



CONNECTS

Report Reveals Increasing Importance of Events in Brand Communications

The largest and longest-running annual survey of corporate sales and marketing executives, *EventView 2008: North America*, reveals that events generate the highest ROI of any marketing channel. This is just one of the top-line findings of the study produced by a unique collaboration among The Meeting Professionals International (MPI) Foundation, the Event Marketing Institute (EMI) and George P. Johnson (GPJ).

... in the face of splintering media channels, live experiences have emerged as a way to connect directly with customers, media, analysts, shareholders and other key groups ...

More than 1,000 senior sales and marketing executives – more than half of whom represent companies with revenues of \$1B+ – weighed in to produce this year’s comprehensive worldwide *EventView* series that covers multiple industry verticals. This first study in the year-long series reveals that face-to-face marketing activities are on the rise among the world’s largest corporations, and

event marketing continues to be fueled by an uncertain global economy and the drive for ROI.

The full *EventView 2008: North America* report is available for download at www.mpiweb.org, www.eventmarketinginstitute.org and www.gpj.com.

“This first report of the 2008 series confirms what we’ve been hearing from CMOs and event marketing executives; the increasing demand for performance in the face of stiff competition is driving marketers to embrace events to engage with their markets and increase business results,” noted Katie Callahan-Giobbi, Executive Vice President of the MPI Foundation.

Key findings in *EventView 2008: North America* include:

- 86% of respondents expect that their event marketing budgets will either remain the same or increase within the next 12 months, a 10% increase from the 2006 results

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WORTH YOUR TIME

- | | |
|----------------|---|
| June 3 | Annual Installation Dinner & Silent Auction
<i>Location: DoubleTree Hotel Sacramento</i> |
| June 4 | Annual Golf Tournament
<i>Location: Timber Creek Golf Course, Roseville</i> |
| July 15 | Monthly Luncheon: “ New Year - Take the Lead ”
kickoff luncheon
<i>Location: Raley Field</i> |

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

Have you registered for the Annual Event June 3? See page 3.

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.

CONNECTS

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President's Message

MaryAnne Bobrow, CAE, CMP, CMM
Bobrow & Associates



It seems like just yesterday that I was looking forward to serving this Chapter as its President. Now, it is time to turn the reigns over to your President-Elect **Karen Leland-Dolce**. This has been a fulfilling and exciting year. I am honored to have been surrounded by such a fantastic group of volunteer leaders. Karen and I have worked closely this year to put in motion strategies to enhance this chapter for the future. Some of those strategies will not be apparent to the membership until next year.

Throughout the year, your volunteer leaders have put in an enormous amount of time and effort to produce programs and events for you, our most valued members. For the first time, our chapter has successfully applied for and received a grant that enabled us to provide additional funding for workshops and educational sessions. We have participated in the Chapter Exchange Program with the Kansas City Chapter and gained a great deal of knowledge and insight in how to better serve our own members.

Our Communications team has worked tirelessly to redesign our website so that it is not only more user-friendly, but with improved features. Thanks, Communications team – we could not have done this without you.

In closing, I want to personally thank each board member, committee chair, and committee member for the time and contributions you made to make this a most successful year. And a very special thanks to the unsung heroes in our chapter, the two members who keep all of us on track – our Chapter Administrator, **Cindy Miglino, CMP** and our accounting wizard, **Carol Berry, CMP**.

Thanks also to the members who keep this chapter vibrant. I look forward to working with Karen next year in continuing the work begun last July.

MPISSN Platinum Series Workshop

Writing a Post Conference Report: Demonstrating Return on Investment (ROI)

By Joy Florentino, CMP

Spending my morning with the MPISSN Chapter at the Radisson Hotel Sacramento on Tuesday, April 22, 2008, with Michele Wierzgac, MS, CMM, proved to be one of the best ROIs of the year.

While "Writing a Post Conference Report" may not be at the top of our "to do" list, it absolutely should be. Michele outlined a sound proof plan for "Writing a Post Conference Report: Demonstrating Return on Investment (ROI)." By taking the time to do so, we earn the respect of those within our organizations as well as the respect of external customers and/or suppliers. Just one example of how we can increase the level of professionalism in our meeting profession and take our careers to the next level.



