

MPI-WISCONSIN CHAPTER

# Agenda

MAR  
APR  
VOL 42/NUM 2  
2020

## SPRING EDUCATION, APRIL 2, 2020

*Free Attendance for all Planner Members  
(Thank you, Strategic Partners!)*



### SPRING EDUCATION DAY SPEAKERS

AVA DIAMOND



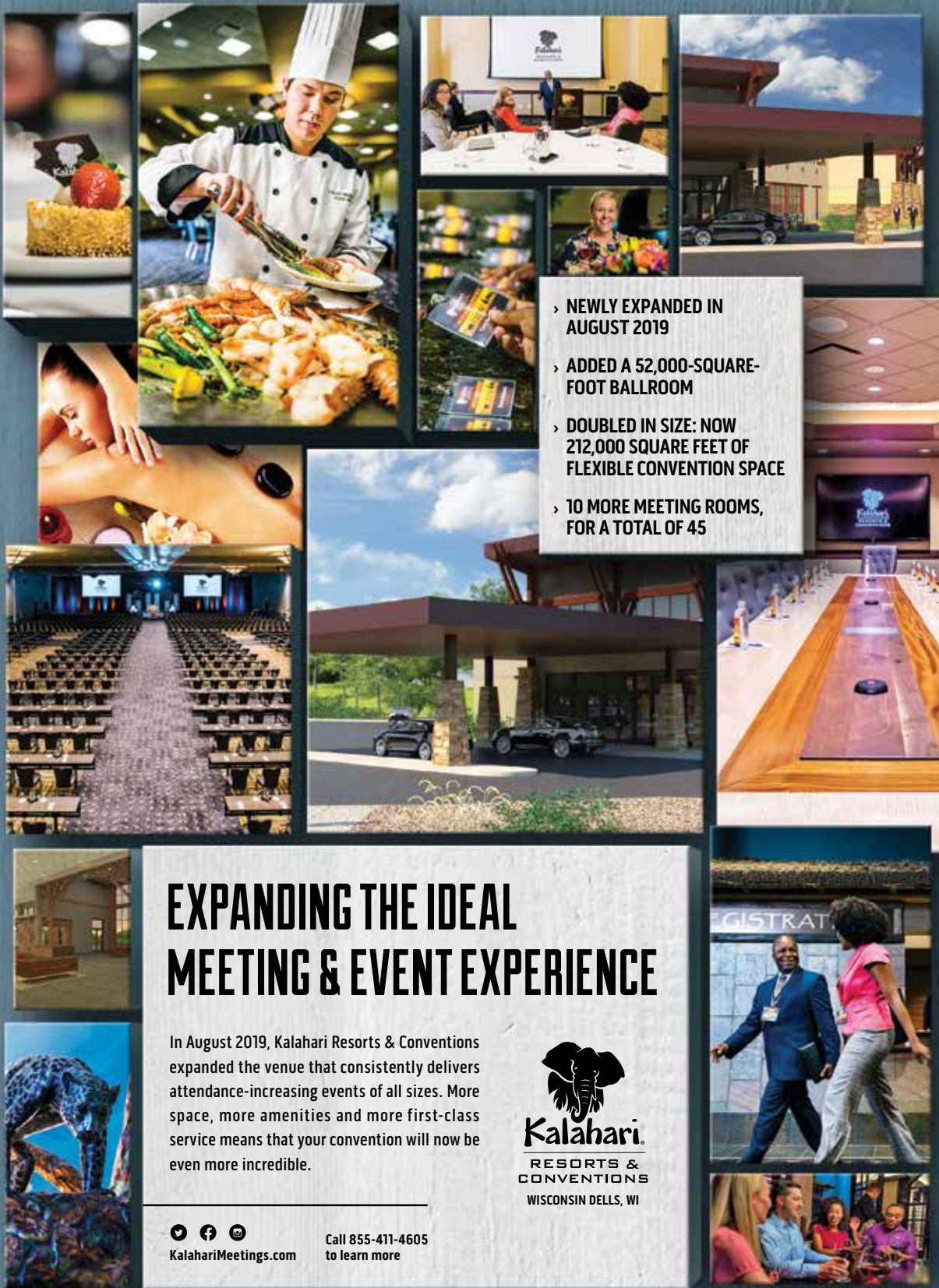
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TERRI WOODIN, CMP



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MPI-WISCONSIN CHAPTER  
**Agenda**

MARCH/APRIL 2020

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MPI

**WISCONSIN**  
CHAPTER

Experience MPI Wisconsin

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6 Different Ways



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# EDITOR'S NOTE

**Hello again MPI Wisconsin!**



In this *Agenda*, I want to discuss technology. Having worked in hotels for the past ten years, I understand that the topic of technology can inspire many different angles and subtopics.

In my role, I know that we strive to have the latest audio-visual equipment and technology tools

available, but I wonder if all of our clients understand how to make the most of our options. When I walk into a space, I want to be able to know how to use a piece of equipment without having to read through instructions. I want my clients to be able to do that, as well.

Technology should be a continual investment to support our client's experience...but staying on-trend is challenging. Your tech purchase may have a newer alternative as soon as you add it to your pricing sheet. When selecting new equipment for your properties, I recommend you research expert advice to evaluate what might be a fad or what is a lasting game changer.

When you evaluate new options, make sure that you and others can use the equipment intuitively, with limited instruction. When you tour your client, you'll want to demonstrate the equipment confidently and with ease.

One technology accessory that really can be daunting to keep up with is computer adapters! With every new version of a laptop or mobile device comes a new adapter. Hotels and all venues do their very best to keep up, but remember that your particular needed adapter may not be on hand. In my metropolitan site, we can often run to an electronics store, but I certainly recommend carrying adapters that work with your computer. I also recommend including a label with your name and phone number on it in case it is accidentally left behind.

For smaller events, consider renting a TV/screen instead of a screen and projector. Ask to compare pricing to save cost and valuable space in the room.

If you aren't confident when using or renting AV equipment, reach out to one of our fantastic members who work for a media company to learn more! I hope you enjoy this latest *Agenda*!

A handwritten signature in black ink that reads "Katie".

