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Agenda

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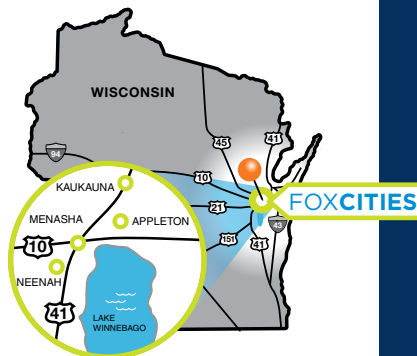


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Agenda

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Agenda

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EDITOR'S NOTE



Hello MPI Wisconsin!

I hope you are all having a wonderful fall season and getting ready for the many holidays that are just around the corner. This is my favorite time of year as work starts to slow down with fall sports, cool outdoor weather, and enjoying time by the fireplace with a cup of coffee (or five!).

Typically, when there is good news there is also bad, and I'm sad to say this will be my last issue writing to you as your MPI Wisconsin co-editor. My career has taken me down a different path, but I am so thankful for all of my time with the MPI Wisconsin Chapter. I have met so many wonderful people, made life long connections and even more importantly, met some wonderful friends.

The good news is that I am so excited to introduce Nicole Putschel as your new co-editor. Nicole and I met while in the Meeting & Event Management Program at Madison College, and now she is the Event Coordinator at Generac Systems in Waukesha. She brings great knowledge and experience to the team and will be a great addition to the editing role. Nicole is thrilled to get started, so please help me in congratulating Nicole on her new role within the chapter and give her a warm welcome!

Wishing everyone the best – Go Badgers!

Brianne

Brianne Warmuth
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{MADISON, WI}

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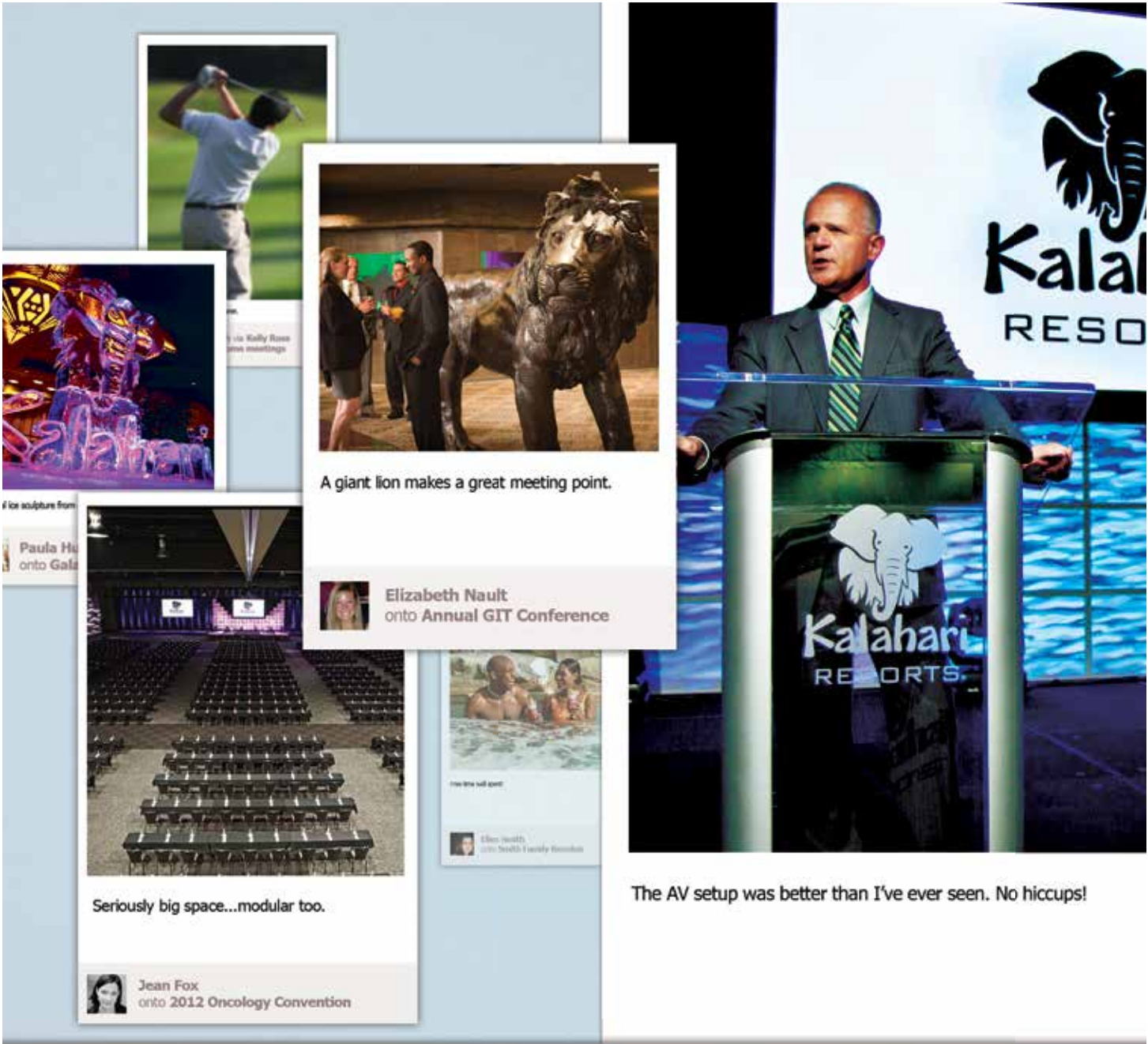


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via Kelly Rose
love meetings

A giant lion makes a great meeting point.

Elizabeth Nault
onto Annual GIT Conference

ice sculpture from

Paula H
onto Gala

Seriously big space...modular too.

Jean Fox
onto 2012 Oncology Convention

How the hell did

Ellen Heath
onto South Family Foundation

The AV setup was better than I've ever seen. No hiccups!

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President's Column

As we near the end of 2013 and the holiday season, I am thankful for many things. First and foremost, I am thankful to have loving friends and family, thankful for my health and thankful for the many opportunities I have had.

I am also thankful for my MPI experience. This year, I just happen to be the luckiest person in this chapter. Seriously. I get the opportunity to work with exceptional professionals on a daily basis with your board of directors. They have already produced three fantastic summer socials, an Awards Gala I will never forget, a great education program with fun networking in Stevens Point, published three editions of the Agenda, and created plans to finish the year out strong and prepare plans for our successful future. These are just a few examples.

We have an outstanding chapter. Members of your leadership team learned that as they attended the Chapter Business Summit in San Antonio. The Summit is an opportunity for chapter leaders to share ideas and create solutions to shared issues. We learned to work better as a team to create an enhanced experience for you, our members. For a chapter leader, you learn more about MPI as an organization and you renew your love for it at this annual event.

Another example of the wonderful members of the MPI Wisconsin chapter is the list of award winners from the 2012-2013 year. Congratulations to each of you! Thank you for your dedication and commitment to the industry and our chapter. I'm looking forward to looking back at this time next year at the great things we do together this year!

