

SACRAMENTO/SIERRA NEVADA CHAPTER

P R O F E S S I O N A L S MEETING INTERNATIONAL

When We Meet, We Change Ourselves



By Beatriz Gomez - Shaw/Yoder/ Antwih

s a first-time attendee to an MPI conference, I had many of the same feelings that we see in the clients who attend the meetings and conferences that we put on: Will I learn something pertinent to my career at the Education Sessions: Will I be able to network and make connections with others in my field; Will I be able to walk to and from the Convention Center in my 3 inch heels without sustaining

permanent damage? At the end of four jam-packed days at MPI WEC in Vancouver, BC, I was able to answer each question with a resounding Yes! Yes! YES!

Of course, the main reason most of us attend conference is for the education (at least that's how we justify it to our bosses) and MPI WEC did not disappoint. With 11 tracks ranging from Core Meeting & Event Skills to Future of Meetings, there was plenty to choose from to both stimulate and motivate. One of my favorite sessions was Battle of the Generations...Who's Really Unplugged with Social Media? led by James Spellos of Meeting U and Deborah Gardner of DG INTERNATIONAL LLC. In this session we learned the ways in which the different generations communicate and use social media and ways to incorporate social technology into our meetings without alienating whole groups of constituents. With our industry and clients a mix of Traditionals, Baby Boomers, Gen-Xers, and Millenials, it's important to know how to relate to each group and what each group expects of you.

The general sessions were quite fantastic as well. The opening session featured an amazing presentation from John Furlong, CEO of the 2010 Vancouver

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WORTH YOUR TIME

October 19: ~ Radisson Hotel, Sacramneto~

November 16: - ~Compete Better Now -Sheraton Grand, Sacramento

December 8: ~Lawvers Debate at CalSAE Seasonal Spectacular~

DETAILS ONLINE AT

SACRAMENTO/ SIERRA NEVADA CHAPTER MPI

MEETING PROFESSIONALS INTERNATIONAL

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

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President's Message

Joy Florentino, CMP
Marriott International



What An Incredible Time To Be A Member of MPI/SSN!

MPI Rocks Our World was our theme for our June Annual Dinner and Installation. We came together to celebrate the successful accomplishments of our 2009-2010 Board of Directors, Committee Chairs and Volunteers. We took a few minutes to remind ourselves

"Why Meetings Matter." And we presented our members responses to the question "How Does MPI Rocks Your World?*"

Your leadership team for 2010-2011 is extremely passionate. Your team is inspired by YOU. At our Strategic Planning retreat back in May we outlined our business plan for the year based on information from our member needs assessment.

Our top two objectives for the year are in response to your feedback.

#1 EDUCATION-Provide educational opportunities in the areas that were most requested by our members. Our Education committee has been hard at work putting together a calendar that includes the topics and speakers that you have requested to provide you with the tools you need to develop your career.

#2 MEMBER SERVICES-Provide you with no-cost opportunities for education and networking. Keep your eye out for "Member Only" e-mails. Our Membership Committee and the Delta King hosted a Members Only networking event in August at no cost to you. It was a success and they are planning the next one. In addition, they are busy planning a Members Only Roundtable. Relevant topics will be chosen and key professionals will be invited to share their knowledge. All members will be invited to attend this no fee event. The perfect chance to share your best practices while learning best practices from your peers.

Put your career first, visit our website www.mpissn.org, and join us for the next MPI/SSN event.

We want to know what we can do to serve your needs. Please give me a call and let's talk about what's on your mind.

It's an honor to serve you as your President this year!

Joy Horentino

*If you missed it, check out some of the reasons on the inside back cover of our 2010-2011 Membership Directory.

Eco-Friendly Printing Practices

By Karen Leland-Dolce, CPA, CMM - Copeland Printing

Green Printing

10 tips to produce more eco-friendly marketing and meeting materials.

