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MPI-WISCONSIN CHAPTER

# Agenda

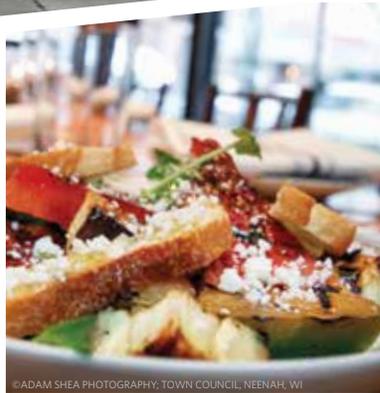
“MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry.”



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VOL 40/NUM 2

2018



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MPI-WISCONSIN CHAPTER  
**Agenda**

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## EXPERIENCE MPI WISCONSIN

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## 6 DIFFERENT WAYS



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# EDITOR'S NOTE



## Greetings, MPI members!

This issue of the *Agenda Magazine* focuses on technology, which is right up my alley. Technology has changed how events are planned, managed, experienced, and evaluated. It's easy to get lost in the sea of

constantly evolving tools. For each situation, there is a multitude of options to improve your event or meeting:

- Registration and management programs
- Mobile sites and apps
- Interaction and entertainment
- Virtual meetings
- RFID applications
- Drones
- Data and security
- And more!

Technology can either improve efficiency, add excitement ...or both. It helps to clarify your specific goals before selecting solutions. When I'm helping clients with custom registration and management solutions, I always start by listening and learning about their company or association's culture and needs. Invest in that which will best support your needs and event goals.

As suppliers, we need to provide cost-effective solutions that help planners create the best possible events. For planners, the challenge is to be aware of evolving technology options and employing the best tools to increase attendee engagement.

Technology should support your efforts and never be a burden. As always, talking to your fellow MPI members, attending our outstanding education sessions, and reading your *Agenda Magazine* will help spark new ideas and keep your events fresh.

Never stop learning!

A handwritten signature in black ink that reads "Kathy". The signature is stylized with a large loop at the end of the "y".

{Madison, WI}

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# President's Column

## Hello MPI WI!

I can't believe I am sitting here in my home, writing for the March/ April issue of our *Agenda* magazine. Is it just me, or is time passing too quickly? By the time you receive this issue, there will be three months remaining of my term. Being in this role has been — and still is — such an adventure! All I can do is smile as I look back at the memories and accomplishments that we, as a chapter, have made during this term.

One of our biggest successes is our chapter's financial status. It is the best it has been in years, thanks to our amazing Strategic Alliance partners. We gained seven new Gold Level partners and earned a total of \$15,500 over our budget for this year's Strategic Alliance Program. Sincere thanks to our chapter administrators at MDS and our finance team for all their efforts and success.

I also want to thank everyone who attended our first events of the year at The Edgewater in Madison and at the brand-new Westin Hotel in Milwaukee. Your continued support of our chapter by volunteering and attending our monthly meetings is greatly appreciated. We strive to offer the best education available and provide you with the most value for your membership.

Our Board of Directors has been working hard on new and exciting projects for next year! We brainstormed ideas during our midyear retreat in January. Our facilitator from MPI Global, Tara Liaschenko, helped us create a plan for the remainder of this term and beyond. Stay tuned for what's yet to come!

As we enter spring, we will offer several excellent opportunities to network and learn. We'll kick it off on March 15th, back in Madison, at The Madison Concourse Hotel and Governors Club. This program will feature Steph Pfeilsticker, who will talk about *Hybrid Events*. Following our March event, we will gather again for an amazing meeting at the Radisson Paper Valley Hotel on April 12th. Laura Schwartz will present a fascinating *Eat, Drink, Succeed* session. I'm personally very excited to hear Laura, as she will also share some of her experience as the Meeting Planner for the White House.

We will also be celebrating GMID (Global Meetings Industry Day) at our April meeting. Please join in this worldwide celebration of our industry. If you can't attend, please spread the word with your friends and colleagues, follow our chapter on social media and interact online.

As always, I want to thank everyone for being part of MPI-WI. If there is anything that I can help you with, please do not hesitate to reach out. Have a great spring, everyone!



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

*Our Board of Directors has been working hard on new and exciting projects for next year! We brainstormed ideas during our midyear retreat in January. Our facilitator from MPI Global, Tara Liaschenko, helped us create a plan for the remainder of this term and beyond. Stay tuned for what's yet to come!*

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



# VOL NTEER

**ALL THAT IS MISSING IS U**

MPI Wisconsin is run on the fuel of volunteers, and we are *always* looking for volunteers.

Opportunities available with the finance, membership, education, and communication committees.

Contact Amanda Ridout  
aridout@levyrestaurants.com to learn more!



