



CONNECTS

Volume 25, Issue 4 • Summer 2011

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WORTH YOUR TIME

June 7 ~ Annual Event and Silent Auction~The Ties That Bind Hyatt Sacramento

UP TO DATE EVENT
DETAILS ONLINE AT
WWW.MPISSN.ORG



The Ties That Bind:

MPISSN's Annual Dinner and Silent Auction

June 7, 2011

Hyatt Regency Sacramento

5:30pm

Register today at www.mpissn.org

by Bea Gomez, Annual Event Chair

Imagine a warm summer's evening, you and your friends - cocktails in hand - peruse table upon table of silent auction items donated by our vendors and partners . . . and snap up amazing holiday deals while supporting our local MPI! And thus begins what is sure to be an amazing evening that will celebrate the ties that bind us: Innovation. Community. Integrity.

The Annual Dinner and Auction is our most important fund-raising event of the year—an opportunity for businesses and individuals to show their support for the great educational endeavors and networking opportunities provided by MPISSN. The Annual Dinner is also our opportunity to welcome the 2011-2012 Board of Directors, helmed by Incoming President Lauryl Hernandez, and to recognize our Planner and Supplier of the Year.

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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.

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Fall 2011 – August 11, 2011

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President's Message

Joy Florentino, CMP

Marriott International

Dear Fellow MPI Members,



Your MPI Leadership team met this week to plan the future of our Sacramento/Sierra Nevada Chapter. Our retreat was facilitated by successful business woman and former MPI Chairwoman of the Board, Terri Breining, CMP, CMM. We collaborated on a 5 year vision and then challenged ourselves to create an action plan for the 2011-2012 year that will help us to achieve our goals.

One of the most useful tools that Terri shared with us is a "Completion" exercise.

This versatile tool is simple and easy to use in both your professional life and your personal life. It consists of a few short questions that allow us to "complete" a project, i.e. a conference, special project, or goal. Individually we worked through our own "completions."

As I reflect on my year as President, I'd like to share a "MPI/SSN 2010-2011 Completion."

What are we disappointed, frustrated, not pleased with; what didn't work?

We are disappointed with our communication efforts through social networking. We had hoped to increase engagement of our members through LinkedIn and Facebook. As a result of acknowledging this disappointment, we created a more focused effort for 2011-2012.

What did we like, were we pleased with, feel good about; what worked?

We are pleased with the number of members that got involved with our chapter this year. We were able to mentor and develop meeting professionals and future leaders. Our education programs "worked," we were able to offer members valuable educational offerings which was evident in increased attendance at programs, program evaluations, and member satisfaction scores.

What did we accomplish?

We got to know many of our members on a personal basis and find out what they "needed" from their MPI membership. We used this information to focus on meeting the "needs" of our members and providing them with relevant services and resources.

We wish to acknowledge every member that sees the value in his or her personal and professional development and chooses to make it a priority.

Thank you to all the members that have contributed to our chapter this year, we sincerely appreciate your time, talent and dedication to the Meetings Industry.

It's been an amazing year and an awesome experience. Thank you for allowing me the opportunity to serve as President; it has been an honor.

Joy Florentino

MPI Announces 2011 RISE Awards Recipients

Recipients influence the present, inspire the future



Congratulation to MaryAnne Bobrow, CAE, CMP, CMM, CHE!!!

The RISE Award for Member of the Year will be presented to MaryAnne Bobrow, CAE, CMP, CMM, CHE for her volunteerism in the MPI community. MaryAnne has consistently served in countless volunteer service roles for her MPI chapter and internationally. As a lifelong learner, teacher, contributor, and mentor she strives to give back to those who have contributed to her success. MaryAnne is Managing Partner of Bobrow & Associates and a member of the MPI Sacramento/Sierra Nevada Chapter.

