

MPI-WISCONSIN CHAPTER

Agenda

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VOL 46/NUM 6
2024



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NOVEMBER/DECEMBER 2024
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5 Different Ways



WISCONSIN
CHAPTER

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Editor's Note



I'm writing this as I take my second to last flight of the year from SFO to MSP (then I connect through to MKE, which, let's be serious, hardly counts as a flight because it is so quick), and am thinking back on my year of travel.

There have been several trips to NYC, one trip overseas, family vacation to Phoenix for baseball spring training, a couple of girls trips...definitely no lack of travel for me this year, and I'm happy to say it was a good mix of both business and pleasure. Whether I was in Asheville herding thirty people to a plethora of meals and activities in less than 72 hours, exploring Scotland with my boss, reuniting with my high school besties in Dallas for the Usher concert (just 20 years after we saw him for the first time!), doing a quick site visit to Orlando for next year's sales kickoff, or wine tasting all around Napa for a long weekend, I was on the go, and I was reminded why I love the hospitality industry so much.

It's the people! Of course, it's the people! In a world divided, I want to share about some of the experiences that have given me hope and helped me become more resilient.

I was lucky enough to travel to Asheville, NC, not once, but twice in 2024 - first in July for a site visit and then when I returned with that group of 30 for our company's non-sales incentive trip (pretty unique to Zywave). It was easy to fall in love with Asheville - the food, the forest, the art, the breweries, the shopping, the gorgeous mountain views...I could go on! But it truly was the people of Asheville that made it a place I was SO happy to go back to after my first visit in July. A mix of that southern charm, quirky artist vibes, and the warmth in nearly every human interaction I had combined for something difficult to describe, but in the best of ways.

It made the hurricanes that came through the area only a week after my second visit that much more devastating for me to see. I pictured the faces and lives of the many hospitality workers who served us (in so many different ways) during my two visits - the tourism volunteer at the airport, the rental car attendant, the nonprofit staff that led us through our CSR activity, the baristas who made my Americanos, the shop owners where I picked up gifts for myself and loved ones, the bartenders that poured us drinks, the chefs who prepared our meals, the guides who safely took half our group whitewater rafting down the French Broad River, and of course the staff at the beautiful Biltmore Estate.

The trip I just took to Napa was another reminder of how people are really what make the hospitality industry so special. We all know Napa = wine, but we don't always think about what all goes into making wine. We visited eight

Continued on page 7



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MONONA  TERRACE



President's Message



Hello to all MPI-WI members,

Here we are, my last column as your President. This has been such a fantastic term, and I loved meeting and getting to know so many of you better. This chapter is packed with giants in our industry, not just on a state level but also on a national and global level. Representing you for the last 18 months has indeed been an honor. Alas, the time has come for some fresh new faces, experiences, and styles.

I'm looking forward to next year, with Liz as our President and Sara as our President-Elect. We will be in great hands as a chapter for the next couple of terms.

It is impossible to list all the individual achievements and recognize each board member. A big thanks to the entire board.

I want to call out the members who have completed their terms and are stepping down from the board. **Amy Qualmann, Elizabeth Poh,**

Kathy Reading. We appreciate your service throughout your years on the board. Well done!

I would also like to thank the new board members, **Grace Donlin, Nicki Rouleau, Heather Harmeyer,** and **Kim Casey,** for stepping up to the challenge. We're looking forward to your fresh ideas and talents.

This term started in July 2023. MPI Global announced shortly after that we would be changing to a calendar year from a fiscal year. This meant our Term would go until 12/31/24 instead of 06/30/24. I was worried about the additional six months of commitment from the board. I am happy that all our board members stayed due to the added time. Everyone has hung in there and given everything they had to complete the term strongly—such a fantastic group.

Last May, at the MPI World Education Congress in Louisville, KY, MPI-WI was awarded the RISE Award for Marketplace Excellence. This is one of only four chapter awards that they give out each year. This was a combined effort of past presidents **Alison Huber** and **Tom Graybill,** our Admin **Christopher Dyer,** and me.

We earned the award due to the longstanding success of our Strategic Partnership Program. Many past and present members and boards have worked on this program throughout the years. It was nice to be acknowledged as a leader in the industry. Other chapters worldwide can look back to see what

we have submitted and will contact us for ideas on how to grow their own programs. Again, it is such an honor.

