

MPI-WISCONSIN CHAPTER

Agenda

MAY
JUNE
VOL 42/NUM 3
2020



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MPI-WISCONSIN CHAPTER

Agenda

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EDITOR'S NOTE



HAPPY MAY ALL!

I am sitting down to write this on Easter morning - possibly the weirdest Easter morning of my life! I won't be hunting for Easter eggs with my niece and nephew, going to church with my parents, or sitting down to a traditional ham dinner with my entire family. Instead, I'll be Facetimeing with my

parents and sister, watching church on TV, and eating whatever I can make with the food in my fridge.

A pandemic inevitably changes your life. There are new rules, new attitudes, and downright scary things happening in the world. When Shelter At Home went into place, I had already been out of work for five weeks. Since I hadn't been going into work every day, little really changed for me. Except I hate being told what I can or cannot do, so being told I can't go out (whether I want to or not), was somewhat irritating. I turned to what I could be grateful for - the last few social and public interactions I had. Just a week after I had returned from an Arizona annual trip with my parents and siblings, I had a lunch meeting planned with Kathy Reading to discuss this very publication and getting involved in it again. Kathy and I had even considered canceling our lunch but ended up meeting anyway, and I'm sure glad we did!

As you're reading this, I hope there are signs of a return to "normal." I put normal in quotes, because I am of the thinking that nothing will ever truly go back to how it was. Some are saying we will never shake hands again. What about the standard MPI-WI friends greeting of a warm and friendly hug? Let me tell ya, I sure will miss those if we stop hugging!

A lot of people are also saying "we're all in the 'alone, together.'" While I often feel pretty alone in all of this, I'm grateful that I live with my dog Penny -- she definitely helps keep me sane. She may not be able to talk back to me, but I can talk to her whenever I want!

Now that I've painted myself as a crazy "talks-to-her-dog" lady, I'll sign off and wish you all a great May. I'm looking forward to seeing you all when we're back to "normal!"

Maria

Maria Peot, CMP

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

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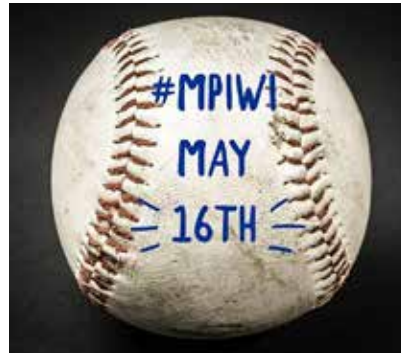
PRESIDENT'S COLUMN

JO ELLEN GRABER
President, MPI-WI Chapter



It is hard for me to believe that when I started serving on this board eight years ago, it was two kids, two houses, and four jobs ago. (I am happy to say, all with one supportive husband). I have seen people on this board more often than some family members. That's okay because MPI is like a second family to me, the 2019-20 Wisconsin Executive Board being no exception.

We started this year with some relatively new board members along with experienced MPI members. Everyone handled their roles with professionalism and grace. This board brought new ideas and fresh perspectives; thank you so much for all your hard work.



MAY 2019

We moved the **Awards Gala** to August and experienced a part of the state we don't see a lot, Fond du Lac and the beautiful Hotel Retlaw. The theme and the décor fit together

seamlessly. Our annual Gala takes so many dedicated volunteers and vendors. Thank you to everyone who donated your time and talent.



SEPTEMBER 2019

APRIL 2019



We saw a lot of changes in the last year. We replaced our annual golf outing with **Trivia Night**, coinciding with our Spring Education. Now in its second year, Trivia Night continues to grow and be successful.



AUGUST 2019

September took us to the **Wilderness Resort** in the **Wisconsin Dells**, where we learned how to understand our stakeholders better and experienced amazing venues and activities thanks to Wisconsin Dells VCB.



WE WILL PULL EACH OTHER THROUGH THIS

MPI Wisconsin members, we are experiencing an unprecedented environment for our chapter, as well as in our everyday work and community. As a chapter, we know there are many reasons you choose to be a member of MPI. One of those is the unparalleled networking and education available through our group.

During this time we are still unsure when we will be able to meet again as an organization. We also know that many of you count on us as a source for continuing education. As online learning opportunities expand, we will share them with membership. We will also be offering some virtual networking opportunities. Stay tuned.

This is uncharted territory, MPI Wisconsin's leadership wants to assure you that we are working diligently to put insightful resources within reach for you.

We ask that you please take all essential measures as recommended by the CDC to protect yourself and your family. You are important to us, and we want all of you to be safe and sound.

Our hearts and thoughts go out to those who have been affected by this virus. We especially appreciate the healthcare workers who are on the front lines working towards containment. Let's all pull together, do what's right and necessary, and help those around us who are elderly or have underlying health issues that place them at a greater risk.

