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MPI-WISCONSIN CHAPTER

Agenda

"MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry."



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VOL 39/NUM 5

2017

COME TOGETHER

IN THE FOX CITIES



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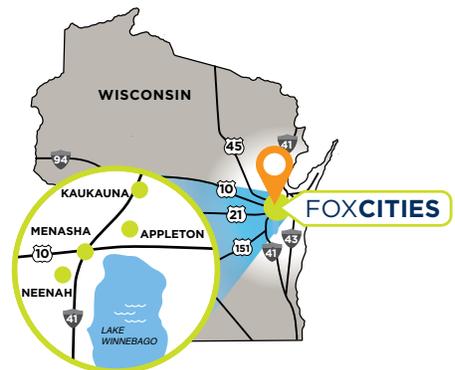
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2017 - 2018
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MPI-WISCONSIN CHAPTER
Agenda

September/October 2017
VOL 39/NUM 5

Feature Articles

MPI Experiential Event Series: My Voyage into Experience & Discovery	8
MPI-WI Chapter Gala: An Evening in Paris	11
The Business of YOU: Reflecting On Your Personal Brand	12
Don't Miss the 4 th Annual Great Lakes Education Summit in Indianapolis!	14
Media Focus: Unique Meetings // Making It Easier To Exchange	16
What I Learned at WEC 2017	18
June Golf Event	22
October Meeting Preview	28

In Every Issue

From the Editor's Desk	4
President's Column	6
Board Member Profile: Jane Kincheloe	7
Food for Thought: Executive Chef Brian Jurkowski	10
In the News	17
Who's Being Social	19
New Members & Anniversaries	20
Supplier Member Profile: Dona Geracie Curran	26
Food for Thought: Executive Chef Timothy Burk	28
Planner Profile: Jodi Roos	30
Calendar	BC



**WISCONSIN
CHAPTER**

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MPI-WISCONSIN CHAPTER

Agenda

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EDITOR'S NOTE



With the focus of this issue being unconventional meetings, I challenged myself to think of the events I plan and how many of them are unconventional. After taking a few minutes, I struggled to come up with anything. Needless to say, my events are pretty conventional and seem to be a cookie cutter of each past year's event with a few tweaks here and there.

My challenge to all of you is to think outside the box when it comes to your meetings. Are you used to having your group in a ballroom? Why not mix it up and take that meeting outside? How about the traditional classroom setup? Change it up and add some lounge seating for an unconventional seating arrangement.

It doesn't have to stop there! When you are starting to source a new event, take a look at venues you might never have thought of before. That museum, university or theater might be the perfect spot and can spark new energy, collaboration, and inspiration for your next event.

The challenge is out there for all of you to start thinking of your meetings in new, unconventional ways!

A handwritten signature in black ink that reads "Cheryl Oswald".

Cheryl Oswald, CMP
Co-Editor

Expect attendance. Experience transcendence.

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{MADISON, WI}

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President's Column

Hola MPI-WI Members!

We haven't held a formal chapter education meeting these past months, but we have enjoyed other MPI events, starting with the annual MPI World Education Congress at the MGM Grand Hotel in Las Vegas. Twenty-Three Wisconsin chapter members, including six board members, attended this event from June 17th-19th. We had a chance to meet and talk with MPI Global leaders and learn about what they have in store for us. At educational sessions held throughout the event, we learned about what is new in our industry and the latest trends for meetings. The board of directors attended the Chapter Leaders Forum, where we were able to network and share best practices with other chapter leaders from across the globe.

Our members also had the chance to participate in multiple networking receptions and set up one on one appointments with potential clients and vendors through the MPI Global Hosted Buyer program.

Upon my return to Madison, someone asked me what I enjoyed the most about WEC this year. As I look back at my time spent there, I realized how important and meaningful I found my interactions with other people as I spent time networking with them. Asking genuine questions beyond "What do you do?" or "Where do you work?" can make people open up to you and feel at ease in a room full of strangers. They will share things and once you find a thing or two you have in common, it makes it easier to connect with people that will help you grow professionally, discuss new ideas, add value to your career or create new friendships.

As the MPI Global slogan says: "When we meet we change the World." That's exactly what this industry is all about: meeting and connecting people that have the same vision, goals and objectives.

So let's try and set a goal for this new year and try to focus on gaining new connections.

I challenge each one of you to make at least two meaningful connections at each of our monthly meetings.



Claudia Cabrera
President, MPI-WI Chapter

Besides WEC, our Chapter also hosted our annual Summer Socials in Madison, Milwaukee and Appleton, where we provided a free and fun networking opportunity for our members, colleagues and friends.

*A big thank you to our host sponsors:
Greater Madison Convention and
Visitors Bureau, Visit Milwaukee, The
Pfister Hotel, Fox Cities Convention and
Visitors Bureau and the Radisson Paper
Valley. Your continued support to our
chapter is greatly appreciated.*

MPI-WI AWARDS GALA

Following our Summer Socials is our Awards Gala on September 21st. Our Gala team is working hard to provide you with a day full of education, surprises, networking opportunities, awards, and an amazing Parisian theme. We will start the day with an education session from

Derek Deprey as he presents: "Live Well, Lead Well: 5 Practices to Feel Better in Work and Life." Then we will kick off the evening with a reception before we hand out awards to the individuals who have impacted our industry in the past year.

I hope to see all of you at the Madison Marriott West Hotel! Please mark your calendars as you don't want to miss this unforgettable night.

OCTOBER EDUCATION DAY

After our Awards Gala, we will start our monthly education meetings. Please join me and your fellow MPI members, at the Holiday Inn in Fond Du Lac on October 15th to hear Michele Wierzgac talk about "Reflecting on your Brand Champions."

GREAT LAKES EDUCATION SUMMIT

Also, don't forget about our Great Lakes Education Summit event in Indianapolis Minnesota on November 20th – 23rd 2017. If you haven't registered for any of these events, please make sure to register today!

As always, I want to leave by saying THANK YOU to all of our volunteers, sponsors and Strategic Alliance partners. Without your continued support, we would not be where we are right now. Your time and dedication to our Chapter is always valued.

Thank you for a great start of the new quarter! I will see you all at our Awards Gala!



