

MPI-WISCONSIN CHAPTER

Agenda

MAY
JUNE
VOL 44/NUM 3
2022



WISCONSIN
CHAPTER

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Feature Articles

2022/2023 Board of Directors	6
A Birthday Bash with MPI-WI Chapter	8
April Ed-You-Cation Day & Trivia Night	9
May Event Preview	12
The Event Industry Comeback	16
Awards Gala & 50th Anniversary Invite	18
WEC Heads to Sunny San Fran	28

In Every Issue

Editor's Note	4
President's Message	7
Food for Thought: Executive Chef Joe Thomas	14
Volunteer Spotlight: Danielle Ziegler, CMP, CVT, CNAP	20
Board Member Profile: Reggie Driscoll	22
Anniversaries / New Members	23
Supplier Profile: Sarah Lemmers	24
Who's in the News	25
Planner Profile: Michelle Eggert, CMP, CDS	27
Save the Date: 2022 Chapter Events	29

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6 Different Ways



WISCONSIN
CHAPTER

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Editor's Note



Greetings, dear MPI-WI members!

As outgoing co-editor of our beloved AGENDA Magazine, this is my last scheduled Editor's Note ...*as far as I know...for now ;)*

Like all MPI-WI volunteer experiences, serving in this role has been tremendously rewarding. I've loved helping to share the story of all aspects of our chapter's news, goals, members, and activities. As I awkwardly stated last year at our Gala: **"You--every one of you members--WOW me."**

I've learned that our chapter comprises lifelong learners, trailblazers, and industry advocates. But, most importantly, *we're all made better through each other's support.*

As we meet less over the next couple of months, let's keep up this support!

- **Share the good news** - with job offers as well as good experiences. We ALL want to know when an event went well and how you made it happen!
- **Share the challenges** - We all learn when we face unforeseen challenges. It helps to rely on our industry-leading members' experience and creativity.
- **Planners:** Reach out to chapter suppliers (full disclosure: I'm one of those). Our member suppliers have committed to our industry and will work to serve you well.
- **Suppliers:** Let's remember to be generous with our time and suggestions for planners, regardless of \$ results. We're in this together!
- **Remember to tag our chapter and use #MPIWI on social media.** Our members appreciate the notice and will respond.

Thanks for letting me help for the past few years. We're all excited to see the fresh perspective that our new AGENDA Magazine team will bring to this unique publication. I look forward to my next volunteer role with our incredible chapter. **Go MPI-WI!**



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.

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2022/2023 BOARD OF DIRECTORS

The MPI Wisconsin Chapter Nominating Committee has selected the following individuals, whom we believe to have the skills, dedication and integrity to provide outstanding leadership to our chapter during their term of office. Please be aware that as a member in good standing you have the right to review and challenge the slate of directors as indicated in the chapter bylaws. If positions remain uncontested, the slate of officers will be considered approved by a unanimous vote after 30 days. Please congratulate and thank these members for their service.

OFFICERS

The following slate of officers is elected by the Chapter Board of Directors. They are identified in this communication so members can view the full board proposed for the upcoming term.

Position	Name and Company	Term
President	Rebecca Staats, Residence Inn & Fairfield Inn Eau Claire/ Chippewa Falla	7/1/22 - 6/30/23
Immediate Past President	Shannon Timmerman, CMP, Wilderness Territory	7/1/22 - 6/30/23
President-Elect	Reggie Driscoll, CMP, State Bar of Wisconsin	7/1/22 - 6/30/23
VP Communications	Liz Unruh, Positively Pewaukee	7/1/22 - 6/30/23
VP Education	Beth Schnabel, CMP, Filene Research Institute	7/1/22 - 6/30/23
VP Finance	Wanda Gilles, veda	7/1/22 - 6/30/23
VP Membership	Sara Beuthien, Wisconsin Economic Development Corporation	7/1/22 - 6/30/23

DIRECTORS (BOARD MEMBERS)

The following slate of Board members is elected by the membership of the Chapter. This slate will be deemed elected by unanimous vote unless the slate is challenged as outlined in the chapter bylaws.

Position	Name and Company	Term
Director Awards, Scholarships & Recruitment	Farrah Slinger, Event Essentials	7/1/22 - 6/30/23
Director Member Care	Jody Roos, Wisconsin Bankers Association	7/1/22 - 6/30/23
Director Monthly Programming	Lindsey Hess, CMP, Wisconsin Cheese Makers Association	7/1/22 - 6/30/23
Director Publications & Social Responsibility	Kortnee Carroll, Kalahari Resorts	7/1/22 - 6/30/23
Director Special Education	Elizabeth Poh, La Crosse Center	7/1/22 - 6/30/23
Director Special Events	Ed Buchner, Majic Productions	7/1/22 - 6/30/23
Director Strategic Partners & Sponsorships	Sherry Wolff, American Club Resort Hotel	7/1/22 - 6/30/23
Director Digital Communications	Jessica Rieflin, Wisconsin Dells Visitor & Convention Bureau	7/1/22 - 6/30/23

Please direct any questions to: Alison Hutchinson, Nominations Committee Chair at ahutchinson@foxcities.org

A copy of the Chapter bylaws can be viewed at: mpi.org/chapters/wisconsin



President's Message



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

As I sit here in front of my fireplace...in April... (ugh), I am reflecting on the last 10 months of my Presidency, which is quickly coming to an end. I am overwhelmed with emotion on so many levels!

