

MPI-WISCONSIN CHAPTER

Agenda

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2019



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SEPTEMBER/OCTOBER 2019

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6 Different Ways



MPI-WISCONSIN CHAPTER

Agenda

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EDITOR'S NOTE

As we enter into our educational series, it seems only appropriate for me to reflect on my recent experience in pursuing a CMP certification. Only a couple years ago, I was spending my nights and weekends reading my CMP Study Materials in preparation for my upcoming exam.

Truth be told, five years ago - I didn't know what a CMP designation meant, much less how to obtain one. I came from a consumer events background where it was not common to run into many CMPs. As I spoke with co-workers and current CMP's – it became clear that it was a worthy investment of time and money.

The CMP credential provides me with general industry credibility from the moment I interact with fellow meeting professionals and CMPs. The fact that the Events Industry Council determined that my experience qualified me (plus passing that “rigorous” little CMP exam) - means that clients, co-workers, and vendors don't need to review my resume or guess whether or not they trusted me in my role – the CMP gives me built in credibility from the start.

My CMP designation also lends credibility to my employer whether through existing client work or their ability to showcase their staff during new client pitches.

But let's not forget, reading and studying for the CMP improved and refreshed my knowledge base that legitimately improved me as an employee and as a resource for those I work with and around. MPI's online education resources were tremendously helpful in preparing for the CMP exam but also currently as I continue to increase my knowledge and keep up to date with the latest industry information and trends.

For any of you considering getting their CMP certification, my advice to you is to go for it – there is little to lose and a lot to gain. Challenge yourself and take that first step towards advancing your education and value. MPI-WI's monthly education events are also a great place to start!

Sincerely,



Chris Alberti



{Madison, WI}

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JO ELLEN GRABER
President, MPI-WI Chapter

"Great education is more important than just continuing education credits. Great speakers and topics inspire us and light a fire in us to go back to the daily grind with a new perspective."

PRESIDENT'S COLUMN

Great education is more important than just continuing education credits. Great speakers and topics inspire us and light a fire in us to go back to the daily grind with a new perspective. Fresh off WEC I sat in on some great education, but also some great "meet-ups." One such meet-up focused on engaging members, and we discussed what education speaks to the masses. While there is not a simple solution to this complex issue, our team agreed that a well-rounded speaker provides more engaging education.

While we were talking, the speaker Michael Dominguez came to mind. Last year he was speaking at nearly every conference I attended. I saw him four times in one year. Do you know why I was willing to see Michael so many times? It was because not only was he going to tell me what was going on in the meeting and hotel industry, he also taught me about the repatriation tax and what it meant to our US economy.

(Tip: Whip out "repatriation tax" at any party and people look at you like: "wow-- you know your stuff").

While saying that, I am also all too familiar with the hefty price tag that comes with quality speakers. When the budget is not there to pay for great speakers, remember that your attendees are also a wealth of knowledge. Another one of my favorite educational programs I have ever attended was "Solution Circles," with Tara Liaschenko. In this program, we were able to share our own problem and draw on the knowledge of our colleagues. I learned so much about things I may run into in this industry, as well as getting to know other MPI members.

Along with a wealth of online learning available on MPI's website, your MPI Education Team works tirelessly to bring you valuable speakers and activities at monthly chapter events throughout the year. I hope this issue of the *Agenda* helps you to find great education, and I hope to see you at our upcoming events in September, October and November.



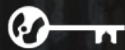
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1 W Dayton St Madison, WI 53703 | concoursehotel.com | 608 257 6000

IMEX Frankfurt 2019

By: Tamara Jesswein, CMP



What an experience! I had the pleasure of attending IMEX Frankfurt May 20 – 24th along with shared experiences with fellow MPI WI Chapter attendee's; Jennifer Mell, CMP and Tracey Bockhop, CMP.

Close to 70,000 individual and group appointments were made, as the global meetings industry community landed in Frankfurt.

The destinations and venues looked sensational, imaginative stand designs and the energy in the hall created an inspiring environment to do business and to learn.

Their 2019 Talking Point of 'Imagination' was the foundation for much of the show education and show activities during the week. It was the force behind the concepts in the Discovery Zone like the holographic show and the 360-degree photography stand which were truly mind-stretching experiences.

Throughout the week over 250 education sessions covered a vast range of engaging topics in a variety of formats. 47% of speakers were women and 96% of the sessions were assigned with CEs for CMP certification! I also found this IMEX experience to be much more business like than IMEX America. I see value in both but there was certainly a more serious tone about getting the connections made in Frankfurt.

Bringing our industry together through a spirit of collaboration and networking is what IMEX is all about. In the words of Carina Bauer, CEO, IMEX Group: "Collaboration, diversity and sustainability - all elements of the Imagination Talking Point - have come to life and been put into practice at IMEX this year."

As an MPI Hosted buyer, I was thrilled with all the destinations I connected with. I enjoyed the fun times with friends old and new and look forward to the next time I have an opportunity to attend! 🍷



One of my main reasons for attending IMEX Frankfurt was to meet with the smaller European hotel collections that don't have a presence at IMEX America. It was so beneficial to get face time with them, learn more about their brand(s), and now have that relationship to build on when I'm sourcing venues in Europe.

— Jennifer Mell, CMP



Take advantage of the opportunities and education MPI provides for you. While there, be in the moment and enjoy all of what comes with it. It has allowed me to grow both personally and professionally. The friendships made along the way are a huge bonus.

— Tracey Bockhop, CMP



IMEX Photos by Tamara Jesswein, CMP





//

IMEX is even a good place to meet members of your own chapter for the first time! — Jennifer Mell, CMP

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May in Milwaukee: Taking a Swing at Diversifying our F&B

By: Greta McCue

Springtime in Milwaukee means baseball, grilling out, and gearing up for our busy summer convention season. Attendees stepped up to the plate at the Crowne Plaza Milwaukee Airport on May 16th for our monthly education session to enjoy MPI Wisconsin's first ever themed event. Attendees came in casual wear, including their favorite baseball gear – and were even treated to a full tailgate themed lunch! We were blown away – the team at the Crowne Plaza really hit this event out of the park!

With a room full of excited attendees, Tracy Stuckrath, CSEP, CMM, CHC took the stage to educate our membership on her topic “Diversity & Inclusion: What’s F&B Got to do With it?” Tracy really got our brains working, considering every aspect of F&B in meeting planning, and broadening our thought process beyond standard F&B preferences that we have come to expect. We discussed the importance of considering details, including meeting attendees’ religious beliefs, disabilities, and allergies during menu planning – but also when considering specifics like room layout, pre-planning, and even with menu offerings during the sales phase. Tracy’s 27-year history in corporate, association and private event planning resulted in many stories throughout her presentation that kept us engaged and caused us to think in depth about the topic.

