

Meeting/Event Planners: *Think Green!*

By California Integrated Waste Management Board Staff

It seems as if the entire world is going green. Maybe you, too, have started thinking about ways to use less and reduce your environmental footprint. Think about it the next time you plan a meeting or event. It doesn't matter how small or large your meeting is because you can incorporate the same basic waste reduction strategies for either.

By reducing waste on the "front end," you will be keeping waste out of landfills, providing cleaner air to breathe and conserving energy and water. There are economic incentives too. Reducing waste can decrease operational expenses, provide additional revenue, and offer possible tax deductions for donated items.

Waste reduction is more than just recycling beverage cans and bottles. It's a way of thinking about all materials, operations and contracts that directly or indirectly result in the solid waste disposal fees and other expenses now draining revenues from your enterprise.

You need not be a technical expert; all you need to do is incorporate the basic strategies listed below. These strategies are straightforward and complement good business practices. Make a plan to begin reducing, reusing and recycling the amount of waste generated during your meeting before it even starts. It's called a waste reduction plan and should be based on the types of waste you will create at your event. Be sure to include basic strategies to reduce waste in all parts and phases when planning your event, along with a timeline of what needs to be done and when.

Include language in bid packets, contracts, or agreements mandating participation in your waste reduction plan, or add a disposal fee with a rebate for bidders who recycle.

Continued on page 4

SAVE THE DATE!!

February 17, 2009 Luncheon ~ Sterling Hotel

Morning Workshop and Luncheon:

Marketing Trends Impacting Meetings & Events with Michele Wierzgac, CMM

Volume 23, Issue 2 • Winter 2008

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WORTH YOUR TIME

- December 10** CalSAE Seasonal Spectacular; MPISSN is co-sponsoring "Social Media Marketing"
- February 17** *AM Session and Luncheon:*
Marketing Trends Impacting Meetings & Events with Michele Wierzgac, CMM
Location: Sterling Hotel
- March 24** MPISSN Tradeshow
Location: La Riverage

Watch for details on these upcoming events.

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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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**Next Editorial and
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President's Message

Karen Leland-Dolce
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If you have not been to one of our monthly programs, you're missing out! Our last several events have not only been well-attended, but received high marks on attendee evaluations. The energy and excitement has been palpable, and I invite and encourage all of you to be a part of the great things MPISSN is accomplishing this year.

Because of the hard work of our committee volunteers, the GREEN Meetings event in September attracted 95 registrations all of whom had the opportunity to hear from an experienced panel of GREEN experts. If you missed the meeting or are interested in obtaining more GREEN information, check out the front page article of this issue of *Connects* and the MPISSN Web site where we have posted handouts from our panelist.

The October program focused on technology as it relates to the meeting industry. Jim Spellos shared the hottest new technologies and gadgets in the meeting industry, shared tips on producing powerful power point presentations, and gave a tour of the new face of the Internet. For those of us who are technologically challenged, he took the time to explain things such as blogs, wikis, and RSS. Once again, the meeting evaluations were outstanding. If you didn't have the opportunity to hear this great presentation, check out the Web site for his informative tip sheets.

The education committee headed up by **Barbara Ambler-Thomas** of UC Davis Dean's Office - College of Agricultural and Environmental Sciences is hard at work planning our next few programs. December will bring Cris Canning, CMP back to CalSAE's Seasonal Spectacular on the 10th. Cris will present on the topic of **Social Networking**. Look for her article on page 9 for a preview of her session. On February 17th we are excited to have Michele Wierzgac, MS, CMM back to present a morning session on **Marketing Trends Impacting Meetings and Events**. This event includes a luncheon, and I look forward to seeing everybody there. If you're interested in more information about these, and any future events, go online and read all about it at www.mpissn.org!

Our chapter's success is the direct result of the collaborative effort of our volunteers and we were so pleased to celebrate a few long-term members with their longevity pins during the October luncheon. I was honored to receive my five-year pin along with **Jessica Lewis** with the California Science Teachers Association, **Karen Dawson** with Allstate Insurance, **Vicki Kirk, CMP** with the California Peace Officers' Association, and **Denise Morgenstern** with the Hyatt Regency Sacramento.

