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MPI-WISCONSIN CHAPTER

# Agenda

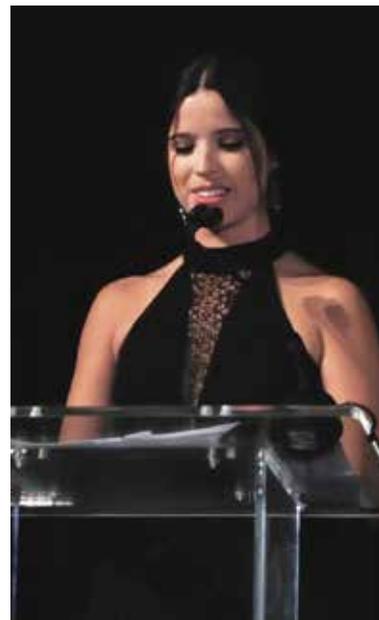
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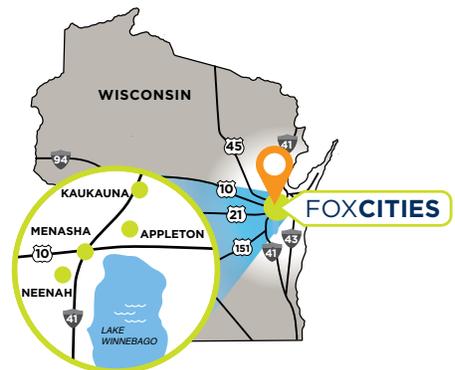
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November/December 2017  
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**Agenda**

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## EDITOR'S NOTE



Greetings fellow hard-working MPI members! We hope this *Agenda* helps as you plan for next year with a focus on Midwest Destinations.

In a stroke of MPI serendipity, I'm writing my first *Agenda* article on this midwestern topic from my room at a Tiny House festival in Colfax, IA... one day after enjoying our annual MPI Gala in Middleton, WI... one day before celebrating a 50th Anniversary Association Meeting in Milwaukee, WI... two days before a victorious Packer game in Green Bay, WI. Our Midwest is bursting with possibilities for meetings and events of all kinds.

I'm a lifelong fan of the Midwest. When my husband and I sold our beloved sailboat in 2015, our off-time was suddenly no longer tied to Lake Michigan (or the boatyard.) We began a fascinating series of weekend getaways which have included Amherst, Chicago, Cleveland, Columbus, The Dells, Des Moines, Edgerton, Green Bay, LaCrosse, Manitowoc, Minneapolis, Sheboygan, Stevens Point, Two Rivers, White Lake and more! Many of our destinations are sparked by events and MPI meetings. (Thank you, planners, CVBs, and venue directors!)

As a supplier partner, I know that MPI planners energize us to develop new technology and produce engaging print and display components to create successful events. Likewise, the unique venues, natural beauty, and legendary hospitality of our unique Midwest Destinations offer everything you need to inspire your next successful meeting and event.

We hope this *Agenda* will energize you with exciting Midwest Destinations. Enjoy!

A handwritten signature in black ink that reads "Kathy". The signature is fluid and cursive, with a large initial 'K'.

Kathy Reading  
The Scan Group, Inc.

{MADISON, WI}

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# President's Column

I think I can finally say that Fall is here! Even though we had a few Summer days in early October, I can't complain. Coming from a warm weather country, I will take a Summer day in October any time!

I want to start this article by saying thank you again to everyone who was involved in our Awards Gala in September. Our sponsors, leaders, administrators, the Gala team and the Madison Marriott staff all worked so hard to put together this amazing event. This year was extra special since 10% of the proceeds went to Gilda's Club of Madison. Thank you to everyone who bid! I remember when Cindy Foley, Chair of the Gala Team, and I sat down last year to consider the theme of our 2017 Awards Gala. Cindy knew that Paris is my dream destination, and she was fully committed to bring Paris to Madison. The entire Gala team definitely brought it and executed it flawlessly.

I also want to say congratulations to all the winners and nominees this year. You all deserve to be recognized. Thank you for all that you do for this industry.

## 2017 GALA AWARDS WINNERS

**Hall of Fame:** Carmen Smalley, CMP

**Supplier of the Year:** Deana Heinisch

**Planner of the Year:** Cheryl Oswald, CMP

**Meeting Industry Advocate:** Reggie Driscoll, CMP

**Team of the Year:** 2017-April Team

**Rising Star:** Jason Kauffeld

**Kristin Bjurstrom Krueger Student Scholarship:**

Ann Breitenbach

**The Founders Grant:** Carmen Smalley, CMP & JoEllen Graber

I hope everyone had a great night at our Awards Gala and kick off education meeting of the new year!

When this issue hits your desk, we will have already held our October event in Fond Du Lac. I hope that everyone enjoyed our speaker, Michele Wierzgac, as well as the pre-and post FAM tours that were offered during this event. Thank you to the Fond Du Lac CVB for offering these complimentary tours, to WISCO Hotel Group for hosting us and the October team for putting together a great agenda and event for us!



**Claudia Cabrera**  
President, MPI-WI Chapter

Our next event is the joint MPI GLES Conference in Indianapolis on November 12-14. It's going to be a fantastic event with great speakers and lots of valuable networking opportunities. This will be my second time attending a GLES conference and -- from my personal experience -- there is nothing better than networking with other MPI chapters' members. This is a terrific opportunity to learn more about evolving practices and meet new people in our industry. Whether you are a planner or supplier, you should really consider going to this event. There are also some great sponsorship opportunities during GLES to showcase your products and services. Please visit our website [www.mpiwi.org](http://www.mpiwi.org) for more information. I hope to see you all there!

I want to leave by saying Happy Holidays to all of you! Thanksgiving is right around the corner and before we know it Christmas will be here. Along with lots of great food, these holidays are a time for gifts. So, mark your calendars for our Bidding For Good online silent auction from November 17th - December 4th and plan on bidding on many fantastic items. Use these as gifts for yourself or for your loved ones just in time for the Holidays! Please refer to the *Bidding For Good* article in this issue for more information!

As always, I want to thank everyone for being part of MPI-WI and this great organization. I am honored to serve you and be your new leader. If there is anything that I can assist you with, please do not hesitate to contact me anytime!

A stylized, handwritten signature in black ink that reads "Claudia".

