



CONNECTS

Get Connected and Stay Connected

Upcoming Education Meetings and Events

November 17: Technology innovation and social media marketing solutions.
Speaker and Panel Moderator: Steven Nold, President of Advon Technologies and Publisher of MeetingTechOnline

Education Workshop:

9 a.m. to 11:45 a.m.

Topic I: Harness the Power!

Topic II: The Hands on Tactics of Social Media Marketing

Luncheon Tech Panel:

Noon to 1:45 p.m.



The Art of Social Media Marketing

Stephen Nold began his career in market research and transitioned into product launch and marketing strategies for technology companies and system implementation strategies for associations and independent meeting planners. Through the years he has developed personal relationships with many of the “movers and shakers” of the industry, and these relationships offer him a unique perspective on the latest trends and innovations.

Steven Nold will take you on a guided tour through the use of the new media tools for marketing and will show you how each tool can impact your organization. During the morning sessions learn about social media and why meeting professionals are shifting from traditional marketing to new marketing strategies. He will also share with the attendees ways to use these new tools for results. The luncheon panel will discuss the foundations needed before any organization launches these new tools and how to measure tangible results using new media.

Radisson Hotel Sacramento
 500 Leisure Lane
 Sacramento, CA 95814



Volume 24, Issue 2• Winter 2009

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WORTH YOUR TIME

November 17: Technology innovation and social media marketing solutions

December 9: CalSAE Seasonal Spectacular ~ MPISSN partners with CalSAE to present “The Reinvention Revolution: Meetings and Industry Relationships in the New Economy”

February 16: Speaker Showcase

UP TO DATE EVENT
 DETAILS ONLINE AT
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WHERE MEETING PLANNERS AND SUPPLIERS MEET

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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Next Editorial and

Advertising Deadline:

Spring 2010 – February 13, 2010

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President's Message

Amanda Flangas

John Ascuaga's Nugget



Our Direction Depends On You!

This year has been one of anticipation, change and re-invention. We are all learning to evolve in order to succeed in this new economy. In order to help our Chapter evolve and meet the new demands of our members and our industry, I would like to ask you to take a few minutes and give our Chapter leaders your input to assist us in shaping the future. You recently received an email request from our Chapter Administrator, Cindy Miglino, asking you to participate in our needs assessment through the online service, SurveyMonkey. Now I know how easy it is to push the "delete" key or say to yourself, "I'll come back to it later... if I have time." Today I am asking you to take five to ten minutes to invest in your MPI Chapter by completing this online survey and help us improve our programs and services for you, our members.

Here's what we will do with your input:

First, by gathering data through this needs assessment, we can best determine how to do the following:

- Move the Chapter forward in the next three to five years by basing our goals on hard data from you – our members
 - Operate the Chapter as a business
 - Educate the Board on the demographics of Chapter Members to create programming to meet your needs
 - Determine what is necessary to drive the Chapter's role in the community to be the primary information source for meeting professionals in the area
- Second, once the data is accumulated, the Board will:
- Report all data in member-publications, both electronically and in print
 - Create an action plan based upon the responses
 - Use the data to analyze our overall business plan to ensure it is consistent with member needs and wants, as well as incorporating the Chapter's mission and goals.

So, please search through your inbox (or deleted items) for MPI SSN's email request and take a few minutes to share your opinion with us. My sincere thanks to you in advance for taking the time and providing your honest, thoughtful feedback. With your input, we can elevate our Chapter programs and services and offer new tools to benefit each of our members.

This online survey may also be accessed via the following link: http://www.surveymonkey.com/s.aspx?sm=93W_2bGLwYUfFhMBBeV8YlqSg_3d_3d

Annual Membership Needs Survey

By Lauryl Hinerman, CMP, MPI-SSN
Vice President, Communications

It's almost that time of the year again and I don't mean Christmas shopping (although that task is quickly approaching, too). I mean conducting the Annual Membership Survey of Membership Needs, which you can expect to see in the coming weeks. Why is this survey so important? Glad you asked...

