

Volume 29, Number 6
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Trade Show ROI: Continuing to Demonstrate Value

► **Marie Johnson, CMP**
Midwest Airlines
Milwaukee, WI



Despite occasional criticisms, one of the best all-around marketing activities proves to be the good old-fashioned, tried-and-true trade show. Trade shows not only provide a unique marketing opportunity for suppliers, but have also shown over time to deliver the best return on investment for planners. As more and more companies turn to websites, emails, and voice mails to market and sell their products and services, trade shows are able to break through the noise and clutter by providing a venue that continues to foster face-to-face communication and build personal relationships.



Trade shows continue to be big business for all businesses according to Robert P. Farmer in his article *The New Exhibitionists*. How the Show-Me Approach is Remaking Old Conventions, Meeting Professional, July 2007. Moreover, the Fourth Annual Index Report by the Center for Exhibition Industry Research (CEIR) concluded

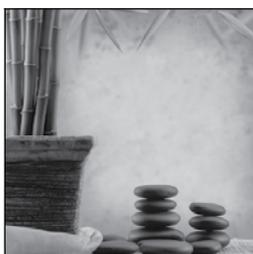
that the exhibition industry grew 4.8% in 2006 over 2005, marking its fourth consecutive year of improvement.

All of this makes perfect sense! In her online article *Lead-Generating Trade Show Success*

Tips of August 22, 2007, Caryn Smith poses the question, "Where else can you gather an entire arena or convention center full of people interested in what you do?" Even more compelling is that the benefits extend to buyers and sellers, alike.

The numbers do vary, but on average, associations generate 33% of their annual revenue from conferences, meetings, and conventions. Adding a trade show component to these events, such as in the case of MPI, helps increase revenue and overall attendance by creating more value for core members (meeting planners) and their affiliate members (industry suppliers).

Continued on page 26



Feng Shui for Meetings

See page 12 for tips on how to create balanced, productive meetings.

agenda staff

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From the Editor's Desk

► **Lisa Lanting, CMP**
Preventive Cardiovascular
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Succeeding with Balance

'Tis the season ... the time of the year when we gather with friends and family members and remind ourselves of what is truly important in life. New Year's resolutions are right around the corner, so, for some, this is also a time of deep reflection and reorganization of priorities.

Personally, I have found myself asking these questions lately: What have I accomplished so far? What kind of legacy am I leaving? Am I living my dreams and using my full potential? (and most distressing of all... Why do all of my clothes keep shrinking?)

It's easy to get overwhelmed by the details and deadlines that we encounter in our daily lives. This is my busy season; I'm at maximum capacity and I can't imagine what it would be like to add children, pets, or any other activities into the mix.

Are you one of the lucky ones who has found the perfect balance in life? I'm beginning to think that maybe it's not luck, but rather a steadfast commitment to prioritizing. Aristotle once said, "We are what we repeatedly do. Excellence, therefore, is not an act, but a habit." Tell me, what is your secret?

I just discovered that one of my favorite quotes about success by Ralph Waldo Emerson is rumored to be misattributed to him. Some say that this quote actually originated from "What is Success?" by Bessie Anderson Stanley in Heart Throbs, Volume Two (1911). If you haven't yet encountered this quote, you are in for a treat. A wise person once said:

*To laugh often and much;
To win the respect of intelligent people and
the affection of children;
To earn the appreciation of honest critics and
endure the betrayal of false friends;
To appreciate beauty; To find the best in others;
To leave the world a better place,
whether by a healthy child,
a garden patch, or a redeemed social condition;
To know that even one life has breathed easier
because you have lived;
This is to have succeeded.*



Success comes in many shapes and sizes. Our final issue of 2007 is jam-packed with valuable information that will hopefully help you achieve greater success and balance at work and at home.

In our cover story, Marie Johnson, CMP, tackles a hot topic in the industry and gives us practical tips for increasing trade show ROI. Susan Kainz, who has studied feng shui for over 10 years, shares her experiences to help us design more balanced, harmonious meeting spaces. You won't want to miss the article by industry expert, Gloria Nelson, CSEP, who explains the trend toward environmentally-friendly "green" meetings and shows us how to become better stewards of the environment.

The prevailing theme in these pages is to be creative and try something new while doing your best to "leave the world a better place." The refreshing news is that it's never too late to make a change. No matter what choices you and I have made leading up to today, we can always realign our priorities and take a new path. Cheers to our success!

On The Mooove

Congratulations are in order for several of our MPI colleagues and partners:

The Convention Industry Council has announced the newest class of CMPs, and four of our colleagues from Wisconsin have joined the ranks:

Jeffery Armstrong, CMP

Adelman Meetings and Incentives, Milwaukee, WI

Sherry Benzmiller, CMP

Energy Center of Wisconsin Madison WI

Marie Johnson, CMP

Midwest Airlines, Oak Creek, WI

Kris McKinney, CMP

Meetings & Incentives, Caledonia, WI

Monona Terrace has received the Green Building LEED-EB Silver Certification. It is the only convention center in the United States with this designation.

► **Sue Lidstrom**
Sheraton Madison Hotel
Madison, WI



Dana Ecker has joined **Cindy Foley, CMP** and her team at the Radisson Paper Valley Hotel as a sales manager. Congratulations!

Val Casper, Corporate Sales Manager, is happy to report the Four Points by Sheraton Milwaukee Airport has become Wyndham Milwaukee Airport Hotel & Convention Center as of September 28, 2007. ■

New Columnist!

We are proud to welcome a new *On the Mooove* columnist. Sue Lidstrom, Corporate Sales Manager with the Sheraton Madison, has volunteered to keep her finger on the pulse of the Wisconsin Chapter.

Please submit accomplishments and changes in employment to Sue Lidstrom at suelidstrom@marcushotels.com.

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President's Column



► Paulette Heney, CMM
United States Bowling Congress
Greendale, WI



Embracing Change

"If nothing ever changed, there'd be no butterflies." — *Author Unknown*

Think about that quote and how it can relate to so many things. If technology stayed the same, we would still be getting around with a horse and carriage, there would be no computers, internet, even phones. We would still be living in houses made from whatever means we could find.

Change is inevitable! So why do so many people fear change? Maybe it's fear of the unknown or because something has always been done a certain way? To change is to grow within ourselves.

In today's world, nothing is more constant than change. And in our cyber-savvy age, where major industry changes can happen so quickly that it can make your head spin, nothing is more integral to an organization's continued success than its willingness to embrace change as an opportunity rather than as a threat.

Why am I talking about change? My company recently went through a great deal of change. Over the past two months our CEO retired, our board appointed an interim COO, and three departments (and the staff of those departments) were eliminated. The vision of our company has been changed and all of this has occurred only two years after the merger to USBC.

These types of changes have turned our company upside down with everyone wondering, "am I next?" How can you come to work everyday with such significant changes that affect how you have done your job over the past few years? Well, you have a choice. You can either go to work and adapt with the changing environment or look for a new job at a new company.

I consistently tell my staff that while there are still a lot of unknowns in what is going to happen at our company, we all know that the new direction and vision USBC that is undertaking is for the better of the sport and we need to embrace the change and help to work through it.

As Henri Bergson said, "To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly."

What if you started every day, sitting down at your computer and before starting a project or picking up the phone, you took 10 minutes to think about how you can improve processes or do your job better, or more efficiently? This is what our new COO told us we should do each day. Then, you can take control and prove to your employer how valuable you are because you embrace change and understand that it is the only way companies survive.

"When the winds of change blow, some build shields against the wind but others build wind mills." — *Unknown*

Let's take a look at the industry we are in. Does it change much? Yes, it changes all the time. Whether it is speaker topics that are popular for meetings, technology, contractual issues, etc., our industry is constantly changing whether we realize it or not.

Honestly, if you were someone who didn't already embrace change, even if you didn't realize it, you do. That is a constant in our industry and we have to adapt to it if we want to stay in the industry.

Take "green meetings," for example. A few years ago no one even knew what this was. Now hotels and convention centers are jumping on the bandwagon with corporations and associations to produce green meetings.

I know and understand that change is difficult, but as we move forward and examine potential outcomes from the changes, I know the organization and all of its members will benefit from our efforts.

What is important today may not be important tomorrow, change happens, it is a fact of life, so embrace change with a positive attitude! ■



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DID YOU KNOW?

A typical 5 day conference for 2,500 attendees will use 90,000 cans or bottles, 75,000 cups and 87,500 napkins. (*Meeting Strategies Worldwide, 2003*)

"Eighty-three percent of U.S. travelers are willing to spend 6.5 percent more for travel services and products provided by environmentally responsible companies."

-Travel Industry Association of America (TIA)

Even just a few practices can make a difference. According to Green Suites International, if just one hotel adopts a linen re-use program, 200 barrels of oil are saved - enough to run a family car for 180,000 miles.

Going green is not more expensive than conventional meeting practices. While a few products and services can be more expensive, the vast majority are actually cost-saving or cost-neutral to implement. For example, just by serving water in pitchers instead of individual plastic water bottles, one conference saved \$25,000.

Green & Lean: Environmentally Friendly Events

While there has been much talk regarding the "Greening of Meetings and Events" and much discussion as to whether or not it is a trend or a fad, it is important for professionals to give serious consideration to integrating "green" concepts into the event mix, no matter the type of gathering.

