

MPI-WISCONSIN CHAPTER

Agenda

MAY
JUNE
VOL 43/NUM 3
2021



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6 Different Ways



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MPI-WISCONSIN CHAPTER

Agenda

Published bimonthly by
Meeting Professionals International –
Wisconsin Chapter

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PUBLICATION DEADLINES

July/August 2021
Deadline: June 15, 2021

September/October 2021
Deadline: July 15, 2021

November/December 2021
Deadline: September 2, 2021

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Editor's Note



As I write this, my mind is swimming with Wisconsin destinations. (In nine days, my husband and I will both have met our coveted “two-weeks-past-second-shot-of-two-part-COVID19-vaccination”.) I have spent 100% of my off-time planning and booking trips throughout Wisconsin. (Lookout!)

For our industry, the desire to meet is mighty, and virtual attendees want to feel involved and experience the culture of your event. As in-person attendance is building, we've seen groups using virtual attendee packages in brilliant ways to connect your destination:

- **Sales incentive campaigns** - Keep your sales team engaged with periodic mailings featuring teaser gifts from your destination. We've shipped fun packages with sports team gifts, Costa-Rican coffee, custom puzzles with branded messages, collectible glassware, spices, apparel, and more.
- **Engage event attendees** - Pre- and post-event packages to attendees have become more creative, with items building excitement and focus for both in-person and virtual attendees. Along with printed agendas, apparel, and notebooks, I've seen QR codes launching timed digital events, lists of colloquialisms and local yore, menus, snacks, stickers, pins, earbuds, posters, artwork, and more!
- **Announce the reopening of venues and businesses** - Custom packages for VIP visitors, media, and potential guests announcing your re-opening. I've received a few coupons, samples, new photos, literature, and promo items. It's worked on me to build excitement!

For event planners, your local CVBs and MPI members are the best sources to help you showcase the unique qualities of your event's destination. We all love to see each other excel. Go MPI-WI!

A handwritten signature in black ink that reads "Kathy". The signature is stylized with a large, looping flourish at the end.

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

Cue the surround sound.

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President's Column



ALISON HUTCHINSON
2020-2021 President, MPI-WI Chapter



This chapter offers so many opportunities for developing great relationships both personally and professionally. My time on the Board of Directors has taught me a lot and expanded my skillset..."

A Reflection on my Year as your President

Thank you for the opportunity to serve as your President for the 2020-2021 year. It was an honor to be leading this organization. With just a couple of months to go, it is safe to say that my year as your "pandemic president" has been like no other.

My goal this past year was to move forward with new ideas and share resources for our members. During the pandemic, my plan was to help make connections and support our members. We are still in this, but now we are all in recovery together. That's the best part about being in MPI. Your organization supports you in good times and bad.

While many of us were at home, MPI-WI provided opportunities to stay connected. Members began receiving weekly updates to provide transparency of our navigation through the uncertain territory. After MPI Academy sessions, we offered a Zoom chat to discuss what we learned and to share ideas. On many Fridays, we Zoomed for a little Whine and Cheese. Our board reached out to many members to check in on their well-being.

In September, we hosted our first virtual chapter meeting. We assembled the Tech Avengers and they delivered with their use of video editing and Zoom.

October brought our first in-person event since February. We recognized our talented volunteers at the annual Awards Gala. The next day, we had our long-awaited Education Day. Additionally, we used our Bidding for Good app to expand our silent auction audience.

We started January learning *7 Habits of Inclusive Leaders* with Melissa Majors. February followed with goal setting and partnering with the MPI Indiana chapter. Both virtual events were featured on the Remo platform. Attendees had a great time networking at their "tables." The Tech Avengers were at it again!

We were in-person again in April. At Trivia Night, the Kahoot app allowed the competition to "literally" buzz with excitement. Our Spring Education Day was filled with great speakers.

Looking ahead, I know I am leaving you in good hands with **Shannon Timmerman, CMP** as your next President. Shannon has previously been on the board. Upon her return, she has jumped in, feet first, with eagerness. Shannon has been one of my biggest supports in the past year, and I am thankful for her. In addition, I want to thank those past presidents who have given me guidance and an empathetic ear. Lastly, I would like to thank **Christopher and Heather**, recipients of the MPI-WI Glue Award! As our chapter administrators, they have helped keep this chapter moving forward.

