

MPI-WISCONSIN CHAPTER

Agenda

JULY
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VOL 45/NUM 4
2023


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liz@positivelypewaukee.com

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rebecca.l.staats@gmail.com

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beths@filene.org

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epoh@lacrossecenter.com

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kragan@wcd.org

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The SCAN Group, Inc.
reading@scangroup.net

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kocarroll@kalahariresorts.com

DIRECTOR OF DIGITAL COMMUNICATIONS
GRETA MCCUE
Aloft Milwaukee Downtown
greta.mccue@aloftmilwaukee.com

DIRECTOR OF MONTHLY PROGRAMMING
LINDSEY HESS, CMP
UW-Madison
lindsey_hess@outlook.com

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6 Different Ways



WISCONSIN
CHAPTER

4075 Vilas Road
Cottage Grove, WI 53527
tel: 608.204.9816

fax: 608.204.9818
email: admin@mpiwi.org
web: www.mpiweb.org/wisconsin

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EDITORS

Pam Lohnes
Metropolitan Builders Association
of Greater Milwaukee
pam@mbabuilds.org

Tyler Priefer
Generac
tyler.priefer@generac.com

CONTRIBUTING WRITERS

Liz Unruh
Kortnee Carroll
Reggie Driscoll, CMP
Greta McCue
Tom Graybill
Nichole Augustynowic

GRAPHIC DESIGN

Ann Shultz, AJS Designs

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Editor's Note



As this MPI board year comes to a finish I want to thank all that have served on the board. It has been an amazing year with lots of fun educational events. We had to quickly pivot and cancel our February event due to weather and reschedule it for March. Lots of behind the scenes activities, and hard work to make this happen.

A lot of board members are staying on which is awesome. It takes awhile to learn your roll and the year seems to go so fast. It seems like once you have your roll figured out it time for a new year.

Congratulations to the incoming board members. It is going to be fun year with lots to learn. Thank you for being willing to dedicate time and your expertise to help our chapter succeed.

Thank you to everyone that volunteers throughout the year. This chapter can only be as successful as we are with all your help. If anyone wants to volunteer for anything please let someone on the board know. If you would have asked me a few years ago if I would be on the Communications team I would have laughed. Now I'm the VP of Communications. Volunteering is a great way to try new things.

I want to extend a special thank you to the editors (**Jen Mell, Pam Lohnes**) that help make the *Agenda* amazing. There is a lot that goes into making this happen and be on time.

Last, but not least I wanted to say thank you to my Communications team **Jessica Karow**, and **Kortnee Carroll** you ladies have been fabulous to work with. You helped me be comfortable with a role I never that I would be comfortable doing. I can't wait to see how you continue to succeed!

Liz Unruh

Liz Unruh



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

Cue the surround sound.

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President's Message



**MPI-WI Chapter President
Reggie Driscoll, CMP**



I have some outstanding footsteps to fill coming in after Alison, Shannon, Becca and a whole line of other Presidents along the way.

Welcome everyone to the 2023-2024 MPI chapter year. I am more than excited to work with all of you as your MPI Wisconsin Chapter President. I have some outstanding footsteps to fill coming in after Alison, Shannon, Becca and a whole line of other Presidents along the way. My MPI journey started in 2002 while I was working with the Raab Group here in Madison. At the time, the Raab group was the MPI Admin. I had been working in the hospitality industry for many years, managing hotels, bars and restaurants. Honestly, I was getting quite burned out. I was looking for a different industry, but with 16 years in hospitality, I wasn't sure what I wanted to get into. I thought I would either go with accounting or nursing. With the encouragement of my sister, Kathy, I started with her association management company. This was my first introduction to MPI. I soon learned about MPI's role in starting the Meeting and Event Management Degree Program at Madison College. This definitely piqued my interest as a different direction that I could go in while using my 16 years in the industry, rather than starting at square one in a new industry. With the support of my friends, family, and fellow MPI members, I ended up with the first graduating class for this program in 2004. I was an MPI student-member during this time.

Directly after graduation, I started working with an environmental engineering company. Then in 2007, I was hired as a meeting planner at the State Bar of Wisconsin. It was so empowering to get that title on a business card and legitimize all of the work that I had done up to that time. I've been here at the State Bar and a member of MPI since then. In 2012 I studied for and received my CMP Certification.

I had volunteered on many committees over the years and helped facilitate the CMP Study Days, but I was not able to make the commitment to be on the board until fairly recently. In 2019-2020 I became the VP of Membership and held that position for two years. Joining the board was a great opportunity to give back to an association that has given so much to me. The Membership position was great for reaching out to new members, encouraging current members to renew and to see how to get non-members to join. The second year, 2020-2021 was more of a regrouping and a definite inventory of the resources and people we had at that time and how to keep everyone active and involved. 2021-2022 I was the VP of Education working with the facilities where we contracted our events. Another awesome learning experience. Then 2022-2023 as President-Elect and now President. This is a little daunting now. It always seemed so far in the future, but here we are. We have such an incredible board again this year, and I know we will all move forward together. I am excited to continue learning, and to take this next step in my MPI Journey. I'm glad we're in this together.