BOARD MEMBER PROFILE



Jane Kincheloe

Place of employment: Minocqua Area Chamber of Commerce

Where do you currently live? Minocqua, WI

How long in the meeting/event industry? 10 years

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

Special Events (Golf Outing, Gala, Bidding for Good)

What is the best part of being on the board? Camaraderie with fellow members

What have you learned most from being on the board? To be appreciative for volunteers and to be accommodating!

What is the best advice you can give to someone who is thinking about getting more involved in MPI? Step up and get involved! It opens the door to so many more relationships and networking opportunities...which is what it is all about!

Favorite hobbies or pastimes? Hiking, golf, travel

Favorite musical artist or band? (Only one?!) Jennifer Nettles

MPI Experiential Event Series

MY VOYAGE INTO EXPERIENCE & DISCOVERY

By: Alison Huber, CMP

At World Education Congress (WEC) in San Francisco in August 2015, MPI formally introduced the MPI Academy. The entity “encompasses and connects all of the education and learning experiences MPI delivers within the meeting and event industry and beyond.” The Experiential Event Series was introduced as a part of the MPI Academy, with the first events taking place in November 2015. This program was the first event aboard a cruise ship.

The promo email from MPI in March piqued my interest, having just started my new position at Fox World Travel in December 2016. The education would certainly help me in learning more about the cruise industry and be able to be a better resource to our clients. The program offered 30 clock hours towards the CMP designation for what promised to be an amazing experience. I was fortunate to receive a scholarship to offset registration and travel costs sponsored by Royal Caribbean through the MPI Foundation.

The Agenda

The program was jam packed from arrival in Fort Lauderdale on Friday afternoon through the early morning departure with the ship the following Thursday. The front end included a wonderful tour and reception at Royal Caribbean’s Entertainment Studios, interesting hotel and event facility tours in Fort Lauderdale and a jaw-dropping afternoon at the Fort Lauderdale Air Show.

On Sunday morning, we began the cruise ship experience. Following the customary baggage drop, security and check-in process, we boarded the *Allure of the Seas* for a tour of various suites that are part of the 2,700+ onboard staterooms and a general tour of some of the ship’s 18 decks. The remainder of the week was very education focused, with time spent in the meeting room learning from different departments’ representatives, “behind-the-scenes” tours of the bridge, control rooms, kitchens, employee areas, etc., and meeting many of the executive staff members. There was a bit of free time built in to experience St. Maarten Wednesday afternoon before the farewell reception and dinner.

About half of our group disembarked Thursday morning in San Juan. The others chose to stay on through the end of



▲ Welcome Reception in Dazzles.

the cruise on Sunday to enjoy the ship at their leisure. This option allowed the attendees to learn more about what the ship would offer to their event attendees.

Education

The program boasted 30 clock hours towards the CMP designation, a great way to get credits if you need them for recertification. In advance of the onsite program, participants were required to complete an additional four hours of online work, earning the Meetings at Sea Certification for completion. The program was thorough, including interactive webinars with participant workbooks. I learned a lot about holding a meeting at sea and how they differ from traditional meetings.

Takeaways

Like many of you, I have attended a lot of education programs of various levels and sizes through the year. I am a huge fan of MPI's Experiential Event Series. With only 20 participants, I really got to know the other attendees. The program size also facilitated hands-on, personalized learning. We could ask questions specific to our needs, experience, clients, etc. The access to the behind the scenes portions was invaluable. There is no way an online or even face-to-face education program could match what I took away from this experience.

Learn More

There are a number of other experiences available to go behind the scenes of some of the world's largest events. To find out more about the details of this program, send me a message at ahuber@foxworldtravel.com. If you want to learn more about MPI's upcoming programs, visit <http://academy.mpiweb.org/mpi/> and look under Certificate Programs for the Experiential Event Series. 🌐

Alison Huber, CMP manages meetings, events and incentives as a Program Manager for Fox World Travel. She has been an active MPI-WI member since 2004 and is a past chapter president.



▲ *Prepping for dinner!*



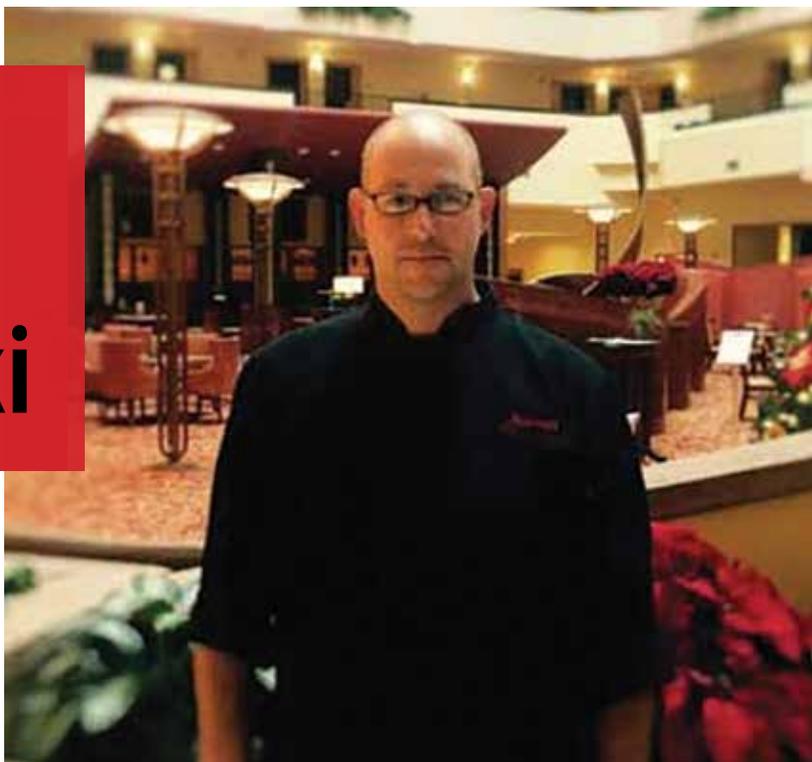
▲ *Ms. Bea tells us all about Royal Caribbean's costumes. She's worked for the company since 1969, just one year after the company started!*



◀ *Controlling the ship*

FOOD FOR THOUGHT: Executive Chef Brian Jurkowski

His culinary journey of over twenty years has now taken Brian full circle back to the Marriott Madison West, where he was named Executive Chef overseeing all aspects of food operations for the full service convention property that includes a restaurant, lounge and over 60,000 square feet of meeting and banquet space.