Even more exciting, **Roberta Campbell** with the California Farm Bureau Federation received her 10-year pin, and **Susan Buntjer, CMP** with Rural Communities Assistance Corporation was honored with a 20-year pin.

I'm so excited about the direction we've taken and the progress we've made. MPISSN is going places and accomplishing big things and this is all because of the terrific individuals who make up our chapter. Thank you to all of you for your hard work and dedication

I can't wait to see what the future brings!

Karen Leland-Dolce

MPISSN Board of Directors Recommendations Sought!

By MaryAnne Bobrow, CAE, CMP, CMM

In accordance with MPISSN Bylaws and Policies and Procedures, MPISSN is seeking candidate recommendations for seats on the MPISSN Board of Directors. If you are, or if you know of a candidate who is willing to devote the time necessary to serve on the Board of Directors, please forward your recommendations to the Chair of the Nominating Committee on or before **December 1, 2008**. The nominating committee will then determine candidates for the ballot and send each candidate an official nominee consent form for completion and return to the Chair. At the end of February 2009, a ballot will be mailed to the membership. In mid-March, the Nominating Committee will meet to collect, open, validate and tabulate all votes cast.

Please e-mail your recommendations to MaryAnne Bobrow, Nominating Committee Chair at maryanne@bobrowassociates.com. A full ballot, with more than one candidate for each office is desirable.

MPISSN's New Enhanced Online Directory Listings

(see page 15)



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Go Green *continued from page 1*

Choose a green site for your event such as a convention center with an existing waste reduction plan or a green lodging-certified hotel. (Visit www.ciwmb.ca.gov/EPP/greenlodging/ to find more information on the California Green Lodging programs.) When selecting a green conference site, consider transportation alternatives such as carpooling, public transportation routes, and train stops, in addition to recycling opportunities.

Ensure that recycling and trash containers are clearly marked to indicate what should be placed in them (trash, cardboard, cans, paper, etc.). Be sure signs are readable in relation to the traffic patterns. Consider bilingual signs to better serve your program attendees. Assist attendees in disposing waste in the correct container by pairing recycling containers side-by-side with trash containers and making the containers visually distinct. Place them in areas where people are most likely to need them, such as near exit doors, restrooms, and other places.

Use volunteers or staff to monitor recycling and trash cans and assist attendees in selecting the appropriate can for their waste. Educate employees and attendees on the wheres, whats, and whys of recycling. Turnover is often high in the events industry, so periodic training updates are important.

Reduce the amount of paper used at your event. Thinking ahead of time about the number of handouts needed to avoid excess copies thus saving you money. Whenever possible, avoid date- or event-specific information on brochures and promotional materials so leftovers from one event can be used for another. Don't pre-stuff meeting packets. Set out the material and let attendees pick the handouts they think they will use.

Use double-sided copying when producing written materials. Remove duplicate names and out-of-date entries from mailing list. Post agendas or program information on your website or on billboards in meeting rooms. If you are using name tags, select reusable tags, collect them at the end of the event, and reuse them at a future event.

Reduce food waste. Ask potential caterers about what they do to reduce the amount of food that is thrown away (food scraps). Select the caterer with the best waste reduction practices. Plan to serve food in a way that minimizes waste. Donate excess food to area food banks or rescue organizations. You can find local food banks at www.ciwmb.ca.gov/FoodWaste/Donation/#Program.

Contact food banks prior to your event so you know how to properly store food before donation. Food scraps may be compostable in certain areas. The local government recycling coordinator is an excellent contact person for composting and other recycling resources. Find local contacts at www.ciwmb.ca.gov/ola/Contacts.asp.

Publicize your efforts by advertising your event as a "green" event. It is essential to promote waste reduction and recycling as part of the event and provide clear directions to attendees on what part they play in making reducing waste at your event successful.

After the event you can publicize to the local media and trade publications the amount and types of waste that were kept out of the landfill and/or donated to charity. This shows that your organization is environmentally minded and a responsible member of the community.

Now it is up to you to incorporate the basic waste reduction strategies when planning your next meeting. Remember by acting now, you will keep waste out of landfills, provide cleaner air to breathe, and conserve energy and water.

