

SURVEY RESULTS AND COMMENTARY FROM BEST IN BUSINESS 2018.

**The Venue – Marriott Pewaukee received an Excellent Rating.**

**Comments:** Needed better lighting on stage. (Agreed, and an easy fix.)

One person felt the location was poor being held in the Milwaukee area, that it dilutes the value of membership. (No suggestion to a better location was offered)

**The Food – Rated “Good”**

**Comments:** One person doesn't like salmon, and noted served every year. Beans cold, potatoes bland, and some bottles of wine every year (most goes to waste) – they did like the dessert. (Wine was provided based on table and sponsorship levels)

Service was rushed to get done with salads, and slow to bring out main meal. (Point well taken and noted)

Very great turn out for the event- so large number of entrees to deliver to tables, food was cold. (Point well taken and noted)

Cash bar only accepted cash, need ability to accept credit cards. Also cash bar was extremely over inflated compared to bar in the lobby. (Point well taken and noted)

**Evening Agenda Rated Very Good**

**Comments:** The lobbyist and representative were unnecessary. (This was the first event we had a large population of membership, and we recently made a change in lobbyist, thought it a good opportunity to introduce him to the membership).

The awards were done very nicely.

Didn't like the political speaker- didn't feel appropriate at such an event. (Point taken)

It needed to start during dinner so that the people that drove there could get home at a decent time. (Will take this up for discussion, however very distracting for the award winner to leave a table during their meal and the inability to have conversation and network at the table) Event ended promptly at 8:45 pm.)

Didn't need the politician speaking. (Point taken)

**How would you Rate the Guest Speaker Representative Tyler August? Rating was Fair**

**Comments:** Not that he was a bad speaker but thought that the topic was somewhat irrelevant to many who are not from the area of which he serves. (He is the Assembly Speaker Pro Tempore for the State of Wisconsin – 2<sup>nd</sup> highest constitutional officer in the State Assembly. He is on the current committees: Joint Survey on Tax Exemptions, Government Accountability and Oversight, Insurance, Joint Legislative

Council, Assembly Organization and rules.) (If the time comes that the Association needs an ear on the Legislative level, he will be a key contact on our behalf.)

Please do not have political people of topics, found it offensive. (Point taken)

The topic didn't have any connection to the event so it seemed quite out of place. I do, however, understand the political aspect to why he was there. (Point taken)

I thought this took away from the energy of the evening, I think a focus on awards and not on the business of the WMBA is important. (Point taken, we can consider a separate political night for a roundtable of legislative issues are impacting our industry.)

The speaker and the time given to the lobbying firm was not appreciated by many, this event should have been strictly about honoring the finalist and their achievements. Those two speakers came off as sleazy attempts to stump for votes-wasn't property venue for politics. (Point taken)

He was ok, just wrong venue. (Point taken)

**What were the strengths of the event? What did you find most enjoyable or useful.**

**Comments:** Honestly, just that the location was closer than last year.

Loved that the process to recommend and recognize is easier than in the past. Wish that there was a better understanding as to how the recognition comments were prepared as it didn't seem to fit what was provided in certain nominations (is it a combination of submission, something that is prepared by someone else after the candidate is finalized?) ( it is a combination of what was written by the person who nominated the nominee, and the nominee when they were notified they were a finalist)

I like seeing past co-workers and visiting with them.

Networking and the speed of giving awards

Lifetime Achievement Award

Award presentations by different presenters was very nice.

I found the lifetime achievement award the most enjoyable and useful. John is such a motivational person and ship speech was truly inspiring.

Stayed on schedule, good speakers.

I enjoyed the multiple presenters, I also thought it was nice because you were able to hear what was said about the winner.

Marcia's vision of bringing an event to honor individuals in our industry has evolved into a very highly attended event that brings nominees from all over the state to honor them. That is great marketing for the WMBA to bring new people to events and an awesome way to give recognition. I personally truly enjoy others successes and this is a fun event to meet new people, as well as connect with the veterans...opportunity to take a step back from the day to day stresses of our industry and congratulate people for "jobs well done". We have amazing people in our industry and very fun to see them get awards.

The awards portion of the ceremony was very nice. That's what I'm there for.

Networking.

Getting to be able to socialize with others in the industry you don't get to see that often.

Networking and recognition of some of the working people in this industry.

Great energy within the sizable crowd. Loved the over-sized screens with the nominee's info.

Strengths were its purpose. To highlight the successful people in our industry. I found that to be very worthwhile.

Reading the bios of the winners.

Peer recognition and social time.

Not much to be honest. Dessert was good.

Venue easy to get to, description of each category and flow of the presentations went very smoothly.

Speakers were great and the event was extremely timely and moved along well.

Networking.

Recognizing key players across the WMBA footprint. Networking, and large attendance.

Great networking and recognition.

The networking and awards.

Timing and content.

Great location, timing and agenda length was spot on. Great food and the MC did an excellent job, keeping the program moving. Great AV.

Excellent turnout. Program wasn't too long. Service was very good. Enjoyed seeing the winner's excitement.

