

YOUR RESOURCE FOR MEETINGS IN THE MIDWEST

Summer 2014

# MIDWEST MEETINGS®

## RACHEL WALSH, CMP

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Cost and Value of Hiring a Meeting Planner

Culinary Creations from Innovative Midwest Chefs

Get in the Game

Favorite Midwest Resort/Lodge for Meetings



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# A Day in the Life of...

## Sara Rollin, Special Olympics Wisconsin

**S**ara Rollin, of Madison, WI is the Sports Event Manager for Special Olympics Wisconsin (SOWI), a statewide organization that provides individuals with intellectual disabilities year-round sports training and athletic competition. She completed an education degree from the University of Wisconsin and began working for SOWI in 2011. As sports event manager, Sara oversees communications with key volunteers, as well as many of the logistical aspects of tournaments including registrations, housing, meals and facilities. She also facilitates the yearly publication of the Special Olympics Wisconsin Competition Guide.

**8:00** Respond to emails and voicemails; go over my to-do list for the day.

**8:25** Meet with the Director of Wellness Initiatives and the Competition and Training Director to discuss a pilot program that Special Olympics, Inc. will be running at our State Indoor Sports Tournament (IST) at the University of Wisconsin Oshkosh.

**8:40** Process registrations for IST, then pass them along to our Sports Assistant to be entered into our tournament database.

**9:45** Assign dorm housing to all of the delegations staying on campus for the tournament and give a list to our Sports Assistant to proof. With somewhat limited room space, assigning housing for our athletes/coaches/chaperones is like a jigsaw puzzle.

**11:00** Touched base with the two hotels we use to house staff, officials and key volunteers.

**11:15** Contact two basketball teams from Minnesota who are attending to play against our two top Wisconsin teams. Finalize room reservations and schedules with them.

**11:30** Send rough draft of meal numbers to food services at UW Oshkosh.

**11:40** Update dorm housing to reflect late requests.

**12:00** Contact sporting goods store to check on order for new game balls for basketball and other supplies for our upcoming Summer Games in June.

**12:10** Put together Tournament Central binders containing everything from sports rules to insurance information to have on



hand during competition.

**1:00** Sneak over to the building next door for a quick run on the treadmill.

**1:50** Eat lunch at my desk while catching back up on emails.

**2:05** Go "trick-or-treating" to our president's office. He always has good candy in his candy dish.

**2:10** Review proofs for new banners with our PR department.

**2:30** Pack up awards (medals and ribbons) for IST. With over 700 athletes competing in team basketball, individual basketball skills and rhythmic and artistic gymnastics, this is no small task!

**3:15** Meet with Vice President of Program Services to discuss Team Wisconsin's uniforming for USA Games, coming up this June in New Jersey.

**3:45** Get housing information back and pass along to the Reservations Manager at UW Oshkosh.

**4:00** Check in with our Sports Assistant to see if there's anything I can do to help her with the large mailing she sends out to all of the groups registered for our tournament.

**4:15** Put together to-do list for tomorrow.

**4:30** Head home for the day!

**Evening** Make dinner with friends and relax.

# YOU VOTED FOR FAVORITE RESORT/LODGE IN THE MIDWEST FOR MEETINGS!

The Midwest is home to some of the best resorts and lodges in the country. With that in mind, *Midwest Meetings* decided to hold another contest, this time in search of the Midwest's favorite resort/lodge for meetings and events.

Congratulations to Starved Rock Lodge and Conference Center, voted "The Favorite Midwest Resort/Lodge for Meetings 2014!"



## Ruttgers Bay Lake Lodge - Deerwood, MN

"We have returned to Ruttger's Bay Lake Lodge the last five years because they give us everything we want in a complete facility."

## Osthoff Resort - Elkhart Lake, WI

"Everything from exceptional meeting space, to outstanding food selections to comfortable accommodations."

## Grizzly Jack's Grand Bear Resort - Utica, IL

"We have been scheduling our meetings there for years and have never been disappointed."

## Grand Traverse Resort & Spa - Traverse City, MI

"Amazing scenery, outstanding activities and a wonderful large resort with great Midwestern hospitality."

## Innsbrook Resort - Innsbrook, MO

"The people are great to work with and the resort is beautiful."



## Here's What You Said About Wilderness Resort, Wisconsin Dells, WI...

"It's an awesome waterpark resort with an amazing conference center. Something for everyone to do!"

"The Glacier Canyon Conference Center at the Wilderness Resort is by far my favorite spot for meetings. Their staff is amazing and they have a beautiful facility! So much to do, very family friendly, and WI Dells is a perfect location."

"Amazing staff and service!"

"Wilderness Resort has a great meeting facility plus they have so many waterparks and attractions so there is always excitement."

"The Wilderness has so much variety for all ages and is actually fun for adults. I would choose the Wilderness over any resort any day!"

## Here's What You Said About Landmark Resort, Egg Harbor, WI...



"The staff is extremely helpful, and will do whatever is necessary to successfully plan and execute... whatever the occasion may be. The Landmark Resort staff pay attention to the details so the meeting planner doesn't have to."

"Beautiful setting in the woods overlooking the waters of Green Bay. Super accommodations, many meeting and conference rooms of various sizes to meet the needs of planners and participants. An excellent and friendly staff to answer questions and help with any need..."

"They go above and beyond to make sure every detail is taken care of and their staff is top notch. There is no other resort that could even come close to this level of excellence."

"Great location. Always go a couple of days before meeting to enjoy the many activities that are available in Door County."

"Our clergy group of 150 goes there every fall for three days of education, recreation, and fellowship. The food, accommodations, service, and meeting rooms are fabulous."

## Here's What You Said About Quail Hollow Resort, Concord, OH...



"Their Event staff is extremely friendly and will go out of their way to help you... The facility is amazing and they are extremely flexible to make your vision become reality."

"It's got great food, golf, the staff is wonderful every time and they are always thinking outside of the box!"

"Loved the meeting area, the sales department was wonderful to deal with."

"Very friendly staff, service above expectations, accommodating and the hotel itself has a warm feeling about it."

"Great meeting space and wonderful to put it all together!"

"Great location, great staff!"

"Top of the line accommodations for company meetings, retreats. High quality service and staff."

"A beautiful resort, well maintained and wonderful staff. A very nice experience. This unique destination offers exceptional meeting facilities in an extraordinary setting."

"Great service, lovely atmosphere! I've never been disappointed."



# Congratulations Starved Rock Lodge & Conference Center!

Voters Choice Award 2014  
Favorite Midwest  
Resort/Lodge for Meetings



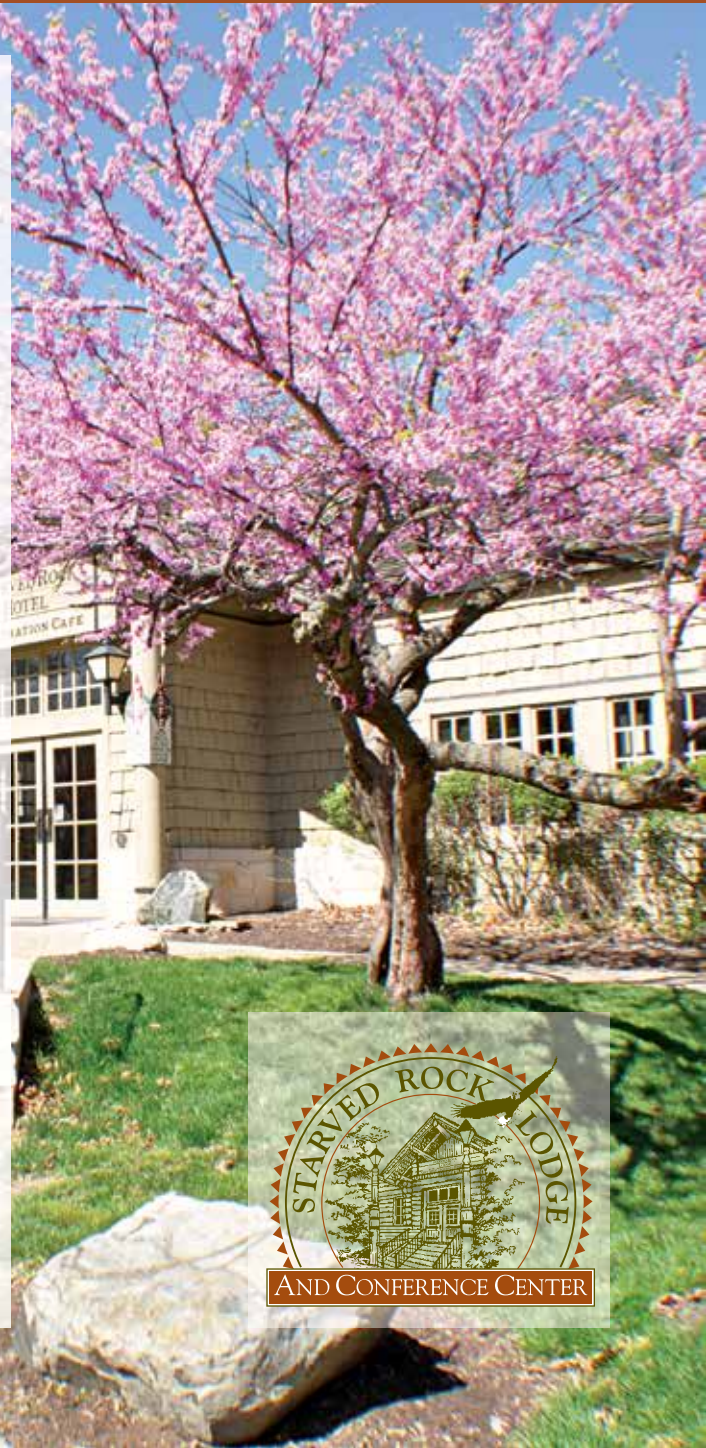
**S**tarved Rock Lodge & Conference Center is the only place to stay in Starved Rock State Park. Celebrating its 75th Anniversary, this historic lodge is located near the village of North Utica, IL. Book your stay in one of 69 comfortable rooms in the lodge or choose from a variety of cabins in the woods. You'll be amazed by the architecture of the Great Hall and its massive, 2-sided fireplace. There's an indoor pool, hot tub and sauna. Relax and enjoy music in The Back Door Lounge before or after your hike. There are year-round trolley tours, guided hikes and fun events. Elements Restaurant is open daily for breakfast, lunch and dinner (with a fantastic Sunday Brunch).

"We were honored to have won this award. We're proud of our staff because we're able to meet the needs of our guests and at the same time, offer them a unique destination for their meeting, retreat or conference."

Jenny Roultsen, Sales Manager

Some of the reasons Starved Rock Lodge & Conference Center is the Midwest's favorite resort/lodge for meetings and events:

- Located just 90 minutes from Chicago
- Centrally located (just minutes from I-80 & I-39) near Utica, IL
- Affordable meeting options in a unique setting
- Located in Starved Rock State Park (a National Historic Landmark)
- Amazing canyons and seasonal waterfalls
- Onsite bar, restaurants, indoor pool, hot tub, sauna
- Flexible banquet spaces & custom catering
- Fun teambuilding activities
- Rooms and cabins are cozy & comfortable



# Here's What You Said About Starved Rock Lodge & Conference Center...



STARVED ROCK  
LODGE  
GIFT-SHOP-LOUNGE-RESTAURANT



"... The staff is friendly, the restaurant is cozy and the conference center is extremely affordable!"

"Very Unique and full of history, great hiking trails... great getaway for a meeting or retreat..."

"Beautiful setting, great service, variety of indoor and outdoor activities..."

"Not only does it have a venue that is breathless in beauty, but the staff there is just amazingly kind and courteous!!! The food is so delicious!!!"

"It is the most unique resort in the Midwest and all the help are so friendly and helpful! We just love the place and the staff!"

"The facility is in a beautiful setting. The staff are kind and considerate. They are also very easy to work it. The food and accommodations are always top notch."

"... A great place to be outdoors and hike or have other teambuilding activities."

"Beautiful setting amidst amazing canyons and forests. Helpful and polite staff. Excellent meeting rooms..."

"... The accommodations for both meetings and lodging are exceptional, as are the dining facilities..."



# We asked the team at Starved Rock Lodge & Conference Center...

## What makes Starved Rock Lodge unique for meetings/events?

Starved Rock is a "one stop shop" - a meeting destination where you don't have to go offsite for anything and overnight accommodations are available. You're able to take a break and visit a canyon too!

Starved Rock's distinctive facilities and natural surroundings will provide an inspiring experience for your guests. We offer six versatile meeting venues, ranging from formal to informal. Each meeting room is equipped with FREE wireless internet and we also offer a wide range of audiovisual options.

Starved Rock is excited to announce we now offer wireless internet outside the walls of the Lodge! Take advantage of our unique park setting and hold your meeting outside.

## What is your favorite part about helping a group plan a meeting at Starved Rock Lodge?

Everything from seeing how much they enjoyed their stay to the unique requests that we are able to fulfill and being able to work with all types of clients.

Jenny Roulston, Sales Manager for the Lodge, said, "Customer service is our top priority, but our unique venue offers corporate clients a wonderful combination of woods, water, history and a chance to get out of the office and into the woods."







### **What are some of the most requested/favorite menu items for meetings?**

The combo meal is a popular choice as it helps cut down on coordinators time by not having to do place cards. Customizing menu items to help fit the client needs is also popular. Clients can choose from an array of tantalizing meals, formally served or buffet-style.

Starved Rock offers many unique outdoor dining options for your event! Imagine taking in the fresh air during lunch on our outdoor pool patio after an intense morning meeting. Your team will get back to business refreshed and satisfied after an amazing lunch prepared by our professionally trained chefs, who take pride in making sure any event is a success. Popular menu offerings include Roast Tenderloin Medallions with Cracked Black Pepper and Cabernet Demi-Glaze to Chicken Tus-cany, a lean chicken breast smothered in artichoke hearts, mushrooms, provolone, prosciutto and ma-deira wine sauce. Sound appetizing? How about try-ing our melt-in-your-mouth Orange Roughy with a lemon dill sauce?

### **What are the most popular teambuilding activities at Starved Rock Lodge?**

The guided hikes - a healthy and enjoyable way to jump start the day! The hikes can be customized to your group's needs. The variety of Scavenger Hunts we offer, many of which incorporate Starved Rock's rich history, are popular too. Other examples of fun Starved Rock activities include eagle watching tours and a boat cruise on the Illinois River.





# Books to Read

A quick search of the internet will net you more than a few results of suggested books for the meetings and events industry. This begs the question, "Which books are the best and which books will stand the test of time?" We narrowed down our search results to three books that seem to appear on just about every must-read list.



## ***Special Events: Creating and Sustaining a New World for Celebration (The Wiley Event Management Series, Seventh Edition)***

By Joe Goldblatt

Providing a comprehensive guide to understanding, planning, promoting, and producing special events, this seventh edition of *Special Events* describes the theory and practice of all aspects of event management. New coverage includes sustainability, technology, security/risk management, and the impact of social media on events and event marketing. 15 all-new case studies have been included, as well as a brief glossary of terms at the end of each chapter to further define the terms used in the chapter.

**Become a member**  
pcma.org/membership

**Get connected**  
pcma.org/heartland

**Get involved**  
heartland@pcma.org

# Mark your calendar

FOR THESE UPCOMING EVENTS

**June 12**  
Operation Breakthrough  
"Day at the Farm" to help children in need  
10 a.m. – 1 p.m.  
Deanne Rose Farmstead  
Overland Park, KS

**July 10**  
PCMA – KCMPI  
Kansas City Area Joint Meeting  
5 – 7:30 p.m.

**August 7**  
Heartland Chapter Golf Tournament  
7 a.m. – 1 p.m.  
Kansas City area

**September 16**  
Power of Persuasion: Strategies to Get What You Want in Business Webcast  
11:30 a.m. – 2 p.m.  
Kansas City area

**October 23**  
Social Influence Networks  
11:30 a.m. – 2 p.m.  
St. Louis area

**November 6**  
14th Annual State of the Hospitality Industry Webcast  
5 – 7:30 p.m.  
Kansas City area

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# MIDWEST MEETINGS®

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**PUBLISHER**  
RANDAL HENNER  
HENNER PUBLISHING

**COMMUNICATIONS COORDINATOR/EDITOR**  
CHRISTIANNE BERINGER  
CHRISTIANNE@MIDWESTMEETINGS.COM

**CIRCULATION MANAGER**  
LISA JENNINGS  
LISA@MIDWESTMEETINGS.COM

**ART DIRECTOR**  
AMY HENNER  
AMY@MIDWESTMEETINGS.COM

**SALES DIRECTOR**  
STEVE VAN MAANEN  
STEVE@MIDWESTMEETINGS.COM

**SALES MANAGER**  
JEFF PINKAVA  
JEFF@MIDWESTMEETINGS.COM

**A SPECIAL "THANK YOU" TO ALL THOSE WHO CONTRIBUTED TO THIS ISSUE'S**

**ARTICLES:**

JAY WARD  
SALLY MAGALLANES, CMP  
SHADIA COOK  
SHAWNA SUCKOW, CMP  
TERRY MATTHEWS-LOMBARDO, CMP

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## **Setting the Table**

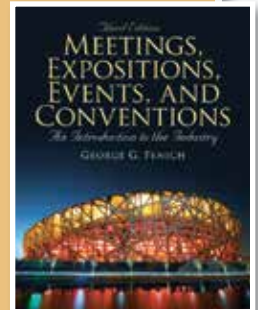
By Danny Meyer

In this landmark book, Danny shares the lessons he's learned while developing the winning recipe for doing the business he calls "enlightened hospitality." This innovative philosophy emphasizes putting the power of hospitality to work in a new and counterintuitive way: The first and most important application of hospitality is to the people who work for you, and then, in descending order of priority, to the guests, the community, the suppliers, and the investors. This way of prioritizing stands the more traditional business models on their heads, but Danny considers it the foundation of every success that he and his restaurants have achieved.

## **Meetings, Expositions, Events, and Conventions: An Introduction to the Industry, (Third Edition)**

By George G. Fenich Ph.D.

The Meetings, Expositions, Events, and Conventions (MEEC) industry continues to grow and garner increasing attention from the hospitality industry, communities, and college faculty. With a broad view of the industry, *Meetings, Expositions, Events, and Conventions, Third Edition* moves beyond just one segment to include all aspects related to the MEEC industry. Developed as a collaborative work, the text features contributions from some of the best and most notable practitioners and educators in the field. (Using the Delphi method, even the text's topics were selected based on industry input.) Now in its third edition, this revision features over 30 new case studies, the latest statistics and a new chapter devoted to green meetings and social responsibility.



Share your book suggestions and/or reviews and let us know what your industry must-reads are. Contact Midwest Meetings at christianne@midwestmeetings.com



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# DO BIG THINGS



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by Jay Ward

# Don't Block the View

## AV Production Considerations and Venue Selection

**W**hen selecting a venue there are many considerations that meeting professionals must take into account. Location and capacity are always the top priorities, but I would argue that having a clear vision for the AV production before selecting a venue is critical to the success of any event. None of the following considerations should be a deal breaker when assessing a venue, but they should each be a factor in the overall decision process.

### Space for Production Elements and Seating

Capacity charts always list the maximum number of attendees they can legally squeeze into a room if there were nothing else that needed to be in the room. Depending on the size of the AV production, you need to always subtract a certain percentage from this number to accommodate all of the AV elements.

A good guideline is to subtract about 20% from the listed capacity for the seating style you will use for your event. This could be more, and it could be less depending on how elaborate the production is going to be. It is always a good idea to have a floor plan drawn of the event space before you sign with the venue just to be sure everything will fit. Since this is not always possible, you may need to use the 20% rule as a rough calculation. This will, at least, get you in the ballpark and usually give the AV team enough room to figure out a reasonable solution.

### Obstructions

Rooms will often have pillars or other obstructions to deal with. It is critical that you visualize the event and try to figure out if there will be sightline issues created by these obstructions. I cannot tell you how many times I have been asked to design an event in a space where there will be absolutely no way all of the attendees will be able to see the stage or screens.

### Ceiling Height and Chandeliers

Ceiling height issues are very common and difficult to work around. Low ceilings can have a dramatic effect on your ability to

use sufficient projection or lighting. As a general rule you always want your screens to be at least four to six feet off the ground in a large room. If the ceiling height does not allow for this, the only other option is to go with smaller screens. To avoid this, you must think about your audience size and ensure there is enough height for appropriate size screens. I suggest making note if the ceiling seems like it is not very high and make sure to address how this will restrict the visuals before signing a contract.

One more height consideration is the ever-present issue of the ballroom chandelier. Even some rooms with very high ceilings have chandeliers that can affect the lighting and projection of the event so it is one more thing to be aware of. If it seems to you like it could be an issue you may want to address it in advance.

### Access

Access to the event space is probably one of the least considered issues. Usually it is not a problem. When it is a problem, it's a big one. This is really simple... If you are planning to bring an AV production into the space, just make sure everything can get in. You don't need to take measurements of freight elevators or hallways, but it is a good idea to walk the access path to make sure it isn't obviously impossible to get any large pieces into the room.

While it is the job of the AV production staff to devise solutions for any issues that are presented by a particular venue, there are some things that just can't be fixed. So be aware of these possible pitfalls when sourcing venues for your next event. All of these items I have listed don't take much time to assess. For the most part, it's just doing a visual assessment while on your site visit and making note of anything that seems like it may be an issue. Taking pictures of the event space can be a big help as well.

*Jay Ward, CTS Principal at Genesis Technical Production & Design, is committed to helping organizations in the event production industry thrive in such a competitive environment through an array of resources and services ranging from production management and operations to staging and digital content design.*



# Think Interactivity!



## Unique Ideas for your Teambuilding Events

**W**hat can you add to your program to really engage attendees? Participation is the goal - being involved in a truly interactive session that delivers a message. Let's get the blood flowing by adding creativity and fun. Whether you are a Fortune 500 company, mid-sized corporation or non-profit association, when interactivity is the focus, no one will have a chance to be bored or not learn!

Teambuilding is nothing new; however, the activities and means to bond certainly are changing. With all these changes, sometimes the hardest part about including teambuilding in your event is deciding which activity best suits your group and the goals set forth for the meeting. With that in mind, we reached out to a few companies offering some very diverse, popular activities that are bringing excitement to teambuilding programs.

### Innovative Teambuilding

The benefits of teambuilding are endless. From camaraderie to increased communication skills, the right activities can inspire your team to learn how to work together better and how to creatively solve problems.

Corporate Event Interactive (CEI, [www.corpevent.com](http://www.corpevent.com)) creates a multitude of innovative and networking experiences designed to energize teams. They can customize activities just to fit your group's needs. A few offerings are:

- Socially Responsible Events (charitable and green programs)
- Team Bonding (sports, adventure hunts/races, game shows)
- Experiential Learning (problem solving, employee development/communication)
- Meeting Energizers (90-minute programs, such as music trivia, or mini-Olympics)
- FUNdraising (annual charity events engaging participants)
- Reception/Dinner events (casino nights, Texas Hold 'em).

Ken S., president, Business Executive Association, needed a means to infuse a new level of creativity and fun into his rather stale meetings. From building race cars, to participation in casino events and scavenger hunts, it was never the same! The activities "produced true interactivity and forged bonding between different members, changing the dynamics of the meetings! Members are

now communicating with each other in new ways."

### Charity/Fundraising

Giving back feels good. Doing so as part of a team creates a unique experience for employees, increasing their job satisfaction and morale, company pride and engagement.

There are many meaningful and entertaining ways to give back. TeamBonding™ ([www.teambonding.com](http://www.teambonding.com)) has many offerings. With offices in several Midwest cities and a National Touring Company, they can facilitate programs in any location. Some of its predominate "give back" activities:

- Charity Bike Build (building bikes in teams and donating to needy children)
- Do Good Bus (riding a bus to an unknown destination and doing something GOOD)
- Wheelchairs in Motion (teams obtain materials to assemble, test and decorate wheelchairs)
- Operation Military Care (challenging/fun event, putting together care packages for Armed Forces)

Jeffrey L., GE Healthcare, wanted a specialized activity to build rapport with 90 global members of the legal team. He noted that TeamBonding™ worked very effectively to personalize the Charity Bike Build, incorporating creative segments that included a trivia event, building, and even riding the bikes. "The benefits were creating connections with the GE global team, and the rewards of giving something back to the community. Bikes were donated to a local Boys and Girls Club." Bike locks and helmets were also provided.

