



CONNECTS

The Quarterly Newsletter for the Sacramento/Sierra Nevada Chapter of Meeting Professionals International

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2012 Annual Event

By Rick Chapman, Annual Event Chair



We invite our membership and their guests to celebrate the 40th Anniversary of Meeting Professionals International with a fundraising auction and dinner, the award presentation of Planner and Supplier of the Year, followed by an evening of disco dancing and karaoke.

With your support, we have a wonderful opportunity to bring our membership together for an evening of fun and purpose. We need you to register, to sponsor, to donate, and to bid on auction items. Enjoy an evening of dancing and singing the night away with your colleagues, your friends, and your spouses. The annual event will be a night to remember when we join forces to "Turn the Beat Around."

Visit our chapter website, www.mpissn.org, where you can register for the event, donate items for the auction, and find information about booking a hotel room at Thunder Valley Casino Resort.

MPISSN's Chapter President Lisa Bispham is looking forward to your participation at the party of the year!

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“Meeting Professionals International, the premier global association community for meeting and event professionals, believes in the unequalled power of events and human connections to advance organizational objectives.”

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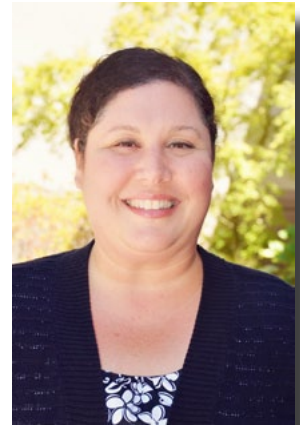
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President's Message

Hello MPISSN Members,

I can't believe the Fall Season is upon us already (my favorite time of year)! I have had a blast these past few months getting my feet wet as Chapter President. We started the 2012-13 year with a successful education program in July about "Speaking with Flair". In August, we held our Tools for Chapter Leaders where we introduced the Business Plan to our Leadership Team which includes 23 Objectives and 36 Action Items (that the team is committed to successfully accomplishing). And we just had a packed house for the awesome September education program about "What Strategic Means Today" and where I had the pleasure of presenting the Chapter Leader of the Year Award, the Rising Star Award and the Crystal Platter Award...Congratulations to our deserving winners!



Lisa Bispham, CMP
Child Support Directors Association

Now I am excited to "Turn the Beat Around" at our upcoming MPISSN 2012 Annual Auction & Dinner on October 12, 2012 at Thunder Valley Casino Resort. This event is our chapter's largest fundraising event of the year and we truly need everyone's help in making it a success! Rick Chapman, Annual Event Chair and his committee have a great evening planned for us to celebrate MPI's 40th Anniversary and our Chapter! We also will be presenting the Planner and Supplier of the Year Awards that evening. So please join me for the "Party of the Year" you will not want to miss!

Sincerely,

Lisa L. Bispham, CMP
MPI Sacramento/Sierra Nevada President 2012-2013



See pages 4-5 for
Chapter Leader of the
Year Award, Rising Star
Award and Crystal Platter
Award winners!

It's Here!

By Jeff Dougherty, VP Communications

As promised in a past article written by my predecessor, Theresa Stamey, MPISSN has joined the green movement by producing an electronic Newsletter and Member Directory. You can now print, save, or log in to access the complete Member Directory. The searchable directory is posted in the member only section of www.mpissn.org.

All user names and passwords have been reset. Your user name is your last name (capitalized first letter) and your password is your MPI member number. If you do not know your member number or have questions about your log in information, please contact me directly at jdougherty@cityofsacramento.org or our Chapter Administrator, Lynette Magnino, at lynette@mpissn.org.



Introducing "Volunteer Your Way" - the À la carte Volunteer Menu for MPISSN Members

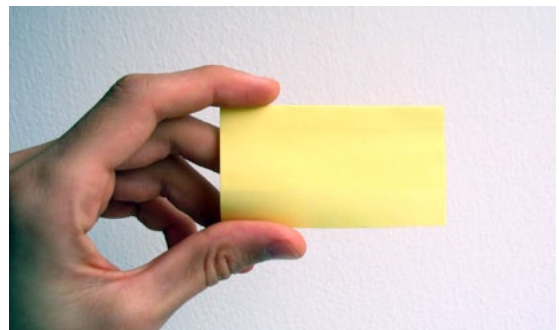
The key to our Chapter's success lies within its members' professional skills funneled into volunteer efforts to achieve the goals of the organization.

