

Agenda

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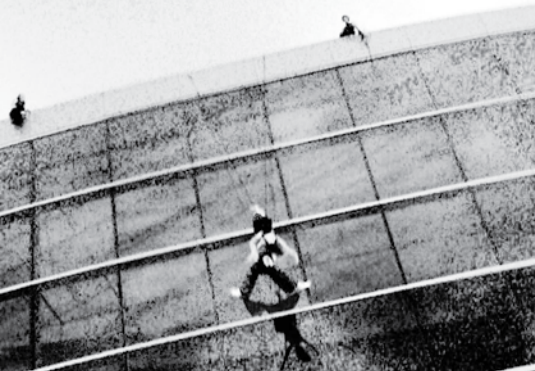


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FROM THE EDITOR'S DESK

No Sharing! A Lesson in Corporate Espionage

In my opinion, one of the best opportunities that MPI offers is networking and sharing of knowledge. By meeting new people, we expand our personal networks and our overall knowledge of the industry. We also open ourselves to exploring different ways of operating in our profes-

sional lives and perhaps stepping outside of the box. We may find new ways of doing things that we had not considered and we may learn a lesson or two. We may also share these lessons with our colleagues in a sort of pay it forward mentality. In fact, the industry seems to support these goals with gatherings such as MPI-WEC (for a full article on MPI-WEC, see page 12.) It has always been my feeling that we should share our industry knowledge for the greater good of the meetings community. So you can imagine my surprise when, in casual conversation, I was accused of "corporate espionage."


Here is the scenario: While enjoying some hors d'oeuvres and drinks at a local bar with some friends, we started discussing work, as most of us are in the meetings industry. I mentioned that I was excited to be planning my first international meeting

and that I was nervous about working with a Professional Congress Organizer (PCO). I was in the process of trying to compile a Request for Proposal (RFP), but was having some difficulties as I did not have any experience with PCOs or what information I needed to provide and also ask of them for the best partnership. One of the women at the table was a meeting planner and almost exclusively plans international meetings and therefore has a great deal of experience with PCOs. In fact, earlier that week, she had sent an RFP for an upcoming meeting she was planning in Asia. She mentioned that she could send me a template (with all corporate or proprietary data removed) that she has used in the past to formulate her RFPs. I was absolutely thrilled that she would offer this tool that

would not only help me, but ultimately help the PCO partners as well. This is when our other friend accused me of corporate espionage. He did not feel that we should share these documents and felt that I should create my own template from scratch.

For me, one of the greatest strengths of a professional network is the sharing of ideas and being able to bounce ideas off of one another. It seemed odd that someone could feel so strongly that we should each be responsible for creating our own templates. Isn't this why things like the APEX tool kit were developed?

What do you think? Do you find that sharing various meeting templates, tools and examples is good for the industry? Or do you think that we should each be responsible for creating our own tools exclusively for our use? Send us an email at editor@mpiwi.org and we may post your comments in the November/December issue of the *Agenda*.

We look forward to your comments! 

Michelle

**Have something to say?
Say it right here...
Consider submitting an article
for the *Agenda*.**

UPCOMING DEADLINES:
November/December Issue – September 20th
January/February Issue – November 14th

Email editor@mpiwi.org
or visit <http://mpiwi.pbwiki.com> for
article ideas!



Michelle Reed is the Meetings Manager for Association Acumen, a full service association management company that provides staff leadership and support for non-profit membership associations in Wisconsin, the U.S. and internationally.

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PRESIDENT'S COLUMN

Isn't life just crazy sometimes?!? When you mix all the family stuff with the work to-do's and then add MPI and all your other activities – the details and the scheduling and the statistics can be overwhelming. And trying to decipher it all is mind boggling: One day the economy is in recovery. The next day the economy won't even start to recover until 2010. Business leaders are still canceling face-to-face meetings even though everyone from Ben Stein to Roger Dow and many others are out there defending the purpose for meetings. And, if they're not going to listen to Ben Stein, how am I ever going to get them to listen to me?

So, there are a lot of questions, words, and thoughts that stick with me these days. I'd like to share my recent running list and how I'm searching the words for greater understanding.

Ken Schmidt is a branding guru and former Director of Communications for Harley Davidson, and he shared this at the World Education Conference (WEC), "They own the question. You own the answer."

Now, take a second to think about the last three questions you were asked. How did you answer? If you were asked about your job, did you own the answer in a positive way? "I just completed an event for over 100 customers and I'm thrilled with the feedback." Or did you answer a little less positively... "I just did this meeting and I had to beg for every budget dollar and my boss is so stupid!"

It's not just what you say in your response but what your response says about you. What are your responses really telling people about yourself? And about your future – promotions, salary hikes, increases in responsibilities rarely go to the gloomy Gus or to the person who puts a bulls eye on other backs. Executives want positive leaders to emerge in their staff because other team members will naturally follow the leader who owns the answer optimistically and in a constructive manner.

There was another speaker at WEC, Ann Goudi, CMP, Chairwoman for the 2009-2010 Meeting Professionals International Board of Directors. Ann shared with the conference attendees that, as a meeting professional, you need to talk the language of the business you are in. You need to know your products and services. You need to know how to read a balance sheet.

And, I paraphrase here but Ann also shared this: Define yourself not by what you do but by how you do it. For example, if I were at a networking event and was asked, "What do you do?" I should answer along the lines of, "I contribute to the success of my com-

pany by adding positively to the bottom line. Here's how I do that..." Much different than answering, "I'm an Events and Meeting Manager for our Marketing Department." Wow – and talk about getting out of my comfort zone! Try practicing this – it's much harder to put into words how you contribute to your business' bottom line than it is to say your job title.

And, I know some us might ask – "How do I know what I contribute to the bottom line?" There might be hundreds of people in your organization. There might be millions in premiums. Somewhere in there is your contribution. Did you look for ways to save money this year – and, if you were successful, how much? Can you link into sales directly back to program attendees? Were processes reviewed and efficiencies in staff time redefined? I am certain there are indicators which we can all quantify to determine our ROI. It's adjusting to a different thought process. It's more than answering "Was the event successful?" It is answering "How did the success of the event contribute to the company's bottom line?"

Wally Jankowski, PE, was the facilitator for the MPI-WI Board of Directors Leadership Retreat. He asked the question, "Why can't you determine ROI for your MPI roles?" And, you know we can! The networking can help you establish better relationships which can lead to a multitude of benefits: more open communications, keener negotiations, more tailored experiences and so on. The education can teach you new trends, hone existing skills, and expose you to new processes. Volunteering can help you with applied opportunities that may not be a part of your day to day job. Need to spiff up the writing skills? Write articles for the Agenda. Want to catch up on social marketing? Join the Web Team! Need more experience working with speakers – yep, there's a spot for you on the Education Team. We should all sit down with the senior executive in our reporting lines and review our MPI ROI with him or her.

As you review your own list of questions, thoughts and ideas, I encourage you to consider adding one or more of these! I am finding these nuggets very useful! Thanks for reading this column and thank you for your continued support of MPI-WI! 🌐



Tami Gilbertson, CMP, works for WPS Health Insurance and is the President of the MPI-WI chapter.

