representing Majic Productions as a strategic partner as well. He is a go-getter and a huge advocate for getting our industry back on track. He cares about everyone he works with and is a great asset to our chapter. Kudos to Ed for always being friendly and helpful to our members and clients.



Brandon Smith, Brookfield Conference Center Nominated for: Supplier of the Year

Brandon and his team were able to host our Gala and Education Day on back-to-back days in October. As a previous Board member, he still consistently volunteers for the chapter and offers great knowledge. He is a friendly face that the chapter is fortunate to have in its ranks!



Farrah Slinger, CERP, Event Essentials Nominated for: Supplier of the Year

Event Essentials is always there to lend a helping hand in adding "Ooomph" to the chapter's special events. The added décor and details at recent (and past) Gala and Education Day events really make the theme come together. Farrah is always willing to help the chapter in any way.



Shannon Timmerman, CMP, Wilderness Hotel & Golf Resort

Nominated for: Supplier of the Year

This was an exceptionally tough year for many of our supplier members! Even with the few events held this past year, Shannon was present and very active in the planning of any of the events that we did have. Even though she had significant struggles in her professional life of working through the pandemic solo, she still devoted her time and energy to MPI to ensure the that show went on.



Jennifer Mell, CMP
Made Ya Look/NorthCoast Productions
Nominated for: Supplier of the Year

Jen transitioned strongly from a planner to a supplier during the pandemic year of 2020. She continues to provide her wisdom as a Past President as she volunteers in various roles in the chapter. Most recently, she stepped up to be the next co-editor of the AGENDA Magazine, and the team is lucky to have her!



Kathy Reading, The Scan Group Inc.

Nominated for: Industry Advocate

If there was a Cheerleader Award, Kathy would be nominated for it! She is always boosting others up, supporting, encouraging, and telling others what a great asset they are to the chapter and industry. Kathy shows this personally to many of our members. In her own words - "Go Kathy!"

Kathy is a huge part of MPI-WI. She has volunteered in many areas. When the pandemic first broke, she helped coordinate a panel of MPI-WI meeting planners to talk about the challenges they were experiencing. Although she feels her business is not truly a "supplier", she has offered a lot to the industry. Her company provides a lot of signage as well as during the pandemic, her business pivoted and created face shields and barriers so our industry could continue on.



Tamara Jesswein, CMP, VEMM, HID Global Nominated for: Planner of the Year, Industry Advocate

As a planner, Tamara has planned and managed a wide variety of events for businesses and non-profits. She has successfully executed events across the US and many global destinations including Lisbon, Marrakesh, Panama, London, Dubai, Cambodia, and Bangkok. Tamara's resume includes corporate events, product launches, client/partner events, national charitable events (including Operation Gratitude), and team-building events. While all planners likely deserve an award after this year, Tamara continually steps up to offer her time, smarts, and talent throughout her career. This stellar planner has been active with MPI-WI for many years. She has served on the board in various roles, including as president. Immediately after completing her role as president, she raised her hand to lead the GLES team. She is the "Sayer of YES" to nearly all requests for industry support and MPI-WI Chapter members.

Tamara has been a strong advocate for our industry, is very involved in our Chapter, and within other areas of our industry. She is a Past President, but still dedicates her time and efforts to our chapter. She serves as a mentor to new members, and to anyone that has a passion for this wonderful industry of ours!



## Kathryn Gleesing, MBA, CMP, DMCP Destination Management Connection LLC

Nominated for: Planner of the Year

Kathryn was extremely helpful with planning the re-scheduled Education Day in October. She has been on multiple panels to share her experience and knowledge in our industry. She is very organized and a joy to have on any team.



## Education Day Team: Wanda Gilles + Kyra Popp

Nominated for: Team of the Year

After being postponed on numerous occasions, this team finally pulled together what seemed to be the impossible during the pandemic. Combining multiple events to create a "super event" and the chapter's first live event in many months! More money was raised than anticipated and had a decent turnout despite the many challenges of hosting a pandemic event!



## Bidding for Good: Lindsey Hess, CMP + Brooke Miller, CMP Nominated for: Team of the Year

The Bidding For Good team didn't let a pandemic stop them! This team worked tirelessly asking for and securing fabulous and outside of the box donations despite the hardship for our industry. The team raised nearly \$4,500 with their efforts. This represents 70% of BFG's prepandemic fundraising levels which is commendable! Way To Go!



## Communications Team: Kathy Reading + Sherry Wolff

Nominated for: Team of the Year

Sherry carried the social media efforts during the crazy year of 2020 when being connected via social media was most essential for our Chapter. Kathy successfully transitioned the AGENDA Magazine from print to digital and made sure it truly was a communication tool for our chapter. She filled in on the Board after her term had ended when a fellow board member could not fulfill their duties as well, and the chapter is so grateful for that!



Tech Avengers:
Ed Buchner, Majic Productions
John McDonald, Studio Gear
Tom Graybill, Tri-Marq Communications
Jennifer Mell, CMP, Made Ya Look