As small groups, we worked together and took a deeper look at the catering menus that our supplier members offer to meeting planners. We discussed what menu items we offer that can cater to a huge range of F&B allergies and preferences that Tracy provided us. We also discussed what we can do to ensure that we’re catering to our meeting attendees’ needs, as well as how to improve our processes of uncovering those needs.

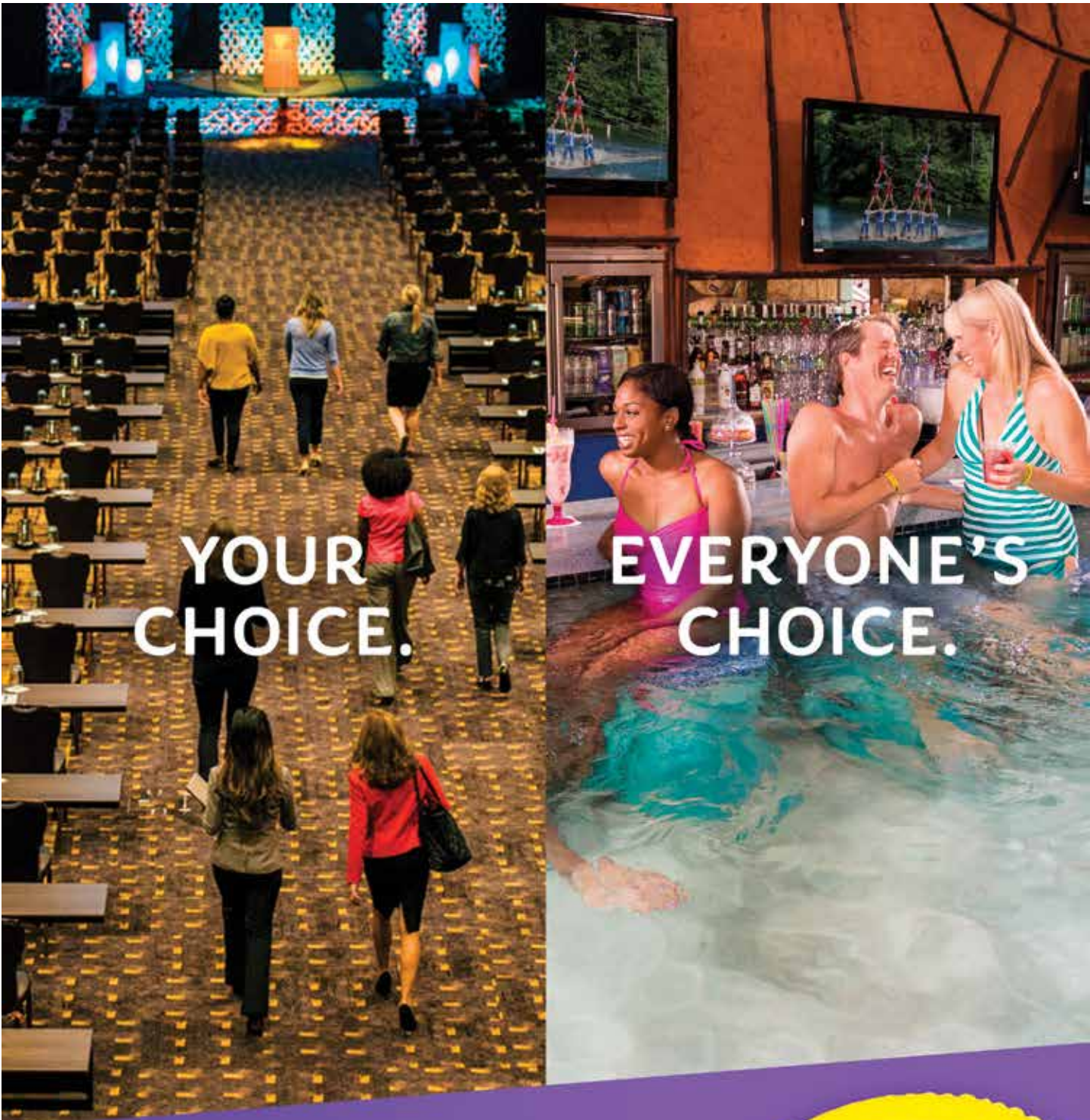
Throughout the event, our baseball theme resonated. There were bobbleheads on

our tables that were raffled off to winners, and a grand prize raffle item during our reception - a set of four Brewers tickets! We are so thankful for the generosity our audio-visual sponsor for this event, Full Compass, as well as the amazing hospitality from our host, the Crowne Plaza Milwaukee Airport.

MPI Wisconsin hit a grand slam in May! 🏏



Photos by Shannon Timmerman, CMP, Sherry Wolf, and Kathy Reading



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Wisdom at the Wilderness!



By: Rebecca Staats

WHEN

September 19, 2019

AGENDA

12:00 - 1:00 pm

Lunch & networking

1:15 - 4:00 pm

Education Program

4:00 pm

Post-education reception

WHERE

Glacier Canyon Lodge
at the Wilderness
Wisconsin Dells

We will kick off our new education series, hosted by the Glacier Canyon Lodge at the Wilderness in Wisconsin Dells on Thursday, September 19, 2019. Our speaker, Tina Hallis, will be presenting "Understanding Your Stakeholders from the Inside-Out." (EIC has approved this monthly education for two CEs.)

This program will help you quickly understand how your stakeholders think, so you can relate and connect at a deeper level, based on Everything DiSC®. Using neuroscience and personality theory, the DiSC model provides a universal language that people can use to understand themselves and adapt their behaviors with others. You'll learn that understanding the perspective and priorities of each one of your stakeholders is critical for event success. Recognizing your style and those of others will allow you to communicate more effectively and build positive relationships.

Join us for a delicious lunch and friendly MPI networking from 12:00 to 1:00 p.m., followed by our education program from 1:15 p.m. to 4:00 p.m. Don't miss the legendary MPI-post-education reception, sponsored by The Wilderness Resort. Enjoy camaraderie, cocktails, raffle announcements, and tasty appetizers. ●

"EIC pre-approved for 2.0 CEs"



THIS IS **INVITING**



THIS IS **WHY**

“We design our culinary experience based on customer expectations; our three primary goals at every event are to collaborate, create and celebrate. Our experienced staff will share our expertise because we understand that food is an integral part to the success of any event.”