I have managed events and spoken in more than 23 cities this year and it has been interesting to see what hotels and sites are doing to incorporate environmentally responsible measures that lessen the carbon imprint of events of all shapes and sizes.

Everyone in today's age is familiar with recycling and it is surprising how much the policies within hotels, conference and convention centers vary from city to city ... and even from site to site within those cities. Some hotels and sites are actively recycling with waste receptacles in rooms that separate various types of refuse while others may or may not be separating these items in the bowels of their facilities. Conference and convention centers also vary with regard to the visibility of their recycling programs. Those who are wise are touting this as a selling point. Asking sales managers when evaluating sites for your events is imperative if you wish to bring a higher level of social consciousness to your programs.

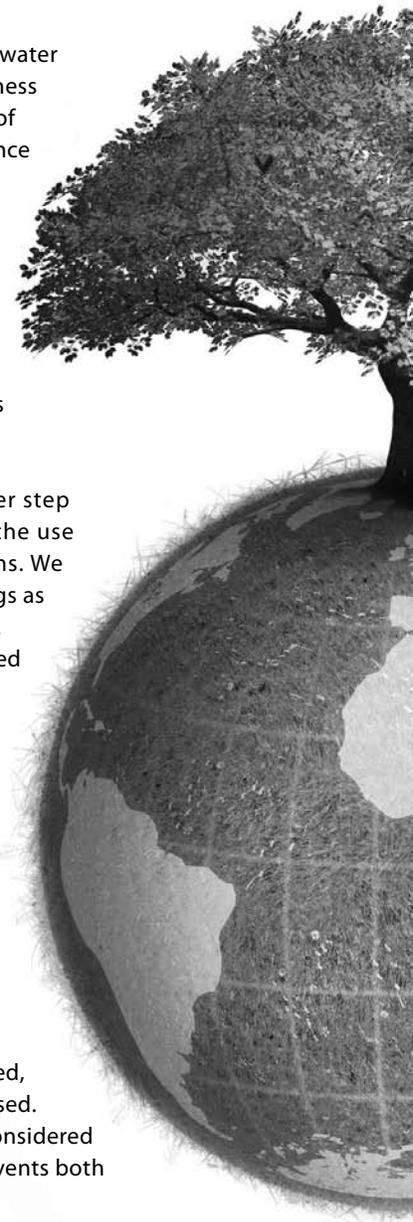
LEEDS (Leadership in Energy and Environmental Design) properties are spouting up around the globe. These properties have adhered to environmentally sound building principals; and typically you'll find that they also embrace recycling and the utilization of sustainable materials in their day-to-day business operations. (See www.usgbc.org for more information on LEEDS criteria.) The new Hilton Hotel in Vancouver, Washington and the Seaport Hotel in Boston are both LEEDS properties and their commitment to environmentally sound practices are apparent throughout the properties.

Over the past several years, hotels have demonstrated greater social responsibility by conserving water in laundering linens and changing out shower heads, which dramatically

reduces the use of water in day-to-day business operations. This is of particular importance when it comes to areas where water is at a premium due to droughts and the diminishing water tables beneath the earth's surface.

Taking this another step further, consider the use of disposable items. We all learn new things as we work every day. Some were surprised recently when in a convention center they learned that black plastic plates present recycling challenges in deference to those that are white or transparent. Sustainable items are those that can be washed, sanitized, restocked, and reused. These should be considered when producing events both on and off site.

How many of us have meetings that end mid-day or have activities where a box lunch is grabbed and taken on the fly to be consumed as attendees either head to the airport or on to another activity? Styrofoam as we know is a challenging component in landfills and its ability to breakdown has long been a lament in the compost equation. New utilitarian items are now available that are made from corn by-products that are environmentally sound as well as aesthetically appealing. Are these





products more expensive? Yes, but in the final analysis, stewardship is what we need to look at with the bottom line. Additionally, as more and more suppliers come on the scene, we'll likely see the cost of going "green" come down as well. Remember the initial cost of the first personal computers? Look at where the price points now lie in the marketplace where more manufacturers offer electronics of all types? Most Americans have computers in their households and many have more than one along with wireless communication to support multiple computers ... and so the parallel can surely be made as this is looked back upon two decades from the time of this writing.

We are a paper driven industry as well. If handouts must be made, are we printing on two sides of the paper to minimize consumption and are we using recycled paper? Is there a possibility of buying jump drives, now very inexpensive, and downloading the materials that are distributed on paper into digital format? Two years ago, the International Special Events Society (ISES) went to a paperless format with their annual international Eventworld Conference. They provided all the speaker handouts in digital format so attendees could pick and choose which handouts they wished to print in advance of their attendance. Some people chose to integrate the use of their laptops in the note-taking process.

The special events industry has long been sustainable with most elements integrated into the scope of work being used, washed, and restocked for repeated use. However, they too are looking for new means of integrating socially responsible measures into their day-to-day business operations. Companies such as Girari are now offering the option of purchase or rental on tables and chairs that are "sustainable." These new tables and chairs are being made from recycled aluminum in their legs and other recycled materials in their clear components that provide surfaces upon which to eat or sit. Their chairs also deviate from the industry standard of 17.5" in

► **Gloria Nelson, CSEP**
Gloria Nelson Event Design, LLC
Winneconne, WI



width to 22" for greater ergonomic comfort for those who sit for extended periods of time. Additionally, there are now companies making wait staff attire from hemp, so there are more applications in by-products that might lay to waste that are now finding useful applications in our world of work.

Industry headlines are popping up on our computer screens daily with announcements of various hotels and even entire flag brands related to their commitment to using locally organically grown food products in their menus. With a society that is now fully aware of the importance of sound diets, this too is another move in the right direction. Working with catering and culinary staff will bring a bounty of tasty, locally grown foods into your menus as well. We're also finding that heavy-laden fatty breakfasts are giving way to oatmeal buffets where attendees can choose healthier side items such as granola, yogurt, and fresh fruits.

When it comes to attendee SWAG (Stuff We All Get), what about integrating the use of a recycled brown bag with a sapling in it for attendees to either plant at home, providing more oxygen into the environment, or a community activity where your group can plant a new park in the destination of your meeting or event? The possibilities are not only limitless, but the goodwill left behind with those who attend and within the communities can be long lasting. Further, it pushes our industry to the forefront as leaders in stewardship over all our resources.

As Kermit the Frog would say, "It's good to be green!" ■

Gloria Nelson, CSEP is the Chief Experience Officer of Gloria Nelson Event Design, LLC, an award-winning event management company located in Winneconne, Wisconsin. Ms. Nelson is a frequently requested speaker and contributing writer to the meeting and event industry and can be reached at gloria@nelsoneventdesign.com.

RESOURCES

For more information, there are many websites available to help provide some guide posts in moving in the green direction. Check out a few for starters:

- Green Meetings/US EPA** www.epa.gov/oppt/greenmeetings/
- Green Meetings** www.greenmeetings.info/
- Convention Industry Council** www.conventionindustry.org/projects/green_mtgs.htm
- Green Events** www.itsyournature.org

Too Much Time on My Hands



► Michelle Eggert, CMP
ConferenceDirect
Big Bend, WI

The past. It's a wonderful thing. The past typically has many great memories. Things were always better in "the old days." It's like receiving one of the emails that circulates "around the world" and reminds you of everything that was happening in the world when you were a (gulp) "teenager." I recently received one titled "If You Were a Girl in the '70s," which, of course, I was. Consider these pieces of nostalgia:



- You had that Fisher-Price® Doctor's Kit with a stethoscope that actually worked.
- You owned a bicycle with a banana seat and a plastic basket with flowers on it.
- You wore a poncho, gauchos, and knickers (*my husband sometimes still refers to them as "slacks" – obviously much older than I am!*)
- You had a pair of Doctor Scholl's® sandals (*the ones with hard soles and the buckle.*)
- You had subscriptions to *Dynamite* and *Tiger Beat*. This one included a photo of a cover of *Dynamite* with Kristy McNichol (*I bet if I searched long enough I would find that magazine somewhere in my house.*)

Enough nostalgia. Just thinking about these things makes me long for the past, when the pace of my life was much slower, much simpler, and I was much thinner.

Songs can also bring back great memories from the past to the present. Some songs could even be utilized to inspire our ability to volunteer within MPI. Consider this refrain from Styx (yes, for those too young, they were BIG in the late '70s and early '80s):

*Too much time on my hands, it's ticking away with my sanity
I've got too much time on my hands, it's hard to believe such a calamity
I've got too much time on my hands and it's ticking away from me.*

Hmmmm ... it seems hard to think that those words could apply to volunteerism for MPI today. Everyone I interact with in the meeting planning industry is so busy they can hardly remember to take a break for lunch. The speed of the workday is very different than it was just six short years ago after the tragedy in New York. Yet, we always have a bit more time to squeeze in the really important things. Or maybe you're one of the lucky ones who really does have "Too Much Time on Your Hands." MPI is looking for individuals in just those situations, ones who are looking for something meaningful to squeeze into life or who

just have a little time to spare. There are numerous volunteer opportunities available to help you advance your career.

Under the umbrella of the **Finance Team** the following team member opportunities exist:

- You could assist with planning the Holiday Event on December 6th at the InterContinental Milwaukee.
- Or possibly golf is your game?

The Golf Outing is currently looking for team members to assist in planning the golf event in June, in conjunction with WSAE.

