

MPI-WISCONSIN CHAPTER

Agenda

JULY
AUG
VOL 42/NUM 4
2020



Top Performing
CHAPTER AWARD

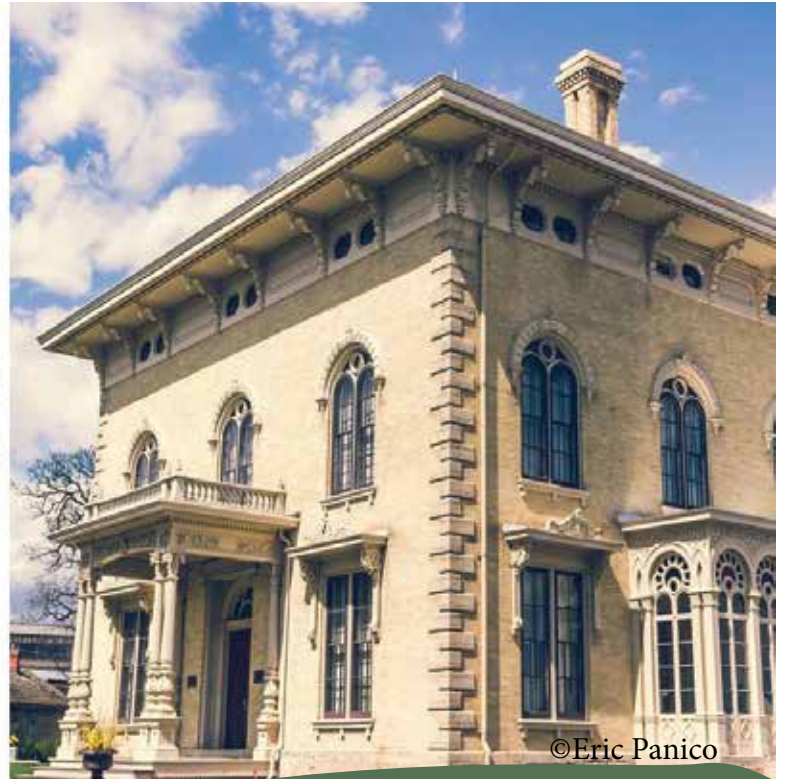


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“MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry.”



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Pictured: Rock County Historical Society's Carriage House & Lincoln-Tallman House

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6 Different Ways



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Agenda

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EDITOR'S NOTE



AHOY!

Sometime in late March, a highly respected friend of mine (thanks, Tamara!) reminded me that "We're all in the same storm, but not the same boat."

So, so, so, so many boats.

Some of us have been temporarily furloughed and are trying to keep in bristol shape for our return. (MPI-WI offers excellent, second-to-none professional guidance.)

Some of us have been permanently let go from long-term positions and are looking for the right vessel for our next journey. (There is no better networking or resource for professional opportunities than MPI. Reach out! We all love to help our members.)

Some of us are working absurd hours to keep our companies, venues, and organizations above water. (Our weekly **Whine and Cheese** zoom conference offers an excellent support session.)

Some of us are smooth sailing for now but looking for better tools to navigate uncharted waters. (Our MPI-Wisconsin chapter will always offer the connections, education, and opportunities to keep you moving forward.)

Obviously, I love a good nautical reference. This may be an excellent time to cuss like a sailor but keep your eye on the horizon. We may need to adjust our course, but our industry WILL weather this storm. Keep sailing forward!

Kathy



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.

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PRESIDENT'S COLUMN



ALISON HUTCHINSON

2020-2021 President, MPI-WI Chapter

I am excited to take on the role of your chapter President. This chapter offers so many opportunities for developing great relationships, both personally and professionally. There are many examples of great experiences I've had from being a member that comes to mind.

At the first meeting I attended, I met a member with a big personality. She introduced me to the other members sitting at our table, and I felt so welcomed and engaged. It was so memorable I had to go back for more.

A few months later, I was at my first golf outing. The team I was paired up with did their best to calm my nerves. We bonded over some great and not so great shots. Now, when I have questions about facility contracts and rentals, I reach out to them.

My current job is because of MPI. The Fox Cities Convention & Visitors Bureau hosted the MPI summer social in 2014. While attending the social, I heard about an opening at the CVB. I was hired for the position a few weeks later.

I have fond memories of driving to a GLES event in a neighboring state. There were also memories of heartfelt concern when a member of my family died.



Our organization supports you in good times and bad.
That's the best part about being in MPI.

This brings us to this current state of our industry. My heart breaks for all of the friends and colleagues who have been financially impacted by this. MPI has been there for those who needed to sit in on educational webinars and share ideas.

They have been a resource for resume reviewing and job postings. They have also provided an uplifting and safe place to look forward to at the end of every week.

Most leaders start their year with a plan. In today's fluid season, I plan to move forward with new ideas and share resources for our members. I am here to help make connections and support our members. We are in this together.

Thank you for the opportunity to serve as your President for the 2020-2021 year. It is an honor to be leading this organization.



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HOTEL
AND GOVERNOR'S CLUB

MPI-Wisconsin 2019-2020 Award Nominations

By: Cathy Cluff

The MPI Wisconsin Chapter is looking forward to celebrate members, volunteers, and chapter accomplishments at the annual Gala. It is a great honor within our Chapter to be nominated and voted on by our peers in the industry. Members are nominated based on their involvement and volunteerism within our Chapter throughout the year. Let's meet our nominees:

NOMINEES

INDUSTRY ADVOCATE AWARD

This award recognizes a member whose actions consistently promote the meetings industry in Wisconsin. The individual also encourages the growth and image of our industry through education, promotion, or lobbying.



JOSH WIMMER

Premier Choice Association Management

"Josh has been an active, dedicated MPI-WI member since he joined several years ago as a student. He represents our industry with maturity and knowledge beyond his years. Josh is always willing to help out and lead whenever he sees fit and also encourages others to do the same!"



