



SACRAMENTO/SIERRA NEVADA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

CONNECTS

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

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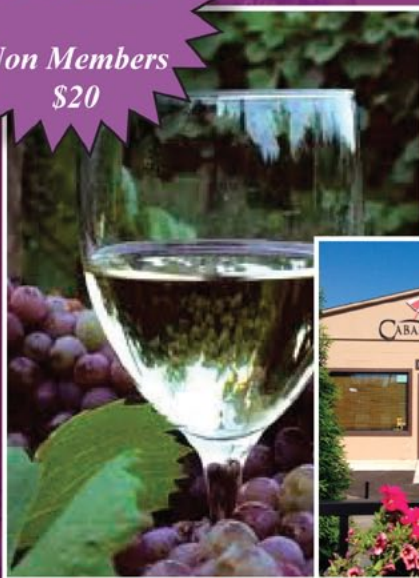


Meeting Professionals International

Sacramento / Sierra Nevada Chapter is proud to present

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Tuesday July 15, 2014

5:00 p.m. ~ 8:00 p.m.

Appetizers and Wine

Cabana Winery & Bistro

5610 Elvas Ave, Sacramento, CA 95819

For more information visit: www.mpiissn.org

Member Appreciation Night

Meet Your MPISSN 2014/2015 Leaders

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President's Message

My year as MPISSN President is closing at the end of June. I have to say these past 12 months have flown by. It has been a tremendous honor and joy serving as our Chapter President. I have to thank our leadership team for all of their hard work, follow through and dedication to succeeding in their roles. The achievements our current leadership team accomplished this past year is quite amazing, and those sentiments are echoed by MPI headquarters in Dallas. Volunteering alongside committed professionals who get the job done is the best reward when one gives so much of one's time. The camaraderie amongst our leadership team and open, honest communication regarding goals/outcomes has been refreshing.



As I stated last year as I accepted the gavel, volunteerism is what you make of it. Every MPISSN member should volunteer & persevere in their positions. Give your time to our Chapter in areas you are keenly interested in. Work side-by-side with other meeting industry professionals and garner wisdom from your peers as you do so. I have gained so much more than I have given during my tenure as a MPISSN leader. I am thankful for all of the experiences, good, great and kind of painful. Yes, I said painful. Not all volunteer experiences are perfect. Keep that in mind when you step forward to do your part for our Chapter. Sometimes things go awry, and you accept that and move on to your next volunteer commitment having gained insight to keep you afloat going forward.

I would be remiss if I did not touch on the upcoming programs members will enjoy in the coming months. This summer, MPISSN members have the opportunity to attend two networking functions. On June 17, the Annual Dinner & Silent Auction will be held at the Lions Gate Hotel. This year's Hollywood Masquerade theme/attire promises to enhance the Annual Dinner experience in a fun and striking manner. For me, hunting for just the right masquerade mask has added to the build-up to this event. I look forward to seeing all of the members' masks during the mask contest as I am sure there are going to be a wide array of elaborate creations. The glammed-up masquerade Annual Dinner promises to be an over-the-top not-to-be-missed experience I hope all members will be able to attend.

On July 15, the Chapter will hold its Member Appreciation networking event at Cabana Winery & Bistro. Come out and celebrate being a member of MPISSN. We'll be able to mingle with our peers in a relaxed environment, and meet the new MPISSN leadership team (including the incoming board members and the chairs of our committees for the July 2014 to June 2015 fiscal year). Watch the MPISSN Weekly News & Announcements email for the details on this event.

In closing, I want to remind you to support your MPISSN partners. As a meeting planner, I value the relationships I have developed via our Chapter. Supporting our MPISSN suppliers by giving them first consideration will always be my mantra. I hope our entire membership approaches their business transactions the same way.

Thank you for a wonderful year!

A handwritten signature in black ink that reads "Kellie Schroeder". The script is fluid and cursive.

Kellie A. Schroeder, CMP, CAE
MPI Sacramento/Sierra Nevada President 2013-2014

Your Education Committee is Working Hard!

The Education Committee is planning great education topics for the new fiscal year: technology workshops and hands-on training; food and beverage trends; an interactive hotel contracts/negotiation discussion; experiential meeting design; speaker showcase; and more!

Check our Tuesday Weekly News & Announcements and www.mpissn.org for details.

SAVE THE DATE - UPCOMING MPISSN EVENTS

September 16 - Workshop & Education Luncheon

November 18 - Education Luncheon

December 4 - CalSAE Seasonal Spectacular with MPISSN Education Breakout

February 10 - Education Luncheon

March 17 - Tradeshow and Education Workshop)

May 19 - Speaker Showcase



2014-2015 MPISSN Directory

Check your email inboxes in late June for your link to the 2014-15 MPISSN Membership Directory!