MPISSN leadership realizes not everyone can volunteer as a Committee Chair or serve on the Board. However, we hope each member may volunteer his or her own way by taking advantage of this à la carte volunteer menu.

For more Information contact Kellie Schroeder, CMP, CAE at kelli@wmmpa.com

Business Card Ads

If you are looking for a lower cost way to Advertise in the MPISSN Connects Newsletter; we have the thing for you. For only \$100.00 as a member or \$150.00 as a non member you can advertise your Business Card. What a way to be seen!



Contact Advertising Chair, Mary Zavislan Cook at mary@sacproduction.com for more information.

Congratulations to this year's Crystal Platter, Rena McDonald Rising Star and Chapter Leader of the Year Award Winners

by Heather Tanfani, CMP, Chair - Awards & Recognition Committee

Each year our chapter distributes 6 major awards. The Presidents Awards which were given in June, the Planner and Supplier of the Year, which we will present at the October event, and the Chapter Leader of the Year, Rising Star and Crystal Platter awards which were presented at our September 18th luncheon at the Marriott Courtyard Sacramento Airport Natomas. The awards committee takes a great deal of time and effort in determining the winners of these meaningful awards.

The Crystal Platter Award recognizes the venues that host our monthly luncheon meetings. All of our hosts go far above and beyond the norm to help ensure the success of our meetings. This award was developed to call attention to their dedication and sponsorship of our chapter. Luncheon attendees evaluate the venue and the results are tabulated to determine the most outstanding venue in the area of facility, service and food and beverage.



Our 2012 winner for the Crystal Platter Award is Mulvaney's B&L, Culinary Specialists Catering Company.

Bobbin Mulvaney hosted our luncheon in January of this year. She and her husband are the proprietors of the restaurant and the catering company and in addition run the banquet hall next door which seats up to 100 guests. Their location is in a 1893 Firehouse at 1215 19th Street and they focus on seasonal local products from their friends the farmers.



One of the reviews I read said that "going to their location felt like you were at a party at their house, they are so happy to have you." We were happy to be there and thank you again for hosting our chapter luncheon.

Our next presentation was the Rena McDonald Rising Star Award which recognizes a member who has devoted significant time and effort to the organization, but has yet to attain a leadership status. The nominee may not currently serve as an officer, board member or committee chair.

This year we decided to allow two recipients for the Rising Star Award. We came to the conclusion that we could not award one person without the other. These two co-chairs were a dynamic team, creating outstanding educational programs for our chapter. Our President during their tenure, Lauryl Hernandez, CMP described them as "professionals that stepped up to the plate, overcoming many obstacles, changing frustrations into positives to produce quality events." They both are creative and come up with new ideas to better the chapter, our events and bottom-line. They have donated to our auction and done centerpieces for our functions.

Continued on Page 5

Our two winners are both from the Quality Health Care Foundation, Debra Kurtti, their Acting Executive Director and Laura Thomas, their Education Meeting Planner.

Debra Kurtti is known as the bionic woman at her work because of her two knee replacements, but most likely because she works so hard. In addition to her career and MPI, she loves to decorate her home for the holidays with her extensive Christmas collection. We are secretly hoping we can hold our MPI winter event at her house.

Laura Thomas is our worldly traveler just returning from Cuba, how exciting. She also has a hobby that all of us meeting planners can relate to. She collects lists of usual names that come across her desk as she is planning events. Some of the favorites are Admiral Fritz Harlfinger, Imogene Ellwan-ge and Vladimir Cabing-a-bang. I kid you not... these have all crossed their database!



Our final awards presentation was the Chapter Leader of the Year Award which recognizes outstanding service by a Chapter Leader, officer, board member or committee chair.



Our Chapter Leader of the Year is Jennifer Flohr, CAE, CMP the Senior Vice President with the California Hotel & Lodging Association.