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# FOOD FOR THOUGHT: Executive Sous Chef Ger Xiong

Ger Xiong has been delighting guests at the Radisson Paper Valley Hotel in Appleton, Wisconsin for 17 years. The last four have been as Executive Sous Chef, during which time he was awarded the hotel's Manager of the Quarter distinction by the Radisson Executive Team. Customers also voted him as *Top Chef Winner* in a unique appreciation event which pits hotel chefs in head-to-head creative competition. His Southeast Stuffed Chicken Breast with Mixed Grain Rice featured flavors from his native Thailand. Ger brings finesse to entrees and VIP banquet events. He and his team are dedicated to the legendary atmosphere of Vince Lombardi's Steakhouse and a "Yes / Can" Radisson experience for everyone. 🍷



## Southeast Stuffed Chicken Breast with Mixed Grain Rice

### SOUTHEAST CHICKEN BREASTS

#### INGREDIENTS

8 oz. chicken breast (boneless, skin on)  
3 Tbl. cream cheese  
1 Tbl. feta cheese  
1 t. thai basil leaves (chiffonade)  
1 t. green onion (minced)  
2 t. curry paste  
2 t. breading mix  
1 t. garlic cloves (chopped)  
1 Tbl. shallot (minced)  
1 t. red curry paste  
1 t. salt  
1 t. black pepper

#### DIRECTIONS

In frying pan, sauté garlic, shallots & red curry until oil starts separating from the curry; then set aside. Mix cream cheese, feta cheese, basil & green onion until well blended.

Pound out chicken with meat hammer until flattened. Place filling in center of chicken breast & roll over. Sprinkle with salt & pepper.

Bake at 350 degrees until meat thermometer reaches 165 degrees. Slice chicken diagonally into 4 pieces, place on serving plate and pour about 2 oz. of sauce on top of chicken.

## SAUCE FOR CHICKEN

### INGREDIENTS

1/8 c. coconut milk  
1/2 c. volute  
1 t. lemon zest  
2 t. sugar  
2 kaffir lime leaf  
1 stalk lemongrass, cut in 1/3  
1 t. red curry paste  
2 Tbl. salt

### DIRECTIONS

In a kettle pot over medium heat, stir red curry paste until oil starts to separate from curry. Add in coconut milk, volute, lemon zest, sugar, 1 kaffir lime leaf, and lemon grass. Continue cooking until reduced down one third.

Serve over chicken and garnish with a kaffir lime leaf.



## LEMONGRASS MIXED GRAIN RICE

### INGREDIENTS

4 oz. white rice with 1 1/2 c. boiling water  
3 oz. wild rice with 1 1/4 c. water  
2 oz. quinoa with 1 c. water  
2 t. red pepper (diced)  
2 oz. corn kernel  
1/2 stalk lemongrass (shredded thin)

### DIRECTIONS

White rice and water – steam in steamer for 15 minutes  
Wild rice and water – steam in steamer for 30 minutes  
Quinoa and water – steam in steamer for 30 minutes  
Red Pepper – steam in steamer for 4 minutes

After all the rice, quinoa and red pepper are steamed, combine together in mixing bowl.

Sauté corn and lemongrass until caramelized. Add to white rice, wild rice, quinoa and red pepper, stirring until well blended.



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### 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.



### GREEN BAY

#### Lodge Kohler

1950 S. Ridge Road, Green Bay, WI  
844/207-8380 | LodgeKohler.com  
Meeting rooms: 2; Sleeping rooms: 144; F&B: Yes  
Just yards from Lambeau Field, Lodge Kohler combines four-diamond attention to detail with the festive spirit of Green Bay's Titledtown.



### KOHLER

#### The American Club Resort

419 Highland Drive, Kohler, WI  
844/207-8377 | DestinationKohler.com  
Meeting rooms: 18; Sleeping rooms: 379; F&B: Yes  
Steeped in rich history and brushed with five-star luxury, The American Club is the ultimate setting to inspire your team.



### PEWAUKEE

#### Country Springs Hotel soon to be The Ingleside Hotel

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262/547-0201 | CountrySpringsHotel.com  
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### 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.



# JANUARY EVENT RECAP

By: Nicole Ellickson, CMP

MPI-WI kicked off the year right with a fantastic education event on January 11, 2018 at The Edgewater Hotel in Madison, WI. We started the day with optional MPI 101 and CMP 101 sessions for members. We all enjoyed a delicious lunch of short ribs while we listened to our Community Outreach partner, The Road Home. This important group has been around for 18 years and continues to make a positive impact on over 150 homeless families and children in Dane County. Members donated a variety of household items such as diapers, cleaning supplies, laundry detergent, deodorant, etc.

January's education session was led by Bree Brostko, who shared valuable learning and networking event ideas for conference attendees to experience a sense of place. Bree first inspired us to think outside the box, because people don't always want windowless conference rooms and standard food and beverages. Bree then had attendees break into groups to brainstorm event ideas in specific Wisconsin locations and share our ideas with the room. CVBs were able to showcase their destinations and we all learned more about what each area offers.