2013 -14 Board of Directors

President

Kellie Schroeder

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Vice President, Communications

Jeff Dougherty

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Vice President, Membership

Lynda Sagar

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Lisa Bispham, CMP

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Felicia Price, CMP

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2014 MPISSN Annual Gala and Silent Auction

The MPISSN Annual Gala Committee, is thrilled to invite MPISSN member, friends and family to the Hollywood Masquerade Annual Gala on June 17th! There is still time to register, but tickets are going fast! Hollywood Masquerade will be THE event of the year, with lots of time for networking and getting to know your fellow MPISSN chapter members.

Some of the highlights not to miss....

As the name denotes, The Annual Gala is a black & white dress masquerade party complete with a mask contest. Bring your best mask as there will be judging and contest for the best masks of the evening.

Dress in your best black and white fashions. You'll feel like a celebrity as you're whisked down the red carpet VIP entry as the paparazzi flash your photos. Upon entry to the reception, you'll enjoy a sparkling refresher and wonderful farm-to-table hors d'oeuvres. You'll delight in the plethora of silent auction items including vacation packages to Las Vegas, Lake Tahoe, Newport Beach, Reno, Sonoma, Pasadena, and more! Also included are some very special auction items with our Hollywood Gala theme in mind. Be sure to save some funds for our live auction items near the end of the night. Be sure to check our facebook page at <https://www.facebook.com/MPIsACRAMENTO> as the page is currently dedicated to all things gala with updates on silent and live auction items.

There is still time to donate! You'll find the forms to donate auction items and register for the event online at the MPISSN Chapter website at www.mpissn.org.

A special thank you to our sponsors who will allow us to enjoy a great evening of entertainment and most importantly have given generously so that our chapter may have the best opportunity to raise funds for our future educational opportunities. The Annual Gala committee appreciates your support!



MPISSN Garners High Marks Globally

By Kellie A. Schroeder, CMP, CAE, Wood Moulding & Millwork Producers Association

Earlier this year, MPI headquarters conducted its annual membership satisfaction survey. The survey is a tool to gauge member satisfaction and rate MPI's performance down to the chapter level. MPISSN's satisfaction scores are to be noted this fiscal year. In ten categories queried, our Chapter ranked in the top third globally amongst the 70+ MPI chapters.

Two of the categories, Volunteer Opportunities and Scheduled Program Times, were ranked as 1 which put MPISSN's rank in the region as 1, and globally as 1. Four of the categories rated MPISSN's rank in region and global rank as 2: Networking Opportunities; Education Opportunities; Education Content; and Scheduled Program Locations. MPISSN's Marketplace Opportunities and Chapter Leadership areas were ranked 4 in region and globally. Chapter Communications rated a 13, and the Overall Satisfaction score for MPISSN was 6, rank in region and global rank.

These high marks reflect the dedication, professionalism and determined efforts of the current leadership team and our overall membership. The board of directors, chairs/co-chairs, and each committee volunteer need to take a moment to let this information sink in --- MPISSN is performing at levels which rank in the upper echelon of MPI International. The general membership should celebrate this achievement alongside the leadership team for two reasons.

First, the members of MPISSN are actively engaged in our Chapter, and added to the overall global ranking achievement. Case in point, MPISSN's Chapter Involvement scores reported in the same survey were also quite impressive. Our Chapter's members attended an average 5.3 events leading to MPISSN ranking 16 globally and 15 in the region. Our members are extremely active within the Chapter as the survey reports 92% of our members attended at least one event which garnered a rank in region as 7, and global rank of 7.

Second, MPISSN is a lively and interactive Chapter committed to enhancing the membership experience via quality education and networking events. Members are showing up, engaging one another, and pushing leadership to deliver high caliber events. This year has been exciting to watch unfold as new directions in all areas of the Chapter were pursued. Our Chapter is succeeding due to our members stepping forward to volunteer their time and expertise.

In July, the Chapter will be recruiting volunteers to the various committees for the next MPISSN fiscal year. I expect a good many of the current volunteers to return to lend their skills to the Chapter. I would hope those members not active in a committee currently will find time to assist MPISSN in the near future so we may maintain the high satisfaction scores obtained this cycle. Join a committee, be involved and help mold MPISSN into the Chapter you want it to be.

