

CONNECTS

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WORTH YOUR TIME

March 22: ~2010 Tradeshow~**April 20:** ~Platinum Workshop~**May 6:** ~Get to Know MPI~**May 8:** ~MPISSN Race for the Cure ~**May 18:** ~Educational Luncheon~**June 8:** ~2010 Annual Event~**June 9:** ~Golf Tournament~

UP TO DATE EVENT DETAILS

ONLINE AT WWW.MPISSN.ORG



The meetings industry has been under incredible pressure; much from the economy and some, frankly, self induced. With political pressure and no strong defense, we suffered through the last six months of 2008 as the convenient poster child for corporate greed run amok.

Then the US Travel Association and the industry coalesced around the Meetings Mean Business campaign to make the economic case for the value of the business travel and the meetings and conventions industries. The effort was successful in stopping the negative comments and press while starting to build the grassroots coalition that our industry will need if we are going to compete with other US industries for recognition and support – at all levels of government.

A group of Convention Industry Council member organizations felt we needed to do more. We needed to articulate the intrinsic human value of face to face events. We needed to give you the tools to talk about why meetings and events matter to your members and your leadership. We all know, inherently, the value of human connections, but we had no common language to use to build that case.

Two efforts came together to help us do that. First, US Travel Association commissioned a study of corporate managers who recognized that their travel restrictions had gone too far and that traveling to meet and visit with customers was vital to their bottom line. (http://www.tia.org/pressmedia/business_travel.html).

Second, the CIC alliance of members commissioned Y Partnership to understand the human value of face to face events and then develop a Unity Message that we all could use with our stakeholders in the meetings, exhibitions and events sectors.

Y Partnership set out to identify the unique benefits associated with meeting face-to-face. The effort began with in-depth interviews of the industry's leading stakeholders: association executives, supplier partners, meeting professionals and members. This was followed by in depth focus groups hosted with both meeting planners and rank and file attendees of both the association and corporate sectors in New York and Washington, DC. The research revealed that:

*(continued on page 9)***WHERE MEETING PLANNERS AND SUPPLIERS MEET**

SACRAMENTO/
SIERRA NEVADA
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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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**Next Editorial and
Advertising Deadline:**

Summer 2010 – April 17, 2010

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President's Message

Amanda Flangas

John Ascuaga's Nugget

Spring into Action in 2010



Spring is in the air and that means MPISSN's event season is fully underway! The next few months will offer you, our members, fantastic opportunities to network, nurture business relationships and garner new friendships.

To kick off the 2010 event season, MPISSN's Annual Tabletop Tradeshow, themed, "What's Cooking" will take place March 22nd, at the Doubletree Sacramento. Planners – please join us to learn about the newest products and services available for your upcoming programs and bring your colleagues along as entry is free for planners! You will also take home great recipes from our vendors in keeping with our "What's Cooking" theme. Online registration is available now.

On Saturday, May 8, 2010, come out and support the fight against Breast Cancer by joining the Susan G. Komen Race for the Cure at Cal Expo. MPISSN has formed a team, headed up by member, Diane Ramsdell. More information may be found on the Upcoming Events page of the mpissn.org website.

June will usher in our grand event of the year. Let MPISSN "Rock Your World" with the 2010 Installation Dinner and Gala on June 8th at the new Center at Twenty Three Hundred. Following the annual event, get in full swing at the Annual Golf Tournament at Timber Creek Golf Club on Wednesday, June 9th. Kellie Schroeder, our new golf chair, has broken the mold by upgrading and updating our annual golf tournament. We hope to see you on the links!

As my year in office starts to wind down, I would like to take a moment to thank all of our members who so generously support our chapter throughout the year by attending and sponsoring these events. I look forward to seeing you at many of our upcoming programs. Don't forget to register online today at www.mpissn.org.

Amanda Flangas

Correction to CSR article in Winter Issue – *Corporate Social Responsibility: Success One Step at a Time* - was written by

Felicia Price, CMP

Meetings & Exhibits Manager

Aging Services of California

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What's Cooking?

At MPISSN Trade Show March 22, 2010

By: Marilee Moon-Vanni

The MPI Sacramento/Sierra Nevada Chapter is pleased to present the annual Tradeshow 4:00-7:00 pm Monday, March 22nd 2010, hosted by the Doubletree Sacramento, 2001 Point West Way.

MPI member planners and non member planners are invited to attend FREE of charge. Come sample the offerings and socialize with meeting planners and suppliers.

Exhibitors will have the opportunity of presenting new and unique offering from their destination, facility, products and services while having fun incorporating the theme for this year of 'What's Cooking?'

In addition to delicious hors d'oeuvres, cooking demonstrations, wine tasting, and entertainment you could win a fabulous raffle prize.

