

# Agenda

✱ MPI January 2011 Education Day p 16



2010-11 MPI-WI Board of Directors  
at their January Meeting

# DID YOU KNOW?

Communication is key when setting expectations for your attendees. One of those key communications is letting invitees know the level of attire expected when attending an event. Business casual, black tie optional or festive attire can mean different things to different people. Below is a quick reference guide to dress codes for your next event communication.

**A Black Tie invitation** calls for formal attire. Men wear tuxedos, women wear cocktail, long dresses or dressy evening separates.

**A Formal event** usually means the same as Black Tie, but in some trendier cities like New York or Los Angeles, it could mean a black shirt, no tie with a tux. Women wear cocktail, long dresses or dressy evening separates.

**An Ultra-Formal invitation** requires men wear full dress, with white tie, vest, shirt. Women wear long gowns.

**A Black Tie Optional or Black Tie Invited** gives you the option of wearing a tuxedo or Formal attire, previously defined

# DRESS ETIQUETTE

*By Cindy Kreis, CUNA Mutual Group*

above, but it should clue you into the formality of the event, meaning a dark suit and tie would be your other option. Women wear cocktail, long dresses or dressy evening separates.

**A Creative Black Tie event** leaves room for trendy interpretations of formal wear. Men can go more modern with a tux or maybe a black shirt, no tie. Women wear long or short dresses or evening separates. Sometimes, themed parties call for dress codes like Texas Black Tie or other variations of Creative Black Tie. In that situation, you can have more fun with it, choosing a dressy look with a theme, i.e. for men it could be a tux with boots and for women it could be a long dress paired with a Southwestern-style silver belt and jewelry.

**Semi-Formal or After Five** means that tuxes are not required, nor are long dresses. An evening wedding (after 6 PM) would still dictate dark suits for men, and a cocktail dress for women. Daytime semi-formal events mean a suit for men and an appropriate short dress or dressy suit for women.

*Continued on page 18*



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Meetings and Incentives  
mejohanson@meetings-incentives.com

**President-Elect**

Susan Kainz  
ConferenceDirect  
susan.kainz@conferencedirect.com

**Immediate Past President**

Tami Gilbertson, CMP  
WPS Health Insurance  
tami.gilbertson@gmail.com

**VP Finance**

Denise Henson  
Racine Marriott  
dhenson@racinemarriott.com

**VP Education**

Sherry Benzmilller, CMP  
Energy Center of WI  
sbenzmilller@ecw.org

**VP Membership**

Tina Jacobson, CMP  
tluth200@yahoo.com

**VP Communications**

Naomi Tucker, CMP  
Humana  
ntucker@humana.com

**Director - Professional Development**

Alison Huber, CMP  
Wisconsin Dells Visitor & Convention Bureau  
alison@wisdells.com

**Director - Special Education Projects**

Jodi Goldbeck, CMP  
Madison Area Technical College  
jgoldbeck@matcmadison.edu

**Director - Publications, Advertising,  
& Community Outreach**

Shannon Timmerman, CMP  
Glacier Canyon Lodge at the Wilderness  
stimmerman@wildernessresort.com

**Director - Website, Public Relations  
& Advocacy**

Taci Tolzman  
Meetings and Incentives  
tacitolzman@hotmail.com

**Director - Awards & Scholarships**

Jennifer Hlavachek  
Madison Concourse Hotel & Governor's Club  
jhlavachek@concoursehotel.com

**Director - Recruitment & Member Care**

John Dorgan  
Bridgewood Resort Hotel  
jdorgan@bweeneah.com

**Director - Special Events, Fundraising  
& Strategic Alliances**

Tamara Putney, CMP  
Events Success, LLC  
tputney8@new.rr.com

**Director - Monthly Programming**

Michelle Tyo-Johnson  
Northcoast Productions  
michelle@northcoastpro.com

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**Editors**

Jennifer Hallett, CMP  
Snow & Ice Management Association  
jennifer@sima.org

Cindy Kreis  
CUNA Mutual Group  
cindy.kreis@cunamutual.com

**Associate Editor**

Margaret Trotter  
Executive Director, Inc.  
mtrotter@execinc.com

**Contributing Writers**

Justine Alexander	Bill Geist
Jennifer Hallett, CMP	Todd Hanson
Denise Henson	Jen Hlavachek
Kat Hughes	Marie Johnson, CMP
Jason Kotecki	Cindy Kreis
Jill Schroeder	Michelle Tyo-Johnson

**Art Director**

Ann Shultz, AJS Designs  
www.ajsdesigns.net

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# FROM THE EDITOR'S DESK

What do the Packers, mobile apps, mental breakdowns, swizzle sticks, animal rescue, yarn, mentoring, and apple cobbler have in common?

They are all topics of interest in this issue of *The AGENDA*. As diverse a group of interests as this is, so are the talents of the members of the MPI-Wisconsin Chapter. The more monthly programs I get to attend, and the more discussion groups I take part in on LinkedIn, the more I learn from and about my peers, several who have become friends.

Unfortunately, I write this article in the midst of stressful times. Stress in Northern Africa and the Middle East, in Madison and Washington over balancing budgets, and for many of us stress in our personal lives as well. It may be big stress, it may be small stress, but somehow it adds up. Add on top of the pile that, in many cases, there is little we can do on our own to control those environments around us. What we can do is concentrate on the things within our control; concentrate on the things that can make us better people in our personal and professional lives.

Susan Kainz talked about “paying it forward” in the last issue. In this issue, new member Sarah Reusch talks about being involved with organizations that rescue animals. Naomi Tucker, CMP discusses phone apps that can make our work lives a little less hectic. Jason Kotecki tells us exactly what NOT to do to reduce the likelihood of a mental breakdown. At the January meeting, Chef Michael Fowler taught us how to make a mean apple cobbler. One of the most active conversations that I have seen on LinkedIn revolved around simple advice among online peers for a successful sales call. These are just a few ideas, some big and some small, to help relieve some of the big and small stress in our lives.

Hey listen, I'm no expert on relieving stress, but over time I'm learning that just as little stresses can add up to one big headache, the small and simple pleasures and learning opportunities in life seem to add up to more contentment as well. I hope that this issue of *The AGENDA*, or some

other offering through MPI-WI, can help steer you down that road.

Finally, I would like welcome Margaret Trotter, of Executive Director, Inc., as the new Associate Editor for *The AGENDA* magazine. Next time you see her at a meeting, take a moment to say hello! Thank you, Margaret, for stepping up.

Best wishes to everyone, and Happy Spring!

