

MPI-WISCONSIN CHAPTER

Agenda

MAR
APR
VOL 45/NUM 2
2023



(re)DESIGN

OUR MEETINGS & EVENTS!

APRIL 13TH, 2023



MPI SPRING SPECTACULAR + MPI SPRING EDUCATION DAY

Madison Concourse Hotel

1 W. Dayton Street

Madison, WI 53703

Room Rate: \$139

Room block Cut-Off: March 30, 2023

Reservations: 800-356-8293



Drag Queen



APRIL 12TH, 2023

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BINGO STARTS AT 7PM



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2022-2023
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rdriscoll@wisbar.org

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beths@filene.org

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ebuchner@majicpro.com

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sherry.wolff@kohler.com

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jroos@wisbank.com

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Event Essentials
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kocarroll@kalahariresorts.com

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Wisconsin Dells VCB
jessica@wisdells.com

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

MPI-WISCONSIN CHAPTER
Agenda

MARCH/APRIL 2023
VOL 45 / NUM 2

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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

Jennifer Mell, CMP
Travel Leaders Corporate
jmell@tlcorporate.com

CONTRIBUTING WRITERS

Liz Unruh
Rebecca Staats
Carrie Wunderlich
Kortnee Carroll
Shannon Timmerman, CMP
Mark Dunning
Timothy Smith

PHOTOGRAPHY

Lindsey Hess

GRAPHIC DESIGN

Ann Shultz, AJS Designs

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Editor's Note



Wow, I can't believe Spring is almost here! Although, we have been very lucky with our warm weather these past few weeks (well warm for Wisconsin). Lots of MPI events coming up so please mark your calendars. We have Spring Education coming up April 12-13 at the Madison Concourse Hotel & Governors Club with the Spring Spectacular Drag Queen Bingo the night before. There are tons of places to eat on State Street. We will also be doing some summer socials this year so keep on eye out for those posts. Don't forget there are still lots of volunteer opportunities. Whatever you like to do or try, now is the time. We always have openings on a committee or even if you want to write an article we would love that. This is always a fun way to meet more people.

When I first joined the board, I was on a team that worked a lot with our budget. My initial thought was, "yuck the budget I can't believe I'm on a team that has to work so closely with it." Now it is actually one of my favorite parts of being on the board. Heather does such a great job with it and explains it well. If you have any questions I would be happy to help answer anything or point you in the right direction of who can help. Hope to see you all at the next event!

Enjoy the photo of your Communication Team!

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.

Let us orchestrate *your* incredible.
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President's Message



**MPI-WI Chapter President
Rebecca Staats**

Happy March & April! Although the weather, in my opinion, has been fairly mild this winter in Eau Claire, I am getting pretty darn excited to take my warm weather vacation with my husband to Daytona Beach this month! My husband has never been to Florida and we both enjoy warmer weather & beaches - so it is going to be wonderful. Hey Hey, almost on Vacay...

As I sit here wondering what to write about for this issue of the Agenda, my mind keeps traveling to my Director of Sales role and the struggles I face as a hotel supplier. We all work in meetings & events and I am sure many of us are in the same boat and experiencing similar struggles, so let me share a new work challenge for me in 2023 and how I am dealing with it.

Recently I have had multiple clients so frantic to reach me that they call and email me repeatedly, over and over. And this actually overwhelms me, not helps me. And if I am being honest, it makes me not want to

work with them if they are going to be impatient before we have even started the sales process. Is anyone else experiencing a new level of impatience in 2023? I actually had a client whom I had worked with before, call me & leave me a voicemail, email me, and then call me again – all in under 30 minutes. Out of sheer frustration, I actually awkwardly laughed at her when I picked up the phone on her 3rd attempt to reach me. She wanted meeting space the following week, so certainly her request needed a same day response, but was demanding an answer in under 30 minutes realistic?

While it is very exciting and fun to see things pick back up in our world, it can be frustrating and overwhelming too. Our workload is growing, but help and staff is not. Our “new normal” is doing more with less. So, how do we cope?