Katie McGinnis

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

**Cue the surround sound.**

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# PRESIDENT'S COLUMN



**JO ELLEN GRABER**  
President, MPI-WI Chapter

As I write this, we're halfway through our 2019-20 MPI year. I remember how nervous and excited I was to start this journey. I recall insight from a former president: "people will fall into two categories, people who never know you were president and people who still think you are." When I first heard it, I thought it was a funny line for my transition speech for Tamara, our current IPP, but in retrospect, it holds a lot of truth. Who our president currently is may not stand out. And, I understand that I may be most remembered as the president who brought a zoo of kids to the gala.

Our chapter thrives because of our talented team -- both on the front lines and behind the scenes. These behind the scenes leaders and volunteers are really at the heart of this organization.

If you have ever thought about volunteering, we have a position that fits your needs. If you're not sure if you have the time, an easy first step is to be a table captain -- an opportunity to make sure everyone at your table has an introduction and feels welcome. My goal, and that of our members, is that our chapter is a warm and welcoming place to old and new members alike.

Another goal is to make sure that volunteer opportunities give members a chance to grow professionally and know what they are doing is meaningful to the chapter. If you want to get your creative juices flowing, join our Gala Team, Trivia Team, or Spring Education Team. Want to have a say in the speakers at our events? Join our speaker team. Do you enjoy writing? Contribute an article

right here in our Agenda! If you're looking to get involved in any way, contact Liz Unruh on our membership team. She'll put you in contact with the right person to make sure your volunteer experience is a great fit. There is something for everyone!

---

We're in the midst of an exciting season for MPI-Wisconsin. March gives us a month off, but April brings our annual Spring Education Days. Last year's inaugural Trivia Night was a fun-filled success! I look forward to seeing you all at this year's Trivia event, the night before Spring Education.

---

May gives us a chance to visit Appleton for another terrific educational and networking meeting. Please make plans to spend the night to enjoy a historic pub crawl after the reception, hosted by the Fox Cities Convention and Visitors Bureau is hosting.

In June, we break for the summer, and some members head to the World Education Conference (WEC) in Grapevine, Texas. If you have never been to WEC, I urge you to attend. It is a valuable opportunity to see what a city can do for a meeting or conference, and a great opportunity to network with fellow MPI members from all over the world.

See you soon in Wisconsin!

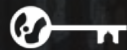


# MEET CENTERED

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# January in Lake Geneva: Recap from a Guest's Perspective

By: Steve Reiner, Director of Development, Mid-West & Mid-Atlantic Regions, at Private Jet Services

**A**s a frequent supplier guest to MPI chapter events all across the Midwest, I wanted to highlight my incredible experience this past month at the Lake Geneva Resort, hosted by the MPI-WI Chapter.

The Grand Geneva Resort was a warm winter wonderland, with an exceptional menu that included plenty of options for all diets. The comforting venue and hospitality made me feel like I was on vacation rather than a mid-week work conference.

Fantastic Keynote speaker in Matthew D. Jones who overcame such incredible odds in his life, was very engaging upbeat and informative, overall a real positive influence on all that attended.

Most importantly, the chapter members were genuinely welcoming and hospitable to me as a first-time guest, who didn't know any other attendees. I walked into a warm greeting by the registration staff who were incredibly helpful and friendly. During breakouts, I found plenty of engaging conversations. Several knowledgeable members would escort me across the room, introducing me to other professionals who would be beneficial to my network.

One of the best networking experiences I've had to date!"

---

*Note from the event team: We always love to hear that our guests enjoy our events. Special thanks to the team at Grand Geneva for the unique and delicious food. (The hummus bar had everyone buzzing!) From the flurry of notes and social media posts, we know that Matt Jones was inspirational to all. For all of the people who helped make this a successful event, we're feeling "too blessed to be stressed!"*





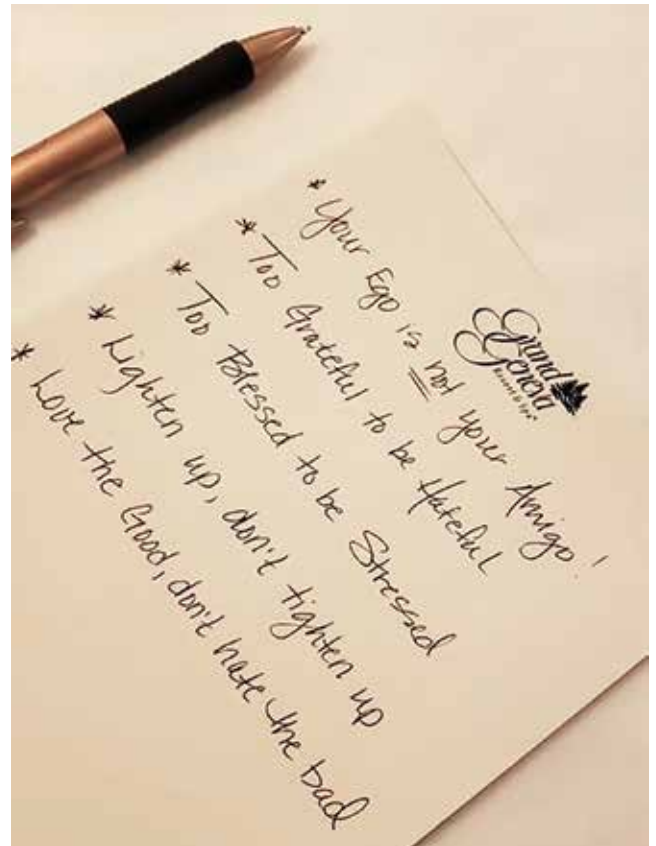


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# MPI CONTINUES TO



# FIGHT HUMAN TRAFFICKING

By: Kathy Reading

MPI Global takes its role seriously in combatting human trafficking—which affects an estimated 21 million people, including children, around the world.

In, 2019, MPI signed the ECPAT-USA's Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (known as "The Code"). This is the only voluntary set of business principles that companies within our industry can implement to prevent child sex tourism and trafficking of children.