Remember, we are the MPI Wisconsin family and we will pull each other through this. The health and safety of each and every member of our community is of the utmost importance. ▀

October took us to **Oshkosh** and the **Menominee Nation Arena**. (Any event that starts with Roller Derby players serving mimosas will be a big hit with MPI-WI members!)



OCTOBER 2019

November was **GLES** in beautiful Traverse City. Attendees soaked up great education, sipped some great wine, and made great friendships and connections.

Jumping into 2020, we traveled to the **Grand Geneva** in **Lake Geneva**. We were inspired by delicious dishes and words to remember: "Your ego is not your amigo."



JANUARY 2020

In true Wisconsin style, our February event was a cold, windy day in **Madison** with a breakfast meeting and education. **Alliant Energy Center** knocked it out of the park,

something they repeat 10-20 times a week. By the time Shirley Kaltenberg was done listing the events they were hosting just that weekend, I was exhausted.

This year has taken us all over this great state, and we have had excellent representation by our members. With two events left in my term, I hope to see you all a couple more times.

As I reviewed the 2020-21 board slate, I know I am leaving you in good hands with **Alison Hutchinson** at the helm. Alison had taken a year off from the board but has come back refreshed and ready to hit the road running.

This year has been a lot of work and a lot of fun. I have learned so much from being on this board. If you're ever asked to join a board, I highly suggest it. As I am writing this, we are currently a finalist for an MPI Rise Award, we are financially in a good place, and our incoming board and membership is strong. This was not just the fruits of my labor, but the many leaders that came before me. I want to thank all the Presidents that I served under; **Naomi Tucker, CMP, Alison Huber, CMP, Carmen Smalley, CMP, Tom Graybill, Jennifer Mell, CMP, Claudia Cabrera, and Tamara Jesswein, CMP**. I have taken something away from each of your leadership styles, and you have set this chapter up for continued success. I hope to have done the same thing for Alison. Along with past chapter leaders, I would also like to thank **Christopher and Heather**, our chapter administrators. They have always been a great help and source of knowledge for our chapter.

Thank you to all of you chapter members for your support. It has been an honor to serve all of you!



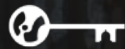
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In This Together!

By: Kathy Reading

This is my last issue of MPI-WI's *Agenda* in my role as Director of Publications and Social Responsibility. It's also our first-ever digital-only version of our beloved *Agenda*, and a time when our community desperately needs us to all be socially responsible.

Our members spend their professional lives creating, supporting, and celebrating face-to-face events. We're driven to come together and connect. Social distancing goes against our very core. Yet, throughout our industry, both suppliers and planners are temporarily putting our event goals on hold as we answer the socially responsible call for the greater good. And, our members continue to find ways to step up.

Way back in January-February, as COVID-19 began to affect international and then U.S. events, **Tamara Jesswein, CMP**, shared some of her experiences on social media. Several of our members chimed in that they'd like to hear more about her expertise postponing events in Bangkok, Portugal, and Texas. **Jennifer Mell, CMP**, responded with comments on her own experiences as clients began to defer. We quickly put together an informal group forum call. On March 10, **Tamara, Jennifer, Amanda Ridout**, and I met in person, with 25+ Wisconsin event-pros joining us online. The group shared knowledge, frustrations, and strong support of each other and our industry. The overwhelming message was that we need each other, and together we would get through this crisis.



Tamara Jesswein, CMP



Jennifer Mell, CMP



Amanda Ridout



Kathy Reading



Liz Unruh



Maria Peot, CMP

As I met with **Liz Unruh**, a few days later, President Trump declared our national emergency and promoted social distancing guidelines. During our meeting, Liz and I both received text and email alerts about stay at home guidelines for our own jobs and clients. Together, we saw how things were changing, but continued to brainstorm ideas to help our business and industry. And, buoyed by our mutual support and a refreshing beer, we left feeling positive and hopeful.

The following Monday, just the day before Governor Evers closed Wisconsin's restaurants and bars (except for carry-out), I lunched with another MPI-WI member. **Maria Peot, CMP**, had recently agreed to serve as co-editor of our *Agenda* magazine. While Maria has a history with this publication, we met to talk through what has been changing and logistics. We also discussed Maria's professional goals as she is in transition. I'm glad to hear that Maria is committed to staying in and serving our industry as an event planner. (Wherever Maria lands, they're going to be in good hands.)

It's not surprising to me that before our state's pause, my last three public gatherings were with MPI-WI members. Our members have always supported each other. During this crisis, we all see our creativity shine. From donating supplies, making masks, manufacturing face shields, and checking in with each other, we're stepping up. Our industry may need to change and adapt, but we'll be back. We are indeed all in this together. ▴

Our industry may need to change and adapt, but we'll be back. We are indeed all in this together.

