

MPI-WISCONSIN CHAPTER

# Agenda

NOV  
DEC  
VOL 42/NUM 6  
2020



*Top Performing*  
CHAPTER AWARD



**WISCONSIN**  
CHAPTER

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



LITTLE BIT OF *This.*



LITTLE BIT OF *That.*



**MORE THAN THE MEETING.**  
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2020-2021  
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stimmerman@wildernessresort.com

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joeygraber1@gmail.com

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rdriscoll@wisbar.org

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rebecca.l.staats@gmail.com

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jasonkauffeld@hotmail.com

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kpopp@kalahariresorts.com

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beths@filene.org

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National Association of Tax Professionals  
mfalendysz@naptax.com

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**LIZ UNRUH**

lizherrmann555@hotmail.com

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wanda.gilles@yahoo.com

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maria.peot@gmail.com

**DIRECTOR OF DIGITAL COMMUNICATIONS**

**SHERRY WOLFF**

Kohler  
sherry.woff@kohler.com

**DIRECTOR OF MONTHLY PROGRAMMING**

**JOSHUA WIMMER**

Premier Choice Association Management  
jmwimmer@wi.rr.com

MPI-WISCONSIN CHAPTER  
**Agenda**

NOVEMBER/DECEMBER 2020  
VOL 42 / NUM 6

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## Experience MPI Wisconsin

**Print:** *Agenda* Magazine

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**Twitter:** [twitter.com/mpiwisconsin](https://twitter.com/mpiwisconsin)

**LinkedIn:** MPI-WI Chapter

**Instagram:** [https://instagram.com/mpi\\_wi\\_chapter](https://instagram.com/mpi_wi_chapter)

## 6 Different Ways



**WISCONSIN**  
CHAPTER

2820 Walton Commons, Ste 103

Madison, WI 53718

**tel:** 608.204.9816

**fax:** 608.204.9818

**email:** [admin@mpiwi.org](mailto:admin@mpiwi.org)

**web:** [www.mpiweb.org/wisconsin](http://www.mpiweb.org/wisconsin)

MPI-WISCONSIN CHAPTER

# Agenda

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Wisconsin Chapter

#### CO-EDITORS

Kathy Reading  
The Scan Group, Inc.  
reading@scangroup.net

Maria Peot, CMP  
maria.peot@gmail.com

---

#### CONTRIBUTING WRITERS

Kathy Reading  
Maria Peot, CMP  
Julie Kronlage  
Victoria Grinwald  
JoEllen Graber  
Melissa Falendysz, CMP

---

#### GRAPHIC DESIGN

Ann Shultz, AJS Designs

---

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## EDITOR'S NOTE



This issue of our Agenda traditionally focuses on “*Uncommon Solutions*.” It sounds like our event teams uncovered every possible *uncommon solution* to pull off a fabulous in-person Gala and Education Day. Our chapter members are known for their ingenuity, and you all rose to the challenge. Kudos to the event team and all who contributed to this resounding success.

As the spouse of an uber-at-risk human, I’m not yet able to attend in-person events. I’m grateful for many *uncommon survival solutions* that help me stay connected while physically distanced. Conference calls, text chats, social media, strictly-distanced outdoor visits, and hybrid meetings are all gifts that keep us on track.

Amongst my favorite *uncommon solutions* is our **MPI Whine and Cheese Zoom chat**. Held at 4:00 on the first and third Friday of each month, it is a terrific way to check in with supportive friends. (*Link is on our web page or here: [bit.ly/mpiwihinecheese](https://bit.ly/mpiwihinecheese)*)

For all of our MPI-WI members, your creativity has never been more valuable. Let it shine with your own *uncommon solutions*!

A handwritten signature in black ink that reads "Kathy". The signature is stylized with a large, looping flourish at the end.

Kathy Reading

The annual business dinner was billed as "The Next Big Thing." And the organizer wanted us to make it a can't-miss experience. Inspired by our panoramic views of the lake and state capitol, our AV team created an all-new 180° of amazing.

