



MPI-Wisconsin Chapter Education

Thursday, February 15, 2018
Westin Milwaukee
 Milwaukee, WI



CMP-IS Domain: Strategic Planning and Stakeholder Management
2.50 CE Credit

- Agenda
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- Partner & Partner Guest Registration
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- Tell a Colleague

Get Strategic or Get Left Behind
#MPIWI

Join us in February as the Milwaukee Westin hosts the February 15 monthly meeting. Our speaker, Christy Lamagna, CMP, CMM, CTSM will teach us about her Strategic Planning Principles; what it means, why it matters, and how you can help create this much-needed change in our industry. Christy is a former Vice President of a Fortune 20 company and member of five start-up organizations, you don't want to miss this session!

Make sure to stay after education for a reception where you can catch up and network with MPI-WI friends.

Don't forget about our CMP 101 Session before lunch. MPI-WI and Madison College have teamed up to bring an exciting learning experience to those planning to sit for the CMP exam. Topics for this session: Project Management, Financial Management, and Human Resources.

THE WESTIN
 MILWAUKEE



Christy Lamagna, CMP, CMM, CTSM

Agenda

Thursday, February 15, 2018

Westin Milwaukee

Milwaukee, WI

— AM —

8:00 - 10:15	Board of Directors Meeting	Superior
10:30 - 12:00	Registration	Foyer
10:45 - 11:45	CMP 101	Huron

— PM —

12:00 - 1:00	Lunch and Networking	Lower Lakes
1:00 - 4:00	Get Strategic or Get Left Behind <i>Christy Lamagna, CMP, CMM, CTSM</i>	Salon A&B
4:00 - 5:00	Reception - The Westin Milwaukee Raffle, appetizers and cash bar!	Lower Lakes

Event Pricing

Parking fees not included.

Valet Overnight Parking \$35; Daily is Discounted at \$7

Member: \$55 (\$75 after 02/09/2018)

Non-Member: \$75 (\$95 after 02/09/2018)

Student Member: \$30 (\$40 after 02/09/2018)

Get Strategic or Get Left Behind

Are you yearning to be treated with more respect at work? Are you frustrated by the misconception that what you do for a living is glamorous and fun? Does the thought of more hands to help complete the myriad of tasks you're juggling sound appealing? Would you like a salary that truly represents your talent and time? Those things and more are within reach. All we have to do is execute what Christy calls, the 'Strategic Planning Principles.' Learn about her plan which calls for an industry-wide evolution transforming event planners into strategic planners. Learn what that means, when it can happen, why it matters and how you can help create this much-needed change.

Speaker Bio:**Christy Lamagna, CMP, CMM, CTSM**

Christy is the Founder and Chief Strategist of Strategic Meetings & Events, which specializes in producing events that achieve clients' marketing and sales goals. With an ability to see the big picture while simultaneously understanding events down to the minutia, Christy's ability to create, market and execute programs has made her a leader in the industry. When Christy joined the meetings industry 27 years ago, event planning was a concept more than a recognized profession. A former Vice President of a Fortune 20 company and a member of five start-up organizations, Christy has built successful marketing, event, travel, and tradeshow, departments for companies while simultaneously helping them create or strengthen their brands and the infrastructure that supports them. Christy is a nationally recognized, award-winning strategic planner and entrepreneur, writes for multiple industry publications, speaks at conferences worldwide, has a private coaching practice and has taught event and meeting management classes at a college level for 10 years and is working on an industry textbook focusing on the science of strategic planning. She speaks at the industry events whenever possible as a way of giving back to the profession that has given her 27 years of career satisfaction.

CMP 101

MPI-Wisconsin is proud to offer CMP 101, which is a one-hour study session for those interested in taking the CMP exam. From January through May, facilitators will cover two domain topics per month. The sessions will include study tips, sample questions and focused topic presentations. Topics for this session: Project Management, Financial Management, and Human Resources.



Community Outreach -

The Alzheimer's Association - Southeastern Wisconsin Chapter serves a diverse 11-county region, where an estimated 60,000 people are affected by Alzheimer's disease and other dementias. There are three chapters in the state of Wisconsin. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. The Alzheimer's Association, Southeastern Wisconsin chapter is a tax-exempt, 501(c)(3) non-profit, donor-supported organization. Programs and services are made possible through contributions from individuals, corporations, government entities and foundations. In Fiscal year 2016-2017, the chapter used 76 percent of all funds raised for programs, services and research efforts providing over 41,000 points of service.



WHAT IS ALZHEIMER'S? Alzheimer's is a type of dementia that causes problems with memory, thinking and behavior. Symptoms usually develop slowly and get worse over time, becoming severe enough to interfere with daily tasks.

HOW CAN WE HELP?

- Items to bring in to support their Memories in the Making Program. Here is a link for you to learn more about it - https://alz.org/sewi/in_my_community_20372.asp
Click here to view specific items used in this program and how to order at www.dickblick.com
- Items for their Gala's silent auction (March 13, 2018 at the Pfister Hotel) which can include physical items or experiences.
- Bottles of wine valued at \$20 or more for the wine pull at the Gala.
- Cash, Check, or credit card donation (credit card may be taken online - they will bring a lap top to facilitate online donations, or they can write the information down, no swiper)
- https://act.alz.org/site/Donation2?df_id=32112&32112.donation=form1& (This link goes to our national donation home page)
- Start a team for the Walk to End Alzheimer's 2018 at alz.org/walk (these websites won't be live until January for 2018 - 2017's is still up)

WHERE WILL OUR DONATION DOLLARS GO?

- 76% - Mission. Of this 76%...
 - 60% of it funds our local programming including education, trainings, memory cafes, support groups, etc
 - 40% funds research nationally - but we have some local locations as well at UW Madison, UW Milwaukee, and some Froedtert locations.
- 11% - fund raising
- 13% - Administrative

Location, Map, and Lodging

Our Host and Program Location

Westin Milwaukee
550 N. Van Buren St
Milwaukee, WI 53202

Room Rate: \$119
Valet Overnight Parking \$35; Daily is Discounted at \$7

Room block Cut-Off: 02/08/2018
Reservations: 414-224-5224
[Venue Website](#)

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Registered Users:

System Information - 125ms - 6.30