

MPI-WISCONSIN CHAPTER

Agenda

JAN
FEB
VOL 42/NUM 1
2020



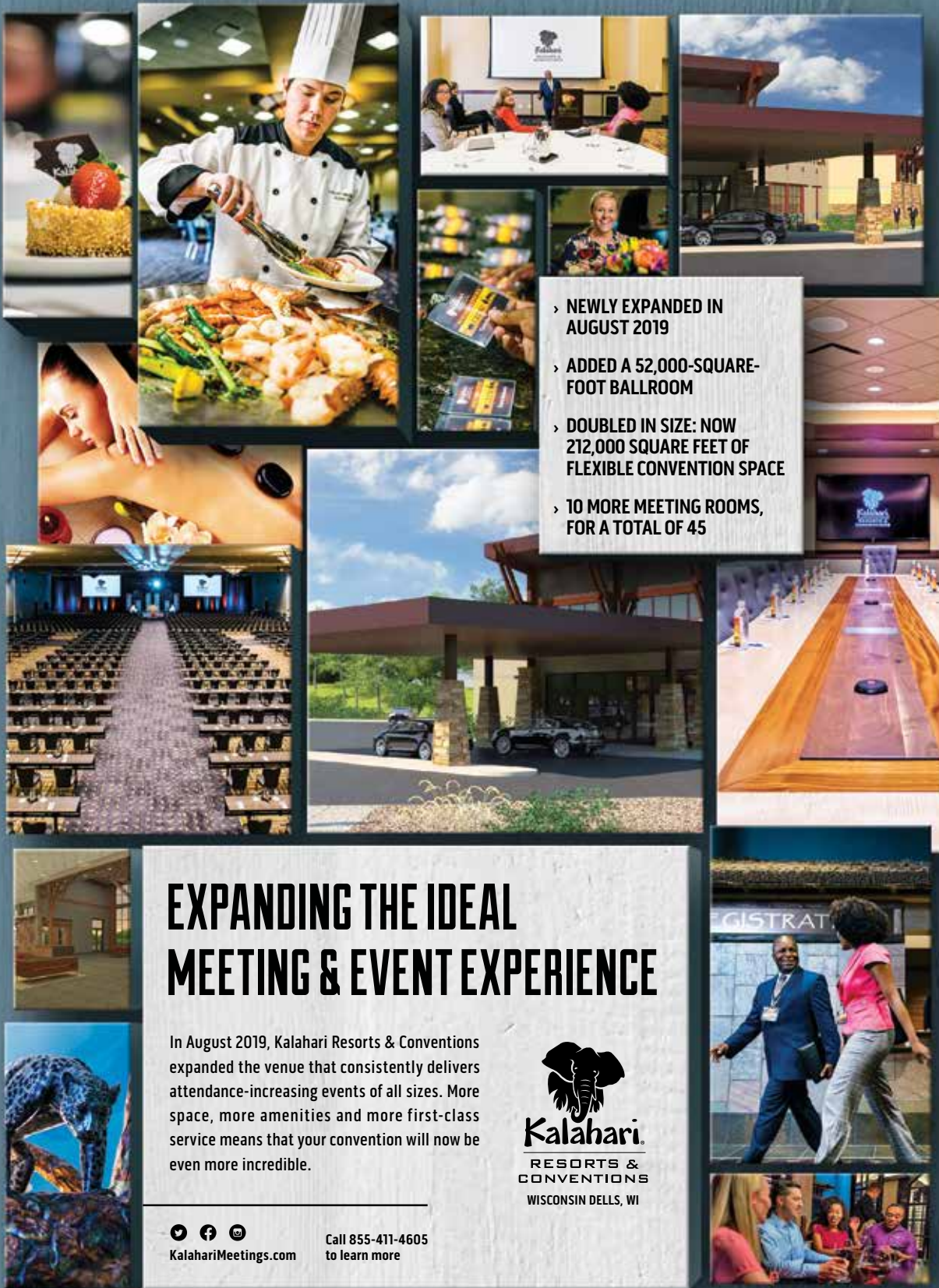
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JANUARY/FEBRUARY 2020
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Feature Articles

Event Trends with Eight Tips for Selecting a Party Rental Company	8
MPI-WI's CMP 101 – What's It All About?	9
Trivia Night & Spring Education in Milwaukee!	10
Warm up in February at the Alliant Energy Center!	13
Jump into 2020!	14
Meeting Planning Is a Marathon	15
October in Oshkosh	18
GLES Delivers	22

In Every Issue

Editor's Note	4
President's Column	6
Supplier Profile: Michelle Tyo-Johnson	12
Food for Thought: Chef Buleye	16
Volunteer Spotlight: Angela Jellum, David Helgeson, CMP	17
New Members & Anniversaries	20
Who's in the News	24
Planner Profile: Cari Grulke, CMP	25
Board Member Profile: Kyra Popp	26
Calendar	BC



MPI

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CHAPTER

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6 Different Ways



MPI-WISCONSIN CHAPTER

Agenda

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EDITOR'S NOTE

H

ello, MPI-WI team!

As we skip the 2019 Wisconsin fall season and jump right into the cold and snowy Wisconsin winter, this month's issue of *The Agenda* will help you dive right into the latest industry trends.

I originally planned to list off a handful of the latest technologies that I have worked on, or have seen lately, but as I dug into this topic, I decided to take a step back.

I work primarily in the events and tradeshow world, with a heavy focus on digital interactives (think augmented reality, virtual reality, projection mapping, etc.) The goal is always to create an immersive brand experience that connects with your desired audience. Then (and ONLY then) should we choose the appropriate technology.

It's easy to get so excited about the latest technology or trend that we forget to shape the experience around the audience first. The experience will suffer if we force an idea into the desired technology. Consider the audience first and determine what will resonate with your audience. This will create memorable, authentic experiences that create an emotional response for the attendee, resulting in positive and lasting memories.

Finally, I would be remiss if I did not mention that my co-workers within the Derse creative community have provided our take on face-to-face marketing trends. You can read find this on our Derse blog: <https://derse.com/insights/whitepapers/experiential-marketing-trends>

Enjoy the cold, enjoy the snow, but make sure to enjoy this month's focus on industry trends.

