

MPI-WISCONSIN CHAPTER

Agenda

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Agenda

MARCH/APRIL 2024
VOL 46 / NUM 2

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Web: mpiweb.org/Wisconsin

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5 Different Ways



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CHAPTER

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Published bimonthly by
Meeting Professionals International –
Wisconsin Chapter

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PUBLICATION DEADLINES

May/June 2024

Deadline: April 15, 2024

July/August 2024

Deadline: June 15, 2024

September/October 2024

Deadline: August 15, 2024

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Editor's Note



Hey y'all – I'm back!

As you may or may not know, this isn't my first rodeo (as an MPI-WI AGENDA co-editor that is). For many years, I was involved in this publication in some way or another, and after stepping away as I started my new job with Zywave in December of 2021, I've decided to make a comeback.

Why, you might ask? Well, I really enjoyed being a regular and active volunteer within our organization.

Unfortunately (or fortunately for me!), my job as the Senior Event Coordinator with Zywave, planning internal and customer events, has me traveling much more than I previously traveled. The amount of travel makes it tough for me to attend as many MPI-WI events as I did in the past, so getting involved with the AGENDA again made perfect sense, since I can do this work from anywhere!

As you read this, you may be on or planning or prepping to go on a Spring Break trip of some sort. My family has made a tradition of going to Arizona for baseball Spring Training each year, and this year is no exception! What makes this trip so great? Well, first off, the weather. There's nothing like escaping Wisconsin at this time of year for some warmth and extra Vitamin D in the desert. Besides the weather, I enjoy taking this time with my family to step away from (and not think about!) work and truly relax, letting go of the stresses of our day-to-day.

As event planners and hospitality professionals, we are often put up to the challenge of pleasing other people and achieving high expectations. Now, more so than ever, we are expected to please our stakeholders and clients with less – lower budgets, lack of staff, minimal training, etc. This can take a toll on us as individuals and event professionals. The importance of stepping away, taking a mental break, and relaxing, is not stressed enough in our world.

So, the point of my note today is to remind each and every one of you to take a break. That might mean a family vacation, a solo long weekend, or five minutes outside in the fresh air. Whatever it means to you, try to prioritize this as you enter this new season of Spring – growth and renewal!

That's all for now...

Maria

Maria Peot, CMP



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MONONA  TERRACE



President's Message



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

Hello to all MPI-WI members,

We are heading into Spring with a close eye on Summer coming soon. We're ready for the warmer temperatures and the extended daylight. The additional hour helps a lot. With a renewed focus on longer, brighter days, let's also keep MPI in our thoughts.

The board is coming close to the halfway mark of our term. This could be when we let things slide or get burned out. There are many ways we can keep ourselves motivated as both board members and chapter members. As board members, we know we can't do everything alone. Our education events, fundraising, and special events take a team effort. We need to reach out and share the excitement of assisting with an event with non-board members who may not have had the opportunity to volunteer before. Some folks would love a more significant role and help but don't know the first step.

For current chapter members, this is where you come in. Please take a look at our upcoming calendar. You can see where our events will be through the end of the calendar year. If there is an upcoming event in your area or one you would be interested in, please contact **Lindsey Hess**, our Director of Monthly Programming. She will be able to explain the tasks and goals of the event and see where your talents can best be put to work. There are some fun and exciting opportunities this fall. Let's see where we can help each other out.

We will enjoy our Spring Spectacular and Spring Education Day on April 24th - 25th at the Kalahari Resort in the Wisconsin Dells! The Spring Spectacular will be Kalahari's Pub Olympics. There will be competitions like shuffleboard, axe throwing, darts, duckpin bowling, and more. Feel free to dress as your favorite athlete or in sports attire. The awards ceremony will be held in Redd's Piano Bar. You don't want to miss this! I've heard there may be elephants involved.

