

MPI-WISCONSIN CHAPTER

# Agenda

JAN  
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VOL 43/NUM 1  
2021



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**Agenda**

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## Experience MPI Wisconsin

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## 6 Different Ways



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# Agenda

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## Editor's Note



### 2021, Welcome!

Enduring the past year has pushed everyone to adapt. Yet, we know that professionals in the meetings and events industry have always thrived on change. We all expect an exciting rebound with a mix of adaptations. How our industry delivers in 2021 and beyond will continue to inspire and move our world forward.

I am personally and professionally thrilled to be working with several clients on 2021 events. These meeting planners are reviewing every aspect of their events. Many of you have taken advantage of MPI's education and achieved additional certifications this year. As a humble supplier, I continue to be inspired by your diligence, creativity and brilliance. KUDOS to you!

As you're dealing with new expectations and demands, please reach out to your MPI suppliers.

- Our chapter CVB representatives can help with expert local guidance.
- Our MPI-WI venue connections will offer many new options for safe, successful events.
- Our AV and technology partners are creating exceptional experiences for in-person and virtual attendees.
- MPI rental partners have implemented health and safety protocols and options.
- Our promo partners can point you to timely gifts that will connect with your attendees.

Even my own team can offer permanent antimicrobial coating for print materials, pre-shipped materials for attendees and cleanable signage.

If you're looking for reliable partners committed to our industry, start with MPI-WI supplier members.

I'm looking forward to where all of the meeting and events industry will lead us in 2021 and beyond.

Best to you all!

A handwritten signature in black ink that reads "Kathy". The signature is stylized with a large loop at the end of the name.

Kathy

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**“Change is the only  
constant in life.”**

**— Heraclitus**

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

**Cue the surround sound.**

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

Madison, WI



# President's Column



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



Most importantly, we all need patience. It can be stressful at times but rewarding in the end. Our industry depends upon our leadership, and I know that MPI-WI members continue to listen, learn and grow.”

## Happy New Year!!

2020 was certainly a trying year for ALL of us. As we come together in solidarity to put the negative effects of 2020 behind us, we are excited to forge ahead into 2021 with even greater wisdom, lessons learned and a new perspective!

*Let me tell you a little bit about how my 2020 ended...*

Like many people spending lots of time inside their homes, this past year has driven us to home improvements. In the last quarter of the year, my husband and I decided to remodel our home. We made a budget, looked at paint, tile, and carpet samples, and reviewed quotes from contractors and furniture vendors. I was able to sell unwanted items on Facebook Marketplace. Now that we have finished our project and I've had time to reflect, I notice a correlation to leadership.

- After selecting our contractors, a flooring constructor was unresponsive from the start, and we pivoted to other options. *Let's get our plan in order, we thought.*
- Our painters arrived December 7-9 and recommended transitioning a color in our “open-floor concept.” After some thought, we took their recommendation, triggering a “Christmas tree location” discussion. We settled on our traditional prime spot in the living room, with minimal additional holiday decor. *Who decided to do renovations in December?!*
- The day after we trimmed our tree, we learned that our carpet was in and ready for installation the week of December 27...four weeks earlier than planned! *2020's solution? Leave our Christmas tree and decor up for just over two weeks.*
- We found our perfect furniture, which was available for a minimal time. We needed to quickly decide how to store the new pieces, and what to do with our old furniture. Jumping onto Facebook Marketplace, we were fortunate to sell most of our old items. We temporarily stored the new set in our garage. *Don't get me started on “some assembly required.”*
- The last piece of the project was tile work. As I was reconfirming the contractor's dates, he asked if he could begin three days earlier than scheduled. We were glad to accommodate this request. While his work took twice as long as expected, it turned out great. *Sometimes things happen for a reason!*

I'm now able to enjoy the new perspective of my home. I recognized that home renovations require many of the leadership skills that our industry asks of us every day. You start with an idea and develop your plan and schedule. You look for inspiration from outside sources. You interview those that you think would be good for the project, Then, you **move forward.**

As you're leading any project or cause, your life will be disrupted. As a leader, you should always be happy with the results and/or communicate accordingly. You'll need to follow up with project partners and remain open-minded to suggestions and be flexible with changes.