Jennifer Flohr actually recruited the two Rising Stars award winners, Debra and Laura to her committee. She did not hesitate to embrace this position with a very positive attitude and smile with everything she has done. She has a can do attitude despite how busy she is with her career and family. She makes sure our education programs for our chapter are relevant and timely. John Fitzgerald Kennedy said that "Leadership and learning are indispensable to each other." She was also a key member of the team that brought the education component to our trade show this year. She is a wife and mother with the motto that "If I pretend and think I am Super Mom, than I must be" I think her motto for MPI is that "if I pretend and think I am Super Leader and valuable member than I must be."

What is CSR?

By Krissy Jaspersen, CSR Chair

So...a new year with MPISSN and a new leadership team. And while, I am not a new member to the chapter, I became a new member of the leadership team when I took on the CSR chair role. When approached, I thought of course, I can take this on and it would be great to get more involved, but... what is CSR exactly? Sure, we all know what it stands for – Corporate Social Responsibility. But what does that mean, and how does it apply to this position and the chapter?

Corporate Social Responsibility is a broad term that encompasses a company's or organization's overall commitment to the environment around them – not just Green Policies (although that is certainly a big part) but their commitment to creating a positive impact through activities and practices with their consumers, employees, communities, and yes, the environment. CSR can also be referred to as corporate conscious, corporate citizenship, social performance, and sustainable responsible business. Often a CSR policy is part of or closely ties to their mission statement – it helps define who they are and how they do business.

So, what do we do as MPISSN to embrace CSR practices? My goal will be to highlight our CSR initiatives throughout the year. I will also provide more information and ideas and discuss the CSR initiatives of the organizations we work with and your own organizations. That said, be on the lookout and I would also love your input as well! Please send me any ideas, questions or examples of great CSR practices that you are using or have experienced.

Speaking of information, our national website, www.mpiweb.org/portal/csr has a lot of great information and discussions regarding Corporate Social Responsibility and is a valuable resource!

**I am MPI.
I Love What We Do.**

Tell Us Your Story.

Are You MPI? Do You Love What You Do? We Want to Hear!

MPI's community is full of inspired members whose MPI experience has made a real difference in their personal and professional lives. Meeting and event professionals have a unique calling. We bring people together—all sorts of people. For all kinds of purposes.

Each of you has a story. Now you have the opportunity to share your unique story for the "I am MPI" campaign at www.mpiweb.org/stories. This site was created to celebrate the passions that drive the people in the MPI community.

Share your story now and become part of the MPI mosaic—inspire yourself and others.

Volunteer of the Quarter

By Kellie A. Schroeder, CMP, CAE

MPISSN would like to recognize Jenn Wheaton as the Volunteer of the Quarter. Jenn is the Marketing Manager for the California Hotel & Lodging Association, and the Program Coordinator for the California Association of Bed & Breakfast Inns. Jenn's professional skill set includes website maintenance, event coordination, creation of publications and graphics, public relations, production of travel guides/cookbooks, membership sales and advertising. As of July 1, 2012, Jenn has doubled her volunteer duties as MPISSN's Website Chair and Publications Chair. Apparently, Jenn likes to do everything in two's which suits MPISSN just fine. Jenn has shown herself to be an energetic and enthusiastic leader since assuming her two Chair positions. Timely web updates and knowledgeable publications activities has made Jenn a standout on the Communications team, and this is only the first quarter of her volunteer year.



"Jenn has taken on not only one but two chair positions as part of the Communications team: Publications and Website. These committees separate take a lot of work and together are like taking on a second full time job. Jenn is always quick to respond when requests are asked of her. She takes a proactive approach to her volunteering and is always looking to make improvements in the way we communicate with our members" relays Jeff Dougherty, MPISSN Vice President of Communications.