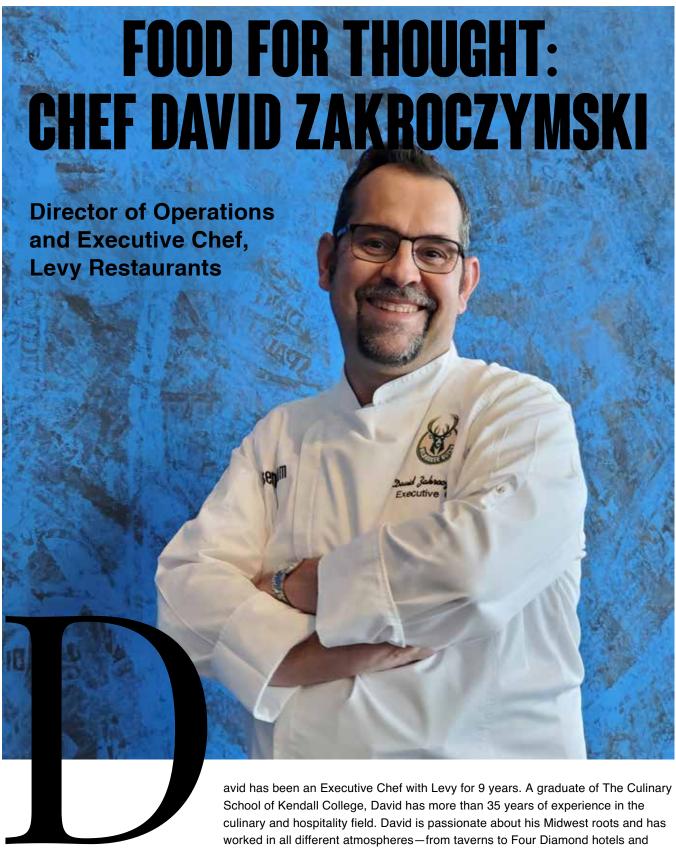
Nominated for: Team of the Year

The past year was chaos for everyone but the Tech Avengers were able to still get everyone together by lending their expertise. With their help, the chapter was able to host virtual and hybrid events when interaction with each other was needed the most. They introduced new technology platforms, flawless event flow, and quality video editing and producing. The Avengers definitely assembled! The Tech Avengers stepped up to produce several virtual events for MPI-Wisconsin during the past year, keeping our Members engaged and offering education and networking to provide a value to their membership. The team even coordinated with MPI-Indiana on a multi-chapter event. The team's expertise and devotion to our Chapter and its members was shown through the enthusiasm and "can do" attitude of all the Avengers, who also presented key tips on hybrid events and such for MPI's Education Day.



2021 Hall of Fame Recipient Naomi Tucker, CMP

Naomi Tucker, CMP will be honored as the 2021 Hall of Fame Recipient at this year's MPI-WI Awards Gala. Naomi has been an active and valuable member of MPI-WI since 2004! She has helped lead our industry and our Chapter serving on countless committees and as our President in 2012-2013. Her leadership has continued serving on several panels as both a moderator and industry expert. In addition to her role as an Account Director at Meetings & Incentives Worldwide, Inc., Naomi has founded 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, and was recently recognized by Cvent as one of "20 Event Professionals You Should be Following."



resorts. Throughout his career, David has tried to allow his food to stay true to the ingredients, and he loves the Milwaukee meat-and-potato style of cooking. Shortly after joining the Levy family, David helped open the Miami Marlins ballpark. David has also worked the USTA in Flushing, New York and the PGA Championship. After years of tenure at the BMO Bradley Center, David opened the Fisery Forum in 2018. David is excited to continue his legacy with Levy and Resonance Food Co.



I WAS BORN IN MICHIGAN, and one of the staples I remember as a kid was pasties. This Upper Peninsula staple migrated to the Lower Peninsula and could be found at butcher shops, local pasty shops, or in our kitchen. My mom told me that miners used to carry them in their shirt pockets in the winter to keep them warm until lunch. I don't know if that was true or not but that's what mom said, so it must have been. I remember my mom and her friends getting together making them and freezing them. Frozen Pasties are always good but nothing beats them coming fresh out of the oven—the smells are unbelievable. There are many versions, but it is meat (ground or chopped) with root vegetables in a flaky pastry.

If you grew up in Michigan you know what these are, and if you have never had one - you don't know what you're missing.

NOTE: Pasties can be baked and then frozen. To reheat, thaw and place in a 300 degree F oven until warmed through, about 20 minutes.

## PASTIES RECIPE

## **INGREDIENTS**

(makes 6 pasties)

- 3 cups all-purpose flour, plus extra for rolling dough
- 1 cup shortening
- Kosher salt
- 1 cup ice cold water
- 8 ounces ground beef
- 4 ounces rutabaga, cut into 1/4-inch dice
- 4 ounces turnips, cut into 1/4-inch dice
- 1 medium carrot, cut into 1/4-inch dice
- 1 small yellow onion, finely chopped
- 1 small russet potato, peeled and cut into 1/4-inch dice
- 1/4 cup picked fresh parsley leaves, chopped
- Freshly ground black pepper
- 1 egg, whisked

### DIRECTIONS

- 1. Preheat the oven to 350 degrees F. Line a baking sheet with parchment paper.
- Add the flour, shortening, and a pinch of salt to a
  food processor and pulse until the dough starts to
  clump together. With the processor running, drizzle
  in the water. Stop the processor when a ball begins
  to form. Wrap the dough in plastic and refrigerate for
  about 1 hour.
- 3. Mix together the beef, rutabaga, carrots, turnips, onions, potatoes and parsley. Sprinkle with salt and pepper. Set aside until ready to form the pies.
- 4. Cut the dough into 6 even pieces, about 5 ounces each, and form into balls. Make sure the dough is cold for easier handling. Flour a work surface and roll out each ball of dough into an 8-inch circle. Evenly divide the filling (about 3/4 cup per pasty) on one half of each dough circle. Fold the dough over to cover the mixture and crimp the edges using a fork. Slice 3 small slits on top of each pocket. This prevents steam from building up and splitting the dough. Brush the pasties with the egg and bake on the prepared baking sheet until the crust is golden brown and flaky, about 1 hour 15 minutes. Serve with ketchup.

## **MPI WISCONSIN**

## **ANNIVERSARIES**



Congratulations to these members who will be celebrating milestone anniversaries in July + August. We're so glad you're a part of our organization!

- 20 YEAR —

KAY JOHNSON-FRUTIGER, CMP Covance

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## **NEW MEMBERS**



**MELISSA DETTWILER** 

Core BTS Planner

**JAY FANTA** 

**Explore La Crosse** Supplier

NADIA FARR

Resch Expo Supplier

**MERRY GEURIN** 

Hotel Retlaw Supplier

**MICHAEL LAMONT** 

Wisconsin Counties Association Planner

**SHANNON MAJEWSKI** 

Medical College of Wisconsin Planner

**GEDA MATTNER-LODES** 

DoubleTree Milwaukee-Brookfield Supplier

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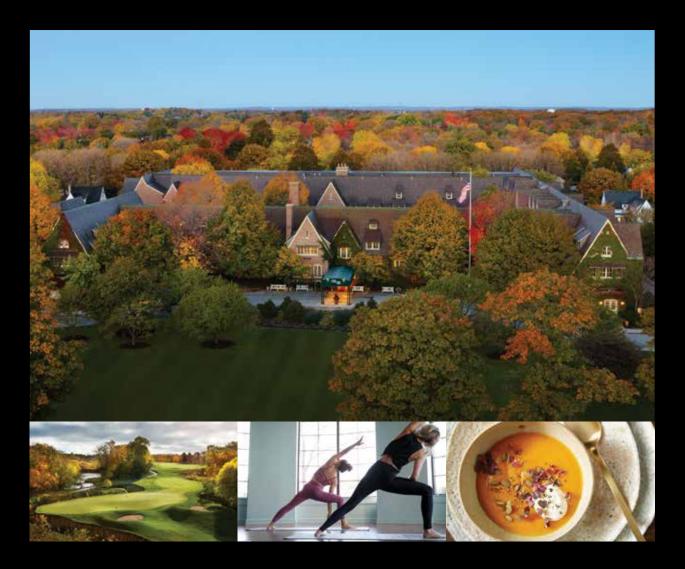
## Volunteer Spotlight:

