

MPI-WISCONSIN CHAPTER

Agenda

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Feature Articles

Trends to Look Out for in 2022	5
From Start to Finish: Preparing for the CMP	8
Bidding for Good – Another Great Success in 2021	9
GLES Delivers a Resounding Yes!	10
Starting 2022 Off with a Bang: Dealing with Conflict!	20
CONFLICT. Somehow it is a four-letter word with eight letters!	24
Three Ways to Improve Your DEI Efforts	25
February DEI Event	25
IMEX America: Back to Business!	26

In Every Issue

Editor's Note	4
President's Message	7
Volunteer Spotlight: Pat Cavanaugh, Ph.D.	13
Board Member Profile: Jody Roos	14
Anniversaries / New Members	15
Planner Profile: Rebecca Rogers, PMED	16
Who's in the News	17
Supplier Profile: Diana Decker	19
Food for Thought	22
Save the Date: 2022 Chapter Events	28

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6 Different Ways



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Editor's Note

Strengthen Your Bonds



Greetings to all of you stellar MPI professionals. If you're reading this, you've made it to 2022. AND, you've made the smart decision to be an MPI-Wisconsin Chapter member. Yeah, YOU!

We're all made better with positive guidance. Our chapter is a bottomless font of aid, expertise, and encouragement. Particularly over the last two years, I've seen our members reach out, lead member webinars, support member

education, host virtual happy hours, share every professional opportunity, and -- most importantly -- check in with each other. You've built an exponential level of support for all members.

Currently, in-person events come with extra considerations. Our members are ready for these challenges. Managing the unpredictable is in our industry-DNA. A solution (or two) is a minute away when you tap into our members' collective knowledge. I haven't seen a more rapid response to a social media inquiry than when it begins with "MPI Peeps, can anyone tell me..?." (Don't forget the all-powerful hashtag: #MPIWI.)

Managing the unpredictable is in our industry-DNA. A solution (or two) is a minute away when you tap into our members' collective knowledge.

As we enter 2022, I urge you to strengthen your bond within our MPI-WI chapter. Attend events for valuable education and networking that actually works. Consider volunteering for an event, committee, or board for an incomparable experience. The connections within our chapter consistently lead to professional opportunities, along with friendships and support.

Thank you to each of you for building this chapter. Let's strengthen our member bonds in 2022!

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



TRENDS to Look Out for in 2022

By: Naomi Tucker, CMP, HMCC

If there is anything that we have learned over the last two years, is that plans can change in a blink. So, as you are looking towards 2022, there are some key industry trends to look out for and consider as you plan your upcoming events.

>> Practicing Safety

The health and safety of the global population is at the center of this pandemic and will continue to be a large focus heading into the new year. With that said, there is a growing trend to keep attendees safe by communicating safety protocols prior to the event and ensuring that the protocols are met during the event.

These safety measures can include physical distancing practices, rapid testing, health screenings, and vaccine card checks. Using services like In-house Physicians, Healthshield or Eventscan can be notable resources for planners and suppliers as you guide their customers in ensuring all attendees are safe.

>> Evolution of Hybrid Events

Two years ago, hybrid events were likened to a foreign concept. We never really considered hybrid as a type of event, until we were faced with needing to consider it. In the past, adding virtual elements to an in-person event was simple, but a far grasp for meeting owners. Yet now planners find themselves considering engaging hybrid elements in every event.

As we lean into the new year, planners and suppliers will continue to see events literally shape shift to the dynamics of safety. Expect to have multiple unique options of integrating engaging virtual elements into your in-person events. Hybrid events are here to stay, so learning how to leverage hybrid for your scenario of an event experience is a must.

>> Signage Guiding the Way

Placing signage in an event space is trending towards transparency as it relates to safety and security. Attendees upon entering an event should understand the safety expectations that are required. Signs will continue to encourage people to wear masks, wash hands, showcase sanitizers, and even help with physical distancing.

>> Sustainable Practices

For the last couple of years, lockdowns around the globe have pushed through environmental changes that the world needed. Carbon emissions were reduced dramatically, and the air was a little clearer. This gave sustainability experts encouragement to keep on moving forward in their sustainability efforts. There is a growing importance to prioritize how we meet in an effort to reduce the carbon footprint around the world. Planners will also find more opportunities to source locally for food, gifts, entertainment and much more. These are just a couple of ways that sustainability will play a larger role in the future.

>> Enhanced Communication and Data Collection

There can never be too much communication when it comes to managing events. The number of communications that are sent per program are increasing, and this will continue to be of importance in the new year. With ever-shifting event dynamics, global travel pressures, and constant medical updates, it is important to stay connected with attendees. Mobile applications, email, and social media has been used more now than ever to communicate with attendees about an upcoming event. Expect it to continue and take new shape.

These are just a few trending areas that we will see expand in 2022. The wonderful thing about the event industry is that we will take chances to incorporate what is trending into our events thus continuing to push innovation and encourage development of new trends. It will be exciting to see what the new year brings. ▲



Naomi Tucker, CMP, HMCC is a Global Event Professional of 25+ Years, Past President of Meeting Professionals International Wisconsin Chapter, Account Director at Meetings & Incentives Worldwide, Inc and Founder of Planners on Purpose. Naomi loves to share her accumulated

knowledge of events and learning in the industry, and thrives on event strategy, and reducing burnout for event planners and organizations.



Imagine your meeting in the wide-open spaces of our Exhibition Hall and its adjacent Lakeside Commons — with immersive, engaging presentations experienced in-person or remotely. Yes, times have changed. But they've only fortified our attention to every last detail.

So go ahead, keep dreaming big.



Achieving the global gold standard for prevention is one of the many ways we're keeping you safe.



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Madison, WI

President's Message



SHANNON TIMMERMAN, CMP
2021-2022 President, MPI-WI Chapter



I don't know about anyone else, but ringing in the New Year has always been a mix of emotions for me. I take time to reflect on the year gone by, which brings an overwhelming amount of gratitude, and admittedly some sadness. I feel relief that the year is over, sad about loved ones lost, resolutions that didn't make it to February, upset that I'm not 50 pounds lighter like I had planned, and (most importantly!) feel excitement for the new year that lies ahead! Too often, I will make the same resolutions and set similar unrealistic goals, which sets us up for disappointment.