Though this year has been one of change and adjustment in a challenging economy, it's full of opportunity. Opportunity to become a smarter, more efficient organization offering the programs and education YOU need to further your career and connections. Your survey answers do several things for our chapter: drive our committee's decisions on how to move the chapter forward for the next three to five years based on goals determined by the hard data provided; operate the chapter as a business; educate the Board on the chapter's demographics to create programming to meet your needs; and finally, determine what is necessary to drive the Chapter's role in the community to become the primary information source for meeting professionals in the area.

From last year's survey, of which 39 members responded, we determined the majority has worked in the meetings industry for more than 10 years, has enjoyed membership less than 5 years, joined to BUILD RELATIONSHIPS and OBTAIN PROFESSIONAL DEVELOPMENT, and has come to rely on certain services such as the printed directory, the Connects newsletter and of course, the monthly networking programs and educational programs. We also determined several areas for growth! Read on...

In the coming months ahead, members can expect to see more networking opportunities and topics that will appeal to the senior meeting professional.

We are also committed to enhancing the website to complement the services previously identified. We are striving to improve the website to provide more information about the members through the Enhanced Listing program, provide a platform for members to exchange ideas through social media outlets and also be a reliable source of job opportunities.

Please keep the information flowing by completing the annual survey and sharing your ideas. We want to know what challenges you see ahead and what events and topics you want MPI to provide through 2010. Ideally, we would like to receive double the response over last year. Thank you in advance for taking the time to provide your thoughtful feedback. We are constantly striving to elevate the Chapter programs and services to benefit YOU!



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Let MPI Make A Positive Difference In You

Meeting Professionals International (MPI) is a global community of meeting and event professionals that connects you to the worldwide support, industry knowledge and business opportunities you need to be successful. Share this great opportunity with your colleagues in the meetings industry and take advantage of three great rewards for yourself!

- **Reduce your annual fees**

- For each member you recruit, receive a \$25 credit towards your membership renewal. (Recruit 13 members and your annual membership is covered!)
- Be sure the new member adds your membership ID number in the "referred by" section.

- **Local MPI/SSN membership drive**

- Bi-monthly raffle prize drawing (November – May)
- One entry for each member you recruit

- **Personal achievement**

- Shape the future of MPI/SSN and strengthen our membership
- Share the knowledge and resources of MPI and it's members

For additional information, contact :

Margie Starr at (916)341-4014 or margie.starr@sheraton.com .

CONGRATULATIONS TO EMBASSY SUITES SOUTH LAKE TAHOE!

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The Online Community for People Who Plan Meetings and Events

i-Meet (www.i-Meet.com) was conceived and built to be a focused online community for worldwide meeting and event planners, and the companies that serve them. Hotels, destinations, CVBs, DMCs, restaurants and alternative meeting sites are among the thousands of suppliers offering photos, videos, blogs and more on i-Meet. Anyone working in, studying for, or related to the meetings, events or corporate travel industry is welcome to start a free individual account on i-Meet where they can connect with others, write their own blogs, post video, photos, start a public or private online group, rate service providers, start Requests For Information and more.

Founder, John Pino, was also the founder of StarCite and spent many years with McGettigan Partners (Now Maritz). Since launch in November 2008, i-Meet has quickly gained nearly 15,000 members from more than 120 countries around the world.

Instant Two-Way Communication – “What’s On My Mind”

A recent enhancement to i-Meet is instant two-way communication similar to Facebook and Twitter. Dropping a message about “What’s on your mind” to your i-Meet “Friends” is quick and simple, and your friends can easily comment back to you with the same message system. Finding and/or inviting your industry friends and associates is quick and easy with the i-Meet Invite A Friend tool, and there is even an i-Meet Facebook Friends Connect tool to bring those “friends” who are really business contacts into a more appropriate forum for doing business.

Your Online Profile is Key

One of the most powerful parts of i-Meet is the free online profile. Here you are invited to complete your experience, memberships, qualifications, associations and more. You can even upload your resume directly to your online profile.

Get Involved: Find Suppliers, Initiate and Manage, Rate Suppliers and So Much More.