**Cue the surround sound.**

Let us orchestrate *your* incredible.  
**Connect with us at [MononaTerrace.com](http://MononaTerrace.com)**

Madison, WI

MONONA  TERRACE



# PRESIDENT'S COLUMN

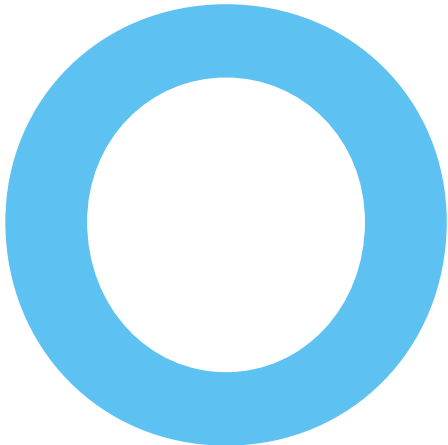


**ALISON HUTCHINSON**  
2020-2021 President, MPI-WI Chapter



This time of every year, it's natural to reflect and give gratitude. May all of us find the good in our days and recognize the many gifts we have.

Thank you for being among my blessings; I am grateful to have each of you as my MPI family.



October 7-8 was quite a whirlwind for me. MPI-WI hosted our first in-person event since February. It was thrilling to see those of you who attended. The energy rejuvenated me and propelled me forward into the second half of my term. Thank you to all involved in planning these two special days.

Congratulations to our award winners, and thank you for volunteering!

This time of every year, it's natural to reflect and give gratitude. May all of us find the good in our days and recognize the many gifts we have. Thank you for being among my blessings; I am grateful to have each of you as my MPI family.

We all know so many in our industry who are hurting. There are many opportunities to help. Whether it is a donation to the Big Bundle Up campaign by the Wisconsin Department of Tourism or a local community charity, please help and give if you are able. A small gesture may mean the world to someone this holiday season.

2021 is close, and I know many people are counting down the rest of 2020. I saw a meme the other day that said, "Before I agree to 2021, I need to see some terms & conditions." We're all looking forward to brighter days. While I don't believe that January 1 will be a "light switch," I know that each day will move us forward to rebounding as an industry and as a society.

As Denis Waitley said, "Expect the best, plan for the worst, and prepare to be surprised." There is no industry better prepared than ours! ▀



# MEET with CONFIDENCE

**The Madison Concourse Hotel and Governor's Club**, located in the heart of downtown, is home to a team of dedicated, passionate meeting and hospitality experts. We're ready to provide insight and guidance on the latest industry trends and safety guidelines to collaborate on your vision of a safe and productive event. From reimagined meeting set options, to safe food display offerings, to virtual meeting capabilities, you can depend on us to use our decades of experience to assist you in planning a smart, engaging, and safe meeting or event.

We're proud recipients of a 2020 **AAA Best of Housekeeping** designation and are **GBAC-certified**, ensuring a consistently clean space to do business. And as a longtime staple of this community, we know that relationships are vital, in good times and bad. You can trust us to be flexible with contract terms. Stay, plan, and meet with confidence and come see why we were named the 2020 Best Conference Center by *Wisconsin Meetings*.

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THE  
MADISON CONCOURSE  
HOTEL

AND GOVERNOR'S CLUB

By Julie Kronlage

# GALA & EDUCATION DAY SUCCESS



FROM THE MOMENT I ARRIVED AT THE BROOKFIELD CONFERENCE CENTER TO THE TIME I LEFT, I FELT THAT MPI-WI PUT MY SAFETY, COMFORT LEVEL, AND OVERALL NEEDS FIRST.





An in-person meeting.  
With real people.  
In a real meeting space.  
With a bar, great food, and  
wonderful networking.

An in-person meeting. With real people. In a real meeting space. With a bar, great food, and wonderful networking. When I saw that the MPI Wisconsin Chapter was moving forward with the annual Gala and education day, even in hybrid format, I jumped at the thought of being in person. I immediately requested two hours with my President & CEO to make sure I had his support to attend. After all, it was only my second in-person meeting since March of 2020!