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MPI Sacramento Sierra Nevada Annual Event

June 3, 2008

Double Tree Hotel Sacramento

5:30 to 7:00 p.m. Silent Auction

7:00 to 9:00 p.m. Dinner, Entertainment and Live Auction

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- 85% of respondents say they are currently trying some form of experience marketing, a 4% increase from the 2006 results
- 54% of companies who have tried some form of experience marketing state that they will continue their transition within the next 12 months
- 71% of respondents state that the influence of procurement is either remaining constant or growing when selecting a marketing provider
- 34% of respondents plan to implement green event initiatives within the next 12 months. Half of those respondents reported that this was due to corporate responsibility mandates
- 22% of respondents indicate that event marketing produces the greatest ROI of all marketing channels, outperforming such disciplines as print advertising, public relations and web marketing

"This first issue of *EventView 2008* reinforces what brand marketers and top agencies have been tracking for some time now: in the face of splintering media channels, live experiences have emerged as a way to connect directly with customers, media, analysts, shareholders and other key groups," said Robert G. Vallee Jr., CEO of GPJ. "This trend shows no signs of slowing as we move forward through a period of historic worldwide economic change."

"What we are seeing is that events and experience marketing are the shortest distance between the brand and its audience, a fact that is raising events upstream in the brand communications process," said Kerry Smith, Executive Director of EMI. "The strategic power of events is changing the way brands decide to market themselves both here in the U.S. and worldwide."

About the *EventView 2008* Study

Now in its sixth year, the *EventView* study is the event and meetings industry's longest-running, global report on event marketing trends. Between October and December 2007, more than 1,000 individuals in marketing management positions from North America, Europe and Asia Pacific were interviewed via telephone with the goal of bringing clarity to the value and role that events play in the marketing mix. The results of the 2008 survey have a +/-3% margin of error.

Help Us Select 2008/09 Charities

By Litza Coughlin, MAS

MPI/Sacramento Sierra Nevada Chapter Community Outreach Committee is soliciting nominations for charities to sponsor for the upcoming 2008 – 2009 program year. In honor of our new chapter name, two years ago, we chose two charities; one from each of the geographies our chapter represents. The Project Hope Foundation in Nevada which assists families with medical and living expenses not covered by insurance for ill children and Saddle Pals Therapeutic Riding Program serving families from the seven counties surrounding Sacramento.

Send nominations to: LitzaC@graphic-promotions.com.

The criteria states the charity be local to Northern Nevada or the Sacramento area. Please include a brief description of the nominated charity, a contact name at the charity and please include why you're nominating this charity and why it should be considered.

Nominations must be received by May 30, 2008. All nominations will be listed on the Web site and voted upon by the membership. Winning charities will be announced at the June dinner.



FORE! Sign up today for our 9th Annual Golf Tournament!

Our **June 4 tournament at Timber Creek** in Roseville is coming up fast. There is still time (May 23 deadline) to sign up to play, and a few sponsorships are still available. Don't miss this fun day of networking and camaraderie! It is a great opportunity to meet new people and mingle with your industry colleagues. If you're not playing or sponsoring, join us for a delightful lunch in Timber Creek's beautiful ballroom. Visit www.mpissn.org to download a registration form today.

Contact Kris Keesling for sponsorship inquiries at 530-543-2116 or kris.keesling@hilton.com. **See you at Timber Creek!**



Have You Checked Out Our New Web site???

Our redesigned Chapter Web site has a fresh look, easier navigation and more information to serve our members.

Check it out!

WWW.MPISSN.ORG

LEADERSHIP

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MPI Foundation... \$910 in '08!

By Margie Starr, CMP

The Sacramento Sierra Nevada Chapter of MPI held a special raffle that netted \$910 for the Foundation. The MPI Foundation raises funds to be invested by MPI in high-impact educational and business development programs. Their key initiatives include the Chapter Grants Program and the Scholarships Program. MPISSN recently received a grant for our Web site and several of our members have been awarded scholarships over the past few years.

Thank you to the **Waikiki Beach Marriott Resort & Spa**, the **Peppermill Hotel Casino**, the **Resort at Squaw Creek**, **Express Jet** and **Starwood Hotels and Resorts of the Northwest and Western Canada** for their generous donations.

Congratulations to all of our winners: **Susan Buntjer, CMP**; **Laura Bohannon, CMP**; **Leslie Cole**; **David Johnson**; **Susan Westlake**; **Jennifer Brock**; **Geri Moessinger**; **Larry Jacinth, CMP**; **Anita Shumaker, C.M.T.**; and **Monica Slingerman, CMP**.

A huge thank you to everyone who participated in this raffle! We truly appreciate your support of the Foundation.