Sacramento/Sierra Nevada Chapter							
Respondents		Chapter Involvement					
Number of respondents:	36			Rank in region		Global rank	
Response rate:	23%						
% planners:	60%						
% suppliers:	27%						
Average years with MPI:	8.16						
		Average number of events attended:	5.3	15		16	
		% attending at least one event:	92%	7		7	
Satisfaction							
	High 8-10	Medium 5-7	Low 1-4	2013 Avg	2014 Avg	Rank in Region	Global Rank
Overall Satisfaction:	85%	12%	3%	7.13	8.88	6	6
Networking Opportunities:	88%	9%	3%	7.48	8.97	2	2
Education Opportunities:	91%	9%	0%	7.07	9.12	2	2
Education Content:	94%	6%	0%	6.91	9.09	2	2
Marketplace Opportunities:	61%	13%	7%	7.08	8.45	4	4
Chapter Communications:	76%	18%	6%	7.61	8.58	13	13
Volunteer Opportunities:	94%	3%	3%	7.52	9.21	1	1
Scheduled Program Times:	89%	9%	3%	7.45	8.97	1	1
Scheduled Program Locations:	88%	9%	3%	7.42	8.91	2	2
Chapter Leadership:	88%	13%	0%	7.28	9.16	4	4
Top Third of Group							
Middle Third of Group							
Bottom Third of Group							

Click on the image above to see our chapter survey results.

From Small Meetings to Large Conferences ...and everything in between!

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Heather Tanfani, President, events!

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MARCH EDUCATION & TRADE SHOW RECAP

MPISSN Tradeshaw and Education Day

By Rich Heitke, CMP, CGMP, J. Burton and Associates, Inc.

We gathered in downtown Sacramento for the 2014 Tradeshaw in the part of the Sheraton that was the historic Public Market Building. A wide variety of event industry suppliers made valuable direct connections with old and new clients. Working relationships and friendships were formed and renewed in a fun atmosphere.

Before they let us in to the trade show, Dahlia El Gazzar took the podium and group by storm. Dahlia insightfully tied app functionality to the event industry while demonstrating the impact apps will have on personal efficiency. Dig in and see which ones change your life



App Storm: Event Apps & Solutions That Can Change your Event Planning Universe

Bidsketch

- Proposal tool, imbed video
- Click and drag sections you want
- Template management
- Track client activity, notes, comments

Getplanning

- Project management for events
- Integrates with Dropbox
- Track conversations
- Payment Card Industry (PCI) Compliant

Onelobby

- Event collaboration
- Project management
- Milestones and budgets

LiveMinutes

- Recording calls
- Collaboration, File sharing

Join.Me

- Desktop/screen sharing app

Snagit

- Clipping tool
- Screenshot your desktop
- Annotations on images

Prezi

- PowerPoint-like tool
- Web-based but downloadable
- Import PPTs

Evernote

- Input of text, pics, audio files
- Unlimited notes and notebooks
- Web clippings, OCR

IAnnotate

- PDF edits, highlights, signatures

Conference

- Use your device as a PPT remote
- Organizes content

Sprout Social

- Social Media monitoring dashboard
- Conversation tracking & reporting
- Assign conversations
- Manage clients' social media.

Hipmunk

- Flights & hotels search & booking

Expensify

- Easy on-the-go expense reports

Sitorsquat

- Find, rate and review bathrooms

Unroll.me

- Cleans up your newsletter lists
- Allows opt-in/out

After the education session, the trade show started! This year's trade show featured saki tasting and sushi rolling demonstrations for attendees. A big thank you to all of this year's trade show exhibitors & attendees!





Nine is Divine

By Rick Chapman, CS Meetings Direct

The MPISSN 15th Annual Golf Tournament held on May 14th at Whitney Oaks Golf Club was a day of fun and fellowship. It was the first time we had a nine hole tournament and lunch and we were blessed with great weather. A special thanks go to the staff at Whitney Oaks for providing us with great service and food that added to the full experience expected from a fine golf course.

Without our sponsors this tournament would not have been possible and we tip our hats to their support year after year. Our Beverage Cart Sponsor was Embassy Suites San Diego-La Jolla, our Hole Sponsors were Monterey County CVB, Hyatt Regency Sacramento, Sheraton Grand Sacramento, Hilton and DoubleTree Sacramento, Sacramento CVB, San Mateo County Silicon Valley CVB & Half Moon Bay Resort; our Putting Green Sponsor was Sonoma Tourism, and our Fore Caddie Sponsor was STL, Inc. We would also like to thank our In-Kind Sponsors. GES sponsored Signage, Event Imaging sponsored Photography, and Classic Awards sponsored the Trophies.



The players were made up of planners and suppliers and guests. We congratulate the team of Betty Lucchesi, George Nyberg, Chuck West, and Julia Willmott for winning first place.

Finally, thank you everyone who donated raffle prizes and to everyone who purchased tickets. The money raised goes directly to Make-A-Wish foundation.

