

MPI-WISCONSIN CHAPTER

Agenda

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Agenda

NOVEMBER/DECEMBER 2023
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Feature Articles

January Event Preview	7
September Event Recap	10
October Event Recap	12
2024 Strategic Partnerships	16
Wilderness Resort Unveils Treehouse Cabins	22

In Every Issue

Editor's Note	4
President's Message	6
Food for Thought: Chef Bonifacio	8
Food for Thought: Chef Alicia Werhand	9
Anniversaries / New Members	18
Volunteer Spotlight	20
Who's in the News	24
Save the Date	25

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6 Different Ways



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Editor's Note



It's amazing how fast time is flying!

I can't believe the Stevens Point event has already come and gone. I hope you had a chance to attend Sentry World. They did a fantastic job and went above and beyond. It was a gorgeous location, an awesome speaker, and amazing food!

I hope you have a chance to attend GLES in Michigan. The speaker lineup is fantastic. Head up a day early or stay a day longer and see all they have to offer. Some people are driving (carpooling is always fun), and others are flying.

What is the best way to get the most out of your MPI membership? Show up to the events and get involved! Whatever you put into MPI, you will get out of it. Even if it's as simple as writing an article (articles are always needed), join a committee, or take photos of the event. You could always join the board. There are so many ways to get involved and try new things; now is the time.

Make sure to add all the dates for next year's events to your calendars now. I know how fast my calendar fills up. We have some great speakers and locations lined up.

A handwritten signature in black ink that reads "Liz Unruh". The signature is written in a cursive, flowing style.



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**



Thank you to everyone for such a wonderful year, and let's make 2024 even more amazing.

Hello to all of our MPI-Wisconsin members.

Here we are, almost closing out 2023. It was a great year with some great things yet to come. Next up, we have the Great Lakes Education Summit in Grand Rapids, Michigan, on November 12-14. I am looking forward to seeing everyone there. It is an outstanding opportunity to meet and connect with members from Indiana and Michigan.

We are finishing off of our last Wisconsin education session and board meeting in Stevens Point. The CVB, the Distillery and SentryWorld made our time with them outstanding. Please be sure to check out the recap and photos in this issue. Our next program will be in January at the Osthoff Resort. Another beautiful facility I am sure will shine and impress us.

It seems unbelievable that the holidays are approaching already. The stores are filling up with holiday decorations and music. This is a time of year when we can all take a moment to appreciate what we are thankful for. I am extremely grateful for my friends and family. I am also thankful for my job and my MPI Family. We have such great members who have worked together for our events this year. Everyone's efforts have been noticed, appreciated, and celebrated. Please take time to mention to any other people you are thankful for all year, not just in the next couple of months.

If you haven't heard, MPI Global has restructured our board terms and calendar. Instead of staying on a fiscal year, we are switching to a calendar year. All of the board terms will go to December 31, 2024, instead of June 30, 2024. This means that our board nominations may come out at a different time. We'll be sure to communicate all of our changes to the membership.

We are working on some details for another holiday Zoom happy hour. In the past, we have had a great time toasting each other and acknowledging whichever holiday you celebrate. People have worn their best holiday outfits, and we could see some decorations through the computer screen. Last year we also had a Holiday Scavenger hunt, so we'll work on some fun activities this year to keep it interesting.

Thank you to everyone for such a wonderful year, and let's make 2024 even more amazing.

Cheers.

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



Ready to start 2024 fresh in the new year by reengaging yourself in the workplace?

Are you bored in your meetings, unproductive, and need to try something different? **Tara Liaschenko, CMM**, January's featured speaker, will help you with this all-too-common problem in the workplace.

Located at The Osthoff Resort on Thursday, January 25, Tara Liaschenko, CMM, our featured speaker, will spend her time speaking on her topic, ***Solution Circle – Tired of the Talking Head?*** She will be discussing Solutions Circle, a customizable, sharable program that will help with reigniting and reinventing your brainstorming sessions.