# Maria Peot, CMP



**Place of business:** *First Business*

**Where do you currently live?**  
*New Berlin, WI*

**How long in the meeting/event industry?** *Over 10 years*

**Tell us 2-3 things you are responsible for on the board:** *Lead the communications teams and oversee the Chapter's social media platforms, community outreach activities, AGENDA magazine, and website.*

**What have you learned most from being on the board?** *Being on the board has taught me how to work with lots of different people, understand different work styles, and manage many projects throughout a year long period.*

**What is the best part of being on the board?** *Being on the board allows me to voice my opinions on chapter operations and provide expertise in the areas that I have experience in from my job.*

**What is the best advice you can give to someone who is thinking about getting more involved in MPI?** *MPI is a safe place to try things you're not brave enough to do anywhere else. I take MPI events as an opportunity to practice public speaking, because I am TERRIFIED of it, and I know if I mess up, I'll receive encouragement and support from fellow members. Use MPI volunteer opportunities as your "practice" to get better at the things you feel are not your strengths.*

**Favorite hobbies or pastimes?**  
*Spending time outside, running with my pup, hanging out with my niece and nephew, biking, traveling, boating, watching sports (football, baseball, college basketball), skiing, cooking, drinking wine, reading, podcasting, and pretty much anything that allows me to avoid cleaning. (ha!)*

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# Indy Welcomes the Great Lakes Education Summit

By: Danielle Ziegler, CMP, CVT

The 4th Annual Great Lakes Education Summit is in Indianapolis this month! Hosted by MPI Chapters in Indiana, Michigan & Wisconsin, the summit offers a variety of educational programs along with fun-filled networking opportunities for all attendees. With the collaboration between the three dedicated chapters, it is one conference you do not want to miss. Visit [www.mpigreatlakes.org](http://www.mpigreatlakes.org) for the most up to date information.



## AGENDA

### Sunday, November 12, 2017

Time (EST)	Event	Speaker / Sponsor
2:00pm - 6:00pm	Registration	
3:00pm - 4:00pm	Chapter Leaders Session	
4:00pm - 5:00pm	Chapter Leaders & Emerging Leaders Forum	
6:00pm - 8:00pm	Welcome Reception	<i>Sponsored by Sheraton Indianapolis City Centre Hotel</i>

### Monday, November 13, 2017

Time (EST)	Event	Speaker / Sponsor
7:00am - 4:00pm	Exhibit Hours/Silent Auction	
8:00am - 9:00am	Breakfast	<i>Sponsored by Hamilton County Tourism</i>
9:00am - 9:15am	Welcome Remarks	
9:15am - 10:30am	Opening Keynote: <b>Conference Connexity</b>	<b>Sarah Michel</b>
10:30am - 11:00am	Break & Exhibits Open	
11:00am - 12:00pm	Breakout: <b>Sales for Event Professionals - How Being 3rd Will Make You #1</b>	<b>Mitch Taylor</b> <i>Sponsored by Travel Alberta</i>
11:00am - 12:00pm	Breakout: <b>Surviving Clientzilla!</b>	<b>Breeda Miller</b>
12:00pm - 2:00pm	Lunch Keynote: <b>Hot Technologies 2018</b>	<b>James Spellos</b> <i>Sponsored by Meetings Michigan</i>
2:15pm - 3:15pm	Breakout: <b>Developing Radical Hospitality</b>	<b>Sarah Michel</b>
2:15pm - 3:15pm	Breakout: <b>In Case of Emergency: How Your Mobile Device Can Save a Life</b>	<b>James Spellos</b>
3:15pm - 3:45pm	Break/Exhibits Open	<i>Sponsored by Louisville CVB</i>
3:45pm	Hotel Tours	
3:45pm - 5:00pm	Free Time	
5:00pm - 6:30pm	Punch Bowl Social	<i>Sponsored by Visit Indy</i>
	Evening on own	

**Tuesday, November 14, 2017**

Time (EST)	Event	Speaker / Sponsor
7:00am - 1:00pm	Exhibit Hours/Silent Auction (Closing at 10:30am)	
8:00am - 10:00am	Breakfast/Keynote: <b>Meeting Your Clients Healthy Dining Demands with Confidence</b>	<b>Franceen Friefeld</b> <i>Sponsored by Visit Hendricks County</i>
10:00am - 10:30am	Break /Exhibits Open Silent Auction	
10:30am - 11:30am	Breakout: <b>Interactive Engagement Formula</b>	<b>Mitch Taylor</b>
10:30am - 11:30am	Breakout: <b>Successful Fundraising Events on a Shoestring Budget</b>	<b>Breeda Miller</b>
11:30am - 1:30pm	Lunch Keynote/Closing Announcements: <b>Change is a Funny Thing - Navigating the Meetings Industry Through Times of Transition</b>	<b>Tim O'Shea</b> <i>Sponsored by Destination Reps</i>

THANK YOU to our Strategic Partners...this event would not be successful without you!

We still have a variety of partnership opportunities available. Make sure to visit our website ([www.mpigreatlakes.org](http://www.mpigreatlakes.org)) or contact Danielle Ziegler ([ziegler@vistimadison.com](mailto:ziegler@vistimadison.com)) for more information.

**NEW this year!**

**GO Scavenger Hunts App** – this year, we are partnering with GO Scavenger Hunts on an interactive app with challenges and trivia questions to increase engagement between attendees, exhibitors, and partners. Keep an eye out for more information on how to participate as prizes will be given to the top hunters!

**A Night in the City @ Punch Bowl Social** – Join Visit Indy for an evening of food, fun, and friendly competition on Monday night Just a short walk from the Sheraton Indy, Punch Bowl Social Indianapolis is the bowling alley, karaoke, event space trio. You can expect to have a great time while enjoying creative bites and custom cocktails. Take your pick of billiards, bowling, ping pong, corn hole, washers, karaoke and more!

We hope to see everyone in Indianapolis this month! If you can't make it this year, stay tuned for the 2018 GLES dates and location as Wisconsin will be hosting next year's GLES! 🌐

2017  
  
**GREAT LAKES**  
 EDUCATION SUMMIT  
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Franceen Friefeld



Breeda Miller



Tim O'Shea



Sarah Michel



Mitch Taylor



James Spellos

FOOD FOR THOUGHT:

# Executive Chef Justin Winkler

The Westin Milwaukee / Stella Van Buren



Justin began his culinary career as a prep cook at the Pittsburgh Marriott North until 2008, when he transferred to the Renaissance Indianapolis in Carmel, IN. His skills learned during the opening of the Renaissance Indianapolis and its restaurant, Grille 39 helped drive his decision to move to New York and study at the Culinary Institute of America.

After graduating from the Culinary Institute, he was hired at the Spartanburg Marriott in South Carolina, where he trained, led and mentored cooks. In 2013, Justin obtained his first executive chef role at the Savannah Hilton Desoto in Savannah, GA and in the first year, earned the property an award for most improved Food & Beverage. From there he moved on to the Dallas Fort Worth Airport Marriott South and most recently, he served as the executive chef at the Clearwater Beach Marriott Suites on Sand Key in Florida for a multi-outlet operation. Justin's nearly ten years of culinary experience, and his passion, has led him to his new role as the executive chef of Stella Van Buren.

## PECAN PRALINE FRENCH TOAST

1	Whole Butter (softened)
2 ea	Loaves-White Pullman Bread (1" slice, crust removed)
230 grams	Granulated Sugar
740 grams	Whole Milk
460 grams	Heavy Cream
900 grams	Whole Eggs (pasteurized)
8 grams	Vanilla Bean Paste
4 grams	Cinnamon (ground)
2 grams	Nutmeg (ground)
4 grams	Kosher Salt
450 grams	Pecans (toasted, rough chopped)
390 grams	Dark Brown Sugar
340 grams	Whole Butter (softened)
90 grams	Maple Syrup
2 grams	Cinnamon (ground)
1 gram	Nutmeg (ground)

## FRENCH TOAST CUSTARD:

1. Evenly butter 2" pan, set aside.
2. Place milk, cream, eggs, vanilla, cinnamon, nutmeg & salt in a mixing bowl, whisk until thoroughly combined.
3. Place one loaf of bread on bottom of pan, you may need to cut to fill gaps.
4. Pour 1/3 of egg mixture evenly over first layer of bread.
5. Place remaining bread over first layer of bread, make sure to fill all gaps.
6. Pour remaining egg mixture evenly over top of bread.
7. Wrap pan lightly & refrigerate for 1 hour.