Why do we (or maybe it's just me) put so much pressure on ourselves to be the best of the best, and then feel so disappointed when we didn't change the world in a given year? The older I get, I realize that I may NOT go down in history for making world changing discoveries, curing cancer, or anything

remotely close to earth shattering. I have to not feel disappointment about what I didn't do, but feel proud about what I DID accomplish.

As I reflect on 2021, I am focusing my thoughts on gratitude. I'm thankful that I had another year with no personal family loss. I'm thankful that I didn't have to lay anyone off, and that my department actually made money for the company some months! I am thankful that I achieved my goal of becoming President of MPI-WI, and didn't pass out or trip up the stairs delivering my opening speech at Gala! I am thankful that we have a full Board of Directors slate with outstanding volunteers, and that we have pulled off several successful in-person events in 2021. We even set a record with our Bidding for Good program this year with the amount raised vs. the value of the donated items!

I am beyond excited to see what 2022 brings for me personally and professionally and with our MPI-WI Chapter.

Kicking off the year at a pretty amazing destination resort in the Wisconsin Dells is a good start in my opinion! Wilderness Hotel and Golf Resort...maybe you have heard of it? I hear it's a cool place! Then we are heading to the brand-new DoubleTree by Hilton

Madison East in February, and the La Crosse Center in April. We have extraordinary speakers lined up. We're all looking forward to getting together with our MPI family again, and hopefully seeing many faces that we haven't seen in a while.

I encourage everyone to focus on the positive things coming into 2022. I am going to do my best to be more realistic in my goal setting and any "resolutions" that I make. I don't want to stress out about the pandemic anymore, and how it affects my professional life. It is out of my hands, and no matter how hard I try, I am not going to make it go away, nor can I control what it does for my career. I can't take on that guilt of another group lost, or low attendance at one of our MPI events.

I am going to feel grateful for every person that does show up, and every in-person event we have! I am going to be my best self, which is certainly not perfect, but I am going to focus on the good stuff. I will continue to do my best for our MPI-WI Chapter, and as always, be eternally grateful for this experience and this family. I hope you all join me in this year of gratitude and positive energy!

2022, the year of YOU!!

Shannon



FROM START TO FINISH: PREPARING FOR THE CMP EXAM

#4: What to Expect on Exam Day

In a previous issue of the AGENDA Magazine, I reviewed the topic of studying for the CMP Exam. In this issue, I am describing what you should expect on exam day.



After your application is approved, you will pay your \$475, non-refundable exam fee to the Events Industry Council (EIC). Once that fee is paid, the EIC will send you instructions about how to schedule your exam with Prometric, a testing center that has hundreds of locations throughout the country.

The EIC suggests the following best practices on exam day:

- Arrive 30 minutes before the scheduled appointment to allow time for check-in.
- If you arrive more than 15 minutes late, you may be turned away.
- You will be provided with an on-screen calculator, two erasable note boards, and dry erase markers.
- Bring a jacket or sweater for personal comfort.
- Bring your test confirmation number.
- Bring one form of valid, government-issued ID with a signature (driver's license, passport, national ID or military ID). The name on the ID must match the name on your exam registration.
- Items such as dictionaries, books, rulers, food, beverages, and personal items are not allowed into the testing room. You will be given a locker to store all your items.

After you check-in, you will be taken to a personal testing station and an onscreen tutorial will orient you to the features of the computer testing equipment. You will have up to 15 minutes to view the tutorial. During the exam, try to relax (easier said than done, right?!), work at a comfortable

pace by not rushing or going too slowly, follow all directions, read all the options before choosing an answer, skip difficult questions, and come back to them later.

Additionally, due to the pandemic, the EIC offers the option to take the CMP exam at home, utilizing Prometric's remote assessment delivery solution. If you are interested in this option and how to prepare for it, please go to this link: <https://eventscouncil.org/CMP/Future-CMPs/On-Exam-Day-Remote-Proctoring>

As soon as you complete the exam, you will receive a score. The score will indicate whether you have passed or failed the exam, and it is final. If you fail the exam, your results will include your numeric score and how you performed on each of the nine domains. Certificates are mailed to candidates who passed the exam four weeks after the testing window closes.

This completes my series on preparing for the CMP exam. I wish you the best of luck as you start, or continue, your journey of becoming a Certified Meeting Professional. If you would like more information about the exam or CMP 101, please reach out to me...I am always happy to answer any questions you may have! ▲



Jodi Goldbeck, CMP

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.



BIDDING FOR GOOD –

Another Great Success in 2021!

By: Brooke Miller, CMP, VEMM

As we continue to experience changes caused by the global pandemic, it has forced all of us to live, work, and play differently. Yet, many MPI-WI suppliers, planners, family, and friends didn't skip a beat donating and/or bidding at this year's MPI-WI Bidding for Good (BFG) 2021 fundraiser.

Bidding for Good is a live online auction website that helps raise money for MPI-WI. This fundraiser reaches thousands of supporters and promotes companies/organizations with their donations. The fundraiser not only reaches our WI membership, but captures other non-MPI-WI member bidders throughout the world as well.

We are super-excited to thank everyone that participated in the auction through bidding or making donations! Because of the generous support, we are able to announce that our 2021 BFG final tally raised a total of \$4,365 in donations. That was an amazing amount for 23 items auctioned and a new record of 73% raised of the stated item values! ▲

“Unity is strength. . . when there is teamwork and collaboration, wonderful things can be achieved.”

—Author Mattie Stepanek

BiddingForGood

A special shout out this year to all our wonderful 2021 BFG donors:

Best Western Premier Bridgewood Resort Hotel - Neenah
CMI AV, Audio Visual Services
Destination Kohler
Doubletree by Hilton - Neenah
Embassy Suites by Hilton Milwaukee Brookfield
Fairfield by Marriott Eau Claire/Chippewa Falls
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Hampton Inn & Suites Madison Downtown
Harbor Athletic Club - Middleton
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Hyatt Place Madison
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Kalahari WI Dells
Marcus Hotels - Hilton Milwaukee City Center
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SentryWorld
The Peabody Hotel Memphis
Visit Baltimore
Visit Fort Worth CVB
Wilderness Resort
Wisconsin Dells VCB

Your continued support is invaluable to us, and we thank you all again for your great generosity!



