

MPI-WISCONSIN CHAPTER

Agenda

NOV
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VOL 41/NUM 6
2019



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CHAPTER

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MPI

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6 Different Ways



MPI-WISCONSIN CHAPTER
Agenda

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EDITOR'S NOTE



Hello, my MPI Peeps! In this *Agenda*, we're talking about Uncommon Solutions. Over the years working in various hospitality jobs, I have exercised my creative muscle to deliver uncommon solutions to many unique situations. Allow me to share one that I will always remember.

In 2007, I worked for a plastics company where I helped book their travel and events. Each year they hosted a sales meeting in a resort or tourist city to show them a new destination. The year that I was to plan the event, they wanted to host in Winona, Minnesota, where the company was based...in FEBRUARY. This location brought several challenges. Along with winter weather, Winona is a fairly small town. (You could take a five-dollar cab ride and travel the entire city.)

The owner of the company owned a golf course and wanted to utilize this golf course for an activity. "Wait...what? You want me to plan an event at the golf course during Minnesota's winter? OUTSIDE?" With no time for hesitation, I had to think hard for a solution that would work for all.

As an added twist, many of the attendees were traveling from Asia and Europe. Some may never have seen snow and certainly may not have proper winter outerwear.

We came up with a few activity ideas to highlight winter fun and share experiences some might not have had. Boot hockey, closest to the pin, snowmobiling, and sledding were all activities added to our plan. Wow, if we were going to keep guests outside this long, we better provide winter gear to keep them warm! We put bins in the Winona offices for staff to collect jackets, hats, and gloves that they either wanted back after their visit or would donate to a charity. Plenty of people pitched in and donated, which helped build excitement!

On the day of this activity, I was still nervous about how the group would feel about being outside! Attendees all piled out of the hotel enthusiastically with jackets and hats to stay warm. Everyone broke into groups to try each activity. It was heartwarming to see everyone enjoying themselves exploring the snow. We all kept warm in the barn in-between stations with hot toddies and snacks. When everyone finished, we went inside the golf course restaurant for hot chili and cornbread. It was an event that I never thought could be pulled off but is one of my favorite event stories to tell.

We all face situations we'd rather avoid, but I'm sure glad that I stepped up to this challenge. When you're faced with an unexpected issue at an event or need to pull off an out-of-the-box solution, take the time to brainstorm and think it through. Think about what your attendees will want to see. MPI teaches us that these events are always about the attendee experience. Remember that any of these uncommon solutions can become your favorite event stories, just as this is one of mine!

Thanks for letting me share! If you want to plan a winter fun event, please reach out, and I would love to share more details!

Katie McGinnis

{Madison, WI}

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JO ELLEN GRABER
President, MPI-WI Chapter

PRESIDENT'S COLUMN

UNCOMMON SOLUTIONS

This issue of our *Agenda* is focusing on uncommon solutions. I guess you could say that I have spent most of my career in uncommon meetings and event planning. I started at the Wisconsin Lottery working on player relations and winner events, then moved to Harley-Davidson to work on their Anniversary event and HOG touring rallies. Both of these jobs involved out-of-the box thinking and unique solutions.

When planning an event in an unfamiliar location, I highly recommend contacting the local DMO for ideas to highlight the area and heighten your attendees' experience. They can tell you about the area and uncover unique opportunities. They can also share what others have done — and if it was successful or how it could be improved.

There are many different ways to incorporate the great things about the location of your event. When I was recently at a conference in New Orleans, we were able to participate in a second line brass band parade. This was a once-in-a-lifetime experience and a great taste of the region. You'll also notice that many Wisconsin meeting spaces offer some variation on a taste of Wisconsin. This usually includes cheese, brats, pretzels, cranberries, or beer, but we all recognize the fare. Local food is a great way to highlight the tastes of Wisconsin to people from outside our state.

Consider including an uncommon event feature to support the cultural trend of self-care. There was a meditation lounge at WEC this year, and it was popular. (It felt great to take a break!) Many attendees said they were scheduling time to meditate and focus on themselves throughout the day. Some physical activity is also popular. Adding yoga, a run, or a nature walk is a great way to get attendees' endorphins pumping. I have even been a part of small breakouts going off-campus and outside to greenspace or a quiet park. It's refreshing to change it up from the usual classroom style learning.

Fresh off the heels of our own over the uncommon annual gala event, I would be remiss not to mention how our gala team blows it out the water every year. Nicole Ellickson, CMP, Darcie Holte, Tom Graybill, Reggie Driscoll, CMP, Jessica Rieflin, Tracey Bockhop, CMP, Stacey Lucas and Maddisen Vahl all did such a great job. Thank you to the Hotel Retlaw and Destination Fond du Lac Region for making the Emerald City feel so real.

Jo Ellen Graber

— // —
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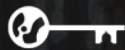
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IMEX 2019 Delivers on Value!

By: Kyra Popp and others

IMEX is a great way to site future locations for your events. Every major city, CVB, DMC, airline, AV, and tech company is represented. It's a one-stop-shop to vet locations and venues, before site inspections. The education sessions, networking, and relationship-building opportunities all contribute to the value.

IMEX 2019 began with Smart Monday, filled with awesome content including many former MPI-WI speakers. (Clearly, our chapter's education team is leading the way for top-notch education!)

On Tuesday, VISIT Milwaukee and the three-city collective of Milwaukee-Portland-Pittsburgh sponsored "Yes, and: The Power of Improvisation in the Workplace." The improv troupe, *Four Day Weekend*, presented a highly engaging session based on the principles of improv.