GRATITUDE. I am so grateful for this opportunity, and that I finally overcame my fears to take on this challenge. I am grateful for the people that believed in me when I didn't believe in myself. I am grateful for all of the past leaders of this amazing organization that set us up for success and put us in a "safe" place during an industry-altering pandemic that we prepared for, but never expected. I am grateful for the support of my employer, not only on this journey, but for supporting my passion for this industry and this Chapter. I am grateful for my family, friends, and Steve, who supported

me every step of the way, even though it took away from my time with them. And of course, grateful for my fellow leaders on the Board (seriously, I have the most AMAZING team of rock stars!), for Heather and Christopher Dyer for being our "glue" year after year, and for our entire MPI-WI Chapter for continuing to support our chapter by attending events and volunteering their time.

BITTERSWEET. As much as I feared this role, and the anxiety I faced, I cannot believe this year is almost over. I am so happy that I took on this challenge, and I LOVED every minute of it! I would never have thought that I would be sad to see this year end, but I am. I will miss sitting beside Alison Hutchinson, who has been an amazing mentor and friend through some pretty dark times! But in the same breath, I am beyond excited to see what my friend Rebecca Staats will bring to our Chapter in the next year. Her passion, energy, and love for this Chapter are going to bring great things, and I am proud to be alongside her as her IPP!

EXCITEMENT. Excited to pull off a year of 100% in person events! And our attendance is growing each month. This year we tried to put a focus on adding a networking component to every event. We kicked it off with our Gala, which is all about networking and celebrating us. So far we had tours and virtual golf bays in Green Bay, GLES celebrations in Fort Wayne, Take Flight in the Dells, a DoubleTree debut in Madison, and Trivia Night in La Crosse. I can't wait to see what "Mysteries" May will bring! And if the results from our

chapter membership survey are any indication, this is what our members want to see. After two years of being apart, being together is priceless. The excellent education we provide is just an added bonus! And the food. And the EIC credits. But really, networking, to me, is where I get the most out of this Chapter and my membership. YOU are why I am filled with excitement to attend as many events as I can, and why I call this my MPI family!

If I can leave you with any words of advice...

If you have ever thought about volunteering, but were afraid to...

Or joining the Board, but were intimidated...

Or tracked for President, but didn't think you "had what it takes" like I did...

Come talk to me! Or any Past President and/or leader in our chapter. Honestly, I can say this has been the most rewarding year, both personally and professionally, in my life! I'm almost saddened to be on the downside of this journey, but I know that I have a long ways to go yet serving as one of our chapter leaders.

I love you all, and I cannot wait see what the next chapter brings! Thank you for believing in me!

Shannon



A Birthday Bash with MPI-WI Chapter

By: Liz Unruh

How do we in Wisconsin help celebrate MPI's 50th Anniversary? We celebrate by giving back to the community. When we were at the La Crosse Center for Spring Education in April, we reached out to the local food pantries in the La Crosse community. We teamed up with the Wafer House and Hunger Task Force for this activity. All of our members that attended the event brought items to create birthday packages for both organizations. We had items such as birthday cake mixes, sprinkles, candles, frosting, gift bags, aluminum pans, balloons, and other birthday decorations. We created homemade cards for each of the bags. The best part was that we were able to support not one, but two different organizations in La Crosse! ▀



April Ed-You-Cation Day & Trivia Night

By: David T. Helgeson, CMP

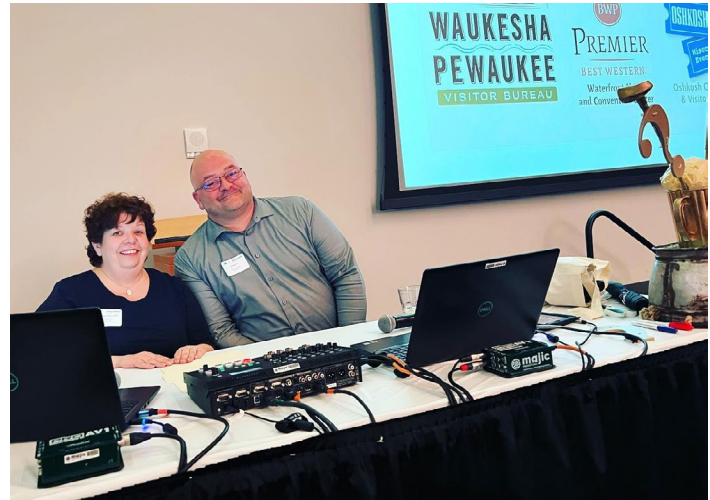
Riddle me this, what do you get when you combine planners and suppliers with education, food, drinks and fun at the La Crosse Center? You get MPI Wisconsin Chapter's Ed-YOU-Cation Day and Trivia Night! This was a night and day you could not afford to miss. Situated on the banks of the mighty Mississippi River, the beautiful La Crosse Center played host to our events, while giving us outstanding views, food, and drink. While you were there, you may have even got a glimmer of a bald eagle!