### Comedy/Improv:

Interactive programs should have fun as a component. Another way to accomplish this is with comedy and improvisation. Encourage your team to take risks, think quickly and creatively and, most importantly, laugh... at themselves and each other.

ComedySportz® ([www.comedysportz.com](http://www.comedysportz.com)) combines humor and improv in all activities. Take your group to a venue where members provide input for the high-energy comedy sketches. Individuals might be interacting onstage with other colleagues. This national entity has various "units" to benefit groups:

- ComedySportz® Clubs (fast-paced, interactive improv in





**Teambuilding is nothing new; however, the activities and means to bond certainly are changing.**

numerous Midwest cities)

- The World Comedy League ComedySportz® National All-Star Team (travels to your location to incorporate improv and interaction)
- Team Match Competition (two performance teams battle for laughs in improvised scenes and songs; audience participates and decides winner)
- Exhibition Match (three top improvisers, referee and keyboardist perform hilarious games; filled with audience involvement and feedback)
- Team Advantage (workshop events that help build team communication/performance).

A special program was created by ComedySportz® for the International Special Events Society (ISES). Members needed a new means of “speed networking” at events - meeting every person in attendance and establishing at least one qualified connection. Barb H., president of ISES Chicago Chapter, was very pleased with the activities and outcome. “The exercises implemented for ISES members helped them refocus on why they attend a networking event and how to maximize these opportunities. Strategies were played out, in unique and fun ways, allowing them to meet objectives (speed networking), learn to make each connection meaningful and give ISES an edge over other networking groups.”

Teambuilding can accomplish projected goals in crazy, fun, challenging ways that will bring new inspiration to members and meetings! Each program can be as unique as the group of participants. Many can be tailored specifically for your team players, building fun, innovation, laughter and contests into the activities. Next time you want real engagement from your group, think interactivity!

Sally Magallanes, CMP has been a freelance writer and editor for over 15 years. She wrote extensively for MPI-Chicago Area Chapter's former print piece, *News & Views*. Other specialties include proofreading, research pieces, biographical profiles,

website content, marketing, e-newsletters and developing mission statements. She has been a full-time and freelance meeting professional for over 20 years, working with corporate, medical and non-profit groups. Ms. Magallanes has a BS in Hospitality Management, Roosevelt University, Chicago, IL. *M*

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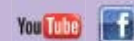
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by Shawna Suckow, CMP

# Stop the Insanity!

“Here are the options: good, fast and cheap. You can only have two,” my former boss used to say. He was describing a printing vendor at the time. You could get your printing done fast and on the cheap, but the results wouldn’t usually be very good. You could get good, cheap printing, but they wouldn’t be the quickest printer in town. Or, you could get good quality and quick turnaround, but it’d be expensive.

I’m not sure who originally coined that thought, but my former boss used to say it all the time. I came to realize that it describes a whole lot more than printing.

A planner colleague of mine was telling me that she needed to find a new employee - her first, after a long and successful solo career. She described the perfect candidate, and it was clearly the mythical unicorn of employees - she was never going to find all those qualities, I assured her. “You can find someone good, fast or cheap - pick two.” She was caught off-guard, and clearly wanted it all.

We work in an industry that wants it all, and usually gets it. We’ve trained ourselves not only to expect it, but to deliver it as well.

If you’re a supplier reading this, I know that most of us as planners are chasing unicorns when we come to you with our crazy requests. This might be a good time to pull out my old boss’s line. We planners don’t usually like to hear the word ‘no,’ so take heed. If you use the phrase, please educate us about why we can’t realistically expect all three, and then ask us to prioritize what’s really important to us. If we have a decent relationship with you, we won’t walk away. Do we really need it tomorrow? If so, it’s going to cost us in order for you to call in the troops to put forth quality work for us. If we can give you more time, you can do quality work and come in on budget. The problem is that, over the past five years, you have delivered miracles to us - the result

of desperate times. Everyone was afraid of losing business, so you did the undoable. We planned the un-plannable. Together, we executed the un-executable. Suppliers, my friends, you enabled us. As a result, we’ve come to expect miracles as commonplace as Tuesday afternoon.

Guess who we as planners enabled? Our bosses, clients and stakeholders. Now they expect miracles and magic every time we touch an event.

If you’re a planner reading this, you might want to dust off the old boss’s phrase when your higher-ups come to you with unrealistic expectations. You can’t possibly continue to deliver good, fast and cheap indefinitely (if you’re that good and that fast, you shouldn’t be that cheap anymore, anyway!).

Gone are the days when we can - or should - work ourselves to death in the name of elusive perfection. Of course, we all want to put on flawless meetings and events - I’m not saying don’t try for that. What I’m saying is: How long can you keep up this crazy pace? The economy’s back on track, and hopefully your job is secure enough that you have the confidence to set more realistic expectations without being shown to the door. If your client/boss/stakeholders don’t get it, maybe it’s time for a heart-to-heart. Unless they want you to be unhappy, unhealthy, less productive and reading the job boards, they need to adjust their expectations (and maybe you need to go easier on yourself as well).

It’s time to bring realistic expectations back to our industry. How long have you been jumping through hoops now, without a break? I mean a real one, an actual *v-a-c-a-t-i-o-n*, not just a KIND® Bar break over by the water cooler. We can’t keep this up over the long term - something’s got to give. Those of us who survived the economic downturn with jobs intact have been on a five-year roller-coaster ride without relief, and we consider ourselves the lucky ones.

We also can't keep setting unrealistic deadlines and expectations for our supplier partners, either. Everybody's backs are breaking under the stress, and there seems to be no end in sight. God help us if this is the New Normal. Our jobs are plenty stressful enough, without the constant pressure of perfection - not only self-imposed, but boss-imposed as well. We pass along those same expectations to our suppliers, piling on the stress for them, too. Do you really need that elephant painted fuchsia and delivered tomorrow at noon, or can you relax on one or more of those elements just a little? I know deadlines are deadlines, but some of them are completely arbitrary.

The past five years have been absolutely insane - the pace, the stress, the fear of job loss, the reality of under- or un-employment. The good news is that we're back. The industry's back in great form, hotel occupancies are way up, meetings are coming back. We no longer have to work in nightmare jobs, nor do we have to be nightmare clients to our suppliers.


The next time you receive a ridiculous task, or pass one along to a supplier, ask yourself if you can simply stop the insanity. In the meantime, why not schedule that vacation you've been putting off for the past five years? It's time to breathe again.

*Shawna Suckow, CMP, is a veteran planner and the Founder and President of the Senior Planners Industry Network ([www.spinplanners.com](http://www.spinplanners.com)). She's the author of Planner Pet Peeves, and her new book, Supplier Pet Peeves, both available on Amazon or at [www.shawnasuckow.com](http://www.shawnasuckow.com). She speaks to audiences worldwide on supplier-planner relations and other meetings industry topics.*



**If you're a planner reading this, you might want to dust off the old boss's phrase when your higher-ups come to you with unrealistic expectations. You can't possibly continue to deliver good, fast and cheap indefinitely (if you're that good and that fast, you shouldn't be that cheap anymore, anyway!).**

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# Culinary *Creations* From *Innovative* Midwest Chefs



**Isle Casino Hotel  
Waterloo, IA**  
Grilled Pear Salad +  
Chicken Dijonnaise +  
Riesling

**The Libertine Liquor  
Bar, Indianapolis, IN**  
Onion Rings with  
Bone Marrow Gravy  
+ Farm Egg + Border  
War Cocktail

**One Eleven Main,  
Galena, IL**  
Chili sugar-cured  
Duck Breast with  
sweet potato hash  
+ Blaum Bros. Vodka  
and blood orange  
martini

**Capitol Plaza Hotel,  
Topeka, KS**  
Black & Blue Pork  
Medallions + Sterling  
Cabernet

One of the main things people often remember from a meeting is the food served. With foodies popping up everywhere and the range of culinary delights available, memorable menus will leave a lasting impression.

Throughout the Midwest, meeting planners have bountiful choices to give their attendees the ultimate dining experience. Here are a few premier choices for groups featuring signature items from chefs in the region.

**Isle Casino Hotel Waterloo, IA**  
[www.waterloo.isleofcapricasinos.com](http://www.waterloo.isleofcapricasinos.com)

Guests will be pleased to find an array of dining treats at the Isle Casino Hotel Waterloo, IA. Offering over 5,000 sq. ft. of flexible meeting space, along with 1,600 sq. ft. of pre-conference space, visitors can indulge their taste buds after a day of meetings.

**Pete Shaner, Chef de Cuisine**

**Grilled Pear Salad + Chicken Dijonnaise + Riesling**

Visual appeal is abundant with both the salad and entrée. The salad, a combination of mixed greens wrapped in shaved cucumber with blackberries, raspberries & carrots and a raspberry vinaigrette, is visually appealing with its height and bright, bold colors.

The Chicken Dijonnaise is a classic dish, with Chef Shaner's own twist. Taking a note from the classic Chicken Cordon Bleu, he stuffs the chicken breast with ham, cheese and spinach, then tops it with a Dijon cream sauce infused with saffron providing a bold flavor that pairs well with the saltiness of the ham. This dish is accompanied by rice pilaf with tasty and colorful zucchini, squash and bell peppers served in a parmesan crisp along with sautéed asparagus wrapped in a fire roasted pepper strip.

The Riesling complements this meal perfectly because of its high acidity. The acidity helps cut through the sweetness of the salad, as well as all the rich elements of the Dijonnaise. After a couple bites of something sweet, the palate begins to develop a tolerance to the sweetness while deadening the full flavor. The acid from this wine helps open the taste buds, allowing even more enjoyment of the dish.

**The Libertine Liquor Bar, Indianapolis, IN**  
[www.libertineindy.com](http://www.libertineindy.com)

Celebrating the untamed, pioneering American Spirit with a focus on classic cocktails, craft distillers and boutique wines curated by Sommelier Lindy Brown, this establishment offers an evolving menu to best accompany them. Since opening in 2011, they have received many accolades, both on the local and national level including two James Beard nominations for Chef Neal Brown and a listing as one of Esquire Magazine's top 50 Bars last year.

**Onion Rings with Bone Marrow Gravy + Farm Egg + Border War Cocktail**

Crispy fried onion rings with bone marrow gravy and an over easy fried farm egg is a delicious small plate that has quickly become a guest favorite. The rings stay nice and crisp, the onions fresh, and the yolk blends perfectly with the gravy to add a delicious contrast.

They recommend pairing the Border War, a boozy, stirred cocktail that includes Templeton Rye whiskey, Los Nahuales Reposado Mescal, Yellow Chartreuse, Averna Amaro and Lemon bitters. The smokiness of the Mescal marries well with the Bone Marrow gravy, while the herbal notes from the Chartreuse keep it fresh and clean.

**One Eleven Main, Galena, IL**  
[www.oneelevenmain.com](http://www.oneelevenmain.com)

Famous for their commitment to working with local farmers and artisans, this venue creates unique dishes to honor their community's diversity and homegrown goodness. Catering to groups of all sizes, One Eleven Main works with their local partners whenever possible to allow guests an experience of fresh abundance.

**Executive Chef C. Ryan Boughton**

**Chili Sugar-cured Duck Breast with Sweet Potato Hash + Blaum Bros. Vodka and Blood Orange Martini**

There is a large mallard festival nearby, so a duck dish is a nice nod to the regional festival. The duck is dry rubbed with a mixture of brown sugar, chili powder, cayenne, other spices and orange zest. After rendering the fat, the flesh is imbued with a wonderful savory, sweet and citrus flavor that plays very well with the earthiness of the hash.

Working with Galena's recently opened distillery, One Eleven Main works hard to promote anyone producing unique food and drinks that make their city special. The blood orange is a nice bridge with the vodka and the duck. They keep it very simple with

freshly squeezed blood orange juice, Triple sec, vodka and a splash of simple syrup, which is then stirred gently and strained.

**Capitol Plaza Hotel, Topeka, KS**  
[www.capitolplaza-hoteltopoka.com](http://www.capitolplaza-hoteltopoka.com)

The Capitol Plaza Hotel offers a full service restaurant, lounge, approximately 25,000 sq. ft. of banquet space, and is connected to a convention center. With the amount of traffic they see, they are no stranger to serving a multitude of guests. Executive Chef Guillermo Rivera has been creating culinary delights for six years at the hotel.

**Black & Blue Pork Medallions + Sterling Cabernet**

Pork Medallions are seared with blackened seasonings and brushed with a savory blueberry barbecue sauce. By combining the house made barbecue sauce with the blueberries, the sauce becomes a little sweeter and works very well with the salty pork. The texture of the sauce also complements the pan-fried pork medallions.

This dish pairs well with a Sterling Cabernet. This particular wine has a great fruit flavor along with spice, complementing the saltiness of the pork and the sweetness of the barbecue sauce. *M*



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# Cost and Value

## of Hiring a Meeting Planner



### How Do Commissions and Discounts Impact Your Bottom Line?

**H**ow much is your third-party meeting planner costing you? And how would you know?

The independent conference and meeting planning industry offers a smorgasbord of pricing options - “no cost” site selection, hourly rates, fixed fees and percentage fees based on the total bill.

Plus there are hotel commissions, negotiated discounts and vendor rebates, perks for independent planners that you may not have access to or even know about.

All of which makes it tough to calculate the bottom line and compare apples-to-apples when hiring an independent meeting planner.

“Many people are confused about the cost and value of meeting planning services,” said Molly Hackett, co-owner of Nix Conference & Meeting Management.

Corporate meeting planners often are unaware of the huge impact that the commissions and discounts given to planners have on the bottom line, Hackett said. That oversight can cost them big dollars.

“A corporate meeting planner may agree in principle with a site selection firm keeping hotel commissions, but they’re shocked when we calculate the true cost to their bottom line.”

Some planners charge a fixed fee-for-service but rebate all hotel and vendor commissions back to their clients. That rebate check offsets and often completely covers the firm’s fees, especially for larger events.

“Getting commissions returned to us is a very important part of our conference planning and budgeting,” said Bobbi Besley, business manager for the Resource Center for Religious Institutes (RCRI), a Nix client. “Without those commission rebates, we would have to increase the cost of our conference and that would negatively affect attendance.”

So how do you determine how much third-party planning

services will actually cost? And what should you get for your money?

#### Read the Fine Print

First, consider the pricing models when reviewing bids. Each approach delivers a different bottom line cost, and the numbers may surprise you. Ask for sample contracts. Some planners clearly state how commissions and discounts are handled, while others ignore the subject altogether. “Third-party meeting planners should be willing to discuss all costs up front, including commissions and discounts,” said Susannah Porr, executive director of the National Association of Steel Pipe Distributors, which uses Nix for their events. “They should show you all receipts and tell you exactly what you’re paying. If they’re resistant, you might look elsewhere.”

Porr learned that lesson the hard way. A destination management company quoted her a \$10,000 room rental fee at a diners club. Suspicious, Porr decided to call the club and inquire about the fee.

“Turns out there was no rental fee,” said Porr. “The planner was charging us their entire annual membership dues for a one-night event.”

The following are typical fee models and services offered by meeting planning firms:

#### “No Cost” Site Selection Firm

This may sound like a great deal but the firm collects a commission from the hotel based on the total sleeping room revenue, which may reduce their incentive to negotiate room rate discounts. Plus once they’ve booked the hotel, the site selection firm typically provides no other services.

#### Percentage Fee

A fee based on a percentage of total cost (typically 10% to 30% depending on services) is fairly transparent since the planner will have to share a cost breakdown but this approach may create a disincentive for cost saving.

Carol Galle, CMP, President and CEO of Special D Events,



## A firm that manages hundreds of events a year may have greater leverage and negotiation skills than one that plans just a few.

considered this pricing structure when she founded her company back in 1992, but immediately ruled it out. “I would never make a purchase this way, so I couldn’t imagine pricing our services this way. The more money that the client spends, the more the planner makes. I just couldn’t see myself making that offer to a client.”

### Hourly Fee

Hiring a planning firm by the hour for specific services offers flexibility, but consider setting a not-to-exceed budget. Also ask whether the firm will rebate hotel commissions and vendor discounts to you. If not, you’ll likely pay their fee plus those hidden costs. “Pricing based on an hourly fee is the most transparent option,” Galle says. “The planner must account for every hour spent, and the client knows exactly what services are being provided.”

### Fixed Fee

Setting a fixed fee-for-services based on the number of days, attendees and services takes up-front planning and coordination but provides a firm projection of costs. Again, if commissions and discounts are rebated, you’ll save many thousands of dollars, possibly even more than the planning firm’s fee.

### Compare Services

In addition to comparing fees, consider the services offered. Does the planner simply book a site and choose meals? Or do they negotiate contracts, manage budgets, select vendors, provide onsite staff, plan and manage offsite events?

“Even if we paid our planner’s entire fee [without a rebate check], it would be a great value based on what they do for us,” said Porr. “They research hotels, negotiate rates, provide a person onsite, coordinate activities. It’s like having another staff person for much less than we could ever afford to pay one.”

Also ask if your planner implements financial controls and audits the final bills. That last step can save an additional 3% to 5%, according to Hackett.

“We were paying more than we needed to,” said Sister Sharon Euart, executive coordinator for Canon Law Society of America. “Now the commission rebate keeps us in the black most years. Plus, we were giving cash tips during meetings, which was hard to track. Now everything is on a master account audited by Nix.”

### Experience Counts

A firm that manages hundreds of events a year may have greater leverage and negotiation skills than one that plans just a few. Also consider the level of personal service the firm will provide, and ask for references.

“If you are paying by the hour, it’s important to consider the

planner’s level of expertise,” said Kyle Rondeau, event manager at Nielsen and client of Special D Events. “While a more experienced planner’s rate may be higher, they may take less time to manage a meeting than a less experienced planner. So, the more experienced planner may turn out to be the best value.”

Once you hire a planner, request a detailed timeline and budget. And remember, a planning firm has the greatest influence on the final bill when you involve them early in the negotiations and financial issues. It’s much more difficult to “fix” a contract that was signed months ago.

*Nix Conference & Meeting Management, based in St. Louis, manages meetings, conferences and trade shows for associations, religious organizations, businesses and nonprofits. Nix has managed events on four continents and in 17 countries since 1985. For more information, call (314) 645-1455 or visit [www.nixassoc.com](http://www.nixassoc.com).*

*Special D Events, based in Royal Oak, MI, manages meetings and events for nonprofit, corporate and academic clients. The company was founded in 1992 and has managed events in each of the 50 United States and beyond. For more information, call (248) 336-8600 or visit [www.specialdevents.com](http://www.specialdevents.com).*



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# How Did You Get Here?

*Rachel Walsh, CMP*  
Director of Meetings, Sentergroup, Inc.



*R*achel Walsh, CMP is the Director of Meetings at Sentergroup, where clients rely on her to catch all the details while keeping the big picture in focus.

Rachel discovered her love for working with associations while working with an Indianapolis-based event planning company and subsequently with Visit Indy, where she helped promote the city.

Rachel has a bachelor's degree in communication and a minor in sociology from DePauw University and is a Certified Meeting Professional. She is a member of the Professional Convention Management Association and the Association Forum of Chicagoland.

**Midwest Meetings:** What was it about this industry that made you decide to pursue a career in it?

**Rachel Walsh:** I've always been able to strike a balance between the big picture and the details, traits well-suited for the industry. Once I was exposed to this during an internship in college, I knew the industry was a perfect fit. It excited me to walk across a convention center show floor. Apparently that doesn't excite everyone.

**MM:** Tell us about your role at Sentergroup?

**RW:** In the Meetings & Education department, we execute more than 70 meetings each year. I get to focus on the logistics and details of our events, whether it be a board meeting for 25 or an educational conference for 1,500. I am also responsible for all site selection and contract negotiations, budget development and monitoring, and I manage exhibitor and sponsorship sales for our groups.

**MM:** What is your favorite part of your job?

**RW:** As a planner at an association management company, I get to work with lots of clients, planning lots of different types of meetings. While this often means that no two days are the same, there is a common



*I consistently try to focus on enjoying the event as it unfolds, however many twists and turns may unravel.*

thread — the constant build toward the next event. Regardless of the client, the place, or how big the event, the best part is seeing all the pieces come together. Before you know it, though, it's over and on to the next. I consistently try to focus on enjoying the event as it unfolds, however many twists and turns may unravel. After all, this is why we put in all the work!

**MM:** Any interesting challenges you've faced and overcome in your position as Director of Meetings?

**RW:** During the planning phase for a conference, the schedule of events changed so that our lunch space became unavailable due to afternoon set-up needs. The meeting had grown so large that there was no other space in the venue to host the lunch, but we still had to feed close to 1,500 people in an hour. As an alternative, I worked with the venue to serve a strolling lunch in the exhibit hall. The attendees and exhibitors alike ended up loving it. There are no problems in meeting planning, just creative solutions waiting to be brought to light. It's important to remind myself of that in stressful times.

**MM:** What challenges do you feel meeting and event planners face today and what is your approach to those challenges?

**RW:** Planners are constantly pushed to do more with less — whether it's book more space with less room nights or deliver more value with a smaller budget. My approach to these challenges is to be practical, but innovative. I know that there are bottom lines to be met on both sides of the equation. By acknowledging this from the beginning of an engagement, I can work together with my partners so that we can all come out ahead, feeling that we have won.

**MM:** You are part of PCMA's inaugural "20 in their twenties" class. What does this mean for you and how will you shape the meetings industry?

**RW:** It is an incredible honor to have been chosen as part of this inaugural class. This recognition has already given me, and will continue to provide me, wonderful networking opportunities. I have been introduced to 19 instant peers in the industry as an invaluable resource as we grow into this industry together. I think you will see this new generation of meeting professionals push technology to the top of the agenda, but surprisingly maintain stock in face-to-face meeting.

**MM:** How do you keep up on industry trends?

**RW:** You will catch me scrolling through my Twitter feed, which is full of great #eventprofs, whenever I can grab a few minutes! I

also keep a stack of the newest industry magazines on my desk to flip through if I find myself with some extra time before a conference call or meeting begins. Another great resource I like to use is LinkedIn discussion boards. Specifically, I find the PCMA and Event Planning & Event Management boards particularly engaging.

**MM:** What new ideas are you bringing to the industry?

**RW:** I am all for the advancement of new technologies that allow me to do my job more efficiently and communicate more effectively with my vendor partners. Specifically, one of my "big ideas" is to change the way planners and venues communicate with each other. We've seen some huge strides with the roll out of brand specific apps for onsite communication, but I think this is just the first step in reimagining the way we get our jobs done.

**MM:** You're passionate about this industry. What advice do you have for your peers when it comes to keeping that passion alive?

**RW:** Carve out time for professional education and find a space to engage with others (networking events, social media, etc.). It's so easy to stay in the bubble of your own meetings and events, but I find that I am the most excited about what I do after talking to someone about their annual conference or reading an article about the latest trends in meeting design.

## *What I Like...*


**What would surprise people who know me:** I must admit, I actually like when friends make our social plans. Sometimes people think I default into always needing to be in charge, but when I'm "off," it's nice to have someone else in charge.

**Time of year/season:** There is something about summertime in Chicago that cannot be beat.

**Apps:** Evernote, Shazam, Instagram, Kayak, Basecamp, Dropbox

**TV:** House of Cards, Scandal and The Good Wife. Are you seeing a political drama theme?

**Dessert:** Dark chocolate anything

**Drink:** I could drink fresh-brewed iced tea all day, every day, and I think every meeting venue I've ever been to knows it! 