Although the weather prevented ice skating, The Edgewater hosted a great reception. Members enjoyed the life-sized Jenga, Connect Four, hors d'oeuvres, and delicious cranberry mules. It was a great end to an educational day. The MPI-WI Board of Directors carried on the festivities by holding their mid-year dinner and their retreat the following day. 🍷



MPI member donations for The Road Home



Guest Speaker Bree Brostko



# CMP 101

By: Jodi Goldbeck, CMP

Many meeting professionals believe that one of the pinnacles of their career is achieving their Certified Meeting Professional (CMP) designation. However, I have heard over and over again that studying for the exam is a daunting task, especially since many applicants have not taken a test for a very long time.



We're here to help. CMP 101 is an hour-long session offered prior to the MPI education session during the months of January - April. The following domains are covered in each session:

- January – Strategic Planning & Risk Management
- February – Project Management, Financial Management & Human Resources
- March – Stakeholder Management & Meeting Design
- April – Site Management & Marketing

CMP 101 can be invaluable to participants. The sessions cover the CMP application process, the specific topics listed above and test-taking tips.

I am happy to answer any questions or concerns that you may have about CMP 101 or any general questions about the CMP. 🌐

---

*Jodi Goldbeck, CMP, is an Instructor in the Meeting & Event Management Program at Madison College. If you wish to contact her, please email [jgoldbeck@madisoncollege.edu](mailto:jgoldbeck@madisoncollege.edu)*

# PUT YOUR ORGANIZATION IN THE SPOTLIGHT!

By: Sara Kern, Blue Harbor Resort

Spring Education Day is one of the Chapter's most-highly attended events and the perfect opportunity to shine some light on your company or organization. Become a Champion Sponsor by sponsoring a speaker, break-out session, or lunch. Several of these options allow you podium time to speak about the highlights of your company. Your company logo will also be included on the Spring Education Day web page, in e-mail blasts, and on the day-of event signage. Most sponsorships also include at least one complimentary Spring Education Day registration so that you can send someone from your organization to attend the event at no cost! Sponsorships range from \$200 - \$750, to meet the needs of any company's budget!

Complete information is located in the Chapter's advertising prospectus on the website.

Visit <http://mpiwi.org/Advertising-Sponsorships-Strategic-Alliance-Partners> and look under "Quick Links."

Questions? Feel free to contact Sara Kern or Liz Unruh to assist you!

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**Liz Unruh**

(414) 908-6079

[eunruh@wcd.org](mailto:eunruh@wcd.org)

**The 2018 Spring Education Day will take place at the Radisson in Green Bay on May 17<sup>th</sup>.**

## WHO'S IN THE NEWS

**DANIELLE ZIEGLER, CMP, CVT** has been promoted to Senior Convention Sales Manager with the Greater Madison Convention and Visitors Bureau. Congrats, Danielle!

Congratulations to **SARAH BANACH** and husband Greg who welcomed their first baby on February 7! Bennett Andrew arrived at 5:02am, weighing in at 6 pounds 5 ounces, and sizing up at 20.5 inches.



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# Engage in the Conversation:

**LAURA MACISAAC, CMP**

Director Of Sales, Monona Terrace  
Community & Convention Center

By: Dr. Lynea LaVoy, CHE



Laura MacIsaac is a stellar human being. She is thoughtful, caring, and dedicated. She's an uber sales professional and dedicated hospitalitarian. The first time I met her I knew I immediately wanted to know more about her.

Laura is a results driven individual who works very closely with her clients to determine needs and whether or not the Monona Terrace Community & Convention Center is a good fit for their event. She says "I subscribe to a more consultative approach to selling my amazing property which has allowed me to be very successful in my current role as Director of Sales. Monona Terrace Convention Center is a spectacular building located on the shore of Lake Monona in the heart of downtown Madison, Wisconsin. We offer amazing meeting space and unequalled service to our clients. We have 85,000 square feet of individual meeting spaces and much more if you count the common/open areas. I manage an amazing team of five people and feel very fortunate to have been part of this building since (before) we opened."

*"I love what I do and where I work."*

*- Laura MacIsaac*

Her story about how she entered industry shows (again!) the non-linear route of our industry's leaders. Laura says, "my undergraduate degree is in secondary education with a minor in Spanish from the UW Madison. I had planned on being a Spanish teacher. After completing my practicum, I decided that teaching was not the direction that I wanted to go and at the time I did not know what direction I wanted to go, but I knew that customer service and working with people was a strong suit of mine and that I needed a career, not just a job. I needed to work, so I started working as a receptionist in the finance department for the City of Madison and determined that I liked the "business" side of that environment, the budgeting, the accounts payable/receivable and all of the money related issues that were part of that department. This helped me determine that I would go back for a Master's in Business Administration with a certificate in Total Quality Management, which in those days, was ALL the rage. I figured that with the MBA and my interest in customer service together they were a nice combo and my graduation was right around the time that Monona Terrace was being built and soon to be opened. I applied for an administrative position within the sales office at Monona Terrace and was hired. The rest, as they say is history. I eventually was promoted to a sales manager and then the Director of Sales."