To begin, Start with the Design:

Presses are designed to run 8.5 x 11 inch sheets and increments thereof and increments thereof. So, when considering design, make sure you keep in mind the anticipated finished size of the document and the design to be incorporated on it. By using standard sizes, with a design that utilizes the most space, you will avoid excess trimming and paper waste. This will make most efficient use of standard press sheets.

Do not include bleeds (ink extending to the edges of the paper) in the design - bleeds can require your piece to be printed on larger sheet of paper, which is then cut down, producing both unnecessary waste and increased cost. Always ask your printer if bleeds you want will make a difference in paper consumption.

Reduce ink coverage by eliminating large solids. Projects with less solid ink coverage generally run faster and more efficiently on the press which results in a nice saving of both time and energy.

Use an FTP Site:

Email your files to the printer or upload them to an FTP site and provide your reference copy in a PDF file. This will save paper and ink as well as travel time. Further, you will save gas and reduce emissions resulting from pick-up and delivery services.

Use digital proofs:

Consider using digital proofs from your printer. This will save toner and ink as well as travel time. Further, you will save gas and reduce emissions resulting from pick up and delivery services.

Use Recycled Paper:

Print on recycled paper or paper certified by the Forest Stewardship Council (FSC). Approximately 35% of print is now on paper which contains some recycled content. Paper with 10% post-consumer waste is the most common and economical, but paper with up to 55% recycled content is also readily available. Another option is to ask your printer if he or she is FSC certified. If so, their house sheets will most likely be certified as resulting from sustainable foresting practices.

Use Soy-Based Inks:

Request Soy-based or vegetable-based inks and avoid metallic or florescent inks.

Use Biodegradable Varnishes:

Use biodegradable varnishes and coating. Ask your printer about their product content.

Choosing Your Binding:

Choose recyclable binding. Saddle stitch (staple) bindings are recyclable and there are some plastic coil binds which are made from recycled materials.

Do Not Over Order:

Do not print more than you need. Don't be tempted to order more than you need just because the price per piece is much lower for higher quantities.

Regifting is Good:

Tell your recipients to regift you documents! Pass them along for a second, third, and even fourth look!

Pass on Recycling Tips:

Provide instructions to your recipients on how to recycle your document once they are through with it. For example, if there are bindings that need to be removed in order to recycle - print instructions on how to do that on your piece.



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Educational Programs

MPI SSN November Workshop and Luncheon Programs November 16, 2010 Sheraton Grand Hotel

Morning Workshop "NAKED NEGOTIATING"

The Bare Bone Truth & Essentials For Effective Negotiating

Want to be caught naked during your next negotiation encounter?

Then, it's time to get into shape!

In this new wacky business world, we cannot rely on the past to keep us going. There is a sense of power to be free and let go of old techniques or strategies. We must be continually thinking ahead for new ways to succeed. The naked truth . . . we must have a negotiation mindset that creates a winning combination when dealing with your customers, co-workers, the boss, families, friends and even the Starbucks coffee server

This highly educational, interactive and FUN program will help you win so everyone can get on with their lives. You will better understand long-time myths while adding value through innovative and fresh strategies for the real-life economy.

Listen to the bare bone truth on how buyers negotiate with you, the seller . . . how sellers negotiate with you, the buyer from this breakthrough business information. Hear compelling real-world humorous stories that depend on your goals and objectives. Deborah will breathe new life and energy by applying momentum toward for you to win in any negotiation situation.

Luncheon Program
"COMPETE BETTER NOW"
For The Best Performance Of Your Life

Buckle your seatbelt! This high energy and hilarious keynote — Deborah boldly unveils the most in-depth, relevant practices and strategies through many real-life case studies. Do you hate to lose? Do you like to win? If your answer is YES, then you are ready to COMPETE BETTER NOW!

Learn as Deborah challenges you to participate in what easily moves you into positive action. To get ready for the new economy, experience an immediate stimulation to the true meaning of competition. In this highly motivated, fast-paced program, discover what it's going to take to thrive in business while achieving the best performance of your life! A perfect winning message for opening or closing your next meeting or event!