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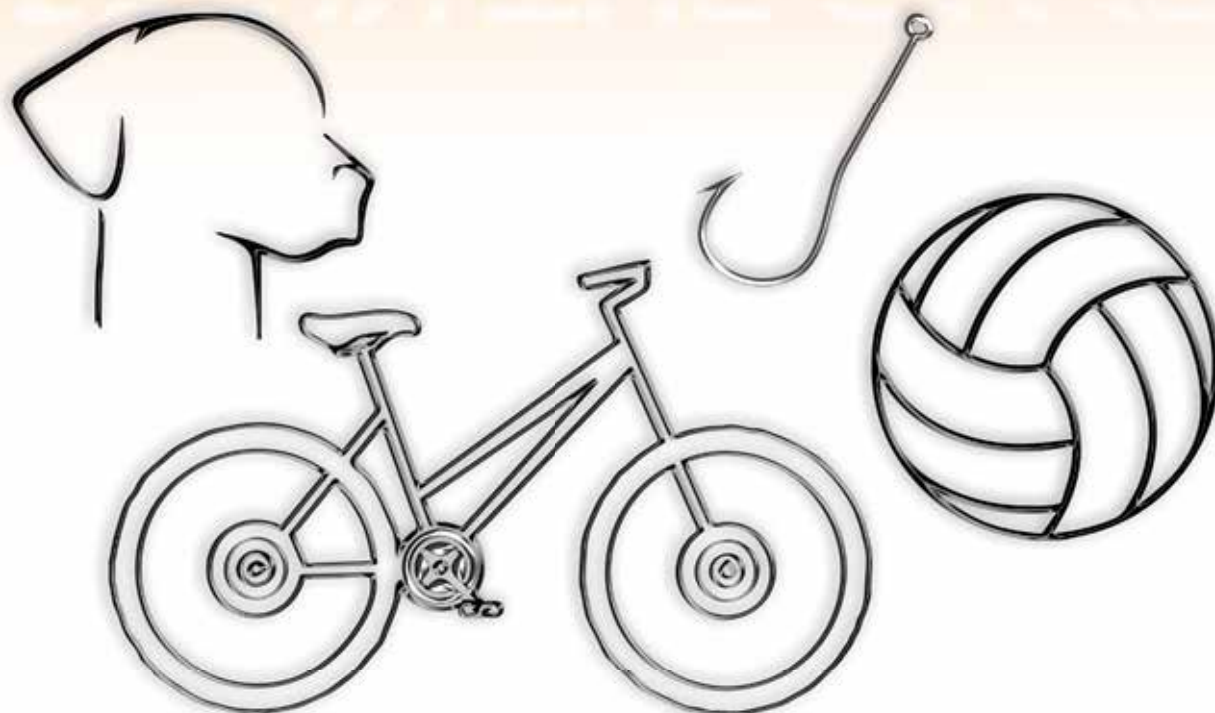


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# SPORTING EVENTS

## GET IN THE GAME



### Ensure a Win for Everyone

**S**porting events can have a huge economic impact on their host city and the competition for events of all kinds is getting fierce.

It's not just baseball, basketball or football tournaments, although those remain popular. Bouldering, fishing, extreme volleyball, marathons, bicycling... these events, and many other unique sports, are on the rise and bringing in big numbers from across the country.

When looking to plan a sporting event, it's important to consider all the factors. Sponsorship is key, as is having the right facilities and amenities for the athletes and their families. Consider relying on the expertise of the local sports commission/CVB or the local university athletic department and coaches. Personnel in these groups are often very familiar with planning and logistics. Budget is also very important when it comes to sporting events; Be sure to plan for everything you can possibly think of to ensure your

event is successful from beginning to end. It's a good idea to have a contingency budget for those unexpected things that can, and often do, happen.

Considering throwing in your hat to be a host city? Then you better be on your game. Cities across the Midwest are throwing some big punches with state-of-the-art, multi-purpose and sport-specific facilities. As a potential host city, it's best to do your research and look at the history of the event, making sure you have all the pieces necessary to host that specific event.

The articles you'll find in this special section take a look at a variety of sporting events with insight from those planning the events and the host cities they work with. We've also included an article on additional elements for consideration with outdoor events. Whether you're planning the event or hosting it, having the right pieces in play will ensure a win for you, the event and its participants and spectators.



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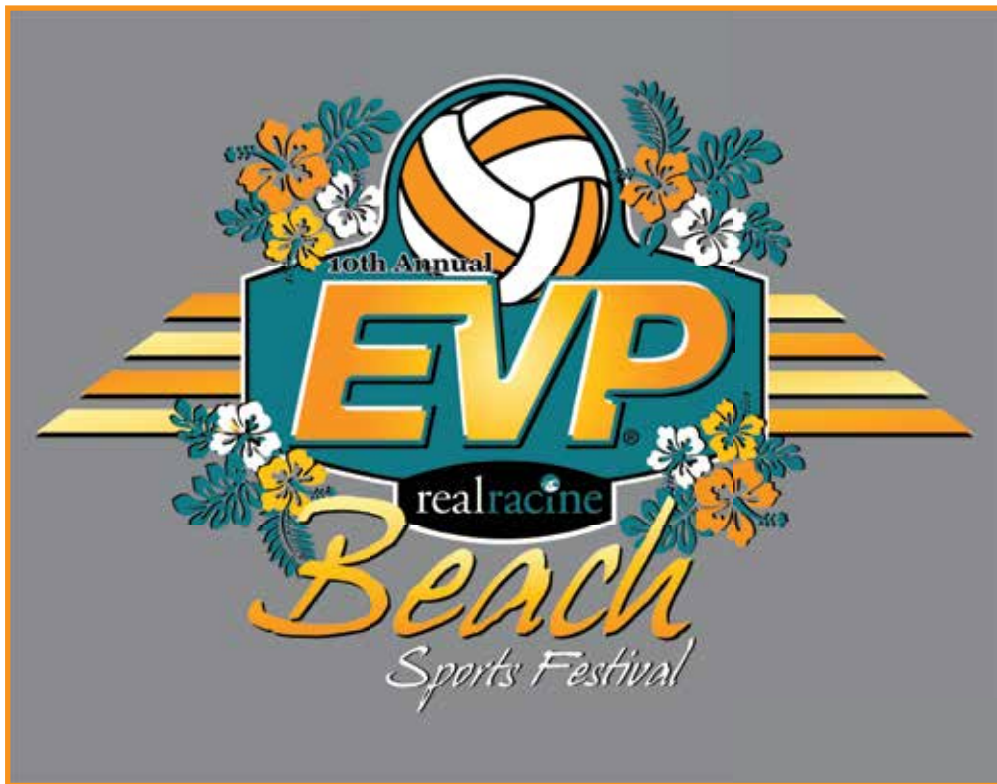
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# TO THE EXTREME

## Volleyball on Racine's North Beach



About 12 years ago, the Real Racine team was challenged with finding a sand volleyball tournament for North Beach, 50 acres of pristine sand and blue water in Racine, WI. It took a couple years, but eventually Real Racine President/CEO Dave Blank was introduced to Extreme Volleyball Professionals (EVP) Tour Commissioner Ross Balling.

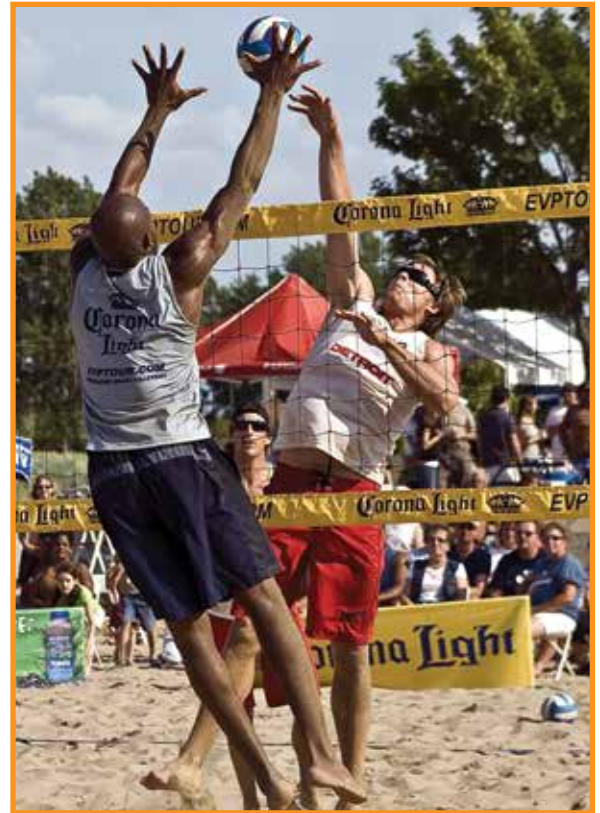
Ten years later, the EVP Tour has established the largest national pro-am volleyball attraction in America. The EVP Tour's primary aim is to support beach volleyball events that engage families, fans, athletes, students, communities and sponsors. They were instrumental in developing this family-style, multi-sport beach festival that now includes sand volleyball, soccer and tennis.

The tour travels to 20 key markets across the country from March to October and at each event, spectators will not only see elite athletes compete on the sand for top honors, they also have the chance to interact with the pros by participating in contests and promotions



**“I am excited to announce that I will be participating in the 2014 EVP season. I have agreed to play in at least four events and hopefully can commit to more in the future. Partnering up with Ross and the EVP is a great way to continue to grow the game of volleyball. Even though I was brought up with the indoor game, I am confident my skills will transfer over in time to the sand. So, please look for me and my Team Pineapple brand at your nearest EVP event this summer!! And let’s make volleyball an even BIGGER deal!!”**

**Lloy Ball, 2008 Gold Medalist**



at hosting venues. EVP Tour events channel local resources and draw all participants together, benefiting the entire community.

The EVP TV Network has also established a national clearance with Comcast Sports Network and will produce 16, 30-minute TV shows, reaching more than 60 million viewers over 40 states per airing.

From June 13 through June 15, EVP Tour athletes and spectators will return to Racine’s award-winning North Beach, along the shores of Lake Michigan, for the 10th annual EVP Beach Sports Festival.

Blank said the EVP Beach Sports Festival is one of Racine’s premier summertime events and is quickly turning into a major regional favorite. “The staff and athletes with both tours are great ambassadors for their respective sports and we look forward to welcoming them in June of 2014 again,” said Blank.

“Working with Real Racine for now 10 years has been a dream come true,” said Balling. “The entire Racine community looks forward to the beach volleyball event each year. The addition of sand soccer and beach tennis to the Beach Sports Festival really helps drive more spectators to the lakefront for a family style event.”

For more information on the EVP Tour, visit [www.evptour.com](http://www.evptour.com).

# 2014 EVP Tour Schedule - Upcoming Events



- June 14 - Spike n' Splash @ North Beach, Racine, WI
  - June 28 - EVP Atlanta Open @ LakePoint Sports, Emerson, GA\*
  - July 12 - EVP Gold Coast Pro Am @ Oak Street Beach, Chicago, IL
  - July 19 - EVP Rock Rosemont @ Rosemont, IL\*
  - July 26 - Adirondack Coast Pro Am @ Plattsburgh, NY\*
  - Aug. 2 - EVP Great Lakes Championship @ Michigan City, IN
  - Aug. 16 - EVP Rock the River @ Charleston, WV\*
  - Aug. 31 - EVP St. Pete Pro Am @ St. Pete Beach, FL
  - Sept. 6-7 - Maryland Seafood Festival Pro Am @ Annapolis, MD
  - Sept. 13 - Southeast Championships @ Delray Beach, FL\*
  - Sept. 20 - National Championships @ Naples, FL
  - Sept. 21 - West Coast Championships @ Huntington Beach, CA
  - Sept. 27-28 - EVP World Finals of Beach Volleyball @ Stockton, CA\*
- \*Airing on TV



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## GAME ON!

### Wisconsin's Olympic-style Summer and Winter Games

The Badger State Games is the largest Olympic-style sports series in Wisconsin and will celebrate its 30th year in June 2014.

Originally created by the Madison, Wisconsin-based Wisconsin Sports Development Corporation (WSDC) in 1984, the Badger State Games reached a height of popularity in the 1990s when regional and state level competitions soared to about 20,000 athletes and nearly 50 individual events. Yet in spite of efforts to increase awareness and generate support, participation continued to decline and difficult economic times impacted funding over the years. WSDC announced its plans to end the Badger State Games in August of 2011.

About a month later, the Wausau/Central Wisconsin Convention & Visitors Bureau (CVB) began a public campaign to purchase the Badger State Games, convinced that it was still viable. In October 2011, the Wisconsin Sports Development Corporation reached an agreement with the Wausau/Central Wisconsin CVB that allowed its signature event, the Badger State Games, to continue in 2012 and beyond.

#### Today and Beyond

The Wausau/Central Wisconsin CVB is committed to continuing this iconic Wisconsin sports series and to growing participation by providing an exceptional athlete experience. With this goal in mind, the CVB has focused on bolstering the most popular events and continues to add more events, based on commissioner and athlete

interest and availability of facilities. "Our success comes from these core events that have the strongest participation and commissioner base," said Tracy Baltz, director of marketing.

A strong commissioner base, passionate athletes and support from the community and volunteers are essential for the continued success of the Badger State Games. The Wausau/Central Wisconsin CVB is fortunate to have the support of numerous local clubs to run the individual events and facility managers that work together to maximize the usage of area venues at which events are held. Nearly 1,000 volunteers dedicate their time to assist with events.

For example, the local Nordic Club is on-hand for the largest Winter Games event, Nordic skiing. "Without this group, this event wouldn't happen," said Baltz. "With around 1,200 participants, various age divisions and course lengths, etc., it's imperative to have this group of experts available for this event."

The CVB is largely a facilitator, providing "back office" support, including athlete registration and marketing. This relationship gives local clubs and organizations more autonomy and responsibility when planning for the winter and summer games. This arrangement also allows clubs and commissioners the flexibility to hold individual events according to specific guidelines. Many events are regional qualifiers that allow athletes to progress on to state and national level competitions and must adhere to strict guidelines. Additionally, the Badger State







Games is a member of a national organization that oversees Olympic-style events.

“From qualifying events such as Nordic skiing and figure skating, to billiards and new events like pickleball, having experts from local clubs and sports commissions is necessary,” said Baltz. “These groups understand the rules and guidelines required for regional and state qualifying and ensure the events run properly.”

Currently over 3,000 athletes compete in the winter and summer events series, which generates an economic impact of approximately \$2 million annually. A vast majority of athletes are from Wisconsin, but the games are open to athletes from other states if that state does not have a particular event.

#### 2014 Badger State Summer Games

Over 1,400 athletes from all over the state are expected to compete in 15 sports over three weekends in June 2014.

New to the 2014 Badger State Summer Games this year are

pickleball, crossfit, and 3 on 3 basketball.

#### 2014 Badger State Winter Games

The Badger State Winter Games, held over three weekends in February, attracts approximately 1,800 athletes and continues to grow steadily.

New events for 2014 included fat bike racing, snowboarding, twin tip rail jam, trap shooting, and crossfit. These events and the approach of the Winter Olympics held in Sochi, Russia likely inspired the growth in participation, about 300 more than 2013.

In addition to Wisconsin athletes, several other states were represented as well. A woman traveled from Florida to compete in Nordic skiing; a competitor came from Iowa to snowboard and a team came from St. Louis to compete in fat bike racing.

Complete information and registration is available online at [www.BadgerStateGames.org](http://www.BadgerStateGames.org). Athletes can also follow Badger State Games through Twitter and its Facebook page.

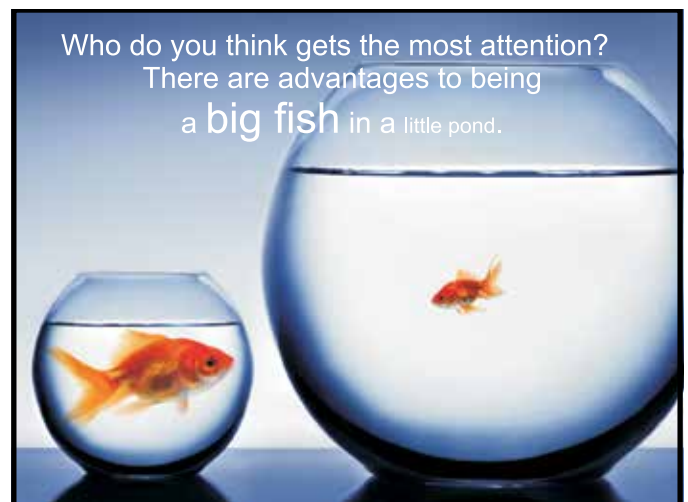
#### 2014 Summer Games

- Archery
- Bowling
- Duathlon
- Golf
- Martial Arts
- Pickleball
- Skeet Shooting
- Soccer
- Sporting Clays
- Swimming
- Track
- Trap Shooting
- Wausau CrossFit Summer WODfest
- Wrestling
- 3 On 3 Basketball



#### 2014 Winter Games

- Alpine Skiing
- Archery
- Billiards
- Bowling
- Curling
- Fat Bike Racing
- Figure Skating
- Nordic Skiing
- Snowboard
- Snowmobiling
- Sporting Clays
- Trap Shooting
- Twin Tip Rail Jam
- Wausau CrossFit Winter WODfest



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# TAKE THE RIDE OF YOUR LIFE

## RAGBRAI: The Register's Annual Great Bicycle Ride Across Iowa

**R**AGBRAI, The (Des Moines) Register's Annual Great Bicycle Ride Across Iowa, is an annual seven-day ride across the state, held the last full week in July. Heading into its 42nd year, RAGBRAI is the oldest, largest and longest bicycle touring event in the world.

For those of you who have never ridden, this rolling celebration of Iowa attracts participants from all 50 states and many foreign countries. It has covered thousands of miles through the years, and hundreds of thousands of riders have hopped in the saddle to pedal part of those miles.

RAGBRAI is a bicycle ride, not a race. It started in 1973 as a six-day ride across the state of Iowa by two Des Moines Register columnists who invited a few friends along. RAGBRAI is planned and coordinated by The Des Moines Register, a year-round process that begins as soon as that year's ride is over.

"Each year we pick eight new towns to serve as 'host' communities for the overnight stays," said T.J. Juskiewicz, RAGBRAI director. "It's a different route every year and we have covered every nook and cranny of the state, from the smallest towns to some of the largest."

Juskiewicz continued, "We announce the route the end of January and then meet with the towns over the course of the next six months. The mayor or chamber of each town selects key leaders in the community to serve on a committee, anywhere from 40-50 people,



and I meet with them every other week. In most towns we end up with 500-800 volunteers.”

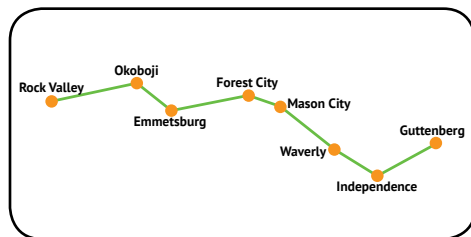
The RAGBRAI route averages 468 miles and is not necessarily flat. It begins somewhere along Iowa’s western border on the Missouri River and ends along the eastern border on the Mississippi River.

In addition to the overnight communities, Juskiewicz mentioned that cyclists will make stops about every 10 miles in towns between the overnight stays. “There are events all day, every day,” said Juskiewicz. “From beer gardens and bands to kids activities, the approximately 40 towns that we ride through offer a place to stop and eat, enjoy various activities and even historical sites.”

For many of the host communities, and the towns in between, this is the largest event many of them will ever have, providing a major economic boost to every church, Boy Scout or Girl Scout troop, 4-H club, VFW post, etc. that it passes. “We don’t have those large corporate sponsors,” said Juskiewicz. “The people of these communities make this event happen.”

This unique event offers a different way of living for a week, disconnecting from your mobile devices and enjoying a slice of pie from the local church ladies. “This is the people’s event of Iowa, the fabric of our state,” said Juskiewicz.

Interested in participating in this amazing bike ride across Iowa? You better prepare yourself as RAGBRAI likely will be one of the most physically difficult things that you’ve ever attempted. While you won’t be able to participate in the 2014 ride, you can plan now for 2015. Visit the RAGBRAI site, [www.ragbrai.com](http://www.ragbrai.com), where you’ll find a wealth of information to get you started.



## The 2014 Route

Day 1: Rock Valley to Okoboji – 69 miles

Day 2: Okoboji to Emmetsburg – 41 miles

Day 3: Emmetsburg to Forest City – 73 miles

Day 4: Forest City to Mason City – 36 miles

Day 4: Mason City to Waverly – 63 miles

Day 5: Waverly to Independence – 68 miles

Day 6: Independence to Guttenberg – 68 miles

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# HUNTING FOR A GREAT EVENT?

## Plan for Man's Best Friend Too!

**M**ost meeting planners are constantly increasing their industry vocabulary to include new terminology such as bandwidth, hybrid meetings, social tables and more. But imagine if your job required you to learn about trigger locks, rifle stock, Wachtelhund and Munsterlander – say what? Welcome to the meeting planning world of Lacey Anderson, whose career has gone from international travel covering corporate events for three Olympic Games to her current position as the Marketing and Events Coordinator for Pheasants Forever, Inc. and Quail Forever, nonprofit organizations based in Minnesota dedicated to the protection and enhancement of pheasant and other wildlife populations through habitat improvement, public awareness and education. With a membership that currently surpasses 130,000 people spread over 700 chapters, you can imagine that Lacey's job requires "just a few" events throughout the year. Some are normal fundraisers such as golf tournaments, but others, like wild game dinners, would definitely be classified as a little out-of-the-ordinary. And then there's the annual National Pheasant Fest & Quail Classic, a consumer show that draws more than 25,000 outdoor enthusiasts throughout a full weekend of events, all centered on wildlife

conservation, management and restoration.

And, oh yeah, game bird hunting and dog training. Oh my!

So, you think your job is challenging trying to find hotel space that includes enough suites for your VIPs? Well what if those VIPs were classified as 'man's best friend,' meaning the hotel rooms had to be dog friendly with convenient 'relief areas' close by? And what if, in addition to finding pet friendly locations, you also had to research state gun restrictions and laws specific to both your convention center and all surrounding hotels before you could even consider booking said facilities? Such is the challenge that Lacey accepted when starting her journey with this fascinating organization. "When I started I was greeted by four-legged fury friends [in the office] along with taxidermy mounts of pheasant, sage grouse, prairie chickens, fish, deer, and plenty of other wildlife species. This is definitely a fun work atmosphere, and a real family environment. Although I wasn't a hunter prior to this job, I have definitely joined the ranks and am looking forward to getting deeper into the field as time allows."

Okay planners, getting back to that earlier reference about the 'Wachtelhund and Munsterlander'... any guesses as to what these are? If you



answered “breeds of hunting dogs,” you were correct, and when asked just how important they are to the success of her big annual event Lacey’s response was immediate. “They are a HUGE component of our show. We parade them with their owners through the pre-function area of the exhibit hall where an announcer introduces each owner and dog on a stage. This gives the [general public] audience an opportunity to learn about that specific breed and what they are best known for in the hunting world. We also have a Bird Dog Alley section on our show floor that consists solely of Bird Dog Breeders and Clubs, but the highlight of our National Classic is that Bird Dog Parade which kicks it off each year.”

At the most recent Pheasant Fest and Quail Classic, which was held in Milwaukee, WI, Megan Husband, CSM with Visit Milwaukee had this to say about their city being chosen to host this exciting event: “The Classic proved to be a huge success and one of the best attended public shows we’ve had the privilege of hosting in our city. Lacey and her team were extremely well organized and professional, outlining all their unique requirements for us well in advance. This made it easy for our hospitality community to make sure their conference needs were met.”