Home Office Assistants

By: Wanda Gilles



Meeting ID: 927 3784 8209
Password: 777570

Connect by phone: 312-626-6799
Meeting ID: 927 3784 8209

What has COVID-19 done to your daily work plan? For many of us, it sent us home and we had to make a place in our home to work that would help us to be as efficient as we are when we are working from the office. We asked our chapter members to send in photo of their "Home Office." Many included images of their "Assistants" and "Co-Workers" who weren't used to us being home throughout the day. Here is a collection of what our Chapter Members are working with due to the COVID-19 crisis.

We are also trying to keep our Chapter together by having weekly Whine & Cheese Virtual Gathering that is hosted by Tamara Jesswein. On the front cover is a screen shot of the group that joined for our first Whine & Cheese on April 17th. Join in the fun on Friday afternoons at 4pm – now through May 22nd.

DANIEL MCCLUSKEY

National Guardian Life Insurance

Assistant

DOLCE



JUDY KELLER

Wisconsin Cheese Makers Association

Assistant

DRAKE



LINDSEY HESS, CMP

*Wisconsin Primary
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Assistants

TWIX *(Bunny)*

GIZMO *(Cat on Couch),*

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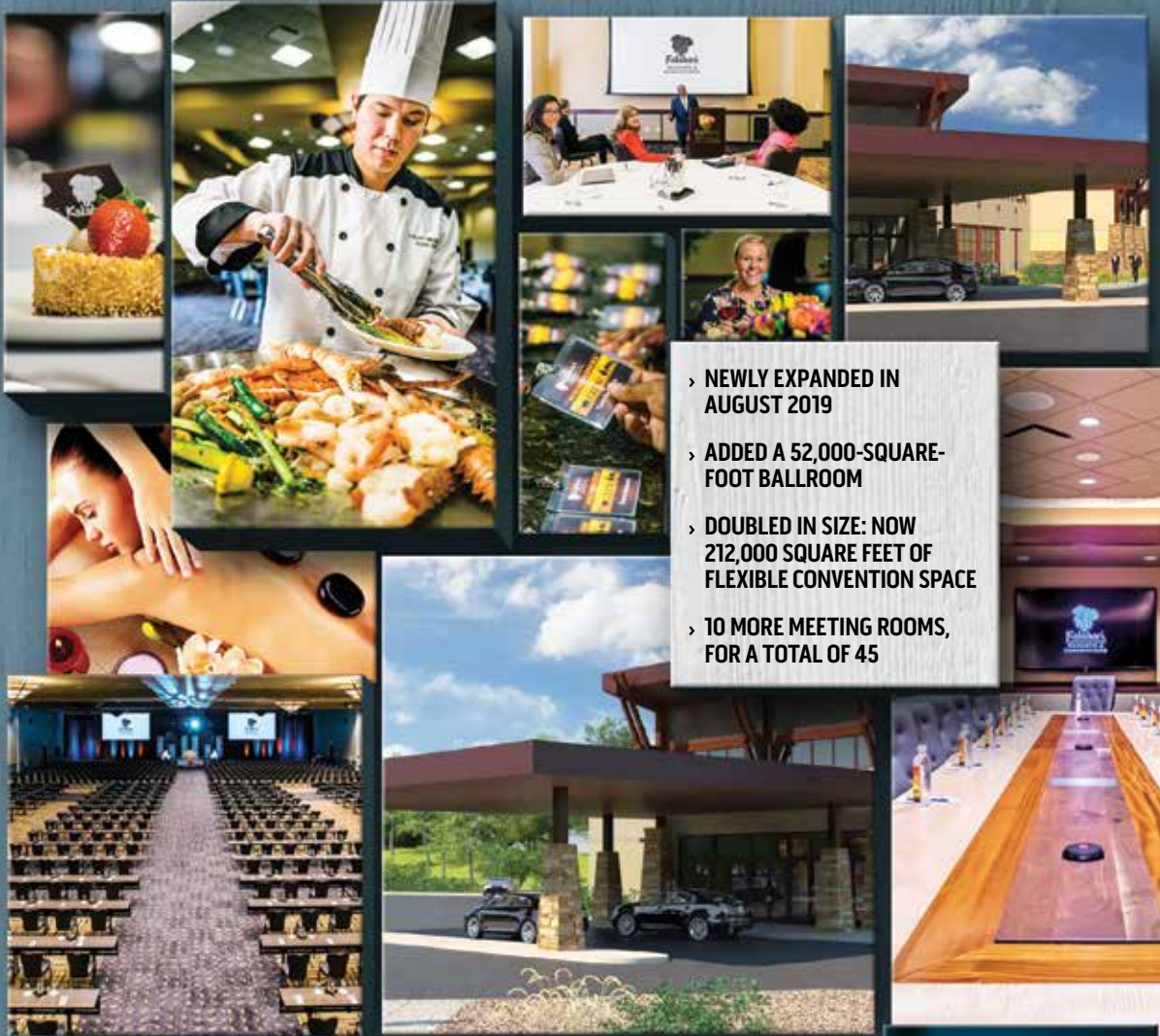
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WHEN
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Rock Your Pitch at the Red Lion

By Rebecca Staats

S

ave the date for Thursday, June 25 when we celebrate our industry and being together. The Red Lion

Hotel Paper Valley and the Fox Cities Convention & Visitors Bureau will be our hosts for what will be a day of learning and merriment. Our hosts are excited to show off their newly renovated banquet rooms and public spaces. They also invite you to check out the Fox Cities Exhibition Center which is connected via a skywalk to the Red Lion Hotel Paper Valley.