## PRALINE TOPPING:

1. Place pecans, dark brown sugar, butter, maple syrup, cinnamon & nutmeg in a mixing bowl, mix until thoroughly combined.

## BAKING INSTRUCTIONS:

1. Spread evenly pecan praline over French toast
2. Cover pan with aluminum foil, bake in 350° oven for 30 minutes.
3. Remove foil & bake an additional 30 minutes, or until French toast is puffed and golden.
4. Cool at room temperature.
5. Label, date & refrigerate until further use.



# Meet in Wisconsin!

search these properties & more at [WisconsinLodging.org](http://WisconsinLodging.org)

## APPLETON

### Radisson Paper Valley Hotel

333 W. College Avenue, Appleton, WI  
920/733-8000 | [radissonpapervalley.com](http://radissonpapervalley.com)  
Meeting rooms: 26; Sleeping rooms: 388; F&B: Yes  
We're building something more... Fox Cities Exhibition Center connected to our existing 38,000 sq. ft. of flexible function space. [www.fcexhibitioncenter.com](http://www.fcexhibitioncenter.com)



## BELOIT



### Ironworks Hotel

500 Pleasant Street, Beloit, WI  
608/362-5500 | [ironworkshotel.com](http://ironworkshotel.com)  
Meeting rooms: 4; Sleeping rooms: 54; F&B: Yes  
Overlooking the Rock River in downtown Beloit, we can accommodate up to 200 guests. On-site catering by Merrill & Houston's Steak Joint.

## DELAFIELD

### The Delafield Hotel

415 Genesee Street, Delafield, WI  
262/646-1600 | [thedelafieldhotel.com](http://thedelafieldhotel.com)  
Meeting rooms: 3; Sleeping rooms: 38; F&B: Yes  
Newly-remodeled Delafield Hotel is a four-diamond boutique hotel featuring meeting space for 2 to 250 attendees with on-site catering from I.d. restaurant.



## DOOR COUNTY



### Landmark Resort

4929 Landmark Drive, Egg Harbor, WI  
920/868-3205 | [thelandmarkresort.com](http://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](http://conferences.metropolisresort.com)  
Meeting rooms: 10; Sleeping rooms: 107; F&B: Yes  
Located just off Interstate 94. Groups up to 300 & 9200 sq. ft. meeting space. We host every event you can imagine-meetings, conferences, holiday parties, family trips & more!



## PEWAUKEE



### Country Springs Hotel, Water Park & Conference Center

2810 Golf Road, Pewaukee, WI  
262/547-0201 | [countryspringshotel.com](http://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

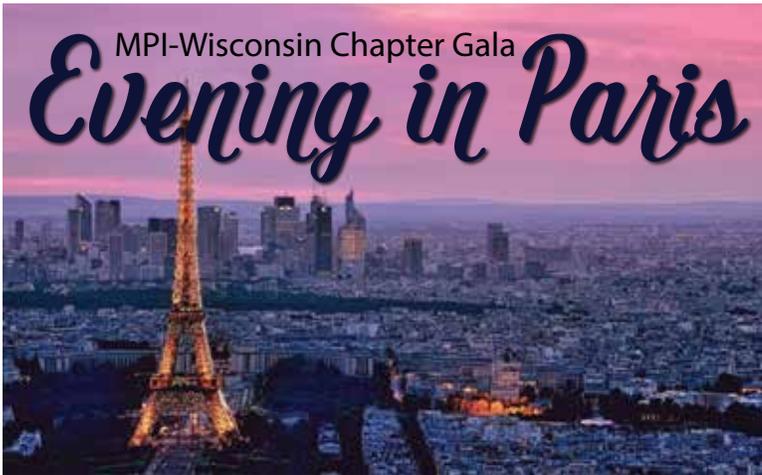
### Blue Harbor Resort & Spa

725 Blue Harbor Drive, Sheboygan, WI  
920/452-2900 | [BlueHarborResort.com](http://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.



# MPI-WI Chapter 2017 Awards Gala

By: Cindy Foley, CMP & Cinda Vingers, CMP



On September 21, 2017, our Chapter came together to celebrate our members and their accomplishments this past year. Our great team executed a spectacular event and following is how the planning evolved.

## Developing the Theme

High on MPI WI Chapter President **Claudia Cabrera's** wish-list of places to visit - The Evening in Paris theme for this year's Gala was born.

## Putting the Team Together

Through the expertise of our talented team, the detailed components of the event were executed flawlessly.



**Naomi Tucker, CMP** did a phenomenal job pulling together a subcommittee focused on acquiring new and diverse items for our silent and live auction. Her team included **Deanna Heinisch; Casey Neverman** and **Wade Derby**. To up the ante, this year the Past Presidents issued a challenge to the current Board of Directors, motivating each group to secure the most donations achieving the highest value. The Past Presidents won the challenge and bragging rights, securing items valued at over \$6,000. Naomi's team garnered \$6,855.00 in total revenue for the Chapter through all of the auctions.

**Julie Peterman, CMP** offered support through every aspect of the planning and production. Without the generous support of Julie and the Middleton Tourism Commission, we could not have delivered an event at the same high levels.

**Michael Wall** and his team at Majic Productions executed a high end, show stopping production, complete with lighting, special effects and audio perfection.

**Claudia Cabrera, Tracey Bockhop, CMP** and **Jane Kinchloe** provided guidance as our Board Liaisons.

**Judy Keller** served as speaker liaison for our exceptional educational session.

**Tom Graybill**, with his enormous background and experience, assisted on all levels.

**Jodi Goldbeck, CMP** lead our student volunteers. Their valued assistance gave them an opportunity to gain highly beneficial hands on experience.



**Cinda Vingers, CMP** spearheaded all of our marketing efforts. These included the highly creative brand development for the event, marketing imagery and layout for ads, website, and collateral design.

**Steve Lorenz, CMP** did an excellent job with all of the intricate details of managing our script, including everything from securing a trio of entertaining emcees and awards presenters, to the incorporation and modification of numerous entries, as well as the final delivery and presentation.

**John Hosek** of Surroundings Events and Floral created magical illusions through his creativity and design throughout the reception and gala rooms.

**Catherine Davis**, Director of Event Sales at the Marriott, perfectly directed the execution of the event.





**Steve Lorenz, CMP, David Helgeson, CMP and Brandon Smith**, our three emcees, led us through a memorable awards ceremony, the highlights of which included insightful remarks by Immediate Past President **Jennifer Mell, CMP**, President **Claudia Cabrera** and **Alison Huber, CMP** in recognition of Hall of Fame Awardee **Carmen Smalley, CMP**.



