

CONNECTS

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

Volume 28, Issue 4 • Summer 2013



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2013 Longevity Pin Recognition



Congratulations to this year's Longevity Pin recipients. Longevity Pins were presented at the Speaker Showcase event on April 23, 2013. For a complete list of this year's Longevity Pin recipients, please see page 15.

<< From left to right - Theresa Schrader, CMP (20 Years), Jennifer Mann (5 years), and Jennifer Flohr, CAE, CMP (5 years)

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President's Message

Dear MPISSN Members:

What an incredible year this has been for me! I am so very grateful for the opportunity I had to serve as your Chapter President. It was an invaluable learning experience both professionally and personally. I had the pleasure of working with an amazing Board (Kellie Schroeder, Jennifer Flohr, Jeff Dougherty, Jennifer Mann and Lauryl Hernandez). Thank you so much for all your support and hard work! And to all of our committee chairs, committee members and volunteers, thank you for providing our members with high quality education programs, leadership development opportunities and new exciting networking events this year! I'm really excited for the new 2013-14 Board of Directors and want to wish them and the incoming President, my dear friend Kellie Schroeder, all the success in the world. Please help me in supporting them by volunteering this year to help continue the success of our chapter.



The party is not over just yet! We still have our biggest event of the year still to come...please join me at the MPISSN Annual Gala on Tuesday, June 18 at 5:30 p.m. at The Citizen Hotel. This will be a night you will not want to miss! I look forward to seeing you there!

Sincerely,

Lisa L. Bispham, CMP

Child Support Directors Association

MPI Sacramento/Sierra Nevada President 2012-2013

Announcing the 2013-2014 MPISSN Board of Directors

Congratulations to our newly elected officers!

President:

Kellie Schroeder, CMP, CAE

President-Elect:

Jennifer Flohr, CAE, CMP

Immediate Past President:

Lisa Bispham, CMP

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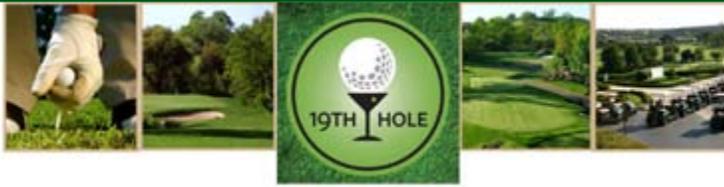
Jeff Dougherty

Vice President of Finance:

Felicia Price, CMP

Vice President of Special Events:

Rick Chapman



A WINNING COMBINATION

By Rick Chapman, Golf Committee Chair

The MPISSN 14th Annual Golf Tournament held on May 15 at Whitney Oaks Golf Club was a resounding success and we wish to thank our suppliers, planners, and friends who participated in the event. Without your support in sponsorships, donations, time and effort, and commitment to the success of our chapter's goals the event would not have been possible.

The day was also notable in that a hole-in-one was made by Mark Staples of American Exposition Services. A hole-in-one (ace) is extremely rare and most commonly made on a par 3 hole. Mark did something extraordinary. His hole-in-one was made on a 307 yard par 4 hole. Congratulations to Mark for his accomplishment and for making the 14th Annual Golf Tournament truly memorable. With the format we used this year we had a three-way tie for first place with each team shooting a low score of 65 each. After concurring with the golf pro and after the team of Ed Mahoney graciously withdrew from placing, we awarded the first place trophy to James Freeman, Igor Avanto, and Richard Alcantor from the Super Shuttle team, and the second place to Margie Starr, Laura Bohannon, Jonathan Wiser, and Karin Ogata of the Sheraton Grand team. Congratulations!

My appreciation goes out to the golf committee and our administrator who devoted countless hours in preparing and running the tournament, our many in-kind and tournament day sponsors, the numerous sponsors of raffle prize donations, and to Whitney Oaks Golf Club for the great job in providing us with a wonderful tournament.

We hope to see you all again next May for the 15th Annual Golf Tournament!



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Contact Kristy Olk, Senior Sales Manager 530.584.4093 kolk@destinationhotels.com

3rd Annual Speaker Showcase - April 23, 2013



Thank you to our 2013 showcase speakers:

Brian Sharp - www.BrianSharpOnline.com

Melissa Washington - www.SmartNetStrategies.com

Laurie Dakin - www.StudioLaurus.com

Gary Hernbroth - www.TrainingForWinners.com

Karen Clark - www.MyBusinessPresence.com

Jim Pelley - www.LaughterWorks.com

RAVE REVIEWS

"Sacramento Realtors Association did an excellent job on room set up and atmosphere"

"Great job!"