So, what's in store as we conclude 2013? The upcoming Fall Education Day and Tradeshow promises to be another terrific event. A beautiful venue, top-notch education and dedicated time to do business with each other will welcome you to Milwaukee on November 21st. Please make plans to join us. Register now at mpiwi.org.

Watch for this year's installment of our Bidding for Good fundraiser in late November. A variety of great items will be up for auction and they make super holiday or birthday gifts. Please share that opportunity with your friends, family and co-workers. The auction is open to anyone and all proceeds from that event help us fund the education programs we produce each year.

As always, we are looking for volunteers. If you haven't yet raised your hand, but you have a spare hour or two, we could use your help. Write an article, help recruit new members or join an event team. It is our volunteers that make this chapter work. Without you, we would not be able to offer the networking and educational opportunities that we do. Contact me or any member of the board. We can talk you through the options and find the best fit for you – either strengthen existing skills or build new ones.

Cheers to a strong finish to 2013!

Alison

Alison

I'd love to hear from you. Drop me a line – or better yet, share your thoughts on any of our social media outlets. What are you thankful for as we look to turn the calendar to 2014?



Alison Huber, CMP
President, MPI
Wisconsin Chapter

GET TO KNOW YOUR BOARD MEMBERS:

CHERYL OSWALD

PLACE OF EMPLOYMENT: Kohl's Department Stores

JOB TITLE: Event and Recognition Coordinator

HOW LONG IN THE MEETINGS/SUPPLIER INDUSTRY? 2.5 years

HOW LONG IN MPI? 2 years

TELL US ABOUT YOUR FAMILY: I have an older sister, a younger brother and a 17 year old adopted sister. I also have 2 nieces and a nephew.

WHERE WERE YOU BORN? Milwaukee, WI

FAVORITE HOBBIES OR PASTIMES? Milwaukee Brewers, reading, traveling and volunteering

WHERE DO YOU CURRENTLY LIVE? Menomonee Falls, WI

WHAT IS THE BEST PART OF BEING ON THE BOARD? The best part is being able to learn from everyone on the board. Everyone has a different perspective on meetings and the topics related to meetings and it's great to hear everyone's different viewpoints.

WHAT HAVE YOU LEARNED MOST FROM BEING ON THE BOARD? It takes a team. I couldn't do what I need to do without the support of the Board and the members of MPI.

TELL US 2-3 THINGS YOU ARE RESPONSIBLE FOR ON THE BOARD? I am responsible for the website and social media of MPI, as well as any public relations that occur in the chapter.

WHAT WOULD YOU WANT THE MEMBERSHIP TO KNOW ABOUT SERVING ON THE BOARD? To not be intimidated by it. Being a 1st time board member, I've learned that the other board members are really there to support you through the process.

PERSON YOU ADMIRE THE MOST AND WHY? My Dad. He has worked really hard in his life and built a successful company. I aspire to do the same someday.

DREAM VACATION? Traveling to Europe for several months and visiting different countries.

ANY WORDS TO LIVE BY? "Good things come to those who believe, better things come to those who wait, and the best things come to those who don't give up."

SPECIAL PERSONAL ACCOMPLISHMENTS? Completing my Master's degree this past May.

WHAT'S SOMETHING MOST PEOPLE DO NOT KNOW ABOUT YOU? I used to be a baton twirler in parades. ▲

AMY QUALMANN

PLACE OF EMPLOYMENT: WI Association of School Boards

JOB TITLE: Communication Specialist & Event Planner

TELL US ABOUT YOUR FAMILY: I live in Madison with my boyfriend, Brian, and my "spoiled rotten" dog, Kobi, who is 14 years old. I have one sister who is a pediatrician in St. Paul along with one niece, Olivia (6 years old), and two nephews, Carter (8 years old) and Isaac (3 years old).

FAVORITE HOBBIES OR PASTIMES? I really enjoy traveling, being out on the water (boating, swimming, sitting on the dock, etc), playing volleyball, spending time with my niece/nephews, friends and family, and working on home projects.

WHERE DO YOU CURRENTLY LIVE? Madison, WI

WHAT IS THE BEST PART OF BEING ON THE BOARD? Being asked to join the board was a sign of respect and accomplishment for me. Some of the best parts of being on the board include the connections that I've been able to make, the credibility that comes with the board endorsing my value and skills, the opportunity to directly affect our members and organization, and the new level of appreciation on the different types of groups and people that make a society/organization strong.

WHAT HAVE YOU LEARNED MOST FROM BEING ON THE BOARD? It's really been about exposure for me. It has been very interesting to see how the organization operates at a much deeper level. I'm also learning so much about the responsibilities a board takes on, as well as being exposed to a myriad of new things that, honestly, make life a bit more interesting. There is also that sense of pride. Being on a board not only affects our community and members, but it has also enhanced my life.

TELL US 2-3 THINGS YOU ARE RESPONSIBLE FOR ON THE BOARD? I am responsible for assisting with the Awards Gala, recruitment of new MPI members, and scholarships.

WHAT WOULD YOU WANT THE MEMBERSHIP TO KNOW ABOUT SERVING ON THE BOARD? Serving on the Board is certainly not something to be taken lightly. It's a place that needs great attention and there needs to be a willingness to make hard decisions. It is also a place where you are saying that you agree to put your personal interests in the background in order to best serve the interests of the organization and its members. With that said, it's also a very rewarding, high-impact way to serve the community and its members, as well as learn new skills that can enhance your career. For people considering joining a board, evaluate your ability to have impact, help advance the mission of the organization, and look to see that your skills will meet the board's needs. Ultimately, it's a terrific way to learn while at the same time giving something back. ▲

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Reflections of the 2013 Awards Gala

By: Cindy Foley, CMP, Janet Sperstad, CMP, and Claudia Cabrera

Cindy Foley, CMP: The vision was “High Society Vintage Las Vegas.” It was born and shaped with consideration of the resources available to us and the ability to deliver the vision with precision. The challenge was creating an illusionary experience that was reminiscent of the city that is called a neon mirage in the desert, a place where dreams are born for singers, dancers, actors and areal performers.

How could we reenact visual reminders of the city that the Rat Pack made their home away from home in the mid-fifties while incorporating them into MPI-WI Chapter’s Annual Awards Gala?



Tom Graybill, Supplier of the Year & Industry Partner (Tri-Marq Communications, Inc.)



Tami Gilbertson, CMP Hall of Fame Award



Jodi Goldbeck, CMP Meeting Industry Advocate



Maria Peot Rising Star Award



Sherry Lee, CMP Planner of the Year

Executing this vision at the highest level required extreme talent, months of planning and countless hours of hard work and dedication.

The first step in that process was putting together an “MPI Dream Team” of dedicated, talented, creative visionaries. All of our team members lent their unparalleled expertise to making the event a success; and their tireless efforts were second to none.

