



CONNECTS

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

Volume 28, Issue 2 • Winter 2012



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2011-2012 MPISSN Charity

Throughout the 2011/2012 year, MPISSN held its monthly raffle in an effort to raise funds for this worthy cause. We are pleased to have raised and presented a check for \$2,138.00 to the Yolo Foster & Kinship Care Program at Woodland Community College.



To learn more about the Yolo Foster & Kinship Care Program at Woodland Community College and find out about the 2012-2013 charity, please visit page 8.



Woodland Community College

Foster & Kinship Care Education Program

<< From left to right - Al Konuwa, Vice President of Academic & Student Services; Angela Fairshilds, President of Woodland Community College; Cherie Schroeder, Program Director; and Lisa Bispham, MPISSN President

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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. ”

2012 -13 Board of Directors

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lbispham@csdaca.org

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kelli@wmmpa.com

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beckymcguire@comcast.net

Vice President, Membership

Jennifer Mann

Jennifer.Mann@hyatt.com

Vice President, Special Events

Denise Yee

dy1131@hotmail.com

President's Message

Dear MPISSN Members:

I am thankful to work with so many wonderful people in our Chapter. To those who have been involved on committees, our board would like to say "thank you", because without you, we would not be able to meet the opportunities set before us. To those that haven't been able to be involved, we encourage you to be a part of something exciting. We promise you that your experience will be uplifting, and fulfilling. This will be a year that we celebrate those that help us lead in this industry.

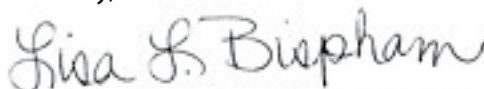


Lisa Bispham, CMP

I would like to thank all of our members and non-members who stopped by our trade show booth at CalSAE's Seasonal Spectacular, December 5. It was a great opportunity for us to partner with CalSAE to recruit new members. Congratulations to our two booth winners: Debbie Armstrong of Ca Municipal Utilities Association and Jenny Devine of Ca Association of Wine Grape Growers. They each have won a seat on Robin Rinehart's 2013 Christmas Tour of Lights.

We will start the New Year off with an Educational Breakfast Program on January 16th at the Hyatt Regency Sacramento. And Save the Date for our upcoming Must-Attend Events: Mini Conference and Trade Show on March 19, 2013 and our 14th Annual Golf Tournament on May 15, 2013.

Sincerely,



Lisa L. Bispham, CMP

MPI Sacramento/Sierra Nevada President 2012-2013

Save the Date! - Upcoming MPISSN Events

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

January Breakfast Education - January 16, 2013


Hyatt Regency Sacramento - 1209 L Street, Sacramento, CA 95814

MPISSN Annual Mini-Conference and FREE Trade Show - March (), 2013

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

14th Annual Golf Tournament - May 15, 2013

Location TBA



A Special Thank You!

MPISSN Annual Auction and Dinner

October 12, 2012

Thunder Valley Casino Resort

On October 12th our chapter celebrated MPI's 40th Anniversary at the Thunder Valley Casino Resort. It was a big night filled with fabulous auction items and special announcements with delicious food and drinks, ending the night with dancing and fun! We congratulated Lisa Bispham as the incoming Chapter President, and announced Kellie Schroeder as Planner of the Year and Jennifer Mann as Supplier of the Year.

We would like to extend a special thanks to our sponsors, suppliers as well as participants who donated silent and live auction items, and bottles of wine for our wine barrel raffle. We have accumulated over 40 silent auction items and 10 live auction items. Our wine barrel raffle consisted of more than 35 bottles. Congratulations to all the lucky winners! We are truly grateful for your contributions.

The Annual Event would not be complete without our venue host, Denise Perkins, Director of Sales at Thunder Valley Casino Resort. Our chapter is most appreciative to her and the hotel catering department for creatively turning their ballroom into our theme of "Turn the Beat Around" with a disco nightclub that brought the attendees back to the 70's. A very special "Thank You" to the following sponsors: Anthony Avery of A&A Music Events served as our Master of Ceremonies, DJ, and auctioneer. He played music that got everyone onto the dance floor. Curtis Tarpley of Express Event Imaging Professional Photography provided everyone the chance of having their photos taken with a disco theme. Cheryl Cox of STL provided signage and Jennifer Flohr of California Hotel & Lodging Association printed the programs.