While there is still room for improvement, awareness has increased among meeting professionals. According to the recent MPI Meetings Outlook report, 27% of respondents believe that hoteliers and venues are doing enough to fight human trafficking—up from 13%, year over year. When it comes to whether or not planners are doing enough, the results are essentially unchanged, with 18% of respondents indicating planners are doing enough.

Traffickers are still using hotels and airlines to carry out their heinous crimes. We all can do more.

- Download and use the Traffickcam app, which enables you to help combat sex trafficking by uploading photos of the hotel rooms you host or stay in when you travel. The purpose of TraffickCam is to create a database of hotel room images that an investigator can efficiently search to find other photos from the same location as an image that is part of an investigation.

- Hotels should train every employee to recognize the signs of human trafficking. This training should be repeated often to keep it front of mind.

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**National Human Trafficking Hotline**  
**888-373-7888**

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- Planners can inquire in RFPs if hotels have anti-trafficking awareness programs in place, and request a copy of their policy.
- Watch for signs at your venue or while traveling. While not an exhaustive list, these are some key red flags that could alert you to a potential trafficking situation that should be reported:
  - Multiple people in cramped space
  - Inability to speak to individual alone
  - Answers appear to be scripted and rehearsed
  - "Employer" is holding identity documents
  - Signs of physical abuse
  - Submissive or fearful

Together, we can learn more and make a difference in the fight to end human trafficking. ●

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# Supplier Profile: Sarah Banach

## Senior Account Manager, Marcus Hotels and Resorts

### **Tell us about your company and/or position:**

I represent our three Marcus Hotels downtown Milwaukee – The Pfister Hotel, Hilton Milwaukee City Center, and our newest property: Saint Kate the Arts Hotel. I am the Senior Account Manager on the M1 Sales team focusing on the Corporate Market. Marcus Hotels owns or manages 22 properties across the US. We also have the Marcus Theatres division, which is the 4th largest Theatre Company in the US!

**How long in the meetings industry?:** I've been in hospitality my whole life, specifically with Marcus Hotels and the meetings industry since 2003.

**What drew you to our industry?** My parents have owned and managed Mr. G's Supper Club in Door County for the last 43 years. For many reasons, and thanks to my upbringing, hospitality was always something I loved. As I continued through college, I learned more about the Meetings and Events industry and decided to follow my path in that direction.

**What drew you to become a member with MPI and/or what do you like most about being a member of MPI?** Marcus Hotels has always supported MPI and its mission, especially our Wisconsin chapter. When I joined our sales team, I saw it as an opportunity to meet people and a chance to represent our Hotels proudly.

**Favorite pastimes:** Golfing, traveling, and any outdoor time with Bennett!

### **Teams or projects that you have worked on for**

**MPI or would like to be involved with:** As soon as I joined MPI, I started volunteering – it was the BEST way to meet so many people that were also passionate about the organization! I then joined the Special Events Committee and soon after our MPI-WI Board.

### **Tell us whatever you like about your family and home**

**town:** My hometown of Jacksonport, in Door County, is a special place to grow up. I have four brothers. Yes, I'm the only girl! And my parents are the most hardworking individuals I know. My husband Greg and I started our own little family in 2018 when we welcomed Bennett, our adorable little boy (#babybennyboo)! Family is my priority, so working for a company like Marcus Hotels and having organizations like MPI that support work-life balance is precious.

### **Favorite music/band/artist/movie or book:**

I've got an appreciation for a wide variety of music. From Fleetwood Mac and the Rolling Stones to Vampire Weekend and Foo Fighters – there is an endless amount of talented artists!

**Still on my bucket list:** Travel, travel, travel! This world is full of beautiful places to see.

**Words to live by:** The things you think about, focus on, and surround yourself with will ultimately shape who you become. Try to see good in all things.



# Gather in Appleton to Rock Your Pitch!

By: Josh Wimmer and Kyra Popp

Mark your calendars for May 14. You'll want to join us at the Red Lion Hotel in Appleton for a fun and fruitful afternoon of networking and education. With a premier location in the heart of downtown Appleton, the Red Lion Hotel Paper Valley offers 38,000 square feet of event space, free 24-hour shuttle to Appleton International Airport (ATW) and on-site dining at the award-winning Lombardi's Steakhouse.

Our speaker, Melanie Spring, will present a powerful approach to Rock your pitch! Whether you're asking for

investment in a business, talking your boss into a raise, or explaining the value of proposition, numbers tell the story. Melanie Spring will help you to craft a pitch from the story the numbers tell in a straightforward and manageable way. You'll walk away with things you can change immediately in your current presentation or just what you needed to create the one that's in your head.

Watch your email and MPI-WI social media for details to follow for this exciting May event. ●



Photo credit: Red Lion Hotel Paper Valley





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# Spring Education Day

## What's Your Vision?

By: Rebecca Staats & Kyra Popp



Get your education, fun, and networking all in one place! Join us April 1-2 at the Hyatt Regency Milwaukee for our Trivia Night and Spring Education Day!

We will kick off Wednesday night with our Second Annual Trivia Night! On Thursday, get ready to get focused on a full day of education. Speakers will provide insight on event design, negotiation, leadership, and tools for a positive outlook to tackle the decade ahead. We promise a day education that is full of vision and inspiration.

We are excited to announce we will again be offering complimentary planner member registration for the third year in a row! Thanks to the support of our chapter's Strategic Partner Program, our Spring Education Day will be free of charge to our planner members.

### TRIVIA ON TAP

Join us for "Trivia on Tap" - MPI-WI's Second Annual Trivia Night! The evening will include a reception hosted by the Hyatt Regency Milwaukee, a cash bar, silent auction (which will carry over until after lunch the next day), option to purchase mulligans for free answers, and prizes you won't want to miss! Registration is only \$25!

Trivia Night is an excellent opportunity to connect, meet other MPI-WI members, and enjoy a fun-filled kick-off evening before our outstanding Spring Education Day.

This year's Trivia Night competition will feature a broad range of topics, including movies, celebrities, sports, and fun facts about our sponsors. Build your team of four-eight people! Make it even more fun with a team theme, attire, and name. No teammates? No worries! We'll create teams for anyone who wants to play! Please register and email your team name, member's names, and email addresses to [admin@mpiwi.org](mailto:admin@mpiwi.org) by March 25, 2020. ●



# Spring Education Day

## About Our Guest Speakers



**AVA DIAMOND**

Ava Diamond works with organizations to leverage the talent and potential of their leaders and their people so they can do the best work of their lives. She works with everyone from executives to front line professionals to create aligned, focused organizations where people are passionately committed to results.