– *Scott Recob, General Manager, Centerplate*



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October in OSHKOSH!

By: Cathy Cluff



WHEN

October 10, 2019

AGENDA

12:00 - 1:00 pm

Lunch

1:00 - 4:00 pm

Education Program

4:00 - 5:00 pm

Reception and Tours

WHERE

Menominee Nation Arena
Oshkosh, WI

There's a new meeting and event venue in Oshkosh and we are anxious to introduce you! The Menominee Nation Arena is Oshkosh's newest premier concert and live engagement venue. It's also the home of the Wisconsin Herd – an NBA G-League basketball team, the Wisconsin GLO – a professional women's basketball team, and Fox Cities Roller Derby.

On October 10, this new venue will be the host space for a unique MPI-WI meeting. We will begin with a delicious lunch, followed by education and eye-opening property tours. We will wind down with a reception and exciting raffle. Keep your eyes open for registration announcements - there may be a surprise or two waiting for you! 🎲



Photo credits: VisitOshkosh.com

Meet in Wisconsin! WisconsinLodging.org search these properties and hundreds more at

DELANAV

Lake Lawn Resort

2400 E. Geneva Street, Delavan, WI
262/728-7950 | lakelawnresort.com/meetings
Meeting rooms: 22; Sleeping rooms: 271; F&B: Yes
Lake Lawn Resort is the ultimate year-round lakeside destination for groups and meetings. Call or visit our website for complete details.



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

Delta Hotels Green Bay

2750 Ramada Way, Green Bay, WI
920/499-0631 | marriott.com/grbde
Meeting rooms: 6; Sleeping rooms: 145; F&B: Yes
Brand New Green Bay Hotel! Features more than 5,000 square feet of elegant event space and upscale catering options.



GREEN BAY

Kress Inn & Bemis Conference Center

300 Grant Street, De Pere, WI
920/403-5100 | kressinn.com
Meeting rooms: 10; Sleeping rooms: 46 F&B: Yes
Experience our boutique style Inn on the scenic St. Norbert College campus. Exceptional lodging & conference facilities in a quiet educational setting.



MILWAUKEE

Best Western Milwaukee Airport

5105 S. Howell Avenue, Milwaukee, WI
414/769-2100 | www.bwplusmke.com
Meeting rooms: 11; Sleeping rooms: 140; F&B: Yes
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SHEBOYGAN

Blue Harbor Resort & Conference Center

725 Blue Harbor Drive, Sheboygan, WI
920/452-2900 | BlueHarborResort.com
Meeting rooms: 10; Sleeping rooms: 179; 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.



RED CLIFF

Legendary Waters Resort & Casino

37600 Onigamiing Drive, Red Cliff, WI
800/226-8478 | LegendaryWaters.com
Meeting rooms: 5; Sleeping rooms: 47; F&B: Yes
Premier year-round vacation destination, with 47 rooms all featuring breathtaking views of Lake Superior and the Apostle Islands!



Supplier Profile

The Iron Horse Hotel will be celebrating its 11th anniversary this September. I am excited that I have been selling this hotel for the past 3+ years. In honor of that anniversary I wanted to share 11 things you probably didn't know about the hotel.

1. The building was previously an old mattress factory called Berger Bedding Company back in 1907. We promise the mattresses in our guest rooms aren't that old.
2. Many of the concepts within the hotel came from focus groups of "road warriors" of both the briefcase and biker worlds to create a space for all.
3. One of our meeting spaces, The Loft features an original pulley system from the factory. This unique detail in the room reminds you of the history of this one of a kind space.
4. Your guest room will probably have a local Milwaukee woman on the wallpaper. Yep, that's right. Local artist Charles Dwyer took photos of non-models to showcase how beautiful Milwaukee women are.
5. Our Library space was originally plotted to be the Executive Offices. Due to the outstanding views of downtown, the unique design and walls of windows, we couldn't take this great space away from the public.
6. The hotel lobby is decorated with a stunning one-of-a-kind American Flag constructed out of Wrangler jeans which you cannot miss when you visit.
7. We love any reason to have a party. From Derby to Pride to Prohibition we celebrate it all.
8. Two words: Welcome Cocktail! When you check in you are greeted with a creative cocktail handcrafted by our mixologists.
9. The mattress factory fire doors have been repurposed around the hotel to create meeting space doors to The Gallery as well as our outdoor bar.
10. The mirror in our bar was an old copper clock tower face from a church in Pennsylvania.
11. The hotel logo was derived from the building façade capitals which creates an "I" and an "H".



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Great Lakes Education Summit



By: Rebecca Staats



The 6th Annual Great Lakes Education Summit is taking place in Traverse City, Michigan this November. It is hosted by the MPI Chapters of Indiana, Michigan, and Wisconsin, and boasts outstanding educational programs along with networking opportunities for attendees. This one-of-a-kind regional event is coordinated and organized by our three dedicated chapters. With the involvement and influence of the chapters' leaders, this annual conference continues to grow with great educational programs and a fantastic network of industry professionals. Networking opportunities will be a tremendous value to members of the host chapters along with other attendees throughout the region.

A few highlights of this year's conference include:

- Sunday's Welcome Reception will be hosted by The Park Place Hotel and Traverse City Tourism
- Monday's offsite reception will be hosted by Meetings Michigan at the happening State Street Market which will include: BBQ, coffee, crepes, beer, wine and games
- **NEW!** Optional CMP Boot camp following GLES taking place November 5, 2:00 – 6:00 p.m. and November 6, 8:00 a.m. – 12:00 p.m.
- Returning emcee, the wonderful Lila Lazarus
- Phenomenal speakers planned include: Josh Schneider, Candy Whirley, Anne Bonney, Kevin Coffey, Dr. Goodwin "Charles" Ogbeide and Patrick Henry



6th Annual Great Lakes Education Summit Park Place Hotel & Conference Center

Traverse City, MI
November 3-5, 2019

Optional CMP Boot Camp

November 5, 2 - 6 pm
November 6, 8 - Noon



GLES Speakers



JOSH SCHNEIDER

In the trenches of a well-paid CPA firm, learning first-hand the hard cost of disengagement, Josh knew something had to change and founded The Millennial & Employee Engagement Institute to truly discover what drives human performance and engagement at work.