We started with trivia on Wednesday night with our emcees Ed Buchner from Magic Productions and Sherry Benzmiller from Weir Minerals feeding Ed the questions. The attendees faced off in a battle of smarts in some challenging categories! To win, your team had to have a broad knowledge base that included everything from our Strategic Partners, Millennials, gold, to "What's in Sherry's Head," all while celebrating MPI's 50 Years! What a fun filled evening matching wits against our fellow members only to find out who was truly the "know-it-all" and bragging rights for a full year. By the way, those honors go to "Bootz w Fur," who started slow, but finished strong. They got to hoist up the coveted Trivia trophy!

Trivia was not the only thing happening! Several of our partners donated some great items for our silent auction. The silent auction started on Wednesday and finished on Thursday at 1:30 pm. We were treated with all kinds of outstanding items, such as an overnight stay in Canada to whiskey from Texas. All the proceeds benefit our chapter and better yet, our membership!

Silent auction transitioned us into the next day. Even though we had fun after dark in this college town ("studying" late into the night at The Library), we still managed to make it to our classes in the morning. After all it was Ed-YOU-Cation, the focus was YOU! Shawna Suckow started us off with a look at humanizing

Continued on page 10



ourselves. The world has changed from three years ago and she offered ideas to help us look at how we are selling ourselves and what we can do to make us more relevant in our efforts. After a short break, and furious bidding wars on the silent auction items, Alan Kleinfeld led an interactive session on safety for travelers. It was a great collaboration of fellow member experiences as well as his own.

Following Alan, we embarked on our community outreach project. We put together birthday boxes for families in need to help make their family member's birthday something special. The boxes included cake making items as well as balloons, decorations, and personalized birthday cards. This was all to benefit the Hunger Task Force of La Crosse and the Wafer Food Pantry of La Crosse. After lunch, attendees chose between two breakouts, one with Alan Kleinfeld discussing crisis communication and the other with Lisa Walden discussing how to connect across the generations. Lisa finished our day with a closing main session about how to find balance in a burnout world and to embrace boundaries. With more demand from everyone, she offered suggestions on how to have balance and make time for self-care. "You've mastered survival mode. Now, time to LIVE." A great session to cap off great events hosted by the La Crosse Center. Truly an event that focused on YOU! ▀





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May Event Preview

Murder-Mystery, Wine and Double the Education in May!

By: Jody Roos

May MPI WI Chapter &
Networking Meeting

Thursday, May 12

Hyatt Regency

Green Bay

J

oin us for the May MPI Wisconsin Chapter Education & Networking Meeting on **Thursday, May 12** at the **Hyatt Regency Green Bay**. Early bird registration is available through May 6. We would love to see you!

There's so much happening for the May event we have to start early! Arrive by 10am for tours of the KI Center and Hyatt Regency Green Bay. Registration officially kicks off at 10:30am with networking time up until lunch at 12pm. After lunch, stay for TWO afternoon education sessions, presented by Ms. Bonnie Carlson, CDME and Mr. Jeff Hahn. See below for more information on the sessions.

After getting thoroughly educated, stay to enjoy a wine/cheese pairing & murder mystery reception (with raffle drawings) from 3:30-5:30 p.m., hosted by The Dinner Detective & Hyatt Regency.

[Continued on page 13](#)



A Do-Not-Miss Chapter Meeting...

Featured presenter is Chair of MPI's International Board of Directors and President/CEO of the Bloomington, MN Convention & Visitors Bureau, Ms. Bonnie Carlson, CDME. In a special **"State of the Industry"** program, Bonnie will share her insights on the current trends and predictions in the meetings & events industry.

Ms. Carlson has 35 years of industry experience (including 24 years with the Bloomington, MN CVB) and has made significant contributions to the state's travel industry. Bonnie has been at the forefront of the hospitality industry crafting and supporting policies and initiatives promoting the industry at every level – local, state, national and international.