At the end of this year, we finished strongly with events at Bars & Rec, The Heidel House, and The Abbey. Thank you to all the committee members who worked on those programs to make them such successes.

One member I would like to give special thanks to is my coworker, **Carrie Wunderlich.** She is a dynamo. I couldn't have done this without her patience and assistance this year. She has gone above and beyond at the State Bar to ensure I can attend and be involved in our chapter as much as I could this year. You're the best, Carrie!

Now, to close out the year. We have submitted our final documents for the year to Global. I look forward to toasting the successful term at midnight on New Year's Eve and celebrating Liz as she takes the reins for 2025. Let's commit ourselves to bringing one guest to an event this year. Challenge yourself to take the next step, whether volunteering for a committee, leading a committee, joining the board, or tracking for the presidency. Let's make it happen. The best chapter in the world surrounds you. You will be supported every step of the way toward your goal.

In closing, I would like to thank every member of our chapter for such an incredible year. I started this year wanting to help others grow and see how they elevated themselves

Editor's Note
Continued from page 4

in their jobs, their commitment to themselves, and how they work with others. I never imagined how much I would grow and elevate myself at the same time. I am beyond grateful for the opportunity you have afforded me.

From the bottom of my heart,

THANK YOU.

Raggle Duscally, CMP

(I think?) vineyards while we were in Napa, and only made a dent in the many places we could have gone to. Each of these eight vineyards has a unique story, reason, and passion behind their wine making process.

At Pride Mountain, Mark took us through the wine caves where thousands of barrels of wine are kept. We laughed, we cried, and we learned a lot – most of all, how easy it can be to connect with a stranger when the moment and environment are right! At Paraduxx, our server (another Maria!) tried to help us track down the guy who did my tasting for me during my last visit in February of 2018. We weren't successful, but her willingness to try was touching. And at Clif Family, we learned how

granola bars fueled the family's passion to sustainably make wine in their favorite part of the country. By the time we left, I felt like I had almost become a part of the family because I shared so many of the same values as the owners and tasting room staff.

So, this was my long way of saying that it is truly the people that make the hospitality industry so great. And this holiday season, I am grateful for each of you, and the many, many connections made through all of my interactions in this industry!

Wishing you the very best this holiday season, Maria

Maria



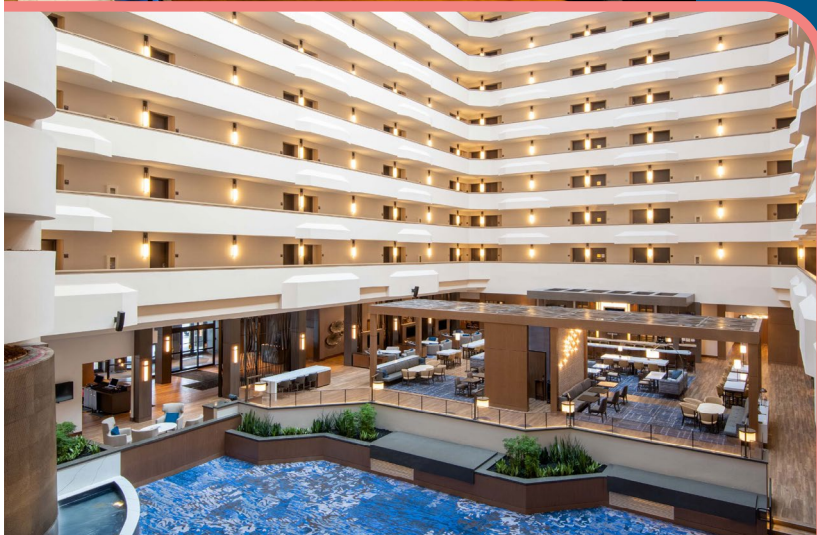
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Proposed Board of Directors & Officers

THE MPI WISCONSIN CHAPTER NOMINATING COMMITTEE has selected the following individuals, whom we believe to have the skills, dedication and integrity to provide outstanding leadership to our chapter during their term of office. Please be aware that as a member in good standing you have the right to review and challenge the slate of directors as indicated in the chapter bylaws. If positions remain uncontested, the slate of officers will be considered approved by a unanimous vote after 30 days. Please congratulate and thank these members for their service.

OFFICERS

The following slate of officers is elected by the Chapter Board of Directors. They are identified in this communication so members can view the full board proposed for the upcoming term.