Meeting Professionals International (MPI) announced the recipients for the 2011 Recognizing Industry Success and Excellence (RISE) Awards. The outstanding achievements of these individuals, communities and organizations will be acknowledged at the RISE Awards presentation and lunch on July 24, 2011 during MPI's World Education Congress (WEC) in Orlando, Florida.

The RISE Awards include annual awards in three categories: individual achievement, community achievement and organizational achievement. Recipients are recognized for innovation, influence, global transferability and impact. This is the second year that the awards will be given for all three categories within the program.

"Courageous thought and effort are usually behind results that inspire. The recipients remind us what one person and one organization can do" said Brian Palmer, CMM, Chairman of the RISE Awards Judging Panel.

After 4 days of non-stop rain, the sun appeared on Wednesday May 18 just in time for our Golf Tournament. Golfers and non-golfers were thrilled with the beautiful weather. After the tournament everyone was buzzing about what an amazing day we had on the course.



Following the 12th annual MPI golf tournament, MPI members and golfers attended the "Fairway Fete Chef's Wine and Food Demo." Executive Chef Roderick Williams of Orchard Creek Lodge, Lincoln Hills did a great job in demonstrating how to prepare a delicious three course meal. Attendees enjoyed watching the chef on two big screens and then were served the meals which were paired with three varietals of wines donated to MPI from Duarte Georgetown Winery. The event was a great success and was enjoyed by over 60 attendees!

Nancy Ball

Director of Marketing and Events

California Assisted Living Association

A Great Big Thank You to all the Golf Sponsors and Supporters that made the tournament a huge success!

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SACRAMENTO/
SIERRA NEVADA
CHAPTER
MPI

MEETING PROFESSIONALS INTERNATIONAL

LEADERSHIP

2010-11 Board of Directors

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2011-12 Annual Board Retreat

by Lisa L. Bispham, CMP

The upcoming leadership team under the direction of incoming President Lauryl Hernandez, CMP met in beautiful Sonoma on May 15-16, 2011. The two day meeting was filled with great brainstorming, strategic planning and of course lots of food and wine. Lauryl started to prepare us weeks in advance by giving us a copy of the ever popular StrengthsFinder 2.0 and had the group take the assessment prior to the board retreat. This homework assignment helped us uncover our talents and develop our strengths. From this exercise it was amazing to see all the different talents this leadership team has to offer.

We were excited to be joined by Terri Breining, CMP, CMM with Breining Group LLC who did a wonderful job facilitating the board retreat and our very own MPI International Chapter Business Manager Judy Webster. We appreciated their expertise and enthusiasm they brought to the meeting.



I would also like to acknowledge our host the DoubleTree by Hilton Sonoma Wine Country and express a special "THANK YOU" to Erika Costa, Senior Sales Manager; Joseph Violi, General Manager; Don Nolan, Executive Chef; Shelly Nelson, Director of Sales; and Terri Halaway, Director of Catering for their gracious hospitality and attention to every detail to make our meeting a success. Erika announced that Hilton Worldwide is re-branding the Doubletree. Their property is now named: DoubleTree by Hilton Sonoma Wine Country. With this the company also announces a fresh and modern amenities partnership with renowned bath and body care leaders Crabtree & Evelyn®. As a result, two of the company's new bath and body care product lines are now available to travelers at more than 400 DoubleTree by Hilton and Embassy Suites Hotels properties across North America. Also, fall of 2011 the DoubleTree by Hilton Sonoma Wine Country will undergo full lobby and suites renovation, as well as lobby guest room renovations!

It was amazing what we had covered in the morning session and now it was time to take a lunch break. We headed over to the Hyatt Vineyard Creek Hotel & Spa to meet with Brandon Mrkvicka, Sales Manager who took us on a tour of the property. After the tour they hosted a refreshing lunch prepared by Chef Richard Whipple at the Brasserie Restaurant. After we finished every bit of the delicious dessert we had to get back to work.

Congratulations to the following MPISSN Members on receiving their Longevity Pins!