In my first President's column, I shared some personal experiences of my early years with MPI. This chapter offers so many opportunities for developing great relationships both personally and professionally. My time on the Board of Directors has taught me a lot and expanded my skillset (and maybe my liver too). But seriously, if you are ever asked to volunteer on a committee or join the board of directors, I highly recommend it. It's been a valuable experience serving you as your President. Thank you. ▀

FROM START TO FINISH: PREPARING FOR THE CMP EXAM



Jodi Goldbeck, CMP

CMP Application Sections

In the last issue of the *AGENDA Magazine*, I reviewed the application process that one must go through to apply to take the CMP exam. This article focuses on the three major areas of the application.

As stated in the CMP Certification Handbook, there are three “E’s” to earning the CMP designation:

- Professional Experience
- Continuing Education
- Exam



The CMP application requires applicants to document experience and education.

EXPERIENCE SECTION

The **EXPERIENCE SECTION** gives applicants the option of choosing one of three options.

Option 1: 36 Months of Professional Experience

- Currently or recently (within the past 12 months) employed in the industry
- Have 36 total months of full-time work experience in the industry (these do not need to be consecutive but must be within the past 5 years)
- Provide a resume with application

Option 2: 24 Months of Experience and Industry-Related Degree

- Industry-related Bachelor’s degree
- Currently or recently (within the past 12 months) employed in the industry
- Provide a resume with application

Option 3: 36 Months as an Educational Instructor

- Full-time instructor in an industry-related field
- Have 36 months of full-time experience in academia

CONTINUING EDUCATION

The **CONTINUING EDUCATION SECTION** of the application gives applicants the opportunity to choose one of two options.

Option 1: 25 Clock Hours of Continuing Education Activities

- Documented 25 clock hours of educational activities within the past 5 years
- These activities may be face-to-face conferences, webinars, classes and individual sessions
- Subject matter for activities must relate to one of the 9 domains in the CMP International Standards.
- Session titles, related domain name, program sponsors, location, dates and clock hours are required

Option 2: Industry Internship

- Must have taken place within the past five years
- Minimum of 200 hours of work experience through an accredited educational institution

Look for the third installment of this series, which will describe ways to study for the CMP Exam, in your next issue of the *AGENDA Magazine*.

Jodi Goldbeck, CMP, is the Program Director for 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.

GIVING BACK TO FRONTLINE WORKERS +



CELEBRATING NURSES WEEK

By Maria Peot, CMP

April was an exciting month for MPI-WI, as we were finally able to meet in person again. This meant we were also able to complete a community outreach activity together as a group for the first time in...well, a very long time.

Our project this month was to put together selfcare goodie bags for local frontline workers. Many thanks to member **Jessica Reiflin**, Senior Sales Manager with the Wisconsin Dells Visitor & Convention Bureau for the great idea and her efforts in making this activity go off without a hitch! Although Jessica was unable to attend the event in person, her organization provided the bags that were filled with all sorts of goodies provided by our kind + generous members (both those who attended and those who could not make it to the event).

Thank you to everyone who brought or sent in items to fill the bags or contributed a monetary donation for items to be purchased. I got to go shopping at the Dollar Tree with the cash donations, and it was a lot of fun to spend your money!

In addition to filling over 75 selfcare bags, we asked attendees to write out thank you cards to be included in each bag as well. The bags were assembled during one of our breaks, and contained items chosen by our members - everything from dental items to chapstick, toiletries, fuzzy socks, snacks, chocolate (my fav!), coffee, tea, and bottled water.

Safety was of course important, so we asked all attendees to wear a glove, keep their mask on, and social distance themselves when possible during bag assembly.

Jessica and her team dropped off the completed selfcare bags at SSM Health following our event, and the organization was extremely grateful for them! They will be distributing them during Nurses Week from May 6 - 12. Watch for photos to be posted to SSM Health's Facebook page during that time to see our work in action.

Thank you to everyone for participating. I am looking forward to more community outreach activities, now that we are back to meeting in person! ▀



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...AND THE WINNERS ARE...

By Wanda Gilles



CAN YOU ANSWER THESE TRIVIA QUESTIONS?

Didi's Supper Club is located in the Ingleside Hotel – How did Didi's get its name?

- Owner's Childhood Nanny
- Owner's Dog
- Owner's Grandmother
- Owner's Favorite Babysitter

How many "Old Fashioned" cocktails did Ishnala Supper Club sell during their 2019 season?

