



Sacramento/Sierra Nevada Chapter

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MEETING PROFESSIONALS INTERNATIONAL®

CONNECTS

Creating a Life You Love

By Kathleen Barton

Are you living a life you love? Having a personal vision is critical to having the life that you want! Your personal mission or vision is your reason for being; it's why you're here on this earth. According to Stephen Covey, author of *Seven Habits of Highly Effective People*, a personal mission statement is "a powerful document that expresses your personal sense of meaning and purpose." It includes the qualities you'd like to have and what you'd like to contribute to the world. It should inspire and motivate you to be the best that you can be.

Having a personal vision is critical for having the life and career that you want. If you don't create your vision, it will be determined for you by your circumstances and by other people. Having a defined vision helps you live your life on purpose rather than by chance.

I wrote my vision statement years ago. Having a defined vision has given me a sense of purpose and meaning. It helped me clarify what's really important to me, and now I'm more committed to my values. My personal vision has provided me with focus and direction. It motivates me to achieve more.



(Continued on page 4)

MPI Foundation Raffle - MPISSN Raises Funds With Exciting Raffle!

By Margie Starr, CMP

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

February 19	Luncheon: "APEX" with Terri Breining, CMP, CMM, APEX Commissioner Marriott Rancho Cordova
March 25	Tradeshow Marriott Rancho Cordova
April 22	Platinum Education & Luncheon: "Writing Post Conference Reports: Demonstrating ROI" with Michele Wierzgac, MS, CMM; <i>Sponsored by Peppermill Resort Spa Casino</i> ; Location: TBD

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

WHERE MEETING PLANNERS AND SUPPLIERS MEET

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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



I can't believe that we are already in our fifth month of MPISSN's program year. Where does the time go? We have had some excellent educational programming with even more spectacular events on the way! MPISSN once again partnered with CalSAE to provide relevant education at CalSAE's Seasonal Spectacular December 5, 2007. This year's session featured **Cris Canning** and **Buzz Marketing**.

In February, our chapter is privileged to have **Terri Breining, APEX Commissioner**, providing an update on all of the new things happening with APEX. We have heard from so many members that they really don't know what APEX is or how it applies to them. In February, a new APEX product called Powershop will be launched, and you will surely want to attend and learn about that. March is our always fantastic trade show. In April, our platinum workshop will feature **Michelle Wierzgac**, providing valuable information to you on how to demonstrate return on investment in your post-convention reports – a MUST attend session for us all.

In May, we have a very special speaker – **Izzy Gessell** – who will share ideas on Managing Stress and Change Through Humor. Izzy is not just another motivational speaker. Attend his session and be very happy that you did! Our year ends with our traditional Annual Dinner/Silent Auction and Golf Tournament in early June.

As we move full speed ahead into the holiday season, I am mindful of all the good things that MPISSN members do regularly for our chosen charities – **Saddle Pals** and **Give Hope Foundation**. Your contributions to our monthly raffles support these two worthy organizations. Still in the works is the idea of actually helping these organizations by volunteering for them—more details to follow. What better way to give back to our communities!

Shortly after the Angora/Tahoe fires, we sent out a plea to members to help a family that our chapter had "adopted." Response to date has been good but we hope that as the holidays approach you will dig deep and find time to donate to this family of four that includes two small children. Let's come together and ensure that this family has a holiday that helps them overcome their losses from the fires. We all remember the thrill of the holidays as children. Let's be sure these two children have the same memories. Please feel free to contact our Community Outreach Co-chairs **Marie Coleman** (mariek-cole@aol.com) and **Litza Coleman** (litzac@graphic-promotions.com) for suggestions of what you can give to make this family's holiday memories pleasant ones. Their needs are pretty simple – and don't worry about the DVD the kids want – I'm already getting that for them.

To you and yours, I send you best wishes for a happy and healthy holiday season and a prosperous new year.