Ava Diamond fills her programs with the inspiration, motivation, and tools people need to succeed. Participants in her programs find her inspiring, empowering, down-to-earth, and funny! You'll walk away with great ideas and the know-how to implement them.

Ava has worked for global corporations and nonprofits, including owning two businesses. She has served as a leader in change management, business consolidation, diversity, strategic planning, leadership development, and effective team building. She has also served as an executive director of a nonprofit and has owned two businesses.

She holds a Masters Degree in Management and Organizational Behavior.



**SAM GLENN**

"I didn't set out to be the best motivational speaker in the world. I simply wanted to make a difference. You don't have to be perfect to make a positive contribution. You just have to be willing and start small. Eventually, the little things add up." - Sam Glenn

Sam Glenn's wisdom and stories are gleaned from his own life experiences of successes and failures. Having lost a very successful business due to fire, Sam became negative, broke, depressed, jobless, and homeless, almost overnight. It was a chance encounter — and subsequent friendship — with Zig Ziglar that eventually gave Glenn a "kick in the attitude." Within two years, Glenn went from sleeping on the floor to achieving dreams he once thought impossible.

Sam's ability to pull positivity out of adversity has led him to become the leading voice on the topic of attitude as it relates to being a leader, dealing with change, cultivating a culture of engagement, improving customer service, and improving your personal and professional development. Over the years, Sam's energetic and often humorous programs engage, equip, and empower audiences with an attitude recharge that will improve performance in their professional, as well as personal lives.



**TERRI WOODIN, CMP**

Terri Woodin, CMP, is Vice President of Marketing and Global Meeting Services at Meeting Sites Resource (MSR). She has been with MSR since 2012 and is responsible for strategically partnering with MSR customers on all facets of global site research, custom hotel contract negotiations, meeting support services, and Strategic Meetings Management (SMM) solutions.

Terri is an industry veteran with 35 years in the hospitality industry with extensive experience in hotel operations, hotel sales, and meeting planning. She has been an MPI member since 1996 and has held the CMP designation since 1997.

Terri currently serves globally on The Meeting Professional Advisory Board for MPI and with her alma mater on The School of Hospitality Business at Michigan State University Board of Directors. She also volunteers for Project Angel Heart, Ronald McDonald House, and Children's Hospital. Most recently, Terri was awarded one of the Top 25 Women Industry Leaders by SMART Meetings Magazine, awarded the (MIC) Meetings Industry Council Leadership Award, and earned the SPIN 40 Over 40 Leadership Award.



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# Leading from the Inside Out

By: Ava Diamond



There's a truth that many of us don't want to hear. We turn away from it, ignore it, and say it isn't so, but it's still the truth.

Here it is.

**All of the choices you have made up until this point make up the life you are living right now. All of them.**

The jobs you've had, the books you've read, the places you've traveled, the relationships you've formed, the opportunities you've pursued or not pursued, your self-concept, what you think, what you say to yourself daily, and what you've done with the cards you've been dealt. All of these things combined created your current life.

Many people believe the opposite. They believe that "facts" and circumstances of their lives have shaped who they are today. They allow themselves to remain victims of those circumstances. They get stuck in "if only" and "what could/should have been." Yet, those events, those circumstances don't shape our lives—we do!

It's how we think about those events, what meaning we assign to them, what action we choose to take, what impact we let them have that shape our lives. And it all starts with our thoughts and our beliefs.

## **STUFF HAPPENS**

Let's face it. Challenging circumstances happen. Relationships end. Clients drop us. Children disappoint us. An event doesn't turn out the way we envisioned it. Friends move away. People die. The question is what we do with these challenges.

Will we let life's trials stop us dead in our tracks, give up, and keep us stuck? Or will we find our way through and use our challenges as a catalyst to dig deep, to remind ourselves of our values and our value, and to live more fully than we've ever lived before?

Ultimately, the choice is ours.

## **THE ONLY THING STANDING BETWEEN US AND SUCCESS IS...**

One of my clients, Larry Firestone, the CEO of Eastside Distilling tells his team, "The only thing standing between us and success...is us!" Yikes!

That means the only thing standing between me and success is me. The only thing standing between you and success is you. The only thing standing between us and what we want most in the world is us: our thought patterns, our beliefs, and our willingness to take effective action.

## **SELF LEADERSHIP**

Each of us is 100% responsible for our own lives. We've got to influence ourselves to think and behave in ways that enable us to live the lives we crave.

To live a purposeful and fulfilling life, we need to take charge of our thoughts, our words, and our actions.

## **START HERE**

To be a leader in your industry, in your community, in your family, or anywhere else, you must first lead yourself.

Here are five questions to think about as you move toward more consciously leading from the inside out:

1. What are your most important values. Do you live them every day?
2. What can you do to live a more meaningful life?
3. How can you simplify your life and focus on what's most important to you?
4. What is stopping you from living the life you crave?
5. If you could send a message that would influence the world in a positive way, what would you say in one minute?

Please join me in April at your Spring Education for my programs:

Extreme Engagement! How to Create Irresistible Meeting Experiences for Maximum Impact - *and* -

Inside Out Leadership: Developing Your Inner Leader to Make a Positive Difference and Drive Results.

I'll see you there!

# Does Laughter Belong in the Workplace?

By: Sam Glenn

(Edited for space)



If I spent a day in your workplace, how much laughter would I hear? That was the question I posted on Facebook @samglennspeaks, and it went viral to over 25 million people! People started tagging their coworkers, saying things like, "I am so glad we can laugh at work because,

without laughter, we would go crazy." "I need a new job! I only hear crickets." Others shared their not-so-uplifting opinions as to why laughter doesn't belong in the workplace. (I can only imagine they must be fun to work with – NOT!)

So, that begs the question: does laughter or having a sense of humor really belong in the workplace? Can you be serious about your work and still enjoy a good laugh with a coworker or a client from time to time? Is it allowed? Is it good for business? Does it help morale?

