



## **FOR IMMEDIATE RELEASE**

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

#### **MPI – Wisconsin – Industry Leading Chapter Initiates Professional Exchange Program**

**Madison, WI – November 9, 2006 – Meeting Professionals International – Wisconsin Chapter (MPI-WI)**

Meeting Professionals International – Wisconsin Chapter is proud to announce the inauguration of the first and, currently, the only meeting professional exchange program.

Paulette Heney, CMM, Director of Meetings, Events and Travel for United States Bowling Congress and President–Elect for MPI Wisconsin Chapter hosted Nathaly Roux of the Belgium MPI Chapter for one week in November. Ms. Roux visited various MPI Wisconsin Chapter members' work places and experienced the differences when planning meetings in foreign countries. "Although there were times I knew she was exhausted with such a packed agenda, she continued to want to fulfill all obligations to get the most out of her week," according to Paulette Heney, CMM.

The exchange program allows a meeting professional the cross over experience to learn and share best practices from members of the Wisconsin Chapter. The initiative is funded by the MPI Foundation in order to share knowledge between the European and USA chapters. The main criteria for the candidate is that they be a member of their local chapter and regularly attend educational sessions; have an international interest in MPI; write an article for both the local and host chapters' newsletters; and reciprocate hosting the meeting professional in one's own country.

Paulette Heney, CMM, will be joining her colleague in Belgium for one week in May, 2007 to fulfill the final stage of the exchange program. Ms. Heney will experience the meeting profession as executed in European countries.

### **About MPI Wisconsin Chapter**

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.

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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