U.S. Hopes to Relieve Hassle for Air Travelers With New Policy

The U.S. Department of Homeland Security has revealed improvements aimed at strengthening air security while decreasing hassles for travelers. DHS will now allow passengers who have names similar to those on the so-called watch list to check in remotely. The department also unveiled its Checkpoint Evolution, which allows each airline to verify and securely store passenger dates of birth to clear up watch list misidentifications. By voluntarily providing limited biographical data, travelers that were previously inconvenienced on every trip will now be able to check-in online or at remote kiosks.

Additionally, DHS is providing greater clarity on the types of identification that will be accepted at checkpoints in the U.S. Beginning May 26, federal or state-issued photo IDs will be accepted if they contain names, dates of birth, genders expiration dates and tamper-resistant features.



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Three Cities... Endless Possibilities!

By Lauryl Hinerman, CMP

Placer County—Roseville, Rocklin, and Lincoln—is comprised of three vibrant and affluent northern California suburban cities nestled in the foothills between the Sacramento Valley and the Sierra Nevada Mountains.

Rich in gold rush, railroad and granite mining history, the area now is one of the greenest and fastest growing areas in the United States. The family oriented Placer Valley region thrives on its safe and healthy lifestyle. The region also boasts one of the lowest major crime rates in the nation.

Championship golf, eco-friendly experiences, hiking and biking trails, and world-class shopping and dining opportunities are found in abundance.

Lodging Options

With 18 group-friendly hotels (and four more under construction), Placer County offers spacious rooms, suites, spas, and meeting and conference space. Group tour planning assistance is always available.

Incredible Golf

Every real golf enthusiast should make the rounds of the outstanding array of courses. Morgan Creek, Whitney Oaks, Turkey Creek and Lincoln Hills, to name just a few, offer great tracks in beautiful settings. Five star banquet facilities are available at many of the clubs.

Wining and Dining

The Placer Winery renaissance occurs in the hills just north and east of the Placer Valley. Many of the 11 Placer County wineries are producing award-winning wines . . . perfect when combined with Placer County's world class dining establishments. Ruth's Chris, Crush 29, Fat's China Bistro, Il Fornaio, P.F.Chang's, Carver's Steak House, Mikuni and many others offer you the full spectrum of mouth watering choices.

Shopping, Shopping and More Shopping

The cups are flowing over with "shopopportunities" in Roseville and Rocklin! Roseville's Westfield Galleria is undergoing a \$240 million fashion-statement expansion—and it's only eight years old. Upon completion, it will house more than 250 stores in its 1.5 million square feet, including anchors Nordstrom, Macy's, JC Penney and Sears. In Rocklin, the infamous "Toy Row" strip features luxury vehicles--Mercedes, Porsche, Land Rover, RV's, and lots of boats, along with other upscale experiences.

Green Pride!

Hidden Falls Park in Placer County, just north east of the Placer Valley offers walking and cycling trails to see the wondrous

waterfall beauty. Roseville has just opened its one-of-a-kind Utility Exploration Center museum, featuring fascinating interactive exhibits related to waste management, electrical usage, and water purity and usage. And in Rocklin, the Star Eco Station is an environmental science education and wildlife rescue mission. Placer County is one of the nation's greenest counties, with tens of thousands of acres set aside in permanent open space preservation, and a genuine commitment to quality of life.

Group "Active-ities"

The first SKYZONE in California, featuring an all-trampoline, walled, playing field-perfect for 3-D Dodge ball- is scheduled to open in May 2008 in Rocklin. Strikes Family Entertainment Center and Coach's Restaurant has bowling, laser tag, arcade and a full service sports themed restaurant for leagues, open play, team building, sports team celebrations and birthday parties for all ages. Golfland SunSplash is designed for every kid at heart with two 18-hole miniature golf courses, a zippy go-kart track with NASCAR timing, a laser tag arena, a 200-game arcade and water park offering numerous slides that rocket guests up to 40 miles per hour.

The Arts

The Magic Circle Theatre stages productions at both recently renovated landmark Tower Theatre, once a 1941 art deco movie house now a theatre-in-the-round with 270 seats, and the 580-seat proscenium-arch Roseville Theatre built in 1926. Roseville Arts! is excited to present "Art and Illusion: Selections from the Frederick R. Weisman Foundation" as the Grand Opening Exhibition for the new Blue Line Gallery in Downtown Roseville. The Maidu Interpretive Center & Historic Site features rotating exhibits, petroglyphs and permanent displays that tell the story of local Indian cultures and the Maidu relationship to nature. Lincoln's Gladding McBean Factory is the last remaining terra cotta factory west of the Mississippi and is open to the public the month of May for tours and the Feats of Clay art show.