- 68,432
- 52,388
- 65,391
- 59,124

What is the name of the New Exposition Center in Green Bay?

- Rusch Expo
- Resch Center
- Resch Expo
- Rusch Center

That was just a sampling of the questions we had to try to answer on Trivia Night 2021! Thirty-seven people gathered to enjoy the fun at our first 2021 in-person event! Our incredible supporters donated 31 silent auction items, which generated more than \$3,400 for our chapter.

We had a fantastic night at Trivia Night 2021. If you weren't with us this year, do not miss next year's event!

This year, we used the Kahoot app to run everything smoothly during the competition. Participants liked seeing their points compared to all the other teams.

Special thanks to **Sherry Benzmilller**, **Carrie Wunderlich**, and **Melissa Falendysz, CMP** for their help gathering trivia questions and throughout the entire planning and execution of our 2021 Trivia Night.

We had two paths to win for the evening:

- **Knowledge based:** Total points based on questions correctly answered via the Kahoot App
- **Top Score:** purchasing additional points added to the Kahoot App total

We had many teams of four and even some two-person teams that held their own – Meliz – you know who you are.



TRIVIA CONTEST KNOWLEDGE BASED TEAM LEADERS:



1ST PLACE WITH 22,225 POINTS

TEAM CLUELESS: Christopher Dyer, Heather Dyer, Wanda Gilles, and Alison Hutchinson
PRIZE: One free monthly education registration for each player.
SPECIAL SHOUTOUT to this team who paid it forward by gifting their certificates to MPI-WI members who are self-funding their memberships and MPI-WI events.



2ND PLACE WITH 21,331 POINTS

TEAM NOT SO SWEET: Ruby Dow, Tom Graybill, Jody Roos, and Josh Wimmer



3RD PLACE WITH 21,117 POINTS:

TEAM MAJIC 8 BALLZ: Ed Buchner, JoEllen Graber, Kyra Popp, and Farrah Slinger

FINAL 2021 MPI-WI TRIVIA CONTEST TOP SCORE:

TOP SCORE
TEAM POWERLEMURS60: Michelle Tyo Johnson, Beth Schnabel, Shannon Timmerman, and Sherry Wolff.
PRIZE: One stylish umbrella to prepare for the rainy WI spring for each player. Bonus (and most important) prize: bragging rights until the next Trivia Night!



Our popular MPI-WI Silent Auction ran throughout the evening and into our Education Day.

It is always inspiring to see so many fabulous donations to our fundraising event. We truly appreciate all of the Trivia Team members' hard work, supporting our goals and engaging with sponsors. ▲

THANK YOU SPONSORS!

Everyone knows that we could not pull off our MPI-WI events without our wondrous sponsors.



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MPI WISCONSIN

ANNIVERSARIES

20 YEAR

Congratulations to these members who will be celebrating a **very special** milestone anniversary in June. *Your commitment to our organization is admirable!*

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NEW MEMBERS



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Wisconsin Economic Development Corporation - Planner

CARMEN BUTSCHLICK

Dr. Comfort - DJO Global Corporation - Planner

KORTNEE CARROLL

Great Wolf Resorts, Inc. - Supplier

SARA DYER

Credit Union Executives Society - Planner

JUAN ENCARNACION

Great Wolf Resorts, Inc. - Supplier

BRITTNEE GEENEN

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Volunteer Spotlight:

Carrie Wunderlich

Nominated by board members Reggie Driscoll, CMP and Wanda Gilles

Carrie was a volunteer on the Trivia Team for the April 2021 event. She took on the project of contacting our Strategic Partners to see if they might want to do a table sponsorship or any other kind of sponsorship that we were looking for. She also took on the task of contacting our Strategic Partners and getting a trivia question from them. This was not an easy task! Many people loved the fact that we wanted a trivia question regarding their business, but when they had to think about it, they couldn't think of anything! Carrie made sure to follow up with our Strategic Partners until she was able to get the trivia questions secured. She was very diligent in making sure we had what we needed from our Strategic Partners.

Carrie also helped the team with the silent auction donation requests by contacting many different businesses to ask for a donation for our event, which in turn helped us to raise

money for the chapter. With Carrie's pleas for donations, we had a great response with over \$6,000 in value of silent auction donations.