We will start the day with lunch and networking, followed by Tara's program, and ending with a reception and raffle. We hope to see you there! ▴



Tara Liaschenko, CMM

JAN
EVENT
PREVIEW

FOOD FOR THOUGHT: CHEF BONIFACIO



LOBSTER BISQUE RECIPE



- 8 each carrot, diced
- 6 onions, diced
- 1 bunch celery, diced
- 2-pound butter
- 12 quarts lobster stock reduction
- ½ bottle brandy
- 7 quarts heavy cream
- 5 cups tomato paste
- 1 lb lobster base
- 5 cups uncooked rice
- ½ cup Worcestershire sauce
- 1 tbl Tabasco sauce

PREPARATION

Sauté carrot, onions, and celery in butter till translucent; do not brown. Add lobster stock, base, and tomato paste.

Cook for 10 min, add cream, and cook for another 5 minutes. Add brandy and cook for another 10 minutes.

Add uncooked rice, Worcestershire sauce, and Tabasco sauce.

Simmer for 25 more minutes or until rice is cooked.

Blend until smooth taste and adjust. Strain through a China cap.

I started my culinary career at a very early age in Huatulco, Mexico. Beginning as a waiter and then moving to the kitchen, where I found my passion as a cook. After working a few years at Hotel Barcelo and Quinta Real Hotel, I moved to Madeira, California where I continued working in multiple restaurants to further my experience in the industry.

Four years later I moved to Chicago, pursuing my career where I worked under great professional and talented chefs in upscale restaurants and hotels.

I've built my career and pursued my passion in various restaurants including the University Club of Chicago, the Waldorf Astoria Hotel, the Wit Hotel Chicago, and Lettuce Entertain You restaurants, as well as many other locations.

While working at the Waldorf Astoria Hotel, I studied Culinary Arts at the Institute of Art of Chicago.

After gaining 20 years of experience in Downtown Chicago under great mentors such as Executive Chefs, Mark Baker, Rafat Alzein, Toby Raichart, and Colin Mauthe, I decided to move to Wisconsin and landed at South Hills Golf and Country Club, providing exceptional experiences to our private guests. Three years later an opportunity arose at Wisco Hotel Group where I kept growing professionally.

I currently reside at The Osthoff Resort where I expect to provide even more great experiences for our guests. ▀

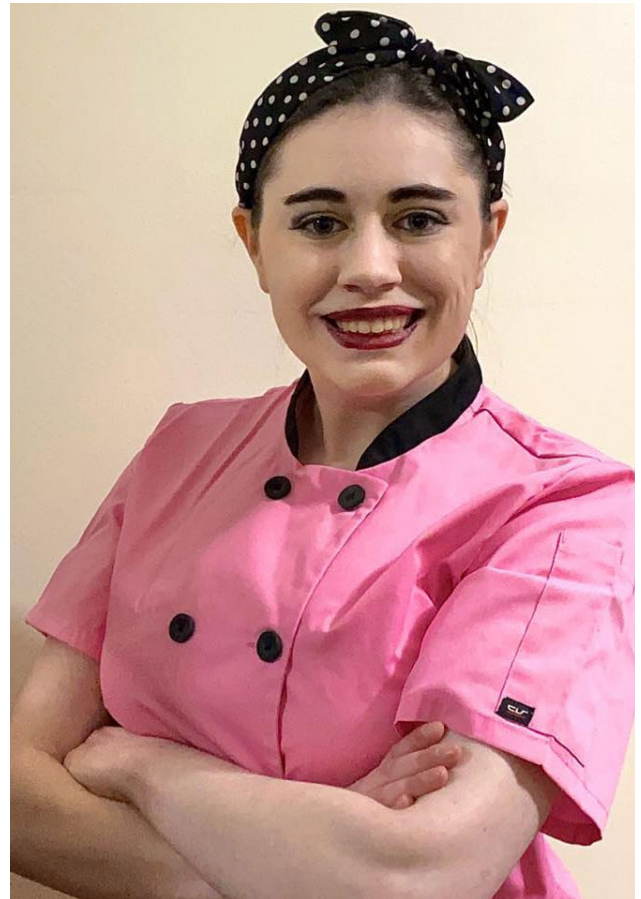
FOOD FOR THOUGHT: CHEF ALICIA WERHAND

Introducing Chef Alicia Werhand, the exceptionally talented Banquet Chef at the Best Western Premier Bridgwood Resort Hotel and Conference Center! Alicia's journey in the culinary world began with a passion ignited at a young age. Her unwavering commitment to her culinary career led her to embark on her educational and training journey during her high school years. During Alicia's senior year of high school, Alicia undertook her Chef Apprenticeship Program right here at Bridgewood. Her dedication and skills shone brightly, earning her the prestigious High School ProStart Award, the highest recognition in her field.