***“I have been in the Director role since 2007 and still love it today.”***

A typical day is atypical at best (which is the cool part of working in this environment).

Laura says “A typical day in sales...hmmmm...a typical day in sales...there is no such thing! Ha! Ok, well as you can imagine (besides working with and managing a great team), the most of my day is spend educating folks on the benefits of meeting at Monona Terrace and trying to get folks excited about having their events here. I’m a ‘working’ sales manager — I have revenue goals that I need to hit along with my day to day responsibilities for managing the team. Monona Terraces enjoys a large base of support from Madison and the surrounding areas. The hard work is getting folks from outside the state to consider Madison and Monona Terrace as a destination and so doing research and prospecting for new events/clients is something that is part of my day. The good thing is that once a group comes to see the city and our building, they are hooked and that usually ‘seals the deal!’”

The best part of the job, according to Laura, is all about the the building itself and what it represents in the community. “For sure, it’s representing this amazing Frank Lloyd Wright designed building and being able to tell the story about its history to all of the folks (clients and guests) that come to see us. We have amazing clients. We have an amazing staff. We have an amazing building. We could not do what we do without the people, but the building is architecturally significant (and LEED-EB Gold), so we get folks coming here for one of three purposes: to host or attend an event here, come as a tourist to see the structure, or come to enjoy one of the many free events that we host for the public. I really enjoy interacting the variety of people that come through our front doors and working with such amazing co-workers.”

Starting out new in our industry? Heed Laura’s years of experience and learn some great advice!

- When you are coasting, you are going downhill. That sentiment helps to remind me that keeping the pressure on myself and my team is good for all of our stakeholders and benefits both my colleagues and my community.
- Come to work willing to listen and learn. You’ll need to listen to your clients to best help them. You’ll need to listen to your coworkers so that you can hear their suggestions for making an event better. If you listen, you’ll learn. 20 years later not a day goes by where I’ve not learned something new. I love that about this industry—so much variety and so many interesting people. You learn so much if you listen.

***“Love what you do. If you don’t, this is not the industry for you.”***

So let’s dig deeper:

**Lynea: What do you wish you had known 10-15 years ago?**

**Laura:** When I first started out at Monona Terrace, I wish that I had known about the industry specific education available. What I learned, I learned thru on the job experience and from my amazing boss, Bill Zeinemann. The rest I learned from MPI-WI and from my amazing co-workers who are each experts in their fields. I feel that having a degree in meeting and event management would have ‘fast-tracked’ a lot of that learning for me.

**Lynea: What’s the best thing about our industry?**

**Laura:** The people. I love the sense of community within the industry. When attending MPI (Meeting Professionals International-WI Chapter) meetings for example, the sharing and the education available to members is just a small example of the overall ‘vibe’ of our industry which is: work hard and play hard. Some of my best friends are folks that I have met at MPI. The people that make up our industry, both planners and suppliers, make for a very interesting career!

**Lynea: What’s the best thing about Madison?**

**Laura:** There is no one best thing about Madison...there are too many to list. I think what I enjoy the most is the variety of world class restaurants, the access to the lakes and many outdoor activities; the proximity to Chicago; the UW-Madison campus; the mix of students and workers and the visually stunning backdrop of the State Capitol building when standing on the rooftop of Monona Terrace and Lake Monona as you turn around. There is always something to do and depending on your personal taste, so many options to choose from. Madison is a great place to live and work.

**Lynea: Where do you see yourself in 5 years?**

**Laura:** In five years I see myself still enjoying my position at Monona Terrace. I see myself still enjoying coming to work and representing this amazing facility and delivering and exceptional and inspirational experience to all who enter the building. 🌟

---

Do you know someone who should be interviewed for the Hospitality Leaders series?

Email me at [llavoy@madisoncollege.edu](mailto:llavoy@madisoncollege.edu).

*\*Note: This article was originally posted by Dr. LaVoy on LinkedIn.*

# GET THE LED OUT

By: Tom Graybill, Tri-Marq Communications



Because the LEDs get their content from a computer system, the messaging can be changed throughout an event. Each speaker could get their own environment, sponsor info could be changed each day, even video can be easily shown on an LED wall.

One of the most important considerations for LED panels is pitch, which is the distance from the center of one LED to the center of the next LED on the panel, measured in millimeters. The smaller the pitch, the more LEDs will be on the panel. Pixel pitch can vary from an extremely fine pitch of less than 2mm to 10mm or more. Pixel pitch can affect several aspects of your display.

One component is viewing distance. A rough rule of thumb is that the viewer should be at least one yard away for every millimeter of pixel pitch. So for a 4mm display, ideally your audience would be at least four yards away. A 4mm pitch is roughly comparable to a large projection screen.