For additional resources go to:

California Integrated Waste Management Board - www.ciwmb.ca.gov/venues or www.ciwmb.ca.gov/bizwaste/factsheets/meetings.htm

The Green Meetings Industry Council (www.greenmeetings.info)

MPISSN's 10th Annual Golf Tournament

— SAVE THE DATE —

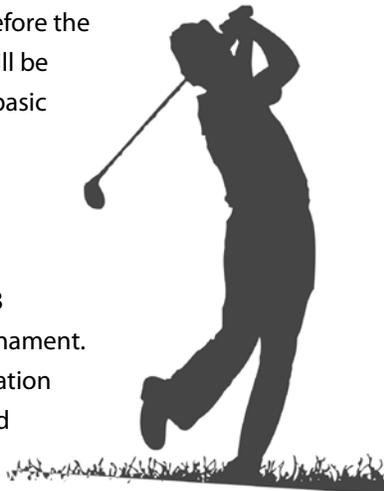
Wednesday, June 3 promises to be a fun-filled networking event for MPI members. From beginner to scratch golfer, all levels of play are welcome and encouraged at MPISSN's 10th Annual Golf Tournament. This is a must-attend highly-rated annual event enjoyed by the players, sponsors and volunteers.

Non-golfers invited to participate

This year, MPISSN would like to assist those non-golfers who want to join in on the day of fun. A beginner's golf session will be added to the event mid-morning and end just before the scheduled luncheon. The group lesson will be coordinated for those who want to learn basic skills so they may participate in the 2010 golf tournament.

What you should do now

Mark your calendar for Wednesday, June 3 to attend MPISSN's 10th Annual Golf Tournament. Watch for detailed golf course and registration information this spring. Hit your driver and practice your short game!



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14	15	16	17	18	19	20
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28	29	30				



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Your Future Is Showing ... WEC in Las Vegas

By Amanda Flangas

As President elect for MPISSN this year, I was determined to get involved and engaged in MPI's World Education Congress (WEC) as I never had in the past. Luckily, this year's World Education Congress was held in my "proverbial" sister city to the South, Las Vegas, Nevada (mind you it is a nine hour drive to Vegas from Reno through the high desert, but a short one hour flight on Southwest). I was proud to have this international Conference in my home state as I knew that Mandalay Bay and Las Vegas would "put on the dog" like no where else could – and I was correct! The 2008 WEC has been touted as the largest annual gathering of meeting and event professionals on planet earth, with over 4400 attendees representing 33 countries!

"Your Future is Showing" was the theme of MPI's 2008 World Education Conference and translated into dozens of educational sessions that touched on the major challenges and opportunities facing the global meetings industry today. A few of these included: the power of digital media and online interaction to reshape our understanding of when, where and how meetings take place; the urgency around green meetings and the drive toward sustainability and corporate social responsibility (CSR); and the need for creative, flexible responses to a difficult economy.

So, what key insights did we see recurring during this conference? The future is interactive. The future is integrative. The future is innovative. The future is green. And, the future is global.

Speaking of interactive, integrative and innovative, this year's trade show, MeetingPlace welcomed us to the trade show of the future. Gone were the rows upon rows of pipe and draped booths and instead, we found a new innovation called the "Connection Spot" – a freestanding circular tower, divided by side panels into exhibit quadrants. 600 exhibitors displayed their products and services in the new format which created a more inviting atmosphere and encouraged greater interaction among exhibitors and planners. As an exhibitor, I found the new format



Look out bad guys! (l to r) MPISSN President Karen Leland-Dolce, MPISSN Immediate Past President MaryAnne Bobrow, CAE, CMP, CMM and MPISSN President-Elect Amanda Flangas are on the case!

interesting but at times a bit more challenging for my clients to locate my destination's booth. As I strive to embrace change and innovation, I realize it is at times hard to teach an old dog new tricks. But I am ready and willing to give it another try!

Don't let the above photo below fool you... MaryAnne, Karen and I did not spend a single minute riding past Rodeo Drive in a stretch limo... just another innovation introduced to us at MPI WEC – superimposing our faces onto this "Charlie's Angels" scene. Wishful thinking on our part!