Now, circling back to those wild game dinners mentioned earlier, Lacey’s gut reaction when she planned her first one was, “Oh my goodness – people eat this stuff?” She quickly learned that the answer was yes indeed, so



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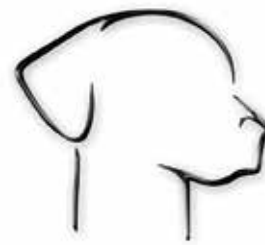
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much so that they rarely even bother to include desserts in their catering orders due to the size and quantity of the main courses. Typical entrees include such delicacies as elk and bear meatballs, barbecued raccoon, Rocky Mountain Oysters with Wasabi Aioli, Moroccan style rabbit and an interesting and eclectic array of additional wild game items. She also is proud to report that her taste buds have definitely expanded since taking on this job, in fact on the day of this interview Lacey says her lunch consisted of blue cheese stuffed duck wrapped in bacon that someone from the office brought in to grill and share. Oh yes, and one thing she doesn't have to deal too much with at her catered events would be special order meals. At her first event of 1,100+ attendees there was only need for one vegetarian dinner!

By the way, if you're still wondering what 'trigger locks and rifle stocks' are so you can increase your vocabulary knowledge, both terms refer to guns. Feel free to contact meeting planner Lacey Anderson for a more detailed explanation!

*Terry is both a veteran meeting planner and a freelance writer, focusing on issues related to the travel, meetings, and leisure markets. A CMP since 1987 with a resume that covers both international planning and incentive work as well as positions on the supplier side, she advises industry newcomers that want to learn fast how to succeed in this business "make sure and sweat the small stuff!"*



**So, you think your job is challenging trying to find hotel space that includes enough suites for your VIPs? Well what if those VIPs were classified as 'man's best friend?'**

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# GETTING HOOKED

## Fishing Has No Boundaries®

**H**eidi Overman, Chairperson of Fishing Has No Boundaries® Inc. (FHNB) - Hayward Chapter, Hayward, WI, became involved with the organization while volunteering in her Girl Scout troop at their first event in 1988. Along with her sisters, she became a lifelong volunteer, now serving as the volunteer chairperson for this organization whose goal is to open up the great outdoors for people with disabilities through the world of fishing.

FHNB has grown into a National Organization with 27 chapters in 13 states, enabling thousands of individuals with disabilities to participate fully in this spirit-lifting, morale-boosting, trouble-free recreational activity. Participants range in all ages with a variety of disabilities from physical to mental challenges.

As Overman expresses, “This organization is special, whether the fishing or weather is good or bad, everyone that attends has a great time... No pun intended, but once you experience the happiness of the attendees, you’re hooked!”

The Annual Event in Hayward is held the third weekend of May at the Lake Chippewa Campground, just outside of Hayward. A section of the campground is generously donated for FHNB to use every year. This highly anticipated and fun-filled event draws attendees from throughout the Midwest and even as far as Florida. The group offers the pontoons, guides and adaptive equipment for those that need more than just a standard rod and reel.

### Volunteer Based Planning

With a staff of only one full-time employee, FHNB is run by a board of directors comprised of seven elected positions and volunteers. Overman notes, “I absolutely love everything about this organization (with the exception of leeches and fish cleaning [joking]), but seriously, I love to see a person’s eyes light up when they sit down on that pontoon and know they are going to have an adventure.” The group meets monthly to plan the annual event, promote the organization and plan the fundraising.

Planning for the annual event starts in January and the first step includes distributing the registration forms to participants and volunteers, as well as requests for boat donations. The organization provides the bait, fuel, a light breakfast and dinner for the two-day event and depends upon the generosity of their vendors and sponsors to keep the event running. With a tight budget of just over \$55k, businesses donate money to help participants in need (including assistance with the \$60 registration fee), as well as helping with event related costs such as insurance, fuel, etc.

Participants are in charge of their own lodging and the group offers suggested resorts and places to stay nearby, though many opt to camp near the event site.

Crunch time starts a week prior to the event when the volunteers transport as many as 40 pontoons and 15 boats to the site and begin set up on the grounds.





### Event Time

When the weekend arrives, the focus turns to the participants and making the weekend all about fun and fishing. After the opening ceremonies and morning safety meeting, the volunteers help get everyone out on the water and participants are given the opportunity to fish all day. Concession stands are set up and available for lunch during the day.

As the boats return in the afternoon, the guides help the participants get their fish measured and cleaned. Then it's off to the first evening's event which includes a fish fry where volunteers serve the participants. Everyone enjoys ceremonies that include awards like guide of the year, volunteer of the year and a report of the top fish. There is also time spent sharing the fishing stories from the day and the night is topped off with a local DJ that provides music and entertainment for those who are ready to celebrate.

Saturday's schedule runs similar to Friday, ending with a group cook-out, a ceremony where participants are awarded for the top fish in the different categories and a final night of entertainment and camaraderie.

At the end of the day, the true reward comes through the joy experienced by the attendees. Overman sums it up best, "To see the smile on someone's face carrying around the first fish they have ever caught, sometimes the smile is bigger than that fish. I believe the major thing that the attendees take away from our event is that there are no boundaries. It is just a matter of finding a new way to do something or asking for a little help."

For more information about Fishing Has No Boundaries®, Inc. (the National Organization) visit [www.fhnbinc.org](http://www.fhnbinc.org). To learn more about the Hayward chapter, visit [www.haywardfhnb.org](http://www.haywardfhnb.org).

**Planning for the annual event starts in January and the first step includes distributing the registration forms to participants and volunteers, as well as requests for boat donations.**

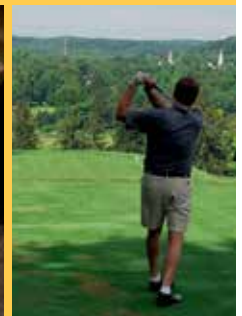
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# CLIMBING TO THE TOP



## Moving Mountains for Bouldering Champions

**T**he sport of bouldering – a form of rock climbing that is performed without the use of ropes or harnesses – has problems, and most are usually less than 20 feet tall. You see in the vernacular of this sport, the word ‘problem’ (like a math problem) refers specifically to the path that a climber takes in order to complete the climb. During each climb, a competitor is ranked according to the following criteria:

1. The number of successfully completed problems (Tops)
2. The total number of holds controlled (1.0 point/hold)
3. The total number of ‘flashed problems’
4. The total number of attempts to tops, and
5. The total number of attempts to ‘highpoint’

So what does this fascinating bit of education have to do with the convention industry? Well, just ask Jamie Patrick, Director of Sports Sales and Program Development for the Madison Area Sports Commission, and he’ll enthusiastically explain: “It was recently announced that the 2015 American Bouldering Series (ABS) National Championships was awarded to Madison, WI, and this is a really exciting event for our area and partners to be able to host. It will bring the best bouldering climbers in the nation to our region next year for two days of competition among elite climbers and three days of youth competition among the young up-and-comers in the sport. With as many as 1,000 competitors and 2,000 or more participants, the event is expected to utilize close to 750 hotel rooms and will encompass

more than two weeks of ingress, route setting, and egress.”

This is also a very family friendly event and the choice of Madison was made, in large part, due to the enthusiastic community of boulderers (the name given to participating athletes) found honoring their sport at the nearby Boulders Gym, whose owner Brad Werntz, said was “honored to be selected as the 2015 Host Community representing the high caliber of boulderers found across the Midwest.” His facility will be the site for the competitor’s local warm up activities, but the main events will all be held at Monona Terrace, a distinctive and iconic community and convention center located on sparkling Lake Monona, that will provide the perfect setting for this unique competition.

So, exactly who are these competitors and what else should we know about this sport? According to Kynan Waggoner, Director of Operations for USA Climbing, current memberships are pretty evenly split between males and females from all over the U.S., with many youth participants from 10 to 18. “We also offer opportunities for elite level competitors to compete for a spot on the US Climbing Team and represent the US at International events, World Cups and World Championships around the globe.” In addition to being physically fit for the challenge of climbing, the only equipment needed is a special pair of shoes and possibly some chalk, just like gymnasts use, to secure their grip. As mentioned earlier, no ropes or harnesses are used during these climbs,



## This is also a very family friendly event.

but boulderers are protected by 16" of foam when they fall.

Oh yes, and there's one more 'little' item that is critical to this event, and that's the necessity to move into place a manufactured climbing wall that is 20 feet high, 1,200 sq. ft., and 20,000 lbs. And for the 2015 Championships, this wall will have to travel from its' current location in Boulder, CO, which is home base for USA Climbing, all the way to Madison, WI. (Yes, mainstream meeting planners, and you think you have challenges getting all the bells and whistles in place for your events?) Artificial climbing walls allow the boulderers to train indoors in areas without natural boulders; and most competitions take place in both indoor and outdoor settings in order to employ a variety of formats. So how is USA Climbing actually moving this wall into place? If you guessed "very carefully with lots of people and transporters on the support team" you would be correct. And the man in charge of coordination of the transportation and assembly is Kynan.

"The climbing wall itself is transported in one 53 ft. dry trailer. We also ship a single 20 ft. shipping container full of other competition/management materials to the event site. I believe the drive

will be at least 15 hours [from Boulder to Madison], and once onsite it takes a six man crew approximately 24 work hours to complete construction before another two man team take a day to do final 'touch up' work on the wall. After that, a crew of 'route setters' take an additional four days to create the 26 boulder problems used in the Open competition on the first weekend. We also use a completely different crew of route setters to create the 40 boulder problems used in the Youth competition for the second weekend. When the entire event is over, we can have the wall disassembled and ready for shipment within 24 hours of event completion."

Apparently, like meeting planners all over the globe faced with enormous challenges and obstacles, moving a ten ton boulder is considered all in a day's work for Kynan and his team!

*Terry is both a veteran meeting planner and a freelance writer, focusing on issues related to the travel, meetings, and leisure markets. A CMP since 1987 with a resume that covers both international planning and incentive work as well as positions on the supplier side, she advises industry newcomers that want to learn fast how to succeed in this business "make sure and sweat the small stuff!"*

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# CHANGING THE GAME

## New Venues for Your Next Sporting Event

Sports events mean big business and cities across the Midwest are taking steps to ensure they get a piece of the pie. From North Dakota to Indiana and everywhere in between, state-of-the-art multi-purpose and sport-specific facilities are either already hosting events or plan to be in the next year.

### Williston ARC Williston, ND

The implications of having a facility like the Williston Area Recreation Center (ARC), the largest parks district-owned rec center in the nation, in town are not lost on the Williston Convention & Visitors Bureau (CVB).

“As our community expands and becomes unlike anything it has ever been before, this recreation center will create opportunities for Williston we haven’t had in the past,” commented Amy Krueger, Williston CVB Executive Director. “Our job is to bring visitors into town, which keeps our entrepreneurs and business community healthy. The Williston ARC is a huge attraction for our region.”

The Williston ARC offers a venue that can host a myriad of amateur sports events. The fifty meter competition pool with bleacher seating is capable of hosting state meets, and a 200 meter competition track wraps around 4 basketball courts. Combined with the other courts in Williston, the community will be capable of hosting multiple tournaments and track meets, even in inclement weather.

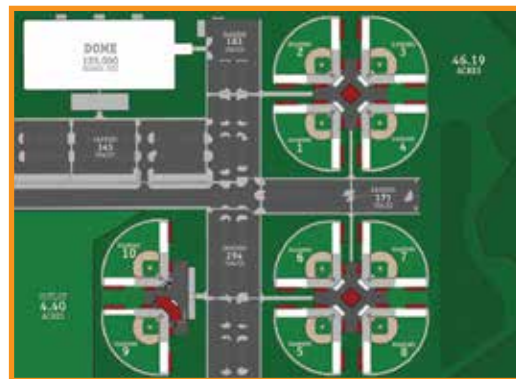
For more information about the ARC, visit [www.willistonparks.com/ARC](http://www.willistonparks.com/ARC).

### Louisville Slugger Sports Complex Peoria, IL

Louisville Slugger, the number one name in diamond sports and leader in baseball and softball for 130 years, announced a major partnership with a new state-of-the-art sports center planned for Peoria, IL. The facility, with 10 outdoor all-synthetic-turf youth baseball and softball fields plus a 125,000 sq. ft. dome offering year-round play, will be called Louisville Slugger Sports Complex.



Williston ARC



Louisville Slugger Sports Complex

“Our company has a long history of leaving its mark on baseball and softball,” said Louisville Slugger’s VP of Marketing, Kyle Schlegel. “Louisville Slugger is honored to join with the Peoria community in what will be one of the very best facilities of its kind in America...”

Louisville Slugger Sports Complex is expected to host more than 11,000 competitive games per year while entertaining nearly a quarter million people annually. The experience for players and families will include a big-league atmosphere with major-league walk-out-style dugouts, bullpens, lights, electronic scoreboards and public address systems. Opening ceremonies will be second to none, with a brilliant laser show and welcome video played on the ceiling of the dome.

The partnership agreement with developers provides Louisville Slugger with naming rights, use of the facility for special marketing events – such as showcases and product demonstrations – and product merchandising, among other things. The parties also plan to cooperate on development of a Louisville Slugger smartphone application to promote events and provide information to players and their families.

For more information about Louisville Slugger Sports Complex, visit [www.slugger.com/press](http://www.slugger.com/press).

Robert W. Plaster Center



Robert W. Plaster Center  
Pittsburg State University  
Pittsburg, Kansas

Pittsburg State and community officials broke ground in February on the new, 154,000 sq. ft. Robert W. Plaster Center, a site that has already been selected to host the 2016 and 2018 NCAA Division II Indoor Track Championships.

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Having a facility of this caliber, along with additional renovations at the adjacent Weede Physical Education Building, will position Pittsburg State not only for track events, but also for other regional sports tournaments once the center is complete in spring 2015.

"This (Indoor Track Championships) event will bring more than 1,000 competitors and support personnel from every corner of the U.S. to Pittsburg for three exciting days," said B.J. Harris, director of the Crawford County Convention and Visitors Bureau. "The economic impact will be significant, but just as important will be the national attention this will bring to the region."



**Denny Sanford Premier Center**

**Denny Sanford  
Premier Center  
Sioux Falls, SD**

The Sioux Falls Events Center is a multipurpose facility that will house sporting events, concerts, conventions, banquets, etc.

The Events Center will add more than 64,000 sq. ft. to the already existing facilities it is being built adjacent to, the current Convention Center and the Arena. It will seat 12,000 for basketball, 10,450 for hockey, up to 13,000 for concerts, 5,750 for rodeos and 180 standard booths for a trade-show. The four level facility consists of the event level, main concourse, suite level and upper concourse.

The Events Center is expected to be completed by Fall 2014. For more information, visit [www.siouxfallseventscenter.org](http://www.siouxfallseventscenter.org).

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# ALL THINGS CONSIDERED

## Hosting Outdoor Events

**W**ith the growing popularity of hosting outdoor events of all shapes and sizes, planners and event coordinators have to think ‘outside the walls’ of traditional meeting spaces to the many elements needed when staging festivals, athletic competitions, tournaments or a variety of events that are held for business or just for fun in the great outdoors. Here is a sample of elements you may need to consider in order to get your planning mojo on the right path for successful execution of this type of non-traditional activity:

- Port-o-potties (in proportion to your expected numbers/variety of locations)
- Trash cans and recycling bins (helps provide good press and community relations, and you can never have enough; just don’t forget to also schedule the pickup of all garbage and disposables)
- Parking, including ADA compliant spots in proportion to expected attendance (remember both the start and end locations as well as points in between for viewing)
- Tents and other inclement weather options (think convenience and customer service)
- Food trucks!
- Golf carts for transporting VIPs, dignitaries, press, staff and medical injured
- Applicable outside vendors that add value to your event (medical/PR opportunities/displays and exhibits, etc.)
- Areas marked specifically for photo opportunities and viewing
- Supplies such as orange cones, roping/taped areas, identification tags/lanyards/brightly colored shirts/vest for all employees and volunteers
- Directional signage in BIG/BOLD lettering, printed on weatherproof materials
- Specific areas and instructions for invited media and press (always better if close-in parking and/or golf cart pick up is allowed for them as well)
- Consideration for plenty of water distribution stations
- Shower/splash zones (when extreme heat is expected) and possibly the need for bug or mosquito spray in large areas
- Staging, lighting and sound systems conducive to outdoor use
- Registration and information booths
- Electrical outlets/power drops as needed for any of above elements
- EMTs, police and medical assistance on alert/standby
- Permits – make sure you check with all entities (state/local/regional/private owner)

Remember, this is just a sampling of elements to consider. You may find your next outdoor event needs all these elements and more, or only a select few. Regardless, by making sure you have all your bases covered, your next event is sure to be a success.

*Terry is both a veteran meeting planner and a freelance writer, focusing on issues related to the travel, meetings, and leisure markets. A CMP since 1987 with a resume that covers both international planning and incentive work as well as positions on the supplier side, she advises industry newcomers that want to learn fast how to succeed in this business “make sure and sweat the small stuff!”*



# Minnesota



The prairie meets the north woods in Northwest and Northeast Minnesota. If your attendees seek the sanctuary of forests and lakes after the meeting, you'll find the perfect setting in the Lake of the Woods, Red River Valley and Mississippi Headwaters Lakes areas. Duluth offers big city fun after the meeting and the smaller towns in the area have some interesting finds.

Central Minnesota is also known as a golf destination, with more than 70 scenic courses, many crafted by top designers. The heart of Minnesota offers plenty of crystal lakes and wooded hills as well.

If your attendees are better suited to the amenities offered by a cosmopolitan area, consider the Twin Cities area of Minneapolis-St. Paul. Art, architecture, restaurants, museums and shopping will keep your attendees busy well after the meeting.

Explore all that Minnesota has to offer for your next meeting or event at [www.exploreminnesota.com/meetinminnesota](http://www.exploreminnesota.com/meetinminnesota).



Left Page

Top: Boundary Waters Canoe Area

Left: Deer in Crow Wing State Park

Middle: Red Wing city park

Right: Gooseberry River at Gooseberry Falls State Park

Above right: The Orpheum Theatre, Minneapolis

Above center: Minnesota Twins game at Target Field

Right: Hiawatha Golf Club in Minneapolis

Photo credits: ©Explore Minnesota Tourism



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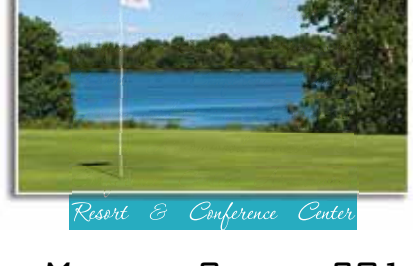


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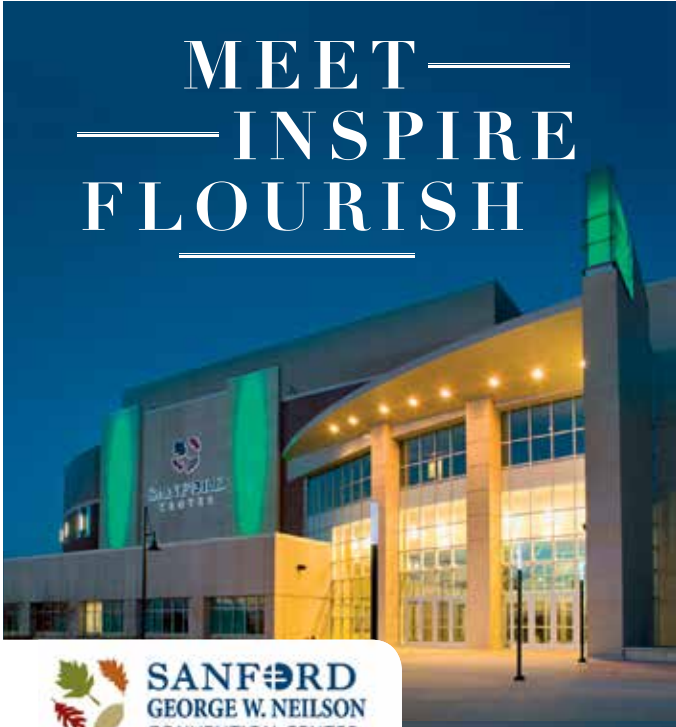
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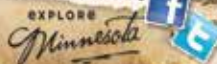
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Time is money. That's why Bloomington is giving \$1,000 and a GoPro® camera to one lucky meeting planner at [BloomingtonMN.org/DONTCHA](http://BloomingtonMN.org/DONTCHA)

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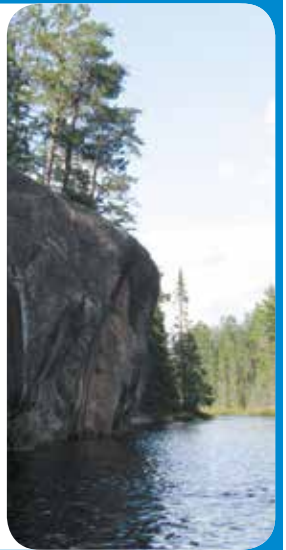
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- Nearby 18-hole golf courses

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- Seat 2,288 theater style
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- On-site Grand Harmony Spa
- On-site 18-hole golf course

For more details, call  
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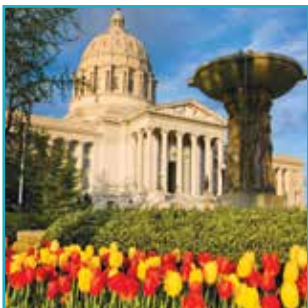
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# Missouri



A region rich in history and culture, Northwest Missouri offers the fast-paced life of Kansas City paired with the simpler life in Jame-sport, which is home to a large Amish community.

In the Southwest region, you'll find Missouri's third-largest city, Springfield, its entertainment capital, Branson, and the serenity of Stockton Lake, Table Rock Lake, Lake Taneycomo and Bull Shoals Lake.

Southeast Missouri gives you the feel of the Deep South with the southern draws, cotton fields and home cooking. The Ozark National Scenic Riverways are home to some of the most beautiful countryside and trails and streams in the country.

Across the state, Missouri offers some of the best facilities for meetings and conventions and your attendees will find a variety of ways to explore and discover Missouri after the meeting.

Find more places to enjoy in Missouri by visiting [www.visitmo.com](http://www.visitmo.com). *M*



Left Page

Top: Bollinger Mill State Historic Site, Burfordville

Left: Missouri State Capitol, Jefferson City

Middle: Pony Express Monument, St. Joseph

Right: Peaceful Bend Vineyard, L.L.C., Steelville

Above right: Welch Spring, Ozark National Scenic Riverways

Above center: Power and Light Distirict, Kansas City

Right: Swinging Bridge, Warsaw

Photos courtesy of Missouri Division of Tourism

# Branson Lakes Area CVB

## It's All Smiles in Branson.

Area hotel rooms: 16,500  
 Entertainment nearby: Silver Dollar City, Titanic Museum Attraction, Many Live Shows, White Water, Branson Zipline, Ripley's Believe It or Not, Tanger Factory Outlets and The Branson Landing  
 Major meeting facilities: Branson Convention Center, Hiltons of Branson, Chateau on the Lake Resort, Spa and Convention Center, Big Cedar Lodge, Thousand Hills Golf Resort and Radisson Branson

Deborah Cohen, CMP  
 PO Box 1897, Branson, MO 65615  
 417-243-2106 • Fax: 417-348-0649  
[www.explorebransonmeetings.com](http://www.explorebransonmeetings.com)  
[dcohen@bransoncvb.com](mailto:dcohen@bransoncvb.com)



**It's All Smiles in Branson. We offer a unique meeting experience with award-winning theme parks, three pristine lakes, live shows, championship golf and one-of-a-kind facilities and venues.**

# BRANSON

Located in historic downtown Branson next to Lake Taneycomo, the Branson Convention Center offers 220,000 gross square feet of flexible meeting space -- including a 47,000 square foot exhibit hall and a 23,000 square foot ballroom. The center is connected to the Hilton Convention Center Hotel with 293 guest rooms and is right across the street from the Hilton Promenade, with 242 guest rooms. Steps away you will find The Branson Landing, which provides incredible shopping, dining, night life, and an hourly fountain show set to music and special events.

Branson's first AAA Diamond resort, Chateau on the Lake Resort & Spa features 43,500 square feet of meeting space, including an elegant 32,000 square foot ballroom. The hotel has 301 guest rooms, panoramic views of Table Rock Lake and incredible dining options. This property is renovating in 2014. The Spa Chateau offering 10 treatment rooms, exotic European therapies, yoga, Pilates and much more.