We have a "Back to the Future" theme for Spring Education Day. Our featured speakers are **Michael Dominguez** and **Jim Spellos**. Check out the column on this event in this issue. They are both excellent and will deliver quality content in their programs. Remember, thanks to our Strategic Partners, the Education Day is free to planners who are members.

This year, the MPI World Education Congress will be held May 20 to 22 in Louisville, KY. This event will be a Monday through Wednesday event this year rather than their regular Tuesday through Thursday program. If you are interested, please ask

around. Others will be attending, and carpooling or taking a bus may be possible. MPI-WEC was held in Austin, Toronto, San Francisco, and most recently Riviera Maya, Mexico. We are lucky to have it so close to us for the next two years. San Francisco had over 1,600 in-person attendees, and over 1,400 in Mexico. This is an amazing Congress to attend with industry professionals from all over the world.

The Great Lakes Education Summit will not be held this year in November. We hope that with the WEC being in the Midwest for the next two years, our members will make an extra effort to attend this event. The Michigan Chapter will host a GLES Reception on Tuesday night of the Congress at the Hilton Garden Inn Rooftop on May 21 at 5:15 pm. See you there!

Check out the event calendar on the back page for our upcoming education events. The April Spring Extravaganza and Education Day will be at the Kalahari Resort in the Dells. We hope to see everyone at the MPI World Education Congress 2024 in Louisville May 20-22. Then we finish out the calendar year with August in Milwaukee, September at the Heidel House, and October at The Abbey Resort. Be sure to get these all on your calendars.

Looking forward to seeing you soon!!

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



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March Event Preview

Best Practices: Contracts

Contracts are important to meetings in that they ensure that both parties understand the terms of the agreement and have apportioned risk in an acceptable way between them. Following are the “top 10” contract tips you can implement into contract negotiations and execution.

ALL CONTRACTS:

1. **Cancellation.** Starting with the end in mind, every contract should have a cancellation clause that spells out the terms that apply if either party opts to cancel the contract before it’s intended termination. A cancellation clause may include acceptable reasons for cancellation and how cancellation damages are to be calculated.
2. **Force Majeure.** When a contract cannot be fully performed due to a factor beyond the control of a party, a force majeure causes the contract to, in effect, self-destruct. While “acts of God” are narrowly defined under most state laws, the force majeure clause explains what the parties will allow as a reason to terminate the contract without liability, as well as notice requirements.
3. **Indemnification.** Each party should protect itself from harm from a third-party claim beyond its control. Sometimes called a “hold harmless” clause, this clause spells out the responsibility of one party (Party A) to protect the other party (Party B) from liability from a third-party (Party C) claim for which Party A is responsible. For example, if a conference speaker uses copyrighted material in his presentation and the true owner of the copyrighted work sues the conference organizer, an indemnification clause in the

contract between the speaker and the conference organizer would require the speaker to indemnify the conference organizer.

4. **Assignment.** Know whether the contract you signed can be assigned to someone else. The assignment clause is an important one to look for in a contract, because it specifies whether the party that signed the contract can transfer their interest in the contract to another party. So can the event planner who signed the contract sub the job out to another event planner? Can the hotel that signed it assign the contract to a new owner? In some cases, the other party may want it assigned, in others, not. Regardless, you want to be aware if there is going to be a potential change in the party you are doing business with before the change is made.
5. **Waiver and Severability.** Sometimes mistakes are made in the execution of contracts. The waiver and severability clause is often overlooked with glazed eyes as “standard legalese.” And it is... until you need it. The importance of this contract language is that it specifies that if one part of the contract is missing, defective, or unenforceable, it does not render the rest of the contract null and void. This can be quite a relief when you find (or have made) an error in a contract.



Tyra Warner, PhD, JD, CMP

6. **Choice of Law and Venue.** In the unlikely event that a contract dispute goes to court, lawyers can spend a long time arguing about jurisdiction—which court the lawsuit should be heard in and which state’s (or country’s) law should apply. Having a clause that specifies this can save a lot of time...and money. As a rule of thumb, the law and venue are often agreed to be where the contract was to be performed. For meetings, this is where the meeting was going to be held. In international situations, this can create an inconvenience and a neutral third country may be chosen. This is also a good time to consider whether your organization wants to have a policy on alternative dispute resolution (arbitration) or not.