Most importantly, we all need patience. It can be stressful at times but rewarding in the end. **Our industry depends upon our leadership, and I know that MPI-WI members continue to listen, learn and grow. ▴**



## MPI-WI Bidding for Good Success!

by Lindsey Hess, CMP

We had a great turn out for the MPI-WI Bidding for Good fundraiser this year. Bidding for Good is a live online auction website that helps raise money, reaches thousands of supporters and promotes an organization with their donation. This fundraiser reaches our MPI-WI membership along with other bidders throughout the world.

We didn't have as many items as we have had in the past, but vendors, friends, and family all did what they could to donate to our great organization. We had some wonderful items including the following:

- Gift certificates for hotel overnight stays (with water park admissions, golf packages, tasty and convenient breakfasts, and delicious dinners!)
- Packer Pro Shop certificates
- Zya workout gear
- Comedy Club tickets
- Certificates for keynote speakers and webinars
- And a very special day at the Dyer's cabin and on their pontoon!

We raised a grand total of \$4,597, which is impressive, especially under the circumstances of 2020. We are truly blessed to have such a supportive Chapter - whether you bid on something yourself or shared the auction with your network, thank you for making this event such a great success! ▲

THURSDAY  
FEB 18, 2021

This is a virtual,  
collaborative event  
with our fellow MPI  
chapter in Indiana.

Stay tuned for  
more event and  
registration details  
by visiting [mpiwi.org](http://mpiwi.org).

WAKE UP WITH **MPI!**

save  
the **date**

By JoEllen Graber & Jodi Fisher

# MPI

# WORLD EDUCATION CONGRESS – A HYBRID EVENT

MPI GLOBAL HELD THE 2020 WORLD EDUCATION CONGRESS (WEC) AS A HYBRID EVENT. MPI-WI PAST-PRESIDENT, JOELLEN GRABER AND HER BOSS, JODI FISHER ATTENDED IN PERSON AND SHARE THEIR IMPRESSIONS.





# Q. What was your overall impression of the hybrid event experience?



## JoEllen

You would have never known this was a hybrid event. The speakers did separate live sessions and virtual presentations. This procedure made the sessions run a little smoother, but we missed out on some of the online audience's great conversations.

I think the hybrid portion was most noticeable during the general sessions when our fantastic emcee involved everyone - both virtually and in-person.

In the leadership breakout, we used a new technology called "weframe One." It is the size of a blackboard, with a screen, camera, whiteboard and monitor all-in-one. A significant benefit is that after the meeting, the meeting presenters could send us everything on the board in an email (no more taking photos of flipcharts). We were able to Zoom with a speaker on the board, and those who were participating remotely were also able to send notes and questions for the board from their phones the same way the people in the room were communicating. This new technology was great!



## Jodi

As you can imagine, it was wonderful to experience once again the energy, networking, and - really - other-ness (of food, surroundings, environment, people, weather, scenery, etc.)! I've done a lot of virtual education and networking since March, and - as most of us know - you can't replicate the feeling you get when meeting in person.

I also have a hard time concentrating on Zoom calls, especially when the video feed is off. Email is right there; family is generally somewhere in the background; I can change a load of laundry; my phone is begging for me to text someone. It takes a LOT to keep my attention for an hour when I'm just sitting in front of my monitor.

I was anxious to get into an environment where I could truly focus. MPI did a fabulous job of bringing in the virtual audience during all aspects of the general sessions. A few ways they kept all of us engaged were the following:

- Periodically showing video streams of the virtual audience listening in, clapping, etc.
- Emcee Dena Blizzard introduced and chatted with four virtual attendees on a large screen at the beginning of each session.
- Live polls were utilized for both in-person and virtual attendees.
- Dena, the speakers and anyone on stage generally directed their content to include the words "virtual audience," "for those of you at home," etc., so that the virtual audience didn't feel like they were creeping in on a presentation for a live audience only.
- Use of a live chat for virtual attendees only that the emcee addressed consistently.





