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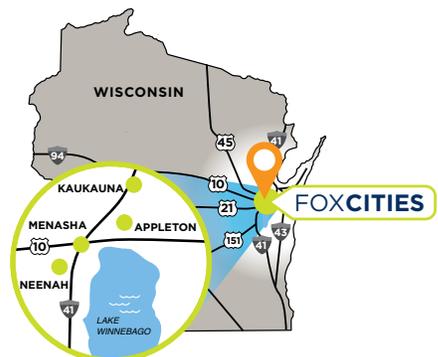
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Tri-Marq Communications
tom@trimarq.com

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bsmith@wcd.org

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jgraber@specialolympicswisconsin.org

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Maria Peot, CMP
Milwaukee Area Technical College
maria.peot@gmail.com

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Iron Horse Hotel
kmcginnis@theironhorsehotel.com

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Fox Cities Convention & Visitors Bureau
ahutchinson@foxcities.org

Director-Member Care

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Blue Harbor Resort & Spa
skern@blueharborresort.com

Director-Special Events

Tracey Bockhop, CMP
Meet Meetings
tracey@meetmeetings.com

Director-Monthly Programming

Tamara Jesswein, CMP
HID Global
tjesswein@hidglobal.com

Director-Publications & Community Outreach

Sarah Banach
Marcus Hotels & Resorts
sarahbanach@marcusshotels.com

Director-Special Education

Danielle Ziegler, CMP, CVT
Greater Madison Convention & Visitors Bureau
ziegler@visitmadison.com

Director-Strategic Alliances, Sponsorships & Fundraising

Elizabeth Unruh
Wisconsin Center District
eunruh@wcd.org

Director-Website, Social Media, & Public Relations

Cathy Kreiter
Visit Milwaukee
cathykreiter@gmail.com

MPI-WISCONSIN CHAPTER
Agenda

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CO-EDITORS

Joe Millenbach
Global Account Executive
Conference Direct
joe.millenbach@conferencedirect.com

Calley Van Kirk
Group Sales Manager
Holiday Inn Milwaukee Riverfront
calley@hilmilwaukee.com

CONTRIBUTING WRITERS

Tamara P Jesswein, CMP
Tom Graybill
Jennifer Mell, CMP
Maria Peot, CMP
Tracey Bockhop, CMP
Michelle Eggert, CMP
Brandt Krueger
Nicole Sleinin
Danielle Ziegler, CMP, CVT

GRAPHIC DESIGN

Ann Shultz, AJS Designs, ajsdesigns.net

PHOTOGRAPHY

David LaHaye, lahayephotography.com

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EDITOR'S NOTE



ISSUE FOCUS: TECHNOLOGY

Technology has become such a part of our daily life, both in business and in our personal lives, that it's hard to remember a time when we didn't use technology in some form or another. Gone are the days of payphone banks in hotel lobbies, once an important selling feature so that meeting attendees could make their calls in between meetings, because there was no such thing as a cellphone in the 1980s. Anyone younger than 30 has no clue what I'm talking about right now, but trust me everyone, it happened.

My point in sharing that example is that the technology available to us as meeting planners will always be evolving and as meeting professionals, it's important for us to embrace that change in our industry or we risk being left behind, like an unused pay phone. We need to be well versed in technology tools like mobile event apps, the latest presentation technology, and web-based conferencing programs, just to name a few.

With that in mind, I challenge you to embrace new technology this year and try something new at your own meetings, even if it's something as simple as setting up a Skype meeting instead of the usual conference call. If you're really ambitious, Jen Mell has an interesting article in this issue of the *Agenda* about drone technology and events (page 10). For more event technology ideas, check out one of the industry's best technology experts, Corbin Ball, at www.corbinball.com. 🌐

Joe Millenbach
Co-Editor, the *Agenda*
MPI-WI Chapter

{MADISON, WI}

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President's Column



Finally! Spring is here...well, almost.

By the time this column reaches you I'm truly hoping it's feeling like spring or at least right around the corner. Spring is my favorite time of year...the sun shines longer and everything starts to get its color back. Spring also makes me think of **growth** and **rejuvenation**.

A sure sign of **rejuvenation** in MPI is the "changing of the guard" within our Board of Directors. I am so pleased to announce the following members have accepted positions on our 2017-2018 Board of Directors:

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Sarah Banach , Marcus Hotels and Resorts	Director – Publications, Community Outreach

Please be sure to congratulate and thank these members for their commitment to MPI-Wisconsin the next time you see them! While we need all of our members to be involved to make this chapter a success, the Board members truly go above and beyond with their time and effort to make great things happen in Wisconsin.

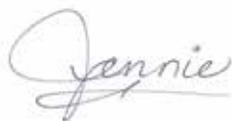
Make sure to take time to **grow** your knowledge with us this spring. Our March fundraising event is being held at a new property near State Fair Park, the Hampton Inn and Suites Milwaukee West. This gives you Planners an opportunity to tour a new property while learning the *6 Keys to Effective Team Building* from Courtney Idhe. After the education session, we'll get to enjoy carnival games while bidding on some awesome silent auction items.

As I've mentioned in earlier columns, April's event will take us to Dubuque, Iowa! Not only will we get to see what Dubuque and the Hotel Julien has to offer, we'll also brush up on our AV knowledge during the education session with Brandt Krueger. Be sure to register early to take advantage of special offers on transportation and overnight accommodations.

Last but not least this spring is our Education Day event in May, which will be held at the Green Lake Conference Center. If you haven't joined us in May before, be sure to block your calendar starting on Wednesday evening for a fantastic opening reception and then spend the whole day Thursday **growing** your skills and knowledge with several education topics. Keep an eye out for more information on the MPI-Wisconsin website for a full listing of speakers and topics. After a day and a half of spending time with your MPI friends, you're bound to leave Green Lake feeling **rejuvenated** and ready to tackle the rest of spring!