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VENDOR/THIRD-PARTY CONTRACTS

7. **Scope of work.** For consultant or third-party contracts, a clear scope of work is an essential part of the contract. This part of the contract should specify what is expected to be done, for how much and key deliverable dates. Also essential to this part of the contract is what happens if the scope of work expands or contracts—how is compensation adjusted, for example.

8. **Work Made for Hire.** If a consultant or third-party is hired to create a copyrightable work (graphic design, written work, etc.), the copyright for that work remains with the consultant or third-party unless the contract contains language to the contrary. This is most often accomplished with “work made for hire” language which specifies that the consultant is being hired to create

a “work made for hire,” meaning the copyright for the final product remains with the hiring entity. There are few magic words in the law, but these are some.

HOTEL/FACILITY CONTRACTS

9. **Attrition.** In hotel contracts, the attrition clause is perhaps the most contentious clause and with good reason. Take the time to carefully read and negotiate this clause. Ensure that you understand the commitment that you’ve made and that you understand what all is tied to rooms or food & beverage performance—meeting room rental, concessions, etc.

10. **Damages.** Be sure that you understand how damages are calculated for both parties—hotel and group—for attrition and cancellation. They will likely be calculated differently because the two parties would not experience the same losses if the other party underperformed or failed to perform. It is not uncommon for the group to pay liquidated damages for cancellation, for example, and for the hotel to pay actual damages.

FOOD FOR THOUGHT: EXECUTIVE CHEF SHAWN MCDONALD



Shawn's love for the culinary arts began in 2001. He has been part of the success of nationally accredited restaurants, consulted for high profile menus, and he has owned his own high-end restaurant. Chef Shawn enjoys creating contemporary menus with fresh ingredients. His experience, knowledge of the industry and commitment to every event is unparalleled. ▀

Farmer's Market Quiche

- 16 ounces of whipped eggs
- 8 ounces of heavy cream
- 2 ounces of roasted diced tomato
- 3 ounces of roasted diced zucchini
- 1 ounce shredded parmesan
- 1 (9in) pie shell

Toast the pie shell in the oven at 325 degrees until golden brown. Remove from the oven and let it rest to room temperature.

Mix eggs, cream, and season with salt and pepper. Add egg mixture to the pie shell. Add roasted tomato, roasted zucchini, and parmesan cheese.

Bake at 325 degrees until the egg mixture is set and golden brown. Cut the quiche into six pieces and serve hot.





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Check out our speakers 

Great Scott! We have an outstanding lineup of speakers ready to share their expertise:

MORNING KEYNOTE

- Everything You Need to Know About Artificial Intelligence... But Were Afraid to Ask — Jim Spellos

BREAKOUT 1

- Leadership Today: Are You Playing Checkers or Chess — Michael Dominguez
- Ease the Burn! Unpacking the Common Stressors of Meeting and Event Planning — Naomi Tucker, CMP

BREAKOUT 2

- Working with Non-Profits and Associations — Geoffrey Sandler
- Your Essential Digital Toolbox: Making the Most of Tech Tools to Enhance Your Productivity — Jim Spellos

CLOSING KEYNOTE

- Disruption and Transformation: What Else Should We Expect? — Michael Dominguez

Don't miss this opportunity to gain valuable insights and propel your knowledge forward. Join us for a day filled with inspiration and innovation.

SPRING EDUCATION PREVIEW



MORNING KEYNOTE: JIM SPELLOS
Everything You Need to Know About Artificial Intelligence... But Were Afraid to Ask

- Identify over 40 low-cost AI tools designed for efficiency and ease of use for business applications.
- Understand the importance and nuance of prompting in various AI applications.
- Enable attendees to identify and implement at least three AI tools that will contribute to their business's effectiveness and bottom line.