Josh spends his days speaking with organizations and conferences sharing deep insights into the shifts facing today's humans at work. The need for creativity, meaning, collaboration and passion for our work has never been greater nor has Josh's need for sleep with three children under the age of five.



LILA LAZARUS

Lila Lazarus lives her life at warp speed. At her core, is a belief that every day should be a new adventure. Creating adventures, aligns you with your dreams and passions and convinces you that all things are possible. Lila is an award-winning news anchor and health reporter who speaks five languages and holds two master's degrees. She has covered the news all over the world. Lila runs marathons, water skis, teaches yoga, and occasionally rides her bike long distances. Lila believes we all have the ability to infuse our lives with passion and excitement and leads by example.



CANDY WHIRLEY

Candy graduated Cum Laude from Missouri Western State University with a B.S. Degree in Speech Communications, and Human Relations Emphasis, and has earned her Masters in Management at the University of Phoenix. She also holds the Certified Speaking Professional designation and is a former Kansas City Chiefs Chiefette. Candy brings 'real world' experience from many industries including: training, retail, customer service restaurant, entertainment, management, youth ministry and business ownership. Candy has been speaking both nationally and internationally for 25 years. Candy authored the top-selling book, *It Takes 4 To Tango*, along with other popular digital works.



ANNE BONNEY

After 20 years in highly successful leadership positions, Anne founded Different Shoe Enterprises and now uses her experience, education, and expertise to ignite her audience's courage to embrace the uncomfortable; in change, in communication and in becoming influential with others. She shares fun and relevant stories, time-tested knowledge and immediately applicable strategies for action. Anne draws from a variety of compelling experiences, including international marathons, animal training, figure competition, an elephant sanctuary and singing opera at a performing arts school. Through engaging and entertaining storytelling, Anne makes strong experiential connections, planting seeds that remain and igniting courage well beyond our time together.



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GL ES Speakers



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MPI Members.



DR. GODWIN-CHARLES OGBEIDE, PH.D, MBA

Dr. Godwin-Charles Ogbeide is a Professor of Strategy & Hospitality and the Director of White Lodging School of Hospitality and Tourism Management at Purdue University Northwest. He is the founding Director of the Events and Tourism Institute at Indiana University-Purdue University Indianapolis (IUPUI). He is the pioneer of hospitality intelligence with research interests in the areas of strategic leadership and hospitality, as well as the implications of leadership policies and marketing strategies on stakeholders' behavior and well-being. Dr. Godwin-Charles is an active member and leader of many professional organizations, published author, public speaker, and winner of numerous international and national awards. He is an expert with over 30 years of combined experience in the hospitality and tourism industry.



PATRICK HENRY

Patrick believes "If you can't create an emotional connection with your customers, you're going to lose them." He delivers a unique combination of music, comedy, and actionable customer engagement principles that show how to turn customers into followers.

After graduating from college, Patrick moved to Nashville, where he wrote songs and radio jingles. After years of touring the country as a musician, he realized that the same principles that make some artists great also apply to other industries.

He now speaks across the nation, sharing his Four Chord Customer Experience. Patrick says "regardless of profession, we are just people serving people".



DETECTIVE KEVIN COFFEY

Kevin is a leading resource for meeting risk avoidance and response techniques. Kevin is a personal safety coach, author, and instructor at USC's Safe Communities Institute, and a highly decorated retired detective from the LAPD. It's his investigative work with the LAPD and founding of the Airport's Crimes Investigation Detail at the Los Angeles International Airport, Hotels, and Car Rental Agencies, that launched Kevin's passion for protecting those who travel and attend meetings.

You've most likely seen Kevin during one of his numerous TV appearances as a leading travel safety expert on The Today Show, Good Morning America, Oprah, and more. His session: The Scholar of Thievery will open your eyes.



Traverse City Attractions

Photo credits: National Park Service and TraverseCity.com



Have some down time or planning to arrive early or stay late? Here are things to do in Traverse City:

- Sleeping Bear Dunes National Lake Shore
- Wine Tasting
- Microbreweries
- Dining
- Skiing/Snowboarding/Snowshoeing & Fat Tire Biking (snow permitting)
- Walking Tours of the Grand Traverse Commons (Old Psychiatric Hospital)
- Special Events happening & starting on Saturday, Nov 2, 2019 in Traverse City

Visit: <https://www.traversecity.com/things-to-do/> for more information.

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We're known for going beyond expectations at Kalahari Resorts & Conventions – delivering service beyond belief and top-notch amenities. We've recently expanded our event and meeting space in Wisconsin Dells, Wisconsin. Open now, the 212,000-square-foot space features 45 meeting rooms in total, three spectacular ballrooms, imposing prefunction spaces, additional load-in and load-out capabilities, and extensive registration and client office spaces.



Our modular meeting spaces feature the modern amenities you've come to expect at Kalahari Resorts & Conventions. In the new space, you'll find high-def monitors and projectors along with superior lighting and AV controls for colorful and sharp presentations. Guests will have free access to high-speed Wi-Fi with capacity to increase to 10 GB/s or more with advance order, plus ergonomic chairs designed to keep attendees comfortable for up to 10 hours – a key factor in attendee satisfaction.

One thing meeting planners have always loved about the Kalahari Resorts & Conventions experience is that the meeting space, guestrooms and leisure activities are all under one roof. And that's not going to change as we double in size. Guests will continue to enjoy complimentary parking and have easy access to the world-class Spa Kalahari & Salon. They can visit the fitness studios and explore different entertainment options as well as our varied dining experiences – including Double Cut, our signature steakhouse experience, Wisconsin Brew Pub the dining destination that celebrates everything Wisconsin and admission to America's Largest Indoor Waterparks is always included with overnight stays!

There's another reason meeting planners keep coming back to Kalahari Resorts & Conventions, and that's the people. When you plan your meeting at Kalahari Resorts & Conventions, you'll get a dedicated and experienced team to assist you. Your Kalahari team will provide advice and ideas that help you meet your meeting goals and objectives. From media and activity suggestions to catering and room layouts, your skilled team will take care of everything. ▀



Our location in the heart of Wisconsin makes Kalahari Resorts & Conventions an easy option for attendees. We're under three hours away from Chicago, Madison and Milwaukee. It's convenient enough for your guests, but just enough to feel they're a world away.