Our Speaker for the day will be Melanie Spring.

ROCK YOUR PITCH - Storytelling with Numbers
You have to pitch for money for your business or project. You have to tell your boss you deserve a raise. You have to explain why your project is going to be successful. In order to get to X (numbers), you've got to explain Y (why). Melanie Spring speaks to the humans who believe numbers tell the story AND to the humans who believe stories tell the numbers. Looking at both sides to ensure

everyone gets the information they need, you'll be able to craft a presentation from the story the numbers tell in a succinct, simple, 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. You've got to make your pitch by making an impact.

In this presentation, you'll start:

- Finding out how the numbers can tell a story
- Getting tips on how to tell the story without boring people
- Finding ways to get your audience to feel something
- Seeing how the story AND the numbers make the impact

It's up to YOU to rock your pitch!

Come celebrate with us for this is the day that brings together leaders from across the meetings and events industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities. ▲

Meet Melanie Spring

Our Speaker for June

By: Kyra Popp & Melanie Spring

When you ask a brand storyteller how she defines her personal brand, and she says, “Approachable Badass,” you know you’re in for a good story.

At our June education event in Appleton, Melanie Spring will teach all of us how to rock our pitches - from asking for a raise or funding for a project to asking for what we need at home. She'll give us a step-by-step approach to how we can apply her methodology when talking to a client, hiring a new employee, and speaking on a big stage to share our products & services. We wanted to give you a glimpse into who she is before she arrives - we promise you'll fall in love with her, too.

Melanie, can you briefly walk us through your story – how you started and how you got to where you are today.

There aren't many people who have a degree in the thing they do for a living. That's me. I'm the boss lady who got a degree in Organizational Communications because it was easy for me. I loved writing marketing copy and building businesses through brand strategy. It was magic (and my GPA reflected my love for this space).

Picking up jobs in marketing, recruiting, and sales in my twenties, I found myself understanding companies from the inside. That's how I first saw how brand tied everything together and was at the core of everything when a company was successful. The opposite was also true – companies failed if their brand wasn't at the core.



When 2009 hit the economy hard, my boss asked me what I would do if he couldn't pay me anymore, and I said "I'd work for myself." His answer was, "Great, let's do that. You have a month." It was the best push I could have.

I started a brand strategy agency in 2009 called Sisarina – and we built websites, marketing materials, and brands from the ground up for businesses. By 2013, I was on the road with the Live Your Brand tour, where I interviewed 18 businesses on how they lived their brands. All of their stories were published in Entrepreneur Magazine. I was touted as a veteran brand strategist, but I knew there was more. I saw that it was the HUMANS who made the companies great, so I made a

big decision to pivot and head in a new direction that would help the humans.

Now, I run Melanie Spring Productions. My crew and I create and host unforgettable in-person brand experiences for you and your team to tell your story.

It's a beautiful thing to stand in my purpose now while building a tribe of humans who want to own their voices.

And if I can go super personal for a moment, in 2019, I married the most amazing human! We met at an entrepreneur sleepaway camp, and the impact we're making on humans through our businesses is beyond what I ever expected to get to do in this lifetime.

Overall, has it been relatively smooth? If not, what were some of the struggles along the way?

Ha! #entrepreneurlife is NOT easy. Any time someone asks if they should start a business, I always ask, "how hard do you want to work?"

I've had to quit my own business because I created a job that wasn't fun anymore. I had to redo my whole business brand (twice!) to realize that my personal brand was what we were selling.

For my nine-year business anniversary, I did a podcast episode called "Give Me An Hour, I'll Give You 9 Years" (<http://www.melaniespring.com/podcast/give-me-1-hour-ill-give-you-9-years>) where I talked through

everything I learned, including every mistake I had to learn from to finally find what worked.

The biggest obstacle, though? Making sure I was vulnerable, transparent, and real about how things were going – even when some would think I was off my rocker. Humans crave transparency, and so many fake it. Learning how to put the real stuff out there in a way that would help others grow while also knowing that some people wouldn't like me – that's the hardest lesson to learn.

Please tell us about Melanie Spring Productions – what should we know?

Melanie Spring Productions is a branded experience creator hell-bent

on amplifying your team's voices. We do this through producing events and experiences centered around public speaking, pitching, and personal development.