BREAKOUT 2: JIM SPELLOS
Your Essential Digital Toolbox: Making the Most of Tech Tools to Enhance Your Productivity

- Identify 30+ AI tools that can support your work.
- Review and discuss with your peers the impact of AI and other technologies on the future of the profession.
- Understand the latest AI trends and tools available to our industry.



CLOSING KEYNOTE:
MICHAEL DOMINGUEZ
Disruption and Transformation: What Else Should We Expect?

- Understand the need to get past Confirmation Bias and Narratives.
- Look at the impact of global political and economic forecasts.
- Review industry forecast for the US and Global sectors.
- Understand changes in wealth shifts in our consumer.
- Understand behavior changes and needs around new businesses created.

BREAKOUT 1: MICHAEL DOMINQUEZ
Leadership Today: Are You Playing Checkers or Chess

- Learn what teams look like today.
- Learn the primary difference between Management and Leadership.
- Review a case study of a sustainable, successful culture.
- Learn why you must start with the right talent and fit if you are to have a successful team.
- Understand the importance of Strength Management and its importance to the team.
- Learn to focus on the behaviors of the team versus the demographic.
- Understand the importance of perseverance in team dynamics.



BREAKOUT 1: NAOMI TUCKER
Ease the Burn! Unpacking the Common Stressors of Meeting & Event Planning

- Learn how to realign your priorities that support your overall business goals and objectives.
- Learn effective strategies to set boundaries in your business and career.
- Create a tangible action plan to eliminate the things in your life that drain your energy.



BREAKOUT 2: GEOFFREY SANDLER
Working with Non-Profits and Associations

- Know what to say when answering calls from a Non-Profit
- Provide Value to Non-profit events.
- Start charging full price for fundraising events.

FOOD FOR THOUGHT: CHEF MICHAEL SHETSKY



MiMi's Southern Peach Cobbler

(This is my mother-in-laws recipe)

- 1# Unsalted butter
- 1 ¼ C Sugar
- 1 C Flour
- ¾ C Milk
- 2 C Fresh peaches sliced (or 1 can peach cobbler mix)

Preheat oven to 400°F.

Mix together your sugar, flour & milk.

In a baking dish melt your butter.

Add half of your sugar, flour & milk mixture.

Pour your peaches on top.

Spoon the remaining mixture on top.

Bake for 25-30 minutes uncovered or until crust is fully cooked.

Meet the culinary wizard, Michael Shetsky, who reigns supreme as the Executive Chef at Kalahari Resorts in the foodie haven of Wisconsin Dells. But hold on to your spatulas, because Chef Mike's journey to culinary greatness is as sizzling as a perfectly seared steak!

For the past three years, Chef Mike has been climbing the flavorful ladder within Kalahari Resorts, turning the kitchen into his own personal playground. With over 12 years of culinary magic under his apron, he's not just a chef; he's a culinary sorcerer!

Before donning the chef's hat at Kalahari, our culinary maestro took a detour through the musical city of Nashville, Tennessee, at the Gaylord Opryland. Starting from the humble world of line cooking, he seasoned his skills to become the ultimate Lead Cook and then emerged as the Sous Chef extraordinaire. It's like a culinary version of a country song with a spicy twist!

But Chef Mike's appetite for adventure didn't stop there. He spread his gastronomic wings in Texas with Hilton Hotels, where he ran a modern Steakhouse that could make even the Lone Star State proud. Yeehaw!

Next on the menu was a stint in the picturesque state of Colorado, where Chef Mike opened the Gaylord Rockies Hotel. There, he ruled over not one, not two, but FOUR culinary kingdoms – the Steakhouse, Sushi Joint, Poolside Paradise, and a Taste of Italy! Talk about a chef with a diverse palette!