In all my research, the needle points to "YES." Having a sense of humor and laughter in the workplace is healthy, valuable, and improves the wellness of attitudes.

Let's examine a few benefits of why humor in the workplace is a good thing for everyone's attitude.

## 1. HUMOR IS AN INCREDIBLE LEADERSHIP TOOL

I have had the pleasure of speaking to nearly every type of industry you can imagine over 25 years, and the smartest leaders I have met use positive humor as a positive resource for creating a more positive workplace. Notice, I didn't say they try to be comedians. They use a little light-heartedness to add a jolt of positivity to everyone's day. They use humor to connect and demonstrate that they, too, are human.

*"A sense of humor is part of the art of leadership, of getting along with others, and of getting things done."  
– D. Wight Eisenhower*

## 2. LAUGHTER IN THE WORKPLACE CREATES A POSITIVE PERSPECTIVE

Laughter allows employees to see situations in a less threatening way. A light-hearted perspective doesn't ignore the seasons of work or daily adversity, but instead, it helps us acknowledge it with a clearer frame of resilient thinking. That is what a little laughter can do – it cleanses the mental palette, so we think better, do better, and live better.

## 3. LAUGHTER IN THE WORKPLACE GETS MORE WORK DONE

A study by Mark Bean and John Kounios of Northwestern University found that people in a better mood are more likely to perform better at carrying out a task or solving a problem. The researchers played a funny video and an anxiety-inducing video for the participants and measured their work performance afterward. They discovered that the participants were able to solve more problems after the mood-lifting comedy video.

## 4. HUMOR IN THE WORKPLACE IS GOOD MEDICINE

If laughter is the best medicine, why not incorporate that wellness into the workplace? There is significant research that laughter is a powerful therapy that reduces anxiety and depression. According to Heidi Beckman, Ph.D., UWHC – Health Psychology: "Workplace laughter is a realistic, sustainable, and generalizable intervention that enhances employee's morale, resilience, and personal efficacy/productivity beliefs."

*"Humor has the ability to rise above any situation, even if only for a few seconds." – Viktor Emil Frankl*

## 5. LAUGHTER AT WORK STRENGTHENS RELATIONSHIPS

When we laugh together, we grow stronger together. We form a connection that makes what we do and who we do it with more enjoyable. Long before I became a professional speaker, I worked the graveyard shift cleaning floors at office buildings in Chicago for little pay. It was work, and I was grateful. I didn't have a supportive boss, resources, or situation, but what took the "lousy" out of the job was enjoying a good laugh with my coworkers. I needed those laughs. They gave me energy, made me feel better, cleared my mind, and helped me look forward to something positive in a mess of not so positives.

In closing, I would like to point out that laughter and humor in the workplace are not about being a comedian or something you should try to force. Let it come naturally. Keep it pure and positive. Nobody should ever feel hurt or belittled by it. My work is about helping people think better, so they do better and live better. If you want to improve the power of positivity in your attitude, workplace, health, and relationships, start by looking on the lighter side.

*"You will never look back on your life and wish you had laughed less. So lighten up!" – Sam Glenn*

# Strategic Hotel and Contract Negotiations

By Terri Woodin, CMP, CHSE



**Q. Our industry is undergoing significant change. What are the current trends that impact meeting planner and hotel communications and negotiations?**

**A.** First, meeting demand has greatly increased, which has spiked hotel occupancy,

average daily rate, and RevPAR (revenue per available room). Add significantly reduced new hotel room inventory to the equation, and we remain in a seller's market.

**Q. How do meeting planners successfully negotiate in this changing marketplace?**

**A.** In a seller's market, hoteliers can be choosy. Planners must evaluate each meeting, assess their leverage, and have a negotiation plan. Hotels in the upscale brands are turning down two-three meetings for every one they accept and contract.

**Q. Can you provide a few tips that planners can use to ensure improved communications and negotiations?**

**A.** There are several steps planners can take, including:

- Utilize a strategic RFP process. In addition to sleeping rooms and suites by category/night, and meeting and event agenda, identify minimum square footage and ceiling height for all space, set up/tear down times, production and technology needs, three years of meeting history, and any special requirements. Incomplete RFP's often receive an automatic "no availability" response.
- Assess your leverage for each meeting. From each RFP, calculate total sleeping room revenues (hotels' biggest profit center at 77% on average), food & beverage contribution (second-biggest profit center at 38% on average), rooms to space ratio (heaviest day space needs as percentage of total hotel space) and ancillary spend on AV/production, business center, golf, spa, etc.
- Create a custom hotel contract process. This allows all contract content and terms to be presented at one time and properly evaluated by the hotel for review and counteroffers. Your custom contract should include all contract legal components, value-added concessions, hotel fees, and surcharges (eliminate or reduce), performance clauses (based on profit, not revenue), and company liability language.
- Track all meeting history and spend. Contracted rooms vs. per night pick-up, F & B revenues, hotel services spend, total volume by individual hotel, chain, and destination. Review performance and total revenue

contributions during the negotiations process for added meeting value.

**Q. Many planners utilize hotel contract addendums. What are the issues and challenges associated with this process?**

**A.** While popular, addendums often don't address all responsibilities and performance accountability. Typically, addendums include select performance clauses, concessions, and legal department liability language. When the planner's addendum is added to the hotel's contract, it creates conflicting language. Instead, the addendum language should be incorporated into the hotel's contract to avoid a conflict as to what standards should apply in the event of non-performance. In most cases, an arbitrator would side with the hotel's master contract. The intent of an addendum is for changes to the contract content to be modified after the contract is countersigned, such as room block or meeting space changes.

**Q. On the topic of negotiations, what are some key components that planners should focus on today?**

**A.** Planners flag select meeting components that can impact both the quality and cost of their meeting. As an example, technology support is not only complicated but a potential budget buster. For major technology needs, many potential fees must be evaluated and negotiated, including hardware needs, set up/tear down, internet, bandwidth, access fees, and technology support costs. Of course, all these tech components are negotiable, and specific services and pricing should be addressed in the contract.