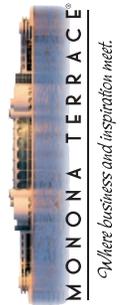
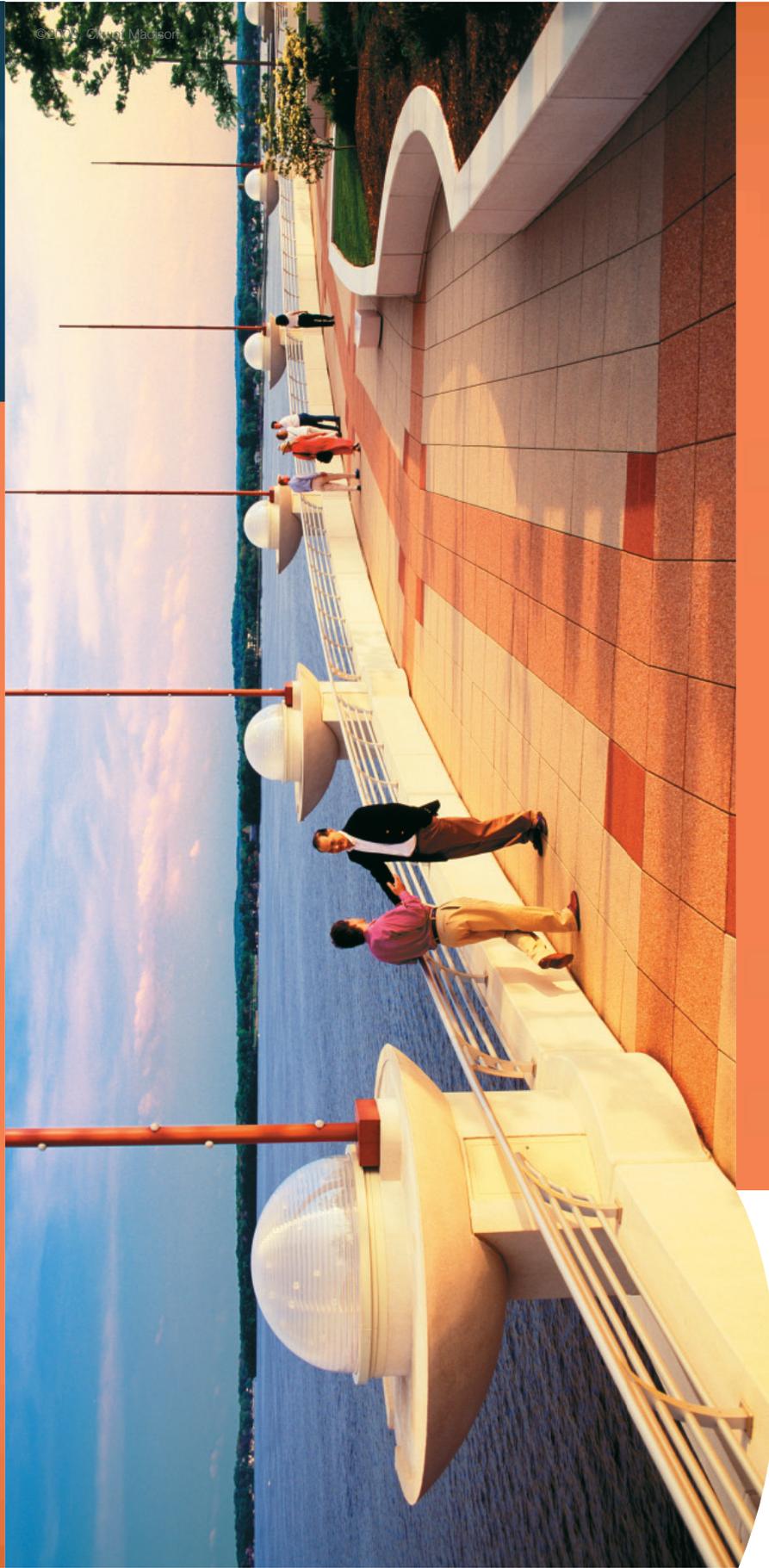
Cheers,

*Jennifer*



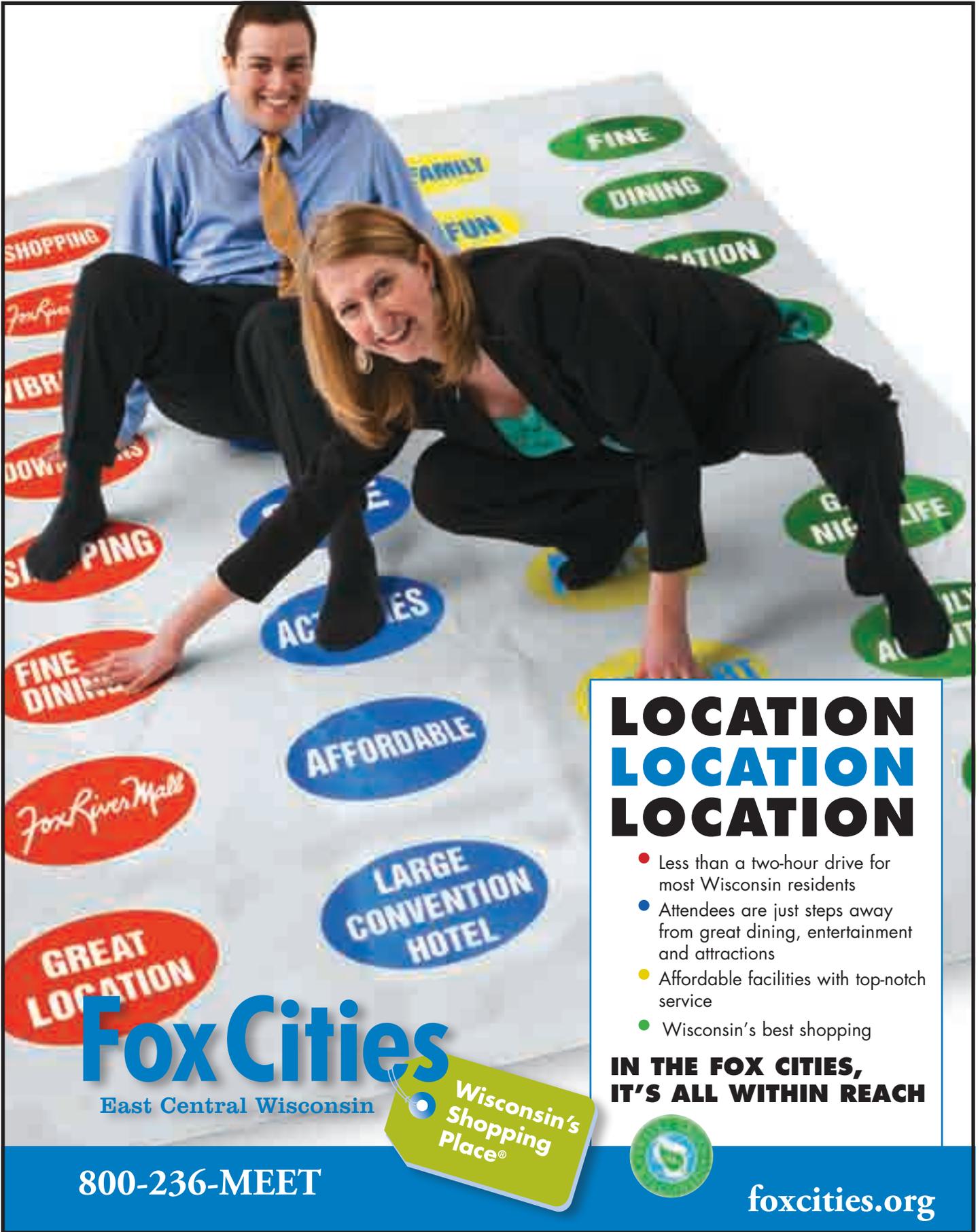
*Jennifer Hallett is the Director of Education & Certification, and chief meeting planner, at the Snow & Ice Management Association, in Milwaukee, WI, a North American trade association dedicated to advancing professionalism and safer communities by helping those who manage snow & ice master essential skills and practices.*

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# PRESIDENT'S COLUMN

## WISCONSIN – A WINNING TEAM

At the time of this writing, I do not know if the Green Bay Packers will be the Super Bowl XLV Champions! I am confident they have what it takes to claim the title and am optimistic they will. However, regardless of the outcome, they are already winners.