More than 3,400 exhibitors from different countries and cities showcased their culture in many unique ways - from the use of virtual reality machines to live tattoo artists. The New Zealand booth featured a tattoo artist who would listen to your story and then design a tattoo for you. One woman who chose to get a tattoo at IMEX explained that she was recently in a severe car accident and almost lost her life. She wanted the tattoo to remind her to cherish each and every day.

IMEX 2019 delivered new experiences at every turn. 🌐



◀ DJ Warren Peace

DJ Warren Peace at MPI's Foundation event at Drais. If you want your attendees to be on the dance floor all night, he's your guy!

▶ Wisconsin Team

Wisconsin's booth was very popular, featuring a Wisconsin cheese tasting experience, partnering with the Dairy Farmers of Wisconsin. Representatives from Travel Wisconsin, Green Bay, Middleton, Madison, Lake Geneva, and Wisconsin Dells participated in the booth.



Photos by Kyra Popp and others

◀ Drais

Two more great views from MPI's Rendezvous at Drais. This club has a great outdoor pool and beach space in addition to the dance floor - perfect for a large event!



▲ **Michelle Gielan**

Michelle Gielan was a keynote who spoke about the power of optimism. New research shows that 90% of our long-term success is predicted not by our external circumstance, but how we process the world around us. OPTIMISM is the scientific key to our success.

▼ **Cosmopolitan**

Marriott International hosted a fabulous event at the Cosmopolitan, featuring food stations and performances by Taylor Dane and the Pointer Sisters. (Actually the original Pointer sister Ruth, her daughter, and her granddaughter.) Guests enjoyed networking and building relationships with Marriott contacts.



▼ **Sustainability**

Sustainability in events was a hot topic this year. Our peers are taking significant steps to make their meetings green.



▼ **Impact Report**

Maritz Global Events/Experient introduced their inaugural Event Impact Report: Designing for Objectives which highlights innovative thinking, trends, and insights related to top event objectives. Attendees welcomed this Impact report's data-driven insights based on the collective knowledge of their teams, helping organizations make better decisions.



Holiday Opportunity: Bidding for Good

By: Beth Schnabel, CED, CUDE

Fall is here! The kids are back in school. Oversized sweaters can come out of summer retirement. The back corner of Target will soon have a new selection of farmhouse chic Christmas décor. The three letters smelled round the world are popping up everywhere: PSL.

But the MOST exciting Fall event: **MPI-WI's Bidding for Good** is right around the corner! Bidding for Good is true to the mission of MPI-WI to "connect industry professionals together to learn best practices, build relationships, and enhance business opportunities." This is your chance to support chapter operations including speaker honorariums, member recognition events, the Kristin Bjurstrom Krueger Student Scholarship, and the Chapter Founder's Grant.

Bidding for Good is a website that raises money for our chapter by donations and word of mouth. The Bidding for Good community includes more than 450,000 bidders and has helped raise more than 293 million dollars!

This year's MPI-WI Bidding for Good will take place November 22 - December 9. Watch for the official email and social media announcements for unique gifting and experiential opportunities!

Remember — bidding isn't limited to MPI members. Please share the link via social media and directly with members, non-members, in-state friends, out of state friends, relatives, and coworkers!

So, grab your PSL, snuggle up in a warm blanket, and get a jump start on your holiday shopping list while also raising money for your favorite chapter. We raised over \$8000 last year. Let's go for \$10,000+ this year!

If you have any questions, or would like to contribute a donation, please contact Beth Schnabel at beths@filene.org. You may also visit the Bidding for Good website at www.biddingforgood.com.

Thank you for your support and happy bidding!



Sustainability in Meetings & Events

By: Kathy Reading

Many large hotel brands are making efforts to reduce waste on a large scale. Marriott International is replacing plastic, travel-sized tubes of shampoo, conditioner, and bath gel with larger pump bottles, which will be made from recyclable material. InterContinental Hotels Group is also planning to replace travel-sized tubes with larger toiletries starting in 2021. Hilton recycles used soap, transforming it into new bars after they've been broken down and sanitized.

With hotels making substantial commitments, what more can we as meeting professionals do to help? In the latest issue of *MPI's Meetings Outlook*, sustainability remains a key and growing focus for planners. 62 percent of survey respondents say their organizations have adopted more sustainable purchasing.

Meetings Outlook presents several ideas to implement more sustainable practices:

- Seek out meeting spaces in buildings with a LEED or WELL sustainability certifications.
- Consider meetings in outdoor green spaces.
- When possible, source from local restaurants and farmer's markets.
- Ask for compostable and recycled plates, cups, and utensils.
- Solicit attendee donations for groups such as Dress for Success, which redistribute gently used clothing.
- Request energy-efficient LED lighting.
- Consider microbe-powered food digester to process food waste.
- Research technology options for remote translators (such as Translate Your World), rather than flying in multiple translators.

In my own experience, my company has many options for more sustainable print, display, and signage materials for our clients. We've even found ways to re-use and re-purpose single-event banners. Push your vendors for their uncommon suggestions to support your sustainable goals. ●

For more inspiration, read the *MPI Meetings Outlook*, available at: www.mpiweb.org/education/publications.



Image Credit: MPI Global

2019 MPI-WI Emerald City Gala

By: Craig Molitor, President/CEO of Destination Lake Winnebago Region

Photo credits: Phil Weston and Sherry Wolff



his stuff. **Chef Schomber** delivered, beginning our evening's meal with a "Follow the Yellow Brick Road"-themed cold cucumber and tomatillo soup. The fare also included such culinary highlights as tuna tartare delicately garnished with ponzu flying fish roe and New Zealand grass-fed tenderloin.