A native of the area, **Executive Chef Brian Jurkowski** grew up in Madison, Wisconsin, where he began his career in high school as a busser at the Tiffany Grill at the Marriott Madison West.

Following graduation, Brian set off for college in Colorado to pursue a degree in biology. His passion for cooking quickly led him back to restaurants and food venues. His path allowed him to work in fourteen different establishments acquiring a strong culinary background, rich in technique, expertise and diversity. In Colorado, Brian had the great fortune to work for the renowned Club Med at Copper Mountain.

Closer to home, Brian worked for some of the most notable restaurants in the Greater Madison, Wisconsin area, including Bishops Bay Country Club and Liliana's. In addition, Brian opened the popular Fresco Rooftop Restaurant and Lounge in downtown Madison; and subsequently added the role of Executive Chef at Morel's to his resume.

His culinary journey of over twenty years has now taken Brian full circle back to the Marriott Madison West, where he was named Executive Chef overseeing all aspects of food operations for the full service convention property that includes a restaurant, lounge and over 60,000 square feet of meeting and banquet space.

We hope you enjoy one of Brian's favorite recipes:

Grilled Skirt Steak with Chimichurri

“Versatile and Delicious!”

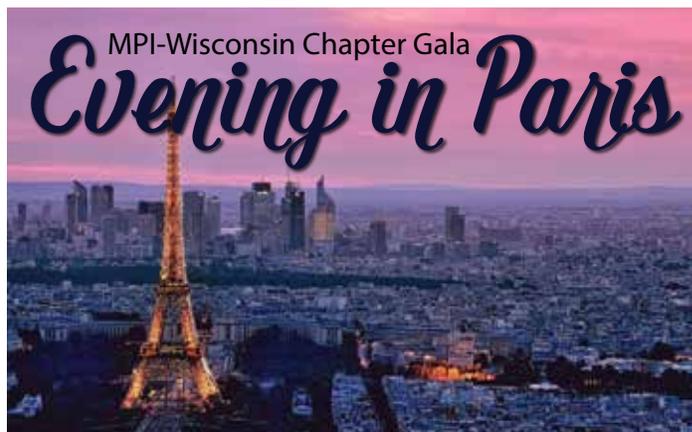
CHIMICHURRI

- 2 cups tightly packed fresh cilantro leaves and tender stems
- 1 cup tightly packed fresh Italian parsley leaves and tender stems
- 3 tablespoons red wine vinegar
- 3 tablespoons fresh lemon juice
- 1 teaspoon kosher salt
- ½ teaspoon freshly ground black pepper
- ¼ teaspoon crushed red pepper flakes
- ¾ cup extra-virgin olive oil

2 pounds Skirt steak

Salt & Black Pepper

1. In a food processor combine the garlic, cilantro, parsley, vinegar, lemon juice, salt, pepper, and crushed red pepper flakes and pulse until finely chopped. Gradually add the oil in a steady stream through the feed tube and process until well blended but some texture still remains, about 1 minute. Transfer the chimichurri to a small bowl for serving. Cover and refrigerate. Allow the chimichurri to stand at room temperature for 30 minutes before serving.
2. Allow the steaks to stand at room temperature for 15 to 30 minutes before grilling.
3. Prepare the grill for direct cooking over high heat (450° to 550°F).
4. Season the steaks evenly with salt and pepper. Brush the cooking grates clean. Grill the steaks over direct high heat, until cooked to your desired doneness, 4 to 6 minutes for medium rare, turning once or twice. Remove from the grill and let rest for 3 to 5 minutes. Cut the meat across the grain into thin slices and serve warm with the chimichurri.



It's that time of the year to all come together and celebrate our members, volunteers, and chapter accomplishments.

Join us Thursday, September 21, 2017 at the Madison Marriott West Hotel for the 2017 MPI-Wisconsin Awards Gala. The afternoon will start with education from Derek Deprey as he presents ***Live Well, Lead Well: 5 Practices to Feel Better in Work & Life***. Derek is a director of training and development as well as a general manager for the Wisconsin Athletic club where he teaches his staff the core principles of leadership, training, and personal development. He will teach us how to dial up brainpower, productivity and energy levels by managing stress, sleep, food, exercise, and water. Together, we can build lives where we can work hard and stay healthy at the same time. In the evening, get your formal attire ready as we enjoy dazzling Parisian-styled entertainment and sample traditional French Cuisine along with a silent auction, golden ticket drawing, live auction, and awards program to help celebrate those who contribute to our chapter and industry. This year we will be giving back to our local community by donating 10% of all monies earned from the Silent and Live Auction to the Gilda's Club Madison. Gilda's Club Madison creates a community of free emotional support, cancer education, and hope for children and adults with any cancer diagnosis and those who care for them. We will close out the evening by celebrating our chapter's 40th birthday with a trip back to the 70s and a disco themed afterglow hosted by the Madison Marriott West!

Location: Madison Marriott West
1313 John Q. Hammons Dr., Middleton, WI

Room Rate: \$121

Room Block Cut Off: September 14, 2017

Reservations: 608-831-2000

Black Tie Optional

For more information and to register, visit www.mpiwi.org.

The Business of YOU: Reflecting On Your Personal Brand

By: Michele Wierzgac, MSED

My mom used to say to my five siblings and me: “Be careful with what you say and what you do, for whatever you choose reflects on our family name and reputation.” Looking back, I realize she provided us with early training on the natural personal branding process—such wisdom!

Personal branding is about building up and maintaining your name and reputation so that people will do business with you.

As a child, I clearly understood that positive words and actions would protect my reputation—and please my parents—while negative choices would hurt my image and that of my family. It was also very clear that it was

you attentive to your alcohol consumption? Do you respect the dress codes? Are you so hung-over in the mornings that you can’t attend workshops? Also keep in mind that your actions aren’t the only things that can harm your reputation. Inappropriate or careless remarks can also have a negative impact. I was attending an industry function where a colleague left his coat behind and returned later to retrieve it. Another colleague said to him in a derogatory tone, “I saw you return to the party. What, you couldn’t get enough to drink before?”