The first thing I do is remind myself on a pretty regular basis that I do not save lives, and that no one is going to die if I don't urgently get back to them. Yes, I am in customer service and I absolutely love what I do. That does not mean that someone else's priority to get something checked off their list is greater in importance than my list of things to do. And sure, there are things that may come up that do need urgent attention, and those move to the top of the list. Our lists are always constantly changing.

We are all juggling a lot and I have found that it helps to say things like “I have a lot on my plate,” along with giving a timeframe for my response. I will simply ask if I can get this to them in two days, or by the end of the week. I have learned to buy myself time when I need it. And I have learned that there are times I have to go dark. I tell my staff that I am

unavailable and won't be picking up the phone or taking new requests so that I can concentrate on completing my existing to do list. I shut the phone ringer off and close the email. It takes some getting used to, but let me tell you - working uninterrupted works!

Outside of work and in an effort to try to keep stress levels low, I also love to stay busy. And I try to stay active by playing volleyball two nights a week. On nights at home, I cozy up with my husband and our two bulldogs on the couch and watch some junky television. Fridays we usually go to Bingo. And, obviously, I also volunteer my time with MPI Wisconsin! What an amazing platform we have to share our experiences, network and connect with others in our industry, (okay, maybe to vent too!)

Keep chugging along, doing what you're doing and do what makes you happy! And if you haven't done so, put our next awesome event on your calendar and make it a priority to attend! You won't want to miss the Pre-Event Spring Spectacular networking evening featuring Drag Queen Bingo and Spring Education Day! We have some phenomenal industry speakers lined up and will be again be featuring free planner registration for MPI Wisconsin Members, so please make sure you join us at the Madison Concourse Hotel & Governor's Club April 12-13, 2023.

I'd also like to say Thank You to all of our Strategic Alliance Partners, Sponsors, Leaders and Volunteers. Without your support, our Chapter would not be a Chapter of Excellence. Your dedication to, and love for our Chapter is what I am most proud of.

A handwritten signature in black ink, appearing to read 'Rebecca Staats', written in a cursive style.



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WEC Registration is OPEN!

Sign up today to take advantage of the winter pricing!

MPI MEMBER RATES	
Planner	\$1,050 \$ 950
Supplier	\$1,325 \$1,150
Faculty	\$ 800
Student	\$ 375

NON MEMBER RATES	
Planner	\$1,250 \$1,150
Supplier	\$1,625 \$1,425
Faculty	\$ 950
Student	\$ 405

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

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

**Winter pricing expires 5/13/2023.*

SERVICE & SPACE

COME TOGETHER AT THE WILDERNESS

When our five-star meeting spaces match our unparalleled service, your meeting is sure to be a success. From finding you the perfect accommodations to making sure your event runs smoothly and giving your team a chance to unwind when things wrap up, we'll make sure it all comes together at the Wilderness.

FIVE-STAR SPACES

With facilities to accommodate groups of 12 to 1,200, we have the spaces you need for groups large and small. And if you need technology, AV equipment, catering, or special accommodations for your event, our staff can help arrange the right room and set up for your needs.

ACCOMMODATIONS

The Wilderness Territory consists of 1,155 rooms spread over 600 wooded acres in Wisconsin Dells. So there's room for everyone – and their families – to rest their heads after a successful meeting. Attendees can enjoy lodging options from two-bedroom villas, luxurious lake view condos, and three- to five- bedroom cabins in addition to comfortable hotel rooms surrounding the resort's eight waterparks.

HOPE YOU'RE HUNGRY

You'll find seven on-site dining options to choose from ranging from upscale four-star dining to casual sports bars and everything in between.

MORE THAN MEETS THE EYE

Looking to take your meeting out of the boardroom, or maybe you're planning a team bonding retreat? Bring your group to Wild Rock Golf Club, the resort's championship golf course designed by the same course architects as the site of the 2017 U.S. Open. And if you're looking at clearing your heads, you can unwind at the secluded Sundara Inn & Spa – one of America's Top 10 destination spas.

