

MPI-WISCONSIN CHAPTER

Agenda

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VOL 47/NUM 1
2025



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Agenda

JANUARY/FEBRUARY 2025
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5 Different Ways



WISCONSIN
CHAPTER

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Editor's Note



Happy New Year!

I hope you had a wonderful holiday season with family and friends. 2024 was a year filled with memories, new connections, and many new events. Did you achieve your 2024 goals? What are you hoping to achieve in 2025? I'm excited to see what everyone accomplishes professionally and personally in the coming year. I'm also looking forward to another year with MPI and attending as many events as possible.

Do you have any events this year that you're excited to start planning? Are there any new events or shows you're looking forward to? One of my favorite events to plan is the Engineering Symposium, where we bring 200-250 engineers to our headquarters in Waukesha for courses and plant tours. It's always so rewarding because the attendees appreciate everything we do for them.

MPI has a great line up for the upcoming events! In February, we will be at the beautiful Delafield Hotel and the Baird Center in April! It is always fun attending events at different locations to see what others pride themselves on.

As always, don't hesitate to reach out if you're interested in volunteering with MPI. Volunteering was one of the best decisions I made when I first joined, and it has been so rewarding ever since.

See you soon!

A handwritten signature in black ink that reads "Tyler Priefer".



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We know just the place. Our world-class meeting and event center in the heart of Madison, Wisconsin, is home to 250,000 square feet of Frank Lloyd Wright-designed space – and every inch of it is customizable right down to the last detail. From award-winning catering to custom AV and staging setups, walkable restaurants and nightlife to breathtaking views, if you can imagine it, we can help orchestrate *your* incredible.



MONONA  TERRACE



President's Message



Liz Unruh
Positively Pewaukee

Happy New Year!

I can't believe how fast this past year has gone. As I step into the role of President, I am both humbled and inspired by the opportunity to lead such a remarkable community of professionals. Together, we represent the heartbeat of the meetings and events industry—a dynamic I would like to thank our outgoing Immediate Past President, **Rebecca Staats**, and our new immediate Past President, **Reggie Driscoll**, for their leadership and guidance throughout this past year. I want to thank all of the members that have served on the board this past year. I'm excited to have many stay on the board and for the new members joining the board it is going to be a exciting year.

At MPI, we understand that we are stronger together. The relationships we build with one another—whether through our local chapters, global events, or digital platforms—are what make us a vibrant and supportive community. The power of collaboration cannot be overstated; by sharing knowledge, insights, and experiences, we grow stronger as professionals and as an industry.

In the coming year, I encourage each of you to lean into the connections you've made and forge new ones. Whether through MPI's robust online learning platform, regional events, or international conferences, there is always an opportunity to connect with peers who share your passion and vision.

The best advice I can give is get involved I would encourage people to ask questions. MPI is a great way to try new things, and gain experience. I'm happy to meet with you and answer your questions or point you in the direction of who can answer your questions. You are always welcome to attend any of our board meetings. Here is my number (414) 430-1374 and my email liz@positivelypewaukee.com.

This year, let's commit to pushing the boundaries of what's possible in the meetings and events industry. Together, we can innovate, inspire, and elevate the experiences that define our profession.

The schedule is out please mark your calendars of when and where the events are.

Thank you,

Liz Unruh

“

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Meet in WISCONSIN!



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Comfort Suites in Cottage Grove is the ideal place for meetings & events. Each room includes complimentary breakfast, internet, and access to the indoor swimming pool, whirlpool, and fitness center.

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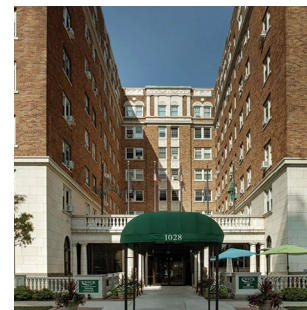
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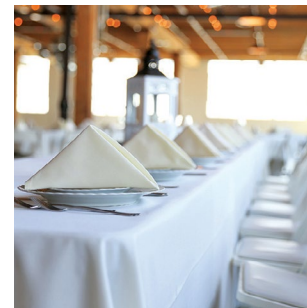
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Join Us in Lake Country for the MPI Wisconsin Chapter's February Event at the Delafield Hotel



The Meeting Planners International (MPI) Wisconsin Chapter is thrilled to announce an engaging and impactful event taking place February 26-27 at the charming **Delafield Hotel** in Delafield, Wisconsin. This event offers a unique opportunity for attendees to connect and learn in a relaxed and social setting, all while enjoying great company, delicious food, and enriching programming—highlighted by guest speaker **Judge Derek Mosley**.