Every aspect of the night's sumptuous meal paid homage – either subtly or humorously – to the Gala's muse, Emerald City. The optics of the evening were equally arresting, as a beautiful emerald green hue illuminated the entire second floor of the Hotel Retlaw. The surprise opening musical performance of, "For Good" from Wicked – performed by "Glinda" and "Elphaba" – was breathtaking. (A well-deserved shout-out to **Bree Gens** and **Elizabeth Thelen** for this moving rendition.)

The stunningly reimagined and beautifully restored **Hotel Retlaw** in Fond du Lac's Downtown District provided the ideal stage for the 2019 MPI Wisconsin Awards Gala. From the gorgeous hotel lobby to the wickedly-themed Crystal Ballroom, MPI-WI members had the perfect environment to celebrate and recognize outstanding meeting and event professionals!

Destination Lake Winnebago Region, the Fond du Lac area's visitors bureau, was honored to partner with Hotel Retlaw to play host to this prestigious industry event.

Hotel Retlaw – in the final stages of a 30 million dollar renovation – gave Chef Chasse Schomber a golden opportunity to show off





Let's all thank the hard-working MPI-WI Gala Planning Committee:

- Nicole Ellickson, CMP**, Assoc of Family and Conciliation Courts
- Darcie Holte**, Destination Lake Winnebago Region
- Tom Graybill**, Tri-Marq Communications, Inc.
- Reggie Driscoll, CMP**, State Bar of Wisconsin
- Jessica Rieflin**, Wisconsin Dells Visitor & Convention Bureau
- Tracey Bockhop, CMP**, Meet Meetings
- Stacey Lucas**, The Ridge
- Maddisen Vahl**, Hotel Retlaw

I have been fortunate enough to have been involved with the professionals of Meeting Professionals International for decades. I must say, my all-time favorite MPI moment was seeing the incoming MPI-WI President **JoEllen Graber** surrounded by family members throughout the evening. Her loved ones were frolicking, gabbing, laughing, and beaming with pride. (To be clear, MOST of the actual "frolicking" was being done by JoEllen's adorable daughter!)



During this jubilant evening, MPI-WI conducted some important business, including the passing of the leadership-torch from **Tamara Jesswein, CMP**, to Ms. Graber, as mentioned above. Please join me in thanking Ms. Jesswein for a genuinely terrific year as our president!

Let's also thank and congratulate those who participated in our very successful



2018-19 MPI-WI AWARD WINNERS



▲ **President's Award**
Kathy Reading



▲ **Hall of Fame Award**
Dana Ecker



▲ **Founder's Grant**
Rebecca Staats



▲ **Team of the Year**
Trivia Night Team:
Tracey Bockhop, CMP
Nicole Ellickson, CMP
Beth Schnabel, CED, CUDE
Reggie Driscoll, CMP
Lindsey Hess
Melissa Falendysz, CMP



▲ **Rising Star**
Sarah Lemmers



▲ **Outstanding Leader**
Deana Heinisch



▲ **Meeting Industry Advocate**
Tracey Bockhop, CMP



live auction, silent auction, and **Golden Ticket** events. Auction winners will gratefully enjoy many wonderful gifts and experiences.

Destination Lake Winnebago Region was honored to host a pre/post Gala FAM. Participants sipped local bourbon just a stone's throw from the distilleries corn crops. We enjoyed cheese curds in a quintessential Fond du Lac Wisconsin tavern. We climbed to the top

of **Lakeside Park's lighthouse** for an eagle's eye view of the mighty Lake Winnebago. At **Kelley Country Creamery**, we enjoyed a sweet ending with the country's best ice cream — (literally THE best, as recognized by both USA Today and ABC's Good Morning America.)

A huge huzzah to the attendees for making this Meeting Professionals International Wisconsin Chapter gala, one of the most uncommonly vibrant in the country! ●



SUPPLIER PROFILE: Jason Chance

Owner, Chance Productions



Tell us about your company: We are a production company in the business of event transformation. We do quite a bit of custom builds (woodworking and metal fab). We work almost entirely direct to planner and enjoy helping out clients achieve their design/vision!

How long in the meetings industry? 21 Years

What drew you to become a member with MPI and/or what do you like most about being a member of MPI? We love working with professionals. MPI is full of the types of people we like collaborating with the most.

Tell us whatever you like about your family: We have a family of four. My wife Alyssa and our two littles, Isabel (5) and Madeline (3 months).

Person you admire and why: Tony Robbins: He is the ultimate optimist. He has been able to build an amazing life for himself and it started by having a passion for helping others. "Change your question, change your life!"

8 Things You Didn't Know about Chance Productions!

- 1) We get excited about Edison bulbs and chandeliers.
- 2) Our two production leads are both named Logan (Logan Squared?)
- 3) The transformation of an event space gets us more excited than anything else!
- 4) Attention to detail is our edge.
- 5) Can't find an item you need? We love building/fabricating!
- 6) We believe the chair is the shoe of the event outfit :)
- 7) We have a love for all things audio visual.
- 8) We are bringing Sperry Tents back to the Midwest! :)

PLANNER PROFILE: Amy Qualmann, CMP



Wisconsin Association of School Boards Communication Specialist & Event Planner

Teams or projects that you have worked on for MPI or would like to be involved with: I served in various board positions for three years. I've also volunteered on several teams, including our gala, writing articles, photography, etc. There are so many different opportunities in which to engage yourself.