## What health and safety measures were put into place? Did you feel they were adequate?



### JoEllen

This was my fourth time attending WEC, and it is one of my favorite annual events. This event usually has around 2,500 people attending from all over the world. When I registered in February, I had no clue the twist and turns this event would go through. At first, MPI was adamant about holding the event in June. I was admittedly nervous, particularly because of the international attendance. Finally in April the event was postponed. While still leery, my love for the meetings industry compelled me to attend with the move to November. I wanted to give all my travel and meeting industry colleagues hope that we could meet again safely.

The safety measures began way before the conference. The team started communicating expectations months in advance. Our swag bags, including our badge, mask, and program, all arrived before the event. (This avoided the crowds congregating around registration.) The event app was released early to plan our conference experience, even though it was ever-changing. (More about that later.)

The day we got in, we had to download a second app to check-in and answer a few questions about our recent travel and how we were currently feeling. Every day we had to check in on the app and show the travel nurses in attendance our thumbs up for the day, and then they took our temperature. With the event size reduced from 2,300 to 600, we had a lot of room to spread out. Only four people sat at each 8-foot round. Everyone wore masks, and if you had your mask down to eat or drink, you were immediately reminded to pull it up or put it back on.

Education was well attended; after hour-events were not. It seemed some people chose not to take the chance on the full event experience. The event venues could have held ten times the amount of people that were in attendance. Those who declined after-hours events missed great food and drink experiences served in a reasonably safe fashion. I say "reasonably safe" because of a conversation about many single-serve plates with finger food as an interesting choice. I should mention hand sanitizer was available at every turn. Those with green concerns about the single-serve plates were met with the argument that health and safety concerns needed to be addressed. There are several things to take into consideration while planning events. In the end, you may not be able to check all of the boxes you would like.



### Jodi

I went into the event knowing I was taking a risk for the sake of experience and education.

To minimize that risk, I quarantined the week before and the week after. I wore my mask the entire time. I didn't hug or shake hands, and I tried to maintain social distancing as much as I could.

I knew there was still a risk, and I accepted that. All attendees need to make sure they're comfortable and take personal responsibility for following the guidelines or don't go.

I will say that MPI did a great job of enforcing the guidelines:

- They provided clear communication leading up to the event outlining attendee protocols and expectations.
- Duty of Care needed to be read and signed before the event
- Daily temperature checks required before entry into any event area
- The emcee and just about every speaker reinforced "wear your mask the entire time!" all day, every day.
- Every volunteer kept an eye on attendees, and they weren't afraid to say something if you didn't weren't wearing your mask. They were diligent, kind, but firm.
- Signage -- EVERYWHERE.
- Hand sanitizer all over the place.

They also took extra precautions in general:

- Our badges and masks were mailed to us ahead of time to reduce lines at registration
- Exhibitors were placed throughout the entire event space instead of in one area
- Seating at each table was minimal (for example, four chairs at a round instead of eight or ten)
- Grab and go food, with only one plated meal.

I felt like they did everything they could to minimize risk and exposure and enforce the rules they had in place, which made me feel secure.

# Q. What do you feel was the biggest challenge for the event? • What went exceptionally well?



## JoEllen:

The education and speaker changes were the most significant challenges. Speakers were secured months in advance, then ten days leading up to the event, many had to drop out due to travel restriction, exposure, and illness. The education for me was a bit lackluster this year. Many of the programs on my original schedule were moved and changed. I needed to change my plans on-the-spot.

I think the venue itself was an exceptional location. The 490,000 square feet of meeting space at the Gaylord Texan made it possible to create a socially distanced event. I felt comfortable eating and sitting with small groups of people, although I tried to stay with my small pod of people from my home region.

Attendees were always conscious of others giving plenty of space and many elbow-bumping instead of hugging or shaking hands when they saw their friends. It was interesting to watch attendees at a touch-free event measure each other's comfort level.