We are very thankful to the hard-working committee who devoted many hours and committed their energy to making this event a success. Many thanks to Kathleen Kahrl, Mary Zavislan Cook, Denise Yee (VP of Special Events), and President Lisa Bispham. It was a true team effort from beginning to end in making the evening a memorable event.

A very special thanks to Lynette Magnino, our chapter administrator and her husband Dave, and Lisa Bispham's sister, Becky Caddick. They worked extremely hard in preparing for and executing the silent and live auctions. They made sure we had all our ducks in a row.

Finally, the Annual Event was a night to remember due to the contributions of our membership, and to them we owe our gratitude and appreciation. Until we meet again next year!

Rick Chapman
Chair, Annual Event



Congratulations to this year's Planner and Supplier of the Year Award Winners

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

Two of the most exciting awards we give annually are the Supplier and Planner of the year award. It is a special award, because it is chosen by the members. Our 2011 Planner of the Year Laura DeOrio stated "The award has benefited me both personally and professionally. As a veteran planner, it's a validation of my 25+ years in the industry. Professionally, my employer used the award as leverage when soliciting for conference funding. And it worked! Thank you MPISSN for all the important educational programs you produce and the many networking opportunities".



2012 Supplier Of The Year - Jennifer Mann, Senior Sales Manager - Hyatt Regency Sacramento

Jennifer has been a member since 2007, has held positions on the Special Events Committee, been the Community Outreach Chair and is now VP of Membership. She is currently collecting feedback from members, on a one-on-one basis to see what people want and need to improve our chapter.

She has solicited numerous donations for the chapter's silent auction and gives back by speaking at Chico and Sac State University functions teaching and sharing the benefits of MPI. She has also recruited students to our chapter, bringing new and exciting energy. She will be celebrating 25 years at the Hyatt Regency Sacramento as a founding team member. Her co-workers say "she is a hard worker who consistently exceeds her quota and is extremely well liked by her clients." She met her husband

Dave through work and now has two beautiful children, Braeden, a first grader & Avery 3 years old. Her favorite meeting professional tool is her computer, but she prefers connecting with her clients on a personal level on the phone or face-to-face. She is a relationship builder and knows everyone in Sacramento which will be a great asset as VP of membership.

2012 Planner of the Year - Kellie A. Schroeder, CMP, CAE – CEO & Executive Vice President, Moulding & Millwork Producers Association

Kelli joined MPI in 2002 and has volunteered her time on the Golf Committee, Professional Development Committee mentor and volunteer; Audit Committee and has held leadership positions as Golf Chair, VP of Communications, VP of Finance and currently President Elect. She has submitted articles for the chapters now online newsletter Connects, solicited sponsorships, hotel packages and donations. One of her most valuable contributions has been the development of the Chapter's CMP Study Group Program and Testing program to challenge the CMP candidates as they prepare for the CMP Test. It is an ongoing program where the candidates are to write updated questions to improve the ever-changing CIC and PCMA information, which therefore improves the



Continued on Page 5

Chapter presented tests and study program. She gives back to the community as a foster care giver and volunteer for the Yolo Foster & Kinship Care Program. She is also a volunteer for the Food Bank of Yolo County and assists her local Chamber of Commerce with fundraising.

The President of MMPA, Les Baker stated "It's nice to see Kellie recognized for her efforts and for what she does so well... Each meeting (Kellie has organized) has been very well planned and executed. She obviously has a great passion for what she does as it shows in the planning details of our meetings. She has always kept the meetings informative and educational while keeping the Fun Factor alive. Our Association is very lucky to have her and we Know IT! A very well-deserved award for her." Her favorite meeting professional's tool is Priority Pass which finds the nearest airport lounge to your gate when you are traveling. She does travel quite a bit with her job and her husband Todd.



*Congratulations
Jennifer & Kellie!*



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

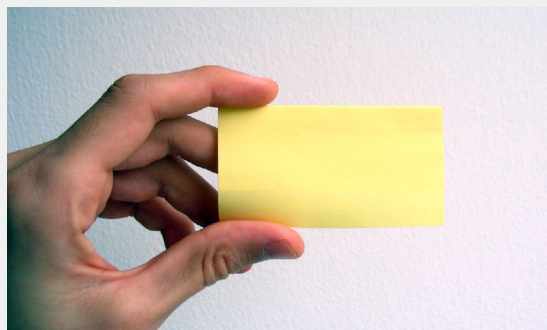
*The key to our Chapter's success lies within
its members' professional skills funneled into
volunteer efforts to achieve the goals of the
organization.*

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.