SHIRLEY KALTENBERG

Alliant Energy Center

"Shirley has done so much for our chapter. She serves on many committees and does a great job when her property hosts an event."



DANIELLE ZIEGLER, CMP, CVT

Red Dog Resources

"Danielle is a previous board member who is my mentor and helped me get involved with MPI WI and on the board. She is a wealth of knowledge for all things MPI! Even though she is not currently on the board, she continues to be a trusted resource for me in various aspects like education events, speakers and GLES. Danielle is very detail-oriented and always looking for ways to help the chapter improve."

Someone who has been in the chapter that is involved on teams and has been a team lead. This person is very active in the chapter and cannot be a current board member (at the time of voting). There can be multiple winners in a year. Nominee(s) must be a current member of MPI-Wisconsin.



BETH SCHNABEL, CED, CUDE

Filene Research Institute

“Beth has been an outstanding MPI-WI Chapter member. She is always willing to join any committee, help out where she can, while juggling a full time job, planning events, with two young boys at home. She always has a smile on her face. As soon as she became a member she jumped in and offered to help create ideas.”



CARMEN SMALLEY, CMP, CHE

Milwaukee Area Technical College

“Carmen is always an active and supportive member of the chapter. She continues to participate in meetings and teams as a past president and in leading students to become active in the industry.”



LINDSEY HESS, CMP

Wisconsin Primary Health Care

“Lindsey is a joy to work with on a team. She is very detailed and organized. Love having her as a volunteer.”



WANDA GILLES

Understory

“Wanda has been an active volunteer for almost any year I can think of. She has been team leads for many special events, and this year she volunteered to be in charge of photography for each event. She has never turned down any opportunity presented to her.”



JENNIFER MELL, CMP

Travel Leaders

“She is an enthusiastic MPI member. Many years of team support, working on the Nominations Committee, leading the RFP committee for Admin, two years on the Board of Directors, then through the 3 years of Office of the President! Recently she co-hosted an MPI WI Chapter Zoom meeting to discuss cancellation clauses as we were all just starting this process to share her knowledge with those in the US that had not been affected yet. I could go on . . .”

TOTY can be a chapter special project, fundraising, or monthly meeting team. A successful TOTY is a team that shares in the work together. The team has aligned and accomplished the goals set by the chapter. The team also must have completed the work between August and June of each year to be considered. The team of the year must be made up of volunteers and can not be a board team. Past Hall of Fame winners would be eligible to win as part of a TOTY. The TOTY may be nominated by a team lead or the membership at large.



AUGUST 2019 GALA TEAM

“Gala team deserves this award because they did a wonderful job. They took a risk with having a different Emcee than normal, they were not members, and they were characters! It was a beautiful event, well decorated, the venue and food was wonderful, and it was a success!”



AGENDA MAGAZINE TEAM

“Kathy (and the team) have really gone out of her way to expand the AGENDA. She has brought diverse articles and subject matter for our members. It is a great joy to read!”



SEPTEMBER 2019 MEETING TEAM

“September’s event featured an amazing local speaker that taught us how to work with different personality types. After the event, Wisconsin Dells showcased many of their new attractions, from Grateful Shed, to axe throwing, to a unique wine bar concept. It was a super fun night, with lots of networking and memories made!”

NOMINEES

RISING STAR AWARD

MPI-WI member for a minimum of 6 months at the time of nomination, who has been a member in good standing for a maximum of two years at the time of nomination. The member also has demonstrated an immediate interest in MPI-WI by volunteering individually, on a team, working on a specialty project, or leading a committee.



PATRICK CAVANAUGH, PHD

Green Bay Packers

"Pat has jumped in on volunteering. He is really getting to know the industry."



TIMOTHY COOKSEY

Studio Gear

"Tim has been to numerous events (for what we had for events) in the last year, has made raffle donations, and has made many efforts to introduce himself to so many people to get his name out there. He had a very enthusiastic start to his membership, and I can see him being a long standing and active member of MPI."

Message from our president:

Our Chapter is so fortunate to have such great volunteers year after year. This group of nominees are recognized and appreciated for their engagement. Thank you for your time.

-Alison Hutchinson
MPI Wisconsin Chapter President



CHAT

Making Virtual a Reality

By: Tom Graybill

The meetings and event industry has been forever changed by the effects of the COVID-19 pandemic. As companies, associations, and organizations seek to replace their in-person gatherings, many are considering virtual events to continue to communicate and connect with their audiences. Before plunging into the virtual pool, here are a few considerations to make your virtual event a reality.

TYPES OF VIRTUAL EVENTS

Let's start by looking at different types of virtual events. First, the phrase "virtual" in this article relates to an event delivered solely online, especially a meeting that in the past was delivered solely in person. A "hybrid" meeting includes virtual elements which are combined with an in-person experience. The verbiage used for the types of virtual events is often interchangeable. For example, the phrase "virtual meeting" could literally be used for any online gathering. This flexibility in terming stresses the importance of being clear about what your program requires to make sure you get the solution that fits best.

As we survey the virtual landscape, we use three buckets for most production.

1. Virtual Meetings – These events involve small groups of attendees, perhaps 50 or less, who are often

able to communicate with each other directly, either through the microphone on their computer or through a chat function. A host or moderator typically leads these sessions. An example of this type would be a virtual board meeting or committee meeting.

2. Webinar/Webcast – Webinars and webcasts typically include a speaker or group of speakers delivering content to an audience that "tunes in" to see the content. The audience members are not seen and can't communicate with others in the audience. Chat, polling, and other means can be used to provide interaction between the presenters and the viewers, though this is often moderated before being disseminated. A single or multi-day user conference, sales meeting, or employee event are examples of this approach. In general, most hybrid events would fit into this category.