Big Cedar Lodge, tucked into the wooded hillsides of the Ozark Mountains with incredible views of Table Rock Lake, is a breathtaking resort inclusive of 246 unique accommodations, 19,427 square feet of meeting space in the Grandview Conference Center, a full-service marina, spa, special events and numerous outdoor activities including hiking and horseback riding.



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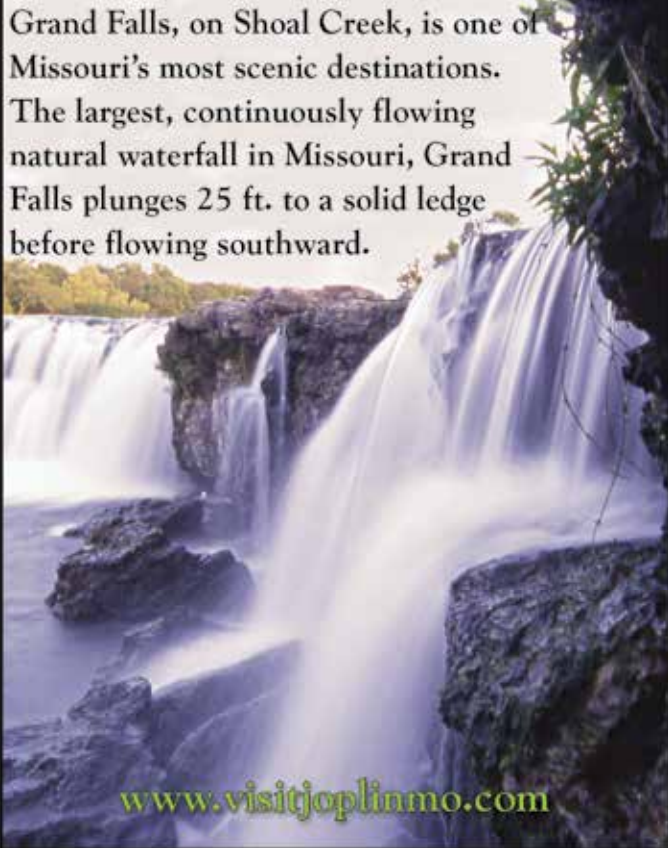


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## Kansas City Marriott Downtown

### Kansas City's Premier Meeting Hotel

John Brewster  
 200 West 12th St  
 Kansas City, MO 64105  
 816-421-6800  
 Fax: 816-855-4418  
 KansasCityMarriottDowntown.com  
 jbrewster@kcmarriott.com

Rooms/suites: 983  
 Meeting space sq. ft.: 91,570  
 Meeting rooms: 48  
 Reception capacity: 2,400  
 Onsite restaurants: 2

The Kansas City Marriott Downtown recently unveiled the revitalization of 50,000 sq. ft. of space in its Marriott Tower, including the Basie Ballroom and meeting rooms. The next phase of the project will be upgrades to the Imperial Ballroom and meeting rooms in the Muehlebach Tower. The new look incorporates the color palette of today, blues, grays and white, and conveys a bright modern ambiance.

This project comes on the heels of the \$20 dollar renovation completed in 2013, which included a new hotel entrance, new restaurant and totally re-imagined lobby.

KANSAS CITY'S PREMIER MEETING HOTEL  
 JUST KEEPS GETTING  
**BETTER!**

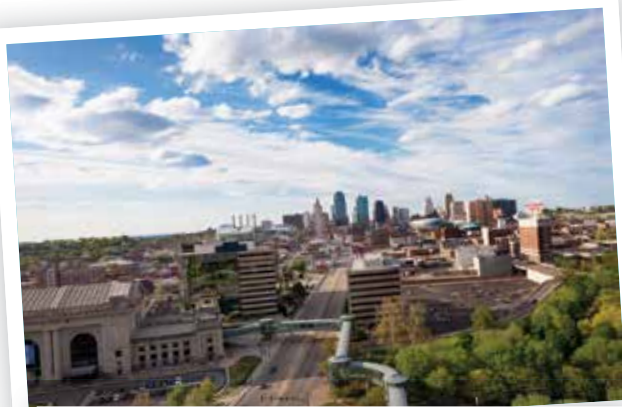


The Kansas City Marriott Downtown recently unveiled a whole new look in its Marriott Tower, including the Basie Ballroom and meeting rooms. Combine these upgrades with the hotel's award winning service, creative culinary creations, vibrant location close to the Power & Light District and direct connection to the Convention Center, and you will have the ideal location for your next meeting or business event.



200 West 12th Street Kansas City, MO 64105  
 816.421.6800 KansasCityMarriottDowntown.com

# The Westin Kansas City Hotel at Crown Center & Sheraton Kansas City Hotel at Crown Center



Brian Morris, Director of Sales & Marketing  
 Sheraton Kansas City Hotel at Crown Center  
 2345 McGee Street  
 Kansas City, MO 64108  
[www.crowncentermeetings.com](http://www.crowncentermeetings.com)  
[Brian.Morris@starwoodhotels.com](mailto:Brian.Morris@starwoodhotels.com)

Complex Hotel rooms: 1,454

Attractions nearby:  
 Union Station  
 Power & Light Entertainment District  
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 Sea Life Aquarium Kansas City  
 Hallmark Visitors Center

Meeting facilities:  
 > 150,000 square feet of meeting space  
 > 52 meeting rooms and 30 parlors  
 > Crown Center Exhibit space is 45,500 square feet  
 > 21 breakout rooms, over 1,000 square feet each  
 > Additional 19 breakout rooms, approximately 500 square feet each



**THE WESTIN**  
 KANSAS CITY  
 AT CROWN CENTER

**Our complex hotels are encompassed by Hallmark’s Crown Center. This city within a city offers guests 85 acres of shops, restaurants, and theatres—all of which can be accessed from within the hotels.**

**W**hat can two years and \$22 million buy? Merely the premier meeting and conference space in all of Kansas City. Introducing the newly renovated Sheraton Kansas City Hotel at Crown Center and The Westin Kansas City at Crown Center. Together we offer a total of 1,454 guestrooms and 150,000 square feet of freshly renovated meeting space.

For conference attendees this is wonderful news—but for meeting planners it’s even better. Pulling off the perfect event has never been easier or more convenient. Between the two hotels you have a nearly endless number of room types and sizes and both hotels use the same contract and reservation system so setting everything up is a snap.

The improvements are apparent from the moment you walk through the lobby doors. Sheraton’s renovated atrium-style lobby now features signature amenities such as Link@Sheraton Experienced with Microsoft - a lounge where guests enjoy complimentary Wi-Fi, free PC workstations and more. Not to be outdone, the Westin’s lobby has been reinvented to make the arrival experience seamless and allow guests to work comfortably, dine or meet with friends. The guest rooms of both hotels were refreshed from top to bottom as well, ensuring a comfortable, stylish experience at every turn.



# GOOD GROUP DYNAMICS



THE WESTIN  
KANSAS CITY  
AT CROWN CENTER

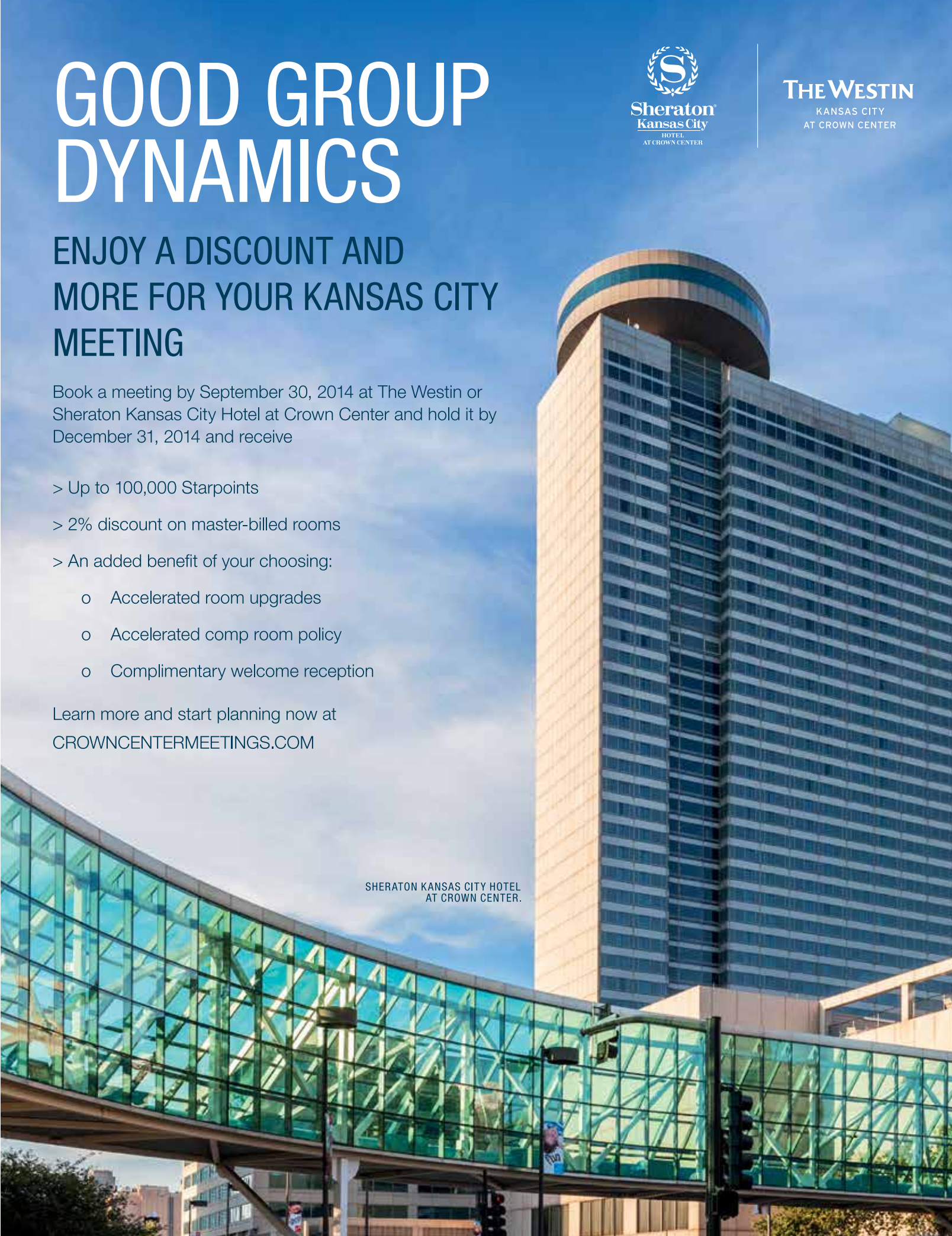
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[sales@tan-tar-a.com](mailto:sales@tan-tar-a.com)  
 573-348-8550

Rooms/suites: 600/125  
 Meeting rooms: 30  
 Meeting space sq. ft.: 93,000  
 Reception capacity: 3,500  
 Onsite restaurants: 6  
 Golf course onsite: 27 holes



**T**an-Tar-A Resort, Golf Club, Marina and Indoor Waterpark is nestled in the foothills of the Ozarks, just 3 hours from Kansas City and St. Louis. This wilderness resort, spanning 420 acres along the banks of the beautiful Lake of the Ozarks, has the largest meeting facilities in the region.

Over 93,000 sq. ft. of indoor and outdoor function space will accommodate groups of any size. With 30 flexible meeting rooms, our meeting space allows your group room to grow, with a 23,160 sq. ft. Grand Ballroom, 30,000 sq. ft. of exhibit space one floor below, and plenty of breakout rooms in close proximity.

Our knowledgeable and professional staff will guide you to a successful and memorable event. From the initial contact through the final detail, your event will flow seamlessly.

Groups return to our award-winning facilities year after year for consistent, "down to earth" service, Tan-Tar-A style.



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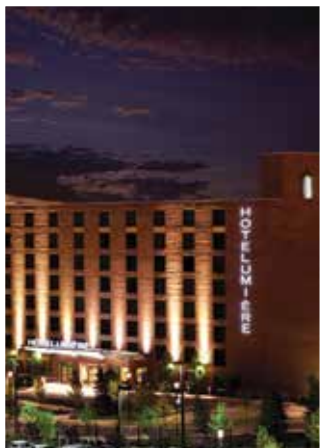


Cedar Creek in New Haven features an onsite craft brewery, an authentic Western Town, a 9-hole golf course, hiking trails, a saltwater pool, and much more. Stay the night in our Hotel-Style Cedar Lodge or rent one of our private houses. For more information, or to make a reservation, please call (855) 778-7222  
**Cedar Creek 1401 Olive Rd. New Haven, MO 63068**

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# Lumière Place

The Heart of the Action. The Pulse of St. Louis.



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314.881.7806

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St. Louis, MO 63102  
www.lumiereplace.com  
314.881.7800  
Fax: 314.881.7807

Rooms/suites: 294  
Meeting space sq. ft.: 8,000  
Largest room sq. ft: 5,400  
Meeting rooms: 6  
Reception capacity: 450  
Onsite restaurants: 5

In the heart of downtown St. Louis stands a beacon of entertainment with exhilarating gaming, delectable dining, incredible shopping and luxurious accommodations. Lumière Place Casino & Hotels is located just steps from the Gateway Arch - one of America's iconic landmarks. Drawing inspiration from the Arch, Lumière Place presents a modern design that welcomes both visitors and locals. With its supersized, moving "lightbox," Lumière Place has become a fixture on the St. Louis skyline, beckoning crowds to an excitement epicenter along the city's historic riverfront.

### Action-packed casino excitement awaits.

With more than 1,800 slot machines, 55 table games and a dedicated 13-table poker room, there's something for everyone at Lumière Place. There are 75,000 sq. ft. of gaming options - from classics to favorites - to enjoy practically 24 hours a day. And with the free Trop Advantage® card, playing your favorite games can translate to cash and numerous rewards.

### Fuel up at incredible restaurants.

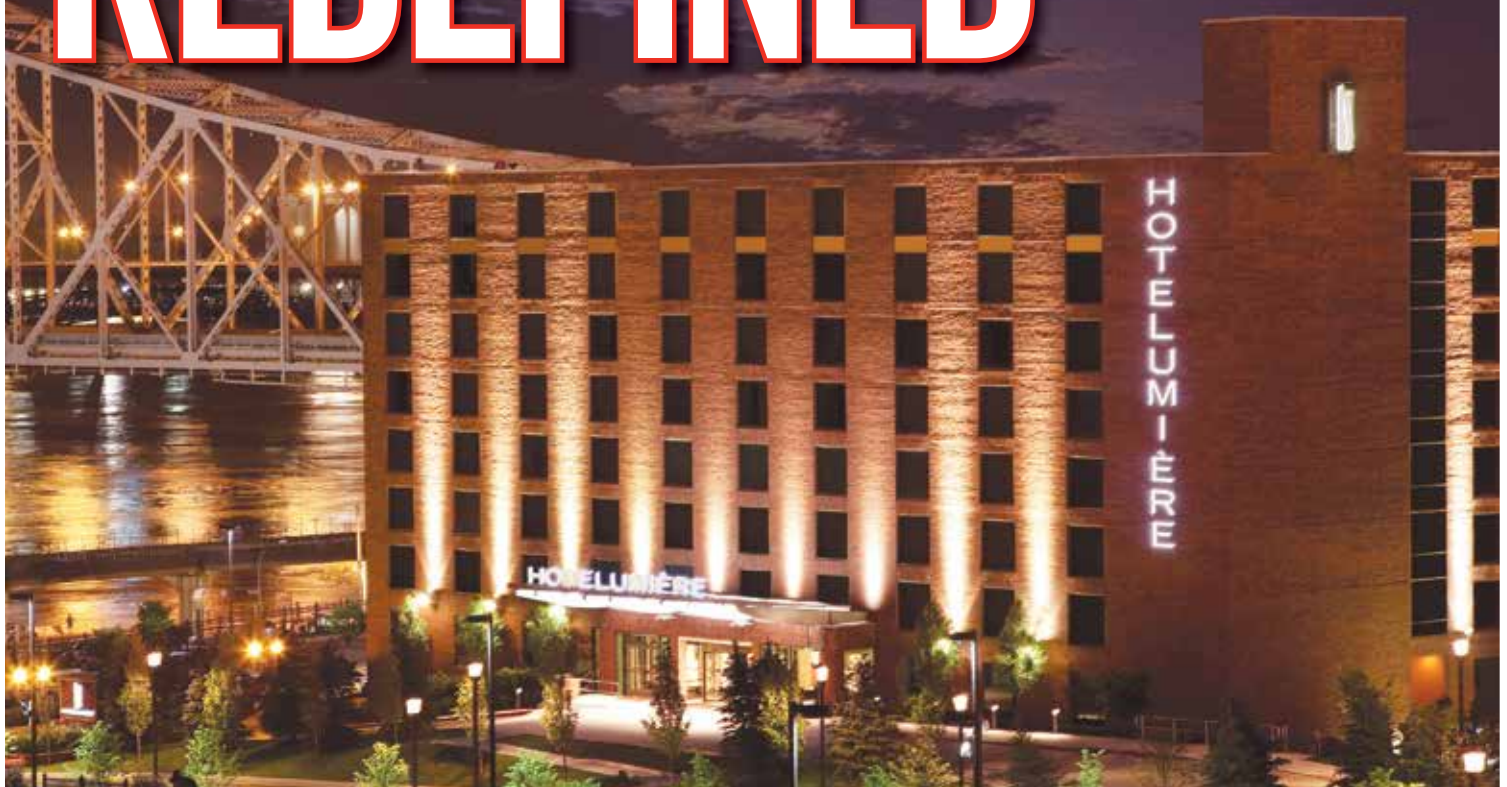
Numerous dining experiences await at Lumière Place. Tour Tuscany with an evening of fine Italian cuisine at Cielo. Embark on a journey to the Orient with a flavorful meal at Asia. Stadium Sports Bar and Grill offers a line-up including hand-tossed pizzas, steaks and a large selection of beers to choose from in an exhilarating 24/7 game-day atmosphere. No matter what you crave, Lumière Place has something to entertain your palate, along with refreshing beverages at Asia, Cascade, Glocal and Peet's Coffee & Tea. And when a little of everything will do, the Kitchen Buffet & Bistro has that too.

### Make it an all-nighter.

Relax in one of 294 luxurious suites at Hotel Lumière, each featuring flat-panel TVs, iPod docking stations, refreshment centers and upscale amenities.

Four Seasons Hotel St. Louis was recently named one of the top 20 hotels in North America. This luxury hotel has 200 contemporary guestrooms, a full-service spa and a rooftop pool, featuring the city's best view of the Gateway Arch. It also offers indoor and outdoor dining options at Cielo restaurant and bar, and 20,000 sq. ft. of meeting space.

# MEET & GREET REDEFINED



**HOTEL LUMIÈRE** offers it all in the center of downtown St. Louis:

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- Catering menus prepared by our award-winning chefs
- State-of-the-art audiovisual technology
- Director suites for private meetings or breakout sessions
- A 294 all-suite luxury hotel with plush bedding
- Steps from dining, nightlife and gaming action
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- Within footsteps to the Convention Center, Busch Stadium, MetroLink and the Gateway Arch

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# Magnolia Hotel St. Louis

**It Feels Good Here.**



Leigh Hitz  
 421 North 8th St  
 St. Louis, MO 63101  
 888-915-1110  
[www.magnoliahotels.com](http://www.magnoliahotels.com)



**Q:** What does the addition of a Magnolia Hotel mean for meetings and events in downtown St. Louis?

**A:** I think our hotel will be a complement to what is already a terrific hotel market in St. Louis. Since our arrival, our friends in the industry have been so welcoming to us. While we believe our concept is unique, we also feel a very strong commitment to be good neighbors and industry partners. Showcasing the community of St. Louis to visitors is a team effort.

**Q:** Why did Stout Street choose St. Louis for their next hotel?

**A:** We have looked at the downtown market for quite a while, mainly due to redevelopment incentives. The historic nature of the building, size and location were an ideal fit for our brand. The timing for a new boutique hotel, along with the new residential development was a perfect fit for our company.

**Q:** What has been the most challenging?

**A:** There is always hidden surprises in a renovation of an historic building. For example, we found that one of the stained glass windows was missing. Instead of changing the character of the original building, we researched the creators of the windows (a local prominent family) and asked them to recreate one of the windows for us.

**Q:** What is the one little detail that makes this property so unique that people won't be able to see at first glance?

**A:** The Mayfair Grand Ballroom. It did not exist until the prior owners built it in the adjacent luxury apartment complex. We redesigned a grand staircase to provide an amazing entry to it and allowed us to open up all new pre-function space.



**LOCATION** The Magnolia St. Louis is a boutique hotel ideally located in the center of the urban hub in Downtown St. Louis, MO near the Edward Jones Dome, the St. Louis Convention Center, and Busch Stadium home of the St. Louis Cardinals. The Magnolia is in walking distance to some of the Gateway City's most acclaimed attractions, historic landmarks, entertainment and dining.

**ABOUT US** Formerly the historic Mayfair Hotel, our downtown St. Louis hotel features 182 rooms and suites. The accommodations, including the lavish Cary Grant Suite and Presidential Suite, provide one of downtown St. Louis' only boutique experiences. The boutique hotel features an executive conference center including the incomparable Mayfair Grand Ballroom, featuring 2,500 square feet. Along with the conference center, guests enjoy the lavish Mayfair Lounge featuring an amazing bar area, intimate living areas for relaxing, high speed Internet and delicious dining options.

### ROOMS & SUITES

- Complimentary American breakfast buffet
- Complimentary evening reception featuring domestic beer, house wines, and soft drinks
- Complimentary bed time cookie buffet
- Complimentary high speed Internet
- Executive-style work area
- In-room coffee and tea service
- Pay per view movies
- Iron and ironing board, and hair dryers
- Plush bathrooms
- Vanity mirror
- Same-day dry cleaning service
- Valet Parking available

**MEETING FACILITIES** Over 4,500 square feet of meeting and event space comprise this St. Louis Executive Conference Center, which encompasses the entire 1st and 2nd floor of The Magnolia Hotel St. Louis. High-speed Internet access in all meeting rooms and a dedicated meeting concierge. St. Louis' classic elegance is on display in the Mayfair Grand Ballroom, perfectly suited for large presentations and celebrations for up to 250 guests.

### HOTEL SERVICES

- Valet parking
- Complimentary high speed wireless Internet
- 24-hour fitness center
- Downtown car service

### GENERAL INFORMATION

- Walking distance to many major attractions; St. Louis Convention Center, Edward Jones Dome, City Museum, downtown dining district, Casinos, Washington Avenue downtown entertainment districts, and Laclede's Landing
- Walking distance to two (2) MetroLink Stations



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# Wisconsin





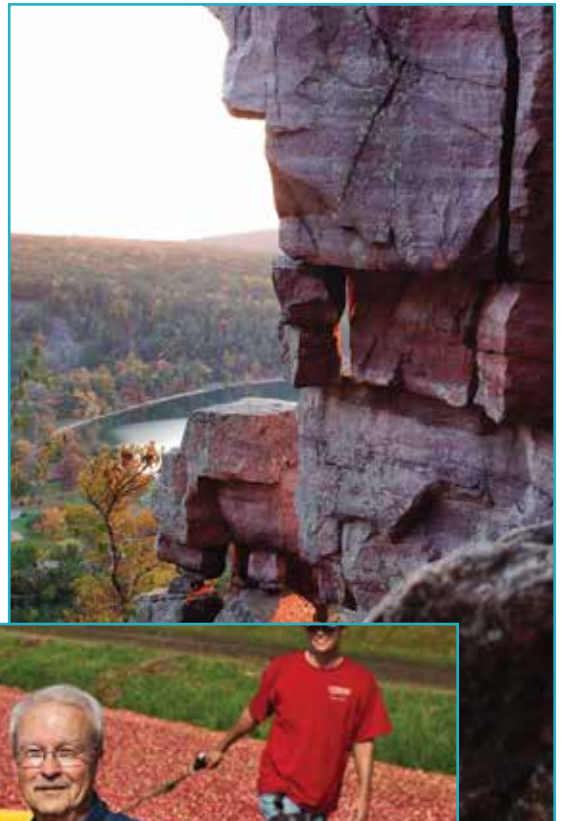
**R**ugged natural beauty awaits your attendees in the heart of Wisconsin. On the river or at lake's edge, attendees will discover cuisine, attractions and Midwest hospitality in friendly communities.