I'm a keynote speaker & workshop facilitator with talks about rocking your life, your brand, and your pitch. I make sure humans show up and show off at home and work.

Most proud of as a company?

I'm proud of jumping with both feet into a space that doesn't exist yet – somewhere in the middle of leadership development, personal development, and public speaker training. We're using our collective skills to produce content that inspires humans all over the world. ▲

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February Event Recap

Everything You Do is an Investment

By: Joshua Wimmer & Rebecca Staats

On February 13, 2020, MPI Wisconsin members invested their time and got high returns – those who attended were rewarded with great food, great networking, and a great education session.

We had a fantastic host in the Alliant Energy Center in Madison on a snowy Thursday morning for our second annual breakfast & education event. Those who braved the weather and made the drive were greeted with a delicious breakfast spread by Center Plate Catering and time to catch up with fellow members.

Then our speaker Matt Judge gave attendees something to think about with his presentation: Everything You Do is an Investment. Matt reminded us that we only get one shot at this life. He asked us to look at how we spend each dollar and each minute, both professionally and personally. We should consider the type of ROI we expect from investing it that way, look at whether we are getting the desired returns, and provided tips to improve this. Matt is a long-time MPI Member who works in event planning. His clients have included corporations of all sizes, meetings and conferences, marathons, music festivals, amateur and professional golf events, sixteen Final Four basketball tournaments, five Super Bowls, and both the



Democratic and Republican National Conventions. He also started a small software company for event management. Matt's presentation was funny, philosophical, and practical.

Following Matt's presentation, attendees enjoyed a late morning reception full of delicious food, which included a stunning spread of salads, charcuterie, meatballs, and various desserts by Center Plate Catering. Shirley Kaltenberg from Alliant Energy Centered offered tours of the venue, and attendees had more time to network, and the February event concluded with our raffle. Thank you to our host, the Alliant Energy Center, for hosting such a wonderful event in a unique setting! ▴



Wisconsin Member Resources

Wisconsin Member Resources

Christopher Dyer, Chapter Administrator

Your chapter leaders are working hard to deliver opportunities for you to connect, communicate, and find value with your chapter membership. If there is a resource you would find helpful, please let us know. Here are some resources available to you as Wisconsin Chapter members.

- **Resume & Talent Finder Board** – <https://www.mpi.org/chapters/wisconsin/get-involved/resume-board>
- **This Wisconsin member-only board is available at no charge.** When our industry bounces back, it will need to rehire an experienced and connected workforce. Follow the link above to view or send your resume to admin@mpiwi.org.
- **Wisconsin Chat** – You can find the link on our MPI Wisconsin home page.
- **What do you want to talk about or ask?** Current topics include Tips for Staying Positive, Force Majeure Questions, and more.
- **Virtual Learning & Wisconsin Member Video Chat Series** - You can find the link on our MPI Wisconsin home page.
- During the ban on gatherings, MPI Wisconsin is partnering with the MPI Academy to offer **EIC approved for credit programs** for our members. PLUS, each Academy program is followed by a one-hour Zoom chat with your Wisconsin MPI colleagues! Attend the program, the chat, or both! We'd love to see you!
- **COVID-19 Resources** - <https://www.mpi.org/chapters/wisconsin/about-our-chapter/covid-19-resources>
- **Direct from the source** is the best way to keep informed. This page contains links to MPI Global resources along with official Federal and State Government Agencies regarding events and gatherings.

Be safe, and we are looking forward to seeing you again soon!



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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.

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



FORWARD

To our industry colleagues and friends,

The work we do has always been forward-looking. Others in the hospitality industry may focus on what the world looks like in the present, but those of us in meetings and events...well, we look toward the future.

Yes; we've taken some hits. As professionals, we've faced our industry's worst-case scenario. In our personal lives, we've all shared in the upheaval, disruption, confusion and loss.

Still, we look forward.

We look forward to the day when we can all give the best of what our communities have to offer to visitors from around the world.

We look forward to being guides for groups who want to once again unite their members through social connecting.

We look forward to sparking lasting memories and igniting creative conversations.

Forward. That's our state motto in Wisconsin.

And here in Madison, we look forward to welcoming you once again.