When talking with Jenn, she indicates her most interesting job skill is her creativity; she thrives off the chance to design/plan/create/learn/organize/etc. Here are a few quick questions posed to Jenn which will give you insight on our latest Volunteer of the Quarter:

What excites you about the meeting planning industry today?
[Kellie]

"It's fast paced and always changing. I love that every time I go to an event or conference I'm learning something new and getting new ideas I can use for events I'm involved with. It's just an exciting industry that really challenges my creative side and gives me an opportunity to grow." [Jenn]

Why do you volunteer for MPISSN? [Kellie]

"I think that the networking is the best reason to be involved – but I'm definitely one of those people who likes to volunteer and learn so getting involved in MPI was really a no-brainer. I love being able to share my ideas and have a little bit of an influence on an organization that will ultimately help me reach my future goals." [Jenn]

What do you hope to accomplish as a volunteer for MPISSN this year? [Kellie]

"I hope to gain the knowledge and experience to get my CMP in the near future (2013 – fingers crossed)." [Jenn]

Congratulations, Jenn Wheaton, for being extraordinary and volunteering for your MPISSN Chapter!

"It's fast paced and always changing. I love that every time I go to an event or conference I'm learning something new and getting new ideas..."



MPI



hsmái

MPI and HSMAI Launch Dual Membership

Special membership offer is latest step in strategic partnership

September 21 – Dallas – Meeting Professionals International (MPI) and Hospitality Sales and Marketing Association International (HSMAI) announce the launch of a dual membership in both associations designed to promote the new relationship. A special membership promotion discount will be available September 21 – December 31, 2012.

The central goal of the partnership is to exchange professional development and training expertise. Both associations have committed to identify opportunities for collaboration on initiatives that would serve to bring the industry together. The incentive for suppliers to join both associations demonstrates that MPI and HSMAI are acting on their commitment. The dual membership, targeted to the supplier community, is the result of the strategic partnership MPI and HSMAI first announced in July and initiated with reciprocal education sessions at MPI's World Education Congress and HSMAI's MEET National.

For more information on this 20% savings on your dual membership, visit the [duel membership interest](#) page on MPIWeb.org.

Save the Date! - Upcoming MPISSN Events

Visit www.MPISSN.org to register for these and other upcoming events.

November Education & Luncheon

Tuesday, November 13, 2012

Woodlake Hotel - 500 Leisure Lane, Sacramento, CA 95815

9:00 a.m. - 11:00 a.m. Roundtables - Thinking outside the box!

Join us for a morning workshop of best practices for roundtables. Topics include: Low Cost Marketing, Decor & A/V Tips and Tricks, Negotiating Strategies, Social Media and Increasing Sponsorships.

11:00 a.m. - 11:30 a.m. New Member Orientation

11:00 a.m. - 1:30 p.m. Networking and Luncheon

Early Bird Registration:	Member	Non-Member
Workshop & Luncheon	\$75	\$105
Workshop Only	\$50	\$70
Luncheon Only	\$35	\$45

Registration open soon - check www.mpissn.com.

MPISSN Annual Conference and FREE Trade Show

Tuesday March 19, 2013

Tsakopoulos Library Galleria - 828 I Street, Sacramento, CA 95814

1:00 a.m. - 4:00 p.m. Conference with Education - \$49.00

4:00 a.m. - 7:00 p.m. - Tradeshow - FREE for all planners come enjoy an evening with your favorite suppliers

Event registration will open in December 2012.



We wish
for more
sustainable
events.

MARKETING SUSTAINABLE HABITS

How to convince your customers that choosing what's better for the planet is better for your event.

by Yvonne Nassar | September 04, 2012 | [One+ Magazine](#)

Green washing is gone. It's no longer accepted when companies say they are sustainable. In reality, they are faking being green. Customers react instantly when they come across this. We applaud when that happens. That's what is keeping the world sharp.

Most of us are doing our part when it comes to sustainability. Or at least, we are trying. In our private and business lives, we're doing our best to think about tomorrow. Minor footprints, CO2 reductions and social programs are brightening the world. Companies have a vision about CSR, and sustainability is a growing part in their strategy and values.

[Click here](#) to read this full article from [MPI's One+ Magazine](#) and learn a few tips on how marketing can encourage sustainability.

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MEETING PROFESSIONALS INTERNATIONAL

CONNECTS

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

Next Editorial and Advertising Deadline:

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Stay up to date at www.mpissn.org! -

Website Login Instructions

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 (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 (membership number - your number may 5-7 digits) -

If you need help logging in, please contact the Chapter Administrator, Lynette Magnino at lynette@mpissn.org or (916) 509-7270