Sincerely,



Chris Alberti



When a team of San Francisco-based software gurus shared their holiday wish for a winter wonderland, we had a vision: welcome party guests to a 372,000-cubic-foot, real-life indoor snow globe scene, complete with fresh-cut, moonlit pines.

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MONONA  TERRACE

PRESIDENT'S COLUMN



JO ELLEN GRABER
President, MPI-WI Chapter

We've all heard the phrase by Maya Angelou: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." I think this translates to the meetings industry more now than ever before. As we are talking about event trends this month, I think the biggest thing we are seeing is people creating events that leave attendees feeling transformed in some way.

MPI Global's Fall 2018 Meetings Outlook reported: "The two most significant elements are meetings becoming more niche (cited by 58 percent of respondents) and sessions getting shorter (cited by 30 percent of respondents)." This same industry survey identified 113 distinct trends—with 90 single-mention trends such as late registrations, paperless meetings, and revolutionary technology. For comparison, in 2009, only six trends were mentioned. The proliferation of these trends reflects the current market. With 113 distinct patterns, who can keep up? So, I have selected a few trends that I find easy to incorporate.

One trend that seems to keep appearing is storytelling. Who is telling the most engaging story, and how are they telling it? Is what you are saying evoking a feeling we are going to take home and remember after the meeting? With messages continually coming at us from every angle, we need to feel genuinely engaged to justify giving something 100% of our attention. Engagement has a lot to do with the speakers you are selecting. Are your speakers presenting interactively? Do they have us brainstorming and solving common problems? Good speakers are easy to come by, but great engaging speakers can be harder to find.

Technology has seemed to be at the top of every what's trending list for the last ten years. I agree that this industry will leave you behind if you don't keep up with the changes, but the newest technology means different things to every sector and every meeting. For some events, adding an app seems like old hat; to others, it seems years away. I think the key is to move your meeting ahead a little bit every year.

One of the coolest new technologies that I am excited about is using face recognition at meetings. I love the idea of walking up to a registration desk and – without a registration person – your registration materials could print out for you. While I think it would be amazing, some of my clients don't want to miss the opportunity to have one-on-one face time with members. Find the technology that works best for your group.

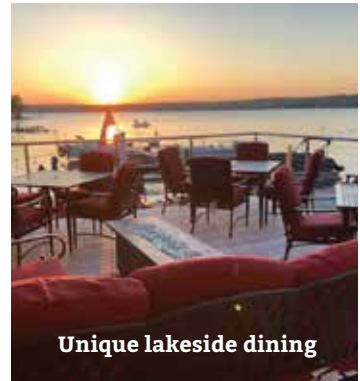
Audiovisual always seems to be a trend that goes hand in hand with technology. Michelle Tyo-Johnson of North Coast Production tells me that two significant trends she sees with her clients are "projection mapping and digital walls or flat screens vs. screens/projectors." We have seen these two items on big stages for a while, and the technology has come down to a more affordable option for smaller meetings.

Another trend that I think we all can get on board with is comfort. I love the soft seating we see at events and chargers built into tables and seating. Meditation lounges where you can get comfortable and relax give you a chance to think about and absorb everything you are learning. These lounges also provide great tips to take back to the everyday grind.

MPI Wisconsin tries to stay on top of a lot of trends and incorporate them into our programming. At the Great Lakes Education Summit in Michigan, there were many innovative tactics used to encourage networking, including mixed team trivia, a painting class, and a famous duos game on the event app. But no matter which trends come and go, it is in the true face-to-face that we form the bond of human connection. This genuine connection is what matters most, in my humble opinion. The GLES event is a great way to meet members and strengthen bonds with our MPI family. So, if you have never had an opportunity to attend one of these events, I highly encourage you to join us in Fort Wayne, Indiana, November 8-10, 2020. Don't want to wait that long to see your MPI family? Join us on January 23 at the Grand Geneva in Lake Geneva!



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Event Trends with **EIGHT TIPS** for Selecting a Party Rental Company

By: Farrah Slinger

Location, Location, Location!

If your budget allows, a unique and special site can set the mood for a winning event. Impressive architecture, spectacular scenery, interesting museums, and other unique spots offer dramatic bang for the buck. Meeting planners are seeking unique spaces, and need the flexibility to transform these spaces to add enormous experiential value to events and attendees.

Decor, Decor, Decor!

Non-standard venues demand unique decor. You'll hear the latest trends if you partner with a trustworthy rental company to assist you in creating a beautiful space that will WOW your attendees. Innovative draping, specialty linens, lounge furniture, dramatic lighting, and decor can add pizzazz to the look and feel of the space. Adding an outdoor cocktail reception, dinner, or after-party by placing a tent in the parking lot is another way to elevate the experience. There are options to work with for every budget!

When selecting your rental company, follow best practices to find a reliable, innovative partner:

- 1. References**
You're a member of the premier meetings and events association, which is a great place to start. Ask fellow MPI colleagues who they use and recommend. References from such a reliable source is a great way to find the right partner. Research and verify the references of any party rental company you are considering.
- 2. Insurance**
Ask for proof that the party rental company is insured. Insurance is not always required, so don't take this step for granted. Many venues require proof of insurance and may even need inclusion as an additional insured on the rental company's certificate.
- 3. Professionalism**
How a company presents itself online is a reflection of their commitment and industry knowledge. Is their website professional? Does the site show pictures of the products they offer? Do they publicly state their company policies? Failures in any of these areas may reflect a lack of professional commitment.
- 4. Payment Methods**
Does your prospective party rental company accept credit cards or only cash? A company that offers the convenience of credit card payment is showing that they're focused on their clients' wishes.

5. **Cleanliness of Equipment**

Verify that the company sanitizes and cleans its equipment before and after each event? Cleanliness is essential when it comes to the safety of you and attendees.

6. **License**

Make sure the company is licensed to do business in the state you are looking to have your event.

