

MPI-WISCONSIN CHAPTER

Agenda

SEPT
OCT
VOL 47/NUM 4
2025


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Feature Articles

October Preview	9
August Gala Recap: A Sweet and Memorable Evening	10
Cheers to a Great Event Put on by the Lake Lawn Resort!	24

In Every Issue

Editor's Note	4
President's Message	6
Food for Thought: Executive Chef Nico Rossi	21
MPI-WI Anniversaries / New Members	29
Planner Spotlight: Kelly Hoglund	30
Supplier Spotlight: Vegas on Wheels	32
Volunteer Spotlight: Angela Kain	34
Who's in the News	36
Save the Date	40

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Editor's Note



Let's get personal!

Since December 2023, I have been planning my wedding that took place on September 27th, 2025. Almost a two-year engagement which may have been ideal given my career, but I'll admit at times it felt like forever.

As many of you know, wedding planning is no small task. From the guest list to seating charts, flower colors to napkin colors, the list of details is endless. You don't realize

how much goes into the big day until you're deep into planning. In the end, it truly does become the best day of your life.

Throughout planning, I heard, *"You are an event planner... so I am sure planning your wedding is so easy!"* If I had a dollar for every time I heard that, it could have paid for my wedding... kidding (sort of).

The truth is corporate event planning and wedding planning are two very different worlds. In the corporate space, there are guidelines, brand structures, and structured processes. Yes, there is creativity, but the focus is on creating meaningful experiences while ensuring your guests walk away with the knowledge they came for.

Wedding planning, on the other hand, requires a whole new level of attention to detail. Every little thing matters on the big day! These planners are paying attention to the timeline, guests' arrival, ensuring the flowers are arranged correctly, the napkins are the right way, how the dress lays, and most importantly that the bride is happy. In my eyes, they are superheroes who are there to make sure the day goes off without a hitch. I probably emailed my lady a million times in the last month, but we did bond over our love for event planning.

This process has reminded me how unique, special, and challenging every type of planning truly is. So here is a big THANK YOU to all of you for the work you do each and every day.

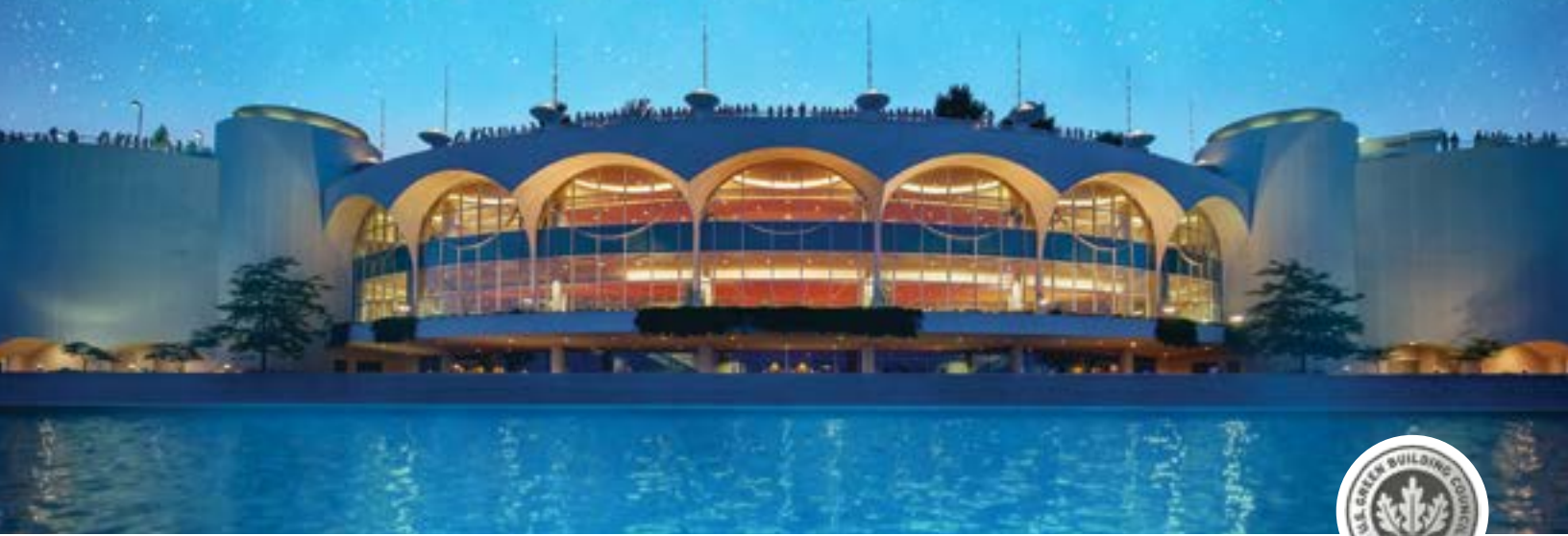
Sincerely,

A handwritten signature in black ink that reads "Tyler Lewis". The script is fluid and cursive.