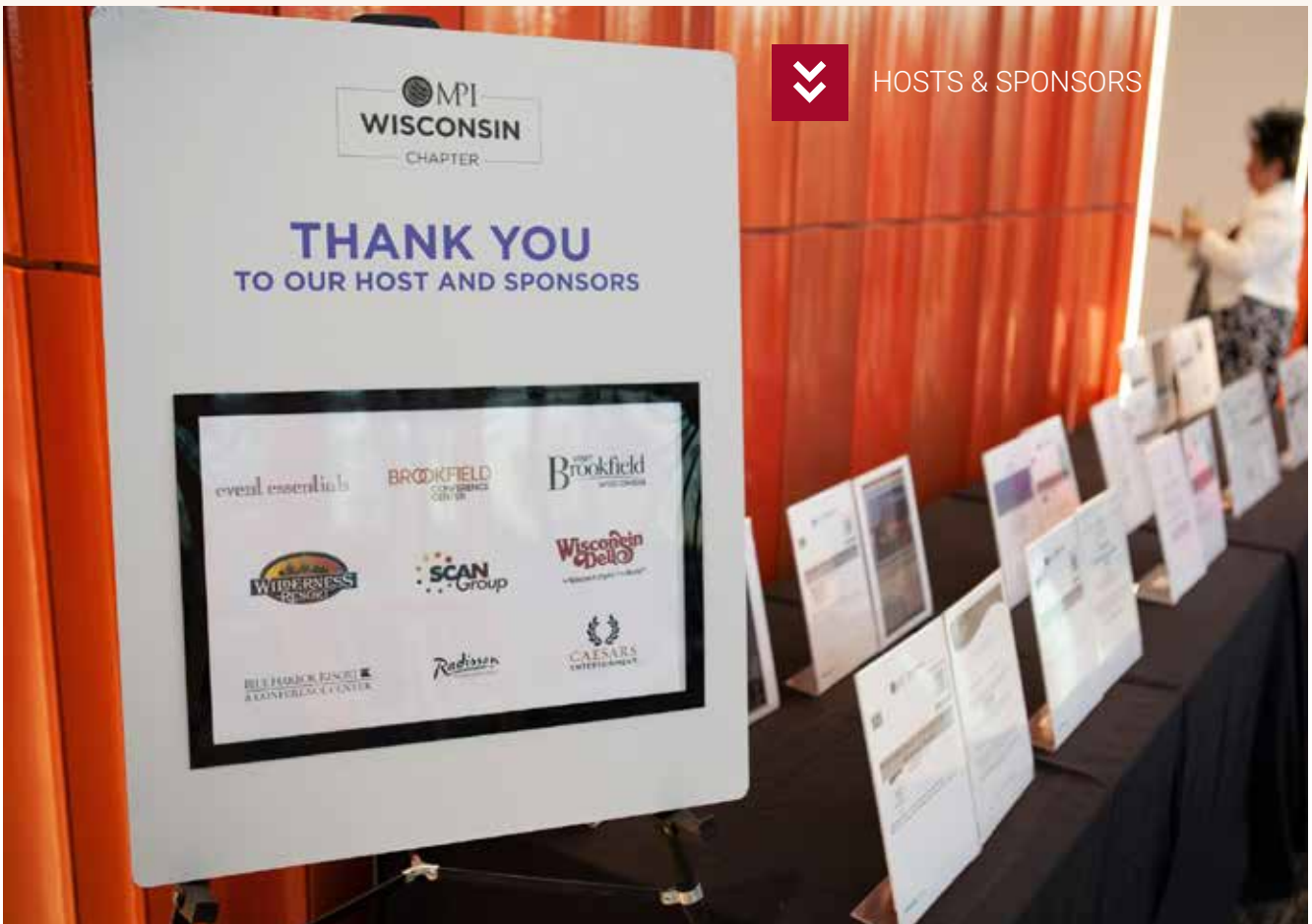
From the moment I arrived at the Brookfield Conference Center to the time I left, I felt that MPI-WI put my safety, comfort level, and overall needs first.





As a supplier who *really* enjoys big hugs and firm hand-shakes, having the color-coded lanyards helped me to know how to interact with my fellow attendees throughout our two days together.

The Gala was again a huge success! Congratulations to everyone for working so hard for the success of this chapter.





2020-2021  
BOARD OF DIRECTORS

As a former MPI President (Heartland Chapter), I know how much time and energy makes these events happen. The Gala itself was very well put together and allowed for excellent networking, catching up with colleagues that we have only seen on Zoom, and even the chance to get to meet some new friends.

I was giddy with excitement on Education Day as I set up my exhibit table; I haven't done this since January! There was plenty of time for me to network throughout the day with fellow attendees and discuss the great education topics from the day. Terri Woodin was an excellent presenter and

brought some information that each one of us in the room needed to hear in this time of transition and change due to COVID. Our panel for the day gave us some great insight into how we can look to pivot (errrr, I mean change) positively to keep meetings happening and moving forward. And while 2021 may not look like we want it to, meetings are happening again, which is positive for all of us.