Bonnie Carlson, CDME

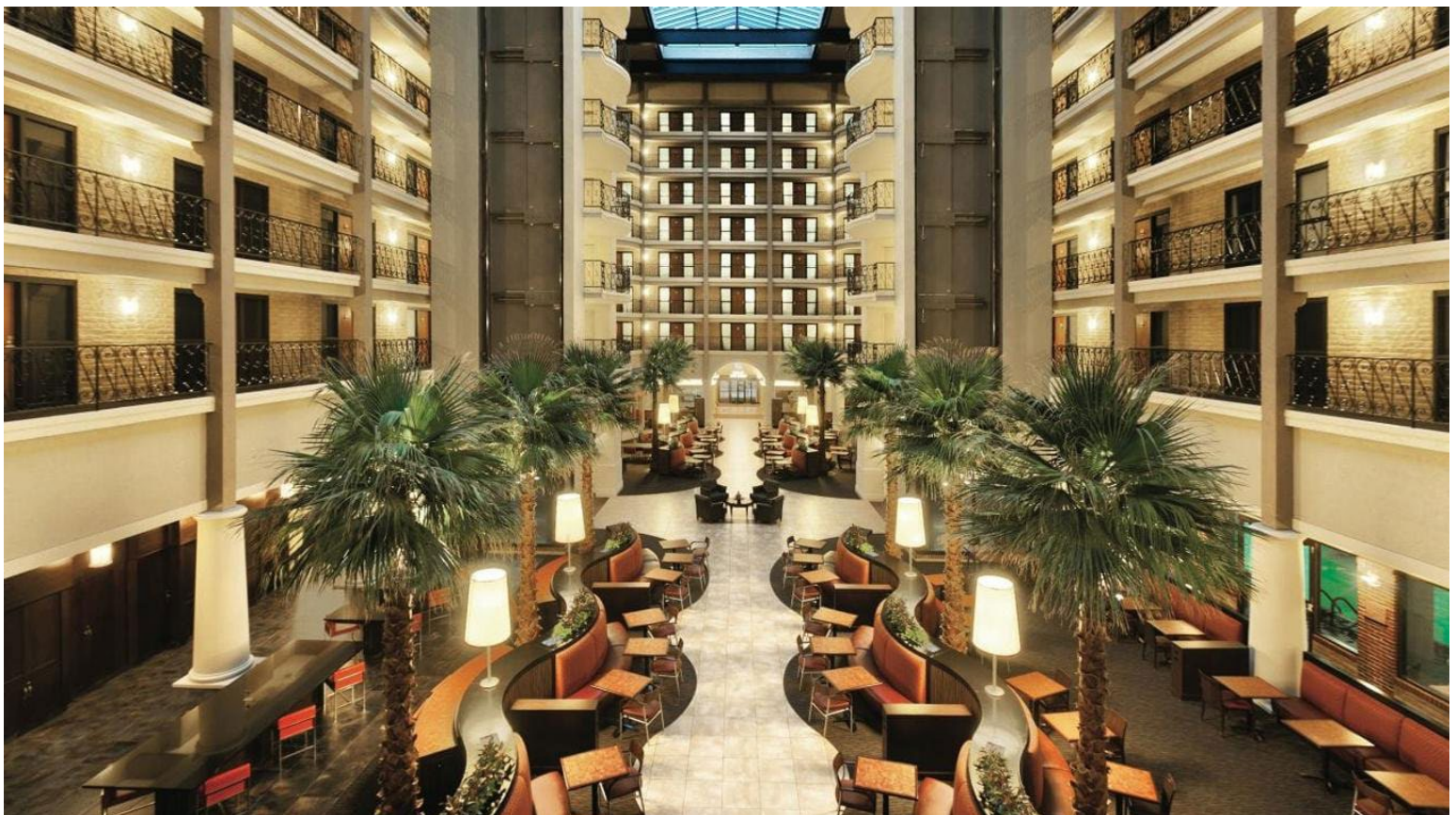
Following Bonnie's session, Mr. Jeff Hahn of Real World Strategies LLC will present **"Collaborating in Your Communities: A Strategic Approach to Building Connections and Relationships."** With 30+ years of Fortune 500 financial services and membership/volunteer-based organizational executive leadership experience, Jeff thrives on helping people and organizations take that next step forward toward their larger potential.



Jeff Hahn

[Register HERE](#) with just one click.

We look forward to seeing you on May 12!



FOOD FOR THOUGHT: EXECUTIVE CHEF JOE THOMAS



Meet Executive Chef Joe Thomas

Approachable and elevated culinary arts that produce great plates start with vision, travel, experience and creativity. Chef Joe Thomas uses these four elements to push the envelope when developing his creations while entertaining our guests. He believes you eat with your eyes and hearts and not just your mouth when he creates these colorful and visually stimulating culinary art designs.

Chef Joe Thomas is making a presence in the culinary field with numerous awards. The artistic freedom displayed on his plates are show stopping with beautiful details. Dynamic, accomplished and charismatic describes his presence and his desire to share his knowledge with the community is evident.