## Jodi:

The networking was a challenge – all events were outdoors (or at the very least indoor/outdoor) with lots of extra space. This was great for social distancing, but we're still trying to figure out how to meet new people and network while keeping 6-feet apart successfully. This was where I saw the most rule-breaking (myself included.) I met plenty of new people (although not as many as pre-COVID networking), but between the masks and the plexiglass for speed networking, I was closer than 6 feet to hear what the other person said. Again, weigh the risk/reward and minimize risk as much as possible. I think in-person networking will be the biggest challenge for the foreseeable future.

In terms of what went exceptionally well, I think the clear and consistent communications were excellent. Emails, printed newsletters on site, push notifications on the app all helped with messaging for risk minimization reminders, conference logistics (changes, maps, upcoming speakers, exhibitor offerings, etc.) The speakers all had the same consistent language regarding taking personal responsibility for minimizing risk.

The one exception to this would be the post-conference email. Organizers were great about providing a link to take the event survey and made it very convenient ("click here to take the survey"). However, the email said we needed to self-report if we tested positive for COVID but gave no indication of who to report to or how to do it. Being transparent that a post-event positive test is possible and providing a link to the email/web page would have been the right thing.



# Q. What do you envision events will look like moving forward?



## JoEllen:

I think hybrid events are not going anywhere. I also think sitting through a six to eight-hour virtual event will go by the wayside. There is a reason TED talks are so popular; people want shorter bite-sized presentations. I can see presentations being available individually or giving people the ability to purchase all the sessions but watch them at their leisure.

I also think that many extroverted people that need human interaction won't feel connected through a computer screen. In the future, there will be a choice to suit everyone's needs. It's often said that attendees learn from the networking and after-hours events than from formal sessions.



## Jodi:

I think hybrid events will be our new normal. There are so many great things about this structure!

- It allows for more attendees.
- Those who can't travel or don't have the financial ability to travel can now attend.
- Allows for more exhibitors/sponsors.
- They have access to even more people.
- Greater variety in sponsorship levels
- Provides more funds for A/V to make it an excellent experience for those attending virtually.
- Take advantage of the virtual aspect – you can now have speakers that were perhaps out of your budget if they were to come in person. Have them present virtually, saving on travel and time costs. It will also give your virtual attendees the feeling of inclusion if some speakers are also virtual.
- Incorporate “micro-events” or viewing opportunities. Small groups of people meet together in a socially-distanced smaller space, hotel meeting space, etc., to view the event together.
- This offers the in-person environment on a much smaller scale along with the virtual attendance of the conference.
- Offering mini-networking / viewing events for smaller additional fees can generate additional revenue.

We will get better at the technical aspect, the networking aspect, and the inclusion aspect as we gain experience in the hybrid model. I think it opens up so many opportunities, and I am excited to see how it develops!



# Q. What was your biggest educational takeaway from the event?

**JoEllen:**  
My biggest takeaway was that we can still meet safely. Of course, some situations are safer than others. With this pandemic and other challenges, we will have to learn how to adapt and improve our events. The days of the candy walls and self-serve buffets may be over, but perhaps they never should have been there.

**Jodi:**  
My biggest takeaway, educationally speaking, is that we need to update our crisis communication plans. How do we keep people informed (pre-, during-, and post-event)? What cybersecurity do we need with more online education and mass video distribution during conferences? How do we protect reputations with PR planning? How do we address COVID and similar threats? Now is the perfect time to update those plans and ensure we're continuing to look at them and keep them relevant.



# WHO'S IN THE NEWS

Compiled by Maria Peot, CMP & Kathy Reading



**JENNIFER MELL, CMP** is the new Director - Business Development at Made Ya Look, Inc & NorthCoast Productions. Jen will help the team with event-related projects and work to grow new business overall. In this new role, Jen will be working with long-time MPI-WI member and NorthCoast VP, Michelle Tyo Johnson. MPI-WI members looking to network: talk to Jen. She's winning the connections game with our MPI-WI membership. *Go, Jen!*



**Event Essentials** recently acquired and re-launched **A LA CRATE RENTALS** as a boutique division of A to Z RentAll's Event Essentials. Book with both Event Essentials + A LA CRATE and receive 10% off new reservations!\*