7. **Delivery & Labor**

Be sure to discuss all logistics in advance (and in writing) to avoid surprises. Verify all labor, set-up, and strike-down details.

8. **Pricing**

Verify the details to be sure that there are no surprise charges. The lowest price is no bargain, if you don't get what you want at your event.

As event professionals, we focus on creating the most interactive and memorable meeting and event experiences. Choosing non-standard venues has proven to increase attendee engagement. Through the upcoming event planning periods, unconventional venues for events will build excitement and curiosity, motivate attendees, and produce unforgettable event experiences that will live in attendee's memories for years to come. ●

References:

<https://cpgagency.com/blog>

<https://blog.bizzabo.com>

<https://www.eventmanagerblog.com>

MPI-WI's CMP 101: What's It All About?

Join MPI-WI for our valuable CMP 101 info sessions, occurring the same day as each monthly education event. (Please see MPI-Wisconsin Chapter website for specific scheduling at each event.)



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

YES, you should attend these CMP 101 Sessions!

Even if you missed the first CMP 101 intro session in October, the next few sessions are a great way to hear about the “ins and outs” of the CMP process. In the second and third sessions, we'll 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.

These sessions are complimentary to those who have registered for that month's educational program.

These sessions apply to anyone regardless of where you are in the CMP 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.

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

Trivia night

& Spring Education in Milwaukee!

By: Rebecca Staats

O

ur April Trivia and Education is no April *Fool's Joke!* We are excited to be holding our second annual Trivia Night on Wednesday, April 1, followed by our annual Spring Education Day on Thursday, April 2!

Join us at the four-star and pet-friendly Hyatt Regency Milwaukee for what is sure to be another unforgettable fundraising and educational event. This event offers a unique opportunity to meet and connect with other MPI-WI members while enjoying a fun-filled evening preceding our Spring Education Day.

Trivia Night will feature a broad range of topics, including fun facts about our sponsors and the meetings industry. Inside tip: Reminder for April *Fool's Day*: believe nothing and trust no one! We needn't *tease*; we know that our MPI members are wildly competitive.

Assemble your team now because this is your opportunity to shine! The evening will include a reception with food, cocktails, launch of the silent auction, prizes, and so much more.

Enjoy the Trivia night, but don't stay too late. You wouldn't want to be *fool-ish* enough to miss any of our annual MPI-WI Spring Education Day. Also hosted at the Hyatt Regency Milwaukee, MPI-WI will be planning a full day of educational content, including inspiring keynotes and specialized breakout sessions. You'll also enjoy showcase meals, helpful exhibits, and plenty of time for valuable networking.

We look forward to seeing all you brilliant MPI-WI *jokesters* in April!

TRIVIA NIGHT & SPRING EDUCATION DAY

WHEN

Wednesday, April 1, Trivia Night
Thursday, April 2, Spring Education Day

WHERE

Hyatt Regency Milwaukee



HOME OF THE **FLYING ART MUSEUM ON THE WATER**



THE BLOODY MARY METROPOLIS



MEET

Milwaukee

HOME BASE OF **HARLEY-DAVIDSON**



THE DWEST EDIEVAL ARVEL

THE LAST BASTION OF BAR DICE

HOMETOWN OF 'HAPPY DAYS'

THE CITY THAT BEER BUILT

BIRTHPLACE OF THE CHEESEHEAD

THE MOTHERLAND OF FROZEN MOTORCYCLE RACING

A GREAT PLACE ON A GREAT LAKE

HOMETOWN OF THE TIME-TRAVELLING MUSEUM

THE MIDWEST CREAM KITE KINGDOM

BEER

YOGA CAPITAL OF THE WORLD

THE CITY WITHOUT WATER FOUNTAINS

BIRTHPLACE OF BLISTER IN THE SUN

HOME OF THE 24 HOUR CYCLING SPECTACLE

CHEESE CURD COUNTY

MILWAUKEE WISCONSIN

THE KIN URBAN

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THE FIRST CI OF FISH FR

HOMETOWN OF THE TIME-TRAVELIN

AMERICA'S OLD FASHION OASIS

THE HOME OF TI TURE TIPS TOM

THE SETTLE OF SAUS

AMERICA'S THE COFF HEART OF AGROPOL

OUTDOOR ART 414

THE CITY UNDER THE CITY OF R

THE CITADEL

BRANDY BELT

MKE

THE BOROUGH OF THE BREWCITY BRUISERS

MIL-TOWN

THE CITY WHERE BEER FLOWS BENEATH

THE CAPITAL OF CREAM PUFFS

SAUSAGE RACING CAPITAL OF THE WORLD

BEER GARDEN BOOM TOWN

THE CITY OF THE SCORPION SHOT

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Supplier Profile

Tell us about your company and/or position:

NorthCoast Productions is actually three multi-media production companies (NorthCoast, Studio 44, and Made Ya Look). We specialize in video production, commercial photography, live event production, audio production, and 3D animations. I am Vice President and oversee all three businesses. I also still act as a Producer and Account Manager for several of our clients.

How long in the meetings industry?

I have been involved in the meeting industry for over 20 years.

What drew you to our industry?

I love being around people and the meetings industry allows me to meet new people every day!

What drew you to become a member with MPI and/or what do you like most about being a member of MPI?

What I love most is the relationships I have formed over the years, both personally and professionally. I am involved in several different organizations. Our MPI Wisconsin chapter is the standard I hold all the others up to!

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

Over the years, in addition to serving on the board, I have been involved in several committees from monthly education teams, to galas and the *Agenda* team.

Person you admire and why:

My mother...she is the strongest, most creative and talented person I know.



Tell us whatever you like about your family and hometown:

I don't really have a place I call a "hometown." We moved a lot while I was growing up. I was born in Syracuse, NY. I attended seven different schools by the time I was in ninth grade.

Favorite pastimes:

Hanging out with family and especially my grandson! And shoe shopping...I have a shoe "problem." I even started an Instagram account (@mylifeinshoes1) to help feed my "shoe addiction."

Favorite music/band/artist/movie or book:

I don't really have a favorite music type. If you looked at my playlist you'd find everything from country to heavy metal to rap to pop!