### Events of the Evening

The Reception and Silent Auction room was themed reminiscent of the Tuileries in Paris. Parisian music was provided by John Chimes on the keys. Caricature artists and mimes completed the theatrical set. Members walked the red carpet from the reception to the Gala.

The Gala room came alive with huge lit backdrops of the Eiffel Tower, The Seine and Cafes in Paris, in addition to beautiful graphics on the video wall screen.

The Madison Marriott West provided members with a traditional five course French dinner and accompanying wine pairings for each course.

Sigurd Molland and his team of sidekicks once again delivered a highly successful live auction, raising \$2,600 for the Chapter.

This year, our Chapter was honored to donate 10% of the proceeds from our Gala auctions, to Gilda's Club Madison.

Opening the Awards Ceremony, members enjoyed an interpretive French dance performance by Magnum Opus.



Following Magnum Opus dancers to our Afterglow, we wrapped up the evening celebrating 40 Years of MPI WI Chapter in Disco Style, with music provided by Celebrations Entertainment.

**On behalf of this year's Gala Team,  
congratulations to all of the  
well deserving award winners!**

## 2017 Major Sponsors:

Madison Marriott West

Majic Productions

Middleton Tourism Commission

Celebrations Entertainment

Dairyland Power Cooperative

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Grand Geneva

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## Donations to our Chapter Auctions and Gilda's Club of Madison:

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Allient Energy Center

Ambassador Hotel Milwaukee

Anderstad Family

Associated Luxury Hotels International

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Isaac

Janet Sperstad, CMP

Kimpton Journeyman Hotel

Levy Restaurants

Madison Marriott West Hotel

Marriott Chicago at Medical District/UIC

Meet Chicago Northwest

Meet Meetings

Metropolis Resort & Conference Ctr

Middleton Dress Company

Milwaukee Brewers

Milwaukee Marriott West

Minnesota Twins

Minocqua Area Chamber of Commerce

Optimal Health Center

Oshkosh CVB

Piggy's Restaurant

Radisson Paper Valley Hotel

Road America

Rosen Plaza Hotel

Silent Triumphs

Starbucks Madison

Tamara Jesswein, CMP

Thal Acres Golf Course

The Madison Concourse Hotel &  
Governor's Club

The Magic Touch

The Osthoff Resort

The Plaza Hotel

Timber Rattlers

TSMGI

Visit Anaheim

Visit Milwaukee

Visit Seattle

Wigwam Arizona

Wilderness Resort

Wildwood Lodge

Wines for Humanity

WISCO Hotel Group

Wisconsin Dells VCB



Cinda Vingers, CMP, on behalf of the Gala Team, wants to extend thanks to Cindy Foley, CMP, Chair of the Gala Team and the Madison Marriott West for truly making our gala “An Evening in Paris!” 🌟



## January Community Outreach Partner – The Road Home

Originally *The Road Home Dane County* was established as an overflow shelter for families who could not be served by the existing shelters. Now 18 years later this organization offers a variety of programs with a focus on providing opportunities for homeless children and their families to achieve affordable housing. Each year *The Road Home* makes a positive impact on 150 homeless families with children in Dane County.



### Wish List

- Diapers (particularly sizes 4-6) and baby wipes
- Cleaning supplies
- Laundry detergent and bleach
- Paper towels and toilet paper
- Dish detergent
- Feminine hygiene products
- Hair care products designed for African American hair
- Deodorant
- Lotion and shampoo

For more information please contact us at 608-294-7998

#### THE ROAD HOME DANE COUNTY

128 E. Olin Avenue, Suite 202 Madison, WI 53713  
608-294-7998 • [www.trhome.org](http://www.trhome.org)

Like us on Facebook

# January Chapter Event Preview

By: Tracey Bockhop, CMP

Join us on Thursday, January 11<sup>th</sup>, 2018 at The Edgewater hotel in Madison! This will be the first time we will be holding a meeting at The Edgewater since their major renovation has taken place.

We are very excited to have Bree Brostko coming to speak to us about "Infusing a Sense of Place to Create Greater Meeting Value." Bree will present information and ideas targeted to meeting and event planners charged with creating a localized experience for attendees. She'll also share best practices for those hospitality professionals looking to differentiate their property to attract group business.

Looking forward to seeing everyone after the Holiday Season! 🍷



Bree Brostko

## Speaker

*Bree Brostko has spent a decade in the hospitality industry. She started her career as a convention planner. However, she quickly realized that her love of sleep would prevent her from really succeeding as a professional planner. She now works with boutique hotels and resorts around the United States helping them market the independent experience to groups, and introducing planners to the value of local. She was recently named one of HSMAs Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization -- a tidbit that she's been trying to work into every conversation she's had since.*

## Session Title:

# INFUSING A SENSE OF PLACE TO CREATE GREATER MEETING VALUE

## Target Audience

Meeting and event planners charged with creating a localized experience for attendees along with those hospitality professionals looking to differentiate their property to attract group business.

## CE Credits

Yes! This seminar has been previously approved for Events Industry Council (formerly CIC) credit -- CMP Domain G: Meeting or Event Design.

## Session Length

60 minutes. Can be scalable to 45 minutes.

For groups that prefer an interactive format, the presentation can also be tailored into a workshop style.

## Description

Another meeting in another city in another ballroom. Industry research shows that today's meeting attendees want not only great learning and networking, but also to experience a sense of place. Attendees expect events to incorporate the locale and they want to depart feeling that they not only connected with business partners, but that they truly experienced the destination. "Out" are windowless conference rooms and standard F&B; "In" are innovative spaces that cultivate expression while providing a sense of place, and partnerships with local food and beverage outlets.

This session will explore creative and cost effective ways to impart a sense of place through local partnerships, food & beverage programs, innovative services, and venue selection. This seminar will also discuss how hotels and event venues can leverage location and sense of place as the ultimate group business differentiator.

## Educational Objectives

- Understand the psychology of meeting participants and how infusing a sense of place is so critical within the meeting industry.
- Learn how to achieve your meeting's business objectives through strategic planning and key collaborators.
- Discover how to strengthen your events through local partnerships, food & beverage programs, and innovative services — whether you are at a large chain hotel, or a small boutique property.



## FOOD FOR THOUGHT:

# Executive Chef Juan Martinez

The Edgewater, Madison



### EDGEWATER QUINOA SALAD

JUAN MARTINEZ serves as Executive Chef at The Edgewater, a historic hotel in downtown Madison, WI. Martinez, a graduate of the Culinary Institute of America, oversees all culinary operations at the urban resort on the shores of beautiful Lake Mendota. Originally from East Lansing, Michigan, Martinez has honed his culinary skills at some of the country's premier hotels and restaurants, including Four Seasons Hotel Boston, The Little Nell, The Greenbrier, and Tapawingo Restaurant in Northern Michigan.