*\*Standard terms + conditions apply. Offer good thru March 31, 2021.*



**MELISSA FALENDYSZ** and her family of three are now legally so. After 964 days and nights filled with love, countless fostering forms, legal hoops, and court dates, Melissa, John, and Nolan are forever Falendyszing as a family. *Continued love and family fun to all, Melissa!*



**ED BUCHNER'S** colleagues at Majic Productions have voted him as having the "Spirit of Majic" in 2020. Through this challenging year, Ed's team appreciated his exhausting work and glimmers of hope. *Ed, your wizardry always delivers Maj(g)ic!*



**JOSH WIMMER** has rejoined Premier Choice Association Management in a new role as Event Producer & Technology Coordinator. Continuing to advance, Josh is excited to take on new responsibilities in IT along with event planning and management. *Keep growing, Josh!*



**WANDA GILLES** is the new corporate Administrative Office Manager at DuPont. This growing position will keep Wanda involved in meetings, events, and corporate administration. *You're a stalwart asset to any team, Wanda!*

Congratulations to **BETH SCHNABEL, KELLY GUSLOFF** and **ERICA DEQUAINE**, MPI-WI Chapter members who earned their Certified Meeting Professional (CMP) designation in December 2020. *Congratulations on this prestigious accomplishment, especially in such a tumultuous year!*



**DENISE HUMPHREY**, Senior Destination Sales Manager at the Greater Green Bay Convention & Visitors Bureau and her family welcomed baby Flynn this past summer. *Congrats on your "pandemic baby" Humphrey Family!*



The brand new **RESCH EXPO** celebrated their grand opening on Thursday, January 21st with a ribbon cutting ceremony by Brown County. The facility boasts a 125,000 square foot column-free exposition center and is located adjacent to the Resch Center and not far from Lambeau Field. *Congrats on this "touchdown" of an addition to your city, Green Bay!*





# Board Member Profile:

## Shannon Timmerman, CMP

**Position on the MPI WI Board:**

President-Elect

**Place of employment & location:**

Wilderness Resort and the Glacier Canyon Conference Center in the Wisconsin Dells

**What is your role with your employer?**

Director of Sales

**How long in the meeting/event industry?**

21 Years

**What drew you to join the board?**

I served on the Board from 2010-2013, and was then asked to rejoin in 2019.

**What do you like about being on the board?**

I love the relationships that I have built throughout my years on the Board. By far that has been the most rewarding, as these relationships last forever. I also love being a part of the team that gets to represent our amazing chapter.

**What have you learned most from being on the board?**

I would have to say the last year has taught me a great deal about adapting to change and the unknown. With everything that 2020 has brought, it presented a lot of tough decisions that we as a team had to make. And then make again...and again! Being flexible and thinking outside of the box during such a devastating time was a challenge, but I feel only made us stronger.

**What is the best advice you can give to someone who is thinking about getting more involved in MPI?**

Do it now! Don't wait until the time is perfect, or be intimidated. Taking that first volunteer role when I first joined was the best thing I ever did. I made so many connections, both personally and professionally that I don't think I would have made watching from the sidelines.

**Where do you currently live?**

I live in the Wisconsin Dells with my boyfriend Steve and our three dogs. We live on three acres outside of town, which has been the perfect oasis for a year of "staying in"!

**Favorite hobbies or pastimes?**

Spending time with family and friends, boating in the summer, working on home renovations and a newfound hobby of organizing everything!

**Favorite musical artist, band, movie or book?**

Miles Nielsen and the Rusted Hearts has been my favorite "local" band that I have gotten to know over the last few years. I'm not much of a reader, but I love curling up in front of the fireplace watching murder/crime thriller shows and movies. Seven is my all-time favorite movie... "What's in the boooxxx??"



# WHO wants to make the most of their MPI membership?

by Liz Unruh

**WHO** WANTS TO BE A VOLUNTEER? DO YOU HAVE EXTRA TIME ON YOUR HANDS RIGHT NOW? ARE YOU LOOKING TO GET INVOLVED IN SOMETHING BUT NOT SURE WHAT? MPI IS ALWAYS LOOKING FOR VOLUNTEERS. AND BEING AN MPI VOLUNTEER CAN BE ALMOST ANYTHING YOU WISH! YOU CAN HELP WRITE ARTICLES, SEND OUT EMAILS, CONNECT WITH MEMBERS, HELP WITH LIVE, VIRTUAL, AND HYBRID EVENTS, AND SO MUCH MORE. JUST GET INVOLVED!