To wrap it all up, here are the changes that the incoming chairman of the board of MPI, Larry Luteran introduced to the global meetings industry in Las Vegas:

- **A New MPI Awards Program** – MPI RISE (Recognizing Industry Success and Excellence in which the first award will be presented at MPI-WEC 2009 and features a simpler submission process and for the first time, non-members will be eligible for some of the awards.
- **Two New MPI Member Groups** – the Future of Meetings Taskforce, which will identify goals for meetings of the future, and the Meetings Executive Advisory Council, which will advise MPI leadership on the direction of the association.
- **A Community Knowledge Plan** – to outline seven milestones for pursuing a career in the meetings industry.
- **A Revamped Global Certification in Meeting Management Program (CMM)**

I hope you will consider joining me for MPI's 2009 MeetDifferent® conference in Atlanta, Georgia, February 7-10, 2009, where we can all gather to share our challenges and co-create innovative solutions that will bring value to our organizations and momentum for our industry.



Amanda Flangas, Director of Sales at John Ascuaga's Nugget Hotel in Reno, currently serves as President-elect for MPISSN.

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Social Media Marketing to Reach Attendees and Members

By Cris Canning, CMP who is speaking at the MPISSN co-sponsored session at this year's Seasonal Spectacular.

Social media is a new set of tools that allow you direct access to communities of existing and potential members, attendees, exhibitors and sponsors without interference from traditional gatekeepers such as corporations and the press. There are two aspects to social media: (1) Blogs, podcasts and videocasts; and (2) applications such as Facebook, YouTube, LinkedIn, and Digg.

These tools empower you to:

- Create pages that that will link back to your Web site to generate traffic and link popularity;
- Create pages to increase your search engine ranking;
- Posting keyword-rich profiles to attract attention and contacts from other site members;
- Establish credibility and create influence by demonstrating expertise.

Much has already been written about blogs and casting, so we will explore some of the burgeoning social media applications available for your use.

Currently, social media sites can be divided into subsets by the service they provide and/or function they perform. They are:

- Social networking sites (MySpace, Facebook, LinkedIn, Plaxo, Friendster)
- Photo and video sites (Flickr, Photobucket, YouTube, Google Video)
- Social bookmarking (Del.icio.us, Ma.gnolia, Furl)
- News aggregators (Digg, StumbleUpon, Mixx, Reddit, Newsvine)
- Other (Second Life, Twitter, Squidoo)

Social networking sites allow members to connect with other members in varying degrees. To maximize effectiveness, profiles should be keyword-rich as opposed to just a list of job experiences. Most applications have adopted the "what am I doing now" feature that posts your day-to-day information to everyone in your network. Groups are a wonderful way to connect within one network, and you can initiate your own association group.

- **MySpace** led the way in this arena and is still the dominant force, for now. Known both positively and negatively for the involvement of "tweens" and teens, almost half of the purported 100 million MySpace members are over 35.