- The Winter Fundraising Team, responsible for the fund raising event at the Holiday Party is looking for members as well.
- Monthly Raffle members are responsible to sell tickets at every monthly meetings, soliciting suppliers for donations, tracking when it is given away, and sending out thank-you notes.

Do any of those interest you? Wait, there's more:

The **Partnership Marketing Team** solicits donations for the chapter including cash, in-kind donations, and sponsorships. This team is responsible for maintenance of the list of donations ensuring that companies receive proper recognition and thanks.

The **Strategic Alliances Team** is responsible for developing long-term relationships between suppliers and the chapter.

The **Education Team** is also eager to locate additional volunteers responsible for assisting in planning the monthly meetings. These assignments are favorites among many chapter members as they are typically short-term in nature and only focus on one meeting per year. Teams are currently planning the January, February, March, April monthly programs, and the May Education day. Or you could even get a jump on volunteering for the September, October, November or December events next year!

Of course there are also opportunities for the **Membership and Communications Teams**, but I'll save those for the January Agenda . . .

So, do you have "Too Much Time on Your Hands?" By volunteering for any one of the positions in the Wisconsin Chapter of MPI we'd be happy to help you avoid this "calamity." ■

Michelle Eggert, CMP can be reached at 262-853-7171 or michelle_eggert@conferencedirect.com.

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Mtg Rms: 5 Slp Rms: 79 F&B: No
North Star Conference Center is able to host up to 400 people. In addition, we have another room for smaller events.

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mhansen@hotelmetro.com
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Supplier Profile: Julie Marie Finco

► **Julie Marie Finco**
Award Hospitality, LLC
Director of Sales & Marketing



How long in the meetings industry?

I have been involved in the meeting industry for 10+ years.

How long in MPI?

Since May 2007.

Tell us about your company and/or position:

Award Hospitality, LLC is a full service management company with extensive knowledge in all aspects of the hospitality industry. We manage hotel and convention space in the states of Wisconsin, Iowa and Missouri and continue to add to our managed properties. In Wisconsin we currently manage: The Comfort Inn & Suites in Waupaca, Comfort Inn & Suites in Shawano, Sleep Inn in De Pere, and the Comfort Inn & Suites in Johnson Creek.

As the Director of Sales & Marketing many of my responsibilities include the direct sales for the Waupaca, Shawano, and De Pere properties, managing sales and catering managers and opening new conference centers, and creating and implementing standard operating procedures. I am also responsible for the marketing of all the Wisconsin properties. I am committed to the happiness of my guests and employees and strive to make each of them feel welcome.

Teams or projects that you have worked on for MPI or would like to be involved with:

Team leader for the May Education Day and monthly meeting leader. I look forward to working on the education and monthly meetings.

Family:

I am currently in a committed relationship, I have no children but I am extremely close to the children of my friends. I have one goddaughter and two godsons. My parents are both retired and live in the Green Bay area. I have one sister who is married and one brother who is also married with two sons.

Where were you born?

While I was born in Marquette, MI, I was raised in Green Bay.

Where do you currently live?

I currently live in De Pere, WI.

Favorite pastimes:

Going to concerts and amusement parks, traveling, and spending time with my friends and family.

Favorite musical group:

Lenny Kravitz!

Person you admire most and why:

I have to say that I admire both of my parents. What I have learned from both of them is invaluable and has shaped me into who I am today. They have been married for 43 years and the love they have for each other inspires me each day. They have both taught me to live life to the fullest and encouraged me in each endeavor that I have chosen through the years. My mother once said, "being a good parent is to not be a parent but to be a friend to your child."

I feel blessed to have a friend in both my mother and father.

I also admire my sister who has Fibromyalgia. While she lives in pain daily, I am inspired in how caring and loving she is each and every day. As I have watched her throughout my professional life, she has helped me to be a better leader.

Dream vacation:

My dream vacation would be to travel to Fiji, New Zealand, and then Australia!

If I won the lottery I would:

The first thing I would do is to spend an enormous amount of time at a spa!!! Once the frenzy tapers off I would take my family on a trip to Italy, Poland, and Croatia to trace our family roots. Of course I would make sure there was a spa at each location I visit!! My sister is a huge baseball fan so I would get tickets to the World Series for her and myself!! And I would have a personal yoga coach. I would travel, travel, travel ...

On a serious note, I would donate money for the research of Fibromyalgia and mental health.

Words to live by:

Live, Love, Laugh

Special personal accomplishments:

This is tough question for me to answer so I went to the "pros." My friends say that I am strong, inspiring, I look at life as a gift and enjoy each day to the fullest. After many years of struggling to find the "perfect" career choice I took the advice of a co-worker to "do what I do best," which is to plan parties and socialize. Enter the hospitality field and I have never looked back! I can honestly say that I am at a wonderful place in both my professional and personal life.

What else would you like other MPI members to know about you?

I have been involved in several non-profit organizations as a special event planner. I am also happy to be part of MPI! ■

SAVE THE DATE!

MPI-WI Chapter Programs:

January 10, 2008
Quality Inn & Suites
Madison, WI

March 20, 2008
Clock Tower Resort
Rockford IL

February 21, 2008
Delafield Hotel
Delafield, WI

April 17, 2008
Hilton Garden Inn
Oshkosh, WI



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Feng Shui for Meetings

► Susan Kainz
The Delafield Hotel
Delafield, WI



The popularity of Feng Shui may be attributed to the extraordinary effects it has on many people, which include improved health, more rewarding relationships, and prosperity. It is no wonder that major hotel chains are joining the growing list of organizations that incorporate the ancient Chinese art of placement into the planning of their hotels' meeting space.

Meeting planners familiar with the concepts of Feng Shui incorporate the arrangements of furnishings, use of color schemes, and menu planning to create a calm and productive meeting environment. At certain hotels, meeting attendees listen to soothing music during meeting breaks, choose from color-themed food options, and receive personal Zen gardens for relaxation.

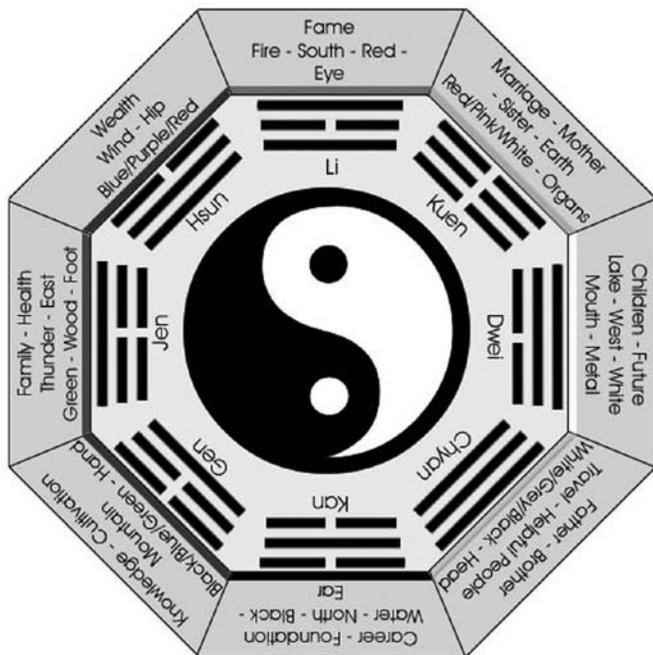


Diagram from www.peacefullivingthru Fengshui.com

To understand how the 3,000 year old Chinese art of placement can impact meeting planning, it is helpful to know that Feng Shui means "wind" and "water." The concepts of Feng Shui can be explained by visualizing how water would flow around the meeting room. Follow the path. There may be areas that are blocked by clutter, causing the water to become a stagnant pool. Other areas are open and bring life to them.

The energy (ch'i) travels in many forms including in the electricity within the walls. The energy exists but the results are not seen until a light is turned on. Feng Shui teaches us how to create a pathway that allows this energy to flow, like a river, with positive results. The study of Feng Shui helps us uncover ways to improve ch'i through the angle of the door, the color schemes, or even placement of artwork within a conference room. By using Bagua (see diagram), meeting planners can determine how to maximize attendees' productivity. For example, the planner could design a seating chart

that places the marketing director in the "Creativity" qua; the human resource director in the "Relationship" qua; and the controller or finance director in the "Prosperity" qua.

Arrange the meeting room so the attendees are not seated with their backs to the windows as this will make them feel uneasy and without a solid support. Placement directly in front of the doorway also creates a stressful setting as the energy is flowing directly at the attendees, putting a lot of pressure of their backs.

In selecting a meeting room, consider the number of doors and windows in the room. A good ratio between the number of windows and doors is three to one. More than that can cause an imbalance in the flow of ch'i resulting in disagreements and fighting. This is also true for two doors directly facing each other, especially if one door is bigger than the other. This may create an imbalance of authority and constant bickering.

Here are a few more design tips to consider:

- **Clutter:** Less is more in Feng Shui. The ch'i needs room to circulate properly in order to support and enhance life. If a meeting or guest room is cluttered and confined, the attendees will have difficulty feeling comfortable and will probably have a hard time concentrating.
- **Long hallways or driveways:** If a hallway or driveway is fifteen feet or more, the ch'i accelerates creating a hurried or rushed feeling similar to rapids on a river.
- **Sharp edges or objects:** In Feng Shui, sharp edges are like fingers – harassing, accusing, and pointing. A sharp desk corner that directly faces the doorway points at anyone who enters in a cutting manner. Generally, rounded corners or objects in shapes of circles, oval or crescents soften the energy and create a smoother ch'i.