Now, at Kalahari Resorts, Chef Mike is the culinary ringmaster, orchestrating a symphony of flavors that will make your taste buds do a happy dance. From sizzling steaks to tantalizing Tex-Mex, he's the mastermind behind the culinary delights that transform each meal into a gourmet adventure.

So, the next time you savor a delicious dish at Kalahari Resorts in Wisconsin Dells, tip your hat (or maybe your fork) to the culinary maestro, Michael Shetsky, whose journey from line cook to Executive Chef is as savory as it gets! ▀

SPRING Spectacular

Come as you are or dressed in your favorite athletic or sports attire!



Step into the world of Kalahari's Pub Olympics, where the thrill of competition meets the joy of camaraderie!

On April 24th, the Volcano Lounge in Kalahari will transform into an arena of laughter and friendly rivalry.

Get ready to dive into a medley of entertaining challenges that will test your skills and teamwork. From the precision of axe throwing to the finesse of the golf simulator, and the unpredictable twists of bowling, each game promises excitement, and unforgettable moments.

The festivities kick off at 6pm with a fusion of delectable drinks and mouth-watering food that will fuel your competitive spirit. Imagine the cheers, the banter, and the shared triumphs as you aim for the top spot on the leaderboard!

But the fun doesn't end there! After the games, join us at Redd's Piano Bar for the grand finale. We'll be awarding medals to the victorious teams, and the celebration will continue with the enchanting tunes of **Jeremy Ray Borders**. With years of experience playing on cruise ships, Jeremy knows how to keep the party alive, ensuring an evening filled with music, laughter, and memories.

Don't miss out on the Kalahari's Pub Olympics – an evening of spirited competition, delicious indulgence, and a whole lot of fun! See you there, ready to play and celebrate!

Rooms are limited so book yours now: [Click here](#) ▶

JEREMY RAY BORDERS

Jeremy Ray Borders toured with Carnival Cruise Lines and Royal Caribbean Cruise Line for a decade, performing his own solo piano man/singing show and receiving top reviews from crowds and management. He continues playing all venues to connect with as many people as possible while spreading love through music. Jeremy loves people and wants everyone to know their purpose through music -- whether at a piano bar, on a cruise, in a church, or at a youth event.



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Community Outreach



Splash into Action: April's CSR Watercolor Project

Get ready for a splash of color and compassion! This April, MPI-Wisconsin is teaming up with Kalahari & Charity Water to bring clean water to ONE MILLION lives in Africa.

How to Dive In:

1. Donate: Just \$1 can create ripples of change!
2. Spread the Word: Share the love and make waves!
3. Watercolor Project: Join our interactive watercolor activity – turning art into action for a brighter future!

Let's paint a masterpiece of kindness together!

Website: [The Water Colors Life Project — Nelson Family Life Foundation Inc.](https://www.watercolorproject.org/)

Video: [Water Colors Life](https://www.youtube.com/watch?v=...)

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Not Just a Talking Head!

By: Maria Peot, CMP

The January Education event was such a treat, with the return of a favorite speaker, **Tara Liaschenko, CMM**.

After enjoying a lunch prepared by the Osthoff Resort culinary staff, complete with a rich and decadent chocolate dessert (my personal fav!), the group moved from one ballroom space to another for Tara's interactive session "Solution Circle – Tired of the Talking Head?" After introducing herself and providing us with some of her impressive background, Tara organized us at tables and explained how the Solution Circle works. Tara has presented at MPI-WI events in the past, so many of us were familiar with the program, and gladly participated again!

The Solution Circle is an engaging and energetic experience for all. Each person gets to present a problem to their table and receive direct feedback and solutions for their specific issue.

and receive direct feedback and solutions for their specific issue. Before beginning the exercise, Tara had the entire group stand up along one of

The Solution Circle is an engaging and energetic experience for all. Each person gets to present a problem to their table

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the ballroom walls, creating a human spectrogram of how confident we felt in solving our issues. After completing the exercise, she had us repeat this and compare where we stood with our issue after receiving feedback and solutions from our tablemates. It was eye opening to see what did (and did not!) change for the group.