2013 GALA TEAM:

- **Co-chair Cindy Foley, CMP:** Ring Leader and Creative Director
- **Co-chair Steve Lorenz, CMP:** Extreme

Acrobat who dotted our every “i” and crossed every “t” in the planning process.

- **Cinda Vingers, CMP:** Animal Trainer. Need explanation? One word – Sigard. She developed the graphic design and brand imaging for the vision and coordinated all of our print marketing pieces for the event as well as tamed the live auctioneer.
- **Sherry Lee, CMP:** Magician who pulled many rabbits out of her hat and acquired all of the auction donations and coordinated a hugely successful silent auction.
- **David Helgeson, CMP:** Emcee, Dean Martin of the Rat Pack and Juggler who coordinated the raffle effort and logistics.

- **Tom Graybill:** Emcee, Frank Sinatra and Director of Production, managed all production and script writing.
- **Catherine Davis:** Tight Rope Walker who balanced our vision with facility execution.
- **Janet Sperstad, CMP:** Trapeze Artist who balanced engaging our brains with event logistics.

Read on.....

Janet Sperstad, CMP:

This year the MPI WI Awards night kept the spotlight on you and your brain. The entire evening was designed with your heart, mind, and body as we created a celebratory transformative experience.

Our attention span is twelve seconds long. Yes, that is 12. Like right about - now, your brain just had an attentional blink. What's an attentional blink? It's when your brain shifts its attention, even for a split nanosecond and refocuses on something else. Perhaps it was something on your to-do list, an email, or text alert notifying you. Sometimes it's to the point of even missing an important piece of information like your name being called during an awards ceremony.

Our brain selects, limits, and filters information depending on our motivation and goals. For instance, let's say you are one of the nominees. You may feel nervous and excited about the whole night, but really more about your category and if your name will be announced. Will you have to say anything up on stage if they do announce your name? And that stage, what if you trip or drop your award due to being nervous? Ack! Your category is almost here. You are nervous yet excited for your fellow nominees and friends. Hurry up, you are feeling exhausted waiting. Finally, it's here. You make small talk with your tablemates to quiet your nerves, take another sip of water, deep breath, here we go...and the winner is....YOU! You smile clap your hands and look for one of your fellow nominees to stand and go receive the award. But wait, everyone at your table is looking at you? What? Wait? I won? Me? Oh my gosh! Now I feel embarrassed and quickly get up to

go to the stage. You feel your pulse in your ears, mouth goes dry and your palms get sweaty as you walk up on stage. You receive a warm hug from the presenter and you immediately feel better, smiling and take the award and walk off. Whew, that was fun, and you are exhausted.

Why do you feel tired and why didn't you hear your name? Is it because of that attentional blink? Yes, and a few other critical parts of the brain. The ventrolateral prefrontal cortex, which is your brain's braking system, was working in high gear, overriding other parts of your brain that helps you stay centered, calm, and shifting your attention inward to your own thinking, missing what was said externally. We respond more strongly to anticipation and threat than reward. So the insula that is the part of your brain that regulates your heart rate, your gut, thirst, and other body functions gets activated, causing you to have a dry mouth and sweaty palms. This was kicked

Continued on page 12



into high gear when your name was called by a tiny little pea sized part of the brain called the amygdala, and this little devil does two things and only two things, reacts to stimuli by telling you to fight or run. Back to why we are more motivated by threat than reward and yes, it's the old the knee bone is connected to the leg bone type of chain reaction scenario.

Cindy Foley, CMP:

Once the components of the vision were identified, the next step in the process was securing the major sponsors, who with their help would make our vision a reality. With tremendous support, the Middleton Tourism Commission made it possible to acquire decor comprised of impressive backdrops from San Diego and floral design by extraordinary artists John Hosek of Surroundings and Farrah Slinger of Event Essentials. They also afforded us the opportunity to retain the talent of Cycropia, masters in the art of areal feats, as well as a Vegas entertainer impersonating Dean Martin, a 50's photo booth and entertainment for our after-glow by Celebrations Ltd.

Food and beverage provided by host property Marriott Madison West depicted a vintage culinary experience with a contemporary twist, starting with a wide array of samplings at the "Supper Club Buffet" during the reception. The dining experience continued with a five course gourmet dinner, each course expertly paired with "Old World" vintage wines.

Janet Sperstad, CMP:

So how did we construct the evening so that your brain minimized danger (boredom, embarrassment, increased sense of uncertain-

ty) and maximized reward (fun, surprises, laughter, relaxation)? Here is how the logistics broke down to make your heart, brain, and stomachs feel happy and relaxed.

RECEPTION: Walking into a room can make one feel a little on edge, especially when they do not know everyone. We used soft lighting, music, and a large function room to increase personal physical space and allow you to walk in and not be in the focal point of the reception, allowing you to meander around, nibbling on goodies, getting a drink, and watching live entertainment at your leisure. We also created a "wall of inspiration" that allowed you to think of a member who inspired you, whether at the event or not and write their name on the wall. Thinking of this person you admire and appreciate in this safe environment engaged your emotions causing you to increase your levels of catecholamines that rushed through your body and helped you relax. And back to that glass of wine in your hands...yes, it does affect your brain: it decreases neuron activity and shuts down receptors in your brain so that areas of your brain are not reacting to stimuli, blocking out noise and hence the relaxation.

Claudia Cabrera:

Walking through a beautiful arch, I felt that I slowly went back in time and suddenly I found myself in another era. A vintage car was beautifully placed in the corner of the room, a Vegas entertainer performed music from the early sixties, and many attendees dressed for the theme, looking like they had just stepped out of a movie set.

It was a magical place, nothing like I've ever seen before. Everyone was so happy and having a great time, networking with their colleagues while drinking champagne and eating delicious savory appetizers.

The Cirque Du Solei style performances were impressive, magical, and breathtaking. It sure made the atmosphere feel like we were back in time, in the old world, hanging out among "the high society."

Though the networking reception ended all too quickly, it was time for dinner. The room was set up beautifully with gorgeous centerpieces next to five wine glasses and several silver settings. We knew instantly that it was going to be a dinner to remember.

Following dinner, the time had come for the show. You could feel the excitement and anticipation in the air and hear people whispering their guesses of what was to come next. With a mystique throughout the room, Val Steel of the Middleton Tourism Commission appeared from behind the performers. It was like a magic show and everyone seemed to love it.

The Marriott Madison West did an amazing job as the host hotel. The evening would not have been possible without their support and great staff.

Cindy Foley, CMP:

The program kicked off with high energy. The word "auction" comes from the Latin word "augeo" which means "I increase" and our auctioneer Sig Molland certainly increased our income for the second successful year in a row. Auctions have a long, rich history for being very effective. The reason they have been so popular over the years is because they are such great fun and this year was no exception!