"Great location and the set up was fantastic!"

"Kudos on a fabulous job!!!"

"Learned more about LinkedIn and what I should be doing on social media DAILY! Yikes!"

"I now know the Sac Realtors meeting space is NICE!!!"

Thank you to our Sponsors



See Page 6 for Event Photos!

3rd Annual Speaker Showcase - April 23, 2013



Planning for CSR...

By Krissy Lee Jaspersen, Caesars Entertainment

I recently participated in a webcast by Mariela McIlwraith at Meeting Change. She presented a great thought process and approach to assist organizations in planning for their Corporate Social Responsibility initiatives.

When planning for CSR initiatives, you must consider the three main roles of the organization:

- As a Conserver – how can we conserve resources and partner with other organizations that also strive to conserve
- As a Creator – we are the creators of the change both in our communities and the environment
- As Catalysts – not only do we need to conserve and create, but we need to be the catalysts that inspire and create additional change around us

We want to make sure that our CSR projects are meaningful to the organization and the community in which we are participating and that they are aligned with our particular skill sets and the needs of the community. We also want to ensure the project is engaging, that it is something that everyone can get on board and be excited about.

So, as you plan your next CSR initiative, think through the process and how you can be the three Cs and plan meaningful projects that are rewarding for all involved...projects that do more than look good in a photo or in an article but truly impact the people and environment around us!

And as always, check out our MPI CSR page for more information and resources at <http://www.mpiweb.org/portal/csr>.

Volunteer Faire

The best way to get the most out of your membership is to get involved! Learn more about each of the chapter's committees during the Committee Trade Show to be held prior to the July 16th Education Program*, from 11:00-noon at Vizcaya, Sacramento. You'll have the opportunity to meet Committee Leaders who will be available to discuss committee activities and needs.



Volunteering on a committee is your chance to meet other members, find new business and learn new skills. Don't miss this opportunity to strengthen your involvement with MPISSN!

[Click here](#) to take a look at the À la carte Volunteer Menu or contact Kellie Schroeder, CMP, CAE at kelli@wmmpa.com for more information.

* July Education Program information will be announced soon.

IN THE KNOW

By Jeff Dougherty, Sacramento Convention and Visitors Bureau

Industry

According to U.S. News & World Report, **airline fees** are expected to reach record highs this year, bringing in \$36.1 billion in revenue for the airlines, a 40 percent jump from 2010. Airlines that have begun charging for a variety of services beyond the typical baggage check and drinks are faring far better than airlines who are still offering those services for free. [SBJ, 5/15/13](#)

Between 2009 and 2013, **Enterprise Rent-A-Car** lowered its rates based on time and mileage by approximately 6.5 percent for airport travelers. Rental rates went from \$35.29 in 2009 to \$32.84 in 2013. [Travel Pulse, 5/9/13](#)

Our Neck of the Woods

Air

US Airways has added two new non-stop flights out of Sacramento International Airport. The airline will offer a daily overnight flight to Charlotte, N.C. throughout the summer season. Also added for the summer season, was a daily flight from SMF to Philadelphia. Both cities are US Airways hubs and offer a variety of connections to multiple international cities. [SBJ, 5/2/13](#)

Events

Raley Field will host a high-profile exhibition soccer match on July 18 as part of **Sacramento Soccer Day**. Sacramento Pro Soccer LLC has finalized plans for the match by Norwich City Football Club of the English Premier League. Sac Pro President Warren Smith will be announcing the name of his new pro soccer team on this day as well. [SBJ, 5/3/13, 5/7/13](#)

Infrastructure

Kansas City-based architectural design firm Populous has proposed a 45,000 square-foot **expansion of the Sacramento Convention Center**, which is currently one of the smallest convention centers of any major West Coast city. Among some of the proposed changes is the addition of large glass-enclosed spaces above the Community Center Theater providing views of Capitol Park and a new entrance for the center at 15th and K streets. The estimated \$200 million expansion will place the center in a more competitive position for attracting major pieces of convention business. [SBJ, 5/30/13](#)

Lake Tahoe Region

Squaw Valley and Alpine Meadows are planning \$8 million in improvement projects for the 2013-2014 winter season. The projects are part of a five-year, \$70 million renovation. Some of the projects slated for this year include improvements in snowmaking at both resorts, new snow cats for more smooth, carve-able slopes, a new Wanderlust yoga studio, a new home furnishing store, room renovations at The Village at Squaw Valley and upgrades to the amphitheater at the base of KT-22. [Meetings Focus, May 2013](#)

San Jose

The San Jose Marriott, located next to the San Jose Convention Center which is currently being expanded, has been purchased by CBRE Global Investors. The new owners of the 28-story, 506 room property plan to upgrade the hotel lobbies, meeting spaces, rooms and corridors. [MercuryNews.com, 5/21/13](#)

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Thank you Lisa for a great
 year of leadership!