The statistics speak for themselves. The Green Bay Packers are the 2011 NFC Champions! They have won twelve league championships (more than any other team in the NFL), including nine NFL Championships prior to the Super Bowl era, and three Super Bowl victories in 1967 (Super Bowl I), 1968 (Super Bowl II) and 1996 (Super Bowl XXXI).

More importantly, season after season, they continue to win the hearts and loyalty of “Cheeseheads” in Wisconsin and “Wanna-Be Cheeseheads” around the world. With a population of roughly 100,000, Green Bay is the smallest city to have an NFL team. Despite its small population, every Packer game since 1960 has been a sell-out. There is just something about Wisconsin, the state we call home, that breeds winners!

I feel the same about the MPI-WI Chapter. We have a long, rich history of success – a combination of strong leadership, dedicated players and diehard fans. It truly is a collective effort that makes us a winning team. Our vision for MPI-WI is to be the premier association in the state dedicated to the growth, development, and success of event and meeting professionals. We all play a very important role in making it happen! Event planning is not our hobby; it is our profession and our livelihood.

While those of us in Wisconsin are certainly biased, there aren't many that would debate Vince Lombardi was a true leader. He was able to motivate his players, position talent where needed, call smart plays, and score on the field. At the conclusion of the 1966 and 1967 seasons, Lombardi's Packers went on to win the first two Super Bowls, solidifying his place as, arguably, the greatest coach in football history. “*Sports' 50 Greatest Coaches*” Sporting News.

On the subject of leadership, our Nominations Committee chaired by Tami Gilbertson, CMP, Immediate-Past President, will soon be announcing the slate of candidates for the 2011-2012 MPI-WI Board of Directors. To every member that nominated one of their peers, thank you! To all of our nominees that took the challenge, thank you! To our returning board members, your dedication and service is appreciated.

And, for those of you cheering from the sidelines, there are many opportunities within the chapter to develop your skills, showcase your talents, and become a leader. Suit Up.

Like football, despite our success, there will be losses. The global financial crises had a very rippling effect on our industry, peers and friends. While we were all affected, some of us took a harder hit and many are still trying to catch their breath. However, we can take another lesson from the great coach, “It's not whether you get knocked down – it's whether you get back up.” There are so many examples and stories of “members helping members.” Once again, this is what makes us great and why the MPI-WI Chapter is a winning team.

As we continue to work together and strengthen relationships to make our industry stronger, let's not forget the playbook. It's a culmination of training, hard work and practicing to perfection -- much like the additional benefits of belonging to Meeting Professionals International. Check out the newly redesigned website [www.mpiweb.org](http://www.mpiweb.org). As a member you have access to a tremendous amount of career advice, peer connections, and industry knowledge – like studies that show economic factors and trends affecting the business of events. FutureWatch2011 sponsored by the MPI Foundation, just released, and valued at \$299, can be downloaded free of charge for members. According to the study, two acronyms will dominate the meetings industry dialogue this year – SMM and ROI. Learn why at <http://www.mpiweb.org/Library>.

Back to football...December 1967, the Packers hosted the Dallas Cowboys in Green Bay in one of the most famous games in the history of football. It was the first Super Bowl ever. It became known as the Ice Bowl because of the -13°F game time temperature. The Packers won with 16 seconds left in the game and down by three points. Ironically, the Cowboys are hosting our Packers in icy cold conditions. Now, we just need another win! Go Pack Go! 🌐



Marie Johnson, CMP  
2010-2011 MPI-WI President  
ConferenceDirect  
Milwaukee, WI

# TODAY'S TRENDS

By Bill Geist, President of Zeitgeist Consulting

**Y**ou can bet that the most successful business leaders examine the tea leaves of consumer trends, much like most of us are addicted to our Facebook accounts. As meeting professionals, we need to match those trends to provide value to our attendees. What trends hold the most promise for us in the New Year ahead?



**EFFICIENCY:** It's the new black. Advances in technology and mobile apps have made your attendees more impatient than ever. Delight them by finding ways to reduce unnecessary steps in the process of interacting with you. From redesigning your website to provide quick jumps to the most accessed sections (check your stats), to streamlining their communication with your staff. They will love you for it.

Here are just a few for your consideration in 2011:

**SPEED:** Whatever you are doing, it needs to be faster. The average time to become frustrated with load time and leave a web page is now two seconds. That means 50% will not wait two seconds. Your attendees have an unbridled need for speed. How can you get them to what they want faster? Not only on the web, but also when they call.

**VIDEO:** Nothing motivates like video. If you are not creating video content about your organization and its mission, consumers will move on to those that do. And, in this DIY world, it costs virtually nothing but the time to shoot (maybe edit) and post on YouTube (the MPI-Wisconsin Chapter video for its February event is a great example). If your organization has yet to create a YouTube Channel, this is the year that you should.

**MOBILE:** A VP at Nokia recently said they do not use the word "mobile" anymore because it is redundant. That should be all the wake-up call you need to realize that your attendees increasingly expect a mobile option with which to interact with you. And, it does not need to be an App. Creating a mobile version of your website would be a great start.

**SOCIAL:** Yes, it takes time. Yes, it is difficult to track. But, it is where your attendees are, and they expect to see you there. Make the time to develop a persona on Facebook. Consider ways to have a voice on Twitter. Your attendees (and prospective attendees) are looking to engage with organizations that "get it." Show them all that you do.

**PARTICIPATORY:** Today's young professionals expect to be involved in their community and their causes. Yet so many conferences and meetings continue to be nothing more than information downloads. Involve them in building your conferences and participating in live discussions. You will be amazed at how they respond.

More than at any time in our history, the changes in how we communicate, interrelate and instigate change have never been more pronounced. Today's organizational leaders can no longer rest on the laurels of existence, entitlement or past successes.

Instead, the onslaught of technological and communicative change should be seen, not as disruptive to the status quo (which, of course, they are) but, as opportunities upon which to be seized to make us more relevant to our constituency.

Here's hoping your 2011 rocks ... because you embraced the trends that offer you a new way to leave a mark. 🌐



*Bill Geist is the President of Zeitgeist Consulting, a firm specializing in strategic planning, governance, marketing and legislative issues for convention and visitor bureaus, tourism-focused chambers of commerce, economic development organizations and communities.*