We would like to thank the Atlantis Casino Resort Spa-Reno for their generous donation of this year's raffle prize. Two meeting planners with two guests will be treated like royalty. Recipients will enjoy a sumptuous Chef's Table for four people in the Atlantis' Wine Room featuring a Five-Course meal of fresh, delicious and unexpected California cuisine specially prepared by the Executive Chef and complemented by fine Wine Pairings.

Accommodations include a two-night stay

in the newly designed Luxury Tower rooms. Sophisticated style blended with rich woods, neutral color palettes and the ultimate in comfort and luxury.

Relax at Spa Atlantis with an All-Day Pass. Spa Atlantis replaces worldly concerns with a world of relaxation. Indulge your senses and rejuvenate body and mind. Escape to a world of complete serenity. The Spa at Atlantis offers Northern Nevada a Spa unlike any other.

This offer is for two meeting planners with two guests on a Sunday thru Thursday stay pattern.

Winners of the raffle must be present to win.

Atlantis
CASINO RESORT SPA

We encourage each member to invite a non-member to attend and experience the benefits

of MPI membership at this festive event. We want to share what's cooking in our industry and learn new recipes to sustain and grow our businesses.

Don't miss out on a fabulous gourmet experience where you can indulge your senses.

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ON THE MOVE

NEW CMM

Congratulations to Karen Leland-Dolce! She is now a CMM. We look forward to her using her new found knowledge on improving our chapter. Way to go Karen!

NEW CAE

Congratulations to Cindy Miglino on achieving her CAE!

NEW POSITION

Let's all congratulate Lauryl Hinerman on her new position as Director of Sales with the Hyatt Place hotel in Roseville. Hip, Hip, Hurrah!!



AWARDS

Margie Starr receives the Crystal Platter award from President Amanda Flangas.

Congratulations Margie!

Board members
and committee
chairs gather for the
board retreat at Wine
and Roses in Lodi to
plan 2010



The Meeting and Event Planning certificate program is back at Sacramento State!

The Meeting and Event Planning Certificate Program is back at the Continuing Education Department of Sacramento State. MPI Members receive a 10% discount on fees and classes are eligible for CE credit towards CMP. Classes start this spring and include:

Event Management; Event Coordination; Event Design; Event Information Systems; Managing Events Behind-the-Scene; Event Marketing, Communication and Evaluation; Risk Management, Legal and Ethical Standards and Event Budgeting.

For more information go to www.cce.csus.edu/meeting



MPI will Rock your World!

Bust out the glitter and hairspray and let the inner rock star in you sing out loud at the 2010 Annual Silent Auction and Installation Dinner! You won't want to miss out on this unique and casual opportunity to enjoy a great evening of dining and head banging with colleagues (and fellow groupies) while supporting our chapter!

The 2010 Annual Silent Auction and Installation Dinner (and concert) will be on Tuesday, June 8 at The Center at Twenty-three Hundred, Sacramento, followed by our 11th Annual screaming Golf Tournament on Wednesday, June 9 at Timber Creek Golf Course in Roseville. Find out how MPI will ROCK OUR WORLD in 2010.

For more details and to register for both events, please visit www.mpissn.org. We hope to see you there!



Become a fan of MPISSN on Facebook!

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CSR CORNER

Corporate Social Responsibility

By Katrina Duncan, CMP

Event & Meeting Planner, CALCASA

This month Sacramento/Sierra Nevada MPI is highlighting a supplier member, Amador Stage Lines, who exemplifies CSR principles. As defined by MPI, Corporate Social Responsibility is the responsibility of an organization for the impacts of its decisions and activities on society, the environment and its own prosperity. It is a deliberate inclusion of public interest into corporate decision making and honoring the triple bottom line of people, planet and profit.

I learned about Amador Stage Lines while networking with Gordon Horsley, their Nevada Sales Manager at MPI. A few months later I became CSR chair and and remembered being impressed with Amador's commitment to the environment and safety of their passengers.

Amador Stage Lines has been family owned in the Sacramento area for 63 years and in the Reno/Tahoe area for 13 years.

Many of their full size motor coaches in the Amador fleet have been purchased since 2008 and are the most environmentally efficient motor coaches in the industry today. They are committed to a greener, healthier environment and, as such, purchase motor coaches from the only North American manufacturer to earn ISO internationally recognized environment certification. It takes 60 clean Prevost ULS diesel-powered coaches to equal the soot emission as one 1988 model coach.

Amador Stage lines has also been a leader in safety, they maintain a full time Safety Director whose primary responsibility is to keep Amador's staff of professional drivers properly trained. Amador's coaches are equipped with GPS, two-way radios, and Smart Drive Camera systems. These systems combined provide the best in passenger comfort and safety and many of their buses also are equipped with seat belts.

