



## **FOR IMMEDIATE RELEASE**

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### **Meeting Planners International – Wisconsin Chapter Hosts Industry Speaker Tyra W. Hilliard, J.D., CMP of the University of Nevada – Las Vegas “Doing the Right Thing – Ethics Issues for Meeting Professionals”**

**Green Bay, WI** – February 16, 2006 – MPI Principles of Professionalism have been developed to provide guidelines recommended for the business behavior of its members that impacts their perceived character and thus the overall image of MPI.

To that end, the Wisconsin Chapter of Meeting Professionals International (MPI), is pleased to announce that hospitality industry leader, Tyra W. Hilliard, J.D.,CMP and Assistant Professor at the University of Nevada – Las Vegas Department of Tourism will speak on “Doing the Right Thing – Ethics Issues for Meeting Professionals.” Ms. Hilliard will present at the Tundra Lodge Resort and Waterpark in Green Bay, Wisconsin on Thursday, February 16, 2006 from 1:00 p.m – 4:00 p.m.

“Through education, the Wisconsin Chapter continues to insure that their members meet and understand the commitment to these principles and the impact these principles have on building MPI as a profession,” said Kim Marie Ball, CMP – President of MPI-Wisconsin Chapter.

MPI continued to strive and work diligently to educate corporate leaders on the impact of meetings on business. It is essential as members of MPI to instill public confidence, engaging in fair and equitable practices and building professional relationships with meeting industry colleagues.

#### **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 more than 19,000 members in 66 chapters and clubs across the USA, Canada, Europe and other countries throughout the world. As the global authority and resource for the \$122.3 billion meetings and events 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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