

MPI-WISCONSIN CHAPTER

Agenda

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VOL 43/NUM 2
2021

Spring Education Day April 8, 2021

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



WILD *about*

EDUCATION

Spring Education Day Speakers

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Agenda

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6 Different Ways



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Editor's Note



creative connections, and more.

TECHNOLOGY - this is your time (and your Agenda issue)!

Technology has made it possible to meet over the last year. Technology is also helping us move from all virtual to **better-than-ever** hybrid events. Our meeting and event technology partners have delivered incredible advancements and innovative solutions for video conferencing, versatile registration systems, mobile solutions, virtual networking, improved speaker experiences,

All of these impressive technology options need to be driven by competent captains. Our MPI-WI member planners continue to take charge, grasp new technologies, and flourish. We love seeing our MPI-WI members embrace MPI's education, new certifications, supplier connections, and comprehensive resources.

This is much less impressive, but I've also found a few technology tools to feed some of my own human needs while working from home. (Sometimes technology works well in small bites.)

Connection with Nature - I splurged on a set of snow goggles that protect my eyes and glasses, which keeps me walking outdoors on colder, windier days. (Note: the goggles do not deter friendly greetings from neighborhood doggos.)



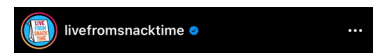
Delight - I'm home A LOT, so adding a little bit of whimsy to my space helps my attitude. These tiny sea turtle string lights are worth every penny.

Perspective - Along with my nieces and nephews, who always keep me in check, Instagram's @livefromsnacktime keeps me smiling and grounded.

As a grateful supplier to this industry, I continue to be inspired by all of our members. I know we'll keep moving forward with technology and creativity to drive human connection.

Go MPI-WI members!

-Kathy



"Gram Gram and I both love peacocks because we may not look like much, but we know when to show our colors."

- Winnie, 5 years old
[@LiveFromSnackTime](#)

submitted by:
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Texas



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

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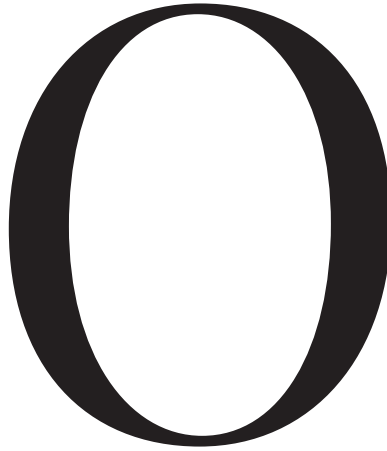
President's Column



ALISON HUTCHINSON
2020-2021 President, MPI-WI Chapter



We must remember that each new day will bring us closer to rebounding as an industry, and a society. Let's keep moving forward, supporting each other."



Our theme for this issue of the *Agenda* magazine is Technology. Here are some examples of using technology in 2021 for MPI Wisconsin.

During our recent Board of Directors mid-year retreat, our facilitator was in Connecticut, and our Board was in Wisconsin. Our facilitator used an app that allowed us all to participate in polls and ask questions. Apps like Slido crowdsource the questions and answers from your audience and make everyone part of the conversation, no matter where they are.

Our January and February chapter meetings gave us the opportunity to use the Remo platform. Thank you to Tri-Marq Communications for making this happen. According to their website, "the Remo platform offers a unique networking experience both visual and engaging." The platform looks like an overhead view of a ballroom, with tables and chairs like an in-person event. Attendees can video chat with others at their table, and easily go to other tables to greet more friends and network. This platform has been a big hit with attendees eager to get back to in-person events. Many members commented that Remo was easy and enjoyable to use.

Our upcoming in-person events will be using technology as well. At Trivia Night, we will use the Kahoot app. It is a game-based platform. Then, at our Spring Education, we will get to hear best practices from our Tech Avengers (check out the Q&A and mini articles from the group in this issue as well). I look forward to seeing you April 7-8 at the Kalahari Resort & Convention Center.

We must remember that each new day will bring us closer to rebounding as an industry, and a society. Let's keep moving forward, supporting each other. ▴

FROM START TO FINISH: PREPARING FOR THE CMP EXAM



APPLICATION PROCESS

By Jodi Goldbeck, CMP

While many meeting professionals have the desire to receive their CMP (Certified Meeting Professional) designation, I have heard over and over again that actually filling out the application is one of the most intimidating steps in the process.

To help “wrap your brain” around what may seem like a complicated process, below are the five steps necessary for you to apply for the CMP.

- ✓ **STEP 1:**
Fill out the online application. The application is located on the EIC’s (Events Industry Council) website. Go to <http://eventscouncil.or/CMP> to set up an account. The application fee is \$250.
- ✓ **STEP 2:**
Once you have completed the application, the EIC will contact you within 3-5 weeks to inform you if you have been approved to take the exam.
- ✓ **STEP 3:**
Go back to the EIC’s website and pay your exam fee of \$475.
- ✓ **STEP 4:**
Schedule your exam date through Prometric, the EIC’s testing partner. Exams can be taken in-person or via remote proctoring.
- ✓ **STEP 5:**
Sit for the CMP exam. You must take the exam within one year of receiving approval.

The application has three major sections, which include (1) your personal profile/information; (2) work experience & education; and (3) continuing education.

Look for the next article in this series, which will describe the major sections of the CMP application, in the next issue of the *Agenda*. ▴

Jodi Goldbeck, CMP, is the Program Director of the Event Management Program at Madison Area Technical College. If you would like more information on the CMP, please contact her at jgoldbeck@madisoncollege.edu.

