

MPI

WISCONSIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL



2009 – 2010 Annual Report



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MEETING PROFESSIONALS INTERNATIONAL



President's Message

What an exciting year! As we close the pages on MPI-WI 2009-10, let's review the accomplishments of our Chapter!

After many years of planning and thought and through multiple leaders, the Midwest Regional Conference executed its inaugural session. The foresight of past Leaders, the collaboration of the Chapters, the dedication of the Team, and the hard work of our Chapter Administrators are accomplishments of which we should all be immensely proud! As our International offices look to regional conferences such as this to substitute for possible national meetings, this puts the Wisconsin Chapter as a true leader on the new pathway. And to top it all off – the Midwest Regional Conference was profitable in its very first year! Job well done!

Membership introduced a new volunteer recognition program. Volunteering is very important to our Chapter's success – we simply cannot accomplish any goals without the volunteers. The program recognizes members who go above and beyond with their volunteer duties. It's another excellent means to celebrate the Chapter's achievements and the volunteer's accomplishments.

The Community Outreach efforts remain nothing short of outstanding! In addition to the good deeds and services the Team provides on behalf of MPI, they were also nominated for the International RISE Award. This award recognizes chapters and other communities for demonstrated achievement in making human connections through knowledge and ideas.

And as a Chapter, we are financially healthy and our membership is strong. We ended the year with 329 members and retention rates at 64%. Although our numbers are slightly lower, our membership remains solid.

I thank all our members for their continued commitment to the industry and to our Chapter! I also recognize all volunteers for their time and dedication.

This volunteer base includes the 2009 - 2010 Board of Directors. They are a truly talented group of individuals who are dedicated to the success of the Chapter as well as the success of our members. I am honored to have served with them as your leaders.

The upcoming year promises many more successes as we are led by the 2010-2011 Board of Directors and new President Marie Johnson, CMP. Our Chapter future is in the hands of gifted and talented leaders!

Thank you all for your contributions for the Chapter's continued success!

Tami Gilbertson, CMP
2009 - 2010 President
Meeting Professionals International - Wisconsin Chapter

**Board of Directors
2009-2010**

Group & Team Leaders 2009-2010

**Award Recipients
2009-2010**

<p>President Tami Gilbertson, CMP WPS Health Insurance</p>	<p>Budget & Finance Tina Luther, CMP</p>	<p>Fundraising/Raffle Team Lead Carmen Smalley, CMP</p>	<p>Rising Star Award Jen O'Branovich</p>
<p>President-Elect Marie Johnson, CMP Meetings & Incentives</p>	<p>Bylaws & Policies Mae Ibe, CMP</p>	<p>Retention Team Lead Jodi Goldbeck, CMP</p>	<p>Planner of the Year Tami Gilbertson, CMP</p>
<p>Immediate Past President Mae Ibe, CMP Fox Cities CVB</p>	<p>Nominations Mae Ibe, CMP</p>	<p>Red Carpet Team Lead Cindy Foley, CMP</p>	<p>Supplier of the Year Sue Lidstrom</p>
<p>Vice President-Communications Denise Henson Racine Marriott</p>	<p>Community Outreach Sue Lidstrom</p>	<p>MPI-WI/WSAE Golf Outing Team Leads Carmen Smalley, CMP</p>	<p>Meetings Industry Advocate Alison Huber, CMP</p>
<p>Vice President-Finance Tina Luther, CMP The Abbey Resort</p>	<p>Partnership Marketing Carmen Smalley, CMP</p>	<p>September Awards Gala Team Leads Jen Hlavachek Meghan Krause</p>	<p>Hall of Fame Michelle Eggert, CMP</p>
<p>Vice President-Member Care Susan Kainz Conference Direct</p>	<p>Awards & Scholarships Jen Hlavachek Meghan Krause</p>	<p>October Education Team Lead Mary Evers, CMP</p>	<p>Industry Partner Energy Center of Wisconsin</p>
<p>Vice President-Education Naomi Tucker, CMP Humana</p>	<p>Strategic Alliances Carmen Smalley, CMP</p>	<p>November Education Team Lead Sherry Benzmilller, CMP</p>	<p>Team of the Year Midwest Regional Conference Team</p>
<p>Planner Director Sherry Benzmilller, CMP Energy Center of WI</p>	<p>AGENDA Newsletter Editors Jennifer Hallett, CMP Michelle Reed, CMP</p>	<p>Holiday Event Team Lead Tina Luther, CMP</p>	<p>Kristin Bjurstrom Krueger Scholarship Nicole Putschel</p>
<p>Planner Director Alison Huber, CMP Wisconsin Association of School Boards</p>	<p>Website Taci Tolzman</p>	<p>January Education Team Lead Farrah Slinger</p>	<p>Journalism Award Michelle Reed, CMP</p>
<p>Supplier Director Shannon Timmerman, CMP Glacier Canyon Lodge at the Wilderness</p>	<p>Public Relations & Marketing Melissa Berg</p>	<p>February Event Team Lead Michelle Eggert, CMP</p>	<p>Professional Grant Award Annette Konicek</p>
<p>Supplier Director Carmen Smalley, CMP North Central Group</p>	<p>Advocacy Team Lead</p>	<p>March Education Team Lead Terri Smid</p>	<p>President's Award Susan Kainz</p>
<p>Planner Director Linda Hale WI Credit Union League</p>	<p>Women's Leadership Initiative</p>	<p>April Education Team Lead Sarah Smith</p>	
<p>Planner Director Lynette Resch, CMP TDS Telecom</p>	<p>CMP Study Group</p>	<p>May Education Team Leads Jen Hlavachek Amy Qualmann Emily Ruden</p>	
<p>Planner Director Taci Tolzman Meetings & Incentives</p>	<p>Government Affairs</p>		
<p>Supplier Director John Dorgan Bridgewood Resort Hotel</p>			