3. Virtual Conference – The virtual conference is just that – a virtual representation of an in-person event. Common features include a lobby where attendees can select from different "rooms" to see keynote addresses, attend breakout sessions, visit trade show booths, download documents, and connect with other attendees. The goal is to emulate a "real" conference interaction for users, immersing them in a variety of activities.

Virtual events can often be a mix of these three broad areas, as each satisfy different needs of their audiences.

VIRTUAL PLATFORMS

One of the most important steps in planning your virtual event is selecting the right platform. This is an ever-expanding universe, as the spike in demand has led to rapid growth in options and opportunities.

There is no “one-size-fits-all” solution in the marketplace, as each platform has different strengths and weaknesses that need to be evaluated before trusting your content and your brand.

Customizable solutions can be specified to your needs and requirements to give you the best fit, but this requires time for planning and execution. Off-the-shelf answers are quicker to implement, but may not provide the branding and personalization desired.

Technical support also varies based on platform, with the more customized programs promising more hands-on help.

Realize that the platform is essentially your digital ballroom. It is important to make sure it looks and works the way you want it to so you get the results you are seeking.

TIMING

Much like a “real” event, the best virtual events require planning. A simple virtual meeting can come together quickly – think about that Zoom “call” that you set up with your staff for later this afternoon – but when presenting to an audience you need to map out your show just as you would if going to a more traditional venue.

A rough schedule for pre-production would be 30-90 days for the technical and aesthetic components.

And much like booking a traditional venue in a popular location, many platforms are getting strapped for space due to the high demand. You may need to compromise on the dates of your event due to availability.

CONTENT/PRESENTATIONS

As the saying goes, “content is king.” This is definitely the case for virtual events, as the audience isn’t as captive as one attending a traditional event. Speakers need to understand the viewing experience for the audience and adjust their presentation to take this into account.

This may involve adding polling or other audience engagement to maintain the connection. Keynote speeches could be recorded and played back, with the speakers available for Q&A in chat during their entire presentation, instead of just a few minutes after the speech. Key papers and other information could be loaded into a platform to enhance comprehension.

As noted, you may want to record the presentations for playback during your virtual event. This adds a layer of control to the proceedings, as the pieces can be reviewed and polished before airing and it limits some of the uncertainty inherent in online connectivity.

Live delivery does offer a sense of presence and engagement. To keep the meeting feel, you may want to consider having your host and presenters appear in a stage setting, complete with stage, lighting, lectern, drape, etc., to give viewers that “in the ballroom” feel.

If you chose to have all or some of your presenters be remote from their location, you will want to review their set up and perhaps enhance it with a professional microphone and a backdrop or green screen.

In either case, be sure to rehearse, rehearse, rehearse!

ENGAGEMENT

Great speakers know how to engage their audience, not just talk at them. This is incredibly important in the virtual arena, as distraction from those viewing the show at home or in their office can be immense.

Active chat, polling, and even gamification can be used to keep your viewers’ attention and make sure your messaging is delivered. Breaking up a keynote address with these types of elements keeps the broadcast fresh and compels the audience to be active participants instead of passive listeners.

Engagement opportunities go far beyond the speeches. Take advantage

of the online environment to enhance the interactivity with pre-show elements that can be as simple as submitting a photo of a pet or other simple task that helps make the attendee part of the event.

Other tools for engagement can help boost sponsor recognition, like video openers and bumpers to introduce speakers, or breaktime countdowns with fun facts and trivia.

The screen is your venue. Make the most of it.

BUDGET

The budget for your virtual event can depend on a number of factors:

- Platform
- Length of event
- Number of presentations
- Audience size
- Registration/security requirements
- Level of customization
- Depth of features desired

Deciding on the right mix of design and services will be crucial in finding the right solution for your virtual event.

Deciding on the right mix of design and services will be crucial in finding the right solution for your virtual event. Making a decision solely based on price can damage both your virtual event and your credibility with your audience for your future in-person meetings. Audiences have grown more sophisticated with this technology as more and more people are exposed to it. Expectations have been elevated versus just a few years ago.

The virtual universe is just that, a universe. Careful exploration is needed to make sure your virtual event delivers a great experience for your audience. ▴

VOLUNTEER SPOTLIGHT

Tamara Jesswein, CMP

True leaders step up during times of crisis. Our immediate past-president, Tamara Jesswein, CMP leaped up by launching our chapter's "Whine and Cheese" Zoom meeting.

Every Friday at 4:00 pm, Tamara hosts our group with a friendly, honest, and always supportive call. Planners, suppliers, furloughed, seeking, stressed...we're all coming together.

It's the perfect time to pour a beverage and check in with the brilliant pros in our chapter. Slainte, Tamara!

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ASD San Diego, Christopher, Wanda Gilles, Lori Johnson, Kelly Scott, Tamara P. Jesswein, CMP, Judy Kotler, Allison Huber, Amanda Ridout, Lindsey, Shaphon, Leahy, Allison Hutchinsen, Michele, Jennifer Meli

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

If you would like additional information or to volunteer for one of these opportunities, please contact the chapter office at admin@mpiwi.org.



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- 8** **Special room rates** - Enjoy special group rates on blocks of rooms to accommodate your guests.
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- 10** **Plenty of perks** - Our hotel features a large fitness center, Starbucks, water park, and more.

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Journey to the Hall of Fame

A little more than ten years ago, I joined MPI-Wisconsin. My friend **Michelle Eggert** suggested that I sign up, so now you know who to blame!

I remember my first few meetings: knowing just about no one at the Awards Gala held at the Kalahari but then chatting with and making friends with **Michelle Tyo-Johnson** (who has called me – with love -- her “frenemy” ever since!) and literally driving off my GPS to a meeting in Pembine, WI. I still recall **John Dorgan** seeing me when he came into the room in Pembine and saying, “Oh great, another guy!”