Your free i-Meet account offers members many ways to get involved, search or to simply speak their mind. Members are free to upload photos, videos, write a blog, rate suppliers.

Connect with your fellow MPI group members in one of the various online i-Meet Groups, including the MPI Group, today at www.i-meet.com

*Submitted by Chip Stockman,
i-Meet, Membership and Marketing*



LEADERSHIP

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Corporate Social Responsibility: Success One Step at a Time

By Katrina Duncan, CMP

When it comes to corporate social responsibility and the greening of meetings, there are things each one of us can and must do. It is our global, human and social responsibility. We are living under an unprecedented barrage of information, discussion and argument about climate change, sustainability and “greening” everything we do. For Aging Services of California, a nonprofit association advocating quality senior living and care, implementing environmentally friendly strategies began one step at a time.

Aging Services started small. The first thing to do was to create partnerships with contracted hotels and convention centers. Our first year of implementation included very simple things: providing reusable tote bags, recycling namebadges/holders, placing recycling containers throughout the meeting venue, reducing the amount of paper disseminated at each meeting, using china and silverware or biodegradable disposables, creating menus using local, in season and organic foods and asking the hotel to offer guests a linen and towel reuse program if there was not one already in place.

Our next phase was to make sure our members knew what we were doing to protect the environment and the community that was being impacted by our meeting. In doing so, we decided to develop a “green” logo which we use whenever we talk about the environment or green practices. This was a natural step for us as our members are implementing environmental practices within their own communities.

Now, in our third year of incorporating initiatives, we are working with suppliers and vendors to give back to the communities we visit. At the end of each conference, we collect items and giveaways from our exhibitors and deliver them

to senior communities in the area. It’s a great way to “reuse” items and meet a need within that city. Success comes in many shapes and sizes and for us it came in the form of a reusable water bottle. When your attendees are carrying their bottles from the previous year’s meeting, you know you have succeeded in getting member buy-in and getting your message out.

Adopting greener practices requires commitment. Every person and every organization has a responsibility to current and future generations to be responsible global citizens.

Eco Lounge at September’s luncheon - courtesy of Susan Crane and the Party Concierge



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"Relationship Economics"-- Return On Involvement a Key To Success

By David Gabri

President and CEO, Associated Luxury Hotels International

"What is the real value of building business relationships?" That is the question that was posed by highly acclaimed author and speaker David Nour at ALHI's Industry Advisory Council conference at Chateau Élan Winery & Resort in Georgia.

According to Nour, presented by Leading Authorities, we all tend to recognize that business relationships are beneficial – especially in the meetings, incentive and hospitality marketplaces – but we may not realize how much our organization's and our own personal success depend on the quality and diversity of our interpersonal relationships.

Unlike the rest of the world, which builds relationships first and then does business together, we in America tend to focus first on the business and then consider developing a relationship.

The result is that most of us don't spend enough time cultivating these strategic relationships. So Nour has assembled a truly helpful systematic approach to building, nurturing and even quantifying business relationships in his compelling new book called Relationship Economics.

Particularly beneficial in our global society, but certainly applicable to anyone who exclusively works within the U.S., Relationship Economics is a "how to" guide on strategically investing in relationships to garner extraordinary returns.

The "Art & Science of Relationships"

So what is "Relationship Economics"? As Nour describes it, it is the "art and science of relationships." While there is a recognized "art" in meeting people, working an event, etc., there is also a "science" aspect to relationships concerning patterns in human interaction, and why we choose to interact with some people and not others.

By utilizing the techniques and insight provided by Nour, we can learn how to better cultivate relationships so they become strategic assets.

Topics addressed by Nour in his ALHI address and in his book include:

- why most networking doesn't work
- the evolution of quantifiable relationships
- strategic relationship planning
- understanding the science of social network analysis

- relationship centric goals for business development
- pivotal contacts for leadership development
- relationship currency for adaptive innovation
- transforming Us & Them into We.

The underlying theme is: how do we leverage the soft aspects of our organization, such as people and relationships?

