

Meet Wisconsin

Think Wisconsin First:
Facing New Challenges Together

Wednesday, October 8, 2003 • Monona Terrace® Convention Center, Madison, Wisconsin

Agenda

(Times and agenda items subject to change.)

8:00am - 9:00am Registration and Continental Breakfast

The educational programming offered at Meet Wisconsin will provide breakout sessions in four separate groupings:

■ Basic ■ Intermediate ■ Executive ■ General Interest

8:30am - 10:00am



PLATINUM SERIES

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■ **Power Writing: How to Write for Results: Sue Hershkowitz-Coore, CSP** - This session gives you the tools you need to write more quickly and more successfully so the emails you send, and proposals you write enhance the level of respect and recognition you deserve - and get good results. You'll laugh while you learn practical concepts to write with greater confidence, and greater ease. In this interactive, dynamic, down-to-earth session, you'll avoid ever sending anything and wishing you hadn't!

After participating in this session, you will be able to:

- Use a specific three-step process to create written documents up to 80% more quickly.
- Reframe negative communications into neutral/positive messages to gain acceptance and results.
- Apply easy to use formats to efficiently develop documents that count!

9:00am - 10:00am

■ **1. How to Accomplish Everything in No Time at All: Jim Morrison** - Wouldn't it be nice if we could? Jim Morrison will show you how to squeeze more impact out of the limited time you have. Through Jim's music, personal stories and humor, you'll learn how to better manage the time you have. You'll also discover the 4 S's which impose on our time and learn provide practical solutions to help overcome these impositions.

■ **2. Using GenerVision for Success: Kinza Christenson** - Bridge the generation gap and boost your bottom line! Kinza Christenson returns to Meet Wisconsin with a message for anyone struggling to understand their co-workers. With four generations in the marketplace today, we must interact with people possessing completely different mindsets and value systems. In this upbeat, eye-opening session, you will learn how to nurture intergenerational differences through customizing your responses to situations!

■ **3. Part 1: From Vision to Action: Strategic Planning in Unpredictable Times: Lori Silverman** - Few organizations effectively plan for the long term. Often, what are thought to be innovative strategic plans are really short-term operational plans or a repeat of past initiatives. This presentation covers a practical approach to strategic planning that takes into account future trends and uncertainties. You will learn how to develop a vision based on these factors and how to translate it into breakthrough strategies and actionable steps that help the organization achieve its targets.

■ **4. If it's not Fun, You're Doing it Wrong: Roger Stauter** - After a lifetime of experiences with people around the globe, Roger Stauter puts the game of life into perspective. As a successful salesperson, Roger has seen it all...and he skillfully combines laughter and learning, mirth with motivation, and wit with wisdom in this hour-long reality check. Roger will make you laugh...and while your mouth is open, he'll slip in something to chew on!

10:00am - 10:10am Break

10:10am - 11:10am

■ **5. On-Line Registration: From the Planner and Registrar's Perspective: Mary Schneider, CMP, Susan M. Grigsby, CMP and Tasha Blaschka** - If your company is thinking about moving to an on-line registration system and you want to hear how one company has been successful using on-line registration, then you will not want to miss this session. You will have an opportunity to participate in a discussion on how these solutions can save staff time, company dollars and allows the customer access 24-7 to view conference information and register. After attending this session, you will understand the value of applying this technology to your events.

■ **6. Bury My Heart at Conference Room B: Jeff Staads** - Jeff Staads demystifies the concept of leadership in this intense, dramatic and entertaining session. You'll learn tactics with which you can develop your own leadership vision, translate information into meaning and learn how to establish, regain and maintain trust. Bottom Line: Jeff will show you how to create an emotional commitment from your managers and employees that will power your company...and your life.

■ **7. Part 2: From Vision to Action: Organizations Share Strategic Planning Success Stories: Lori Silverman** - During this second part of the strategic planning presentation, several organizations share their plans and how implementing them resulted in growth and positive changes for their members and the organization. Join Susan Rees, President & CEO of The Rees Group, a Middleton-based association management firm; BJ Pfeiffer, immediate past President of The Business Forum; and Mary Schumacher, Executive Director of the American College of Veterinary Pathologists to learn how to implement this powerful tool in your organization.

■ **8. The Power of Green: Building Relationships on the Green: Barry Roberts** - Most business people use entertainment activities (especially golf) to entertain clients and network with prospects. But, no one ever talks about the proper etiquette of this unique form of business. Barry Roberts will share proven tactics to build relationships between drives and how to maximize the time you spend on the golf course. Barry will also alert you to the inadvertent (but just as damaging) deal killers into which many business golfers stumble. If you do business over golf, this is a can't-miss session.

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11:10am - 11:20am Break

11:20am - 12:20pm

■ **9. How to Identify, Master, and Conquer Change: Robert Ian** - Are you in the middle of a major life-change? Feeling overstressed and overwhelmed? Ready for an immediate performance breakthrough? In this exciting and interactive program, author and hypnotist Robert Ian will teach you a step-by-step system to identify, master and conquer both personal and work-related change. You'll learn how to create order out of chaos and identify hidden opportunities in advance. And, every person attending this session will receive a free copy of Robert's new book "How to Identify, Master and Conquer Change."