What I found out with my MPI family is that I wasn’t just “another guy.” In the decade since those first meetings, I have had amazing experiences, made friends with some awesome people, and been privileged to serve a chapter that is recognized as one of the top chapters in all of MPI.

Like many of you, I was “voluntold” into serving the chapter. My first large activity was hosting, writing and helping to produce the 2010 Awards Gala. I had never emceed an event before, and my company Tri-Marq was doing the staging and production, so yeah, it was a bit nerve-racking. Add in that I got sick in the days leading up to the show, and you can imagine that I was worried about blowing my chance to introduce myself to MPI. But the grace, kindness, and appreciation I received during and after that event cemented my love for this organization. I would go on to host or co-host the Awards Gala three more times.

I joined the MPI board in 2011. This was my chance to make a difference for a group that had already given me so much. My first initiative was to expand MPI-WI’s social media participation. Remember when Facebook was a “new” thing?

I next served as Vice President of Finance. Paired with now Past President **Claudia Cabrera**, the Finance team worked with the Executive team and MPI Administrators **Christopher** and **Heather Dyer** to change how our Chapter gained support. The Strategic Partner program was a game-changer for MPI-WI and continues to benefit our Chapter today. I am pleased to have played a part and so grateful for



TOM GRAYBILL

the partners who took a chance on this approach, so many of whom still support MPI-WI today.

A year later I was on the Presidential track. And what shoes (well, high-heels) to fill as I moved into the big chair! With **Carmen Smalley** before me and **Jen Mell** after, I couldn’t have asked for a stronger team. I am so proud of the initiatives that were started or updated at that time – CMP 101 classes, recognition of milestones in the AGENDA, the TED

for the board to help events go smoother, growth of student engagement and membership, and more. And even some of the concepts that didn’t play out in that year were later implemented.

One of the things that I most enjoyed as President was representing Wisconsin at global events like the World Education Congress. If you have been to these events, you know the great reputation that Wisconsin has as one of the strongest Chapters and as leaders, despite being much smaller than some other Chapters. This acclaim opened doors to build relationships, including an alliance with Denmark as our Sister Chapter for a year. While the relationship was more social than formal, it revealed the respect that Wisconsin has on a global stage. And our board got some delicious Danish treats!

MPI-WI has given me opportunities I would never have experienced. I’ve planned events, golfed (terribly), learned to line dance (terribly), learned to salsa dance (a little better than line dancing), traveled to parts of Wisconsin (and Iowa!) I’ve never been, been wined and dined at some of the fanciest resorts, and most of all, met and befriended some of the best people in our industry.

In August, I will have the distinct pleasure to be enshrined in MPI-Wisconsin’s Hall of Fame. This recognition is overwhelming and humbling. I love this Chapter and its members, and to be recognized for my service is one of the greatest honors in my life.

Thank you for this commendation and the chance to serve (and continue to serve) your Chapter. ▀



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- #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
- #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

MPI Statement on Racial Injustice



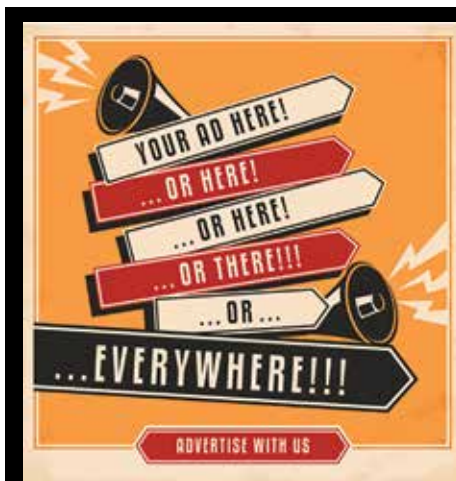
Racism and exclusion of any kind is unjust, and the acts of violence that have transpired against the black community are unforgivable.

Meeting Professionals International has always stood for inclusion. More than 20 years ago, we created the MPI Principles of Professionalism, focused on “respecting diversity” – embracing and fostering an inclusive business climate of respect for all people.

There is much to learn and even more to do. To ensure our way forward is aligned with the needs of all our communities, we recently established our Diversity and Inclusion Advisory Committee and

forged a partnership with the National Coalition of Black Meeting Professionals. We rely upon these foundational forces and alliances to inform our actions and ensure the advancement of our industry and our community of professionals – of people – through initiatives that offer support to current members and those in our future.

Racial injustice, revoked freedoms, and discriminatory treatments need to be addressed with a commitment to action and justice. While we don’t know the answers, we strive to be part of the solution by serving as an example of positive change everywhere. Because when we meet, we change the world. ▲



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This bimonthly full color magazine is a must-read for our members. Reach over 300 top professionals involved in meeting management and meeting services in Wisconsin and surrounding areas.

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Pivot Shots & Legal Highlights

From 10 MPI Academy Zooms & Chapter Chats

By: Christopher Dyer, MPI Wisconsin Chapter Administrator and Partner, MDS Association Management

The MPI Academy stepped up and provided many timely education topics since the Safer at Home orders were implemented and the bans placed on gatherings. The Wisconsin Chapter promoted ten of these programs and reached over 100 of our members in Post Webinar Chats just for our chapter members. For many this was their first exposure to our chapter and was a great way to educate and engage members when our normal in person events could not happen. There were nuggets of information taken from each and I wanted to share a few legal topics that caught my attention.