The chef we are proud to call our own here at Hilton Appleton Paper Valley is paving the way for a complete culinary emersion here in Appleton, Wisconsin. ▴





Black Umami Garlic Steak Butter

INGREDIENTS

Butter
Shallots, fine dice
Brandy
Chives, fine dice
Parsley, fine chop
Black Umami garlic cloves
Balsamic reduction
Maldon sea salt
Black pepper, ground

PROCEDURE

1. Peel garlic bulbs to get cloves, not skin.
2. Saute shallots with butter, until translucent and deglaze with brandy, allow to cool.
3. Using a food processor, blend black garlic with balsamic reduction to create a paste.
4. Add softened butter to mixing bowl with all other ingredients with paddle attachment until fully incorporated.
5. Serve alongside your favorite cut of perfectly grilled steak!



THE EVENT INDUSTRY COMEBACK: How you can ramp up properly to come back strong

By: Naomi Tucker, CMP, HMCC

It's not safe to say that the event industry is roaring back. We've all felt it. The tight-turn requests with our clients, or the scramble to fill staffing holes on our team. In many ways, business is coming back in the same way that it left us – rapidly. So how do you handle the unavoidable deluge of tasks ahead of you? Here are 5 learnings that I've had recently that will help you as you navigate these tumultuous times.

1. TAKE A DEEP BREATH

Although it seems fundamental, a simple pause like taking a breath can do wonders for your well-being. Studies have shown that doing breath exercises, can have a dramatic affect in reducing your stress, allowing clarity of thought so that you can make good decisions for yourself and your business.

My favorite breathing

technique? *Take a deep breath, hold it for 5 seconds, and exhale slowly. Do this 5 times. It only takes 30 seconds, and you'll feel so much better.*



2. EVALUATE RISK

Getting back to business in the event industry is exciting and good. However, we need to rethink how we do business because ramping up in such a quick manner, can lead to struggles. We're in a position where we need seasoned staff to be able to pick right up and



execute programs, but we are running into shortfalls. Evaluating every piece of business to ensure that you can properly handle the requested service is key to a successful ramp up. Here are some questions that you can ask to ensure you are positioning yourself for success:

- Are requested services tasks that my business is able to take on?
- Am I staffed properly for the event or service that is being requested?
- Has my staff been properly trained to manage this requested service?
- Are we being asked to do more than we can handle in this situation?
- Should I take this piece of business now based on what I have evaluated?

These questions are important for you to have a successful business while building up staff to be able to handle more.

[Continued on page 17](#)

3. TRAIN PROPERLY

We all want to get back to business and get back to those 2019 margins, however there can be serious implications from ramping up too quickly before your team is properly trained. Take the time to provide your team with proper training. Take the time to do thorough interviews to ensure that you are bringing on the right people to your team. This will prevent struggles in the future and ensure flawless execution of our meetings and events.

Internal policies, procedures, customer etiquette, and team rapport are crucial to ensure that new employees are putting their best foot forward for your business and they are a good representation to anyone your business touches. With many new faces coming into the meetings and event industry right now, it is crucially important to take that opportunity to train correctly and avoid future risk.

4. TAKE ADEQUATE BREAKS

When we are doing so much with limited time and resources it is very easy to get yourself to the point where you are highly stressed, and even worse, easy for you to head into a possible burnout. If you feel at any time that you're not getting enough rest, or that you are working too many long hours in a day, maybe it's time for you to get some rest. This can be a simple afternoon off where you practice self-care by taking a walk, getting a massage, or having some quiet time. Or it may mean that you need put in some vacation time so that you can get the abundance of rest to get in a position where you can sustain this next season.

What is being asked of us is a lot, and we are so passionate about our industry that we want to see it get back to where it was, but we can't do that at the detriment of our own self-care. So this is a great reminder to take the time that you need.

5. EXPLORE CREATIVE SOLUTIONS

We are saying goodbye to many in the industry as they leave this season in their careers, yet there are others that are ready to move forward with us by taking their first steps into this world. So you may have to explore creative solutions in order to bring fresh energy and fresh perspective onto your team.

Look at those resumes closely in these times. Interesting trends are emerging that could be meaningful to your business. For example, let's not forget about our students that are in meetings and event management programs in the state. These are great trained resources for you to lean on during this time. Additionally, there are a lot more teachers that are interested in entering the event planning space, and that might be a unique blend. We are also seeing individuals that have learned much through the pandemic and are possibly ready for their next step up in the industry, so you might consider them for a promotion or a new role.

Not only is this the Great Resignation period, it is also a Great Reshuffling because many people are looking to do things differently, so as a leader in this industry be open to those opportunities for others.

FINAL THOUGHTS

It is my hope that this article gave you some fresh perspective on how to ramp up properly as we are in the center of the industry come back. Let's move forward and get to a place in which we are better than we were a few years ago. The people by your side may look different but the business of meetings is still strong, so well wishes to you and building up your businesses and building up your teams for this new era in events. ▲

Naomi Tucker, CMP, HMCC

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, thrives on event strategy, and reducing burnout for event planners and organizations.