One of the reasons this program is a repeat for our chapter is because it is so engaging and interactive. Everyone gets to provide their input, using their knowledge and experiences to help others in their group. Tara does a superb job of facilitating and shares her expertise in how to implement this program within our own teams and organizations. Nothing about this session feels like the traditional “talking head,” and I think everyone appreciates an interactive session like this!

Following Tara’s session, happy hour with Dream City Jazz and our traditional raffle concluded the day. Thank you to Tara, the Osthoff, Cream City Jazz, the planning committee, and most importantly, all of our sponsors for making this event a great way to kick off 2024! ▀





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February Cozy Vibes and Embracing the Awkward Quirks of Connection

By: Naomi Tucker, CMP



The February event flaunted cozy vibes, and it met expectations of just that. From the winter covering of snow that met us all on the morning drive, to an evening under a clear winter sky.

Everyone that attended this event found enjoyment all around them, whether it was indulging in Valentine candies on the tables to roasting smores over the open fire.

Our speaker for this month, Hilary Blair with ARTiculate, had everyone on the edge of their seats. Her presentation had all the feels, and left MPI members and guests evaluating how they can enhance the connections they make with others. Hilary challenged us to make peace with the awkward moments that we have when networking and connecting with others. She also helped us to understand that the little things that we perceive about others, and ourselves, are a big deal.



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Here are some other takeaways from this education event:

- Lead your connection with others by honoring others while being kind.
- Having presence with others is alive and active.
- To be seen and understood, you have to take the risk and truly see others.
- Always seek to connect with others over being perfect in your approach.

All of these tips are part of a core framework of Hilary's called **BASA**.

Breathe
Aembrace the awkward
See & Be Seen
Astay present and available

Hilary invited members to share their situations and stories with her through role play and improv, which made space for the opportunity for members to connect in others that was very impactful.

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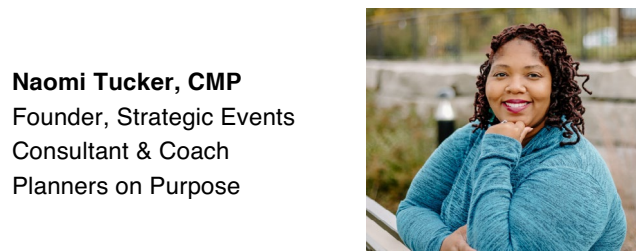




After the education, the event concluded with two receptions! The Bridgewood Resort and Fox Cities Convention and Visitors Bureau didn't leave any stone unturned in rolling out the red carpet for our members. After a short reception at the hotel, a good amount of members headed over to The Plaza at Gateway Park in cute, trendy downtown Neenah.



This ice skating facility, The Plaza, is rated among the 10 most charming ice skating rinks in the Nation by BestLife.com, and its coffee shop had all the wintery bliss vibes. Many members laced up their ice stakes and took to the ice, while others opted for enjoying the fire pits with a smore in hand. It was a lovely educational event and evening! A big shout to the February team, our speaker, the board, and sponsors for their support of month's event. ▀



Naomi Tucker, CMP
Founder, Strategic Events
Consultant & Coach
Planners on Purpose





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15 YEARS

**KAREN LOWERR, CMP, PMP
JOEY READER**

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DANIELLE ZIEGLER**

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JENNIFER BRUHN**

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GEOFFREY SANDLER, BAS
Celebrations Entertainment

VICKI GALITZ
Wisconsin Dells VCB

CARLY UHLRICH
EDI-SITC

EMILY KAISER
Sargento Foods

STEPHANIE KHUMALO
Greater Milwaukee Foundation

NICKIE ROULEAU
Wisconsin Center District



Board Member Profile: CARRIE BERGER



Carrie Berger

Director of Special Events

National Fluid Power Association

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

I love the tight knit community and passion that everyone has for the industry.