Deborah Gardner, CMP is the Principal and Founder of two highly successful companies: A business specialist and consultant for DG INTERNATIONAL LLC and a speaker/trainer for COMPETE BETTER NOW! LLC. A company that help translate competition into higher sales, better customer service, stronger negotiations, improved team performance along with

greater personal and professional development.

Check It Out!

Welcome to the Future: Cascadia Educational Conference 2011 Sunday, March 6 – 8, 2011 Portland Marriott Downtown Waterfront

www.mpicascadia.com – Check here regularly for updates!

Registration is now open. And, be sure to register NOW for substantial savings! Register before Friday, December 3rd. and save a minimum of \$130.00!

Mark your calendar for the industry's premier event in the Northwest: bringing together over 200 meetings and convention industry leaders in our region for two and a half days of robust, cutting-edge leading education, an exciting hybrid hosted buyer Trade Show, and outstanding networking opportunities. Choose from over 20

education sessions which will focus on leading trends and key best practices for the future.

Congratulations to Award Winners!



Amanda Flangas honored for her volunteerism as Chapter President during the 2009-2010 year

Chapter Leader of the Year:

Theresa Stamey



Rena McDonald Rising Star:

Kellie Schroeder, CAE, CMP

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CSR CORNER

Corporate Social Responsibility - Clean the World

By Katrina Duncan, CMP-Meetings Consultant

"Go into the world and do well. But more importantly, go into the world and do good"

Minor Myers, Jr.

MPI recognizes the immense potential impact our actions have on the communities in which we do business and makes a deliberate commitment to the transformational power of meetings and events to support environmental, economic and social sustainability. As a leader in your organization what positive impact can you make? I encourage you to learn more about Clean the World. Please consider partnering with Clean The World for your next conference, MPI and a Florida MPI Chapter chose to with positive results.

Clean the World collects partially used bars of soap and toiletries, sanitizes them and delivers the recycled product donations to homeless shelters, missions and impoverished countries. Without soap, children from third-world countries are especially vulnerable to disease. 9,000 children die each day of acute respiratory and diarrheal disease. Simple hand washing can reduce those 3.5 million annual deaths

by up to 60 percent.

The MPI Florida chapter managed a four-chapter conference and joined with Clean the World and asked attendees to bring their new and used toiletries from their many hotel stays, as well as their partially used amenities at check-out at the end of conference. They collected 69 pounds of soap, (1,100 bars of soap).

At WEC, the partially used soap was given a new lease of life and then given to Mission Possible, a community of hope and transformation in Vancouver's Downtown Eastside, which is creating work for those with multiple barriers to employment. Mission Possible believes that working works; that human work ethic is stronger than poverty, drugs or bad luck. It is an on-ramp to employment- success through dignifying work.

Clean the World is an example of one of the many ways you can do, GOOD. I look forward to hearing how many pounds of soap your organization collects; please email me at kduncan1@surewest.net.

The Lawyer's Debate: Today's Hottest Contract Issues

By Cindy Miglino, CMP, CAE - Miglino Convention and Association Management

PI and CalSAE join forces to bring you cutting-edge education to the Seasonal Spectacular (December 8, 2010) to help you thrive in this complex world. Each year, this partnership has allowed planners from throughout the state to come together to learn from the brightest names in our profession. And this year is no different.

Two successful attorneys in our industry have developed a program to show the two sides of the planner/supplier relationship. The current economy has forced many planners and suppliers into uncomfortable situations. While they need to stay professional and maintain important relationships they must also advocate for their organizations. This debate in the round format will demonstrate how to overcome contentious issues like rate protection, attrition and cancellation. You may

have learned a lot about contracts during your career, but nothing is what like it used to be. This energetic and unique format will present the business and legal perspectives of contract negotiations, how to overcome common objections to rate protection, attrition, cancellation and force majeure clauses, and most importantly learn techniques for resolving common disputes.