FEBRUARY EVENT RECAP

COLLABORATION IN THE PANDEMIC

By Maria Peot, CMP

On Thursday, February 18, MPI-WI joined forces with the MPI Chapter from Indiana to host a collaborative event virtually - the most practical way to safely meet with individuals from another state during a pandemic. A collaboration such as this was one of our President's goals for this year for our chapter, so it felt great to accomplish this goal while simultaneously meeting with individuals from another chapter.

We again utilized the Remo platform, which our chapter used in January for a virtual event. I was unable to attend the event in January, so this was my first time utilizing the platform. I thought it worked really well, especially because I was able to see both familiar and new faces during the networking period of the event.

Our speaker, **Shannon Brasovan** from Practice Indie Yoga, led us through a very engaging session where we examined our complaints, achievements, failures, energy, values, mindset, fears, goals, and more. Shannon also stressed the importance of repetition. She wrapped up the session by guiding attendees through some basic, relaxing, and refreshing yoga!

MPI-WI attendees who registered in advance also received a \$15 DoorDash credit thanks to our 2021 Strategic Partners. Thank you to all members from both Wisconsin and Indiana who organized this truly collaborative event! ▴



Shannon Brasovan



Planner Profile:

Tracey Bockhop, CMP

Employer: Meet Meetings

Job Title: CEO

Tell us about your company and/or position: I started Meeting Meetings, a third-party meeting planning company, seven years ago. Currently, we handle sourcing and planning on a wide range of meetings and incentives.

How long have you been in the meetings industry?
17 years

What drew you to become a planner? I have always enjoyed the hospitality industry and wanted to put my mark on individual events to help companies impact their attendees.

What do you like most about being a member of MPI?
I really enjoy networking on the national level. I attend WEC regularly, and serve on the Women's Advisory Board for MPI Global.

What was your favorite team or project you have worked on for MPI? The Women's Advisory Board has been my favorite to date. There are many strong positive women on this board who work as a team to grow the industry while forming lasting relationships with one another.

Tell us about your family: I have five nieces and nephews who are my whole world.

What are your hobbies and interests? Travel is my #1 but, in the meantime, putting together puzzles has topped the list.

Favorite song//band/artist/movie/book: I really like everything, I don't think in terms of favorites.

Tell us about the person you admire most and why:
My parents, who have instilled in me a hard work ethic and always lend a helping hand.

What is something that is still on your bucket list?
My bucket list is multiple pages but next up is supposed to be Italy and Bora Bora...

Tell us the words you live by or share a favorite quote:
Lack of planning on your part does not constitute an emergency on mine.

Thoughts from MPI-WI's Tech Avengers

Compiled by Jen Mell, CMP, Ed Buchner, John McDonald, and Tom Graybill

In 2020, nearly every industry has had to pivot to stay afloat. While virtual meetings have been around for awhile, making the move from live to virtual events has been a new challenge. **We asked industry experts to weigh in on best practices, platforms, and the future of virtual meetings:**

Ed Buchner, Majic Productions

As for any event, it's important to know your audience. If they aren't going to want to attend a virtual event, don't expect them to. The next step is calculating that return on investment. What is virtual meeting X going to cost me? How do I get buy in? Can I find sponsors?

Choosing the right platform should be based on the needs for your event. If all you need is a simple stream out, use a simple platform. If you need a complicated, multi-track educational event, make sure you lean on a provider that has a solid platform that can handle it. The end user experience is the most critical. As an event producer, we try to steer you to the best platform for your audience, but even our hunches can be wrong. A group you might think

should know all the ins and outs of attending virtual events can sometimes be the worst at logging in!

For virtual events, the two biggest issues are length and marketing. Too long of a program, and you lose people's interest! As far as marketing goes, there is such an opportunity to attract an audience that was never coming to your physical event before. Now after your next virtual event, you may see them show up to your physical event. Spread out that marketing net!

I don't think we will stop doing all virtual events. I do see us seeing more hybrid events this summer and fall. Full in-person events like we had in 2019 won't happen until 2022. That is me being cautiously realistic. ▴

John McDonald, Studio Gear

One mistake I keep seeing is people think meetings need to be basic Zoom meetings. Most parts of in-person meetings can translate to virtual and hybrid events. The platform you choose to go with is no different than picking a venue. It should be a platform that is approachable, customizable, and easy to navigate. The registration and login process should be simple.

Once in the virtual event - create areas where attendees can engage via video chat, messaging, or social media. Like a venue - this is your attendee's first impression of your event. Keep it simple. The more complex - the more problems and questions your audience will encounter. For the very large events we have been a part of, we have found Pheedloop to be a great resource. For mid-size and small events - we prefer to build out and customize our own platform for our customers.

Looking to the future, I think there will be more virtual components of in-person meetings. Virtual meetings can reach larger audiences online, and I think most customers will want to continue reaching that wider audience than can travel to an in-person event. I think we are already in the transition from fully virtual to hybrid events, and I think that will continue for the next few months. Fully in-person meetings will not come back until infection numbers are close to zero and counties lift travel restrictions so all attendees can come to the events.

The new first question for planners will be: Is the event fully in-person, online, or a hybrid? ▴

Tom Graybill, Tri-Marq Communications

The first mistake that many planners make in shifting to virtual/hybrid events is thinking that the online conference should mirror their in-person conference. The virtual audience is very different - they aren't "captive" in a ballroom and willing to sit through hours of presentations. Expecting a participant to stay engaged and attentive for hours in front of their computer screen is unrealistic. Planners should condense wherever possible. Getting people to attend involves providing quality, useful content that people are willing to pay for - whether in time, money, or both -- and telling them about that content to encourage them to sign up.