They're bright, flexible, and making waves (literally) in stage design.

LED panels offer a dynamic way to enhance your events.

The LED (which stands for Light Emitting Diode) panel is like a miniature TV screen, composed of a number of LEDs arranged in tight rows. Most panels are squares – typically about half a meter wide by half a meter tall – though other sizes and rectangles are also available. They are often used together in arrays of 4, 6, 8, or more to create totems, screens, and a myriad of other display options, including curved walls.

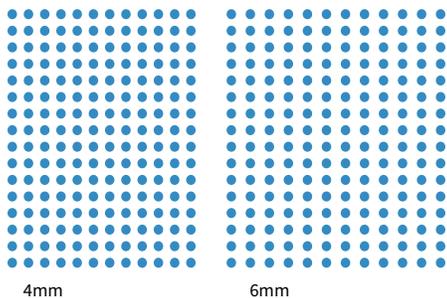
LED panels have many uses, from decorative stage elements to sponsor signage to the main screen in a meeting. LED screens are bright because they don't rely on projection, so the image isn't diluted by the distance between projector and screen and the ambient light in the room. This also means that LED panels are excellent solutions for meeting rooms where there isn't enough room to allow for a projector's throw, or a tent or atrium that has a lot of natural light.



Another aspect is cost. The smaller the pitch, the more LEDs on the panel, thus the higher the panel will cost. Think about how your audience will experience your display to make sure you aren't paying for a pitch that is smaller (and most costly!) than you really need.

Two other things to keep in mind when thinking about LED are power and weight. Each LED panel requires electricity, so large walls can increase your power needs. LED panels must be attached to a structure for support, so multiple squares need more "backbone". This may restrict how many and in what configuration may work for your show.

LED walls can offer a dynamic boost to the creativity of your events. Is it time to get the LED out? 🎯





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## STUDENT PROFILE

# Paige Fischer



**What drew you to the meetings industry?** I was always interested in something to do with planning, but I wasn't quite sure what that was until I discovered the Meeting and Event Management program at Madison College. I was actually introduced to the program and program director, Janet Sperstad, by my mom who thought it would be a perfect fit for me. It absolutely is.

**Tell us about your college program:** The Meeting and Event Management associate degree program at Madison College is the only one of its kind in the nation. I have been able to learn about contract laws, facilities, and financial management. I have also received preparation for positions in the convention, conference, and meeting planning industry. It has given me critical knowledge and real-world skills that have helped to create a competitive advantage in the meeting and event planning job market.

**Teams or projects that you have worked on for MPI or would like to be involved with:** I have always wanted to work with the Communication committees including Community Outreach/Advocacy and the *Agenda* Magazine.

**Tell us about your family:** I have two younger sisters; Emma is a freshman in college currently attending UW LaCrosse, and Jerra is a junior in high school. My mom, Kristyn, is a professor at Madison College and my dad, Jeff, is a P.A. at UW Health.

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

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

**Favorite Pastimes:** Reading a book on the hammock at my cottage.

**Favorite Musical Group:** Fleetwood Mac

**Person you admire most and why:** My good friend and current MPI Wisconsin Chapter president Claudia Cabrera. From the moment I first met her, she has believed in me not only as a professional, but as a person. She has showed me that as a young professional (and a woman) anything is possible if you put your mind to it and work hard for it. She is definitely someone to admire.

**Dream Vacation:** Backpacking across the world.

**If I won the lottery I would:** Travel the world and buy unlimited amounts of spaghetti.

**Words to live by:** "Be humble. Stay hungry. Always hustle." –Ryan Estis

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**SUSAN ARTS, CMP, HMCC**  
Project Director, Global Operations  
Meetings & Incentives Worldwide, Inc.

### 15 YEARS

**JAMIE V. COWLING**  
President  
Keystone Event Concepts LLC

**TRACIE TOTH, CMP**  
Associate Director of Sales  
The Osthoff Resort

### 5 YEARS

**ANDREA HARRISON, AVP**  
Senior Event Planner  
Robert W. Baird & Company

**MELISSA KADLEC**  
Corporate Events Planner  
Rockwell Automation Allen  
Bradley Company

### 1 YEAR

**CHRIS ALBERTI**  
Producer  
Derse

**MELISSA LOTH, CPE**  
Program & Event Coordinator  
Wisconsin Institute of Certified  
Public Accountants

**JILL ENGL**  
Events Director  
Milwaukee Public Museum

**AMBER MEYER**  
Director of Sales & Marketing  
Riverwalk Hotel Downtown  
Neenah

**KELLY GIESE**  
Director of Sales  
Hotel Mead & Conference  
Center

**KATHY RAAB, CAE**  
Executive Director  
NARI of Madison, Inc.

**AMY HEPPE, CMM**  
Event Manager  
AH Events

**BETH SCHNABEL**  
Event Manager  
Filene Research Institute

**JACKIE KUZMINSKI**  
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LAURA SCHWARTZ

Professional speaker, television commentator, and author of *Eat, Drink and Succeed*.