Without Carrie on our Trivia Team, we wouldn't have been as successful in being able to have our first in-person event for 2021. *Thank you, Carrie for your time, talents, and effort on behalf of our chapter!* ▶



If you'd like to nominate someone for the Volunteer Spotlight feature in the AGENDA Magazine, please send the volunteer's name and why you think they should be featured to Maria Peot, CMP at maria.peot@gmail.com. THIS COULD BE YOU! If you are looking for ways to get more involved with our chapter, consider becoming a volunteer. Opportunities of all shapes, sizes and time commitments are available. Contact Reggie Driscoll, CMP at rdriscoll@wisbar.org to learn more, or reach out to any current board member to start volunteering immediately!



Board Member Profile:

Melissa Falendysz, CMP

Position on MPI-WI Board: Director of Strategic Partners & Sponsorships

Place of Employment: National Association of Tax Professionals (NATP) - Appleton, WI

Job Title: Meeting & Event Planner

Tell us about your company and/or position: NATP offers educational events to keep our members informed of up-to-date tax law changes and assistance with preparing tax returns. I usually plan and execute all 130 live educational events that we provide our members from July through December each year.

Our 2020 and the start of 2021 have been crazy busy with all the COVID tax law changes and numerous virtual events that we continue to create for our members. (If you get audited, your tax preparer wasn't educated by us !).

How long in the meetings industry: 10 years

Teams or projects that you have worked on for MPI: Bidding for Good, Trivia Night, two terms on the BOD Finance team.

What drew you to serve on our chapter board?

I wanted a role on our board to be able to contribute to the successes that make our chapter one of the top-performing chapters of MPI globally. It's a great group to be a part

of and learn more about everyone on a personal level. I am very grateful for all the friendships that I have gained through the chapter.

Other than board service, what do you like doing:

Painting, kickboxing, photography, scrolling Pinterest for my next DIY project (or to add to my husband's honey-do list).

Care to tell us anything about your family? My husband John and I have been married for 13 years and reside in Appleton. Our kids include 5-year-old son, Nolan, and our 19-year-old Jack Russell Terrier.

Favorite music/band/artist/movie or book:

Autobiographies are my favorites. I like to learn what experiences formed the individual into the person that they currently are (or were). It's always so intriguing.

Person(s) you admire and why: My grandparents. They emigrated from the Philippines and built their life in San Diego. They were the hardest working people that I've known. My grandma worked and raised seven children while my grandpa worked and served in the U.S. Navy.

Still on my bucket list: I've done New Year's Eve in Times Square, and I'm dying to go back for the Macy's Day Parade! Although the augmented reality that NBC provided this year was neat to experience...it didn't count.

Words to live by: Every little thing gonna be alright



WHERE DID MY PEOPLE GO?

By JoEllen Graber

Does anyone else find themselves asking this question? As the pandemic has wreaked havoc on our industry, some of my treasured contacts that I have spent a career cultivating are no longer in critical positions.

I understand that this past year has been daunting for almost everyone in our industry. Many AV and tech professionals saw their demands rapidly increased as meetings and events flipped to virtual. Many venues, lodging, and CVBs were suddenly sitting idle as events were paused or canceled, with the future uncertain.

As we're finding our way back to our new normal, I have been reaching out to contacts and receiving many "Out of Office" replies with unfortunate news. In one instance, an auto-message instructed me to re-send my RFP to the marketing director--someone I had never met. Without knowing anything about this person, I wasn't confident in their knowledge or skills. As you can imagine, that is as far

as my RFP went. Please don't underestimate the power of networking and the loyalty of meeting planners.

I do not have the answers; none of us do. I do understand that these unprecedented times forced tough strategic and staffing decisions. I would caution that meeting planners are also making strategic decisions about where to place loyalty and business.

As I have written this story in the first person, I would like to mention that this topic did come up at a recent board meeting, and many people had similar experiences. Our MPI community provides outstanding education and support, putting all of us in the best position to move forward. ▀



Join Us In Person (Again!)

What: May Chapter Education + Volunteer Reception

When: Thursday, May 13, 11:15 am - 5:00 pm

Where: Renaissance Milwaukee West in Wauwatosa

Register: <https://mpiwi.wildapricot.org/event-4255366>

W

By Maria Peot, CMP

e've gotten through 2020 – now what? As things start opening up again, are we planning virtual, hybrid, or in-person meetings? How can we effectively plan while protocols are constantly changing, scheduled openings vary from state to state, and many properties aren't fully re-staffed? We're used to planning 12-24 months out. Current norms call for only 4-6 months for planning. How do we make that work?