Another growing focus is the trend for ancillary hotel fees. Although meeting demand and attendance is up, meeting budgets remain flat. To compensate, hotels are incorporating a multitude of fees and surcharges (which topped three billion dollars in the US in 2019). All hotel fees are negotiable, and the goal is to reduce or eliminate them based on the value of your meeting.

**Q. What do you see as the biggest challenges for meeting planners in this current environment?**

**A.** There are increased expectations by senior management for improved planner productivity, added meeting value, contract risk reduction, and ROI. Planners need to create specific metrics to define and measure success and share results with managers and meeting stakeholders. An easy first step is creating a cost savings and contract risk reduction/cost containment report for each meeting. Many other value components can be captured and reported, both from the countersigned contract and during the meeting management process.



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# WHO'S IN THE NEWS

Compiled by MPI-WI Members



**Sarah Banach** and her husband Greg are expecting their second child. The future Banach will be welcomed by two-year-old big brother Bennett. *Can't wait to meet the next Baby Banach!*



**Kimberly Himes** has been promoted to National Sales Manager for Las Vegas Convention and Visitors Authority. We're proud to have Kimberly as an active member of our chapter. *We love Vegas, Kimberly!*



**Kristen Salewski, CMP** has been promoted to Vice President of Marketing at Midwest Financial Group. Kristen brought her proven experience to the group in 2018, and will use her knowledge and leadership skills in this new role. *Well-earned, Kristen!*



**Jason Kauffeld, CMP**, has accepted the position of Marketing Director with Destination Lake Winnebago Region ([fdl.com](http://fdl.com)). Jason is excited to be part of the Destination Lake Winnebago team promoting this region to groups and visitors. *Jason, your background and enthusiasm will serve FDL well!*



**Katie McGinnis**, her husband Sean, and their daughter Shae are all looking forward to welcoming a new baby to their happy family. Katie is also the new Director of Sales at the Hilton Garden Inn Downtown Milwaukee. This historic Hilton venue features 127 guest rooms, over 8,800 square feet of on-site meeting and event space, and a historic downtown setting. *Katie, you're making it ALL happen in 2020!*



**Pam Seidl**, Fox Cities Convention & Visitors Bureau (FCCVB) Executive Director has been named to a

committee for the Governor's Council on Tourism. Pam will serve on the Meetings and Convention (M & C) Committee, which provides specialized knowledge and tools necessary to advance the state's meeting and conventions sector. *Thank you for your service, Pam!*

**The Harley-Davidson Museum®** has officially rebranded its private events operations as 1903 Events™, -- paying tribute to the year Harley-Davidson® was born. The team at 1903 Events has the resources for every occasion, from an intimate event to a campus-wide bash on a beautiful, 20-acre, park-like campus, with indoor and outdoor event spaces ranging from Bolt and Rumble to Chrome and The Garage.

**The Ingleside Hotel**, Pewaukee, WI, has launched Experience Ingleside, a program allowing guests to explore

everything the property and local community has to offer. Onsite options include nightly s'mores roast, personalized team building competitions, oversized games, and themed scavenger hunts. Additional options are available incorporating local venues or charitable giving.

**The Grand Geneva** and their **Grand Grille** simulated food truck was mentioned in a December New York Times article, reporting on the use of food trucks in meetings and conferences. The appeal is clear, and many planners find that "fake" food trucks offer smoother logistics. *(For the full article: <https://nyti.ms/31O6asN>)*

**Wingspread Retreat & Executive Conference Center** in Racine, has taken top honors in Northstar Meetings Group's 2019 Stella Awards. Meetings and events professionals

and a panel of judges named this Frank Lloyd Wright-designed facility the Best Conference Center in the Midwest. While in existence as a private facility and home to The Johnson Foundation for decades, Wingspread Retreat & Executive Conference Center opened its doors for public use in 2018. *Kudos to your transformation!*

**The Wisconsin Center** in downtown Milwaukee announced the selection of an architectural team for their long-planned expansion project. Atlanta-based tvsdesign and Milwaukee-based Eppstein Uhen Architects. Marty Brooks, WCD president and chief executive officer states "The expanded Wisconsin Center will be a facility providing superb, captivating, and buzzworthy experiences to all who enter." *(Courtesy of Biztimes.com)*

*Please let us know of any MPI member news for future Agenda issues: [reading@scangroup.net](mailto:reading@scangroup.net).*



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# VOLUNTEER OPPORTUNITIES

Would you like to meet some new professional contacts? Looking to make the most of your talents? Do you want to be an integral part of one of the leading MPI Chapters? We have an opportunity for you! Get involved by volunteering and allow our chapter members to meet you. You'll be glad you did. Please make the most of your membership by volunteering for one of our upcoming events. We have many options to suit your interest.

## UPCOMING VOLUNTEER OPPORTUNITIES:

### Wednesday, April 1

#### Trivial Night, Hyatt Regency, Milwaukee

Table Captains | Red Carpet Team | Raffle Tickets | *Agenda* Article Author – write or contribute to a recap article!

### Thursday, April 2

#### Chapter Meeting and Education, Hyatt Regency, Milwaukee

Table Captains | Red Carpet Team | Photographer | Raffle Items | Raffle Tickets | *Agenda* Article Author – write or contribute to a recap article! | MPI 101

### Thursday, May 14

#### Chapter Meeting and Education, Red Lion Hotel, Paper Valley, Appleton

Table Captains | Red Carpet Team | Photographer | Raffle Items | Raffle Tickets | *Agenda* Article - write or contribute to a recap article! | MPI 101

### Thursday, August 20

#### Annual Awards Gala Brookfield Conference Center, Brookfield

Table Captains | Red Carpet Team | Photographer | Raffle Items | Raffle Tickets | *Agenda* Article - write or contribute to a recap article!

