

Agenda

MPI-WISCONSIN CHAPTER

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Agenda

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6 Different Ways



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Editor's Note

By: Liz Unruh

We are excited to be adding a new editor to our *Agenda* Team. Welcome, Pam Lohnes and thank you for volunteering alongside Jen Mell. If you would like to help out and volunteer with our team or if you would like to write an article for the *Agenda*, please reach out to Kortnee Carroll.
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By: Pam Lohnes

My name is Pam Lohnes, I am the Event Manager for the Metropolitan Builders Association of Greater Milwaukee and the newest editor for the *Agenda* Magazine. My husband and I just celebrated our 30th wedding anniversary in August. I have four grown children, two of which are married. I am a grandma to one especially cute grandson and have a granddaughter due in March of 2023. I joined MPI about a year ago. I have enjoyed getting to know so many wonderful people as well as gained valuable insight and information from all MPI events I have attended. I look forward to continuing to meet new people through MPI as well as attend all the great events that MPI has to offer.

Pam Lohnes

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

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President's Message



**MPI-WI Chapter President
Rebecca Staats**



Please don't forget to join us for our last in-person education event of the year, the Great Lakes Education Summit, also known as GLES, that we are hosting jointly with the chapters of Indiana and Michigan at the Grand Geneva Resort and Spa in Lake Geneva, WI November 13-15.

Hello MPI Wisconsin Members,

Wow wow wow! I'd like to say a great big thank you to all of our members; I am still feeding off the positive energy and momentum of our recent events. We came together after the summer by hosting three in-person events: our annual awards Gala in August and two great education events in September and October and I am thrilled to see so many of you make it a priority to attend and our Chapter so engaged.

Please don't forget to join us for our last in-person education event of the year, the Great Lakes Education Summit, also known as GLES, that we are hosting jointly with the chapters of Indiana and Michigan at the Grand Geneva Resort and Spa in Lake Geneva, WI November 13-15. There are so many fun facets to this conference planned and you don't want to miss it!

It's hard to believe the weather has turned colder and the holidays are just around the corner and then before we know it, it will be another new year! Keep top of mind that in November you can get some great gifts for loved ones and benefit the Chapter by participating in and sharing our annual holiday online auction, Bidding For Good. Oh, and remember to link your Amazon Smile Account to MPI-WI. A small portion of your purchases come back to the Chapter and it's such an easy thing to do to support us.

To our members, if you have not or aren't already, please consider volunteering with MPI-WI or joining our Board of Directors. Nominations for the Board are just around the corner and we are always looking for great volunteers!

Today I had a conversation with my father about favorites. He asked me what my favorite holiday was and I said I couldn't pick just one because I enjoy them all. Because, at the end of the day, holidays are simply about spending time with people you love. As we take a small break from chapter events for the holidays before getting together again on January 20, 2023 at Chula Vista Resort in Wisconsin Dells, I hope you each take some time to unwind, relax and spend time with those you love.

In closing I want to say again a great big thank you to all of our chapter leaders, volunteers, sponsors and strategic alliance partners. The strength and success of everything we do is because of you, and for that I am extremely grateful.

A handwritten signature in black ink, appearing to read 'Rebecca Staats'. The signature is fluid and cursive, written over a light grey background.





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Every Step is a Story

By: Maria Peot, CMP



▲ This is how I will remember Amanda - twinning at an MPI-WI Awards Gala.

“Every Step is a Story”
“We Walk Because We Must”
“I Commit for Amanda”

These are some of the phrases that come to mind when I think about the Susan G. Komen 3 Day, a 60-mile walk, journey, challenge, that I took on in mid-September.

When our friend **Amanda Ridout** passed away at the end of April, it was devastating to many of us. It didn't seem to make any sense. Amanda was such a light and happy, friendly person. Anytime I talk to anyone about her, they smile and have a positive tone. In fact, at the September education event, I was chatting with Nicole Slein, who fondly recalled a time when her and Amanda both worked

for the same company. She said even after their time as colleagues, her and Amanda would always catch up at MPI meetings. It didn't matter if they hadn't seen each other in two months or two years, they always had friendly conversation and were happy to see each other. This is the power of MPI. And this is just one example of how we all will remember her fondly.

I have never lost a friend this way, and as an adult, it hit me differently than losing a grandparent or losing someone when I was young. It just didn't seem fair. I had grief, but didn't really know what to do with it. I had guilt, from overcoming my own major health event in December of 2020. How could I be “just fine” and Amanda was no longer with us? And not only that, she suffered and was in pain during her fight, her journey, her challenge. But, you would have never known it, because Amanda never let anyone see her pain – she just kept positive, and kept up hope.

I think that's part of the reason her loss hit me so hard. I never wanted to say goodbye to her...but, seeing her suffer and seeing her in pain, made me realize that there had to be a better place for her. And there had to be something good to come out of her loss.

Shortly after I said goodbye to Amanda, I started to get ads on Instagram for the Susan G. Komen 3 Day. And, ever since I went through my own health scare, I had been wanting to do something good with my health, since I had the ability to. I spoke to a former colleague who donated her kidney as part of a living donor chain. I started to consider that as my way to give back...and I might still do that someday, but I wasn't ready to commit to something so life changing (not yet anyway).

I had never heard of the Susan G. Komen 3 Day, so of course, I decided to look into it. I figured there was a reason I was getting these ads. It didn't take me long to decide that the 3-day, 60-mile walk was the way I was going to give back, while honoring Amanda at the same time.