Thank you, MPI-WI, for hosting this meeting. I can't wait to see even more faces at in-person events as we move forward. ▴



WHIRLYBALL

# 2019-2020 MPI-Wisconsin

# CHAPTER AWARD WINNERS



01

01

## TEAM OF THE YEAR – 2019 AWARDS GALA

- Nicolle Ellickson, CMP
- Tracey Bockhop, CMP
- Reggie Driscoll, CMP
- Cathy Cluff
- Darcie Holte
- Jessica Rieflin
- Tom Graybill
- Michael Wall

02



02

**PRESIDENT'S AWARD**

Rebecca Staats

03

**HALL OF FAME AWARD**

Tom Graybill

03



04



05



04

**OUTSTANDING LEADER**

Lindsey Hess

05

**RISING STAR**

Patrick Cavanaugh



06

**MEETING INDUSTRY ADVOCATE**

Josh Wimmer

07

**SPECIAL AWARD: ELMER'S AWARD  
HONORING THE GLUE THAT HOLDS  
US TOGETHER:**

MDS Association Management –  
Christopher and Heather

07



06



**CONGRATULATIONS TO  
OUR AWARD WINNERS!**

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in Waukesha Pewaukee!*



During these uncertain times, we are committed to working closely with you to find the best options based on your needs, while offering the following area benefits:

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- ◆ Complimentary services for meetings with overnight sleeping rooms

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# Extraordinary EDUCATION

By Victoria Grinwald

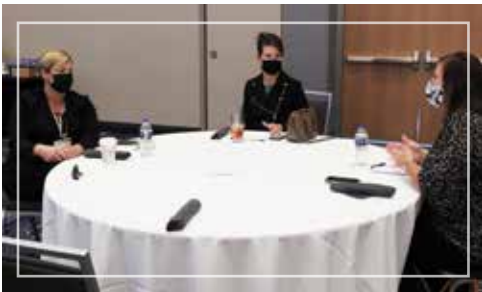
WHILE OUR INDUSTRY IS DRAMATICALLY DISRUPTED, IT IS EVIDENT THAT THOSE WHO ARE LEADERS AMONG US WILL PREVAIL. SUCCESS WILL DEPEND UPON OUR ABILITY TO ADAPT TO CHANGE, POSITIVE ATTITUDES, AND SMART DECISION-MAKING.



Panel of industry leaders from MPI-WI Chapter sharing their experiences on what they've learned in the last six months and their future outlook.



It is such a relief returning to a live event after seven months at home! The MPI Wisconsin Education Day topics smartly pointed directly at the COVID-19 pandemic. While our industry is dramatically disrupted, it is evident that those who are leaders among us will prevail. Success will depend upon our ability to adapt to change, positive attitudes, and smart decision-making.



Keynote speaker Terri Woodin, CMP, joined us for the day. She addressed contract negotiations, which is more important than ever. Terri reminded us that understanding the terms is critical to reducing risk and holding successful events. Additionally, Terri gave us a bank of ideas to adjust our cost savings strategy in today's climate.

Later in the day, a panel of industry leaders from MPI Wisconsin shared their experiences on what they have learned in the last six months and their future outlook.





I am thankful to the speakers that day for their strong, inspiring messages and all volunteers who are safely leading the way back to meeting planning. As a new member in 2019, it was satisfying to reconnect with those who I have met so far. We can all look forward to a bright 2021 with MPI Wisconsin. ▶



**SPECIAL THANKS TO OUR EDUCATION DAY  
COMMITTEE VOLUNTEERS:**

Pat Cavanaugh, Green Bay Packers  
Kathryn Gleesing, CMP, DMCP, DM-Connection & Events  
Victoria Grinwald, Boldt Corp  
Ann Marie Hess, Visit Brookfield  
Kyra Popp, Kalahari Resorts & Conventions  
Beth Schnabel, CED, CUDE, Filene Research Institute  
Brandon Smith, Brookfield Conference Center

**PANEL PARTICIPANTS INCLUDED:**

Nancy Justman, Visit Brookfield  
Kathryn Gleesing, CMP, MBA, DMCP DM-Connection & Events  
Alison Huber, CMP, Fox World Travel  
Ed Buchner, Majic Productions  
Tamara Jesswein, CMP, HID Global  
Patrick Cavanaugh, Green Bay Packers





THE  
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HOTEL

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I am excited to announce that our MPI Wisconsin chapter has been awarded the designation of a *Top Performing Chapter* for our 2019-2020 fiscal year. Though the year did not end the way that we all had hoped, I appreciate the hard work by our board, committees, and volunteers who made this happen.