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Sand Valley

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UW Stout

HANNAH RICE

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SITC

SARAH SCHNELL

Senior Marketing & Sales Support
Navitus Health Solutions

ANNIE SPECKETER

Meeting & Event Planner
Sentry Insurance

ANNA STUCKART

Administrative Support Supervisor
Chr. Hansen

ANNIVERSARIES

20 YEARS

STEVEN M. LORENZ

Manager, Global Oncology Congresses
Takeda

MISSY DETTWILER

Meetings Manager
amped

15 YEARS

NANCY BAUGUSTINE

Sales Account Executive
GE Healthcare Institute
(Marriott Conference Center)

BRENDA KIRBY

Senior Administrative Specialist
Wipfli LLP

SARAH LEMMERS

Convention Sales Manager
Destination Madison

CAITLIN PEIRICK

Events Manager
Wisconsin Cheese Makers Association

GEOFFREY SANDLER

Owner
Celebrations Entertainment

10 YEARS

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Project Manager
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WANT TO STRENGTHEN

A FRIENDSHIP AND AN INDUSTRY?

Refer a friend to MPI.

When a new member joins, tell them to use the **MyFriendMPI** promocode, and to list you on the application as the referring member. The new member will receive \$50 off their membership and you'll receive a \$25 credit to apply toward your next renewal.



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FOOD FOR THOUGHT:

Head Banquet Chef Christopher Strike Wilderness Resort, Wisconsin Dells, WI



Head Banquet Chef Christopher Strike oversees all the food production at the Glacier Canyon Conference Center at the Wilderness Resort. Raised in Wisconsin most of his life, he decided early on to pursue a career in the culinary field. He felt this career would offer vast potential and opportunities. After completing the FVTC culinary program in Appleton, WI, Chef Strike moved to Chicago, IL to expand and refine the skills that he had learned in school. He worked and grew with many esteemed chefs in Chicago and knew that he had made the right decision.

This foundation set him up well to move back to Wisconsin, initially as a Sous-Chef in Central Wisconsin and eventually Wisconsin Dells. While working at a popular local casino, Chef Strike sharpened his culinary leadership skills. He joined the Wilderness Resort team when they introduced the Glacier Canyon Conference Center facility. Chef Strike knew this would be an opportunity to provide quality service and superb cuisine at a beautiful new venue for the area.

Chef Strike has catered to many high-profile events, attended by 5 to 800 happy guests. He works with all operations, to function as a team to give the customer a great experience. Chef Strike believes that although this business is always changing, it still relies on the old concepts of simple customer service.

Smoky Stuffed Chicken Breast Florentine

- 4 skinless, boneless chicken breasts
- 2/3 cups mayonnaise
- 1-1/3 cup crumbled feta cheese
- 2 oz. shredded smoked gouda or aged jack cheese
- 1 cloves garlic, chopped
- 3 oz. water chestnuts-chopped small
- 10-oz. package frozen chopped spinach, thawed and drained
- 4 slices of thin sliced bacon-raw

In a medium bowl, mix mayonnaise, spinach, feta cheese, and garlic until well blended. Set aside. Carefully butterfly chicken breasts, making sure not to cut all the way through. Spoon spinach mixture into chicken breasts. Wrap a slice of bacon around the breasts and place in a shallow baking dish. Brush the tops of the breasts with a light oil and season with Montreal chicken seasoning and fresh whole thyme.

Bake at 375 degrees F (190 degrees C) for 50 minutes, or until chicken is no longer pink. (internal temperature of 165 degrees)



Social Responsibility Update: MPI's State of Inclusion Report

By: Kathy Reading



MPI Global has released the “State of Inclusion in Meetings & Events” report which explores how event professionals plan for inclusivity and diversity, knowledge gaps in this area and best practice examples for improvement. The report is part of MPI’s initiative towards making meeting experiences more welcoming.

This study stems from our awareness that while some laws penalize active discrimination, they are not enough to achieve actual inclusion and belonging.

This study begins to reveal the complexity of this vital industry issue, as diversity spans a wide range of categories and sub-categories including:

- Ability (emotional, mental and physical abilities)
- Culture (cultural background, customs, language, religious, and spiritual beliefs)
- Demographic Characteristics (age, ethnicity, gender identity, marital status, nursing, parental status, socioeconomic status)
- Health (allergies, fatigue, hunger, medical conditions)
- Personal Characteristics (happiness, learning preferences and needs, life experience, motivation, political beliefs, sexual orientation)
- Professional Background (education, experience, goals, occupation, skills, technologic comfort)

This study includes best practices for each of five event functions. The following are just a few examples among many that you will find in the report:

MARKETING: If inclusivity is important, state it in your marketing materials. Remember, too, that images are powerful. Beyond age, race, and gender, consider authentic images with people of different abilities, sexual orientations, religions, and cultures.

REGISTRATION: In countries where privacy laws prevent collecting certain information, organizers sometimes share menus in advance, with a statement that dietary needs can be accommodated. Providing a single point of contact and deadline for such requests is recommended.

EVENT DESIGN: Tables and chairs set close together to maximize capacity are difficult for people of size and those with wheelchairs or other aids. Also, consider choosing event locations that have LGBTQ inclusive protection. (Even in the U.S., LGBTQ customers can still be refused services legally in 29 states.)

ONSITE DELIVERY: Train event staff to handle special requests with nothing short of compassion and respect. Moderators and speakers should also be on the same pages about inclusivity, creating an environment that invites all attendees to engage as fully as they wish.

EVENT FEEDBACK: Remember to include questions specifically focused on satisfaction with inclusive accommodations.

According to Jessie States, CMP, CMM, director, MPI Academy for Meeting Professionals International: “We need to create safe learning environments wherein our community can learn from the experts and from each other about how to design truly welcoming experiences.” 🌍

You can (and should) access the full report here: <http://bit.ly/2JJKaqa>

Becoming a Mind Reader with your Stakeholders

Do you ever wish you could read people's minds, especially when it comes to the people you're relying upon to do their part to make your event great? What do your vendors really need? What is your event team really thinking? Why are your sponsors being so demanding?

It can be frustrating when people have very different ideas, priorities, or preferences than us. We can feel stressed as we try to cooperate and accommodate while still getting everything done on time.

Here are a few key insights that can help you understand your stakeholders from the inside out:

1. OUR OWN REACTION:

Feeling frustrated and even defensive is a totally normal reaction when stakeholders have different ideas and concerns than us. When we interact with people who "don't think like us," our survival instinct kicks in, and a threat response gets triggered in our brains. It's warning us of danger and sets off a cascade of physical and chemical changes in our body in an attempt to keep us safe. Unfortunately, this commonly makes us feel upset and stressed.