Try implementing these Feng Shui concepts on your next visit to a meeting venue or even in your office. By alternating the design with even minor changes you can create a more balanced environment and productive outcome. ■

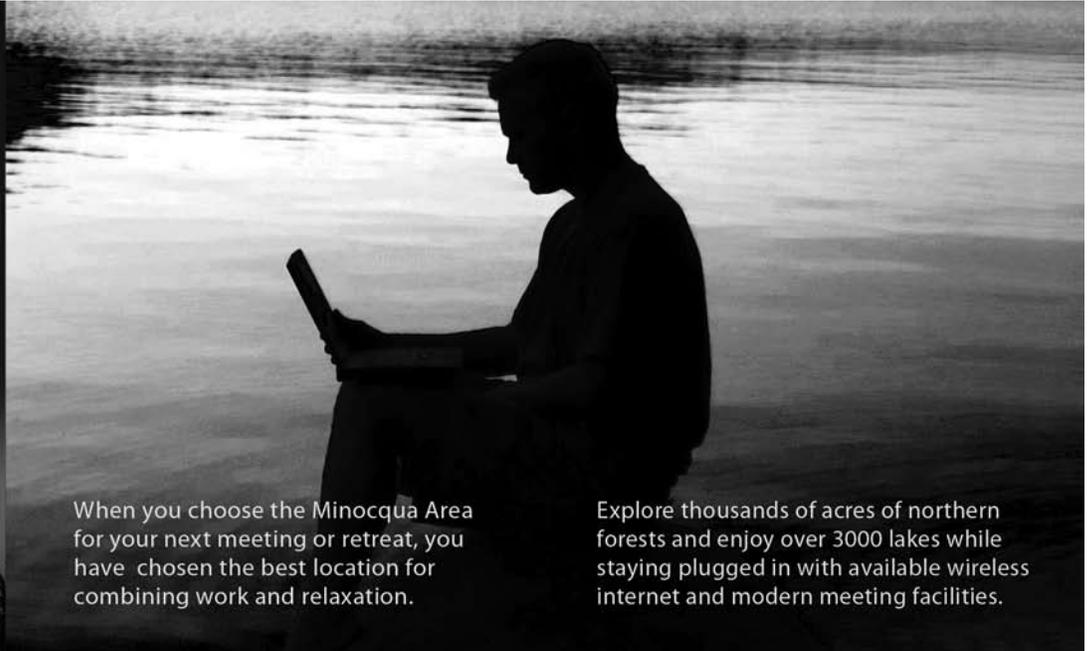
To learn more about Feng Shui, check out these great resources:

Book: Feng Shui: Harmony by Design by Nancy SantoPietro, published by The Berkley Publishing Group, 1996.

Website: www.fengshui-design.com by Pam Kai Tollefson, certified Feng Shui instructor who teaches in Milwaukee and Chicago.

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Stress Relieving Benefits of Patience



► **Lori A. Fuhrmann**
Crowne Plaza Milwaukee - Wauwatosa
Wauwatosa, WI

When I was in high school, my grandmother bought a poster for me that said, "God grant me patience ... and I want it RIGHT NOW." Well, just a "few years later," not much has changed; my lack of patience still hovers over me.

I recently accepted a position with a brand new property that is currently in the construction process. And no, I am not working out of a construction trailer with the pretty blue outdoor restrooms as some of you have asked. Remember, I am the one that breaks out into a sweat when someone mentions camping.

This is a very exciting time, but talk about learning patience! As I tour the construction site each week, I wonder if the crew has been sitting around eating bon bons, as so many things get done that the average person does not see or notice. I went from impatiently imploring, "I want drywall!" to the current stage of "I want furniture!" Well, I think it's time to step back and follow some of the following tips that I came across by accident. Maybe this is a sign from my beloved late grandmother who is trying to send me a message.

- Sit quietly for 10 breaths and practice breathing rhythmically and consciously. While you breathe, imagine that with each breath you relax and slow down your heart beat.
- Clench your fists for 10 seconds and release. *(Note to self: do not do this with long fingernails.)* Note how you feel.
- Sip a hot cup of herbal tea, coffee, or hot chocolate. If you drink it hot, you will have to slow down. *(Note to self: add Baileys to expedite the slow-down process.)*
- Visit the supermarket and if you are waiting in a long, slow line, grab a magazine and get involved

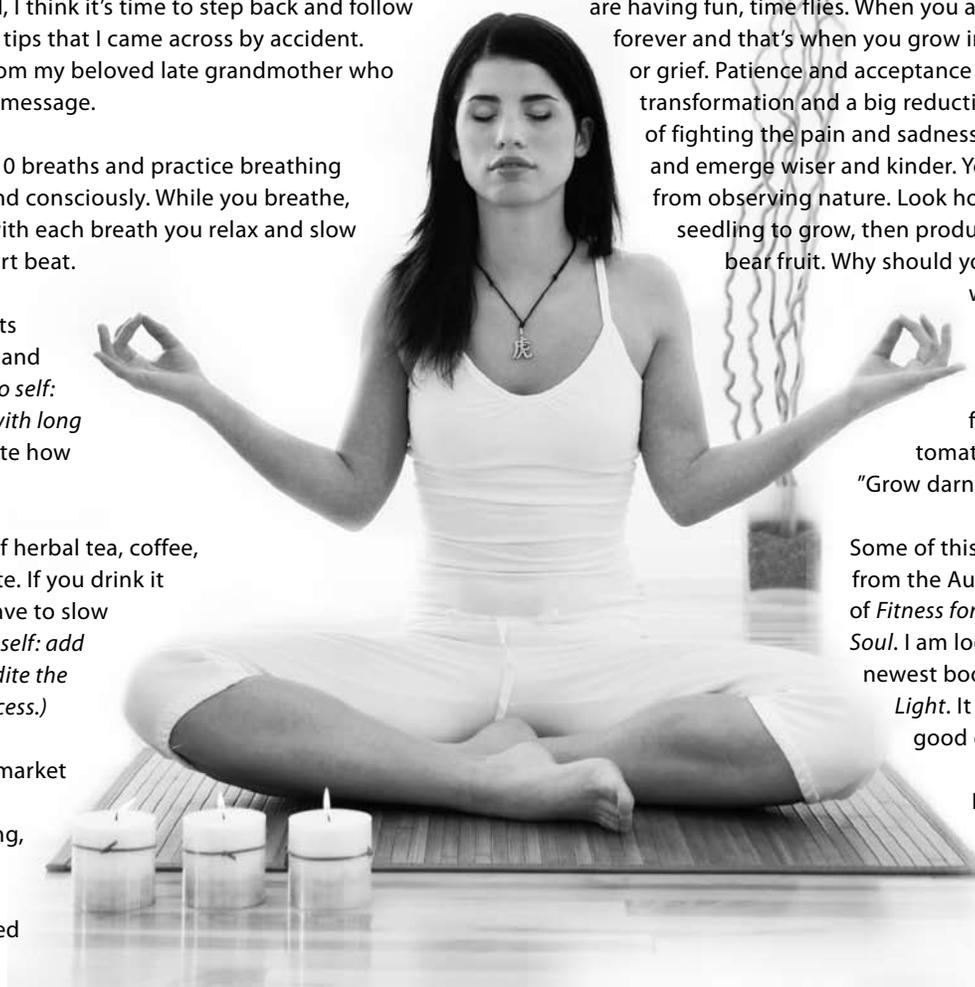
in reading while you wait or create a poem in your head. Considering that I always seem to get in the line behind the person with 250 coupons or the tape on the register runs out and it takes three checkout people to change it, it is not usually a poem that is running through my head, but I will try to do better in the future.

- Don't wear your wrist watch for a day. Unless of course you have not changed the clock in your car due to a time change and have been an hour off for most of the day until you figured it out. This reminds me of one of my favorite groups, Chicago, and their song, "Does anybody really know what time it is?"

Time is subjective and therefore under your control. When you are having fun, time flies. When you are suffering, time lasts forever and that's when you grow impatient with pain or grief. Patience and acceptance lead to a powerful transformation and a big reduction in pain. Instead of fighting the pain and sadness, you go through it and emerge wiser and kinder. You can learn patience from observing nature. Look how long it takes a seedling to grow, then produce flowers, and then bear fruit. Why should you be any different? It would be unnatural. (I guess I need to pull the sign I recently bought at an art fair that I put in my tomatoes that says, "Grow darn it.")

Some of this information was from the Author Debbie Mandel of *Fitness for Body, Mind, and Soul*. I am looking forward to her newest book, *Turn on your Inner Light*. It ought to be a good one.

Patience is the ability to count down before you blast off ... see you when I land! ■



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our guests.

Still, in spite of our winning ways and stays, we're not one to rest on our laurels. Whatever keeps us first, you can count on it to last.