Tami

EDUCATION UPDATE

Reflection

Lately, I've been able to take a little bit of time to reflect on my journey in this industry. There is a little something wholesome about reflection that keeps you humble to the work that you do. I must say, that I could not have gotten this far without the power of knowledge. And not just any knowledge...knowledge that comes from surrounding yourself with people that have the hearts of teachers.

A degree from a university or certification from a national organization is great, but sometimes the pure knowledge that comes from experience and interactions with your business partners in your meetings and events are the ones that are the most valuable. I have learned to cherish those moments. I cherish the first time I detailed a meeting and over-anticipated the meeting size. There were too many attendees for the number of tables that could fit in the room. I cherish the setup captain at the hotel I worked in, that chastised me and taught me – what really works, from his perspective – not the sales kit perspective. I cherish the time when one of my clients, a third party planner, used my hotel as a scapegoat for the inconsistencies in lost details that he didn't follow through on with his client. If it wasn't for him, I would not have known how important the documentation process is when planning a meeting and event. All of us have moments like this that we can capture, appreciate and learn from.

Education does not always have to come from a meeting, or a certification program. Those programs are definitely valuable in their own right, but there is something to say about the learning

value of the moments that we all share in our lifetimes. Some teachable points for me that I ask myself when I find myself in a less than desirable moment are:

What can I learn from this moment?

What can I do to change the energy surrounding this moment?

How do I feel after my emotions are no longer surrounding the moment?

These questions help me keep a level head and maintain balance in my chaotic life as a meeting and event planner. If I can learn from a mistake, or even learn from a challenging client or situation, then I would take that learning piece with me and file it away somewhere that I can access it should the need arise again. Positive energy has also proven to change the vantage point of my day as well, if I can change the negative energy surrounding an uncomfortable moment, then I can learn from that. And finally, emotions can get the best of everyone, especially when things get very busy. If you can step back, take out your feelings, you will find that you will be able to see a clearer picture and resolve your situation just a little faster. Take a moment to reflect on your journey in this industry. 🌐



Naomi Tucker, CMP, is a project manager for Humana Inc. and is the Vice President of Education for the MPI-WI Chapter.

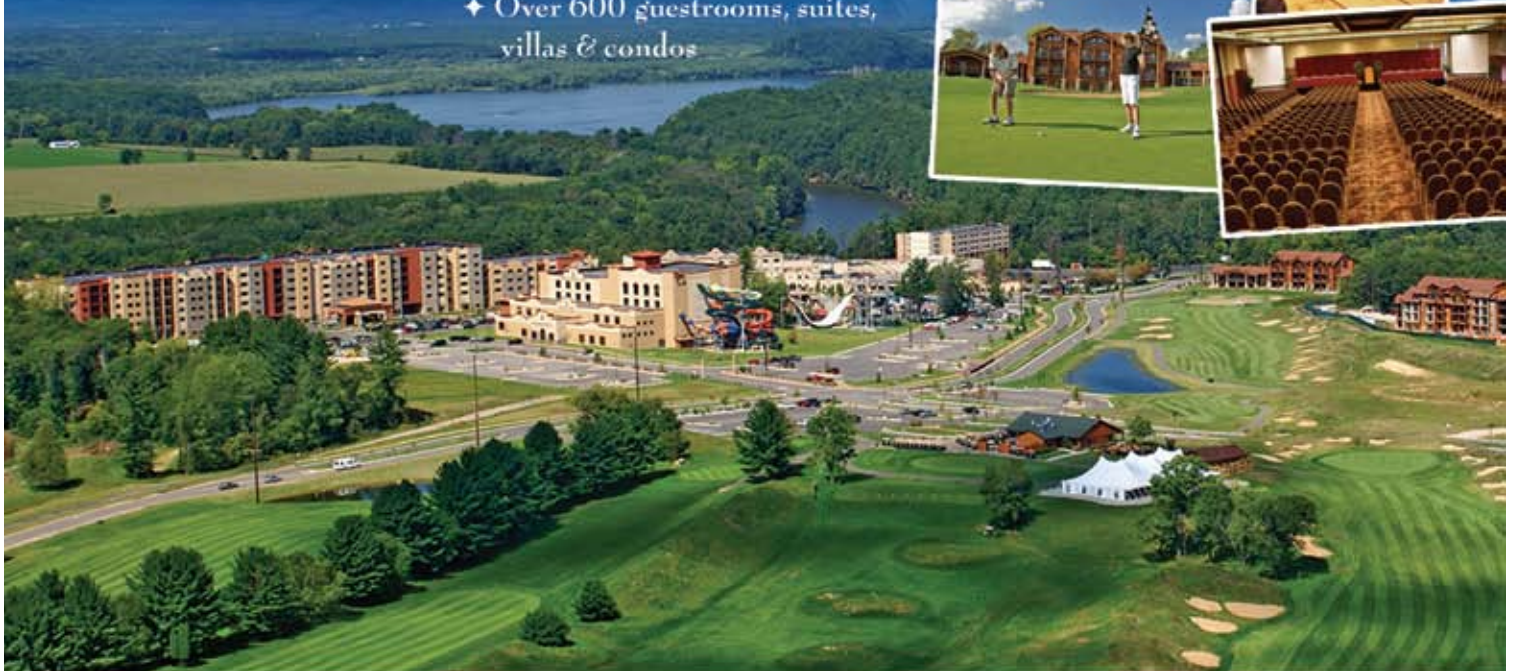


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DID YOU KNOW?

The Federal Bill Emerson Good Samaritan Food Donation Act

Did you ever wonder what to do with left over food items from your meeting or event, but were worried about donating anything due to liability reasons? Both planners and suppliers can be faced with these scenarios on a daily basis.

Millions of pound of food and groceries go to waste each year. To encourage companies and organizations to donate healthy food that would otherwise go to waste, they are protected from criminal and civil liability under the Good Samaritan Food Donation Act.



On October 1, 1996, President Bill Clinton signed this act to encourage donation of food and grocery products to non-profit organizations for distribution to individuals in need. This law:

- Protects you from liability when you donate to a non-profit organization;
- Protects you from civil and criminal liability should the product donated in good faith later cause harm to the recipient;
- Standardizes donor liability exposure. You or your legal counsel do not need to investigate liability laws in 50 states; and
- Sets a floor of “gross negligence” or intentional misconduct for persons who donate grocery products.
- Congress recognized that the provision of food close to recommended date of sale is, in and of itself, not grounds for finding gross negligence. For example, cereal can be donated if it is marked close to code date for retail sale.

The bill was named for Rep. Bill Emerson (R-Missouri) who fought for the proposal but died of cancer before it was passed. To learn more about this act go to <http://feedingamerica.org/partners/product-partners/protecting-our-partners.aspx>. Although this is not a new law, it just may be something that you didn't know!