Special thanks to our 2009-2010 Partners.
Their support of our chapter and profession help us all succeed!

Partnership Marketing

Gold \$5,000 +	Silver \$2,500 - \$5,000	Bronze \$500 - \$2,500
Speakers Events R Us	Abbey Resort Clearwing Comp U Rent - Computers The Delafield Hotel Holiday Inn & Conference Ctr – Stevens Point Kalahari Resort Lake Lawn Resort Madison Marriott West Monona Terrace Omnipress Quality Inn & Suites, Madison Radisson La Crosse Radisson Milwaukee West	A to Z Rental AirTran Airways BBJ Linens Beaches of Fort Myers & Sanibel Cort Event Furnishings Energy Center of Wisconsin Fox Cities CVB Greater Green Bay CVB Heidel House Resort & Spa Hotel Mead & Conference Center Madison Concourse Hotel San Diego CVB Stevens Point Area CVB The Osthoff Resort The Puerto Rico Convention Bureau Saint Paul Hotel Visit Milwaukee Wilderness Resort Wisconsin Dells VCB

Meetings 2009-2010

September 2009 Kalahari Resort, Wisconsin Dells, WI Awards Gala	February 2010 The Delafield Hotel, Delafield, WI Strategic Meetings Management
October 2009 Radisson La Crosse, La Crosse, WI Food & Beverages Trends ...	March 2010 Radisson Milwaukee West, Wauwatosa, WI Open Space-Increasing Understanding of Meetings as an Essential Business Tool
November 2009 Monona Terrace, Madison, WI Midwest Regional Conference	April 2010 Lake Lawn Resort, Delavan, WI Hot Technologies: Hands on with Facebook, LinkedIn and Twitter: Making Them Work For You
December 2009 The Abbey Resort, Fontana, WI The Carrot Principle	May 2010 Marriott Madison West, Middleton, WI The New Diversity: Generations Working Together
January 2010 Madison Quality Inn & Suites, Madison, WI Overcome Any Adversity-Discover the Power to Fly Through Obstacles & Be the Hero	June 2010 Holiday Inn Hotel & Convention Ctr, Stevens Point, WI Golf Outing