You can't afford to miss this dynamic session with Barbara Dunn and Lisa Sommer Devlin. Barbara Dunn is an attorney and partner with Howe & Hutton, a law firm specializing in the representation of individuals, firms, and organizations in the travel, tourism, hospitality, incentive, and meetings industries; as well as not-

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The Lawyer's Debate

continued from page 6)

for-profit organizations, including trade associations, professional societies, and other related organizations. Lisa Sommer Devlin has practiced law since 1984, and has concentrated in hospitality law since the early 1990s. She drafts standardized contracts, provides legal training for sales staff and handles convention and meeting related litigation nationwide for major hotel chains, including Hilton and Starwood.

Stay tuned for more information or visit our website at www.mpiweb.org.



ON THE MOVE

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Take Action

The meetings and events industry is under attack. You can help protect the 17 million travel-related jobs in America by taking action today. Tell your elected officials and the media that antitravel rhetoric is leading to the displacement of thousands of American workers. Encourage them to look beyond the politics, to support meetings, events and performance incentive travel because it is good business and can help recover and grow the economy. It creates jobs, generates tax revenue and sustains communities around the country. Go to:

http://meetingsmeanbusiness.com/take-action

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With relevant multimedia content, robust tools, and resources, you'll find everything you need.



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(When We Meet, We Change Ourselves

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Organizing Committee. Mr. Furlong spoke of the passion that he and the hundreds of thousands of volunteers had when putting on the recent Winter Olympics and that without that passion, these Games would have not been among the highest-rated and top earning. In the words of Mr. Furlong: Passion influencing our work and its outcomes! A message we could all stand to hear over and over. (many of these sessions are still available for viewing on www.mpiweb.org)

MPI WEC also excelled at giving attendees plenty of opportunities to network with each other. Eat. Drink. Play. Connect. This was the motto of the networking events held during the conference. The conference kicked-off with a welcome reception at the very footprint of the Olympic Flame (lit for us for the first time since it was extinguished at the end of the Winter Olympics). From fundraisers to supplier-sponsored activities, there was ample time to make new connections with potential and future partners. What struck me the most was the time we all had to reconnect with our Chapters. I got to know guite a few women from our chapter with whom I had only exchanged a passing smile or pleasantry. And guess what - these women are awesome! It may seem a little odd to travel hundreds of miles to hang-out with the person that lives down the street from you, but it is this person whom I now know that I will be able to call when I need advice on a particular supplier or help putting on

an event.

If I could use just one word to sum up my experiences at MPI WEC – to sum up all the education sessions, the networking with peers, the bonding with fellow chapter members – it would be 'Inspired'. I left Vancouver inspired to be the best meeting planner that I could; inspired to serve my chapter in any capacity needed; and most importantly – inspired to inspire. I LOVE what I do and I want others in this profession to love it just as much! I am now an official cheerleader for MPI and am looking for others to join the squad! I hope to see you at tryouts;)

Stay up to date at:

www.mpissn.org

Website Login Instructions

Bookmark www.mpissn.org - check in often

Login/Passwords

For the membership log-in areas, your login is your last name and your password is your MPI membership

number given to you from headquarters in Dallas.

Example

Login: Miglino (be sure to capitalize the first letter of your last name),

Password: 222222 (sample membership number - your number may 5-7 digits).

Some of our members have identical last names. If you are one please use this slightly different method.

Example

Login: MiglinoC (be sure to capitalize the first letter of your last name AND your first initial)
Password: 222222 (sample membership number - your number may 5-7 digits).

Introducing the 2010 - 2011 Leadership Team

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Be Connected!









We want to hear from you! Please send articles, content, pictures for Connects to d.ramsdell@sbcglobal.net. Winter issue deadline is October 24, 2010!

July Education Program Was a Hit!

By Theresa Stamey - TGS Consulting



r. Prasad S. Kodukula presented "Project Management Tools, Techniques, and Best Practices" at the July education meeting at The Citizen Hotel. Amy Dempster, Sales Manager for The Citizen Hotel welcomed the chapter to her venue and shared with

the organization information about her facility.