## Sherry Benzmiller

owe Sherry a special thanks for becoming our Kahoot app pro!

herry was a volunteer on the Trivia Team for April 2021. She took on the project of compiling and coordinating trivia questions to challenge our teams. In addition, we owe Sherry a special thanks for becoming our Kahoot app pro! Her knowledge of the app was very helpful during the planning and execution of our 2021 Trivia Night. Sherry spent many hours before the event organizing and entering questions and answers. She also tested the app and functionality for our specific needs. Sherry retrieved a question from each of our Board of Directors, while Carrie Wunderlich and Melissa Falendysz, CMP retrieved questions and answers from our Strategic Partners.

Interested in being featured here? Consider volunteering for our amazing chapter! Contact any Board Member to learn about what current needs and opportunities are available. Visit <a href="https://www.mpi.org/chapters/wisconsin/about-our-chapter/board-of-directors">https://www.mpi.org/chapters/wisconsin/about-our-chapter/board-of-directors</a> for a list of our Board Members and their roles.



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## Position on MPI-WI Board:

Director, Awards, Scholarships and Recruitment

## Employer:

Wisconsin Economic Development Corporation (WEDC)

### Job Title:

Senior Events Coordinator

## Tell us about the company you work for and/or your position:

I work at WEDC, which helps businesses start, expand, and export to other countries. I plan events to support our programs and initiatives both in state and internationally.

## How long have you been in the meetings industry?: 15+ years

## Tell us a few things about your role on our Chapter Board:

In my role I assist with the award nominations/scholarships for the annual gala as well as help recruit and retain members.

## Board Member Profile:

## Sara Beuthien

## What drew you to serve on our Chapter Board?

I was asked to be on the chapter board and was thrilled to be nominated. I look forward to helping the chapter and events industry succeed.

## What do you enjoy about your board service, and what are you learning?

I enjoy interacting with all our members and learning all the things that help the chapter run successfully.

## What are your hobbies and interests?

Reading, listening to music, and shopping.

## Tell us about your family:

I have been married to my husband, Tim for 13 years. We have two daughters, Kaleigh and Madelyn. We also have a dog named Piper!

## Favorite movie:

Uncle Buck

## Person you admire and why:

My mom. She was not only my mom, but also my best friend. I saw how much of a hard worker she was by rising two kids and working. I could always count on her and today she is still my support system.

## What is something that is still on your bucket list?

To ride on a hot air balloon.

## Tell us your words to live by or share a favorite quote:

Live each day as if it were your last.

## Whine & Cheese, By Tamara Jesswein, CMP, VEMM It Kept Us Going!

hen the world was spinning and all of us felt lost, we started the Whine & Cheese Zoom Happy Hour on Fridays during the 'last hour of the day' to gather and support each other. It has been over a year of what started as weekly gatherings then moved to monthly as we settled into the pandemic. Now as the world is opening up and things are slowly getting back to the new normal we have discontinued these virtual gatherings. I want to thank you all for your participation, giving strength to those that needed it and sharing lots laughter. It was a way to keep us all connected until we could #meetagain.

The last few Whine & Cheese Zooms had a theme of "ABC" - Anything But a Cup. We had some extremely creative ideas from members including a watering can, a bunny water bottle, a French press, and more! See this adorable photo of President Elect Becca Stats enjoying her drink of choice in a pineapple cup.

Cheers to meeting with you all in person soon!



President-Elect Becca Stats



Pick from the 80,000 sq. foot KI Convention Center or the 125,000 sq. foot show floor at the new Resch Expo. Or theme your meeting by hosting at Lambeau Field, The Automobile Gallery or the Green Bay Botanical Garden. How will you create your next memorable meeting in Green Bay?

Contact Denise Humphrey for more information at 920-770-1477 or denise@greenbay.com



www.meetingreenbay.com

## DESTINATION WISCONSIN + BEYOND!

By Jennifer Mell, CMP

With contributions from: Dana Crosson, Jay Fanta, Peggy Murray Hagaman, Jan Halcsik, Leanna Holzem, Denise Humphrey, Alison Hutchinson, Lori Johnson, Sarah Lemmers, Lindsey McKee, Jessica Rieflin, Susan Schoultz, and RaeAnn Thomas

Now that the world (or at least the United States) has opened back up for travel, we're taking a moment to highlight great destinations within our chapter, most of them in Wisconsin. Whether you choose one for a long weekend getaway, follow the route below for a "state tour" or scope a new place for your group, you're sure to find a destination that calls to you, welcoming you to explore!

This state tour starts in the Southeast corner of Wisconsin with the **Waukesha-Pewaukee** area. Known as Lake Country, there's loads of fun to be had in the water between the Springs Water Park, Pewaukee Lake, the Fox River and 20+ more lakes in the area. Spend some time boating, kayaking, paddle boarding, or fishing. Within downtown Waukesha visitors can enjoy

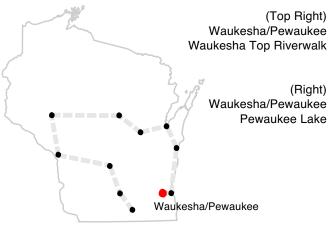


Waukesha-Pewaukee Old World Wisconsin

seeing the 13 Waukesha GuitarTown murals and 15 artistically painted 10-foot guitars as well as the Fox Riverwalk, many restaurants, and eclectic shops. For a cultural experience, the Waukesha-Pewaukee area has one-of-a-kind experiences including: Ten Chimneys, Old World Wisconsin, and the outdoor theatre SummerStage of Delafield. As a kid who grew up in Southeast Wisconsin, I can personally recommend Old World Wisconsin for you history buffs!

For groups, you can enjoy time together on the water or off. Between group paddle boarding on Pewaukee Lake to letting your competitive streak shine at iCombat, there's an activity for every group.