# Getting to Know LAURA SCHWARTZ

By: Cheryl Oswald, CMP

Back in January, I was able to chat with Laura Schwartz, our April speaker, via the phone for about an hour. We got to know each other a little bit, exchanged backgrounds (she's a WI girl), and I was able to ask her some questions about her career at the White House and advice for those just starting out.

**1. We have a large student member base that's just starting out in the industry or trying to get started in the industry. As someone that's worked their way up at the age of 19 at the White House, what are some words of advice you can give them?**

"My number one bit of advice for students that would like to go into the events industry, is joining MPI. It will never be cheaper than when you are a student. It's a great incentive, and it's not so much ROI (return on investment), it's the ROE (return on experience). It's the return on experience of MPI that allows you access to professionals, in all different parts and fields of meeting professionals. It gives you a front road to what these great leaders of MPI-WI are doing, the road they took to get to what they are doing, and why they are doing what they are doing."

"In order to maximize your ROE, don't just belong, show up, ask questions, meet people and sign up for committees."

**2. What was the biggest thing you learned by working at the White House?**

"The focus, being present. I call it must be present to win and I learned it from President Clinton. If the President who is such a multi-tasker could for an hour or two hours, be present and communicate a message effectively than so could I. I could put my stuff aside, because it wasn't nearly as big as what a President has to contend with."

**3. What was the most challenging event at the White and how did you overcome it?**

"I would say NATO's 50th Anniversary. It was in 1999 and it was the largest head of state gathering at one time. We did a series of events at the White House, lots of protocol, lots of

different languages, lots of different egos and lot of moving parts. From an event logistic perspective, from a United States of America messaging perspective, and from a world impact perspective, I wanted to make sure as the Director of Events I had logistics down smooth. I empowered people to be in charge of different parts, I wasn't in charge of every part. I definitely set a vision and worked on each part every day. I created a "SIC" – Staff In Charge for every aspect of the event and while the buck stopped with me, with anything that went badly or well. I need the SIC to embrace this and be in charge of their specific aspect of the event."

**4. If you could do it all over again, what do you wish you knew on day one?**

"I expected difficult times and there was some incredibly difficult times both personally and professionally. I didn't know I would be taken as seriously as I was for answering phones, but I am glad because I worked hard. I learned a lot of lessons while I was there, that it was ok if you didn't know something. I always thought I had to research within an inch of my life before any briefing or any meeting and I learned that I don't know anything specific, but you just have to know where to find it. You don't have to know it all and no one expects you to know it all. As long as you are credible and own up to when you don't know it, that's fine. I could relax a little bit after I learned that and I that I didn't fail if I didn't know something."

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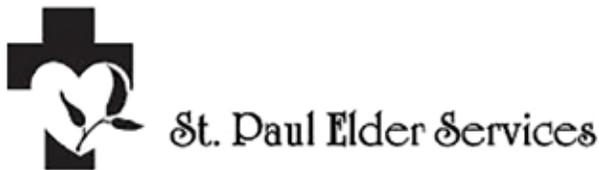
WI-Chapter, get ready, because Laura is every bit like her bio, unforgettable, motivational, and high energy. That's just what I got from her over the phone, so I can't wait to see what she has in-store for us on stage. Don't miss her next month at the April Education event at the Radisson Paper Valley! 🌟

# APRIL EVENT PREVIEW

By: Tracey Bockhop, CMP

For the first time ever, MPI-WI and HSMIAI-WI will be holding a joint meeting! Save the date for Thursday, April 12<sup>th</sup> when we celebrate Global Meetings Industry Day (GMID) with others around the world. The Radisson Paper Valley Hotel and Fox Cities Convention & Visitors Bureau will be hosting this day of learning and celebration.

Our hosts are looking forward to showcasing the Fox Cities Exhibition Center in Downtown Appleton as Northeast Wisconsin's newest destination for conventions, trade shows, banquets, meetings, and entertainment – all with the highest level of service to event planners and their attendees. Designed to be as flexible as it is attractive, the Fox Cities Exhibition Center can accommodate your event's unique needs. With the official ribbon cutting on January 11<sup>th</sup>, 2018, we will be one of the first to hold an event in the new space connected via skywalk to the Radisson Paper Valley Hotel.



We will be partnering with St. Paul Elder Services for our community outreach program. St. Paul Elder Services has developed specialized programs and facilities that are specifically designed to enhance the lives of aging individuals. Please consider doing some "spring cleaning" around your home and donating items such as DVDs, CDs, books, and craft supplies to this wonderful organization.

Our speaker for the day will be none other than Laura Schwartz, professional speaker, television commentator, and author of *Eat, Drink and Succeed*. As the White House Director of Events during the Clinton Administration, Laura created events that represented a nation and inspired the world. At just 19 years old, she arrived at the White House with no political connections and volunteered answering phones in the press office, quickly climbing her way up the ranks as a Staff Assistant, the Midwest Press Secretary, the Director of Television, and ultimately the White House Director of Events.