We have a lot coming up for the rest of 2023. Join us for an outstanding summer social at the Barn on the Dyer Family Homestead on July 20, the Chapter Awards Gala in Madison on August 10, the Best Western Premier Waterfront Hotel in Oshkosh on September 14, the Inn at SentryWorld in Stevens Point on October 19, and the Great Lakes Education Summit in Grand Rapids, Michigan on November 12-14. So much to do and so many ways to volunteer and get involved. I would love to see you at any or all of these events. ▲

A handwritten signature in black ink that reads "Reggie Driscoll, CMP".





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Join fellow MPI-ers for "A Capitol Soirée" to celebrate our membership, chapter accomplishments, and more!

6:00 - 7:00 REGISTRATION & RECEPTION / ONLINE AUCTION OPEN

7:00 - 9:30 DINNER & AWARDS GALA

The program will begin with a delicious meal and awards in the elegant Hall of Wisconsin. Crystal chandeliers and stylish décor will elevate the mood for this special evening where we honor our fellow members. Past Presidents **Susan Grigsby, CMP** and **Julie Peterman, CMP** will be our Gala emcees and we will welcome the newest member of the Hall of Fame!

In addition, the Gala will feature our silent auction! [Click here](#) to learn how to donate a certificate or overnight stay to benefit MPI Wisconsin.

FOLLOWING GALA IS THE AFTERGLOW PARTY

Following the awards ceremony, we will move to the Top of the Park for our chapter tradition - the Afterglow Party! This striking event space is situated on the 8th floor of the hotel with windows displaying a 180-degree view of downtown Madison including both lakes Monona and Mendota and the beautiful Capitol building - a great photo opp!

This is your opportunity to dress up and get fancy (if that's your style!) and wow your fellow members!

[MORE INFORMATION >](#)



Don't miss MPI-WI's Capital Soirée!



Join fellow MPLers for “A Capital Soirée” to celebrate our membership, chapter accomplishments, and more!

GALA EVENT

Thursday, August 10th

Best Western Premier Park Hotel
Madison

The evening will begin with a delicious meal from Chef Edi (see more in the Chef Profile!) in the elegant Hall of Wisconsin. Crystal chandeliers and stylish wall sconces will elevate the mood for this special evening where we honor our fellow members.

Following the awards ceremony, we will move to the Top of the Park for our chapter tradition - the Afterglow Party!

This striking event space is situated on the 8th floor of the hotel with windows displaying a 180-degree view of downtown Madison including both lakes Monona and Mendota and the beautiful Capitol building - a great photo opp!

This is your opportunity to dress up and get fancy (if that's your style!) and wow your fellow members! Stay tuned for more details, award nominations, and registration coming soon! ▶



FOOD FOR THOUGHT: CHEF EDI FLORES SANCHEZ

Chef Edi's Spinach Artichoke Dip Recipe



INGREDIENTS:

- 8 oz. cream cheese, softened
- 1/4 cup sour cream
- 1/4 cup mayonnaise
- 1 garlic clove, minced (1 tsp)
- 2/3 cup (76g) finely shredded parmesan cheese
- 1/2 cup (56g) finely shredded mozzarella cheese
- Pepper, to taste
- 1 (14 oz) can quartered artichoke hearts, can liquid drained, squeeze artichokes to drain excess liquid, chopped
- 8 oz. frozen spinach, thawed, squeezed to drain excess liquid

INSTRUCTIONS:

- Preheat oven to 350 degrees. Spray a small (1 quart) baking dish with non-stick cooking spray.
- In a mixing bowl stir together cream cheese, sour cream, mayonnaise, garlic, parmesan, mozzarella, and pepper.
- Stir in artichokes and spinach.
- Spread the mixture evenly into the prepared baking dish. Bake in preheated oven until heated through and melty, about 20 minutes.
- Served with warm tortilla chips, crackers, and toasted baguette slices

Meet our Chef: Edi Flores Sanchez

Chef Edi was born in Tlaxcala, Mexico where he spent his childhood until moving to Madison, WI with his family in 2007 at the age of 14 years old. After graduating high school, Edi completed the Culinary Arts program at MATC Madison in 2012 and began his career at Best Western Premier Park Hotel as a Prep Cook. From 2016 – September 2022, Edi worked as one of the chefs at Graft Madison before making his return back to the Best Western Premier Park Hotel as Head Chef. In his free time, Edi enjoys cooking and entertaining his family and friends along with spending time outdoors. Some of Edi's favorite dishes to prepare are spinach artichoke dip, a variety of meatballs, and ribeye steak.