It's not too late to join the CMP 101 sessions if you're thinking of growing your career. These small-group sessions are geared for those studying for their CMP exam and are included in the registration cost for the events listed above!

Before signing off, I want to share a couple thoughts on technology, the umbrella topic for this edition of the *Agenda*. As you'll see thumbing through the pages here, there's new technology being developed and implemented every day in and for our industry. I'm what you call a "late adopter" when it comes to technology...I tend to let other people check out the new tech gadgets and apps. If you're like me, stretch yourself to try some new technology this spring. Whether it's a new app for your next event, new planning software for your everyday life or some cool new tech thing to try (i.e. drones dropping drink tickets from atop your general session!), give something a try and **grow** your experience with anything "techie." And for those of you that jump at the chance to try new tech-gadgets, be sure to share your experiences with fellow MPI members. You're bound to **rejuvenate** your love of the tech world while sharing your knowledge with the rest of us. 🌐



Jennifer Mell
President
MPI-WI Chapter

BOARD MEMBER PROFILE

Cathy Kreiter

VISIT Milwaukee



Where do you currently live?

Oak Creek

How long in the meeting/event industry?

5 Years

Tell us 2-3 things you are responsible for on the board:

I'm responsible for keeping an eye on the chapter's website to make sure information is up-to-date, and also to make sure you are seeing relevant and interesting content across our social media channels.

What is the best part of being on the board? As I have just joined the board, I'm looking forward to experiencing my first board retreat and getting into the groove of being a board member for this great chapter!

What have you learned most from being on the board?

There has been a lot to learn as I transition into this role, but I have an excellent teacher (board member Maria Peot) and truly value all of the team members that I'm working with and getting to know.

What is the best advice you can give to someone who is thinking about getting more involved in MPI?

Being active within MPI in any capacity is a great way to learn the ropes of this industry from real professionals. This chapter strives to bring educational content and networking opportunities that will have a positive impact for everyone involved, and by volunteering, you can be a part of all that in a fun and unique way.

Favorite hobbies or pastimes? Is binge watching Netflix shows a hobby?! I also enjoy getting lost in a good book, and having wine dates with friends.

Favorite musical artist or band? Can't go wrong with some Mumford & Sons!

Take a **ROAD TRIP** with MPI-WI!

By: Tamara P Jesswein, CMP

This April we have an exciting opportunity to join forces with the Hotel Julien and Dubuque CVB. We travel to their city to learn more about what it has to offer, as well as exciting education challenging us to become audio visual experts!

Wednesday, April 12th we'll gather in Madison for a fun filled ROAD TRIP to Dubuque, compliments of our hosts via motor coach.

Upon arrival we'll enjoy dinner at the National Mississippi River Museum & Aquarium sponsored by the Dubuque CVB, after which we will check in to the Hotel Julien, an elegant boutique hotel that marries modern amenities with historic charm in the heart of the Old Main District.

Thursday we'll start with a city tour and tour of Grand River Center and Five Flags Center. Then we are on to a great day of education, led by Brandt Krueger. With 20 years' experience in the meetings and events industry, Brandt has spoken at numerous industry events and seminars all over the world,

been published in many industry magazines and websites, and teaches public and private classes on event technology. He provides freelance technical production services, and is the owner of Event Technology Consulting.

Following the fabulous day we jump on the motor coach for a quick ride home, enjoying networking time while doing so.

Can't wait to see you all there.

Save the Dates! April 12 & 13, 2017. 🌐



Tamara P. Jesswein, CMP
Corporate Event Manager
HID Global Corporation
mobile: +1 512-375-2363
tjesswein@hidglobal.com

WHO'S IN THE NEWS

After 26 years with the State Bar of Wisconsin, **Donna Kinney** is retiring. As an 18 year member of MPI-WI, we wish Donna the very best in her next endeavors!"

On January 23, **Maria Peot** earned her Certified Meeting Professional (CMP) designation. Congratulations, Maria, on your hard work!

Jodi Goldbeck received the *2017 Excellence in Full-Time Teaching Award* from her peers at Madison College. Jodi has taught at the college for 15 years, currently in the Meeting and Event Management program. Congrats on this distinguished award, Jodi!

Wilderness Resort management recently unveiled two exciting new projects for 2017. The resort will be adding a third Room Escape for families with younger children, and it will also be replacing the current Timberland Playhouse with a new and improved Playhouse.

This week, **Aspira Spa** received an amazing accolade: The #2 Spa in America and #1 Lake/Resort Spa. (OSTOFF Resort)



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The Drones Are Coming!

By: Jennifer Mell, CMP

Have you ever flown a drone?

My teenage son wants to be a drone pilot when he grows up. What does that even mean? The only things that come to my mind are either joining the military to carry out covert operations or him standing in a field just flying his drones all day! However, when researching more about this I realized there's many applications for drones (a.k.a. unmanned aircraft systems) and even more surprising to me, in the meeting and events industry.

In June, I attended MPI's World Education Congress (WEC) in Atlantic City. This conference hosts thousands of planners and suppliers to provide the best opportunity for networking, education, marketplace and trying out new ideas in event design!

- **What if I couldn't have attended?** Using drones and drone-inspired technology to offer virtual attendance and break down the barrier between face-to-face and virtual events could make a huge impact. By deploying first-person view, remote attendees could experience the event online – from the marketplace floor, to general sessions and beyond.
- **There's so much to see!** The footprint of this conference is BIG. Imagine using drones to fly overhead and display the action on a screen for all to see in the general session. Not only does this promote all the activities at the event but these drones could also be used strategically to break up traffic flow issues.
- **Give me something free!** Talk about a fun sponsorship opportunity! What if one of the local adult beverage establishments had created a free drink voucher and dropped them randomly from a drone flying high above the massive general session room while waiting for presentations to start? Not only would you be the talk of the room for your logo'd drone zooming around, you'd also increase traffic (and sales) in your establishment.
- **The bookstore is so busy!** Every year, WEC has an on-site bookstore with printed materials from various speakers, textbooks for budding CMP's, and more. With the right payment system in place, the bookstore could have an online inventory you purchase right from your smartphone and a drone delivers your purchase right to you.