It was nice to see everyone gather to celebrate some amazing people in our industry. It was also nice to be there for John Inzeo's Lifetime Achievement Award.

The awards and legislative presence.

It moved along quite nicely.

I was happy to see it moved along quickly.

The people who attended.

Recognizing best of our industry. Seeing old colleagues, meeting new industry folks.

Great Networking.

The networking before and after the event.

**Were you a sponsor for the Best In Business event?**

55% responded yes.

**How likely would you be a sponsor again next year?**

90% said yes or somewhat likely – 10% said no.

**Comments:** I attended the first year of the BIB's Missed the past couple of years. After feeling the energy of the event last week, I wouldn't want to miss it again. Phenomenal effort by the committee! Thanks.

Depends on current budget.

Did not this year but will probably be a sponsor next year.

Although we weren't on the list of sponsors, possibly because we asked to call a day after registration was supposedly closed.

I may consider it next year.

**Please Rate the Value of your sponsorship at this event?**

**89% - valuable to extremely valuable. 11% not so valuable**

**Comments:** Table sponsor and not valuable in a way to obtain business, but it is important to sponsor events for the WMBA without personal gain for the good of the organization. (Thank you. Agree)

Seemed like everyone logos on their tables even if they didn't pay the sponsorship. Giving it away diminishes the value of paying. Plus tables weren't place according to sponsorship levels. (Point taken and being reviewed)

**Do you have any additional comments or recommendations that would be helpful to the event planning committee?**

**Comments:** Having everyone read the requirements for the nomination may not really be needed, I think having it up on the screen allows people to see the requirements. (will be brought to discussion, it seems on the screen long enough to read and there were no blocked views)

Not sure we need different presenters for each award – the duplicate awards should only spell out the differences rather than read the entire same description over and over again.

Have the presenters practice their speeches ahead of time and practice people's names.

Perhaps having the event every other year. (Has been discussed in the past, and most likely will be discussed again in the future)

Pictures were a little confusing, last year's pictures were more organized than this year. They did not stick to the time schedule. Could announce everyone e "X" category to report to the photo area. (Will be discussed and thank you for the suggestion).

Make sure all table sponsors are listed and not just some. (Will be discussed, and sincere apologies)

**Based on your overall experience, how likely are you to attend next year's Best in Business Awards?**

99% yes 1% no

**Did you nominate a colleague for Best in Business award?**

40% yes 60% no

**Please rate the ease of nominating?**

100% easy to very easy.

**Comments /suggestion for improving the process?**

I think it is somewhat political (choosing the finalist) (No reason given on the comment. Perhaps more transparency will assist on how the decisions were made. The finalists were chosen by the committee, the Chapter Boards, and the State Board of Directors. This would be a pool of about 50-55 people with the opportunity to vote on the finalists.)

As suggested earlier. Go back to the way it was run/handled in the past. Add back the local chapter awards along with the state ones. Have the selection of winners as was done in the past. (Your comment is appreciated. The Best in Business is a WMBA State Event. The chapters certainly can have awards for their chapters if they should choose to do so. Madison currently has an award selection with their fall kickoff. Anyone within the state, including all the members of a chapter who are current members, or work for a current member are eligible to be nominated for the Best in Business awards. You do not need to be a member to nominate a person. Your nominee however should meet the described criteria noted for the category they are nominated. If they do not meet the criteria, they would be disqualified from becoming a finalist)

I think it would be best if the nomination form indicated that comments about the person are needed vs just nominating the person. (Agreed there was space included for comments, but perhaps it needs to be more visible and a better clarification, point taken)

It wasn't clear enough what info was needed to be considered or win. Form should be more prescriptive. (Point taken)

**Why didn't you submit a nomination?**

47% other

25% did not have a specific person in mind

22% did not have time.

**Comments / suggestions for improving the process**

The venue was easy to get to and since I was from out of town, I stayed at the hotel which was very convenient.

More transparency needed. Voting seemed rigged to the Milwaukee Chapter. (A tally of the winners for the 2018 Best in Business Awards were as follows: 5 Milwaukee Area – Carrie Holan, Jean Daul, Karen Braun, Julie Zielinski, Margaret Haagensen. 5 Madison Area – Victoria Ortgiesen, Kristin Nesbitt, Pam Peterson, Sara Whitely, Aaron Meyer. 3 from the NE Area – Renee Carlson, Denise Engstrom, Lisa Pankow. The Lifetime achievement award went to a Milwaukee area person.)

Next year when you send out the request for nominations have the description that were use this year with them and ask the person who is nominating to please give some examples of how that person personifies the criteria in that category they are being nominated. (Agreed – will be sure there is discussion on more clarity)

A list of the judges would have been nice.

Nominations – All membership

Finalists: Board of Directors, Madison Chapter, Milwaukee Chapter, State Board of Directors, and committee members.

Winners: Committee and Chapter Presidents unless they were nominated they then abstained.

Lifetime Achievement award: Executive Board Members, and Past Lifetime Achievement Recipients.