Sandy beaches and lighthouses can be found in East Central Wisconsin. State-of-the-art meeting spaces are abundant in areas such as Fox Cities, Manitowoc, Oshkosh and Sheboygan.

Take your adventure-seeking attendees to the "Waterpark Capital of the World" in South Central Wisconsin. History buffs will delight in meeting in the state's capitol city, Madison.

World-class dining, music and shopping greet attendees meeting in Milwaukee. Consider taking your group to the award-winning meeting venues in the Lake Geneva Area or enjoy a lakefront meeting experience in Racine.

Discover all that Wisconsin has to offer for your next meeting or event at [www.meetinwisconsin.com](http://www.meetinwisconsin.com).



*Left Page*

*Top: Schoolhouse Beach in Door County*

*Left: Sand Castles on Lake Michigan*

*Middle: Lake Geneva Canopy Tours*

*Right: Alma, Great River Road*

*Above right: Devil's Lake State Park*

*Above center: Fall Cranberry Harvest*

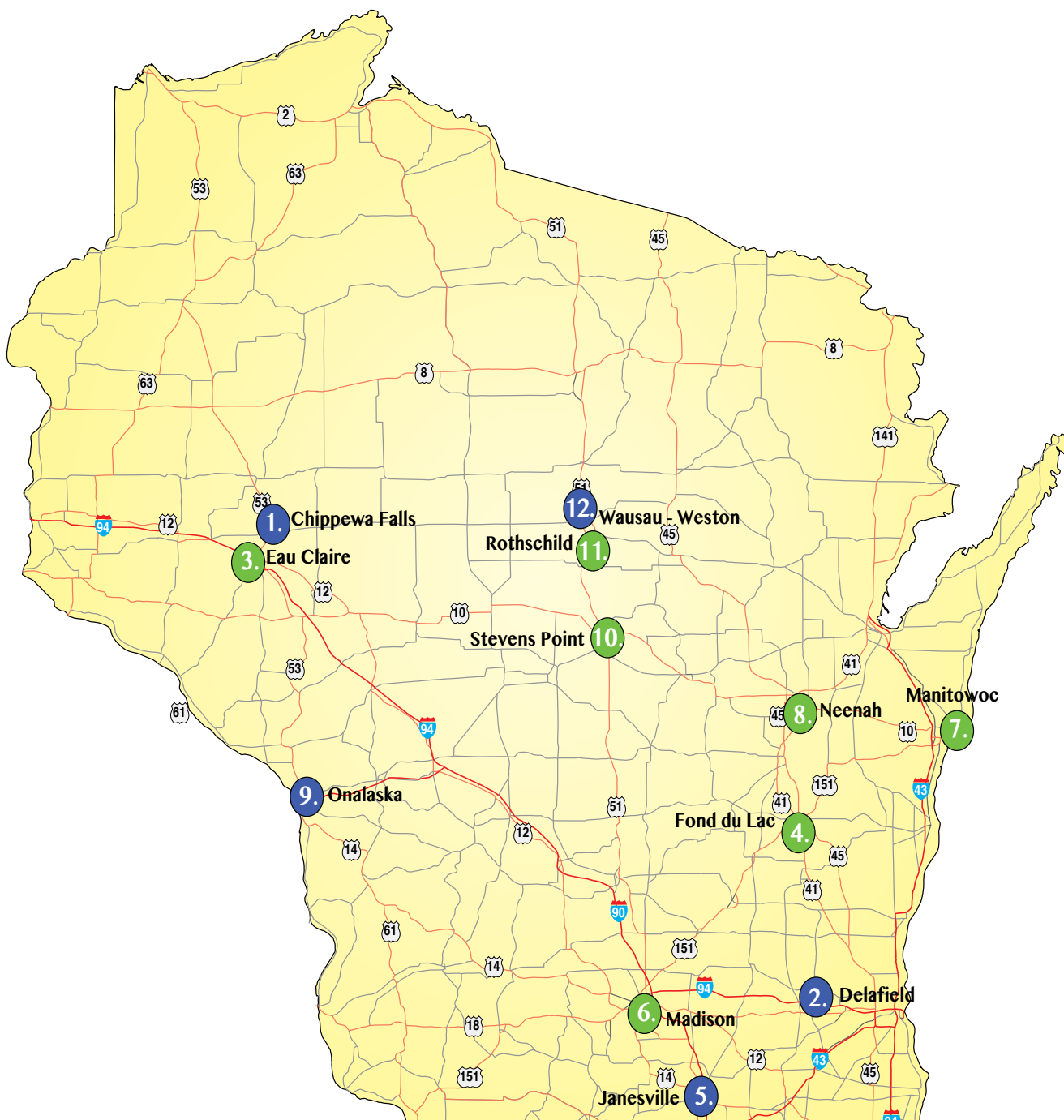
*Right: EAA Airventure in Oshkosh*

*Photos courtesy of [www.travelwisconsin.com](http://www.travelwisconsin.com)*

# Wisconsin Holiday Inn® and Holiday Inn Express® Hotels



Stay Smart™



Every Season.

# Wisconsin Holiday Inn® and Holiday Inn Express® Hotels

Great Hotels Guests Love™

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Whether your meeting or group event is a big production or small and personal, our great selection of hotels and amenities assures that we have the perfect match for your occasion.

Each Holiday Inn® hotel offers full service amenities such as well-appointed rooms, efficient meeting and catering facilities, a relaxing lounge, a swimming pool, and free high-speed internet access. You'll find a full service restaurant and affordable room service at all of our locations.



Holiday Inn

## Holiday Inn Express Hotels of Wisconsin

For business or pleasure you may find yourself particularly smart for choosing to stay at Holiday Inn Express®. You'll find comfortable, inviting accommodations with outstanding service and amenities, including high-speed internet access. We pride ourselves on providing you with genuine service that recognizes all your needs.

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# Fox Cities CVB

## Shopping for a Great Meeting Place?



Scott Biggar  
 3433 W College Ave, Appleton, WI 54914  
[www.foxcities.org](http://www.foxcities.org) | [sbiggar@foxcities.org](mailto:sbiggar@foxcities.org)  
 800-236-MEET | Fax: 920-734-1080

Area rooms: 3,100+  
 Airport: ATW (Outagamie County Regional Airport) - 2 miles  
 Major meeting facilities: Radisson Paper Valley Hotel & Conference Center, Best Western Bridgewood Resort, Holiday Inn Appleton, Holiday Inn Neenah Riverwalk, Hilton Garden Inn  
 Attractions: Fox River Mall, Fox Cities Performing Arts Center, Bergstrom-Mahler Museum of Glass, History Museum at the Castle, Paper Discovery Center



**Fox Cities, WI offer a unique mix of urban style and small town warmth. You'll find excellent service at top-notch facilities with affordable rates, plus a wide variety of shopping, restaurants and attractions.**



The greater Appleton, Wisconsin area known as the Fox Cities offers groups of ten to 2,000 exceptional service at more than 17 facilities with meeting space. This variety ensures a perfect fit for your next meeting or convention. The Fox Cities CVB has a seasoned staff to serve your meeting planning needs. All Bureau services are FREE, and may include site selection assistance, visitor packets, name badges, service provider referrals, volunteers to assist with registration and more. Your attendees will appreciate our location: we're three hours or less from the major cities of Chicago, Milwaukee and Madison.

Meeting planners and attendees enjoy the "walkability" our large downtown convention hotel and entertainment district offers during a convention: restaurants, shops and nightlife are all just steps from the convention hotel.

Along with great shopping, the Fox Cities offer diverse cultural opportunities and excellent restaurants. The Fox Cities Performing Arts Center features top-notch Broadway shows and many local and regional performers. The Wisconsin Timber Rattlers fill the summer with Minor League Baseball, and a spectacular children's museum, Paper Discovery Center, planetarium and earth science museum provide hours of entertainment and education. Many of our attractions are available for meetings, dinners and receptions. Please call 800-236-MEET to request a Meeting Planner's Guide or visit the Meeting Planner's section of our website: [www.foxcities.org](http://www.foxcities.org).

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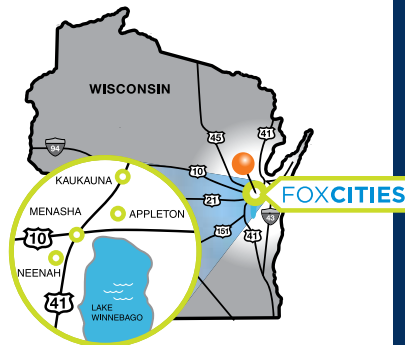


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The Radisson Paper Valley Hotel offers the perfect setting for conventions, business meetings and social events. We can accommodate groups from 20 to 2,000 people with state-of-the-art conference and meeting amenities. Our superb food and beverage reputation is second-to-none. Our professional, experienced staff provides you with customized planning services for programs catered at the hotel, as well as for offsite catered events.

The Radisson Paper Valley Hotel, located in vibrant downtown Appleton, continues to be recognized as one of the Midwest's finest hotels. With the adjacent Fox Cities Performing Arts Center and the creation of a downtown Entertainment District, the Radisson Paper Valley Hotel is at the center of all downtown activity. The Radisson Paper Valley Hotel is centrally located between the major metro areas of Wisconsin. It is a prime destination for any type of business meeting, convention or leisure activity.

The hotel offers:

- 390 guestrooms including an exclusive concierge plaza
- 40,000 sq. ft. of meeting space
- Complimentary WiFi internet access available in all of our meeting rooms
- Reception capacity for up to 2,000
- 28 flexible meeting rooms
- Indoor pool, whirlpool
- Sauna and recreation center
- State-of-the-art fitness center
- Renowned Vince Lombardi's Steakhouse
- 5 restaurants
- Concierge/bell staff services
- Attached covered parking for up to 1,600 vehicles
- Walking distance from restaurants, clubs, shopping and historical sites
- Complimentary WiFi internet access is available throughout the entire hotel.

## Holiday Inn Neenah Riverwalk

Laura Dietz  
 123 E Wisconsin Ave, Neenah, WI 54956  
[www.hineenah.com](http://www.hineenah.com) • [sales@hineenah.com](mailto:sales@hineenah.com)  
 920.725.8441 or 1.800.725.6348 - toll free

Enjoy this charming downtown setting across from Shattuck Park, the Fox River and the Neenah Riverwalk. For large events or small, simple or elegant, we have the experience to ensure your success. Accommodating groups up to 500, our staff delivers service and value. We make off-site catering easy, too. Complimentary high-speed wireless internet is accessible in every area of the hotel -- guestrooms, meeting rooms (totaling 13,000 sq. ft.), and all public spaces! With over 100 business-class guestrooms, we are dedicated to making your stay as comfortable and relaxing as possible. The indoor pool, whirlpool, and fitness center are open 24-hours. Enjoy award-winning dining in Remington's and a refreshing cocktail in the Fan Club Bar.

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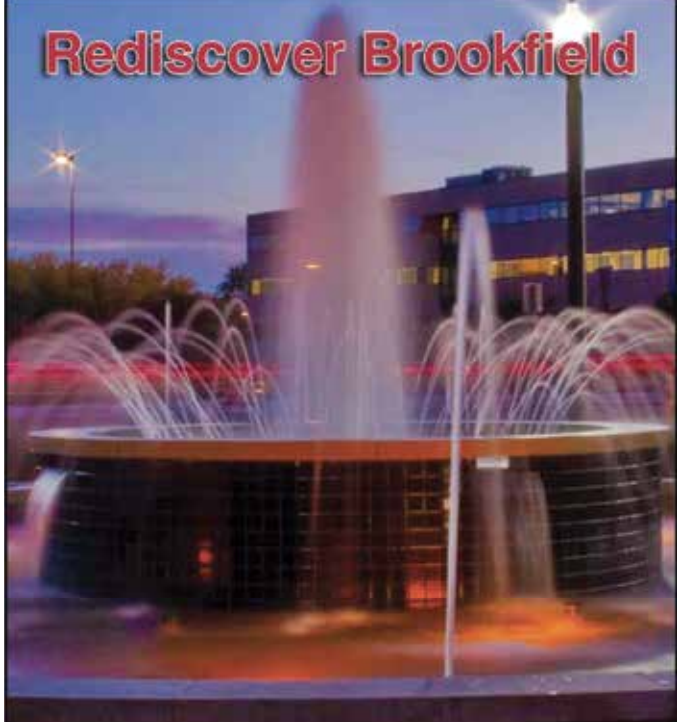
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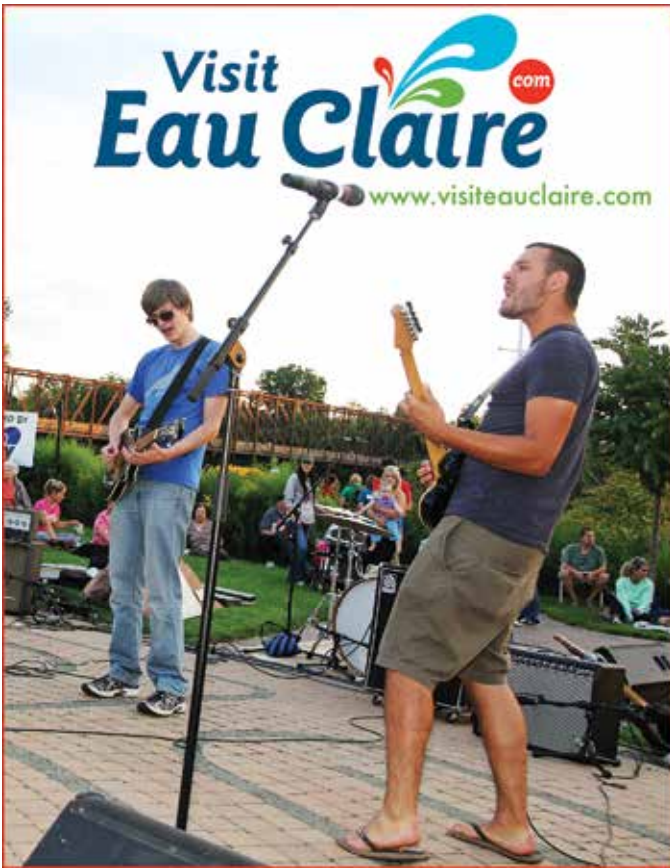
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 4929 Landmark Dr  
 Egg Harbor, WI 54209  
 800-273-7877 • Fax: 920-868-2569  
[www.thelandmarkresort.com](http://www.thelandmarkresort.com)  
[jl Larson@thelandmarkresort.com](mailto:jl Larson@thelandmarkresort.com)

Rooms/suites: 294  
 Meeting space sq. ft.: 10,500  
 Meeting rooms: 11  
 Reception capacity: 230  
 Golf course nearby: 4  
 Onsite restaurant: 1

Creating exceptional meetings and memorable events.

Nestled in the natural beauty of Door County's landscape, the Landmark Resort offers guests quiet charm and simple hospitality. Situated on a breathtaking 40-acre property, the Landmark Resort is the perfect setting for a quiet retreat or an elaborate gala.

Sprawling along a wooded bluff, our 294 units feature accommodations to meet every guest's needs. Each of the spacious one, two and three-bedroom condominium suites are tastefully appointed, reflecting Door County's relaxed attitude. Named the "Best of Door County."

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The Landmark Resort's banquet and meeting facilities can accommodate conferences, weddings or special events for groups up to 230 people. Simplify your meeting planning; call the Landmark Resort.

## Simplify Your Meeting Planning

Whether you're interested in a quiet retreat or an elaborate gala, the Landmark Resort can accommodate your needs with a beautiful setting, 294 suites, eleven meeting rooms, an attentive staff and a wide array of amenities. We specialize in creating exceptional meetings and memorable events. Our experienced staff will help you successfully plan and execute your event ... with your budget in mind. It's the people and the service offered that sets any meeting or conference apart. At the Landmark Resort we dedicate ourselves to providing superior customer service. Our goal is to make your meeting a success. We pay attention to the details ... so you don't have to. The Landmark Resort is central to everything Door County has to offer.

Way more than relaxation ... the Landmark Resort has great value.  
 Visit online at: [www.thelandmarkresort.com](http://www.thelandmarkresort.com)



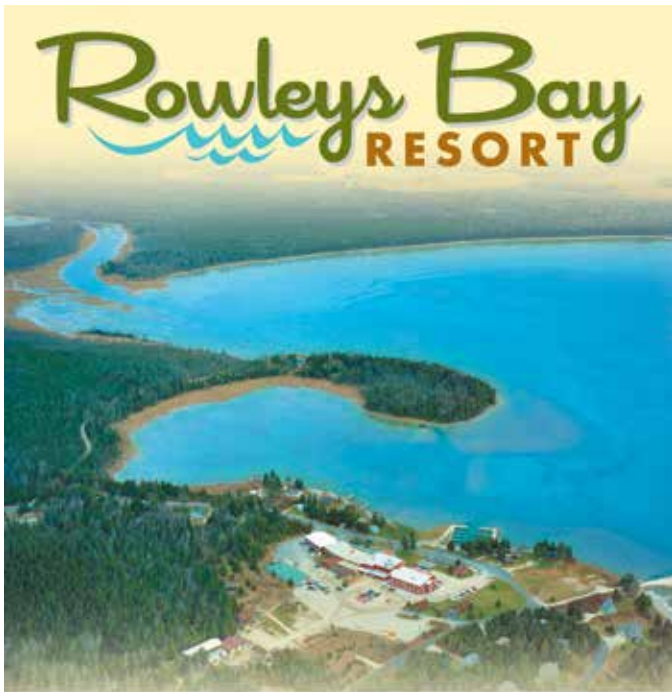
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# Janesville Area CVB

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Lori A. Johnson  
20 S Main St, Ste 17, Janesville, WI 53545  
www.janesvillecvb.com • sales.jacvb@jvl.net.com  
608-757-3171 • 800-48-PARKS (7-2757)

Area hotel rooms: 750  
Entertainment nearby: Janesville Performing Arts Center, Lincoln-Tallman House, Rotary Botanical Gardens, The Armory, 10 historic districts, miles of hiking and biking trails, malls, antique shops, theatre performances, 15 area golf courses, local sporting events and much more  
Meeting facilities: Holiday Inn Express and Janesville Conference Center, Pontiac Convention Center, Ramada Inn, Rock County Historical Society, Rotary Botanical Gardens and The Armory

**J**anesville... Wisconsin's Park Place... Wisconsin's Meeting Place provides a compelling combination of amenities, convenience and affordability. We invite you to experience our variety of meeting and banquet spaces and wide selection of hotels, restaurants and attractions. We offer the meeting planner flexibility and plenty of opportunities unique to Janesville.

Easy interstate access from anywhere in the Midwest makes Janesville's location perfect for district or regional conferences. The proximity of four major airports and top-notch ground transportation services make travel trouble-free for national meetings as well.

After the meeting is adjourned, we invite you to come out and play. With more than 2,000 acres of park land and trail systems to enjoy, Janesville provides an abundance of recreational activities throughout the year. Retreat to one of 15 area golf courses. Relax on a tour of the historic Lincoln-Tallman House. Soak in the beauty of our 20-acre internationally themed Rotary Botanical Gardens or hike through our 15 miles of trails. Shop your way through our malls or linger in a downtown antique store. We have it all!

The Janesville Area Convention & Visitors Bureau is a full-service CVB offering numerous complimentary services to ensure your meeting is a true success. We look forward to assisting you with everything from pre-convention support and site inspections to name badges and registration.

Call us at 1-800-48-PARKS (7-2757) or visit our website at [www.janesvillecvb.com](http://www.janesvillecvb.com) and let us make planning your next meeting a walk in the park.

# Janesville

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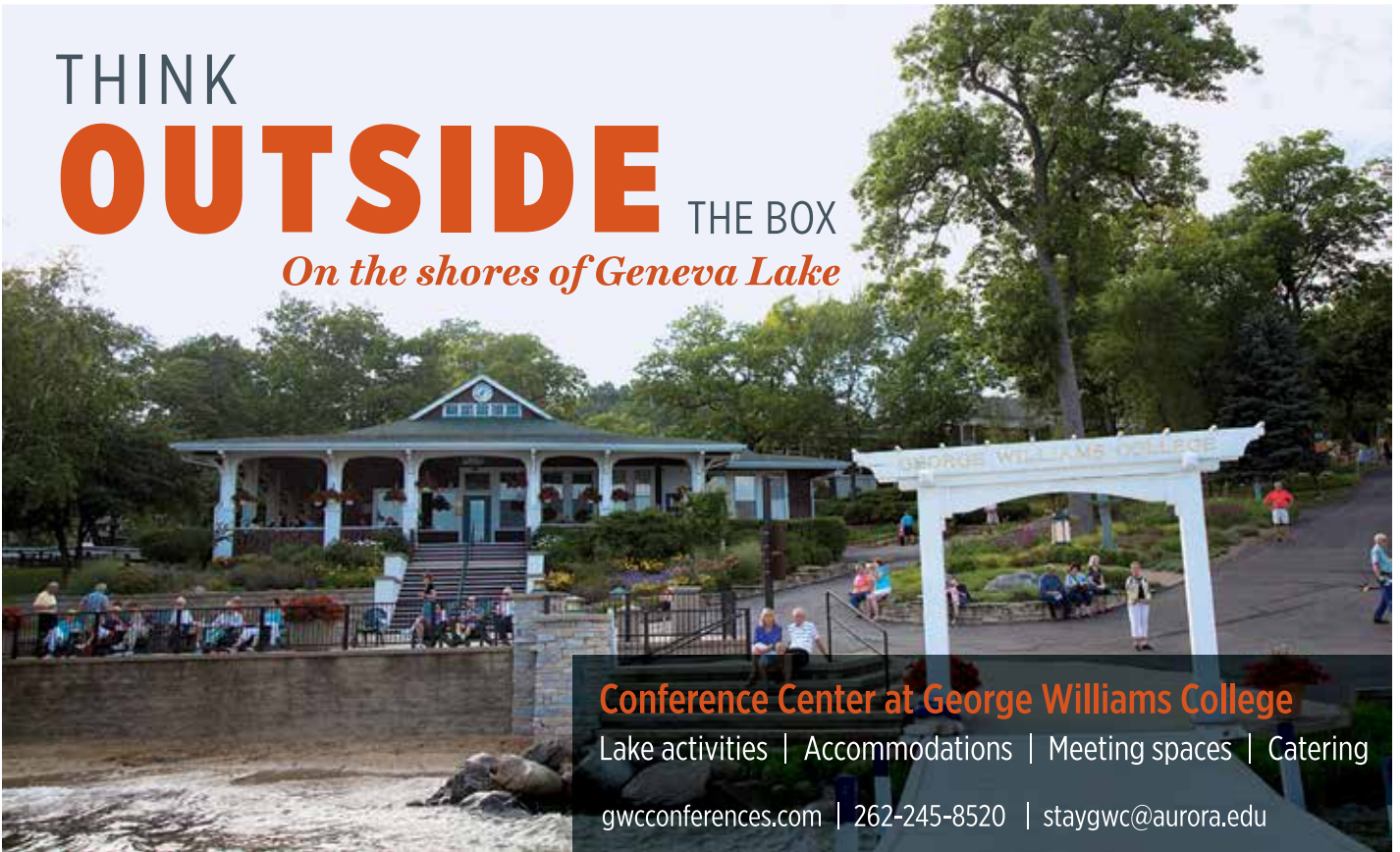