- **Smile for the camera!** This year's opening reception was right on the beach of the Atlantic City Boardwalk. The footprint of this event felt massive between dozens of food stations, lounging canopies, lively dance floor and huge bar...right on the sand. Now imagine a drone flying overhead capturing footage of the event, snapping photos of groups of people, and for the event organizers, footage of the traffic flow in order to plan even more efficiently next year.
- **What if I was planning this conference?** I've often imagined being on the planning team for this incredible, industry conference. If I couldn't make it to the site inspection, could a drone help me? For sure! Industry leader, Freeman, has enhanced their web-based tool PLANTOUR to include drone-inspired technology such as venue fly-throughs, user-controlled 360 imagery, and immersive real life views of meeting spaces and facilities.



These are only a few of the ideas being used and developed for meetings and events with this technology. One thing to note: As exciting as these ideas are, not just anyone can legally operate a drone. There are strict regulations for drone use in general, and certainly for business use. There are many professionals trained and certified by the FAA, so, I would encourage you to seek them out for use in your own meetings and events. You can learn more about these regulations at <https://www.faa.gov/uas>. 🌐

Jennifer Mell, CMP is the current president of the MPI Wisconsin Chapter and Project Manager – Meetings for Travel Leaders Corporate.



What can MPI Wisconsin do for you?
by: JoEllen Graber

The MPI-WI Founders Grant is funded up to \$500 and can be used at the discretion of the recipient for MPI membership dues, registration fees and other professional development activities such as the Certified Meeting Professional (CMP) or Certified Meeting Management (CMM) exam or study materials!

The \$500 Kristin Bjurstrom Krueger Student Scholarship is available for students enrolled in a course of study in the meetings field at an accredited college.

Check out www.mpiwi.org under Professional Development for more information!
The Grant and Scholarship winners will be formally announced at the Awards Gala on September 21, 2017 at the Marriott Madison West



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The VR (R)evolution

By: Tom Graybill

The meeting experience is constantly in evolution. From flip charts to slide shows to PowerPoint to Prezi to streaming live content, technology provides new avenues to engage and inform our audiences.

A next step in that evolution is Virtual Reality, or VR. In a nutshell, VR involves immersing an audience (often a remote audience) completely in an environment, while giving them the freedom to look in almost any direction versus the flat plane of a standard video signal (like your television). For the viewer, this often means putting on a headset or using their smartphone combined with Google cardboard or a similar type of strap-on headgear for viewing.



▲ Google Cardboard VR

So what does this mean for the future of meetings?

Live VR events

Technology is already available to make the VR experience possible for your live events. One of the components of that technology is the 360-degree camera rig. There are several of these units on the market, with different lens arrangements and levels of quality.

In general terms, the rigs fall into two categories: a single camera with two or more lenses, and a rig with multiple cameras combined together.

Both systems combine the view of the lenses to create a complete picture in all directions. In general, the more the lenses (or cameras), the larger and more detailed the image. This “stitching” is accomplished either in the camera or by using software in a computer connected to the camera.

The resulting feed can be sent to YouTube through its web streaming application to share with your audience. Imagine setting up a 360-degree camera in the midst of your audience, with a clear view of the stage and the rest of the room. Those who can't attend the event can tune in the web stream and essentially be part of the audience, watching the stage action but also looking in all directions to experience the sights and sounds of your show.

Live events could be staged solely as VR experiences in the future, with the audience entering an empty room, putting on a headset and earphones while they sit in the audience and view the presentations. And when it is time to head out to separate breakout sessions, the attendees won't need to leave their seat but rather select which session they want to attend right from their headgear. Participants sitting right next to each other could be part of different breakouts!

Venue promotion/virtual site visits/tourism

Another application of this technology is for promotional videos for venues and hotels. Rather than a photo showing one side of a ballroom, a 360-degree video (or photo) can provide meeting planners with a complete view of a space. Graphics and voiceover narration could be added to a video to provide additional information and features and benefits of the real estate. For an example of a 360-degree video, please visit the MPI-Wisconsin YouTube channel.

This approach can extend to any other vital attractions at a venue. What a unique way to showcase a rooftop patio, waterpark, restaurant, or other amenity.

The tourism industry is already embracing the VR experience, as you can ride rollercoasters, swim with dolphins (there are underwater rigs), or just explore a city as if you are there.

VR turns viewing into experiencing. The revolution is coming. 🌐

Tom Graybill is VP, Sales for Tri-Marq Communications and Immediate Past President of MPI-Wisconsin

January Event Recap - The Solution Circle

By: Maria Peot, CMP

MPI-WI kicked off the new year with a fantastic education event on January 19th at the newly remodeled Embassy Suites by Hilton Milwaukee in Brookfield, WI. The day started out with optional pre-event sessions for members; MPI 101 for new members or those thinking about joining MPI and CMP 101 for seasoned members who are studying for or interested in earning their CMP designation.

The day officially began with lunch and brief remarks from our Community Outreach partner for January, Global Giving. Attendees were asked to donate new or gently used sports equipment which would be given to organizations and individuals in the local area. A fantastic “surf and turf” lunch was served, and members had the opportunity to network and catch up after an MPI-WI holiday hiatus!

January’s education session was led by Tara Liaschenko, CMM, who returned to Wisconsin with The Solution Circle. This popular session has been done with our chapter before, but the best part of this session is that every time you experience it, you take away something new and different. After a brief activity in front of the large group, where Tara brought audience members up to the front of the room, we began to tackle problems at our individual tables. Each participant was able to share a work issue and receive feedback, ideas and comments from the entire table. The session is very eye opening, as it truly shows how the collective knowledge of a small group of people can accomplish much more than an individual can on his or her own.