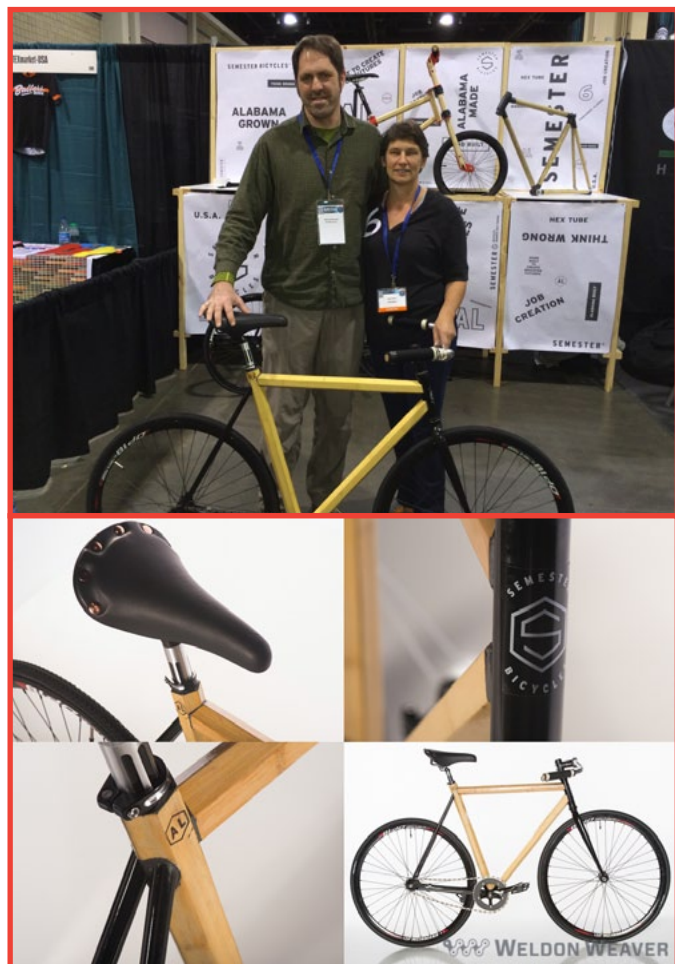
My appreciation goes out to the golf committee of Greg Righellis, Shay Watkins, Kristine van Winkle, Cheryl Cox, and Greg Weinbender and to our chapter administrator Lynette Magnino. The team devoted many hours in preparing for and running the tournament.



The Power of Social Media

By Robin Rinehart, NAHBS Convention Manager

This year at my annual convention "The North American Handmade Bicycle Show" we had a Semester hexagon shaped tube bamboo bicycle, with a Weinmann wheelset, single speed and coaster brake stolen from the Hero Bicycle booth during show hours right out the front with security posted at the door. After reported, I quickly called security to the booth and made a report of the loss. Then I had a great idea! I took the other bike in their booth to Weldon Weaver, our photographer, who took a picture. Matt Buttermann, our NAHBS News Editor, sent out a quick Stolen Bike article on Facebook and Twitter. Within an hour a Facebook friend saw someone riding it in downtown Charlotte and in fact knew who was riding it. By the end of the show that day the police had a suspect in custody and returned the bicycle to the exhibitor at the show. **"The Power of Social Media again shows it's fast rapid viral strength."**



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APRIL EVENT RECAP

April Meeting with Steven Hacker on Sponsorship

By Rich Heitke, CMP, CGMP, J. Burton and Associates, Inc.



MPISSN met at the newly, beautifully remodelled Crowne Plaza Sacramento. Steven Hacker presented the topic of sponsorship and was very clear about his observations, many of which shocked us out of the mould of traditional sponsorship programs and benefits.

Steven discussed the “Nightmare Equation”: Social Change + Internet = Disruption. For example, 268 Newspapers are gone since the rise of the Internet. How long has it been since you bought a map? How do we buy books these days?

Hacker stated, “There’s no such thing as spending for research and development in an association.” And he stated how associations have a “beaurocratic committee approach to decision making.” Sponsorship revenue is the 3rd largest revenue source in most associations and 2013 sponsorship revenue was about \$572 Million in the U.S.

Hacker posed the question, “Why sponsor?” The answers to this question include to put your company in front of decision makers and identify your company as a true partner. Sponsors are disenchanted with traditional benefits, and they understand that if they pay less for it that sponsorships, it means fewer attendees will be there, such as \$10K for dinner function and \$5K for closing function.

Per Hacker, “Ianyards are the worst and ROI is yesterday.” Engagement is what sponsors care about, not exposure. Sponsors want multiple engagements, so the planner who delivers engagement before, during and after an event will land and retain sponsorship.

“It’s not about the money,
it’s about creating value
for your stakeholders.”

Owning your demographics by capturing job title, job function, and buying influence will improve sales efficiency. Planners need to sort your member demographics into customizable silos in order to sell sponsorship.

The best sponsors are outside your box. However, ask yourself, “How might a sponsorship with this non-member affect my relationship with members?” When you are sitting across the desk from your prospective sponsor you should be thinking, “How can we help him reach his goals?”