Felicia Price, CMP - Aging Services - Meeting & Exhibits Coordinator	15yrs
Nina Ramos -San Mateo County Convention & Visitors -Director of International Market and Tourism	10yrs
Laura DeOrio, CMP -SEARCH, The National Consortium for Justice Information and Statistics	10yrs
Annette Manhart -Santa Clara Convention & Visitors Bureau - Vice President of Sales & Marketing Services	10yrs
Tamalon Littlefield -California Optometric -Manager Meeting & Event	5yrs
Soua Vang, CMP -California Assoc - Director of Education	5yrs
Jordan Clark -Harrah's Entertainment -Vice President of Sales	5yrs
Jill VandenHeuvel -Sonoma County Tourism Bureau Special Projects - Communications Consultant	5yrs
Joan Enella -Rocklin Park Hotel & Spa -Sales Manager	5yrs



ON THE MOVE

PROMOTION

Sylvia Done promoted to Associate Vice President, Fund and Membership Development, California Waterfowl Association

NEW POSITION

Mary Zavislan Cook CMP, SPL, Sr. Account Executive

During the afternoon session we did an exercise of what our chapter will look like in June 2016. With the "sky's the limit" approach we brainstormed milestones we need to achieve this year to stay on track with our 2016 vision. After wrapping up an intense day of strategic planning we were spoiled by the DoubleTree by Hilton Sonoma Wine Country with a spectacular farm dinner we have yet to forget. Executive Chef Don Nolan and local farmers came together to prepare a fresh, local and sustainable family style dining experience for us to enjoy. Bacchus Restaurant & Wine Bar does the Farm to Fork Dinner the first Friday of each month.

We started bright and early on day two by getting into workgroups to develop goals for each of our objectives. It was a nice break to be joined by Sonoma County Tourism Bureau's Paula Higgins, CMP, who hosted our lunch at the Foxtail Golf Course just walking distance from the DoubleTree.

After a nice walk back we powered through the remainder of the meeting with leadership training. Everyone left the meeting with many great ideas to implement and enthusiasm to make our chapter the very best it can be. If you would like to get involved to help make a difference, please contact me at lbispham@csdaca.org. Come join us, I promise it will be worth your time!

LEADERSHIP

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PLANNER SPOTLIGHT

KELLIE SCHROEDER, CMP, CAE

MPISSN VP OF COMMUNICATIONS

Why did you become VP Communications?

I began volunteering for our Chapter, and watched my network of peers double almost immediately. As I worked to help move the Chapter forward, my own personal and professional path moved forward at the same time. The more I give of my time and experience, the more I receive back. Volunteering is very rewarding for me and when I was asked to serve on the Board, it was an honor I could not refuse. I am reaping numerous rewards for being involved, and for that I am extremely thankful.

How did you become involved in the Meeting Industry?

I fell into it. I left the corporate world to begin working at the Moulding Association, which was a major right turn in my career path. I instantly became aware of my lack of training and skills when it came to meeting production. Thus, I joined MPI then pursued the CMP designation; one of the best decisions I made for my personal growth and professional advancement in my early days in the non-profit world.

Favorite MPI moment? I joined the Professional Development Committee for several reasons, but mainly because the Chairperson was Laura Bohannon, Bohannon and Associates. I did not know her at the time, but had idolized her for several years due to the articles she wrote, her volunteerism record, and the fact she was always quoted in the meeting magazines by the Hawaiian CVB and hotels. For quite some time, I referred to Laura as the Hula Lady as she was always featured in a Hawaiian advertorial. Laura's face and words were everywhere, and I wanted to know who this person really was. I knew her face due to her photo in print. I knew her name as I had been introduced to her on occasion in quick passing at MPISSN luncheons. But, I did not know Laura. I walked into the Sheraton Grand lobby for the first CMP study group session, and there Laura was — my idol. The meeting planner extraordinaire. Laura was everything I thought she would be: professional; welcoming; smart; genuine; inclusive; friendly; knowledgeable; warm; and forgiving. I respect Laura greatly, and she will always be the Hula Lady to me.