An Old Fashioned Welcome at Red Circle Inn – Feb 26

To kick off the event, join fellow attendees at **Red Circle Inn**, Wisconsin's oldest supper club, for a reception featuring classic Wisconsin Old Fashioneds crafted at a beverage station, a variety of food stations offering delightful options, and lively entertainment to set the tone for a fun and engaging evening.

This is the perfect opportunity to mingle, network, and unwind, setting the stage for the educational sessions on the following day.

Main Event – February 27: Unconscious Bias – Knowing What You Don't Know

On February 27, the event will feature a 90-minute educational session led by Judge Derek Mosley, focusing on *Unconscious Bias – Knowing What You Don't Know*. This session will explore how unconscious bias and the role it plays in the hospitality and meetings industry, impacting decision-making, interactions, and experiences for both employees and guests. Attendees will gain a deeper understanding of how these biases shape interactions and outcomes to better create inclusive, welcoming and fair environments in venues, event planning and service delivery.

Judge Mosley, a renowned expert on unconscious bias, has presented on this critical topic both nationally and internationally. As the Director of the Lubar Center for Public Policy Research and Civic Education at Marquette University Law School, he brings a wealth of knowledge and firsthand experience to the session.

There will also be ample time for reflection and conversation, providing attendees with the opportunity to engage in discussions and share their own experiences in a collaborative environment.

This event is designed not only to educate but to foster meaningful connections among meeting planners and industry professionals, creating a supportive and inclusive space for learning and growth. ▴



Judge Derek Mosley

FEBRUARY EDUCATION EVENT

February 26-27, 2025

Delafield Hotel

Delafield, WI





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January Chapter Program

Hilton Appleton Paper Valley, Appleton, WI, Fox Cities CVB
Lion King Night

By: Carrie Wunderlich

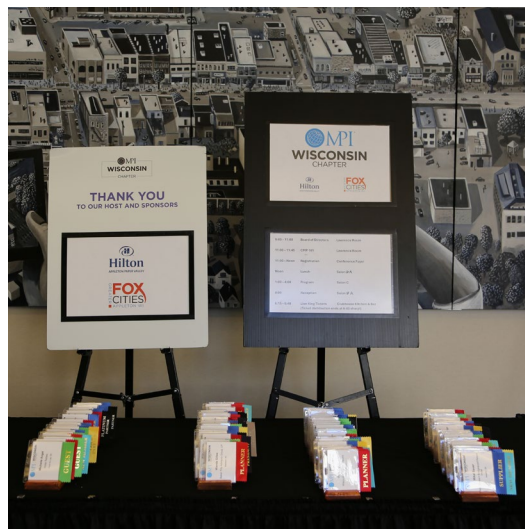
The MPI Wisconsin Chapter kicked off the new year at the Hilton Paper Valley Hotel on January 23rd, 2025. The Hilton Paper Valley provided a lovely lunch with an opportunity to socialize and catch up with the 86 members in attendance!



Before the education began, President **Liz Unruth**, thanked our host sponsors the Greater Fox Cities of Appleton and The Hilton Paper Valley. We also recognized our Platinum, Strategic Gold & Silver partners.



As a reminder the February team is looking for raffle baskets! Registration is open for the Wisconsin Chapter Education Event on February 27th at the Delafield Hotel featuring speaker, **Derek Mosley, JD-Marquette University Law School**. He will be speaking on *Unconscious Bias: Knowing What You Don't Know*.