		Jul 09 - Jun 10	Budget	\$ Over Budget	% of Budget
INCOME					
ADVERTISING					
	e-Announcement Ads	2,500.00	1,500.00	1,000.00	166.7%
	Employment Ads	600.00	800.00	-200.00	75.0%
	News Bytes	0.00	450.00	-450.00	0.0%
	Newsletter	44,737.00	51,900.00	-6,263.00	87.7%
	Website Ads	6,850.00	4,000.00	2,850.00	171.3%
Total ADVERTISING		54,687.00	57,750.00	-3,063.00	94.7%
CHARITY					
	Chapter Charity Outreach	125.00			
Total CHARITY		125.00			
DUES REBATE					
	Member Dues	15,835.19	15,600.00	3,330.93	121.4%
	Subscriber Dues	750.00	1,200.00	-450.00	62.5%
Total DUES REBATE		16,585.19	16,800.00	-214.81	98.7%
GRANT INCOME					
Total GRANT INCOME		5,000.00	5,000.00	0.00	100.0%
INTEREST					
	INTEREST-CD	2,354.11	2,200.00	154.11	107.0%
	INTEREST-MM (Savings)	50.13	800.00	-749.87	6.3%
Total INTEREST		2,404.24	3,000.00	-595.76	80.1%
MEETING REVENUE					
	Education Days	36,534.00	38,680.00	-2,146.00	94.5%
	Education Programming	11,585.00	15,825.00	-4,240.00	73.2%
	Special Events	21,774.00	41,375.00	-19,601.00	52.6%
Total MEETING REVENUE		69,893.00	95,880.00	-25,987.00	72.9%
MISCELLANEOUS					
Total MISCELLANEOUS		100.00			
RAFFLE INCOME					
	Raffle Education Days	1,076.00	1,700.00	-624.00	63.3%
	Raffle Education Programming	1,418.00	1,600.00	-182.00	88.6%
	Raffle Special Events	4,174.00	5,500.00	-1,326.00	75.9%
Total RAFFLE INCOME		6,668.00	8,800.00	-2,132.00	75.8%
SPONSORSHIP					
Total SPONSORSHIP		16,690.00	6,700.00	9,990.00	249.1%
STORE MERCHANDISE					
Total STORE MERCHANDISE		0.00	300.00	-300.00	0.00%
Total Income		172,152.43	194,230.00	-22,077.57	88.6%

		Jul 09 - Jun 10	Budget	\$ Over Budget	% of Budget
EXPENSE					
ADMINISTRATION					
	Commission-Advertising	5,468.70	5,750.00	-281.30	95.1%
	Phone/Fax	983.32	1,500.00	-516.68	65.6%
	Postage	422.78	1,000.00	-577.22	42.3%
	Printing	1,566.58	1,400.00	166.58	111.9%
	Services	46,344.00	46,350.00	-6.00	100.0%
	Supplies	603.18	1,200.00	-596.82	50.3%
	Travel	893.47	1,500.00	-606.53	59.6%
Total ADMINISTRATION		56,282.03	58,700.00	-2,417.97	95.5%
AGENDA					
	Design	4,880.00	4,200.00	680.00	116.2%
	Printing	16,051.09	16,240.00	-188.91	98.8%
Total AGENDA		20,931.09	20,440.00	491.09	102.4%
AWARDS					
	Awards	1,548.67	1,500.00	48.67	103.2%
	Decorations	0.00	500.00	-500.00	0.0%
Total AWARDS		1,548.67	2,000.00	-451.33	77.4%
BAD DEBT					
Total BAD DEBT		125.00			
BANK FEES					
	Bank Service Charges	698.34	720.00	-21.66	97.0%
	Credit Card Fees	4,724.18	4,100.00	624.18	115.2%
Total BANK FEES		5,422.52	4,820.00	602.52	112.5%
CHARITABLE DONATIONS					
	Charitable Donations	125.00			
Total CHARITABLE DONATIONS		125.00			
FOUNDATION					
	Foundation-MPI	0.00	1,000.00	-1,000.00	0.0%
Total FOUNDATION		0.00	1,000.00	-1,000.00	0.0%
LEADERSHIP & CONT ED EXPENSE					
	Kickoff Leadership Retreat	1618.89	2,000.00	-381.11	80.9%
	Midyear Leadership Retreat	618.54	1,500.00	-881.46	41.2%
	MPI CLC	0.00	2,500.00	-2,500.00	0.0%
	MPI Meet Different	4,480.18	4,600.00	-119.82	97.4%
	MPI WEC	4,225.64	4,210.00	15.64	100.4%
	Scholarship/Grant	1,000.00	1,000.00	0.00	100.0%
Total LEADERSHIP & CONT ED EXPENSE		11,943.25	15,810.00	-3,866.75	75.5%
MEETING EXPENSE-Education					
	Handouts & Copies	62.44	200.00	-137.56	31.2%
	Host Reimbursement	3,424.19	5,865.00	-2,440.81	58.4%
	Speaker Expenses	2,400.00	7,500.00	-5,100.00	32.0%
	Travel Expense - Speaker	1,876.89	1,600.00	276.89	117.3%
Total MEETING EXPENSE-Education		7,763.52	15,165.00	-7,401.48	51.2%