MPI-WI CHAPTER

Golden Gala

August 11, 2022
Hilton Paper Valley
Appleton, WI

Join us August 11th
as we celebrate
MPI's 50 year anniversary and our
members who have contributed
in meaningful and inspiring ways at the
MPI-Wisconsin annual awards gala!

Registration Open Soon!

MPI.org/Wisconsin

After a long meeting, it's nice to know there's a beer garden nearby.

Coming in 2024, our expanded convention center will offer 445,000 sq. ft. of space. Discover it all at visitmilwaukee.org/meet or scan the QR code.



Volunteer Spotlight: Danielle Ziegler

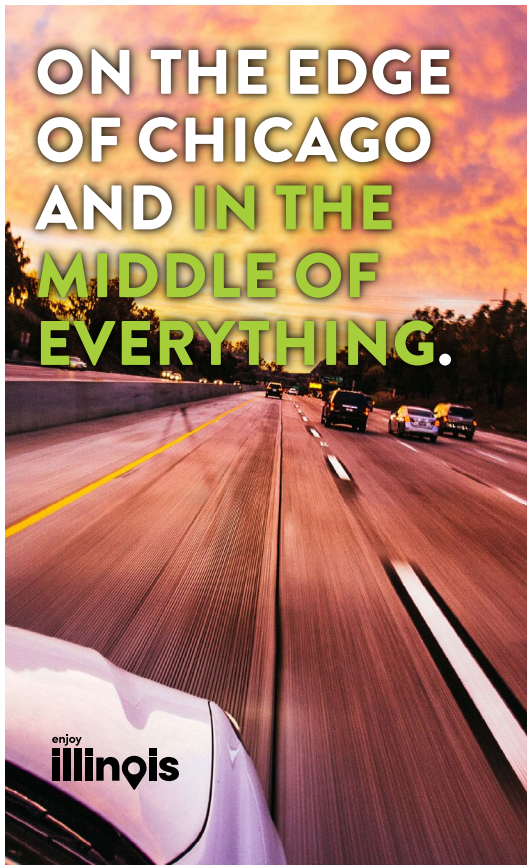


Danielle was nominated for this issue's Volunteer Spotlight by President Elect Rebecca Staats.

DANIELLE ZIEGLER, CMP, CVT, CNAP

President & CEO
Red Dog Resources LLC

Danielle is an exceptional volunteer for our chapter that we would like to recognize and whose praises we could not sing more! She is the Speaker Team Lead and has been helping the MPI-Wisconsin Chapter secure quality education speakers since she agreed to lead the team in September 2021. Danielle, having served on the Board of Directors in the area of Education in the past, is extremely knowledgeable about the process of researching and contracting speakers, while ensuring they meet the Events Industry Council's continuing education accreditation requirements. Danielle has a can-do attitude and hosts her monthly Speaker Team meetings with a smile and concise agenda. During Danielle's time leading the team, the MPI-Wisconsin Chapter has maintained an impressively high education satisfaction score, which year-to-date is 4.89 on a 5-point scale, and our chapter is on track to earn a merit award from MPI Global. A great big thank you to Danielle and her entire Speaker Team for their hard work and dedication behind the scenes in bringing back our MPI-Wisconsin in-person events with a bang! ▀



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Conveniently located adjacent to O'Hare International Airport, **Chicago Northwest** is an event planner's dream. With over 60 hotels and 10,000 guest rooms, we give your group budget-friendly options without sacrificing service.

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Back to table of contents





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Back to table of contents



Board Member Profile: Reggie Driscoll



Reggie Driscoll

VP Education

Senior Meeting Professional
State Bar of Wisconsin

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

The State Bar of Wisconsin is a professional association for all 25,000+ attorneys who hold a Wisconsin law license. Our team of two contract all events, conventions, trade shows, meetings etc. held outside of our Madison office.

How long have you been in the meetings industry? 20+ years, 15 years at the State Bar

Tell us a few things about your role on our Chapter Board: Our team contracts with the facilities around the state for our education meetings, the Awards Gala, and the Spring Education day.

What drew you to serve on our Chapter Board? This is my 3rd year on the board. After so many years of benefiting from this association, I felt it was my time to give back and see where I can add to other members' experiences.

What do you enjoy about your board service, and what are you learning? It is really amazing to see how the board, this close-knit group of people from all aspects of the industry, can move forward to improve the industry as a whole.

What are your hobbies and interests?

I love traveling when possible. Otherwise, just about anything outside. I love to walk, bike, tour, and have recently started kayaking.

Tell us about your family: I come from a family of six kids. My mother, all of us kids and 10 of my 11 nieces and nephews all live in the Madison area. We are all very close and we still have coffee at my mother's place every Sunday.