Favorite Conference or Event you managed? We held a week-long conference at the Grand Hyatt on Kauai with a 3-day post-meeting at Manele Bay on Lanai. We conducted business from 8AM until 1PM, and then spent the rest of our time exploring the island's wide variety of activities such as helicopter tours, snorkel sails to the NaPali Coastline, horseback riding, luau



dinners, golf, spa, etc. My attendees were so relaxed and enjoying themselves at every turn, I was able to kick my meeting stress level down a few notches and enjoy the experience with them. It helped that we kept the mai tai's flowing freely at the receptions too!

Family? I am married to a fun-loving guy named Todd. We have two furry children, teacup Pomeranians named Princess Pia Pali and Bibbity Bobbity Boo (Pali and Bobbi for short).

Favorite travel experience? Walking the Great Wall of China in the early morning hours after a grueling week of trade meetings in Beijing. It was a peaceful, spiritual experience.

Books Recently Read? Disciplined Dreaming by Josh Linkner

Favorite Website? YouTube.com I love watching the funny animal videos.

Personal Motto? My motto I live by is "attitude is everything" inspired one of my favorite quotes as follows: "The greatest discovery of my generation is that a human being can alter his life by altering his attitudes of mind." — William James (1842-1910)

Favorite food? Fried chicken! I grew up eating my mother's and grandmother's fabulous southern cooking. Both of them could give Paula Deen a run for her money in the kitchen. These days I do not eat fried chicken as much as I would like, but if you offered me as my last meal a steak versus my mother's chicken, I would be elbow deep in drums, legs, and thighs.

What is the one skill, sport or talent that you don't do but would love to learn? I have a desire to paint, mostly watercolors, but any form of painting would bring me great joy. I have this on my "will do" list before I turn 50 years old.

Something MPI Members would be surprised to learn about you/ I grew up basically in a darkroom. My father's hobby was photography, which he built into a side business in my younger days. I was a wedding photographer gopher on the weekends — set up the lighting, test the lighting, hold the bounce card, etc. In my early twenties, I photographed my own wedding jobs, graduation photos, family reunions, etc. I adore black and white photography, and love to develop my own film. I left photography as a serious hobby when digital imagery came along. I mourn the passing of film and a good whiff of the stop bath in the darkroom.

There *IS* an "I" in CSR.

by *Bridget Johnson*

CSR-Corporate Social Responsibility - is about taking steps to look out for the community, environment and financial longevity (of the organization). But, without a doubt, it takes each of us, as individuals, to identify our opportunities and make the right choices.

All of us in the meetings and events industry have an opportunity within our role to make changes, some of which are immediately visible, while others are more incremental and long-term. The important point here is to acknowledge that each of these changes matter. Small steps still lead to big goals.

CSR does ask us to think more selflessly; our objectives (should) focus on achieving a multidimensional "greater good." When each of us pauses to examine our individual footprint each day, we hopefully have an immense one. (Aha! Surprised you there, eh? Here's how that's meant...) If our "footprint" is the legacy we leave behind, hopefully each of us is making a significant daily positive difference on our business, our family, and our global community. While listening to Midori Connolly speak at our chapter's May education program, I couldn't help but draw parallels and connections with CSR. For example, if you've not tried to make the changes in your meetings before, it may seem daunting; or, perhaps you've tried and had less than positive results or reviews. So, you may hesitate to try again or progress on in the same direction. Sometimes protocol is upheld simply because it's familiar; the old "it's always been done that way." But, sometimes the protocol boat needs to be rocked; new tools need to be tried. See the goals through new lenses, and the path may be more inspiring and invigorating than ever before.

As with hybrid meetings, we need to break down barriers of mystery and inhibition. It's not only wise but invigorating to seek tools for "the new normal", tighter times. We owe it to ourselves and our organizations to be resourceful, in both familiar and unfamiliar ways. Start with simply learning about options; the possibilities; the potential results....and see how easy it may be to incorporate those options into your meeting and event practices.