Tyler Lewis
The New Mrs. Lewis

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MONONA  TERRACE



President's Message



Liz Unruh
MPI - WI President

Let's continue to
show up,
step up, and
shape the
future
of MPI Wisconsin—
TOGETHER.

As we transition into the vibrant season of fall, it's the perfect time to reflect on the incredible momentum we've built as a chapter—and how it's paving the way for an impactful year ahead.

A Sweet Affair to Remember

A sincere thank you to everyone who joined us for the *Sweet Affair to Remember Gala* at the Sheraton Milwaukee Brookfield Hotel. The evening was truly exceptional marked by elegant décor, a spirit of celebration, and a strong sense of community. We were honored to recognize and celebrate our dedicated volunteers, whose passion and commitment continue to drive our success. As the saying goes, "it takes a village," and I'm incredibly grateful for the strength of ours.

September at Lake Lawn: Education Meets Inspiration

Our September Education Event at the scenic Lake Lawn Resort delivered an engaging and enriching experience. Set against the beautiful lakeside backdrop, attendees enjoyed thought-provoking sessions and valuable networking opportunities. A special thank you to keynote speaker **Will Baggott**, who captivated the audience with his insight and energy. Events like these remind us of the power of connection and continued learning in our ever-evolving industry.

Coming Up: Connect in Middleton

Looking ahead, we invite you to join us at **Madison Marriott West** for our next chapter event. This gathering will feature timely education, meaningful networking, and another chance to engage with peers and industry leaders. We're excited to continue building on our momentum—and we hope to see you there.

Why Get Involved? Because You Make the Difference.

One of our primary goals this year is to encourage more member involvement. Whether that means joining a committee, assisting at an event, or exploring leadership opportunities.

The strength of MPI Wisconsin lies in the commitment and passion of its members. Every event, every initiative, and every milestone is the result of dedicated individuals who give their time and talents to move our chapter forward. If you've ever thought about volunteering, now is the time. Your contribution, big or small, makes a lasting impact!

Getting involved not only supports the chapter's success—it's also one of the most effective ways to grow your professional network, develop new skills, and make meaningful connections within our industry.

Let's continue to show up, step up, and shape the future of MPI Wisconsin—together.

See you soon in Middleton!

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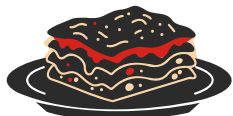
UPCOMING IN OCTOBER:

MPI WISCONSIN EDUCATION & NETWORKING

October 22–23, 2025

Marriott Madison West, Middleton, WI

Get ready for two days of learning, networking, and giving back! This October, MPI Wisconsin is bringing planners and suppliers together for professional development sessions, a unique community service project, and plenty of opportunities to connect.



LASAGNA GIVE BACK & MPI FOUNDATION CHAIRMAN'S CHALLENGE

Wednesday, Oct 22 • 6:00–8:00 PM

Kick off the week with wine, appetizers, and hands-on service! Team up with a Frostwood Farms chef to make lasagna for local food pantries while raising funds for MPI Foundation scholarships. Additional fee: \$25.



EDUCATION SESSIONS & NETWORKING

Thursday, Oct 23 • 12:00–4:00 PM

The Planner-Supplier Relationship – **Brett Sterenson** shares negotiation tips, communication strategies, and best practices from nearly three decades in the industry.

Using Speakers to Amplify Event Impact – **Nora Burns** reveals how to maximize speaker partnerships to boost engagement and reduce workload.

Enjoy lunch, networking, a reception, and raffle opportunities throughout the day.

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**Don't miss this chance to sharpen your skills, strengthen relationships,
and give back to the community.**

Mark your calendar and secure your spot today!