Creating promo videos for online events (and for in-person, for that matter) is an effective way to build excitement and interest in a conference. We can't just expect people to attend; we need to give them reasons to. Keeping an audience engaged in a virtual event starts with great content, and expands to allowing online viewers to interact,

whether with Q&A, polling, gamification, networking activities, contests, chat, etc. Make the event worth my while and give me a chance to be an active participant, and I will gain value from your event.

I also think planners are thinking very much in the moment, and not leveraging the content that is being created for and in a virtual event for future distribution. The presentations that are either recorded in advance or recorded live during a show can often be used on the web or social media to reach a broader audience. Of course, permissions need to be secured before you can share this content.

I certainly expect to have more hybrid events in 2021, probably starting in earnest in September, which is traditionally when we see an influx of events. Certain events could be solely in-person by that time as well, if there isn't a perceived value for a hybrid component. ▀

Jennifer Mell, CMP, Made Ya Look, CMP

The first step to planning is the same as always...what's your event goal? Just like with in-person events, knowing your goal(s) for the event will help drive other decisions along the way. After your goals, having a loose budget and agenda framework in mind will help as you start to discuss your event with your supplier partners. Planners should be asking their production partners about all the options.

Try not to limit your event to your first thoughts. Use and abuse your supplier partners for their ideas! We WANT to help you host the most successful event possible. In terms of virtual event platforms, while cost must be a factor, functionality should really be the driver for platform selection. Your supplier partner may already use a platform that's new to you but can work with your event goal(s). There are so many platform options on the market now that you can find something that will suit your needs (even if not perfectly) within every price range.

In my opinion, staying engaged virtually comes down to three components: dynamic content, shorter presentation format (think Ted-talk style), and ability to network with

other attendees. Truly, content is king. Working with your supplier partners and speakers to develop dynamic pre-recorded pieces as well as live presentations will give your attendees the best experience while sitting in front of their computers. We can't completely recreate an in-person event. We need to adjust and focus on giving humans what they crave: interacting with each other.

The most basic thing for a virtual event is also the most important: GOOD INTERNET CONNECTION! You can't control each attendee's internet connection, but doing your part to make sure your speaker(s) and whoever's running content has a solid connection will go a long way. Your tech partner team will handle the rest!

Looking at the data and projections out there now, I think we'll see more hybrid events in Q3 2021 and even more by Q1 2022. Unless it's a small meeting/event with a perceived easily-controlled population, I think hybrid will be the norm well into 2022. ▀

Mini-Articles **from the** **TECH AVENGERS**

Surviving a Pandemic with Studio Gear

John McDonald

Studio Gear has made it a priority to keep our talented team together through the pandemic. We are very pleased to have been able to make it through 2020 with no layoffs. Our technicians used the pandemic to focus on hands-on equipment and software training. All employees are now OSHA 10-hour certified and have completed a myriad of online classes to improve their skills. The senior project managers created webinars for all our technicians to share their expertise. We came out of the shutdown ready to work.

In June, we undertook live events for the Milwaukee Milkmen. Operating baseball games was a new experience that required a high level of real-time response. Since then, Studio Gear has pivoted to also running virtual and

hybrid events for non-profit organizations such as United Way, Leukemia & Lymphoma Society, Milwaukee Chamber Theatre, and many more. Now our corporate clients are also utilizing our virtual services.

In January, Studio Gear opened Cream City Studio in our headquarters in Milwaukee's Third Ward. This studio is equipped with the best gear in the industry to ensure that clients look good, sound their best, and that their message is fully delivered. The space features an LED backdrop which provides a dynamic, immersive, and unique visual experience. Our talented staff has crafted this studio to the highest standards with built-in redundancy and flexibility. ▲

The Silver Lining of the Pandemic

Tom Graybill

Living in the virtual event world has proven to be a busy space for production companies. Since last March, our Tri-Marq Communications team has produced dozens of virtual events for our clients. Some of these were replacing shows originally planned as in-person events. We've also been involved in a range of new projects bringing audiences together online.

There are many, many platforms available for virtual events. Finding the right combination or fit for each event's needs is critical. We have used more than ten different platforms after researching many more. We've found it valuable to keep in close communication with the developers to keep in the loop as innovations are about to be introduced. (One platform even lists Tri-Marq as a recommended producer.)

Familiarity with a broad array of platforms provides flexibility to combine different platforms in a single event for maximum effectiveness. A clear understanding of third-party costs is

important when budgeting for your events. (At Tri-Marq, for instance, we don't mark-up platform charges, which keeps our decisions focused on results.)

When you're planning hybrid events, it helps to work with a production team with both video and event production experience. This mix of expertise ensures a quality experience for all attendees.

The rush to streamed events will have a lasting impact on our industry.

Some clients are already planning on never going back to solely in-person events after seeing the effectiveness of virtual for some situations. The silver lining in these times is that we've all shown our industry's adaptability. Virtual solutions can be a valuable option and may have their place for some events as we return to "normal." ▲

How Majic Products Became Innovators During the Pandemic

Ed Buchner

The first mistake that many planners make in shifting to Majic Productions has streamed events for years, but it has been closed session streams to select audiences only. Since last March, we became innovators to help those clients who knew something had to change.

In 2020, we learned we would not be going back to hosting events the way that we had been. We investigated dozens of options to help associations, non-profits, community organizers, and corporations get their messages heard. Zoom was where we started, but as the spring became summer, we had to stay out in front. Majic had to broaden our options. We now offer services for a dozen platforms and add-ons.

Our biggest success is staying customer-driven. When a client has a “want” we come up with a plan to solve it. First, is it possible? The second thing is to make sure it is integral for the event. Third, is it a good return on investment? If it isn't going to forward your mission or make you a profit, then do you have to have it?