Included in his purview at The Edgewater are four different restaurants: The Statehouse, the resort's flagship eatery offering incredible lake views and Modern Midwestern cuisine; Augie's Tavern: a comfortable atmosphere with signature cocktails, craft beer, a curated menu of snacks and a popular Oyster Happy Hour; The Boathouse: a lakefront hot-spot serving authentic Wisconsin favorites like a Chicken BLT on Stella's Spicy Cheese Bread or peel and eat shrimp to-go and The Icehouse: a casual and lively food hall offering upscale grab-and-go pizza and ice cream.

Executive Chef Martinez and his creative culinary team offer recognizable, approachable cuisine using unique ingredients and innovative cooking techniques, all while showcasing local and regional purveyors. Martinez sources Wisconsin cheese from nearby master cheesemakers, fish, poultry and beef from independent local farms and seasonal produce from Madison's world-class Farmer's Market. 🌱

1 cup	red quinoa
1 cup	white quinoa
8 cups	vegetable stock
½ tsp	salt
¼ tsp	curry powder
2 oz	small diced carrot, onion, celery
2 ea	fresh bay leaf
2 oz	marcona almonds
4 oz	dried cherries
2 oz	fresh italian parsley leaves
1 oz	fresh mint leaves
2 ea	lemons, juiced
2 oz	extra virgin olive oil
a/n	sea salt, fresh ground black pepper
2 oz	shaved manchego cheese
2 oz	baby arugula

1. In a pot, cook diced vegetables. Season with curry powder.
2. Combine both quinoas and add to vegetables.
3. Add vegetable stock. Bring to a simmer.
4. Season with salt and pepper.
5. When grains are fully cooked, spread on tray, cool in refrigerator.
6. Remove bay leaves from quinoa.
7. In a bowl, combine remaining ingredients by hand.
8. Adjust seasoning as needed.



FOND DU LAC  
WISCONSIN

*C'mon in.*

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The fact is, there's no more convenient meeting location in Wisconsin than Fond du Lac. That means less time on the road, and more time for work and play.

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In 2018, downtown Fond du Lac will celebrate the opening of Hotel Retlaw, destined to be one of the Midwest's finest affordable urban luxury properties. Featuring 127 elegant guest rooms and 10,000 square feet of flexible meeting space. Historic ambiance combined with modern technology will provide corporate groups and small meetings an outstanding setting for unparalleled success.

**FIND OUT MORE ABOUT OUR 2018  
TOURS & MEETING INCENTIVES!**

**[FDLMEETINGS.COM](http://FDLMEETINGS.COM)  
800.937.9123 x104**



# MPI WISCONSIN MEMBERSHIP

## New Members

**KELLY KAEPLINGER, CMM**  
Overture Center  
kkaeplinger@overture.org

**CAROLINA HENAO**  
Hy Cite Enterprises, LLC  
chenao@hycite.com

**JAYME PAQUETTE**  
Hy Cite Enterprises, LLC  
jpaquett@hycite.com

**LORI ALLMAN**  
EAA Aviation Museum  
lallman@eaa.org

**KEDALL BOCHER**  
Bethesda Lutheran  
Communities  
kendall.bocher@mailblc.org

### A special welcome to all of the Students who have joined MPI Wisconsin!

Morgan Davis	Megan Ginder	Jennifer Rantanen-Davis
Anna Albert	Shelby Goodwin	Jeanine Reed
Katherine Baker	Joseph Grady	Nichole Rosa-Robinson
Jani Blaine	Dustin Klinzing	Kimberly Schwaar
Auguste Bren	Octavia Lewis	Nicole Van Zeeland
Cora Cabezas	Ruth Lohoungue	Madeleine Wasek
Lindsey Conklin	Shane May	Rachel Williams
Jilene Fisch	Max Mcdonald	Kristina Flores
Kristina Flores	Emily Niesen	Shane May

## Anniversaries

### 15 YEARS

**MICHELLE EGGERT, CMP**  
ConferenceDirect  
Director of Global Accounts

### 10 YEARS

**ROCHELLE RUPNICK, CMP, CMM**  
Milwaukee Area Technical College  
Instructor, Meeting and Event Management

### 5 YEARS

**TRACI SAMALIS**  
Marcus Hotels & Resorts  
Senior Account Executive

**DONNA SMITH**  
Heidel House Resort &  
Conference Center  
Sales Manager

**MARGARET STAUFFACHER**  
Holiday Inn at  
The American Center  
Director of Sales

**SUSAN IHLAND**  
Holiday Inn Manitowoc  
Director of Sales

**MARY SHAW**  
Radisson Hotel &  
Conference Center  
Green Bay  
Corporate Sales Manager

### 1 YEAR

**HOLLY WILLIAMS**  
PMI Entertainment Group  
Director, Expo & Event  
Production

**ERIN MARQUEZ**  
Radisson Paper Valley Hotel  
Sales Manager

**MARY ANNEN**  
Agricultural & Applied  
Economics Association  
(AAEA)  
Senior Meetings Manager

**KRIS TEMBO**  
Fairfield Inn & Suites by  
Marriott  
Milwaukee Downtown  
Director of Sales

**ASHLEY CONNELL**  
Husch Blackwell

**SUZANNE BRICKSON**  
Student

**ALLISON TILQUE**  
WPS Health Solutions  
Event Specialist Intern

**MELISSA FALENDYSZ**  
National Association of Tax  
Professionals (NATP)  
Meeting & Event Planner

**DEB BALDERAS**  
Badger Meter  
Events Manager

**LESLIE ROTTER**  
Hyatt Regency  
Event Planning Manager

**MICHAEL WALL**  
Majic Productions  
Sales Representative

**KRISTI SANDERS**  
Love Thy Neighbor Foundation  
Foundation Director/Tour Director

**MICHAEL CARAVELLO, CCTE**  
American Family Insurance  
Travel/Meetings Manager

**KELLY CONLEY**  
Radisson Hotel & Conference  
Center Kenosha  
Director of Sales

**LINDA GARVEY**  
Radisson Paper Valley Hotel  
Director of Sales

**ELIZABETH KAISER**  
Radisson Hotel Madison  
Director of Catering

**MICHELLE KREITZER**  
Radisson Hotel Milwaukee West  
Director of Sales

**MICHAEL MAHAN**  
Radisson Hotel Milwaukee NW  
(Menomonee Falls)  
Director of Sales

**TERRI PINTER**  
Radisson Hotel La Crosse  
Director of Sales

**TINA JACOBSON, CMP**  
The Edgewater Hotel, LLC

**ROBERTA EICHELBERG**  
Fox Hills Resort  
Director of Sales & Marketing

**HANNA KLECKA**  
Forte Research Systems  
Community & Customer  
Success Coordinator

**ANN FEIST**  
UW Extension  
University Conference Coordinator



# ALL UNDER ONE ROOF — AND GROWING

In September 2019, we will open our meeting and convention expansion, featuring 234,000 total square feet and 45 meeting rooms — an increase of 125,000 square feet, including a 56,000-square-foot ballroom. All this, plus: first-class service, teams with over 400 years of combined experience, customizable meeting spaces, free Wi-Fi, 756 guest rooms and premium dining — all under one roof. Not to mention, being just under two hours away from major cities, we offer a short commute but enough separation for guests to completely focus on your beyond-expectations convention experience. Welcome to Kalahari.