Sincerely,

MaryAnne Bobrow, CAE, CMP, CMM

MPI Foundation Raffle *continued from page 1*

The Sacramento/Sierra Nevada Chapter is supporting the Foundation with a fantastic raffle! We have received donations valued over \$10,000, and 100 percent of the funds collected for the raffle will go to the Foundation. For only \$5 per ticket, you could win a prize from one of the following venues:

Waikiki Beach Marriott Resort & Spa	North Lake Tahoe Ski Package
Peppermill Hotel Casino	Palace Hotel San Francisco
Sheraton Chicago Hotel & Towers	Sheraton Seattle
W San Francisco	W Seattle
Westin Bellevue, Washington	Westin Calgary
Westin Edmonton	Westin San Francisco Airport
Westin St. Francis	St. Regis San Francisco

Do you want tickets for yourself, family and friends? Please contact **Margie Starr** at Margie.starr@sheraton.com.



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.

We Want You!

To Volunteer for the 2008 Annual Event

Whether you can donate one hour or many hours, we need YOU to help with the 2008 Annual Event. Please contact event chair Anita Shumaker at 916-600-2138.

2008 Golf Tournament

We'll return to the popular Timber Creek Golf Club in Roseville for MPISN's **June 4, 2008**, tournament. Players and sponsors, save the date for another great day of networking in the beautiful outdoors after the previous evening's dinner and auction.



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Creating a Life You Love *continued from page 1*

How do you create your personal vision statement? Set aside some quiet time for yourself. Find a place where you won't be interrupted or distracted. Allow yourself at least an hour or so. Get comfortable and relaxed. Prepare to be open and explore your values and vision. Your mission comes from deep inside you, so listen to your heart's desire. Answer the following questions thoughtfully.

1. What would I most like to have in my life?
2. What are my greatest moments of happiness and fulfillment?
3. What qualities and characteristics are most important to me?
4. What activities in my personal life are most fulfilling?
5. What activities in my professional life are most fulfilling?
6. What do I want to accomplish in my lifetime?
7. If I had unlimited time and resources, what would I do?
8. What talents and skills do I have?
9. How can I best contribute to others?
10. What legacy do I want to leave?

Once you've answered the questions, look for common themes. Having done this preliminary work, then answer the question, "What is my personal vision?" Write whatever comes to mind. This becomes your first draft of your personal vision statement. Review and refine it until you feel comfortable with it. The format is up to you. It can be one page (or two or three), one paragraph, or one sentence. As long as it is meaningful to you, that's all that matters.

Once it's written, refer to it often. You might even memorize it, so that it becomes ingrained in you. Your personal vision becomes your personal constitution. Use it to guide your day-to-day decisions and actions. By doing so, you'll find that you move closer and closer to achieving your vision. Then when you reach the end of your life, you can look back with peace and satisfaction knowing that you have achieved your mission in life!



Kathleen Barton is a keynote speaker, workshop presenter, and coach specializing in life purpose, career success and work-life balance. She is also the author of the workbook, Finding Your Purpose and Passion in Life (available at www.the-success-connection.com). Kathleen can be contacted at KathleenBarton@the-success-connection.com or 916-223-6466.

MPI Global Marketplace

MPI has added an impressive new component to the MPIWeb. The **MPI Global Marketplace** - a Google-like search tool of meeting and event suppliers - replaces and upgrades the "Supplier Showcase." This is the one global meeting and event industry resource you need to be connected to, and MPI supplier members are automatically listed for free. Log in the "Marketplace" section of **www.mpiweb.org** to find the resources you need.



Coming Soon!

Our redesigned Chapter Web site
with a fresh look, easier navigation and more
information to serve our members in
Sacramento, Lake Tahoe and Northern Nevada.

Launch date: January 2008

WWW.MPISSN.ORG

Special Thanks to Our Raffle Prize Donors!!