Still on my bucket list:

Cross-country road trip!

Words to live by:

My favorite quote: "There's nothing more badass than being who you are." — Darren Criss

Warm up in February at the Alliant Energy Center!

By: Josh Wimmer

WHEN

Thursday, February 13

WHERE

Alliant Energy Center

DISCOVER

Veterans Memorial Coliseum
Exhibition Hall
New Holland Pavillions
Willow Island

LEARN

MPI 101 Educational Session

Come join your fellow MPI members on the morning of Thursday, February 13 as we explore the Alliant Energy Center and its versatile venues: Veterans Memorial Coliseum, Exhibition Hall, the New Holland Pavillions, and Willow Island.

Start out the day with our CMP 101 session or for our newer members join the MPI 101 session. Enjoy learning alongside your peers and afterwards join us for our closing reception.



While you're at it, get an early jump on Valentine's Day with your significant other and consider staying an extra night at the Sheraton Madison Hotel. The hotel overlooks Lake Monona, offering a relaxing setting across the street from the Alliant Energy Center located minutes from downtown. Savor American cuisine for breakfast, lunch and dinner at the Heartland Grill.

Watch for your MPI-WI email notice for this event. 🌐

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THIS IS WHY

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— Justin Bergh, General Manager, CrossFit Games

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Jump into 2020!

By: Rebecca Staats



WHEN

Thursday, January 23, 2020

WHERE

Grand Geneva Resort & Spa
Lake Geneva, WI

SCHEDULE

Morning Sessions

10:45-11:45 (MPI 101)

10:15-11:45 (CMP 101)

Noon

Lunch

Afternoon

Matt Jones

Motivational speaker

Networking Reception

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

This winter warm-up will begin with dual morning sessions: a 10:45-11:45 MPI 101 morning session along with a 10:15-11:45 CMP 101 morning session. Both of these focused groups are extremely valuable for new members and those pursuing the highly-respected CMP certification.

All attendees should arrive early to enjoy our friendly MPI-WI networking. Be seated by noon to savor Chef Buleye's luncheon and important MPI-WI chapter announcements. After lunch, motivational speaker Matt Jones will share his inspirational journey and teach us about Meeting Planning is a Marathon-Developing Your Marathon Mentality. If you've ever struggled with motivation for short-term or long-term event projects, this is for you!

We'll follow this inspirational presentation with a networking reception at the Grand Geneva. *(Note to new members: don't miss any opportunity for networking with this famously friendly group!)*

We urge all to 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! Register online at <http://bit.ly/2pT4Oy7>. Make your room reservations by calling (877) 741-9598.



The Grand Geneva Resort & Spa is dog-friendly! Please call ahead to prepare and book the best experience for you and your pup!

Meeting Planning is a Marathon: How to Stay Fired Up, Pumped Up, and Inspired

By: Matt Jones

Meeting planning, like a marathon, can be an endurance event due to all the preparation and details needed for planning an event. Ralph Waldo Emerson said, “Nothing great was ever achieved without enthusiasm.” As a meeting planner, you have the opportunity to change lives. To do your best, you need to stay energized to cross the finish line. How you can remain fired up, pumped up, and inspired as a meeting planner?

On September 11, 2002, my life changed forever. At the age of 23, I was told by my doctor, “You have cancer.” After spreading to the fluid in my brain, I slipped into an unconscious state. Doctors didn’t think I would live. Against all the odds, I recovered and had a successful bone marrow transplant. Due to brain damage, I had to relearn how to walk. From there, I went on to run five marathons on five continents.

I have three victory strategies to share that help me. You can use these same strategies to stay fired up, pumped up, and inspired in the marathon of meeting planning.

1. Visualize Your Victory

When it comes to your victory as a meeting planner, it’s not the outside stuff that matters. It’s the inside stuff that counts. It is easy to get discouraged when planning a meeting. To stay fired up, pumped up, and inspired, it is essential to be clear on the victory you want to achieve. Once you can see it, believe it’s possible – then you can do it. While I was lying in my hospital bed, I visualized myself crossing the finish line of a marathon. Focus on the victory you are striving to achieve instead of focusing on all the challenges.

2. Take Action

How do you run a marathon? One-step at a time. To fulfill your vision, you must take action every single day. It does not matter how small your action is. The key is to do something every day that moves you closer to your vision. This builds momentum. Think back to science class where we learned that objects at rest tend to stay at rest, while objects in motion stay in motion. Remember, it isn’t enough to stare up the steps; you need to step up the stairs.

3. Check Your Attitude

To complete a marathon, I had to believe it was possible. Every day, I had to check the self-defeating inner dialogue and little voice saying it was impossible. Once you have the attitude that your vision is possible, you will take the necessary action.