When it's time to get down to business, Waukesha-Pewaukee has numerous hotels and event venues to host your meeting or event and lay your head to rest each night.







(Below) Waukesha/Pewaukee Guitar Mural Photo by Tracy Dechant





Once you've made your way through Lake
Country, head just slightly East to the largest city in
Wisconsin, **Milwaukee**! When people convene in
Milwaukee, they're getting more than your typical
event. They're getting an exceptional blend of stunning
natural beauty, diverse neighborhoods, easy urban charm,
and one-of-a-kind venues.

World class cultural experiences and amazing event venues await in Milwaukee. Visit the "flying" Milwaukee Art Museum on Lake Michigan with a movable wing-like sunscreen outside and diverse artwork inside. Then visit the world's only Harley-Davidson Museum where you can get a behind-the-scenes look at a homegrown American icon and even feature a genuine Harley at your event. For some light-hearted culture, bobble over to the world's only National Bobblehead Hall of Fame & Museum, featuring the nation's largest bobblehead collection. Head inside for a look at bobbleheads featuring notable figures in sports, politics, movies, TV, and pop-culture. This museum will have your attendees nodding in approval whether your guests attend as onsite meeting participants or visit the museum on their own.

Milwaukee is located at the confluence of three rivers and Lake Michigan. So, a trip to the city is not complete until you get out on the water. Hop aboard floating venues from Milwaukee Boat Line and Edelweiss Boats for a private sunset cruise along the Milwaukee River and out onto Lake Michigan. There are also public cruises that offer local narrators pointing out the history and architecture you pass along the way.

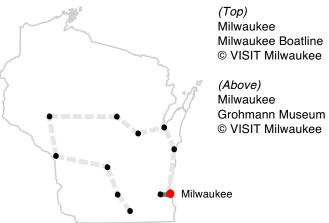


(Above) Milwaukee Bobblehead Museum © VISIT Milwaukee

(Right) Milwaukee Cheesehead Factory © VISIT Milwaukee









Heading north, your next stop is **Manitowoc**, also along the beautiful shores of Lake Michigan. Manitowoc is the state's Maritime Capital, so a must-see is the Wisconsin Maritime Museum, where you can explore 60,000 square feet of high-tech interactive exhibits and visit the WWII submarine, the USS Cobia. Head outside to explore some of the 65 acres that make up Henry Schuette Park, play disc golf at Silver Creek Park, or enjoy the wildlife at Lincoln Park Zoo.

Other must-do activities include a visit to the Rahr West Art Museum where you get to enjoy art exhibits and beautiful architecture, tour the 40-acre Pinecrest Historical Village, learn all about farming at the Farm Wisconsin Discovery Center, or pick a favorite stock-car driver and cheer them on as they speed around the quarter-mile dirt track at the 141 Speedway.

## **FUN FACT:**

Manitowoc is home to SS Badger, the last coal-fired passenger steamship in the US. This a great way to get to Michigan without having to drive around the lake!

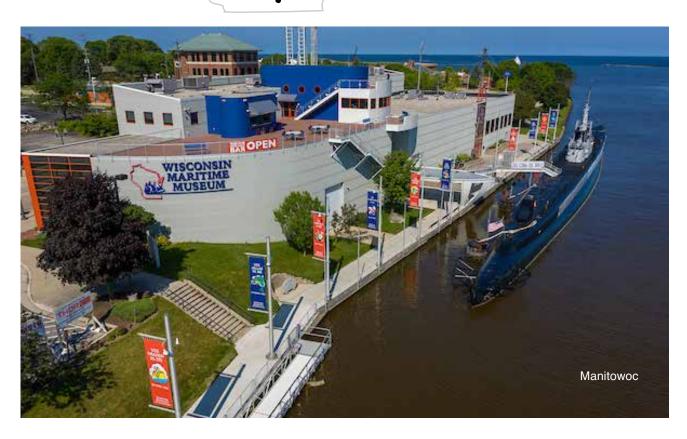






(Top) Manitowoc Two River VCB

(Above)
Manitowoc
Farm WI Discover Center



Further north, you'll head towards the Frozen Tundra... Green Bay! What is a visit to Green Bay without a stop at the legendary Lambeau Field? If you haven't yet done a stadium tour, make sure to add that to your visit. You even get to walk out the players' tunnel to stand next to the esteemed field! Lambeau Field expanded their space and created the new Titletown District, which includes playgrounds, outdoor events, live music, a tubing hill, a skiing area, a golf simulator, bars, restaurants and more. The Titletown District offers year-round experiences!

Be sure to wet your whistle while in town. As one of the oldest breweries in Green Bay, located in downtown, Titletown Brewery offers fantastic brews while looking out at the Fox River. A popular spot for locals and tourists coming to Green Bay, they have many different beers to enjoy, and provide guided brewery tours.

As you head out of town, stop in De Pere, one of the great suburbs of Greater Green Bay that features a Riverwalk along the locks on the Fox River and a great spot to view the sunset! It has become a local favorite for putting your own "love lock" on and tossing in your key. The Riverwalk connects to the Fox River Trail that continues for 26 miles.



Green Bay Titletown Brewing Co

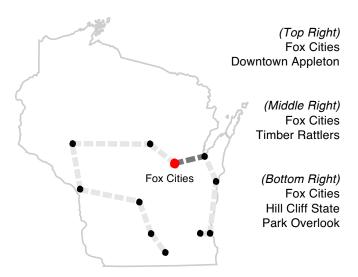
Green Bay DePere Locks





Green Bay

Just short 30-minute drive away is the Fox Cities, consisting of 19 different communities. A whirlwind tour of the Fox Cities starts with a mid-morning hike at High Cliff State Park. Gaze up at the limestone cliffs or look out onto the shimmery waters of Lake Winnebago - perfect for a swim on a warm sunny day! Head over to Appleton for the next stop at the History Museum at the Castle. One of the many art and culture museums in the Fox Cities, the History Museum at the Castle features an exhibit on one of the area's most notable residents, magician Harry Houdini. For lunch, grab a bite to eat at Stone Arch Brewpub. Tucked along the Fox River in a brewery built in 1858, Stone Arch is the oldest continually running brewpub in the state of Wisconsin, serving up handcrafted beer and awardwinning fried cheese curds. Wrap up a whirlwind day with an afternoon at the ballpark. Appleton is home to the Wisconsin Timber Rattlers, a minor league affiliate team of the Milwaukee Brewers. No afternoon games that day? Check out the Fox Cities Performing Arts Center to catch a Broadway production right here in Appleton, WI.