Upon high school graduation, Alicia officially became a valued member of our team, starting as a Banquet Cook. Simultaneously, she pursued her education at Fox Valley Technical College, where she successfully earned degrees in Culinary Arts and Baking Technical expertise.

In the year 2020, Alicia showcased her culinary prowess by competing in the Midwest Food Expo in Milwaukee, where she secured the coveted First Place in the fondant wedding cake beginner category, a testament to her exceptional talent.

Alicia, together with our Banquet Team, excels in orchestrating events on a grand scale, often juggling multiple occasions throughout the day. She is known for her meticulous attention to group flavor preferences, service styles, and accommodating dietary needs and allergy requests, all while maintaining a warm and positive demeanor. Her leadership fosters a collaborative and nurturing environment, inspiring the growth of future culinary talents within our team. ▲



MPI September Event Recap

By: Sharon Beyer



Detective Kevin Coffey

Discover Oshkosh and Premier Best Western Waterfront Hotel and Convention Center put their best foot forward when they hosted the MPI Wisconsin Chapter's September education event! Participants were able to experience some of the gems that Oshkosh has to offer.

Those arriving the night before the educational portion were treated to an evening of elegant bowling at **The Howard**, a historical landmark venue which started in 1927 as an Eagles Club. The food and drinks were fantastic, and the swanky décor and modern amenities did not detract from the historic aspects of the building, such as the quaint ball-return system on what looked like the original wooden rails! The tour of the building revealed awe-inspiring banquet space (with a balcony) and several bars to serve the events that are hosted there.

For those early risers, the next morning began with breakfast and a private tour of the Rodin exhibit at the **Paine Art Center and Gardens**. Aside from viewing the works of the greatest sculptor of the modern era (*The Thinker and The Gates of Hell*), participants marveled at the gardens. The property boasts nearly four acres of gardens for exploration and relaxation, and visitors felt the experience was so much more than what was expected! Upon returning to the hotel, participants enjoyed lunch at the **Oshkosh Convention Center** with gorgeous views overlooking the Fox River, where it was revealed that the Premier Best Western will soon undergo a major renovation and become a Marriott property.

The highlight of the program was the presentation *Managing Risk at Your Event: A Guide for Meeting Planners and Suppliers* by **Detective Kevin Coffey**. Kevin's engaging personality and passion for the subject matter made the afternoon pass quickly as attendees soaked in the wealth of information that Kevin had to offer. Being a retired Los Angeles Police Department Detective Sergeant, where he founded the LAPD's Airport Crimes Detail, Kevin's background makes him a leading resource in travel and meeting risk avoidance, response, and training. He is a respected and sought-after speaker who has appeared multiple times on major networks, such as CNN, CBS, FOX, and ABC's 20/20, to name just a few.

Kevin's presentation was tailored to the meeting and event professionals (both planners and suppliers) and covered a wealth of information on everything from emergency preparedness, safety and security, and risk assessment among others. He provided action items and several resources where event professionals could dive deeper into many of the topics that were covered. Kevin peppered several stories with tips for the average traveler, making it impossible not to leave the room without at least one takeaway that could immediately be put into practice! The event concluded with a reception on the terrace overlooking the river, providing the perfect ending to a worthwhile and informative program. ▴





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Back to table of contents





By: Jacob Adamski

From the beautiful fall colors, the amazing food, the mesmerizing **Sentry World** campus, and of course reconnecting with fellow MPI members, the October education event was one for the books!



[Continued on page 13](#)





The Sentry World team knocked this event out of the park, and a special thank you to all who were a part of the planning committee for this fun-filled event. On Wednesday, the night started with a fun night in the fieldhouse. Part of the 51,000 sq foot was filled with various games for our members to engage in, including corn-hole, giant Jenga, Pickleball, and MORE. Not only were there plenty of games, but also a fabulous spread of food, including: a large charcuterie board, fruit kebobs, assorted canapes from **Muse**, and a lovely “create your own pasta” bar.