Nour says that rather than exclusively seeing ROI as "return on investment," we also should see ROI as "return on involvement," "return on influence," "return on integration," "return on image," and "return on impact." These are ways to identify quantifiable values of our soft assets.

He also spoke about "The LinkedIn Effect," which addressed the growing value of social networking sites like LinkedIn and Jigsaw, and how this technology is changing the way business-to-business interactions take place. Learning how to better utilize online tools can prove beneficial in developing strategic relationships.

Exercise Your Relationship Bank

Lastly, he emphasized that rather than focusing on establishing new relationships, we need to take a step back to analyze our "relationship bank" to see what we are doing to cultivate current relationships. While you want to identify "pivotal contacts," which are individuals who can accelerate your ability to get things done, you also want to make sure you are "giving" and "exchanging" in the relationships. Or, in other words, reciprocity is the key to garnering greater return.

So take a step back, and look at where you and your organization are in developing and nurturing your strategic business relationships. The effort could produce extraordinary returns.

See page 12 for author bio.

Stay up to date at:

www.mpissn.org

SACRAMENTO/SIERRA NEVADA CHAPTER



MEETING PROFESSIONALS INTERNATIONAL

MPI Sacramento Sierra Nevada Chapter Community Service Committee is supporting the Susan G Komen Race for the Cure. Will you please save your rinsed Yoplait lids and bring them to the November 17th luncheon.



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Are You Responding To Generational Shifts For Your Meetings?

By David Gabri

President and CEO, Associated Luxury Hotels International

We often hear reference to the differences between the generations. But while we acknowledge there are dissimilarities, are you responding to these generational differences and shifts in the planning of your meetings and programs?

It is interesting to note that we now have four generations in the workplace. This includes the "Traditionals" (those born 1900-1945), "Baby Boomers" like me (those born between 1947 and 1964), "Generation Xers" (born 1965-1980), and "Generation Y" (or "Millennials"), who were born 1981-1999. Each group possesses unique characteristics that derive (in part) from the social, economic and political climate when they were young.

For your meetings and programs to be most effective, it is beneficial to plan programs that communicate to these different age groups. While this can be a challenge, it certainly is possible.

Involve Different Age Groups

The best way to start is to evaluate who will be attending your meeting or program. If you expect a large number of Generation X or Generation Y attendees, it can be helpful to involve this younger generation in the planning stages to garner insight into what is most appealing to their group, according to Robert W. Wendover, Director of The Center for Generational Studies.

Wendover says this can pertain to the program content, location, means of registration, entertainment, speakers, desired hotel amenities, and post-program follow-up. So, take your constituency into account when setting each of these aspects of your program.

Appealing To Various Generations

To appeal to each generation, it is helpful to know their preferences. According to Sara J. Welch in her informative article, "The New Age: Planning Meetings For Three Different Generations" (Successful Meetings magazine, January 2007), Generation Y: "likes short meetings with no breaks; loves PDAs, Wi-Fi, and IMs; likes to be asked questions and to get involved; and craves interactivity."

Welch describes Generation Xers as: "liking short meetings with no breaks; opting for food on the go; preferring speakers that present relevant information they can't get elsewhere; disliking team events and

awards dinners; and hating wasting time."

In providing an overview of Baby Boomers, Welch describes this group as: "liking meetings with long breaks; loving awards dinners; enjoying motivational speakers and celebrity speakers; loving golf and spa; and enjoying group activities."

Bridging The Gap

So how is this news helpful in planning your next program?

By recognizing there are differences, you can plan accordingly to try to bridge this gap. Here are a few things to consider:

Program – Since keynote speeches and awards-night banquets appeal to Baby Boomers, but not necessarily Generation Xers, you may consider having a shorter presentation with an optional awards reception before the final banquet, according to Ann Fishman, president of Generational-Targeted Marketing Corp. (as cited in Welch's article).

Registration – While Baby Boomers and Traditionals are more likely to read material sent through the mail, the younger generations prefer to "click on a link that takes them to the registration page, auto-fills the information the organization has collected about them before, and then sends them a confirming e-mail, all within a minute or two. If the confirming e-mail includes an incentive for booking hotel rooms early, they'll like it even better," according to Wendover.