Past-President, **Joellen Graber**, introduced our speaker, **Tahira Endean, MsC, CITP, CMP, CED** who spoke with the members on Intentional Event Design, from objectives to the practical steps to excellence. Author, Intentional Event Design, Our Professional Opportunity Tahira is a curious event producer, passionate about intentional event design in live, virtual and hybrid formats and how we can use technology to enhance the human experience at events and everyday. A believer in life-long learning she has earned her CITP Certified Incentive Travel Professional, DES Digital Event Strategist, CMP Certified Meeting Professional and CED Certified Event Designer to augment her Professional Instructors Diploma, Event Management Diploma and Bachelor of Hospitality Management. Tahira is committed to the industry and has been recognized for a range of contributions. Tahira spoke to the Wisconsin MPI chapter on how two people come to the event: the experiencing self and the remembering self. As planners we want to create experiences. She had us ask ourselves, what does happiness at work have to do with events? Are we passionate about our work? Tahira spoke on how live events create a strong social network and build on positive social relationships. As planners we need to work to produce events that create connection and community.



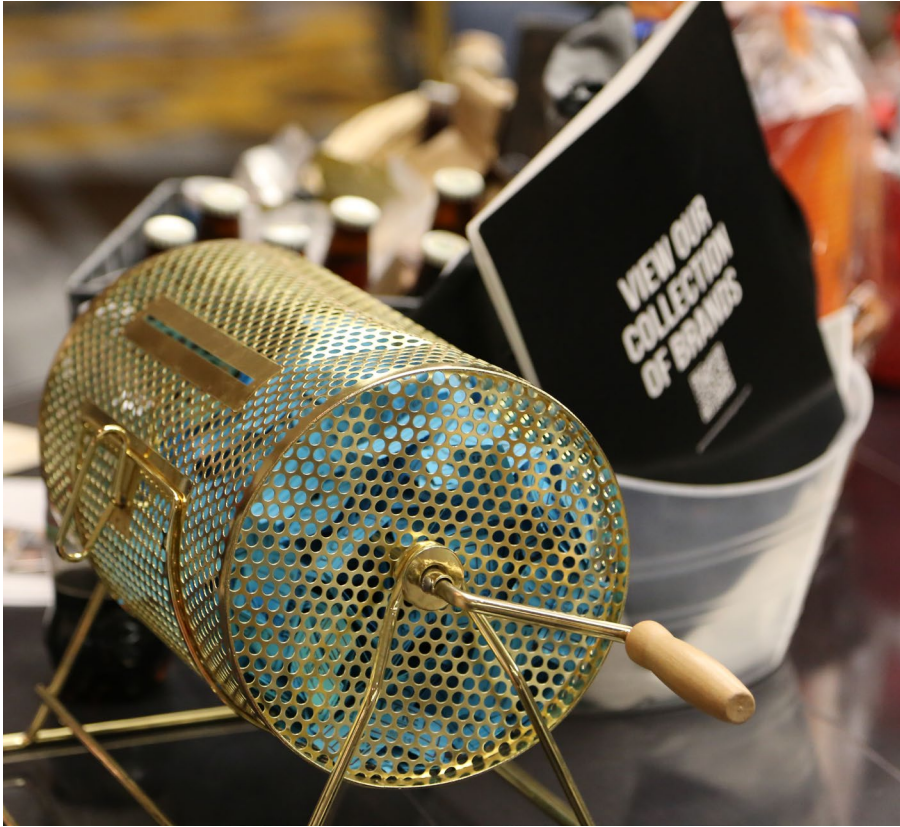












We ended our education day with a networking reception catered by the Hilton Paper Valley Hotel. Those who were able to stay Thursday evening were entertained by a spectacular performance at the Performing Arts Center of Appleton of the Broadway show, *The Lion King* thanks in part to the Fox Cities CVB. ▲



WHO'S IN THE NEWS

Compiled by Cheryl Oswald, CMP

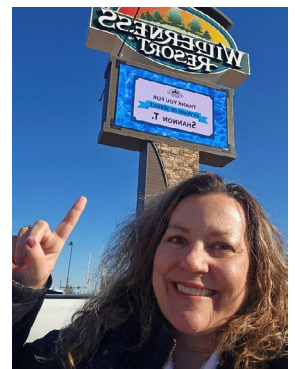
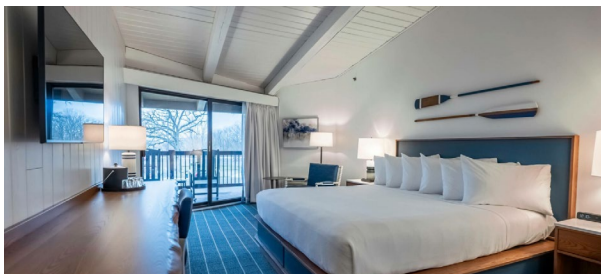
- 1** **Kalahari opened Sortino's Italian Kitchen!** Whether you're dining with friends, gathering with colleagues or simply feeding the kids, Sortino's Italian Kitchen satisfies the appetite and soothes your soul with the flavors of Italy and the warmth of family.
- 3** **Grace (Donlin) Abrahamson** married Jacob on Nov 11th in beautiful Riviera Maya, Mexico. *Congratulations, Grace!*