MPISSN 2013 Golf Tournament

SCHEDULE:

- 7:00 AM: Registration & Breakfast (Breakfast sponsored by Thunder Valley Casino Resort)
- 8:30 AM: Shotgun
- Awards luncheon to follow tournament play.

LOCATION:

Whitney Oaks Golf Club
2305 Clubhouse Drive
Rocklin, CA 95765

Visit their website:

www.whitneyoaksgolf.com

REGISTRATION INFORMATION:

(includes Golf fees and lunch)

Opens Jan 1, 2013: \$99.00 per player

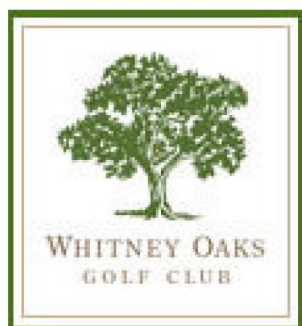
Feb. 15, 2013: \$129.00 per player

Sign up to catch the early rate!

SPONSORSHIP OPPORTUNITIES:

In the near future, we will post on the MPISSN website and email sponsorship opportunities to our members.

For more information, visit our website: www.mpissn.org



Save the Date

MPISSN 14th Annual Golf Tournament Wednesday, May 15, 2013

The golf committee is pleased to announce that our annual golf event will be held at Whitney Oaks Golf Club. The club is undergoing a one million dollar renovation project including a remodel of the clubhouse, course improvements, new golf carts, and landscaping.

TOURNAMENT FORMAT:

We are introducing a new fun and exciting format that promises the opportunity to make eagles, birdies, and pars. All Foursomes will play off the Forward Tee in a scramble format. All players will get two mulligans, three hand wedges, and two power drives. No minimum tee shots per player are required, whiffs don't count as a stroke, and no holes scored higher than a double bogey are allowed. The whole purpose of this format is to have experienced players shoot the best scores of their lifetime, and for the inexperienced players to have fun without intimidation.

Mark your calendar for May 15, 2013 and be prepared to enjoy a day of fun with your fellow industry members and to support our chapter.

***Rick Chapman
Chair, Golf Committee***

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Special Projects & Charities

A little bit about MPISSN's 2011-2012 charity, the Woodland Community College Foster & Kinship Care Education Program:

The most vulnerable group of children are those who have been taken into protective custody because they are identified at imminent risk for serious harm. Today's foster care system is woefully inadequate at supporting County-licensed foster homes for the 6 to 19 year old population of children. This program aims to assist school age and older foster children with prepared and supported local foster families that can provide a readiness to learn and opportunities to grow from.

More than 60% of foster children over the age of five are placed in Foster Family Agency homes residing outside county boundaries due to a serious gap in our system - a critical shortage of local County-licensed homes prepared to accept older youth - which are meant to provide the least restrictive, most home-like setting to foster children. Distant placements cause unnecessary disruption in the lives of our most at-risk children and cost at least \$1,100 a month more per child. County-licensed foster parents bear tremendous responsibilities and often lack financial resources and professionals to help them resolve a multitude of challenges. Foster and Kinship Care Education is an established program with a history of promoting the healing process for a child by supporting stable and secure family environments through the education of their caregivers regarding their specific and unique needs associated with early separation, abuse, neglect, abandonment, loss, grief and a breach of basic trust and safety for the world around them. A great foster home allows a child to feel protected and builds trust. When given a safe loving place to call home, and when shown what a "healthy" family is, there is the potential to break the cycle of abuse and neglect that may have been within a child's family for generations.

Make-A-Wish Selected as MPISSN's 2012-2013 Community Outreach Beneficiary



Each year, MPISSN seeks to reach out to the community and provide support to a qualified charity throughout the program year. This may include proceeds from raffles, donations, and general philanthropic promotion of the organization. After soliciting and reviewing proposals last

spring, MPISSN selected Make-A-Wish of Sacramento and Northeastern California. Board members were thrilled at the selection due to the organization's overarching mission and goals, but also because of how Make-A-Wish personally touched the hearts of a member's family.