I was never intimidated by the 60 miles. I have a dog and we walk a decent amount – at least three miles a day, all



year round. I was however intimidated by the amount of money you had to raise in order to participate in the walk - \$2,300! I thought more about it though and realized that because I was doing this walk for someone else, and not for me, raising the money wasn't so scary. I decided to set my fundraising goal at \$4,300 – in honor of the age Amanda was (43) when we lost her.

I was blown away by the generosity of my friends and family, and many of those from this MPI family. It didn't take long to reach the required \$2,300, and shortly after, I achieved my lofty goal of \$4,300. And then to my even greater surprise, continued to gather donations, surpassing \$7,500! I couldn't have done this without all of those supporting me. Special thank you to the following MPI friends and family (past and present) who contributed to my goal (and beyond!):

- | | |
|---------------------------|-----------------------------|
| <i>Shauna Baranczyk</i> | <i>Steve Lorenz</i> |
| <i>Ed Buchner</i> | <i>Katie McGinnis</i> |
| <i>Jodi Goldbeck</i> | <i>Jen Mell</i> |
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| <i>Cathy Kreiter</i> | <i>Sherry Wolff</i> |
| <i>Jackie Kuzminski</i> | |

So, I raised the money and I trained (yes, walking requires training, too!) – I was averaging 8-10 miles per day by the end of summer (and yes, I was sick of walking). I felt ready for the walk, ready to honor Amanda, ready to show everyone who donated that I was truly grateful for their donations. Here's a summary of how it all played out...

Pre-Walk Day

On Thursday, the day before the 3-Day began, I packed my bags and hopped on the train to Chicago. My new friend, **Nikki Panico**, Executive Director of Susan G. Komen Wisconsin, joined me for the ride down. She was a longtime walker and breast cancer survivor herself and quite inspiring. We chatted on the walk, she told me what I could expect, she even painted my nails (pink, of course!), and I was so glad to have the company.

I checked into the hotel, took a walk (training never ends!), and decided to order pizza and lay low for the night. The next day was going to be an early morning and a long day!

Day 1

Friday morning, I woke up, put on my red shorts and black tank with a zip up and tied my shoes. I had a backpack with some essentials and headed to the ballroom where the opening ceremonies were being held. The room was buzzing and I was a bit overwhelmed by it all, and I must have had the "Help! I'm new here" look on my face. A woman looked at me and asked "First time walker?" I nodded my head and she simply handed me a small bag and told me to have a great time. Inside the small bag was an encouraging note, a mini pink rubber duck, a pink bandage, and a button. The first of many buttons I would receive over the next three days.

After finding a lanyard and stuffing my pre-printed credential into the plastic holder, I headed to the "Solo Walkers" area since I wasn't walking with anyone in particular. Most people had a team or were walking with loved ones, so again, I am sure I had that "Help!" look on my face. I posted up for the opening ceremonies, and made small talk with some of the people around me. One woman, who happened to be wearing a red shirt (kismet?), told me that she was walking alone because the friend she was supposed to walk with had broken her foot (ouch!), and I told her about Amanda and my reason for walking. Little did I know that this woman would become another new friend, and my walking buddy for the next three days.



▲ Walking buddy **Heather Hurtado** and I after finishing Day 1!

After an exhausting day one, I was so happy to see MPI friends **Kathy Reading** and **Tamara Jesswein** when I got back to the hotel. They absolutely spoiled me...mainly with cake! However, it meant so much to me to have them there for the evening, and the remainder of the weekend. We had dinner at the hotel restaurant that night, I told them all about the journey of day one, and we ate cake (probably too much cake, but this girl can't say no to cake).

[Continued on page 10](#)





▲ Me, Kathy, and Tamara enjoying the hotel room (and each other's company)!

Day 2

This was absolutely my favorite day of the walk. We had a change of scenery and were bused out to a suburb of Chicago to log the day's miles. The community of Oak Park really showed up that day! Lots of neighbors were outside cheering us on as we walked, handing out candy, stickers, popsicles, and more. In addition to the support of countless strangers, my support system came out that day, too. Friend Dani and her pup Pearl met me throughout the morning at a few different spots. It was so nice to see a friendly face and hear Pearly's little bark! Kathy and Tamara were on the volunteer squad this day – after moving port-potties (ask them about it, I promise laughs!), they staffed one of the break stations, so I got to see them out on the route, too! All of my cheerleaders gathered at Scoville Park, about two miles from the end of the route for the day. Joining Dani, Pearl, Kathy, and Tamara were co-workers, more friends (and dogs!), and my biggest supports, my mom and sister.



▲ My cheering squad - all together about two miles before the end of Day 2!

Day 3

Day three was all about finishing. Finishing the day's route, finishing the 60-mile walk, crossing the finish line, and seeing the closing ceremonies. Although we enjoyed the day (and took our time), Heather and I were anticipating the end all day long. We made sure to make the most of the day, enjoying the light rain to cool us down in the morning, grabbing ice cream in the park, taking a photo with the iconic Cloud Gate, aka The Bean, in Millennium Park, and chatting more about our families, jobs, and lives.



▲ With my I Commit flag after finishing the 3 Day, 60 Mile Challenge.

And beyond...

One of my biggest takeaways from the Susan G. Komen 3-Day is that I want to continue to support this cause locally. Nikki, my new friend from the train, had asked me if I would want help out at the More Than Pink Walk in Milwaukee in October. I gladly said yes, and she said she had the perfect volunteer assignment for me. She asked me if I would be

[Continued on page 11](#)





willing to own the VIP tent at the Milwaukee walk. This was a special tent set up for those who raised over \$1,000 for the walk. This was such an easy thing to say yes to!