As our chapter leadership approaches a new year, there's a tingling sense of excitement. Surely, as with any such change, there may be some nervousness and apprehension because, after all, change rarely equates to comfort. Change is about progression and long-term success. Each of us has the chance to put the "I" in CSR. Take the opportunity to seek new tools, learn and try.

Bridget Johnson, the chapter's new CSR Chair, is excited to hear from you. Send any CSR-related questions & ideas to her at bjohnson@sdcvb.org.

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to catch MPISSN at its best ...

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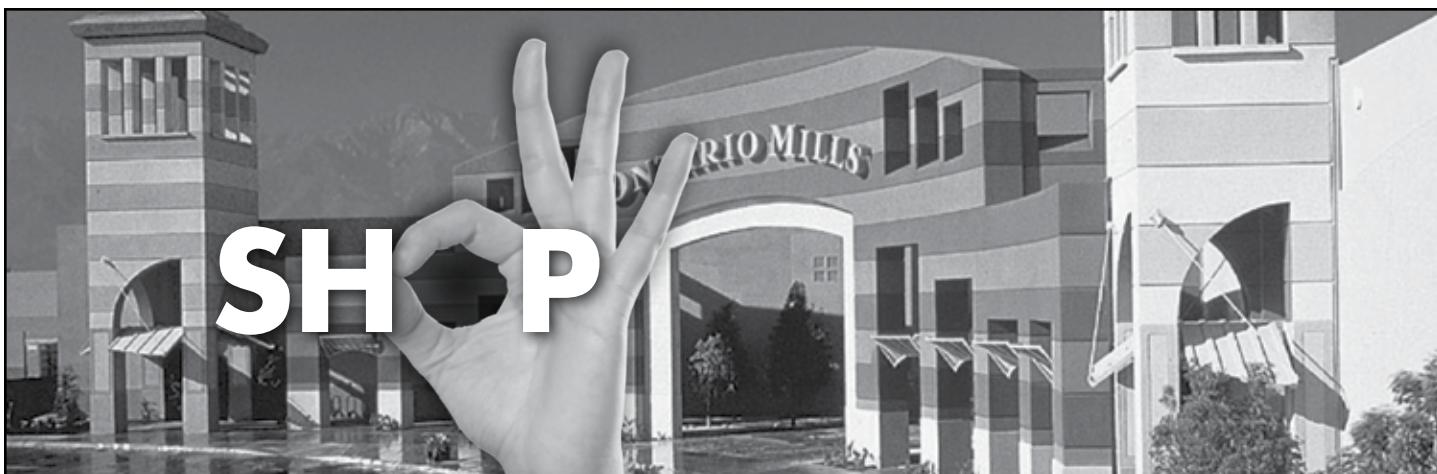
May Luncheon
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Ties That Bind

(continued from page 1)

The festivities begin with a silent auction, poolside at the Hyatt Regency's lovely outdoor pool, with light hor devours and the evening's signature cocktail, "The My Tie". After ample time to mingle with friends and colleagues and ensure a high bid on your favorite auction item, we'll move into one of the Hyatt's majestic ballrooms to enjoy a sit-down dinner with entertainment provided by Clemón Charles. Clemón infuses a West Indian sound with American alternative rock and jazz. His voice is a deep, sultry style with a raspy touch in the alternative rock and folk genre as he performs his original songs. Each cover song is tailored to a folk and jazz sound that range in the 1960s-1990s.

Don't be the one left out of all the fun – get your ticket now! \$40 a person or \$250 for a table of 8 (bring potential clients – a great way to impress)!


Please visit www.mpissn.org to register online or contact cindy@mpissn.org for more information!

As with any production, this event could not take place without the generous support of our sponsors:

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- **Music by Clemón Charles**
- **Northern California Meetings and Events Magazine**
- **Party Concierge**

Still thinking about get your CMP Designation?