This interactive session with **Carolyn Browning, CMP, CMM, HMCC** of MEETing Needs, LLC will include a panel discussion with MPI-WI Chapter planners & suppliers. Our experts will talk about how they are designing flexible options to accommodate different needs and preferences.

Volunteer Reception and Kick-Off!

Immediately following the program, stick around as we share our appreciation for our wonderful volunteers and look at opportunities that lie ahead!



VOLUNTEER
all that's missing is U!

One of the greatest gifts you can give is your time! As we look ahead to our 2021-2022 MPI year, we are searching for Volunteers to join us as we make great strides in rebuilding our industry and our MPI Chapter. Whether you can volunteer 10 minutes of your time, or take the lead on a program, your help is welcomed! Learn about the different volunteer opportunities, meet your Board members, and find your perfect fit to get involved. ▲



ABOUT PRESENTER

Carolyn Browning, CMP, CMM, HMCC

Carolyn Browning is the Owner & Chief Solution Strategist of MEETING Needs, LLC. She began her career in the meetings industry on the corporate side handling customer events and sales meetings at both Sprint and GE Capital and then went out on her own and never looked back!

Passionate about meetings and education, Carolyn seeks to share her knowledge and experience with others - leading CMP prep classes, speaking to groups about how to plan better meetings to engage and inspire audiences, facilitating meetings and retreats, and helping clients design and execute impactful meetings.

Carolyn is a two-term past president of the MPI-WestField Chapter. She is also a devoted Disney fan (some say fanatic!), trivia lover, and is the proud mom of two recent college graduates.

FOOD FOR THOUGHT: MAY EVENT

Flavorful, Approachable Modern Twist on Scandinavian Food

By Jean-Gabriel Fernandez



An Interview with Chef Gary Baca of Eldr+Rime Wauwatosa, WI

Wauwatosa is welcoming a new culinary addition to its existing offerings, as the Scandinavian-inspired restaurant Eldr+Rime opened at 2300 N. Mayfair Road in August 2020. Chef Gary Baca, who hails from Chicago, answered a few questions about this new restaurant.

**Note:* This story was originally published in *The Shepherd Express* in July of 2020.



Can you talk about your experience as a chef?

I've been doing this a little while—over 30 years. I have a lot of experience in wood fire cooking and wood ovens. I did a lot of Italian early on in my career; then, for 20 years, I was a chef and partner of a high-end steak and seafood restaurant in Chicago called Joe's Seafood, Prime Steak and Stone Crab.

What is Eldr+Rime?

The name is a loose translation of Old Norse for fire and ice. The restaurant is a modern American restaurant with Scandinavian influence. The Scandinavian influence will show in the design—it's a very sleek and cozy, beautiful design—and in the menu and the food. It takes inspiration and flavor techniques and even some fun twists on some classic Scandinavian dishes. The styles of cooking we have are like the name; fire and ice. We have a wood-burning oven that we'll use on many items including flatbreads, along with a beautiful wood-burning grill. Both pieces are really the central show pieces of our open kitchen, where people will be able to view the cooking. Also front and center will be our raw bar, that will serve things like oysters on the half-shell. We will have a beautiful bar with great cocktails that match and support some of the food and concepts.

We have outdoor dining space and private dining rooms in the restaurant. We also have a gorgeous, beautiful event space upstairs that will be able to see up to 300 to 350 people with gorgeous, really beautifully designed 20-foot, floor-to-ceiling windows. It's a really spectacular event space, so we foresee a great location for weddings, as well as all sorts of business and social meetings. We happen

to have a beautiful hotel attached to us as well, which is a 196-room Renaissance hotel, which is part of the Marriott portfolio, which we felt was a great fit for the concept to support the restaurant.

The project was initially developed by HKS Holdings, a Milwaukee-based development company. It was designed with a consulting group out of Chicago, the Fifty/50 Restaurant Group, and Concord Hospitality. The Fifty/50 Group brought me in because they were familiar with my background in steaks, especially seafood and the wood fire aspect. In our years of experience and expertise with premium seafood, we have established a great relationship with purveyors of vendors and suppliers like Alaskan King Crab.