GLÉS

DELIVERS A RESOUNDING YES!

By Kathy Reading, Tom Graybill, Alison Huber, CMP, Kimberly Wright, CMP

100 MPI members came together in Fort Wayne, Indiana for this tri-state regional event. We all enjoyed the camaraderie and exceptional speakers. Thanks to the Grand Wayne Convention Center, and all sponsors who allowed this event to succeed. Special kudos to the tri-state team of (Katherine Headington, MPI-IN; Lindsay Kirchinger, MPI-MI; Tamara Jesswein, CMP, VEMM, MPI-WI.)

We've talked to a few attendees from our group to recap this special event:

Tom Graybill, Vice President, Sales, Tri-Marq Communications, Inc.

Alison Huber, CMP, Manager, Travel and Events, Baker Tilly US, LLP

Kimberly Wright, CMP, Director of Sales, Chicago's North Shore Convention & Visitors Bureau

Q. How many GLES events have you attended over the years?

(Tom): I have attended every GLES except for the one in Traverse City.

(Alison): I believe this was my fourth. I was in the very first meeting with the other chapter PEs to discuss the prospect of this tri-chapter event. It's exciting to see the partnership going strong!

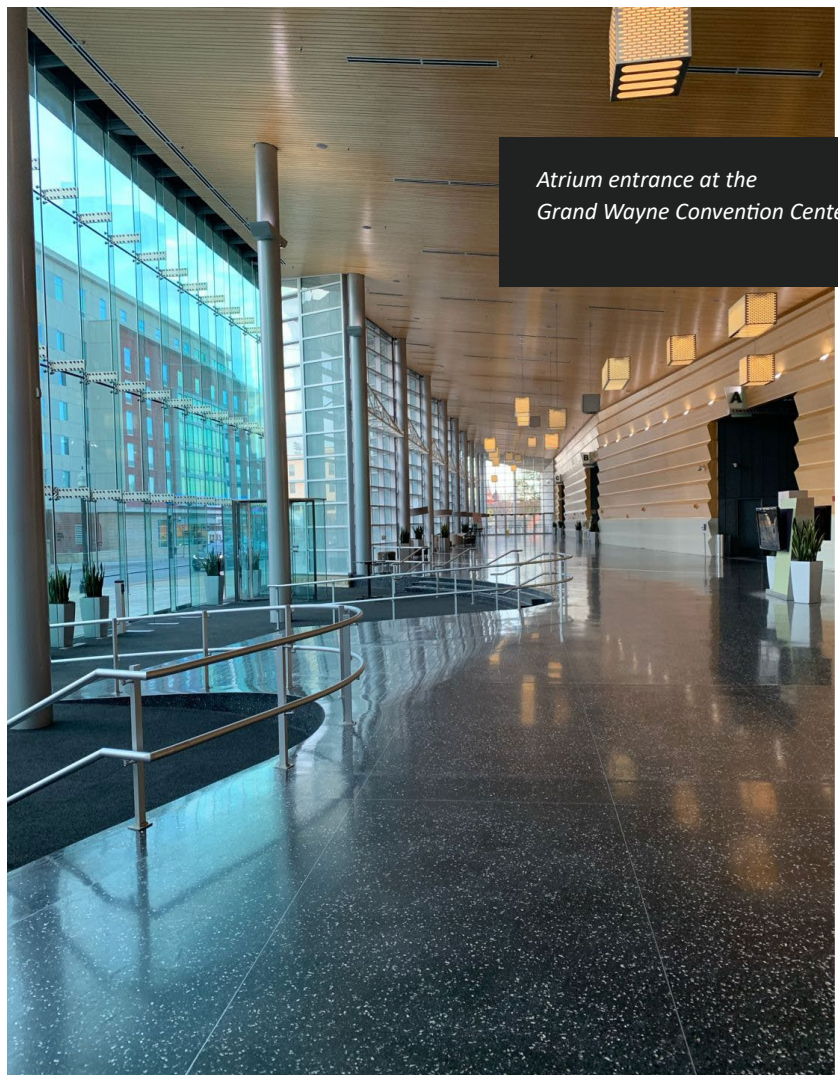
(Kimberly): All of them.

Q. What led you to decide to attend this event?

(Tom): I enjoy networking with the folks from Indiana and Michigan, as well as my fellow Wisconsin members. I also wanted to support the Wisconsin chapter.

(Alison): I haven't been able to attend many chapter events due to schedule conflicts lately. Plus, there was a really strong speaker lineup!

(Kimberly): I wanted to reach meeting planners in our surrounding states.



Atrium entrance at the Grand Wayne Convention Center



Q. People were buzzing about the speakers. Can you share a speaker takeaway that really connected with you?

(Tom): Mike Dominguez is always a great speaker, sharing data on the industry and where we are during these trying times. I will never forget learning about the different dietary philosophies from Tracy Stuckrath, including my new favorite, VB6 (Vegan before 6 pm).

(Alison): I'm looking forward to researching some of the resources from Tracie Stuckrath for donating food post-program.

(Kimberly): I loved Tracie Stuckrath's take on the importance of food and beverage at events. I agree it can be as significant as the venue, location, etc. Everyone talks about "the food" when they return from an event. It's important to recognize everyone's food needs.

Q. Three chapters coming together provides a bigger audience, but can also be more approachable. Did you like the size of the group? Why or why not?

(Tom): I thought attendance was excellent, considering this is the first GLES since COVID started. Hopefully, the event can grow even larger next year in Lake Geneva.

(Alison): It was a good size considering the current state of companies limiting travel and comfort level of the attendees.

(Kimberly): The size is perfect!



MPI scholarship attendee, Delaney Slattery and Emcee, Jess Pettitt



Josh Evans, Monday opening keynote



Tracy Stuckrath, Monday lunch keynote

Q. Our Wisconsin chapter is known to be friendly and welcoming. Can you tell us how you experienced networking at GLES?

(Tom): Networking was a little more challenging this year than in past GLES's. I think this is partially due to in-person events still just starting up for the individual Chapters, so perhaps they were seeing each other in person for the first time. I think more emphasis on mixing the Chapters would be good, perhaps with an activity like the pairs matching done at the GLES in Madison.

(Alison): I had to duck out quite a bit for calls, etc. I ended up with my WI peeps who I haven't seen in a long time. Valuable time!