Position	Name & Company	Term
President	Liz Unruh, Positively Pewaukee	2025
President-Elect	Sara Beuthien, WI Economic Development Co	2025
Immediate Past President	Reggie Driscoll, CMP, State Bar of WI	2025
Vice President, Communications	Kortnee Carroll, Kalahari Wisconsin Dells	2025
Vice President, Education	Greta McCue, Hyatt Regency Milwaukee	2025
Vice President, Finance	Ed Buchner, Majic Productions	2025
Vice President, Membership	Cheryl Oswald, CMM, CMP, CNH Industrial	2025

DIRECTORS (BOARD MEMBERS)

The following slate of Board members is elected by the membership of the Chapter. This slate will be deemed elected by unanimous vote unless the slate is challenged as outlined in the chapter bylaws.

Position	Name & Company	Term
Director, Website, Social Media & Public Relations	Grace Donlin, Executive Director, Inc.	2025
Director, Publications & Community Outreach	Nickie Rouleau, Baird Center	2025
Director, Monthly Programming	Lindsey Hess, Center on Wisconsin Strategy	2025
Director, Special Education Projects	Jacob Adamski, Stevens Point Area CVB	2025
Director, Strategic Alliances & Sponsorships	Heather Harmeyer, Embassy Suites by Hilton Milwaukee Brookfield	2025
Director, Special Events	Carrie Berger, National Fluid Power Assn.	2025
Director, Awards, Scholarship & Recruitment	Kim Casey, Sheraton Milwaukee Brookfield Hotel	2025
Director, Member Care	Jody Roos, WI Bankers Assn.	2025





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Meet Our Culinary Expert,
Executive Chef Edward Takacs
Hilton Appleton Paper Valley

An American Culinary Federation Gold and Silver Medal Recipient who produces amazing plates with vision, experience, and creativity, Chef Edward Takacs is excited to bring his passion for cooking to the Hilton Appleton Paper Valley!

He enjoys experimenting with local, fresh ingredients to create extraordinary dishes that showcase his love for the kitchen and cooking for others. Our three on-site restaurants – Kitchen and Bar, Vince Lombardi's Steakhouse, and Harvest Kitchen and Pantry—offer the perfect opportunity to let his wide-ranging talents shine. ▴



Executive Chef
EDWARD TAKACS
Hilton Appleton Paper Valley

SMOKED GOUDA ROASTED RED PEPPER TOMATO BISQUE

This Smoked Gouda Roasted Red Pepper Tomato Bisque has a silky smooth texture and is deliciously rich and creamy. Fire roasted tomatoes, roasted red peppers, aromatic garlic and onion, savory chicken stock, herbs and spices, slow simmered and pureed, and then swirled with heavy cream and melty smoked gouda cheese. It's the perfect soup recipe for those cool and cozy fall and winter days.



INGREDIENTS

- 2 - 14.5 ounce cans fire roasted tomatoes
- 12 ounce jar roasted red peppers
- 3 cups chicken stock
- 2 tablespoons tomato paste
- 2 teaspoons dried basil
- 1 ½ teaspoons sea salt
- 1 teaspoon dried oregano
- ½ teaspoon black pepper
- 1 medium onion, diced
- 3 large cloves garlic, minced
- 3 tablespoons butter
- 8 ounces smoked gouda cheese, shredded
- ½ cup heavy cream

DIRECTIONS

1. Heat the butter in a large Dutch oven or stock pot, over medium heat. Add the onions and garlic and sauté until the onions are translucent and the garlic is fragrant.
2. Add the tomato paste, basil, salt, oregano and pepper to the onions and sauté for 5 additional minutes. Deglaze the pan with ½ cup of the chicken stock and using a rubber spatula, scrape up and mix in any bits that are stuck to the bottom.
3. Add the fire roasted tomatoes, roasted red peppers, and the remaining chicken stock. Bring to a boil over high heat, and then reduce to low and let simmer for 30 minutes. *(The longer you let it simmer, the more the flavors will come together.)*
4. Use an immersion blender to puree the soup to a smooth, silky consistency.
5. Add the heavy cream and gouda cheese, mix in, and let simmer for an additional 15 minutes.
6. Taste, add additional salt & pepper, if desired.