**V**olunteering with MPI is a great way to try something new in your career, learn new skills, and meet new people. Serving your chapter will also help keep up your network and meet new connections during this crazy time.

When I joined MPI a few years ago, I immediately joined a committee and met many new people. By stepping outside my comfort zone, I learned how much I enjoyed helping to plan events, not just booking them. It also helped me study both sides of events.

Whoever you are, whatever you like to do or want to try, there is a volunteer position for you. Just let me know what you're interested in, and I'll find your fit. I look forward to hearing from all of you. ▴



# VOLUNTEER

# Seven Habits of Inclusive Leaders

by Tom Graybill

**“Don’t make resolutions...build habits.”**

This strong advice for a new year is courtesy of Melissa Majors, who shared “The Seven Habits of Inclusive Leaders” for MPI-WI’s January Education and Networking event.

Melissa prompted much introspection as she shared stories and strategies to build inclusion into our workplaces. The advantages of varied opinions and perspectives were conveyed in Melissa’s comfortable presentation style as she addressed topics that are often uncomfortable to discuss.

Attendees learned that innovation often comes out of conflicting views, and leaders need to empathize and encourage those who have different experiences to craft the best solutions.

A powerful video example – using hamburgers! – helped illustrate why leaders need to step up and step in when they see injustice and voices being subdued.

Inclusion needs to be a mindset, with a conscious understanding that all of us have our biases that can cloud our judgement. Valuing others and their opinions builds strong teams and strong results.

The virtual event was conducted on the Remo platform, which offered a unique networking experience that was both visual and engaging. The platform looks like an overhead view of a ballroom, with tables and chairs just like an in-person event (see included image). Attendees were able to video chat with others at their table and then easily go to other tables to greet more friends. The networking was a big hit with attendees eager to get back to in-person events.

The Remo platform was provided courtesy of Tri-Marq Communications, one of MPI-WI’s Tech Avengers.



# MPI WISCONSIN

## ANNIVERSARIES

Congratulations to all those members celebrating a milestone anniversary in December, January or February!

### 5 YEAR

**TINA JACOBSEN, CMP**

The Edgewater Hotel

**JENELLE THURNBAUER**

Trek Bicycle

### 10 YEAR

**FAITH ELFORD**

Wisconsin Municipal Clerks Association (WMCA)

**BRANDON SMITH**

Brookfield Conference Center, North Central Group

### 25 YEAR

**RENATA PRELLWITZ, CMP**

Chula Vista Resort & Conference Center

## NEW MEMBER

**Welcome to our new members!**

**DAWN BUGALSKI**

Latitude Travel Group  
Planner

**TRACI GAYDOS**

UW-Madison School of Medicine & Public Health  
Planner

**CONNIE KOPEKY**

VISIT Milwaukee  
Supplier

**JANINE WACHTER, CMP**

Exact Sciences  
Planner

**VALERIE WEST**

Compeer Financial  
Planner

**VINA XIONG**

Hmong American Women's Association  
Student

**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.

# Leftover Materials? Turn them to Treasure!

by Melissa Falendysz, CMP

# A

ll of us love the feeling that a simple act of kindness provides. Whether that is giving or receiving, there's always a guaranteed smile. As you're graciously thinking of ways to make someone's day, please consider donating your excess event materials or services to those in need. Consider binders, pens, notepads, tote bags, water bottles, charging devices, etc.