Janet Sperstad, CMP:

For the main awards portion of the evening, using three stages, two emcees, different styles of announcing the nominees and award winners from the stage and

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<i>Middleton Tourism Commission</i>	<i>Studio Gear</i>	<i>Celebrations Entertainment</i>
<i>Dairyland Power Cooperative</i>	<i>Surroundings</i>	

audience, as well interspersing entertainment (Cycropia) throughout, the entire awards event allowed us to modulate the cadence of the evening and your attention. It also provided us the use of novelty and surprise to keep it engaging while not setting off the limbic system into a fight or flight response. By raising and lowering levels of dopamine throughout the night focused your attention like a spot light on a stage and then relaxing your brain bringing your attention back to the entire room, your table, and your friends. So by changing the context by which the awards were announced, nominees revealed, entertainment used we changed the levels of dopamine and other catecholamines in your brain to help modulate your attention, body, and limbic system all which helped you feel more relaxed and have fun.

Also this year we used two emcees and presenters for each award. Our brains have what is called mirror neurons. These neurons do just what they are called – mirror or mimic what is happening around them. Think of watching someone yawn and all of a sudden you yawn. That is your mirror



neurons firing. By using two emcees and presenters for each award this allowed them to have someone stand with them, calming their nerves (keeping the amyg-

dala quiet), smiling back at them activating their mirror neurons and increasing their dopamine levels making them feel more relaxed. For the audience having two emcees and presenters increased the opportunity for them to see more of their friends on stage, feeling connected to the emcees and presenters and engage the mirror neurons which increased dopamine and serotonin levels, making everyone feel happy, relaxed, and create a more enjoyable evening.

Cindy Foley, CMP:

The evening was all about recognizing the contributions of our members that have worked hard to keep our industry moving forward. It was also about celebrating another successful year for our Chapter under the excellent leadership of Naomi Tucker, CMP, as we looked to the future with anticipation of another great year, led by Alison Huber, CMP.

We hope our members enjoyed stepping back into a time of fun and flair for our Awards Gala - high society vintage Vegas style! ▲

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Know More! Selling

By: Sam Richter

The Internet has changed the way companies sell, and buyers buy. Unless you have been living on a deserted island for the past 15 years, I know that statement did not send shock waves through your consciousness. And even if you had been living on a deserted island, you probably had Internet access anyhow.

However, I am not talking about companies selling their products online, and consumer online purchases continuing to grow annually by double-digits.

Rather, I am talking about business-to-business selling. No...not reverse auctions, online catalogs and the ability to leverage the Internet for global outsourcing. I am talking about the traditional sales person calling on a prospect or even an existing client—the one-on-one client relationship—that the Internet has completely redefined.

Unfortunately, most business executives do not yet fully grasp the scope of change. Nor have they grasped the opportunities it represents to the companies that understand HOW to leverage the Internet to grow their traditional business.

People still buy from people that they like and trust. The ability to understand the prospect or client, ask probing questions that get to the heart of business issues and create relevant solutions that ultimately deliver results is core to every sales program and sales process.

The problem is, in today's world where virtually everyone is exceptionally pressed for time, there is an expectation by many buyers that you know the answers to questions BEFORE you walk in the door (or pick up the phone or send an email). Especially for in-person meetings, buyers get frustrated when a salesperson asks what some feel are obvious questions such as company size, lines of business, competitive information, etc. Many buyers expect salespeople—even in the first meeting—to have even more complex business knowledge such as industry changes, market positioning, and even a base-level understanding of the buyer's internal business issues.

How can you get the kinds of information that will make a great first impression? How can you differentiate from the typical salesperson? How can you get the information you need to understand your prospect and their key issues before you walk in the door? The answer is Sales Intelligence.

The Power of Sales Intelligence and the "Fourth R"

According to a study by CSO Insights, Sales Intelligence is one of the most effective tools for improving a company's sales effectiveness. When you understand your prospect (their company, their industry focus, their issues and details about the individual with whom you're meeting), then you're able to customize the presentation and conduct a meaningful sales call. In fact, according to the CSO Insights study, if your company embraces a culture of Sales In-

telligence, your company is almost two times more likely to move your prospects through your sales process towards a closed deal.

Yet, according to the CSO Insight study, fewer than 10% of companies provide their people the training and resources necessary to conduct Sales Intelligence. Why?

Historically, students of business and sales are taught that success comes from mastering the traditional "Three Rs" of reading, writing, and arithmetic. If you learn to communicate effectively, write a good proposal, understand a financial spreadsheet, and manage a realistic budget, the chances are good that you will succeed in business.

In today's value-oriented business marketplace, the "Fourth R" – research – is the tool that truly differentiates one business from the next and one salesperson from the next. Talk with anyone who is an expert at influencing people, from a minister to a politician to a great salesperson, and they all practice the "Fourth R." If you understand what interests the people you meet with, if you know what they genuinely care about, you gain permission to ask relevant questions and engage people to share what they most likely do not share with others.

When you are armed with relevant data, you are able to not only ask better questions, but you also massively increase your credibility. Remember, people buy from people; people buy from people they trust. And people trust people who can intelligently engage in meaningful dialogue.

Asking a generic question like, "What are the key barriers to you achieving your objectives?" shows your prospect that you are a trained salesperson. Asking a prospect a question like, "I see that your biggest competitor, Widget Corporation, is coming out with a new product and I was wondering how you plan to differentiate yourself?" shows your prospect that you are a true professional who understands the market.

The "Fourth R" is a powerful tool that, once applied in every sales interaction, will elevate you to the top one percent of all salespeople. The good news is that virtually anyone can learn to master the "Fourth R." You don't have to attend library school. You don't need a private investigator's license. You just have to follow a few simple steps.

How the Impersonal Web has Made Selling More Personal

Admit it; the Internet has made you a lazier salesperson. Instead of calling, you email. Instead of in-person meetings, you hold a Web chat. Instead of truly understanding your prospects and clients, you look at their Web page.

Remember earlier, I discussed how the Web has changed the world for the traditional relationship-based salesperson, but most salespeople do not comprehend the magnitude. That is because the Web has made it fast and easy to practice the "Fourth R."

When used for Sales Intelligence purposes, the impersonal Web makes it easier to be more personal. Via the Web, you can quickly find the information you need to craft relevant presentations, pitches and proposals to help you interact with prospects and clients in ways you know are meaningful to them. To find the right information, you just have to know where and how to look.

Searching for information online can be very frustrating. Popular search engines like Google and Bing continue to make amazing strides in their ability to gather information. They have added tens of millions of Web pages to their databases and introduced new search features that make finding information easier and more personal. New search engines seem to launch every week, each with a new way to locate and display search results.

Yet with all of the advances made in search technology, finding relevant, credible and timely information online is challenging and time-consuming for most people. Many people, even those who have grown up using the Internet, have little knowledge of how to conduct efficient searches and, thus, waste an incredible amount of time searching for business information.

The following are a few of the resources featured in the Know More! training program and best-selling and award-winning book, *Take the Cold Out of Cold Calling* (named the 2012 Sales Book of the Year). When you use these tips, tricks and resources, you will be well on your way to mastering Sales Intelligence, and winning more business than you ever thought possible.