Now is the time! The next CMP application deadline for the January 2012 exam is August 10, 2011. Through the CMP program you will increase your industry involvement, and gain industry-wide recognition. The requirements for certification are based on professional experience and a written examination. Over 14,000 individuals in 36 countries have earned the CMP designation since its inception. You could be next! See the MPI website under professional development /designations for more details and links to the Convention Industry Councils website.






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MEETING PROFESSIONALS INTERNATIONAL

WEC 2011: Re-designed for the New Rules of Engagement

MPI's annual global educational gathering evolves to deliver higher attendee ROI in a post-recession industry

April 6, 2011 – Dallas, TX –

Responding to the needs of meeting and event professionals as they face a resurgence of industry business levels, Meeting Professionals International (MPI) today revealed a redesigned World Education Congress (WEC) in Orlando, Florida, July 23-26.

The three-day event, the largest annual global educational conference for the meetings and events industry, will have an array of new marketplace features and educational experiences aimed at delivering face-to-face business conversations and innovative professional development sessions.

"We're facing a new business paradigm in the meeting and event industry," said Bruce MacMillan, president and CEO of MPI. "There are truly new rules of engagement and ways to do business in our post-recession world. That's why we chose to redesign WEC this year instead of delivering the same WEC experience as we have for the last decade. WEC 2011 remarkably delivers more face-time with your partners, more brain-time for the latest ideas, more brand-time for your business story and more you-time for your success."

While the traditional tradeshow is no longer in the WEC lineup, the marketplace experiences have been redesigned around personal conversations for suppliers and planners to connect through scheduled business appointments including:

- WEC Hosted Buyer Program: For qualified planners to meet with suppliers in a one-on-one setting focused on pending business
- WEC Buyer Connect: A free option that enables planners who do not or cannot participate in the Hosted Buyer Program to schedule appointments with Hosted Buyer suppliers

WEC 2011 also launches two new networking experiences:

- The Blitz! is where attendees experience an entertaining and interactive environment created by venues, destinations and other business and encounter the wow and must-know facts they would normally gain on a site visit.
- MarketSquare allows businesses to fully integrate their brand within the attendee community during the length of the show by participating in the WEC Global Village.

"We're very excited that the WEC is in our back yard this year, so we wanted to roll out the red carpet for attendees, Kissimmee style," said Debby Rivera, manager of sales and services for the Kissimmee CVB. "Since they will not have time to visit many of Kissimmee's meeting options, we thought The Blitz! and MarketSquare would allow us to be creative while exposing attendees to all that Kissimmee has to offer. MarketSquare also allows us to create a relaxed, common area for Kissimmee industry partners and meeting planners to gather and reconnect."

Because of the industry's substantial changes over the past two years, WEC 2011 will deliver an unprecedented selection of innovative educational experiences.

FlashPoint will include a line-up of ten diverse speakers who will inspire ideas and conversations with their powerful, condensed presentations.

For the first time at WEC, MPI will enable attendees to direct some of the programming by voting online for topics they want to explore. There will also be on-site voting for sessions that should be repeated. Peer-to-peer learning further expands the innovation with the North American introduction of the Solution Room, a crowd-sourced experience where attendees break down challenges and find real solutions by leveraging their collective expertise.

The Hive delivers the buzz on all things technology. In this shared space, subject matter experts will present on the latest in social media, hybrid and virtual meeting tools and trends, while a tech concierge answers attendees' questions.

"Innovation and imagination are the hallmarks of an Orlando meeting, and WEC 2011 will be no different," said Gary Sain, President/CEO of Visit Orlando. "Focus on relationship building and actionable education is exactly what is needed as demand increases. Attendees of WEC 2011 will find these elements in Orlando, in addition to inspiration from Clean the World and other corporate social responsibility initiatives."

Registration for WEC 2011 opens April 6 and access to information on the WEC Hosted Buyer Program and other new features options are available online.