However, the fun did not stop in the fieldhouse! Those who attended had the option to take a shuttle to **Great Northern Distilling’s** brand new location for more fun. Upon arriving at the distillery, the bar was lined with a fall-themed cocktail, which was their spin on a spiked whiskey apple cider. Safe to say that Wednesday night’s activities were a great kick-off to the October education event!



Thursday morning started with a fantastic breakfast, including an omelet station, fruit, pastries, sausage, bacon, and potatoes.

[Continued on page 14](#)

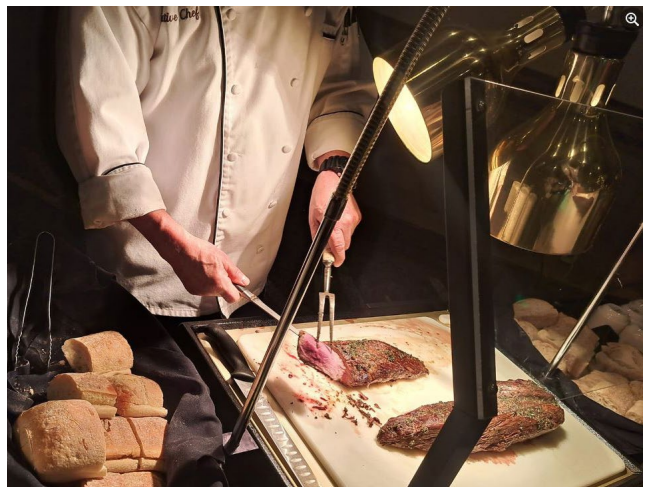
The group also arrived bringing food donations for the local food pantry, **The Cupboard**. The Cupboard is a food pantry open to any current UWSP student who needs emergency or supplemental food.



Following breakfast, the group was greeted by **Mike James**, General Manager of Sentry World, as he shared information about the property and the success of the U.S. Senior Open over the summer. The morning program continued with our fantastic speaker, **Meredith Commender**. Once a high school teacher, Meredith started her events company, **Significant Events**, located in Dallas, and fell in love with her new role. Meredith spoke about how to *Improve Your Event Industry Relationships, Cultural Awareness, and Event Day Logistics*. During the presentation, Meredith was engaged with the group, including polls, and discussing the most common answer for planners and suppliers on the polls with



the group. Meredith shared various ways that relationships could be damaged between planners and suppliers while also sharing ideas on how to avoid damage. The group also learned the characteristics of different multicultural groups and how to serve the groups in a manner of simply understanding. Following the morning program, the group was welcomed with a profound lunch spread. Lunch included king crab legs, jumbo prawns, various sushi platters, salad, beef tenderloin, and mocktails provided by Muse.



This was not your typical meetings meal, and Sentry World did not disappoint! Following the lunch, tours were given to the group to see the property in a deeper manner. Unfortunately, the rain did not allow the group to be able to tour of the fantastic 18-hole golf course that was home to the 43rd U.S. Senior Open. Again, thank you to the amazing SentryWorld team, the October planning committee, and all who attended this fabulous event! ▀





Welcome back.

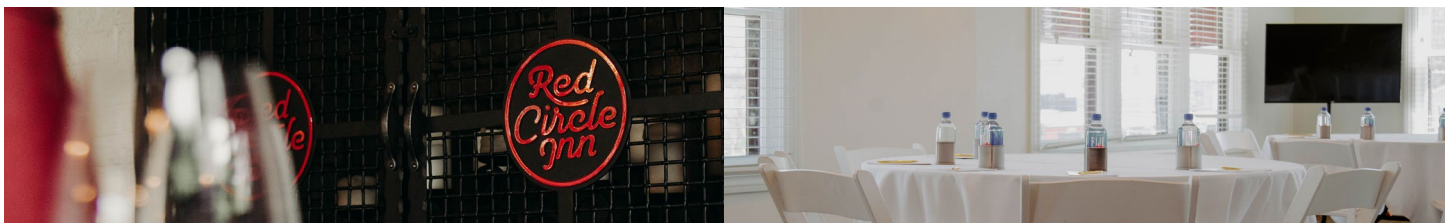
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▲ Mari Olson and Laura Portz, CMP with Visit Middleton receive their 2023 Gold Partner Recognition Plaque

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MPI WISCONSIN

ANNIVERSARIES

CELEBRATE!