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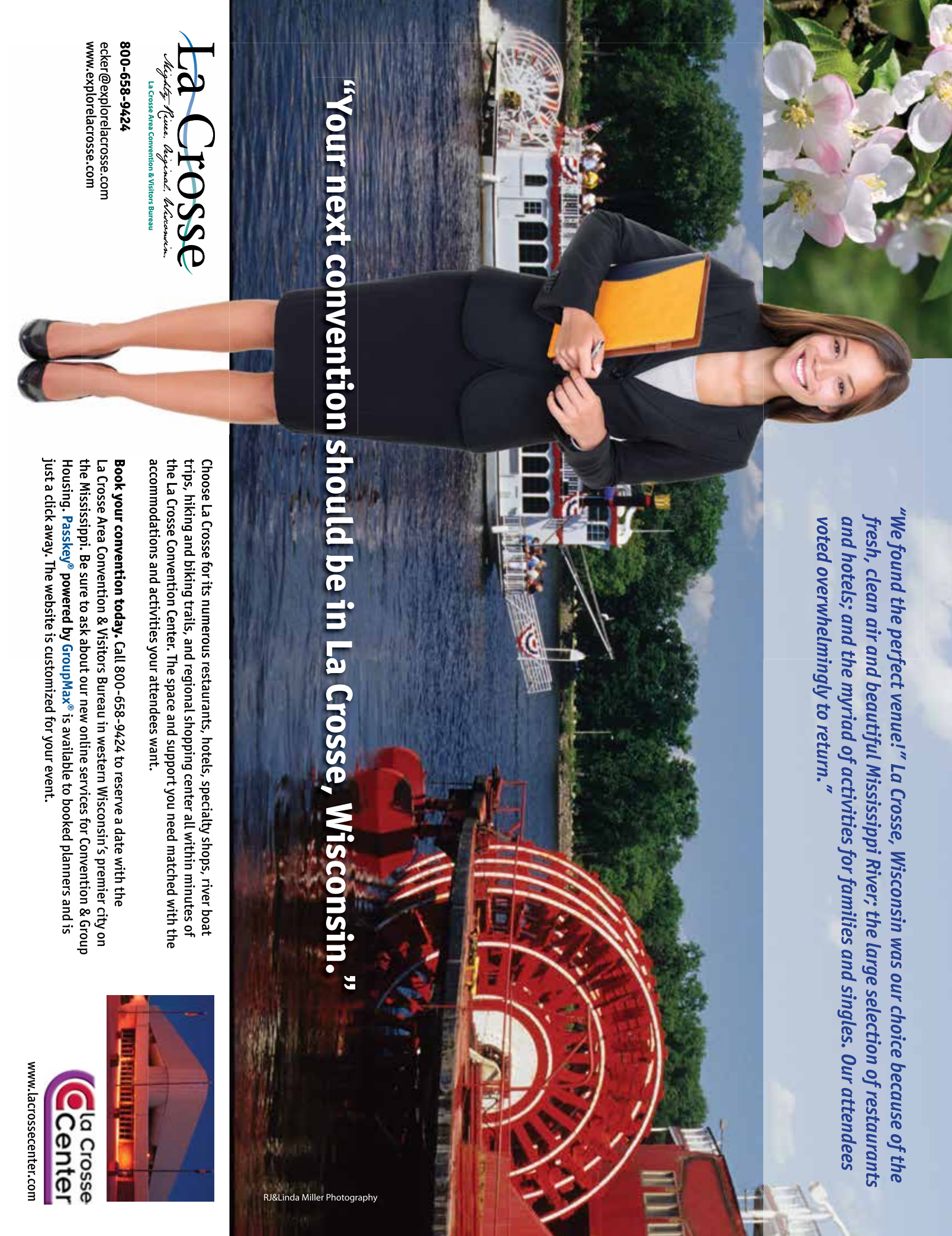
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# Greater Madison Convention & Visitors Bureau



Photo credit:  
John Munitaci

Rebecca Ramsey, Director of Sales  
615 E. Washington Avenue, Madison, WI 53703  
Phone: 608.441.3942 • Fax: 608.258.4950  
ramsey@visitmadison.com • visitmadison.com/meeting-planners/

Area rooms: 9,000  
Nearest airport: Dane County Regional Airport (Madison, WI) 10 minutes from downtown Madison  
Major meeting facilities: Alliant Energy Center and Monona Terrace® Community and Convention Center  
Attractions: University of Wisconsin-Madison, Overture Center for the Arts, Madison Museum of Contemporary Art, Wisconsin State Capitol, State Street shopping district, Madison Children's Museum, Henry Vilas Zoo, Olbrich Botanical Gardens, 260 parks, more than 200 miles of bike trails

**Successful planners know that memorable meetings go beyond the conference venue, and many have discovered Madison.**

**M**adison is home to the University of Wisconsin-Madison, the vision of Frank Lloyd Wright, the insight of Aldo Leopold and a breathtaking downtown built upon an isthmus alive with music, art and restaurants and a wealth of recreational opportunities.

With 9,000 rooms and 400,000 sq. ft. of meeting space, Madison has the versatility to host meetings from ten to 10,000. Madison's two award-winning convention facilities - Alliant Energy Center and Monona Terrace® Community and Convention Center - are complemented by additional facilities perfect for smaller meetings. Add in the professional expertise of the Greater Madison Convention & Visitors Bureau and meeting in Madison is a smart choice.

Our Sales and Service team embodies our Going Beyond Visit™ philosophy to ensure that we go beyond the expected for Meeting and Event Planners and deliver a successful and memorable convention, conference or event.

From site selection and online-housing, to transportation and vendor referrals, our team is ready to go beyond for your next gathering.

## ALLOW US TO WOW YOU.

When it comes to deciding on a destination, don't miss Madison, Wisconsin.

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It's why we're ranked repeatedly and booked eagerly.

Discover more at [visitmadison.com/mw](http://visitmadison.com/mw).





# How to keep your event budget in check.

You found the perfect venue for your event. Now you need to make sure it's perfect for your budget.

## THE IDEAL LOCATION IS ONLY IDEAL IF IT FITS YOUR BUDGET.

Budget constraints play a critical role in whether a venue is truly right for your event. After feeling "nickel and dimed" at other locations around the area, Tammy Everson, owner of Blue Crystal Events, found the perfect venue for the Mad City Bridal Expo in Monona Terrace. Aside from its ideal location, Everson found a place that had the flexibility to meet her budget.

### Looking for ways to make sure you come in at your budget?

#### Keep these key considerations in mind:

- Make sure costs such as A/V rental, labor charges and gratuities are clearly stated up-front. Sort these out with your venue event coordinator and find out where you can negotiate or bundle charges.
- Since service charges can vary venue to venue, make sure you're comparing apples to apples. Find out what percentage you are being charged and for which services.
- Work with a caterer who has the flexibility to offer alternative options to work within your budget.

### DON'T UNDERESTIMATE THE VALUE OF STAFF.

One of the most important aspects of a successful event is the amount of support a venue's staff is able to provide. Everson found great value in the Monona Terrace staff. "From the sales team to the catering department to the security and setup crew, we're taken care of every step of the way," says Everson. "Everyone goes out of their way to help make our event successful."

**"From the sales team to the catering department to the security and setup crew, we're taken care of every step of the way."**

Tammy Everson, Blue Crystal Events

To experience Monona Terrace, contact:

Laura MacIsaac, CMP  
Director of Sales  
lmacisaac@mononaterrace.com  
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More meeting tips at [blog.mononaterrace.com](http://blog.mononaterrace.com).

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Jeff Baryenbruch, Executive Director of Sales  
648 N. Plankinton Ave., Suite 425, Milwaukee, WI 53203  
800-576-6466 • Fax: 414-273-3559  
www.visitmilwaukee.org/meeting-planners • jbaryenbruch@milwaukee.org

**Big-city fun with urban-easy charm and now at a greater value than ever with \$5,000 - \$10,000 cash incentives for booking your 2014-16 meetings.**



Area rooms: 16,000  
Major Meeting Facilities: Wisconsin Center, U.S. Cellular Arena, Milwaukee Theatre Attractions: Harley-Davidson Museum, Milwaukee Art Museum, Potawatomi Hotel & Casino, Discovery World, Miller Park, Milwaukee Public Museum, Milwaukee Public Market

### Make it Milwaukee

Discover why more meeting planners are choosing Milwaukee, an exceptional blend of entertainment, recreation, arts and culture set on Lake Michigan's sparkling shoreline. Designed in consultation with meeting planners, the Wisconsin Center provides 189,000 square feet of meeting space, and the three-venue convention campus with two connecting hotels makes Milwaukee a one-stop shop for successful meetings.

Unforgettable off-site venues include the Harley-Davidson Museum, the spectacular lakefront Milwaukee Art Museum with its moving "wings," and neighboring Discovery World, known for its panoramic view of the shoreline. The elegant Potawatomi Hotel & Casino raises the stakes with its Expo Center, ballroom and new 381-room hotel opening in fall of 2014.

A charming RiverWalk connects walk-around neighborhoods with brewpubs and James Beard-recognized restaurants, and the airport is only 8 miles from downtown. Make it Milwaukee, where great meeting facilities, value, accessibility and fun all add up to a top destination.

Successful planners keep things fresh, interesting & fun. What a coincidence. So do we.

---

300,000 sq. ft. convention center

---

16,000 hotel rooms

---

125 downtown restaurants

---

10 minutes from international airport

With a variety of meeting spaces, affordable hotels, live music, night life, natural beauty, and

a casino—all in a convenient downtown area—you'll find it easy here. [visitmilwaukee.org](http://visitmilwaukee.org)

MEETINMILWAUKEE

Marcus Center  
for the Performing Arts  
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## PLAN FOR SUCCESS

Give your next meeting a distinct advantage with Milwaukee's premiere event location and exceptional catering partner.

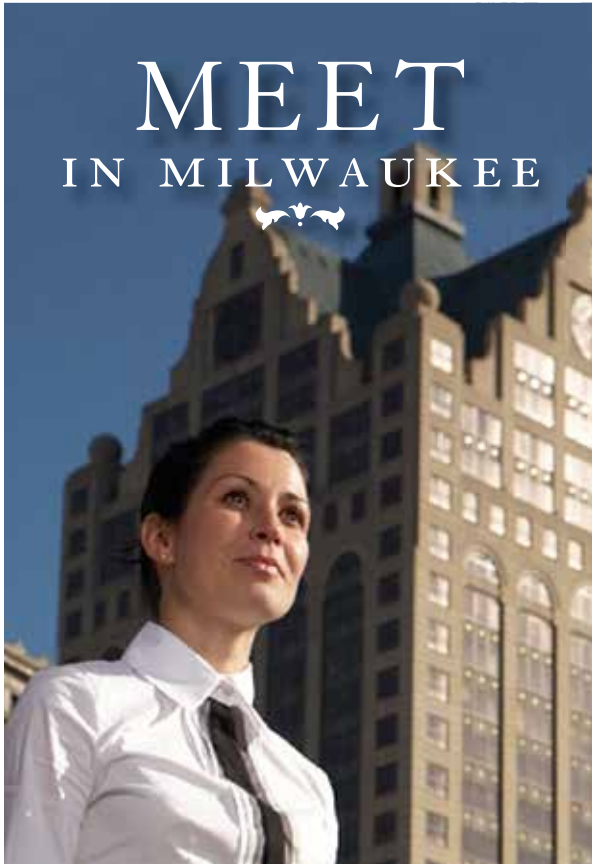
Flexible indoor and outdoor spaces for events from 25 to 2,300 guests.



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### MILWAUKEE'S PREMIER HOTELS FOR MEETINGS

You never have to look anywhere else but Milwaukee Marcus Hotels & Resorts for your next meeting. With more than 65,000 square feet of function space, over 1,200 guest rooms and a variety of amazing restaurants, we are our very own convention center.

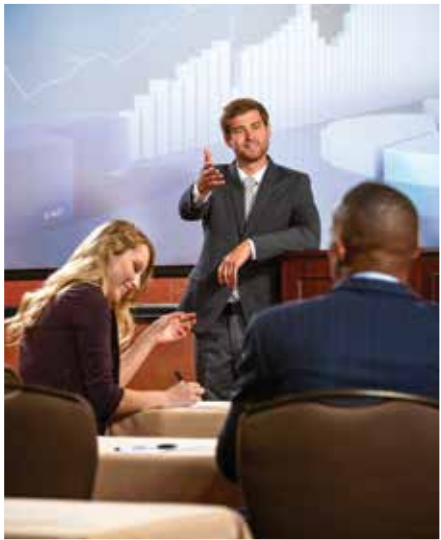
Our spaces range from historic and luxurious to contemporary and chic. Let us be the hosts of your next meeting.



MARCUSMEETINGS.COM | 414.390.4646

# Potawatomi Hotel & Casino

## Exceeding Expectations



Kaelyn Cervero  
 1721 West Canal St  
 Milwaukee, WI 53233  
 414-847-7891 • PAYSBIG.COM

Meeting space sq. ft.: Over 60,000

Meeting rooms: 16

Reception capacity: 2,000

Onsite restaurants: The Buffet,  
 Dream Dance Steak, The Fire Pit  
 Sports Bar & Grill, Locavore, The  
 Menomonee Valley Food Court,  
 RuYi, Wild Earth Cucina Italiana



Intimate or grand. Laid-back or lavish. Whatever your vision is for your next corporate event, the professional catering managers at Potawatomi Hotel & Casino are poised to help ensure the finest possible experience for you and your guests.

With over 60,000 sq. ft. of banquet space, we offer a world of possibilities. Whether you're hosting an event for 10 people or 2,000, we have a variety of flexible and unique rooms to accommodate your needs. Plus, one of our catering managers will work closely with you to customize your event exactly the way you want. Other benefits we offer when hosting your event at Potawatomi Hotel & Casino include customizable menus, state-of-the-art audio/visual capabilities and complimentary parking.

No event would be complete without an outstanding menu for your guests. From a full meal with several courses, snacks to re-energize your group or a tempting array of pastries, our in-house catering and pastry chefs provide an extensive menu of delicious options.

To add to your guests' experience, an 18-story, 381-room hotel is set to open late summer in 2014. It will offer a casual restaurant, room service, a fitness center and seven additional meeting spaces.

Combining our distinctive meeting spaces, personal service and world-class dining with all of the excitement of the Casino is sure to shape your event into something magical that won't soon be forgotten.







## *All About Presentation*

Whether you are hosting an intimate get-together or a conference for 1,000 guests, Potawatomi Hotel & Casino has exquisite rooms to meet your every need. And, our professional catering managers are ready to help you create an event that perfectly suits your style. The addition of our 381-room hotel, set to open late summer 2014, will make planning your event that much easier. Visit [paysbig.com](http://paysbig.com) or call 414-847-7891 to see how we can help bring your vision to life.



**POTAWATOMI**  
HOTEL & CASINO™

# Oshkosh CVB

**Oshkosh, Wisconsin: Put Wisconsin's Event Experts to work for you!**




Cathy Cluff, Director of Sales  
 100 North Main Street, Suite #112, Oshkosh, WI 54901  
 Phone: (920) 303-9200 • Fax: (920) 303-9294  
 MeetInOshkosh.com • cathy@visitoshkosh.com

Area Rooms: 1,000  
 Nearest Airport: Outagamie County Regional Airport  
 Major Meeting Facilities: Oshkosh Premier Waterfront Hotel & Convention Center  
 Gruenhagen Conference Center  
 Sunnyview Expo Center

**Oshkosh hosts more than  
 1,000 events annually  
 and offers an outstanding  
 convention services team.  
 Put Wisconsin's Event  
 Experts to work for you - visit  
 meetinoshkosh.com.**



**W**hy do hundreds of businesses and organizations, year after year, choose Oshkosh for their annual meetings, conventions and events? One reason is our outstanding sales and services team: we know that every gathering has different needs, and we pride ourselves on meeting the expectations of every group that chooses Oshkosh. Another reason is our venues: the Oshkosh Premier Waterfront Hotel & Convention Center is the only facility of its kind on Lake Winnebago, with 24,000 sq. ft. of flexible meeting and exhibit space and 19 breakout rooms, accommodating 5 to 1,500. Oshkosh's Gruenhagen Conference Center accommodates 500. The Sunnyview Expo Center offers more than 31,000 sq. ft. of space. Oshkosh's Year-round attractions include the Paine Art Center and Gardens, Oshkosh Public Museum and EAA AirVenture Museum, home to more than 250 airplanes. And, with more than 1,000 events held in Oshkosh annually, your event attendees will always find something fun to do in the evening.





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[www.oshkoshwaterfronthotel.com](http://www.oshkoshwaterfronthotel.com)

# River Falls

*Your destination for home town charm!*

**Convenient LOCATION**  
*30 minutes from the Twin Cities - 8 miles off I94*

**Distinctive VENUES**  
*Quaint coffee shops, hotel facilities & UW River Falls*

**Comfortable LODGING**  
*Affordable hotel rooms with pools & full-service amenities*

**Exquisite CATERING**  
*Delicious box lunches, casual dining & gourmet meals*

**Outdoor ADVENTURES**  
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CHAMBER OF COMMERCE  
AND TOURISM BUREAU

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# Ripon College

## Ripon College: Hosting your memories.

Amanda Przybyl  
300 West Seward St  
Ripon, WI 54971  
920-748-8164  
Fax: 920-748-7243  
[www.ripon.edu/conference/](http://www.ripon.edu/conference/)  
PrzybylA@Ripon.edu

Housing available in summer:  
Over 900 beds

Meeting rooms available year  
round: Over 30 rooms

Reception capacity: 240 people

Dining: On-site dining and full  
catering

**W**ith its banquet halls, elegant and modern meeting spaces, auditoriums, residential housing options, and on-site catering and support staff, Ripon College is an ideal venue for events and conferences both intimate and large. Our beautiful campus provides guests with a tranquil setting and a wide variety of facilities, meeting spaces, and amenities.



Ripon College is an ideal venue for events and conferences both intimate and large. Our beautiful campus provides guests with a tranquil setting and a wide variety of facilities, meeting spaces, and amenities.

[ripon.edu/conference](http://ripon.edu/conference)

- banquet halls
- elegant and modern meeting spaces
- indoor pool and gymnasium
- summer residential housing options
- on-site catering and support staff

Call Amanda Przybyl at 920-748-8164



## Meet in the Center of Wisconsin



Tom Coleman,  
Group Sales Manager  
340 Division St N  
Stevens Point, WI 54481  
[www.StevensPointArea.com](http://www.StevensPointArea.com)  
TomC@stevenspointarea.com  
715-344-2556 Ext 304  
Fax: 715-344-5818

**C**onveniently located at the center of Wisconsin, the Stevens Point area offers venues accommodating 5 to 1,500. The award-winning lodging properties and first-class meeting spaces are reason enough to choose the Stevens Point area, but you'll find so much more - four outstanding breweries, plus art galleries, great trails, golf and more. The Stevens Point area CVB staff is ready to assist you in planning the perfect meeting. Visit [StevensPointArea.com](http://StevensPointArea.com) or call us today.

## More than just great meeting venues.



Discover breweries, trails, art  
**AND MORE.**



Meet in the center of Wisconsin. Start your planning today—visit [StevensPointArea.com](http://StevensPointArea.com)

# Blue Harbor Resort & Spa

## A Classic Lakeside Resort and Spa



Mary Kruse, Director of Sales  
 725 Blue Harbor Drive, Sheboygan, WI 53081  
 1-866-701-2583 • 920-457-9807  
[www.blueharborresort.com](http://www.blueharborresort.com)  
[sales@blueharborresort.com](mailto:sales@blueharborresort.com)

Rooms/condominiums: 182/64  
 Meeting Rooms: 14  
 Meeting Space: 16,800 sq. ft.  
 Reception Capacity: 1,000  
 Onsite Restaurants: 4

**BLUE HARBOR**   
 A Classic Lakeside Resort & Spa™



**F**rom initial concept to flawless execution, a Blue Harbor event is about far more than menus and meeting space - it's about collaborating with an organization committed to creativity, excellence and innovation. It's about a strategic partner who understands your business goals and helps you exceed them. It's about delivering memorable experiences and lasting impressions.

Conveniently located on the shoreline of Lake Michigan in downtown Sheboygan, Wisconsin, Blue Harbor Resort and Spa provides luxurious accommodations for business, leisure travelers and extended-stay guests. The resort has 246 guest suites that range in size from 500 to over 1,900 sq. ft., including 64 2- and 4-bedroom villas.

The resort has over 16,800 sq. ft. of meeting and convention space, a 54,000 sq. ft. indoor entertainment area, retail shops, confectionery café and much, much more! The resort has four full-service restaurants.

# Reserve your Sunrise Today!



memorable meetings made lakeside



Nestled on the Shore of Lake Michigan

One hour North of Milwaukee | Two hours North of Chicago | Less than Two hours East of Madison

## BLUE HARBOR

A Classic Lakeside Resort & Spa™

725 Blue Harbor Drive | Sheboygan WI 53081 | 866.701.2583 | [BlueHarborResort.Com](http://BlueHarborResort.Com)

Email [Sales@BlueHarborResort.com](mailto:Sales@BlueHarborResort.com) for your customized quote!

# Tomah CVB

## Crossroads for West-Central Wisconsin



901 Kilbourn Ave, Tomah, WI 54660  
 www.tomahwisconsin.com  
 kmurray@tomahwisconsin.com  
 608-372-2166

Area rooms: 600  
 Meeting space sq. ft.: 14,000  
 Meeting rooms: 12  
 Reception capacity: 500  
 Entertainment nearby: Tomah boasts small town charm with plenty of shopping, including antiques, Amish & cranberry goods, three golf courses, numerous restaurants and attractions to explore throughout the area  
 Onsite restaurant: 1



**A Place To Have  
 Fun While You Work...**  
**The Greater Tomah area offers over 665 motel  
 rooms and over 35,900 sq. ft. of convention  
 center/meeting space available.**



**T**omah's location is midway between the Twin Cities and Milwaukee, where the state's interstate system, I-90 & I-94, connects. Tomah is truly Wisconsin's Cranberry Country and a great place to plan your next meeting or event.

In addition to the interstate system, U.S. Highways 12 & 16, along with Wisconsin State Highways 21, 131 and 173 converge in Tomah.

Make traveling to your next meeting, convention, banquet or event convenient and accessible to all those who want to attend.

We know that convenience and the continued comfort of your attendees and guests is important. We will assist you with all the last minute details to make sure your arrival and stay in Tomah is exactly what you planned it to be.

The Tomah area has great recreational activities to keep the most energetic individual entertained. Tomah boasts small town charm with plenty of shopping opportunities including Amish & cranberry specialty items, indoor & outdoor waterparks, quaint restaurants, three golf courses, biking, hiking & birding trails, Necedah National Wildlife Refuge (see large photo in top left corner), State Parks, museums, snowmobiling, skiing, Ho Chunk Cinema, Area Community Theatre, and self-guided driving tours that will take you through our cranberry and Amish country.

You can also check out our website at [www.tomahwisconsin.com](http://www.tomahwisconsin.com) to learn more.





# MEET IN THE MIDDLE



## LOCATION | CONVENIENCE | ACCOMMODATIONS

Tomah is midway between the Twin Cities and Milwaukee, where the state's interstate system, I-90 & I-94, connects. That makes travel to your next meeting, convention, banquet or event convenient and accessible to all those who want to attend.

We know that convenience and the continued comfort of your attendees and guests is important. We will assist you with all the last minute details to make sure your arrival and stay in Tomah is exactly what you planned it to be. Our area hotels and restaurants offer amenities that you will love.

The Tomah area also offers lots of recreation and activities to round out your stay with us!



### Let us do the work!

Full-time, Professional  
Event Planners and  
On-Site Catering Available



93 Guestrooms - Convention & Event Space  
Wetlands Restaurant, Pub & Catering  
Pizzeria - Starbucks Coffee Shop - Arcade  
50,000 sq ft Waterpark - Fitness Center



93 Suites - Convention space for meetings  
& weddings that can accommodate up to 400  
Meeting Rooms - Bar lounge with fireplace  
Aquatic Center - Arcade - Fitness Center



Meet in the middle,  
in Tomah!