Congratulations to Jessica Karow and her Family

Congratulations to Jessica Karow and her family on their new adventure. I'm very excited for you and jealous! Thank you for taking our social media to a new level. You have helped make our team awesome, fun and very successful. Looking forward to seeing your updates once you get settled.



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SEPT
EVENT
PREVIEW



WISCONSIN
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September 14, 2023

Chapter Education Event:

**Meeting and Event Risk:
A Guide for Planners and Suppliers**

CLICK TO WATCH VIDEO

Oshkosh, WI



Kevin Coffey
Meeting Risk Trainer
www.KevinCoffey.com
Calabasas, CA



Join us along the river at the Best Western Premier Waterfront Hotel Oshkosh to hear from travel security and meeting risk expert Kevin Coffey!

THE HOWARD



Come up early and join us Wednesday evening for fun industry networking at [The Howard](#)! Discover Oshkosh will be our hosts for an evening of fun interaction and elegant bowling. That's right, elegant bowling! The Howard is an historic landmark venue which started in 1927 as an Eagles Club. Fully restored and reopened in 2018, the building features a boutique bowling alley, and an opulent ballroom and great hall that often feature live entertainment and specialty dining. The Howard is also available as an upscale private and corporate event venue.

On Thursday, Detective Kevin Coffey will deliver his presentation *Managing Risk at your Event: A Guide for Meeting Planners and Suppliers*. Planners want to integrate risk management into their meetings, but many times do not know where to start. That's where this presentation comes into play, by showing meeting planners, as well as supplier partners how to anticipate meeting risk issues – before they occur, which also shows their clients that they are proactive in this very important area. This interactive presentation is designed for meeting and event planning professionals to help them better understand duty of care considerations, as well as the importance of having a crisis management plan in place, prior to a meeting and event.



Detective Kevin Coffey
LAPD (Retired)

FOOD FOR THOUGHT: CHEF MATT WINTER



- Native of Salt Lake City Metro area
- Classically trained in Culinary and Pastry during 8-year apprenticeship under Executive Chef Glenn Sandburg, CEC.
- Graduated Utah Valley University, Hotel & Restaurant Management
- Certificate of Confectionary, Culinary Institute of America, Hyde Park, NY.
- Have worked fine dining, Country Clubs & primarily full service multi outlet hotels & catering in Utah, Iowa, Illinois and Wisconsin.
- Multiple Culinary Competition Victories, Utah State Vica gold Medal, Illinois State Pork Producers Bronze medal, 5-time NE Wisconsin Chef Showdown Champion (Big Brother's Big Sisters Green Bay)
- Active member of American Culinary Federation (ACF).
- Past President and current Vice President of Fox Valley Chapter ACF
- ACF Certified Executive Chef
- 2012 ACF Fox Valley Chef of the Year

- 7 Fabulous kids
- 2 Awesome grand kids
- 1 Wonderful wife

WISCONSIN CREAMY CHEESECAKE



INGREDIENTS

- Cheese cream loaf 3.00 lb
- Butter solid salted USDA AA 10.00 oz.
- Sugar granulated extra-fine cane 1.00 lb
- Egg in-shell extra-large grade AA USDA white 7.00 units
- Extract vanilla imitation 1.5 T.
- Juice lemon plastic bottle ready-to-use 1.5 T.
- Cream sour all natural grade A 2.5 T.
- Cream heavy whipping 36% extended shelf life ¼ cup.

DIRECTIONS

1. Mix butter and cheese with a paddle on medium until lump free and smooth.
2. On low speed add sugar. Mix until incorporated.
3. On low speed add eggs, vanilla, lemon juice, sour cream and heavy cream. Add slowly and mix until incorporated.
4. Bake in water bath. 225* Convection. Low fan. Three hours, 15 min. Cool to room temp, then freeze.

Chef's notes:

Use a 10" spring form pan. This recipe will yield enough batter to fill it to the top. Cake will puff and may overflow a little during the cooking. The top will be a medium light brown when done.

Freezing the cheesecake after cooling to room temp allows easy removal from the spring form without damaging the cake. The cake will cut cleaner if it is partially frozen.

MPI WISCONSIN HALL OF FAME

HALL OF FAME

This year, we are excited to welcome Tamara P. Jesswein, CMP, to the MPI Wisconsin Hall of Fame! Tamara has been an active MPI member since 2005. Since joining our Wisconsin chapter, Tamara has served on multiple MPI-WI committees and as an MPI-WI Chapter Director from 2010-2012 and 2016-2017. In 2017, she served on our executive team, as President-Elect, 2018-2019 Chapter President, and 2019-2020 Immediate Past President. Following her presidency, she further lived her commitment by stepping up to take on a three-year term as the MPI-WI Co-Chair for GLES. She was awarded the Planner of the Year for 2020-2021. As HID Global’s international senior corporate event manager, Tamara P. Jesswein, CMP creates vibrant events that unite diverse leaders for networking and game-changing ideas. Over the last few years, she has planned and produced these successful events in the UAE, Spain, Malta, Cambodia, Panama, Morocco, Thailand, and more. Industry advocacy is important to Tamara. She earned and has retained her CMP designation since 2009. She consistently participates in World Education Congress, IMEX, and many Local and Global Forums. She fully supports her favored quote, “If volunteering is beneath you then leadership is beyond you.”