The Abbey Resort & Geneva Lake Cruise Line Join Forces

A recap of MPI-WI's October event

By: Lindsey Hess

The Abbey Resort and Geneva Lake Cruise Line joined forces to ensure that the last program of the year for the MPI Wisconsin Chapter was a memorable one! About one third of the registered attendees chose to arrive the night before and take advantage of the gorgeous Fall weather with a cruise on the lake. The weather did not disappoint as the clear skies offered picture-perfect opportunities to catch the sun setting as the full moon rose over the water. While cruising aboard *The Duchess*, our chapter members and guests enjoyed appetizers catered by The Abbey Resort and beverages hosted by Geneva Lake Cruise Line. The evening festivities concluded at The Abbey's Waterfront Bar.

The next day's program featured a full lunch (with a pasta bar!) in The Abbey's iconic A-Frame structure overlooking the property before proceeding to the educational portion. After the installation of the MPI Wisconsin 2025 Board, the October program featured two speakers.

DAWN FIEDLER



Dawn Fiedler with Join The Movement, Inc. is an advocate for victims of human trafficking and domestic abuse. She is an experienced speaker who customizes her presentations to each audience, and she provided

a toolkit with tips and resources especially for hospitality professionals. Her concise presentation included eye-opening facts and statistics on how prevalent this issue is in our own communities. Join The Movement's CARE Team provides emergency advocacy services to victims that include care packages with information on how to contact them for

help. As a community outreach project, our chapter members donated new travel-sized items such as soap, shampoo, personal care items and other necessities that would meet a survivor's basic needs.

The featured speaker was **Anna Nielsen** with Conflict Capable Solutions. Her in-depth presentation demonstrated the skills and mindset needed to thrive amidst challenges. From being curious in order to understand the underlying factors leading to conflict to learning more about how and why people react to certain situations, the information shared provided key takeaways for a variety of scenarios. Interactive exercises demonstrated the skills and techniques needed for successful negotiations and provided tips on how to handle conflict in a productive manner that helps strengthen relationships at work and in our personal lives.



ANNA NIELSEN

The day ended with a reception, raffles and **Liz Unruh's** Chairman's Challenge to raise funds for the MPI Foundation. Liz organized a book drive that encouraged chapter members to donate books that were sold for \$2.00 and \$5.00 each. Over 200 books across a variety of genres were donated, resulting in \$212 in funds raised for the Foundation! The program dates for 2025 were revealed, and we look forward to more engaging educational events and networking opportunities in the new year! ▲



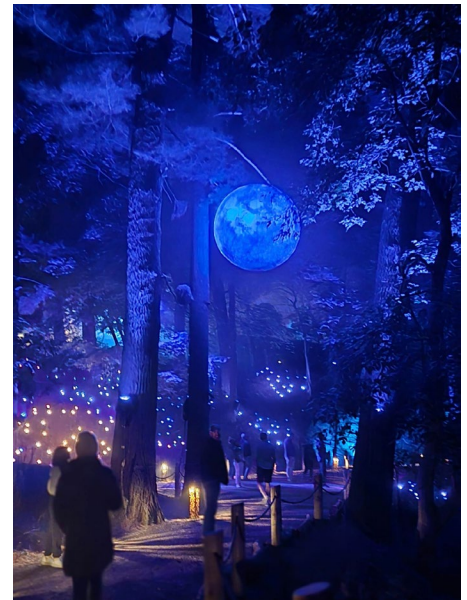
WHO'S **IN THE** NEWS

Compiled by Cheryl Oswald, CMP

1 Guests can't stop raving about the **Wilderness Resort's** new **Aquavia Lumina, An Enchanted Night Walk through a Canyon of Wonders!**

The permanent attraction, which opened to the public on October 11, has guests enter a dreamlike immersive world where they follow a mystical deer through a mile-long journey in the Wilderness Canyon. Together they search for 'The Source', a legendary spring said to transform nature with the magic of water. Along the way the Dells' sandstone rock formations and Wilderness Canyon are stunningly enhanced by multimedia experiences and thousands of luminous lights and lasers.

Aquavia Lumina is the 21st Lumina Enchanted Night Walk in the international series created by Moment Factory. It is a family-oriented, year-round, nighttime experience for people of all ages to visit when they are in the Wisconsin Dells. The fun begins at nautical dusk! It is a "must do" on your next trip to the Wisconsin Dells!



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

MPI WISCONSIN

2

Traci Gaydos, who is the Director of Signature Events, SMPH, at the UW School of Medicine and Public Health, is now Traci Wedekind.