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PLANNER PROFILE: MARY ELLEN RADJENOVICH



Place of employment: Medical College of Wisconsin,
Department of Family & Community Medicine

Job title: Program Coordinator II

How long in the meetings industry? Over 10 years

How long in MPI? May 09

Tell us about your company and/or position: My main function at the Medical College of Wisconsin, Department of Family & Community Medicine is to manage and coordinate all departmental continuing medical education (CME) activities. This currently includes the Annual Winter Refresher Course for Family Medicine. This is for primary care providers, mostly family doctors and some physician assistants and nurse practitioners. It is a three day conference which has three tracks running concurrently and is held in the Milwaukee area usually in the month of February. The other conference is also an annual conference for Behavioral Science in Family Medicine. This conference is held over a four day schedule with five tracks running concurrently and is usually held in the Chicago area. Both of these conferences usually have a couple of hundred attendees. This year, I worked on starting up a new emergency medicine conference. We're also in the process of starting a new "women's conference" which will be held in the fall of 2010.

Tell us about your family:

My husband and I just celebrated our 30th wedding anniversary. We have two wonderful children, a son named Peter and daughter named Deanna.

Where were you born? Milwaukee, WI

Where do you currently live? Franklin, WI


Favorite Pastimes: Gardening, water aerobics, baking/cooking, entertaining with friends and family, crafts and traveling


Person you admire most and why: Martha Stewart for her entrepreneurship, foresight, and the ability to build wealth.

Words to live by: Hard work, honesty and fun.

Dream vacation: We just enjoyed three weeks in Hawaii and Australia, so maybe a couple of months, during summer, in the Greek Isles.

If I won the lottery I would: Depending on how much it was worth, I would buy a couple of acres of land and build a 5,000 square foot house with a large swimming pool and beautiful gardens. I would also travel, get involved with a few worthwhile charities and financially help out a few needy people.

Special personal accomplishments: Personal accomplishments: I raised two accomplished children and went back to college in my later years for a degree. Professional accomplishment: We just pulled off a new conference where we had to change properties the day of the conference due to flooding of the facility, and I published an article in the *Wisconsin Medical Journal* and the *Journal of Family Medicine*. 



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MPI-WEC 2009 AT A GLANCE

By Marie Johnson, CMP, is the MPI-WI President-Elect & the Regional Sales Manager for Trans International, LLC



Tami Gilbertson, CMP, our Chapter President extraordinaire enjoys the WEC Open Reception in Salt Lake City.

The theme of this year's World Education Conference hosted in Salt Lake City, July 11-14, 2009 was appropriately titled, "When we MEET, we change the world." At the opening session on Sunday morning, there was an awesome graphic presentation bringing this theme to life. One by one...on the screen...flashed world changing events.

The Meeting of the Continental Congress was held in May, 1776 to appoint a committee to create the Declaration of Independence. The Declaration of Independence signed in July, 1776 introduced a fundamental change in the view of government.

The first women's rights convention was held in Seneca Falls, New York in 1948, after 2 days of discussion and debate, 68 women and 32 men sign a Declaration of Sentiments, which sets the agenda for the women's rights movement. After 72 years of struggle, the Nineteenth Amendment, granting women the right to vote, was passed in 1920.

The 1963 March on Washington raised public consciousness of the civil rights movement and established Martin Luther King, Jr. as one of the greatest orators in U.S. history. Kennedy's Civil Rights bill was still being debated by Congress when he was assassinated in November, 1963. President Lyndon B. Johnson took up the cause and the legislation was passed.

As we were all moved by the enormity and impact of our roles, the words on the screen blended seamlessly to create the world globe. It was a very cool illustration and brought home the message that meetings do matter!

The opening session continued with presentations from Ben Stein, economist, actor, former political speech writer and meeting advocate. He chimed "bringing oxygen to the living organism of business meetings is good for the economy." Next on stage, Gary Loveman with Harrah's in Las Vegas, shared case studies to demonstrate how meeting professionals are dealing with challenges posted by the current economic climate. The session wrapped up with Betsy Myers and her personal experiences in how meetings and human connections are shaping political campaigns.

Over the course of the next three days, we were all immersed with new insights, learning opportunities and business connections. The tone of the conference was that there is a critical shift happening in our industry and it is more important than ever to position ourselves within the strategic framework for our organizations and clients. Educational tracks included: Thriving in a Complex World; Strategic Meetings Management; Small Business Owners; Core Meeting and Industry Skills; Technology; Professional and Personal Development; Corporate Social Responsibility and Green Meetings; International Meetings; Meeting Design Formats and Techniques; and the Insider's Exchange.

While our numbers were smaller than in years' past, our energy and enthusiasm were dialed high. Representing Wisconsin, we had 11 attendees total. We'd also like to recognize the two companies that supported MPI and exhibited at the event – Visit Milwaukee and PC Nametag.

Jack Allison, CHSP	Dir of Sales & Marketing	Hyatt Regency Milwaukee
Angie Brown	Vice President	PC Nametag
Tami Gilbertson, CMP	MG, Advertising & Sales Promotion	WPS Health Insurance
Alexandra Harjung	Student	MATC
Marie Johnson, CMP	Regional Sales Mgr	Trans International
Kelly Langenecker	Natl Convention Sales	Visit Milwaukee
Drew Nelesen	Meeting Planner	The Rees Group, Inc.
Bethany Olsen	Program Assistant	CESA 6
Gwen Seeboth	Dir Customer Relations	Acuity
Carmen Smalley, CMP	Regional Account Mgr	North Central Group
Nick Topitzes, CMP	President	PC Nametag

The reasons for attending MPI-WEC are many – world class education, top-notch events, networking with peers and marketplace opportunities to name just a few. While attendees are able to connect with industry professionals around the globe, we are also able to deepen relationships within our own chapter. On Monday night, we held the MPI-WI Chapter reception at a little place called Squatters. Nick Topitzes, CMP with PC Nametag graciously sponsored the reception. We would also like to recognize the Minnesota and Chicago Chapters for inviting us to attend their receptions.

But, enough from me, let's hear what others have to say...

- **Jack L. Allison, CHSP, Hyatt Regency Milwaukee**
Why did you decide to attend WEC this year?
I chose to attend MPI as our hotel has not in the past couple of years, and with the current economic situation, we all must be looking at new avenues in which to cultivate business.
- **Kelly Langenecker, Visit Milwaukee**
What was the highlight of the conference for you?
The highlight for me was running into Danny Gokey, Adam Lambert, Kris Allen and other Idol stars on the streets of Salt Lake! :) I most enjoyed the educational sessions on corporate social responsibility. The timely information adheres to planner and supplier alike for a greener, more earth-friendly industry. VISIT Milwaukee partnered with the American Society of Quality to present similar material in the past to



MPI attendees await the main act, Smash Mouth, at the WEC Closing Reception.

the Washington DC and Milwaukee market. It is great to see how exponentially the exposure has grown!