The Embassy Suites spoiled attendees with a “green” themed break, complete with spinach and artichoke dip, melon skewers, green tortilla chips and much more! Following the education session, attendees enjoyed more networking, raffle prizes, passed hors d'oeuvres and cocktails in the gorgeous hotel atrium. Optional tours of the hotel’s newly renovated guest rooms were also given at this time. 🍷



February Event Recap - Meetings Gone Wild!

By: Maria Peot, CMP

MPI-WI traveled to Manitowoc on February 9th for another great day of education and networking. The Holiday Inn Manitowoc and the Manitowoc Area Visitor and Convention Bureau were our “Hosts on the Coast” for the day. Both MP1 101, an info session for new or potential members, and CMP 101, an education session for potential CMPs, were offered as optional pre-event sessions.

Lunch was served in the sunny atrium of the hotel where announcements were made and attendees had the opportunity to network while enjoying a fresh salad and satisfying meal of chicken, rice and veggies. The February Community Outreach partner was In-Courage, an organization supporting victims of domestic abuse and sexual assault. Event attendees were asked to donate household items needed by the shelter.

Lieutenant Commander Chip Lutz presented the February education session “Meetings Gone Wild! Getting The Job Done With Less Stress and More Fun!” - utilizing humor and anecdotes from his life as a Navy Officer to teach us how to “eat the cake”. Attendees learned attitudes for breaking the stress barrier, strategies for moving past stressful events and how to get back up when life knocks you down. A combination of storytelling by Chip and amongst ourselves in small groups at our tables made for a lively and fast paced afternoon.

The Holiday Inn provided a delicious sweet treat break, featuring locally made Cedar Crest ice cream! Once the education session concluded, attendees returned to the atrium for a gourmet feast of smoked salmon, coconut shrimp with house made mango sauce, hard carved beef tenderloin and more. More networking ensued as the attendees enjoyed these tasty bites before heading out, after a relaxing day on the “coast”! 🍷



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FOOD FOR THOUGHT: Chef Jacob Harr

Hampton Inn & Suites Milwaukee West

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One of my absolute favorite recipes, a maple brine, versatile in adding a sweet maple flavor to poultry or pork.

Maple Brine

Ingredients:

- 4 cups cold water
- 2 cups apple cider
- ½ cup pure maple
- ¼ cup kosher salt
- 6 sprigs thyme
- 1 bay leaf
- 1 tablespoon peppercorns
- 2 crushed garlic cloves

Combine all ingredients and stir until salt has dissolved in mixture. This brine is great with pork and poultry, marinate with either in brine for at least 2 hours.

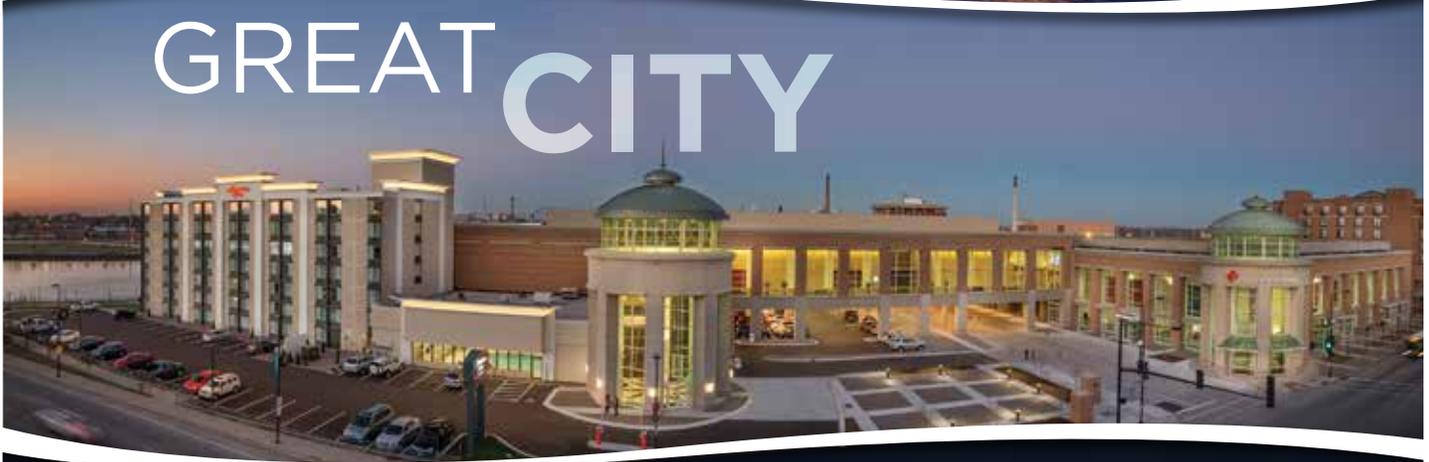


Chef Jacob Harr began his new journey as the Executive Chef for Bar West and State Fair Park Conference Center, located inside the brand new Hampton Inn & Suites, Milwaukee West, in 2017. This stunning property is located directly across the street from Wisconsin State Fair Park. The hotel features 5,000 square feet of meeting space ideal for business or social events, accommodating up to 250 people. Jacob's new comfort food menu is now captivating Bar West and event guests alike, and since the location is adjacent to Wisconsin State Fair Park Expo Center, you can expect Wisconsin favorites accompanied by State Fair fried treats.

Chef Jacob Harr began his culinary roots as a dishwasher in a rural northwest Wisconsin town. It was there at a small town supper club that Jacob was inspired to become a chef. He continued to pursue this aspiration in the city of Milwaukee. Displaying his creativity in hotel brands like Radisson and Marriott, Jacob earned the title of Executive Sous Chef in just a few short years. Jacob's hard-work and determination has created his success in both the culinary and hospitality industries. Chef Jacob is continuing to thrill and delight guests and patrons attending Hampton Inn & Suites, Milwaukee West for meetings, weddings, dinners and conventions.