Congratulations, Traci!



3

The Osthoff Resort, received not one, but two awards!

- #5 for America's best waterfront resorts for families by *USA Today*
- Ranked in the top 14 by *US News* as one of the most Festive Holiday hotels in the US

Congratulations, Osthoff!



NEW MEMBERS



SUSAN ENGLER

Legacy Hotel Green Bay

SHERRY HULETT

Minocqua Visitors Bureau

KELLY KASTELIC

Sargento Foods

AMANDA KELLY

Impact Association Management

MELISSA PASCIAK

Nelson-Jameson

ANNIVERSARIES

CELEBRATE!

Congratulations to those members celebrating a milestone anniversary in November/December!

30 YEARS

NANCY LUND

WI Association of School District Administrators

20 YEARS

ALISON HUBER

Baker Tilly

10 YEARS

LIZ UNRUH

Positively Pewaukee

5 YEARS

ELLIE FEITLINGER

Wrapbook

RAEANN THOMAS

Visit Manitowoc

1 YEAR

SARA BEUTHIEN

WI Economic Development Corporation

JODI BROTHERTON

SAMANTHA BROWN

Destination Madison

KIM CASEY

Sheraton Milwaukee Brookfield

SARAH DAVIDSON

LUCY KUBLY

PAT MUELLER

JAYME PAQUETTE

Vitense Golfland

FRANCINE SMITH

RYAN SMITH

North Haven Resort

AMANDA SOELLE



Volunteer Spotlight: LINDSEY HESS



This month, we are thrilled to shine the Volunteer Spotlight on Lindsey Hess, whose unwavering dedication, incredible work ethic, and positive energy make her an irreplaceable part of our team.

Lindsey consistently goes above and beyond, always contributing in a timely and thorough manner. Whether it's taking on tasks or stepping in to help without even being asked, she approaches every project with enthusiasm and professionalism. Her proactive mindset and "can-do" attitude inspire those around her and keep our mission moving forward.

It's not just what Lindsey does—it's how she does it. Her kindness, reliability, and drive to make a difference remind us what true volunteerism looks like. She's the epitome of teamwork and dedication, and her efforts never go unnoticed.

Thank you, Lindsey, for being amazing and for all you do to support our organization. You make a tremendous impact, and we are so lucky to have you on our team!

Let's give Lindsey Hess a big round of applause! 🙌





Welcome back.

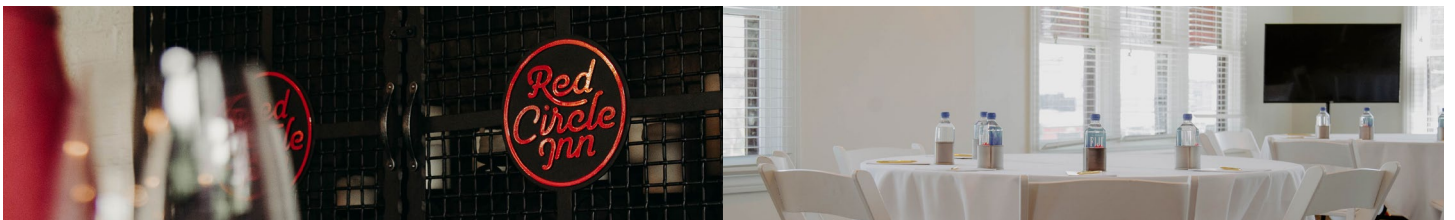
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Edith Ferguson
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SAVE THE DATE

2025 CHAPTER EVENTS

January 23, 2025

Chapter Program

Hilton Appleton Paper Valley – Appleton, WI – Fox Cities CVB

Lion King Night

February 27, 2025

Chapter Program

Delafield Hotel, Delafield, WI

April 16-17, 2025

Spring Education Day & Spring Spectacular

Baird Center & Hyatt Regency Milwaukee, Milwaukee, WI

May 15, 2025

Chapter Program & Board Retreat

The Legacy Hotel, Green Bay, WI

July TBA

Summer Social

August 21, 2025

Annual Awards Gala

Sheraton Milwaukee Brookfield, Brookfield, WI

September 18, 2025

Chapter Program

Lake Lawn Resort, Delavan, WI

October 23, 2025

Chapter Program

Madison Marriott West – Middleton, WI