- **Google Filetype Search:** From company proposals to vendor and client lists, companies think that the files they post online for colleagues to download are secure. But if not properly protected, Google can index the data and make it available to people who know how to look.

1. Enter the information you want and/or the company name (use quotations around phrases e.g. “paper industry” or “Widget Corporation”).
2. Enter filetype: (filetype colon) and then choose a filetype extension (e.g. pdf = adobe acrobat, xls = Excel spreadsheet; ppt = PowerPoint presentation; doc = Word document.)

- **YouGotTheNews:** Your clients and prospects are amazingly passionate about one thing – themselves. When you can find a recent news article about the person and/or company you’re meeting with, it’s a great way to establish your credibility, show the other person that you care and engage in meaningful dialogue.

If your prospect or client is a large company, search engines like Google, Bing, and Yahoo do a great job of delivering recent news. But if your prospect or client works at a smaller firm, good luck finding relevant news articles.... until now.

Go to www.yougotthenews.com and search for news articles from thousands of local and national news sources. Type the name of a company or a person in the search form. For the

best results, make sure to put the name within quotes (e.g. “Acme Corporation”).

On the results page, use the tabs to sort your results by press releases, national news, business news and local news. Click the Relevancy button to sort your result by search relevance or date.

- **Insideview.com:** Register for your free account at www.insideview.com. Enter the name of a company and then choose from the result list. You’ll find basic company information including approximate revenue and number of employees. Click the navigation tabs to find key company contacts and company buzz, including recent blog and Twitter™ posts.

As your network grows, search for people by name, company, job title and more. Use the Advanced Search for the best results.

Following a search, if you see a name of someone you are interested in learning about, click their name and view their LinkedIn profile. Each person creates his or her own online profile, so you can learn a lot about someone’s background and interests, as you are basically looking at their online resume.

If you find someone you would like to meet, you can request a referral from one of your first level contacts—just click the “Get Introduced” link. Choose the person you know who knows the person you would like to meet. Write both a note, and LinkedIn will facilitate the online introduction.

- **Your Local Library:** Most people are not aware of this, but one of the most powerful business research resources around is your local public library. Big companies with big budgets pay for expensive databases and list building services. What you probably do not realize is most libraries have the same or similar databases that you can use.

Best of all, you can access these databases free of charge (well...they are not exactly free because your tax dollars paid for them). Even better is you can often access most of these databases at no charge via your own home or work computer, any time you’d like. Just find your library’s Website and look for a tab or link titled “databases” or “online resources.” Click on the link to access the database and enter in your library card number. In seconds you’ll be logged into premium subscription databases at no charge to you or your company.

Follow these tips and resources and you will be well on your way to mastering the “Fourth R” and Sales Intelligence. Most important, you will begin to know more than you ever thought you could (or should) about your prospects, clients, and your competition. ▴

Sam Richter is the founder of the #1-rated Know More! business improvement program and author of the award-winning and best-selling “Take the Cold Out of Cold Calling” book, named 2012 Sales Book of the Year. In both 2011 and 2012, Sam was named one of the Top 25 Most Influential People in Sales. For more information about Sam, his books/videos, and his presentations, please visit www.samrichter.com.

2013-2014 Community Outreach Projects

NOVEMBER: SALVATION ARMY

By: Amy Nagel, Ghidorzi Hotel Group



“Doing The Most Good.” In these four words, the Salvation Army’s mission is to feed, clothe, comfort and care. In fighting hunger and poverty, the Salvation Army can feed and nurture the spirit. The Salvation Army operates 7,593 centers in communities across the US. These include food distribution, disaster relief, rehabilitation centers, anti-human trafficking and a wealth of children’s programs. Their work is funded through kettle donations, corporate contributions and the sale of goods donated to the Salvation Army stores. MPI members will be ringing bells to greet members before our November event in support of the Salvation Army’s holiday charity drive.

FEBRUARY: HEARTLAND FARM SANCTUARY

By: Kelly Hekler, Fox Cities CVB



Heartland Farm Sanctuary, founded in 2009, is a nonprofit organization dedicated to helping homeless farm animals in Wisconsin and building connections between animals and vulnerable youth. Heartland was created to provide a safe, peaceful environment where you and farm animals could come together to heal, grow and have fun.

Items of need include blankets, animal food, hand warmers, trash bags and much more. Please visit the Heartland Farm Sanctuary website at <http://heartlandfarmsanctuary.org/> for a complete listing of needed items.

JANUARY: OFF THE SQUARE CLUB

By: Rolfe Nervig, Studio Gear



OTSC’s mission is to provide a recovery oriented, person-centered resource center for adults living with mental illness. OTSC is staffed by compassionate, knowledgeable and skilled individuals who use their personal mental illness experience to assist individuals in living full, well lives within the community.

Items in need include toothbrushes, razors, boxer shorts, men’s and women’s underwear, socks and shoes. Please consider donating at the January event!

APRIL: TAILWAGGERS 911

By: Kelly Hekler, Fox Cities CVB



Tailwaggers 911 is a program funded through tax deductible donations and fundraising events that finds homes for dogs without homes. Items in need include foster homes, volunteers, pet treats, cash donations, blankets, pet crates, paper towels, bath towels, gift cards to pet stores, pet toys and food. Items will be collected at the April MPI event.

MAY: SUITED FOR SUCCESS/YWCA

By: Justine Alexander, The Madison Concourse Hotel and Governor’s Club



Suited for Success is one of several YWCA programs designed to assist women in need. This program provides professional-styled clothing, shoes and accessories to YWCA clients who need appropriate wardrobes in order to return to work or for job interviews. This program is made possible by the generous donations of business clothing from the community.

The clothing in the Boutique is professional work attire. For example, clothes one might wear on an interview or to a professional job. Although you can donate any type of clothing, only professional clothing will be available in the Boutique. Non-professional clothing will be distributed to YWCA residents and clients or used for fundraising for YWCA programs. Appreciated items include professional cleaned women’s clothing sizes 16+, scarves, jewelry, shoes, purses, pantyhose, new makeup and shopping bags with handles.

Please consider supporting the Suited for Success Boutique at the May event!

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Food for Thought:



EXECUTIVE CHEF THOMAS MEIER draws culinary inspiration from the region he proudly calls home. Simple, hearty creations sourcing locally grown ingredients highlight the agricultural community and share the rich history of the Midwest. Bold flavors paired with artful presentation elevates farm to table tradition.

A member of the Levy family and Executive Chef at Wisconsin Center District since February 2009, Tom began his career studying at the University of Wisconsin-Stout where he graduated with a degree in Hotel and Restaurant Management. He then spent nine years with Radisson Hotels, where he progressed from Sous Chef to Executive Chef, opened new properties, served on the Culinary Committee and was named Chef of the Year.

Tom continued to grow his culinary knowledge in positions at the Hyatt Regency Atlanta and Wyndham Milwaukee Center. Seeking the opportunity to travel, Tom joined Starwood Hotels as International Task Force Chef where he had again had the opportunity to open new properties, and spent six months in the Caribbean as acting Executive Chef at the Westin St. John. Homesick for the Midwest, Tom returned to his Executive Chef position at Wyndham Milwaukee Center in 2000.