A Sweet and Memorable Evening

A recap of MPI-WI's 2024 – 2025 Awards Gala event

By: Carrie Butler, CMP

At the end of each MPI year, the chapter takes a night to celebrate the accomplishments of our members, volunteers, Board of Directors, sponsors, and administrators. The event is all about recognition, networking, celebrating, and having fun! This year's Awards Gala was no exception!

Past President's Reception

The evening began with the Past President's Reception, hosted by the outgoing President, **Liz Unruh**. This reception is a special time for all past presidents to gather, reminisce, and celebrate their accomplishments from when they led our chapter.

Cont on page 12





Cocktail Reception

Before dinner, all attendees were welcomed to join in a candy themed cocktail reception. Guests could take part in the silent auction that included a large variety of items people could bid on.



Dinner & Festivities

Once everyone was seated for dinner, the **King of Candy**, Ed Buchner, and his co-conspirator JoEllen Graber,



started off the Gala with some laughs and smiles. Following the welcome, we enjoyed a delicious meal which included a strawberry goat cheese salad, a wonderful duet of grilled chicken and beef tenderloin, charred asparagus and

Cont on page 14



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Let's get Social

basil pesto risotto. For dessert, the hotel had a large dessert island which included an assortment of chocolate lava cake, cheesecakes, cupcakes, and cookies, a



selection even Willy Wonka would be envious of.

After dinner, the silent auction closed and the emcees returned to the stage to kick off the presentation of awards. After a BIG thank you to our host venue, **the Sheraton Milwaukee Brookfield**, and a few remarks from the hotel's wonderful staff, the program began. All chapter volunteers for the year were recognized on screen, with a special shout out to the Gala Team. Following that, the in-kind donation sponsors for the evening were recognized as well (see complete list on page 16).

Ed and JoEllen kicked off the awards presentation. They welcomed outgoing President Liz Unruh to the stage, who reflected on the past year as the proud leader of our chapter. During this time, Liz also gave out the President's Award, received by Ed Buchner, the King of Candy himself!

Liz then brought all of the past presidents in attendance to the stage to do a symbolic "passing of the gavel" from one president to the next, in the order they served as the leader of MPI-WI, with the gavel landing in the hands of our incoming president, **Sara Beuthien**.

SILENT AUCTION





Sara presented a beautiful speech highlighting how she came to MPI and how it has shaped her personally and professionally. Lastly, to wrap up her remarks, Sara brought the new Board of Directors to the stage. She recognized the team that she will be leading in the coming year starting in January 2026.

Our emcees returned to the stage to recognize some of the other accomplishments of our chapter, including those who earned the CMP designation, milestone membership anniversaries, and our strategic partners for the past year. These strategic partners also received plaques thanking them for their contributions to the chapter.

Next up was a very special presentation of the Hall of Fame Award by **Kim Casey, MBA** and **Tamara Jesswein, CMP, VEMM**. These two were just the perfect people to induct **Kathy Reading** into the MPI-WI Hall of Fame. Kathy has been an active MPI member serving on the Board of Directors and committees since 2012. She and her team at The SCAN Group have supported our chapter and members with signage, print, custom kitting, and more.

Cont on page 16





Kathy is incredibly deserving of this award and it is no surprise that she received it this year. Congratulations Kathy!

Our emcees returned to the stage to present the rest of the awards and closed out the formal program for the night. Attendees were reminded to pick up their auction items if they had the winning bid and were invited to the After Glow by the pool, where the Sheraton Milwaukee Brookfield provided dance tunes, a taco bar and beverages.

2024-2025 GALA AWARDS IN-KIND DONATION SPONSORS

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- Happy Joy Candy Company



2024 – 2025 AWARD WINNERS

- **PRESIDENT'S AWARD**
Ed Buchner
Majic Productions
- **HALL OF FAME AWARD**
Kathy Reading
The SCAN Group
- **TEAM OF THE YEAR**
Spring Spectacular Evening and
Spring Education Day Team
- **RISING STAR**
Nickie Rouleau
Baird Center
- **SUPPLIER OF THE YEAR**
Greta McCue
Hyatt Regency Milwaukee
- **PLANNER OF THE YEAR**
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Wisconsin Bankers Association
- **INDUSTRY ADVOCATE**
Keola Shimooka
Hilton Madison Monona Terrace