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WHO'S IN THE NEWS

Compiled by MPI-WI Members



KYRA POPP recently joined **Kalahari Resorts** as a national sales manager, selling properties in Sandusky, OH; Pocono Mountains, PA; Round Rock, TX; and our beloved Wisconsin Dells, WI. Each Kalahari location offers more than 200,000 square feet of meeting space, 760 - 975 guest rooms, and Beyond Expectation products and services. *The nation awaits you, Kyra!*



DERSE has designed and produced scalable healthcare solutions for patient care in response to COVID-19. These scalable solutions can be used in enclosed facilities or tent structures supported by generator power. Uses include temporary overflow rooms, field hospital rooms, and negative pressure treatment room: <https://derse.com/covid-19-solutions>



CRYSTAL HOLTZ is the new Senior Sales Manager at **Delta Hotels by Marriott Green Bay**. With her knowledge of the Green Bay hospitality market, and her solid sales and marketing background, this sounds like a great fit. *Keep shining, Crystal!*



AMANDA RIDOUT has been promoted to Director of Sales at **Resonance Food Co.** If you haven't yet heard, The Milwaukee Symphony and its hospitality partner have scaled up food and beverages with the creation of Resonance Food Co. They've pledged to offer music meets cuisine like you've never experienced before. *You're singing our song, Amanda!*



WANDA GILLES has accepted a new position as Executive Assistant/Corporate Event Manager at **Understory, Inc.** Wanda's years of experience and well-rounded skill set will be valuable to the team at Understory. *Your continued success is insured at Understory, Wanda!*



MPI-WI member, **THE SCAN GROUP** has converted part of their production to manufacture PPE Face Shields. These protective devices are now in use by healthcare, law enforcement, safety workers nationwide. They're also starting to supply these comfortable, visible protection devices to retail, manufacturing, and hospitality, and have added informational signage, physical distancing floor graphics and more: bit.ly/ppefaceshields.com

Planner Profile: Carrie Wunderlich



**Associate Meeting Planner
State Bar of Wisconsin**

Tell us about your company and/or position:

The State Bar of Wisconsin is a professional association that provides educational, career development, and other public services to its 25,000 members. I am the Associate Meeting Planner at the State Bar of Wisconsin. I help to assist our divisions, sections, and workshops by planning our meetings and events throughout the state of Wisconsin.

How long in the meetings industry?:

I have been in this meeting planning role for three years, following 20 years in the hotel industry.

What drew you to become a planner?:

I was a conference service manager within hotel venues for more than 12 years. For me, it was a natural progression in my career to move into a meeting planning role.

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

When I started at the State Bar of Wisconsin, my colleague, Reggie Driscoll was (and is) a huge advocate of MPI.

After speaking with him, I knew it would be a great organization for me to be involved with to help me move forward in my career. The Wisconsin Chapter has helped me to solidify relationships in my position that I may not have been able to do on my own.

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

This past year, I enjoyed working on the contracting committee for our 2020 MPI education locations. In time, I am hoping to become more involved with other committees such as communication or education.

Tell us whatever you like about your family and home town:

I grew up in small town, Iowa, as a huge Hawkeye fan. Then I met my husband, who is a loyal Badger fan. You can imagine our house during football and basketball season.

Favorite pastimes:

I enjoy spending the majority of my “off-time” watching my 12-year-old at her activities. When I do have a free moment, I love to bake, read, and take the occasional day trip.

Favorite music/band/artist/movie or book:

I don't really have a favorite band or book...I like too many! If I had to pick one movie that I watch again and again, it would be *Never Been Kissed*.

Person you admire and why:

When I was 13 years old, my dad took me to my first job interview. In one month, when I turned 14, I was washing dishes in a diner in my hometown. My mom and dad raised me to be a hard worker and taught me how critical a good work ethic was for my future. They also made sure that we traveled as much as possible when I was younger. It was important for them to show me the world outside of my hometown. If it weren't for my parents pushing me to have a good work ethic and value where I came from, I would not be where I am today.

Still on my bucket list:

Wine trip to Italy

Words to live by:

Tomorrow is a new day!

MPI WISCONSIN

NEW MEMBER

ELISE ARIENS

Ariens Co.

PAMELA E. BARRITT

Ashworth College

ROBIN BARRY

Assistant Director - Live Experiences
Northwestern Mutual

PAM DRAVES

Group Sales Manager
Hyatt Regency Green Bay /
KI Convention Center

CAROLYNN FIELDS

Special Events Manager
Menominee Nation Arena

JODI HANOSKI

Sr. Field Events Planner
Northwestern Mutual

MELISSA MONTGOMERY

Executive Coordinator
WI Director of Nursing Council

JENNA SCHAEFER

Event Coordinator
Standard Process, Inc.

MATT SMITH

Senior Events Manager
The Pfister Hotel

TIFFANY THULIEN

Training & Learning Specialist
CWT

ANGELA ULLRICH

United Methodist Church

SANDRA VILLAMIL

Meeting Planner
American Society for Quality (ASQ)

ANNIVERSARIES

20 YEARS

LAURA L. MACISAAC

Director of Sales
Monona Terrace Convention Center

15 YEARS

WANDA GILLES

Executive Assistant/Corporate Event
Manager
Understory

SUSAN M. KAINZ

Meeting Planner
Meeting Matters

10 YEARS

JENNIFER MELL

Project Manager - Meetings
Travel Leaders Corporate

5 YEARS

JEANNE DEIMUND

Associate Executive Director
Wisconsin Association of School
Business Officials

JESSICA RIEFLIN

Sales Manager
Wisconsin Dells Visitor & Convention
Bureau, Inc.