Well done!

JoEllen Graber  
Immediate Past-President

**TOP PERFORMING CHAPTER AWARDS** 

Winners who achieved

## Top Performer Award

had a minimum of 4 out of 5 key metrics and achieved a minimum of sustaining on performance standards. Results are determined through chapter performance standard assessments and chapter dashboard results.

**TOP PERFORMING CHAPTER AWARDS** 



Chapter President – JoEllen Graber

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?).



Hotel Retlaw Lobby | [thehotelretlaw.com](http://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 boutique properties in Downtown Fond du Lac. This historic hotel features 121 well-appointed 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.

#### CONFERENCE DISTRICT

- With over 24,000 square feet of total event space featuring a 14,000 square foot conference center with flexible and dedicated space, multiple concurrent break-out rooms, pre-function area, and a 10,000 square foot reception venue and 440 lodging rooms in the immediate vicinity (or walking distance).

#### 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](http://FDLmeetings.com) | 800.937.9123 x104

# MPI WISCONSIN

## ANNIVERSARIES

### 1 YEAR

**ANITA BAKER**

Student  
Madison College

**MICHELLE BAUMEISTER**

Student  
Madison College

**PAT CAVANAUGH**

Green Bay Packers

**TIMOTHY COOKSY**

Production and Sales  
Studio Gear

**KELLY FRAWLEY**

Student  
Madison College

**DANA FRIEDLAND****VICTORIA GRINWALD**

Operations Administrator  
The Boldt Company

**KIMBERLY HIMES**

National Sales Manager  
Las Vegas Convention &  
Visitors Authority

**LEANNA HOLZEM**

Tourism Marketing Director  
Village of Rothschild

**JESSICA JACKSON**

Student  
Madison College

**CHARLENE MARSALLI**

Old Republic Surety Company

**TARI METZ**

Ashworth College

**KATELYN RICHTER**

Student  
Madison College

**NICHOLE ROSA-ROBINSON**

Student  
Madison College – West  
Campus

**BRANDIE SCHUCHARDT**

Meeting Planner  
IDDBA

**SHAINA STOFFEL**

Student  
Madison College

**SARAH WALLER**

Conference and Event Planner  
Association of State Floodplain  
Managers

### 5 YEAR

**CATHLEEN CARUSO**

General Manager  
PC/Nametag

## Refer a friend to MPI.

When a new member joins, tell them to use the **MyFriendMPI** promo code, 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.



*Lovely natural settings, charming historic meeting locations, and traditional venues*

Pictured: Celtic House at Glen Erin Golf Club

## **We want you to know that when you're ready to plan your next meeting we're here for you.**

Janesville features a variety of meeting options including lovely natural/outdoor settings, historic meeting locations, and traditional venues that are sure to make your meetings distinctive and unforgettable. Conveniently located directly off of I39/90.

[janescvillecvb.com](http://janescvillecvb.com) · (800) 487-2757 



# **JANESVILLE**

*Wisconsin's Great Outside*

# November Membership PROMOTION

Don't miss out on this savings opportunity!

Enter code:  
Bountiful2020

**NEW MEMBERS:** \$100 discount  
**RENEWING MEMBERS:** \$75 discount

*Valid for preferred or premier memberships for planners and suppliers*



## AMAZING MEETING SPACES AND THE SERVICE TO MATCH

No matter how impressive a room is, your meeting experience will never reach its potential without the staff to back it up. From finding you the perfect space to making sure your meeting runs smoothly and giving your team a chance to unwind when things wrap up, accommodation is in everything we do.

Let us help with your next meeting.

Part of Wilderness Resort...America's Largest Waterpark Resort! [WildernessResort.com](http://WildernessResort.com) | 800-867-9453 (WILD)





# 5 Reasons

to book your 2020 (and beyond) event at  
**Kalahari Resorts & Conventions**

**#1** We have space big enough to accommodate physical distancing in this post-COVID era. 200,00 square feet of Convention Center space to be exact.

**#2** We've got availability through the remainder of 2020 for your last minute event changes. We're here and ready to help.

**#3** We are far enough away from the highly-populated, high-risk COVID areas. Yet, close enough that we are still just a quick drive away for your attendees.