Can you give us a better idea of the dishes you'll be offering?

A lot of the items we will serve will be seafood, such as cooked, chilled shrimp instead of regular shrimp cocktail. We'll serve cooked and chilled King Crab legs, with table-side presentation where we'll cut, break down and open the legs so they're super easy to eat. There will be different seasonal items in the summertime, like Pacific stone crab. We will feature a number of fresh fish, and some dishes are still being developed, but I will do something with either a Norwegian salmon or Faroe Islands salmon.

We'll also have a selection of steaks, for example a Filet Oscar classic, which is actually of Swedish origin: grilled filet served with asparagus and typically béarnaise—we're doing a fun twist on the béarnaise. Another that we're thinking of

Continued on page 20

is a big Tomahawk ribeye grilled on the wood grill, which is going to be a shared item. We've developed a really fantastic rye flatbread that'll be served with a local honey. We will have another number of other fun items to support the menu, like a great half chicken with Icelandic sea salt infused with wild Arctic thyme, which I get shipped directly from Iceland, and seasonal vegetable, farmers' market vegetables. A typical appetizer in Sweden and Norway is a potato dumpling that can be breaded and sautéed and is typically filled with a savory filling, like mushrooms. Honoring being in Milwaukee, our stuffing will be cheese curds and served with chives and crème fraiche made in house.

With the grill and the oven, the flavor profile is unique. While we're taking inspiration and cues from favorites and Scandinavian traditions and flavors, we're twisting them up. Part of the goal is that the food is unique and flavorful but also approachable. I think that's really important. We really want this restaurant to be a gathering place for the community. ▲

Ingredients

24 oz	Carrots, scrubbed or peeled, cut in even pieces
1T	Vegetable oil
½ t	Salt + pepper
½ t	Coriander
¼ t	Ground cumin
4 oz	Cottage cheese
½ lemon	Lemon zest
2 t	Lemon juice
1/8 t	Ground cardamom
1/8 t	Ground black pepper
2T	Chopped fresh dill

Method + Technique

1. Cut carrots into evenly sized pieces. Toss in oil and season with salt + pepper and other spices.
2. Roast in the oven for 10 minutes at 375 degrees. Cover with foil and roast 10-15 minutes more, or until cooked through.
3. Allow to cool to room temperature.
4. Puree until smooth. Add remaining ingredients except dill and blend until smooth.
5. Add dill and pulse a few times until combined.
6. Mold in 4" deep 1/3 pan lined with plastic wrap. Refrigerate for a minimum of 4 hours before serving.
7. To serve cut into 3/8" thick slices.

Yields 2½ cups





Ingredients

3.5 oz	Rye flour
1.75 oz	Spelt flour
	Flaxseed
	Sesame seeds
	Pumpkin seeds
2 t	Cracked fennel seeds
1 t	Cumin seeds
½ t	Kosher salt
2 oz	Blend oil
5.5 oz	Hot water

Method + Technique

1. Preheat oven to 350° F (180 C).
2. Add dry ingredients to a bowl and mix well.
3. Add water and oil, and mix until combined. Form into a ball with your hands.
4. Divide dough into two, and place each piece between two sheets of parchment paper.
5. Carefully roll out into a rectangle, as thin as possible with out tearing, about 1/8" thick.
6. Place on a sheet pan and carefully remove top piece of parchment paper.
7. Score dough in long rectangle pieces, about 2 ½" x 5". This will make it easier to break or cut after cooking.
8. Bake for 15 minutes. Turn trays and bake another 10 - 15 minutes until golden and crispy.
9. Cool on cart. Break into pieces and store in fish box lined with parchment, and between layers.

Recipe yields 2 half sheets.