Dr. Kodukula's presentation was about tools, techniques, and best practices for managing projects. The concept of project "triple constraint" (scope, schedule, and cost) was introduced. Attendees learned how to develop a "work breakdown structure" to describe project scope of

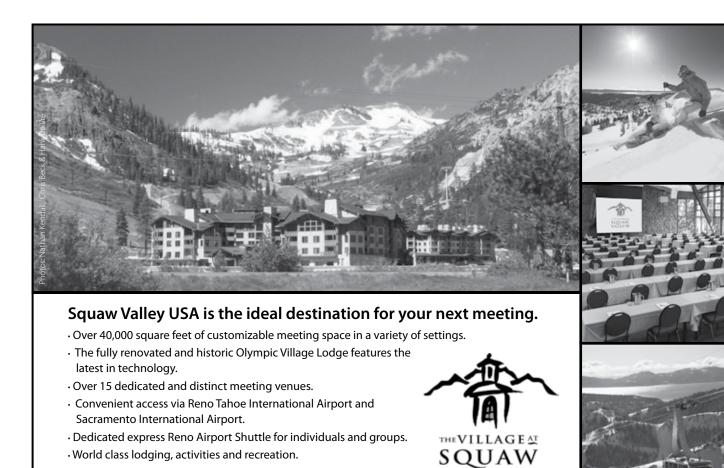
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work and a "Gantt chart" to show project schedule. Other tools learned included "critical path," "milestone chart," and "tracking Gantt chart." Using these tools participants discovered how to develop a project plan and track, control, and manage their project effectively.

What did the attendees take back to the work place?

- They were able to identify clearly the triple constraint (scope, schedule, and cost) of projects and other commonly used project management terminology.
- They learned how to develop "baselines" for each constraint.
- And, they learned how to create a project plan using various project management tools and techniques.

Well worth the time and money to attend the July MPI Education Luncheon.



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VALLEY

MPISSN Member Services

By Laura DeOrio, CMP - California Special Districts Association

Networking on the River - For those members that attended the August 12th "Networking on the River" event – thank you! We all had a great time aboard the Delta King Hotel. A special thank you to Marie Cicogni, Director of Sales & Catering of the Delta King Hotel for hosting our chapter; there was plenty of good food, drinks and even some Irish music. The highlight of the evening was a special happy birthday sung by the Irish band, Stout Rebellion to our very own Chapter Administrator, Cindy Miglino. It was a perfect night to be on the river! We will plan another evening networking event soon.



Get to Know MPISSN - Are you new to the MPI SSN chapter or can't decide whether to join or maybe you have been a member but haven't yet got involved? Well it's never too late and we have the perfect opportunity for you to get to know more about your chapter and what it can do for you.

At both the September and October workshops, a "New Member Orientation" will be held preceding each workshop. When you sign up to attend either workshop, you can also sign up to attend this orientation. It's free and a great way to learn what MPISSN can do for your career and professional growth. This orientation is also for those who are considering becoming a member. Please plan to join us for a short 45-minute presentation. MPISSN Board members and Committee Chairs will be on hand to answer all your questions.

Breakfast Roundtable Meetings - During the next couple of months, be sure to look for information on our next Breakfast Roundtable meeting scheduled for January 2011. We plan to have two breakfast roundtable meetings during this year. The January event will explore the world of "event registration databases". What's out there, who uses what and more importantly what works! This is an informal round table discussion for members to learn from one another - no sales pitches, just the pros and cons of systems we all use. We plan to gather information on these registration systems prior to the roundtable and present it to all who attend the meeting. This event is for MPISSN members only. If you are using a system right now that you like or don't like, please notify Member Services Chair, Laura DeOrio at Ideorio@sbcglobal.net so we can gather this data for the meeting. The best part of the event - it's free to all MPISSN members. It is also designed to be a quick meeting – only one hour before your work day begins.

The meeting date and location will be announced soon.