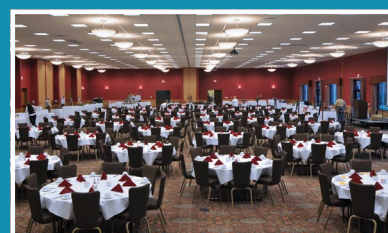
**GET MORE INFORMATION OR
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JANUARY RECAP



By: Carrie Wunderlich
Photos by: Lindsey Hess

The Chula Vista Resort in the Wisconsin Dells was the host of our January MPI event. They started the day with a Mexican inspired buffet lunch to get everyone excited for WEC in Mexico this June.

We began the meeting with remarks from MPI President, Rebecca Staats. It was announced that we received the Chapter of Excellence MPI Global award. Shannon Timmerman, Immediate Past-President, accepted the award that was presented by Mark Bice. There was a brief introduction of our 2023 Strategic Partners and reminder of our April Spring Education Day.

Patty Hendrickson was introduced after the announcements. She gave an exciting seminar on “Getting Beyond the Busy.” We learned the Basics Leadership Starter Kit, which were to “Be Your Best, not The Best,” “Be Interested, Not Interesting,” and “Practice a Host Attitude.”



We also discussed the biggest factors in determining if people are at risk of leaving. Those factors included: “Is their job fulfilling?,” “Can they be their true self at work?,” “Are they financially rewarded?,” “Does their team care about them?,” and, “Does their manager listen to them?” We met in small groups to extend our discussion and gain insight from each other.

We ended the day with a reception provided by The Chula Vista Resort.



February Event Rescheduled



MARCH 23RD AT 4:00 PM
EMBASSY SUITES - BROOKFIELD



Event has been moved to March 23rd!

GINA GLOVER



Join us on March 23rd at Embassy Suites Brookfield as we learn a new strategy called the 5th Question™ for more effective networking with our speaker Gina Glover!

A taste of Italy? Why not! Our afternoon will begin with a delicious Italian lunch and activities to follow the event. After we enjoy our meals, we ask you to consider this question:

“What could happen if we moved past the typical networking small talk?”

Gina will share a presentation called Focus on the 5th Question™. It will help guide our conversations to allow real relationships to develop and it will increase our networking confidence. Gina is a professional speaker and career coach who speaks about communication, networking, and career change. She will demonstrate how she uses the 5th Question to connect business professionals to new skills that allow them to network effectively, speak confidently and achieve their personal best.

NAOMI TUCKER



We have one course prior to the keynote speaker:

10:30 – 11:30 am
CMP 101 – Naomi Tucker

The evening reception will consist of a wine pull and cork auction! This time will be great to practice your new networking skills and truly make those connections count.

As part of the March Education event, there will be a social event after. Starting at 4:00 PM we will gather together for networking, comradery, and a fundraiser Wine Pull!

The Wine Pull team is collecting bottles of wine to give back to everyone who donates to the MPI Wisconsin Chapter. At \$15 a donation, you will be guaranteed to get a bottle of wine! Everyone wins!

If you want to help, we are looking for bottles of wine, six packs of craft beers, spirits, or fancy bottled sodas. One bottle is great. Multiple bottles are awesome! The value of bottles of wine should be above \$15, but really we will take anything. If you have something sitting in the basement, we will take that too!

To collect the wine you can:

- Collect it yourself and bring it to the meeting in February.
- Collect it yourself and a team member will come to get it from you.
- Ship it to Ed's office.

We will also take donations of money to sponsor a bottle of wine. That way they don't have to transport anything and we will buy the wine ourselves to save on transport.

Each bottle will have the donator's name/business name on the tag. A great way to promote them as a sponsor of MPI!

We of course are looking for sponsors for the event. We could have them tagged on the website, in emails, and on signage.

If you want to help out, please contact Ed Buchner at ebuchner@majicpro.com.