Inventory what can be sponsored. Everything! Examples include general sessions, expos and all meeting assets. Gather your inventory and present it to sponsors. Ask them how much it would be worth for them to sponsor this divergent group as an example.

Two things motivate people, greed and fear. Sweet aroma of new revenue will always overcome the stink of the deal. Create an on-going relationship in person. Don’t go for the kill at that point. Burn the sponsorship menu and customize them all. As Robert Best said, “Become more of a sharp shooter.”

Thinking about becoming certified?

Our **Certified Meeting Professional (CMP)** study group is gearing up to begin in mid-August. If you've ever toyed with the idea of pursuing the certification, here are a few quick facts you may not have considered.

- Even if you aren't ready to sit for the next exams in November or January, you can benefit from attending the sessions as a quick way to accumulate the 25 hours of continuing education needed to meet the application criteria. (*Credit Pending*)
- Besides being the perfect tool to keep on track with covering the study material, the group is a great resource for study techniques, test-taking strategies and peer support.
- The group will meet weekly for 11 weeks and will conclude before the November testing dates.
- Weekly attendance isn't mandatory. You'll reap the benefits of being part of the group even if you have to miss a few sessions.
- Non-members are welcome to join the study group.

Here's what group alumni say about their experience:

"The study material was a bit intimidating at first, but one of the best parts about the group is that subjects are broken down and organized in a manageable way. What planner doesn't love that?"

"I got a great referral for a new project from one of the association planners in my group."

"The group kept me on task with studying because I wanted to look good in front of my peers. It was just the motivation I needed!"

"I made some great relationships in the group. We still meet for reunion dinners years later."

Want to find out more about the group? Email Marcia Durst, CMP at Marcia@DurstEvents.com.

[Click here](#) for complete information on the CMP Program from the Convention Industry Council.



2014 Deadlines

If you want to sit for the exam	You must submit your application by	You will receive approval notice	You will register with CIC to sit for exam	You will receive test scheduling notice	You will schedule your exam with Prometric
Jan 23-Feb 1, 2014	Aug 12-Oct 7, 2013	Oct 21, 2013	Oct 22-Nov 12, 2013	Nov. 21, 2013	Nov 21-Jan 22, 2014
May 8-17, 2014	Oct 21-Feb 3, 2014	Feb 19, 2014	Feb 20-Mar 13, 2014	Mar 24, 2014	Mar 25-May 7, 2014
Aug 7-16, 2014	Feb 18-May 9, 2014	May 23, 2014	May 27-June 10, 2014	June 25, 2014	June 26-Aug 6, 2014
Nov 6-15, 2014*	May 14-July 31, 2014	Aug 15, 2014	Aug 18-Sept 5, 2014	Sept 15, 2014	Sept 16-Nov 5, 2014
Jan 22-31, 2015	Aug 11-Oct 8, 2014	Oct 22, 2014	Oct 23-Nov 12, 2014	Nov 19, 2014	Nov 20-Jan 21, 2015

*CMP-HC exam administered too



Did you know that the MPI Foundation offers Education Endowment Scholarships?

These scholarships are based on available funding and are awarded on a quarterly basis. Open to current MPI members only. A maximum of \$2,500 USD will be awarded per scholarship.

There are three categories available:

Category I – Academic is designated for college work toward undergraduate or graduate degrees and requires acceptance in a program of study relevant to the meeting & event industry.

Category II – Professional Development is designated for education sought inside or outside of the traditional academic institution. Examples include courses for suppliers as well as planners, executive development programs or industry specific leadership programs such as Certification in Meeting Planning (CMP) or CMM.

Category III – MPI Programs is designed specifically for leadership, career and educational opportunities offered exclusively by MPI, and for first-time attendance to MPI conferences.

[Click here for the applicaion](#) or visit the MPI Foundation page on www.mpiweb.org.

Congratulations to our April 2014 Longevity Pin Recipients

Deborah Kurtti (5 years)
Mary Zavislan Cook, CMP (10 years)
Krissy Lee (10 years)
Rick Chapman (5 years)
Denise Ellis (10 years - not pictured).



Corporate Social Responsibility: It Isn't Sexy but It's Important

By Amy J. Lai, CMP, Shaw/Yoder/Antwih, Inc.

Back in the Fall 2013 issue of Connects, I elaborated on the definition of Corporate Social Responsibility (CSR):

"CSR is the responsibility of an organization for the impacts of its decisions and activities on society, the environment, and its own prosperity, known as the 'triple bottom line' of people, planet, and profit. Not only do responsible, sustainable, and transparent approaches help build brand and reputation, but they also help strengthen the community and, therefore, the marketplace. A solid business plan, embedded into the business culture, reflecting organizational values and objectives through strategic CSR application, will help build a sustainable and profitable future for all."