The Certified Meeting Professional (CMP) Program

By Jennifer Flohr, CAE, CMP - California Hotel and Lodging Association

Are you interested in becoming a CMP? Did you apply to take the CMP exam? Now is the time to apply to take the January Exam! The deadline is October 20th

A new CMP Study Group is forming in preparation of the Jan. 2011 exam. Did you know that there are lots of mentors within MPISSN who are willing to help you become a CMP?!

Good news! The Convention Industry Council has announced new streamlined requirements for the CMP designation, with an emphasis on work experience and education. The updated application has been modified to ensure relevancy to a broader global meeting professional while maintaining the high standards of the credential. The revised application will focus on work experience and education and has eliminated some of the sections on industry involvement and the complicated points system. And once an applicant is deemed eligible, candidates will have two years to take and pass the examination.

Through the CMP Program, individuals who are currently employed in meeting management have the opportunity to pursue continuing education, increased industry involvement and industry-wide recognition by achieving the CMP designation. The requirements for certification are based on professional experience and academic examination. The elite CMP community now numbers in the thousands, with representatives in every sector of the industry --

from corporations and associations to governmental and institutional organizations.

Important Dates For All CMP Candidates (updated 8/16/2010):

- * Winter Exam Date: January 8, 2011
- * Exam Registration Deadline: October 20, 2010 (Cost is \$450.00)
 - * Exam Cancellation Fee: \$100.00
- * Next Exam: July 2011 Application Deadline: March 1, 2011

For more information on requirements, applications, deadlines and other exam locations visit http://www.conventionindustry. org. If you are interested in joining a study group, please email Jennifer Flohr, and she will start an email communication link and keep everyone connected! A minimum of 2 people is needed to create a study group.

Please email Jennifer Flohr at jennifer@calodging.com if you are interested.

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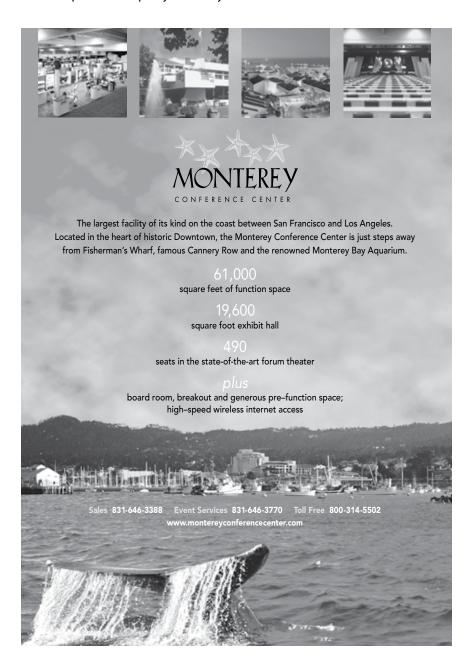




Notes From Headquarters

We've got a number of initiatives launching today or within the next few days I wanted to give you a "heads up" about.

First of all, the mpiweb.org online community for members is activating a messaging feature very similar to LinkedIn. That feature will enable you to send messages about content or activities and message groups all within the site, but the messages will arrive in user email in boxes. Like other social networking sites, you can modify your preferences for email within your member profile. It's up to you what you'd like to receive.



Please update your profile and modify your notification settings.

Secondly, MPI is looking at the current membership model to determine the best ways we can support and encourage beneficial and valuable involvement for members. A survey has been sent to members regarding their barriers to involvement.

- This research is part of a three-year plan to improve member experience
- At this point in the plan, recognizing the importance of feedback directly from members; we are not implementing changes in the membership experience
- MPI has commissioned Meetings Database Institute to conduct the study
- The survey should not take more than 10 minutes of a member's time

This is a legitimate survey and is very helpful to providing a stronger ROI on their MPI experience

Last but certainly not least – a big congratulations to our Japanese members for officially becoming a chapter! If you haven't already, please take a quick read of the Engage blog and share your ideas on what makes a chapter great!

Theresa Davis
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