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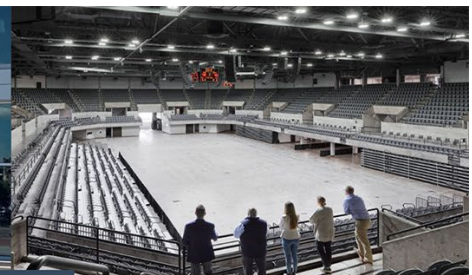
SPRING Spectacular

Join us the night before Spring Education Day for our newest fundraising event: Drag Bingo! "Madison's Brunch and Bingo Empress," Cynthia Mooseknuckle, will be calling bingo, handing out amazing prizes for winners, and performing a number or two. All this, plus a silent auction with all proceeds from the evening going directly to the chapter and our programming. Don't miss out on the fun, prizes, opportunities to win and support our chapter while in Madison for Spring Education Day!

Your \$30 admission includes a bingo card, bingo dauber, and a night of fun and celebration with our host Cynthia Mooseknuckle! You can register for the Spring Spectacular and additional bingo cards within your event registration or separately on the Spring Spectacular Registration page.

Bingo card, table, and other sponsorship opportunities available!

Spring Spectacular Title Sponsor:



LA CROSSE CENTER

The La Crosse Center is nestled within the Downtown Riverfront District of La Crosse, Wisconsin. In walking distance from over 1,000 hotel rooms, parking dining and entertainment, this venue provides an experience attendees won't soon forget. For more information, please visit lacrossecenter.com (608)789.7400 office@lacrossecenter.com





SPRING Spectacular

The MPI Wisconsin Chapter is looking for your help to be a sponsor of our Spring Spectacular featuring the first-ever Drag Queen Bingo! We are looking for items for a silent auction and we are also looking for naming sponsors for some of the event elements.

You can donate items to promote your business (hotel stays, gift cards, discount coupons, etc.) or you could donate a basket of items that are fun, crafty, delicious, or any combination of the above!



Funds raised will go to providing much-needed education services to chapter members and provide money for the philanthropic efforts our chapter serves.

Please fill out the following information:

Donating Company: _____

Donating Company's Contact Person: _____

Contact Person's Email Address: _____

Contact Person's Phone Number: _____

Description of Item or Items to be donated: _____

Value of Item(s) being donated: _____

SPONSORSHIP OPPORTUNITIES

Title Sponsor \$2000 (1 opportunity)

- Listed on the website, MPI social network sites, and all invitation information as the event sponsor.
- Verbal recognition at the February event
- You get to introduce your company and announce the QUEEN for the night!
- Your business name & logo will be featured on the bingo cards
- Your logo on the Bingo Drapers provided to all attendees
- Receive a reserved, premium location table decorated with your company's logo, and any other information you would like to share. You can provide logo items at your table for people to pick up or do whatever it is you want to promote your company.
- (3) free admission to the Education Day event!
- (3) free admission to the Spring Spectacular Bingo Night

Continued on page 16



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Event Sponsor \$500 (unlimited)

- Listed on the website, MPI social network sites, and all invitation information as the event sponsor. Verbal recognition at the February event.
- (1) free admission to the Education Day event!
- (1) free admission to the event*
- Promotional materials can be distributed at the registration table or the bingo tables.

Bingo Game Sponsor \$200 (5 opportunities)

- Your company will be spotlighted during the round that you sponsor!
- You may also provide the prize for the round if you would like.
- (1) free admission to the event*
- Listed on the website and all invitation information as a Bingo Round Sponsor using the logo that you provide.

Premium Bingo Table Sponsor \$200 (9 remaining opportunities)

- Have your **reserved**, premium location table decorated with your company's logo, and any other information you would like to share.
- You can provide logo items at your table for people to pick up or do whatever it is you want to promote your company.
- (1) free admission to the event*
- (6) additional cards to Bingo for your invited guests!
- Listed on the website and all invitation information as a table sponsor using the logo that you provide.