The speaker’s comment led those around him to believe he was insensitive and a gossip. Incidents like this may seem harmless enough, but what if you were trying to

The word "credibility" is written in large, bold, red 3D block letters. The letters are slightly shadowed, giving them a three-dimensional appearance. The background is a blurred, grayscale image of a crowd of people.

my duty and responsibility to my family to help preserve its reputation. A core value was instilled to support self-branding, the core value of representing a group first—your family or your company—followed by your individual or personal brand.

Why is your reputation important in your industry? Most people agree that there is a direct correlation between a person’s reputation and his or her professional success and, ultimately, a company’s bottom line. How effectively you represent yourself in public often determines what you will accomplish in your career—and your life. Your name can open—and close—doors for you, and guarding your self-brand should be a priority.

Managing Behavior

Consider how you behave at industry events. How do you handle yourself at conventions and meetings? Are

you decide whether or not to do business with this person? Because he’s shown himself to be insensitive, rude and untrustworthy, his credibility as a business associate is questionable; a salesperson forgot to hang up the telephone after leaving a message on my voice mail. He was not pleased that I was unavailable to take his call. His comments gave me great insight into his reputation and left me with the perception that the company tolerates such behavior. I refuse to do business with this person and the company.

We know there is a direct correlation to the bottom line when employees sense inconsistency between what the boss says and what the boss does, as recently noted in *Harvard Business Review* by Tony Simons, an associate professor at Cornell University’s School of Hotel Administration. The results were stunning: a hotel’s profitability increased by 2.5 percent annually when the

employees worked for a manager they trusted. More and more companies are looking for any hints about a person's reputation before hiring. Although employers still complete reference checks, increased weight and influence are being placed on informal conversations. Why? Because a company's good brand could disappear in a second.

Earn credibility, don't expect it

What people say about you really matters. It is very difficult to achieve your goals with a tarnished reputation. How many of your colleagues will do business with you if they don't trust you? How often will your employer send you on a business trip before he or she realizes you are not bringing back valuable information. The bottom line is perception. What we think about each other is the foundation of any personal or business relationship.

You must work hard at building credibility so others are confident about doing business with you. One way to earn credibility is to keep your promises. Did you send the report? Did you return the telephone call?

Another way to earn credibility is honesty. Do you have a valid credential after your name or do you claim continuing education units for workshops you did not attend? Do you attend all the events for which you have sent a positive RSVP? Actions speak louder than words.

Decisions you make will reflect on many brands. These brands include your family name, your reputation, your company and your industry. Your personal brand will sell naturally, so make your brand work for you. Be careful about what you say and what you do, for whatever you choose reflects on your personal brand. I am thankful to my mom for that life lesson." 🍀

Michele Wierzgac, MSEd, speaker and author, promises that you will leave her solution-driven keynotes and workshops with at least one passionate, life transforming, leadership tool – something that will change the way you seek out a solution and practically apply it without getting stuck.

Email Michele at michele@micheleandco.com or give her a call at (708) 710-7055!



Meet in Wisconsin!

search these properties & more at WisconsinLodging.org

APPLETON

Radisson Paper Valley Hotel

333 W. College Avenue, Appleton, WI
920/733-8000 | 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



BIRCHWOOD



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.

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.

LAKE GENEVA

The Mill Creek Hotel

123 Center Street, Lake Geneva, WI
877/624-5494 | MillCreekHotel.com
Meeting rooms: 1; Sleeping rooms: 33; F&B: Yes
One bedroom suites. Whirlpools, fireplaces, kitchens, indoor pool, hot tub, fitness center, complimentary wifi & continental breakfast. Downtown Lake Geneva.



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.



Don't Miss the 4th Annual Great Lakes Education Summit in Indianapolis!

By Danielle Ziegler, CMP, CVT

The 4th Annual Great Lakes Education Summit in Indianapolis is right around the corner! 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.

The summit occurs Sunday, November 12 - Tuesday, November 14 at the Sheraton Indianapolis City Centre. Day one begins in the afternoon with a Chapter Leaders Session, followed by an Emerging Leaders Forum and a Welcome Reception hosted by the Sheraton Indianapolis City Centre Hotel.

MONDAY, NOVEMBER 13

Monday is our only full day and it starts with breakfast and our opening keynote, **Sarah Michel**, on Conference Connexity – where community and connecting combine. After a break to view our exhibitors, attendees will have the option to attend one of the two morning breakouts – *Sales for the Event Professional* with **Mitch Taylor** or *Surviving Clientzilla* with **Breda Miller**. Both breakouts are sure to appeal to planners and suppliers. For lunch, we have **Glenn Thayer** presenting his keynote session on *The Changing Face of Meetings: Ditch the Status Quo and Design Sessions that Rock!* This session is a 2-part session and will continue in the afternoon breakout. The other breakout offered in the afternoon is *Developing Radical Hospitality* by Sarah Michel, another great session to enhance our customer service skills. The day will end with more exhibit viewing, an optional tour of the Sheraton, and finally a unique and fun reception at Punch Bowl Social – an upscale adult playground with vintage arcade, karaoke, table games, bowling, and more. There we will participate in a variety of activities along with cocktails and appetizers...all sponsored by Visit Indy! The reception will end with plenty of time to enjoy dinner at any of the fantastic restaurants in downtown Indianapolis.

TUESDAY, NOVEMBER 14

The final day of the summit will be Tuesday, where attendees have one last morning to bid on the Silent Auction items and visit the exhibitors. Our morning keynote will focus around healthy dining demands from clients and attendees. Our presenter, **Franceen Friefeld**, will work with the Sheraton catering department to design a healthy breakfast to go along with her session. Mitch Taylor and Breda Miller make another appearance to finish up our breakouts. Their sessions include interactive engagement tips and shoestring budget fundraising. To conclude the conference, **Tim O'Shea**, celebrity speaker, will present our last keynote. Tim uses comedy to connect with others, and a way to deal with the stress of a constantly changing work environment. His session, *Change is a Funny Thing – Navigating the Meetings Industry through Times of Transition*, will help you manage your emotions when changes occur.