Expert efficiency and a proven track record make Tom an invaluable part of the team. Managing all food service for Wisconsin Center District's three buildings, including meals for up to 3,500 guests, he brings creativity and quality together, while always seeking to further develop his culinary skills. In his spare time, Tom enjoys golf, riding his Harley, playing racquetball and spending time with family and friends. ▲

Executive Chef Thomas Meier Wisconsin Center Districts



PUTTANESCA SPAGHETTI with Tomatoes, Capers, Olives, and Anchovies

By: Executive Chef Thomas Meier, Levy Restaurants

INGREDIENTS:

For 1lb. dried, store-bought pasta

- 1/3 cup plus 1 T extra-virgin olive oil
- 6 anchovy fillets, chopped
- ½ tsp finely chopped garlic
- 3 cups canned whole peeled tomatoes, with their juice, coarsely chopped
- Salt
- 2 tsp coarsely chopped fresh oregano or ½ t dried
- 2 Tbsp capers
- 8-10 black olives, pitted and julienned

PREPARATION

1. Put all but 1 tablespoon of the olive oil and all the anchovies in a large skillet over a low heat and cook, stirring with a wooden spoon, until the anchovies dissolve.
2. Add the garlic and cook for about 15 seconds, taking care not to brown it.
3. Raise the heat to a medium-high and add the tomatoes with a pinch of salt. When the sauce comes to a boil, turn the heat down and simmer until the tomatoes have reduced and separated from the oil: 20-40 minutes depending on the size of the skillet.
4. Bring 4 quarts of water to a boil in a large saucepan or pot, add 1 tablespoon of salt and the pasta, stirring until the strands are submerged.
5. When the pasta is halfway done, return the skillet with the sauce to a medium heat, adding the oregano, capers & olives.
6. When the pasta is cooked al dente, drain and toss with the sauce in the skillet over a low heat, adding the remaining tablespoon of olive oil. Taste for salt and serve at once.
7. Enjoy!

Pass the Pad

By: Jon Petz

Have you ever hosted a meeting in which attendees just stroll through the door like it's a lazy summer's day? Guess what? When it's allowed to start that way, any meeting will probably suck. The number of meetings that start late across all industries and organizations could amount to an epidemic. But there's an SRD (and a fun one) to cure this stroll-in-late-to-the-meeting disease.

What's an SRD? A Suckification™ Reduction Device that stares chronic meeting problems in the face with creative alternatives. This SRD is designed to reward everyone who shows up on time and give the latecomers a meaningful task. To call out those who don't show up for the meeting ready for action, use this SRD called *Pass the Pad*.

Here's the idea: The last person to come through the meeting door is given the official notepad for taking the meeting minutes or notes. Know when it gets fun? When the notepad gets passed to the newest latecomer as the meeting goes along. That's right, the pad for taking minutes changes hands as each straggler walk in.

What happens next? The person currently stuck with the pad breathes a huge sigh of relief—aaaah—and the one who just walked in has to accept it. Inevitably, he or she asks, "What did I miss?" The answer is, "Well, it's right in front of you. Just read

what's been written. And guess what? You're the one who gets to keep the notes going."

Now, of course, the note taker has to distribute the notes from the meeting in an agreed-upon way—via shared folder, Wiki page, Facebook page, intranet—something that's standardized for all meetings and consistent with the organization's objectives or HR initiatives. (Trust me, if you don't have this figured out beforehand, the posting won't happen and outcomes will get lost.) Sure, other people may take their own notes and that's fine. But the official minutes, key outcomes, and stated deliverables must get handled. It's an important role to be performed.

You can probably guess what happens when the Pass the Pad SRD gets enforced. Attendees show up early, they eagerly jump through the door into the meeting room, even cutting people off others—just to avoid getting stuck with the pad. Yup, Pass the Pad is simple, it's playful—and it can revolutionize your meetings. ▲

Jon Petz is the author of Boring Meetings Suck, (Wiley Publishing 2011). He is also Professional keynote speaker, emcee and corporate magician. Learn how to GET MORE out of your meetings in our short-attention-span-high-distraction world and get out of those that bore. Pick up Boring Meetings Suck at your local bookstore or at www.BoringMeetingsSuck.com

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Madison Summer Social

By: Kelly Ann Hekler, Fox Cities CVB

What more can you ask for than fun music outside of Wisconsin's capitol building, local beer, wine, snacks, great MPI company and beautiful weather? Not much! That's exactly what about 25 of my fellow MPI members, guests and I received at the Madison Summer Social on July 31st.

After dodging a few rain drops, MPI members and guests gathered on the capital square on blankets that had been reserved for hours. I was blown away at the number of people who attended this unique event. Some concert goers even went so far to set up a mini-dinner table complete with a table cloth, dishes, food and even a bouquet of flowers to enjoy while they played dominos waiting for the concert to begin! The streets around the square were shut down to accommodate all of the foot traffic as well as local vendors supplying just about anything a concertgoer would need including ice cream, beer, wine, kettle corn and even fresh, squeaky cheese curds. We settled in for the final concert of the season. The music was fun and encouraged crowd interaction.

Thanks to the Greater Madison CVB for sponsoring this one-of-a-kind event on the square! ▲

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Supplier Profile: Joe Millenbach



Place of Employment: Zentila

Job Title: Director of National Accounts

How long in the meetings industry? 16 years

How long in MPI? I've been a member of MPI a few different times over the years and I am excited to renew my membership with the MPI Wisconsin Chapter.

Tell a bit about your company and/or current position: I'm the Director of National Accounts for Zentila. We provide strategic meeting management solutions to companies that are looking for easy-to-use technology that they can utilize to source, manage and analyze all of their meeting spend and activity.

Teams or projects that you have worked on for MPI or would like to be involved with: I love to write so I'm interested in contributing to the newsletter or website content.

Tell us about your family: I'm married and have an 11-year old son and a 5-year old daughter.

Where do you currently live? I live in Wauwatosa, WI.

Favorite Pastimes: I enjoy reading, running, biking and spending time with my friends and family.

Favorite Musical Group: Zac Brown Band

Person you admire most and why: I admire my wife. She is very passionate about what she does and really knows how to set her mind to something and make it happen.

Dream Vacation: I love Mexico and have been there several times. I'd love to go back again and again.

If I won the lottery I would: Buy a place in Door County and another one in Mexico and split my time between the two places.

Words to live by: Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.
– Galatians 6:9

Special personal accomplishments: I won a horseshoe tournament in 7th grade. It was awesome. I'm not very good at talking about myself though...I blame my mother for that!

What else would you like other MPI members to know about you? I'm a new MPI Wisconsin member but not necessarily "new" to Wisconsin or the meetings industry. Most of my previous experience has been working with association meeting planners from out of state and now I'm looking forward to making some connections with planners and suppliers that I haven't had the chance to work with before. ▲

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How Much is Too Much When Dealing with Difficult People?