I asked my mom to join me on walk day to help out. We enjoyed serving bagels and hot chocolate to the VIPs as well as attaching a special pink ribbon sash to each person and presenting them with a gift basket. I look forward to continuing to work with the Susan G. Komen organization in Milwaukee, continuing to support the fight against breast cancer, and continuing to honor Amanda for years to come. The 3-Day challenge I decided to take on back in May after Amanda passed away has led to so much more than just three days of walking 60 miles. I have made new friends and memories, become even more grateful for my health, and found another cause to support with my times and talents! ▀

◀ *My mom and I volunteering in the VIP tent at the More Than Pink Walk in Milwaukee.*



In Search Of Volunteers & Donations for Bidding for Good

The Holiday Auction is fast approaching and we need two different kinds of help.

First, we are looking for item donations to go on the MPI-WI Bidding for Good Website. If you have items you wish to donate, or if you want to join the team looking for donations please reach out to Ed Buchner at ebuchner@majicpro.com.

We will use our auction website, bidder email system, and refer-a-friend features to promote our event and expand our outreach beyond our community. We will also activate social media buttons on our auction site, so our supporters can help spread the word. Our auction is poised for this November, and we will encourage everyone to talk up the site as a way to purchase some unique holiday gifts! What fabulous exposure for our donators, and MPI Wisconsin!

Please email ebuchner@majicpro.com if you would like to join the Bidding for Good Team or if you would like to donate an item. ▀



September Event Recap

Article and Photos by Greta McCue

On September 22, 2022, over 60 MPI Wisconsin members gathered at the beautiful Ingleside Hotel in Pewaukee to enjoy a day of networking and education. You're about to enjoy a full recap of our day, as told by four very different – but equally fantastic – communication rockstars!

THE COMMANDER: We all arrived at the Ingleside Hotel, and lunch was served promptly at 12:00pm. The lunch was outstanding – and expertly prepared! The skilled team of culinary experts from the Ingleside presented us with a full Brazilian Churrasco buffet including a variety of salads, paella, and skewers featuring grilled chicken, marinated mushrooms, and steak. The steak was absolutely the best when topped with the chimichurri sauce.



THE FEELER: The decorations at lunch were just so beautiful! Someone spent so much time putting them together and making them look perfect. It was the most fabulous fall setting for our meeting. We barely had to wait in line for the lunch buffet – but even when I was waiting, it so nice because it gave extra time to chat with colleagues.

THE ENTERTAINER: There was actual LIVE MUSIC at our lunch! Myles Wangerin played a super fun acoustic mix of classic rock, pop and country music for us to dance in our seats to while we ate lunch. 100% would listen again! Also, did you try either of those delicious deserts? I mean, anything chocolate should always be good, but a Mexican hot chocolate whipped desert in a mini waffle cone – YES PLEASE!

THE REFLECTOR: I did like the lunch, and the music. I've been thinking about how I may be able to host a similar event at my venue in the future.



THE FEELER: After our nice lunch, it was time to start the education portion of the day. **Mimi Brown** was our presenter, and she was so personable and approachable. She started out the day explaining our objectives – which included learning what our communication style was, how to appreciate other styles, and how to adapt to communicate with others. Mimi started out giving us a personal example of communication gone wrong during a game night – and even opened up to us that the story included her ex-husband! How nice is it that they're still friends!?

THE COMMANDER: We moved quickly into exploring the different communication interaction styles and determining which was most like us. The Reflector focuses on “getting it right,” the Feeler focuses on “getting along,” the Entertainer focuses on “getting applause,” and the Commander focuses on “getting it done.” Bingo! Off to my corner, let's get this show on the road and learn how to communicate!



THE REFLECTOR: I'm confident that we all chose our correct communication style group to be in. I've been spending a lot of time thinking it over since Mimi's presentation. While we were split into groups and she was speaking, she explained that we may have some overlap with the other styles, and that's just fine. Mimi spent a lot of time going through details of specific traits of each style and helping us understand very specifically what each person thrives on and appreciates. I appreciated that.

THE ENTERTAINER: Our group was the BEST! We had so much fun learning about all the different communication types. We all took turns going through and sharing what other words we thought helped describe our personality type (super fun), what others should know about working with us (buckle up for the time of your life), what drove us crazy and what we appreciated about our opposites (it's hip to be square). Break time came up after a little while and we danced our way on over to the most amazing popcorn bar to enjoy some cheddar, salted caramel, chocolate and even cookies and cream flavored gourmet popcorns!

THE FEELER: After break, we all went back to our tables and Mimi dug deeper into the personality traits of each communication type. She gave a list of incredible positives about each group – and it made me realize how amazing and valuable each type of person is! Entertainers are talkative and passionate while Reflectors are intelligent and deep thinkers. Feelers are patient and supportive while commanders are goal-focused and determined. She also discussed a “basement view” of each communication type – the typical negative sort of views about us all – but I think that it's best to focus on appreciating us all for our positive traits!

THE COMMANDER: Up next, Mimi gave us BULLET POINTS about the best way to communicate with each of our colleagues.

- **Feelers:** Invite their opinion, provide assurance, show personal involvement
- **Entertainers:** Maintain an informal tone, mention personal information, focus on the big picture
- **Reflectors:** Don't interrupt, explain processes, slow down conversation
- **Commanders:** Directly address issues, speed up pace, provide clear timelines

It was the perfect way to get a very clear understanding of the best way to be as effective as possible while communicating with everyone. Mimi wrapped us up having us all take her communication rock star oath, and we wrapped up our day of education all thinking the same thing – we really are rock stars.