Tell us whatever you like about your family and home town: I grew up in, what was at the time a small town: Cottage Grove, just east of Madison. I now live in Deerfield (next to Cottage Grove) with my boyfriend, Brian and our VERY furry, black dog, Macy. I love getting out of town at the end of the day, smelling the country life and getting away from the noise of downtown Madison. We don't even have a grocery store, but we do have two gas stations, lots of bars, a coffee shop (YAY!) and an ice cream shop. (*Chocolate Shoppe Carrot Mango Italian Ice is my new favorite!*)

Favorite pastimes: Travel is one of my first loves (aside from family, friends and my pooch). I enjoy camping, snowmobiling, and four-wheeling. I'm up for anything dealing with the water and ocean – swimming, boating, snorkeling, parasailing, and paddle boarding. I also dabble in photography and would love to get back to throwing pots, as it humors my artsy side (I have a BA in Art).

Favorite music/band/artist/movie or book: I love all music from the 1980s. I also enjoy Dan & Shay, Ed Sheeran, Cash Cash, Bruno Mars, Joss Stone, and many more. I may have been a huge NKOTB fan (maybe still am)!

Person you admire and why: I highly admire my father. Like some of our parents, he came from a rough childhood but dreamed of college. He persevered through the tough times, found his way into the Air Force during the Vietnam War, went to college, and found his way. Education has been important to him, and he shared that love with my sister and me. I also get my adventurous side from him, and together we've enjoyed trips to Europe and travels all over the U.S.! He's ambitious, driven, compassionate, amiable, empathic, reliable, intuitive, passionate, and loving. There are so many words to describe him, but I call him "Dad"!

Still on my bucket list: More traveling – Australia/NZ, Spain, Norway, Sweden, southern Italy (I've been in northern Italy – Venice, Tuscany Region & Pisa), Greece...the list goes on!

Words to live by: There are two quotes that have always resonated with me:

"There is always a Plan B....and the rest of the alphabet!"
"I haven't been everywhere, but it's on my list!"

Tell us about your association and position: The WI Association of School Boards is dedicated to serving as an advocate for education and students. The WASB seeks to advance education through supporting the tradition of local school board control of the state's public schools. We are a member-driven organization that supports, promotes, and advances the interests of public education in Wisconsin.

As a member of the Communications Team, I help provide effective marketing communications related to the WASB meetings and events and WASB marketing efforts. I serve as the Convention Exhibit Manager for our annual joint State Education Convention held in January for 2,100 attendees and almost 300 vendors. I also manage the development of additional programs, meetings, events, seminars, and all other duties as assigned! 😊

How long in the meetings industry? 14 years

What drew you to become a planner? I saw a job ad for meeting planning when I was looking to move back to Madison in 2005, and I knew I had found my calling. The rest is history!

What drew you to become a member with MPI and/or what do you like most about being a member of MPI? After working in the industry a couple of years, an old boss suggested I join MPI and work on getting my CMP. With his support, I pursued both and earned my CMP in 2011.

Being a member of MPI has provided great networking opportunities. It's always fun meeting new people and seeing faces I've missed.



Join us in **JANUARY!**

by Rebecca Staats

JANUARY EDUCATION

WHEN

Thursday, January 23, 2020

WHERE

Grand Geneva Resort and Spa
Lake Geneva, WI

Please join your chapter members on Thursday, January 23, 2020, as we kick off a brand, new year at the spectacular Grand Geneva Resort and Spa in Lake Geneva.

This winter warm-up will begin with a morning board meeting, CMP 101 session, and MPI 101 session. Starting at noon, we'll all enjoy a chef's luncheon, followed by an engaging educational session. We'll close the day's events with a reception at the Grand Geneva.

Please stay January 22, 23 or both, to experience this beautiful venue. All MPI members will also enjoy a discount at the Spa or Ski Hill! Watch for notices and make your room reservation by calling (877) 741-9598. 🌟



Photo credit: grandgeneva.com

Education Opportunity GrOW

By: Jodi Goldbeck, Instructor at Madison College



Jodi Goldbeck is a full-time instructor in the Event Management Program at Madison College, and is leading our chapter's CMP-101 classes. For more information, contact her at jgoldbeck@madisoncollege.edu.

According to the job resource website CareerCast, event planning is the fifth most stressful job in the world. Job stress is a major factor in the way that we view our personal lives.

For several years, I have been studying mindset, grit and perseverance. I have a firm belief that individuals are capable of changing the trajectory of their lives by shifting their mindset and focusing on the positive. I also believe that I can teach you the most valuable lessons that I have learned during my own journey.

Join me for my 8-week course at Madison College called Studies in Gratitude, Optimism & Well-Being (GrOW), which begins on October 30. Class times are 5:30 - 7:20 PM at the Truax campus. The course will explore strategies that help achieve contentment goals, as well as creating effective techniques to increase gratitude and improve overall well-being.

Topics will include decreasing anxiety, increasing productivity, researching mindful interventions, developing optimism techniques, and finding realistic ways to be more resilient.

If an online course is more conducive with your schedule, please contact me to hear about my online offering in the spring semester! 🌟

Studies in Gratitude, Optimism & Well-Being (GrOW)

8-week course

Starts October 30

5:30 - 7:20 PM

Madison College, Truax campus

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SEPTEMBER in the

Interpreting and Adapting to our Stakeholders' Perspectives

By Greta McCue

How many times have you been positive that you explained something to a colleague as clearly as possible – only to find out that they had interpreted it completely differently? It's an age-old challenge that each of us faces daily in our professional and personal lives. MPI Wisconsin members and guests gathered in the Wisconsin Dells to explore this struggle, and gain tips and tricks on how to overcome it. This amazing education session, including an incredible lunch and a chance to experience some of the best of the Wisconsin Dells, really made our September monthly program one to remember!