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Sheraton Stockton @ Regent Pointe
Renaissance Agoura Hills Hotel
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The Lodge @ Riverside
River Cats
Marriott Santa Ynez

September

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Palm Springs Spa Resort

October

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Burbank Airport Marriott
Flamingo Hotel – Santa Rosa
Folsom Lake Natoma Inn
The Ridge Golf Club & Events Center

November

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What's New in Sacramento

By Lucy Steffens

Director of Travel Media & Film Commissioner, Sacramento Convention & Visitors Bureau

The 2007 California Hall of Fame Opened December 5, 2007

Conceived by First Lady Maria Shriver, the California Hall of Fame was established in 2006 with the California Museum to honor legendary individuals and families who embody California's innovative spirit and have made their mark on history. The 2007 Hall of Fame inductees are: Ansel Adams, Milton Berle, Steve Jobs, Willie Mays, Robert Mondavi, Rita Moreno, Jackie Robinson, Jonas Salk, M.D., John Steinbeck, Elizabeth Taylor, Earl Warren, John Wayne and Tiger Woods. The exhibit will feature artifacts personally loaned by the inductees, their families and organizations, including many items that have never been exhibited before.

www.californiamuseum.org



Sacramento Segway Tours Debut

There's a fun, new way to explore Sacramento. The guided tours on personal transporters start in Old Sacramento and take participants in 2 ½ hours past city attractions and landmarks including the State Capitol, Leland Stanford Mansion, Crocker Art Museum and Historic Governor's Mansion.

www.hystericalwalks.com

Luxury Hotel Opens on the Sacramento River

Le Rivage Hotel is scheduled to open in December 2007 just south of downtown Sacramento. The 100-room Tuscan inspired hotel has a spa, bocce ball court, pool, bicycle rentals and 1,500 foot boat dock. Guest services will include town car service to Sacramento International Airport and the State Capitol.

www.preferredhotels.com

AMGEN Tour of California Stops in Capital City February 19, 2008

The heart pumping action and excitement of professional bicycle stage racing will take California by storm with the AMGEN Tour. Sacramento is the Stage 2 finish of this 700- mile 8-day world class sporting event. Watch the intense sprint for the finish, the traditional awards ceremony and jersey presentation or join in the free race day festival including a health and fitness expo, cancer awareness education and bike safety. There will be plenty of food, family activities and entertainment.

www.amgentourofcalifornia.com

Grandma Moses Exhibit at the Crocker Art Museum

Featuring the work of one of America's most beloved folk artists, Anna Mary Robertson (Grandma) Moses (1860-1961), this exhibition is an innovative and much overdue retrospective, bringing together approximately 40 paintings from her long and successful career. Distinguished by idyllic rural subjects, Moses' style is immediately recognizable; her charming themes illustrate the American ideal of prosperity and happiness rooted in an agrarian society. In this new exhibit, her signature paintings are placed alongside those rarely seen, supplemented by an additional selection of the artist's personal artifacts. Examining the immense popularity of Moses' work between the Great Depression and World War II, as well as the prosperity and domesticity of the 1950s, Grandmother to the Nation highlights unique perspectives that are often overlooked in traditional Grandma Moses exhibitions. Through January 6, 2008.

www.crockerartmuseum.org

Treasures of Hearst Castle in Sacramento

The California Museum, in partnership with California State Parks, brings the flavor of Hearst Castle to the state capital from April 13, 2007, to April 13, 2008. This special exhibition showcases, for the first time, a significant grouping of Hearst's treasures outside the walls of the Castle. Visitors have the chance to see treasured objects from Ancient Greece, Ancient Egypt, and Renaissance Europe, including a Madonna and Child painting created by a 14th century master, Duccio di Buoninsegna, who is considered one of the founders of Western art.

www.californiamuseum.org

(Continued on page 9)



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What's New in Sacramento *continued from page 7*