Lisa - Congratulations and thank you for your
 dedication and passion to MPISSN
 and the hospitality industry!

Terri Schrader, CMP
Kristine Van Winkle, CMP, CASE, CTE



Here's to Lisa! An inspiration to us all!
 Thank you for your positive outlook, and a great year!

Lynette Magnino
 MPISSN Chapter Administrator

9245 Laguna Springs Dr., Ste. 200 • Elk Grove, CA • 95758 • 916.509.7270
lynettermagnino@gmail.com • www.inspiredmanagementservicesllc.com



LISA BISPHAM
 The Sacramento CVB would like to thank
 you for your leadership and hard work.
 You made a difference to MPISSN and
 the entire hospitality industry.



JEFF DOUGHERTY
 MPISSN Vice President of Communications
 Sacramento CVB Convention Sales Manager

Volunteer of the Quarter

By Kellie A. Schroeder, CMP, CAE

MPISSN is pleased to recognize Robin Rinehart as Volunteer of the Quarter. Robin is the current Annual Dinner & Silent Auction Committee Chair, having taken up the position in February. Robin assembled a strong team of volunteers to assist her on the June event being held at The Citizen Hotel.

Robin is a seasoned meeting planner and long-term member of MPISSN. Robin is known for her holiday lights tour each December, and has a solid reputation in the events industry. I took a moment to ask Robin a few questions to learn a little more about her as follows:

Getting to know Robin...

Current Employer, Position and Job Duties?

Rinehart Design and Consulting - Site selection, convention management, meeting planning, association management, association consulting, restaurant consulting, and graphic design.

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

I am very artistic and am great at decorating on a shoestring budget by sewing and creating many things to decorate.

What excites you about the meeting planning industry today?

The people are so wonderful and the end result of a project is gratifying.

Give us an example of the most exotic event you were ever involved in planning.

Intel Gala for 2500 at the Convention Center that had spectacular food, decor and entertainment.

Have you ever had an event go wrong on numerous levels? Were you able to minimize the damage?

Yes, I have had meeting space issues and done quick space changes at the last minute with sign changes and web changes.

What would be your dream event to plan and oversee to fruition?

A city wide event.

Why do you volunteer for MPISSN?

For networking with the members to know them better on a personal level

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

Personal friendships that last for life.



Please join MPISSN in congratulating Robin as our Volunteer of the Quarter.



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MPISSN Leadership Strategizes in Lake Tahoe

By Kellie Schroeder, CMP, CAE

The incoming 2013-2014 MPISSN leadership traveled to Lake Tahoe in April. Hosted by The Village at Squaw Valley, Resort at Squaw Creek and North Lake Tahoe CVB, the 2.5 day event was an overall success due to the serene location, spectacular meeting facilities and comfy sleeping rooms. The annual board meeting allows MPISSN leadership the opportunity to reflect, strategize and then forecast for the upcoming year. I would like to point out the Lake Tahoe teams et al. were wonderful to work with during all phases of this event from pre-planning to logistics to on-site, it was a seamless program experience from a planner's perspective.

MPISSN planners who have not staged a meeting in Squaw Valley lately should make a point of revisiting the area. There are plenty of optional activities to consider building into your program to keep your attendees engaged outside the meeting rooms. The MPISSN leadership visited Everything Hunky Dory, a crafting studio specializing in candle making, button making and other interesting crafts located in The Village. Meeting attendees will enjoy the high energy staff and inventive crafts to choose from.

The group made the quick trip up to High Camp to view the available mountain top meeting spaces along with the breathtaking Sierra Nevada vista. Golfing, bike riding, and a ropes course were definitely noted as our team toured the surrounding area encompassing both the Resort at Squaw Creek and The Village. Squaw Valley is a destination, once you arrive there is no real reason to depart which makes life for any meeting planner easier. Combine this with tasty cuisine set in one-of-a-kind locations our leadership experienced first hand, and your program is sure to garner outstanding post meeting reviews.