Established by **Giorgio and Giacomo Sortino** more than 60 years ago when they opened the original Sortino's Little Italy restaurant in Sandusky, Ohio. Sortino's is a new age red sauce restaurant where old-school Italian cuisine meets the modern age.



- 2** **Lake Lawn Resort** has completed a multi-million dollar reopening of its main lodge guest rooms, which offer a fresh new lake-house feel. Each guest room features new modern furniture and decor featuring a palette of navy, creams, and whites excellently blended with light natural wood tones.
- 4** Congrats to **Shannon Timmerman** on 25 Years at the Wilderness Resort. *Congratulations, Shannon!*

Guests can now enjoy over 150,000 sq feet of resort updates, newly renovated guest rooms, event space, and the resort's main lobby.



NOTE: if you have any news to share in this column, please contact Cheryl Oswald, Director - Publications & Community Outreach, cherylOswald@cnh.com.

MPI WISCONSIN

NEW MEMBERS



ARIEL BILSKEY

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KELLY KASTELIC

Sargento Foods

MELISSA PASCIAK

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MIKAL TYLER SAUER

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EMILY SCHROEDER

The Welch Group

AMY SULLIVAN

Godfrey & Kahn

ERIN YOUNG

Martiz

ANNIVERSARIES

CELEBRATE!

**Congratulations to those members
celebrating a milestone anniversary in
January/February!**

1 YEAR

NICKIE ROULEAU

Baird Center

STEPHANIE KHUMALO

Greater Milwaukee Foundation

EMILY KAISER

Sargento Foods

CARLY UHLRICH

EDI - SITC

VICKY GALITZ

Wisconsin Dells Visitor & Convention

RICHARD BRADLEY

Crowne Plaza Milwaukee South

GEOFFREY SANDLER

Celebrations Entertainment

LAURA NELSON

VISIT Milwaukee

ANTHONY ANTONIO

PC/nametag

5 YEARS

ANGELA ULLRICH

Ministry and Outreach at Wisconsin
Annual Conference of the United
Methodist Church



Volunteer Spotlight: JOELLEN GRABER

If you're interested
in volunteering,
reach out to us at
admin@mpiwi.org



This month, we are thrilled to shine the spotlight on JoEllen Graber, who has been an integral part of our team as the Speaker Team Lead. JoEllen has consistently demonstrated exceptional professionalism, organization, and dedication in her role. She brings a wealth of knowledge and a keen eye for identifying unique, engaging speakers that truly elevate our events.

JoEllen's leadership style is one of collaboration and delegation. She excels at assigning tasks to the members of the speaker team, ensuring everyone plays a vital role in curating top-quality programming. Her ability to guide the team with efficiency and a focus on excellence is a key reason why our meetings continue to feature outstanding speakers that leave a lasting impact on our members.

We are incredibly fortunate to have JoEllen's commitment and expertise driving the success of our programming. Her hard work behind the scenes is a huge part of why MPI Wisconsin is known for its exceptional events.

Thank you, JoEllen, for your dedication and for always going above and beyond to ensure we have incredible speakers at each of our meetings!

Sending winter cheer and frosty beer!



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

SAVE THE DATE

2025 CHAPTER EVENTS

February 27, 2025

Chapter Program

Delafield Hotel, Delafield, WI

April 16-17, 2025

Spring Education Day & Spring Spectacular

Baird Center & Hyatt Regency Milwaukee, Milwaukee, WI

May 15, 2025

Chapter Program & Board Retreat

The Legacy Hotel, Green Bay, WI

July TBA

Summer Social

August 21, 2025

Annual Awards Gala

Sheraton Milwaukee Brookfield, Brookfield, WI

September 18, 2025

Chapter Program

Lake Lawn Resort, Delavan, WI

October 23, 2025

Chapter Program

Madison Marriott West – Middleton, WI