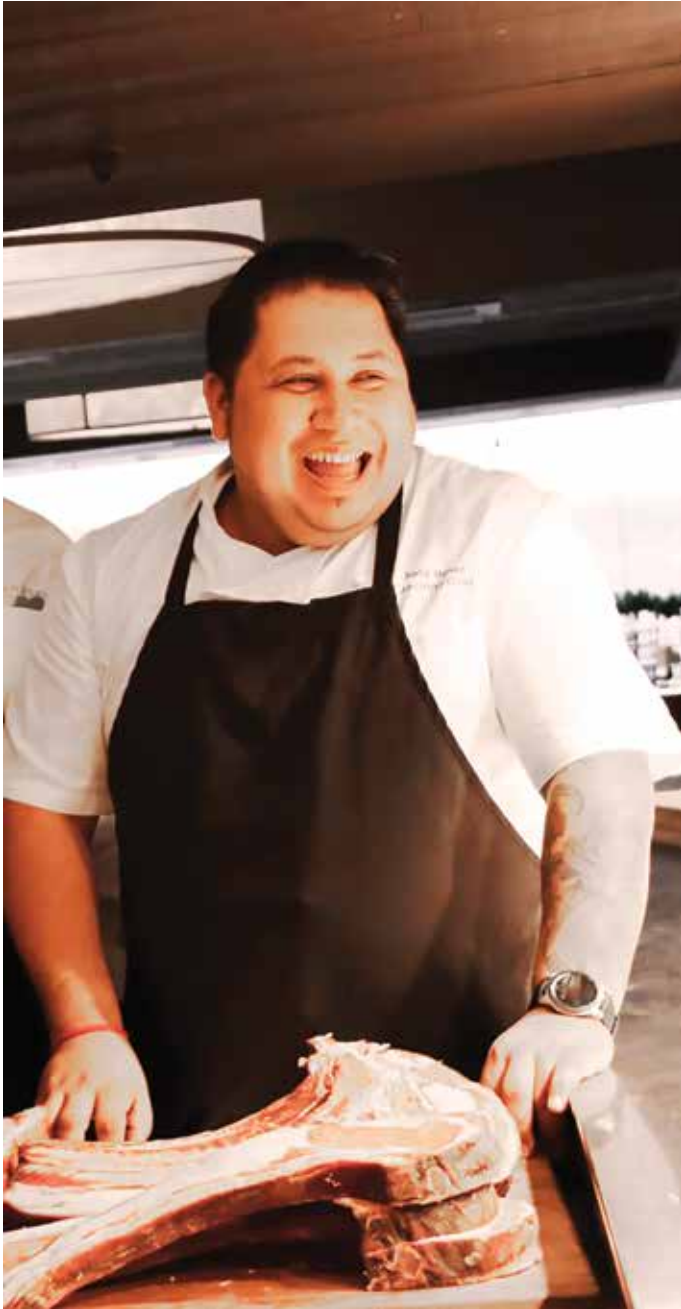
Meeting planning includes ups, downs, and surprising turns. Crossing the finish line was one of the greatest victories in my life. By *Visualizing your Victory, Taking Action, and Checking your Attitude*, you’ll be able to cross your own finish line. ●



Matt Jones is considered a top leadership keynote motivational speaker in the meeting planning industry. Learn more about this three-time cancer conqueror and life-changing inspirational speaker at www.MatthewDJones.com

FOOD FOR THOUGHT: Chef Buleje

Grand Geneva Resort & Spa, Lake Geneva, WI



Nelly Buleje joined the Grand Geneva Resort & Spa® – owned and managed by Marcus® Hotels & Resorts – as Executive Chef in 2018. Chef Buleje oversees the resort's five restaurants and associated catering kitchens while planning and developing seasonal menus and guest dining experiences with the culinary teams.

Born in Chicago and raised in Lake Geneva, WI, Buleje began his culinary journey at the age of 11, when he would sometimes cook for his family in the evening. Early in his career, Buleje worked as an evening cook at Grand Geneva and then advanced to become chef de cuisine on the culinary teams at various Grand Geneva resort outlets, including the Golf & Ski Chalet and Timber Ridge Lodge & Waterpark. He was later named executive sous chef at a sister Marcus property, Milwaukee ChopHouse. His career led him to a position as executive chef at the downtown Richmond Marriott, the Sonesta Resort, Hilton Head Island, and Cleveland's Metropolitan at the 9.

A seasoned and cultured professional with more than a decade of fine dining and hospitality experience, Buleje draws upon his world travels, Peruvian, Guatemalan and Mexican family background, and Midwest upbringing for menu inspiration.

"Food brings people together, guests and chefs," said Buleje. "I encourage my team to showcase their specialties and ideas. This supports our goal of offering distinct, special dining experiences for our diners."

Buleje's culinary initiatives at Grand Geneva include building the resort's own custom dry-age box for its unique whiskey-aged rib steaks (one of the few kitchens in the U.S. to offer these steaks). Chef Buleje as also introduced nose-to-tail pork offerings.

Chef Buleje has received several culinary awards and accolades including first and second place in Iron Chef Milwaukee and first place in the Taste of the Season Judges' Choice.

Seafood do Mar

Serves 4



Ingredients:

8 each	Scallops, U-10
2 tablespoons	Olive oil blend
20 each	Mussels
8 each	Shrimp, U-12
3 tablespoons	Shallot, minced
3 tablespoons	Garlic, minced
2 ounces	Chorizo, ground
2 each	Tomato, roma cut in sections
3 ounces	Absinth
3 ounces	Wine, white
3 tablespoons	Butter, room temperature
2 teaspoons	Smoked paprika
2 teaspoons	Salt
1 tablespoon	*mixed herbs

Procedure:

1. In a pre-heated sauté pan over medium-high heat add oil and add seasoned scallops cook for about 3 to 4 minutes until scallops are golden brown and they lift from pan without any resistance. Flip and cook for one minute. Don't brown the scallops, but do turn entire scallop opaque all the way through. Then remove from pan and place on side until later.
2. In another pan once hot on medium heat add olive oil and mussels sauté for 1.5 minutes. Then, add shrimp, shallots, garlic, chorizo, and sauté until shrimp begin to color and mussels start to open.
3. Add tomatoes and season. Then follow with absinth and white wine, and cook out alcohol about for about one minute. Add butter and smoked paprika.
4. Allow butter to melt and thicken sauce toss in herbs and serve.

VOLUNTEER SPOTLIGHT



ANGELA JELLUM

A few thoughtful social media posts are an excellent way to help promote your MPI-WI chapter. Angela Jellum's post from September's meeting is a great example. Special thanks for including #MPI-WI. This is a terrific way to promote our chapter and events. Best of all, it shows your personal social media community the passion and commitment you bring to the industry. Well done, Angela!



DAVID HELGESON, CMP

Our chapter events would never be so enjoyable without the personal support of our hotel and venue professionals. David Helgeson helped plan our exciting October event in his own town of Oshkosh. As Director of Sales at Oshkosh's Best Western Premier Waterfront Hotel & Convention Center, he rolled out the red carpet for all of us out-of-towners. Thanks for making all of the details count, David!

October in Oshkosh

The Power of Visuals for Meetings and Business

By: Joshua Wimmer

We meeting and event professionals are always looking for new ways to engage our attendees and implement new ideas into our programs. This month in Oshkosh, MPI Wisconsin members got the opportunity to drop their “typical” notepad and paper and think outside the box about using graphic recording to plan and record their meetings. This was one of our most unique and memorable MPI monthly programs!