1-888-482-5634 · [www.go3b.com](http://www.go3b.com) · Warrens, WI

1-800-243-9874 · [www.cranberrycountrylodge.com](http://www.cranberrycountrylodge.com) · Tomah, WI

[www.tomahwisconsin.com](http://www.tomahwisconsin.com)

800-948-6624



## YMCA TEAM BUILDING & RETREAT CENTERS

- Rejuvenating natural setting
- Spacious meeting facilities
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715-268-8377

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# An Executive Oasis



**COUNTRY  
SPRINGS**  
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WATER PARK • CONFERENCE CENTER

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**WAITING**

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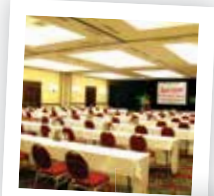
**BOOK YOUR  
EVENT TODAY**

For more information or to book an event, please call Kellie Davis at 1-800-238-8946 ext. 2643.

DANBURY, WI • 800.238.8946 • STCROIXCASINO.COM

# Waukesha Pewaukee CVB

## Meetings meet Success



**H**ow would you define a successful meeting? As a professional meeting planner and site selector, you know what it takes. You know that a destination must have the mandatories of quality accommodations, flexible facilities, friendly hospitality, a convenient location, complimentary parking and an appreciation of value. But just as important, you know, are the off-site and after-hours intangibles. Dining. Entertainment. Shopping. Recreation. Fun.

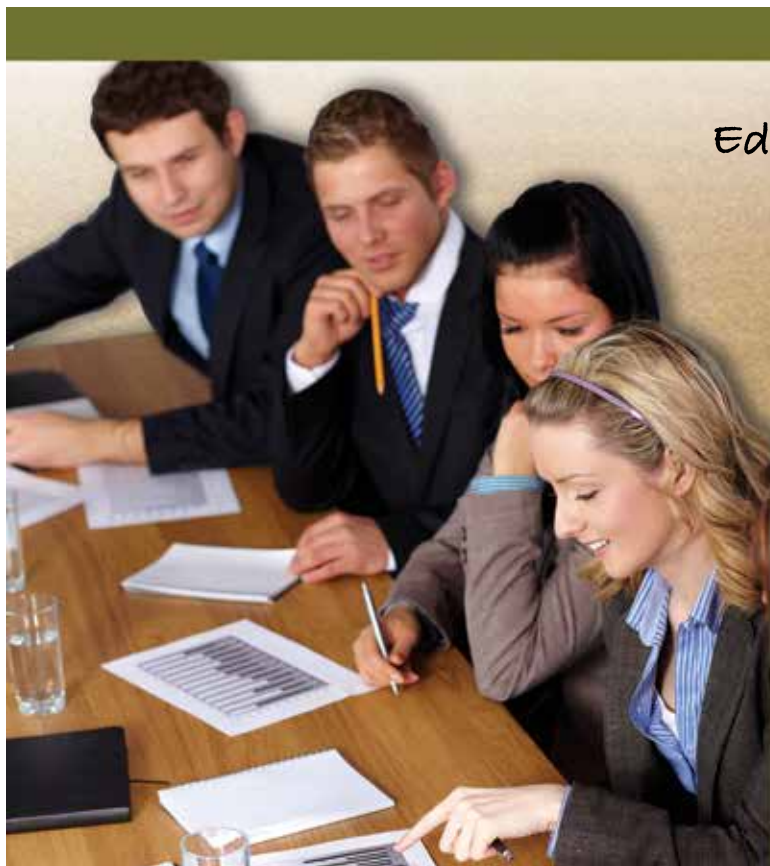
That's why more meetings professionals are meeting in Waukesha Pewaukee, with over 1,000 guestrooms and 100,000 square feet of meeting space with complimentary parking. Here, in a convenient and highly accessible southeast Wisconsin location just an interstate away from Milwaukee, Madison, the Fox Valley, Chicago and even Minneapolis, meetings meet success in all the right ways.

So business, meet pleasure. Quality, meet value. Convenience, meet satisfaction. Meetings, meet success. It's all here in Waukesha Pewaukee.

Deana Birmingham-Heinisch  
Group Sales Manager  
N14 W23755 Stone Ridge Dr, Ste 225  
Waukesha, WI 53188  
262-542-0330  
[www.visitwaukesha.org](http://www.visitwaukesha.org)  
[deana@visitwaukesha.org](mailto:deana@visitwaukesha.org)

Area hotel rooms: 1,000  
Entertainment nearby: Dozens of clubs, pubs and restaurants within the city and a 15-mile radius, museums, attractions and events for every season  
Meeting facilities: The Clarke Hotel, 2,400 sq. ft. meeting space in Historic Downtown Waukesha, 20 guestrooms  
Country Springs Hotel Water Park Conference Center, 40,000 sq. ft. of flexible meeting space, 187 guestrooms  
Holiday Inn Pewaukee/Milwaukee West, 5,000 sq. ft. of meeting space, 119 guestrooms  
Milwaukee Marriott West, 14,000 sq. ft. of meeting and banquet space, 281 guestrooms  
Waukesha County Exposition Center, 40,000 sq. ft. of indoor and outdoor meeting space

**Left: Milwaukee  
Marriott West  
Right: Wildwood  
Lodge Lake Country**



*Education forum,  
meet the perfect location*

- Convenient SE WI Location
- Direct I-94 Accessibility
- 100,000 Sq. Ft. Meeting Space

**Waukesha  
Pewaukee**  
WISCONSIN  
*meetings meet success*  
[www.visitwaukesha.org](http://www.visitwaukesha.org)

# Wausau/Central WI CVB

## We Can Draw A Crowd!



When it comes to finding a meeting location in the center of the state, count on the Wausau area to provide convenient access, quality accommodations, and affordable facilities to help you "Draw a Crowd."

Pencil us in for your next function and our dedicated staff will help you find the perfect venue to "Draw A Crowd!" From upscale boutique properties and national brands to north central Wisconsin's largest event and conference center comprised of more than 75,000 sq. ft. of space, we offer a variety of meeting facilities. Our central location makes it convenient for participants from around the Midwest to attend. Ideal for reaching customers or membership, the six communities that make up the Wausau Area create a meeting destination excellent for state-wide functions as well as a middle point between Minneapolis and Chicago. Located at the crossroads of Interstate 39/Highway 51 and Highway 29, the Wausau area combines the breathtaking beauty of the Northwoods with the amenities and services of a large city. Whether you're planning a small meeting or a larger convention, the Wausau/Central Wisconsin CVB is here to help; from the initial bid process, through site tours, all the way to the conclusion of your function.

Lisa Berry, Sales Manager  
 219 Jefferson St, Wausau, WI 54403  
 Phone: 715-355-8788  
 Fax: 715-359-2306  
[www.visitwausau.com](http://www.visitwausau.com)  
[lberry@visitwausau.com](mailto:lberry@visitwausau.com)

Area Hotel Rooms: 2,168  
 Attractions Nearby:  
 Rib Mountain State Park, Granite Peak Ski Area, Grand Theater, Woodson Art Museum, River District, Yawkey House Museum, Wisconsin River  
 Major Meeting Facilities:  
 Best Western-Midway Hotel, Fairfield Inn & Suites by Marriott, Grand Lodge Waterpark Resort, Holiday Inn Hotel & Suites, Jefferson Street Inn, The Patriot Center, Plaza Hotel & Suites, Stoney Creek Hotel & Conference Center, Weston Inn & Suites, Westwood Conference Center

## We Can Draw A Crowd!



### Wausau's central location in Wisconsin is a hit with attendees!

- Our affordable and central location is easy to get to by car or air.
- "Just North Enough" means we can offer great ambiance AND great facilities.
- 75,000 square feet of space at north central Wisconsin's largest event and conference center offers plenty of options.
- Unforgettable off-site activities and venues available all year long.
- Choose from 29 places of lodging offering 2168 guest rooms.



888-948-4748 | [visitwausau.com](http://visitwausau.com)  
[meetings@visitwausau.com](mailto:meetings@visitwausau.com)

# Wisconsin Dells VCB

## The Waterpark Capital of the World®



**W**isconsin Dells, “The Waterpark Capital of the World!®”, has touched visitors for more than 150 years. And now more than ever, Wisconsin Dells is considered the year-round destination for meetings and conventions. Feedback from groups is that they find it easy to move through their agendas thanks to newer conference facilities at a number of the area’s waterpark resorts. Wisconsin Dells world-class facilities come in all shapes and sizes, from intimate board rooms, to sprawling trade show venues. No matter how wide your range of interests, budgets or needs may be, we can help plan your ideal meeting or convention. Contact us today for personalized planning services and additional details on everything Wisconsin Dells has to offer you and your group.

Tifani Jones  
701 Superior Street; P.O. Box 390  
Wisconsin Dells, WI 53965  
Fax: (608) 254-4293  
MeetInTheDells.com  
sales@wisdells.com

Area hotel rooms: 8,000  
Attractions nearby: Noah’s Ark Waterpark, Tommy Bartlett Show, Ho-Chunk Gaming, Trappers Turn Golf Club, Sundara Inn & Spa.  
Meeting facilities: Chula Vista Resort, Kalahari Waterpark Resort Convention Center, Wilderness Hotel & Golf Resort

**With 16 million gallons of waterpark fun, championship golf courses, multiple spas, a 24-hour casino and over 90 area restaurants; your meeting won’t just be successful, it’ll be unforgettable.**



In “The Waterpark Capital of the World!®”, we understand the importance of a productive meeting. We also understand that nothing keeps people more productive than having a little time to let loose. Choose from over 400,000 sq ft of indoor meeting space, meeting facilities up to 100,000 sq ft, and over 200 waterslides. Add the Dells’ year-round indoor waterparks and attractions to the mix and you’re really in business!

(888) 339-3822, ext. 345 • sales@wisdells.com • MeetInTheDells.com



# Glacier Canyon Lodge

## America's Premier Waterpark and Condominium Resort



Looking for a perfect destination for your next meeting or event?

How about one that is conveniently located half way between Milwaukee and Minneapolis? One with a golf course hailed as one of the best courses in Wisconsin. And, one that has more fun options for family entertainment, including a zip line and 8 waterparks, than any other property in Wisconsin?

If you answered yes, to any of the questions above, look no further than Glacier Canyon Lodge, an upscale condominium resort and conference center located on over 600 acres of pristine pineland which make up the Wilderness Resort, Americas largest waterpark resort located in Wisconsin Dells. The Wilderness Resort is also home to Wilderness Hotel and Wilderness on the Lake.

Glacier Canyon Lodge is home to a beautiful, rustic-themed, 55,661 sq. ft conference center. In addition, an outdoor patio overlooking a mature forest can be used for memorable pre-function events. The WI-FI facility can be broken up into many different configurations and can seat up to 1,200 guests for a fully-catered event.

A professional and courteous staff, delicious menu and scenic view add to the inviting atmosphere of this truly one-of-a-kind facility.

Glacier Canyon Lodge has 448 fully-furnished units and the connected Wilderness Hotel has 444 northwoods-themed guest rooms, each with a microwave and refrigerator.

The Wilderness Resort also has a variety of freestanding, fully-furnished villas, condominiums and cabins which accommodate up to 20 guests.

Wilderness on the Lake, a quick shuttle ride away, has 108-luxurious, fully-furnished two- and three-bedroom condominiums.

One of the reasons Glacier Canyon Lodge is such a perfect destination for meetings is because of what your guests can do after their meetings are completed.

Wild Rock championship golf course has received many accolades since its opening in 2007. The course, which is designed by world-renowned golf course architects, Hurdzan & Fry, features three distinct terrains, breathtaking views and 5 sets of tees making it a challenge for the golfing novice and pro alike.

The resort has other great team building activities including zip lining, an indoor ropes course, new indoor go-karts and a new two-story laser tag arena. Plus, don't forget about what made the Wilderness Resort famous – its 12+ football fields of indoor and outdoor waterparks, including one indoor waterpark with a see-through roof you can tan in year-round.

Endless fun awaits your guests when you host a meeting at Glacier Canyon Lodge.



Shannon Timmerman, CMP  
Sales Director  
45 Hillman Rd, Wisconsin Dells, WI 53965  
www.glacierycanyonlodge.com  
www.wildernessresort.com  
800.867.WILD (9453)  
sales@wildernessresort.com

Rooms/Suites: 1,151 rooms/condos/cabins/vacation villas  
Meetings space sq. ft.: 55,661  
Meeting Rooms: 30  
Reception Capacity: 1,200  
Golf Course onsite:  
Wild Rock Championship Course - 18 holes  
The Woods Family Course - 9 holes  
Onsite restaurants: 7

**When you host a meeting at Glacier Canyon Lodge, part of the Wilderness Resort in Wisconsin Dells, your guests will thank you. In addition to beautiful meeting space and outstanding food, the resort is home to Wild Rock, an award-winning golf course, a zip line tour, an indoor ropes course and over 12 football fields of indoor and outdoor waterpark fun, including an indoor waterpark with a see-through roof where you can tan year-round.**





## *The most popular breakout session has nothing to do with business.*

Sometimes business has to be taken care of. And with a 56,000 square foot conference center, 1,151 lodging options, four-star dining, championship golf, and an award-winning spa, we're ready to take care of yours. But when the meeting is over, no one does family business like we do.



WATERPARKS  
EXCLUSIVELY  
FOR OUR GUESTS!

**WILDERNESS  
RESORT**

WILDERNESS HOTEL | GLACIER CANYON LODGE | WILDERNESS ON THE LAKE  
CANYON ZIP LINE TOUR | WILD ROCK GOLF CLUB | SUNDARA SPA

800.867.9453



WildernessResort.com

# Kalahari Resort Convention Center

## Unconventional Conventions



**Group Sales**  
 1305 Kalahari Drive, Wisconsin Dells, WI 53965  
 KalahariResorts.com • WIGroups@KalahariResorts.com  
 608-254-3314

Area hotel rooms: 740  
 On-site amenities: 756 guest rooms and suites, spa, dining, shopping, indoor/outdoor waterparks  
 Meeting space: 100,000 sq. ft. of flexible meeting space including 21,000 and 17,200 sq. ft. ballrooms, two junior ballrooms, 15 breakout meeting rooms and four board rooms with built-in audio visual



**D**esigned to host the best in regional and national conferences, conventions, consumer and industry trade shows, the authentically African-themed Kalahari Resorts and Conventions, located in Wisconsin Dells and Sandusky, Ohio, and coming soon to the Pocono Mountains (2015) are home to state-of-the-art convention facilities, including flexible meeting spaces, award-winning indoor/outdoor attractions and America's largest indoor waterparks. Both resorts boast 700 to 900 guest rooms, full-service spas, unique retail shops, a wide variety of dining options, the latest audio visual technology and 100,000 to over 200,000 sq. ft. of state-of-the-art convention center facilities.

Whether planning for a small meeting, a large convention, a company or faith-based retreat, or a team-building event, Kalahari Resorts and Conventions combines outstanding conference accommodations with unparalleled hospitality in a vacation-style setting.

At Kalahari, we've found when meetings are held at Kalahari Resort Convention Center, the event transforms from an obligation one family member has to go to, to one that everyone gets to go to. That's a major difference. Kalahari provides a unique "beyond expectations" experience and proven ability to consistently increase meeting attendance by more than 20 percent, leading to higher satisfaction at an unbelievable value.

### Meeting Space

Kalahari Resorts is home to the largest independently owned convention centers in Wisconsin, Ohio, and coming soon to Pennsylvania and features state-of-the-art meeting space.

Kalahari recently received the Silver Star in SmartMeetings' 2014 Smart Stars Award for best family-friendly resort. Kalahari Resort Wisconsin features 42 meeting rooms including: 21,000 and 17,200-sq.ft. ballrooms, which are both divisible by eight, two junior ballrooms, 15 breakout meeting rooms and four board rooms.

### Accommodations

Kalahari Resort, Wisconsin Dells features 740 guest rooms, which includes one to three bedroom suites. All suites include fireplace, living and dining area and one to three bedroom hospitality, kitchen and whirlpool options. In addition, Kalahari features 16, five-bedroom luxury suites, which sleep up to 22.

### Amenities

The Indoor Theme Park at Kalahari Resort features over 100,000 sq. ft. of family fun and excitement with an array of indoor attractions and activities, including the new Revolution 360 carnival ride, six-story Ferris wheel, multi-level go-cart track, laser tag, high ropes course, mini golf, 24 lanes of bowling and more.

### Waterparks and Family Entertainment

Experience ideal weather conditions all year-round and family fun in Wisconsin's largest indoor waterpark. During the summer months, Kalahari Resort also features an outdoor waterpark and activities. Kalahari's indoor waterpark features one of America's largest lazy rivers, a family indoor/outdoor hot tub with a capacity for up to 83 people, the "Mud Hut" Swim-Up Bar and the always popular Flow Rider attraction where guests can learn to body surf.

### Spa Kalahari and Salon

The soothing earth tones of Africa create a relaxing experience reminiscent of a safari retreat, allowing guests to relax and rejuvenate while enjoying massage, body and facial treatments, manicures and pedicures in Spa Kalahari and Salon.

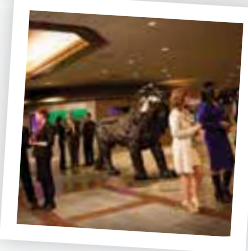
### Dining

Kalahari features an extensive variety of dining choices. New to the Wisconsin Dells location is Double Cut Charcoal Grill and Liquor Bar. Perfect for groups of any size – from six to 72. Double Cut provides top-quality dining options including steaks, chops and seafood all expertly prepared on the signature charcoal grill. Guests can also enjoy craft cocktails and free valet parking at any time.

### Golf

Nearby Trappers Turn Golf Club provides a first-class, 27-hole championship golf course and club providing breathtaking views, elegant dining or meeting space for up to 250 guests.

**Kalahari Resort Convention Center is the Midwest's premiere convention destination with a proven track record of increasing attendance and exceeding expectations while offering an authentic memorable experience in a completely unique environment.**







# #EventPlanningMadeEasy

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Get a better picture of how we go above and beyond expectations.

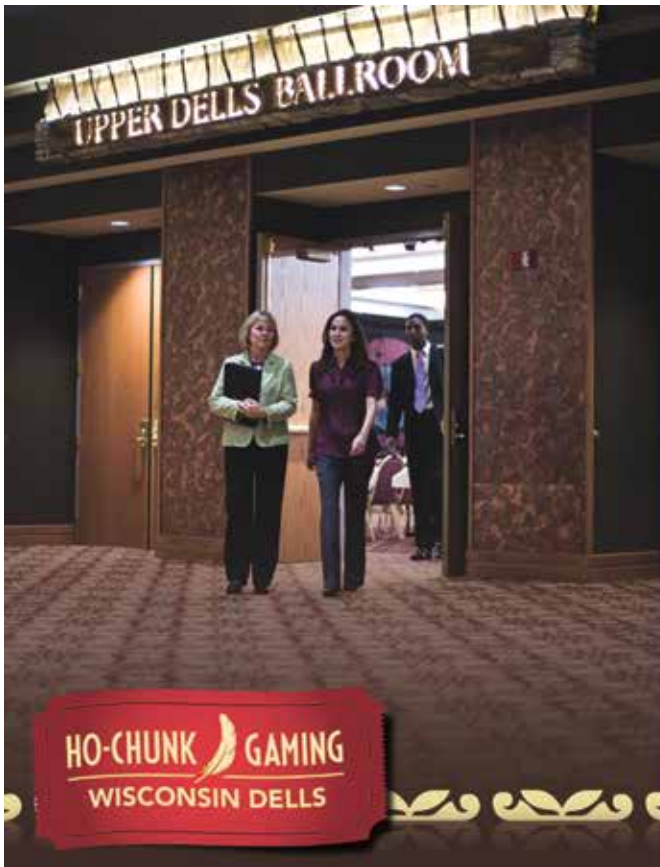
Visit [KalahariMeetings.com/MidwestMeetings](http://KalahariMeetings.com/MidwestMeetings) or call 855.411.4805 to learn more.



**Kalahari.**  
RESORTS &  
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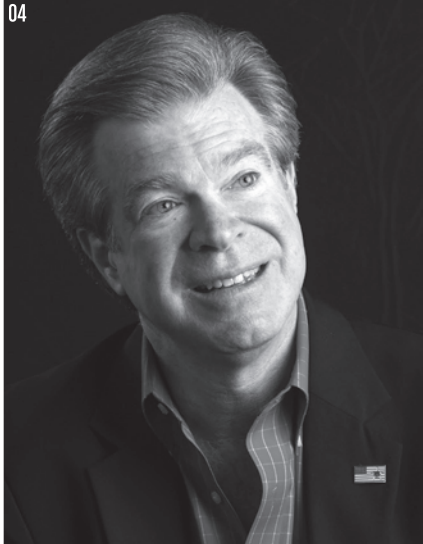
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HERE ARE SOME OF STEVE TOLMAN'S REASONS FOR BOOKING THE 2013 NATIONAL CONVENTION FOR THE FRATERNAL ORDER OF EAGLES IN GRAND RAPIDS, MICHIGAN. SEE WHAT ELSE WEIGHED INTO HIS DECISION – AND WHY HE NEVER LOOKED BACK – AT [1100ROOMS.COM](http://1100ROOMS.COM).

01 Of six spectacular ballrooms, Gerald R. Ford is my favorite. Hail to the Chief.

02 The city impressed me, and more importantly, it impressed my guests.

03 The staff greets you like family. I love that.

04 I can say with great certainty that I will be returning to Grand Rapids.

05 A covered, climate-controlled walkway connects all three hotels to the 250,000 square foot DeVos Place Convention Center. Talk about user friendly.

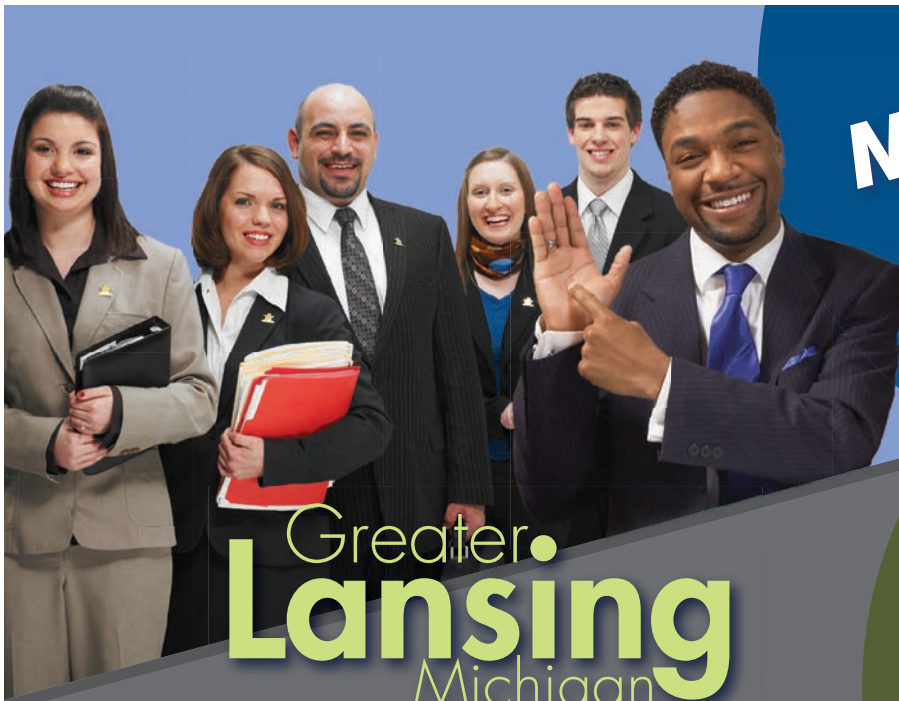
06 Both the sales and convention services staff go the extra mile.

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Mary Chris Hotchkiss, CMP, CTA  
517.377.1414  
mchotchkiss@lansing.org



Amanda Toy, CMP, CTA  
517.377.1405  
atoy@lansing.org



Tammi Connell, CMP, CTA  
517.377.1434  
tconnell@lansing.org



800.648.6630  
[www.lansing.org](http://www.lansing.org)