THE REFLECTOR: We finished our day at the Ingleside with a bacon themed snack buffet. Yes, you're reading that right. We each consumed exactly 7,429 calories during our reception, and there were some incredible prizes that were donated and raffled off. Even though I don't get overly excited about much, I am still getting excited thinking back about that bacon. PS - my friend The Entertainer reminded me that the Ingleside was also kind enough to treat us to an open bar! ▲



Bingo Stroll

By: Shannon Timmerman, CMP

Following our September Education Event and Reception (mmm.... bacon...), we enjoyed a wonderful evening on the town in downtown Pewaukee for a Bingo Stroll. The Ingleside shuttled us downtown, where many of the local businesses stayed open late for our group. We started at the Chiropractic & Wellness and Sienna Moon, where we learned about Sound Therapy, and got in some shopping. We continued our shopping and enjoyed some wine between The Loft of the Lake, Lake & Pine Co., the Wooden Hangar, Twisted Vine Wine Shop and Beach House Bistro. And met up with more MPI people along the way. Dave Olson – Studio 360’ waited for us, and greeted us with Champagne and a beautiful studio that we got to explore! As we were running out of time, we literally sprinted to 4Keeps, and the Freedom Boat Club pontoon, where we caught a beautiful sunset. We didn’t have time for a boat ride, but they greeted us with snacks and beverages, and beautiful views. To top off the evening, our last Bingo spot was to “Say Hi to Liz”, so we found Liz Unruh and her parents at Billy Ho’s to fill our cards, and catch our breath. Too much shopping led to a mad dash for the finish line!

It was a fun-filled evening exploring, sharing some time with our MPI friends, and the wonderful Mimi Brown! Thank you, Positively Pewaukee, for arranging this, and to all of the wonderful businesses that participated. I know I will personally make it a point to return, to explore more of this quaint little town! ▀



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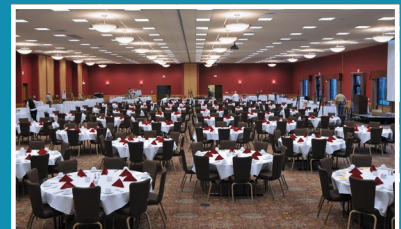
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October Education Event Recap

By: Jenna Schaefer

On October 20th we hosted our October Education event at the DoubleTree by Hilton Hotel Milwaukee – Brookfield in Brookfield. Our MPI-Wisconsin Chapter President and the Director of Sales for the Residence Inn Eau Claire, **Rebecca Staats**, welcomed our group to the meeting. **Greg Fugate**, General Manager of the DoubleTree Brookfield also welcomed the group to their beautiful property along with announcing that the hotel will undergo renovations to all meeting spaces and the lobby area starting this winter. How exciting it will be to see those updates come next spring!

After breakfast we all moved to the meeting area where Rebecca once again welcomed the group and provided MPI chapter updates. Did you know there are many volunteer opportunities within the MPI-Wisconsin Chapter that you can be a part of? It's as simple as emailing admin@mpiwi.org to find out what opportunities would be a fit for you. **Ed Buchner**, Director of Special Events for the Wisconsin Chapter, unveiled some of the details for the upcoming holiday fundraiser. Be on the lookout for more details on how you can assist with that event! **Sherry Wolff**, who is in charge of the chapters sponsors, also provided a big THANK YOU to all of our 2022 sponsors.



Ann Kerian gave us a great presentation on “Kick Marketing Into High Gear with Social Media & Kinder Communication.” Ann spent more than 15 years motivating people through a camera lens. Now, she takes her talents to another level as an Executive Coach, Consultant, Motivational Speaker, Fundraiser, Recruiter and Author. Ann’s a former award-winning Television News Anchor/Reporter and she’s also a member of the prestigious National Speakers Association.

Our first part of the session focused on six ways to kinder communication.

- 1. Positive communication**
 - a. Find the positive in every situation vs. focusing on the negative
 - b. Your mood sets the day!
- 2. Overcoming communication challenges**
 - a. Fear of conflict or hurting the other person’s feelings
 - b. Not knowing how to communicate
- 3. How to be a better communicator**
 - a. Be specific, timely, realistic, and calm
 - b. Avoid general comments and/or criticism
- 4. Providing feedback**
 - a. Follow the Platinum rule – do unto others, how THEY want to be treated
 - b. Provide praise and constructive criticism
- 5. Fostering positive relationships**
 - a. Seattle Fish Market Philosophy – strive each day to make 1 person’s life better
 - b. Utilize the Sandwich Approach to constructive criticism
- 6. Be a better listener**
 - a. The LEAP approach – Listen, Empathize, Agree, Partner



The second portion of our meeting focused on learning how to make social media work for you. According to *Forbes*, 72% of people turn to social media to connect with others and get news. It's important now more than ever to make sure your company has a social media policy in place to protect your brand and provide guidelines for your employees when engaging on these platforms. Your social media expert should understand how the company deals with conflict – it's better to be responsive in these situations vs. reactive. If conversations need to be taken to DM's or a phone call, then it's best to make that move rather than posting on the company page. Post frequently and be sure to respond quickly to comments while staying true to your brand. A survey done by sproutsocial.com found that 70% of followers connect with the brand when a CEO of the company posts and 72% connect when employees of the company share or post on the brand page.

Thank you again to Ann Kieran for an amazing presentation on kinder communication and managing your social media! After the session the group participated in the raffle prize drawings of amazing prizes from our sponsors including hotel stays, movie passes with buckets of popcorn, and wine along with many other items. It was a great ending to a wonderful meeting! ▀



WEC Registration is OPEN!

Sign up today to take advantage of the Early Bird Pricing!