I do not want to mislead you into thinking the annual board meeting was all site tours and play. The incoming leadership team reviewed member surveys, past educational event components, plotted an 18-month calendar, and addressed assembling a budget for the start of the new fiscal year. The workload was expansive, but when you have a strong team attacking the projects together, it is not as daunting when first presented. The team mind set is prevalent amongst the MPISSN leadership. When one of us needs assistance tightening up some slack, other team members step in to assist. This is the reason I enjoy volunteering, the reason I choose to get involved with MPISSN. This is why you should explore where you might fit within the team.

Volunteer to be a part of the strategizing - As of June 1, 2013, there are only three chair positions left for our membership to consider taking on as a volunteer experience for this next fiscal year. Those chair positions are: **Annual Event & Silent Auction** (slated for June 2014); **Social Media**; and **Professional Development**. The Chapter will be hosting a Volunteer Fair on July 16 prior to the education session being held at Vizcaya. If you would like to explore a chair position, please contact me at Kelli@wmmpa.com.

A special thank you goes out Brandon Sirstins and Greg Righellis of The Village at Squaw Valley, Max Roth of the Resort at Squaw Creek, and Jason Neary of the North Lake Tahoe CVB for their assistance and hosting of the leadership team. Squaw Valley made for the perfect backdrop to the MPISSN leadership retreat.

I would be remiss if I did not mention Paula Higgins and her team at Sonoma County Tourism who supplied our leadership retreat with special enhancements for both of the evenings we were in North Lake Tahoe. Sonoma County Tourism surprised the MPISSN leadership with a blind wine tasting event on Saturday evening, and for Sunday's Everything's Hunky Dory Pajama Party there were Spallelujah sleep masks, maps of Sonoma, and more. Sonoma really put the fun into the evenings, and we wish they had been able to attend the event with us."



"I've had the privilege of working with the Sacramento/Sierra Nevada Chapter of Meeting Planners International for six years at The Village at Squaw Valley. In that time, I've always enjoyed the professionalism and experience that comes from working with these industry experts. Furthermore, the education and networking opportunities are boundless. I would recommend all Hospitality professionals to get involved with MPI". –Brandon Sirstins, Director of Sales. The Village at Squaw Valley.

Thank You to our Key Partners



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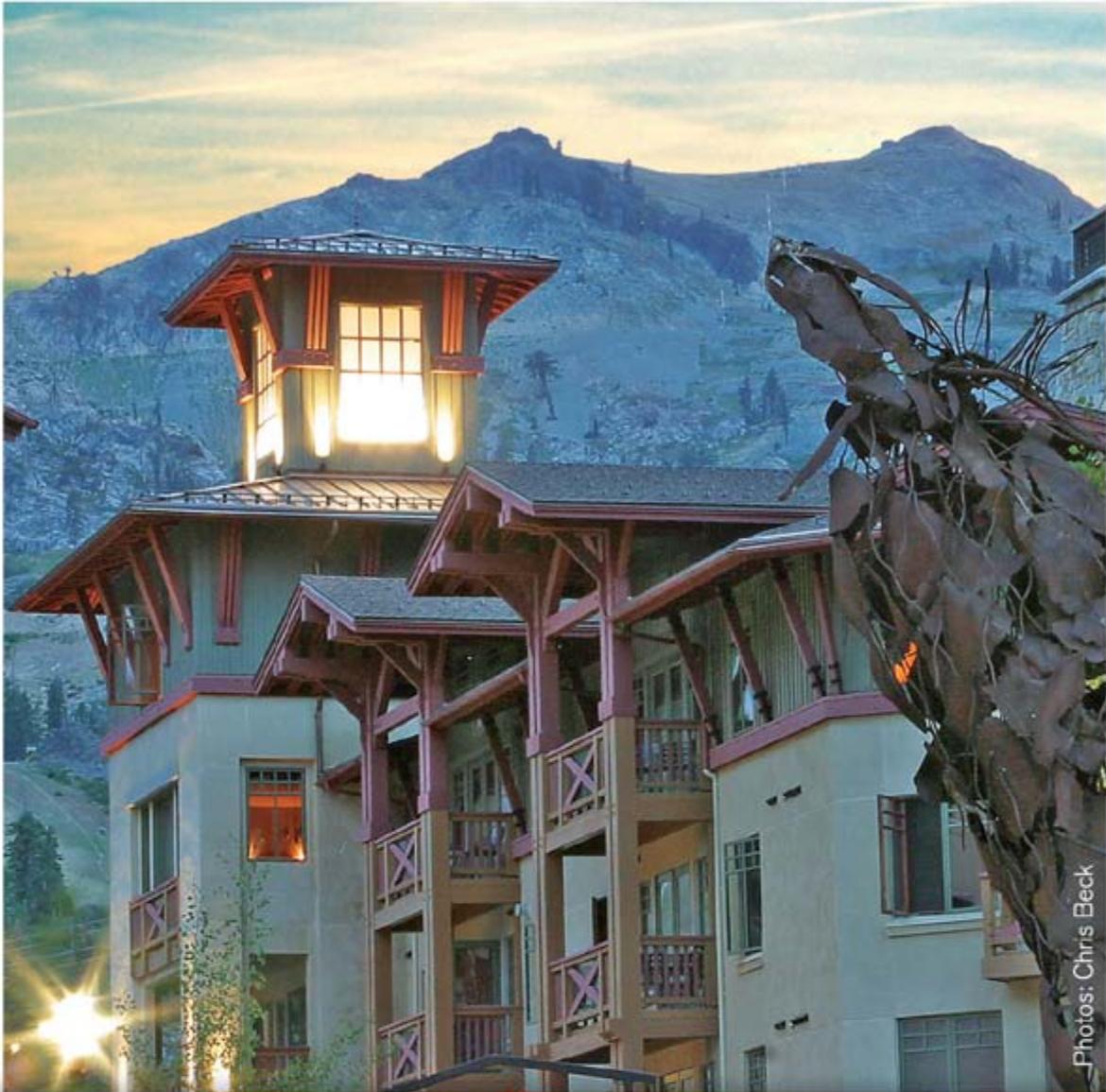
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Longevity Pin Recognition

