



CONNECTS

Annual Dinner Sparkles With Game Show Fun

By Debbie Pate-Newberry, CMP

Proving once again that MPI Sacramento/Sierra Nevada is the place to be for food, fun and even game show entertainment, meeting industry professionals and guests gathered at the Hilton Sacramento Arden West in early June for the chapter's 2007 Annual Event. The evening culminated the year's activities, celebrating the outgoing Board's successes and welcoming the chapter's new leadership. In addition, top awards are given to chapter volunteers who have truly gone "above and beyond." (See article page 10.)

If you missed the event, and specifically the Silent Auction, you missed the chance



Laura Bohannon, CMP installs MPISSN Board of Directors.

to bid on the exceptional items. Crafty bidders know how to work the system to claim the best prices at great prices. Some people even hold off planning vacations until they see what wonderful trips they can buy.

(Continued on page 4)

What Can the MPI Foundation Do for You?

By Margie Starr, CMP

Everyone has heard of the MPI Foundation, but do you know what it is and what it can do for you? Since 1984, the MPI Foundation has invested more than \$11 million to visionary research and educational programs designed to increase visibility for the meetings industry while preparing meeting professionals for the future. The MPI Foundation raises funds to be invested by MPI in high-impact educational and business development programs in support of the MPI mission of increased professional and business opportunities in the industry.

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WORTH YOUR TIME

- September 18** Educational Luncheon, Hyatt Regency Sacramento
- October 16** Platinum Educational Program and Luncheon, Location: TBD
- November 13** Educational Luncheon, Location: TBD
- December 5** Educational Program at CalSAE's Seasonal Spectacular, Sacramento Convention Center

Watch your mail and e-mail for details on these upcoming events.

SACRAMENTO/ SIERRA NEVADA CHAPTER MPI

MEETING PROFESSIONALS INTERNATIONAL

Meeting Professionals International Sacramento/Sierra Nevada Chapter shapes and defines the meeting and event industry in the greater Sacramento/Sierra Nevada region.

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PRESIDENT'S MESSAGE

MaryAnne Bobrow, CAE, CMP, CMM
Bobrow & Associates



The past several years have been ones of change for our chapter. We hired a professional, **Cindy Miglino, CMP**, to manage our chapter and we hired an exceptionally competent person, **Carol Berry, CMP**, to manage our bookkeeping. Both have made the jobs of MPISSN's volunteer leadership easier. We also, thanks to **Laura Bohannon, CMP's** determination, changed the name of our chapter to be inclusive of our membership.

For 2007-2008, a group of dedicated volunteers has come together to enrich member satisfaction with our chapter and the benefits it provides. Our journey began in Reno, Nevada in late May, as volunteers worked during the Annual Retreat to enhance our chapter's business plan and to set the direction for this program year. If your leadership is to arrive at the end of this year and say that our efforts have been successful, we will need to accomplish two exceptionally important goals. First, under **Carolyn Tienken, CMP's** leadership as Vice President, Education, members can look forward to more advanced educational programming. Second, we want to ensure that our strategic partners are treated with the respect and appreciation that they so richly deserve. With **Becky McGuire** continuing in the role of Strategic Alliance Director, MPISSN can be assured that our strategic partners are in good hands.

By mid-year, thanks to the efforts of **Joy Florentino, CMP** and **Amy Orr, CMP**, members will be able to navigate an enhanced and more dynamic MPISSN website. Watch for more details in future issues of *Connects*. Thanks to a blend of returning and new volunteers, our Membership team, under the leadership of **Amanda Flangas**, Vice President Membership, is ready to respond to your needs.

Our June 2007 Silent Auction/Annual Installation Dinner Committee raised the bar on creative planning, producing a spectacular event. They will always have my gratitude for putting together such a memorable evening.

For 2007-2008, your volunteer leadership is motivated to increase its giving. All MPISSN members will have the opportunity to get involved in our community efforts in a variety of ways, including giving to the MPI Foundation, buying raffle tickets to support MPISSN's chosen charities for 2007-2008: **Saddle Pals** and **Give Hope Foundation**.

Your volunteer leaders urge you to join us as we expand our efforts by reaching out in many ways to help our charities and others in the hospitality industry, such as those affected by the Lake Tahoe fires. Under the capable leadership of our Co-Chairs **Litza Coughlin, MAS** and **Marie Coleman**, watch for opportunities to help MPISSN help others.