Laura is headquartered in Chicago, Illinois and is the guest host for Larry King's talk show *Politicking*. Laura travels extensively both domestically and internationally to work with Fortune 500 companies, independent businesses, industry associations, universities, and nonprofit organizations, motivating people from all over the world.

We will follow up her presentation with an interactive panel of both MPI-WI and HSMIAI-WI members to discuss the latest industry trends and hot topics.

The Radisson Paper Valley Hotel is eager to help celebrate GMID with us. This is the day that brings together leaders from across the meetings and events industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows, and exhibitions have on people, business, and communities. Meeting professionals across the world will participate in the international day of advocacy with more than 100 events held across 6 continents. Don't miss out on this exciting day! Learn more and stay tuned for registration by visiting [mpiwi.org/events](http://mpiwi.org/events). 🌐



APRIL 12, 2018

## SUPPLIER PROFILE

# David T. Helgeson, CMP



**Director of Sales  
Best Western Premier  
Waterfront Hotel**

**How long in the meetings industry?** 20+ years

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

I get to lead a dynamic team of individuals in the sales and catering area for a property with 25,000 square feet of meeting space and 176 total guest rooms. I have been here for five years and helped open the property after a \$14 million renovation.

**Tell us about your family:** I have an 18-year-old daughter named Madison, 15-year-old son, named Hunter, a smiling dog named Maggie and two cats, Sophie and Zoe.

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

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

**Favorite Pastimes:** Kayaking, hunting, fishing...anything outdoors!

**Favorite Musical Group:** Pearl Jam

**Person you admire and why:** This is tough to say, as I admire so many people, for so many different reasons. I will have to go with my parents for teaching me right from wrong, good from bad, supporting me through my most difficult days and never losing faith that I would be successful as a father and in life.

**Dream Vacation:** Norway to visit the fjords and my heritage!

**If I won the lottery I would:** Donate a large portion to Juvenile Diabetes research, find myself a nice cabin on a lake with a nice boat and enjoy the life!

**Words to live by:** "It is better to beg for forgiveness than to ask for permission."

## MAY EVENT PREVIEW

By: Danielle Ziegler, CMP, CVT

**Viva Las Meetings (Long Live Meetings)**

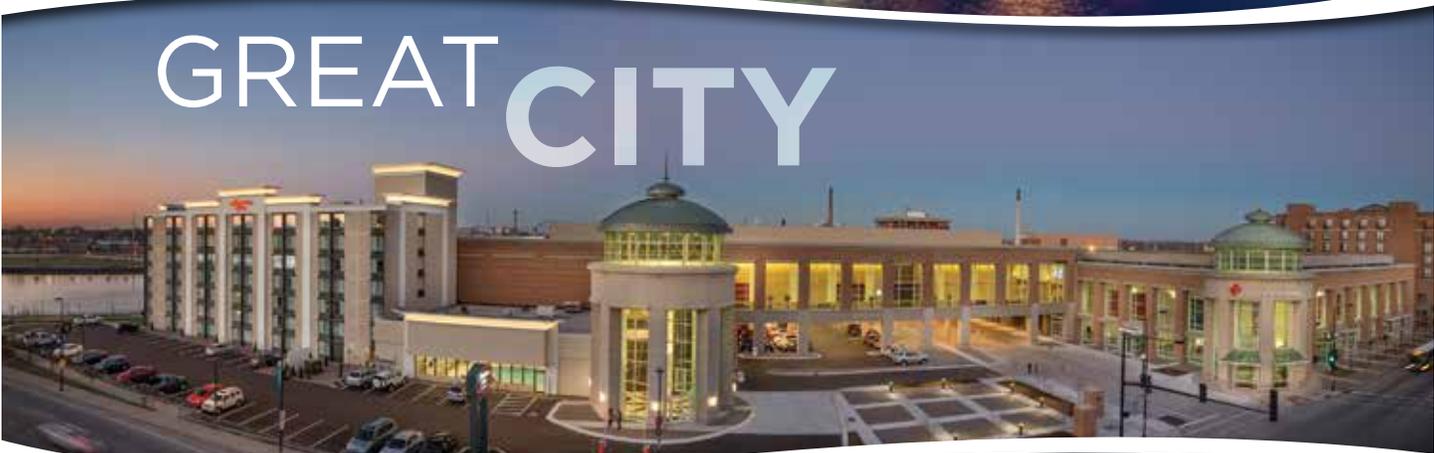


Are you ready to roll the dice and take a chance on YOU to enhance your knowledge? Join us for our "Viva Las Meetings" Spring Education Day on May 17<sup>th</sup> at the Radisson Green Bay – sponsored by the Las Vegas Convention & Visitors Authority. This year's event will start the night before with a welcome reception, followed by a full day of education featuring prominent speakers, interactive networking events, and lively experiences. We are also partnering with Big Brothers, Big Sisters of the Fox Valley Region on a team building activity with their local representatives. Visit [www.mpiwi.org/events](http://www.mpiwi.org/events) for more information on items to donate, as well as the event details. For hotel room reservations, make sure to contact the Radisson Green Bay at 920-494-7300 by May 9<sup>th</sup>.