A room full of excited attendees arrived at the beautiful Menomonee Nation Arena on Thursday, October 10th, anxious for Julie Swanson and Stephanie Steigerwaldt from "What's Possible Now?" to present. Julie and Stephanie shared their backgrounds with us. Neither Julie nor Stephanie began their careers as artists. They met as they both began learning about visual learning as a timeless form of documentation, which is easier and faster for people to process. With ongoing training, certifications, and study, they continue to hone their craft and complement each other's strengths while growing their business.



Julie and Stephanie then challenged our members to discuss how graphic recording could be beneficial in our meetings and events. Our members discussed a variety of ideas, including identifying membership benefits, livening up strategic planning meetings, creatively tracking progress on long term projects, and supporting community events.

Freshly energized from this interactive discussion, we were pushed outside of our comfort zones. It was time to grab some paper and markers and learn how to create our own visuals! Julie and Stephanie showed us that you don't need to be an artist to be a graphic recorder, all you need to do is be able to draw simple shapes



and lines. MPI members learned how to draw many different types of people, how to make buzz words stand out, and how to organize thoughts in a new and unique way.

After a fun and collaborative day learning about using visuals for our meetings, we were treated to a cocktail hour in the arena's Verve Lounge Bar. MPI Wisconsin members buzzed how exciting it was to have a monthly program at this unique venue that Oshkosh has for its visitors and residents to enjoy!

After the event, many members stayed to enjoy the city. These "after MPI-WI event" activities are famous for building connections and strengthening friendships. Many of us enjoyed a local street festival, cheered on Oshkosh CVB Sales Director Cathy Cluff at her bowling night, and enjoyed the camaraderie at the friendly Ground Round bar at Best Western Premier Waterfront Hotel & Convention Center.

Thank you to our host, the Menomonee Nation Arena, presenters from *What's Possible Now?*, the Oshkosh Convention and Visitor's Bureau, Best Western Premier Waterfront Hotel & Convention Center, and all our generous sponsors and donors for another fun and educational MPI Wisconsin program! 🍷



Thank you to our host, the Menomonee Nation Arena, presenters from "What's Possible Now?", the Oshkosh Convention and Visitor's Bureau, Best Western Premier Waterfront Hotel & Convention Center, and all our generous sponsors and donors for another fun and educational MPI Wisconsin program!

MPI WISCONSIN

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MEGAN BEDNAR
National Sales Manager
Wingspread Retreat and
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HAILEY CROWE
Group Sales Manager
Hyatt Regency Green Bay /
KI Convention Center

KATIE EGGERT
Senior Event Planner
Baird

SHAUN M. GLEASON
Director of Events
Metropolitan Builders
Association

JANINE OSBORNE
The Ridge

DENISE K. PEDERSEN
Convention Sales Manager
Destination Madison

MELANIE SWANSON
Events Manager
Thermo Fisher Scientific

PETER ZAMBON
Manager
Holiday Acres Resort

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SHERRY COLLINS
Education Coordinator
Wisconsin Hospital
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NICKY J. BEAULIEU
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National Account Director
Seattle Convention & Visitors Bureau

ELIZABETH M. UNRUH
Sales Manager
Wisconsin Center District

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SARA BEUTHIEN
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Wisconsin Economic Development
Corporation

LISSA HANSEN
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Holiday Inn Manitowoc

GEDA MATTNER-LODES
Director of Sales
DoubleTree Milwaukee-Brookfield

RAEHEL RESCH
Conference and Meetings Manager
American Academy of Cosmetic
Dentistry

AMANDA SOELLE
AJS Consulting

MORGAN ZURMOND
Manager of Event Services
Thelma Sadoff Center for the Arts

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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GLÉS DELIVERS

Contributions by Karen Lowerr, CMP, MBA, Brian Schulz, and Carrie Wunderlich

The Great Lakes Educational Summit was held in Traverse City, Michigan. This tri-chapter event offers a myriad of possibilities for all! Three of our MPI-WI chapter attendees are sharing their experiences: Karen Lowerr, CMP, MBA, Dematic, Brian Schulz, Central Wisconsin Convention and Expo Center, Carrie Wunderlich, Wisconsin Bar Association

What was your overall impression?

KAREN: Park Place Hotel in Traverse City was a beautiful, boutique location to hold a meeting in the Midwest. It was a delight to be there with colleagues from Wisconsin, Indiana, and Michigan Chapter of MPI. I really appreciated the hospitality and fun that Traverse City included.

BRIAN: The 2019 GLÉS was an overall success. From the great education seminars to the opportunity of building partner relationships, it was very productive making it a very substantiated trip.

CARRIE: MPI-GLÉS was packed full of engaging speakers and energetic attendees. I learned how to make it all about MERAKI!



What were some of your favorite speakers?

KAREN: Candy Whirley's message on "It Takes 4 To Tango" was educating planners on how to work with the four different personality types: Lion, Owl, Lamb, and Chameleon. Which one are you?

Anne Bonney's luncheon keynote on Assertive Communication was my favorite. As communicators, we need to clarify our expectations and give all the necessary information to make a quick decision. Anne's message was the 3 Cs of Assertive Communication – Connect, Clarify Expectations and Communicate.

BRIAN: The entire conference was fun-filled and educational. The event was closed out by an excellent performer Patrick Henry. What a great way to end the program. His humor and performance complimented his message perfectly. Overall, the conference was a great success!

CARRIE: I really enjoyed Kevin Coffey's presentation. He came with a wealth of knowledge on safety and security. The

information he provided has sparked a project for me to put together a new and improved emergency plan for not only our attendees but our staff for our meetings and conventions. Meeting planners can always be more prepared in this area!



Did you enjoy any special touches about the event experience?

KAREN: After hours on Monday night, we went to State Street Market for BBQ and Trivia Night. Going into Trivia Night, I didn't think I would have been a big fan, but trivia (done right) can create healthy competition and keep the group all together for the entire night.