		Jul 09 - Jun 10	Budget	\$ Over Budget	% of Budget
MEETING EXPENSE-Education Day					
	A-V Needs	0.00	2,250.00	-2,250.00	0.0%
	Handouts, Copies & Supplies	308.76	100.00	208.76	308.8%
	Host Reimbursement	17,866.52	12,000.00	5,866.52	148.9%
	Meeting Notice Design	0.00	550.00	-550.00	0.0%
	Meeting Notice Postage	139.97	1,350.00	-1,210.03	10.4%
	Meeting Notice Printing	153.73	1,630.00	-1,476.27	9.4%
	Speaker Expense	9,513.65	8,000.00	1,513.65	118.9%
	Travel Expense Speaker	3,789.32	2,400.00	1,389.32	157.9%
Total MEETING EXPENSE-Education Day		31,771.95	28,280.00	3,491.95	112.3%
MEETING EXPENSE-Special Events					
	Handouts & Copies	374.19			
	Host Reimbursement	20,994.50	26,675.00	-5,680.50	78.7%
	Meeting Notice Design	307.81	950.00	-642.19	32.4%
	Meeting Notice Postage	368.36			
	Meeting Notice Printing	616.08	300.00	316.08	205.4%
	Speaker Expenses	5,800.00	1,500.00	4,300.00	386.7%
	Travel Expense-Speaker	1,163.51	500.00	663.51	232.7%
Total MEETING EXPENSE-Special Events		29,624.45	29,925.00	-300.55	99.0%
MEMBERSHIP					
	Member Recruitment & Retention	0.00	700.00	-700.00	0.0%
Total MEMBERSHIP		0.00	700.00	-700.00	0.0%
OFFICER EXPENSE					
	Officer Expense	1,150.98	750.00	-1,062.50	85.8%
Total OFFICER EXPENSE		1,150.98	750.00	-1,062.50	85.8%
STORE MERCHANDISE EXPENSE					
	Store Merchandise Expense	0.00	300.00	-300.00	0.0%
Total STORE MERCHANDISE EXPENSE		0.00	300.00	-300.00	0.0%
TAXES					
	Taxes	1,341.00	4,500.00	-3,159.00	29.8%
Total TAXES		1,341.00	4,500.00	-3,159.00	29.8%
WEB PAGE					
	Development Fees	6,437.50	7,500.00	-1,062.50	85.8%
	Members Only Hosting	3,000.00	3,000.00	0.00	100.0%
	SSL Certificate Purchase	0.00	300.00	-300.00	0.0%
	Survey Fee	200.00	240.00	-40.00	83.3%
	Web Polling & Video	0.00	600.00	-600.00	0.0%
Total WEB PAGE		9,637.50	11,640.00	-2,002.50	82.8%

Total Expense 177,666.96 194,030.00 -16,363.04 91.6%

Net Income -5,514.53 200.00 -5,714.53 -2,757.3%