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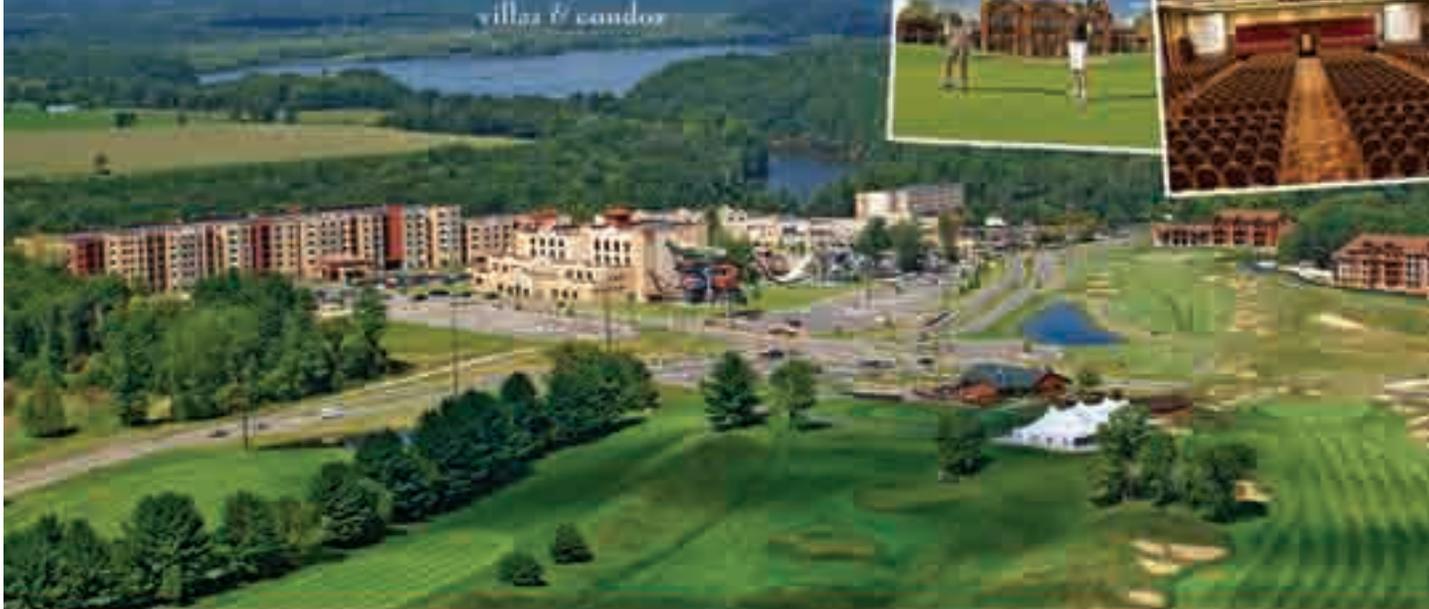
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# HOW TO HAVE A MENTAL BREAKDOWN IN 11 EASY STEPS

by Jason Kotecki

**H**ave you ever wondered to yourself, “How can I add more stress to my life?” Of course, we all have. But now, for the first time ever, comes a comprehensive guide to take the guesswork out of getting stressed. Never before has such a thorough, step-by-step guide to your very own mental breakdown been published. Master these easy instructions and you, too, can be the envy of all your friends and move closer to the life you have only dreamed of!



1. Treat traffic jams exactly as they are: carefully planned sinister conspiracies designed to keep you from your destination.
2. Pack your day so full that you are not distracted by superficial things like the sunset, the smell of roses, or the toddler smiling at you in the grocery aisle.
3. Avoid the time wasting activity known as sleep. For best results, try to keep it under four or five hours per night.
4. Take EVERYTHING seriously because, obviously, it is.
5. Do not fall into the trap of expecting big, amazing, wonderful things to happen. They probably will not, and you will just end up disappointed anyway. And while you are at it, pat yourself on the back for outgrowing the silly practice of believing in things like Santa Claus, the Tooth Fairy, and God.
6. Make sure you eat most meals either in the car, near the microwave, or from your recliner. If someone invites you to join them for a dinner that is likely to last more than fifteen minutes, respectfully decline.

7. Do not bother asking questions. You probably know all the answers anyway. (If you do not, just act like you do.) And remember, “Because we’ve always done it this way” is a perfectly good answer to almost every question.

8. Take some time for yourself, but only if you are caught up on all of your work, your e-mail inbox is completely empty, your bills are paid, and your junk mail has all been alphabetically sorted. And the grass has been cut.

9. If someone drags you on some sort of “vacation,” be sure to bring your smartphone. Also, figure out the total time you will be on said “vacation” and plan things to do and see that will require roughly double or triple that time.

10. Spend most of your waking hours -- remember, you should be shooting for about 20 of those

per day -- doing things that completely drain you. You know, the stuff you would never do in a million years if they did not pay you such a good salary.

11. If all else fails and you forget the other guidelines, a handy shortcut is to observe a child and do the exact opposite.

As you can see, a complete and utter mental breakdown does not require any extraordinary skills. By following these simple steps, anyone can have one! However, a failure to comply with the majority of the steps listed here may result in a life that is less stressful and more fun. Good luck! 🌐

*Jason Kotecki is a cartoonist, author, and professional speaker. Jason and his wife Kim (a former kindergarten teacher) make it their mission in life to fight Adulthood and help people use strategies from childhood to create lives with less stress and more fun. They help organizations turn stress into laughter, rejuvenate their passion, and achieve work life balance. Learn more at [www.KimandJason.com](http://www.KimandJason.com).*

# THERE'S AN APP FOR THAT!

By Naomi Tucker, CMP  
MPI-WI VP Communications

**D**uring the Midwest Regional Conference this past November, Bruce MacMillan asked for a show of hands on how many attendees owned a smartphone. I was amazed that nearly 70% of the attendees at the conference raised their hands. What was even more eye opening is that about half of the attendees that continued to raise their hands, had an iPhone. Another major leader in smartphone technology is the Blackberry as it is supported by many corporations. This shows that mobile technology continues to be a leader in the business world. People are enjoying the ability to have access to information pertaining to their personal interests and business on-the-go. The demand for smartphones, has sparked more and more interest for designers to create application programs for them so that information is user friendly on the screen of the phone. However, there are many applications available to meeting planners and suppliers that can help them in their day-to-day business. Being available while on-the-go is starting to become more crucial. We need to be able to communicate to our business partners, attendees, and industry partners. Here are a few handy sites that may be useful to you. Try them out, and if they work, pass them along to your industry partners, so they also can have the advantage these great sites. The more these sites are used, the more designers will continue to update them to fit our specific needs.

## MPI Mobile

MPI has just released two smartphone tools: a mobile Web site (<http://m.mpiweb.org>) and an iPhone application. Both offer articles and news from [mpiweb.org](http://mpiweb.org), a calendar of industry and MPI events, and for members and MPIWeb Connect users, access to the MPI directory and other restricted content. The iPhone app also includes links to social media sites and useful travel industry tools. Version of the mobile app for Android and BlackBerry devices are in development. (courtesy of MPI International)



## AroundMe

On a site visit or at a meeting, and want to know what is nearby your hotel? Are you simply traveling for business and want to know where the next gas station is? AroundMe is an application

that shows what categories of businesses are available in your surroundings. This is a popular free iPhone application.



## LinkedIn

Keep in touch with your network while on-the-go. This is a great free application for smartphones. Currently available in iPhone, Blackberry, iPad, iTouch, Android, Palm, and other smartphones. (MPI Wisconsin Chapter is on LinkedIn. If you haven't yet, add us as a group!)



## MeetingApps.com

This is not a mobile application in itself, but Meetingapps.com is a website that features the most useful applications for mobile phones for meeting and event professionals. This site is great for iPhone users, and is continuing to gain support for Blackberry users as well. Android applications are promised soon. This website will continue to grow as more meeting and event professionals get acquainted with it. This is a must have site, and I suggest you bookmark it on your desktop, and your smartphone.



## OpenTable

Search restaurants in your area, and even make reservations for them if needed. This is a great site for seeing reviews and making smaller reservations for premier restaurants. This site also has great information on private parties, or banquets. This is a free application. This site is available to iPhone, iPad, iTouch, Nokia, Windows Mobile Devices, Samsung, Palm and Android.