As you can see, we have a lot of exciting sessions and networking opportunities for this year's summit. For more information and to register for the Great Lakes Education Summit, visit www.mpigreatlakes.com.

We hope to see everyone in Indianapolis this November! 🌐

EVENT

4th Annual Great Lakes Education Summit

WHEN

Sunday, Nov 12 - Tuesday, Nov 14

WHERE

Sheraton Indianapolis City Centre Hotel, Indianapolis, IN

Easy travel.
Rewarding play.
It's all here, and
you should be too.



Fond du Lac and the Lake Winnebago Region: *Nice to meet you.*

The fact is, there's no more convenient meeting location in Wisconsin than Fond du Lac — within an hour of 70% of the state's major population centers, and just two hours and change from Chicago's O'Hare International Airport. That means less time on the road, and more time for work and play (or is it play and work?).



Dedicated to meeting excellence *and exceeding expectations.*

Few meeting destinations in Wisconsin are as dedicated to your success as Fond du Lac. For example, the region's newly expanded Conference District features 14,000 square feet of quality conference facility plus multiple breakout rooms, pre-function areas and 440 combined partner guest rooms (700 rooms citywide). In all, you access state-of-the-art meeting facilities, amenities and lodging to host events upwards of 1,000 guests.

And exciting news: come spring of 2018, downtown Fond du Lac will celebrate the opening of the Hotel Retlaw, one of the Midwest's finest boutique urban luxury properties. This historic destination features 127 luxurious guest rooms including 11 Specialty Suites and a Grand Presidential Suite. Flexible meeting space combined with modern technology will provide corporate groups an outstanding setting, and outstanding success — as do each of Fond du Lac's premier lodging partners.

Thinking (and meeting) outside the box.

Beyond the traditional, Fond du Lac and the Lake Winnebago Region offer meeting planners a variety of creative (and memorable) event venues — most prominent among them the world class Thelma Sadoff Center for the Arts (just one block from the Hotel Retlaw). Check out our website for more unexpected venues! If you dream it, Fond du Lac can probably make it happen.

And that thing about *all work and no play?*

That concept doesn't exist in Fond du Lac and the Lake Winnebago Region. We know that the success of business events is often just as much a function of the fun attendees have after hours — fun they take home with them, and share with their peers.

Here again, Fond du Lac doesn't disappoint with one of the largest fresh water lakes in America for fishing, boating, sailing and other water sports. Plus a downtown that lights it up with arts, entertainment and nightlife.

Make your plans now to join MPI this
OCTOBER in Fond du Lac!

While you're here, enjoy a FAM tour, get a sneak-peek at our new luxury hotel, and otherwise enjoy all that will put Fond du Lac and the Lake Winnebago Region at the top of your meeting destination list.

FDLmeetings.com | 800.937.9123 x104



MEDIA FOCUS: UNIQUE MEETINGS

MAKING IT EASIER TO EXCHANGE

*By: Bonnie Hansen, CMP
Director, Events at mg*

Gone are the days when walking by a meeting room of quiet people on the verge of a nap is a good thing! We want people enthused, energized, excited and engaged. We know that people can get information almost anywhere—but the personal and professional connections made at a live event remain unique.

As not only logistical experts but experience marketers, today's meeting planners should aim to merge education, hospitality, entertainment and exchange to create the most powerful programs that have impact way beyond the event itself.

So...what are the keys to creating a unique meeting experience that cultivates thought leadership and product awareness while also building relationships between all involved?

Devise an interactive platform that drives content

First and foremost, every live event is a precious opportunity. This should be strategized and considered in terms of communications pre-event, at and post. Prepare and excite people in advance. Delight and engage people on-site. And plan to extend your conversation beyond the meeting. Content should be the driver for all of your planning. What is being created that can drive interest and deeper learning? What will keep these attendees

engaged way beyond the event itself? Is our plan to drive people to a website or encourage sharing on social media? If we are smart, each meeting or event builds something for the future.

Set the stage

Sure, a unique venue is always nice. But what else can we do? Shake it up. Forget the standard meeting set-up. It can be as simple as using small tables or a lounge setting in a meeting. Or try flipping the atmosphere by doing a standing — Mocktail Reception — in the morning to jumpstart your meeting and get the creative juices flowing. Perhaps incorporate theater-style but set chairs facing each other. If you have a larger meeting, put your speaker in the round so they can be immersed into your audience. Anything of this nature helps to break down barriers. It sets the stage for an attendee to be an active participant as opposed to a passive place holder.

For a recent corporate client, we created a “Hopscotch Lunch” where people were led to change their lunch table with each course, so they had to move twice during the meal. They were also provided with “table talk” challenges that related to the afternoon meeting content. All of this greatly encouraged people to get outside their comfort zones, share information and break the ice for an afternoon of deeper interaction.

Remove the talking head

It may be hard to take away all of the PowerPoint content. But think of it this way—we can provide an environment where we are learning from one person at a time—or a place to share the knowledge, opinions and expertise of everyone present. The latter is way more impactful. If there is a lot of information or technical material to be delivered, think about breaking this up. Can you create an interactive (game, survey, small group activity) that will deliver better results and get you more actual input? Forget about focusing on telling your story...and think of ways to make your attendees a part of it. Give voice to an attendee's ideas and questions about your product or initiative and you have an engaged learner.

It's not about quantity---but quality

We have been taught to think that getting more attendees is better. The more we have, the better job we have done in marketing a relevant idea.

Today, we need to encourage a “qualified” audience—the right attendees. For the attendee, put them with people they want to be with. Who do they want to learn from or share with? What opportunities are you creating for them that they might not otherwise have?

For a recent organization event, we devised a “C-Suite Coffee Camp” which targeted top CEOs to attend an early morning exchange. It was a lighthearted approach that encouraged heavy hitters to share some of their valuable time and participate in a group of their peers.

In the end, meeting and event planners orchestrate outcomes and influence behavior. If we create unique formats that guide attendees in better exchange, we will deliver the most desired results to both meeting stakeholders and attendees. 🍷



A unique meeting approach, the “Natural Colors Xchange” was devised as a series platform for global ingredients manufacturer, Chr Hansen, to promote their thought leadership to large restaurant chains. Events included urban kitchen environments with vibrant colors and interactive chef-stations to illustrate their color story in practice. Attendees were broken into smaller discussion groups to deliver information in a more interactive and conversational setting. Content that spoke to marketing studies and consumer reports was designed prior to the event and video content was created at the event in order to drive people to their website for further discovery.