2. WHAT INFLUENCES THEIR PERSPECTIVE?

We may think that our approach is right, but how someone "interprets" the situation can be unique depending on their perspective. What are their past life experiences, prior training, their strengths, their goals, and their personality? Because of these factors, they may believe that a different approach is needed.



Our September Speaker, Tina Hallis, Ph.D., is a professional speaker, author, and founder of The Positive Edge, a company dedicated to sharing the science of positivity to improve the quality of people's work lives and the quality of company cultures.

3. WHAT CAN YOU DO?

Knowing about our survival instinct and recognizing that people can have very different perspectives are key first steps. With this information, you now have the ability to use a powerful, three-step formula; Pause, Notice, Choose.

PAUSE: When you're feeling confused or frustrated during an interaction with one of your stakeholders, take a moment to pause before you react. It may be a split second, or you may decide to wait a few minutes before you respond. Comments like, "Let me get back to you on that." or, "I need to think about that." can be helpful when you need more time.

NOTICE: Now that you've paused, the next step is to notice how you're feeling physically, mentally, and emotionally. Is there a tightness in your body? Are you feeling impatient or anxious? Are you thinking clearly? Taking this time allows you to become aware if your survival instinct is being triggered.

CHOOSE: Pausing and noticing take practice. But when we get better at them, we now have the power to choose how we want to respond instead of reacting. Internally, we can choose to thank our brain for trying to keep us safe, acknowledging that our frustration is normal. We can take a breath or two to calm ourselves down. Externally, we can choose to get curious. We might say, "That's an interesting idea. Tell me more." Or, "Help me to understand your approach on this."

Understanding your own brain and how people can have such different perspectives cannot only help you stay calm, but they just might help you tap into even more ideas from others to make your events even better.

For more insights on different perspectives and how to adapt with less stress, join me for my program, Understanding Stakeholders from the Inside Out, on September 19th. In the meantime, check out my positivity tips and resources at ThePositiveEdge.net.🌟

WHY THE “FOOT OF THE LAKE” SHOULD NOW BE AT THE TOP OF YOUR LIST.



Fond du Lac and the Lake Winnebago Region Featuring Legendary Wisconsin Hospitality!

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. That means less time on the road, and more time for work and play (or is it play and work?).



LAKE WINNEBAGO REGION
C'mon in.



Hotel Retlaw Lobby | thehotelretlaw.com

Dedicated to meeting excellence and *exceeding expectations.*

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

SUMMER SOCIAL [On The Square]

By: Sarah Lemmers

Around 40 members of MPI-WI attended our Summer Social on the Capitol Square in Madison. On June 26, members from MPI-WI, HSMWI-WI, and GBTA-WI gathered and mingled. The camaraderie was just as great as the concert by East Meets West featuring YACC Winner, Sakurako Eriksen on the piano. This was the most well-attended Summer Social yet and a great way for three Wisconsin Chapter organizations to mix and mingle. ●

A sunny thank you to our sponsors: Destination Madison, HSMWI-WI Chapter, and GBTA-WI Chapter.

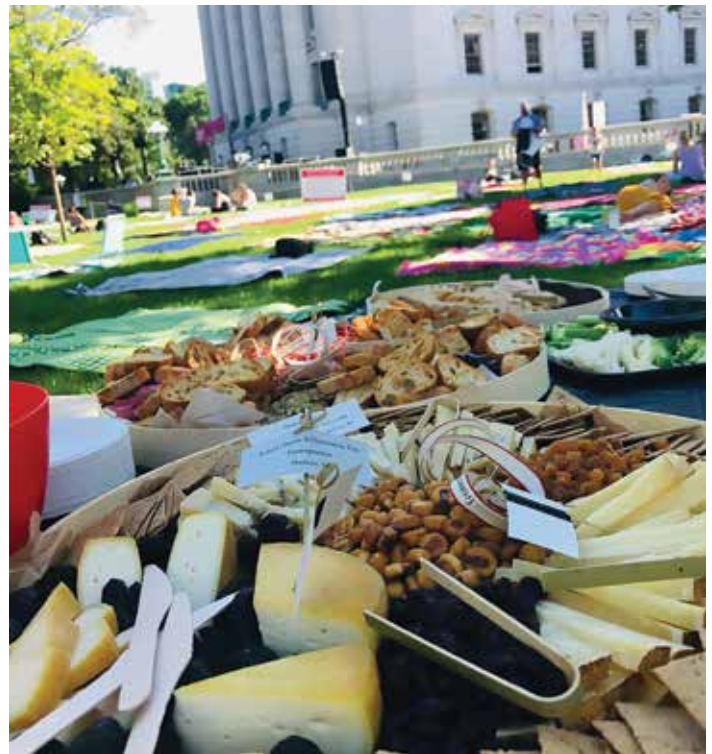


Photo credits: JoEllen Graber and Destination Madison

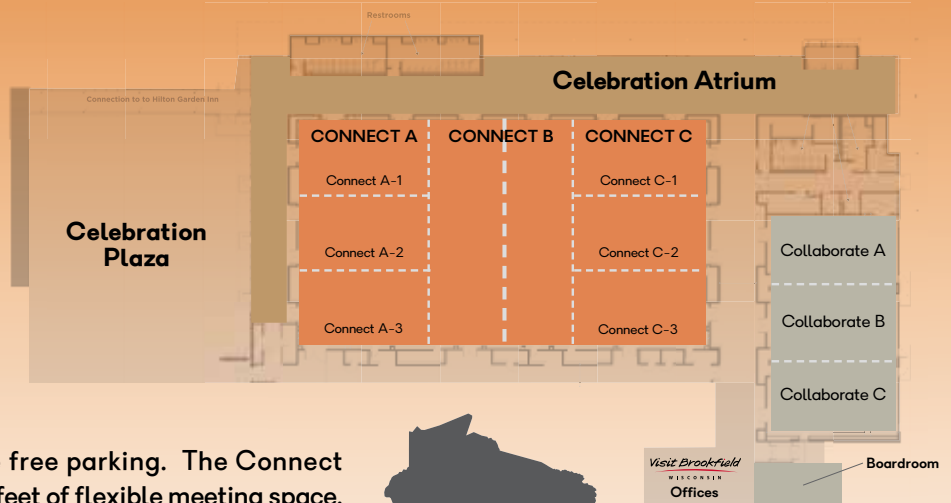
BROOKFIELD CONFERENCE CENTER



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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



