



Spring It On! This year's Spring Education Day is packed with opportunity to renew relationships, grow your knowledge and get in on the Community Outreach action.

Renew your relationship with fellow MPI-er's on Tuesday evening at a fundraising reception at The Pfister Hotel's Blu on the 23rd floor. Challenge our own MPI "Blu-tenders" to mix your favorite cocktail and tip them well as ALL of their tips (and 10% of the sales from the reception) will be donated back to the chapter.

On Wednesday, 9/11 Pentagon Survivor, Dan Holdridge, will share his incredible experience while teaching us to grow our inner strength and align our personal identity between ourselves and those we serve, helping us manifest our purpose. 2014-2015 MPI Chairman of the Board, Kevin Kirby, will help us grow by sharing invaluable marketing ideas. The afternoon breakout sessions will allow you to choose your path of growth as we offer sessions on hybrid meetings, understanding third party organizations, and learning more about the Certified Meeting Professional (CMP) designation. In a fun, interactive closing session, Tracy Stuckrath will grow our food and beverage knowledge by showcasing trends in F&B around the world and how they can be paired with meeting design.

To build off last year's success, we are putting our Community Outreach program in to action once again. After collecting your donations, we will create Hospitality Bags and inspirational messages for the families that stay at the Ronald McDonald House of Eastern Wisconsin.

**Professional Business Portraits**

David LaHaye will be offering heavily discounted head shots to all attendees. Take this opportunity to update your current head shot or have a professional, polished photo of yourself taken.

**Time:** 9:45 am - 10:45 am  
**Cost:** \$30, **cash only** (This is a 70% discount!)

Limited spots available!

Agenda
Speakers & Education
Location, Map & Lodging
Member Registration
Nonmember Registration
Print/Fax/Mail Registration
Tuesday Only Reception Registration
Community Outreach

**Our Champion Sponsor**



**Our Host**



**Audio Visual Sponsor**



**Lunch Sponsor**

## Agenda

### Tuesday, May 5, 2015

The Pfister  
Milwaukee, WI

#### —PM—

1:00-3:00	<b>2014-2015 Board of Directors Meeting</b>	<i>The Rouge</i>
3:00-4:30	<b>2015-2016 Board of Directors Meeting</b>	<i>The Rouge</i>
5:00-7:00	<b>Opening Reception Sponsored by The Pfister Hotel</b>	<i>Blu</i>

## Agenda

### Wednesday, May 6, 2015

The Pfister  
Milwaukee, WI

#### — AM —

7:30-8:30	<b>Registration and Continental Breakfast</b>	<i>Empire Room Foyer Kings Row</i>
8:30-9:45	<b>Welcome, Announcements &amp; Morning Keynote</b>  <b>The Purpose Conduit</b> – Dan Holdridge	<i>Imperial Ballroom</i>
9:45-10:00	<b>Break</b>	<i>Kings Row</i>
10:00-11:00	<b>Community Outreach Activity benefitting the Ronald McDonald House Charities of Eastern Wisconsin</b>	<i>Imperial West</i>
11:00-12:00pm	<b>Keynote</b>  <b>Understanding How to Engage Today's Attendees</b> - Kevin Kirby, MPI International	<i>The Rouge</i>

#### — PM —



### Breakout Session Sponsors



12:00-1:30

**Lunch, Board Installation and Announcements***Imperial Ballroom*

1:30 – 2:30

**Breakout Sessions**

- **Building Partnerships with 3rd Party Meeting Professionals**  
- Alison Huber, CMP
- **Hybrid Meetings – how are they changing the face of meetings**  
- Tri-Marq Communications
- **CMP 101**  
- Jodi Goldbeck, CMP

*Taft, Mckinley, Kennedy & Roosevelt Rooms*

2:30 - 2:45

Break

2:45 – 4:00

**Interactive Break/Keynote**

**Perfect Pairing: Meetings & Food**  
- Tracy Stuckrath, CMP

*Imperial Ballroom*

4:00

**Raffle Winners Posted***Registration Area*

## Event Pricing

**Early-Bird    Late (after 05/01/2014)**

Tuesday-Only Reception:

**Wednesday Conference (includes Tuesday reception)**

Member:	\$119	\$129
Non-Member:	\$159	\$169
Student Member:	\$45	\$55

## Location, Map, and Lodging

### Host Hotel and Room Block

**The Pfister**  
424 E. Wisconsin, Milwaukee, WI 53202  
[Property Website](#)

### Additional Room Block

**Hyatt Regency Milwaukee**  
333 W. Kilbourn Ave., Milwaukee, WI 53203  
[Property Website](#)

**(414)273-8222****Guestroom Rate: \$109 (at both locations)**  
**Cut-off Date: April 15, 2015****Reservations Website**  
**(414)276-1234****Guestroom Rate: \$109 (at both locations)**  
**Cut-off Date: April 21, 2015**

## Community Outreach

**The Ronald McDonald House Charities of Eastern Wisconsin** is dedicated to easing the burden of families whose lives have been disrupted as a result of their child's illness or injury. They provide a "home away from home" and caring outreach initiatives.

For this year's Spring Education Day event, please bring in donations of the items listed below in order to create "Hospitality Bags" for the House guests. We will sort and organize the items, stuff the bags and produce inspirational messages for the families that rely on the Ronald McDonald House to be their home away from home.

- toothbrushes
- travel size toothpaste
- travel size shampoo
- travel size conditioner
- travel size lotion
- travel size mouth wash
- travel size deodorant
- travel size hand sanitizer
- travel size Kleenex
- new stuffed animals
- journals
- travel games
- decks of cards

Please consider saving travel items when you stay at hotels or asking your organization to make a donation to this event. The more items we collect, the more fun we'll have during the outreach activity!

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MPI-Wisconsin Headquarters | 2820 Walton Commons, Suite 103, Madison, WI 53718 | Phone: (608) 204-9816 | Fax: (608) 204-9818 | Email: [admin@mpiwi.org](mailto:admin@mpiwi.org)  
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Registered Users: 

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