Amador engages in both the Sacramento and Reno/Tahoe communities. They work with such charitable organizations as The Salvation Army, The Give Hope Foundation, schools, churches and civic groups.

If you would like your association, company, organization highlighted for your CSR efforts please contact Katrina Duncan, Katrina@calcasa.org and if you would like to find out more about CSR please visit the MPI website at

<http://mpi.web.org/aboutMPI/CSR.aspx.Linis>



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Can webconferences, videoconferences and other virtual meetings really take the place of face-to-face contact?

With travel budgets slashed in the wake of recessionary belt-tightening, companies are increasingly turning to technology as a substitute for in-person contact. Yet business executives overwhelmingly agree that face-to-face meetings are not just preferable but necessary for building deeper, more profitable bonds with clients and business partners and maintaining productive relationships with co-workers. (Forbes Insights, The Case for Face-To-Face, 2009)

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 anti-travel 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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Speaker Showcase a Great Success

By Theresa Stamey

Five speakers took the stage at The Cosmopolitan Theatre on February 16 for the return of the Speakers Showcase sponsored by STL, Limited. Each speaker showcased their talents with crowd interaction and humor.



First up was Mark Alcorn, principal attorney of Alcorn & Associates, a law and management consulting firm specializing in the association industry with "The Top Ten Signs of a Dysfunctional Board". Mark delivered a review of the most common behaviors and circumstances that can lead to board dysfunction with pointers on how to respond to them.



Brian Sharp, CEO of the Go Big Company, entertained the audience with a lively discussion on today's changing economy and its many challenges and opportunities. Brian is a award-winning speaker and business coach who presented "The New Wave of business: How to Reposition for BIG Results In A Changing Economy". He presented proven, relevant strategies to position our businesses to achieve BIG results.



Next to take the stage was Gary Hernbroth with his motivating topic of "Customer Service or Lip Service: How Easy is Your Organization to do Business With?" As the chief motivating officer of Training for Winners, Gary is a 33-year veteran of the hospitality and meetings industry and offers three powerful "must do's" that will insure your business retains customers, not just acquire

customers.



As the eldest daughter of nine children Merci Miglino learned early on how to motivate a divergent group. Merci shared her expertise and wisdom as a motivational speaker and certified professional coach with her discussion on "Leveraging Birth Order Dynamics in the Workplace". Merci's lively and fun presentation provided practical, concrete strategies for improving and transforming organizational cultures through understanding how birth order affects communication and team building approaches.



Jim Pelley, who for the past 25 years has taught people how to use humor to become more creative, more productive and less stressed, took the stage as our last speaker. His presentation of "Embrace Risk, Manage Change, and Laugh Often" was a fitting end to this year's Speakers Series. It was fun and kept the audience laughing

while learning how successful the use of humor can be in reducing stress, building morale, and helping others through difficult times of change.

(Face-to-Face continued from page 1)

Face-to-face meetings build trust and relationships;

Both education and training are more effective in a live setting;

Live meetings actually save time and money;

Live meetings facilitate problem solving through a more effective exchange of ideas;

Face-to-face meetings provide the human connection that powers business and volunteer relationships;

Face-to-face meetings create jobs and powers the economy.

With these observations in mind, several campaign themes were created and subsequently tested for their resonance with both meeting planners and attendees. One captured the unique benefits associated with hosting live meetings more than all others: "Face Time. It Matters." This campaign theme was then translated into a graphic signature that illustrated the message in a creative and engaging manner.

Our hope is that the industry embraces both the economic message in the Meetings mean Business efforts and the human value message in the FACE TIME: It Matters efforts. Combined, these start to tell our story in a coordinated, powerful manner.

In addition to consistent messaging, the experience of the industry in 2008 and 2009 pointed up another deficiency: we don't have the data to support and defend ourselves politically and economically. We don't have bulletproof, government accepted data on the economic significance of the meetings, conventions, exhibitions and events sectors to the US economy. Without this, we are challenged at all levels of government in telling our story and defending our value or the value of investment in our industry. We need the data on jobs, taxes and other direct and indirect factors that spell out our economic significance.

"Imagine a meeting experience that will make them forget their cell phones."