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How do you deal with the chaos that is event planning?

With laughter!



That was the prescription for MPI-Wisconsin's May Educational Event "Chaotic Goodness: Your Untapped Capacity for Embracing, Owning, and Celebrating the Unknown" held at the Hotel Retlaw in Fond du Lac.

Doctor of giggles **Pat Dwyer**, a seasoned veteran of comedy institutions like Second City, IO Theater, and ComedySportz, led a multi-phased assault of improv games, jokes, and group activities to help attendees gain perspective and resiliency in dealing with the curveballs (and sometimes screwballs) inherent in live meetings.

MPI members engaged in giant games of rock, paper, scissors and other interactive components (some involving screaming heard across the ballroom) that prompted cooperation, communication, and the ability to adapt to changing situations and accept the gifts that come through interaction.

Pat shared his G.I.F.T. philosophy based on improv techniques of Give Generously, Initiate "Yes.. And" communication, Forgo "Mistakes," and to Totally Go For it" as a method for overcoming the unpredictability of things we can't control.

Pat's presentation hit a nerve (and the funny bone) with many. **Sara Beuthien**, Events Manager for the Wisconsin Economic Development Corporation, shared "Pat was very motivating and engaging. He was talking a lot about gifts and how we have to take this gift and keep it in our toolbox, because if a meeting or event goes horribly we have to think quickly of something that we need to do."



Lindsey Hess, who just started a new position at COWS at UW-Madison (how very Wisconsin!), enjoyed the energy of the event. “I loved the getting up and playing the games. It made you laugh and connect with your peers, and yet you are still learning how to go about the crazy chaos in your life.”

Alison Hutchinson, Senior Group Sales Manager for the Fox Cities Convention & Visitor Bureau, added, “He brought so much laughter to his presentation, and he talks about when you laugh, you learn more like children. And I think that’s probably why I really enjoyed it.”

New member **Mandy Bublitz**, Director of Sales with Aperture Hotels, was impressed with Pat and her first experience at an MPI-WI event, “It was definitely more interactive than what I was expecting, with much useful information that I will be able to take back and use for interacting with clients and team members.”

As for Mandy’s first impressions of MPI-WI? “The group has been super welcoming. You’re meeting new people and that’s kind of intimidating, so having that welcoming experience right from the go definitely tore down those barriers and made me feel comfortable going into the day.”

Speaker Pat Dwyer (who also goes by Todd at times – you had to be there) was also impressed by MPI-Wisconsin. “I came into this and people said MPI-Wisconsin is one of the more active chapters. They’re very exciting. And I usually say ‘They ain’t seen nothing yet.’ But man, this group is fantastic. I really loved that everyone was in for each other and really playing together and having a really, really good time. That was pretty, pretty cool.”

Other attractions in May included installation of the new MPI-WI board and a Chairman’s Challenge courtesy of incoming **President Reggie Driscoll** of the State Bar of Wisconsin. Reggie’s “table of gifts” put the “fun” in fundraiser, as a \$10 dollar donation to the MPI Foundation bought a mystery envelope leading to one of the many great gifts. Reggie raised \$380. Bravo!

Kudos were also shared for the venue, Hotel Retlaw. The art deco décor left Allison “breathless,” while, Lindsey remarked how the landmark kept its legacy look while being transformed into a beautiful and welcoming space. ▴



WEC Recap

By: Liz Unruh

Attending the World Educational Conference (WEC), I was fortunate to be able to get a scholarship from the MPI Foundation. This is a great reason why when we do the Chairman's Challenge we donate to the foundation. You never know who it will help. WEC was amazing. It had great networking opportunities, lots of learning, and staying up-to-date with the latest trends.