Stay and play, or tour the region – either way, Placer Valley is the ideal destination for discoveries galore. For a calendar of special events and other information about group tour opportunities, visit Placer Valley Tourism at www.PlacerTourism.com or call (800) 773-0522.

Lauryl Hinerman, CMP, is the Director of Sales with the Placer Valley Tourism and MPISSN's Advertising Chair. Reach her at 800-773-0522 or via email at lhinerman@placertourism.com.



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Add Spice to Your Next Promotion!

By Gene Coughlin

Like a chef going to the market for the freshest ingredients, we all need sources for the freshest ideas and ingredients to create tantalizing events that will leave attendees wanting more. A good chef knows the right spices and creative presentation will enhance a mundane dish into a masterpiece experience. So too for the event planner, promotional products are the spices that help you create memorable experiences with lasting impressions. So while planning your next event, ask yourself; What spices do you use? How do you present them? How well do they enhance the overall experience?

Like fine food, promotional products engage many of our senses. We can see, smell, taste, touch and in some cases even hear them. The creative use of promotional products adds a dynamic dimension to the overall experience that helps emphasize critical points and drive home the message. Clever campaigns can be easily affordable and designed to deliver readily measurable results while creating long-lasting impressions.

Traditionally promotional products are used for;

Event Marketing

- Promote events, Conferences and Seminars

Business Gifts

- Member incentives, Thank-you gifts and Holiday gifts

Self Promotion

- Promote your association/business/services in the marketplace

Employee/Membership Relations

- Safety Programs, Recognition Programs, Incentive Programs, Retention Programs and Company Stores



Trade-Show Giveaways

- Get attendees to take a desired action, Do this and Get That!

Use promotional products as an integral part of your marketing mix and watch clients grab a hold of your message – Bon Appétit !



In Honor of Earth Day consider New Earth Friendly Products. Plaques, Recognition Awards and Luxurious Apparel, all made from renewable and sustainable products such as Bamboo. Interested in Recycled Products? How about Journals, Pens, Water-Bottles and Bags just to name a few. Now let's share some Office-Dirt; a popular idea to help bring the outdoors into your office...



Graphic Promotions has been a proud member of MPISSN for over 15 years, specializing in the unique needs of Meeting Professionals and Associations alike. Gene Coughlin can be reached via www.graphic-promotions.com.

Local Industry Update

Joie de Vivre Hospitality Transforms Historic Office Building

In April, Joie de Vivre Hospitality and The Citizen Hotel "opened the books" on one of Sacramento's newest meetings and events space. Located on the corner of 10th and J Streets, in downtown Sacramento's well-known historic corridor, The Citizen Hotel is being created from the 82-year-old former Cal Western Life building to a boutique hotel with 197 rooms, five luxurious penthouses and nearly 15,000 square-feet of event space. The space incorporates 11,000 square-feet of meeting rooms, a ball-room and a 3,000 square-foot terrace overlooking the state capitol.

New General Manager at Sheraton Grand Hotel

Lawrence Walters has been named general manager of Sheraton Grand Hotel. He brings more than 35 years of hotel industry experience to the position. Most recently, Walters was hotel manager at the Westin Diplomat Resort & Spa in Hollywood, Fla.



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Congratulations CMPs!

Congratulations to these meeting planners who have achieved their Certified Meeting Profession (CMP) designation:

- **Amy Lai, CMP** with the California Dental Association
- **Jennifer Flohr, CMP** with the California Hotel & Lodging Association
- **Lisa Bispham, CMP** with the Child Support Directors Association
- **Laura DeOrio, CMP** with Search, National Consortium for Justice Information & Statistics
- **Terri Brunson, CMP** with the California Homebuilding Foundation

The CMP program was launched in 1985 to enhance the knowledge and performance of meeting professionals and today enjoys worldwide recognition as the badge of excellence in the meeting, convention and exhibition industry. The requirements for certification are based on professional experience and a rigorous academic examination.