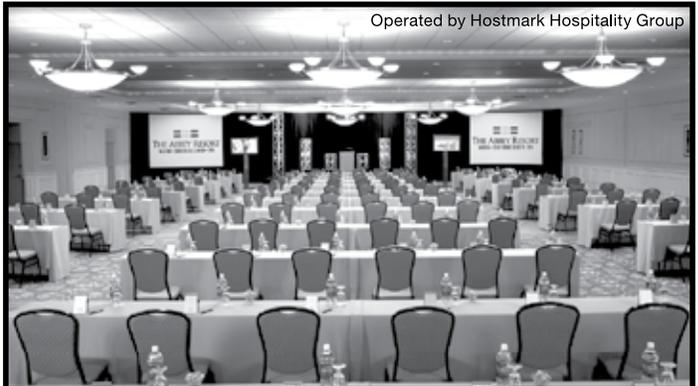
*Madison Magazine 2007 Reader Poll

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Food for **THOUGHT**

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With over 30 years of culinary experience, Chef Schmitz has an extensive background with wild game and exotic seafood that has diners driving to Delafield for their next elegant meal.

Looking for a more traditional entrée? In one of his visits to Andrew’s, food critic Dennis Getto complimented Chef Schmitz by saying the roasted duck entrée was “... one of the best. The bird’s skin glistened like polished mahogany, and each forkful of meat was moist and flavorful. Cherry compote shared the spotlight with the duck, adding a light sweetness.” (*Milwaukee Journal Sentinel* Posted: Sept. 18, 2006)

► **Chef Dean Schmitz**
Andrew’s Restaurant
The Delafield Hotel
Delafield, WI



Professionally trained in new American cuisine, Schmitz has received recognition as a Chef de Cuisine by the American Culinary Federation. He has spent the past fifteen years working as an Executive Chef at renowned establishments including The Union House in Genesee Depot, Bull’s Eye Country Club and The Grove Restaurant in Elm Grove.

Chef Schmitz also enjoys being creative with the desserts he serves. For example, have you ever tried a cheesecake with goat’s cheese and fresh ginger? One bite of this dessert and Getto notes, “one of the three or four best I’d ever eaten in Wisconsin and the most creative dessert I’ve sampled in a year.” (*Milwaukee Journal Sentinel* Posted: Sept. 18, 2006)

For more information about Andrew’s Bar & Restaurant, visit www.thedelafieldhotel.com or call 262-646-1600.

Carrot Sponge Cake

10 oz.	Carrots	9 oz.	Sugar
1 oz.	Candied or crystallized ginger	¼ tsp.	Salt
1 ¾ oz.	Hazelnuts	½ tsp.	Baking soda
3 ea.	Large eggs	¼ tsp.	Baking powder
½ cup	Vegetable oil	1 Tbs.	Cinnamon
		6 oz.	Flour

Instructions

- Preheat oven to 350° F.
- Process hazelnuts in a food processor until fine, set aside, and reserve.
- Process carrots and ginger until fine, reserve.
- Using the whip attachment on your mixer, whip the eggs until light and frothy; reduce speed to medium and gradually add oil. Reduce speed to low and add the sugar and salt.
- Sift the dry ingredients together and gradually add on low speed; mix just until incorporated.
- Fold in the carrot ginger mix and the chopped nuts.
- Oil and flour a jelly roll pan, line with parchment paper and lightly oil the paper. Pour the prepared batter into the pan and spread to even out.
- Bake at 350° F for approximately 13 – 15 minutes; remove from oven and allow to set for 5 minutes.
- Invert the cake onto a clean towel and remove the parchment paper; fold about 1” of the towel over the short end of the cake and gently roll up; allow to set at room temperature for about ten minutes.
- Gently unroll the cake and spread with cream cheese frosting except for the last two inches; gently roll up the cake using the towel for stability and place in the refrigerator seam side down until fully chilled.
- Cut as desired and serve with crème anglaise.



Cream Cheese Frosting

16 oz.	Cream cheese, softened	1 tsp.	Vanilla
3 oz.	Sour cream	11 oz.	Powdered sugar
5 oz.	Butter, softened		

Instructions

- Utilizing the paddle attachment on the mixer, cream the cheese and butter together.
- Gradually add the sour cream and the vanilla and incorporate well.
- Sift the powdered sugar and gradually at low speed until smooth.



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Hotel Contracts

Draw a Crowd

► Marie Johnson, CMP
Midwest Airlines
Milwaukee, WI



The MPI-WI Chapter held our September Meeting and Education Day at the Radisson Hotel and Conference Center in Green Bay, Wisconsin on September 20, 2007. We know our MPI-WI members value the networking opportunities these events provide. However, our post-event survey revealed, this time around, the topic "What's Hot in Hotel Contracts Now, And What You Need to Know about It!" was the driver. With 102 members in attendance, we almost set a record. By the numbers we counted 41 planners, 2 students and 59 Planners.

Our presenter, John S. Foster, III, Esq. shared a few of the current trends and consequences in contract negotiations. Basically, contracts are becoming longer and more detailed. There are stricter terms in performance guarantees with attrition and cancellation clauses. He also said that we are seeing a greater shift of risk to meeting sponsors and more enforcement of contract terms.

One take-away was the difference between "negotiating" versus "contracting." Negotiating is persuading the other side to give you the most favorable terms. Where as "contracting" is three-fold: assuring

that all terms agreed to our in writing, assuring that all terms important to your side are strategically written, and assuring that no written terms give your side more risk that you are willing to accept. These apply to both planners and suppliers for a contract to be successful.

Also, we need to extend thanks to our host property and our member companies that donated items for the raffle. According to the survey, the team at the Radisson pulled out all the stops for the both the evening reception and the education event. ■

September raffle donors include:

Radisson Green Bay	Delafield Hotel
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Ambassador Hotel	Beloit Inn
Sheraton Madison	Dairyland Power
Lodge at Cedar Creek	Kalahari

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How Do Adults Learn?

► Susan Arts
ConferenceDirect
Big Bend, WI



We've all been there – attended a session that we thought was great, but our colleagues thought was awful. Or vice versa – our colleagues were thrilled, and we were completely disengaged. We've all heard and seen the same presentation, so why don't we have similar reactions?

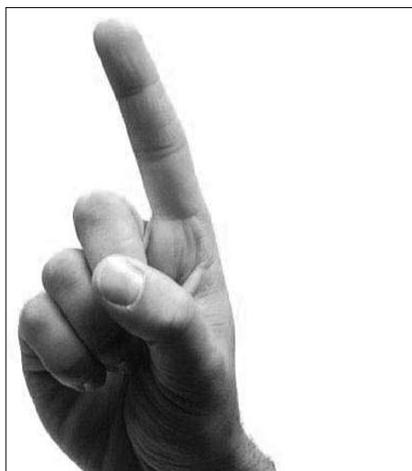
The big difference is our learning style. A Google search on "Adult Learning Styles" pulls up over 3.4 million references to websites and articles that try and explain how adults learn.

Malcolm Knowles, a pioneer in the field of adult learning, identified the following characteristics of adult learners:

- **Being autonomous and self-directed.** Adults like to direct themselves, and prefer to be guided to their own knowledge instead of supplied with facts. It is important to show participants how the information being presented will help them reach their goals.
- **Connect life experiences and knowledge.** Adults connect their history, work-related activities, and family responsibility to the topic.
- **Goal and relevancy oriented, practical.** Adults need a program that is organized, and must see a reason for learning something. How does what is being taught pertain to my life/career?

According to Knowles, there are six motivating factors for adult learning:

- **Social relationships.** It's that all-important networking!
- **External expectations.** The boss/organization expects it.
- **Social welfare.** How does this impact the community?
- **Personal advancement.** What's in it for me?
- **Escape/stimulation.** Breaking out of the routine.
- **Cognitive interest.** Satisfying the curious mind.



Three different learning styles have been identified, and all learners are most effective when they are participating in a program that suits their style.

The three styles are:

- **Visual learners** generally think in terms of pictures. They find visual learning tools such as maps, graphs, charts, and handouts to be the most effective.
- **Auditory learners** prefer to listen. They like lectures, discussions, and reading aloud.
- **Kinesthetic/Tactile learners** prefer to touch, feel, and experience whatever they are trying to learn. Writing things down is the best way for them to remember information.

The learning process has four stages:

- **Experiencing** – defining the issue/topic to be explored with real-life examples.
- **Reflecting** – discussing the issue/topic.
- **Thinking** – how can the information provided be used in their everyday life?
- **Applying** – taking what was learned back to their everyday life and using it.

Taking all of these factors into account when planning educational sessions can be a daunting task. Some questions to ask as you are putting together any program are:

- Am I using different presentation styles to appeal to a broad range of attendees?
- Is the information being presented relevant to the attendees' work, job, life?
- Is there enough time for attendees to interact with each other?

By exploring the different ways adults learn, we can keep our programming fresh and up-to-date, and have everyone walk out of a session saying, "WOW!" ■

Fall Symposium & Meeting Industry Expo

Takin' Care of Business

► David Helgeson, CMP
Radisson Paper Valley Hotel
Appleton, WI



Date: Thursday, November 8, 2007

Times: 7:30 am - 12:00 pm Registration/Exhibit Set-up
9:00 am - 10:30 am Welcome & Opening Keynote
10:45 am - 12:00 pm Breakout Sessions
12:00 pm - 12:45 pm Lunch
12:45 pm - 2:15 pm Expo & Raffles
2:15 pm - 3:30 pm Breakout Sessions
3:30 pm - 4:30 pm Closing Reception, Raffle, & Grand Prize Drawings

Place: Chula Vista Resort, Wisconsin Dells, WI



Join us for the November MPI-WI Chapter Fall Education day to be held on Thursday, November 8, 2007 at the Chula Vista Resort in Wisconsin Dells. Following with theme, "Takin' Care of Business," the challenge to planners will be to bring an RFP to an MPI supplier member and bring in a non-member guest. The challenge for the supplier is twofold:

1. Create the best possible booth with creative décor and exciting marketing, and
2. Bring a non-member planner to the function so they can experience the power of MPI in Wisconsin.