By: Victor Gray

Editor's Note: The following is one of three articles written by participants of the 2008 WSAE Speaker Showcase held November 12, 2008 at the Grand Geneva Resort & Spa.

To know how much you can live with when dealing with a difficult person requires that you are honest with yourself. A common leader fear is to deny that a problem exists. In our minds, we many believe that if we deny the existence of the problem, we can then convince ourselves that we have no responsibility to address the problem. We have chosen to live in D.E.N.I.A.L. (Don't Even Know I Am Lying to myself about the problem.)

Do you have a difficult person problem?

In order to determine if you have a difficult person problem, and how big your difficult person problem may be, answer yes or no to the questions that follow.

The behavior of the difficult person:

- Affects your work?
- Affects the work of others?
- Affects the difficult person's work?
- Impacts or significantly impacts the organization negatively?

Does the difficult person's behavior negatively impact:

- Time loss?
- Costs increasing?
- Behaviors that are contrary to policies or your reasonable expectations?
- Safety/Security procedures sidestepped or violated?
- Quality of output?
- Quantity of output?
- A feeling in your gut that things just aren't right?

If you responded yes to several of the above questions, the likelihood is good that the behavior of your colleague, direct report or the boss is not meeting your expectations AND their behavior is having a harmful affect upon others and the organization. It is time to consider whether to communicate your displeasure concerning the difficult behavior.

Before you criticize

Should you criticize your boss, peer or direct report? Here are some steps to keep in mind before your criticize.

1. Examine the risks. Misreading the situation could result in a deterioration of the status quo and putting a work relationship in jeopardy. The receiver of the criticism, not the giver, decides the

result of the exchange. This receiver of the criticism decides if the criticism is accurate, specific or whether it should be challenged or rejected. As a giver of the criticism you only control the preparation of the criticism, not what the other person will do with it.

2. What's your chance for success? Have you criticized your boss, peer or direct report before? If so, did it lead to a positive outcome? If you've been successful in offering constructive criticism to this person in the past, and this person is receptive to your opinions, the chance for success is good, but not guaranteed. If your previous attempts to criticize your boss or peer have failed, perhaps you should strongly evaluate whether to try it again. If nothing significant has changed in your work relationship, there is no reason to believe you'll be successful this time. Have you been asked for your opinion? Does the culture of your organization encourage employee involvement and giving feedback? Some work relationships expect or find it acceptable to offer unsolicited criticism.

3. Are you sure you can't live with it? Does this situation significantly affect your work, the work of others, or carry risks to the organization? Is the problem on-going or a one-time event? Was the person having a bad day or in a difficult situation? Difficult situations include such things as unrealistic management expectations or a belief that directives being given are illegal, unethical or unsafe. If the difficult person does not have a history of difficult behavior or is difficult only with you, consider the possibility that you might be difficult to work with. Do you lack information about upper management decisions or conflicts? Unless the issue seriously affects your ability to do the job, you may first consider consulting an objective third party. Perhaps your human resource person or mentor can help you see the situation differently and give new insights on how to handle the problem.

4. Count up the costs of giving constructive criticism. Bosses will criticize subordinates, but the reverse is not always true. Your boss controls a valuable commodity — your freedom. Peer relationships can be tricky. Egos, seniority and rank make peer criticism vary from situation to situation. If you don't have a clear understanding of whether it's acceptable to bring up criticism with the boss or peer, ask the person about their willingness to receive constructive criticism at a time when you don't have any criticism in mind. You can gather information without anything being at stake. Clearly, if the possibility for success is low or unknown, the risks or benefits must be weighed. Furthermore, a difficult direct report can slow down the pace of the work, influence work quality, and perhaps pressure other employees to do the same. Many supervisors have stopped doing their jobs

because of a fear of what an employee might say or do. Despite the ambiguity, the bottom line is that you are paid to do a job...it may be time to get it done!

Steps for dealing with difficult people

It is important to prepare for a meeting with a difficult person. The following steps include the things you should say and do before, during and after the meeting. These steps should prepare you for most situations.

5. Go to person — not to the break room or the local gossip. Consider an appropriate time (usually not 8 a.m. Monday or 4 p.m. on Friday) and place (comfortable, neutral and private). Sometimes a third party — either another manager or a representative from HR may participate, if appropriate or required.

6. State the problem. Use "I" Statements to share how you feel or think. Say something like, "When the production reports I prepared were tossed in the trash and you walked away, the effect was we missed the boss's deadline for the second week in a row. I feel really aggravated and concerned."

7. Ask their feelings. Don't take any remarks personally. Anger can likely result when people feel attacked. Consider saying, "How do you feel about what I have just said?" (After pausing a moment) "You look a bit defensive about what I have said. I really want to know your feelings on the matter."

8. Clarify understanding. Paraphrase by saying something like, "If I understand you correctly, you felt upset by my comments in the sales meeting last week, and ..."

9. State your feelings calmly. Proceed carefully, do not resort to emotion or arguing at this stage. You say something similar to, "Based upon what you stated, here's what I think ..."

10. Offer a deal. Although some negotiation may be needed, try this technique to encourage buying on their part. "If I do this, will you do that?" "Please note that what I'm asking you to do is less than what I'm willing to contribute. Can we give it a try for two days and see how that works?"

11. Follow up. When your offer is accepted, check back to see if the agreement is still on track. Ask, "How's our agreement working?" If the agreement is working well, then continue. If the agreement is not working, then state, "Our plan has not been successful. What else can we try to resolve the problem?"

Offering feedback and constructive criticism is crucial in organizations, but it is critical to think before you act. ▲

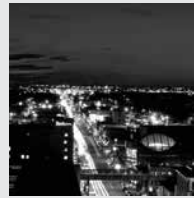
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To CMP... Or Not to CMP

By: Jodi Goldbeck, CMP

Taking the CMP exam is a daunting task for many who hope to sit for the exam some day. However, the process of just applying to take the exam is a worrisome thought for many. I talk to many people in the industry who have questions about what is needed to even sit for the exam so I took a detailed look at the Convention Industry Council's (CIC) website, along with the 2013 CMP Handbook, and summarized that information below.

The CMP application is made up of two sections. Applicants must select and meet the requirements for one option under each section.

Section 1 – This section consists of questions applying to your professional experience in the meeting, event, exhibition and hospitality/tourism industry. Option 1 is 36 months of full-time work experience, Option 2 is 24 months of full-time work experience with a degree in hospitality and Option 3 is 36 months as a full-time instructor at an educational institution.

Section 2 – This section consists of questions applying to internship experience or continuing education requirements. Option 1 is a minimum of 200 hours of an industry-related internship experience and Option 2 is 25 clock hours of continuing education.