WHO'S IN THE NEWS

JULIE WILLS graduated in May from Madison College with her Associate Degree in Meeting & Event Management. In addition, she has a new position with the State Bar of Wisconsin as a Program Assistant in the Member Services Department where she will be scheduling and planning many meetings - congratulations on your accomplishments, Julie!"

Congratulations to **JOELLEN GRABER** on starting her new position as the Marketing and Tourism Coordinator at Mount Horeb Area Chamber of Commerce!

Congratulations to the **HILTON MILWAUKEE CITY CENTER** and **THE PFISTER HOTEL** for being awarded the AAA-4 Diamond Award, one of the hotel industry's most prestigious awards!

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What I Learned at WEC 2017

By: Maria Peot, CMP

I attended many education sessions while at WEC 2017 in Las Vegas at the MGM Grand, but by far, the one that I got the most out of, the most practical takeaways, was Organized Audrey's session on *Life Hacks: Taking time to simplify*.

Audrey started out her session describing the story of her and her husband downsizing from their family home to a smaller, fixer-upper house after their children had grown and moved out. Audrey described the massive task of going through a house full of 20+ years of STUFF, and, looking back, what she would have done differently over the years to simplify.

months, you won't feel the need to KEEP the item. This is a great way to minimize clutter and eliminate extra stuff from your house and your life.

Audrey also shared hacks for your wardrobe, email, travel, home and passwords. She shared a tool called *the First Fifteen* which I hope to implement in my daily work routine, where you chunk your tasks together and prioritize them at the same time. The idea is that your first fifteen minutes each day should be spent thinking about the top priorities for the day, the top people you need to connect with



SIMPLIFY

One of the ideas that she discussed that I can't wait to try is the "Six-Month Challenge." Audrey challenged each of us to take an empty box, fill it with household items that we don't use often (or ever!) or that we have duplicates of (who needs six spatulas? Two cheese graters? Seven sets of bath towels?), and then seal the box shut. Then, put the box in the basement, garage or closet (out of sight, out of mind) and set a reminder on your calendar for six months from that day. Six months later, if you haven't had to open that box to use one of those items, you're supposed to take the box directly to Goodwill (or another donation facility) without opening it or looking at the items in the box. The idea is, if you don't use an item in six months, you do NOT need it in your house. If you don't SEE the item for six

throughout the day, "tier 2" projects, random thoughts that pop in your head throughout the day and all of the personal things you need to get done in the day (errands, kid stuff, exercise, dinner plans, evening activities, etc.); by focusing on this list first thing in the day, you will have a more productive day and be less distracted throughout the day trying to figure out what to do next.

Audrey's session was my favorite because I was able to come away with practical ideas that I can implement in both my personal life and my professional life. I look forward to sharing the email and password hacks with my coworkers and implementing the household hacks in my personal life. Thank you to Organized Audrey for a great, easy to follow and listen to, breakout session! 🌟

Who's Being Social



sherrywolff
Oshkosh Country Club Follow

sherrywolff Clearly the winners of the 2017 Most Fun Award!! #mpiwi #summerspectacular



mpi_wi_chapter, sassytink17, bigtunagdb, hetbb, tbockhop, sandra.meyer46, arbonnewins, teasermanciple and titletowndistrict like this

JUNE 30

Michelle Tyo-Johnson
@tyojohnson Follow

#DivotDivas t-shirts and some extra bling all ready to go! Looking forward to #MPIWI golf outing on Friday!

6:33 AM - 28 Jun 2017

Amy Qualmann with Jennifer Murphy at Oshkosh C Club.
June 30 at 10:18am · Oshkosh · 🌐

Having fun golfing! 😊 #mpiwisummerspectacular #mpiwi



Park Vegas
June 19 · Las Vegas, NV · 🌐

anging out with these awesome peeps at WEC's Opening Reception, aiting for B-52's to come out 🍷 #WEC2017 #MPI #MPIWI



MPI WISCONSIN MEMBERSHIP

New Members

KELLY BOOTH

Hotel Marshfield
General Manager

ARIANNA DAVIS

Holiday Inn
Sales Executive

MIKAYLA DHEIN

River Club of Mequon
Director of Events Sales and Marketing

MONICA EGLI

Marriott International
Events Manager

SONJA HARRIS

Hotel Julien Dubuque
Sales Manager

ELIANA KEY

Rose Hotels and Resorts
Sales Manager

ETHAN ROSE

Hotel Metro
Sales Manager

KATHY SCHULTZ

Lodge Kohler
Sales Executive

KILEY TIMM

Madison College
Student

ADAM VANOUWERKERK

Hyatt Regency Milwaukee
Sales Manager

Anniversaries

5 YEARS

CLAUDIA CABRERA

Madison Marriott West Hotel and Conference Center
Corporate Sales Manager

ALISON HUTCHINSON

Fox Cities Convention & Visitors Bureau
Convention Sales & Marketing Representative

1 YEAR

KATHRYN HENNING

Manitowoc Area Visitor & Convention Bureau
Sales Associate

CRYSTAL HOLTZ

Radisson Hotel & Conference Center Green Bay
Sales Manager

JOHN VERMEERN

Creative Group, Inc.
Account Coordinator

ELIZABETH SCHROEDER

WECC
Marketing Events Coordinator

JEFF HARDEMAN

Agenda USA

JENNIFER ZALEWSKI

Rockwell Automation Allen Bradley Company
Event Coordinator/Administrative Supervisor

AMY GUZMAN

UW Health

BETHANY BABCOCK

Madison College
Babcock Event Management

JASON RING

Manitowoc Area Visitor & Convention Bureau
President

MEGAN GOSSENS

WPS Health Solutions
Manager, Corporate Events

TARA MARKO

Hampton Inn and Suites Madison-Downtown
Sales Manager



ALL UNDER ONE ROOF — AND GROWING

In September 2019, we're adding 125,000 square feet of meeting and convention space, including a 56,000-square-foot ballroom, to our Convention Center, for a grand total of 230,000 square feet. 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 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.