(Kimberly): Everyone was very welcoming. I could be the "outsider" because I'm from Illinois. The Wisconsin "peeps" always make me feel included.

Q. What was your favorite non-education aspect of this event (venue, welcome reception, tour, Monday reception, camaraderie, dancing, auctions, etc.?)

(Tom): The Grand Wayne Convention Center was an admirable surprise. Nice facilities, easy to navigate, and convenient to the hosting hotels. And pretty good food! The Monday reception was also great fun.

(Alison): Time with our chapter attendees at the receptions, dinners... and the road trip!

(Kimberly): I like the opportunity to network and connect with everyone during downtime.



Fabulous auction items from every region



Q. Please share your favorite WOW moments.

(Tom): After a hard 20 months, it was great to see our Michigan and Indiana friends again. The optimism and determination in the room for our industry were inspiring.

(Alison): The general session speakers were very engaging. Good reminders and some new takeaways as well.

(Kimberly): Michael Dominguez’s presentation excellent and timely. I’ve heard him speak a couple of times, and I like how he keeps his presentation current and interesting.

Q. Overall, was this event worthwhile and why?

(Tom): This was definitely a worthwhile event. I’m recharged and made new connections while reconnecting with some old friends.

(Alison): Yes! Networking is always key. This joint partnership allows our members to hear from a higher level of speaker than our individual chapters can typically secure individually. It is great to get out and support our industry as it comes back to life!

(Kimberly): Yes – I enjoy the opportunity to network with meeting planners in a productive way. The educational components of the event are a draw to planners. The exhibiting aspect is an added opportunity that goes along with the education. ▴



Warm welcome reception and tour of The Bradley, brimming with midwestern charm and modern design



*CJ McClanahan,
Tuesday opening keynote*



*Michael Dominguez,
Tuesday closing keynote*



MPI-Wisconsin’s own Tom Graybill and Reggie Driscoll agreed to specialized entertainment which raised over \$400 for MPI

Volunteer Spotlight



PAT CAVANAUGH, PH.D.

Event Sales and Service Manager
Green Bay Packers

By Beth Schnabel, CMP, CED, CUDE

We are excited to spotlight our outstanding volunteer for this issue, Pat Cavanaugh, Ph.D., Event Sales and Service Manager for the Green Bay Packers. This 2020 MPI-WI Rising Star winner didn't let a shiny trophy stop him from sharing his time and talent to the chapter. Pat adds incredible value to the Education Team with his background in education and is working hard behind the scenes to bring top talent to our speaker line-up for 2022. ▀

**Please join us in thanking Pat
for all he brings to the Wisconsin Chapter!**

Interested in being featured here? Consider volunteering for our amazing chapter! Contact our Vice President of Membership: Michelle Tyo Johnson at michelle@northcoastpro.com - or contact any board member to learn what current opportunities are available within their team. Visit <https://www.mpi.org/chapters/wisconsin/about-our-chapter/board-of-directors> for a list of our Board Members and their roles.



Back to table of contents



Board Member Profile



JODY ROOS

DIRECTOR MONTHLY PROGRAMMING

Association Meeting Planner/
Engagement Center Manager
Wisconsin Bankers Association

Tell us about the company you work for and/or your position: Founded in 1892, WBA is the state's largest financial industry trade association, representing more than 200 commercial banks and savings institutions, their branches, and over 21,000 employees. The Association represents banks of all sizes in Wisconsin, and nearly 98 percent of banks in the state are WBA members.

As the Association Meeting Planner for WBA, my responsibilities range from site selection, contract negotiations/signing with hotels and other venues. I'm the point person for submitting the logistical details and signing the banquet event orders with the venues for all the in-person events WBA offers (100+) events a year ranging from 20-600 people. Other responsibilities include budget management, creative design, vendor management, vendor/member relationships, and on-site execution/management. Nearly all meetings are held in

Wisconsin with just a few that are not. As the Engagement Center Manager, I oversee the newly created engagement center area -- approving the bookings of the meeting rooms, ordering catered food, troubleshooting audio visual needs, and providing general on-site management of all programs at the WBA office.

I also manage our company's relationship with the auto rental company and local area hotels in our office park.

How long have you been in the meetings industry? 30+ Years

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

- Recruitment of volunteers to lead and assist on monthly chapter meetings.
- Oversee educational teams that coordinate all logistics for monthly educational programs, including menu selection, audiovisual needs, room set up requirements, registration, and hotel arrangements.
- Facilitate registration process for monthly educational programs
- Assist VP Education with speaker selection and contracting for monthly education programs.

What drew you to serve on our Chapter Board? I've been fortunate to be a member of MPI-Wisconsin Chapter since 2003. I've acquired so many long-term relationships over the many years and proud to call them my friends, while making new relationships all the time. It was truly an honor to be asked to serve on the board of directors. It's a way for me to volunteer and "give back" to an industry I'm so passionate about.



BOARD MEMBER PROFILE

Continued from page 14

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

I'm just beginning my term so looking forward to learning a lot in the next year, while building relationships with board members.

What are your hobbies and interests?

Spending time with family and friends, traveling, and relaxing at our place up north.

Tell us about your family: I've been married to my husband John for 26 years. We have two sons Michael (22) and Tyler (17), which I'm incredibly proud of.

Favorite song/band/artist/movie/book: I love music in general from Country, 80's rock, to my "chill" music.

Person you admire and why: My husband and sons for so many reasons.

What is something that is still on your bucket list? Travel in general! I have a long bucket list of places I want to go again and new places I would like to experience.

Tell us your words to live by or share a favorite quote: "Surround yourself with people who make you hungry for life, touch your heart, and nourish your soul."

MPI WISCONSIN

ANNIVERSARIES

CELEBRATE!

Congratulations to those members celebrating a milestone anniversary in January + February!

Congratulations!

5 YEAR

JENELLE THURBAUER

Trek Bicycle

10 YEAR

BRANDON SMITH

Brookfield Conference Center

25 YEAR

RENATA PRELLWITZ, CMP

Chula Vista

NEW MEMBERS



Welcome to our new members!

MICHELLE ANGELL

Heidel House

Supplier

KATIE MULHANEY

Ariens Co.