Aerospace Museum Takes Flight

The Aerospace Museum of California opened in January 2007 at McClellan Park. Resembling an airport terminal, the two-story building has a blue and beige exterior with gleaming blue glass. The \$ 7 million, state-of-the-art facility houses 30 aircraft and showcases prop-powered planes, helicopters and supersonic jets. Most of the displayed planes are retired from the military, but the collection also includes civilian planes.

www.aerospacemuseumofcalifornia.org



Sacramento International Airport (SMF)

SMF has gained seven new carriers since 9/11. ExpressJet Airlines is now offering daily non-stop service to eight destinations: Albuquerque, San Antonio, Spokane, Tucson, Colorado Springs, Oklahoma City, Tulsa and Bakersfield. Santa Barbara service will start in November. Air Canada started twice daily non-stop service to Vancouver, British Columbia in June 2007 and Frontier Airlines will start non-stop service to Puerto Vallarta in December 2007. www.sacairports.org

More Sacramento Gold Card Partners Means More Savings for Hotel Guests

Travelers to Sacramento now have even more ways to "discover gold" during their visit to California's capital city. The Sacramento Gold Card, an exclusive benefit to guests staying at participating Sacramento-area hotels, provides discounts to more than 25 attractions, restaurants, retailers, theaters, and sports venues throughout the region. Visitors can now choose from more than 30 hotels that offer the card - 10 more choices than when the card was first introduced in 2004. To receive a Sacramento Gold Card, guests simply need to request one when checking in at a participating hotel.

www.discovergold.org/goldcard



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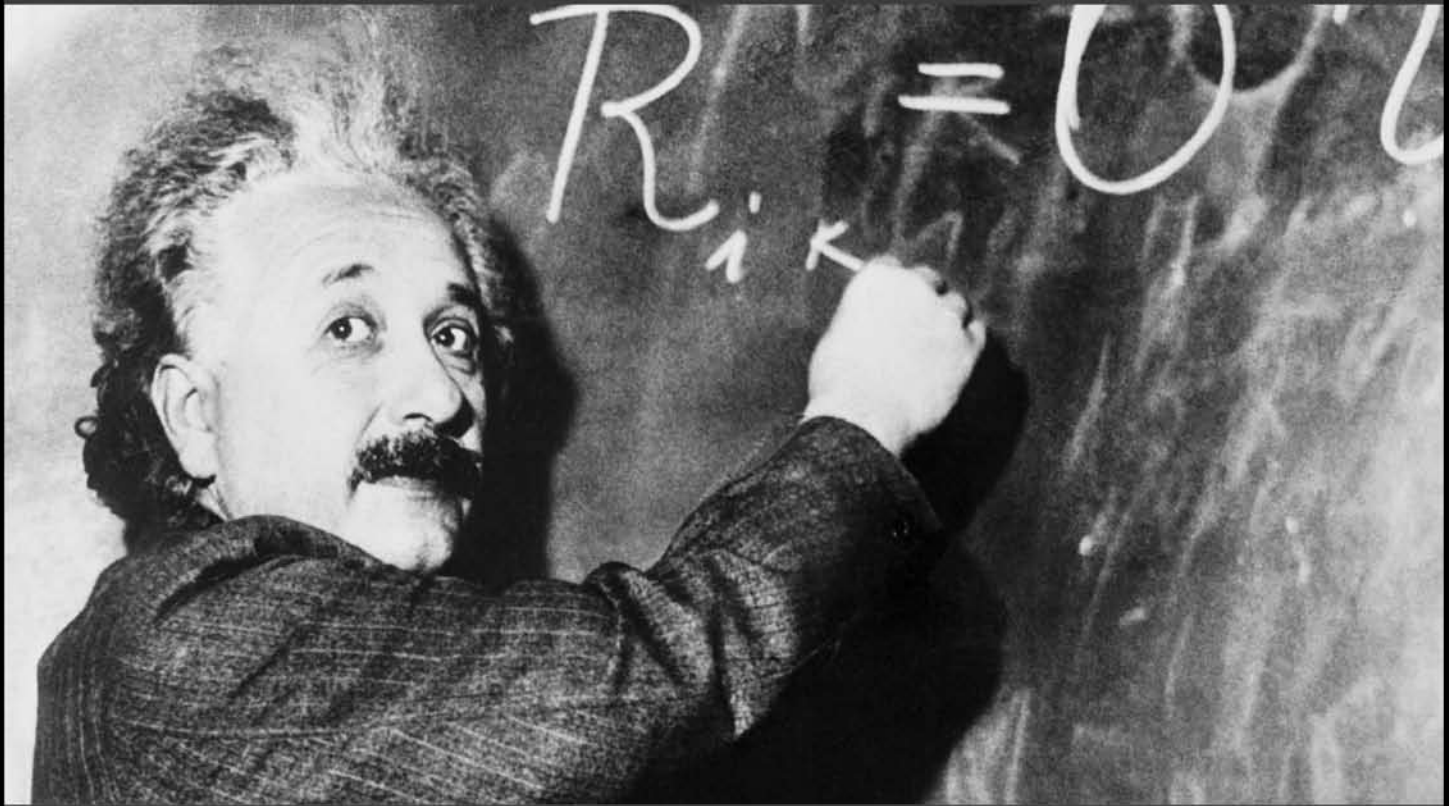
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Simplify Your Computer Files