General Bingo Table Sponsor \$100 (10 opportunities)

- Have your table decorated with your company's logo and any other information you would like to share.
- You can provide logo items at your table for people to pick up or do whatever it is you want to promote your company.
- (1) free admission to the event*
- Listed on the website and all invitation information as a table sponsor using the logo that you provide.

***Names must be assigned to free admissions a minimum of 2 weeks prior to the event.**

Please send this form back to Ed Buchner at ebuchner@majicpro.com and copy admin@mpiwi.org.

Thank you for your donation!



COMMUNITY OUTREACH

We have partnered with Outreach Madison for our Community Outreach for Spring Education.

Their Mission and Vision

Our mission is a commitment to equity and quality of life for all LGBTQ+ people through community building, health and human services, and economic, social, and racial justice advocacy.

Our vision is to create a community where the presence and contributions of Lesbian, Gay, Bisexual, Transgender people are welcomed and celebrated; where intolerance is challenged and defeated; where justice prevails; and where civil rights of all people are valued and respected.

Bring an item to donate!

Non-perishable, easy to prepare foods such as tuna, canned chicken, ramen or instant noodles, protein or nutrition bars, or protein or nutrition shakes.

Personal essentials/personal care items for example menstrual products like tampons or pads, shampoo and conditioner, lotion, soap, socks, or hand and foot warmers.

Gift cards for gas stations or grocery stores.

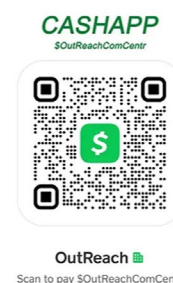
A lot of the folks who use our community pantry may not have access to a place where they can cook a meal, so food items that are either ready to eat or very quick and easy to prepare are useful.

We also work with folks who are living in their cars or very low-income and gas and grocery costs have gone up so much this year that it's one of our most commonly requested and quickly given out items.



OutReach QR Codes

Below are the Account names and QR codes to make your donations!
If you have any questions about your donation, please contact Barb at barbk@lgbtoutreach.org



You can also donate online by going to:
www.outreachmadisonlgbt.org/donate





MPI SPRING EDUCATION DAY
April 12-13, 2023



Madison Concourse Hotel &
Governor's Club, Madison, WI
Pre-Conference Spring Spectacular

Madison Concourse Hotel	Room Rate: \$139
1 W. Dayton Street	Room block Cut-Off: March 30, 2023
Madison, WI 53703	Reservations: 800-356-8293

Free registration for MPI-WI Member Planners!



DR. LALIA RACH

Thursday will feature a full day of in-person education with speakers on event design, negotiation, leadership and tools to rethink and reimagine our roles in the. We promise a day of education that is full of vision and inspiration.

We are excited to announce we will again be offering complimentary planner member Education Day registration for the fifth year in a row thanks to the support of our chapter's Strategic Partners!

Speakers for the day include:

DR. LALIA RACH

- Founding Dean of the Hospitality Program at New York University (NYU)
- *HSMIAI* "Top 25 Extraordinary Minds in Sales and Marketing"
- *Travel Weekly* "33 Most Influential People in the Travel Industry"
- *Forbes Life Executive Women* "25 Most Influential Women in Travel"

Keynote: Looking Into the Crystal Ball for Meetings & Events
Breakout - Supplier Focus: The Art and Science of Sales: Trends in loyalty, leadership and buyer behavior

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DR. LALIA RACH



ATTORNEY LISA SOMMER DEVLIN

- *Meeting News* “Legal Voice for the Industry”
- Events Industry Council Legal Advisory Council President, Academy of Hospitality Industry Attorneys
- *Meeting and Convention Magazine* “Top 25 Women in the Meeting Industry”

Keynote: ReDESIGNing Partnerships

Breakout - Planner Focus: Trends in Hospitality
Contracts: What Planners Need to Know

DR. LALIA RACH



JASON KOTECKI

- Has proven that penguins can fly
- Likes to wear shirts with Muppets on them
- On a Mission to Annihilate Adulthood

Keynote: The Art of Tinkering: Tiny Ways to Transform Everything

Volunteer Spotlight: Jacob Adamski



JACOB ADAMSKI

Sales & Event Experience Manager
Stevens Point Area Convention & Visitors Bureau Inc
Stevens Point, WI

Jacob Adamski has been a great addition since joining MPI! He has dived headfirst into helping in any way possible. Coming to GLES, being a part of the Spring Education Meeting, and he can't wait to host the October Meeting in Steven's Point.