TRACEY BOCKHOP, CMP and **NICOLE ELICKSON, CMP** have launched a new venture: YouCould2. Inspired by their own love of travel, they're growing a place for others to find ideas and fulfill their own adventures. Check

them out on Instagram, Facebook, Twitter, LinkedIn, and at YouCould2.com. *We can't wait for the next podcast, Nicole and Tracey!*



SPRINGHILL SUITES[®] BY MARRIOTT

SPRINGHILL SUITES by Marriott Milwaukee West/Wauwatosa, a 119-key hotel has opened in Wauwatosa, Wisconsin. The all-suite hotel offers convenient access to Milwaukee County Research Park, Miller Park, and Milwaukee Regional Medical Center, and is roughly 8 miles from downtown Milwaukee and approximately 15 miles from General Mitchell International Airport. The six-story building offers a 1,200-square-foot meeting room for up to 50 people. *Welcome to Wauwatosa, SpringHill Suites!*



JOSHUA WIMMER has accepted the position of Catering Sales Manager at Radisson Hotel Milwaukee West. Josh continually shows his enthusiasm for our industry by volunteering for various MPI committees and serving on our chapter board. *Radisson is in good hands with you, Josh!*

TAMARA JESSWEIN, CMP, achieved official "Oma" status ahead of schedule. Grandson, Colton Wright, arrived healthy and happy in mid-May. *Kudos on another joy-filled title, Tamara!*



DESTINATION KOHLER

THE AMERICAN CLUB in Kohler has been named the fourth best resort in the Midwest by *Travel and Leisure* magazine. Built in 1918, today it includes a restaurant, spa and four world-class golf courses. This long-time favorite will also host the 2020 Ryder Cup at Whistling Straits. *Thanks for setting the bar high, American Club!*



GREAT WOLF LODGE and **WILDERNESS RESORT**, both in Wisconsin Dells, were named as top 10 best indoor water parks in *USA Today's* Reader's Choice annual poll.

The announcement described a little something for everyone at the Great Wolf Lodge and the eight different indoor and outdoor water parks including a transparent roof at Wilderness Resort. *You make us Wisconsin Water Park proud!*



MONICA EGLI has joined the Ingleside Hotel as a Sales Manager. Monica has spent several years gaining broad hospitality experience with private clubs, boutique hotels, and larger hotel/convention centers. *We wish you continued success and growth, Monica.*





MITCHELL INTERNATIONAL AIRPORT is planning 22 new or remodeled shops and restaurants. The main

terminal will feature Summerfest Marketplace, Bay View Exchange, Third Ward Crossing, Girl in the Moon, Brighton, Spanx, No Boundaries, PGA, Scoreboard and TripAdvisor. Additional updates are planned for Concourses C and D. *We like a variety of options as we recombobulate.*



According to **THE ONION**, the Department of Interior announced the opening of the first national park reserve geared specifically toward business travelers. A National Park Service's reward program member states, "When I'm traveling for work and visiting a national park, I want to be able to put together my presentation by a cascading waterfall, or use the business center in Bear Gulch Cave to sit in on a conference call." According to officials, the Interior Department also plans to open Denali National Park and Convention Center, a pristine subarctic protected area featuring more than 4.7 million acres of conference space. *The Onion, you truly are America's Finest (Satirical) News Source.*



SAINT KATE an independent hotel and venue focused on celebrating the arts and the creative process has opened in downtown Milwaukee. Saint Kate's one-of-a-kind offering includes something for everyone... from performance art to nationally-recognized, in-house curated artwork and galleries In addition to Giggly, Milwaukee's only champagne bar, Saint Kate offers a variety of dining options from fast-casual Neapolitan-style pizza; to a beautiful bar that transforms from the ideal morning coffee experience, to a high-energy craft cocktail vibe in the evening. *We can't wait to visit and experience Saint Kate!*



THE SCAN GROUP has again increased capacity in order to offer faster turn-around and more customization for print items of any size. For meeting planners, they're helping with ideas and production of custom event coasters, temporary wall coverings, personalized attendee gifts, large-scale signage, and small-scale giveaways. *You had me at "custom event coasters."*



MIDWEST EXPRESS is planning a return to MKE, with service expected to begin during the fourth quarter of this year. Greg Aretakis, president of Midwest Express, said the focus of the initial routes and flight times will be based on business community needs. *Warm cookie, anyone?*



M I D W E S T E X P R E S S

Please let us know of any MPI member news for future Agenda issues: reading@scangroup.net.

MISSING Something?

Wisconsin Meetings magazine is no longer sent to MPI members automatically.

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www.wisconsinmeetings.com

WEC 2019

By: Cheryl Oswald, CMP



By now, we trust that the WEC 2019 host city of Toronto has returned back to normal (for a variety of reasons) after hosting thousands of planners and suppliers. However, WEC 2019 still lives on... in the new friendships created old friendships renewed, new partnerships forged, new experiences gained, and new lessons learned.

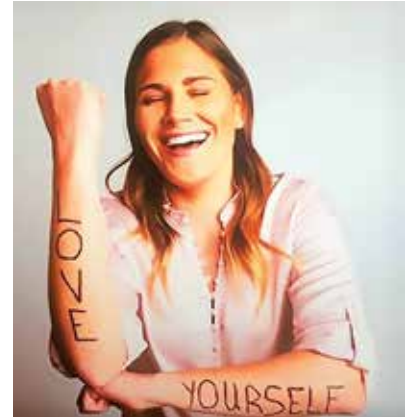
Rather than writing blindly about why you should come next year (Texas - anyone??), please instead enjoy my candid take on this year, along with some of my favorite photos taken from your very own members!



Photos by Tracey Bockhop, CMP, Nicole Ellickson, CMP, Cheryl Oswald, CMP, Tamara Jesswein, CMP

WEC TOP FIVE LIST (in no particular order):

- 1. FRIENDSHIP** - Attending with your fellow planners and suppliers is always a treat, but traveling with your friends is even better. Old bonds are strengthened, and new friendships are formed at WEC.
- 2. EDUCATION** - The general sessions were some of the best yet, which led to better education breakouts. I was able to gain value-added insight—not just about planning—but about my development, my role as a leader, and the state of MPI. As a bonus, this equals CE credits (*hint-hint for all those CMP renewals coming up!*)
- 3. PARTIES** - Let's be real. It wouldn't be a planner conference without a party...and WEC knows how to throw great parties!
- 4. EXPERIENCES (AND PUPPIES)** - WEC does allow you access to some great experiences while attending the conference, including puppy cuddling!
- 5. DESTINATION** - Besides hosting the conference, Toronto played host to the largest WEC celebration. WEC participants were able to take in a little bit of the Toronto Raptor's parade while in town!