## Super Planner

Need to make calculations for catering, meeting space, or audiovisual? This application is for you. This is currently an iPhone application, but a very useful one. You will be able to make calculations on the amount of meeting space you would need; how much food & beverage to order based on your attendee count; what projection distance you need based on your attendees; and much more. This is a paid application through iTunes, but is worth it.



### TripTracker Pro

Get real-time status for flights and itinerary push alerts. You can also get live weather reports, route maps, car, and hotel reservation information. This makes your travel a breeze, and most information can be pushed “automagically” to your iPhone without having to enter it manually. This is an iPhone, iPad, and iTouch App. This is a paid application through iTunes.



### Webex Meeting Center

Webex has now gone mobile! Join WebEx meetings to view presentations, applications, desktops, and much more from your smartphone! This is a free

application. This is available to iPhone, iPad, iTouch, Blackberry, Windows Mobile Devices, Samsung, and Nokia. Check out their websites for specifics.

These are just a few of the many sites that are available to you. What a great way to manage communication to your meeting attendees and business partners. MPI Wisconsin Chapter is on Facebook, and on Twitter. 



*Naomi Tucker, CMP, is a project manager for Humana Inc. and is the Vice President of Education for the MPI-WI Chapter.*

## STIRRING UP BUSINESS IN THE DELLS

*By Kat Hughes, REL:EVENT Meetings and Event Solutions*

**T**he MPI Wisconsin Chapter Annual Holiday Event was held on December 9, 2010 at The Wilderness Resort and Glacier Canyon Conference Center in the Wisconsin Dells. Despite the snow, many ventured out to enjoy the day of activities and holiday cheer!



The theme was Swizzle Stick Strategy—Stirring Up Business, playing off of speaker Laurie Guest’s subject matter, presented so well in the afternoon. Guests received whimsical swizzle sticks, sponsored by Physicians Plus Insurance. Other sponsors for the event were The Wilderness Resort, Wisconsin Dells Visitor and Convention Bureau, Radisson Paper Valley Hotel and Conference Center and REL:EVENT Meetings and Event Solutions.

The evening offered a lighthearted atmosphere, centered around networking opportunities, in keeping with Laurie’s presentation. Guests were given the chance to mingle while sampling beautiful displays of delightful delectables at various food stations throughout the room. “The Taste of the Wilderness” had several of the Wilderness’ own restaurants and outlets represented, including Field’s at the Wilderness, Sarento’s at the Wilderness, and Sundara Spa. In addition,

shopping abounded around the perimeter of the room with vendors such as Pampered Chef, Mische Bags, Silpada, Jamie Farley, glassblower, Mary Kay, Color Creations, Tastefully Simple, Party Lite and Jockey International. An amazing Silent Auction, which included everything from a leather Harley Davidson jacket, to airfare and a five-night stay in San Diego, offered more shopping and fundraising opportunities for all. Michelle Eggert’s efforts made for a

raffle that was equally as remarkable. Another special raffle was held that included beer for a year and baskets of wine, with free subscriptions to DRAFT magazine for each ticket purchased. The evening was topped off with entertainment by Rob Anthony, so everyone had the opportunity to relax and mingle in a truly elegant setting. It was a magnificent night of fun, fantastic food, friends and fundraising at its finest.

The creative team who planned, produced and managed the December Event were members: Shannon Timmerman, CMP, Jen Hlavachek, Jen O’Branovich, Alison Huber, CMP, Wanda Gilles and Kat Hughes. Non member, Lisa Levine, also offered tremendous support. Thank you ladies for helping to plan a great event! 

# PLANNER PROFILE: SARAH REUSCH

**Place of Employment:** Higher Learning Commission, Chicago, IL

**Job Title:** Process Associate, Meetings

**How long in the meetings industry?**  
Nine years

**How long in MPI?** One month

**Tell us about your company and/or position:** The Higher Learning Commission accredits degree-granting, post-secondary educational institutions in a 19-state region. The organization's mission is to serve the common good by assuring and advancing the quality of higher learning.

I manage over 50 meetings, conferences, and workshops annually, ranging in size from 10 to 4,000 participants.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I'd like to work with MPI wherever help is needed.

**Tell us about your family:** This summer I eloped to New York City and got married at City Hall. I live with my husband and family of rescued cats.

**Where were you born?** Milwaukee

**Where do you currently live?** I live in Milwaukee's Brady Street neighborhood.

**Favorite Pastimes:** Reading, cooking with my husband, camping, and canoeing Wisconsin's rivers.

**Person you admire most and why:** My sister Becky is the most courageous and generous person I know. She is a clinical social worker on Los Angeles' Skid Row and works on behalf of the poorest and most vulnerable populations. She's a powerhouse of strength and compassion, and my inspiration to be a better person.

**Dream Vacation:** Backpacking and camping throughout northern California.



**Favorite Musical Group:** PJ Harvey

**If I won the lottery I would:** Start a foundation and give all my money away to animal rescue groups. I would move out to southern Utah and become a full time volunteer for the Best Friends Animal Sanctuary.

**Words to live by:** *"It is never too late to be what we might have been"* — George Eliot

**Special personal accomplishments:** I volunteer for the Wisconsin Humane Society.

**What else would you like other MPI members to know about you?** I am working towards becoming a CMP. I look forward to meeting and working with the members of the meeting professional community in Wisconsin. 🌐



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# VOLUNTEER MEMBER: JOHN DORGAN

*By Jen Hlavachek*



**J**ohn Dorgan currently has the position on the MPI-Wisconsin Board as the Director of Member Care. His job is to take care of the members we have signed up, and pass on information about our Chapter and the membership. The January 6, 2011 meeting featured a New Member Orientation session that was amazing!

The orientation was set up as a round table discussion focusing on networking, MPI International website and services, volunteer opportunities, and further education opportunities such as obtaining your CMP. The attendees could jump from table to table and freely ask questions to our experts which consisted of Susan Kainz, Dana Ecker, Tina Luther (now Jacobson), CMP, Alison Huber, CMP and our MPI International Chapter Business Manager Stuart Taylor.

There were 19 guests and new members signed up for the program, but 28 people showed up on the day of the session and learned what our chapter has to offer. So many people were impressed by the session, and I personally heard a lot of buzzing of what an accessible and outgoing group we are to belong to! The room was energized and there were a lot of questions being answered throughout the session.

John did a great job making the attendees feel welcome, and if you would like to join his Member Care Team, please contact him at 920-720-8000. 🌐

# MENTOR<sub>me</sub>

## MENTOR ME Program Launches in 2011!

*By Jill Schroeder*

**T**he growth and success of student MPI members often depends on the support of experienced professionals. The Student Team was excited to announce MENTOR ME, a mentorship program between students and professional members, in February.

Based on the RISE Award-winning program, Power of 2, created by MPI members in Minnesota, this program is intended to match student members



with someone who excels in a specific area of the industry. From suppliers to planners, corporations to associations, and everything in between, MENTOR ME offers participants the opportunity to grow from one another.

After the initial “MENTOR ME Meet Up” that was held before the February Education Meeting, student/professional partnerships began to develop. Not only does this program promote learning, but it also enables students to have a larger MPI presence. Student Team Lead, Karen Cartwright comments, “We are excited to start the MENTOR ME program. It’s a great way to facilitate networking between our student and professional members.” With careers in meeting and event management on the rise, mentors are able to have a direct influence on the future of our chapter. At the same time, the mentees are able to develop their knowledge and learn outside of the classroom. An initial survey was taken to determine how many students were interested in participating, and later the partners were matched based on the student’s interest in a particular area. Partnerships are intended to last for a few months, and the frequency of meetings are determined by each individual group. Continued interaction in the future between the participants is also encouraged.