Favorite song/band/artist: I like most kinds of music. Josh Groban, Grateful Dead, Pink Floyd and even some more current stuff.

Person you admire and why: My mother is one of the strongest people I know. She's 85 years old and still working two days a week. She's always patient and even keeled. Growing up with all of us kids, meal planning, traveling, keeping us in sports and activities, etc., she is naturally the ultimate planner.

What is something that is still on your bucket list? There are two places where I would still like to visit - Ireland and Australia.

Tell us your words to live by or share a favorite quote: I like the saying "Onward and upward!"



MPI WISCONSIN

ANNIVERSARIES

CELEBRATE!

Congratulations to those members celebrating a milestone anniversary
in May & June!

Congratulations!

20 YEAR

CARMEN SMALLEY, CMP, CHE
Milwaukee Area Technical College

15 YEAR

REGGIE DRISCOLL, CMP
State Bar of Wisconsin

10 YEAR

KATHY READING
The Scan Group, Inc.

JOELLEN GRABER
Brava Salon Specialists

NEW MEMBERS



Welcome to our new members!

JENNIFER BIRKEL
Generac
Planner

VICTORIA DONAHUE
Impact Association Management
Planner

DANNIEL KACZOROSKI
Generac
Planner

MONICA MUELLER
Visit Waukesha
Planner

EMILY SHAW
Planner



Supplier Profile: Sarah Lemmers



SARAH LEMMERS

Senior Convention Sales Manager
Destination Madison

Tell us about your family:

I come from a very tightknit family, despite the distance. My parents live in Neenah, and my older brother lives in South Lake Tahoe and my younger brother lives in Dallas. My pup Siena and I live in Fitchburg.

Where were you born?

Neenah, WI – home of the manhole covers!

Where do you currently live?

Fitchburg, WI

What are your hobbies?

Traveling, boating, hiking, going to sporting events/concerts, and spending time with family and friends.

Favorite musical group/book/movie:

I love all types of music, but I would have to say O.A.R or Nelly.

Person you admire and why:

I always have and will admire my parents. They are supportive, hard-working, patient, a blast to be with, and most of all there for me when I need them. They worked hard to give my brothers and I a great life and I will forever be grateful for them.

Dream vacation:

It has always been my dream to go on an African Safari.

If I won the lottery I would:

I would buy a yacht and cruise around the world for the next year...or two.

Words to live by:

"In the end, we only regret the chances we didn't take." – Lewis Carroll

"When we strive to become better than we are, everything around us becomes better too." – Paulo Coelho

How long in the meetings industry?

Six years

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

Destination Madison drives economic impact through tourism. Our mission is to inspire a love for Madison, and our vision is that Madison is a place for all. We attract leisure visitors, conventions and sporting events to the area, and partner with local businesses to position Madison as one of the world's most vibrant and innovative places to live, work and visit.

As a Senior Convention Sales Manager, I promote and sell Madison as a destination for conventions, conferences, and meetings by building/maintaining relationships with new and existing groups.



WHO'S **IN THE** NEWS

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

1

MELISSA FALENDYSZ, CMP started a new job

with BCD Meetings & Events, as an Event Program Manager for ExxonMobil. Melissa is excited about this new opportunity to build on her event career, and the BCD team will gain a wealth of knowledge.

Keep working your magic, Melissa!

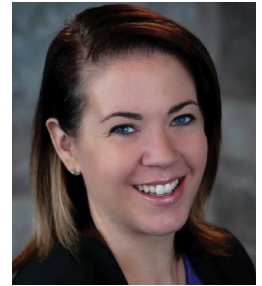


4

BETH SCHNABEL, CMP, CED, CUDE was

recently featured in the "Planner Tips" section of *Wisconsin Meetings*. Along with promoting the value of professional MPI training, Beth shares her expert belief that "the power of connection is more important than ever..."

We couldn't agree more, Beth!



2

TAMARA JESSWEIN, CMP, VEMM and

hubby, Ron, have a new grandson! Parents Grayson and Jack welcomed Lincoln in early February, and this kiddo is full of love! We send support to the family as Papa Jack is once again off to serve our country in the US Army. A grateful group is behind Lincoln and his family. *This we'll defend!*



5

SHANNON TIMMERMAN, CMP and boyfriend Steve

recently purchased the house they have been renting outside of the Wisconsin Dells. In addition to the pups making themselves at home, the gorgeous lion painting from past MPI-WI education speaker Sam Glenn, has found its home on the wall of the living room.

Congratulations on making your house a beautiful home!



3

SARAH LEMMERS has accepted a promotion to Senior Convention Sales

Manager at Destination Madison. With more than six years on this vital Madison CVB team, Sarah has never been more ready to lead in this role.

Thanks for sharing Madison's unmistakable character, Sarah!