The CMP program aims to increase the professionalism of meeting managers by:

- Identifying a body of knowledge
- Establishing the level of knowledge and performance required for certification
- Stimulating the advancement of the art and science of meeting management
- Increasing the value of participation to employers
- Recognizing and raising industry standards, practices and ethics
- Maximizing the value received from the products and services provided by CMPs

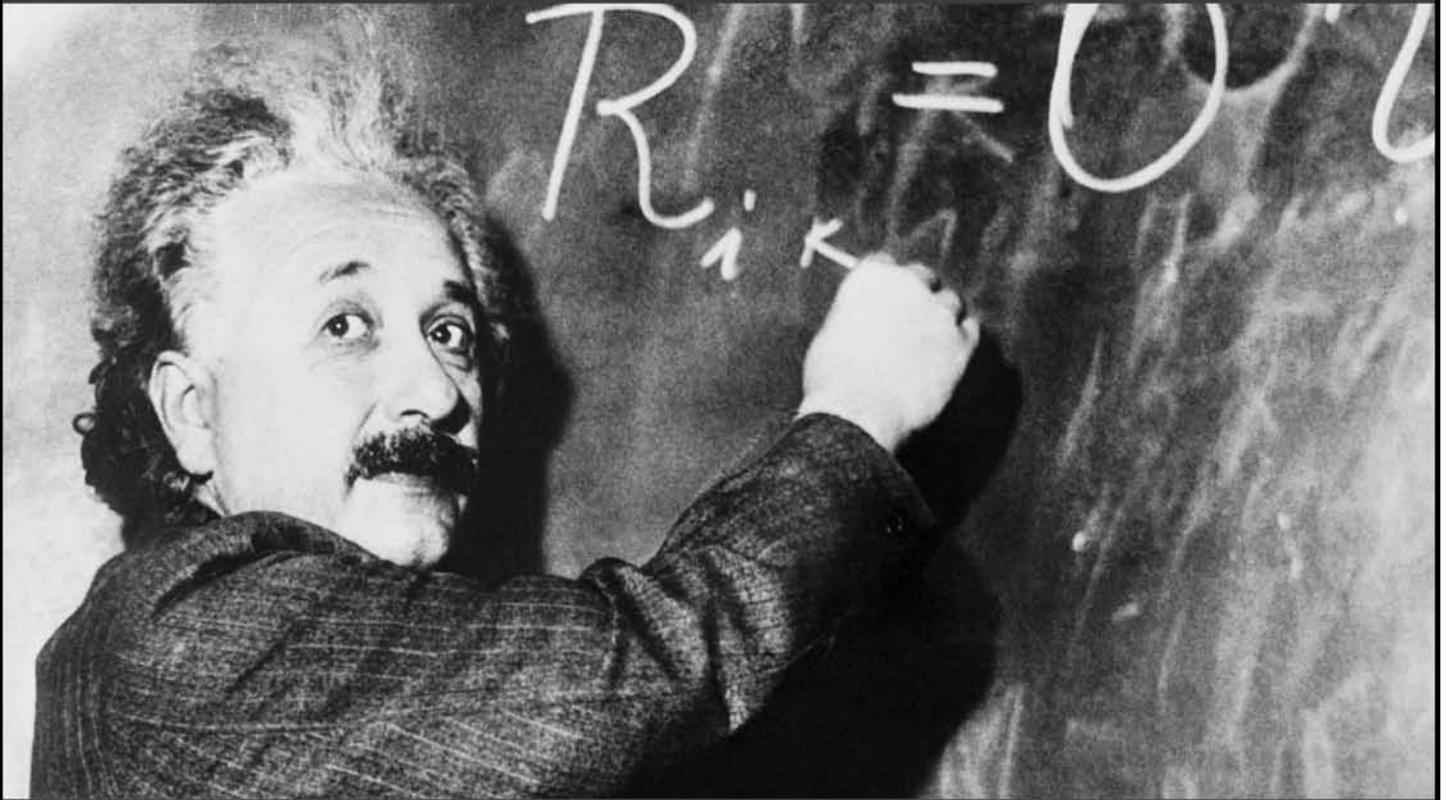
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After all, big ideas are the fruit of productive meetings, and for years we've been the birthplace of the big idea. Where else in the world has the creation of lasers, disk drives, PCs, open heart surgery, and even gene splicing occurred in such a short span of time?



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7 Strategies for Handling Last Minute Meetings

Susan A. Friedmann, CSP

Have you ever found yourself having to scramble to organize a meeting at the last minute? Wouldn't it be nice that if and when this daunting situation arose, you were well prepared with all necessary information ready at your fingertips?

Survival Strategy #1. Question the meeting need.