Fox Cities Stone Arch Brew Pub



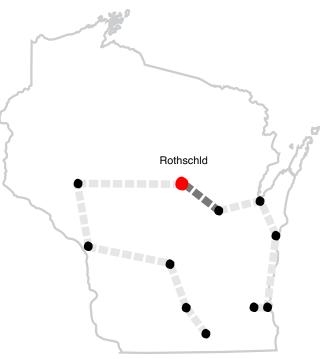




Once you're done exploring the Fox Cities, continue north (and west) to **Rothschild** to soak in small town Wisconsin. The village of Rothschild is situated perfectly in the state, giving direct access to each of the major arteries in Central Wisconsin. You get access to numerous metropolitan areas while still enjoying the small-town feel the village offers.

Rothschild offers fun for visitors all year round, whether it's Logger's Landing Indoor Waterpark with 50,000 square feet of wet and wild fun or Granite Peak, the largest ski area in the Midwest. Nine Mile Forest welcomes cross-country skiers in the winter and mountain bikers in the summer. And no trip to small-town Wisconsin is complete without shopping for antique treasures (stop by Jackie's Antique Mall) or enjoying an Old-Fashioned at one of the local bars on Bingo night!

Bringing groups to Rothschild is easier than you may think. Not only are there several hotels for your attendees to rest up for your meetings or activities, but Rothschild is also home to the Central Wisconsin Convention and Expo Center with more than 55,000 square feet of event space.





Rothschild Biking Trails



Rothschild PAVV

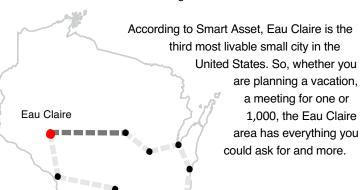






Rothschild Sawmill

After enjoying the small town feel of Rothschild, you'll head to western Wisconsin and visit **Eau Claire**. This city is located at the convergence of the crystal-clear Eau Claire and Chippewa Rivers and is referred to as the City of Bridges. Be sure to take time to explore the city's sculpture tour, which is the second largest in the country. For you food lovers, did you know Eau Claire is the largest grower and processor of horseradish in the world? They sure are! If you're into horseradish, I highly recommend their Horseradish Hop where visiting local establishments to enjoy their specialty horseradish items gets you prizes. If that's not enough, the city is the Kubb Capitol of the Nation. What is Kubb you ask? Kubb is a lawn game where the object is to knock over wooden blocks by throwing wooden sticks at them. The game has been described as a combination of bowling, horseshoes, and chess. It's also known as "Viking chess."





Eau Claire Sounds Like Summer Concert Series

Eau Claire Outdoor Table



Photography credit: Megan Zabel Holmes



Further west, drive towards **La Crosse** until you hit the Mighty Mississippi River. Resting on the borders of Minnesota and Iowa, La Crosse is located between rugged, tall limestone bluffs and the river, making it one of the most picturesque and breathtaking geographical areas in the region. Year round, the views are amazing, as are the countless opportunities for activities that take full advantage of the stunning topography. For those meeting in La Crosse, it's easily accessible by interstate highways, Amtrak, and the La Crosse County airport (both Delta and American fly into LSE).

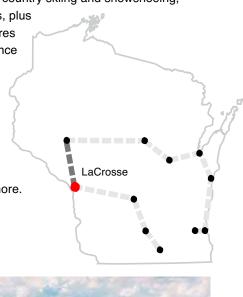
Perched on the banks of the Mississippi and undergoing a \$42 million renovation to be completed in the fall of 2021, the La Crosse Center will boast nearly 150,000 square feet of flexible meeting space. The new prefunction and ballroom areas overlooking the Mississippi River will provide meeting attendees with the one of the most unique meeting experiences in the Midwest. The Center is within walking distance to downtown, as well.

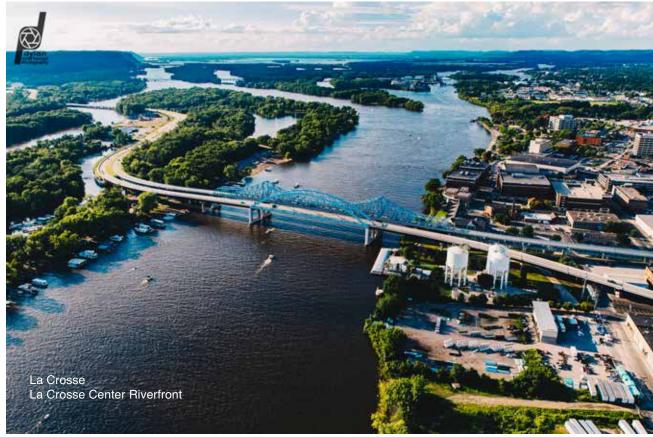
Once in the Historic Downtown District of La Crosse, you'll revel in the charming architecture and vibrant atmosphere of the city's lovely hotels, awardwinning restaurants, rooftop bars, specialty shops, art galleries, coffee shops, boutiques, and more. For those with outdoor activities in mind, the gorgeous natural



surroundings make the most of fishing and boating on the Mississippi, numerous hiking and biking trails, downhill and cross-country skiing and snowshoeing,

and apple orchards, plus manmade adventures within driving distance such as NASCAR racing, La Crosse Loggers Baseball, the Riverside Amusement Park, Amish Country Tours, wineries and much, much more.





After a beautiful river-view sunset, pack up your vehicle and head inland to the Waterpark Capital of the WORLD, **Wisconsin Dells!** Start off your day by grabbing a trademark latte with housemade syrup and a delicious lemon blueberry scone from Bella Goose Coffee House to enjoy while overlooking the beautiful Wisconsin River. Right from the same parking area, hop on the Lower Dells Boat Tour. This tour shows some of the area's most famous rock formations, accompanied with tales of their rich and colorful history.

Once back on dry land, take the short drive to Chula Vista Resort to check out their new, 10-story tall dualracing zipline, at speeds of up to 25 miles per hour. It is the longest racing zipline course in the United States! After your action-packed morning, head back to downtown and grab a bite to eat at High Rock Café. High Rock overlooks the downtown area and is easily accessible. I recommend trying their garlic tots – to die for! After a delicious lunch, you can do some shopping at one of the many locally owned shops. You can find everything from unique home goods to hand blown glass sculptures.