On September 19th, a room full of excited MPI attendees gathered at the beautiful Glacier Canyon Lodge to learn from Tina Hallis, Ph.D. about "Understanding Your Stakeholders from the Inside-Out." Tina started by focusing on the communication challenges that we face daily, both at home and in our professional lives. She gave us tools to help us understand why those gaps in understanding exist. We discussed how our perspectives are shaped, including individual experiences, strengths, training, and personalities.



Attendees moved around to align ourselves with our personality style groups based on the "DISC" method. Within our groups, we practiced considering the style of others, learning their priorities, and adapting to their style. Tina taught us how important it is to first "pause" when we realize someone has a different style, then "notice" and consider that difference, and finally "choose" the best way to react and respond.



Thank you to our generous raffle donors, as well as the hospitality from our hosts for the month.

Wisconsin Dells



*Photos by Wanda Gilles
and Kathy Reading*

Most importantly, we learned that one style is no better or worse than any other. We practiced communicating with people of each style to overcome communication struggles.

Meanwhile, our gracious hosts at the Glacier Canyon Lodge and the Wisconsin Dells VCB treated us to an experience that we will never forget. The meticulous attention to detail in our lunch included a seasonal soup and a bar of build-your-own chocolate-covered-pretzels. Later in the evening, those who opted to stay enjoyed a tour showing off some of the best attractions that the Wisconsin Dells has to offer! More than 20 attendees enjoyed happy hour at The Grateful Shed, ax-throwing at Asgard, and wine tasting at the Kilbourn Cork.

Thank you to our generous raffle donors, as well as the hospitality from our hosts for the month. As Tina Hallis, Ph.D. would say, “keep your positive battery charged”! 🌟



MPI-WI's CMP 101

What's It All About?



By: Jodi Goldbeck, CMP

Why should I attend a CMP 101 Session?

The CMP 101 sessions are a great way to hear about the “ins and outs” of the CMP process. The first session covers all of the basics: the application process, test dates and the materials that should be purchased. In the second and third sessions, I (Jodi) review the nine domains of the CMP to give attendees an outline of what topics to study in preparation for the CMP exam. The final session is an overview that reviews the application process, study tips and exam day suggestions.

Is there a cost to attend CMP 101 Sessions?

No, these sessions are complimentary to those who have registered for that month's educational program.

How far in the CMP exploration process do I need to be to attend a CMP 101 Session?

I always tell people that they should come to a session regardless of where they are in the process. If you've only just heard of the CMP, stop by to hear more about it. If you are getting ready to take the CMP in two months, sit in on the session to get a refresher and ask any questions you may have. It really is a “one size fits all” session.

What should I do to prepare for a CMP 101 Session?

Come with an open mind! Getting certified in any field is a nerve-wracking process. I understand that and try to make these sessions as low-stress as possible. For me, it is really about helping people understand how to apply for the exam, the content that they should study in preparation for the exam and the resources out there that will help them successfully pass the exam. ●

OCTOBER 10

Overview of CMP process

JANUARY 23

Strategic planning, financial management, site management, marketing stakeholder management

FEBRUARY 13

Meeting design, project management, risk management, human resources

APRIL 1

Summary of exam process and content

For more information, contact
Jodi Goldbeck, CMP at
jgoldbeck@madisoncollege.edu

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Madison College

MICHELLE BAUMEISTER

Student
Madison College

PAT CAVANAUGH

Events Sales & Service
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Green Bay Packers

TIMOTHY COOKSY

Production and Sales
Studio Gear

KELLY FRAWLEY

Student
Madison College

DANA FRIEDLAND**VICTORIA GRINWALD**

Operations Administrator
The Boldt Company

PAULETTE HENEY

Global and Flagship Events
Director
YPO

KIMBERLY HIMES

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Visitors Authority

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Manager, Private Event Sales
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Sales Support Specialist
AAA

TABITHA SCHROCK

Sales Account Executive
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FARRAH LYNN SLINGER

Event Division Manager
A to Z Event Essentials

JULIE STOVER

Events Coordinator
Zendesk

DAN UNDERBERG, MSM

Concordia University

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Wisconsin Credit Union
League

MARIN MEDEMA, CMP

Senior Sales Manager
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LIGHT IT UP with Projection Mapping

By: Tom Graybill

Do you want to make a BIG impression at your next event? Projection mapping can make it happen.

A life-size image of the rocket that first took humanity to the moon in 1969 was digitally projected onto the Washington Monument to mark the 50th anniversary of the first moon landing.

Universal Orlando is currently presenting an enormous, projection-mapped experience featuring the creatures and villains from the Wizarding World of Harry Potter as part of the park's Halloween Horror Nights.



The team at TriMarq Communications worked with CoPA to bring their vision to life, beginning with meticulously measuring the exterior of the building and location of windows. These measurements help determine the best projection angle for the projection map.

For this project, we used two converged projectors. All of the equipment was set up in a building directly across from NŌ Studios, safe from any weather challenges. Power was supplied by generators, with cabling run up the stairwell to the third-floor office housing the projectors and the control computer.

Ambient light is another consideration. With nightfall starting at 8:30 pm on the evening of the show, we scheduled the projection for 9:30 pm for maximum brightness.

The projected presentation was designed to utilize the architecture of the building, with windows used as frames to showcase the photo entries throughout the show. When the grand prize trip to London was announced, we projected an enormous waving British flag.