- **Bethany Olsen, Fox Valley Technical College**
Why did you decide to attend WEC this year?
As a student, I felt that by attending World Education Congress and networking with members of MPI from all over the world, it would help me discover what segment of the industry I would like to focus on and pursue a career in.
- **Nick Topitzes, CMP, PC Nametag**
What did you think of the opening session?
I thought the opening session was good, particularly Ben Stein. He did a great job of reminding us of the value of meetings. It did make me sad that MPI had done away with its legislative programs and was unprepared to respond to the AIG controversy when it occurred – letting politicians walk on us like a doormat.
- **Carmen Smalley, CMP, North Central Group**
Which educational session did you find the most beneficial and why?
The session on LinkedIn was very helpful in how to improve on the profile when people are looking for you, your city, or your company. I even got the speaker to say Madison, Wisconsin like eight times in the session and there were about 150 people in the session. 🌐



The stage is perfectly set and the backdrop perfectly gorgeous!



Marie Johnson, CMP, and Carmen Smalley, CMP, are all smiles for the Chapter Leadership workshop.

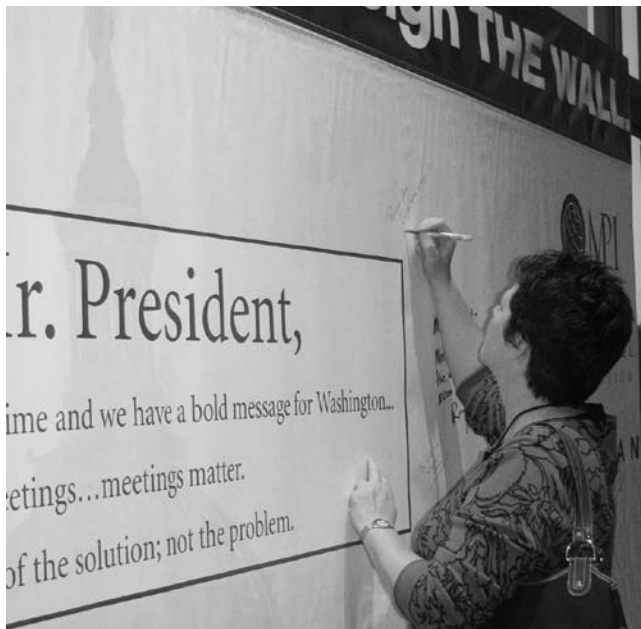
MPI CHAPTER LEADERS CONFERENCE 2009 **LEADNOW**

2009 CHAPTER LEADERS CONFERENCE
JUNE 12-14 • FT WORTH, TX 

Each June, MPI hosts the Chapter Leaders Conference to bring together the volunteer leaders for the upcoming year. I traveled with fellow 2009-2010 board members Denise Henson, Susan Kainz, Tina Luther, CMP and Naomi Tucker, CMP. As always, the Wisconsin Chapter was well represented!

MPI really ramped up the excitement for the weekend in Fort Worth with opening comments from 2008-2009 MPI Chairman Larry Luteran, followed by inspiring words from 2009-2010 MPI Chairwoman, Ann Godi, CMP. Keynote speaker for the afternoon, Bryan Dodge, continued the afternoon's enthusiasm. Dodge, a moving speaker and author, hit the theme of the conference. It is you who can make decisions to drive change, both in your personal and professional lives. If we don't LEADNOW, who will?

As in typical MPI fashion, the evening was capped off with a beautiful reception and very important networking. The time was beneficial to all to meet and learn from others in the same role in different chapters about what their plans are for the upcoming year, expected outcomes for the conference and so much more.



MPI-WI VP of Membership Susan Kainz writes her thoughts to share with President Obama on "The Wall."

Amber MacArthur, social media expert, kicked off Saturday morning with an array of information on what is available to use and how our chapters can join the social media craze. I thought I had an idea of what was all out there, but boy was I wrong. The 2009-2010 Communications Team has a lot to look forward to. Can't wait to see where they take us!

Moving on to the heart of the conference, we attended breakout sessions designed for each role of the board. Important information was shared and fabulous conversations began around finance, education, communications, membership, leadership and administration. There were so many best practices shared by MPI staff, past, current and future chapter leaders. Thank goodness for audio recordings of the sessions!

Networking and idea-sharing continued at lunch with roundtables within your board role. MPI Foundation Executive Vice-Chairwoman Katie Callahan-Giobbi addressed the group about all of the wonderful grants and scholarships available. Short stories were shared from chapters and members who have put these services to good use. Speaking of putting MPI Foundation grants to good



Larry Luteran, 2008-2009 MPI Chairman, addresses the group at the Friday opening session.

use, have you seen how your MPI-Wisconsin Chapter is using their grant for the new Web site? And, don't forget to see another grant in action at Fall Education Day in November in partnership with the MPI-Minnesota Chapter.

Back to the breakouts for the afternoon. The networking and idea sharing that took place at the conference truly exemplified the global reach of our organization, along with the shift from an industry in crisis to an industry in recovery, as stated by MPI COO Trey Feiler in a candid afternoon discussion about the state of our industry.

Sunday morning wrapped up the conference with a chance to connect with like-sized chapters and your own board to begin the ever-important task of planning the year to come. A final conversation with what was learned and what plans will be implemented closed the conference. From all ends of the globe, one common feeling rang out loud and clear – this will be the best year ever!

As a first time attendee and with one year of board service under my belt, the 2009 MPI Chapter Leaders Conference was an awesome experience. I came away knowing that my passion for this industry and our MPI-Wisconsin Chapter is and will continue to be strong. It reminded me that we all have the power to make a positive impact when we volunteer. Let's work together to make this the best year we can make it. I am ready to LEADNOW, are you? 🌐



MPI-WI board members discuss plans for the upcoming year.



***Alison Huber** is the Event Planner for the Wisconsin Association of School Boards and the Director of Professional Development for the MPI-WI Chapter.*



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HOW MOST BEVERAGE FUNCTIONS ARE SOLD

Beverage functions can be packaged, priced and sold many different ways. Before evaluating the various options available, the meeting planner must decide whether the beverage function will be offered as a:

- **Cash Bar a.k.a. “No-host Bar”:** Attendees buy their own drinks, usually purchasing tickets from a cashier to exchange with a bartender for a drink. At small functions, the bartender may collect and serve, eliminating the cost of a cashier.
- **Open Bar a.k.a. “Host Bar”:** Attendees do not pay for their drinks. The meeting planner or a sponsor pays for everything. Liquor consumption is higher because someone else is paying.
- **Combination Bar:** A blend of the cash bar and the open bar. You can host the first hour, after which the bar reverts to a cash bar. The typical combination involves the meeting planner paying for each attendee’s first two drinks and the attendee paying for any subsequent drinks. This combination method provides free drinks to attendees, but retains control over cost and potential liability for providing unlimited drinks.
- **Limited Consumption Bar:** Establish a maximum dollar amount that you want to spend. The bartender rings up the price of each drink, and when the maximum is reached, the bar shuts down. Typically the bar stays open, but reverts to a cash bar. This is a type of combination bar.

Beverage Function Charges

The ways in which beverage function prices are set differ from the way meal prices are typically calculated. Usually with food the menu prices include all charges for food, labor and direct/indirect operating expenses. This can be the case with beverage functions, but usually there are different options available,



whereby you can pick and choose what you want in terms of products and services and pay accordingly.