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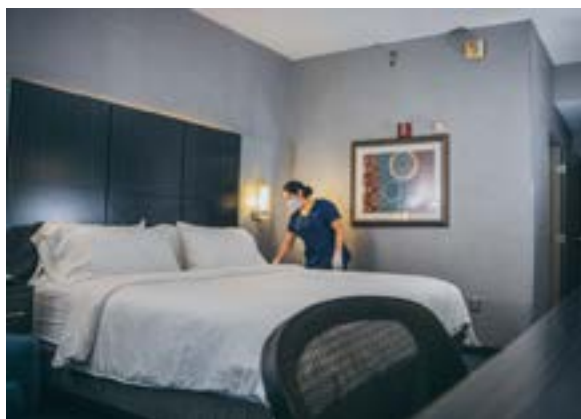
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NICO ROSSI

EXECUTIVE CHEF
LAKE LAWN RESORT



FOOD FOR THOUGHT

As a graduate in Culinary Arts from Scottsdale, Chef Rossi brings over twenty years of culinary experience to his position at Lake Lawn Resort where he oversees all aspects of culinary operations across the resort's food & beverage outlets with offerings ranging from grab and go, to several casual settings and of course the signature dining experience at 1878 on the Lake.

***Check out Executive Chef Nico Rossi's
Tomahawk Berkshire Pork Chop's recipe
on page 22 >***





TOMAHAWK BERKSHIRE PORK CHOPS

with Broccolini,
Roasted Sweet Potato,
and Cinnamon Butter

INGREDIENTS

For the Pork Chop (1 serving):

1 Tomahawk Berkshire pork chop (about 1–1.5 pounds, bone-in, 1.5–2 inches thick)
1 tablespoon olive oil
1 teaspoon kosher salt
½ teaspoon black pepper
1 teaspoon garlic powder
1 teaspoon fresh rosemary, chopped (or ½ teaspoon dried)

For the Broccolini

1 bunch of Broccolini
1 tablespoon olive oil
¼ teaspoon kosher salt
¼ teaspoon black pepper
1 clove garlic, minced (optional)

For the Roasted Sweet Potato:

1 medium sweet potato (about 8 ounces), peeled & cut into 1-inch cubes
1 tablespoon olive oil
½ teaspoon kosher salt
¼ teaspoon black pepper
½ teaspoon smoked paprika (optional, for flavor)

For the Cinnamon Butter:

2 tablespoons unsalted butter, softened
½ teaspoon ground cinnamon
1 teaspoon brown sugar
Pinch of kosher salt

INSTRUCTIONS

Prepare the Cinnamon Butter:

- In a small bowl, mix 2 tablespoons softened butter, ½ teaspoon cinnamon, 1 teaspoon brown sugar, and a pinch of salt until smooth.
- Shape into a small log or scoop into a ramekin. Refrigerate until ready to serve.

Roast the Sweet Potato:

- Preheat oven to 400°F (204°C).
- Toss sweet potato cubes with 1 tablespoon olive oil, ½ teaspoon salt, ¼ teaspoon black pepper, and ½ teaspoon smoked paprika (if using).
- Spread evenly on a baking sheet. Roast for 25–30 minutes, flipping halfway, until tender and slightly caramelized. Keep warm.

Cook the Broccolini:

- Bring a medium pot of water to boil. Add 1 cup broccoli florets and blanch for 2–3 minutes until bright green and tender-crisp.
- Drain and immediately transfer to a bowl. Toss with 1 tablespoon olive oil, ¼ teaspoon salt, ¼ teaspoon black pepper, and minced garlic (if using). Set aside, keeping warm.

Cook the Tomahawk Berkshire Pork Chop:

- Pat the pork chop dry with paper towels. Rub with 1 tablespoon olive oil, then season both sides with 1 teaspoon salt, ½ teaspoon black pepper, 1 teaspoon garlic powder, and 1 teaspoon chopped rosemary.





INSTRUCTIONS (cont.)

- Heat a large oven-safe skillet (preferably cast iron) over medium-high heat until very hot.
- Sear the pork chop for 3–4 minutes per side until golden brown.
- Transfer the skillet to the preheated oven (400°F). Roast for 8–12 minutes, or until the internal temperature reaches 145°F (63°C) for medium doneness.
- Remove from the oven, cover loosely with foil, and let rest for 5 minutes.

Serve:

- Place the pork chop on a plate. Arrange 1 cup roasted sweet potato cubes and 1 cup broccoli florets alongside.
- Top the sweet potatoes with a small dollop (about 1 teaspoon) of cinnamon butter, allowing it to melt slightly.
- Serve immediately, with extra cinnamon butter on the side if desired.