This event promises to provide wealth of information and opportunity. There will be plenty of chances to network with fellow industry professionals. We look forward to seeing you there while you are "Takin' Care of Business" and buying MPI. Here is a quick summary of the day's sessions:

Keynote:

- **REACHING NEW HEIGHTS WITHOUT CLIMBING THE WALLS**

Presenter: Tom Jadin

Let's face it, the best tool we have at work or at home is ourselves. This presentation takes a lighthearted, yet practical look at how we can keep that tool motivated, well, and sane! This session focuses on a light hearted approach to keeping yourself motivated, well and sane. With humor and practical advice, an attendee can leave the meeting being able to better manage the everyday stress of life and work.

- **AV 101**

Presenter: Andrew Kluck

Andy will explore some basic AV set-ups, go into detail about ways to troubleshoot the equipment, and give helpful tips to lessen the chance of a disruption in a meeting due to Audio-Visual Malfunction.

- **ALL ABOUT APEX**

Presenter: Vicky Betzig, CMP

The Convention Industry Council's Accepted Practices Exchange (APEX) is designed to create efficiencies for planners and suppliers in 7 key areas. Learn what APEX is, the tools it offers to streamline processes and how it can benefit both planners and suppliers. Our industry is now and will continue to incorporate these "best practices" into our everyday responsibilities – don't be the only one who doesn't know all that APEX can do for you!

- **COST CUTTING JEOPARDY!**

Presenter: Vicky Betzig, CMP

In today's economy, the bottom line is more important than ever. Learn how to deliver high quality services while cutting costs. This interactive "game show" session will provide you with practical tips and tools to negotiate increased value and decreased liability into facility contracts; specific cost-cutting techniques for what is typically one of a meeting's highest line items – food and beverage; and how to review your meeting budget to identify other areas where the bottom line can be enhanced without affecting the quality of the meeting.

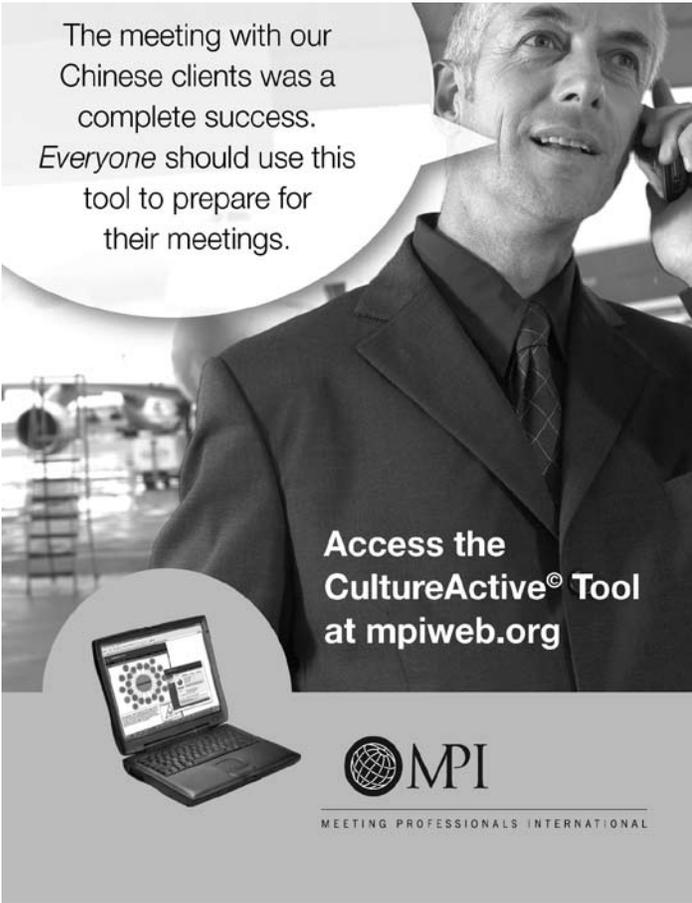
- **RFP/SITE INSPECTIONS**

Presenter: Beth Ebert & Carina Tran, CMP

Beth and Carina will discuss things they look for when putting together RFP's as well as tips for site selection. This session will be beneficial to both planners and suppliers. After the two share their professional opinion, the session will be opened up to the audience to ask questions, clarify misconceptions or just simply learn more about RFP's and Site Selection. This open forum will start with what two professional planners view as keys to the RFP/ Site Selection Process.

The meeting with our Chinese clients was a complete success. *Everyone* should use this tool to prepare for their meetings.

Access the CultureActive® Tool at mpiweb.org




PARTNERSHIPS

Through cash donations and in-kind sponsorships, partnership marketing is the backbone of MPI-Wisconsin Chapter's success. Without your continued support, we couldn't secure and offer the level of education and programming experiences our membership has come to expect and enjoy. Our intent remains to maximize your ROI with exciting incentives and packages. Your continued partnership is truly appreciated as we work together to continue to define the power of meetings.

MPI is the voice and the premier educational, technological and professional resource in the meetings industry. The Wisconsin Chapter of MPI has a membership of over 300, balanced between those who specialize in planning and managing meetings and events, and those supplying services to the meetings industry.

Maximize your organization's visibility, reach a targeted audience, and increase your ROI with our various education sessions regarding our industry by participating in partnership opportunities and getting involved with our various events. Select from our many offerings available throughout the year to promote your service, organization or company to show support for MPI. Become an MPI-Wisconsin partner and identify your company as an industry leader today!

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December Holiday Event

Share your Hidden Talent

► **Laura Cornell, CMP**
 Monona Terrace Convention Center
 Madison, WI



As expected, the December event team has a fun-filled evening in store for all of the MPI-WI Chapter "stars" that will be in attendance. Please mark your calendars for Thursday, December 6th and join us at the InterContinental Hotel in Milwaukee for the 2007 MPI Holiday Event aptly entitled "MPI's Hidden Talent of the Stars."

Before the evening festivities, we are proud to offer an engaging educational session from 3:00 to 5:00 pm entitled, "Rev Up the Supplier/Planner Relationship!" More than ever, today's meetings and events environment requires working together as a team and getting closer to our customers and suppliers. This session will introduce a progressive thoroughfare for people to further improve personal and professional productivity. It will illustrate specific strategies and a formidable approach for people to connect with colleagues and clientele, alike.

Come prepared to share your thoughts and learn proven strategies for even greater success. "Rev-up the Supplier/Planner Relationship!" is a proven method for creating strong ties that will increase productivity and drive you to new heights ... Get Your Motor Running!

Attend this session, and you will be able to:

- Find out what planners and suppliers like from each other
- Better understand the daily challenges planners and suppliers face
- Learn how to deal with difficult people
- Discover how to have healthy conflict
- Create an environment of trust and respect
- Make powerful connections between potential and existing suppliers and planners

Once you are thoroughly "revved up" from the afternoon session, you won't want to miss the evening holiday event. At this event, you will be able to admire your peers and their talents or maybe even show off some unique skills of your own during the talent show portion of the evening. We are still looking for people to participate in this part of the

event. Both audience and participants will have red carpet treatment the entire evening.

At each December event, we raise funds for our chapter through the silent auction and raffle opportunities; this year is no exception. We have a goal to raise at least \$2,500 to help keep our chapter fiscally strong. As always, your contribution is greatly appreciated. Please consider donating something for the silent auction or the raffle. Please also consider a cash contribution over and above what you might normally offer the chapter.

If you would like to help out, please contact the team lead, Tracy Schmidt at 414-382-4223 or via email at tlschmidt@ra.rockwell.com. Come on, we know you are talented ... join us and show us what you've got! This is your chance to be on the MPI-WI Chapter walk of fame.

Visit www.mpiwi.org to register your star and find out about sponsorship opportunities. ■

About the Speaker:

Jay Gubrud is an energetic, educational and entertaining professional speaker! For over 10 years, Jay has helped people eliminate everyday roadblocks to their success! He provides insightful analysis and progressive problem solving for today's quickly changing world. Jay's Car and Driving theme is something everybody can relate to! Jay's articles on performance improvement are in publications nationwide. You can find out more about Jay his website, www.jaygubrud.com.

MPI's WALK OF FAME

Join us for the 2007 Holiday Event!

Date: Thursday, December 6, 2007

Time: 3:00-5:00 pm Educational Session by Jay Gubrud:
Rev Up the Supplier/Planner Relationship!

5:30-6:30 pm Reception

6:00 pm Arrival of Stars/Interviews

7:00 pm Dinner

8:00 pm Talent Show

9:00 pm Networking & Dancing

Place: InterContinental Milwaukee





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Planner Profile: Jennifer Hallett

► Jennifer Hallett

Snow & Ice Management Association
Director of Education & Certification
Milwaukee, WI



How long in the meetings industry?

Just short of 5 years, I'm in my first three months with SIMA.

How long in MPI?

New member this past September.