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Our chapter connects with our members through email. If you are not receiving emails from Cindy Miglino about upcoming events, please contact her at cindy@mpissn.org or 916 624-2627. We want to keep you informed!

~ MPISSN RACED FOR A CURE!~

by Becky McGuire

On May 7th many of our colleagues participated in the Susan G. Komen Race for the Cure. This was MPISSN's second year to participate in this extraordinary event. The Komen Race for the Cure is designed and implemented to promote positive awareness, education and early detection of breast cancer. As well as being a road race for runners, the Komen Race for the Cure is an emotionally charged event that attracts many first timers and recreational runners. The Komen Race for the Cure is an opportunity for thousands of women, men and their families, running or walking, to spread the breast cancer message within their communities.

One of the most exciting aspects is that up to 75 percent of the funds raised at this Race remain here in the Komen Sacramento Valley affiliate to provide breast health research, diagnostics, screening, treatment, services and education for uninsured or under insured women. The remaining 25 percent goes to fund national research.

The streets were filled with approximately 25,000 people who have a passion for life. Some wore funny costumes to get their point across while others shared in the camaraderie. Aw-inspiring phrases surrounded your every step.

Save the Tattas	Fight Like a Girl	Save Second Base
Hope	In Memory of	Make Time for the Girls
Blood, Sweat, Tears	You Won	

Ok, maybe not all were aw-inspiring but they certainly made a point and made you smile...especially at mile 2.5 when you needed it!

At the conclusion of the event, and even as you crossed the finish line, you felt like you made a difference!

MPISSN let's make a pact to participate full force in 2012!



SUSAN G. KOMEN FOUNDATION FOR THE CURE

This year we would like to recognize the following donors for their donations:

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Laura DeOrio, Becky McGuire-Haupt and her son

Celebrating California History, Women, the Arts and MPISSN

by Laura DeOrio, CMP

Can you name California's state fish? Do you know who performed on November 21, 1973 at the Memorial Auditorium in Sacramento? Do you know where in Sacramento you can see legendary people who embody California's innovative spirit and have made a lasting mark on history? Well, if you attended the MPISSN Spring Networking Event on April 12th, you would know these answers.

MPISSN chapter members and guests met at The California



Museum located at 10th & O Streets in Downtown Sacramento for free food, hosted beverages and prizes. This unique museum has a lot to offer meeting planners and anyone interested in learning about California's rich history and its impact on the world.

When guests first arrived at our event, they had an opportunity to tour various exhibits and participated in a scavenger hunt. Exhibits included: The California Hall of Fame which recognizes individuals who embody California's innovative spirit and whose accomplishments have influenced the state, the nation and the world; California's Remarkable Women; Uprooted!'; Japanese Americans during WWII; Extreme Engineering: California's State Water Project; Psychedelic Poster Art 1965-1975 and California Indians: Making a Difference to name just a few. Longtime Sacramentoans also enjoyed the tribute to The Alhambra Theater, Posey's Café and an exhibit of concert posters from Memorial Auditorium.

But this is much more than a museum; it's also a versatile meeting rental facility. There is a conference room, bordered by windows shaded with trees and an attached kitchenette for catered events and a multi-purpose room. Both rooms can accommodate 80 seated classroom style and 125 reception style. If you need more space, the entire museum is available to rent and can hold up to 1,500 for a reception. For smaller meetings, there is a Boardroom which can hold 25. Also available is a state-of-the-art, theater style auditorium which seats 254. The long stage is fully outfitted with a 20' x 20' drop



down screen, stationary lectern equipped with DVD/VHS player and remote hook-up for PowerPoint presentations.

The courtyard, which sits between the museum and Secretary of State's Building with a backdrop of "Constitution Wall", is a perfect backdrop for any outdoor reception or dinner; it can hold 250 for dinner and 1,000 for a reception. We utilized it as our main networking area. Members enjoyed wines of the San Luis Obispo area which were generously donated by the Embassy Suites San Luis Obispo. Jack's Urban Eats provided Turkey, Steak and Portabella Mushroom Sliders and salads. And local baker, Bob Bakes, donated festive Spring decorated cookies to compliment the meal. Thank you to all our generous sponsors.