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SUPPLIER PROFILE

Danielle Ziegler, CMP, CVT

Convention Sales Manager

Greater Madison Convention & Visitors Bureau

Person you admire and why: My grandfather. He built numerous successful businesses from the ground up all while working as a full-time fireman in Downers Grove and living in a house with five women (my grandma and four daughters). He had a variety of opportunities offered to him including starting McDonald's with Ray Kroc and being asked by Jacques Cousteau to join his diving team. However, he turned all of these opportunities down to stay at home with his family. And, once I (his first grand-daughter) was born, he did everything he could to be a father figure for me since my mother was a very young single mom. I don't know what I would do without him (or my grandma) in my life.

How long in the meetings industry? 17 years

Tell a bit about your company and/or current position: The Greater Madison Convention & Visitors Bureau (GMCVB) is located in the heart of downtown Madison. Our vibrant city, situated between two sparkling lakes, is home to environmentally friendly facilities, award-winning amenities and a college-town culture beyond compare. We are dedicated to creating economic impact through tourism by attracting new conventions, sporting events and competitions to the community. We also provide expert service and support to existing and repeat events, share comprehensive and easy-to-access information with visitors, and conduct and analyze tourism research. The effects of our "invisible industry" benefit everyone living in Dane County in key areas including jobs, community services and quality of life. Our brand promise is Going>Beyond>Visit™, and our team is committed to providing this to every client/visitor that we work with each and every day.

As a Convention Sales Manager for the GMCVB and a Certified Veterinary Technician, I work with organizations in the Agriculture, Life Sciences, and Veterinary Medicine industries and explore the benefits of bringing their meetings and events to the Madison area. I also manage groups within the Hobby/Consumer, Commodities, Food, Legal, Library/Museum, Religious, and Visual/Performing Arts markets.

Where were you born? Downers Grove, IL

Tell us about your family: I currently live in Oregon with my husband of seven years, Chase, and our 3 four-legged "kids" who were rescued from a farm or local animal shelters – Chloe, a 16 year old Calico cat, Darby, an 8 year old Irish Setter, and Kenai, a 9 year old Lab/Border Collie Mix. We moved to Wisconsin about 8.5 years ago from Illinois to split the difference between both of our families; my family is still in Illinois and Chase's is in Sparta.

Favorite Pastimes: Backpacking, camping, hiking, kickboxing, golf, and traveling

Where do you currently live? Oregon, WI, just south of Madison.

Favorite Musical Group: I have a love for alternative rock music, so it's hard to pick just one. Some of my favorites are Bush, Nirvana, Local H, Chevelle, Breaking Benjamin, Foo Fighters, and My Chemical Romance.

Dream Vacation: To spend a month or so traveling Europe and Australia

If I won the lottery I would: Purchase a large piece of farmland to start a rescue for elderly pets of all species for them to live out their remaining years in a peaceful and loving environment.

Words to live by: Never regret something that once made you happy!



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April Speaker:

Brandt Krueger, Owner, Event Technology Consulting

It's hard to believe when I got in the business over twenty years ago that the most technologically advanced piece of equipment we were using on our events was a 5 disc CD player. "Can you believe it? You can put in 5 discs at once and play dinner jazz all night!" Now planners' heads are exploding with all the technological tools and toys at their disposal. The lines between AV and IT have blurred, and a new industry of "event technology" has been born.



and even broadcasting their events to a remote audience around the world via the Internet. While a lot of that technology was bleeding edge just five years ago, it's now fully come of age - seasoned, mature, and ready for you to implement.

If you were waiting, 2017 is the time to look and see how technology can make

your events more efficient, engaging, and meaningful for both you and your attendees. If you're ready to take things to the next level, the new year brings exciting new technology. Either way, it's time to re-evaluate your meeting and event technology!

I'm looking forward to discussing these topics and more at your April meeting! 🌐

We've come a long way since those days, but what continues to amaze me is while the technology itself advances in leaps and bounds, so many of the fundamentals of what we want to do with it, and how it works, haven't changed at all. Instead of a 5 disc changer playing dinner jazz, we use an iPod loaded up with a playlist for every possible meeting or event theme, and if we don't have it handy? Grab your cell phone and find it on the Internet.

We still need to register our attendees for our events, keep track of those reservations (including flights, hotel rooms, and desired sessions), print name badges, provide conference schedules and maps, track attendance for CE credits, light up our Keynote speaker on stage and display their presentation, allow for an audience Q&A, set the mood lighting for the evening party, hear the band play through a high quality audio system, and survey the attendees to see if they got the most out of the event. All of that, and more.

Some industries are on the cutting edge of technology, always trying the latest and greatest at their events, while others are content to sit back and wait. Those that were first into the fray started experimenting with mobile event apps, audience interaction technology, moving head lighting,



*Brandt Krueger, Owner
Event Technology Consulting*

With 20 years' experience in the meetings and events industry, Brandt Krueger has spoken at numerous industry events and seminars all over the world, been published in many industry magazines and websites, and teaches public and private classes on event technology. He provides freelance technical production services, and is the owner of Event Technology Consulting.