This is what being a Tech Avenger is all about. We all work to keep everyone informed and on the edge of what is next. All of us want to make sure your event is a success. ▲

Technology and Expertise

Jennifer Mell, CMP

I joined this team in January of 2021, after 20 years of event planning and management experience. Since then, I've learned so much about event production that I didn't focus on as a meeting planner. It's been a challenge re-focusing my mind to hone in on each event's production aspect, learning about specific equipment, back-end technology I had no visibility to before, and the talent/creative eye required to take an event from adequate to amazing. I'm fortunate to have so many talented co-workers with years of experience who are willing to share their knowledge with me to learn and bring their A-game to each project we partner on. Made Ya Look has established itself as an industry leader, working with the NFL, national speakers, and renowned universities. But, we take the most pride in giving back by supporting organizations that help improve the lives of those in our community.

My experience with this team is classic MPI-WI. For many years, I've seen this team execute successful projects of all types. From local non-profits to global enterprises, Made Ya Look and NorthCoast Productions have provided client-focused event and video production solutions. When the pandemic hit the industry, this group already had the range of skills and technology needed to make virtual and hybrid events work successfully.

As an experienced planner, I urge you to consider the expertise of any production partner you are considering. Whether you need minimal production support or overall management, including event strategy, registration, virtual event platforms, video, or audio content, the right production partner is key to your project's success.

It's interesting to work with various clients and projects in diverse fields, including technology and manufacturing health care. From PSAs to TV commercials, to digital messages, to virtual training and content development... technology and creativity are the keys.

I'm proud to have joined this team as a Certified Meeting Professional (CMP) and bring something different to the table for our projects. I advise all to review the full breadth of partner expertise and achieve your project's optimal experience and ROI. It's helpful to have a reliable partner for helpful guidance.

Whether your next event is virtual, hybrid, or in-person, a solid team of supplier partners is invaluable to help you make it a success. ▲



What is the Environmental Impact of Virtual Events?

By Julia Spangler

SINCE THE EVENTS INDUSTRY went largely virtual a year ago, this question has been rolling around in my mind: What is the environmental impact of virtual events? To be honest, I was a little scared to research it!

All the articles I had seen about virtual events and the environment were glowing reviews of how sustainable virtual events are compared to in-person events. I was worried that once I peeled back the layers, would I find that this was an assumption that overlooked important factors?

What are the factors used to determine the environmental impact of an event?

In general, these are the main factors used to gauge the impact that an event (or anything, really) has on the environment:

- Carbon emissions/greenhouse gas emissions
- Waste
- Water use
- Energy use
- Land use
- Direct effects on local ecosystem

For an in-person event, it's easy to brainstorm the list of areas where we need to assess impact: things like food & beverage, travel, shipping, venue energy consumption, and material waste.

For virtual events, the aspects that affect the environment aren't quite as tangible. Here are the factors I considered:

- Event website
- Video hosting & streaming
- Attendee device usage
- Shipped gifts to attendees
- E-waste and equipment lifespan

Each of these aspects of virtual events has an impact on the environmental factors listed above. For example, cloud server farms where websites and videos are hosted use a lot of energy, emit carbon, take up land, and use lots of water for cooling. Manufacturing, using, and disposing of electronic devices also has an impact in all of these areas.

There is not a huge body of academic research about the sustainability of virtual events. However, I found several good articles about information & communications technology in general, which is the broader category that virtual event technology falls into.

Here are my conclusions based on what I found:

1) In most cases, virtual events do have a lower environmental impact than in-person events.

Based on my research, virtual events are more sustainable than in-person events in most cases. The main factor that makes this true is reduced travel.

For the majority of in-person events, all attendees and exhibitors travel to a single meeting location. For events where attendees are coming from all over the country or from around the world, this travel is the largest component of an event's carbon footprint. When this type of event goes virtual, long-distance travel is either totally eliminated or reduced to just a small production team.

While virtual components like your event website and video streaming do use energy and impact the environment, and estimates of the exact impact of these activities vary significantly, I didn't find any studies that suggested the impacts of digital communication activities were anywhere close to the impact of long-distance travel.

In addition to their reduced carbon footprint, virtual events also typically generate less waste due to less material fabrication and no large-scale food & beverage service. (Virtual attendees still drink water, use energy, and take up space wherever they are, so I don't have enough information to make definite claims about the water use, energy use, or land use of virtual events vs. in-person.)

Finally, I qualify this conclusion with "in most cases" because it could be possible to have a greater environmental impact if your virtual event is of a dramatically larger scale than your original in-person event. An example would be if you previously planned a small local meeting with no air travel that is now a virtual event with thousands of attendees, a high level of AV production, and shipped swag boxes.

2) Hybrid events may have a higher impact on the environment, depending on how they are planned.

Even though virtual events almost always have a smaller environmental footprint than in-person events, hybrid events are another story entirely.

This is because the goal of many planners, following the pandemic, is to restore their previous in-person attendee numbers while also adding new virtual attendees to increase their audience. Planners should understand this would lead to a net increase of environmental impact, because you would be planning the regular in-person event and adding a new virtual event on top of that.

You may be tempted to compare this hybrid plan with a scenario where all of the new virtual participants hypothetically attend in person, which of course makes the hybrid option appear more sustainable. However, it's important to acknowledge that it's very unlikely that all of your new virtual attendees would have ever attended in-person. When assessing environmental impact, you should compare your plan to your current reality or realistic projections, rather than a hypothetical and unlikely scenario.

If you want to use a hybrid format to reduce the environmental footprint of your event, focus on shifting in-person attendees to the virtual attendance option, rather than retaining the same number of in-person attendees.

3) Regional hubs can greatly reduce the environmental impact of hybrid events.

Another way to make a hybrid event more sustainable is to adopt a regional hub model.