By Debbie Gilster

Keeping your computer files in order can be as frustrating to maintain, if not more, than your paper files. You can save files in a million different places in your computer and they are not easy to "see," much less "find." So let's look at how we can make you more productive by providing some order to your electronic files. Your goal is to build a file retrieval system not a storage system. You want to make it easy for you, or someone in your office, to find the file later. Specific computer instructions are for a Windows environment but can be adapted to a Macintosh environment.

Determine a Structure

Having a place or "home" to put your file, once you've created it, is critical. Just like a proper chart of accounts makes your accounting system information more useful, the same applies with your file structure. Sit down with yourself or your team and plan out what type of information you need to find (notice I didn't say save).

Microsoft Windows comes with a folder called My Documents. If you are using XP, then it will be stored in the username folder (mine is called Debbie) that is contained in the Documents and Settings folder. You will want to store all of your document files in separate folders within this one folder. Create separate folders with names similar to the tabs in your paper filing system so there is consistency between the two information systems.

You may have folders called: ColInfo (short for Company Information), Clients, Newsletters, Website, Finances, and many more, plus your Personal folders. Each department or person in the company may have a separate folder. Since people change, try not to utilize folders with personal names; instead, call them by their department or function.

In Windows, you can use Windows Explorer to create the new folders in advance so you are ready to go. If you need to go down another level and create folders within folders, do it. I recommend only having up to three levels though, or it gets too complex.

As you can probably guess, I put all different types of files (Word, Excel, PowerPoint, etc) in these folders by the category name. That is how I look for things, not by the software that created the file. If this doesn't feel comfortable to you, then create folders by the software name. You'll still have a "home" ready to store the document (and find it easily later).

Point Your Applications to Your Document Directory

When you are in an application, like Word, and you want to save or open a file, you will want the computer to go directly to My Documents on your hard drive or to the shared folders on the Server. You can then save time by clicking on the proper folder under My Documents (or the name on the file server). Most new computers already do this. If you have an older application, find the menu that allows you to change the file location; it's usually under the Tools menu.

(Continued on page 13)

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Create Your Own File Naming Standards

Decide now the way you will name files when you save them. The name should give you a clue what is inside the file and even, if necessary, for what time period you are referring to. For example, when I create my budget, I name the file Budget 2004 or Budget 2005. I can easily see which file I want. My personal standard also includes putting Ltr for Letter, Fax for Fax, Mem for Memo and Prop for Proposal in the filename so I know a bit more about the contents. I start with the client company name or person's name, then the type of document, and maybe what it is about very briefly. Many times, I just put a number after the type of document (such as Claim Fax01, Claim Fax02) to make naming the file even faster.