I will personally be working with your President-Elect **Karen Leland-Dolce** to ensure a seamless transition from one year to the next. We are both dedicated to building MPISSN not just for a year but also for the future and will use succession planning and other strategies to achieve our goals. We invite you to join us on our journey to an even better MPISSN and encourage you to become an active member and join our leadership team. Your experience in volunteerism will not only enrich you personally but will also help you to become more strategic in your own career.

Sincerely,

MaryAnne Bobrow, CAE, CMP, CMM

News From International

MPI International Announces Singapore Office Opening as Part of Global Community Strategy

MPI recently announced the opening of an Asia office in Singapore. Scheduled to officially open on Oct. 25 2007, the office is part of MPI's new vision and global strategy that was revealed in March at the Professional Education Conference-Europe, Copenhagen. The announcement was made jointly by MPI and the Singapore Exhibition & Convention Bureau (SECB) at a press conference during the 2007 World Education Congress à la Montréal in front of a crowd of global meetings and events professionals.

"The expansion of MPI into Asia-Pacific is a deliberate response to supporting the outstanding meetings and travel growth in that region," said Bruce MacMillan, MPI president and CEO. "With the continuous development of its meetings and events industry infrastructure, its role as a regional hub for Asia and its appeal as a brand, Singapore is the ideal choice as the place for our fourth office."

As part of its new vision, to build a rich global meetings and events community, the strategy positions MPI as a truly global community for its members and sustains its industry leadership role. MPI's strategy to use the Singapore office to add the Asian dimension to MPI's global body of knowledge and industry

networks is synergistic with Singapore's vision to be the key Exchange Capital of Asia, connecting knowledge with business.

"The opening of this office fits in with Singapore's vision to develop a vibrant ecosystem of world-class Meetings, Incentives, Conventions and Exhibitions (MICE) International Organizations (IO's) which play an instrumental role in the professional development of the Singapore MICE industry. This also reinforces Singapore's position as an exchange capital of the world, where there is a robust exchange of ideas and a fertile ground for business prospects, networking opportunities and the development of human capital," said Aloysius Arlando, assistant chief executive, SECB.

"A strong presence in Singapore will provide a community platform that will support our members who have an interest or desire to expand their business into or from this region of the world," said Angie Pfeifer, chairwoman of the MPI board. "We are thrilled to partner with Singapore to elevate the knowledge and experiences of the meetings and events community."

MPI anticipates hosting a Professional Education Conference-Asia (PEC-Asia) in Singapore, fall 2008. PEC-Asia will be a highly creative conference showcasing new concepts, educational delivery systems and marketplaces.

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Annual Event *continued from page 1*

But great prizes are only a piece of the Silent Auction puzzle. The fundraiser and dinner together raise a significant portion of the chapter's operational funds, which support outstanding educational events and scholarships for members.

After the fun of the Silent Auction, attendees enjoyed a delicious dinner real live game show action complete with contentants and industry-based questions. **Linda Petta, CMP** beat out the competition and won a beautiful flat-screen TV! Anyone who plans special events appreciated all the time and effort that went into the room decor and table treatment. The dinner was a shining example of how you can transform a room and make attendees feel special! We sincerely thank our key sponsors for their support in making the event so special:

Hilton Sacramento Arden West, General Manager Howard Harris and Staff
Susan and Lawrence Crane, The Party Concierge
Karen Leland-Dolce, Copeland Printing
Mike Regan, MR DJ Productions
Cambria Wines
Litza and Gene Coughlin, Graphic Promotions

The "official" part of the evening included thanking outgoing president **Margie Starr, CMP** her board of directors and committee chairs for their hard work. Then long-time member and past president **Laura Bohannon, CMP** installed incoming president **MaryAnne Bobrow, CAE, CMP, CMM** and her board of directors.

Obviously an event this large and successful couldn't happen without the support of many. Thank you to key volunteers for their time and efforts: **Laurie Schmalzel**, who spearheaded the event, as

well as **Charlene Davis, Becky McGuire, Melissa Price, Terri Schrader, Anita Schumaker** and **Jill Vandenheuval**.



Debbie Pate-Newberry, CMP is 2007-08 Publications Chair and owner of Communications by Design, which specializes in publications and association marketing. Debbie originally joined the chapter in 1990 and received the Planner-of-the-Year Award in 2002. Reach her at debbie@commsbydesign.com.

Thank You Silent Auction Item Donors

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One of My Favorite Events.... the MPISSN Golf Tournament!