Remember that long-distance travel is often the biggest component of an event's carbon footprint. What if your attendees could experience your in-person event without having to fly to a single central destination?

In a regional hub model, you would plan two or more concurrent in-person events at locations that are conveniently located for the majority of your attendees, and then connect these hubs using virtual meetings technology.

What other questions do you have about the environmental impact of virtual and hybrid events? Let me know in the comments! (This post is already super-long, but I have tons of background info I didn't include and would be happy to share in response to questions.) ▲

Visit Julia's website to read the entire blog article and comment by visiting her work at ecosystemevents.com.

**Note: This article has been extracted from the February 23, 2021 blog post from Julia's website, ecosystem Events, and shortened slightly for publishing purposes. Julia is a member of MPI-IN, the chapter we partnered with for our February Chapter Education event.*





From MPI's Editor
Rich Luna

Black History in the Making

When day comes we ask ourselves, where can we find light in this never-ending shade?

I remember back in high school when we were assigned to write a report for Black History Month and I profiled Hank Aaron, then on the cusp of breaking Babe Ruth's all-time home run record.

My teacher asked why I chose to write about Aaron. In addition to being a baseball fan, I was more intrigued by the manner in which he held himself up in the face of death threats, racist taunts and hate mail. He would break Ruth's record and go on to be a great ambassador for the game and for racial equality.

And so we lift our gazes not to what stands between us, but what stands before us.

I was blessed to have interviewed him when I became a sportswriter and later in my career talked to him at a conference where I secured an autographed baseball—still a treasured keepsake.

I reflected on "Hammerin' Hank" again after hearing of his death last month, and as Black History Month is again upon us. I wonder what he must have been thinking, politics aside, seeing Senator Kamala Harris, the first Black, first Asian and first woman to be elected vice president of the United States. Or listening to the powerful oratory, "The Hill We Climb," delivered by 22-year-old Amanda Gorman, the first person named National Youth Poet Laureate, during the presidential inauguration (and whose words I share in my editor's letter).

We close the divide because we know, to put our future first, we must first put our differences aside.

My 16-year-old daughter Abby came home from school that day and could not stop talking about Gorman's poem. She told me there was a break between classes when Gorman was speaking and students had the option of moving along, but that no one did. They all stayed to watch Gorman finish her poem.

This was Black history in the making, a time when we witnessed examples of shining lights on Black culture and achievements, a time to hopefully set aside division and turmoil and seek the strength, courage and wisdom to come together.

We will not march back to what was, but move to what shall be.

Let us celebrate Black History Month with purpose, with commitment to acknowledge all that is good in our community, to right the wrongs and set ourselves on a path forward as a community. Let's also strive to celebrate beyond the month of February. If we relegate the story to just one month, we are missing the point. These are conversations we must have every day.

*For there is always light,
if only we're brave enough to see it.
If only we're brave enough to be it.*

- Amanda Gorman

Note: This article has been replicated from a February 1, 2021 Industry News blog post by MPI Global's Director of Publishing and Editor-in-Chief of The Meeting Professional.



Student Profile:

Jaeryn Smith

College & program you are currently enrolled in:

Projected to graduate from the Meeting and Event Management Program at Madison College this December

Place of employment: Christine's Kitchens - An online store and delivery service of all local products. Our website is <https://www.christines-kitchens.com/> for more information.

Job title: Operations Manager

What drew you to the meetings industry? I enjoy the opportunity to help connect people in different ways. Each meeting or event is a new project, with new opportunities to learn from and express my creativity.

Tell us about a team or project that you have worked on for MPI-WI or would like to be involved with: I have not worked on a project with MPI yet, but I would love to get the opportunity to work on some of the educational projects in the future.

Where are you from? I spent about half of my childhood in Markesan, Wisconsin and half of it right here in Madison where I currently reside.

Tell us about your family: Family are the people who make you feel at home.

What are your hobbies and interests? Music, art, and food are my biggest interests. Before the pandemic going to see live music was probably my biggest hobby. Music is such an important part of my life. I really enjoy cooking as well, for the same reasons I enjoy the meeting and event industry, it brings people together! Hosting dinner parties at my house is one of my favorite things to do with the people I love.

Tell us about who you admire most and why: I would say I admire people who are undeniably themselves and who make it a point in their life to show compassion and help others. I would like to mention my wonderful teachers Jodi Goldbeck and Janet Spersted and my boss Christine Ameigh for being genuine and encouraging individuals who have really inspired me on my journey.

Favorite song/band/artist/movie/book: Music - Crooked Colours, Cage the Elephant, DREAMERS, and so much more. Books - *Be Here Now* by Ram Dass and *The Undefeated Mind* by Alex Lickerman.

What is something that is still on your bucket list? I have never left the country! I would love to be able to travel overseas. I want to learn the history of places and get to see how other people live.

Tell us your words to live by or a favorite quote: "Treat everyone you meet like God in drag." and "Everything in your life is there as a vehicle for your transformation. Use it!" both from the Ram Dass book previously mentioned.



Board Member Profile:

Rebecca Staats

Position on MPI-WI Board:

Current VP of Finance. Next term I have been slated as President Elect.

Employer:

Princeton Crossing Management, LLC

Job Title:

Director of Sales for two Marriott properties: Residence Inn Eau Claire & Fairfield Eau Claire Chippewa Falls

Tell us about the company you work for and/or your position:

This is a small local management & ownership group that is fantastic and so much fun to work with and for! It is great to be a part of the Marriott franchise with a lot of great resources at my fingertips. I joined the team at the Fairfield property in August 2020 after being furloughed from my travel agent position with AAA two months prior. We opened the newly built Residence Inn next door in November 2020.