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Call 855-411-4605 to learn more

# Stepping Up Your Volunteer Game

## CALLING ALL LEADERS!

*By: Jennifer Mell, CMP*

The nominations process for the 2018-2019 MPI-Wisconsin Board of Directors is about to begin and we want YOU to join us! If you're already a volunteer with the chapter, consider upping your "game" and apply to become a member of the Board of Directors. Joining the board gives you the opportunity to:

- Make decisions that shape the future of the chapter
- Hone leadership skills by working with your teams of volunteers
- Learn new skills (technology, budgeting, strategic planning, sponsorships programs, etc)
- Connect with other industry leaders through MPI Global events (Chapter Business Summit, etc)
- Give back to MPI in an even larger role
- Last, but not least, have FUN!

The call for nominations will open on Monday, November 13<sup>th</sup> and will stay open until Friday, December 8<sup>th</sup>. Self-nominations are encouraged! For any members interested in learning more about Board Service, I will be hosting a conference call on Friday, December 1<sup>st</sup>. I encourage ANYONE interested in Board service to join the December 1<sup>st</sup> call. More details on the call will be sent via email once the nominations process opens.

For those not sure what opportunities are available within the Board, below is the entire list of Board positions. Please keep in mind that some current Board members will continue on the Board next year so not necessarily every position will be open.

Director – Publications & Community Outreach  
Director – Website, Social Media & Public Relations  
Director – Monthly Programs  
Director – Special Education Projects  
Director – Strategic Alliances, Sponsorships & Fundraising  
Director – Special Events  
Director – Awards and Scholarships, Recruitment  
Director – Member Care  
Vice President – Communications  
Vice President – Education  
Vice President – Finance  
Vice President – Membership  
President-Elect

And these positions are already determined:  
Chapter President – Tamara Jesswein, CMP  
Immediate Past President – Claudia Cabrera

Position descriptions and more details will be provided via email once the nominations process opens.

Get started now by doing a little soul searching to determine your interest, talk with your employer about the opportunity and discuss it with your loved ones as it IS a commitment... albeit a fun and rewarding one.

If you have a question that just can't wait to be answered on the December 1<sup>st</sup> conference call, or you want to discuss your specific situation in private, please feel free to reach out to me at [jmell@tlcorporate.com](mailto:jmell@tlcorporate.com).

I look forward to seeing lots of nominations forms coming in and look forward to speaking with all of you! 🌟

**JENNIFER MELL, CMP**

*Immediate Past President, MPI-Wisconsin*

*Project Manager – Meetings*

*[jmell@tlcorporate.com](mailto:jmell@tlcorporate.com)*





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# ALLOW US TO **WOW** YOU IN MADISON, WISCONSIN

*There's a reason why Madison was ranked one of the **Top Ten Happiest Cities in the World by National Geographic**: an amazing experience always awaits! Our vibrant city, situated between two sparkling lakes, is home to environmentally friendly facilities, award-winning amenities and a college-town culture beyond compare. Discover why our destination was made for meeting planners who want to create experiences that attendees will talk about again and again!*

## FANTASTIC FACILITIES

Getting here is easy since four airlines fly direct into **Dane County Regional Airport** from 13 U.S. cities. Once you arrive, the drive to our downtown and major convention facilities is a mere ten minutes, allowing more on-the-ground time for your group. Our stunning Frank Lloyd Wright-designed **Monona Terrace®** is located on the sparkling shores of Lake Monona and offers 250,000 square feet of meeting space. This facility recently earned LEED Gold Certification for their sustainability efforts, including a water usage level 46% below the LEED benchmark! A short distance away you'll find a multi-venue complex known as the **Alliant Energy Center** campus, featuring two state-of-the-art pavilions perfect for livestock and equine events, as well as special interest groups. We even offer experiences at **unique venues**, ranging from private dining rooms to rooftop restaurants to outdoor garden gatherings.



© Alliant Energy Center

## ACCOMMODATIONS & AMENITIES

Our capital city boasts more than 9,000 rooms in properties ranging from stylish boutiques to locally-owned inns to luxury hotels located lakeside. Our walkable city makes it easy to explore everything we're known for; the capitol building, a nationally known farmers' market, shopping our State Street pedestrian mall and more! While you're here, you'll never need to worry about going hungry since our grower-focused culture means we boast an astounding array of restaurants, breweries, wineries and distilleries to try. Come early or stay late to enjoy every made-in-Madison experience!



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## CONTACT US

Our Going>Beyond>Visit philosophy will follow you throughout your engagement with our teams, from sales and services to welcome programs and more. To submit an RFP or learn more about booking your next meeting in Madison, contact **Danielle Ziegler, CMP, CVT** at [ziegler@visitmadison.com](mailto:ziegler@visitmadison.com).

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# WHO'S IN THE NEWS

A special congratulations to **Carmen Smalley** and **Alison Huber** for being selected by the Membership Advisory Council and Facilitator Program Selection Committee of MPI Global to be trained as an MPI Chapter Facilitator!



Congratulations on achieving the **Top Performing Chapter Award!** All of us here at MPI-Global appreciate the commitment and passion you bring to our members everyday through your service and this award is a reflection of your hard work.

## FEBRUARY EDUCATION EVENT PREVIEW

**WHEN:** Thur, Feb 15, 2018

**WHERE:** The Westin Milwaukee

**WHY:** To hear from our dynamic Speaker Christy Lamagna, CMP, CMM, CTSM on *“Get Strategic or Get Left Behind”*

**RSVP:** Online at [mpiwi.org](http://mpiwi.org)



**Christy Lamagna,**  
**CMP, CMM, CTSM**  
**ENTREPRENEUR**

*Christy is the Founder and Chief Strategist of Strategic Meetings & Events*

# Bidding for Good... Shop for a Cause!

*By: Jane Kincheloe*

**It's almost time for Bidding for Good and we need your help in supporting MPI!**

Bidding for Good is a website that helps raise money and reaches thousands of supporters.

**They have over 450,000 bidders and have raised over \$293 million dollars for organizations such as ours.**

The mission of MPI-WI is to “Connect industry professionals together to learn best practices, build relationships, and enhance business opportunities.” With everyone’s help we can continue to promote the success of MPI-WI and make sure we all get the most out of our membership!

It is easy to bid! Simply visit [www.biddingforgood.com](http://www.biddingforgood.com) November 17th through December 4th and enter Meeting Professionals International Wisconsin and you will be directed to our auction items (items will be delivered just in time for the holidays)! Don’t forget to share the site with your family and friends too!

Thank you for your continued support of MPI-WI and don’t forget to mark your calendars for November 17 through December 4, 2017! 🌐

## Promotion Opportunities

*By: Liz Unruh, Wisconsin Center District*

Are you looking for a great opportunity to promote your venue or business?

Make sure to view the MPI-WI prospectus (under “Sponsorship & Advertising” on our website) for available advertising options. If you don’t see something that fits your needs, we are more than happy to customize a package. I’m also happy to speak with you about different sponsorship opportunities throughout the year at each of our events.