■ **10. Managing Room Blocks and Attrition in Today's Internet World: Vicky Betzig, CMP** - The Internet, in all its glory, gives people choices. In the case of booking hotel rooms for meetings, it may give attendees too many choices. Booking around or outside of group room blocks is a very real problem that meeting planners must be able to manage or the price can be very high. This session will provide you with practical tips to negotiate better wording in attrition clauses to help limit your liability; help you to communicate the process and consequences to both management and attendees; provide you with ways to better analyze room pickup and manage the results of your analysis; and give you "best practices" for avoiding the fallout of attendees booking outside of the block.

After attending this session, participants will:

- Be armed with negotiating tools for attrition clauses;
- Understand how to communicate the consequences of booking outside of the block to attendees and management; and
- Be able to better manage room blocks and attrition with practical tools.

■ **11. Parliamentary Procedure: Efficient Meetings By Following the Rules: Bill White** - Have you been at a meeting trying to decipher motions, rules, voting and points of order as discussion whirled around you? Did you ask yourself who was this "Roberts" guy and why did he get to make the rules? Bill White will provide a quick refresher on the basics of parliamentary procedure. A brief written guide will be distributed at the session to help you keep your next meeting running efficiently until it is properly adjourned.

■ **12. I Got What I Asked For: Debra J. Schmidt** - Whether you are aware of it or not, you encounter situations every day where you need to negotiate. Debra Schmidt returns to Meet Wisconsin to teach you the skills you need to be a successful negotiator, whether you are negotiating a million dollar business deal or a service request. Applying these skills help you gain more respect, more money, and more successful agreements with clients, vendors and your business negotiations.

12:30pm - 1:30pm

Meet Wisconsin Lunch and Keynote Speaker Jim Holperin, Sec., WI Dept. of Tourism -

Tourism remains one of the top three industries in our state. Driving business to our meetings and convention, and tourism destinations, is one way that we can help revitalize Wisconsin's struggling economy and keep it strong. Secretary Jim Holperin from the Wisconsin Department of Tourism will be our keynote presenter during lunch and will address the state of Wisconsin's hospitality industry with a message focusing on our economic recovery.

1:30pm - 4:30pm

Meet Wisconsin MarketPlace Tradeshow -

Enjoy dessert in the MarketPlace hall while meeting and networking with over 100 vendors from throughout Wisconsin. Industry suppliers will provide you with the latest information on meeting facilities, lodging, decorating and event services. Take the time to stop by and enter booth drawings for the opportunity to win some fabulous prizes!



Jim Holperin Secretary

Jim Holperin was appointed Secretary of the Wisconsin Department of Tourism by Governor Jim Doyle on April 30, 2003.

For the last nine years Jim served as the Director of Trees For Tomorrow in Eagle River, Wisconsin. From 1983 through 1994 Jim served as a member of the Wisconsin Legislature representing Oneida and Vilas Counties. He specialized in tourism and natural resource issues.

Earlier in his career Jim served as Director of Aging Programs for Vilas County, as the Assistant Chief Clerk of the Wisconsin Senate and as a legislative analyst in the Wisconsin Assembly.

Jim has been active in several statewide and regional organizations. Before his recent appointment he was a member of the Nicolet Technical College Board of Trustees, the Governor's Forestry Council, the Wisconsin Council on Forest Productivity, the Board of Directors of 1000 Friends of Wisconsin and the Board of Directors of the Northwoods Land Trust.

Meet Wisconsin
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You are invited to join us for the 2nd annual **Meet Wisconsin** education day and MarketPlace industry tradeshow on Wednesday, October 8, 2003. This unique event will take place in Madison at the Monona Terrace® Convention Center.

This year's **Meet Wisconsin** will focus on strengthening Wisconsin's meeting and convention industry through networking and industry education. More than 100 vendors will present the latest in lodging, convention facilities, decorating and event services and top Wisconsin speakers will offer educational sessions that are sure to be informative and thought provoking.

Meet Wisconsin is presented by several organizations that share the same goal of sustaining a strong meetings industry in Wisconsin, an industry that plays an increasingly important role in Wisconsin's economy. The blending of individual events into one allows us to present a wealth of information that is essential to doing business in today's economy.

Meeting Professionals International - Wisconsin Chapter and the Wisconsin Society of Association Executives (WSAE) are combining their October chapter meetings along with the Greater Madison Convention & Visitors Bureau's MarketPlace Tradeshow. Additional partners, the National Speakers Association - Wisconsin, the Wisconsin Association of Convention & Visitors Bureaus and the Wisconsin Department of Tourism have joined forces to provide services, promotion and united team spirit.

So join on us October 8th. We look forward to seeing you, renewing relationships and doing business at **Meet Wisconsin**.

Brought to you by:

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National Speakers Association - Wisconsin
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Wisconsin Department of Tourism
Wisconsin Society of Association Executives (WSAE)

Lodging is available at the Hilton Madison Monona Terrace for Tuesday evening, October 7, at a rate of \$89.00 single or double occupancy. The Hilton, which is attached to the Monona Terrace® Convention Center, is located at 9 East Wilson Street. For reservations call 608-255-5100. Cut-off date is September 14, 2003.

Monona Terrace® is located on the downtown shore of Lake Monona at One John Nolen Drive. For a map and driving directions, log onto www.mononaterrace.com