



## **FOR IMMEDIATE RELEASE**

Contact:

Nancy Lund, President

Meeting Professionals International Wisconsin Chapter

608.242.1090

nlund@wasda.org

### ***Wisconsin's Meeting and Tourism Industry Bolstered by International Support State and international leadership recognize Wisconsin's impact and potential on the meetings industry***

**Appleton, WI** – June 15, 2005 – Wisconsin's meeting and tourism industry progress was recognized by state government, education and industry representatives as well as Colin Rorrie, Jr., Ph.D., CAE, CEO and president of Meeting Professionals International (MPI), as they gathered to formulate the next steps to keep Wisconsin at the forefront of the meetings industry.

Rorrie came to Wisconsin to honor leaders in the meetings industry at the local MPI chapter's annual awards gala and actively participate in discussions with Wisconsin Tourism Secretary Jim Holperin; Greater Madison CVB President & CEO and Chair of the Governors Conference on Tourism Deb Archer; Associate Dean at MATC, Dr. Lorin Toepper; , and MATC Instructor and MPI leader, Janet Sperstad, on how to maintain the state's nationwide reputation as a trendsetter within the meetings industry. This status was initially gained with the creation of one of the nation's first Meeting and Event Management associate degree programs at Madison Area Technical College.

Discussions centered around possible research into building a model to measure the economic impact of the meetings industry that goes beyond the current methodology used by hotels and convention and visitor bureaus, while forging relationships between MPI leadership, the state of Wisconsin and educational institutions. Rorrie's visit was capped off by the MPI Wisconsin chapter's 28<sup>th</sup> annual awards gala at the Fox Cities Performing Art Center.

"It's an exciting time for Wisconsin," said Nancy Lund, president of the Wisconsin Chapter of MPI, "Our state's progressive approach to the meetings industry is being recognized and supported by Dr. Rorrie, the leader of the global authority for the meetings industry. You know the MPI CEO and president's visit has been a success when it starts with shaking hands with state leaders and concludes with a guitar in his hands!"

#### **About MPI Wisconsin Chapter**

The 300+ member Wisconsin Chapter of Meeting Professionals International (MPI), established in 1977, offers education, the latest research and trends, leadership training, best practices, professional development and networking opportunities, which help its members enhance their professional value and define the strategic value of meetings within their respective organizations. For more information, visit [www.mpiwi.org](http://www.mpiwi.org).

### About Meeting Professionals International

Established in 1972, Meeting Professionals International (MPI; [www.mpiweb.org](http://www.mpiweb.org)) is the largest association for the meetings profession with 20,000 members in 66 chapters and clubs. As the global authority and resource for the \$102.3 billion meetings and event industry, MPI empowers meeting professionals to increase their strategic organizational value through education and networking opportunities. Its strategic plan, *Pathways to Excellence*, is designed to elevate the role of meetings in business via: creating professional development levels to evolve member careers to positions of strategic understanding and influence; influencing executives about the value of meetings; and ensuring MPI is the premier marketplace for planners and suppliers.

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