Before you jump into automatic pilot to start your last minute meeting organization, challenge the request. Since deciding to hold a meeting demands serious consideration because of the costs involved, both direct and indirect, double-check the rationale for holding the meeting. Develop a few pertinent questions to ask and find out if a meeting alternative, such as a teleconference would achieve the same results.

Survival Strategy #2. Know the basics.

If the meeting really needs to happen, make sure that you plan for the basics:

- What is the purpose of the meeting?
- Where should it take place - on or off-site?
- When is it scheduled for - date and time?

- What's the meeting agenda?
- Who needs to be invited?
- What refreshments and snacks are needed?
- What specific materials and equipment is needed?
- What travel and hotel arrangements, if any, are necessary?
- What's the meeting budget?

When it comes to budget, remind your boss that good quality, last minute buying and cheap don't usually correlate. The reality is that last minute pricing may well come at a premium.

Survival Strategy #3. Develop checklists.

Checklists should be every meeting planners guardian angel. They're there to help out in time of trouble and avoid unnecessary panic. With the hundreds of pieces that make up the meeting puzzle, the only way to put them together and keep tabs on all the details is with a checklist. Become a checklist fanatic and consider having a checklist for each checklist. Cover all your bases. The more thorough you are, the greater the probability of success, even at the last minute.

continued on next page



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Survival Strategy #4. Create a contact list.

When you need something in a hurry who do you call? These are the people who need to make up your contact list. Consider your facility needs, catering, audio-visual, etc. Compile a list with phone including cell phones, fax and email information. Keep this list updated annually as contacts and their information can change. Also include useful website resources as you find them, but remember to check them out beforehand.

Survival Strategy #5. Build relationships.

Don't wait until you need a favor from someone, rather continually find ways to build a "dream team" or support network. Build a contact base of other meeting professionals, suppliers, vendors and angels you can call on at the last minute to help you out. Take time to discuss their strategies and resources for dealing with last minute meetings, and add this information to your "survival kit." Don't forget to include your fellow co-workers who might be willing and able to help out at a moment's notice.

Survival Strategy #6. Develop contingencies.

Because your plans are last minute, the greater the chance of something not working out the way you'd like it to. So what's your backup? If you don't have one, all your original plans could

be destroyed in an instant, and you'll be scrambling even more than before to put a second strategy into operation. Have a Plan B ready "in the wings" just in case you need it. Once again, the more thorough you are, the greater the probability of pulling off this miracle.

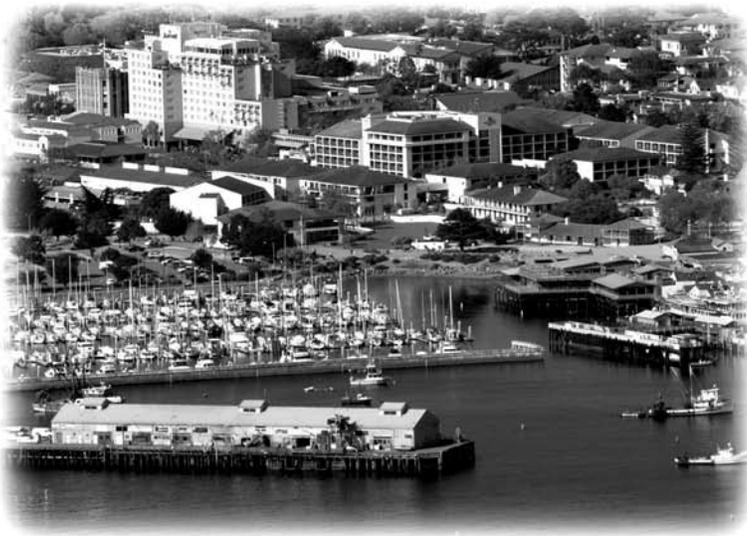
Survival Strategy #7. Learn to laugh.

Keeping a sense of humor will definitely help prevent you getting mad, angry and frustrated with those disorganized managers who leave things to the last minute and expect you to perform miracles. Learn to laugh at them and yourself to keep a saner perspective on life. If nothing else, remember that laughing is a great survival technique, which is good for your health and will help reduce stress and blood pressure levels.

Written by Susan A. Friedmann, CSP, The Tradeshow Coach, Lake Placid, NY, working with companies to improve their meeting and event success through coaching, consulting and training. Author: "Meeting & Event Planning for Dummies," and "Riches in Niches: How to Make it BIG in a small Market" (May 2007). For a free copy of "10 Common Mistakes Exhibitors Make"; e-mail: article4@thetradeshowcoach.com; website: www.thetradeshowcoach.com



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