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Contact:

Kim Marie Ball, President
Meeting Professionals International Wisconsin Chapter
847.937.8891
kim.ball@abbott.com

Nationally Renowned Speaker Brings the Art of Negotiation to Meeting Professionals MPI presents “*Get What You Want: Harness the Power of Positive Influence, Persuasion, and Negotiation*” at Monthly Meeting

Neenah, WI – October 17th, 2005 – Continuing to strive to empower its membership, the Wisconsin Chapter of Meeting Professionals International (MPI), the local authority and resource for the meeting industry, is pleased to present award-winning speaker, author, and consultant Linda Byars Swindling for its education program “**Get What You Want: Harness the Power of Positive Influence, Persuasion, and Negotiation**” at this month’s meeting at the Bridgewood Resort and Conference Center in Neenah, WI.

As a recognized authority on workplace issues, persuasive communication and negotiations, Ms. Byars Swindling will share the secrets of making the most of each interaction and business opportunity, to increase their outcomes, enhance their bargaining position and optimize their impact. She currently serves on the national board of directors for the National Speakers Association. The education program will be followed by a networking lunch presented by the Bridgewood Resort.

"Coupling an immediately applicable education topic with an innovative approach to a networking lunch," said Kim Marie Ball, President of the Wisconsin Chapter of MPI," continues our goal to provide our membership with the best resources available in our quest to further ourselves as premier meeting industry professionals."

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.

About Meeting Professionals International

Established in 1972, Meeting Professionals International (MPI; 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.