Thank you for all you are doing Jacob!

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

Meetings That Make a Splash!



Why Meet in Wisconsin Dells?

If you want your meeting to make a splash, bring everyone together in “The Waterpark Capital of the World!” We have what you need, like 500,000 square feet of meeting space and 8,000 guest rooms. Plus, we have what you and your attendees want, like award-winning spas, championship golf, nightlife, over 90 attractions, and more than 100 restaurants.

How to Get Here

With nearby airports in Madison and Milwaukee and an Amtrak station located downtown, it's easy for your attendees to travel to Wisconsin Dells.

Ready to Jump In?

There is an entire team dedicated to helping you plan your meeting or convention. Get in touch at (888) 339-3822.

MeetInTheDells.com



Venues That Impress

Wisconsin Dells is home to a number of world-class venues, giving you plenty of options to choose from for your event.

📍 **Sundara Inn & Spa:** Set in serene wilderness, Sundara is an adult-only, award-winning inn and spa ideal for small group retreats, end-of-the-year planning, and off-site brainstorming sessions. Your group can relax, convene, dine, and partake in activities including yoga, guided hikes, and kitchen demos with an in-house chef.

📍 **Trappers Turn Golf Club:** This course offers 27 holes of championship golf by renowned-designer Roger Packard, elegant year-round dining, and a beautiful event space. An award-winning staff is around to serve your group and make it an experience to remember.

📍 **Cold Water Canyon Pavilion:** Nestled amongst beautiful sandstone bluffs, you'll find Cold Water Canyon Pavilion's 700-square foot facility, complete with a bar, fireplace, and large seating area.

📍 **Riverfront Terrace:** Host your outdoor event with a view of the Wisconsin River at Riverfront Terrace's private space. The area fits 100 people and is complete with a bar, awning, and the option to set up a tent.

📍 **Vennebu Hill Conference Facility:** Located just minutes from Wisconsin Dells, Vennebu Hill is a secluded, year-round event facility that offers two main indoor event spaces that seat up to 335 people.

📍 **The Swan Barn Door:** Perfect for meetings, team-building activities, luncheons and more, this charming venue is easily customizable to meet your needs.

📍 **Wizard Quest:** A great team-building activity, Wizard Quest helps exercise your group's teambuilding ability while having a blast in the facility's 30,000 square foot, fantasy-themed labyrinth.

📍 **Palace Theater:** The Palace Theater's seven-tiered auditorium, large main floor, and elegant lobby are available for speaker and presentation events and offer audio/visual equipment, specialized lighting and more.



Board Member Profile: Shannon Timmerman, CMP

Shannon Timmerman, CMP



Immediate Past President
Wilderness Hotel & Golf Resort
Director of Sales

Tell us about the company you work for:

The Wilderness Hotel & Golf Resort is America's Largest Waterpark Resort! Located on 600 acres in Wisconsin Dells, the Wilderness has four indoor and four outdoor waterparks, over a dozen attractions, three mega arcades, an 18-hole championship golf course, spa, plenty of onsite dining, and of course hundreds of different lodging options from various styles of hotel rooms, villas, condominiums, and even luxurious five bedroom cabins. And yes, waterparks are included with your stay! The Wilderness is also home to Sundara Spa, Field's at the Wilderness and Sarento's at the Wilderness, and is the sister property of Wilderness at the Smokies, in Sevierville, Tennessee.

How long have you been in the meetings industry? I have been with the Wilderness Resort for 23 years.