End your Dells adventure with a relaxing massage at Sundara Spa.
Their Signature Body Polish and Massage is a one-of-a-kind treatment utilizing their signature products, including their sandstone body polish.

You won't regret it, I promise.









(Top)
Wisconsin Dells
High Rock Cafe

(Above)
Wisconsin Dells
Ducks

(Below)
Wisconsin Dells
Scenic Riverwalk Entrance



Wisconsin Dells

Turning our tour south, head to the state capital, Madison, for another whirlwind day. Every day-long tour needs to start with nourishment, so enjoy a perfectly crafted latte and freshly made donut at Ancora Café + Bakery. Walk towards Lake Monona and tour the Frank Lloyd Wright-designed Monona Terrace Community and Convention Center. Make sure you go up to the rooftop for a gorgeous view of Lake Monona. Heading back towards State Street, take a self-guided tour of the Wisconsin State Capitol. Visit the observation deck for sprawling views of the isthmus, situated between Lakes Mendota and Monona. Once you've crossed "the Square," you can stroll up and down State Street, checking out the Madison Museum of Contemporary Art and loads of local shops.

For those looking for a more active way to tour Mad City, rent a Madison BCycle and ride through the University of Wisconsin-Madison Arboretum, which includes the oldest and most varied collection of restored ecological communities in the world. Now it's time to rest and replenish. Take a seat at the indoor-outdoor bar at Everly (on Madison's iconic Monroe Street) and grab some California-inspired cuisine for lunch.

It wouldn't be a trip to Madison without enjoying the lakes surrounding downtown. You can rent a kayak from Madison Boats and paddle out to Lake Monona for gorgeous views of the Monona Terrace arches. Back on land, plan to unwind at Eno Vino Downtown and take in one of the best views of the Wisconsin State Capitol as you sip a signature cocktail. Cap off the day with dinner at Graze, serving fresh, farm-to-table fare.





Madison Capital aerial



Madison Monona Terrace

Madison Isthmus aerial



Janesville is the last stop on our state tour. No matter where you are in Janesville, you're never more than minutes from outstanding hiking and biking with 60 improved parks and miles of peaceful trails including a segment of the iconic Ice Age Trail. No matter what time of year you visit, the Ice Age Trail has much to offer.

For garden lovers, take in the beauty of the awardwinning Rotary Botanical Gardens. A 20-acre home to many dramatic and themed gardens, such as the Children's Garden, Japanese, and English Cottage gardens. You'll find over 26 different garden styles and 4,000 varieties of plants. The garden's beauty changes with each season and much of the garden is wheelchair and stroller accessible, with wide, level paths and many benches to sit and take in the surrounding beauty.

The Rock County Historical Society is a resource for historical research, thought-provoking programming, and one-of-a-kind historic sites. At its center is the Lincoln-Tallman House, an Italianate-style mansion that was constructed in 1857 and occupied by William Morrison Tallman, a lawyer and abolitionist. Abraham Lincoln visited in October of 1859 prior to his election in 1860. With many tours available, the Traditional Tour narrative will focus on how a prosperous Victorian family would have lived, weaving in stories about the Tallman family. In November and December, come for the Lincoln-Tallman House Holiday Tour with the house decked out in its holiday finery both inside and out.



Janesville Rotary Botanical Gardens © Marsha Mood



Janesville Lincoln-Tallman © Eric Panico



If you're still itching to travel and only an airplane ride will satisfy your attendees' travel bug, fly south to **The Palm Beaches of Florida**! When you land at Palm Beach International Airport (PBI), you are already in the heart of Downtown West Palm Beach. The West Palm Beach Convention, Arts & Entertainment District offers endless dining, shopping, and entertainment options, all within walking distance of the Palm Beach County Convention Center and the surrounding 1,200+ guestrooms that make up the district. The GBAC STAR™ accredited facility features 350,000 sq. ft. of flexible meeting space, spacious pre-function areas boasting large windows overlooking the city, a reimagined outdoor courtyard called the Skyroom, directly connected to the 400-room Hilton West Palm Beach.

Enjoy their focus on wellness by taking a short walk to Palm Beach Island and watch the sunrise over the Atlantic Ocean or do an early morning outdoor yoga class. If you have free time in the afternoon, rent a scooter and ride along the waterfront, stroll through the Norton Museum's sculpture garden, or visit Grandview Public Market, to enjoy an afternoon pick-me-up from several restaurants on their outdoor patio.

Evenings bring a new vibe to downtown West Palm Beach. Indulge in one of the many restaurants at Rosemary Square, like The Regional Kitchen by James Beard-nominated Chef Lindsay Autry, or head to Clematis Street with a plethora of options from traditional burgers and tacos to more sophisticated gastronomic affairs. Plus, you might catch a live outdoor concert on Clematis Street or Broadway show at the Kravis Center. If you want to try a quintessential Palm Beaches experience, board a sunset cruise on the Hakuna Matata catamaran along the Intracoastal waterway.

Wherever you decide to travel to and explore this summer and fall, stay safe, enjoy what you've missed over the last year or so, and "buy MPI" when you can!

Do you have a group you'd like to bring to one of these destinations? Be sure to reach out to the contacts on the next page to get more information.



Hilton West Palm Beach Convention Center



Palm Beaches The Ben Rooftop



Palm Beaches Grandview Public Market



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# WHO'STENEWS

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

Reggie Driscoll
was featured
in WI Meetings
Magazine in May. Check
out the article here: https://www.wisconsinmeetings.
com/2021/05/28/reggiedriscoll/.



Wanda Gilles started a new job as a Senior Executive Assistant to CEO & COO at veda, an information technology & services company.

Enjoy your new gig, Wanda!



Thanks for repping our industry so well, Reggie!

Shirley Kaltenberg
retired from Alliant
Energy Center at the
end of last year after nearly
26 years as Sales Manager.
During her tenure, Shirley
worked on many successful
sports, corporate, community,
and entertainment events.



Enjoy your well-earned retirement, Shirley!

Josh Wimmer recently proposed to his girlfriend, Amy Schulz and officially became a fiancé. Congratulations on the engagement, Josh – we expect the most fantastic wedding photos + video following your big day!



Happy wedding planning, Josh – you have lots of friends + resources to help you along the way right here in your MPI family!