continued on page 11



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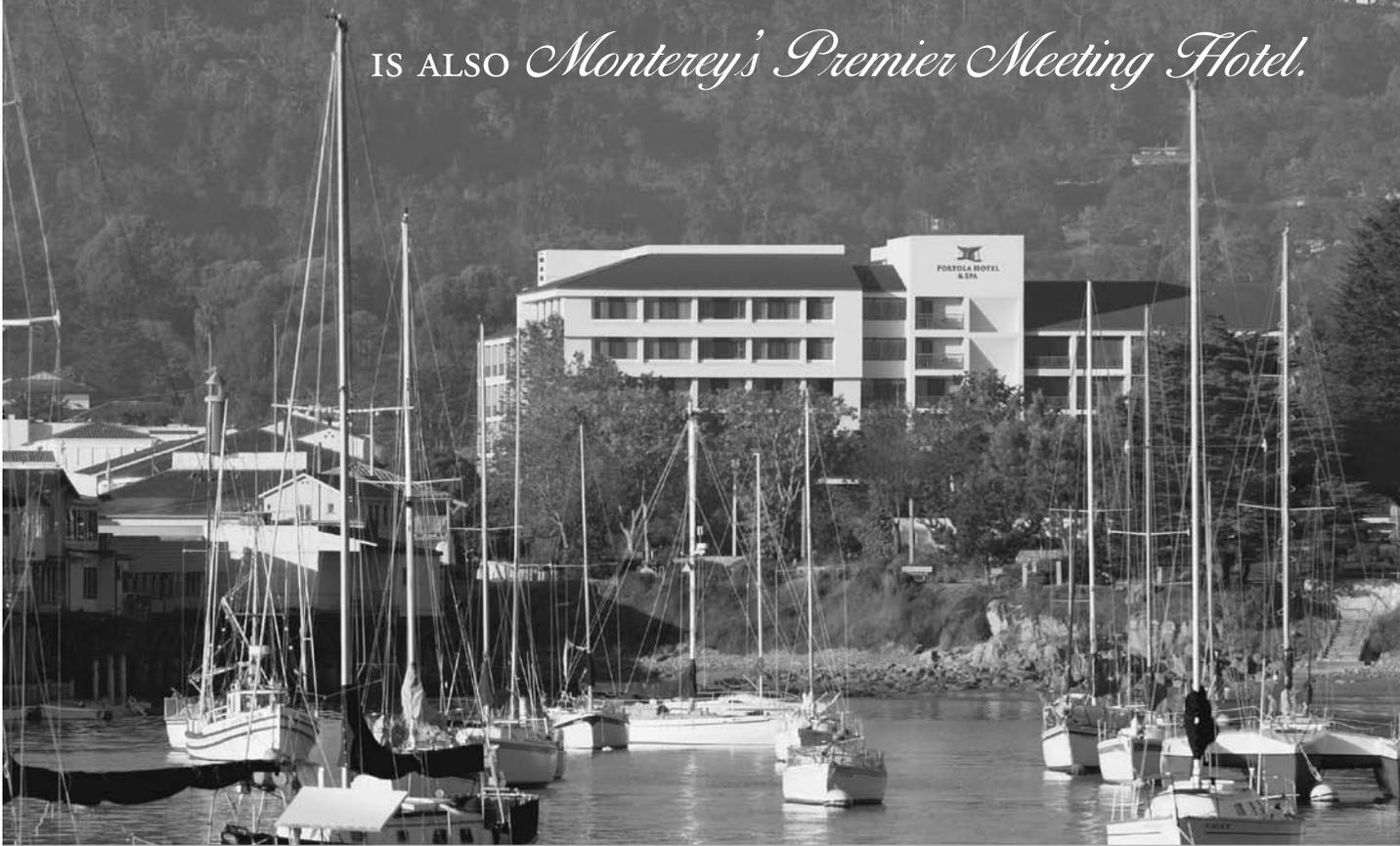
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Social Media Marketing *continued from page 9*

- **Facebook** began as software to connect college students on a particular campus but has grown and aged as its early adopters have. The fastest growing of all social media, industry experts claim that Facebook will overtake MySpace by the end of this year as the industry giant. More than half of Facebook users go to the Web site daily and the majority of users spend at least 20 minutes at a session. The fastest growing Facebook demographic is over 25 years of age.
- **LinkedIn** has positioned itself as the place to network with business professionals and as such is doing well. Among its 17 million users is Bill Gates, who has moved his profile over from Facebook, allegedly to get away from clutter.

Picture and video sites give members the opportunity to create a page that can contain only their photos or videos. Individual and organizations can create pages that then allow them to share images.

- **Flickr** has expanded from just photos to include video hosting capability for premium members now that it is part of Yahoo.
- Now a part of the Google family, **YouTube** enables a video to be embedded into a Web site or blog without the owner incurring the costs of increased bandwidth. Many associations have created a channel or user's page that contains a user's profile information, videos, favorites, etc.

Social bookmarking sites offer the opportunity collect your bookmarks on the Web and therefore have access to them beyond just your own computer. The benefit is in the sharing of those bookmarks which allow you to become a resource and expert within a subject.

- **Del.icio.us** keeps links to favorite articles, blogs, music, reviews, recipes and more. When searching a particular subject within the site, you can also see what "tags" or keywords users are assigning to the subject. Then you can widen the search and incorporate those keywords in articles you originate.

News aggregators call on the "wisdom of the crowds" to define what stories have interest. Most employ some kind of voting mechanism to establish popularity. This is a good place to post articles and Web sites for wider distribution.