A special thank you to Kelly Bitz, Community Relations Manager of The California Museum for providing the perfect backdrop for our event. Consider this facility for your next event. To schedule a tour of the museum, contact Kelly at Kbitz@californiamuseum.org or call her at 916-653-5864.

In case you missed the event, the answers are: Golden Trout, The Beach Boys and The California Museum.



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Professional Development On Demand

PD On Demand is searchable by topic, experience level and role within the company. Professional Development (PD) On Demand is the industry's largest library of professional development content (webinars and event content) in one easy to navigate area.

Professionals are searching for continuing education and knowledge to remain competitive, advance careers, and plan smarter meetings and events.

Professional Development (PD) On Demand is an on-demand library of education that includes webinars and video and audio sessions from MPI live events.

The portal can be searched by specific topics, experience level and job classification (planner, supplier, etc.), making this the most extensive resource for professional development available.

Planners and suppliers will have a consistent source for the PD On Demand through a consistent schedule of weekly webinars, in addition to an ever-increasing database of education.

What is Professional Development at MPI:

- MPI is the most relevant and reliable source of industry education to professionals who depend on professional development.
- Professionals will be able to apply the consumption of PD that has CEUs attached toward industry certification or other educational programs.

Webinars:

- With a weekly schedule of upcoming webinars, the Portal will have content consistently being added.
- The webinar series, both live and archived, are available to use as contact hours and/or CEUs.

Live Event Content:

- Through annual event session recordings, MPI has amassed a sizable library of audio and video content that is part of the PD On Demand portal.

Classification System:

- Audio, video and webinars are searchable by the following system:
- Topic: Includes CSR, SMM, Value of Meetings, Technology
- Experience Level: Novice, Intermediate, Advanced
- Roles: Planner, Supplier, Business Owner

Certification:

- Members seeking industry certification can apply webinars, audio and video sessions toward the required contact hours.
- Members can schedule and then have a transcript record of the weekly webinars as part of the consistent education needed to maintain their status or recertify.

Potential question: How does Professional Development On Demand differ from current MPI content?

Answer: It's not different; it's just easier to navigate and

find particular sessions or topics. Website users now have a better resource to find the MPI content that will lead them to professional certification or simply keep them more informed and prepared in their careers.

Potential question: What is unique about MPI webinars?

Answer: The subject matter experts that present in these webinars are among the leaders in their fields and are dedicated to sharing their knowledge with the MPI community. Viewers also have the opportunity to converse with their peers and ask questions of presenters and other participants, giving them even more potential value through these discussions.

Potential question: How does Professional Development On Demand help me in the process to receive my CMP or CMM/stay qualified for CMP or CMM?

Answer: Through a simple process through the Career Development portal on the MPI website, only members can report their contact hours and CEUs from participation and viewing of recorded live event content, as well as webinars.

Potential question: Why do MPIWeb Connect users have to buy webinars, either individually or bundled?

Answer: Unlimited, free access to webinars is an exclusive member value, and MPIWeb Connect users have much more limited benefits than members. Therefore, these users can purchase live and recorded webinars individually at \$50 each or exercise their option within the program to bundle their purchases at five webinars for \$125, a savings of 50%.

Potential question: How does this benefit potential MPI members?

Answer: Through an easy to demonstrate and navigate portal, a large number of educational sessions are more easily available for consumption. These are available to members for \$50 per session.

Employers who are willing to reimburse for education should consider MPI membership as a valid expense since it is more cost effective to pay the cost of membership than to expense eight or more live or recorded sessions. And of course there are additional benefits available to members.

Contact:

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Membership: Amanda Miller

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Quick Facts:

Official Name: Professional Development On Demand

Launch: April 12, 2011



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