For additional information contact Liz Unruh at (414) 908-6079 or [eunruh@wcd.org](mailto:eunruh@wcd.org). 🌐



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# Adding Stars to your Stage

By: Tom Graybill

## SO YOU WANT TO PUT ON A SHOW!

Booking an entertainment act or top keynote speaker can provide your audience with an amazing experience that could be the highlight of your event. Ron Blackmore of NextLevel Productions & Talent and Nancy Vogl of Nancy Vogl Speakers Bureau share some tips on how to maximize your experience and make it easy to add some star power to your meeting.

## KNOW YOUR AUDIENCE

What speaker or act is the right fit for you? Nancy suggests thinking about what results you want to achieve, and being clear on the message you desire for your audience and your organization. Do you have a big issue in your industry that needs to be addressed? Or, do you need a “big name” to draw attendees? Determine your goals and then find the right presenter to help accomplish these goals.

The same applies to entertainment. Your taste in music may not be the best bet to engage your audience. Again, think of what you are trying to achieve. Does your audience want to sing along with the band, or sit in awe of a dazzling acrobatic act? The logistics of your venue may also drive what works and what won't.

## BEFORE YOU BOOK

Both Ron and Nancy suggest previewing speakers or entertainers in advance of any decision. Often this means checking out videos or websites to see the acts in action. Don't rely on booking a band “by name,” as they may be past their prime. Nancy strongly urges that you insist on a conversation with a keynote candidate before making a decision.

accommodations, ground transportation, etc. Ron advises you to check the contract to see what the talent will require and expect. Making sure that these components are locked down will help the talent feel confident that all of their other needs will be taken care of at your event.

## UNDERSTAND THE RIDER

Entertainers and speakers will generally have a “rider” that lists their technical needs (sound, lighting, video, backline, staging, labor) and commonly also includes hospitality requirements for their dressing room/green room, catering, and meals. (Green M&Ms, anyone?)

Ron reveals that most entertainment riders, particularly for the bigger acts, are written for their tour dates and there is often flexibility for private/corporate events.

For instance, a big name musical act may ask for a 60' wide x 40' deep stage in their rider. However, that same act can probably fit easily on a 40' wide x 24' deep stage — or perhaps even smaller — in a hotel ballroom for a private event where space/staging is limited.

Other aspects may also be negotiable, depending on the venue. If you are booking an act to a non-traditional venue, it may be impossible to provide all the items in the rider, so communication is crucial to make sure all parties can find compromise.

## LEAVE 'EM WANTING MORE

While a comedian may perform for 60-75 minutes in a comedy club setting for his fans, Ron suggests that 45-50

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## LEAVE 'EM WANTING MORE

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Your budget will drive the quality or popularity of your speaker or entertainment. Nancy says knowing the range of fees for speakers will help you manage expectations.

Remember that the booking fees for an entertainer typically don't include travel expenses such as airfare, hotel

minutes is probably plenty for a corporate setting. There are certainly exceptions, but in most cases it's better to give your audience a fantastic 45-minute show. Leave them buzzing about the performance as they walk out of the ballroom and at the next day's morning session.

# MPI-WI AGENDA

## Submission Guidelines



This strategy also applies to other entertainers. A music act will generally do a 90-minute concert in a public show, but a 60-75 minute performance at a corporate event is often better.

### MORNING DELIGHT

Entertainment doesn't just have to be confined to evening events at your conference.

Ron says a thrilling kickoff act can set a great tone for the rest of your conference and get your attendees engaged right from the start. Often your theme or message can be incorporated right into the performance.

### CONSIDER A TALENT BUREAU

With the litany of online speaker and entertainment sites, it can be a daunting task to find the right fit for your event. Consider using a talent bureau to work on your behalf. Both Ron and Nancy agree that communication is key, so make sure that you share your needs and desires so the professionals can get you the results you require.



*By establishing relationships with speakers, artists, managers and agents, a bureau can sometimes secure the talent at a negotiated reduced fee.*

In addition, good agents are very experienced with the rider requirements - what's truly necessary for your event and what is not and negotiating those things out of the agreement up front. These savings, as well as the level of service and experience in producing shows from start to finish, can make it easy to add that special speaker or act to create lasting memories for your audience. 🎯

*Tom Graybill is VP, Sales for Tri-Marq Communications*

MPI-WI's AGENDA magazine is a bimonthly magazine reaching an exclusive readership (our chapter members) of over 300 professionals involved in meeting management and meeting services in Wisconsin and surrounding areas. If you are interested in advertising in the AGENDA magazine, you can learn more on our website, under *Sponsorship & Advertising*.

In addition to advertising opportunities, MPI-WI accepts article submissions on topics that are relevant to our readings. Examples include tips and trends in AV, F&B, new technologies, meeting management, meeting design, etc. Articles can be submitted via email to [admin@mpiwi.org](mailto:admin@mpiwi.org). Below are a list of guidelines that may help you in your writing.

### DOs

- **Do** provide readers with relevant information about industry trends.
- **Do** share tips and tricks you've learned from your experience in the industry.
- **Do** share your expertise on a topic.
- **Do** include high res photos or images that can be included with the article.
- **Do** research, make sure what you're stating is factual and reference your sources.
- **Do** your best to be concise and to the point. Lists, "Top 5s" and the like are popular reads.

### DON'Ts

- **Don't** use the article to promote your business. Articles that come across as too "salesy" will not be published.
- **Don't** list specific product names in your article unless necessary. Include generic terms when possible. (Example: *Experiment with using a Catchbox or other specialty equipment at your event if you're looking to increase audience engagement.*)
- **Don't** forget to proofread your submission! Our co-editors will review articles, but we expect a clean, polished and complete article to be submitted in order to be considered for publishing.

# Who's Being Social



**Naomi Tucker, CMP** @Naotuck · Sep 21  
 Claudia Caberra thanks everyone from the bottom of her heart. Congrats 2017-2018 Chapter President! #mpiwi #eveninginparis @MPIWisconsin



**Brooke Miller** added 5 new photos — with Nicole Ellickson and 5 others  
 September 22 at 11:03am · 🌐

What a fun evening with all these lovely peeps ❤️ #mpiwi #eveninginparis



**sherrywolff**  
 Marriott Madison West

Follow

sherrywolff Sometimes you just need a smile break! Thank you @derekdeprey for the inspiration we all needed to Trade Up for wellness! #mpiwi #eveninginparis



jbia\_llc, jmbistan, tbockhop, teasermanciple, mpi\_wi\_chapter, mpeot, bigtunagdb, Increase\_your\_fans\_88, pandgwolff and derekdeprey like this

SEPTEMBER 21

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**rrupnick**  
 Marriott Madison West

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rrupnick MPI WI Gala 🥳  
 #mpiwi #eveninginparis #annualgala  
 #moulinrouge #eventprofs  
 #plannersgonnaplan  
 madden\_lilly In my neck of the woods 😊  
 n\_kel Your hair looks great!  
 aodmarie Hey pretty girl.  
 rrupnick @n\_kel Thanks cuz, I actually did something with it for once  
 rrupnick @aodmarie Hi Lady! I miss you, would love to see you and catch up!