Charge per Bottle

This is a common option for open bars and poured wine service used for meal functions. The meeting planner pays for all of the opened liquor bottles. A physical inventory is taken at the beginning and end of the function to determine liquor usage. Most caterers

charge for each opened bottle, even if only one drink was poured from it.

This pricing method saves money, but is inconvenient to monitor and calculate. You do not know the final cost until the event is over.

You can have opened and unopened bottles delivered to a hospitality suite, to the room of a VIP to use during the convention or meeting, or to another beverage function scheduled later on. In the case of wine, you can try to use it for a meal function later on, or you might include it in complimentary fruit baskets for meeting VIPs.

Charge per Drink

This is a common option for a cash bar. This method uses drink tickets or a cash register for control. Normally, the price per drink is high enough to cover all expenses in addition to the cost of the liquor (e.g., garnishes, cocktail napkins, drink stirrers, etc.) Individual drink prices are set to yield a standard beverage cost percentage established by the caterer. The caterer’s cost percentages range from about 12-18% for spirits and typically around 25% for beer and wine.

Charge per Person

This is a common option for open bars. This method is more expensive for the meeting planner, but less work and hassle. You choose a plan, such as premium liquors for one hour, and then tell the caterer how many people are coming. Costs are

known ahead of time—no surprises. If, for instance, you have 500 attendees and the charge is \$25.00 a piece, you know that the total charge will be \$12,500.00 and can budget accordingly and confidently.

Tickets are usually collected from attendees at the door, and the guarantee is monitored and enforced. The meeting planner must provide a firm guarantee before negotiating a per-person charge.

Charge per Hour

This option is similar to the charge per person. It is common for caterers to include a version of the per-person pricing method when pricing this option. This option often includes a sliding scale, with higher cost for the first hour. This is because guests usually eat and drink more during the first hour, then level off.

Here is an example of how this option is priced: there is a \$25.00 per-person charge for the first hour, and a \$20.00 per person charge for the second hour. If the function has, say, 100 guests for a two-hour reception, the total charge would be \$4,500.00 plus, plus [(\$25.00 × 100) + (\$20.00 × 100)].

Like the per-person option, the meeting planner must provide a firm guarantee before negotiating a per-hour charge. Furthermore, no consideration is given for those who arrive late or leave early; in the example above, the charge is \$45.00 per person, regardless.

Flat-rate Charge

This option is similar to the price per person and to the price per hour. You pay a flat rate for the function. Typically, the caterer will assume that each attendee will drink about two drinks per hour for the first hour and one drink per hour thereafter. If your group does not drink this much, you may be able to negotiate a lower price.

The total charge will vary based on the number of attendees, whether well, call, or premium brands are poured, how many unique products the caterer must provide and the type of service.

This is an easy way to purchase a beverage function. No matter how many drinks attendees consume, the meeting planner will know in advance what the total cost will be. You will not have to worry about exceeding your budget. Nor will you have to wait for an inventory of opened liquor containers or an audit of the number of drinks prepared and served. There are no unwelcome surprises.

The Best Option?

The best option varies from group to group. Consider the following example, using typical beverage charges:

The caterer charges \$80.00 for a bottle of bourbon that yields twenty-seven, 1 ¼ ounce drinks. Each drink costs \$2.96. If attendees are expected to drink two drinks per hour, a one-hour reception for 1,000 attendees would cost almost \$6,000.00 if you purchased the event on a per-bottle basis.

If you purchased the event on a per drink basis, the cost per drink would be higher; let's say it would be \$4.00 per drink. In that case, the event would cost the same group \$8,000.00.

If you purchased the event for a cost per person, the price charged by the caterer would typically be over twice the normal cost per drink; let's say it would be \$10.00 per person, all-you-can-drink. The event would cost the group \$10,000.00.

The caterer usually earns more with the per-person option. The per-person option may also be better than the per-bottle choice. In the examples above, the per-bottle choice seems pretty good. However, the potential total cost of \$6,000.00 may be underestimated. If there are no pouring controls in place, there can be over pouring and spillage, which you will end up paying for.

Labor Charges

Sometimes labor charges are included in the beverage charges noted above, and sometimes they are not. Sometimes, you will have to pay extra charges for bartenders, bar backs, cocktail servers, cashiers, and corkage. This may be an attractive way of doing business for some meeting planners, because it gives them a chance to negotiate better overall prices for their events. These charges are negotiable, depending on the value of the business generated for the caterer. If a cash bar sells over \$1,000.00 in liquor during a reception, the bartender charge may be waived if negotiated in advance. But unless yours is a very lucrative group, the caterer will pass on the labor charges to you. 🌐

Excerpted from 'A Meeting Planner's Guide to Catered Events,' by Patti Shock & John Stefanelli



Patti Shock is a professor and the director of distance learning in the Harrah Hotel College at the University of Nevada, Las Vegas. She has received numerous industry awards and she speaks often at industry meetings. She teaches Catering and Intro to Conventions online. She has written five books, including her most recent, 'A Meeting Planner's Guide to Catered Events'. For more detailed info: <http://hotel.unlv.edu/hotelweb/shock.html>

MEETINGS & NUTRITION

When planning menus, responsible meeting planners consider many things and always aim to please their attendees. Will there be enough food? Which items have worked well in the past, which items have not? What are the demographics of the group? Will the food presentation meet our expectations? Do we need special menus for vegetarians or people with food allergies? Is the budget in check? The thoughts and questions that go through our minds are plentiful.



Tracy Toth is the Assistant Director of Sales for the Osthoff Resort in Elkart Lake.

Often in meeting planning, and in life, many of us fail to pay enough attention to the topic of nutrition for wellness and energy. Did you know that by serving certain foods, you can encourage your people's attentiveness and ability to concentrate? I find this subject and how it relates to meetings fascinating, so I asked some associated questions to several MPI-Wisconsin Chapter planners and sought out expertise from a nutritionist, all of which helped my information base for this article.

Now first and foremost, a good meeting planner always keeps the client's desires the priority, rightfully so. That thought was expressed by each MPI

member who contributed and I want to pay respect to it, because it is probably the most important aspect of our jobs. I am hoping that you can take away a few tips from this article that will also help you sneak in some nutrition for wellness and energy, without sacrificing your group's wants and needs. I think by using some of this information, we can make ourselves even more valuable as planners. I would wager that many of the people we work for do not think in detail about this subject, yet it is really a key aspect to what we are able to take away from a meeting or session.

When selecting breakfast items, it is important to know that starting the day with protein is crucial to get metabolism and concentration going. I know—your group wants fried bread! Try to offer one or two options such as omelets, hard boiled eggs, yogurt, cheese, nuts or seeds. Combining protein with whole grain carbohydrates, for instance whole grain toast or English muffins with peanut or other nut butters, is optimal. A serving of fruit rounds breakfast out quite nicely and is always popular with most attendees.