MENTOR ME will be a great learning experience for everyone involved, and organizers hope for a successful program and continued interest. 🌐

# MPI JANUARY 2011 EDUCATION DAY

*By Michelle Tyo-Johnson, Director Business Development  
NorthCoast Productions and MPI-WI Chapter Director Monthly Programs*

Over 100 MPI-WI members came together for the January chapter education event on January 6<sup>th</sup> at the Hyatt Regency Milwaukee. For those that were not able to attend, and for those who did, here is a recap of the fun-filled day of shopping, eating, learning and lots of networking.

The day started out with new members and guests coming together with chapter veterans to learn more about our remarkable chapter and all the opportunities MPI-WI has to offer.

The Hyatt Regency Milwaukee team did an incredible job getting everything prepared. We were treated to an extraordinary lunch and incredible dessert demonstration/presentation by Chef Michael Downey. The apple crunch cobbler with homemade vanilla gelato and caramel sauce was absolutely one of the best desserts I have ever had!

After lunch, MPI-WI members moved to the meeting room for our featured speaker, Richard Aaron, CMP, CSEP, President of BizBash Media. This former Broadway actor is acknowledged as one of the foremost experts in pioneering the modern event industry. His high-energy presentation, Special Events - Marketing for Success, immersed us in fresh new ideas and trends to better market our businesses.

Following the presentation, attendees were treated to fabulous hors d'oeuvres, compliments of the Hyatt Regency Milwaukee. While enjoying the great food and atmosphere, raffle items were won, and our members had an opportunity to network and get to know each other better.

The January event was a huge success! A special thank you to everyone who attended and helped plan the event! 🌐



*Chef Michael Downey demonstrating how to make a delectable apple cobbler.*



*Speaker Richard Aaron, sharing a point of discussion, with the help of Marin Medema, The Osthoff Resort.*



*A small group presents their event marketing plan to fellow attendees.*



## DÉJÀ VU, ALL OVER AGAIN

*By Todd Hanson, CRP, CPIM – President of Catalyst Performance Group  
and the ROI of Engagement*

**R**ewind to 2008. The economy stumbles, confidence is rattled, anger flares and finger pointing begins. “Corporate extravagance! Waste! Boondoggle!” And leadership was left unable to defend their investment in people, unable to prove the ROI of meetings, incentives and events. Fast forward to 2011. Things are looking up; attendees, flight loads, occupancy, spend, etc. There is cautious optimism in the air - things appear to be coming back!

This time around, wouldn't it be nice to be prepared for the next cycle? If you could prove the value of your company's investment in people, could we prevent the manic cycle of boom and collapse we've experienced over the years? We believe the key to doing this is to measure the results of all your meetings and events. And in some cases, actually measure ROI. That's why meeting professionals like me, and MPI members like Connie Nau, CMP, have obtained their Certified ROI Professional designation.

Measurement is fundamentally a process improvement tool. Armed with the ability to prove value, though, it can effectively serve as a way to defend existing programs and justify future investment. So, what are you doing to build the business case for your organization's investment in people? We would like to know.

Interested in obtaining a Certified ROI Professional (CRP) designation and learning how to accurately measure results of meetings, events and engagement programs at five levels, including ROI, using the world's most recognized methodology, and leveraging findings to fuel continuous improvement? The Catalyst Group is offering a special discount to MPI-WI members. The 5-Day ROI Certification takes place in Appleton, April 25-29, 2011.

To learn more, visit: <http://www.regonline.com/2011ROIcertification>. For information regarding the discount, contact Connie Nau, CMP, CRP at [connie.nau@catalystperformancegroup.com](mailto:connie.nau@catalystperformancegroup.com). 

# STRATEGIC ALLIANCE PARTNER PROGRAM ROLLS OUT – BUILDING CONNECTIONS!

By Denise Henson, MPI-WI VP Finance

The Finance Team has been busy updating and fine tuning the Wisconsin Chapter's Strategic Alliance Partnerships program. This affords both our suppliers and planners the opportunity to build connections throughout the Chapter in the form of both goods and services, or monetary, in exchange for increased exposure to industry professionals in MPI Wisconsin and beyond, as well as marketing opportunities and connections that will affect your organization and your bottom line.

The Wisconsin Chapter of MPI invites you, through an annual RFP process, to participate in our chapter programs by becoming a Strategic Alliance Partner. Strategic Alliance Partners have the opportunity to showcase their properties, products and services to more than 325 planners and suppliers throughout the State of Wisconsin and beyond.

We are looking for dynamic locations for Monthly Education Programs, September Awards Gala, Fall and Spring Education Days, Fundraising Events and the Golf Outing. However, if you are not a supplier venue, there are many additional means of which your organization can support the Chapter. Do you offer transportation services, floral arrangements, entertainment, or production equipment? We encourage your creativity!

The most impactful change to our program is in the In Kind Cash category. The chapter will give 100% sponsorship credit for the wholesale value (cost) of the in-kind donation if the sponsorship is provided in full (no money required from the chapter, unless otherwise pre-negotiated). Should the in-kind donation not be 100% donation, but instead a percentage of the total wholesale value, the chapter will give in-kind credit based on the sponsorship level of the associated wholesale value.

Strategic Alliance Partners who contribute cumulative values in any of the categories will be entitled to the benefits listed in that category. You may be a Strategic Alliance Partner in more than one event to build cumulative value for all your

involvement during the fiscal year. Opportunities are available on a first come, first served basis.

To learn more about the sponsorship level ranges, we encourage you to visit the MPI Wisconsin website to view all of the benefits that your organization will receive as a Strategic Alliance Partner, or email [alliances@mpiwi.org](mailto:alliances@mpiwi.org).

A special thank you to all of our past and current sponsors - without this partnership, the quality of our educational programming, and exceptional events would not be possible! 

*Continued from page 2*

**Business Formal** is the same as Semi-Formal for men, but for women it suggests that women opt for more tailored dressy suits and dresses (nothing too slinky or sexy).

**Cocktail Attire** implies short, elegant dresses for women and dark suits for men.

**Informal** is often interpreted as the same as Casual, but it actually calls for the same dress as Semi-Formal.

**Festive Attire**, usually seen around the holidays, means to choose looks with a bit of sparkle or holiday blend.

**Dressy Casual or Business Casual attire** calls for dressed-up versions of casual looks. For him, it could be trousers and a sport coat, for her a dressy pants look. Jeans, shorts, T-shirts and other casual looks are not appropriate for Dressy/Business Casual.

**Casual** generally means anything goes. 



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# GETTING BUSINESS DONE

Reinforcing the value of our industry's efforts, MPI unveils its exclusive *Getting Business Done - How and Why Meetings and Business Events Bolster Your Overall Strategy* insert, marking the second consecutive year MPI has partnered with American Business Journals. This publication delivers valuable *One+* content about the importance of meetings to more than 300,000 U.S. business leaders as a supplement to their local *Business Journal*.



To read the supplement, visit [MPIWEB.org](http://MPIWEB.org), and click on 'Research and Tools' and then 'Business Journal.'