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

## Ann Marie Hess, CMP

**Ann Marie Hess** has been an MPI member since 1995 in four different states: Illinois, Missouri, Colorado, and now Wisconsin! In 2004, the St. Louis chapter recognized her as Volunteer Member of the Year. We're all reaping the benefits of her services in our Wisconsin chapter. She is currently serving on the Speaker liaison team, assisting speakers with their logistics and details for our monthly education programs. Visit Brookfield is also lucky to have her as a sales manager. Ann Marie brings a ton of experience and energy to our education team. We appreciate her sharing her time with our chapter. *Thank you, Ann Marie!*



VOLUNTEER SPOTLIGHT





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# Thank you for the 2019 Bidding for Good Support

By: Beth Schnabel, CED, CUDE



Our grateful *Bidding for Good* team: Nicole Ellickson, CMP, Lindsey Hess, CMP, Brooke Miller, CMP, Judy Keller, and I would like to thank everyone who helped support our 2019 *Bidding for Good* campaign. We raised just over \$5,500 to put towards our chapter education, events, and networking opportunities.

For those of you who like the thrill of an in-person bid, don't forget to join us for upcoming education days where some of the remaining prizes will be available. If you're interested in finding out more about *Bidding for Good*, or would like to contribute for 2020, please contact Beth Schnabel at [beths@filene.org](mailto:beths@filene.org).

## We extend our appreciation to the following donors:

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# MPI WISCONSIN

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InterContinental Hotels Group (IHG®)

### COURTNEY CUTA

Meeting and Event Coordinator  
Dairyland Power Cooperative

### ELLIE FEITLINGER

Events Lead  
Zendesk

### KELLAN FITZGERALD SR.

Conference & Event Specialist  
Zaner Bloser Educational Publishers

### AMY HEPPE

Manager, Event Management  
American Society for Quality (ASQ)

### STEPHANIE HERR

Assistant Meeting Planner  
National Funeral Directors Association

### SHANNON MAJEWSKI

Education Program Coordinator II  
Medical College of Wisconsin

### DAVID MCCOY

Owner  
Roamin' Studios, LLC

### TRICIA SCHONER

Senior Space Revenue Manager  
Hyatt Regency Chicago

### RAEANN THOMAS

Sales Associate  
Manitowoc Area Visitor & Convention  
Bureau

## ANNIVERSARIES

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#### LYNETTE RESCH

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TDS Telecom

### 10 YEARS

#### NICKI BOWLING

Marketing Manager North America  
CALEFFI North America, Inc.

### 5 YEARS

#### SUSAN K. SMOLAREK

Director of Group Sales  
Visit Lake Geneva

#### CARA M. WALLNER

Group Travel & Event Coordinator  
Kohl's Department Stores

### 1 YEARS

#### TESSA AUGUST

Director of Sales  
Harbor Shores on Lake Geneva

#### KAYLA BOONE

Group and Meetings Manager  
Hotel Indigo Madison Downtown

#### JENNIFER MARIE BRUHN

Business Development Coordinator  
SVA

### 1 YEARS

#### STEPHANIE COPSEY

Director of Sales  
The Riviera

#### ANN FEIST

University Conference Coordinator  
University of Wisconsin Madison

#### CAROLE FLEETWOOD

Group Sales and Event Management  
Visit Eau Claire

#### DAVID HOCHMUTH

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#### MINDY NEESE

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# Delta Hotels by Marriott is CHANGING THE GAME

for meetings and events in the Green Bay area



**F**ormerly the Ramada Plaza, the hotel completed a total-property renovation and conversion to the Delta by Marriott brand last year. They have completely overhauled their event spaces and meeting rooms, and are offering elevated event services through their Inspired Events team to create one-of-a-kind events for their clients.

“Our hotel has an upscale, urban chic vibe,” said Dana Ecker, Director of Sales at the hotel. “We pair that with top notch chef-crafted catering and a great team of event professionals to create events like none other in our market.”

The hotel offers nearly 6,000 square feet of event space with a contemporary design and has the capacity to host events of just over 200 attendees. They specialize in corporate events and meetings, banquets, weddings, conferences, and other special occasion celebrations.

When you book your event at the Delta, you can expect an experience tailored specifically to your needs.

“The sales team always strives to go above and beyond to serve our clients,” said Ecker. “We work to give our clients exactly what they want, and make sure that every detail – from pre-event planning to room layout to catering – is perfect.”

Through their Inspired Events approach, Ecker and her team are able to use their flexible space and event capabilities to customize and create the perfect event for their clients. They utilize an in-house team of event specialists, alongside a chef-led catering organization, to provide comprehensive event services from initial planning to day-of event execution. They are there for their clients every step of the way to ensure their event goes smoothly.

James Dennis, interim General Manager at the Delta, says that this gives them a leg up on the competition.

“We’re in a unique position to provide a one-stop event experience for our clients,” Dennis said. “We’re able to give them the security and peace of mind that if there’s something they need, we’re on top of it. Our team has really fine-tuned their process and is able to provide the outstanding client service you just don’t find at other venues.”

Beyond event services, the Delta also provides a variety of other amenities to make their hotel a premier destination in Green Bay. They offer 149 renovated guest rooms and suites, on-site dining at Urban 80 Kitchen + Bar, on-site Starbucks, indoor pool with waterslide, kids pool and hot tub, a large state-of-the-art fitness center, and more. They’re located in the heart of one of Green Bay’s busiest shopping and retail districts and are just a 5-minute drive away from downtown Green Bay. As a part of Marriott’s global portfolio hotel, they also provide access to Marriott’s Bonvoy rewards program.



“Our hotel offers something truly unique to the Green Bay market,” Dennis said. “By tapping into the power of Marriott’s global brand - and specifically as a part of their Delta portfolio - we’ve really elevated our services and amenities across the board. We’ve had guests and clients who stayed with us or booked events with us in the past as a Ramada come back and visit us again, and they’re blown away every time. From top to bottom, we’re an all-new hotel, and are excited to share that with the Green Bay community.”

To learn more about the Delta, you can visit their website – [www.marriott.com/grbde](http://www.marriott.com/grbde). To get in touch with their team about event planning, you can reach out to the sales department: [dana.ecker@nhshotels.com](mailto:dana.ecker@nhshotels.com) or 920.784.2249



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- 2** **Modern meeting space** - We recently finished a total-property renovation with numerous upgrades.
- 3** **21st century technology** - Enjoy high-speed wifi throughout the hotel & modern meeting tech.
- 4** **Award-winning service** - We embody Wisconsin's spirit of welcoming hospitality.
- 5** **Mouth-watering catering** - Choose from an extensive menu and customizable options.
- 6** **Planning expertise** - Our Event Specialists will work with you to make every detail perfect.
- 7** **Upscale accommodations** - We offer premium guest rooms and suites for your out-of-town guests.
- 8** **Special room rates** - Enjoy special group rates on blocks of rooms to accommodate your guests.
- 9** **Top-notch dining** - Grab a post-event bite at our on-site restaurant - Urban 80 Kitchen + Bar.
- 10** **Plenty of perks** - Our hotel features a large fitness center, Starbucks, water park, and more.