Quick Brine Recipe for Tomahawk Berkshire Pork Chops

Ingredients:

- 4 cups water
- ¼ cup kosher salt
- 2 tablespoons brown sugar
- 1 teaspoon black peppercorns
- 1 bay leaf
- 1 clove garlic, smashed
- 1 sprig fresh thyme (or ½ teaspoon dried thyme)
- 1 cup ice cubes

Instructions:

1. **Prepare the Brine:** In a medium saucepan, combine 4 cups water, ¼ cup kosher salt, 2 tablespoons brown sugar, 1 teaspoon black peppercorns, 1 bay leaf, 1 smashed garlic clove, and 1 sprig thyme. Heat over medium, stirring until salt and sugar dissolve (about 3–5 minutes). Do not boil.
2. **Cool the Brine:** Remove from heat and add 1 cup ice cubes to cool the brine quickly to room temperature.
3. **Brine the Pork Chop:** Place the Tomahawk Berkshire pork chop (1–1.5 pounds) in a large resealable plastic bag or a shallow container. Pour the cooled brine over the pork, ensuring it's fully submerged. Seal or cover and refrigerate for 1–2 hours (no longer to avoid overly salty flavor).
4. **Rinse and Dry:** Remove the pork chop from the brine, rinse thoroughly under cold water to remove excess salt, and pat dry with paper towels.
5. **Proceed with Cooking:** Prepare the pork chop as per the original recipe (season, sear, and roast).

CHEERS to a Great Event Put on by the Lake Lawn Resort!

By: Lindsey Hess



The event kicked off Wednesday night with an outing to Duesterbeck's Brewing Company. Guests enjoyed a brewery tour, beer tastings, great food, and an opportunity to socialize in a beautiful country setting. The Duesterbeck family farm has been around for more than 150 years and it was amazing! The fun didn't end there as guests were able to enjoy The Lookout Bar back at Lake Lawn Resort overlooking Lake Delevan.

Thursday was showtime when the day started off with networking and lunch and we know this group loves to network. Before lunch, we were greeted by General Manager **Lynn Ketterhagan**. She shared about the recent renovations and additions to the resort along with their connection to Walworth County community and the exciting activities to do there. Lunch was a tasty plated chicken entrée with a chocolate dessert.

Cont on page 26





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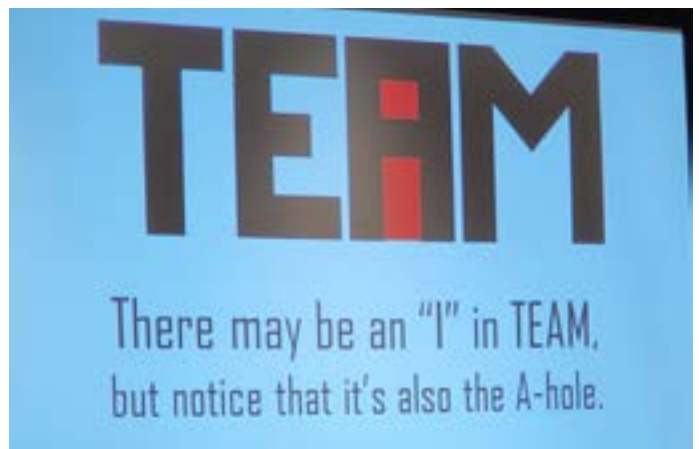


Cont from page 22

Shout out to our speaker **Will Baggett** who came through for us in a pinch when the scheduled speaker unexpectedly couldn't make it. Not only did Will save the day, but he brought a top-notch presentation on leadership with him: *Coloring Outside the Lines* and *Beyond the Title: Leading Through Relationships, Not Roles*. We learned about the amazing career he has had so far and who helped him along the way. He had us reflect on the individuals that made a difference in our careers and how we can help the future leaders in our industry. Bonus tip, keep your hands in the box!



Thank you to the team that volunteered, our strategic partners, raffle donations, MDS and the Lake Lawn Resort. MPI-WI is a top performing chapter, and its on display every event we host. ■





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ANNIVERSARIES

Congratulations to those members celebrating a milestone anniversary in Sept/Oct!