Supplier

JODI FISHER

Impact Association Management

Planner

KATIE RAGAN

Wisconsin Center District

Supplier

PARKER RIJOS

Milwaukee Bucks

Supplier



Planner Profile: Rebecca Rogers, PMED



Employer: Sentry Insurance

Job Title: Director of Meetings and Events

Tell us about your company and/or position: I work for Sentry Insurance, one of the largest and most financially secure mutual insurance groups in the U.S. We're headquartered in Stevens Point, Wisconsin, employing more than 4,000 associates across 41 states. We're a company built on relationships, many of which are forged during meetings, at golf events, or through special events organized by my team.

My role leads the planning and execution of over 100 internal and external events for Sentry Insurance. Our group also manages our sponsorship of and hospitality program for the Sentry Tournament of Champions in Maui each January. As a corporate partner of the USGA, we participate in the U.S. Open each year as well. We are excited that our golf course, SentryWorld, will host the U.S. Senior Open in 2023.

How long have you been in the meetings industry? 27 years

What drew you to become a planner? I interned for the Celebrity Golf Association in high school and knew from that experience that I wanted to work at the intersection of sports and events. Later in college I had the opportunity to live at the Olympic Training Center in Colorado Springs for a summer as an intern, helping to prepare for the 1998 games in Nagano. The connections I made during this internship helped propel my career in this space and solidified my desire to work in the events industry.

What do you like most about being a member of MPI? Many of the people I have met through MPI have become lifelong friends. Events such as WEC, IMEX and the Experiential Series, specifically the 2019 CMA's, gave me the opportunity to meet some incredibly talented and passionate people in our industry.

What was your favorite team or project you have worked on for MPI, or what area of the Chapter do you hope to become involved with? I would love to become more involved in educational initiatives. The pandemic has changed the way we plan and execute events and we need to make sure we have the knowledge and skills to navigate in this new world, keeping the health and safety of our guests at the forefront. I recently got my Pandemic Meeting and Event Design certification and have a few more related trainings I look forward to taking.

Also, we have a new boutique hotel, The Inn at SentryWorld, opening soon. I would love to host a chapter meeting at our event space at SentryWorld, and at The Inn.

What are your hobbies and interests? Traveling is my passion. I feel it is the best way to learn about other cultures, yourself, life and helps to put things in perspective. As the saying goes, "travel is the only thing you buy that makes you richer".

I also enjoy mentoring and supporting others in their career journey. I feel it is important to develop and nurture young talent to ensure our industry thrives for years to come.

Favorite artist: I am a huge fan of Pink, She is an incredible performer and if I had a second dream job, it would be to perform as one of her backup dancers!

What is something that is still on your bucket list? My bucket list mainly involves traveling to several cities on each continent. I am looking forward to many future adventures.

Tell us the words you live by or share a favorite quote: *I have learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.* – Maya Angelou

WHO'S **IN THE** NEWS

Compiled by Jennifer Mell, CMP, Maria Peot, CMP & Kathy Reading

1

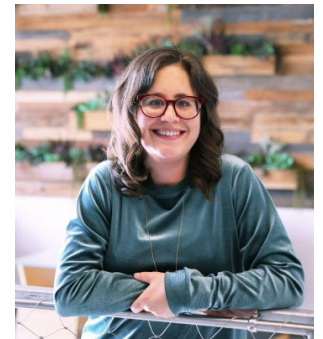
While completing her studies at MATC in the Event Management Program, **Grace Donlin** has joined EDI as their Meetings Manager.

Keep moving forward, Grace!



2

Maria Peot, CMP has joined Zywave, the leader in the insurance tech industry, as an Event Coordinator. She is excited to be working for this fast-paced, rapidly growing company with headquarters in Milwaukee.



They are so lucky to have you on their team, Maria!

3

Liz Unruh is the new Special Events Director with Positively Pewaukee. Liz will add her personal creative touch to current and new events.

You were made for this role, Liz!



4

Check out that new office! Congratulations to **Morgan Data Solutions** on their purchase and move to new office space.



We can't wait to see the transformation of the barn!

5

Congratulations to **Destination Madison** for being honored with a Trailblazer Award, presented by Destinations Wisconsin at the 2021 Wisconsin Fall Tourism Conference held at the La Crosse Center.



[Continued On Page 18](#)



WHO'S **IN** THE NEWS

Compiled by Jennifer Mell, CMP, Maria Peot, CMP & Kathy Reading

6

After many months of meeting, planning, designing, and building, **Fox Cities Convention & Visitors Bureau** has officially moved to its new, permanent location at 213 S. Nicolet Road in Appleton.



7

Marcus Hotels & Resorts added the Hotel Monaco in Pittsburgh to their ever-growing portfolio of properties. **Welcome to the Marcus family, Hotel Monaco Pittsburgh!**



8

The Scan Group, Inc. has doubled their wide-format capacity with new cutting-edge equipment and another 13,500-square-foot production facility in Waukesha, WI.



9

Kudos to the following member organizations for having an employee recognized as a "Power Broker" by the *Milwaukee Business Journal*:

- **Marcus Hotels & Resorts** - Greg Marcus (President & CEO)
- **Wisconsin Center District** - Marty Brooks (President & CEO)
- **Visit Milwaukee** - Peggy Williams-Smith (CEO)
- **Milwaukee Bucks** - Peter Feigin (President), Arvind Gopalratnam (Vice President of Corporate Responsibility)
- **Medical College of Wisconsin** - Greg Wesley (Senior Vice President), Dr. John Raymond Sr. (President & CEO), Dr. Malika Siker (Associate Dean)
- **Milwaukee Area Technical College** - Vicki Martin (President)
- **Northwestern Mutual** - John Schlifskes (Chairman & CEO)
- **Associated Bank** - John Utz (Milwaukee Market President)

NOTE: if you have any news to share in this column, please contact Maria Peot, Director - Publications & Community Outreach, maria.peot@gmail.com.



Supplier Profile:

Diana Decker



Place of Employment:
Serendipity Labs Madison

Job Title:
General Manager

How long in the meetings industry?
15+ years

Tell a bit about your company and/or current position:

Serendipity Labs is a National (soon to be International) company that has 30 locations throughout the country with more in development. We are an upscale coworking and flex office space on Madison's west side providing short-term & long-term membership options designed for remote work, including coworking, private offices and team suites. We also provide unique, secure meeting space that includes three boardrooms (accommodating up to 10 people) and one conference room (accommodating up to 60 people) with state-of-the-art technology for successful off-site meetings, conferences, trainings, and events.