Force Majeure, Insurance and Commercial Impracticability

We have had the privilege of having respected Meetings and Events Attorney John Foster, Esq. present at our chapter events several times. In his April 16th MPI Academy presentation, he addressed the topic of force majeure and its place in our contracts. John stated that the force majeure and cancellation section in his contracts are now one and a half pages long for two primary reasons:

- **“Sicut Scriptum Est”** - Latin for as it is written. When it comes down to litigation and assessing damages, lawyers and courts will read a force majeure clause as it is written. John emphasized to not assume your situation will be covered and the limitations on force majeure clauses particularly when it comes to;
- **Unforeseen vs Foreseeable** - Once something happens it is foreseeable in the eyes of the law according to John. There was a time when terrorism was not specifically listed in these sections; then it happened. There was a time when pandemic was not specifically listed in these sections; then it happened. Force majeure covers the unforeseeable so you may need to add a few clauses now that they have actually happened. Do you need to list every type of pandemic disease? John says no but you need to have the overarching descriptor like pandemic is for COVID-19.

John also briefly addressed event insurance during COVID-19 and again the need to be specific in what is covered for the reasons listed above. He said to keep in mind that “insurance companies won’t sell you an umbrella when its raining.” Meaning it would be very difficult and expensive to add an event insurance clause specifically related to COVID-19. Again, it comes down to if it happened once, it is foreseeable and may not fall under force majeure.

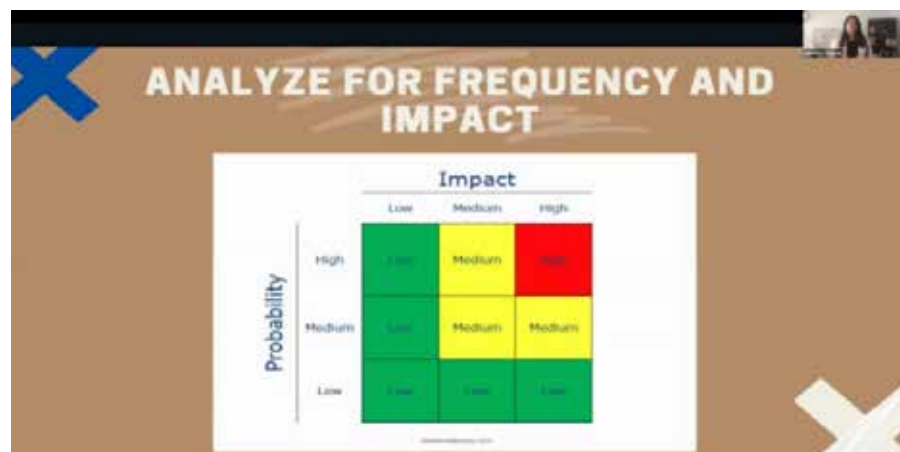
The phrase that John Foster, Esq introduced that struck the biggest chord was Commercial Impracticability. He emphasized that this is very different than something being impractical, inconvenient or taking extra steps. Legaldictionary.com defines Commercial Impracticability as when something happens that makes performance of a contractual duty excessively burdensome, unbearably

difficult, or extremely expensive, for the party committed to such performance.

Examples of ‘commercially impracticable’ could be:

- While now legal to hold your association meeting of up to 100 attendees, that registration limit will result in not achieving the needed amount of revenue to cover F&B minimums and space rental.
- While now legal to hold your national association meeting, travel restrictions will prevent the attendance needed to cover costs.
- While food and beverage costs were agreed to last year, due to unforeseen circumstances, it is now commercially impracticable to keep that pricing.

Be sure to keep in mind and understand the cost of being right and keep that in mind when deciding to take your contract dispute to the next level.



Event Risk Management – The Baseball Rule

Heather Mason, CEO of the Caspian Agency, led an Academy program that brought risk management front and center. If Risk Management wasn't part of your typical event conversations, it should be now.

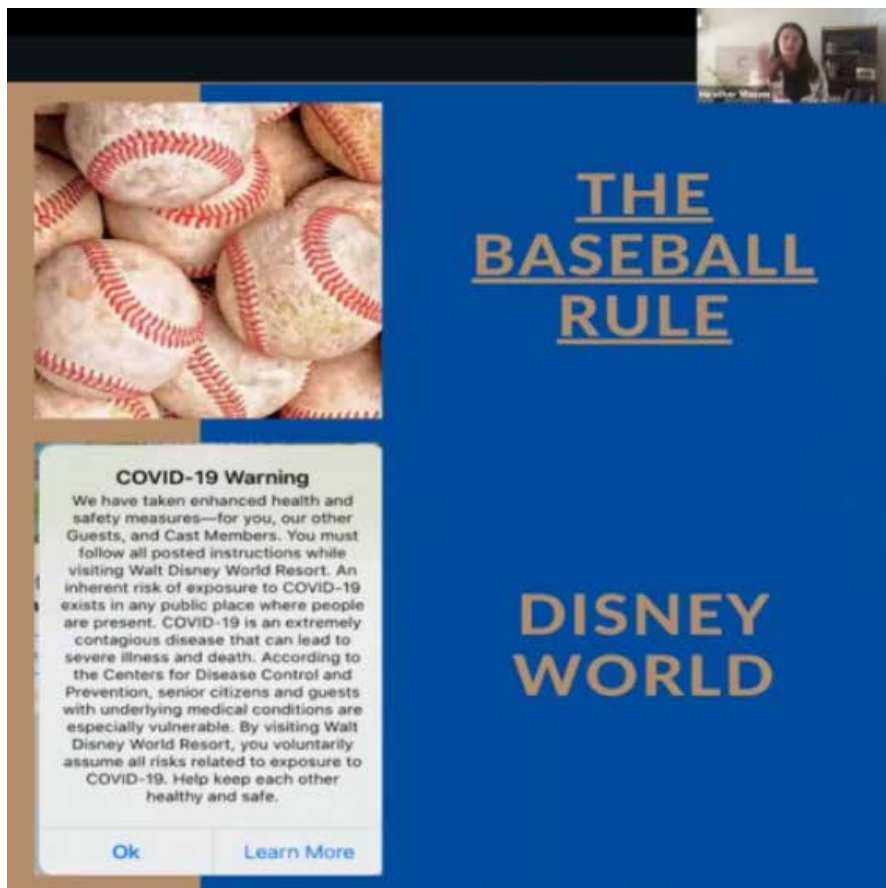
Heather gave an example of a simple Risk Analysis chart as seen in her slide here. She explained the importance of using a tool like this and bringing in your stakeholders to participate in the process. Risks beyond the walls of the event should also be considered such as impacts to your brand and

attendance that is so common we don't question. The Baseball Rule is the fine print you see on the back of a ticket for a sporting event like baseball. As most fine print does, it originated because of litigation. Baseball teams were being sued by spectators that were hit by foul balls. Their solution was legalese that stated if you want to attend, you bear the risk and need to pay attention. Similarly, we will start to see this as a condition for event attendance as seen in the COVID-19 Warning that Disney is using below. By attending this event you understand that COVID-19 is a highly contagious and potentially deadly disease.