Sarah Lemmers



Our MPI-WI social networking events don't happen on their own. Sarah Lemmers helped plan and organize this year's Summer Social in Madison. Sarah is convention sales manager at Destination Madison.

Thanks to Sarah's smart work, our members were able to enjoy this fun Concert on the Square while meeting and mingling with members from HSMA-WI and GBTA-WI.

Thank you, Sarah!

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.

VOLUNTEER
SPOTLIGHT

Board Member Profile

Alison Hutchinson
"Hutch"



Position on the MPI WI Board: 2019-2020 President Elect

Place of employment & location: Fox Cities Convention & Visitors Bureau, Appleton

What is your role with your employer? Group Sales Manager

How long in the meeting/event industry? 20+ years

What drew you to join the board? I was asked by a past board member to join. They saw something in me.

What do you like about being on the board? Serving the membership and giving them a positive experience.

What have you learned most from being on the board? All the behind the scenes things that keep this chapter running smoothly.

What is the best advice you can give to someone who is thinking about getting more involved in MPI? This is a great environment to develop or work on a skill set you may not use in your everyday role.

Where do you currently live? Appleton, WI

Favorite hobbies or pastimes? I like making or eating salted caramel anything.

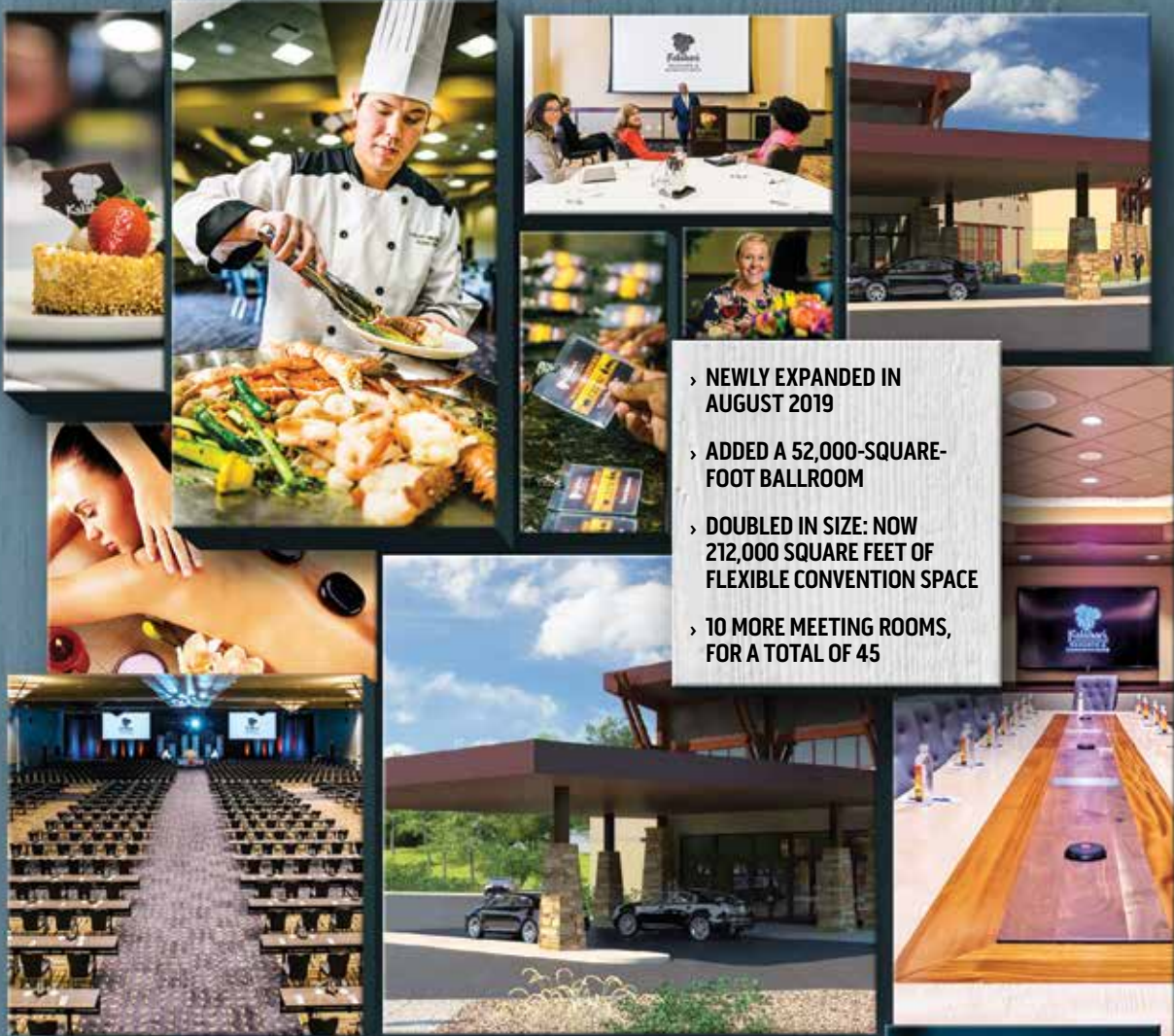
Favorite musical artist, band, movie or book? My favorite movie is Shawshank Redemption.

LITTLE BIT OF *This.*

LITTLE BIT OF *That.*

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- › ADDED A 52,000-SQUARE-FOOT BALLROOM
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- › 10 MORE MEETING ROOMS, FOR A TOTAL OF 45

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web: www.mpiweb.org/wisconsin

DATEBOOK: CALENDAR OF EVENTS

2019

PARK PLACE HOTEL & CONVENTION CENTER
TRAVERSE CITY, MICHIGAN
GREAT LAKES
EDUCATION SUMMIT
CONNECT • ENGAGE • INSPIRE
DON'T MISS
November 3-5, 2019
Traverse City, Michigan



2019

- | | | |
|-----|-----|--|
| SEP | 19 | SEPTEMBER EDUCATION EVENT
Wilderness-Glacier Canyon Lodge
Wisconsin Dells, WI |
| OCT | 10 | OCTOBER EDUCATION EVENT
Best Western Premier Waterfront Hotel
Menomonee Nation Arena
Oshkosh, WI |
| NOV | 3-5 | GREAT LAKES EDUCATION SUMMIT
Park Place Hotel & Convention Center
Traverse City, MI |