Tell us a few things about your role on our Chapter Board: I am in the last few months of my term in the Office of the President. As Immediate Past President, I served as Chair of the Nominations Committee, setting up the succession of our Board for the 2023-2024 Board term, and provide support to the Office of the President.

What drew you to serve on our Chapter Board? My love for MPI, and my MPI family! I began my Board service in 2010, for several years, and then again in 2019 when I started my journey to President. The leadership skills and relationships I have created throughout my service, are priceless.

What are your hobbies and interests? I love traveling, spending time with my friends either boating, going on UTV trips, or simply just hanging out, and cooking with boyfriend, Steve. And live music!

Tell us about your family: I live with my boyfriend, Steve, in a home we recently purchased, with our three dogs, Sampson, Noka and Pokey. I have a step-daughter from a previous marriage with three grandsons, Carson, Mason and Grayson. Steve has four kids that I love as my own, and one grandson, Miles, from his daughter. And we recently found out we have another grandbaby due in July!!

Person you admire, and why: My Mom, Sandi. She is my rock! She survived two husbands, and two children, and stayed strong for the rest of our family when we needed her. She continued to run my parents resort after my father passed, by herself for 10 years. She finally retired recently, at the age of 80, and is as feisty as ever!

What is something that is still on your bucket list? Renting an overwater bungalow somewhere exotic.

Tell us your words to live by, or share a favorite quote: "Learn as if you will live forever, live like you will die tomorrow." — Mahatma Gandhi



MPI WISCONSIN

ANNIVERSARIES

CELEBRATE!

Congratulations to those members celebrating a milestone anniversary in March & April!

Congratulations!

25 YEAR

SUSAN GRISBY

15 YEAR

KRISTY CARLSON

20 YEAR

TRACIE TOTH

5 YEAR

DANIEL MCCLUSKEY
JENNY SEFFROOD

NEW MEMBERS



WELCOME NEW MEMBERS!

LYNN GEITZ SWATEK

Heidel House Hotel & conference Center

TINA HUSEMOLLER, MBA

Fox World Travel – Meetings & Incentives

GLOBAL
**MEETINGS
INDUSTRY**
March 30, 2023 **DAY**

#MeetingsMatter



Global Meetings Industry Day 2023 is coming up on March 30th!

Learn more about the history of GMID and its roots in Canada before expanding to the global digital broadcast that it is today:

<http://ow.ly/vCLS50MOuf5>

Register for the broadcast: <http://ow.ly/IZKz50MOuzh>



Supplier Profile: Mark Dunning



MARK DUNNING
NorthCoast Media Group

Favorite thing about being an MPI-WI Member: Networking, being with fun people, and contributing to memorable gatherings!

Favorite thing about your employer: NorthCoast is full of talented weirdos who care deeply for our clients and their goals. I feel right at home.

Tell us about your family: My wife Joy has put up with me for 13 years of marriage and we have three kids: Bethany (9 years old, 4th grade), Ben (6 years old, 1st grade), and Brooke (11 months old, not productive yet). We live in Green Bay.

Who do you admire most, and why: Dietrich Bonhoeffer: a pacifist German husband, father, pastor and author who felt compelled to join a group of Germany's military leaders in a plot to kill Hitler and end the Nazi reign of terror. He was executed in 1945 at 39 years old.

Favorite quote or words to live by: "Time flies like an arrow; fruit flies like a banana." - Groucho Marx




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Planner Profile: Timothy Smith



TIMOTHY SMITH

Owner/Operator
TimMouthy Announcing

Marketing Director/Mover
272 Movers

Tell us about your company and/or position:

TimMouthy Announcing has taken me all over the Midwest announcing and planning sporting events. For the past seven years, I have been assisting others as well as directing my own arm-wrestling tournaments. Now, most people usually raise an eyebrow here, and it is well warranted. I assure you; competitive arm wrestling is a real thing and much bigger than

most would expect. Most of the events that I have led or been a part of average a few hundred participants, whether competing or cheering on friends and family. In most cases, I manage the event start to finish, including planning, overseeing the event day, emceeing, concluding the event, and everything in between. In fact, if any of you are in the area, one of my events will be in La Crosse at Driftless Axe and Arcade on March 11th. It is the Great River Spring Classic on Facebook.