WEC Mexican Caribbean (mpi.org)

| MPI MEMBER RATES* | | |
|-------------------|--------------|--------------------|
| Classification | Regular Rate | Early Bird Rate*** |
| PLANNER | \$1050 | \$ 850 |
| SUPPLIER | \$1325 | \$ 975 |
| FACULTY | \$ 800 | |
| STUDENT | \$ 375 | |

| NON MEMBER BUNDLES* ** | | |
|------------------------|--------------|--------------------|
| Classification | Regular Rate | Early Bird Rate*** |
| PLANNER | \$1250 | \$1050 |
| SUPPLIER | \$1625 | \$1275 |
| FACULTY | \$ 950 | |
| STUDENT | \$ 405 | |

**All WEC registrations include (1) ticket to Rendezvous and (1) roundtrip airport transfer.*

***Non member bundles include (1) year of MPI Membership at a discounted Preferred Member rate*

****Early bird pricing expires on 12/31/2022*



HOW TO MPI... HOW TO MPI...I...I...

NEW MPI MEMBER? WANT A REFRESHER ON WHAT MPI CAN DO FOR YOU?

Attend one of the “How to MPI” sessions offered periodically during the monthly educational opportunities. Watch for those offerings on the agendas for in the monthly newsletters/MPI Wisconsin Chapter website. There is so much available to you with your MPI membership and we’re here for you as a resource.

We want you to make the most out of your membership and maximum your return on investment! We’ll encourage you to get involved by volunteering on various committees. It’s a great way to build relationships, enhance opportunities for your business and careers, along with having fun along the way.

THE RED CARPET...

Frist time attending a MPI education event? Please watch for The Red Carpet near the registration desk the next event. The Membership team, along with other fellow MPI members will be there to welcome you! It’s important to us that your first education event you are personally greeted with some smiling faces, make some initial contacts, and feel part of this special group.

We look forward to welcoming you on The Red Carpet and an MPI 101 Session soon!



2022 - 2023 Board of Directors

YOUR MEMBERSHIP TEAM:

SARAH BEUTHIEN, VP – MEMBER CARE

MPI Wisconsin Chapter 2022-2023 Board of Directors

Contact Information: Events Manager, Wisconsin Economic Development Corporation
sara.beuthien@wedc.org // (608) 210-6867

JODY ROOS, DIRECTOR MEMBER CARE

MPI Wisconsin Chapter 2022-2023 Board of Directors

Contact Information: Jody Roos, Association Meeting Planner/Engagement Center Manager
Wisconsin Bankers Association
jroos@wisbank.com // (608) 441-1264

FARRAH SLINGER, DIRECTOR – AWARDS, SCHOLARSHIP & RECRUITMENT

MPI Wisconsin Chapter 2022-2023 Board of Directors

Contact Information: Farrah Slinger, Business Development Specialist
Event Essentials
farrah@eventessentials.com // (608) 444-7167



EVENT
PREVIEW

Join us January 20th at Chula Vista Resort in the Wisconsin Dells

Chula Vista Resort is nestled among a grove of pine trees along the Wisconsin River. Guests will experience all that Wisconsin Dells is known for, which first and foremost is the incredible beauty of the Dells. Chula Vista Resort has over 600 rooms, villas and condos, as well as tons of activities, spa, and multiple restaurants and bars. We are looking forward to welcoming MPI – Wisconsin Chapter! ▲



Photos by: *Wisconsin Dells Visitor and Convention Bureau*

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Wine!!!

Did we catch your attention with the line above?

February MPI WI
Chapter Event

Thursday, February 23

Embassy Suites by Hilton
Milwaukee Brookfield

Brookfield

For our **FEBRUARY 2023 MONTHLY CHAPTER EVENT** we will be adding a **Wine Pull** to our reception at the end of our Chapter Meeting. In order for us to have a successful fundraiser, we need your help. We are looking for donations of bottles of wine. If you happen to be near a winery or your favorite place to purchase your wine, throw an extra bottle in to donate.

You can bring your bottles of wine to our meetings prior to the meeting or even the day of the meeting. If you would like to help on the team that will be taking care of this event, please let Ed Buchner know about your interest. We love volunteers at MPI and would truly appreciate anyone who would like to join in the fun of this event extra. Ed can be contacted via email at ebuchner@majicpro.com. ▴



This Photo by Unknown Author is licensed under CC BY-SA-NC



February MPI WI Chapter Event Location Info

HOTEL DESCRIPTION:

The Embassy Suites by Hilton Milwaukee Brookfield is a full-service hotel and conference facility conveniently located in Brookfield, only minutes away from the major attractions, businesses, and venues within the Brookfield and Milwaukee business corridors.

We proudly featuring 203 two room suites featuring complimentary high-speed wireless Internet, along with 6,000 square feet of unique and flexible event space. Our Embassy Suites provides all of the amenities of a full-service Hilton brand property, while also providing our own numerous in-house amenities. These include a complimentary signature cook to order breakfast and an evening manager's reception!

LOCATION:

We are located at the cross road of Moorland Road and I-94.



Fundraise a New Way for MPI-WI

By: Wanda Gilles

Did you know that for every purchase you make on Amazon you could be giving a little back to your MPI-Wisconsin Chapter?

Yes! Your shopping can help support our stellar education featuring our great speakers for our meetings.

AmazonSmile will donate 0.5% of your eligible purchases to the charitable organization of your choice. To shop at AmazonSmile simply go to smile.amazon.com on your web browser or activate AmazonSmile on your Amazon shopping app on your IOS or Android phone (found under settings on your app).



If you are using your computer, all you have to do is...

1. **Visit** [Smile.amazon.com](https://smile.amazon.com)
2. **Sign in** with the same account you use for Amazon.com
3. **You will then** see the above logo on this page
4. **Select your Charity**, which for MPI – Wisconsin you will type into the search bar - Meeting Professionals International and then look through the list to find the Madison WI line and click on **Select**.