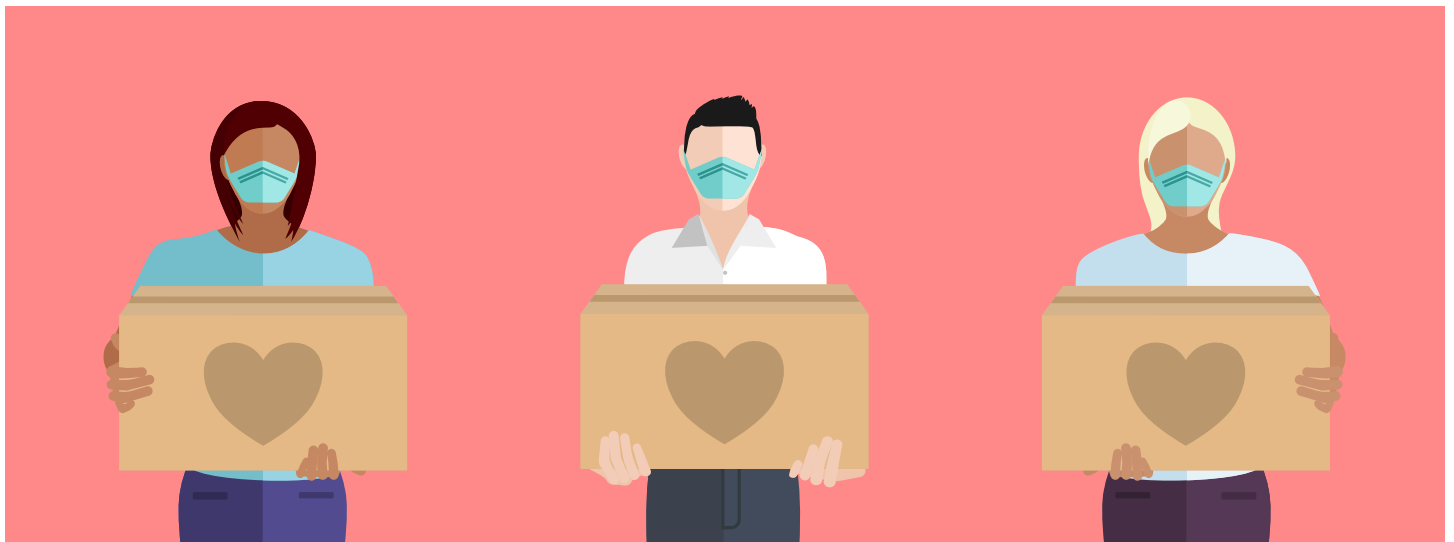
**YOU MAY BE SURPRISED THAT YOUR YEAR OR EVENT-SPECIFIC, BRANDED "LEFTOVERS" CAN BE SOMEONE'S TREASURE.**

One year my employer, the National Association of Tax Professionals (NATP), ended up with an abundance of

leftover tote bags from our conference. We were able to donate these to Outagamie & Fond du Lac County foster care programs. Whether they're used by social workers lugging around their files, a child moving to a new home, or a teenager moving their belongings to their first apartment, there's always a use for handy totes.

As another generous option, The Scan Group has used its resources to help clients donate old event banners and signs to schools. The schools can use the back (blank) side of signage for class projects. How cool is that?

So next time you have to clean out that event storage space (that all of us try to pretend is not here), consider searching for a non-profit in your area. Take the time to call to check if a local group can use your items. Repurposing and helping your local community is as easy as that! ▀



# Enhance your meeting planning career with the MPI Academy

With hundreds of hours of free education for MPI members, the MPI Academy is your one-stop shop for meeting planning and event industry skills training, CE credits and certificate courses. Featuring online and in-person classes and webinars, it's the perfect resource for the job you have - or the job you want.

**CERTIFICATE COURSES:** <https://www.mpi.org/education>

## DATEBOOK: CALENDAR OF EVENTS



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

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

### Upcoming Dates

**FEBRUARY 26 | MARCH 26**

Register on our chapter website or [bit.ly/whineandcheese](https://bit.ly/whineandcheese). (Your member email will give you access). Zoom link will be provided in your confirmation.

# 2021

JANUARY

**14** **CHAPTER EDUCATION**  
(Virtual Meeting)

FEBRUARY

**18** **CHAPTER EDUCATION**  
(Virtual Breakfast Meeting with MPI Indianapolis)

APRIL

**7-8** **TRIVIA NIGHT & SPRING EDUCATION**  
(Kahalari Resort & Convention Center)