We're curious to see how your organization incorporates Corporate Social Responsibility in its business practices and/or events. Share your best practices with me at amy@shawyoderantwih.com. With your permission, we'll include your organization's CSR practices and ideas in an article in the next issue of Connects to inspire membership.

Below are examples of Corporate Social Responsibility from Business News Daily:

- Ben and Jerry's ice cream offers one prominent example; the company uses only fair trade ingredients, and developed a dairy farm sustainability program in its home state of Vermont.
- Starbucks has created its C.A.F.E. Practices guidelines, which are designed to ensure the company sources sustainably grown and processed coffee by evaluating the economic, social and environmental aspects of coffee production.
- Tom's Shoes, another notable example of a company with CSR at its core, donates one pair of shoes to a child in need for every pair a customer purchases.
- We'd love to hear from you about your CSR best practices to inspire the rest of us to do our part.

MPISSN Member RISEs to the Top!

By Jeff Dougherty, Sacramento Convention & Visitors Bureau

Meeting Professionals International gives out awards each year Recognizing Industry Success and Excellence (RISE). Not only did MPISSN rank as one of the top chapters globally in several categories this year, we are also graced with an award winner. Our very own, Jenn Wheaton with the California Association of Boutique & Breakfast Inns (CABBI) is the winner of the 2014 Young Professional Achievement award. This award recognizes an individual 30 years of age or younger with 5 or less years professional experience that has made outstanding contributions to the meetings and events industry.



Jenn in part won this award for her strategic use of technology and social media to help the bed and breakfast industry in California embrace a new generation of travelers. She will be accepting the award in August at the MPI World Education Conference (WEC) in Minneapolis, MN. We will follow up on Jenn and link to the awards presentation video in our next issue of *Connects*.

To learn more about RISE awards, please visit: www.mpiweb.org/Community/AwardsAndRecognition/Overview

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Hilton Santa Clara



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Embassy Suites Santa Clara



Marriott Santa Clara

FREE Enhanced Online Directory Listings Coming Soon!

By Jeff Dougherty, Sacramento Convention & Visitors Bureau

The power of profiles: MPISSN will be incorporating an online meeting/venue/service profile for each member. In the coming months, you will receive a template to complete. Please fill it out! For suppliers, this is a great way to let our planners know what you have to offer. Planners will be able to outline their meeting needs. These profiles will serve as a great tool for suppliers to research our members needs and be more prepared when making sales calls. This will also eliminate some sales calls to planners who do not book in certain areas or need specific services. For example, if I am a planner who only books airport properties, non-airport properties know not to call me. Supplier profiles will be viewable to the public while planner's profile will only be viewable to our membership. We hope that you find this new enhancement to our online profiles to be a member benefit.

Upcoming Events

Jun 17

June Board Meeting
Date: June 17, 2014
Time: 2:00 pm

Any Chapter Member in good standing with business for the board are welcome to attend chapter board meetings. If you would like to attend, please RSVP to Lynette Magnino... [More>>](#)

Jun 17

MPISSN Annual Gala - Hollywood Masquerade
Date: June 17, 2014
Time: 5:30 pm - 9:00 pm

Register now! \$65 per person, after May 1, 2014
Online registration - Download and Fax hard copy form - Join us for the MPISSN Annual Gala - Hollywood... [More>>](#)

[View All Events>>](#)

Jennifer Wheaton

414 29th Street
Sacramento, CA 95816
[Map](#)

Phone: 916-554-2673
Email: jenn@cabbi.com
Website: <http://www.cabbi.com>

Category: Association/Non profit Meeting Professional

Types of facilities:	Services required for largest meeting:	# of sleeping rooms required at largest meeting:
<input checked="" type="checkbox"/> Airport Hotel	<input checked="" type="checkbox"/> Registration/Event Software	Peak: 60 Total: 150
<input checked="" type="checkbox"/> Downtown Hotel	<input checked="" type="checkbox"/> Audio Visual	Seating capacity required at largest meeting:
<input checked="" type="checkbox"/> Suburban Hotel	<input type="checkbox"/> Exhibit/Decorating Service	150-175
<input type="checkbox"/> Convention Center	<input type="checkbox"/> Offsite Caterer	Sq ft of exhibit space required at largest meeting:
<input checked="" type="checkbox"/> Resort Hotel	<input type="checkbox"/> Cat Herder	8,000
<input type="checkbox"/> College/University	<input checked="" type="checkbox"/> Ground Transportation/Tour	Areas where meetings are/could be held:
<input type="checkbox"/> Camps/Retreats	<input type="checkbox"/> Car/Van Rental	<input checked="" type="checkbox"/> Northern California <input type="checkbox"/> Reno / Other Nevada Locations
<input type="checkbox"/> Cruises	<input type="checkbox"/> Other:	<input checked="" type="checkbox"/> Central California <input type="checkbox"/> Tahoe Area
<input type="checkbox"/> Special Event Venue		<input type="checkbox"/> Southern California <input type="checkbox"/> Areas outside of California/Nevada
Types of meetings planned during the year:		
	# of meetings	Avg # of attendees
Convention/Conference	1	100
Board Meeting	4	15
Other Meeting	0-1	25-40
Training/Class	0	<1 day
Retreat	0	
Talent or fun fact about yourself:		Years in meetings industry:
Studied Classical Ballet for 18 years!		4
		Date completed:
		06/06/14