Another quick way to do this is to use this link that will take you directly to our MPI – WI donation account:

<https://smile.amazon.com/ch/31-1011262>

If you are using Amazon on your phone as an app, then all you have to do is...

1. **Open** the Amazon Shopping App
2. **Navigate** to the Main Menu (=)
3. **Tap on** Settings and then select “AmazonSmile”
4. **Once AmazonSmile**, has been activated in your app, future eligible app purchases will generate a donation for our MPI – WI chapter.

Please note that the tablet app is not yet supported so you will need to visit smile.amazon.com/ontheapp to learn more.



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Conference check in

7:15 pm | Cocktails with colleagues

Dinner on Capitol Square

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BOARD OF DIRECTORS FAVORITE DRINK GUESSING GAME

Match the Board Member to their favorite drink

[Answers on page 37](#)

| | |
|--------------------|---|
| WANDA | Raspberry Vodka with seltzer and a lemon |
| BETH | Cosmo |
| FARRAH | Klarbrunn Sparkling Water - Bucky's Cherry Berry flavor! |
| KORTNEE | Titos and Water Tall Single Shot with a splash of Lemonade Mio Flavor |
| LINDSEY | Raspberry Lime Spindrift |
| REGGIE | Pineapple Jalapeño Margarita |
| SARA | Riesling |
| ELIZABETH | Cold brew with one pump white mocha |
| REBECCA | Red Wine |
| LIZ | Titos with flavored Water |
| SHERRY | Diet Lipton Citrus Tea |
| JODY | Hoegaarden |
| HEATHER | Tito's with club soda with a LIME <i>(not an orange like someone else in the BOD)</i> |
| CHRISTOPHER | Coffee |
| ED | Tito's and Seltzer with an orange slice |
| JESSICA | Iced Coffee with Sugar Free Vanilla & Skim Milk |



2023-2024 BOARD OF DIRECTORS



Nominations for the 2023-2024 Board of Directors will be opening next month, so watch your inbox! Please reach out to any of the current board members if you have questions about any positions.

[PRESIDENT](#)

1 year term with automatic succession to Immediate Past President following year
Current: Rebecca Staats (rebecca.l.staats@gmail.com)

[PRESIDENT ELECT](#)

1 year term with automatic succession to President following year
Current: Reggie Driscoll, CMP (rdriscoll@wisbar.org)

[IMMEDIATE PAST PRESIDENT](#)

Current: Shannon Timmerman, CMP
(stimmerman@wildernessresort.com)

[VICE PRESIDENT, COMMUNICATIONS](#)

1 year term
Current: Liz Unruh (liz@positivelypewaukee.com)

[VICE PRESIDENT, EDUCATION](#)

1 year term
Current: Beth Schnabel, CMP (beths@filene.org)

[VICE PRESIDENT, FINANCE](#)

1 year term
Current: Wanda Gilles (wanda@vedadata.com)

[VICE PRESIDENT, MEMBERSHIP](#)

1 year term
Current: Sara Beuthien (sara.beuthien@wedc.org)

[DIRECTOR, MEMBER CARE](#)

1 year term
Current: Jody Roos (jroos@wisbank.com)

[DIRECTOR, AWARDS, SCHOLARSHIPS & RECRUITMENT](#)

1 year term
Current: Farrah Slinger (farrah@eventessentials.com)

[DIRECTOR, PUBLICATIONS & COMMUNITY OUTREACH](#)

1 year term
Current: Kortnee Carroll
(kocarroll@kalahariresorts.com)

[DIRECTOR, DIGITAL COMMUNICATIONS](#)

1 year term
Current: Jessica Karow (jessica@wisdells.com)

[DIRECTOR, SPECIAL EVENTS](#)

1 year term
Current: Ed Buchner (ebuchner@majicpro.com)

[DIRECTOR, STRATEGIC ALLIANCES & SPONSORSHIPS](#)

1 year term
Current: Sherry Wolff (sherry.wolff@kohler.com)

[DIRECTOR, MONTHLY PROGRAMS](#)

1 year term
Current: Lindsey Hess, CMP
(lhess@wischeesemakers.org)

[DIRECTOR, SPECIAL EDUCATION PROJECTS](#)

1 year term
Current: Elizabeth Poh (epoh@lacrossecenter.com)



VOLUNTEER SPOTLIGHT



Amy Qualmann, CMP

Amy was our team lead for the October education event, and she did an amazing job! Thank you, Amy, for all of your hard work leading up to the event! We appreciate your organization, attention to detail, and your patience. The October event went great because of all of your hard work!

If you're interested in volunteering, reach out to us.

admin@mpiwi.org



Maybe it's meeting in one of our conference spaces, or enjoying our 70 restaurants and cafes. Network with new friends over beer and cheese tastings at our award-winning brewery, or take the free trolley downtown to shop or dine.

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ANNIVERSARIES

CELEBRATE!

Congratulations to those members celebrating a milestone anniversary in September & October!

Congratulations!

20 YEAR

**MICHELLE EGGERT CMP, CDS
MICHELLE MCCARTHY, CMP**

15 YEAR

**ROCHELLE RUPNICK
CMP, CMM**

10 YEAR

MARY SHAW

5 YEAR

SHEILA VICHICH-BEUTIN

NEW MEMBERS



WELCOME NEW MEMBERS!