Peggy Young, Peggy Young & Associates

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FORE! MPISSN 11th Annual Golf Tournament

By Jessica Sawko

Wednesday, June 9, 2010

Timber Creek Golf Course, Roseville

Networking, laughs, fun, prizes, oh and a golf tournament too! You will find all this and more at the MPI Sacramento/Sierra Nevada Chapter Golf Tournament. Hit the links after a night of reverie, the golf tournament is conveniently scheduled for the day after the Installation Dinner and Silent Auction event. This year's golf tournament will feature many of the popular elements from years past as well as some new ones. Tournament participants will enjoy 18 holes of golf while visiting with sponsors at the holes, playing games, participating in trivia, and enjoying yummy snacks and beverages. New tournament features include

- tournament rules designed to allow for a faster pace of play
- putting contest integrated into the tournament at hole "9B"
- the opportunity to have one of your foursome's drives hit by a golf pro

Golfers of all skill levels are welcome, from beginners to veterans. This tournament is designed to be fun for all participants. In fact, for many participants, this is the only time of year that they golf. So if you have never participated in the MPISSN golf tournament because you don't think you have the skills, fear not! This tournament is designed for fun, networking, and a beautiful day out on the manicured course of Timber Creek.

The MPISSN golf event also offers the option of participating in a 1-hour golf clinic instead of the tournament. During the clinic designed for novice and new golfers you will learn basic skills such as driving, putting, how to hold the club (grip), swing techniques, and basic golf etiquette. After the clinic you will have time on the driving and putting ranges to practice your newly learned golf skills. The clinic is a great deal at only \$75 and includes a ticket to the luncheon.

If you are interested in being a sponsor there are several opportunities available. Golf tournament sponsors enjoy face time with clients, recognition for their support of MPISSN, and VIP Sponsor Concierge service during the event. Don't delay, sponsorships are available on a first-come, first-served basis. For details and sponsorship availability contact Kris Keesling at (530) 543-2116 or kris.keesling@hilton.com.

Make your Wednesday, June 9 feel like a Saturday, come out and golf with your friends and colleagues at Timber Creek in Roseville. Register before May 31, 2010 and save!

Call for Tournament Volunteers!

Calling all non-golfers to participate in the MPISSN Golf Tournament. Gain experience with coordinating a golf tournament by participating as a volunteer the day of the tournament. Several opportunities are available. If you are interested in volunteering the day of the event, please contact

Kellie Schroeder at (530) 661-9591 or
kelli@wmmpa.com

What our colleagues are saying about meeting face-to-face

"We spend so much time communicating by email, that face to face meetings are more important now than ever... some things just can't be downloaded."

Katrina Duncan, CMP; Event & Meeting Planner

"Talking and meeting face-to-face allows you to read the other person's non-verbal cues such as posture, facial expressions, and reaction. Talking in person permits the immediate opportunity to reiterate specific points, and allow for more casual conversation to strengthen your alliance/friendship with the other person or group. Meeting in person allows non-verbal opportunities, which are key in communications, and not available through electronic means of communication."

**Paula Higgins, CMP; Associate Director of Sales,
Sonoma County Tourism Bureau**

"In these challenging economic times, ROI is not just a buzz word, it's a daily fact of business-life. To prove the benefits of face-to-face marketing, research supported by hard data is crucial in winning upper management approval for attending industry events. The Center for Exhibition Industry Research (CEIR) has valuable studies available including a recent study released October, 2009 called "The Power of Exhibitions in the 21st Century." Another important study is "The Return on Investment of U.S. Business Travel" prepared for the U.S. Travel Association conducted by Oxford Economics USA. The findings from these studies provide buyers and suppliers in our industry important reasons to support the benefits of attending in-person meetings and tradeshows."

Rick Chapman; CS Meetings Direct

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- Expand your network.

We have volunteer opportunities that can assist you with achieving your personal goals. Let us know what is important to you and we will help match you with a volunteer opportunity that meets your needs in as little as 1-2 hours a month. For more information, contact Joy Florentino, CMP, MPI/SSN President-Elect at joy.florentino@marriott.com



CHAPTER MEMBERSHIP RECRUITMENT

Help us recruit new members to MPI and receive great rewards for you! Between now and June 30, 2010, members that refer a new member will qualify for a monthly drawing by MPI Headquarters for a \$250 gift card monthly. In addition, every time you recruit a new full paying member to MPI, you will receive a \$25 credit toward your membership renewal. Be sure to have the new member put your MPI ID number in the "Referred By" section of their application. But that's not all! On a local level, we will have random prize drawings for referrals from July, 2009 – May, 2010.

Congratulations to Robin Rinehart, winner of an overnight stay at the W Silicon Valley!

For additional information, contact Margie Starr at (916)341-4014 or margie.starr@sheraton.com



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Saturday, May 8, 2010

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You can now register online at www.komensacramento.org

JOIN THE MPISSN TEAM NOW!

To join, go to www.komensacramento.org and click on the Race for the Cure button on the right. A new page will open – click “register” then “I agree” (if you accept the agreement) – click “join a team” and select MPISSN for the Cure and fill in your information.

Contact Diane Ramsdell, Team Captain at d.ramsdell@sbcglobal.net if you have any questions.

 **IMPACT. MAKE ONE.**

MPI CONNECTS

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