MILWAUKEE

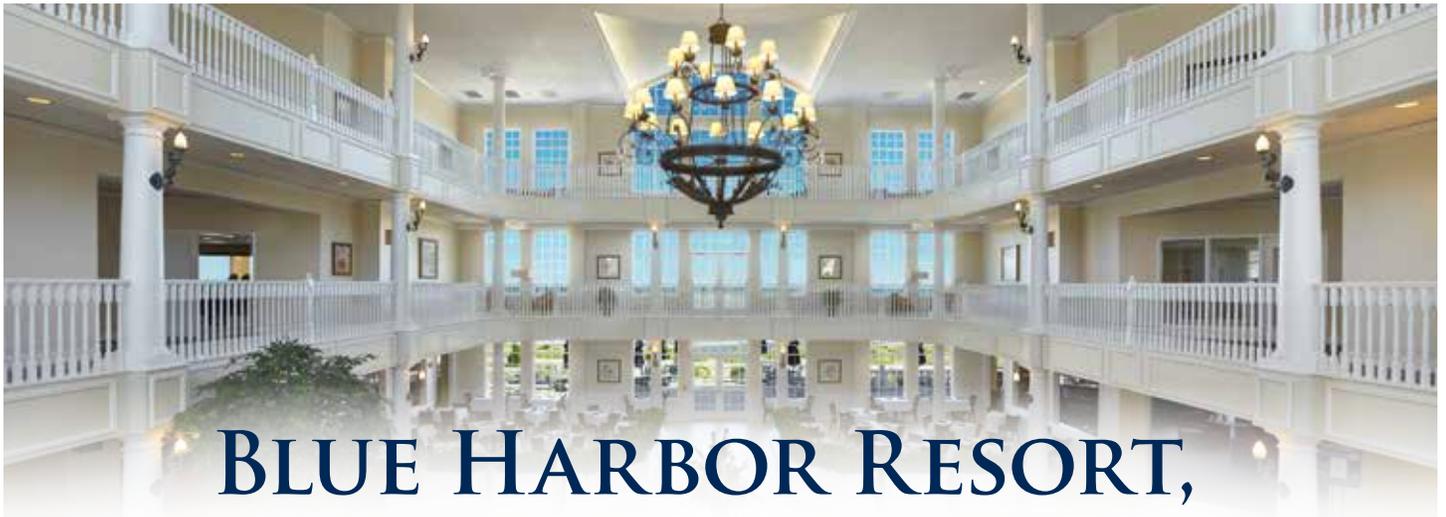
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Nestled on the western shore of the always-majestic Lake Michigan, the picturesque and stately Blue Harbor Resort, Spa & Conference Center is the #1 resort on Wisconsin's Lake Michigan Coast.

The Victorian style architecture of the Blue Harbor Resort structure is like a castle on a bluff. The interior and exterior features of the property capitalize on many water views.

With 180 hotel rooms and 64 villas, Blue Harbor offers a wide variety of accommodations perfect for group meetings and events. Guest suites have a clean, fresh, sophisticated but relaxing feel. Blue Harbor offers a wide variety of accommodations, all of them spacious and comfortable, and far more roomy than at other resorts and hotels.

A gathering at Blue Harbor can also include a wonderful array of recreation and team building activities – including a golf tournament on a top rated course, freshwater fishing on Lake Michigan, lessons on an indoor surf simulator or Yoga on the beach.

As an added benefit, guests can treat themselves to the personalized care and relaxing setting available at the award winning Reflections Spa & Salon.

Expert culinary experiences lead by our executive chefs, combined with the upscale accommodations and scenic settings are key reasons groups enjoy this Lakeside retreat. In

addition to a vast array of banquet menu options from our newly designed menu, group guests can enjoy a memorable dining experience in Beacon restaurant or On The Rocks Bar and Grill, both with scenic lake views.

Blue Harbor's newly renovated conference center offers more than 16,800 square feet of meeting and event space with free wifi. The 81-foot by 122-foot grand ballroom may



be partitioned into seven different style meeting spaces and has 16-foot ceilings. Each space is equipped with a new Apple HDMI audiovisual system that enables you to connect with any sort of laptop, iPad, projector or other device for seamless presentations. Blue Harbor

also has well-appointed areas to accommodate receptions, trade show booths, reservation desks and meal functions.

One of the many attributes of Blue Harbor is its convenient and scenic location – an easy drive from major Midwest Metro areas, and less than one hour away from Milwaukee and Green Bay.

The Resort is located in the Harbor Center District in Sheboygan, Wisconsin, a city growing in popularity for its scenic waterfront, sailing, boating, and fresh water surfing.

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MPI WISCONSIN MEMBERSHIP

Anniversaries

ONE YEAR ANNIVERSARY

(Jan 2016 through Feb 2017)

Colleen Wilhelm

Doubletreeby Hilton
Milwaukee Downtown

Stacey Lucas

Potawatomi Hotel & Casino

Sue Faust

Madison College

Bonnie Nolan

USASBE

Kristina Stanley

Madison Area Technical
College

Jenelle Thurnbauer

Trek Bicycle

FIVE YEAR ANNIVERSARY

(Jan 2012 through Feb 2017)

Denise Schoenwetter, CEM

GES

Tracey Bockhop, CMP

Meet Meetings

TEN YEAR ANNIVERSARY

(Jan 2007 through Feb 2017)

Annette Konicek

TWENTY-FIVE YEAR ANNIVERSARY

(Jan 1992 through Feb 2017)

Mary Schneider, CMP

Mary C Schneider &
Associates, LLC

New Members

Welcome to all of our MPI
Student Members!

Kristi Sanders

Joshua Wimmer

Rachel Braun

Donald Mayer

Tiffany Vanphravong

JoAnna Waldner

Ajni Winner

Amanda Wondrash

Txong Yang

LaShonda Lewis

Molly Cunningham

Eleanor Henderson

Tory Zeman

Emanuel Hernandez

Mauricio Hernandez

Chelsea Crubaugh

Gretchen Gilham

Julia Oellerich

Katie Sixel

Ciara Hefty

Briana Metcalfe

Amy Latini

Barbara Moubry

Jody Simon

Wisconsin Association of
Mutual Insurance Companies
Administrative Assistant
wamic@wamic.org

Michael Caravello

American Family Insurance
Travel/Meetings Manager
mcaravel@amfam.com

Hanna Klecka

Forte Research Systems
Community & Customer
Success Coordinator
hanna.klecka@forteresearch.
com

Barb Anderson

American Family Insurance
Travel/Food Services
Administrator
banders2@amfam.com

Jana Lipari

Forte Research Systems
Conference Manager
jana.lipari@forteresearch.com

Ann Feist

UW Extension
University Conference
Coordinator
ann.feist@ecc.uwex.edu

Amy Mutranowski

Meetings & Incentives
Worldwide, Inc.
Account Lead, Global Meeting
Services
amutranowski@meetings-
incentives.com