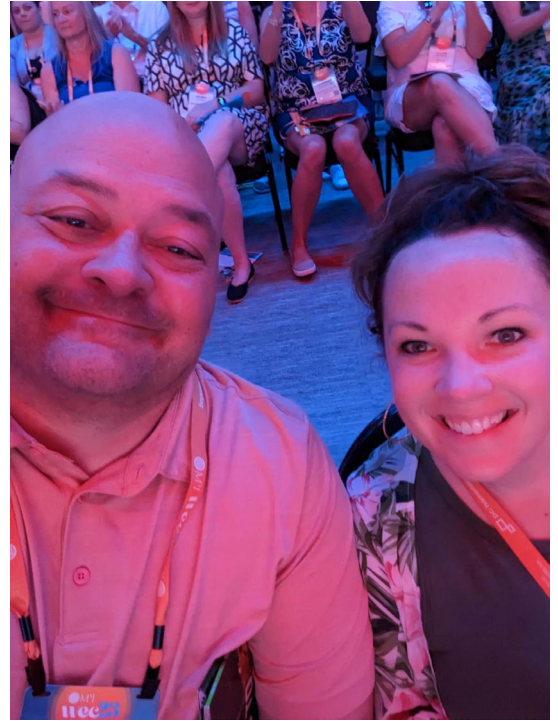
One of the highlights of the conference was the opportunity to connect with fellow professionals from different corners of the globe. The networking events and social gatherings foster a sense of community, allowing attendees to build relationships, share experiences, and exchange ideas. These connections often lead to valuable collaborations and partnerships that can shape the future of one's professional journey.

The Market Place was great. There were tons of exhibitors and lots of sponsors at WEC. I got a chance to meet several new vendors. We even gained a new sponsor of attending WEC.

Attending WEC provided valuable professional development but also offered a chance to embrace the cultural. The conference serves as a platform to expand knowledge, gain fresh perspectives, and connect with like-minded professionals who share a passion for creating impactful and memorable meetings and events.



As the conference drew to a close, participants leave with a sense of renewed inspiration, armed with new skills, ideas, and connections. The knowledge gained and the experiences shared during the WEC in Mexico serve as a foundation for further growth and success in the ever-evolving world of meeting and event planning. ▀



2022 - 2023 AWARD NOMINEES

TEAM OF THE YEAR

• Spring Spectacular

Steve Lorenz, CMP, Takeda
Greta McCue, Midas Hospitality, Aloft Milwaukee
Keola Shimooka, Destination Madison
Wanda Gilles, Baker Tilly US
Ed Buchner, Magic Productions
Shannon Timmerman, CMP, Wilderness Resort
Reggie Driscoll, CMP, State Bar of WI
Rebecca Staats, CTA, Residence Inn Eau Claire and
Fairfield Eau Claire Chippewa Falls
Elizabeth Poh, La Crosse Center

Going way out on a limb, the Spring Spectacular Team put on the chapter's first-ever Drag Queen Bingo. Not only promoting LGBTQ+ awareness, but it was also a huge hit and raised an incredible amount of money!

• Spring Education Day

Elizabeth Poh, La Crosse Center
Beth Schnabel, CMP, Community Financial
Jacob Adamski, Stevens Point Convention & Visitors Bureau
Carrie Berger, National Fluid Power Association
Danielle Kaczoroski, Generac Power Systems, Inc
Tyler Pfeifer, Generac
Michael Ferguson, Madison Concourse Hotel
Ed Buchner, Majic Productions
Farrah Slinger, Event Essentials
Jessica Rieflin, WI Dells Visitor & Convention Bureau
Kortnee Carroll, Kalahari Resorts
Lindsey Hess, CMP, COWS
Rebecca Staats, CTA, Residence Inn Eau Claire and
Fairfield Eau Claire Chippewa Falls
Reggie Driscoll, CMP, State Bar of Wisconsin
Shannon Timmerman, CMP, Wilderness Hotel & Golf Resorts
Sherry Wolf, Kohler Hospitality

This team took a new idea and made an incredibly successful event with it. This event drove attendance for our Spring Education Day up to a high level that we haven't seen for a while. Everyone had a great time.

• Agenda Team

Kortnee Carroll, Kalahari Resorts
Jennifer Mell, CMP, Travel Leaders Corporate
Pam Lohnes, Metropolitan Builders Association

The *Agenda* is a lot of work and this year's team really knocked it out of the park! It is a great tool to help showcase members of MPI, share tips and tricks, and get members excited for upcoming events.

• March Education

Lindsey Hess, CMP, COWS
Lisa Koenecke, M.S., LGBTBE, IICDP, Inclusion Ally, LLC.
Ann Marie Hess, Visit Brookfield
Laura MacIssac, CMP, Monona Terrace
Traci Gaydos
Rebecca Staats, CTA, Residence Inn Eau Claire and
Fairfield Eau Claire Chippewa Falls
Reggie Driscoll, CMP, State Bar of Wisconsin
Elizabeth Poh, La Crosse Center
Heather Harmeyer, Embassy Suites Brookfield
Tyler Priefer, Generac

What started as our February team, had to take a quick and last minute change in direction when Mother Nature did not cooperate to hold this event. Which led the team to make last minute changes, and reschedule for March. This ended up being our largest attended event since the Pandemic, and the addition of a Wine Pull made it a very successful one!

RISING STAR

• Jacob Adamski Stevens Point Area Convention & Visitors Bureau

Jacob has been an incredible volunteer for the chapter. He has stepped up in many committees.

• Carrie Berger National Fluid Power Association

Carrie has attended many MPI events as well as volunteer to help with the education events.