on site based on temperature. Unless performed by a medical professional, you may be putting yourself into the role of medical advisor. While event design and contract negotiation may be skills in your toolbelt, you may not be able to diagnose the elevated temperature as caused by a hot flash, walking from the hotel to the convention center or COVID-19. As common sense as it sounds, this is a litigious society and you could find yourself paying the price of being right.

Pivot Shots

And finally, after listening to 10 COVID-19 related webinars, I couldn't help but be reminded of a game. Does anyone remember the old *Bob Newhart Show*? I'm dating myself and showing a misspent youth but that show spawned an underground drinking game called "Hi Bob". Anytime a character on the show entered a room they would greet the title character with "Hi Bob!" Easily said 4 to 8 times per 30-minute episode. Each time "Hi Bob" was said you took a drink.



how social media sharing can take control of a message before you have a chance to officially respond. Some of the things we are dealing with since March have precedence from other times and other industries. Heather referenced The Baseball Rule as an example of clause related to

Heather Mason also cautioned about making on-site temperature readings a condition of entrance. A corporate event may more easily enforce this as an employer detailing components of safely returning to work. However, an association or public event may have a difficult time denying attendance

If you are working from home, have no other responsibilities and not working with sharp objects, may I suggest a variation on "Hi Bob" and play Pivot Shots with friends.

Pour a glass of your beverage of choice, listen to any webinar or industry update and raise your glass and take a sip any time the word pivot is used. You can also include the words and phrases "new normal" and "unprecedented."

Can't wait to see you all again! Hope this helped you pivot during these unprecedented times with understanding of our new normal.

Cheers!



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WHO'S IN THE NEWS

Compiled by MPI-WI Members



CATHY CLUFF has joined ROI Hospitality as Duo Sales Manager. She's representing hotels in Oshkosh, Fond Du Lac, and Madison. *With Cathy as your contact, you're in for a friendly, worry-free journey!*



CHERYL OSWALD, CMP, CMM, formerly known as Cheryl Oswald, CMP, has earned her designation as Certified Meeting Manager. Pandemic-schmandemic... nothing stops the best from moving forward. *Way to go CMM Cheryl!*

KRISTI KLEMENS has joined the National Funeral Directors Association as a meeting manager, responsible for planning, implementing, and coordinating logistics for meetings and events. *Your MPI chapter wishes you well, Kristi!*



KATHY READING with The Scan Group is offering special rates to MPI members for clear counter shields / barriers, face shields, floor graphics, clean room markers or stickers, and safety signage. [Bit.ly/ppefaceshields.com](https://bit.ly/ppefaceshields.com) *We love our MPI members!*



KATIE MCGINNIS has birthed another beautiful baby gal: Sawyer McGinnis. On June 2, Mama Katie, Papa Sean, and Big Sister Shaela welcomed the newest member to their McGinnis family. *Welcome Sawyer!*

LIZ UNRUH has added log-splitting to her considerable talents. While you may not think your event will need this amenity, I think we all know you'll be pretty happy to know you're covered. *(Photo may or may not represent actual logs split by Liz.)*



Joshua Wimmer is the new Event Producer & Technology Coordinator, with Premier Choice Association Management. *Sounds like a great fit, Josh!*



Changes to Our Chapter Calendar for 2020

By: Alison Hutchinson, President, MPI Wisconsin Chapter
on behalf of MPI Wisconsin Board of Directors

Despite our optimism and desire to move in-person meetings forward in our state, there are realities that necessitate a change in our normal course. Some roads just can't be traveled at this time. Fortunately, because of the support of our Strategic Partners, we have the ability to continue moving forward to serve. After much discussion with Planners and Suppliers across our membership, we have developed the detour plan below which we believe will best serve the professional development, health and engagement of our MPI Wisconsin Family.



MPI ACADEMY

First, we are excited to continue to offer the great education assembled by the MPI Academy and add our own Wisconsin touch with a post presentation chat for just our members. These are free for MPI Members and EIC approved programs for 1 hour of credit each! The post program Wisconsin Member Chat is also free and a great opportunity to collaborate and network with MPI Wisconsin Members. Learn more about the dates and topics on our Virtual Learning & Wisconsin Member Video Chat Series found at mpi.org/wisconsin.

SEPTEMBER VIRTUAL EVENT

Next we are excited to have Melanie Spring join us on September 10th for a virtual event! In June, Melanie gave us a sneak peak at just how powerful and meaningful her virtual presentations are. On September 10th she will give us the full program when she presents **Rock Your Pitch!** This will be a timely and powerful message and we will also incorporate time for members to chat, "see" each other and give virtual hugs! Discounted registration rates and opportunities to sponsor other members are available! Learn more on our September Events Page found at mpi.org/Wisconsin.



Melanie Spring

AWARDS GALA / EDUCATION DAY

The final piece to our puzzle is our biggest. Our chapter is known far and wide for its Awards Gala with member recognition and its Annual Education Day with amazing education and free registration for Planner members. We will carry on both these traditions in a single event over two days on October 7-8, 2020 at the new Brookfield



Conference Center. Our Gala will be held Wednesday, October 7th and Education Day will be held Thursday, October 8th. The large space available along with our tech partners will help us make this a responsible event that honors our achievements and invests in our future. Registration and details will be coming soon.