Make-A-Wish works to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. A key objective is to take children away from their medical struggles. It's important to note, too, that the experience is not a "last wish." In fact, many children go on to recover and live long, full lives.

MPISSN's meeting and event raffles are an important activity as 100 percent of these proceeds will be given to Make-A-Wish at the end of our fiscal year to help facilitate their good work and wish-granting process. We hope to raise at least \$1,000 for Make-A-Wish this year. Your support of our raffles either via prize donation or ticket purchases will ensure our success!

Learn more about Make-A-Wish at www.makeawish-sacto.org.

Celebrate incentives

with the Stockton Convention & Visitors Bureau Meeting Incentive Program



The Stockton Convention & Visitors Bureau **Meeting Incentive Program** offers meeting planners a cash incentive to book business in a Stockton hotel. Book a meeting in Stockton and receive a cash payment to the hotel master account (or other qualified vendor).

Up to **\$1,000** for 50-100 actualized rooms (\$10 per room night).

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For more information, please contact Monica Slingerman at monica@visitstockton.org / 209.938.1552

Explore Stockton at CelebrateMeetings.com

November Event Recap

Roundtables - Thinking Outside the Box

by Jennifer Flohr, CAE, CMP, Senior Vice President, California Hotel & Lodging Association

If you missed the November 13 workshop with industry roundtables and the luncheon—you really missed out! Attendees had time to sit and discuss four out of five of the following topics with peers and facilitators.

- Low Cost Marketing—facilitated by Marcia Durst, CMP, Durst Event Strategies
- Decor & A/V tips and tricks—facilitated by Sharri Black, Event Design Manager, Thunder Valley Casino
- Negotiation Strategies—facilitated by Angelique Hill, CAE, Executive Director, CalRTA
- Social Media—facilitated by Jenn Wheaton, Program Manager, CABBI
- Increasing Sponsorships—facilitated by Kellie Schroeder, CEO/Exec. VP, Moulding & Millwork Producers Association



The new Red Lion Woodlake Resort presented a delicious lunch while, Tracy Petrillo, CAE, Director, Education & Conferences for the League of California Cities presented Converting Talking Heads to Learning Liaisons.

The MPI Luncheon attendees heard Tracy discuss that quality speakers are an association's conduit to learning. Tips and interactive dialogue were presented for each section of the speaker management process:

- Speaker selection and timeline — too late, too early, call for proposals, rejection and responsibilities once accepted
- Speaker roles pre-conference — speaker training, content engagement and event marketing, social media
- Speakers onsite — storytelling, meet/greets, debates, media capture
- Speakers post-event — evaluations, take away ideas
- Speaker perks and benefits for event success.

[CLICK HERE](#) for a copy of the handout Tracy provided.

Please plan to attend our next meeting on January 16, 2013 at the Hyatt Sacramento for breakfast and a session on utilizing LinkedIn: Get Noticed Above the Noise: Utilizing LinkedIn to Answer the Question of Why You Matter presented by Valarie Sparks, Sparking Social, Inc.

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And The Beat Goes On

New Date!

MPISSN ANNUAL
CONFERENCE & TRADE SHOW
TSAKOPOULOS LIBRARY GALLERIA

WEDNESDAY, MARCH 6, 2013
2:30 PM to 7:00PM

The MPISSN Trade Show Committee, with the support of the Board of Directors, has made the decision to shift the date of our 2013 Mini Conference and Trade Show originally scheduled for March 19th. The new date will be March 6th, the day before the SGMP Joint Education Conference and Trade Show. This change will allow out of town exhibitors the opportunity to participate in two great events, while minimizing travel expenditures. Both SGMP and MPI Presidents hope that this will open the doors for new exhibitors who have not participated in past shows. Thank you for your understanding and we look forward to seeing you Wednesday, March 6th, at Tsakopoulos Library Galleria.

Volunteers of the Quarter

by Kellie A. Schroeder, CMP, CAE

In this issue, our Chapter is recognizing not just one, but two volunteers for their outstanding contribution to MPISSN. It is my pleasure to introduce to you our latest Volunteer(s) of the Quarter, Membership Retention Committee Co-Chairs Robin Leach and Sandra Oberle. This duo of energy came into their positions back in July and have been tenacious in their positions. Their efforts have not gone unnoticed by the Chapter leadership nor the members they have contacted. Robin and Sandra's enthusiasm and professionalism is readily apparent, and our Board is grateful to have two star players on our team. If you have not had a chance to meet Robin or Sandra, here is a quick look:



Robin Leach - As of December 15th - Manager of Meetings and Events for Lester Management Services

Why do you volunteer for MPISSN?