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Congratulations!

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ROSEMARY STEINFEST

10 YEAR

JUDY KELLER

15 YEAR

TOM GRAYBILL
DENISE HUMPHREY

5 YEAR

STEPHANIE MARTINEZ

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Supplier	\$1,599	\$1,399
Faculty	\$679	\$679
Student	\$319	\$319

But hurry! These prices end on April 15!



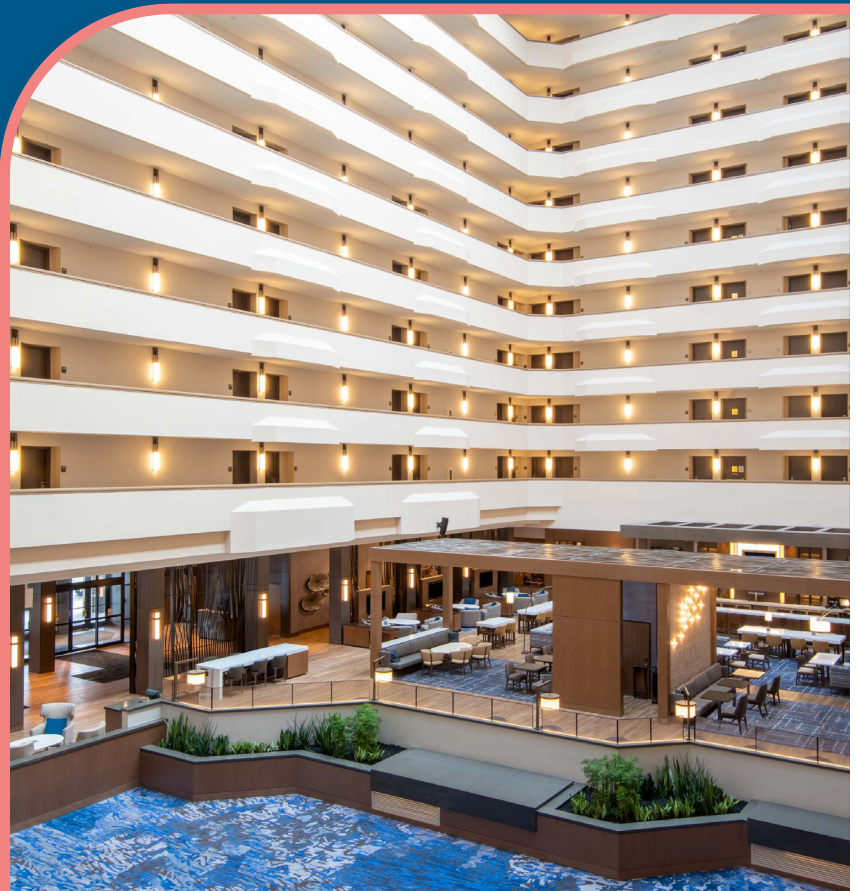


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Back to table of contents



Volunteer Spotlight

THANK YOU!

Thank you so much to **Sara Mahoney** from SentryWorld, **Stacey Lancour** and **Vanessa Garcia-Preciado** from Sentry Insurance and **Jacob Adamski** from Stevens Point Area CVB for putting on an incredible October Education event. They truly went above and beyond to showcase what SentryWorld and Stevens Point have to offer. The time, details and excitement they had through the planning process was top notch. They are an incredible team, who supports our MPI – WI Chapter, deserves a round of applause and is ready to host your next event!



SARA MAHONEY



JACOB ADAMSKI



VANESSA GARCIA-PRECIADO



STACEY LANCOUR

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Wilderness Resort Unveils Treehouse Cabins

Perfect for Retreats & Team Building Events



Wilderness Resort in Wisconsin Dells recently unveiled eight new treehouse cabins capable of sleeping up to 22 people. Each features a mountain modern design covering nearly 4,000 square feet with a wide variety of common spaces, including a full kitchen with large breakfast bar, living room and rec room as well as multiple decks with outdoor seating and an attached “treehouse” room. There are also five bedrooms and six bathrooms.