RISING STAR (CONT.)

- **Tyler Prierer**

Generac

Tyler has helped out on multiple education committees and is now our newest editor for the Agenda! Tyler is very organized and has been amazing at helping out with whatever is needed. Tyler is definitely a Rising Star at MPI!

- **Amanda Wilkins, CMP**

Monona Terrace

As a newer member to MPI, Amanda has jumped right in as a volunteer with the Education/Speaker team. During the pandemic she completed the self study and passed her CMP exam and she continues to be a rock star at her full time job. Amanda will continue to shine in her volunteerism with MPI.

PLANNER OF THE YEAR

- **Carrie Jensen, CMP**

League of WI Municipalities

Carrie is a great planner and excellent at her craft. I have worked with her for years and enjoyed each transaction. She is fair but firm. She goes above and beyond for her attendees and she is excellent at bringing her WI Association business to supplier properties all over the state providing ample opportunities for her guests to experience the various parts of our state. She is professional and detail oriented and is very deserving of this prestigious award.

- **Daniel Kaczorowski**

Generac Power Systems, Inc

Daniel has been very active in our chapter, has served on many committees and has been helpful when others have asked for advice

- **Steven Lorenz, CMP**

Takeda

Steve stepped up in a big way for the Spring Spectacular. He was the driving force behind MPI Wisconsin's first Drag Queen Bingo. This event raised a record amount for the chapter!

- **Amy Qualmann, CMP**

Wisconsin Association of School Boards

Amy brings a party wherever she goes and you can tell that her planning abilities have to go hand-in-hand. What a positive light she is in the crazy world!

SUPPLIER OF THE YEAR

- **Michael Ferguson**

Madison Concourse Hotel

Michael, after 15 plus years, has become a staple in the downtown Madison hotel scene. He is well known for his witty sense of humor, his amazing ability to go above and beyond with his decorating skills and he is always the king of customer service and has a willingness to get to "yes" if called upon by colleagues and/or peers. He is an asset to the industry and bring his many years of customer service to the forefront. He is a joy and a deserving candidate for this prestigious award.

- **Ann Marie Hess**

Visit Brookfield

Although I don't know if she was a team lead, Ann Marie was instrumental on a number of committees and really pressed the local CVBs for raffle prizes. She is an amazing volunteer.

- **Darcie Holte**

Destination Lake Winnebago Region

Darcie has been great to work with for both chapter events and events from my job. She is wonderful with including the entire area in making sure that an event is well planned, well maintained, and extremely successful. She has respect from everyone she encounters and makes everyone feel like they are the only one that matters at the time.

- **Keola Shimooka**

Destination Madison

Keola was a great volunteer for our Spring Spectacular and is a 2023 Strategic Partner.

- **Shannon Timmerman, CMP**

Wilderness Hotel & Golf Resort

Shannon has always been an advocate for MPI, Supplies and Meeting planners! She is always willing to help, guide and offer assistance where ever she is able! She has a wealth of knowledge about the industry, and always willing to share what she knows. She also helps to mentor and meet new individuals within our association and ask how she can help.

INDUSTRY ADVOCATE



INDUSTRY ADVOCATE

- **Ed Buchner**
Majic Productions, Inc.

Ed is a wonderful ambassador for MPI Wisconsin at every turn. He volunteers on the Board and invites guests and potential new members to meetings and demonstrated the value of meeting in person. In addition to that, he has brought fresh & fun fundraising efforts to chapter events and continues to make a positive impact in all things he does for our chapter.

- **Reggie Driscoll, CMP**
State Bar of Wisconsin

Reggie is on top of his game and deserves to receive this recognition!

- **Ann Marie Hess**
Visit Brookfield

Ann Marie has been super active in our chapter and has done wonderful things with hosting an education event. She is well respected and well-liked among her local and state-wide peers. Ann Marie works incredibly well with both planners and suppliers and is wonderful with bringing both together.

- **Lori Johnson**
Janesville Area Convention & Visitors Bureau

As part of the team at the Janesville Area Convention & Visitors Bureau, Lori has gotten her organization to get behind being a Platinum Strategic Partner and the title sponsor for the Spring Spectacular.

- **Naomi Tucker, CMP**
Planners on Purpose

Naomi is very active in our Chapter, not only in her attendance, as a Past President, but she has recently stepped up to assist with our CMP 101 program. In addition to her career at M&I, she has started her own coaching business for event professionals. She started it to “coach other event professionals to plan with ease, so that they can reap the positive benefits of this amazing industry.”