How long have you been in the meetings industry?

A total of 20 blissful years. After receiving a degree in Travel & Hospitality and landing my first job as Sales Coordinator at the Holiday Inn Arden Hills, MN, I was hooked. Over the years I have worked in Minneapolis/St. Paul, Chicago, and Eau Claire in various supplier positions including Administrative, Banquet, Convention Services, Sales, and Director of Sales positions.

Tell us a few things about your role on our Chapter Board:

As the VP of Finance, my team and I are responsible for producing special events to include Bidding for Good, Trivia Night, and the Awards Gala. We are also responsible for securing new strategic partnerships, sponsorships, and fundraising for the chapter.

What drew you to serve on our Chapter Board?

The MPI-WI Chapter is "my people"! We are fun, resilient, and have a passion for hospitality. Early in my career, I volunteered with MPI-MN and had several mentors throughout my career who served on the BOD and knew someday I wanted to do the same.

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

Attending our events, in person, has always been fun and is now even more meaningful. Collaborating with like-minded individuals who are all going through similar challenging times makes the challenging times a little less so. I am learning how to prepare for the worst, hope for the best, and be a better leader.

What are your hobbies and interests?

I love music and going to see live music. I play volleyball three nights a week. I enjoy cooking and baking and playing with our two English Bulldogs, Dash & Quinn. My husband and I enjoy traveling, camping, and the warm weather outdoors!

MPI WISCONSIN

ANNIVERSARIES

Congratulations to all those members celebrating a milestone anniversary in March and April!

5 YEAR

LAURIE FREUND

Bridges Library System

JOAN PINCH

Wisco Hotels

AMANDA RIDOUT

Resonance Food Co.

10 YEAR

DEANA HEINISCH

Waukesha Pewaukee CVB

CHERYL OSWALD, CMP, CMM

Kohl's Department Stores

KELLY POSTHUMA, CMP

Arthrex, Inc.

15 YEAR

SHANNON TIMMERMAN, CMP

Wilderness Hotel & Golf Resort

25 YEAR

DICK BRADLEY

Sheraton Milwaukee Brookfield Hotel

Tell us about your family:

My household is my husband and I, our two dogs, and one cat. Most of our immediate family also live in the Chippewa Falls/Eau Claire area. We love being close to everyone.

Favorite song/band/artist/movie/book:

Today, my favorite song is *Not Mad Enough* by Smith and Myers. My favorite book and movie right now is *In Her Shoes*, a beautiful but complicated story about two sisters.

Person you admire and why:

I adore my mother! She has had some very rough seasons of life and continues to have a sunny outlook on life. She is always willing to help, is the most unselfish person I know, and does it all with a smile on her face.

What is something that is still on your bucket list?

Although I have a long travel bucket list, at the top of it would be an international trip to Peru to see Machu Picchu!

Tell us your words to live by or share a favorite quote:


"Keep your fork, the best is yet to come."

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.

MPI-WI ATTENDEE

CODE OF CONDUCT



All members & guests attending the MPI-WI April event are required to acknowledge and agree to our Attendee Code of Conduct in order to register for the event.

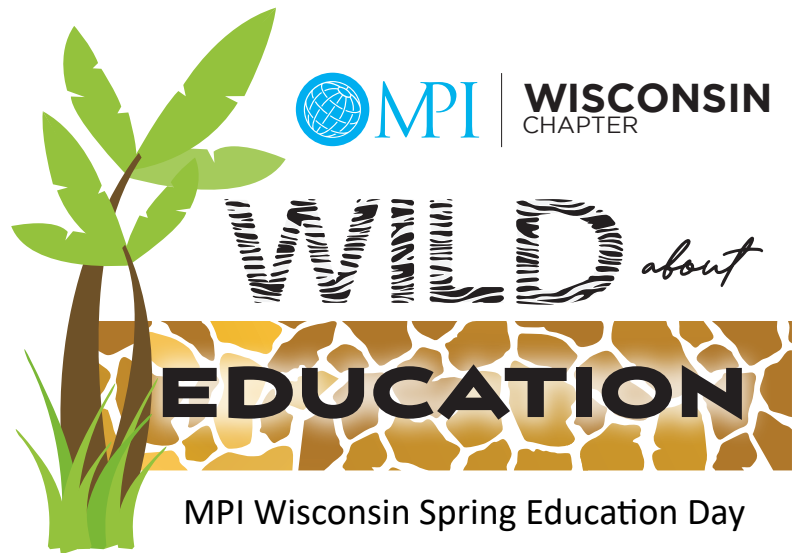
ATTENDEE WILL:

- Provide your own mask
- Self-monitor for symptoms of illness prior to arrival and throughout the day. Attendees with symptoms of fever or respiratory illness should not attend and request cancellation.
- Attendees living in a household where a member or other close contact tested positive for COVID-19 should not attend and request refund.
- Be considerate of their own health and the health of those around them. Others may wish to be more cautious than you. Respect them and understand we all want to keep our families and ourselves healthy.
- Abide by all social distancing requirements and requirements of our host properties.
- Refrain from handshakes, the exchange of business cards, and this is the tough one... hugs
- Practice proper respiratory etiquette:
Cover mouth and nose with a tissue when coughing or sneezing
Throw used tissues in the trash
If you don't have a tissue, cough or sneeze into elbow, not hand
Wash hands (20 second rule) and use sanitizing stations often.

APRIL EDUCATION DAY

MPI-Wisconsin is WILD About Education!

By Beth Schnabel, CMP, CED, CUDE



MPI Wisconsin Spring Education Day

As we watch the snow slowly melt and the temperatures inch higher and higher on our weather app, it can only mean one thing...it is SPRING in Wisconsin again, and that means Spring Education Day is right around the corner.