By Amy Orr, CMP

As I was driving down to Rocklin to enjoy my third MPI Golf Tournament (MPISSN's 8th Annual), I was looking forward to not only a nice day out of the office, but also to the creativity that I'd be sure to encounter out on the course. Not the creativity in our team's scoring... (of course not!)...but the ideas and "out of the box" fun that our supplier members bring to our annual Golf Tournament.

First off we encountered the "**Reno – America's Adventure Place**" putting contest where one could work their way around flowerboxes to strive for the best putting score. Then, as foursomes went through the course and enjoyed networking, they were treated to non-stop goodies including breakfast snacks, delicious drinks and even chocolate fondue to keep the golf game going!



At the San Mateo booth, fun was had putting mini-hats and eyes on vegetables in celebration of their "fresh as it gets" campaign supporting local produce.

From a Wheel of Fortune theme (**Sacramento CVB**) to a Rock'n Roll theme (**Hyatt**) to a Hawaii theme (**Ontario CVB**) and racing theme (**Crowne Plaza**), each hole sponsor tried to out-do the others and impress their visitors. Probably one of the most creative ideas I've seen was having a "heavenly" bed – yes a full-size bed – out on the course for the **Starwood** brand! To give your golf swing just that added punch, need I mention the **Marriott** Mango Martinis and morning Mimosas from **Radisson**!

In case after reading this you think it was all fun and mimosas, well, it was! But, for you serious golfers out there, our tournament

offers some pretty stiff competition for the top three spots with the scratch golfers we have in our midst! If you're like me, though - a not-too-serious golfer who is interested in networking, having a great time, and just enjoying the creativity of our industry - I encourage you to mark your calendar for **June 4, 2008, for MPISSN 9th Annual Golf Tournament!** Dust off those golf clubs, hit the driving range and get ready for another good event enhanced so much by our MPISSN supplier partners.



Thanks go out to our Golf Tournament Chair **Jan Hansen**, and her committee members: **Karalee Adams, Allison Beene, Tina Brunello, Terri Brunson, Roberta Campbell, Jo Ann Chadwick, Amanda Flangas, Teresa Fung, Jessica Lewis, Linda**

Maher, Cathy Mikles, Marilyn Nishikawa, Cynthia Summers, Ruby Turner and Annie Webb. In addition, the team couldn't have done it without the support and coordination of our fabulous chapter administrator, **Cindy Miglino!**

See Tournament Winners, Sponsor Hole Award Winners and more photos on page 9.



Amy Orr, CMP is serving as MPISSN's Director, Communications and Marketing. She joined MPI in 2001 and owns ORRganized Events. Reach her at amy@orrganizedevents.com.



More Golf...

Tournament Winners:

1st Place - Barbara Bock Stannius, Steve Mammer, Chauncey DeVitis, Vishwa Nand

2nd Place - Dave Boldt, Igor Avanto, Jim Gleich, Jeff Leonaudakis

Men's Longest Drive - Rick Brush

Women's Longest Drive - Barbara Bock Stannius

Men's Closest to the Pin - Steve Hall

Women's Closest to the Pin - Kelly Macy

Starwood Bed for Closest to the Pin - Norm Zimmerman

Hole Sponsor Awards:

Most Unique Booth - San Mateo County CVB

Best Table Decoration - Sacramento CVB

Best Costume - Sacramento CVB

Best Games - Reno-Tahoe CVB America's Adventure Place

Best F&B - Sheraton Grand Sacramento

Best Giveaways - Sacramento CVB



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MPISSN Presents Top Awards

By Katherine Winans, CMP

The Sacramento/Sierra Nevada Chapter of Meeting Professionals International recently honored **Susan Buntjer, CMP** with its 2006/2007 Chapter Planner of the Year Award and **Hillary Burton**, Senior Sales Manager with the Sacramento Convention and Visitors Bureau as Supplier of the Year.



(l to r) 2006 Planner of the Year MaryAnne Bobrow, CAE, CMP, CMM congratulates Susan Buntjer, CMP on her 2007 award. Hillary Burton holds her 2007 Supplier of the Year Award presented by 2006 honoree Joy Florentino, CMP.

Susan, currently with Rural Community Assistance Corporation, has been an active member of MPI since 1989. While on her way up the leadership track at MPI/San Diego, Susan and her husband of 24 years, Bob Rice, relocated to Michigan and then back to Sacramento in 1997 where Susan

grew up. She has served on MPISSN's Community Outreach, Membership Recruitment, Audit and Chapter Administrator Search Committees. Susan has been a Director, Vice President of Membership, Vice President of Finance, President Elect, Presi-

dent (2004/2005) and Immediate Past President of the MPISSN Chapter.