BRIAN: Thank you to the Park Place Hotel for an exceptional stay! Everyone from the shuttle drivers, housekeeping, servers and front desk staff and all the rest were extremely pleasant and hospitable throughout the entire conference. One of the best accommodations I have experienced in my numerous years of hotel conferences!

CARRIE: The reception and trivia night were so much fun in a great atmosphere. There were many options at this location for food and drinks. Great ideas included having the team leaders decorate their tables to bring excitement to the game! It was great to see groups that normally don't have an opportunity to talk, dress up with masks and funny hats, or use their noisemakers to engage.

Is there any insight or inspiration that you'll be taking home with you?

KAREN: 1) Implement more extensive crisis management plan, check AED machine in each venue, and make sure the full event team is trained in basic first aid for all events (not just the ones I produce, but also attend), 2) Collaboration is key and this event created the space to network with multiple MPI chapters and suppliers that are fabulous to work with, 3) Use Anne Bonney's 3 Cs of Assertive Communication – Connect, Clarify Expectations and Communicate 4) Have fun, be yourself and learn about others (yes, this is basic but we need to get rid of cell phones and really talk to our peers) and 5) Go outside the box of traditional entertainment for meetings – try trivia, try a painting experience, go off-site and create a great networking opportunity for the attendees.

CARRIE: A few points that hit close to home for me were that "I touch people's lives with what I do" I have to remember that what I am doing is impacting others. Sometimes we get into that rut of going through the motions, but we have a bigger purpose. You also need to have a passion since hard work and talent sometimes isn't enough. Don't forget that "tingly feeling"!

Would you like to share any more comments about the experience?

KAREN: Park Place Hotel in Traverse City was a beautiful, boutique location to hold a meeting in the Midwest and it was a delight to be there with colleagues from Wisconsin, Indiana and Michigan Chapter of MPI. I appreciated the hospitality and fun that Traverse City included.

BRIAN: Michigan sure knows how to host an event. From the opening reception throughout the conference, there were smiles and pleasantries everywhere. The trivia night was heavily attended and exciting! Numerous door prizes and complimentary food and beverage were greatly appreciated. Fun was had by all. The entire conference was fun-filled while being educational.

CARRIE: This is my second time attending MPI-GLES. This year I found myself networking with so many people in the elevators, walking to/from my hotel room and during the breaks. I was able to make some great connections with individuals that I can reach out to in the future. 🌟



Photo credits: Karen Lowerr, CMP, MPB, Brian Schulz, and Carrie Wunderlich

WHO'S IN THE NEWS

Compiled by MPI-WI Members



Cheryl Oswald, CMP, and **Rebecca Rogers** have both been awarded the Venetian | Palazzo Experiential Event Scholarship from the MPI Foundation. This is part of the CMA Awards Experiential Event Series, which allows a behind-the-scenes experience at the CMA Awards in Nashville. *We can't wait to hear about your adventures, Cheryl and Rebecca!*



Nicole Ellickson, CMP has accepted the position as Manager of Meetings and Conferences for Credit Union National Association. She's bringing her considerable knowledge and expertise to this role for this highly-respected leading national organization. *We've seen you in action, Nicole, and CUNA just won the lottery!*



Megan Gossens is now **Megan Willauer**. Megan married Mike Willauer on September 28, 2019 at OuterEdge Stage in Appleton! *All the best to you, Megan, for a lifetime of happiness!*

Iron Horse Hotel was named one of the top 20 Hotels in the Midwest by *Condé Nast Traveler*. Travelers from around the world have fallen for the décor, attentive staff, and the on-site bars and restaurants. The hotel opened up their new restaurant this October called Ash Hearth & Bar.



The Osthoff Resort was also recognized by *Condé Nast Traveler Readers*, as one of the top 5 Resorts in the Midwest. Resort guests cite the spa, dining, and tranquil setting as favorite features.



Hotel Northland Green Bay | Autograph Collection has received the Board of Curator Historic Restoration Award from the Wisconsin Historical Society for the careful restoration of their historic hotel.



Experience Wisconsin magazine announced a number of MPI-WI members as tops in their annual reader survey. **Kohler's Whistling Straits** was ranked tops for Wisconsin Golf. The **EAA Aviation Museum** in Oshkosh was picked as the favorite destination for aircraft enthusiasts and families alike. **Lake Geneva**, was cited as the top place to visit. **The Osthoff Resort** was selected as the top resort. Milwaukee's **The Iron Horse Hotel** was the reader's favorite boutique property. **Sundara Inn & Spa** in Wisconsin Dells is the top spa and retreat.

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

Planner Profile

CARI GRULKE, CMP

Meetings Manager

Executive Director Incorporated (EDI)

Tell us about your company and position: EDI is one of the top association management companies in the United States providing professional services for national and international medical, certification, and scientific associations. As a meetings manager, the client I work with is the Society for Immunotherapy of Cancer (SITC). SITC is the world's leading member-driven organization specifically dedicated to improving cancer patient outcomes by advancing the science and application of cancer immunotherapy. This has been an amazing society to work with because of the breakthroughs happening in the cancer field in the search for a cure. Being involved in the planning process for these programs makes me feel like I am helping make a difference in the lives of those affected by cancer.

How long in the meetings industry? I have been in the hospitality and meetings field my whole working career, which comes out to about 15 years. I started with restaurants and worked up to hotels, catering, event managing, and now I'm a Certified Meeting Professional.

What drew you to become a planner? Growing up, I enjoyed traveling with my father's work. I was able to experience large conferences, banquets, and professional outings. I was always fascinated by how everything fell together and was so organized. When I met the meeting planner for those events, I knew that someday I wanted to be a planner. I was also a social planner for the majority of my friends in high school and college, always organizing our gatherings and nights out. Eventually it just made sense that it be my career path.

What drew you to become a member with MPI and what do you like most about being a member of MPI? I became an MPI member when I started working as an event manager at a hotel and wanted to gain more education and learn how to become a better planner. MPI was a great resource while I was pursuing my CMP. The education, guidance, and support I had access to gave me more confidence during the process.