Tell us about your company and/or position:

SIMA is a nonprofit trade association ensuring professionalism and safer communities by helping those who manage snow and ice master essential skills and practices. We celebrated our 10th birthday last year! I oversee the Annual Snow & Ice Symposium and Trade Show, including programming and logistics, as well as other online and regional educational opportunities. I also oversee the development and marketing of the Certified Snow Professional (CSP) certification program.

Teams or projects that you have worked on for MPI or would like to be involved with:

I'm really new but value the importance of getting involved in my professional organizations! Once I get more acclimated to my new position, I would like to get involved with an MPI committee.

Where were you born?

I was born and raised on Milwaukee's east side.

Family:

Big, loud and fun! I have fabulous parents and an older brother ... and a fantastic boyfriend.

Favorite pastimes:

Brewers games & tailgating, movies, reading, cooking, reading about cooking, family & friends, board games.

Favorite musical group:

Can't decide. I mostly like Classic Rock.

Person you admire most and why:

I admire all people who can stand up for their beliefs and stay true to themselves.

Dream vacation:

My "North American Wish List" is never ending.

If I won the lottery I would:

Go everywhere on my "North American Wish List" and provide for my family.

Words to live by:

What lies behind us, what lies before us, are tiny matters compared to what lies within us. ■

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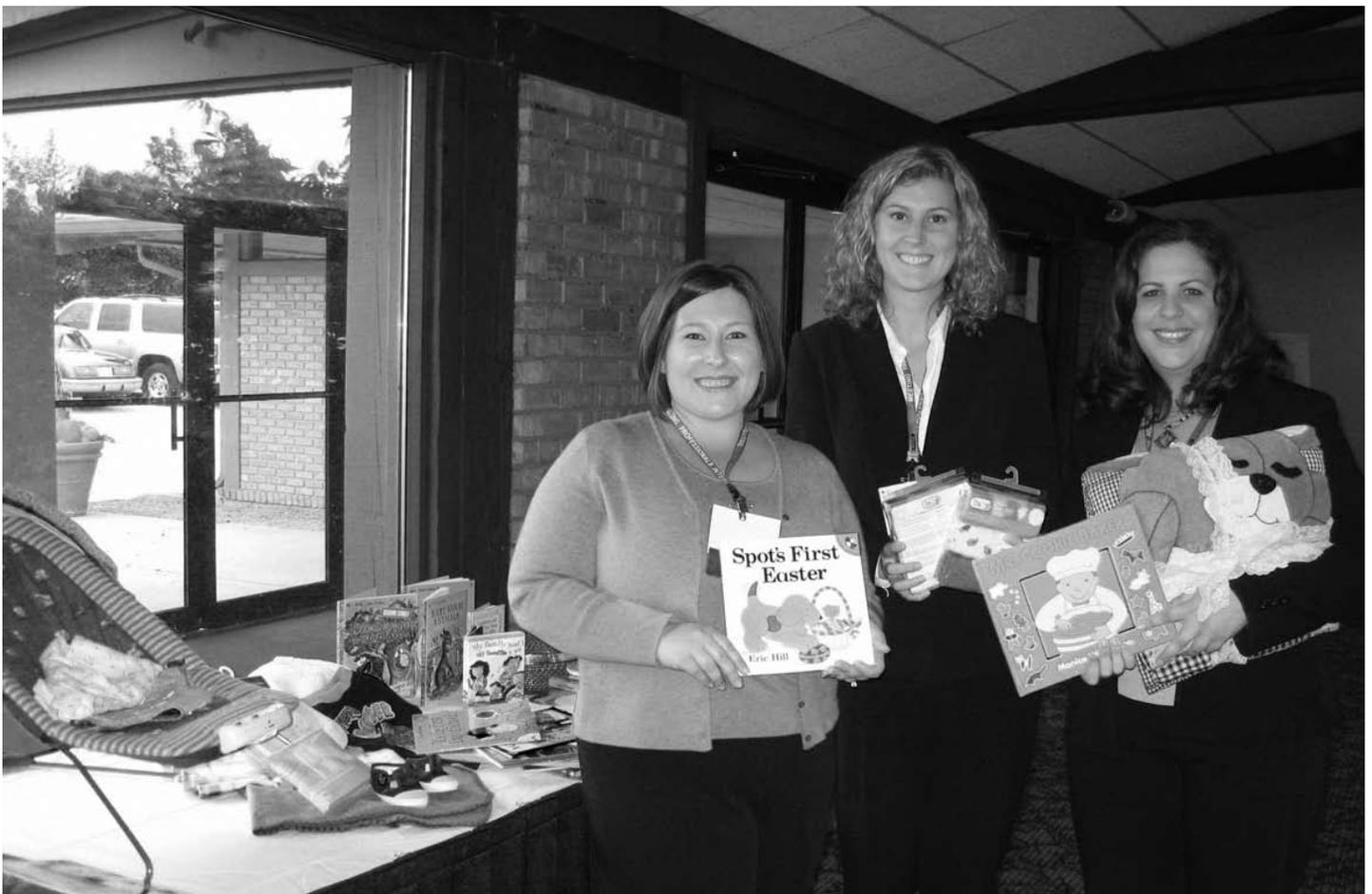
It was really heartwarming to witness the generosity of our MPI-WI members that made a difference by donating beautiful baby items, children's clothing and books to support Mary's Room located in Delevan, Wisconsin. It was Winston Churchill who said, "We make a living by what we get, but we make a life by what we give." To all of our members that supported this worthy cause, we thank you!

Our MPI-WI Chapter believes it is important to give back to the communities in which we live, work, and enjoy. Our Community Outreach team is tasked with selecting charities that align with our mission and benefit those in need. The team is led by Sara Clauder and Wanda Gilles. Also, team members Jennifer Kalka and Sue Lidstrom were instrumental in making this effort a success.

Our next community outreach project is slated to take place early in 2008. If you are interested in becoming a part of the team, please contact Sara at sara.clauder@wpsic.com or Wanda at wanda.gilles@wpsic.com. ■

Right: Small items that will make a big difference.

Bottom: Jennifer, Sara and Sue display some of their favorite items.



Associations have become very effective at maximizing the benefits of trade shows for their members. It is standard protocol for the trade show to be incorporated into the event at no additional cost to the attendees. Education costs are often offset by exhibitors who sponsor refreshment breaks, provide products for events, and donate raffle items. Additional benefits to planners include:

- Build relationships with suppliers who provide needed services and products
- Submit multiple RFPs onsite if you have an upcoming business need
- Network and collaborate with your peers in a face-to-face setting
- Research products and services in a cost-effective and timely manner
- Learn about new products and services being introduced to the market
- Scan the competition for unique propositions or competitive advantages
- Take advantage of special offers that are often only offered at the shows
- Request information be sent or emailed that you can use for future evaluation
- Receive promotional items and fun giveaways

For suppliers, the benefits of exhibiting are many, however, it is not enough to just decide to participate in a trade show. A starting point for any company is to determine what they hope to achieve. Is the goal to generate awareness and build goodwill, increase market share with existing users, or promote products and services to new qualified potential customers? Based on the answer, a company can then target which shows will best meet their objectives, reach their targeted audience, and stay within their budget.

When selecting a trade show, you want to make sure it is well organized and will deliver the targeted audience you expect. My company wanted to generate awareness for our wedding program and selected a show that drew a highly qualified audience. We chose an event that draws approximately 5,000 attendees. It is pre-promoted via radio and print advertising weeks in advance. The managing company prints an exhibitor directory with a circulation of 33,000 annually. Plus, they also host a dedicated website that reaches potential attendees outside of the local area.

The organizers are investing a lot of effort in promoting the show so it is important that their participating exhibitors represent professional products and services of interest to

their audience. To ensure a quality show, they host a seminar for first-time exhibitors. The seminar is facilitated by a member of the convention center staff who shares their expertise on how to create a booth that will attract traffic and leave a great impression.

In addition to having a 10x10 booth at the show, here are some other ways we increased exposure and generated a higher return on investment.

- Advertised in show publications and promotions (print and electronic)
- Provided an airfare discount and promoted it on the event website
- Offered the grand prize for which the attendees could register throughout the year (online)
- Provided smaller prizes to be raffled off at the show for name mentions
- Included a promotional offer inside the goodie bags
- Promoted the show with a tie-in to our program via an email blast
- Offered show tickets to qualified brides that registered with us
- Accessed attendee registration list for future marketing opportunities

By creating a partnership with the organizing company, you can often receive additional value. For example, we promoted the show in our weekly email blast that is sent to more than a half million customers. The show got great exposure, and in exchange, we were able to provide complimentary show tickets to brides that registered their wedding with us that week.

How does it all add up? On the surface, trade shows may not seem to be the best use of marketing dollars. But when you consider the basic components of effective marketing – low-cost high-quality leads, immediate one-on-one interactions with potential customers, tailored presentation based on the needs of the audience, accelerated sales cycle, and follow-up opportunities – there are very few strategies that produce such a strong return.

To start to determine return on investment, here are some show-specific goals we measure:

- Overall program interest (traffic to the booth and reactions)
- Leads generated (potential customers that asked to receive follow-up)
- Contracts established (# of customers that decided to do business with us)
- Revenue earned (dollars their business produced)

Continued on page 27

Trade Show ROI

As we all know, depending on the nature of the business, the sales cycle can be long so you need to be patient. For example, at the 2005 show, we talked to over 1,000 attendees, qualified 37, 11 of which asked for agreements and 9 signed contracts generating over \$15,000 in revenue directly from the show. That year, our program brought in approximately \$363,000 in revenue from all channels. Because one of our objectives was to create awareness, it is reaffirming to start a dialogue with a potential customer and hear, "This is a wonderful program; I never knew it existed."