WHO'S **IN THE** NEWS

Compiled by Kathy Reading & Maria Peot, CMP

1

SARA BEUTHIEN, Senior Event Coordinator at Wisconsin Economic Development Corporation, was recently featured in In Business Magazine's On the Rise column. *We're proud to call you one of our members, Sara!*



2

ED BUCHNER is showing his MPI-WI spirit by enthusiastically sharing news, professional opportunities and more. In just one month, Ed shared more than 20 professional position openings to his LinkedIn network of more than 500 people. (Yes, we counted.) This is a powerful action to support each other! *Be like Ed!*



3

KRISTY CARLSON, CMP is the Conference Coordinator at University of Wisconsin-Madison since late last summer. We love the multiple unique spaces within the Memorial Union and Union South. Kristy's team can help with planning, management, and more. *Keep shining the light on our capital treasures, Kristy!*



4

JUAN ENCARNACION joined Great Wolf Lodge as the Director of Sales & Catering. He brings his experience at active venues across the country. *Welcome to Wisconsin, Juan!*



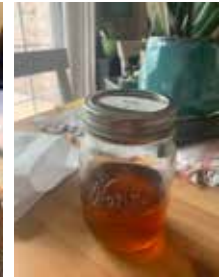
5

MELISSA FALENDYZ, CMP has returned to UWGB studies after 17 years. She's enrolled in the Diversity, Equity and Inclusion course. *Melissa, you're living the challenge to "Be the change you want to see in the world."*



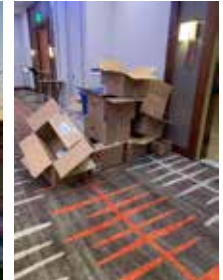
6

DAVID HELGESON, CMP is our chapter's resident maple syrup maker. If you see this syrup at a future MPI-WI auction, do not hold back! Our Director of Publications & Social Responsibility has tested the product, to be sure it is baking-friendly. (It is.) *Granola!*



7

ALISON HUBER, CMP recently hosted 250 attendees from across the US for a sales incentive trip to Hawaii. The event included an awards reception with plated dinner, a private luau buyout. All attendees tested negative for COVID prior to entry to HI. Along with her masked self, she was happy to share this other photo which will look familiar to all MPI members. *Thanks for sharing the joy, Alison!*



Late-breaking update: Alison Huber, CMP has started a new position as of May 3 as Manager, Travel and Events for Baker Tilly. *Alison never rests!*

8

TAMARA JESSWEIN, CMP, VEMM recently hosted her first hybrid work meeting since her company paused travel, sending her home from an event in Portugal in March 2020! *We all share in your excitement, Tamara! hoot*



9

GRETA MCCUE has joined Midas Hospitality as Direct of Sales. She's representing ALoft Milwaukee, a bold hotel in the heart of Downtown Milwaukee with five meeting spaces up to 2200 square feet. *Keep soaring, Greta!*



10

CLARE MULCAHY is happy to announce that the season's first private Lake Geneva Cruise Line charters are running. We're all looking forward to celebrating everything. *Bon Voyage, Clare!*



11

GREEN BAY'S AUSTIN STRAUBEL AIRPORT is the first Wisconsin airport to receive GBAC STAR™ Facility Accreditation, the gold standard for facilities. The accreditation validates that GRB has implemented and follows the most stringent protocols for cleaning, disinfection, and infectious disease prevention. *Thanks for the extra effort to keep us moving ever onward, GRB!*



12

IHG HOTELS & RESORTS opened their first location and their 30th avid hotel in mid-March, making it the 6th avid to open in 2021. Although opening during a pandemic meant big changes for the ribbon cutting celebration, everyone involved felt appreciated and loved. *We are also excited for a successful summer at the avid hotel in Milwaukee West Waukesha!*



10

SEVERAL MPI-WI MEMBER VENUES lead the list of *U.S. News & World Report's* best hotels in Wisconsin. *We love supporting these leading, MPI-WI members!*

- (#1) The American Club
- (#2) The Pfister Hotel
- (#3) Grand Geneva Resort & Spa
- (#4) The Osthoff Resort



11

THE MADISON CONCOURSE HOTEL AND GOVERNOR'S CLUB is StayClean Accredited and compliant with StaySafe Hospitality International Infection Control, Prevention, and Hygiene Standards. *Way to step up to new standards!*



12

THE BRADLEY SYMPHONY CENTER held their first event for donors and first concert open to the public in April. Contact member Amanda Ridout, Director of Sales, if you're interested in booking a tour of the space. *We are ecstatic to be holding the MPI-WI Chapter Awards Gala at this gorgeous new venue on Thursday, August 12th - mark your calendars to join us for this annual celebration event!*



Why Should We Meet Face-to-Face?

By Maria Peot, CMP

Because we miss each other. Because Zoom/Teams/FaceTime/etc. cannot replace actual, physical human interaction. Because when we meet in person, we revive our industry. Because it's our nature, it's in our DNA.