Michael Wall

Majic Productions
Sales Representative
mwall@majicpro.com

Kelly Conley

Radisson Hotel & Conference
Center Kenosha
Director of Sales
kconley@fhginc.com

Pablo Lander

Radisson Hotel Madison
Director of Sales
plander@radmad.com

Linda Garvey

Radisson Paper Valley Hotel
Director of Sales
lgarvey@radissonpapervalley.
com

Michael Mahan

Radisson Hotel Milwaukee
NW (Menomonee Falls)
Director of Sales
michael.mahan@
radissonmfalls.com

Terri Pinter

Radisson Hotel La Crosse
Director of Sales
Terri.Pinter@Radisson.com

Roberta Eichelberg

Fox Hills Resort
Dir. of Sales & Marketing
reichelberg@fox-hills.com

Bill Wallen

Potawatomi Hotel & Casino
Sales Manager
wwallen@paysbig.com

Eve Mattheis

Ambassador Hotel
Catering Sales Manager
evem@
ambassadormilwaukee.com

Michelle Kreitzer

Radisson Hotel
Milwaukee West
Director of Sales
michelle.kreitzer@radisson.
com

Tim Van De Yacht

Ghidorzi Hotel Group
Sales Director
timv@ghidorzi.com

GloBall Giving News

By: Michelle Eggert, CMP

GloBall Giving was the community service project selected for the January MPI-WI Education Event. Mike Melan, Operations Manager, gave of his time and heart to provide a brief overview of the organization, his dedication to the mission, and the beneficiaries of the donations they receive.

Started in 2012, to date they have sent 13,085 pounds of equipment to 57,473 children around the world. The organization's mission is to provide healthy lifestyle options to underprivileged children through the donations of new and used sports equipment. The positive impact GloBall Giving has had locally is evident in their donations to Big Brothers Big Sisters of Ozaukee County and Great Milwaukee, Camp Hometown Heroes, Eastbrook Academy, Family Promise Centers of Ozaukee and Washington Counties, First Tee of Milwaukee, House of Love and New



Beginnings, House of Peace, Just Listen, Milwaukee Public Schools, Operation Dream, St. Marcus School, Wisconsin Lions Club Camp for Children, and the list grows from there.

GloBall Giving allowed everyone to come out of their daily routines and give their skills, talents, donations and time. Not only do they provide benefits to less fortunate children but they are being less wasteful by donating excess goods. In addition, as they grow they will be adding jobs in our local community. They also are teaching children about human awareness and helping others.

MPI Wisconsin Chapter members donated approximately 35 football, soccer and playground balls to the organization in addition to sports equipment and shoes. Thank you for your support! 🌍





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920/733-8000 | radissonpapervalley.com
Meeting rooms: 26; Sleeping rooms: 388; F&B: Yes
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HAYWARD LAKES AREA

Stout's Island Lodge
2799 27th Street, Birchwood, WI
715/354-3646 | stoutsislandlodge.com
Meeting rooms: 4; Sleeping rooms: 43; F&B: Yes
Built in 1903 by Frank D. Stout as a summer estate, Stout's Island Lodge is an unparalleled haven for recharging, unwinding & team building. Booking now for 2017.



DOOR COUNTY



Landmark Resort
4929 Landmark Drive, Egg Harbor, WI
920/868-3205 | thelandmarkresort.com
Meeting rooms: 10; Sleeping rooms: 260; F&B: Yes
Simplify your meeting planning.
Beautiful Door County venue with eight of ten meeting rooms featuring a water view. All suites.

EAU CLAIRE

Metropolis Resort & Conference Center
5150 Fairview Drive, Eau Claire, WI
715/852-6000 | conferences.metropolisresort.com
Meeting rooms: 10; Sleeping rooms: 107; F&B: Yes
Located just off Interstate 94. Groups up to 300 and 9,200 sq. ft. meeting space. We create Fun and memorable events with unique offerings & convenient meeting space.



PEWAUKEE



Country Springs Hotel, Water Park & Conference Center
2810 Golf Road, Pewaukee, WI
262/547-0201 | countryspringshotel.com
Meeting rooms: 20; Sleeping rooms: 187; F&B: Yes
40,000 sq. ft. meeting and banquet space, 45,000 sq. ft. indoor water park.

SHEBOYGAN

Blue Harbor Resort & Spa
725 Blue Harbor Drive, Sheboygan, WI
920/452-2900 | BlueHarborResort.com
Meeting rooms: 10; Sleeping rooms: 180; F&B: Yes
Blue Harbor on Lake Michigan offers scenic meetings spaces for groups of 10 to 1000. Just one hour away from Milwaukee and Green Bay.



March Preview

By: Tracey Bockhop, CMP

The Hampton Inn and Suites Milwaukee West is hosting our March event by the State Fair Park on March 16th and with that comes of course an exciting event.

We will start the day with the very popular MPI 101 and CMP 101, followed by Cortney Idhe on *6 Keys to Effective Team Building*. The session will walk us through the tightrope between providing high quality outcomes and having a good time with our clients. In her exciting presentation, she will walk through the steps of building or growing a business and how to achieve yours and your client's goals. Hear from Cortney as she has worked in the automotive, retail, IT, professional services and consulting industries and how she applies her knowledge to analyze gaps and challenges to growing a business. Learn from Cortney as we strive to help our clients and ourselves achieve life goals.

March Fundraiser

March 16, 2017
Hampton Inn & Suites
Milwaukee West



After the conclusion of the education be ready for a good old fashioned fair. The hotel has some surprises for us all as we go back to our childhood days and play some carnival games. There will be pie in the face, ring toss, pop the balloons and many more to excite you with and earn tickets for door prizes.

We will also have a silent auction as this is our March fundraiser of course and food to satisfy the pickiest eaters. Rooms can be made by calling the Hampton Inn and Suites Milwaukee West at 414-436-2300 at a rate of \$89 by March 9th. See you at the Fair! 🎪

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Why MPI?