Tell us about your family:

I am the oldest of four "biological" girls. My parents also did Foster Care since I was in the sixth grade. One Christmas, we had 10 kids around the tree! During that time, my parents also adopted four more children through Foster Care. I currently live with my husband and his two kids (ages 13 & 11), along with our black labrador, Radar.

Where were you born? Freeport, IL

Where do you currently live? Madison, WI

What are your hobbies?

Huge Badger & Packer fan. I love the outdoors (camping, bonfires, hiking) taking my dog on long walks, listening to music (anything but today's Country)

Favorite musical group/book/movie:

Beastie Boys / Outlander series / Beautiful Girls

Person you admire and why:

I admire my mother. She is my best friend. She has been through so much and has the biggest heart of anyone I know. She is so courageous and strong. I can tell her anything without judgement. She gives the best advice.

Dream vacation: Being a tourist in Europe.

If I won the lottery I would: Build my dream home!

Words to live by: "It's better to be overdressed than underdressed"

January Event

By: Jennifer Mell, CMP

D

Starting 2022 Off With a Bang: Dealing with Conflict!

Don't miss the 2022 calendar kick-off at the Wilderness

Resort and the Glacier Canyon Conference Center on Thursday, January 20th!

to help in resolving future conflicts. All this and have some fun too!

And you won't want to miss the **Team Building Sneak-Peek** following the reception! Stick around and see how

Conflict is a normal part of human existence, so why are some people not good at dealing with it? Maybe the venue is understaffed for your event, the client changes their mind on theme at the last minute, the event volunteers are sure that they "know how to do it" better than you, the co-worker isn't pulling their weight around the office, or who knows what else! Michael Rust from the Winnebago Conflict Resolution Center will dig into many of the common causes of workplace and event conflicts and give you strategies so you can "Stop Conflict C.O.L.D." He will also take us on a deeper dive into that question with his program **Conference Conflicts, Meeting Mayhem, and Office Opposition: A Guide Towards Resolution**. We will engage in lively discussion on working with specific categories of people in conflict, such as clients, co-workers, and even volunteers. Participants will also have an opportunity to test out some new communication tools



you can use the various opportunities on property at The Wilderness Resort to enhance or be the focal point of your team building experience and group activities.

We'll see you at the Wilderness ready to tackle the conflict in our lives! ▀

[Don't miss the article on conflict by Michael D. Rust, J.D., on page 24!](#)








Kalahari
RESORTS &
CONVENTIONS
WISCONSIN DELLS, WI

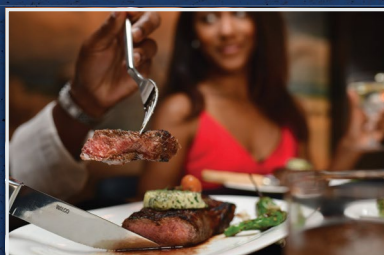


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FOOD FOR THOUGHT: JANUARY EVENT

Wilderness Resort, Wisconsin Dells, WI



CHEF CHRISTOPHER R. STRIKE

Head Banquet Chef
Wilderness Resort
Wisconsin Dells, WI

Head Banquet Chef Christopher Strike oversees all of the food production at the Glacier Canyon Conference Center at the Wilderness Resort. Raised in Wisconsin most of his life, he decided to pursue a career in the culinary field.

Chef Strike enrolled in the FVTC culinary program in Appleton, Wisconsin back in the late 1980s, as he felt that this was a career with a lot of potential and wide spread opportunities. After school he moved on to work in Chicago where he learned the skills of fine dining and was able to elaborate on the skills that he had acquired in school. He studied under many certified chefs while in Chicago and knew that he had made the right decision.

He moved back from Chicago to work as a sous chef for a few years in a hotel chain located in central Wisconsin, and eventually landed in the Wisconsin Dells area. Chef Strike found work in local bakeries and worked in a local casino as a banquet sous chef where he really came into

his own element. He decided after some time to join the team at the Wilderness Resort when they introduced the Glacier Canyon Conference Center facility, knowing this would be an opportunity to provide quality service and superb cuisine at a beautiful new venue in the area.

Chef Strike has catered many high profile events and hundreds of group events from 5 to 800 attendees. He has been able to broaden his ideas of how to operate not just as one entity but as a close circuit of operations that function as a team to give the customer a great experience. He believes that although this business is always changing, it still relies on the old concepts of simple customer service.

Don't miss Chef Strike's Bacon Wrapped Crab Stuffed Shrimp with Lemon Basil Cream recipe >>



SHRIMP:

- 1 pound lump crabmeat, picked clean
- 1/2 butter crackers, crushed
(recommended: Ritz)
- 3 scallions, tops and whites finely chopped
- 1/2 red bell pepper, finely chopped
- 1/4 cup mayonnaise
- 1 egg, beaten
- 1 tsp Worcestershire sauce
- 1 tsp dry mustard
- 1/2 lemon, juiced
- 1/4 tsp garlic powder
- 1 tsp table salt
- Pinch cayenne pepper
- 16 large shrimp, peeled
- 16 slices bacon

PESTO:

- 2 lightly packed cups fresh basil
- 1 cup walnuts
- 1 cup freshly grated Parmesan
- 1 T minced fresh garlic
- 1 cup olive oil
- 1/4 cup fresh lemon juice

ROUX:

- 1 cup all-purpose flour
- 8 T butter

LEMON BASIL CREAM:

- 1 T olive oil
- 2 T butter
- 1 tsp minced onion
- 1 tsp minced fresh garlic
- 1/4 cup dry white wine
- 1 cup heavy cream
- 3 T pesto (see recipe above)
- 1 tsp roux (see recipe above)

INSTRUCTIONS:

Preheat the oven for 350 degrees F.

To make the crab stuffing: Combine the crab, crackers, scallions, pepper, mayonnaise, egg, Worcestershire sauce, mustard, lemon, and garlic. Season the stuffing with salt and pepper and mix well. Set the stuffing aside.