LITTLE BIT OF *This.*

LITTLE BIT OF *That.*

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**GL ES
PREVIEW**



2023
GREAT LAKES
EDUCATION SUMMIT
SHERATON GRAND RAPIDS AIRPORT HOTEL

SAVE THE DATE

Don't miss your chance to get top notch education, networking, and idea sharing with our tri-state colleagues at MPI Great Lakes Education Summit! Registration coming soon!▶

EVENT: MPI GREAT LAKES EDUCATION SUMMIT

DATE: NOVEMBER 12-14, 2023

LOCATION: SHERATON GRAND RAPIDS (MICHIGAN)

WHO: MPI CHAPTERS - MICHIGAN, WISCONSIN, INDIANA

Sponsorship opportunities please contact tamara.jesswein@hidglobal.com

MPI WISCONSIN

ANNIVERSARIES

CELEBRATE!

Congratulations to those members celebrating a milestone anniversary in July & August!

Congratulations!

— **10 YEAR** —

MICHELLE TYO-JOHNSON

— **5 YEAR** —

**TERRI BAIN, CMP
CAITLIN PERICK
SARAY LEMMERS**

NEW MEMBERS



WELCOME NEW MEMBER!

HOLLY WILLIAMS, CMP

Volunteer Spotlight: Sharon Beyer + Michael Ferguson

SHARON BEYER



Having Sharon's energy and enthusiasm as a member of the Speaker Team has been such an asset to our chapter. Along with the other members of the Speaker Team, Sharon volunteers her time to ensure our chapter events continue to provide high-quality speakers who both educate and entertain, which isn't always easy to do. Thank you, Sharon, for the gift of your time and talent! ▴

MICHAEL FERGUSON



For all of his hard work and dedication to making the Spring Education Day a success! Making sure everything ran smoothly, his communication, and decorating the space! It was a beautiful setting for a day filled with education and fun! ▴

If you're interested in volunteering, reach out to us at admin@mpiwi.org



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Planner Profile: Nichole Augustynowic

NICHOLE AUGUSTYNOWIC (A-Z for short)

Sr. Global Training Support Specialist

Promega Corporation

Tell us about your company and/or position: Promega Corporation is a biotech company headquartered in Madison, WI USA and has 17 global branches worldwide. Promega develops, manufactures and sells high-quality tools life scientists use to seek answers.

This includes:

- Reagent “Tool Kits” - Specific combinations of chemistries that allow customers to carry out laboratory tests in the fields of cell biology; DNA, RNA and protein analysis; drug development; human identification; and molecular diagnostics.
- Integrated Systems - Instruments, chemistries and personalized support that simplify the process of automating research in the lab.

Our products are used in the following areas:

- Pharmaceutical and Biotechnology Industries - Discovering new drugs to fight disease
- Clinical and Molecular Diagnostics Laboratories - Detecting disease and determining therapies
- Forensics and Paternity Laboratories - Making human identifications in current and cold criminal cases, disasters, and other challenging identity cases
- Government and Academic Research Laboratories - Working at the forefront of scientific discovery to understand life and disease
- Applied Testing - Ensuring environmental food, water and plant safety and quality

My position: I am part of the Global Scientific and Sales Development Training Team within the Global Services and Support Division. I am the Sr Global Training Support Specialist for the team. We provide internal training for our scientific sales and technical support staff.

My work includes a combination of support for Instructional designers, project management and logistics for training events and administrative work. I also support this work at our branch training centers in France, Singapore and Germany. I have been with Promega for 6 years. I also did a 15-month internship in this department in 2012/2013. I left to finish my degree and was invited to apply for this full-time position in 2017.

How long have you been in the meetings industry?: I have been involved in meetings and event planning in various industries over the past 17 years. I have done a lot of this work with small businesses and now enjoy working in the corporate environment.

What drew you to become a planner?: I love organizing, planning and logistics. These are skills that come naturally to me and have led me to larger meeting and event planning roles over the years.

What do you like most about being a member of MPI? I love the access to educational content for personal and professional growth and making connections with other folks in the events industry.

What was your favorite team or project you have worked on for MPI? I have been a member of MPI since 2020 and recently joined the Madison, WI chapter. I look forward to opportunities for involvement in the future.

Tell us about your family: I have been married for 24 years (Alan). We have four children, ages 23 (Carly), 22 (Ethan), 20 (Devin) and 14 (Morgan). We have three dogs, a Great Dane (Aspen), a Lab (Halo) and a Dorkie (Lucy) and a rescue cat (Baloo). We are a tight knit family that enjoys getting together frequently and traveling.



WHO'S IN THE NEWS

Compiled by Kortnee Carroll

What are your hobbies and interests? I enjoy spending time with the animals, especially since the older kids have moved out. I love traveling to new places and learning about other cultures. Nowadays you can find me at the lake on a paddle board with my little dog, Lucy in the summer and in the fall/winter I spend a lot of time watching movies with the family in anticipation of the Oscars.

We own an America Four Square house that was built in 1910 and have spent significant time restoring and remodeling it. My husband is in construction, so together we enjoy home design and making our designs come to life.