**#4** We are an industry leader in adjusting to and safely accommodating the post-COVID meeting era. For all the specifics visit [KalahariMeetings.com](http://KalahariMeetings.com)

**#5** We are working with the industry's best minds modeling meeting room sets and best practices for ingress and egress while managing appropriate personal distancing.

***We're here to help & available when you're ready***

# PLATINUM



# GOLD



# SILVER





*By: Melissa Falendysz, CMP*

OUR CHAPTER DID WHAT IT DOES BEST THROUGH THIS CHAOTIC YEAR-- OUR MEMBERS CAME TOGETHER AND SUPPORTED EACH OTHER. THROUGH OUR VIRTUAL CMP PREP SESSIONS, MPI ACADEMY POST-CHATS, SEPTEMBER'S VIRTUAL EVENT, OCTOBER'S HYBRID GALA, OUR FRIDAY "WHINE AND CHEESE" MEETUPS, AND OUR LONG-AWAITED IN-PERSON EDUCATION DAY ... THIS YEAR HAS BROUGHT OUR MEMBERSHIP CLOSER IN WAYS WE COULD NOT HAVE IMAGINED.

2020 provided many challenges, but it also opened the door to virtual and hybrid meeting opportunities. These helped keep us connected and will continue to shape meetings in the future! Thank you SO much to all who have donated your time and services to make our virtual and hybrid events successful!

Consistently reliable through 2020 was our **Strategic Partners'** continued support. Year after year -- especially this year -- our chapter's security and sustainability could not be achieved without our strong partnerships. A (sanitized) fist bump and a **HUGE thank you** to all of our 2020 Strategic Partners. You have helped our Wisconsin Chapter continue to thrive amongst the best in MPI.

As you read this, we are reaching out to renew past and current strategic partnerships, along with

securing new partners. Join us in making 2021 the best comeback year ever! Our sponsorship opportunities will be available for this coming year. We're excited to connect with you and happy to answer any questions you may have about the program or other sponsorship opportunities throughout the year. To all of our members, volunteers, and sponsors: **Thank you** for your continued participation, support, and consideration.

Please let us know if you would like to join this elite group of partners! Check out the advertising section at [www.mpi.org/wisconsin](http://www.mpi.org/wisconsin) for additional information or feel free to reach out to Melissa Falendysz at [mfalendysz@natptax.com](mailto:mfalendysz@natptax.com). Let us know if you have a referral for someone that could benefit from a new partnership! ▲

# JANUARY EDUCATION DAY

(Virtual Meeting)



**Melissa Majors, CEO** of Melissa Majors Consulting, is an innovator and optimizer of education, inclusion, & leadership strategies. She has dedicated her career to maximizing the business impact associated with these areas of focus. This crowd-pleasing speaker has mastered the art of

delivering brain-friendly talks that engage her audiences and spark not just inspiration, but action as well.

Melissa delivers talks on a variety of subjects associated with leadership, learning, and "blameless" inclusion. She differentiates her content by blending research, neuroscience, purposeful stories, and fun into her talks.

## THE 7 HABITS OF INCLUSIVE LEADERS

The business case for inclusion continues to grow, as evidenced through research from the likes of Boston Consulting Group, Harvard Business Review, Catalyst, and the NeuroLeadership Institute. Translating that research into actionable tactics is where the difficulty lies. Join Melissa Majors, CEO of Melissa Majors Consulting for a blame-free examination of why one should care, and how to become a more inclusive leader. This discussion is for all leaders; leaders of self, people, initiatives, and business.

### Learning outcomes:

- Identify and describe the difference between diversity, inclusion, belonging, and equity.
- Gain insight into the habits and tactics used by inclusive leaders.
- Unlock access to social posts, job aides, and toolkits to help build inclusive habits.

# DATEBOOK: CALENDAR OF EVENTS

## BY POPULAR DEMAND Friday Whine & Cheese Zoom gatherings return!



Join your MPI Wisconsin friends and bring the week to a happy close with some wine and whine. The struggle is *real* and it's always good to see friendly faces that understand.

**Schedule - Every other Friday at 4:00pm**

### DECEMBER

Fri, Dec 4, 4:00 pm

Fri, Dec 18, 4:00 pm

Find the full listing with links on our chapter website or [bit.ly/whineandcheese](https://bit.ly/whineandcheese).

(Your member email will give you access). Zoom link will be provided in your confirmation.

# 2020

November 25 – December 11  
Bidding for Good Holiday Auction

# 2021

JANUARY

14

CHAPTER EDUCATION  
(Virtual Meeting)