We exhibited again in 2006. This time, we talked to over 1,500 attendees, received interest in our program from 50 individuals, set up 20 contracts, 12 were activated bringing in almost \$20,000 directly from the show. However, of greater interest is that overall program revenue in 2006 exceeded \$600,000. This, of course, was not all generated from the show, but it supports the fact that we are investing our marketing dollars and resources wisely.

We also found a way to measure the value of our printed advertisement. In 2007, we featured a special honeymoon offer with a promotional code that will be used to track sales over time. To date,

we've sold 73 packages totaling more than \$43,000. Once again, it validates that impressions are being created.

With trade shows, assuming you have a way to calculate revenue or sales, it is relatively easy to determine your ROI. When determining cost, keep in mind all of the factors that play into the equation such as exhibit expense, booth design, printed collateral, product giveaways, travel expenses, staff time, sponsorships, advertising, etc. In total, it was about a \$6,000 price tag for us to participate. So, it is safe to say we generated a positive ROI as our earnings exceeded our costs.

As we generate more history, we can look at economic return to see if profit exceeds effort. For example, if I hadn't participated in the show, how much would it have affected my total program revenue? What impact will it have on future sales? Would another marketing initiative have generated more?

Be it a planner or supplier, when you are looking at your marketing and planning initiatives, the decision is not whether you should include trade shows as part of your overall strategy; the question should be which show or shows will deliver the most value. ■



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Email: abeaman@wisc.edu
Meeting Management Professional - Planner

Krista J. Behm

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Navigating Taboo Topics of Professional Conversation

► Sue Lidstrom
Sheraton Madison Hotel
Madison, WI



Another election year will soon be upon us. With that in mind, we can now look forward to passionate debates, political posturing, and a slew of advertising hitting the air waves in an attempt to win our votes. So I thought it might be a good time to address taboo topics in professional conversation. While there are instances, like in political debates, where tackling complex issues is fair play, it is not recommended for the novices.

I've seen firsthand how co-workers, family members, and yes, even MPI members who were otherwise good friends, quickly turn into almost "sworn enemies" after learning about someone's political or religious beliefs in casual conversation. Even among family and friends, it can be considered offensive to "verbally bash" the other side of the fence.

"... I've met people from all walks of life in this industry and I believe there is always some great nugget to learn from those with whom we come in contact. The best advice I can give is to keep professional conversations as unbiased as possible, out of respect for the other person."

There is definitely a distinction between having an educated, lively discussion on a hot topic ... and starting an argument. To avoid the latter, we would all be safe to take a cue from our mothers, especially as it relates to professional settings – "avoid discussing politics or religion in mixed company."

As a salesperson, the worst mistakes in my career have usually stemmed from making assumptions about what would appeal to others in the decision-making process. The same holds true of trying to network with colleagues by engaging in casual conversation and then launching into an unwanted debate. Do not automatically assume the other person agrees with your beliefs, despite having similar demographics! It can quickly decrease your integrity with the other person, and is just not worth the damage to your reputation.

A Wikipedia definition explains that, "Common courtesy taboos have to do with etiquette and respect and include topics on: sexuality, religion, death, disease, natural disasters, divorce, politics, crime, justice, money issues, gender, race/ethnicity, human rights, oppression, animal abuse, child abuse, domestic violence, abortion, miscarriage, pregnancy, childbirth, age, income, height, weight, appearance, and a variety of religious sins. Environmentalism, other ecology-related issues and scientific controversies (human evolution, eugenics, in-vitro fertilization, human cloning and stem cell research) are often treated like a taboo by their controversial and divisive nature in the realm of politics, morality and religious belief."

Some of you may be asking, "Ok, Miss Manners, then what CAN a person talk about, for goodness sake?" I have personally found that the following topics usually stay in the "safe zone." You could ask the other person about their career, how they got where they are, where they were born, where they currently live, where they have traveled, if they have any hobbies or unique interests, if they have a favorite book or movie...and so on. If any of the above opens up to their personal beliefs (like a book they are reading) or they try to engage you in a discussion about your own beliefs, it is best to delicately change the subject – even if you believe they share your opinions.

As a final thought, I've met people from all walks of life in this industry and I believe there is always some great nugget to learn from those with whom we come in contact. The best advice I can give is to keep professional conversations as unbiased as possible, out of respect for the other person. Also keep in mind that you may be doing yourself a huge disservice by crossing anyone off your "get to know" list because of a bumper sticker or a lapel pin. "To me, that's the equivalent of never speaking to someone again because they prefer *gasp* vanilla instead of chocolate, yodeling instead of Sinatra, or like the permed-haired versus straight-haired Mike from the Brady Bunch ..." ■

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News from the Convention Industry Council

www.conventionindustry.org

Free Online Access to the CMP Application and Handbook

The Convention Industry Council (CIC) is pleased to announce new enhancements to the Certified Meeting Professional (CMP) program. CIC will now offer the CMP application and the CMP Handbook at no cost, as instant downloads on its website at www.conventionindustry.org.

"We are delighted at the advancement of the CMP program in offering the CMP application free of charge, and we strive to continually meet the ever-changing needs of our CMP community," stated Amy Ledoux, CAE, CMP, Chair of the CMP Board of Directors, and Vice President-Meetings & Expositions, ASAE & The Center.

Due to the CMP program's overwhelming growth and success, CIC sensed the urgent need to effectively communicate CMP requirements, and make the process more transparent for individuals interested in the program. Applicants are no longer required to purchase the handbook in order to understand the requirements and process of the program.

Recognition of the CMP program has exploded both domestically and internationally, and there are currently 12,167 individuals in 34 countries who have earned the Certified Meeting Professional designation. As more employers require or prefer this certification, the CMP application has become a valuable professional development tool. Free online availability gives meeting planners the ability to map out their careers, and provides employers with an added awareness of CMPs' knowledge base and the value that they bring to an organization. In addition, CMPs can now verify and revise their individual profiles immediately, and both they and employers can monitor their CMP status in the online directory.

"By empowering our CMPs to review the application in advance, without having to purchase it, we allow them to deepen their appreciation of our program," said Chris Marshall, CMP Program Director.

In an ongoing effort to enhance the CMP program, CIC intends to provide additional website services, continue international expansion using IMEX as the key international venue, and provide more CMP exclusive programming, such as the highly popular CMP

Conclave, held in conjunction with Disney's Yacht and Beach Club Resort, Walt Disney World, Orlando, FL for 2007.

For access to the CMP application and CMP Directory, or for general information on the CMP program, please visit the CIC website at www.conventionindustry.org.

2007 CMP Survey Findings Released

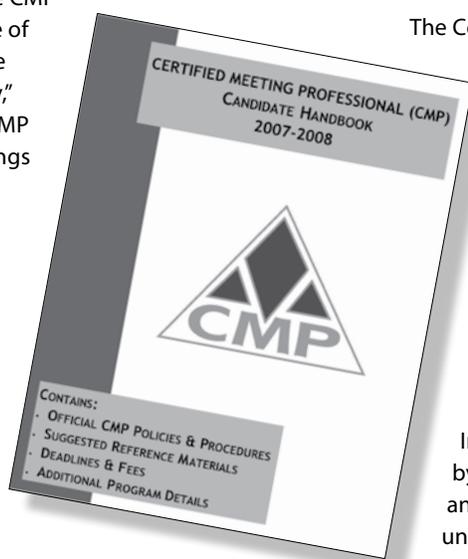
The Convention Industry Council (CIC) has recently announced the results of a survey of current and past Certified Meeting Professionals (CMPs). CIC commissioned the U.S. Chamber of Commerce Survey and Research Center to gather feedback about individuals' motivations to earn the CMP designation, overall satisfaction with the program, and recommendations for its future. The summary report provides an overview of the survey results and demographic information about the participants.

In its continuing effort to enrich the CMP program by assessing the needs of CMPs, CIC conducted the anonymous and voluntary online survey to better understand the relative importance of various issues. To ensure that responses would be appropriately representative, the survey employed rating scales, multiple choice, and free-response questions.

Highlights from the survey include:

- Nine out of ten respondents agreed that having the CMP designation improves the holder's credibility as a meeting professional.
- Top reasons that respondents initially became CMPs were personal satisfaction/sense of accomplishment; to increase their value to an employer; and to gain general knowledge.
- 46% of respondents expressed interest in advanced-level CMP classes.
- The majority of respondents were members of the International Special Events Society, Meeting Professionals International, and the American Society of Association Executives & The Center for Executive Leadership.

For the full results of the CMP Survey, please visit www.conventionindustry.org.



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Datebook: Calendar of Events

NOVEMBER 2007

8 Fall Education Day

Chula Vista Resort
Wisconsin Dells, WI
www.mpiwi.org

DECEMBER 2007

6 MPI-WI Holiday Event

InterContinental Hotel
Milwaukee, WI
www.mpiwi.org

11 Holiday Showcase

Hyatt Regency Chicago
Chicago, IL
www.holidayshowcase.org

JANUARY 2008

10 MPI-WI Chapter Meeting

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www.mpiwi.org

FEBRUARY 2008

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21 MPI-WI Chapter Meeting

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