The show was a resounding success, with the live audience calling for an immediate encore performance and two live cut-ins by the local NBC television station during its nightly newscast.

Projection mapping offers a unique way to delight your audience and attract publicity and media attention. Video and social media shares expand your audience well beyond your event day.

Light it up! ●



photo credits: Tri-Marq Communications

Do you want to make a BIG impression at your next event? Projection mapping can make it happen.

Projection mapping onto non-screen building surfaces can use the contours and architecture as creative elements in the presentation. Either interior or exterior venue walls can be transformed.

In Wisconsin, the first-ever Arty Bollocks Photo Competition for the Milwaukee Coalition of Photographic Arts (CoPA) wanted to make a big splash. The CoPA group wanted to project art over a 60-foot span on the outside of NŌ Studios near the Fiserv Forum.

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DOWNTOWN DISTRICT

- **Now open!** The elegant and welcoming Hotel Retlaw—one of the Midwest's finest urban luxury properties in Downtown Fond du Lac. This historic hotel features 121 luxurious guest rooms including 11 Specialty Suites. Flexible meeting space and upscale boardrooms coupled with modern technology, provides an exceptional setting for corporate meetings, conferences, and social events.
- Grand Opening incentives available at Hotel Retlaw.

CONFERENCE DISTRICT

- The region's Conference District features 14,000 square feet of event space, including a 10,000 square foot reception area, multiple breakout rooms, pre-function areas and 440 combined partner guest rooms (700 rooms citywide).

Thinking (*and meeting*) outside the box.

Beyond the traditional, Fond du Lac and the Lake Winnebago Region offers meeting planners a variety of creative (and memorable) event venues.

- Most prominent among these venues is the world-class Thelma Sadoff Center for the Arts (just one block from the new Hotel Retlaw).
- Check out our website for more unexpected venues! If you dream it, Fond du Lac can 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.

- Fond du Lac doesn't disappoint with one of the largest fresh water lakes in America for fishing, boating, sailing and other water sports.
- There's also the natural beauty of Kettle Moraine State Forest and Horicon Marsh.
- Spectacular golfing, scenic biking and hiking trails, boutique shopping, adventurous dining.
- A downtown that lights it up with arts, entertainment and nightlife.

Enjoy a FAM tour of the Region, take a tour of our new luxury hotel, hear about the \$5 million in new construction and remodeling in our Conference District and enjoy all that'll put Fond du Lac and the Lake Winnebago Region at the top of your meeting destination list.

FDLmeetings.com | 800.937.9123 x104

WHO'S IN THE NEWS

Compiled by MPI-WI Members. If you have MPI member news to share, please contact Kathy Reading, reading@scangroup.net

ROBERTA EICHELBERG has accepted the position as sales manager at Thornberry Creek at Oneida. Contact her for events up to 300 people in a beautiful natural setting, and the official golf course of the Green Bay Packers. **Spread the word, Roberta!**



MEGAN GOSSENS has been promoted to director, events and strategic partnerships at WPS Health Solutions. In this role since June, Megan provides direction, oversight, and management of a team of planners to coordinate, execute, and support high

profile corporate, incentive, and external events. **Way to go, Megan!**



ANGELA JELLUM is the new senior sales manager at Hotel Northland Green Bay | Autograph Collection. Angela is thrilled to represent hotel #175 in this unique collection of 186 one-of-a-kind hotels, and the sole Autograph Collection Hotel in Wisconsin. **Angela + Autograph sounds like a great combination!**



JACKIE KUZMINSKI has joined Hotel Metro in the role of corporate sales manager. With three impressive spaces available for up to 150 people, and a downtown Milwaukee location, there is plenty to sell here. **Nice move, Jackie!**

STEVE LORENZ will be using his considerable event experience in his new role as Manager of Global Oncology Congresses at Takeda. These events will educate and showcase Takeda's good work developing novel medicines to patients with cancer. **We wish you all the best, Steve!**



DONNA SMITH has accepted the position of sales manager at Best Western Premier Waterfront Hotel and Convention Center. Donna's knowledge and experience in the industry and area will serve her well at this bustling (and pet-friendly) property. **Good news for Oshkosh, Donna!**



Appleton has three new hotels, recently opened on the west side, convenient to the convention center and airport. **HOLIDAY INN APPLETON** offers 125 guest rooms and two meeting rooms totaling 3799 square-feet. Home2Suites by Hilton Appleton provides 104 rooms and a 1200 square-foot meeting room. The new Fairfield Inn & Suites offers 82 rooms. **Keep growing, Appleton!**

TOWNEPLACE SUITES has opened in Janesville, Wisconsin. This new offering from Marriott International includes 87 rooms, an indoor swimming pool, fitness center, meeting room, outdoor fire pit, and more. It will operate as a Marriott franchise, owned and managed by Kineth Hospitality of North Liberty, Iowa. **Janesville is a great place for a TownePlace Marriott!**



Construction has started on the Kahler-Slater-designed **HILTON GARDEN INN MADISON** on Regent Street, with a projected opening of Winter 2020-2021. This 176-room venue will include a bar, restaurant, junior ballroom, fitness center and parking garage. **A fine addition to our Capital!**



SENTRYWORLD HOTEL, designed by Swaback Architects, is planned to open in Spring 2021 by Sentry Insurance, in Stevens Point. This boutique hotel will be built just off the championship golf course's 18th fairway. The hotel will feature spacious suites and intimate gathering spaces, and will be accessible to the many event spaces available at the SentryWorld complex. ***We applaud the investment, Sentry!***