How many of us have experienced, or watched our attendees experience, that after lunch

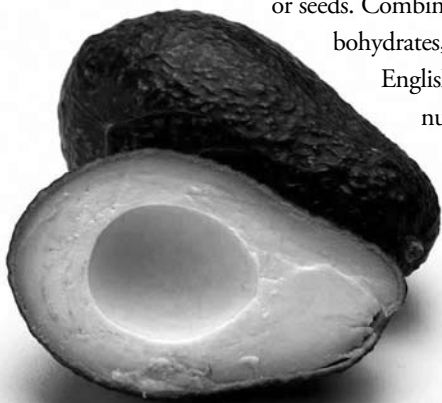
crash? There seem to be two main reasons that cause this: eating too many carbohydrates and eating too many calories for lunch. Foods like chicken and fish are easier to digest than beef and result in less sluggishness. Offering lots of vegetables and fruits is essential. They are packed with nutrients to keep your energy up, as well as satisfy your appetite, all while providing fewer calories. Round out lunch with a whole grain roll or side of rice, but be careful not to let items like those be the main focus of the meal. Avoid dessert if possible, otherwise try to choose something low(er) calorie or low in carbohydrates. Your CSM can assist you and make suggestions that meet your needs. These tips should help keep attendees in peak shape for soaking in the afternoon meetings. Your speakers will thank you!

Suppliers can and should work with you to make sure your guests are pleased. Planners and suppliers alike want the guests to enjoy their food and be happy. Attendees are mainly concerned that their food tastes good. Wouldn't it be nice if we could accomplish all of this while serving nutritionally balanced meals? I encourage suppliers to work with their food and beverage teams to create balanced meals on their menus. Use descriptions about the taste versus labeling things "low-fat" if needed. Many think healthy is the equivalent of bland, and of course that is not true.

Now, I realize that there will be many times that we just won't provide that perfect meal or many of our attendees will choose that fried bread at the continental breakfast instead of the English muffin with peanut butter and fruit. I suggest that you try to work in an active break of some kind which will also help. Doing simple breathing exercises or a brief five minute walk can clear the mind and allow a person to recharge & refocus. Sitting in a chair too long creates tension in muscles so moving is key to prevent brain fog as a result of simply sitting all day. Your supplier friends should be able to assist you in finding someone to lead this if the facility you are using does not already offer it.

The more valuable we can make ourselves as meetings experts, the better, especially in these tough economic times when many of us are fighting to keep our jobs. I hope this is just one more aspect of substance we can identify and refine as we strive to show our true worth on a daily basis.

I would like to thank MPI-Wisconsin members Lisa Lawry, Gloria Nelson, Audrey Schmeckle and Alison Huber for their feedback and input on this topic. Lisa Grudzielanek, registered dietitian who specializes in functional nutrition therapy, who was my professional resource can be reached at Lisa.Grudzielanek@gmail.com. 



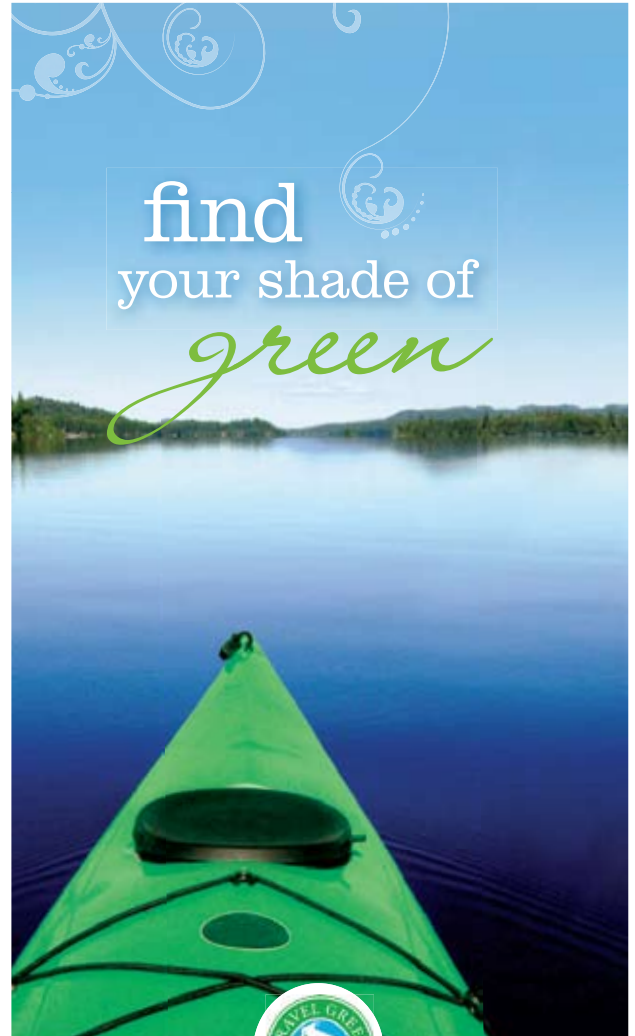
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Supplier Meeting Professional

STUDENT PROFILE:

JOYCE M. FRISCH



Words to live by: Live everyday to its fullest as you never know when your time is up."

Place of employment: CUNA Mutual Group

Job title: Exhibit Marketing Specialist

What drew you to the meetings industry? After 20 years in working with Health, Life and Disability Insurance for credit union employees, I was transferred to a position in Sales as a Credit Union Visit Specialist which meant credit unions from around the country would visit our campus, whether it would be to solidify their relationship, conserve business or review proposals for a new sale. In my role, I would coordinate all of their logistics while onsite, make their lodging arrangements, work with our field staff to plan their agenda and any outside activities while in Madison. After three years, I transferred to an area that was in charge of coordinating our trade show program for our sponsored association events. This position finally landed me in Corporate Meetings & Events in coordinating and executing on our exhibits for our League and Association events. As of July, I am in Marketing Communications doing the same role.

Tell us about your college program: I am currently enrolled in the Meeting & Event Management Certificate or Associate Degree Program at Madison Area Technical College.

Teams or projects that you have worked on for MPI or would like to be involved with: As a new MPI member I have not had much time to research your website as to what is available. My time is limited until I complete my degree.

Dream vacation: Alaskan Cruise

Where were you born? Dodgeville, WI

Where do you currently live? Mt. Horeb, WI

Tell us about your family: I've been married for 21 years and we have one son, Kyle who is 17 and a junior in high school. The newest addition to the family is a seven month old Burnese mountain dog, lab & retriever mix. Her name is Jasmine.

We are co-owners of LeCork Wine & Spirits in Mt. Horeb. As a business owner, we are involved in the community and my husband is serving his second term as the president of the Mt. Horeb Area Chamber of Commerce.

Favorite musical group: John Mayer and groups from the 70's

Favorite pastimes: I enjoy spending time with our friends and families, gardening, golf and entertaining. My husband and I like to try new foods and recipes. We also have a cabin in Adams County.

Person you admire most and why: My mother. She raised five children, mostly on her own, and farmed. She had difficult times with my father, but never let on to us kids until he had passed away. Family was very important to her coming from a family of fourteen raised on the Dakota prairies. She also taught us to be independent.