According to **Shannon Timmerman, CMP**, Director of Sales for Wilderness Resort, “We’ve had a lot of interest in these cabins for organizational retreats and team building events. They are located right by our championship Wild Rock golf course and award-winning Sundara Spa and just a quick shuttle ride from our zip line and other activities that are perfect for team building. They truly offer a great alternative to our conference center for a small group event.” ▲



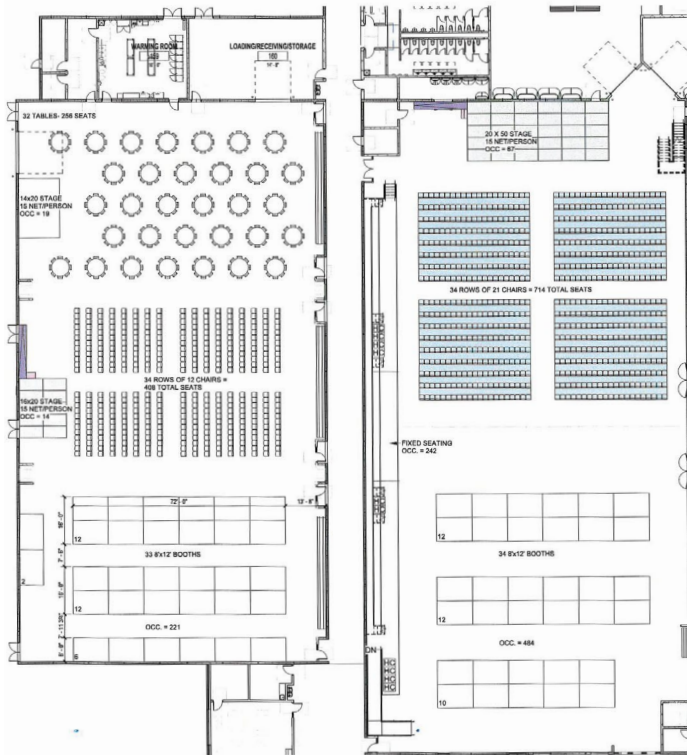
To learn more about this new retreat option visit: <https://www.wildernessresort.com/accommodations/5-bedroom-treehouse-cabin/> or contact Shannon at stimmerman@wildernessresort.com.



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WHO'S IN THE NEWS

Compiled by Cheryl Oswald

1



Greta McCue has accepted the Assistant Director of Sales role at the Hyatt Regency Milwaukee.

Congratulations, Greta!!

5



Cheryl Oswald, CMM, CMP, CEM has been working hard and achieved two certifications recently, Certified Exhibit Manager (CEM) and Sustainable Events Professional Certification.

Congratulations, Cheryl!!!

2



JoEllen Graber has accepted the Trade Show and Conference Coordinator role with Amtelco.

Congratulations, JoEllen!!

6

Samantha Garcia went to Florida as a girlfriend and came home a fiancé! She is engaged to her now fiancé, Matt.



Congratulations, Samantha!!

3

MPI Wisconsin Sponsors **Visit Milwaukee**, and **Wisconsin Dells Visitor & Convention Bureau** were voted Best MidAmerica CVBs/DMOs by *Meetings Today*.

<https://www.meetingstoday.com/best-of-awards#midamerica-hotels>

4

The Grand Geneva Hotel & Spa was voted Best MidAmerica Hotel by *Meetings Today*.

<https://www.meetingstoday.com/best-of-awards#midamerica-hotels>

7



Liz Unruth was promoted to Executive Director, Positively Pewaukee.

Congratulations, Liz!!

8

Sara Beuthien was promoted to Events Director, Wisconsin Economic Development Corporation.

Congratulations, Sara!

NOTE: if you have any news to share in this column, please contact Cheryl Oswald, Director - Publications & Community Outreach, cheryloswald@cnhind.com.



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SAVE THE DATE

2023-2024 CHAPTER EVENTS

JANUARY 25, 2024

JANUARY EDUCATION
The Osthoff Resort, Elkhart Lake

FEBRUARY 15, 2024

FEBRUARY EDUCATION
Bridgewood Resort & Hotel, Neenah

MARCH 7, 2024

MARCH EDUCATION
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