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# WHO'S IN THE NEWS

## Changes & Accomplishments

**"Leadership is doing what is right when no one is watching."**

— George Van Valkenburg

Congratulations to **Farah Slinger** from A to Z Event Essentials who was recently appointed to the Board of Directors for NACE (National Association of Catering Executives) as Vice President.

**Tami Gilbertson, CMP** (WPS Health Insurance) has been selected by the Green Bay Packers as a Community Quarterback for her volunteer efforts with the charitable organization VSA. As a result, VSA Arts of Wisconsin will be issued a grant in the amount of \$1,000.

**REL:EVENT Meeting and Event Solutions**, owned by **Kat Hughes** and **Lisa Levine**, recently opened a second office in downtown Milwaukee. **Kat Hughes** was also recently quoted in the January issue of *Smart Meetings* magazine on the importance of keeping up with technology.

**Naomi W. Tucker, CMP** (Humana) recently received her CMP re-certification.



**The Kalahari Resort** recently completed a \$1.5 million in state-of-the-art audio visual and aesthetic renovations.

**Nick Topitzes, CMP** (PC Nametag) and **Michelle Eggert, CMP** (Conference Direct) are both nominated for awards at MPI International. We wish them the best of luck!

**Meetings & Incentives (M&I)**, a full service meeting management company out of Caledonia, WI, is excited to announce a new division – **M&I Association Management & Consulting**.

**Morgan Data Solutions** is celebrating their 10th year anniversary in 2011! **Christopher and Heather Dyer** have been members of MPI for nine years and have served as Administrators for the Wisconsin Chapter since 2003. Based in Madison, Morgan

Data Solutions provides full and ala carte solutions for data, web and management to more than 20 associations, not for profits and small businesses.



Wedding bells have been ringing! A special congratulations to **Michelle Reed** (Association Acumen, LLC) who on September 25 became Michelle Johnson, CMP.



And to **Tina Luther**, who on New Year's Eve, became Tina Jacobson, CMP. Please continue to email me with any changes in employment, news to celebrate, or recent success stories. I am looking forward to hearing from you! 🌐



*Michelle Tyo-Johnson is the Director Business Development for NorthCoast Productions and Director of Monthly Programs for the MPI-WI Chapter. (michelle@northcoastpro.com).*

# STUDENT PROFILE: DELLA BLOOM



**Place of Employment:** Unemployed

**Job Title:** Student at Madison College

**What drew you to the meetings industry?** I've worked various avenues of the meetings industry from media sales, registration tables, exhibit halls, to relationship building. I thought this was an industry that I could draw from my own work experiences.

**Tell us about your college program:** I'm in my first year of the Meeting & Event Planner Program at Madison College. Janet Sperstad is my teacher. I will receive my Certificate in December of 2010, and then continue for my two year degree.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I joined about seven weeks ago, just before the Green Bay event so haven't had time to get involved with MPI yet.

**Tell us about your family:** I have a son, as well as a daughter and son-in-law who have a 10-month-old son. Yes, I'm a grandma and proud of it.

**Where were you born?** Gary, IN

**Where do you currently live?** Columbus, WI

**Favorite Pastimes:** Playing piano, singing, country dancing

**Favorite Musical Group:** CHICAGO

**Person you admire most and why:** My dad. He passed away two years ago but he wasn't a stranger to anyone. He could meet a total stranger and come away with a new friend. He taught me and my siblings to meet and truly connect with people. It's a trait that I'm very thankful for today.

**Dream Vacation:** Hawaii. I've been to 48 states but need Alaska and Hawaii to make all 50. Between my three siblings, I can still be the first to Hawaii.

**If I won the lottery I would:** Take my whole family; kids, grandson, siblings, mom on a cruise together. Oh, and pay off bills.

**Words to live by:** "I am the master of my thoughts," taken from the book, The Secret.

**Special personal accomplishments:** Going back to school at age 48! 🌐

# Meetings in Wisconsin

## BROOKFIELD/MILWAUKEE WEST

1005 S. Moorland Road, Brookfield, WI 53005  
262/786-9540 fax: 262/786-4561 contact: Ina Brown  
gina.brk@bwmidway.com www.midwayhotels.com

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4929 Landmark Drive, Egg Harbor, WI 54209  
920/868-3205 fax: 920/868-2569 contact: Jeff Larson  
jlarson@thelandmarkresort.com www.thelandmarkresort.com  
Rooms: 11      Suites: 294      : Yes

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## LAKE GENEVA

335 Wrigley Drive, Lake Geneva, WI 53147  
262/248-2100 fax: 262/248-2125 contact: Tom Myslop  
thyslop@bellavistasuites.com www.bellavistasuites.com  
Rooms: 4      Suites: 39      : Yes

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414/272-1937 fax: 414/225-3273 contact: Christine Woldt- Cleod  
cwoldt-mcleod@hotelmetro.com www.hotelmetro.com  
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# SUPPLIER PROFILE: AMANDA LISENBY

**Place of Employment:** Grand Geneva Resort & Spa

**Job Title:** Sales Manager

**How long in the meetings industry?** Seven years

**How long in MPI?** Three months

**Tell a bit about your company and/or current position:**

The Marcus Corporation is a Milwaukee based, publicly-traded company comprised of two divisions — Marcus Hotels and Resorts and Marcus Theatres. Its portfolio includes 20 hotels and resorts nationwide, and nearly 700 screens spanning seven states.

The Grand Geneva is one of only five AAA Four-Diamond awarded resorts in Wisconsin. We have 355 guestrooms, 62,000 square feet of meeting space and three restaurants. Our property received \$16 million in renovations that were completed in early 2010. The renovations included guestrooms, guestroom corridors, public spaces, outdoor pool, and our WELL Spa. Our property also provides guests with two championship golf courses, 18 run ski hill, a 50,000 square foot indoor/outdoor waterpark, horseback riding, indoor/outdoor tennis, rock climbing, biking, volleyball and basketball for guests to enjoy while visiting!

I am a Sales Manager for the Grand Geneva working with the corporate market. Handling agriculture, automotive, energy, IT, law and retail/fashion beauty. I have been in my current position for six months.

I previously was a Meetings Express Manager for the Grand Geneva handling the social and corporate bookings of a smaller scale. I held this position for two years.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I am interested in being involved in any groups that handle raising of funds for non profit organizations.

**Where were you born?** Libertyville, IL

**Where do you currently live?** Lake Geneva, WI

**Tell us about your family:** My husband and I have been married for one year. We are expecting our first child at the end of this month! My husband is a stone mason and owns his own company here in Lake Geneva. I am one of four children and my family all lives in Illinois!

**Favorite Pastimes:** Baking, biking, traveling, spending time with family and friends

**Favorite Musical Group:** I enjoy all genres of music, so this is too difficult to choose just one!

**Person you admire most and why:** My mom! She is the most driven women I have met. She takes on anything and everything and strives to be successful at all tasks she sets out to do. Her energy is amazing, and I can only hope to be as great of parent as she has been to me!

**Dream Vacation:** Europe. I don't think there is one particular location I would choose over another; there is so much beauty I would like to experience it all!

**If I won the lottery I would:** Start my journey to Europe beginning in Norway. While there enjoying the beauty I would determine where my new fortune would be best spent, including my family and close friends.

**Words to live by:** "Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning." — Albert Einstein

**Special personal accomplishments:** Graduated from the San Francisco Culinary Academy with a degree Associate in Occupational Studies Le Cordon Bleu, Culinary. I sit on the Lake Geneva Beautification Committee

**What else would you like other MPI members to know about you?** I am very excited to be a part of MPI Wisconsin and look forward to taking an active role within our chapter! 🌐

# NEW MEMBERS

Please help us welcome our new members!