Susan achieved her CMP certification in 1991 (back when there were only 250 CMPs!) and is a member of the CA Society of Association Executives and the Green Meeting Industry Council. She is also an active member of the National Peace Corps Association and served as a Peace Corps Volunteer in Ghana, West Africa from 1977 to 1979.

Hillary Burton, after winning Chapter Leader of the Year in 2006/2007, has now been honored with MPI's 2007 Supplier of the Year Award. Hillary has been with MPI for nearly 10 years and served as Vice President of Membership, the Director of Strategic Alliance and is currently Vice President of Finance.

Hillary's position as Senior Convention Sales Manager for the Sacramento Convention & Visitors Bureau as the State Association Specialist has allowed her to get involved with organizations such as MPI.

Award criteria include participation in Chapter meetings and events; Chapter leadership roles; membership recruitment; involvement at International level; professional achievement; service in industry related and community organizations.

Katherine Winans, CMP is a self-employed Independent Planner and Association Administrator with 20+ years in the meetings industry. Reach her at jkw@gbis.com.

MPI Foundation *continued from cover*

But what is in it for you personally? Here are some of your benefits:

- **SCHOLARSHIPS:** MPI foundation invests in educational scholarships for MPI members. Scholarships support undergraduate and graduate programs, traditional and non-traditional academic institutions and MPI professional education, conferences, institutes and certification. Several MPISSN members have taken advantage of this benefit.
- **CHAPTER GRANTS PROGRAM:** The MPI Foundation grants more than \$150,000 annually to local chapters for programs, recruitment, research, marketing and leadership development. MPISSN received a grant two years ago for \$1,000 and is applying for one this year for website development.

In addition, the Foundation has developed the Multi-Cultural Initiative, the Women's Leadership Initiative and more. Visit the web at www.mpiweb.com to learn what they have done and what is to come.

Special Raffle at January Luncheon

To create awareness at our chapter level, we will have a very special raffle at the **January 2008** monthly meeting. For only \$5 per ticket, you can enter to win some fabulous hotel stays in Hawaii, major U.S. cities or a great package from the Peppermill Hotel & Casino in Reno. **This will be in addition to our monthly Community Outreach raffle and tickets must be purchased by December, 31, 2007.** Be sure to tell your friends who do not have access to hotel discounts! A list of prizes for this special raffle will be unveiled at the September luncheon. If you have any questions, please contact Margie Starr at 916-341-4014.



Margie Starr, CMP has been in the meetings industry since 1989. She is currently the Director of Sales and Marketing for the Sheraton Grand Hotel in Sacramento and is the chapter's Immediate Past President, a position she is enjoying immensely.

The Color of the Decade

By Janet Cooperman

The handwriting is on the wall ... and it's written in green. Pick up a newspaper or magazine or tune into NPR and you are likely to read/hear about green, the color of the decade.

Utilizing a "Strategic Green Business Plan" has become **essential** to competing in the US marketplace, and companies interested in maintaining/increasing market share are going green. In fact, for some years now, the Dow Jones World Sustainability Index has listed the leading 10 percent of the world's top 2500 companies based on annual assessments of their economic, environmental, and social performance.

Sometimes known as a "Corporate Social Responsibility Plan," a good "Green Plan" in action goes a long way toward wooing consumers whether they're environmentally conscious or

image conscious and is very **good business** (a la [maligned] Wal Mart's new, well received sustainable marketplaces where lighting is natural through skylights during the day and from stored solar power after dark).

You can't mention "good" and "green" in the same sentence without saying that Going Green is good for the community.

You can't mention "good" and "green" in the same sentence without saying that Going Green is **good for the**

community. Re-using materials, reducing waste and recycling help existing landfills last longer; reduced green house gas emissions provide cleaner air; and reduced consumption means we might leave a legacy of natural resources for our grandchildren to enjoy.

All of the above are summed up well in the definition of "sustainability" as "a condition of existence which enables the present generation of humans and other species to enjoy social well being, a vibrant economy, and a healthy environment and to experience fulfillment, beauty and joy without compromising the ability of future generations of humans and other species to do the same."¹

You might ask at this juncture, "What does this have to do with me and with my job?" By making a few adjustments to the way we do business, the hospitality industry could positively impact at least six of the "Nine Biggest Problems Facing Humans Today".²

Perhaps Dirty Water (#5), Epidemics (#7), and Drug Resistant Infections (#8) are outside our ken, but Green Meeting Planning can reach far enough to affect Global Warming (#1), Oil Dependency (#2), Hunger (#3), Dirty Air (#4), Over Fishing (#6), and Waste Disposal (#9). Through the ripple effect, even the slightest modifications can create big results.