SHEBOYGAN COUNTY MEMORIAL AIRPORT is about to break ground on a \$4.2 million U.S. Customs facility scheduled to be open by next summer. This will allow aircraft and visitors to fly in direct from overseas. Along with international golf events, the new facility will serve the ongoing worldwide business interests of Kohler Company, Sargento, Bemis Manufacturing, Johnsonville, Acuity Insurance, and more. ***Build it, and the world will come!*** 🌐

FEBRUARY MPI-WI BREAKFAST & EDUCATIONAL EVENT

Date: Thursday, February 13, 2020

Breakfast: Exhibition Hall

Education Sessions: Alliant Energy Center

Hotel: Sheraton Madison Hotel



FEBRUARY PREVIEW

Capital Morning in Madison

By: Rebecca Staats and Danielle Ziegler



Photo credits: Alliant Energy Center and Marriott Hotels

Please join us on Thursday, February 13, 2020, as we host another exciting MPI-WI Breakfast and Educational Event in our Wisconsin capital!

Located at the gateway to downtown Madison, the Alliant Energy Center campus features four unique and innovative venues: Exhibition Hall, Veterans Memorial Coliseum, New Holland Pavilions, and Willow Island. The Exhibition Hall is the premier facility for conventions, meetings, banquets, and much more. Several of the locations in the Exhibition Hall have been updated with lounge furniture, charging stations, ceiling-mounted LED projectors, larger dropdown screens and digital signage boards.

We'll start February's event in the Exhibition Hall with a breakfast catered by Centerplate, followed immediately by our MPI-WI education session. For those who are interested, both CMP 101 and MPI 101 sessions will follow the general education sessions. While the Alliant Energy Center will host all the day's events, the Sheraton Madison Hotel will host our room block. Show your significant other some love by making it a long weekend and celebrate Valentine's Day! Make your room reservation by calling (608) 251-2300. 🌐





Greta McCue

Greta McCue embodies the volunteer spirit in so many ways. Greta's demanding sales manager role at Hyatt Regency Milwaukee doesn't stop her from giving back to our organization. She has volunteered in numerous roles, both in planning, on-site help, social media and even writing event articles for this publication.

Thank you, Greta, for your enthusiasm and service to our chapter's goals and chapter members!

Find Your Fit

Whatever your interest or comfort level, you'll get more out of your membership by stepping up to serve. If you'd like to find a volunteer role that's just right for you, please contact Reggie Driscoll, CMP, rdriscoll@wisbar.org to hear how you can help. You can also talk to any board member at our education events or anytime, to learn what will fit you best. Current positions available (as of this writing) include:

MEMBERSHIP

VP of Membership, Reggie Driscoll, rdriscoll@wisbar.org

The Membership Committee focuses on contacting new and current members and administering the committee Ambassadors. They also work in conjunction with the Special Events team on the Awards Banquet. Volunteer opportunities include:

- Recruitment
- Retention
- Ambassadors; Red Carpet Team, New Member Care, Student Member & Recruitment
- Awards

COMMUNICATION

VP of Communication: Jason Kauffeld, CMP, jasonk@glcc.org

The Communications Committee focuses on public relations, social responsibility as it impacts our industry and chapter communications via our Agenda publication, website, and social media. Volunteer opportunities include:

- *Agenda* Newsletter (published 6 times per year) – writing articles, obtaining member profiles, researching industry announcements and news.
- Gathering member-posted photos
- MPI-Global guidance on social responsibility as it impacts our industry
- Website content updates
- Social Media; Facebook, Instagram, LinkedIn, YouTube, Twitter

EDUCATION

VP of Education: Rebecca Staats, rlstaats@aaawisconsin.com

The Education Committee is responsible for producing the monthly chapter meetings and two education events held each year. Volunteer opportunities include:

- Monthly Education Meetings (January, February, March, April)
- Photographers for events
- Spring Education Day (May)
- Great Lakes Education Summit (GLES) MI-WI-IN joint regional educational event (November)
- Speaker Team (ongoing, need to secure speakers for: Oct, Jan, Feb, Mar, Apr & May)
- CMP 101

FINANCE

VP of Finance, Shannon Timmerman, CMP
stimmerman@wildernessresort.com

- The Finance Committee is responsible for overseeing three special events held each year, chapter fundraising & strategic marketing. Volunteer opportunities include:
- Raffle & Sponsorship Committee – Securing raffle items from previous and new donors, selling tickets at events, seeking new prospective sponsors for 2020, educate and seeking new strategic sponsors.
- Awards Gala (August)
- Online Fundraiser Event (Bidding for Good)
- Trivia night

If you'd like to find a volunteer role that's just right for you, please contact Reggie Driscoll, CMP, rdriscoll@wisbar.org. You can also talk to any board member at our education events to learn what may best fit you to serve our chapter.

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Board Member Profile

REGGIE DRISCOLL, CMP

Position on MPI-WI Board: VP-Membership

Place of Employment: State Bar of Wisconsin

Job Title: Senior Meeting Professional

Tell us about your company and/or position: The State Bar of Wisconsin provides educational, development and other services to 27,000 members. We also provide attorney referrals, public education and reduced fee services.

How long in the meetings industry? Almost 20 years, 12 at my current position.

Teams or projects that you have worked on for MPI what you've enjoyed about your participation: I've really enjoyed working on the membership meeting committees. One of the best teams I have worked on is the Red Carpet team. It is nice to be able to meet and get to know the new members that come to the membership meetings.