NICOLE SLEMIN

Senior Sales Manager
Hyatt Regency Milwaukee

“ The decision to join MPI Wisconsin was an easy one. From the moment I attended my first MPI event as a guest, I was made to feel welcome by the group.

Walking into a room filled with a close-knit group of people is daunting. My nerves were calmed as every MPI member I met took a genuine interest in who I was and where I was from. Throughout the day, members encouraged me to join, and even suggested ways for me to jump in and get involved. My interactions left me feeling included and invigorated.

While the food and networking were definite highlights, the education session was informative/interactive, and the evening reception provided wonderful time for more intimate conversations with members.

I am very excited to be part of such a strong MPI chapter. As a new member, I am looking forward to getting involved, networking with new and seasoned industry professionals all while taking part in MPI Wisconsin's wonderful educational opportunities. 🌟

CHRIS ALBERTI

Producer
Derse

“ My first experience at MPI was a positive one and I was pleasantly surprised about the experience. I knew my former co-worker at Derse, Tamara Jesswein, was a highly active member of MPI and she has always spoken highly of her involvement. When Tamara moved on from the Derse team for another exciting opportunity it left me with an opportunity to take on more of the company's meeting & event projects. With my background in consumer events, I welcomed the opportunity.

Recently I was able to attend the MPI meeting in Brookfield, WI as a guest. This was my first time with the group and I attended the MPI 101 session to start the day. MPI101 was a great opportunity to learn and understand what MPI was all about and what it would offer me professionally. My initial impression was that I liked the mix of perspectives and participants from planners, to vendors and students looking to learn and get into the industry. I found it to be a relaxed and positive environment and everyone I spoke to was friendly and made me feel welcome.

The afternoon session was an interactive group exercise. We worked in groups of 10, and discussed each other's work challenges and opportunities and then debated best options for solutions to each individual's work challenge. I was really struck by the different perspectives offered between the planners and vendors. Not only was it an interesting interactive, but being able to listen and hear the opinions and knowledge from so much industry experience was eye opening.

I am planning on working towards becoming a CMP and believe the members of MPI and current CMPs will be a great resource in guiding me down this path. I look forward to the opportunity to interact and learn from this group as a member. I see a lot of opportunity here, not only education but meeting industry professionals who I can work with on future events. 🌟



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Guest Room



Culinary Team Building



Elkhart Lake, WI





SUPPLIER PROFILE

Susan Smolarek

Director of Group Sales

VISIT Lake Geneva

Where were you born?

Wisconsin Rapids, WI

Where do you currently live?

Elkhorn, WI

Favorite Pastimes:

Gardening, decorating, and of course day tripping with my Granddaughter.

Favorite Musical Group:

Anything from the 70's... bring on the disco!

Person you admire and why:

My dad, who always taught me to be non-judgmental and fair, and to treat everyone I meet as though they are a CEO of a company.

Dream Vacation:

A vacation where my family can all be together and enjoy!

If I won the lottery I would:

Make sure my family is debt free, and create a foundation near and dear to us in the communities where we each live, to always give back.

Words to live by:

Keep your eyes and ears open, be respectful always, and never make someone a priority who only makes you an option.

How long in the meetings industry?

20 years

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

The VISIT Lake Geneva sales team will assist you, the meeting planner, with creating a productive, personalized meeting complete with after-hours activities, making your meeting or conference a total experience. From resorts, hotels, mansions, boats, wineries, live music and great food, Lake Geneva will keep your group entertained and intrigued, as well as relaxed and refreshed, to make your meeting a one-of-a-kind event.

Tell us about your family:

My family is all in hospitality! My son, Jason, is VP at Carto Blue property visualization, my daughter-in-law, Heather, is AGM at Wyndham Vacation Rentals, and my daughter, Lindsay, is a Cosmetologist at the Spa at Grand Geneva Resort. My GRANDdaughter, Briella, is four years old and a Princess!

PLANNER PROFILE

Elizabeth Schroeder

Marketing Events Coordinator

WECC

How long in the meetings industry?

Three years

How long in MPI?

I was a student member several years ago, and am excited to have recently rejoined!

Tell us about your company and/or position:

I have been with Wisconsin Energy Conservation Corporation (WECC) since 2015. In my role as Marketing Event Coordinator, I plan educational trainings and conferences for a variety of client programs. In addition, I manage our tradeshow marketing and presence at industry events.

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

I'm fairly new to MPI, but am excited to meet and network with more experienced event professionals. I'm also working toward my CMP.

Tell us about your family:

I have been married since 2014 and have one young daughter.

Where were you born?

Milwaukee, WI

Where do you currently live?

Madison, WI

Favorite Pastimes:

Hiking, reading, listening to podcasts, yoga

Favorite Musical Group:

It changes often. Right now, I like Frank Ocean and Grace.



Person you admire most and why:

Both of my grandmothers are strong and graceful women.

Dream Vacation:

A Mediterranean cruise

If I won the lottery I would:

Buy homes all over the world

Words to live by:

"Don't sweat the small stuff...and it's all small stuff."

Special personal accomplishments:

I have been learning Spanish in my free time, which I'm very excited about!



2820 Walton Commons, Ste 103
Madison, WI 53718

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CALENDAR OF EVENTS

2017



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MAR	16	Fundraiser & Education Event Hampton Inn & Suites Milwaukee West West Allis, WI
APR	12-13	Education Event Hotel Julien Dubuque, IA
MAY	17-18	Spring Education Day Green Lake, WI
JUN	28-30	Summer Spectacular Best Western Premier Waterfront Hotel & Convention Center & Oshkosh Country Club Oshkosh, WI
SEP	21	Awards Gala Marriott Madison West Middleton, WI
OCT	19	Education Event Holiday Inn Fond du Lac & Lake Winnebago Conference Center Fond du Lac, WI