Using a paring knife, slice the shrimp down the backs and remove and discard the 'veins'. Deepen the incisions if necessary, then spoon stuffing into each shrimp. Wrap each stuffed shrimp with bacon and arrange them in a large baking dish.

To make the pesto: pulse the basil, walnuts, cheese, and garlic together in a food processor, then gradually incorporate the oil. Adjust the seasoning with lemon juice and set aside.

To make the roux: Heat the butter in a saucepan over medium heat. Add the flour and cook, stirring, until the mixture, although still pale, looks dryer and no longer smells raw, about five minutes. Remove the roux from the heat.

Transfer the shrimp to the oven and roast until the bacon begins to render and brown, about ten minutes. Flip the shrimp and roast on the second side until the shrimp are opaque, five to ten minutes more.

Meanwhile make the lemon basil cream: Heat the oil and butter in a small skillet over medium heat. Add the onions and garlic and cook, stirring frequently, until the mixture is fragrant and golden, about seven minutes. Add the wine and simmer for 5 minutes. then add the cream. Simmer until the sauce has reduced by half. Add the lemon juice and pesto, then whisk in the roux a tablespoon at a time (use just enough to thicken the sauce). Keep the sauce warm over very low heat.

Arrange the shrimp on four warm plates and serve with lemon basil cream sauce on the side. ▲

CONFLICT.

Somehow it is a four-letter word with eight letters!

By: Michael D Rust, JD

We do have to know that conflict is a normal part of the human condition. Humans are social creatures and whenever we have more than one person with us, there is natural conflict. Even when we don't believe we are in conflict with the other person, there is still a natural conflict over space and resources. (Two people can't stand in the exact same space.)

So, if conflict is natural and it happens all the time, then why is it so hard?

A little more than a decade ago I left the private practice of law for a career focused on conflict resolution. So, I went from a career where I was constantly embroiled in conflict to a career constantly embroiled in conflict! Perhaps the biggest difference was whether I was causing the conflict or helping to resolve it. (Lawyers can tell lawyer jokes too!)

Having mediated more than 3,000 disputes over my career, I am frequently told by participants, "I wish we didn't need to use your services." I have spent some time thinking about this desire and have developed a method that people can use to Stop Conflict C.O.L.D.

C COST OF CONTINUING THE CONFLICT

When we are thinking about a conflict that we are involved in, it is really helpful to think about the cost of continuing the conflict. This could be financial – contract termination clauses, attorneys fees, or other financial aspects. The costs don't have to be financial. There could be a reputational cost to the conflict or even a toll on relationships. Even just walking the long way around the office so you don't have to walk past "that person" in the office costs you time every day. **Once we understand the Cost of Continuing the Conflict we can move forward to the O.**

O OPPORTUNITIES AND OPTIONS

What opportunities exist to find a resolution to the conflict? What are the things that you need to resolve to move forward? Not what do you want, but what are the opportunities that exist and the many different options that exist to resolve the issues. **We can't be focused on only our own wants and that brings us to the L.**

I hope you have seen that there is a lot of good communication that is necessary to Stop Conflict C.O.L.D. "The single biggest problem in communication is the illusion that it has taken place." Communication is sending and receiving information and making sure that we are talking in a way that the listener is listening – ultimately communicating "with them" and not just "to them."

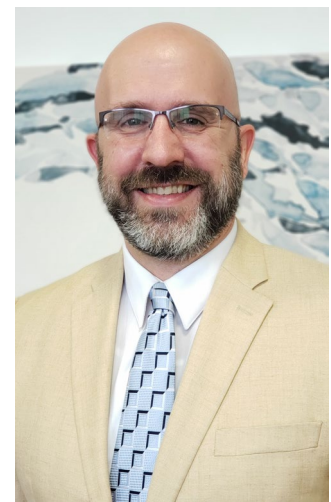
I hope you will join me on January 20th to communicate more about *Conference Conflicts, Meeting Mayhem, and Office Opposition: A Guide Towards Resolution.* ▶

L LISTEN AND LEARN

We are really bad listeners. There are many reasons for this, but we need to do a better job of listening to those who we are in conflict with. If we don't listen, we cannot learn. Listening to learn allows us to see other opportunities and better options to resolve things to cut down the costs of continuing the conflict. **Once we listen and learn we can finally get to D.**

D DECIDE TO DO THE DEAL

Resolving the conflict and moving forward in a more positive manner will help everyone involved if we have truly followed the Stop Conflict C.O.L.D. process. If we aren't sure if we should do the deal, we may need to go back to listen more so we can learn about other options and opportunities.



Michael D Rust, JD



Three Ways to Improve Your DEI Efforts

By: Lisa Koenecke

From the MPI website: MPI's aim is to embrace and foster an inclusive business climate of respect for all peoples regardless of national origin, race, religion, sex, gender identity, gender expression, age, color, sexual orientation or disability. Bravo for your commitment to diversity!

The aforementioned paragraph enumerates the federally protected classes, and is a great place to start, so, what else can we do? Let's explore three ways to improve your diversity, equity and inclusion efforts, shall we?

First, how do you SHOW your commitment to these efforts? Are your marketing materials in more than one language? Are your images inclusive of body sizes, abilities, cultures? Stock photos are fine, but how about representing your community? SHOWing also goes beyond visuals. A second way to improve your DEI efforts is by SHIFTing mindsets and behaviors.

If leadership is unwilling to SHIFT how things are done, is it worth the effort? That is a question only you, dear reader, can answer. I hope the answer is yes, here are a couple of ideas to help SHIFT your efforts. Might you be able to SHIFT some resources to allow for an affinity or employee resource group or special interest group? How about SHIFTing from a big box supplier to a locally-owned and operated business? These SHIFTS might also help to SHAPE some policies and procedures to foster an inclusive business climate.

Let's SHAPE policies to embrace and respect ALL people, ALL identities, and even different ideas we might encounter. MPI is committed to lead and empower the meeting and event community to change the world. This can start with vision statements, mission statements, and even strategic plans. Yes, these are what we SHOW to our stakeholder to SHIFT to SHAPING inclusive policies.