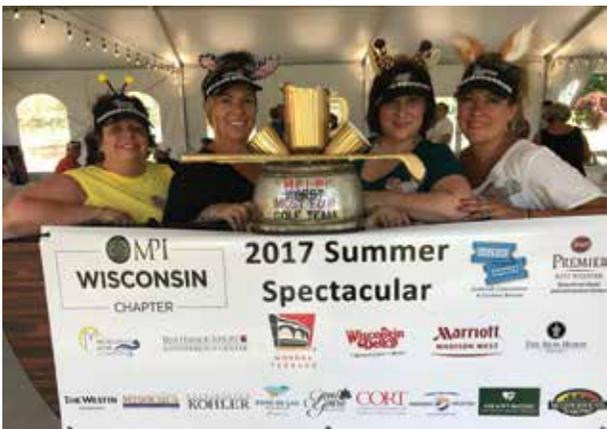
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THE MOMENT THEY STEP INTO OUR CITY.**

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GET TO KNOW MILWAUKEE



VISITMILWAUKEE.ORG/MEET

DONA GERACIE CURRAN

MARCUS HOTELS & RESORTS
REGIONAL SALES MANAGER



How long in the meetings industry?
36 years

How many years with MPI?: Celebrating 30 years this October.

What is your favorite memory from an MPI Event?: I think my very favorite memory from MPI is the lifelong friendships that I have

made. There is no way to measure the value on this!

Favorite Pastimes: Shocker---golf!! I love to refinish old furniture too and cocktails with my gal pals.

Favorite Role that you've had while volunteering with MPI?: I loved being on the golf committee with Jerry Brandt (the good ole' days). He and I had a blast planning the event.

Favorite Musical Group: I am very adventurous in music—I like just about everything (no heavy metal please)....although I did win an air guitar contest in the late 80's.

Person you admire and why: Besides my late parents that remain my guiding lights; it would definitely my late husband Gary. His devine insight, his personal strength and guidance during the most difficult times has changed me for the better.

If I won the lottery I would: Take my sister Linda, that lives with cerebral palsy, on her very own airplane ride, it would be her first.

Words to live by: For You, I Shall Live

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- 2 championship golf courses



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Of course, some things never change — no matter what the calendar says. 365 days a year, Grand Geneva is a AAA Four Diamond resort. The property's 1,300 scenic acres reflect the unwavering Wisconsin beauty in any weather. And its modern accommodations — including 29 newly opened Villas — set the Lake Geneva standard for around-the-clock comfort.

MEET THE SEASONS

Meet Summer: Sunshine is a catalyst for creativity. Boost your morale by meeting outdoors, then post up by the pool before a s'mores roast and cocktails at the fire pit. Focus can also be found on the fairway when your team tees off on our two premier championship golf courses — The Brute and The Highlands.

Meet Fall: Harvest the great ideas you've been growing all year long. The changing colors will shed some light on your autumn aspirations, from the morning meetings to the magnificent dining. Meanwhile, recharge at the WELL Spa + Salon with soothing massages and body treatments using seasonal ingredients.

Meet Winter: Get ahead while everyone else is hibernating. Winter is a time for winning, and your group will discover how to keep the momentum going with cozy spaces and creative team-building opportunities. Hit the slopes for solidarity at The Mountain Top, which offers group skiing and snowboarding for all skill levels.

Meet Spring: Success springs eternal as warm-weather entertainment re-emerges. Your group can get together for hiking, mountain biking, disc golf, sand volleyball and other team activities at The Adventure Center. Bold ideas and inspiration are sure to bloom.

MAKE IT GRAND

No matter when your event takes place, the personnel at Grand Geneva will make sure the season suits your style with the finest in Lake Geneva hospitality.

Learn more or submit an RFP today at GrandGeneva.com/Meetings

October Meeting Preview

By: Carrie Stollenwerk | Director of Sales
Fond du Lac Area Convention & Visitors Bureau

The Fond du Lac Area Convention & Visitors Bureau and the WISCO Hotel Group will be co-hosting the October 19 MPI Chapter meeting at the Holiday Inn Fond du Lac & Lake Winnebago Conference Center offering an easy to reach venue located just off of I-41.

During the reception, you can indulge in some classic Wisconsin eats and you will have the opportunity to build your own specialty libation to include what many reference as the state cocktail, the Old Fashioned.

All attendees are invited to participate in some additional pre-and post- meeting activities with a brief tour of Fond du Lac's additional meeting venues This will include a sneak peek at the landmark Hotel Retlaw, Fond du Lac's downtown luxury boutique property undergoing a \$25 million renovation and slated to open in spring of 2018. If time permits after the reception, you can also check out a new indoor golf facility offering a simulator or the outdoor sports complex for some member to member competition. More details on the tour schedule will be provided by the Fond du Lac Visitors Bureau or you can also contact Carrie at 920-923-3010 for more information.

The meeting will kick off with lunch and then go into our Education in which we will have **Michele Wierzgac** as our speaker. Michele promises that you will all leave her solution-driven presentation with at least one passionate, life transforming leadership tool or something that will change the way you seek out solutions and practically apply them without getting stuck.

We are privileged to have our community outreach partner as Fondy Food Pantry.



Fondy Food Pantry offers food assistance to residents of Fond du Lac County. Our volunteers are working to alleviate hunger by reaching out to those in need. We will be providing more information on our website to see how you can help.

Room reservations can be made by calling the Holiday Inn at 920-923-1440 and request the MPI group rate of \$99 by October 12. Each guest receives one complimentary drink ticket at Benvenuto's and a full hot breakfast. C'mon in and see you in Fond du Lac!



Organizing food donations at the Fondy Food Pantry

FOOD FOR THOUGHT: Executive Chef Timothy Burk

Tim has been in the food industry since he was 15 year old, 23 years later he is the Executive Chef at Holiday Inn/Benvenuto's in Fond du Lac. He started as a cashier at McDonalds and after two weeks he was put in the kitchen where he found his passion and eagerness to learn. From there he went to several different area restaurants to absorb everything he could about the culinary industry. He even went to a butcher to learn all he could about the process from farm to table.