# Jennifer Mell, CMP

Travel Leaders Corporate  
Project Manager-Meetings

**How long in the meetings industry?** 17 years

**How long in MPI?** 7 years

**Tell us about your company and/or position:** *I'm a meeting planner assigned to the Mars account (yep, the people who make M&M's!) where I spend most of my time sourcing/contracting venues for their meetings. When not reviewing contracts, I handle online registration sites and plan logistics for several of their events annually and get to go on-site a few times a year to "do what I do best". The meetings department I work in handles sourcing, contracting, online registration and planning for numerous clients across the country and we plan events globally. I like having the opportunity to work with one company all the time as I really understand their unique needs and intricacies.*

**Teams or projects that you have worked on for MPI or would like to be involved with:** *Most of my volunteer time within MPI has been on Education teams and then leading Education teams while on the Board. I'm currently the Immediate Past President and can say that it's the best position on the Board! It's been a fantastic experience volunteering in this capacity with MPI, but I am really looking forward to just selling raffle tickets at a few events next year!*

**Tell us about your family:** *My family is a close-knit threesome of my son Isaac (15) and my daughter Alannah (13) and me. Rounding out the family are our fur-babies, Harley and Tulip.*

**Where were you born?** *Kenosha, WI*

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

**Favorite Pastimes:** *Line Dancing, Yoga, Singing, big-kid-stuff (go-karts, mini golf, movies, etc)*

**Favorite Musical Group:** *I LOVE music so this is tough. My ultimate favorite is Rascal Flatts but right on their tail is Aerosmith, pretty much all hairbands and the entire original cast of Les Miserables!*

**Words to live by:** *"Everything happens for a reason" and "Let go and let God"*

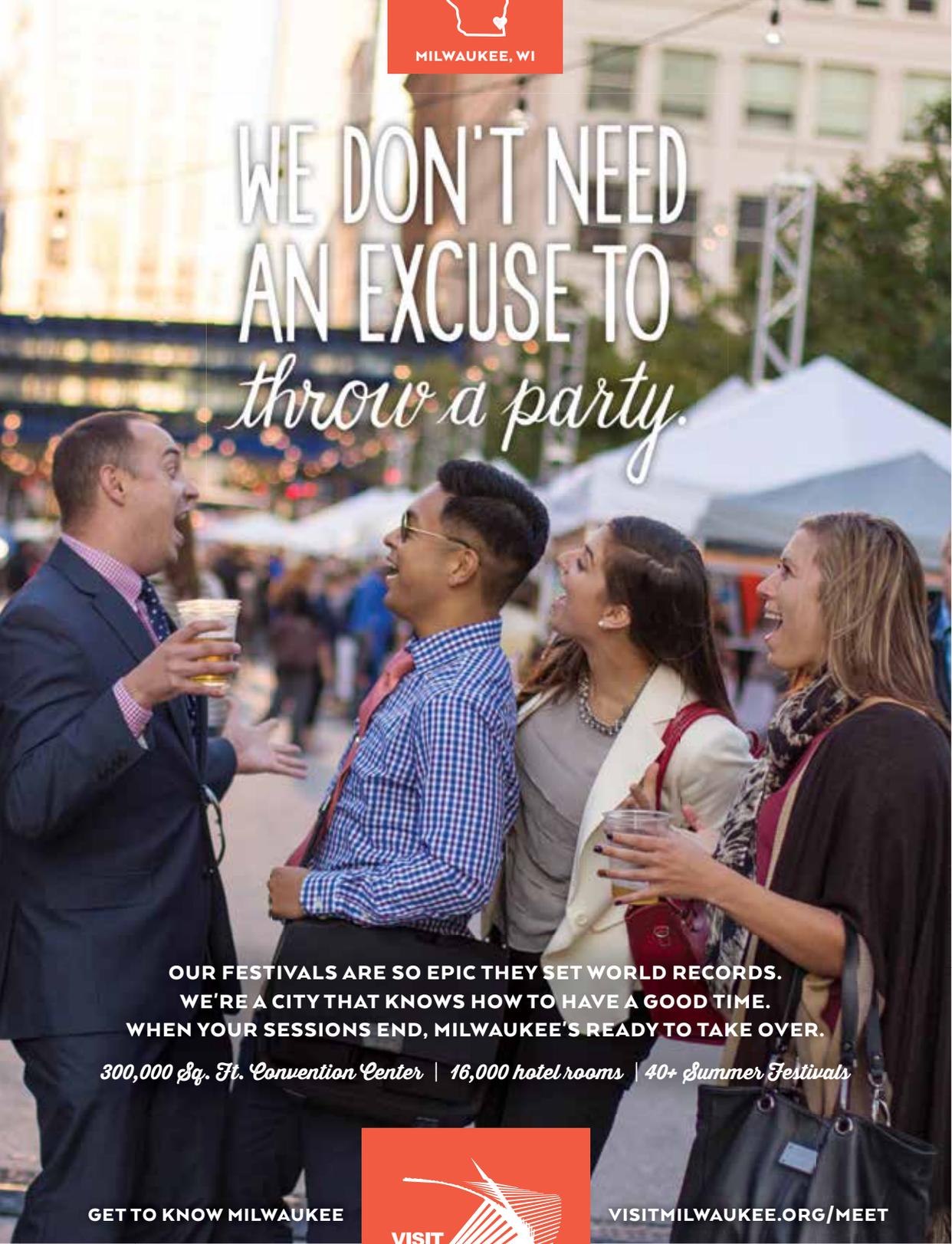


**Person you admire most and why:** *I can't name just one! I admire so many people in my life for different reasons...my mom and dad for their incredible work ethic and teaching me that no amount of talent replaces hard work, my Aunt for her drive for success and showing me how much someone can accomplish on their own, my grandmother for her nurturing spirit and teaching me that little traditions can carry on forever, etc...*

**Dream Vacation:** *Month-long trip through Europe with my kids, navigating through the continent on our own, exploring all the different cultures and tracing our roots.*

**If I won the lottery I would:** *Pay off my house, set up trust funds for my kids, make a few hefty donations to causes close to my heart, go on that dream vacation with my family and buy an awesome lake house with all the necessary toys!*

**Special personal accomplishments:** *Earning my CMP in 2011 was a big accomplishment for me as I'm not a great student, overcoming a lot of my fear of speaking in public (thank you MPI for all the practice last year as your President!) and raising two good-natured, interesting, free-thinking and funny kids!*



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# Datebook: 2017

## CALENDAR OF EVENTS



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**NOV 12-14** **2017 Great Lakes Education Summit (GLES)**  
 Sheraton Indianapolis City Center  
 Indianapolis, IN

## 2018

**JAN 11** **Education Event**  
 Edgewater Hotel  
 Madison, WI

**FEB 15** **Education Event**  
 Westin Milwaukee  
 Milwaukee, WI

**MAR 15** **Education Event**  
 Madison Concourse Hotel  
 Madison, WI

**APR 12** **Education Event**  
 Radison Paper Valley  
 Appleton, WI