MPI-Wisconsin invites you to join us on Thursday, April 8th at the Kalahari Resort in the Wisconsin Dells to connect with old friends and make some new ones while we explore career growth opportunities and executing safe events in a post-pandemic jungle.

Hear from keynote speakers Sam Glenn and Phil Gerbyshak along with other industry experts who will have you going home with a cage full of ideas and actions to provide a safe learning environment for your attendees.

And what better way to learn about safe meeting execution than seeing it for yourself. MPI-Wisconsin is proud to host this event at the Kalahari with their Commitment to Clean.

EVENT DETAILS:

- Thursday, April 8, 2021
- Breakfast from 7:30 a.m. – 8:30 a.m.
- Education Sessions from 8:30 a.m. – 4:00 p.m.

For full event details, visit the event page at bit.ly/MPI-WI-SPRING2021.

Session 1: Pocket Productivity for Meeting and Events Professionals

Do you spend most of your time on the go, running from meeting to meeting, appointment to appointment, and have no idea how you'll get what you need to do every day, much less make the money you want to make, without working 15-20 hour days? Do you believe there's got to be a better way?

There is – and it's called Pocket Productivity.

Join sales expert, technology guru, and networking superhero Phil Gerbyshak as he shares how you can run 90% or more of your meeting and events business from your smartphone—quickly, effectively, and using apps that don't cost a lot of time or require tech-savviness. Increase your profits, increase your productivity, and get your life back!

In this session, you will learn:

- How you can use the right apps productively - without wasting your time or effort;
- The top apps to use to make your work more productive;
- The apps your peers in the room are using to be more effective;
- Q&A around any app you've got a question about.

Phil will share as many apps as he has time for and will answer any questions. He's got over 600 apps on his phone - and he's not afraid to use an app.

Session 2: Leveraging LinkedIn for Job Search and Transitioning Professionals

LinkedIn can be the best tool for helping you find a path into your dream job, or at least your next job. It's simple but not easy, and you need a strategy to make it happen. Join sales and LinkedIn expert Phil Gerbyshak for how you can leverage this powerful platform in your job search and if you're transitioning to something bigger and better.

You will learn:

- How to use social media to “shed your invisibility” and manage your career and professional image;
- How to brand yourself boldly, and then create personal connections and strong relationships utilizing social media such as LinkedIn, Twitter, Instagram, etc.;
- How to use LinkedIn and other social media to differentiate your company/organization from the pack...by sharing topical information, providing valuable solutions, and caring about others for more than their wallet.



About Phil Gerbyshak

Phil Gerbyshak knows sales. He's a sales speaker, a sales executive, a sales expert, a sales leader mentor, a sales podcaster, and a sales coach. Phil has written five books, more than 3,000 articles, and has been quoted in the *Wall Street Journal*, *Daily Globe and Mail*, *Financial Times*, *Investor's Business Daily*, *Inc.* and many other publications, including earning three covers: *Speaker Magazine*, *Marketing Media* and *Money*, and *Social Selling Made Easy*. Recently he was recognized as one of 25 Sales Leaders to follow by Crunchbase. Phil is currently the chief revenue officer and partner at Process and Results, LLC, where he and his team help tech agencies and SaaS businesses sell more. They specialize in sales and SalesOps so that teams can stay focused on what they do best.



Is Your Attitude in the Way or Making a Way?

By Sam Glenn

IT WAS OVER a cup of coffee that I could barely afford that a good friend said to me, “Sam, your attitude is either in the way or making a way and you determine which every day.”

Talk about a kick in the attitude, but in a good way. Since that moment, when I was homeless, living in my '82 Buick Regal and getting by just working odd jobs, I have written over 30 books based on research and observation relating to the human attitude. My books are really my notes, but dressed up like they are going to a gala. If what I learned changed and helped me, I know it will change and help others. And even though I have researched the topic of attitude and spoken on the subject at meetings and conferences for over two decades, I am still learning. One lesson that fuels an attitude that works for me is finding value in the reminders of what I have studied, researched, and learned. There is cause to celebrate growth when revisiting the treasures that improve your life.

We have all heard speeches on attitude, and maybe growing up been lectured by an adult regarding our attitude. So, attitude has become a broad and loose topic - almost general in nature. However, in all my research, our attitude plays the biggest role in everything. The choices we make, our behaviors, and efforts follow the attitude we cultivate. We own the choice of choosing an attitude that gets in the way or makes a way. You can choose to respond nicely or negatively. You can choose to take ownership or point fingers. You can choose to communicate or create assumptions. Either way, it all starts with attitude.

When we think of an attitude that is in the way, let me ask this, “Can you think of a time the attitude you brought to a certain circumstance made the situation much, much worse?” I think we all can. In that moment, we realize that our attitude was in the way or working against our success or helpfulness of the situation. If you walk away with an awareness that you could have done better, that leads to growth. If not, chances are you will repeat and recreate the same messy results as before.

Choosing an attitude that makes a way or works for you is oftentimes a platform based on the experiences we have from the moments our attitude was less than ideal. So, instead of being reactive, you are more patient, calm, and clear minded.

Let's look at attitude from another perspective. Let's say a doctor informs you that someone you love has an illness or cancer and that the required treatment will be 10% what the hospital does and the balance of the treatment will be 90% of the person's attitude. How much stock would you put in the value of encouraging your loved one to choose an attitude that works for them? And by the way, I didn't make up the scenario. This happened in my life and it happens every day. Nearly every cancer patient I have ever had a conversation with, every one of them acknowledge in some form the importance and value of having and maintaining the right attitude.