All of Tim's efforts paid off when he became the Sous Chef at the Heidel House in Green Lake, Wisconsin. In 2015 Tim joined the Holiday Inn team in Fond du Lac, where he became the Executive Chef for the Holiday Inn Lake Winnebago Conference Center and Benvenuto's Italian Grill. Tim oversees all aspects of the BOH. The restaurant and bar serves hotel guests as well as the general public. The Lake Winnebago Conference Center features 24,000 sq. ft. of event space, seven break out rooms and can accommodate up to 2,000 guests!

He loves to get his creative juices going by showcasing special menus for weddings, conferences and other special events. He creates delicious four course meals for wine tastings, special events, holiday buffets and hors d'oeuvre receptions. His passion, hard work and commitment has made him successful in the culinary and hospitality industry.



SHIITAKE MUSHROOM SAUCE

“steak topper”

- 2 Tbsp butter
- 2 cups sliced shiitake mushrooms, stems removed
- pinch of cracked black pepper
- 1 Tbsp roasted red pepper
- 3 Tbsp soy sauce
- 2 Tbsp sugar
- 1 Tbsp water
- 1 tsp lime juice
- 1 tsp finely chopped cilantro
- 1 tsp minced garlic
- 1/8 tsp minced ginger
- 1/8 red pepper flakes
- 2 tsp slurry
- 2 tbsp chopped scallion



Instructions

Saute the mushrooms in butter over medium high heat, season with black pepper and cook until tender, about 8 minutes. Stir in remaining ingredients except the last two (corn starch and 2 Tbsp water) and simmer for 1 minute. Whisk the water and corn starch together to form a slurry. Stir into the mushroom mix and simmer, stirring occasionally until the sauce thickens. Keep warm and serve on top of sliced steak.

JODY ROOS

Wisconsin Bankers Association (WBA)
Association Meeting Planner



How long in the meetings industry? 25+ years

How long in MPI?
Since 2003

Tell us about your company and/or position:

WBA represents 98% of the banks in the state of Wisconsin. I'm the Association Meeting Planner for WBA and responsible for the logistical planning for 100+ in-person meetings and events a year, ranging in size

from 30 to 600 people. Most all of the meetings are held in Wisconsin with a few being held in other states. In addition, I manage our company relationship with Enterprise Car Rental and local area hotels in our office park.

My responsibilities range from site selection, contract negotiations and signing with regional/national hotels, conference centers, destination companies, golf courses, ball park venues, rental car agencies, entertainment companies and any other venues that I work with for a program. Other responsibilities include budget management, creative design, entertainment bookings, vendor management, trade show setup and onsite execution, vendor relationships, member relations, on-site execution of programs and oversee on-site management of the logistics while on-site at programs. As you all know, being a Meeting Planner is an extremely stressful career, but one that I truly love and have found it incredibly rewarding over all these years. Prior to being with WBA, I worked my way up to be a Corporate Meeting Planner, so I have a broad knowledge in my career.

Tell us about your family: Married to my best friend and husband John for 22 years. We have two wonderful sons Michael and Tyler. Michael is 18 and will be going to UW Platteville this fall for Engineering. Tyler is 13 and in 8th grade and keeps us busy with sports.

If I won the lottery I would: Help family so they too felt like they won the lottery. Traveling and doing all the things I've only dreamed of being able to do.

Where were you born? I was born and raised in Oregon, WI

Dream Vacation: I have a bucket list of dream vacations!

Where do you currently live? Oregon, WI

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

MPI – INTERNATIONAL

MPI Institute 1 - MPI's Full Immersion Institute
2004 - Tampa, FL

MPI – WISCONSIN

October Team Member - 2007-2008
Awards & Scholarships Team Member - 2007-2008
January Team Member - 2007-2008
Awards & Scholarships Team member - 2006-2007
Awards & Scholarships Team Member - 2008-2009
Awards & Scholarships Team - 2009-2010
Awards & Scholarship Gala Event - 2009-2010
Speaker Advisory Committee - 2012-2013
Finance – Sponsorship, Donations & Raffles Bidding for Good Committee - 2016-2017

Favorite Pastimes: Spending time with family and friends, traveling and spending time at our place up north.

Favorite Musical Group: Too many to choose from

Person you admire most and why: My husband and sons for so many reasons.

Words to live by: "Surround yourself with people who make you hungry for life, touch your heart and nourish your soul"
Unknown

Special personal accomplishments: I've been able to move through many obstacles and set-backs in my life. As I look back, I feel as though it's made me enjoy life that much more.

Kalahari Resorts & Conventions Expanding

Kalahari Resorts & Conventions in the Wisconsin Dells has everything you need to make event planning effortless, and now there are even more reasons to plan your meeting with us: In late 2019, we will open an additional 125,000 square feet of flexible meeting space, bringing the total size of the convention facility to 230,000 square feet. The expansion boasts a brand-new, 56,000-square-foot ballroom, which will join the facility's existing 20,560-square-foot and 17,200-square-foot ballrooms, all with 1 GB of bandwidth.



In late 2019, the Kalahari Resorts & Conventions will open an additional 125,000 square feet of flexible meeting space, bringing the total size of the convention facility to 230,000 square feet.

All that plus everything you need — first-class service, teams with over 400 years of combined experience, customizable meeting spaces, free Wi-Fi, 756 guest rooms of various styles and premium dining — all under one roof. Our state-of-the-art technology, top-notch audiovisual quality and highly personalized services are complemented by a 27-hole golf course and a signature steakhouse and bar, great for enhancing the meeting experience.

And to top it off, Kalahari Resorts & Conventions in the Wisconsin Dells is a short drive from Madison, Milwaukee and Chicago, offering an easy commute but enough separation for guests to completely focus on your beyond-expectations convention experience.

With all that space, technology and amenity fun housed in one venue, it's no wonder hosting an event at Kalahari Resorts & Conventions is a meeting planner's dream. And your dedicated team will cover everything from catering and team-building ideas to room layout and media needs to ensure an immersive, unique and unforgettable event. 🌟



2820 Walton Commons, Ste 103
Madison, WI 53718
tel: 608.204.9816
fax: 608.204.9818
email: admin@mpiwi.org
web: www.mpiwi.org

Datebook:

CALENDAR OF EVENTS

2017



Connecting you to the
global meeting + event community

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

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