Some things to keep in mind are the following:

- Industry-related experience is defined as being employed within the industry in a position with responsibilities and decision-making authority that impacts the results of meetings. Experience is based on being employed in the industry (within the previous 12 months) with a minimum of 36 months qualifying work experience.
- Experience and course work must be completed at the time the application is submitted.
- Volunteer work and part-time employment do not count toward fulfilling the professional experience requirement.
- If an applicant is using an internship for points towards the application, he/she must have a supervised industry internship with a minimum of 200 hours of work experience with a professional organization through an accredited educational institution or university. The internship experience must be verified by a faculty member or internship advisor.
- In order for continuing education hours to qualify, it must directly relate to one of the key domains of the CMP-International Standards. Documentation verifying attendance for each continuing education component is required (examples include registration confirmation, payment receipt, etc.).

The CMP application fee from January 1 through February 12 is \$225 and from February 19 through December 31 is \$250. The exam registration fee is \$450. ▀

*For more detailed information, go to the CIC's website
at www.conventionindustry.org.*

NEW! MPI Meeting Design Research & Toolkit

To help planners
reduce costs
and increase
value

By: Tom Graybill

The MPI Foundation unveiled a new study and companion tool on the first comprehensive scientific effort to understand and explain Meeting Design.

The toolkit created as a result of the study will provide guidance on how planners can design more effective meetings and undertake new approaches to create breakthrough experiences. The Meeting Design toolkit includes how-to guides, worksheets and case studies as they relate to the following principals.

- Assessment & Evaluation
- Experience
- Distributed Learning
- Collaboration
- Meaningful Engagement

The study and tools are complimentary to MPI members. To learn more, please go to <http://bit.ly/mdchapters>. And, to follow all discussions around the Future of Meetings (FOM), please join the MPI FOM special interest group on LinkedIn. ▀

Tom Graybill is Vice President, Sales for Tri-Marq Communications and is Vice President of Finance for MPI-Wisconsin.

Networking, Fun, and All That Jazz

By: Tom Graybill

MPI-Wisconsin's Summer Social event in Milwaukee hit all the right notes for more than 15 attendees who enjoyed an evening of "Jazz in the Park" on August 8th.

Members and guests gathered at the Belmont Tavern for a cold one on a hot night, and then enjoyed tunes at Cathedral Square to keep the party going.

Many thanks to Visit Milwaukee for sponsoring this dynamic event as we head into a new MPI-Wisconsin season! ▲



WHO'S IN THE NEWS

Two Wisconsin firms, **Meetings & Incentives Worldwide, Inc.** (Caledonia, WI) and **Creative Group, Inc.** (Appleton, WI), again hit the top 25 companies of 2013 presented by the *Corporate Meetings & Incentives* magazine.

Denise Humphrey and her husband Jonathan welcomed Wyatt James Humphrey on August 16! He arrived at 9:26 am, weighing in at 7lbs, 1oz and 19.5 inches long. Mommy and baby Wyatt are doing well. Congrats Denise!

Janet Sperstad, CMP will be honored at the 2014 Professional Convention Management Association (PCMA) Education Foundation Dinner Celebrating Professional Achievement on May 14, 2014 in Washington D.C. Janet is PCMA's 2014 Education Honoree and will be recognized for her more than 25 years of experience as a meeting professional and executive leader. ▲

New Members

MEG MADECKY
Student
Madison College
716 Mulberry St A
Lake Mills, WI 53551
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LEAH SCHNEIDER
Student
Fox Valley Technical College
1070 Westfield Ln
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Meeting Management
Professional – Supplier

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Supplier Meeting Professional

DONNY FEUFUSS
Acct Mgr of Event Services
Sonic Foundry
222 W. Washington Ave
Madison, WI 53703
donnyn@sonicfoundry.com
Corporate Meeting
Professional

Please help
us welcome
our new
members!

Gilda's Club At MPI Awards Gala

By: Sandy Henshue, Fundraising Events, Gilda's Club

Gilda's Club Madison was thrilled to have the opportunity to be chosen by the MPI Wisconsin Chapter as the featured non-profit at the 2013 Annual Awards Gala.

The event was a fabulous affair. As Fundraising Event Coordinator for Gilda's Club, I could appreciate the great amount of detail that went into the planning of this event. Both our member speaker, Sandra Miller, and I enjoyed the gala festivities and the great exposure for Gilda's Club Madison.

Thanks again, for choosing Gilda's Club - "So That No One Faces Cancer Alone."

Best of luck to your wonderful organization. ▀

Ready, Set, Bid!

Join the fun of BiddingForGood,
and do Good for MPI-Wisconsin

By: Tom Graybill, VP, Finance MPI-WI

Last year it was a fabulous Hawaii trip – what will you find when MPI-Wisconsin's BiddingForGood (BFG) auction opens?

The online auction has been a popular fundraiser for our chapter, raising nearly \$5,000 last year to benefit MPI-Wisconsin, and help us bring you great education and networking opportunities. This year, we want to raise the bar – and we need your help!

What is BiddingForGood?

Since its founding in 2003, BiddingForGood has worked with non-profit organizations and charities to raise funds by letting users "Shop for a Cause." The e-commerce company connects fundraisers, cause-conscious shoppers and socially responsible businesses in a dynamic and fun way to maximize charitable contributions. And it is a great place to get fantastic gifts and experiences at bargain prices!

Our auction doesn't only reach our members or even just those here in Wisconsin. Donated items are auctioned on a national scale, and winning bidders can come from anywhere.

How you can help!

An auction needs two things – items to bid on and bidders. That's where you can help. We are currently building our basket of goods, and are seeking great items to put up for bid. The bigger and better the "basket," the more funds can be raised for your chapter. Since it is a national auction, you may want to reach out to those contacts across state lines and outside of our MPI-Wisconsin network.

Who have you worked with that can provide a great experience, a fabulous stay or a cool item that can benefit MPI-Wisconsin? Top categories are dining, travel, sports, events and theatre. Contact Claudia Cabrera at ccabrera@radmad.com with any items for the auction. Please know that donors will not only get publicity from coast-to-coast via the auction (BFG has more than 380,000 bidders!), but also are helping to make a better MPI-Wisconsin!

It's a Bid Deal!

MPI-Wisconsin's BiddingForGood auction is set to start on November 18th, a week before the holiday frenzy of Thanksgiving and Black Friday. Be sure to check in early and bid often to get some great deals for a good cause. The auction will close on December 9th so items can be shipped in time for the holidays. Encourage your friends and family from across the country to join in the fun and bid. Everyone's a winner with BiddingForGood! ▀

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WISCONSIN
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Datebook:

CALENDAR OF EVENTS

2013-2014



Connecting you to the
global meeting + event community

NOVEMBER

20-21

FALL EDUCATION DAY
Hilton Milwaukee City Center and
the Wisconsin Center
Milwaukee

JANUARY

16

JANUARY EDUCATION
Heidel House Resort
Green Lake

FEBRUARY

13

FEBRUARY EDUCATION
Holiday Inn American Center
Madison

MARCH

20

MARCH EDUCATION
Lawrence University and
The Radisson Paper Valley Inn
Appleton

APRIL

17

APRIL EDUCATION
Country Springs Hotel
Waukesha