Favorite song//band/artist/movie/book:

I enjoy all genres of music, I'm a kind of all over the place with music, so it's hard to pick one. Some of my favorites include The Eagles, Andrea Bocelli, Taylor Swift, and Al Green.

My favorite artist is Edgar Degas, a French Impressionist. My all-time favorite art piece is his sculpture titled "The Little Fourteen-Year-Old Dancer" I first saw it at The Metropolitan Museum of Art in Paris and fell in love.

I love reading books about harrowing life stories and different cultures. I particularly love *The Glass Castle* by Jennette Walls. I am currently reading *Light at the Edge of the World*, a journey through the realm of vanishing cultures by Wade Davis.

Tell us about the person you admire most and why: I deeply admire Mother Teresa, because of her undying kindness and devotion to helping those most in need. My favorite quote of hers is "I can do things you cannot, you can do things I cannot; together we can do great things."

What is something that is still on your bucket list? I really want to travel to Italy, that is definitely on my travel bucket list. This year at MPI's WEC conference in Cancun, Mexico I checked a bucket list item and swam with two dolphins!

Tell us the words you live by or share a favorite quote: "Stand up for what it right, even if you are standing alone." — Suzy Kassem. This is a hard thing to do, especially in today's world, but is needed now more than ever. I continue to learn more about DEI, ESI and CQ efforts to help support this belief and continue to grow in it.

1



SARA DYER- Promoted to Senior Director Meetings and Digital Events at CUES (Credit Union Executives Society)

2

On Wednesday, May 10, 2023, The Wisconsin Center District (WCD) installed the final piece of structural steel to complete the frame of the \$456 million Baird Center expansion and celebrated with a formal ceremony. Located in downtown Milwaukee, the expansion will bring the expo hall to 300,000 contiguous square feet, add 24 new meeting rooms for a total of 52, add six new loading docks for a total of 22, include 400+ indoor parking spaces, and feature a spectacular rooftop ballroom with sweeping city views from the outdoor terrace. You can follow progress and see renderings at buildingmore.com or reach out to **KATIE RAGAN** at kragan@wcd.org. Mark your calendars for the grand opening on May 20, 2024!



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



Board Member Profile: Greta McCue



Greta McCue

MPI-WI Board: Director of Digital Communications
Director of Sales & Marketing
Aloft Milwaukee Downtown

Tell us about the company you work for and/or your position: My hotel is the most fun property I've ever had the chance to represent – Aloft is a trendy brand that offers bright and inviting public spaces, comfortable modern rooms, a focus on local art and music and a vibrant social scene. Not to mention that my particular hotel is located right in the heart of Milwaukee's "Deer District," along the river – so we're in the center of all the action! I love having a property to sell that I truly love!

How long have you been in the meetings industry?: Very quickly approaching 20 years working in hospitality! Not all specifically in meetings, though... I've been airline ground crew, flight attendant, hotel operations and CVB roles before winding up in hotel sales!

Tell us a few things about your role on our Chapter Board: I'm excited to take our social media to a new level – I love having an opportunity to be creative and am excited to help expand the social media impressions that MPI Wisconsin makes daily!

What drew you to serve on our Chapter Board? A chance to get more involved and build closer relationships with other MPI members.

What do you enjoy about your board service, and what are you learning? I love feeling like I'm helping contribute to our chapter's continued improvement! I'll be trying to learn more of the intricacies of different social media sites – and maybe even diving into learning how to make a TikTok account for us... stay tuned!

What are your hobbies and interests? Traveling as much as possible (recently getting back into cruising), always working on a new home project with continued updates on our 1939 Colonial home, cooking, spending summer weekends going to Brewers games or the Farmer's Market!

Tell us about your family: Coming up on my 5-year anniversary with my husband, Shane (who is an engineer at Milwaukee Tool) – it's just the two of us and Maggie, our 8-ish year-old Terrier mix rescue!

Favorite song/band/artist/movie/book: Back to the Future – specifically #2, but I love all three of them!

Person you admire and why: My parents, for always setting a great example and pushing my brother and I to work hard to achieve our dreams.

What is something that is still on your bucket list? This is always a vacation question for me! Eastern Europe, New Zealand / Tahiti / Australia, and a Mediterranean cruise.

Tell us your words to live by or share a favorite quote: "Success usually comes to those who are too busy to be looking for it."



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CERTIFICATE COURSES: <https://www.mpi.org/education>

SAVE THE DATE

2023 CHAPTER EVENTS

JULY 20

SUMMER SOCIAL

MDS Association Management's ban

AUGUST 10

AWARDS GALA

Best Western Premier Park Hotel, Madison

SEPTEMBER 14

SEPTEMBER EDUCATION

Best Western Premier Waterfront Hotel, Oshkosh

OCTOBER 19

OCTOBER EDUCATION

Sentry World, Stevens Point

NOVEMBER 12

GLES

Sheraton Grand Rapids Airport Hotel, Michigan