**Remember...What happens at Spring Education Day,  
stays at Spring Education Day!**



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## BOARD MEMBER PROFILE

# Danielle Ziegler, CMP, CVT

Greater Madison Convention & Visitors Bureau



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

**How long in the meeting/event industry?** 19 years

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

As the 2017-2018 Director of Special Education Projects, my main role is planning the May Spring Education Event and acting as the Wisconsin Chair for the Great Lakes Education Summit (GLES). With GLES, I work with chairs from the Indiana and Michigan chapters to organize a three-state education summit held every November. This year, Wisconsin is hosting GLES in Madison at Monona Terrace Community & Convention Center – November 4-6, 2018.

**What is the best part of being on the board?** The relationships I have made during my time on the board. I have enjoyed learning from each individual on the board. This has helped me in my day to day life.

**What have you learned most from being on the board?**

I learned the benefits of delegating work to others and have realized that you can't do it all. This has allowed me to feel more balanced and give others an opportunity to either learn a new skill or enhance a current one.

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

Don't think, just do! It's the best way to meet people and feel more connected to the chapter. The more involved you are, the more you will benefit – personally and professionally. I have met some of my favorite people through MPI!

**Favorite hobbies or pastimes?** Spending time at my lake home up north, camping, hiking, cuddling with my dogs, enjoying concerts. (And for those who really know me...day drinking.)

**Favorite musical artist or band?** Naming one is too hard. My favorite musical genre is alternative rock/grunge. So that includes – Nirvana, Foo Fighters, Breaking Benjamin, 10 Years, Bush, Staind, etc.

# GRACIAS, MERCI BEAUCOUP, DANKE, TACK, DANK JE

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# Susan Kainz

Owner/Planner  
Meeting Matters



**How long in the meetings industry?** 15 years – since April 2002

**How long in MPI?** 14 years

**Tell us about your company and/or position:** Meeting Matters is the best of both worlds! I’ve blended years of experience in the hospitality industry with both national brand and independent hotels and a major third-party company. My role as an independent meeting planner is to use strong negotiating skills to guide clients through the changing facets of site selection and venue contracting. Additionally, I provide budget management, meeting planning, conference management and strategic meeting services to ensure meetings & conferences are planned and executed impeccably.

**Teams or projects that you have worked on for MPI or would like to be involved with:** Nominations committee, Community Outreach committee, May Education committee, Speaker Selection committee, Board Member for several years prior to serving as Chapter President in 2011 – 2012, Raffle Committee.

**Tell us about your family:** I’ve been married to Helmut for 26 years. It’s true – we met at the SafeHouse. My daughter Jenny is a social worker and my grandson Evan is a junior in West Allis schools. My son Matt works for a tool & die company and my granddaughter Kylie is in 8th grade at Greendale Middle School. My son Ben works for an advertising agency in New York and my daughter-in-law Ariel works for a law firm in NYC planning educational seminars.

**Where were you born?** Born in Milwaukee (Bay View) and grew up in Oak Creek. Lived in Germany for three years.

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

**Favorite Pastimes:** Traveling, motorcycling, and genealogy.

**Favorite Musical Group:** U2, Andrea Bocelli, John Legend, Carole King, Adele

**Dream Vacation:** I’ve been blessed to travel to many countries but more to see. Next on the list are Thailand and New Zealand.

**Person you admire most and why:** My mom! She is a professional volunteer and gave of her time and talent to countless organizations and individuals. Volunteering wasn’t a

chore but a choice that brought her so much joy. She knew that giving even a little time makes a difference and at 88 years old she is still collecting soda tabs for a local group.

**If I won the lottery I would:** Family would share the wealth; travel the world; and donate to charities that support children, education, the arts, and human rights.

**Words to live by:** "It took a lot of blood, sweat, and tears to get to where we are today, but we have just begun. Today we begin in earnest the work of making sure that the world we leave our children is just a little bit better than the one we inhabit today."  
— President Obama

**Special personal accomplishments:** Beating cancer!



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# Datebook:

## CALENDAR OF EVENTS

# 2018



Connecting you to the  
global meeting + event community

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

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

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**MAY 17** **Spring Education Days**  
Radisson Green Bay  
Green Bay, WI

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**JUNE 2-5** **WEC**  
Indiana Convention Center  
Indianapolis, IN

**14** **Golf Outing**  
Heidel House Resort & Spa  
Tuscumbia Golf Club  
Green Lake, WI