Decide What to Save

So, you've determined where you will save files and what you will call them. The hardest part is deciding if you even need to keep the files in the first place. Not everything we create will need to be saved. Decide now. With hard disk, CD and DVD space being so cheap, we have a tendency to save everything! If you share documents with others, decide who will save the

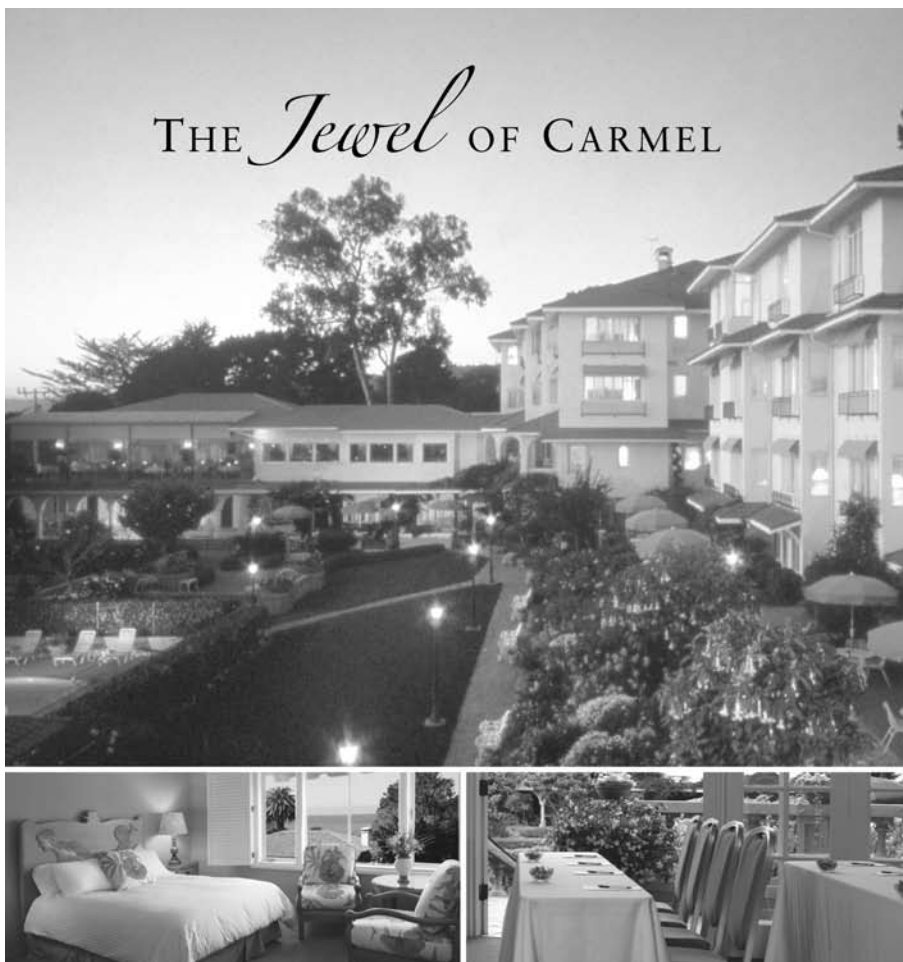
original file (usually the creator) and where is the best place to store it (usually on the company file server). Lastly decide how long you should save documents. Some people put the year in their folder name to help separate older information.

Looking for Files

Ahhh... now for the stress-reducing part. You can click on your My Documents folder and move into the right folder until you see your document. You can use Windows Explorer to see your entire folder list and files within the folders. You can search for the files by name in the Windows Search screen. In XP, click Start, Search and follow the prompts. In other Windows versions, right click on the Start button and choose Search. Enter a word or phrase in the filename you are looking for ("ClientA Fax") and it will bring up all files that match your criteria. You may need to click on Help for more details with this.