JACOB ADAMSKI

Stevens Point Area CVB

DANIELLE CAMPBELL

La Crosse Center

JASON CHANCE

Chance Productions LLC

ELLEN EMBERTSON

National Conference of Bar Examiners

SAMANTHA GARCIA

Sheraton Madison Hotel

JILL GAULKE

**KATHRYN GLEESING,
MBA, CMP, DMCP**

Destination Management Connection, LLC

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Embassy Suites Brookfield

SARA KERN

Blue Harbor Resort & Spa

LISA KOENECKE

Lisa Koenecke Speaker

Tyler Prierer

Generac Power Systems

KOZETTE ROSENTHAL

Best Western Premier Park Hotel

ERIN SCHOLZ

Northwestern Mutual

WEIK SJOLANDER

Explore La Crosse



Board Member Profile: Farrah Slinger



Farrah Slinger

Director - Awards, Scholarship & Recruitment
Event Essentials
Business Development Specialist

Tell us about the company you work for and/or your position: We've been dedicated to being the number one provider of event rentals and services for businesses and social events for years. That is still something we take pride in today. We provide creative, expert planning, reliable turnkey service and trendsetting, high quality products and services. Working for ee has been a great blessing for me. I love what I do which is sharing my passion for events and our products and services to new and existing clients.

How long have you been in the meetings industry? 22 years

Tell us a few things about your role on our Chapter Board: I oversee the Awards process which is celebrated at the Chapters' gala in August. I work closely with our membership team to help gain new members, keep in touch with new and existing members as well as recruit volunteers to serve at our local meetings. The best way to grow in your career is to be involved!!

What drew you to serve on our Chapter Board? After serving on another board for several years I love how a group of individuals can make a difference in our industry and I love meeting new people and offering new ideas.

What do you enjoy about your board service, and what are you learning? I'm learning so much it's difficult to put into words. Being on the board has given me insight to what all has to be done to keep the chapter going strong. The best decision I made was to say Yes to this group and I look forward to what is yet to come for our chapter.

What are your hobbies and interests? I love travelling, working out, cooking new things, trying new foods, spending time with my family and friends

Tell us about your family: I have 2 adopted boys. Ben is 10 years old and loves sports and being a big brother. Damien is 6 and was adopted from China at 2 ½ years old. He is an energetic kid and has the most inquisitive little mind. We also have 2 cats, Coco and Trixie.

Favorite song/band/artist/movie/book: **Song:** The Bittersweet Symphony by the Verve, **Band:** Kenny Chesney, **Movie:** Office Space, **Book:** Where the Crawdad Sings

Person you admire and why: My grandma Thym. She was a true gem and I looked up to her very much growing up.

What is something that is still on your bucket list? Going on vacation to Kenny Chesney's island or Attending the CMA's

Tell us your words to live by or share a favorite quote: "A beautiful day begins with a beautiful mindset. Every day you wake up, think about what a privilege it is to simply be alive and healthy."

DESTINATION



LAKE WINNEBAGO REGION

C'mon in.



Hi! I'm Darcie and these are my dogs, Bogie and Birdie. Now that I have your attention, I'd like to give you my TOP FOUR rules as a Fond du Lac, WI CVB salesperson...

1. We know travel for meetings is less frequent so in-person gatherings must be more meaningful, memorable, impactful, of great value, and have great service.
2. I will always connect the dots for the planner. I will be your Fond du Lac and Waupun Sherpa.
3. The answer is always "YES!" (especially at happy hour).
4. I will alleviate the struggles and maximize the value. The competition is tough, so let's shine together.
5. I will be your "meeting tailor". No off-the-rack meetings here, only bespoke events. You tell me if you want a FAM Tour, what incentives are impactful, and of course how to customize your event.

FDLMEETINGS.COM
920-923-3010
DHOLTE@FDL.COM

So, maybe that's FIVE unbreakable rules... But know that if you're looking for a partner-in-crime to pull off an event everyone will rave about you've found her in me, Darcie Holte.

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Supplier Profile: Jill Gaulke



JILL GAULKE

Destination Sales Leader
VISIT Lake Geneva

As the Destination Sales Leader I'm responsible for identifying new business opportunities through research, solicitation, referrals and other methods with the assigned accounts and markets. I'm actively participating in sales calls, tradeshow, industry events and other opportunities to increase booking opportunities.

How many years have you been in the industry? I have been in the hospitality industry for 27 years. I recently took the position with VISIT Lake Geneva. I'm looking forward to gaining more knowledge of a combined CVB and Chamber. Most of my experience is in the hotel industry working for Lake Lawn Resort as a Sales Manager, Marriott as a Director of Sales, Embassy Suites as a Banquet Manager, Sheraton Brookfield as a Sales Manager, Sheraton Milwaukee as an Assistant Food and Beverage

Director and Glenview Naval Air Station as a Catering Manager for the Officer's Club. It's been a full, exciting experience in the hospitality arena, and I just love it!

3-7 Things Unique to Your Company:

- In case you hadn't heard the thrilling news, the WI Department of Tourism selected Lake Geneva as one of the featured destinations for their 2022 Travel Wisconsin integrated advertising campaign. Film and photography crews made stops on the water, at a safari, in a historic mansion, and on the golf course. The spots aired as part of their 2022 summer campaign.
- The community did a terrific job of hosting travel editors, freelance writers, TV reporters, and social media influencers. Same goes for another hugely successful Geiger & Associated PR familiarization tour for 15 writers who cover a wide swath of topics, including golf, outdoor adventures, food, romantic travel, luxury travel, history, and business travel.
- For reporters, we're now consistent in describing the Lake Geneva brand as the "Newport of the West" and the "Hamptons of Chicago," with pristine Geneva Lake, the historic mansions that circle it, and the many resorts, restaurants, boutiques, attractions, and outdoor pursuits all giving the community a seacoast-style appeal all its own.

Tell us about your family: I'm the middle child with two brothers. My parents are Delavan, WI high school sweethearts and have been married for 54 years. I have one son, Zachary, who lives and works in Burlington, WI.