So, the question is how do we cultivate an attitude that works for us? First, it's realizing that none of us will ever get to have the perfect attitude; however, we can develop a progressively better attitude that works for us and makes a way. Our attitude is like a battery that loses energy through adversity, too much stress, lack of sleep, or not eating properly. The first step is treating your attitude like your cell phone in this regard - take time to recharge it. The way we

recharge our attitude is how we feed it. I always suggest reading a few pages of a good book daily. My late mentor, Zig Ziglar, used to say, "Input leads to output." I agree. Read a positive quote daily. I know it may sound cheesy, but my philosophy is that a positive quote a day keeps a negative attitude away. Some days you have to read more than one.

Other ideas to recharge and feed your attitude are to go for a walk, move, exercise, eat something healthy, breathe, turn off technology, and take a nap. You can pop some popcorn and watch a good movie. I have a friend who walks around Costco after work to simply decompress, so when she goes home, she is not in a bad mood towards her family. That is called being pre-active and proactive at the same time. She knows that her work days are filled with stress and the consequence of that stress has been affecting the peacefulness in her home. Her attitude was in the way, so she did what some of us need to remember to do - be aware, make the change, and then fuel the habit. Initially, she said she would make choices that made her feel worse. But she created a new plan that put her mind in a better place and cultivated a healthier and happier attitude.

The truth is, having a positive attitude will never eliminate or stop the junk or adversities from happening in life. Our attitude will get off track from time to time. But the good news is that when we work on having a better attitude, it works for us to make better choices, be more creative, resilient, patient, kind, compassionate, and happy. The other good news is developing an attitude that works for you both personally and professionally isn't a lot of work. Initially, it's creating a plan and fueling that plan into a healthy habit that gives life to an attitude that works for you. Remember, you own the choice daily - to choose an attitude that works for you or an attitude that works against you. Your attitude is always at work, so make the choice that rewards you. ▀

About Sam Glenn: Sam Glenn offers educational content partnered with engagement and entertainment. Sam believes in delivering information that sticks, and presents his material in a way that offers high retention. The quality of excellence becomes more substantial where there is enthusiasm. Let Sam set the tone for your next event by rekindling enthusiasm. The question is, how relevant is attitude in your organization? Learn more at www.SamGlenn.com or by emailing Contact@SamGlenn.com or visiting www.SamGlennMotivation.com.



Join us for Trivia Night 2021!

By Wanda Gilles



We will start our evening at 6:00pm on April 7, 2021 at the Kalahari Resort in the Wisconsin Dells. Gather your team of four to six people for this event and theme your team in any way you want. Please remember that when you register, you will need to let us know who your teammates are. To add to the fun, we will have an amazing silent auction happening throughout the evening. We have many wonderful and supportive MPI members that have donated some amazing items. We have also reached outside of MPI for donations and have come up with some pretty awesome items. There is so much going on to make our 2021 Trivia Night another successful "in-person" event that we will talk about for years to come, so plan on joining us to test your smarts with your teammates.

We will still be following the CDC's social distancing guidelines for this evening and will have colored lanyards for you to choose from at registration. Your colored lanyard will allow everyone around to see if you are a person who prefers a little distance or a lot of distance. Masks must be worn at this event, so if your team wants to have their masks be their theme, decorate away and surprise us all. We love the creativity that MPI-WI brings out in all of us!

For those who are unable or uncomfortable attending this in-person event, trivia will be available through an online platform. Details have yet to be determined, but we hope those of you who cannot attend will join along in the fun virtually!

Whine & Cheese Zoom is Back



By Tamara Jesswein, CMP, VEMM

W

Whine & Cheese is back with a *gusto!*

WELCOME TO 2021 and Anything But a Cup (ABC)! What great fun we all had catching up and with such a creative theme, too. A sprinkler filled with beer (note: remove sprinkler head from the spout prior to drinking), a rabbit water feeder, rubber oven mitt, trophy, teapot, Ziplock with a straw, Tupperware, a vase, and yes, even a flask posing as bottle of a sunscreen! Fifteen of us sharing funny stories, things we are excited about, work updates, and just lifting each other's spirits (pun intended). We'd love to see more faces next time. We will be hosting Whine & Cheese from 4-5PM on the last Friday of the month until further notice.

Hope to see you on Friday, March 26th with your favorite beverage in **Anything But a Cup!** ▶

WHO'S ^{IN} THE NEWS

Compiled by Maria Peot, CMP & Kathy Reading



TAMARA JESSWEIN, CMP, VEMM has earned her Virtual Event & Meeting Management (VEMM) certification. Successful completion of this MPI course series and exam puts her in an excellent position to develop, plan, and manage virtual events. *You wear those extra letters well, Tamara!*



DESTINATION KOHLER is adding a par three golf course to their portfolio. The Baths at Blackwolf Run will open June 4, 2021. This course will open up the opportunity for individuals of all skill levels to enjoy the beautiful golfing landscapes in Kohler, WI. *Looking forward to getting out on this new course when the warmer weather arrives!*

VISIT WAUKESHA PEWAUKEE is excited to welcome groups with a few new meeting options. A new Avid Hotel is opening in early 2021, Twisted Vine Wine Shop and Bar features wine tastings for wine-os of all levels and tastes, and Urban Air Adventure park provides team building experiences and full catering services. *Let's get out in Waukesha/Pewaukee soon!*



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

MARCH 26 | APRIL 30 | MAY 28

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

2021

APRIL

7-8

**TRIVIA NIGHT &
SPRING EDUCATION**

Kalahari Resort &
Convention Center

MAY

13

**CHAPTER EDUCATION
EVENT**

Milwaukee Renaissance

JUNE

15-17

**WORLD EDUCATION
CONGRESS**

Caesars Forum
Las Vegas, NV