Tell us a few things about what you're responsible for with our chapter board: I work with the membership team on member recruitment and retention. We are always looking for creative ways to get new members, and appreciate the current members that we have.

What drew you to serve on our chapter board? I have been a member for many years, and finally have the support of my employer to become more involved. It is nice to be able to give back to the association that has given me so much.

What do you enjoy about your board service, and what are you learning? I really enjoy the camaraderie of the entire board. It is interesting to be a part of all of the workings and mechanisms that make the chapter run smoothly.

Other than board service, what do you like doing: I enjoy the local sports, Packers, Badgers, and Brewers. I also enjoy attending live performances at Madison's Overture Center or the Appleton PAC.

Care to tell us anything about your family? I live with my partner, Joe Parsons. I come from a large tight-knit family. I am the fifth out of six kids and I have 11 nieces and nephews. All but two of us live near the west side of Madison and we spend a lot of time together.



Favorite music/band/artist/movie or book: My favorite artist is probably Josh Groban. My favorite movie is the musical *Hair*. I enjoy quite a variety of different types of art.

Still on my bucket list: Visiting my ancestors' villages in County Cork, Ireland.

Words to live by: Onward and upward!

MISSING
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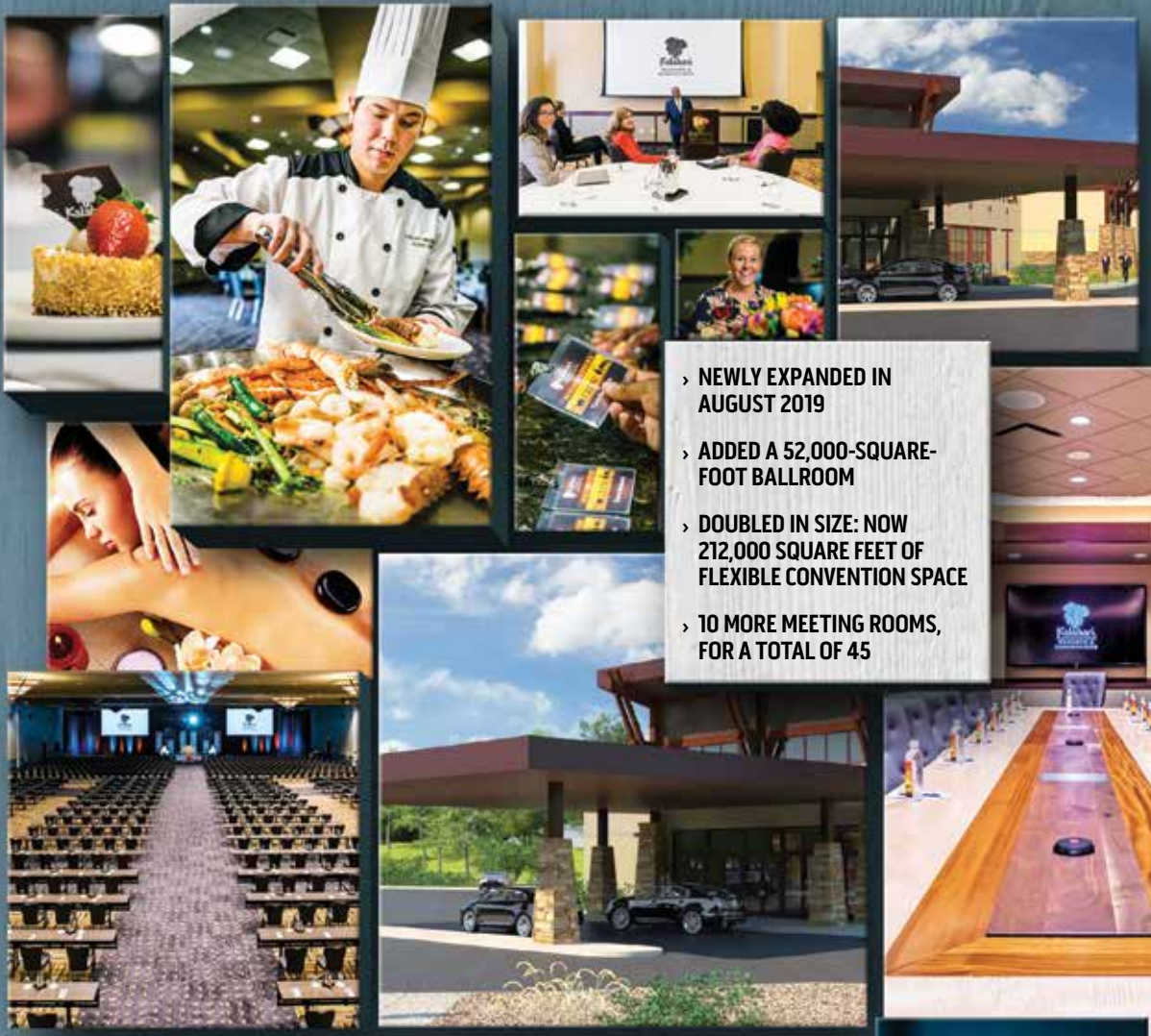
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DATEBOOK: CALENDAR OF EVENTS



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MPI-WI Bidding for Good
November 22 - December 9
Remember — bidding isn't limited to MPI members.
Please share with others!

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Grand Geneva Resort & Spa
Lake Geneva, WI |
| FEB | 13 | FEBRUARY EDUCATION EVENT
Alliant Energy Center
Sheraton Madison Hotel
Madison, WI |
| APR | 1-2 | TRIVIA NIGHT & SPRING EDUCATION
Hyatt Regency
Milwaukee, WI |