If I won the lottery I would: Start another business 

32nd Annual MPI-WI Chapter Awards Gala

Join us on Thursday, September 17, 2009, at the Kalahari Waterpark Resort Convention Center in Wisconsin Dells, for the 32nd Annual MPI-WI Chapter Awards Gala

CONNECT with your fellow MPI members

INSPIRE others by sharing your experiences

CELEBRATE the accomplishments of this year's members



AGENDA

5:30 – 6:30 pm	Registration & Networking Reception
6:30 – 8:00 pm	Welcome/Dinner
8:00 – 9:30 pm	Awards Presentation
9:30 pm – midnight	After Glow Celebration in Kahunaville with DJ & Dance

Business or semi-formal attire recommended

Location: Kalahari Resort, 1305 Kalahari Dr., Wisconsin Dells, WI 53965, P: 877-253-5466, KalahariResorts.com

Group Room Rate: \$89 for a standard room for Thursday. For those that would like to extend their stay, a special rate of \$99 is available for Friday. Reservations may be made by calling 877-253-5466 on or before Thursday, September 3, 2009. Please ask for the MPI Awards Gala Room Block. Hotel room rates are subject to applicable state and local taxes (currently 11.0%) in effect at the time of check in. Rooms with two queen beds may also be available with a sofa bed and have a base price for four people in the room. When adding additional guests to the rooms with sofa beds there will be a charge of \$20.00 per person per night in addition to the base price. A sleeping room block does not guarantee sleeping rooms will be next to each other.

Deposit policy for individual reservations: One night (plus tax) at the time the reservation is made. Cancellation policy for individual reservations: 72 hours, or more, prior to arrival to receive full refund less \$25.00 processing fee. Less than 72 hours prior to scheduled arrival forfeits entire deposit.

Connecting with the Community September Outreach Programs

Keep others warm. Help by donating new or gently used scarves, hats, mittens, gloves, and children's boots. Donations will be given to the St. Vincent De Paul Society for distribution to families in need.

Make learning easy. Children need any tools to help them complete assignments and school projects. Items in need for local schools are pencils, pens, glue sticks, crayons, paper towels, and promotional items that can be used as incentives for K-6 students.

Interested in donating a raffle item or making an in-kind donation?

Contact Sara Beuthien, WPS Health Insurance at (608) 221-6176 or Sara.Beuthien@wpsic.com. This year's raffle will be limited to 32 items/packages (additional items will be used at a future MPI event.)

What does
Meetings So Good
mean to you?

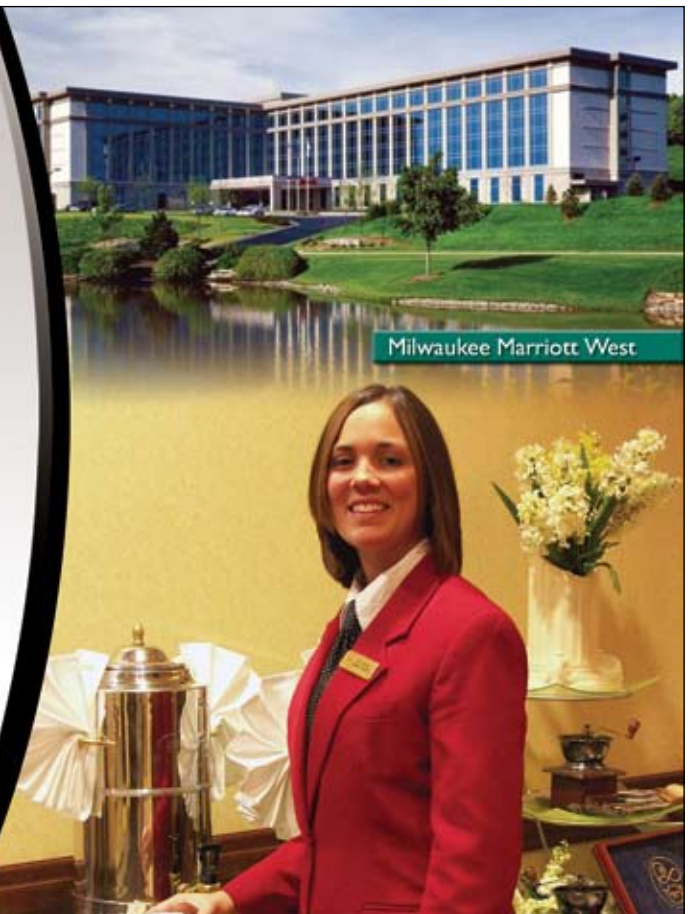
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WHO'S ^{IN} THE NEWS

Changes & Accomplishments

“Your attitude, not your aptitude, will determine your altitude” – Zig Ziglar

Please join me in congratulating: **Mary Godard**, who joined the sales team at the Ambassador Hotel in Milwaukee, along with new Director of Sales, **Lori Fuhrman**.

Did you know? The new **Patriot Center** in Wausau, set to open later this year, will have 60,000 square feet of Expo, Grand Ballroom, and break-out space.

Patricia Kemner recently took a position at the Hotel Julien in Dubuque, Iowa. She will, however, continue to be a member of the MPI-WI Chapter.

Michelle Johnson joined the Business Development team of Northcoast Productions in Green Bay, a full-service multi-media production company.

The **Osthoff Resort** in Elkhart Lake is the latest property to GO GREEN with their new Travel Green Certification. Some of their new green efforts include their own organic vegetable & herb garden for their restaurants & cooking school, support of local farms, the use of organic Spa products and silent water sports such as kayaking to be more eco-friendly!



The National Football League's well-known MVP Award – given to its most valuable player each year – is one of the most coveted recognitions in all of sports. Recently, the **Radisson Paper Valley Hotel** in downtown Appleton received its own MVP Award, having been honored as the Most Valuable Property among hotels that regularly host visiting teams each year during the NFL's schedule! Travel Directors from the 32 NFL clubs voted on the hotel in which they believe provided outstanding service to teams during the 2008 season. The Radisson Paper Valley Hotel's distinction was given in recognition for outstanding performance during the 2008 season, as well as for its cumulative years of exemplary service to visiting teams who play the Green Bay Packers.

Finally, last summer, we were inspired by **Paulette Heney, CMM**, on her first triathlon. This year, it is our new Board member, **Taci Tolzman**, who completed her very first triathlon this past July in Pleasant Prairie, WI.

You GO girl!



Taci (third from the left) with her friends & fellow tri-athletes!

In addition, **Denise Henson** completed a 60 mile bike ride for the Trek 100 in June. **Tina Luther, CMP**, **Carmen Smalley, CMP**, and **Laura Cornell, CMP**, have all completed marathons and various local runs this past year, as well! Talk about an “active” chapter!! ☺

Please e-mail me with any changes in employment, news to celebrate, or recent success stories! – Sue Lidstrom, Director of Sales for future Hyatt Place Hotel, Madison smlidstrom@hotmail.com




Sue Lidstrom
is the Director of Sales-Hyatt Place Hotel, Madison.