WHEN:

Wednesday, Oct 7: Awards Gala
Thursday, Oct 8: Education Day

LOCATION:

Brookfield Conference Center

Let me end this message by saying thanks to you as a member and part of our family and also to our Strategic Partners. Many, actually most other MPI Chapters are not as fortunate as we are to have the support of Supplier members in our Strategic Partner programs. While some chapters have gone dark, MPI Wisconsin can still be looking and moving forward to serve you as a professional and person. Please let us know if there is a way we can serve you.

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NEW MEMBER

MORGAN BANDKOWSKI

Enterprise Meeting Specialist
Northwestern Mutual

ANN BARRETT

President
Conners/Barrett & Company, LLC

FELICIA BOGDANSKI

Senior Meeting Planner
Northwestern Mutual

THERESA BRAZALE

Owner/Independent Consultant
Brazale Consulting

KATIE CHAPMAN

DANA CROSSON

Group Sales Manager
Visit Eau Claire

KATHLEEN DUBORG

Account Executive
GMR Marketing

JANE ELLIOTT

Attendee Registration Coordinator
Meetings & Incentives Worldwide,
Inc.

KELLY GUSLOFF

Event Planner, Senior Specialist
Associated Bank

MIRANDA JOSLIN

Field Events Planner
Northwestern Mutual

TERI KUST

Manager
Strategic Sourcing Services
Experient

AMY MUTRANOWSKI

Account Lead, Global Meeting
Services Meetings & Incentives
Worldwide, Inc.

DAVID NOEL

Manager
Serendipity Labs

MISSY PETERSON

Sr. Director
Meetings & Incentives Worldwide

SANDRA SCHUELLER

Account Executive
Association Resource Center - ARC

KEOLA SHIMOOKA

Convention Sales Manager
Destination Madison

ANNIVERSARIES

1 YEAR

SHAUNA BARANCZYK

Event Planner
Wisconsin Alumni Research Foundation

JASON CHANCE

Owner
Chance Productions LLC

ERICA DEQUAINE

Event Planner
Associated Bank

MONICA EGLI

Sales Manager
Hilton Garden Inn Milwaukee Northwest

JUANITA GUZMAN

Northwestern Mutual

BETSY PUDLINER

Assistant Professor
UW Stout

ANNA STUCKART

Administrative Support Supervisor Chr.
Hansen

10 YEARS

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Meeting Manager
International Foundation of Employee
Benefit Plans

BROOKE A. MILLER

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BRENDA MARY PARKS

Meeting Manager
International Foundation of Employee
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Board Member Profile

WANDA GILLES

Understory, Inc., Executive Assistant / Corporate Events Manager



Tell us about your company and/or position: I started at Understory on March 10, 2020, in this new position as Executive Assistant to our CEO with full responsibility for all offsite meetings. On March 16, after four days in the office, I was notified that we would need to work from home due to the COVID-19 Safer At Home order.

This company amazes me day after day. Founded by UW

Madison Engineering student partners, we offer parametric hail insurance for auto dealerships, vineyards, hemp farmers, etc. One of the main reasons I joined Understory was their business potential, AND they supported me as an MPI member and continued education.

How long in the meeting industry and what drew you to become a planner? While working at Conney Safety Products in 1989, I was promoted to work with the owner to support his professional and charitable meetings and events. I sunk my teeth in and have loved it ever since. I was the chief planner on the first Madison Civic Center (now the Overture Center) Arts Ball. I served as a planner for the ASCAP Foundation out of New York City, and the Alzheimer's Association's Annual Meeting. I thank Marv Conney for his community service and for supporting spreading my talents across the country with so many experiences that I could never have imagined.

What drew you to become a member of MPI and/or what do you like most about being a MPI member? After Marv Conney sold Conney Safety Products, I moved on to WPS Health Insurance and began working on their corporate events and meetings. I met the infamous Tami Gilbertson (aka Tami Jo.) I had no idea what MPI was, but I thank the Lord that Tami introduced me. Since I joined, I genuinely consider the MPI-WI chapter membership to be my extended family. My MPI-WI family provides stellar education and the professional network I need to be successful as a meeting planner. I am MPI!, and I'm loyal to MPI member suppliers. I know that using an MPI location will give the most bang for our buck. I look forward to expanding with our international network in my new role at Understory.

Teams or projects that you have worked on for MPI or would like to be involved with: Immediately after joining MPI, I signed on to the Community Outreach team, including serving as chair for a time. I was also fortunate to serve on our education team with Marin Medema, an excellent mentor, which helped as I eventually stepped into this committee's

chair role. I've also enjoyed working on and chairing our excellent Gala team as well as being a member of the Red Carpet Team, the Welcoming Team, RFP Team, and our board. I encourage stepping up!

Tell us whatever you like about your family and hometown: I grew up in Cross Plains, Wisconsin, and spent as much time as I could as a farm kid on my uncle's Ashton farm. I married my high school sweetheart in 1987. We have two beautiful daughters. Amanda, my oldest daughter, has recently married and given us three step-grandchildren, who know me as "InstaGram." My youngest daughter, Amber, has a partner in Luciana. I am a happy PawMa to their fur-babies: Gretchen and Nike.

Favorite pastimes: I love spending time with my family while camping or just hanging out in our backyard. We have an extended family and friends group for camping weekends. During winter, I am an avid scrapbooker, including scrapbooking weekends with 18 other scrappy gals. I round this all out with a friendly group of ladies known as the "Drink of the Month" group.