Person you admire and why:

I really don't know if I have a person that I admire most. I admire so many, it's hard to pin an answer down for that.

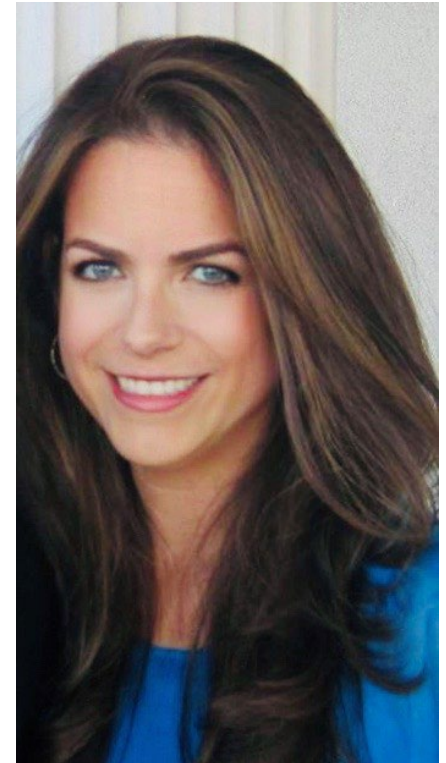
Words to live by:

Always take risks and chances. Don't be afraid to go out of your comfort zone. It is the only way to grow and improve. Joining the Board is majorly out of my comfort zone. I am a quieter individual that has never held a leadership role before. That being said, I am super excited for the opportunity!

Planner Profile: REBECCA ROGERS, PMED

Rebecca Rogers, PMED

Sentry Insurance



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

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

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

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

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

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

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

What are your hobbies and interests? Traveling is my passion. I feel it is the best way to learn about other cultures, yourself, life and helps to put things in perspective. Travel is the only thing you buy that makes you richer. I also enjoy mentoring and supporting others in their career journey. I feel it is important to develop and nurture young talent to ensure our industry thrives for years to come.

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



Supplier Profile: Sarah Lemmers



Sarah Lemmers

Senior Convention Sales Manager
Destination Madison

How long in the meetings industry? 6 Years

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

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

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

Where were you born? Neenah, WI – home of the manhole covers!

Where do you currently live? Fitchburg, WI

What are your hobbies? Traveling, boating, hiking, going to sporting events/concerts, and spending time with family and friends.

Favorite musical group/book/movie: I love all types of music, but I would have to say O.A.R or Nelly.

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

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

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

Words to live by: "In the end, we only regret the chances we didn't take." – Lewis Carroll
"When we strive to become better than we are, everything around us becomes better too." – Paulo Coelho



Volunteer Spotlight: NAOMI TUCKER, CMP

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



Naomi Tucker, CMP

Naomi Tucker, CMP, is a Past President of our chapter and continues to be an inspirational leader and volunteer for us and the event industry. Naomi founded ***Planners on Purpose*** and is an event career coach, educator, speaker, blogger and podcaster. She very recently was the team lead for our February 2024 event and did an outstanding job. Naomi also leads our CMP 101 sessions, which take place at our monthly education programs and are very valuable. MPI Wisconsin also partners with Naomi Tucker, CMP and Planners on Purpose to provide CMP study group and review sessions. Thank you for all you do for our industry and chapter!

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MARCH 7, 2024

MARCH EDUCATION
Monona Terrace, Madison

APRIL 24-25, 2024

SPRING SPECTACULAR & SPRING EDUCATION
Kalahari Resorts, WI Dells

AUGUST 15, 2024

AUGUST EDUCATION
Bars & Rec
The Best Place at Historic Pabst Brewery &
Brewhouse Inn & Suites, Milwaukee

SEPTEMBER 26, 2024

MPI AWARDS GALA
Heidel House, Green Lake

OCTOBER 14, 2024

OCTOBER EDUCATION
The Abbey Resort, Fontana

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