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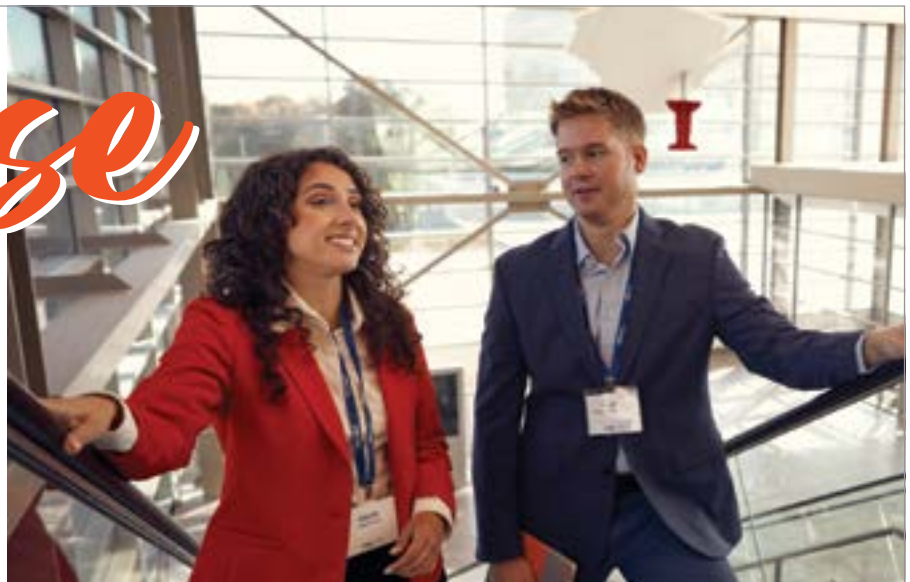
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Start planning for your next meeting or event in the Fox Cities. With a wide variety of spaces and places, we have the perfect venue to inspire any group to get down to business.

Contact Alison Hutchinson to plan your event. ahutchinson@foxcities.org



Planner Spotlight: KELLY HOGGLUND



What are your 3 favorite parts of being a planner? What drew you to becoming a planner?

I guess I've always been a bit of a "planner"...I love itineraries and agendas and following the rules! Also, as a former theatre major, I'm always drawn to the fun and creative aspects of office jobs. When I started working for Lesaffre in 2018, I hadn't worked in sales or manufacturing before, so I didn't know what to expect. One of my first jobs was helping to plan the sales meeting. It was stressful and exciting and infuriating and exhilarating -- ever since then, I've been obsessed!

In no particular order, my three favorite parts of being a meeting planner are: finding new and interesting ways to engage with my team and to encourage people to interact with those they normally wouldn't, incorporating Lesaffre International's Corporate Social Responsibility goals into our meetings (sustainability, community support, etc.), and working with new vendors and connecting with fellow planners to discover ideas and suggestions I wouldn't have come to on my own!

What is your business philosophy or approach to working with suppliers?

At Lesaffre, there is no priority higher than safety. That not only guides me in the workplace, but also in my business relationships. I need to trust that my suppliers are also fully committed to safety, not just physical safety but also mental and emotional safety. I am committed to holding my meetings in a safe and comfortable space for everyone, and that can't happen if I can't trust my suppliers to be equally as committed.

What's something you're passionate about outside of work? or what do you enjoy doing in your free time?

I am a certified yoga teacher, so I love anything yogi-related! I don't teach regularly, but do many one-off classes for girl scout troops, groups at the office, friends, etc. You can also find me at monthly Yoga at the MAM - please stop and say hi! I'm also a big fan of bloody marys and have had the great honor of being a Judge at the Bloody Mary Festival in Milwaukee. If you would like to follow my exploits in either of these realms, check me out on Instagram: @hogiyoga and @bloodymilwaukee.

What would your walk-up song be?

Explicit: "GRRRRRLS" by Lizzo

Non-Explicit: "What About Love?" by Heart



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Supplier Spotlight:

ALYSSA FINN



What are 3 unique things that set your company apart?

1. Authentic Casino Experience

Anywhere - We bring a full-scale Vegas-style casino to any venue, complete with professional-grade tables and experienced dealers who create a fun and engaging atmosphere.

2. Expert Dealers Who Entertain

And Educate Our team is not just knowledgeable; they're interactive, ensuring that both seasoned players and beginners feel comfortable and have a great time.

3. Tailored Events For Any Occasion

- From corporate functions and fundraisers to private parties, we customize each event to meet the unique needs of our clients, offering services like decorations, DJ, and photo booths.

What is your business philosophy or approach to working with clients?