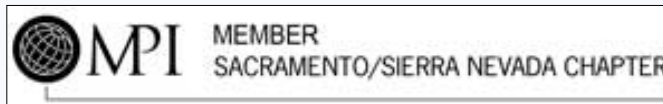
Interests:
☐ Golf
☒ Foodie
☒ Happy Hour
☐ Family Time
Favorite Restaurant:
Jack's Urban Eats

You're a member... SHOW it!

By Jeff Dougherty, VP Communications

You asked... we delivered. Last year, it was brought to my attention by a couple of members that they would like to have something for their email signature line to show their MPISSN pride and to let everybody know they are a member. More than 98 percent of members say that MPI aids in their professional success. Here are a few reasons why: Establish roots, get the inside scoop, raise your profile, get recognized. Be recognized by downloading your MPISSN affiliation logo today. Member Logos can be found [here](#) or under the member logos section. Special Chair and VP logos have also been created and can be found under Chapter Leader Toolkits.

If you have any questions, please feel free to contact me at jdougherty@visitsacramento.com.



IN THE KNOW

By Jeff Dougherty, Sacramento Convention and Visitors Bureau

Our Neck of the Woods

Events - Monster Energy's Aftershock Festival, which debuted in Sacramento in 2012, has become a destination. According to the promoter of the event, the two-day hard rock festival, scheduled for this summer in Discovery Park, draws thousands of attendees from more than 35 states. [SBJ, 4/11/14](#)

Infrastructure - City officials have agreed to invest more than \$20 million to improve Old Sacramento's infrastructure. First, the district's historic-looking riverfront boardwalk will be torn up and replaced with a more modern, durable surface. Next year, construction will begin on a new Second Street intersection that will allow traffic into Old Sacramento off Capitol Mall, taking into account that a proposed streetcar would eventually run along Capitol Mall, taking passengers to and from Old Sacramento. The city also plans to install \$70,000 of LED lighting in the pedestrian tunnel that runs beneath Interstate 5 and connects Old Sacramento with Downtown Plaza – soon to be the new Kings arena. [Sacramento Bee, 4/7/14](#)

Future of downtown - Continuing coverage of the Kings and arena: So much has happened in the last month. Sacramento City Council made their final vote on this project. The vote came back 7-2 in favor to move forward with the new arena. A link to a compilation of articles done by the Sacramento Business Journal can be found [here](#).

Restaurants - The owners of Burgers & Brew have plans to open another restaurant in Midtown at the former location of Purgatory on J Street (@16th). The project is currently in the design phase with an opening scheduled within a year. The new location will be similar to the R Street restaurant with the addition of a full liquor license. [SBJ, 4/4/14](#)

Our Friends

Napa - The Silverado Resort and Spa recently unveiled plans to renovate its 12,000-square-foot conference center and upgrade all of the property's 380 guest rooms. The Silverado will host the 2014 Frys.com Open in October. [Meetings Focus, April 2014](#)

Oakland - In an effort to attract more visitors, Visit Oakland is spending \$195,000 to rebrand the city as a culturally diverse destination with fine dining and a happening arts scene – with the intent to shed the city's reputation for crime. The city's tourism bureau recently unveiled a new logo that includes a backdrop of the new eastern span of the San Francisco-Oakland Bay Bridge. [The Washington Times, 4/14/14](#)

Santa Clara - Santa Clara area hotels are already seeing bookings increase after the San Francisco 49ers announced their 2014-15 game schedule – the season will be played at the new Levi's Stadium in Santa Clara. [KTVU.com, 4/24/12](#)

Volunteer of the Quarter

By Jennifer Flohr, CMP, CAE

Lauren Richardson, Co-Chair on the Annual Event Committee jumped in when asked if she would be interested in participating on a special event committees. Rick Chapman said, "She accepted a co-chair roll for the Annual event without hesitation and has taken a leadership role in the Gala." She is professional, on-time and MPISSN is happy to have her as a member and part of our volunteer team. I asked Lauren few questions.



Why do you volunteer for MPISSN? I have always been involved with volunteer organizations since I started working and I find that it keeps me focused, productive, and I get to meet the best people! I've been an MPISSN member for almost a year now and have jumped right in. Everyone has been very welcoming and I've enjoyed working on the Annual Gala.