Three ways to improve diversity, equity and inclusion efforts involve SHOWing your true colors, SHIFTing mindsets and behaviors in order to SHAPE policies creating a culture of belonging. Thanks for making the world a better place through your MPI efforts! ▀

Lisa Koenecke Bio

Lisa Koenecke earned her Diversity & Inclusion Certification from Cornell University. She has given a TEDx Talk and authored a best-seller, "Be an Inclusion Ally: ABCs of LGBTQ+" and has presented in 43 states and in 6 countries. Her passion is inclusion, counteracting unconscious bias and creating safe spaces for ALL. Whether she is giving a keynote or emceeding an event, her professional dedication shines through in her authentic engaging personality.



FEBRUARY DEI EVENT

By: Jennifer Mell, CMP

Join us on Thursday, February 10th, 2022 at the newly renovated Doubletree Madison East for a timely education event on the topic of diversity, equity and inclusion, also known as DEI. See below for an article from February's presenter, Lisa Koenecke. Keep your eyes peeled to the chapter website and Facebook page for more information about February's event.

Be sure to check the chapter's Facebook page for updates and use this link to find more information about this event:

<https://www.mpi.org/chapters/wisconsin/education-events/event-pages/2022/2022-february>



IMEX AMERICA: Back to Business!

IMEX was back in person this past November 9th – 11th. Thousands of attendees from 200 countries descended upon Las Vegas (at Mandalay Bay Convention Center) for this 10th edition of the largest tradeshow in North America for the meeting and events industry.

Keep reading below for a personal recap from Planner member, **Krista Emmons, CMP** from Travel Leaders Corporate and Supplier member, **Sherry Wolff** from Kohler Hospitality.

SHERRY WOLFF – Supplier Recap

It's all about people!

When I found out that IMEX 2021 was actually happening, I wasn't sure what to expect. So many questions swirled in my mind about how this experience would look post-pandemic. How different would it be from the IMEX's of the past? Would we be masked? What about vaccinations? Will attendance be down?

I kept my fingers crossed as the appointment portal opened and I was stunned at the volume of unsolicited appointments that had booked. And before I knew it, the calendar was full... even on Thursday!

As it turned out, vaccinations were required to attend the conference. Which, in hindsight seemed to make everyone feel much more comfortable. It also made it possible for the showroom floor to offer a "masks optional" policy.

The American Club exhibited with HB Hospitality, along with a group of ten other independent golf properties from across the nation. All of us were very busy with back-to-back appointments each day. It was hectic, exhausting, and absolutely spectacular. Hands down, this was the most successful IMEX for our properties.

In reflecting on the experience, it was not the same as the IMEX's of the past...it had a new pulse. Not because of the venue change or the tradeshow format, it was because of the people. ALL of the people, the ones I

have known for years and the ones I connected with for the first time. It was the collective group of all attendees that became the heartbeat of the entire experience. It reminded me of why I love this industry so much and left me with new energy and renewed appreciation for the human experience. ▶



SHERRY WOLFF
Senior Sales Executive
Kohler Hospitality



KRISTA EMMONS, CMP – Planner Recap

Busy as ever, but with more comfy shoes!

Walking through the doors of the Mandalay Bay Convention Center on Day 1 of IMEX America brought an exhilarating feeling I wasn't prepared for! Being surrounded by thousands of other event professionals, hearing the buzz of conversations, and walking down endless rows of creative booth displays felt like nothing had changed from pre-Covid days. But we all know everything has changed.

In the weeks leading up to IMEX, attendees were asked to register for the CLEAR app to prove vaccination status – all attendees had to be vaccinated to attend this year. There were two checkpoints before getting onto the show floor. We first had to show our CLEAR identification and were given a bright green woven bracelet, which had to be worn at all times. While great in theory, the ties that dangled off my wrist got into everything and felt very unsanitary. The second checkpoint was at the entrance to the tradeshow floor, this time by QR code scanners. Because of the protocols, masks weren't required on the tradeshow floor; this left me feeling a bit exposed after being covered for so long, but quickly got over that feeling!

For me, attending the show was all about rekindling relationships because so many of our contacts have changed. I also spent a good amount of time meeting with CVBs at locations I've never been. A fun part of the day was seeing how creative teams got designing their booths. Puerto Rico had a cozy espresso bar situated under a palm-thatched tiki roof. Visit Colorado's booth came straight out of a glamping village. Quick tip for new attendees to save your feet – schedule your appointments by booth location so you aren't crisscrossing the tradeshow floor all day.

There were a few surprising differences this year:

1. Supplier Events – There were fewer invitations to evening events this year and instead of blow out parties, the events I attended were smaller and more intimate. Each of my three days was packed with appointments, so instead of loading my evenings with multiple activities, I used mealtimes to connect one-on-one and saved the evenings for work and downtime. I had a great

dinner with Teneo at Hell's Kitchen, which led to drinks at Rosina's Cocktail Lounge and met some fantastic people that night over customized crafted cocktails.

2. The Fashion – Working from home has done nothing good for my wardrobe, and I wasn't the only one nervous about wearing real clothes all week. I was pleasantly surprised to see people dressed more for comfort this year – sneakers and backpacks replaced heels and heavy handbags for many people on the tradeshow floor. There were still many people dressed to impress (it's always the hoteliers, lol) and there were some people who took casual too far and showed up in hoodies.

Overall, I was thrilled to attend, appreciative of the time with the suppliers who were there and looking forward to next year! ▲



KRISTA EMMONS, CMP
Operations Manager, Meetings & Events
Travel Leaders Corporate



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 CHAPTER EVENTS

Time to get excited for 2022 and all of our MPI-WI Chapter events!

Many of these events have already been contracted, so we can officially share the dates and locations with you. See below and mark your calendars *now* so that you can join us in 2022!

JANUARY 20

EDUCATION EVENT — Wilderness Hotel & Golf Resort in the Wisconsin Dells

FEBRUARY 10

EDUCATION EVENT — DoubleTree by Hilton Madison East, a new North Central Group property

APRIL 6 & 7

TRIVIA NIGHT & SPRING EDUCATION DAY — La Crosse Center

MAY 12

EDUCATION EVENT — Hyatt Regency Green Bay

AUGUST 11

AWARDS GALA — Hilton Appleton Paper Valley (formerly Red Lion)

SEPTEMBER 22

EDUCATION EVENT — The Ingleside Hotel, Waukesha

OCTOBER

Event date, location, and details coming soon!

NOVEMBER 13 – 15

GREAT LAKES EDUCATION SUMMIT — Grand Geneva