I could name many more reasons why meeting face-to-face is important, but I'll share one anecdote from our April event instead. I was irrationally excited to attend this event face-to-face. After a heck of a year, beyond the craziness of COVID (ask me more IN PERSON if you'd like the whole story), I was more than ready to see my MPI-WI family again. Trivia night was a blast. The education was excellent. The venue decor was spot on, and the F&B was outstanding. Our sponsors had beautiful display tables (special shout out to Michael Ferguson with the Madison Concourse hotel!) + I could not have been happier to network with everyone again!

The closing show with Sam Glenn was truly the icing on the cake (and if you know me at all, you know I love cake + will always take the piece with the most frosting). When Sam started his session, he described a daisy painting he held up and the meaning behind daisies. I was half-listening (it had been a long couple of days back at the whole socializing thing for me!), but the painting's colors drew me in. When Sam asked who wanted the piece, I shot my hand up in the air, along with just about everyone else in the room. Maybe I was just lucky, or perhaps it was karma/fate/whatever you believe in, but Sam picked me to receive the painting. Afterward, I googled "daisy meaning" and learned that daisies are a symbol of new beginnings. The painting means even more to me because NOW truly is my new beginning.

I hope my little story is the inspiration you need to sign up to attend our May event at the Renaissance in Milwaukee on May 13. Make sure to say "Hi" to me, and, if you want, ask me more about my new beginning...

With excitement to see you all in person soon,

Maria



SAM GLENN



Pictured: Rotary Botanical Gardens

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NOMINATION TIME:

Do you know a chapter member who stands above the rest?

By Alison Hutchinson

Each year our chapter takes the time to recognize the accomplishments of our volunteers at the Annual Chapter Awards Gala. These individuals are nominated by peers for their efforts throughout the year. After nominations are submitted, the Awards committee communicates with nominees and forwards a questionnaire that details his/her membership, the involvement in the Chapter, as well as other activities outside of MPI. After nomination forms are returned, these forms are posted on the membership website so members can view and vote in each of the below categories. Voting remains open for about 10 days, and then a committee from another chapter meets to review the nominee forms. Award winners are confidential until the night of the Awards Gala.

The awards open for nominations are:

RISING STAR

Criteria:

- Member for a minimum of six months at the time of nomination
- Member in good standing for a maximum of two years at the time of nomination
- Individual has demonstrated an immediate interest in MPI-WI by volunteering individually, on a team, working on a specialty project, or leading a committee

SUPPLIER OF THE YEAR

Criteria:

- Member who is involved on teams and has been a team lead
- This person is very active in the chapter
- Cannot be a current board member (at the time of voting)
- Nominees must be a current member of MPI-Wisconsin for at least three years
- Past recipients are not eligible

INDUSTRY ADVOCATE

Criteria:

- Current member whose actions consistently promote the meetings industry in Wisconsin
- Individual who encourages the growth and image of our industry through education, promotion, or lobbying

PLANNER OF THE YEAR

Criteria:

- Member who is involved on teams and has been a team lead
- This person is very active in the chapter
- Cannot be a current board member (at the time of voting)
- Nominees must be a current member of MPI-Wisconsin for at least three years
- Past recipients are not eligible

TEAM OF THE YEAR (TOTY)

Criteria:

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

ANNUAL CHAPTER AWARDS GALA

THURSDAY, AUGUST 12

BRADLEY SYMPHONY CENTER

MILWAUKEE, WI

The full list of details and criteria for each award, as well as the list of previous winners, can be found on our chapter website under the Member Benefits tab in Member Recognition.

Mark your calendars for the Annual Chapter Awards Gala on Thursday, August 12 at the Bradley Symphony Center in Milwaukee.

Please submit your nominations by May 28, 2021 to Reggie Driscoll, CMP at rdriscoll@wisbar.org. ▲

We're looking forward

to dusting off the suits

LOOK US UP



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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 will continue!



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

MAY 28 | JUNE 25 | JULY 30

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

MAY	13	CHAPTER EDUCATION EVENT Milwaukee Renaissance
JUNE	15-17	WORLD EDUCATION CONGRESS Caesars Forum Las Vegas, NV
AUGUST	12	CHAPTER AWARDS GALA Bradley Symphony Center Milwaukee, WI