Favorite Music/Band/Artist/Movies or Book: I don't really have a favorite band, but I have a little personal attachment to Toby Keith. When my daughter was in eighth grade, she entered a CD jacket contest, and her design won! He invited us to join him in Nashville for the presentation of the CD jacket. Our daughters connected and have stayed friends through the years. Toby Keith even invited my daughters and me to join him and his daughter when he was the opening Artist for the Harley Davidson Anniversary.

Person you admire and why: I have many people I admire, so to name just one is tricky. I admire my grandmother's strength as a person who got things done. Her work ethic was unbelievable, and she made quite an impression on me as a young child to get it done and do it right. I also admire my husband for his resilience and dedication overcoming obstacles related to being a Type 1 diabetic. While growing up, he was often told "no" whenever he wanted to do something in school or after. He didn't let that stop him. He is a successful business owner, working sun up to sundown. He is a healthy, 55-year-old diabetic, and going strong!

Still on my bucket list: I'm not done building my bucket list, but it includes Route 66 road trip across the country, travel to Alaska, and travel to Australia.

Words to live by: I believe that good and bad things happen for a reason, and they both make you stronger, which is what is intended.

To all our friends and clients:

Thank you for all the opportunities you've given us to host your meetings and events over the years – we're looking forward to welcoming you again soon!

VISITMILWAUKEE.ORG/MEET

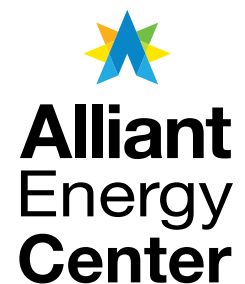


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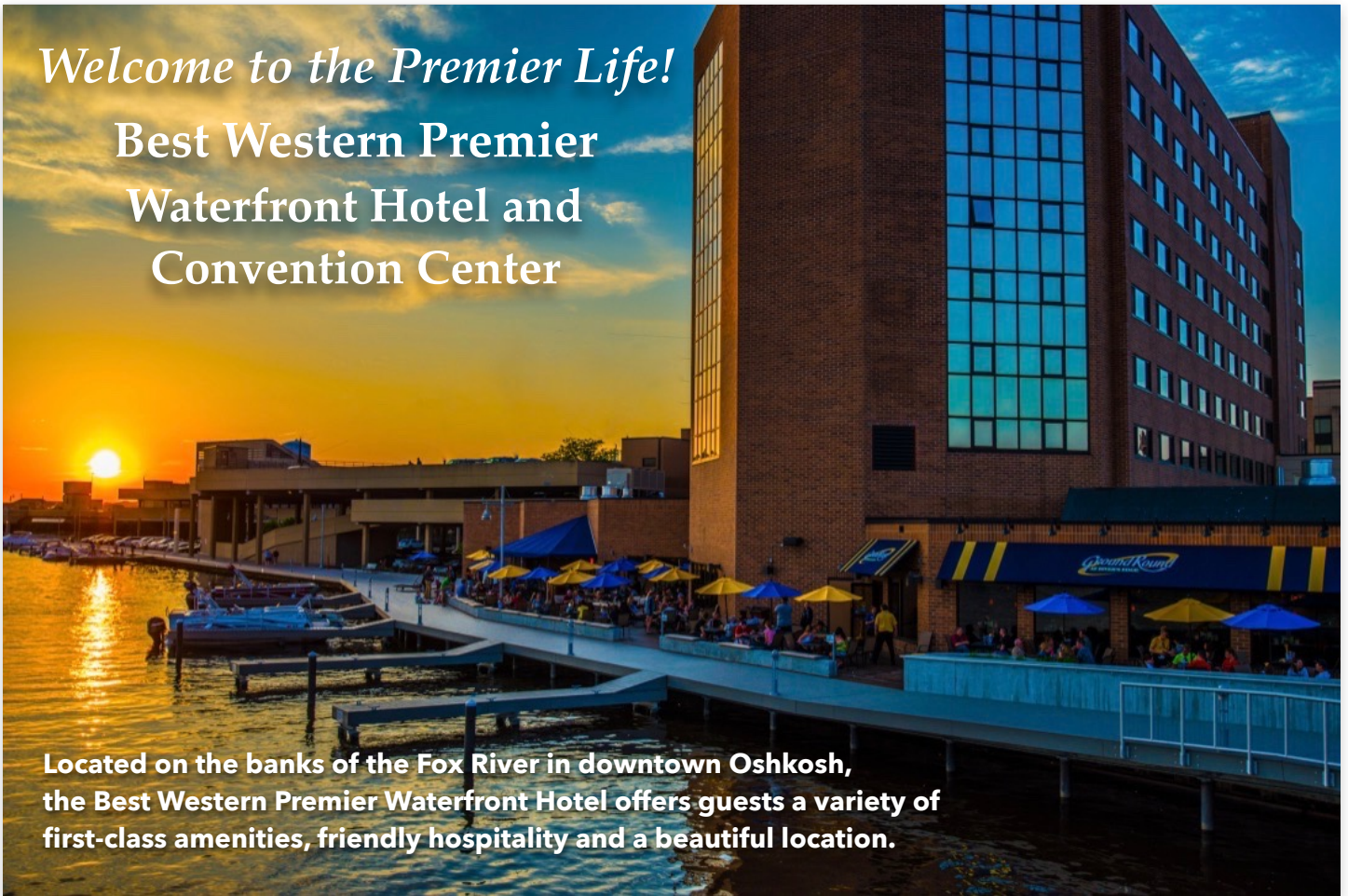
- Taking this time to retool in order to reopen.
- Collaborating with events based on new protocols.
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DATEBOOK: CALENDAR OF EVENTS

NEW!
Virtual Learning & Wisconsin Member Video Chats



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2020

SEPTEMBER

10

September Education Event
Virtual Zoom Event

OCTOBER

07

Awards Gala
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08

Education Day
Brookfield Conference Center
Brookfield, WI