What are your hobbies and interests? I purchased a home in Pell Lake, WI two years ago so my hobbies and interests have been working on my house, landscaping, and gardening.

Tell us about who you admire most and why: This is a hard question as many people pop into mind in different parts of my life. I would have to say though everything comes back to my parents. Both my parents were hard workers and instilled a great work ethic in me. My mom would volunteer our services at my grandparent's farm. You could find my brother's and I on the farm picking up rocks in the field, bailing hay, feeding the chickens (really hated), gardening, feeding the cattle, cleaning the house and anything else my grandparents would think of. At the time I was so jealous of my friends laying out at the beach and having fun while I was dirty and working on the farm. Today, it is some of my fondest memories.

Favorite song/band/author/movie/book: I don't really have a favorite song, but I really like 80's rock music. The hairbands are still out of this world! My favorite authors are Dean Koontz and James Patterson. My favorite movie is National Lampoon's Christmas Vacation.





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Planner Profile: Carrie Berger



CARRIE BERGER

Administrative Manager

National Fluid Power Association

Tell us about your company and/or position: We are a non-profit trade association that focuses on growing the fluid power industry. In my position, I wear a lot of hats. I do admin work, I am an office manager, I do accounting and billing, and I do meeting and event planning for many of our events.

How long have you been in the meetings industry? About two years

What drew you to become a planner? It became one of my job responsibilities that I grew to really enjoy. Since then my employer has been supporting me with professional development activities like being an MPI member to grow in this area.

What do you like most about being a member of MPI? I still am very new, but I have met some really nice, welcoming people. There seems to be a lot of local education events which make it

easy for me to get credit hours towards my CMP.

What was your favorite team or project you have worked on for MPI? I haven't worked on a project with MPI yet.

Tell us about your family: I have two young boys ages three and five.

What are your hobbies and interests? Riding my Harley, playing my saxophone, spending time with my friends and camping, going to BURN Boot Camp.

Favorite song//band/artist/movie/book: song -Walking on a Dream, band – Killswitch Engage, book – *The Dark Tower Series*, by Stephen King

Tell us about the person you admire most and why: I admire my mom the most. She has always been there for me not only as a parent but a friend through every tough situation I have been through. This past year in particular has been a stressful one for me and she was a big part of helping me get through it.

What is something that is still on your bucket list? Sky Diving

WHO'S IN THE NEWS

Compiled by Kortnee Carroll

1 **Alison Hutchinson** has accepted the role as Senior Group Sales Manager and will be leading the sales efforts in all M&C markets with the Fox Cities CVB.



Congratulations, Alison!!

4 MPI Wisconsin Sponsors **Visit Milwaukee** and **Wisconsin Dells Visitor & Convention Bureau** were voted Best MidAmerica CVBs/DMOs by [Meetings Today](#).



BEST MIDAMERICA CVBs/DMOs

2 **Michelle Tyo-Johnson** welcomed her granddaughter, Presley into the world in May.



*Congratulations, Michelle!
She is beautiful!*

5 **Cheryl Oswald** being named one of Smart Meetings 2022 Meeting Professionals of the Year.



[Check out the article!](#)

3 **Wanda Gilles** will be welcoming a grandbaby in April!



Congratulations, Wanda!

6 **Maria Peot** completed 60 mile walk for Susan G. Komen and raised \$7,546 in honor of **Amanda Ridout**.

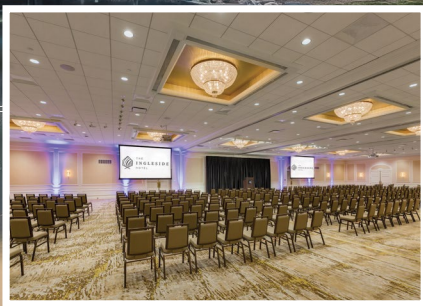


*We are so proud of you,
Maria!*

NOTE: if you have any news to share in this column, please contact Kortnee Carroll, Director - Publications & Community Outreach, kocarroll@kalahariresorts.com.



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BOARD OF DIRECTORS FAVORITE DRINK GUESSING GAME

ANSWERS



Wanda - Titos and Water Tall Single Shot with a splash of Lemonade Mio Flavor

Beth - Raspberry Lime Spindrift

Farrah - Pineapple Jalapeño Margarita

Kortnee - Iced Coffee with Sugar Free Vanilla & Skim Milk

Lindsey - Riesling

Reggie - Tito's and Seltzer with an orange slice

Sara - Cosmo

Elizabeth - Cold brew with one pump white mocha

Rebecca - Klarbrunn Sparkling Water - Bucky's Cherry Berry flavor!

Liz - Raspberry Vodka with seltzer and a lemon

Sherry - Red Wine

Jody - Titos with flavored Water

Heather - Diet Lipton Citrus Tea

Christopher - Hoegaarden

Ed - Tito's with club soda with a LIME- not an orange like someone else in the BOD

Jessica - Coffee



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>

SAVE THE DATE

2022-2023 CHAPTER EVENTS

NOVEMBER 13 – 15

GREAT LAKES EDUCATION SUMMIT — Grand Geneva Resort & Spa, Lake Geneva

JANUARY 18

Chula Vista Resort, Wisconsin Dells

FEBRUARY 23

Embassy Suites, Brookfield

APRIL 12 – 13

TRIVIA & SPRING EDUCATION DAY — Madison Concourse, Madison

MAY 11

Hotel Retlaw, Fond du Lac

AUGUST 10

GALA — Best Western Premier Park Hotel, Madison

SEPTEMBER 14

Best Western Premier Waterfront Hotel, Oshkosh

OCTOBER 19

Sentry World, Stevens Point