Maria Peot, CMP has joined MDS Association Management as an Account Manager. She is also serving as the Event Director for Community Organizations Promoting the Arts (COPA) and is focusing on their launch event to be held on July 18 in Fitchburg, WI.



Congrats Maria on your new endeavors!

Several Wisconsin venues have achieved GBAC STAR™, the cleaning industry's only outbreak prevention, response and recovery accreditation for facilities.

Alliant Energy Center, Hilton
Hotels, Hyatt Hotels, Marriott Hotels, Monona
Terrace Convention Center, The Maison Concourse,
Saint Kate Arts Hotel, Wisconsin Center

## MPI-WI September **Education Event Preview**

By Jennifer Mell, CMP

When: Thursday, September 16, 2021

Where: Green Bay Packers Titletown

**Lodging:** Lodge Kohler

New year, maybe a new job...time for a new photo! Whatever the reason, dress for the camera on event day and get a new professional headshot taken and sponsored by Made Ya Look. Keep an eye on the chapter's event webpage for details on the education topic, agenda, and exact location within Titletown.

Get your smile ready!





When you're ready to plan your next meeting we want you to know that we've got options to help you meet in the safest way possible.

Conveniently located directly off of 139/90 and less than 90 minutes from Madison and Milwaukee. Call today to learn more about our complimentary services!

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## WEC RECAP

#### WEC 2021 - it was one for the books!

By Cheryl Oswald, CMP, CMM

#### WEC 2021 represented a lot of firsts:

- 1. First in-person event post-COVID for many attendees
- 2. First event without masks (and ability to hug people with approval of course!)
- 3. First large event in the new Caesars Forum space (if you plan meetings in Vegas don't miss out on this venue!)
- 4. First major industry event at Allegiant Stadium
- 5. First event on The Venetian new pool deck

But as WEC comes to a close the conference still lives on. It lives on in the new friends created and the old ones that were renewed, the new partnerships created, and the new experiences and lessons learned.

I won't carry on with a bunch of words of what WEC is like or why you should come next year (San Francisco - anyone??) instead here's my top 5 list along with some of my favorite photos taken from your very own members!



## WEC Top Five List (in no particular order):

#### THE FRIENDSHIPS CREATED.

Being able to attend with your fellow planners and suppliers is always a treat but being able to travel with your friends is even better. Old friendships are strengthened, and new friends are created at WEC.



Enjoying the view from the top of the High Roller!

2.

#### THE EDUCATION.

The general sessions were some of the best yet - (who can beat Usher!), which led to better education breakouts. I was able to gain value-added insight, not just about planning, but about my development, my role as a leader and the state of MPI. At the end all of this equals valuable CEU credits (hint, hint for all those CMP renewals coming up!)



WEC - Voices of Service



Usher Interview

3.

#### THE PARTIES.

Let's be real, it wouldn't be a planner conference without a party and WEC knows how to throw some great parties! The opening night celebration at Allegiant Stadium was one for the books!





Enjoying the "on the field" experience with chapter members.



President, Shannon Timmerman, CMP and new member Grace Donlin testing out their passing game

4.

#### THE EXPERIENCES.

WEC does allow you access to some great experiences while attending the conference. As a CSR project, MPI partnered with Foundation for Hospital Art where attendees were able to paint pieces of a mural that will go to local hospitals. And the President's Dinner hosted "The Bumbys." This is a group of anonymous performance artists who provide "A Fair and Honest Appraisal of Your Appearance" using nothing more than analog typewriters and charming wit. Immediate-Past President Alison Hutchinson got to take part in the fun!





(Top)The Bumbys (Above) Presidents Dinner – Alison

5.

#### THE DESTINATION.

What's a better place to host a conference than Vegas? After re-opening on June 1st, Vegas did not disappoint in showing WEC attendees a great time. Vegas is open and ready for business!



## The MPI WEC Las Vegas 2021 Digital Experience

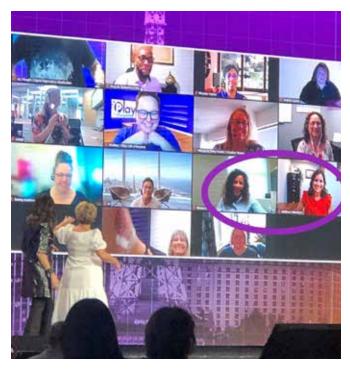
By Rebecca Staats & Melissa Falendysz, CMP

eeting Professionals International always does such an amazing job with World Education Congress, and this year was no exception – even for the online audience. After registering for the MPI WEC Las Vegas Digital experience, registered attendees received an email offering a short platform introductory session called "Maximize Your WEC Digital Experience + Pre-Event networking on twine." The pre-event webinar was hosted on June 8, 2021, and was informative and showed us digital attendees how to build our schedules and maximize our experience.

As MPI put it, "the live digital WEC" included a fully live and comprehensive individualized experience with the ability to learn, network and engage like never seen before, and they delivered. In addition to that, the WEC Digital Experience included programming exclusive only to the online audience, like the WEC Today TV Show, (which I, Rebecca, tuned into just to watch all of the in-person attendees pass by in the background!). The WEC Digital Experience also included a Digital Connection and Career Center which was available 24 hours a day. This was an area where digital attendees could make appointments and find new business connections and sign up for help with their resumes or get answers to questions from career guides.

Much like the in-person experience, the MPI WEC digital experience was three exciting days full of great content, and we digital attendees were able to sit in on all the keynote speakers at WEC Las Vegas through a live stream experience.

Much like the in-person experience, the MPI WEC digital experience was three exciting days full of great content, and we digital attendees were able to sit in on all the



... some of us virtual attendees even made it on the big screen a few times during those keynotes!

keynote speakers at WEC Las Vegas through a live stream experience. And some of us virtual attendees even made it on the big screen a few times during those keynotes!