Contact us to get started planning: 920.499.0631 or [jmandich@nhshotels.com](mailto:jmandich@nhshotels.com)



## FOOD FOR THOUGHT: Chef Ramses Alvarez Hyatt Regency, Milwaukee, WI

Growing up in Mexico City, Chef Ramses Alvarez took inspiration from his godfather, who worked as a chef. Over the years, his passion for food grew, and he ultimately came to Milwaukee in 1999 to gain better experience and training in the industry. Chef Ramses' nearly two-decade-long career has taken him on a journey through a broad range of restaurants, ranging from gastropubs to fine dining. Now, in his first year as Executive Chef at the Hyatt Regency Milwaukee, Chef Ramses' passion and creativity shine through in every dish he creates.

As soon as you begin speaking with Chef Ramses, you can tell that he genuinely loves what he does. He focuses on incorporating local ingredients (including a vegetable and herb garden right on the roof of the hotel) and showcasing Milwaukee as a foodie city. "Here at the Hyatt, our event guests come from all around the country, even across the world," says Alvarez. "This is the perfect opportunity for us to show them food that makes Milwaukee unique."

Chef Ramses makes sure to stay ahead of movements in the industry and incorporates those trends into his recipes and cooking style. One of his favorite techniques is sous vide, a method of cooking foods at a low temperature for a long time while sealed in a plastic pouch, in a water bath. Some of his favorite items to sous vide are short ribs and shrimp. "I sous vide my short ribs for 48 hours. It infuses amazing flavor and results in incredibly tender meat," says Alvarez.

Chef Ramses says that one of his favorite things to do is to take a traditional dish and modernize it, which is why he incorporates molecular gastronomy into his cooking. Cooking with liquid nitrogen adds an extra layer of creativity to the dish and allows diners to "eat with their eyes," as well as their taste buds. Alvarez says that one of his favorite molecular gastronomy recipes is a foie gras French toast, topped with vanilla crema that is frozen with liquid nitrogen.

In his free time, Alvarez always makes it a priority to serve the community. He volunteers with the Milwaukee Empty Bowls project, as well as Flavors of Wisconsin (an annual benefit for the American Liver Foundation). He is also an active member of Chef Latinos Wisconsin, a new and rapidly growing group that was created for Latino employees in the food industry to come together, learn, cook, and share their stories.

Chef Ramses is pleased to share a recipe with MPI Wisconsin that has been created especially for them: One-Bite Riverwest-Stein-Glazed Short Ribs. You can make them on your own with this recipe – or join us on Wednesday, April 1 at MPI Wisconsin's second annual Trivia Night to try them straight from the Hyatt Regency Milwaukee's kitchen! 🍷



# Lakefront Riverwest Stein Short Ribs

by Chef Ramses Alvarez



- 5 lbs boneless short ribs
- 1 lb. mirepoix (equal parts diced carrots, onions and celery)
- 2 oz. roasted garlic
- 2 oz. tomato paste
- 16 oz. Lakefront Riverwest Stein beer
- 16 oz. chicken stock
- 1 sachet garni (bay leaf, thyme, parsley, peppercorns)
- 1 lb. cipolini onions
- 8 t beurre manie

Season ribs with salt and pepper. In a hot braising pan, sear all sides of the meat and then set the ribs to the side. In the same braising pan, add the mirepoix, garlic, tomato paste and a little more oil and saute. Once the veggies are translucent, deglaze with beer. Add the meat back into the pan along with the chicken stock, sachet garni, and cipolini onions and cover. Braise for 2-3 hours at 350 degrees, or until internal temperature reaches 145 or your preferred doneness. Once cooked, reduce drippings in a saucepan with beurre manie on low heat until thick. Serve as an appetizer in bite-sized pieces, top with sauce and roasted cipolini onions.

## 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.)



**APRIL 2**

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.

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For more information, contact Jodi Goldbeck, CMP, at [jgoldbeck@madisoncollege.edu](mailto:jgoldbeck@madisoncollege.edu).

# Board Member Profile

## JOSHUA WIMMER

Director of Monthly Programming

### Tell us about your company and/or position:

I work for Radisson Milwaukee West in Wauwatosa as the catering manager. My role includes sales, detailing meetings and events, booking room blocks, and helping with the banquet department.

### How long in the meetings industry?

I have been in the meetings industry for four years: three years as a meeting planner and one year on the hotel side.

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

I've been part of the golf committee and the May education team. I have really enjoyed getting to know different members and making new connections.

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

I am responsible for working with the properties where we have our education events. I also help with the event page on our website as well as make sure our events go smoothly.

### Other than board service, what do you like doing:

I like to play a lot of different sports including basketball, soccer, football, softball. I also coach Special Olympics.



JOSHUA WIMMER

▲ Radisson Milwaukee West, Catering manager

### What drew you to serve on our chapter board?

MPI has done a lot for me while I was in school and helped me get to where I am today in my career. I want to be able to help our members the way MPI has helped me.

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

I enjoy getting to work with my fellow board members and getting to know our new and current members of MPI.



## Advertise in this Publication!

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.

### Our Editorial Calendar:

**January/February** - Supplier Showcase & Hot Topics

**March/April** - Technology

**May/June** - Special Events

**July/August** - Destinations

**September/October** - Unconventional Meetings

**November/December** - Midwest Destinations



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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

APR

1-2

**TRIVIA NIGHT & SPRING EDUCATION**

Hyatt Regency  
Milwaukee, WI

MAY

14

**MAY EDUCATION EVENT**

Red Lion Hotel  
Appleton, WI

20

**ANNUAL AWARDS GALA**

Brookfield Conference Center  
Brookfield, WI