In May 2007, the USEPA officially introduced rules which give "preference to meeting facilities that consume less and manage their environmental resources in positive ways." In July, 2007, legislation was introduced to the US Congress³ to expand this ruling under "The Green Meetings ACT" to all Federal agencies.

As meeting planners and suppliers, we have the power to initiate change by creating a more sustainable industry. Whether you start small or on a grand scale, take the first step and act now. For more information on how to get started, go to www.greenmeetings.info or call me directly at 916-706-0864.

¹ Guy Dauncey

² *Business 2.0*, January/February 2007, pgs 69-79

³ H.R.3037, Congresswoman Allyson Schwartz, PA

Janet Cooperman is an active member of the Green Meetings Industry Council. She is owner of Green PEAS Events which specializes in sustainable meeting practices including planning, consulting and speaking. Reach her at Janet-plans@aol.com.



MPISSN "This & That"

Members in the News - Laura Bohannon, CMP and **Katherine Winans, CMP** were both interviewed and quoted in the *Northern Nevada Business Weekly* special addition, "Meeting Planner's Guide 2007" distributed this past June. Laura was interviewed for the Budget Surprises piece, and Katherine contributed to Speaking for Success.

Workplace Award - Special congratulations to **Rural Community Assistance Corporation (RCAC)** for their Sacramento Workplace Excellence Leader Award for small non-profits. This award is presented by the Sacramento Human Resource Association and *The Sacramento Bee*.

Who's Blue Duck worthy??? - Nominate someone who you think has done something special for the chapter. Nomination forms are available at chapter events or by calling the chapter office at 916-624-2627. Quack, Quack!

Baseball, Hot Dogs, Apple Pie & MPI

MPISSN Heads to Raley Field for Town Hall With MPI Chair

By Joy Florentino, CMP

What a beautiful day at River Cats Stadium, Tuesday, July 17 including a cooling Delta Breeze as an added bonus! Special thanks goes to our Committee Chairs and their committees who arrived with themed tables ready to recruit. Members and guests networked and discussed the array of volunteer opportunities, and we thank all of those who stepped up to the plate to get involved with MPISSN this year!

Membership in MPISSN is only the first step...getting involved is where our members find the most value. Our active members claim that the networking, contacts, knowledge and experience gained from being an active member of our chapter is invaluable for both personal and professional growth. If you did not have an opportunity to attend, it is not too late. Make a mid-year resolution to get involved; we'll welcome you with open arms!

We were honored to have MPI International Chairwomen **Angie Pfeifer, CMM** share MPI's global vision with us at lunch. In an effort to start here at home, we completed our luncheon with a Town Hall asking those in attendance what they are looking for from our chapter. MPISSN board members answered questions and took audience feedback to heart. Under the leadership of our new **President MaryAnne Bobrow, CAE, CMP, CMM**, we look forward to excellent educational programming in the upcoming 2007-2008 year!

In addition to the luncheon program we presented our charity checks to the two organizations MPISSN supported last year. **Give Hope Foundation** and **Saddle Pals** each received \$1,318.50. These charities will be supported again next year.

Two special awards also were presented at the luncheon. **Amanda Flangas** received the President's Award for her extraordinary efforts including overseeing two golf tourna-

ments in the same week last June — our chapter's and her charity's. The **Hyatt Regency** received the chapter's Crystal Platter Award for their extra effort in hosting one of the chapter's luncheon's last year. The President's Award is selected by the outgoing chapter president and is not presented each year. The Crystal Platter Award is based upon attendee evaluations at each luncheon throughout the year.

Raley Field is a unique location and we thank them for hosting this special event, including the T shirt giveaway to each attendee. Special thanks also to **Centerplate** for the delicious food, to **Party Concierge** for the colorful centerpieces and **Graphic Promotions** for the awards.



(l to r) MPISSN Immediate Past President Margie Starr, CMP, MPI International Chairwoman Angie Pfeifer, CMM and MPISSN President MaryAnne Bobrow, CAE, CMP, CMM



As a Senior Account Executive for Marriott International, Joy Florentino, CMP, has enjoyed a career in the meetings industry for over 15 years. She specializes in working with state associations to place their annual conferences and programs into Marriott, Renaissance and J.W. Hotels and Resorts. Contact her at joy.florentino@marriott.com.

MPI CONNECTS

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