



## **FOR IMMEDIATE RELEASE**

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### **Meeting Professionals International – Wisconsin Chapter (MPI-WI)**

#### **The Swizzle Stick Strategy Stirs Up New Ideas at the December Holiday Event**

**WISCONSIN DELLS, WI – On December 9, 2010, members of Meeting Professionals International – Wisconsin Chapter (MPI-WI) will meet at the Glacier Canyon Conference Center at the Wilderness Resort in Wisconsin Dells for the annual December Holiday Event.**

The December Holiday Event will feature an educational session on the Swizzle Stick Strategy by Laurie Guest, CSP. The Swizzle Stick Strategy features the five best questions to stir up your thinking and attract new business. Laurie Guest, CSP, is known for her imaginative thinking and entertaining presentations and is a member of the National Speakers Association, speaking to thousands of people each year.

Following the presentation, guests will enjoy a holiday reception and shopping extravaganza, featuring select vendors on-site to help complete everyone's shopping list. Several of the vendors include: Mary Kay, Color Creations, Miche Bags, Pampered Chef, Party Lite, Tastefully Simple and a few hand-crafted vendors. Entertainment will be provided by Rob Anthony later in the evening.

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit [mpiweb.org](http://mpiweb.org).

The 375+ member Wisconsin Chapter of MPI, established in 1977, is the premier association in the state dedicated to the growth, development and success of event and meeting professionals. The chapter brings professionals together to learn best practices, build relationships, and create business opportunities that enhance the strategic value of meetings. For more information on MPI Wisconsin, visit [www.mpiwi.org](http://www.mpiwi.org).

**For more information on MPI, MPI Wisconsin, or the December Holiday Event, please contact Marie Johnson, CMP by phone at (414) 324-0892 or by email at [marie.johnson.mpi@att.net](mailto:marie.johnson.mpi@att.net).**

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