Teams or projects that you have worked on for MPI or would like to be involved with: I have always been interested in being on one of the education committees to help design education for new planners, or those looking to go for their CMP.



CARI GRULKE, CMP

Tell us whatever you like about your family and hometown: My family, even though it is pretty small, is very close. I usually have text message conversations going with family members throughout the day. I still catch myself having to ask my parents basic questions. As for my hometown, I don't get back often other than to visit my family. I do have some very close friends that live there that I have known since high school. I always try to catch up with them whenever I can.

Favorite pastimes: I love spending time with my boyfriend and our dog Freya. In summer I stay active, whether I'm playing league volleyball, going to a beer garden, or trying new restaurants with friends. As long as I am with great friends, I am pretty content. I also enjoy cooking, fishing, weight lifting, and snowmobiling in the winter.

Favorite music/band/artist/movie or book: In college, I was an Art Major so it is hard to pick a favorite, but if I had to pick an artist it would be Salvador Dali. As for music, I like a wide range from alternative to heavy metal. My favorite book has always been *Phantom Tollbooth*.

Person you admire and why: I do not have one specific person that I admire the most. I admire my family because they're all very different, but they all find a way to help push me in the right direction -- whether in school, daily life, or my career.

Still on my bucket list: Traveling to Greece and going to South Africa to cage dive with sharks. I love traveling, so I have a lot of places I want to visit.

Words to live by: "There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living." – Nelson Mandela

Board Member Profile

KYRA POPP

Assistant Director of Sales
Wisconsin Dells Visitor & Convention
Bureau

Position on MPI-WI Board:

Director, Special Education Projects

Tell us about your company and/or position:

I get to encourage planners to bring their events to Wisconsin Dells! I feel extremely lucky to represent this destination – we truly have something for everyone and some of the best meeting spaces in the Midwest. I also love helping planners use the unique attractions in the Dells to incorporate unexpected experiences into their events. There is always something new and exciting in Wisconsin Dells; it is such a fun destination and place to work!

How long in the meetings industry?

A long time! My first introduction to the sector was Janet Sperstad's Meeting Planning 101 course at Madison College. Since then, I've supported the events industry from the supplier side of things. I worked as a sales manager for Marcus Hotels in Madison before moving to the Wisconsin Dells VCB, where I have been for the past four years.

Teams or projects that you have worked on for MPI what you've enjoyed about your participation:

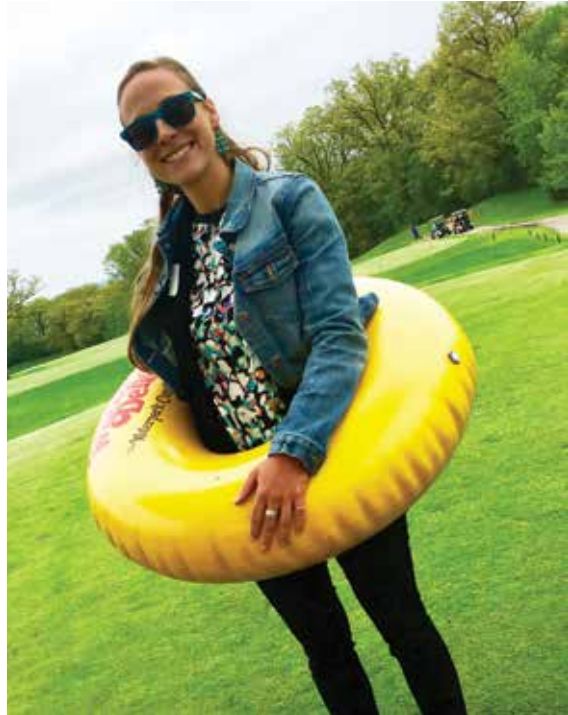
For the past few years, I have been a member of the speaker liaison committee. I enjoyed working and learning from fellow MPI Members. Working on a committee is like a community within a community — you get to experience events in a very rewarding way. If you are looking for an opportunity to get involved, reach out to a board member – MPI-WI has a fantastic team of volunteers. There are opportunities for everyone and every commitment level.

Tell us a few things about what you're responsible for with our chapter board?

I currently am responsible for leading our Spring Education event. I also lead the speaker team, working with the speaker committee to qualify and select our monthly education speakers.

What drew you to serve on our chapter board?

After being active on a committee, I enjoyed being involved and contributing toward our chapter's success. But it really is the people. We are a great group of people, and I am happy to be a part of it.



KYRA POPP

What do you enjoy about your board service, and what are you learning?

The most impressive part of being on the board is witnessing the coordination of talents and behind the scenes efforts that it takes to make our chapter awesome. I enjoy seeing members grow through their MPI membership. Our membership is highly diverse in terms of experience in the industry. It has been fun to witness veteran planners mentor new members and get them involved.

Other than board service, what do you like doing?

I have more hobbies than I can list, but I enjoy hiking, camping, gardening, cooking, crafting, repairing jewelry, painting and fixing up my house. I love projects, and usually have a few going at any given time. I also love to travel!

Care to tell us anything about your family?

I have a 14-year-old daughter and a nine-year-old son. They keep me in running multiple directions with all of their sports. I am very proud of the amazing little people they are becoming.

Favorite music/band/artist/movie or book:

Can I say holiday music? I enjoy all music, but there is something about the seasonal tunes that make me happy. My favorite book genres are memoirs or historical fiction. If any reader is looking for a recommendation, "All the Light We Cannot See" is one of my recent favorites.



MEET
SOMEONE
NEW

Thinking about something new for your next meeting? A new city perhaps. A new vibe. Think on this: Madison, Wisconsin. It's a lively kind of city. A vibrant kind of place. An unrehearsed, get immersed, passion-pursuing sort of space.

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DATEBOOK: CALENDAR OF EVENTS

Trivia night

& Spring Education in Milwaukee!

WHEN

Trivia Night

Wednesday, April 1

Spring Education Day

Thursday, April 2

WHERE

Hyatt Regency Milwaukee

2020

JAN	23	JANUARY EDUCATION EVENT 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
MAY	14	MAY EDUCATION EVENT Red Lion Hotel Appleton, WI