



## **FOR IMMEDIATE RELEASE**

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### ***Meeting Professionals International – Wisconsin Chapter***

#### ***Networking for Results***

#### **Mishicot, WI – October 12, 2006 – Meeting Professionals International – Wisconsin Chapter (MPI-WI)**

Mishicot's beautiful Fox Hill Resort was the site for the October monthly meeting of Meeting Professionals International-WI Chapter (MPI-WI). Meeting planners and suppliers gathered for the daylong meeting to listen to the educational program presented by Platinum speaker Michael J. Hughes, also known as THE Networking Guru to discuss the topic: "Working Your Network". This informative and thorough presentation provided the attendees with valuable information about how to "turn a three-minute conversation into long term relationships and results" Hughes, from Ottawa Canada has done extensive research on, and is a specialist in, utilizing networking as a business strategy. Steve Lorenz, President of the chapter stated "our profession relies heavily on relationships and anytime that we can learn more about how to network effectively, everyone wins"

The next meeting for MPI-WI will be in Madison at the Alliant Energy Center on November 9, 2006. This meeting entitled: *Technology for Tomorrow* is the fall education symposium and Meeting Industry Expo for the Wisconsin Chapter. For more information and to register, logon to [www.mpiwi.org](http://www.mpiwi.org).

MPI-WI leads the meetings industry in Wisconsin through education. Monthly, both members and non-members are invited to participate in exceptional education that allows those who plan meetings to gain solid professional development and also showcase many of Wisconsin's hotel properties and special venues. Further, MPI-WI continues 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 358 members of 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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