Entertainment – While musical acts featuring the 60s and 70s have been a meetings mainstay for years (as they appeal to Baby Boomers), consider offering alternative entertainment for the younger generation. Wendover suggests this could be a contemporary comedy act, a fun run, or even the option to fly home early.

Incorporating Technology – Most young professionals prefer informative sessions that involve them. One option is to invite attendees to text-message or e-mail questions pertinent to the session, which are reviewed, edited and posted on a big screen during the presentation. Or consider incorporating a funny clip from "YouTube" to support the meeting message.

continued on page 12

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Are You Responding to Generational Shifts

Continued from page 11

This can benefit all involved. But to keep attendees focused, consider barring cell phones, PDAs, and Wi-Fi in the session, but immediately provide it to them when they leave the room.

Post-program – To appeal to younger generations, provide resources such as downloadable documents or a webinar as a follow-up to the program.

These are a few ways to increase the appeal to all generations for your program. Since the various generations have different learning styles, customizing your program to appeal to your specific group is destined to pay dividends in the end.



David Gabri is president and CEO of Associated Luxury Hotels International (ALHI), which has the national sales responsibilities to the meetings and incentive industries for its membership of over 125 premier Four- and Five-Diamond quality hotels and resorts worldwide. For information, contact your nearest ALHI National Sales Office, call the "ALHI Luxury Group Desk" toll-

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Save the Date



MPI Sacramento/Sierra Nevada
11th Annual Golf Tournament

June 9, 2010
Timber Creek Golf Course

June 2010

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12	13	14	15	16	17	18
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For more information contact:
Kellie A. Schroeder, CMP, CAE
P 530.661.9591
E kelli@wmmpa.com



MPISSN's 11th Annual Golf Tournament

It is never too early to start planning for the summer months! Mark your calendar now for *Wednesday, June 9* to participant in the MPISSN 11th Annual Golf Tournament at Timber Creek Golf Course in Roseville. You won't want to miss this fun-filled networking opportunity for MPISSN members.

From beginner to scratch golfer, all levels of play are welcome and encouraged at MPISSN's 11th Annual Golf Tournament. If you have never played in the tournament, you are truly missing out on this highly-rated annual event enjoyed by the players, sponsors

and volunteers. Watch for detailed registration information this spring.

Non-golfers invited to participate

Once again, MPI 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 desiring to learn basic skills so they may participate in the 2012 golf tournament.

Beginner golf group forming

Don't want to wait another year before you take a lesson and play in the tournament? A beginner golf group is also forming for those who would like to learn the basics prior to the event day and then play in the tournament this June. If you are interested in participating in the Beginner's Golf Lessons this spring, contact Kellie Schroeder for more information,

kelli@wmmpa.com

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And no conference helps you drive performance and deliver results like MeetDifferent. This year, we've made it our mission to build a conference that that equips you with better designs, more efficient practices, and return on investment that's clear and measureable. Bring this valuable knowledge home and everyone in your organization can benefit from your attendance.

Why Attendance is Critical for Success

By arming yourself with the latest research, newest trends, and most recent innovations in meeting management, you can stay effective in your career. Those businesses which invest in their people and provide them with opportunities to improve their

skills and increase their knowledge inherently have the advantage over their competition.

Benefits of Attending

At MeetDifferent, we invite you to join us for a mind-opening exploration of new growth and performance strategies. We'll ask the tough questions most people avoid and breathe life into learning. You'll move beyond the traditional classroom and into early bird sessions, soap box debates, and idea exchanges. You'll gather with industry peers to innovate beyond last year's idea and push boundaries to advance your career and your business performance in ways never-before-seen or imagined.

MeetDifferent 2010 will take place in Cancun, Mexico from February 20-23, 2010 at the Moon Palace Golf and Spa Resort.

Registration is already open for MeetDifferent 2010. Please visit www.mpimeetdifferent.org for details and to register today!

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