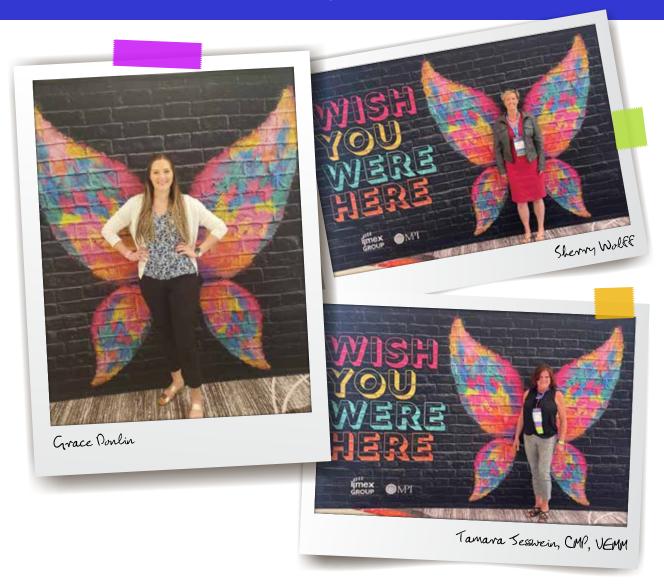
All the virtual attendees we chatted with during the event agreed that not being there gave us all major FOMO. There were so many great education sessions, an awesome women's leadership panel discussion - and Melissa's personal favorite, an interview with Usher! Thank you to MPI WEC and Freeman Company for all of your hard work behind the scenes. While it was a bummer we weren't able to attend in person, you really provided a great experience for the online audience. And of course - we are all hoping to be able to attend MPI WEC San Francisco 2022 in person!

## Wish You Were Here!

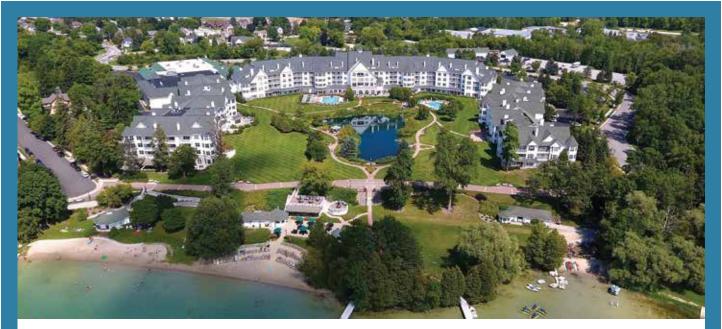
Mark your calendar for June 21 - 23, 2022 and make plans to celebrate MPI's 50th anniversary at WEC in San Francisco, CA!! Keep an eye on your email for updates on WEC 2022, registration opening, Hosted Buyer information and scholarships available from the MPI Foundation to attend!



#### WEC: wish you were here!







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## Supplier Profile:

## Ed Buchner

**Employer:** Majic Productions

Job Title: Senior Account Representative

How many years have you been in the industry? 31 years!

What is your favorite thing about being an MPI-WI member? The members I know are great, but I can't wait to talk to the people I don't know.

What is your favorite team or project you've worked on as an MPI-WI member? I think the way the technology partners have come together to form the Tech Avengers has been pretty amazing. We love being able to educate MPI Wisconsin members!

#### 3-7 Things Unique to Your Company:

- 1. We have worked on five continents.
- 2. Majic has produced events for presidents, vice presidents, governors, prime ministers, and princes!
- 3. Our company was founded in 1999 by a 12-year-old.
- Some musical artists we have worked with include José Feliciano, Sheila E., KC and the Sunshine Band, and Chicago.
- 5. We have done work for the NFL at two Super Bowls and for the USGA at the US Open.
- 6. Majic is active in the community and commits nearly a million dollars to charities and non-profit organizations.

**Tell us about your family:** I have been married to my wife Jenna for 20 years, and I have two great kids; Ellie is 10 and Wyatt is 7.

What are your hobbies and interests? One of my favorite things I ever got to do was coach high school football. If I could do that full-time I would (maybe when I retire).

Tell us about who you admire most and why: Baseball player Henry Aaron was one of the greatest people to have ever lived. What he did in a tumultuous time in American history was amazing. Besides what he did on the field, he made incredible accomplishments in forwarding the civil rights movement. He never bragged about it. He just did the right thing.

#### Favorite...

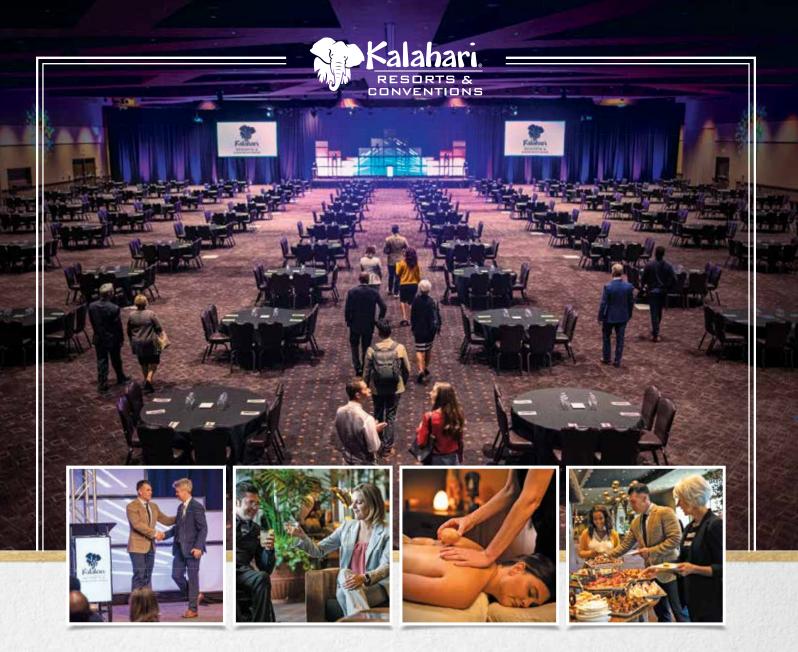
Song: Eleanor Rigby Band: Pink Floyd Artist: Todd McFarlane

Movie: The Lord of the Rings

Book: I Had a Hammer: The Hank Aaron Story

What is something that is still on your bucket list? Australia

**Tell us your words to live by or a favorite quote:** Those who stand for nothing fall for anything. -Alexander Hamilton



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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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**CERTIFICATE COURSES:** https://www.mpi.org/education

OCTOBER

## **DATEBOOK:** CALENDAR OF EVENTS

**CHAPTER AWARDS GALA Bradley Symphony Center** Milwaukee, WI SEPTEMBER

2021

SEPTEMBER EDUCATION Titletown District & Lodge Green Bay, WI

**OCTOBER EDUCATION** Marriott Madison West Madison, WI

NOVEMBER **GREAT LAKES EDUCATION** 14-16 GREAT LA Fort Wayne, IN