FOOD FOR THOUGHT

Featuring:

Chef Cynthia Redman Radisson Executive Chef

Chef Cindy Redman has been in the culinary arts arena for the past 27 years. With her start as a cook in a restaurant and bar, Cindy found her passion in creating dishes that were innovative and exciting for her guests. Cindy's career started with Radisson in 1995, where she grew her abilities to develop inspiring plate presentations and efficiently prepared catered events for up to 2,500 people. In 1999, Cindy embarked on an opportunity to own and run a small restaurant and catering operation. After four years in her own restaurant, she learned that the Radisson was looking for an Executive Sous Chef. Cindy applied and was instantly welcomed back into this new and challenging position. For the next four years Cindy's talents only grew, and in November of 2007, she was awarded for her efforts by being named The Radisson Hotel Executive Chef. 

Flourless Chocolate Torte

3 cups semi sweet chocolate chips
½ cup butter
2 cups heavy cream
2 tablespoons Kahlua liquor

Plastic line 1 – 9" round cake pan.
Combine all ingredients in a heavy sauce pan.
Cook on medium and heat until completely melted
and starts to boil slightly. Pour into lined pan.
Refrigerate until firm.
For best results chill at least 24 hours.



SUPPLIER PROFILE: DAN CARTLEDGE



Place of employment: Wisconsin Expo, Inc.

Job title: Business Development Executive

How long in the meetings industry? 12 Years

How long in MPI? New Member

Tell a bit about your company and/or current position: Wisconsin Expo is a full service general contractor for trade shows, conventions, conferences, etc. We supply pipe & drape, skirted tables, chairs, staging, carpeting, freight handling, etc. We pride ourselves in our quality equipment and superb customer service.

Teams or projects that you have worked on for MPI or would like to be involved with: WI Expo will be supplying the pipe & drape, skirted tables and chairs for the 2009 MPI Midwest Conference at the Monona Terrace in Madison, WI.

Tell us about your family: I have an older sister Mary and a younger brother Brian. We grew up in the meetings industry with WI Expo being the family business owned by my mother Carrie and father Dan.

Where were you born? West Allis, WI

Where do you currently live? Milwaukee, WI


Favorite Musical Group: Phil Vassar

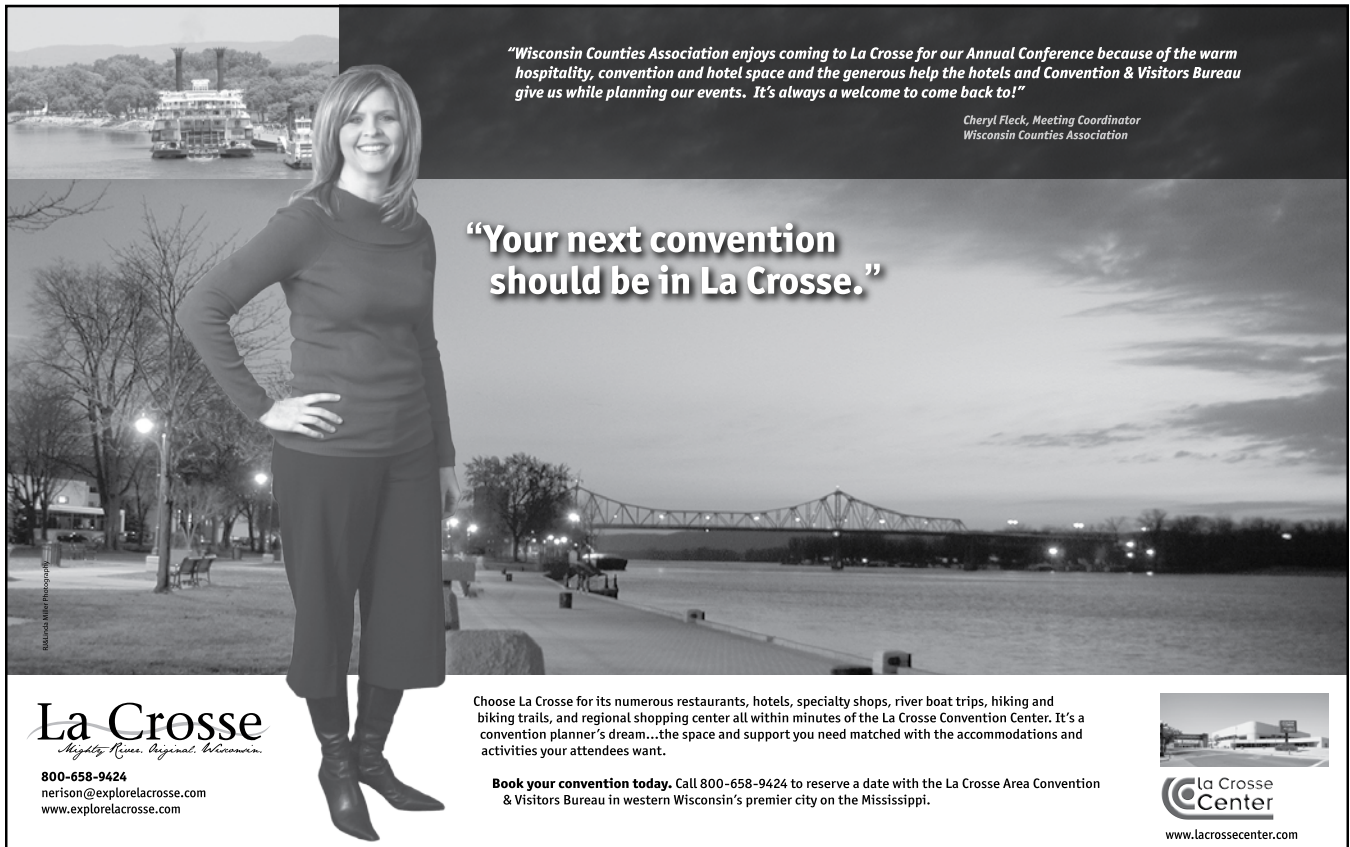
Favorite Pastimes: Baseball, basketball, football and soccer

Person you admire most and why: My parents. They built WI Expo from nothing. They took a huge chance when we were young and it paid off due to their hard work and dedication. My sister, my brother and myself all played sports in our younger years, high school and college. My parents never missed one of our games even if it was in a different state while trying to run a company. They are amazing and I love them for all that they have accomplished.

Dream vacation: Costa Rica

Words to live by: Live life to the fullest

Special personal accomplishments: I received the Max Sparger Scholar Athlete Award while playing baseball at UW-Whitewater 



"Wisconsin Counties Association enjoys coming to La Crosse for our Annual Conference because of the warm hospitality, convention and hotel space and the generous help the hotels and Convention & Visitors Bureau give us while planning our events. It's always a welcome to come back to!"

*Cheryl Fleck, Meeting Coordinator
Wisconsin Counties Association*


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Datebook: CALENDAR OF EVENTS 2009



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SEPTEMBER 2009

17

September Chapter Meeting Awards Gala

Kalahari Resort & Waterpark
Wisconsin Dells

OCTOBER 2009

15

October Chapter Meeting

Radisson La Crosse
La Crosse

NOVEMBER 2009

12

November Chapter Meeting Fall Education Day in conjunction with the MPI-Minnesota Chapter

Monona Terrace & Convention Center
Madison

DECEMBER 2009

10

December Chapter Event Holiday Event

The Abbey Resort
Fontana