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Laura Bohannon, CMP, CMM, Bohannon & Association dba Your meetingpro.com
Carolyn Brown, Los Angeles Tourism & Convention Board
Theresa Schrader, CMP, Marriott International
Betty Young-McIntire, CMP, Association Resource Center - ARC

15^{years}

Jennifer Blevins, CMP, California Advocates Management Services
Kimber Chavez, CMP, UC Davis Health System Eye Center
Chris Olcese, CA School Boards Association
Heather Tanfani, CMP, Events!
Steve Underwood, GES Exposition Manager

10^{years}

Rosanne Beals, The Meritage Resort and Spa
Colleen Head, Santa Clara Convention & Visitors Bureau
Steve Lowe, Caesars Entertainment
Warren Martineau, Forest Suites Resort
Mary Zavislan Cook, CMP, Sacramento Production & Lighting

5^{years}

Celeste Berke, Courtyard by Marriott Sacramento Midtown
Rober Best, Advantage Presentations
Lori Blank, Allstate California Region
Janice Booker, Allstate Insurance Company
Laura Calderon, Fresno/Clovis Convention & Visitors Bureau
Deborah Christie, LES, Hyatt Regency Lake Tahoe Resort, Spa & Casino
Amy Dempster, CHSP, The Citizen Hotel
Jennifer Flohr, CAE, CMP, California Hotel & Lodging Association
Angelique Hill, California Retired Teachers Association
Patti Jack-Dorff, CMP, The Orleans Hotel & Casino
Jennifer Mann, Hyatt Regency Sacramento
Helen Marshall, CMP, League of California Cities
Jude Palank, California Trucking Association
Marjorie Purscell, California Association of Health Plans
Aaryn Skaggs, Visalia Convention & Visitors Bureau

Planners Drive Farm-to-Fork

By Dave Kovaleski, meetingsnet.com

“There are all sorts of sustainable reasons why we don’t want to fly strawberries in from Florida in the middle of the winter,” says Gary Prell, vice president, culinary development, at Centerplate, the Stamford, Conn.–based food-service provider for some 300 venues in the U.S. “There are also pricing reasons for choosing seasonal foods. But the most important reason is that we want the community to be part of what we do.”



In a destination that calls itself the “farm-to-fork capital” of the U.S., the Sacramento Convention Center gets about 50 percent of its food—including produce, rice, and cheese—from farmers within about a 100-mile radius.

[Read the whole story...](#)



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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:

Fall 2013 – September 10, 2013

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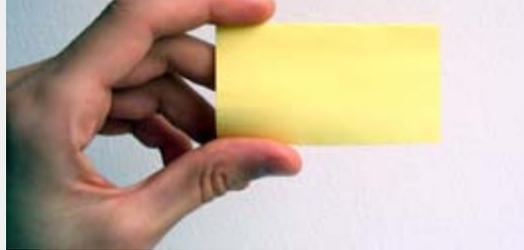
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Website Login Instructions

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: Smith (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: SmithA (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