At Vegas on Wheels, we believe in creating memorable, interactive, and stress-free experiences for our clients. Our goal is to elevate events by blending entertainment with hospitality, ensuring every guest leaves with a smile. We focus on professionalism, fun, and seamless execution, making every casino night an unforgettable one.

What unique solutions or services do you offer to meeting and event planners?

- **Full-Service Casino Entertainment** - A turnkey solution for planners looking to add excitement to their events, with a variety of games like blackjack, Texas Hold'em, roulette, and craps.
- **Custom Branding and Theming** - We can incorporate company logos, custom play money, or themed decor to align with corporate branding or event themes.
- **Flexible Set up and Logistics Support** - Whether in a ballroom, conference center, or private venue, we handle all the logistics to ensure a smooth and professional set up, allowing planners to focus on their guests.

What's something you're passionate about outside of work? Or what do you enjoy doing in your free time?

In my free time I love spending time with my rescue dog, Bella. We enjoy going to the dog park, long walks, and traveling up north together. I also have a fiancé and we enjoy game nights playing cribbage and Sequence.

What would your walk-up song be?

Good Feelings by Coldplay and Ayra Starr



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Volunteer Spotlight: ANGELA KAIN



MPI Wisconsin proudly recognizes **Angela Kain** as our Featured Volunteer! Angela generously volunteered her time and talent to photograph our recent gala, capturing the energy, connections, and special moments that made the evening unforgettable.

Her beautiful images not only help us relive a wonderful night but also showcase the spirit of our chapter and the power of our community. Thank you, Angela, for sharing your skills and helping us tell our story so vividly—we're grateful for your dedication and support!

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



Come for the **MEETING**, stay for the **FUN**.

The Stevens Point Area in central Wisconsin is the halfway point between Chicago and Minneapolis, with a vibrant community culture which is intertwined with the love of outdoor recreation, craft brewing and the arts.

Versatile Facilities

From traditional venues that offer unique amenities, like **SentryWorld** or the **Holiday Inn Hotel & Convention Center** or non-traditional venues, like **CREATE Portage County** or **The Annex at The Opera House**, the Stevens Point Area offers a distinct experience to attendees.

Craft Collective

Looking for after-hours fun? Explore our craft beer, wine, and spirits scene. Start with one of the oldest breweries in the nation, **Point Brewery**. Then find more local sips at **Great Northern Distilling**, **District 1**, **Sunset Point Winery**, **O'so Brewing**, **Central Waters**, or **Knowlton House Distillery**.

Outdoor Adventures

From fat tire biking to hiking routes, the Stevens Point Area offers fun no matter what trail you choose. Head out on 27-miles of the **Green Circle Trail**. Or, visit **Wisconsin Lions Camp** for team bonding, where they offer paddling, adventure courses, and a variety of activities to explore!

Local Arts & Flavor

Discover local art from public murals to galleries and culinary creations! Stroll through **Gallery Q** or **Sculpture Park** for unique art. Follow your fork to **Father Fats**, or **Muse at Sentry** (their hand-crafted pasta is a must!). Then for a glimpse into the local food scene, shop the **Farmers Market** held in historic downtown Stevens Point.



@lemonknow



@schellie2385



@kateophalen



Let us be your guide when planning your next meeting, conference or event! Find caterers, event services, or entertainment for your event with our helpful entertainment planner.

Jacob Adamski
Director of Sales & Event Experience
jacob@stevenspointarea.com

STEVENSPOINTAREA.COM/MEETINGS



WHO'S **IN THE** NEWS

Compiled by Nickie Rouleau



The Osthoff Resort Celebrates 30 Years! For 30 years, The Osthoff Resort has been proud to welcome guests to Elkhart Lake, Wisconsin, providing unforgettable experiences that balance productivity, relaxation, and lakeside charm. Since 1995, The Osthoff Resort has been more than a venue; it's been a place where connections are made, ideas are sparked, and events become lasting memories.

Congratulations to The Osthoff!



Congratulations to Carrie & Jeremy Butler who were married August 16, 2025!

NOTE: if you have any news to share in this column,
please contact Nickie Rouleau, Director - Publications & Community Outreach, nrouleau@wcd.org.

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(262) 248-9711 | staymaxwell.com



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The Pfister Hotel

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424 E. Wisconsin Ave. | Milwaukee
(414) 273-8222 | thepfisterhotel.com

Saint Kate – The Arts Hotel

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