**Melissa Amado**

1540 West Pine Street  
Baraboo, WI 53913  
melissa.amado@gmail.com  
Student

**Amy Dall**

20275 Wetherby Court  
Brookfield, WI 53045  
amydall77@hotmail.com  
Student

**Dee Hanley**

mhanley@elknet.net  
Student

**Paul Heck**

Milwaukee Athletic Club  
758 North Broadway  
Milwaukee, WI 53202  
Tel: 414-274-0629  
Fax: 414-273-4118  
pheck@macwi.org  
Supplier Meeting Professional

**Judy Keller**

WI Cheese Makers Association  
8030 Excelsior Drive, #305  
Madison, WI 53555  
jkeller@wischeesemakers.org  
Association Meeting Professional

**Elizabeth Klainot**

Peace Action Wisconsin  
3009 South Delaware Avenue  
Milwaukee, WI 53207  
lizklainot@gmail.com  
Student

**Patti Klainot**

Vino 100 Wauwatosa  
1843 Church Street  
Wauwatosa, WI 53213  
webberjenn@att.net  
Student

**Amanda Lisenby**

Grand Geneva Resort & Spa  
7036 Grand Geneva Way  
Lake Geneva, WI 53147  
Tel: 262-249-4702  
Fax: 262-249-4585  
amandalisenby@grandgeneva.com  
Supplier Meeting Professional

**Nicole Raudabaugh**

Fox Premier Meetings and Incentives  
2150 South Washburn Street  
Oshkosh, WI 54904  
nraudabaugh@gofoxi.com  
Corporate Meeting Professional

**Carol Spankus**

Executive Director, Inc.  
555 East Wells Street, Suite 1100  
Milwaukee, WI 53202  
cspankus@aacpdm.org  
Association Meeting Professional

**Margaret Trotter**

Executive Director, Inc.  
555 East Wells Street, Suite 1100  
Milwaukee, WI 53202  
mtrotter@execinc.com  
Association Meeting Professional

**Susan VanWinkle, CTA**

Milwaukee Area Technical College  
700 West State Street  
Milwaukee, WI 53233  
Tel: 414-297-7484  
vanwinsp@matc.edu  
Faculty

**Sandra Vogt**

2162 North 73<sup>rd</sup> Street  
Milwaukee, WI 53213  
Tel: 414-257-2404  
sandrajvogt@gmail.com  
Student

**Jessica Whitney, MBA**

GE Healthcare  
6903 Harvey Avenue  
Wauwatosa, WI 53213  
Tel: 414-721-5551  
jessica.whitmeny@ge.com  
Corporate Meeting Professional

**Kristen Wright**

Agricultural & Applied Economics  
Association (AAEA)  
555 East Wells Street  
Milwaukee, WI 53202  
Tel: 414-918-3190  
Kwright@aaea.org  
Association Meeting Professional

# SHARING YARN TO SPREAD WARMTH

*Justine Alexander, Holiday Inn Madison  
at the American Center*

**I**n January, the Community Outreach Team, with help from Chapter members, was able to collect and donate a total of 87 spools of yarn, 56 hats, four headbands and one scarf for the SHARE-Mitten Plus Project!

For over 18 years, a team of volunteers called the Mitten Plus Project has met at SHARE's headquarters in Butler, WI. As they share knitting knowledge, techniques and information, Mitten Plus Project volunteers create beautiful handmade mittens, hats and scarves which are then donated to people in need. The articles produced by the Mitten Plus Project are distributed at shelters, agencies and nursing homes. The articles not only provide physical warmth, but bring joy into the lives of the recipients as well. Every time a recipient uses the clothing, that person knows a member of the Mitten Plus Project put a lot of effort and love into it.

The Community Outreach Team would like to say a special "Thank You" to those of you who donated, and also to those of you who helped to spread the word and brought in donations from co-workers and family members. You have really helped to keep people warm and bring joy to their lives this winter season!

If you have any suggestions of things that we can do to help to make our communities a better place to live, please let one of us on the Community Outreach Team know. 



# FOOD FOR THOUGHT

**Featuring:** Executive Chef Chad Kornetzke  
The Osthoff Resort



**E**xecutive Chef, Chad Kornetzke, began his food and beverage/hospitality career at the age of 16. Upon graduating high school, Chef Kornetzke moved to Miami, Florida to attend the Culinary Arts Program at Johnson and Wales University.

While attending the university, Kornetzke worked at Pacific Time Restaurant hailed Best Restaurant in Miami by numerous publications and featured in *Food and Wine Magazine*, *Gourmet Magazine* and *Bon Appetite*. Kornetzke was promoted to Sous Chef followed by Executive Sous Chef.

In 2001, Chef Kornetzke moved back to Wisconsin and joined The Osthoff Resort. As Sous Chef, he worked closely with the Executive Chef in developing new menus for the resort's restaurant and banquets. In 2005, he became Executive Chef and was responsible for opening the 100-seat Lola's on the Lake Restaurant and Lounge implementing all menus throughout the resort. In November 2005, Dennis Getto, dining critic for the *Milwaukee Journal Sentinel*, reviewed the restaurant and granted three stars to the establishment. Today, Chef Kornetzke continues his role as Executive Chef of The Osthoff Resort participating in the ACF Cooking Competition and receiving multiple awards. 🌐

## BUTTERNUT SQUASH SOUP

*Yield: Approximately 1½ gallons*

### INGREDIENTS

10 lbs	Butternut squash, roasted and peeled
1 ea	Yellow onion, small dice
2 stalks	Celery, small dice
1 medium	Carrot, small dice
1 ea	Granny Smith apple, peeled, cored and diced
½ t	Hungarian paprika
¼ t	Ground nutmeg
¼ t	Ground ginger (Spice House)
½ t	Ground white pepper
3 T	Salt
1 C	Apple cider
½ gal	Vegetable stock
1 qt	Heavy cream

### DIRECTIONS

1. Roast squash in slow oven until fork tender. (350°F for about 1 hour.) Remove from oven and cool slightly. Scoop out seeds and discard. Remove flesh and reserve.
2. Sauté onions, celery, and carrots until tender.
3. Add seasonings.
4. Add reserved squash.
5. Add apple cider and vegetable stock. Simmer for one hour.
6. Puree soup and add cream. Re-season to taste.

**WISCONSIN  
CHAPTER**



**MPI Wisconsin Chapter**

2830 Agriculture Drive

Madison, WI 53718

**tel:** 608-204-9816

**fax:** 608-204-9818

**email:** admin@mpiwi.org

**web:** www.mpiwi.org

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**17**

**March Education**

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Milwaukee

Speaker/Topic: Green Eggs & Ham is  
More Than Just a Dr. Seuss Story

— Katja Morgenstern, CMP

**APRIL 2011**

**13-14**

**Affordable Meetings**

Tradeshow  
Navy Pier, Chicago  
The Osthoff Resort  
Elkhart Lake

**14**

**April Education**

The Osthoff Resort  
Elkhart Lake

**MAY 2011**

**12**

**May Education**

Sheraton Milwaukee Brookfield  
Brookfield

**JUNE 2011**

**22-23**

**Heidel House Resort**

MPI-WI/WSAE Summer Event  
Green Lake