6

JOSHUA WIMMER started a new job with Bartolotta Catering and Events as

Catering Manager at Discovery World. Josh brings stellar experience and education within the meetings and events industry, with an emphasis on banquets and catering.

Keep serving success, Josh!



Continued on page [26](#)



WHO'S **IN THE** NEWS

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

7 Chompers was recently promoted to Star Hamster with NorthCoast Media Group. His fastidious qualities and alert nature make him an excellent fit for this position. *Keep charming us, Chompers!*



8 The Hilton Appleton Paper Valley has officially opened as the newest full-service Hilton Hotel in Wisconsin. Formerly the Red Lion Hotel Paper Valley, this iconic Appleton hotel completed renovations including the lobby, meeting spaces, restaurants and 388 guest rooms.



9 Wilderness Resort (Wisconsin Dells) has announced changes for 2022, including multi-level additions to their Wild West Waterpark and renovations for their 446 guest rooms. At the cinematic Take Flight, they're introducing the new World Flight adventure, which will take people on a journey flying over global and remote destinations. Launching in late summer, MISSION: MARS will take participants on an "escape adventure" journey to Mars with just 30 minutes to complete the challenge.



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



Planner Profile: Michelle Eggert



Tell us about your company and/or position:

ConferenceDirect is a full-service global meetings solution company that assists with site selection, conference management, housing and registration, to planning the perfect incentive program. Thriving on helping organizations achieve their sales goals and enhance their marketing message, I strive to provide value to my clients through personalized customer service and meticulous contract review. Having negotiated over 1,500 hotel and convention center contracts during my tenure, I assist with site search to contract negotiations, managing hotel room audits, concession obligations, and on-site conference management including food and beverage selection and budgeting, audio visual management, meeting room sets, transportation, off-site activities, spousal events, and décor.

How long have you been in the meetings industry?

Over 35 years in the industry and as an independent contractor for 21 years.

What drew you to become a planner?

I've always been a planner at heart and was fortunate to have the support from my husband and parents to follow my passion.

MICHELLE EGGERT, CMP, CDS

Director of Global Accounts
Independent Contractor with
ConferenceDirect

What do you like most about being a member of MPI?

Having previously served on the Board of Directors, I appreciate the partnerships and friendships established during that time, that have continued over 20 years.

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 enjoyed working on the Membership Team earlier in my tenure with MPI. Meeting guests and new members and working to retain members was very fulfilling.

Tell us about your family:

2021 brought the expansion of my family with two "little" (but grand!) additions – Ceci, now one year old, and, Walker, nine months, who joined Eliza, already four. We also have two grandchildren in their tweens/teens. This year my husband, Bill, finally decided to close his business and enjoy Wisconsin weather.

What are your hobbies and interests?

I took up knitting after a 25 year hiatus nine years ago, and haven't stopped since. I enjoy anything outdoors in the sunshine: hiking, fishing, or just sitting. And any day with my grandkids is a good day!

Favorites!

Song: Fightsong by Rachel Platten

Artists: Billy Joel & Paul Simon

Movies: The Sound of Music, West Side Story, Shall We Dance, and The Greatest Showman (notice a theme here??)

Book: Do I have to read?

Tell us the words you live by or share a favorite quote:

To quote my mom, "If you can't come see me when I'm alive, don't come see me when I'm dead." Which I always thought was an odd thing to tell my brothers and me – until I realized how true it is. Take time while you're able to spend it with the people important to you, because you don't know when those times will stop.



WEC Heads to Sunny San Fran

By: Sherry Wolff



What better way to celebrate MPI's 50th golden anniversary than to spend it in the Golden state?

From June 21st through 23rd, the World Education Congress (WEC) will be hosted in San Francisco, California. Expect a dynamic 2.5 days of shared education and experiences. This year promises some exciting and playful changes. Breakout sessions will be

transformed into Play Zones, Campfires, and Labs. I'm looking forward to a brilliant lineup of speakers and experts. There will be a shift in presentation style, which will incorporate more interactive and collaborative learning experiences.

Speaking of experiences, WEC throws the BEST parties! This year, the opening celebration is at Oracle Park, home to the San Francisco Giants (going, going, gone!), the President's Dinner at Union Square and finally, my favorite... Rendezvous at the historic and iconic City Hall – no objections here! I believe this is poised to be one of the most memorable WEC experiences yet.

I'll be there, will you? ▴



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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meetinmiddleton.com

This issue of the AGENDA Magazine is lovingly dedicated to our dear MPI-WI family member Amanda Ridout who peacefully passed on April 30th, 2022



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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!

2022 is in full swing! This year's in-person events are bound to be great experiences.

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

BREAKFAST EVENT — DoubleTree by Hilton Milwaukee-Brookfield

NOVEMBER 13 – 15

GREAT LAKES EDUCATION SUMMIT — Grand Geneva