As for 272 Movers, they are a brand-new company to the Coulee Region. I have enjoyed working hard my whole life, and few jobs offer the flexibility to choose how one's day plays out other than moving... if you can handle the workload. Supporting my wife's schooling and throughout my own, moving has been my go-to. You see and interact with different clients every day, there is a new puzzle almost every day, and most importantly, it is work that keeps you engaged. As for my role as Marketing Director, I have been participating in social media marketing, voice over ad work, and pushing events for quite a while. Coupled with my education in Lakeland University's business program, it seems like a perfect spot to begin putting my experiences to more practical use. I appreciate the platform to begin working my art while I pursue my passion for event planning.

What drew you to become a planner?: Meetings and events are something that I have been around for most of my life. My humble beginnings were at a local hotel and convention center in Tomah, the Cranberry Country Lodge, where I was overseeing the back end of events personally turning over the room for the next day. My time there helped shape my work ethic and I had the opportunity to see aspects of the planning world early on. After all, that was my first experience with MPI if any of you went there for the meetings back in the early 2000's. Growing up in this atmosphere got me hooked. Few things are as satisfying as working together to see a large project come together. Overcoming all challenges while putting on a good show is what has driven me to this profession.

What do you like most about being a member of MPI? I was a student member once upon a time, but I am pretty new to having a resource like this, so mostly it is the anticipation of what I am yet to learn.

Tell us about your family: It is too easy to say that I just have a wife and boy. In reality, I am one lucky human being, I know that, and I am trying to do everything in my power to make sure that they feel that way too. My wife and I have been partners for 16 years and married for 9. Our 4-year-old, Jensen, has just enough of my sense of adventure, and thankfully, my wife's heart and common sense.



WHO'S IN THE NEWS

Compiled by Kortnee Carroll

1



BETH SCHNABEL, CMP, CED, CUDE accepted a new role as the Strategic Event Director for Community Financial Credit Union based in Plymouth, MI! ... Don't panic though, Beth will be remote, so she is not leaving us.

Congratulations, Beth!

2



GRETA MCCUE did an interview with WTMJ-TV, Milwaukee talking about prep for the 2024 Republican National Convention in Milwaukee. Prep continues for 2024 Republican National Convention in Milwaukee (tmj4.com)

3



KATHRYN GLEESING was featured in *Wisconsin Meetings* where she talked about the Pulse of Meetings and Milwaukee. [Kathryn Gleesing on the Pulse of Meetings and Milwaukee | Wisconsin Meetings](#)

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

PLANNER PROFILE: TIMOTHY SMITH (CONT.)

What are your hobbies and interests? List Time! Family Time, Arm Wrestling, Camping, Fishing, Hiking, Canoeing, Watching Football, and occasionally, urban archeology. (Ask me about it sometime)

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

I Feel Home // O.A.R.; Artist: Alex Grey; Movie: Rocky 1-4; Book: In search of one to get me reading again

Tell us about the person you admire most and why: For the most part, I admire those who accomplish whatever it is that they set out to do without compromising who they are along the way.

What is something that is still on your bucket list? That would be seeing the Incan and Mayan ruins up close, for sure.

Tell us the words you live by or share a favorite quote: The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn. -Alvin Toffler



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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

2023 CHAPTER EVENTS

MARCH 23 (Rescheduled from February)

Embassy Suites Brookfield

APRIL 12 – 13

Spring Spectacular & Spring Education Day — Madison Concourse, Madison

MAY 11

Hotel Retlaw, Fond du Lac

AUGUST 10

GALA — Best Western Premier Park Hotel, Madison

SEPTEMBER 14

Best Western Premier Waterfront Hotel, Oshkosh

OCTOBER 19

Sentry World, Stevens Point