It takes just a bit more effort to set-up your file structure in the beginning and decide what you want to name files. The time saved finding files will be worth it in the long run. Couldn't you be doing something better with your time than looking for computer files?

Excerpted from Center for Growth and Productivity, Debbie Gilster, www.c4gp.com, 949-389-0440.



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Montréal

Recollections from MPI-WEC, Montreal – July 2007

By MaryAnne Bobrow, CAE, CMP, CMM

It now seems like an eternity ago that **President Elect Karen Leland Dolce**, Chapter Administrator **Cindy Miglino** and I traveled to Montreal to attend MPI's WEC. It was the first time any of us had attended an MPI function outside of the United States and, while I had previously visited other parts of Canada, I had never been to Montreal. What a beautiful and friendly city. They certainly put out the welcome mat for MPI. From the minute one stepped off the plane in Montreal and took that long walk from the plane to customs, there were signs and banners everywhere welcoming attendees to Montreal. I arrived a day before everyone else because I wanted to actually "see" a city instead of seeing just the hotel, convention center, and the airport.

The night I arrived, I ate dinner in the hotel's top floor revolving restaurant and was so glad I did that. Early the next morning, I took a half-day tour of the city and, once acclimated, spent the afternoon on a walking tour of my own. I highly recommend this if you are attending an event. It was such a peaceful and pleasant day before jumping into the hyperactivity that is MPI-WEC.

While MPI provided bus transportation to and from the hotels, most hotels were within easy walking distance from the convention center. The center itself was several stories high and navigation to some meeting rooms was challenging. Other than that, the center also did a great job for MPI—the meeting room temperatures were even comfortable!

There are so many social events connected with WEC that it is hard to keep up with and/or attend all of them. Not only does MPI hold evening events and receptions, but so do many supplier partners. And, our supplier partners really do go all out to make their events unique (how about those Starwood massages). There is always a "kick-off" luncheon for the next WEC at the current meeting. This year's kick-off luncheon was hosted by Las Vegas (home of 2008 WEC) and what could you say about their presentation but WOW! Everyone walked into a dark room, lit only by small blinking Welcome to Las Vegas signs at every place setting. And . . . there was a player's chip for every person that entitled everyone in the room to a free Las Vegas show during WEC 2008. What a great surprise.

Sometimes, it is just nice to have a quiet dinner with friends from the chapter. **Carolyn Tienken, CMP, Paula Kent** and I did that one evening, going to a local restaurant so we could "experience" Montreal. The restaurant even sent a car to bring us to the restaurant and would have brought us back if we didn't elect to walk back. Such great hospitality! On the closing night, after attending the reception, Karen, Carolyn and I hired a horse-drawn carriage that took us on a night tour of old Montreal and even took us back to our hotel. What a great ending to a great conference.

Choosing which education sessions to attend is always a challenge because of the number of sessions offered. Some speakers, like Jim Spellos who just presented to our chapter in October, are so popular that people wait in line to get into his session. Karen, Cindy, and I tried to go to different sessions because part of our

"reason to attend" is to see and recommend speakers to our chapter's Program Committee. With VP of Education Carolyn Tienken, CMP also attending WEC, we could preview an even broader selection of possible speakers. It is also a good time to preview speakers that we would NOT want to bring to our chapter. Our goal for 2007-2008 and beyond is to kick the level of education up a notch and the ability to see speakers in action before

we engage them for the chapter is helpful.

Next stop is PEC-Houston in early February where Karen and I will again select sessions and bring back recommendations to the Programs Committee. When you attend a chapter luncheon and/or workshop, please complete the section of your evaluation form that asks for suggested topics and speakers. We do listen and seek out sessions and speakers based on your recommendations!



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