I think it is important to maintain an active connection to others in the field in order to grow as a meeting planner and to constantly improve my skills. I feel that I also have much to offer in regard to problem-solving and how to deal with difficult personalities. And when I have a strange question about the industry...who else am I going to ask?

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

I want to become a better volunteer, employee, and person by volunteering. I think you can grow as a person with every challenge you have and I love the opportunity to be a part of something bigger than myself.



Sandra Oberle - Visit Lodi! Conference & Visitors Bureau, Group Sales Manager

What would you consider to be your most interesting job skills?

Most interesting? Well, I think I am getting pretty good at taking meeting planners wine tasting in Lodi on FAM tours and such! But seriously, I have been fortunate to have had experience in areas such as sales & marketing, management, real estate development and hotel sales; all of which have given me something to apply in my current role. My job skills are somewhat diverse, which I view as an asset; it enables me to adapt to various situations and challenges.

What excites you about the meeting planning industry today?

It excites me to get to work with a variety of people. I enjoy helping meeting planners discover what a great destination Lodi can be for their meetings, events, wine tasting tours, etc.

Finish this sentence "When I attend an MPISSN event, I"

...Wonder who I am going to meet for the first time, who I am going to meet for the tenth time, and how those relationships will grow over time.

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

Many hands make light work! I hope that I can work together with many other MPISSN volunteers and in some way I can contribute to making our chapter better than ever. Being somewhat new to MPI, I look forward to learning from all of the experienced, long-time members about what it takes to have a thriving, successful chapter.

Congratulations to Robin and Sandra for their outstanding volunteerism and leadership! Watch for Robin and Sandra during the next MPISSN event, and be sure to thank them for giving their time to our Chapter.

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And, simply because this amazing resort surrounds its guests with endless entertainment, doesn't mean they don't know how to get down to business. For private functions, our 10,000-square-foot ballroom accommodates up to 800 people with flexibility to suit your unique needs. The Sierra Room at High Steaks Steakhouse accommodates up to 40 people, the Lincoln Room up to 12 or our Hotel Boardroom up to 20. For semi-private dining choose Thunder Café, Red Lantern or Feast Buffet. In addition, our Coconut Bar is a fabulously fun location for your next reception, mixer, party or casual get-together. Thunder Valley Casino Resort has the space, amenities and service to make your next meeting or event unforgettable.

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NOW ACCEPTING APPLICATIONS For the 2013-2014 MPISSN Board of Directors

Serving on the board is extremely rewarding. The experience contributes to your personal and professional growth at the benefit of our chapter. Please consider joining the MPI/SSN leadership team! Each year the Nominating Committee recommends a slate of candidates to serve in the following positions: President Elect, VP of Communications, VP of Education, VP of Finance, VP of Membership and VP of Special Events.

Prospective candidates are planner members or supplier members who are in good standing, active in and familiar with chapter functions and events, willing to fulfill the obligations of office, have a history of involvement, accomplishment and dependable service, willing to contribute time, energy and creativity to the chapter.

Applications are due January 31, 2013

[Click here to view leader job descriptions.](#)

[Click here to download a nomination form.](#)

2012-13 Committee Chairs

Advertising, Chair
Mary Zavislan Cook
mary@sacproduction.com

Annual Event, Chair
Rick Chapman
rickchapman@charter.net

Audit, Chair
Felicia Price, CMP
fprice@aging.org

Awards & Recognition, Chair
Heather Tanfani, CMP
ht@eventswepage.com

Community Outreach, Chair
Jude Palank
jpalank@caltrux.org

*Corporate Social Responsibility,
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Golf Tournament, Chair
Rick Chapman
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Member Recruitment, Chair
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Member Retention, Co-Chair
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Professional Development, Chair
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Strategic Alliance, Chair
Deborah Grinnell
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Website, Chair
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**A special thank you to all our preferred partners that helped us raise awareness for Operation Freedoms Paws
"TOP 10 Nominee for the 2012 Hero of the Year Award!"**



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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:**

Spring 2013 – November 21, 2013

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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 *lynnette@mpissn.org* or (916) 509-7270