1 YEAR

PEGGY CURTIS

Administrative Assistant
National Electrical Contractors
Association

MARIA DEMCO

Corporate Sales Manager
The Abbey Resort & Avani Spa

LORI A. FUHRMANN

Sales Manager
Potawatomi Hotel and Casino

ALYSSA J. GREIBER

Member Services & Events Coordinator
University of Wisconsin Madison

KRISTI KLEMENS

National Funeral Directors Association

KAREN LOWERR

Events Marketing Manager
Dematic

JESSICA O'DELL

Sales & Corporate Sponsorship
Manager
PC/Nametag

LAURA OLSEN

Student
Madison College

TARA RIPP

Administrative Manager
National Electrical Contractors
Association

MARIE ZOROMSKI

maZero Consulting

Refer a friend to MPI.

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

FOOD FOR THOUGHT: Chef Jay Fehl

Executive Chef
Paper Valley Hotel



James (Jay) Fehl returned to Appleton, Wisconsin to accept the Executive Chef position with the Paper Valley Hotel last November, 2019. He's back after 20 years to the kitchen where his career began as a dishwasher and line cook, and where his desire for a career in the culinary arts ignited.

Born in Houston Texas, and raised in Appleton, he moved to Minneapolis where he earned his AAS degree in Culinary Arts in 2004 from Le Cordon Bleu. That was followed by a Certificate for Food & Beverage Management from Cornell University out of Ithaca, NY. He perfected his cooking techniques over the years with a variety of culinary experiences, developing an emphasis on fundamental, sound cooking techniques. His favorite dishes to create are Mexican/Latin food and American regional cuisine. In 2009 he accepted a position at the Island Resort & Casino, earning his way to the top Executive Chef role. Now returning to his childhood roots, Jay is looking forward to sharing his experience and creativity in the next chapter of his professional home.

Bourbon Old Fashion Pork Chop



INGREDIENTS

- (2) 10 oz Pork Chops
- ¼ cup old fashion glaze
- (1) whole orange cut in half
- (4) pickled cherries
- Salt and pepper

Preparation:

1. Season chops and spread sauce evenly over across chops.
2. Place on grill and cook to desired temperature.
3. Take chops off and drizzle more sauce to your liking.
4. Garnish with pickled cherries and grilled half oranges.

OLD FASHION GLAZE

- ½ cup old fashion mix
- 1 fl oz bourbon

PICKLED CHERRIES

- ¼ pound fresh cherries
- 2 cups water
- ½ cup bourbon
- ¼ brown sugar

Preparation:

1. Place cherries in a bowl, bring water to boil and pour over cherries.
2. Let stand for 10 minutes.
3. Strain cherries from water and place in new bowl.
4. Add bourbon and brown sugar and mix.

COMING JANUARY 2021



RESCH★EXPO

We're adding a new 125,000 square foot state-of-the-art event space across from Lambeau Field. The exposition center offers beautiful indoor and outdoor pre-function, networking and hospitality areas, and an exhibit hall that divides three ways. Add that to plenty of parking, walkable dining and nearby entertainment, and you've got a recipe for a successful event.

Call Denise today to set up a Fall 2020 tour.

Visit us online at MeetInGreenBay.com to start your planning.



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 @meetinggreenbay

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Milwaukee

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HOMETOWN OF THE TIME-TRAVELLING MUSEUM

THE MIDWEST CREAM KITE KINGDOM

BEER YOGA CAPITAL OF THE WORLD

BIRTHPLACE OF BLISTER IN THE SUN

HOME OF THE 24 HOUR CYCLING SPECTACLE

CHEESE CURD COUNTY

FROZEN CUSTARD CAPITAL OF THE WORLD

MIDDLE-EARTH OF THE MIDWEST

THE CITY WITHOUT WATER FOUNTAINS

THE KIN URBAN

THE BE CITAD OF CYCL

THE FIRST CI OF FISH FR

HOMETOWN OF THE TIME-TRAVELIN

AMERICA'S OLD FASHION OASIS

THE HOME OF TI TURE TIPS TOM

THE SETTLE OF SAUS

AMERICA'S THE COFF HEART OF ACROPOL

OUTDOOR ART 414

THE CITY UNDER THE CITY OF R

THE CITADEL

BRANDY BELT

MKE

THE BOROUGH OF THE BREWCITY BRUISERS

MIL-TOWN

THE CITY WHERE BEER FLOWS BENEATH

SAUSAGE RACING CAPITAL OF THE WORLD

BEER GARDEN BOOM TOWN

SITE OF THE SCORPION SHOT

THE HAVEN OF HOLINESS

A GREAT PLACE ON A GREAT LAKE

HOME TO AMERICA'S OLDEST ALLEY

MILWAUKEE

TIED HOUSE TAVERN TOWN FESTIVALS

THE CITY OF

AMERICA'S THE COFF HEART OF ACROPOL

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MKE



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300,000 SQ. FT. CONVENTION CENTER | 17,000 HOTEL ROOMS
170 DOWNTOWN RESTAURANTS | 10 MILES OF LAKEFRONT

Board Member Profile

REBECCA STAATS VP-EDUCATION

Place of Employment: AAA Travel

Job Title: Travel Counselor

Tell us about your company and/or position:

I work at AAA. I am a Travel Counselor. I can help plan your next vacation, group travel or company sponsored incentive trip.