Finish this sentence "When I attend an MPISSN event, I ... try to meet a new person each time. I think networking is a huge part of our industry and you never know when you might get to work with someone.

What is your current position? I am a meeting manager for Medtronic Cardiovascular.

What has been your biggest challenge as a meeting planner most recently? I travel a lot, which I love, but it's often hard to juggle my personal life and volunteer work with actual work. I have also moved into a new role with new co-workers so it is always challenging learning new personalities while working remotely from home.

What would you consider your most interesting job skill? Interesting.... well in one week I could be in Germany, then Korea, then home riding my bike to Concert in the Park here in Sacramento. I guess I find that exciting and interesting.



What do you like to do in your free time? I am a board member of the Active 20-30 Club of Greater Sacramento #1032. I have been a member for over 7 years and we raise money and volunteer for local children charities all while being under age 40. The group has given me an opportunity to give back to my community, but I also have gained lifelong friendships. In addition, I love to stay active whether it's going to the gym, riding my bike, swimming, skiing, snowboarding, yoga, playing volleyball or softball. I guess that is to counterbalance my love for food and wine!

Congratulations Lauren!



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MPISSN 2014-15 Leadership Team

Your incoming MPISSN Leadership Team is ready to serve you. We had our board retreat the first weekend in May at the **Lake Tahoe Resort Hotel**. Special thanks to Kris Keesling, CMP, CHME, CTP, Senior Sales Manager, who hosted us. What a wonderful property with top-notch service. We not only had a great time but we got to sample some real South Lake Tahoe hospitality. A huge thank you to: **The Hard Rock Café, Harvey's & Harrahs's, The Landing Resort & Spa**, Shuttle provided by **Destination Lake Tahoe, Cabo Wabo** and **Zephyr Cove Resort** for hosting our meals, transportation and entertainment. Not only did we have fun and get to know each other, but we did get a lot of work and planning done for our upcoming year.

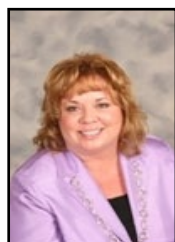
This past year's satisfaction results from headquarters for our chapter were awesome! Since we ranked in the top 10 in our region and global in all but one category we are excited for the coming year. We are going to try to maintain our top satisfaction scores. Plus we have some new events planned, so stay tuned! I hope to see you all at the Annual Gala.

Jennifer Flohr
MPISSN President Elect

Introducing your 2014-2015 MPISSN Board:



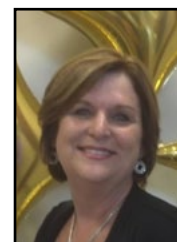
Jennifer Flohr, CAE, CMP
President



Kellie Schroeder, CAE, CMP
Immediate Past President



Felicia Price
VP Finance



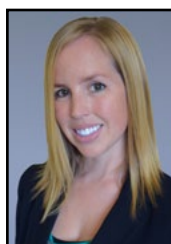
Robin Rinehart
VP Special Events



Jeff Dougherty
President-Elect



Mary Cook, CMP
VP Education



Jenn Wheaton
VP Communications



Lynda Sagar
VP Membership

Introducing your 2014-2015 MPISSN Committee Chairs:

Robert Best, Community Outreach Chair

Lisa Bispham, Awards Chair

Kimber Chavez, Social Media Co-chair

Marcia Durst, Professional Development Chair

Richard Heitke, Public Relations Chair

Michael Hutchings, Trade Show Chair

Larry Jacinth, Social Media Co-chair

Amy Lai, CSR Chair

Marla Martinsen, Education Programs Chair

Terri Shrader, Audit Chair

Monica Slingerman, Member Retention Chair

There are still chair positions open - interested in getting involved as a committee chair or co-chair? Contact Jennifer Flohr at jennifer@calodging.com for more information.

Thank You to our Key Partners



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2013-14 Committee Chairs

Annual Event, Co-Chair
Paula Higgins, CMP
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Audit, Chair
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Awards & Recognition, Chair
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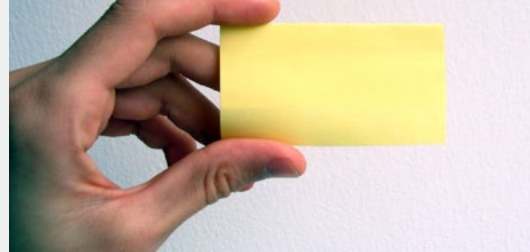
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Contact Lynette Magnino at lynette@mpissn.org for more information.

“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.**”**

Stay up to date at www.mpissn.org!

Website Login Instructions

Login/Passwords

For the membership log-in areas, your login username 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