- **Digg** is the most widely known in this category and the most popular among the technology crowd.
- What Digg is to articles, **StumbleUpon** is to Web sites. With a wider demographic base, StumbleUpon's toolbar will enable you to see sites that have been positively rated while within a search engine via the site's logo in the margin.

Other more specialized sites are also available.

- **Second Life** is a virtual world that can save and generate real-world revenue by hosting conferences and offices.
- **Squidoo** is a site devoted to promoting expertise. The user creates a "lens" on a particular subject and posts it

to this quasi-reference source. The beauty is that the lens contains all the contact information on the author with links back to blogs and Web sites.

- **Twitter** is the new kid on the block getting all the buzz. This technology takes instant messaging mobile as users can generate up to 140 character messages that are received by "followers" on their computers or mobile phones. This can be a wonderful tool during a conference to alert attendees to changes in schedule or new opportunities.

One true benefit in participating in social media marketing is increased exposure, since all of the applications include their content in search engines. Therefore, a profile by one of your board members that lists your organization will show up in a search for your association as well as providing increased link power for your Web site. An article posted on a site referencing your association, its services or conference will receive wider distribution that it ever could on your Web site alone or solely within your normal distribution. And your field of interest can be touted within a lens or group of bookmarks or videos thereby establishing expertise.

Keeping up with emerging trends can seem daunting, but social media marketing is one trend associations need to keep on their radar.

Cris Canning CMP® is a prolific speaker, writer and teacher. Via her company Hospitality Ink®, she is dedicated to helping others increase their personal visibility, and the visibility and credibility of their organizations and meetings. She has published four booklets – "199 Networking Tips and Tidbits," "Coming to Terms - A Primer of Terminology for the Meetings and Conventions Industry," "Buzz Marketing," and "Social Media Tips and Tidbits." She can be contacted at Cris@HospitalityInk.com.

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Our Rising Star...



(far right) MPISSN President **Karen Leland-Dolce** congratulates **Teresa Fung** on receiving the Raising Star Award for her dedication to the chapter. Currently Teresa is chair of the Web site.

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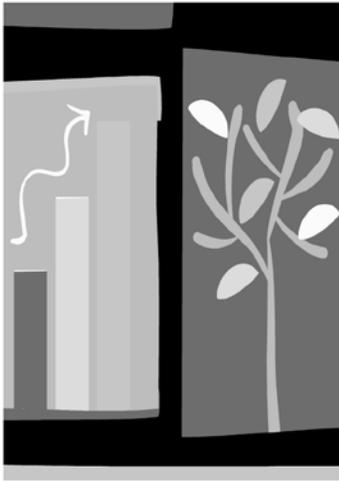
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MPI CONNECTS

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Thank You Key Members

Diamond Level



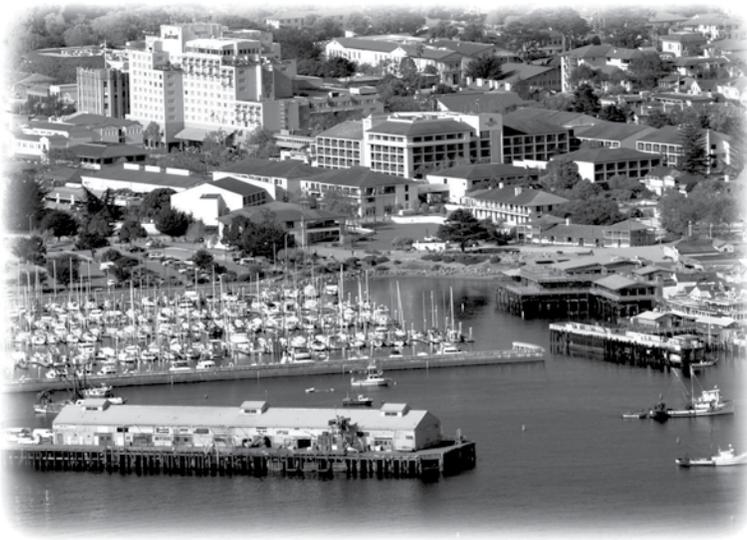
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