How long in the meetings industry?:

I received a degree in Travel & Hospitality in 2001 & spent 18 years working in hotels in positions ranging from Admin, Banquets, Events Manager, Group Sales and also as Director of Sales & Marketing opening a new property. I previously lived in Minneapolis, MN and Chicago, IL and moved to Eau Claire, WI four years ago.

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

The first team I volunteered with was Spring Education Day and most recently GLES, our regional conference. GLES is the largest event I have planned as a planner, not supplier, and it was so much fun!

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

I lead the Education Team which is responsible for the chapter Monthly Education Events, securing Speakers & Event Locations, Spring Education Day and GLES.

What drew you to serve on our chapter board?

Several mentors I looked up to through the years were involved with MPI and I have always enjoyed the sense of community we create through MPI. I am passionate about hospitality and find it rewarding to share my enthusiasm for it by continuing to volunteer with MPI.

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

I am a planner! I love seeing a plan put in motion, seeing the plan executed and then evaluating the end results. I am learning how to be a leader. I am learning to embrace being imperfect.

Other than board service, what do you like doing:

I enjoy live music and music festivals, camping, playing volleyball, traveling, and spending time with family & friends.



Care to tell us anything about your family?

I met my husband at a music festival here and the majority of our family lives in the Eau Claire area. On weekends we can often be found at our "family campground" enjoying time together on the water or by a campfire.

Favorite music/band/artist/movie or book:

I have too many to list! I am currently reading *Daring Greatly* by Brene Brown & recently read *Girl, Wash Your Face* by Rachel Hollis.

Person you admire and why:

My mother. She has overcome so much and she reminds me daily to be happy, grateful and to live in the moment.

Still on my bucket list:

I want to travel more internationally. My husband and I want to see the 7 (new) wonders of the world – we have 2 crossed off the list. We also want to see Iceland, Ireland, Australia and Africa.

Words to live by:

"I find that the harder I work, the more luck I seem to have."
– Thomas Jefferson

Supplier Profile: April Egloff



APRIL EGLOFF
TENELO HOSPITALITY GROUP
DIRECTOR OF SALES, MIDWEST

7 Things You Don't Know About Teneo!

1. Teneo is a Global Group Sales Organization with an amazing portfolio of hotels, resorts and DMCs around the world
2. Our collection consists of independent and small-branded properties
3. The Teneo team is an extension of the hotel/resort sales teams and represent them in the marketplace (with me based here in Wisconsin!)
4. Last year, we expanded to Europe and added 50 4 & 5 star properties to our list
5. Our portfolio can accommodate any meeting/event from 10 to 10,000+ guestrooms
6. We also represent wonderful DMC partners around the world
7. The Teneo sales team assists with programs from pre-planning/sourcing to execution/post-bill

DATEBOOK: CALENDAR OF EVENTS



NEW!
**Virtual Learning & Wisconsin
Member Video Chats**

During the ban on gatherings, MPI Wisconsin is partnering with the MPI Academy to offer EIC approved programs for our members.

PLUS, each Academy program is followed by a one hour Zoom chat with your Wisconsin MPI colleagues!

Attend the program, the chat or both!
We'd love to see you!

bit.ly/mpiji_virtual

2020

JUNE

25

JUNE EDUCATION EVENT
(Rescheduled from April)
The Red Lion Hotel Paper Valley
Appleton, WI

AUGUST

27

ANNUAL AWARDS GALA
(Rescheduled from August 20)
Brookfield Conference Center
Brookfield, WI

TRIVIA NIGHT & APRIL EDUCATION POST-PONED

By: Nicole Ellickson, CMP

We are currently working on a future date for this event, and as soon as we have that information, you'll be the first to know! Registered attendees and sponsors will remain registered/paid, transferred to the future new date. If you are not able to make the new date (once determined), please contact admin@mpiwi.org, who will then process your cancellation and refund.

We appreciate everyone's support while we work through the moving pieces along the way. We hope to see you all soon, stronger and better than ever.

Accommodations. **ACCOMMODATING.**

5-STAR MEETING SPACES AND THE SERVICE TO MATCH.

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

- 56,000 Sq. Ft.
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- Grand Ballrooms
- Break Out Rooms
- On-Site Catering
- Golf Course
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