

# CONNECTS

The Quarterly Newsletter for the Sacramento/Sierra Nevada Chapter of Meeting Professionals International  
Volume 30, Issue 4 • Summer 2015



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## Looking Back MOVING FORWARD

Providing pearls of wisdom for 30 years.



ANNUAL GALA | JUNE 16, 2015  
SACRAMENTO MEMORIAL AUDITORIUM

**CLICK ON THE VIDEO ABOVE AND TURN TO PAGE 5  
FOR A COMPLETE RECAP OF THE MPISSN ANNUAL GALA & SILENT AUCTION**

### WHAT'S INSIDE

|  |  |  |
|--|--|--|
| <i>President's Message</i> .....2                | <i>MPISSN Board Retreat in Reno</i> .....9   | <i>2015 President's Award Winner</i> .....12       |
| <i>Upcoming MPISSN Events</i> .....3             | <i>Refer a Friend</i> .....10                | <i>Speaker Showcase Recap</i> .....13              |
| <i>MPISSN Gala Photo Album</i> .....5            | <i>September Education Highlight</i> .....10 | <i>Chapter Satisfaction Survey Results</i> .....14 |
| <i>Meet the 2015-16 Leadership Team</i> .....6   | <i>Volunteer of the Quarter</i> .....11      | <i>Sip &amp; Swirl Photos</i> .....15              |
| <i>Fire &amp; Ice Tradeshow Thank You</i> .....8 | <i>Longevity Pin Recipients</i> .....12      | <i>Thank You Key Partners</i> .....17              |

## President's Message

# 2014 -2015 Board of Directors

### **PRESIDENT**

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### **VICE PRESIDENT, SPECIAL EVENTS**

Robin Rinehart, CTSM  
rlrinehart@comcast.net

Hello MPISSN Members:

I cannot believe how the year has flown by! My term as President comes to an end in June and I want to thank everyone for all their support and hard work.

This has been a great year for MPISSN. We have had tremendous membership growth – with being up 8% at the end of May over last year, 75% retention, and 46 new members! I know we are on the right track and will continue to grow. Thank you to Membership VP, Chair and Committee!

We had excellent education this year due to the education team – everything from keeping your audience engaged, how to handle the food allergies and other dietary restrictions, event design and Outlook tips — which I always love and need! Thank you Education VP, Chair and Committee


We have had some fun new events this year too. The new Crab Feed was a huge hit and we all got together for the MPI 5K Chairman's challenge to raise money for the educational foundation. Our new meeting planner boot camp was a success and we hope to expand upon it this upcoming year. Thank you Special Events VP, Chair and Committee.

We are doing very well financially and the budget looks good for morning forward next year, plus our audit went well –thank you Finance VP and team!

The MPISSN social media was more consistent and the newsletter looked great — a testament to that is that our communication score on headquarters yearly survey going up from our ranking of 13 last year to 4 this year – thank you Communications VP and team.

One of my favorite memories of this past year will be one of our own members receiving the RISE Award for Young Professional Achievement at WEC in Minneapolis last August. It was extra special for me because I got to present my co-worker and friend, Jenn Wheaton, VP of Communications her well-deserved award. Our chapter is lucky to have her! And this shows the caliber of members MPISSN has.

I am proud of all that we have accomplished and it was all due to you - our volunteers. Thank you again for making this year a success. Enjoy your summer and I look forward to seeing you at a future event.



Jennifer Flohr, CAE, CMP

MPI Sacramento/Sierra Nevada President 2014-2015



## 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; and more!

Check our Tuesday Weekly News & Announcements and [www.mpissn.org](http://www.mpissn.org) for details.

### SAVE THE DATE - UPCOMING MPISSN EVENTS

**September 15** - Workshop & Education Luncheon with Corbin Ball

**November 17** - Education Luncheon

**December 3** - CalSAE Seasonal Spectacular with MPISSN Education Breakout

**January 27** - Crab Feed

**February 16** - Education Luncheon

**March 15** - Tradeshow and Education Workshop

**April 26** - Sip & Swirl Member Appreciation Event

**June 7** - MPISSN Annual Gala & Auction

In 2015, San Francisco  
will help make your  
meetings **golden.**

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# MPISSN Annual Gala & Silent Auction



[Click here to view the full photo album from the 2015 MPISSN Gala](#)

# MPISSN 2015-16 Leadership Team

## Introducing your 2014-2015 MPISSN Board:



Jeff Dougherty  
President



Jennifer Flohr, CAE, CMP  
Immediate Past President



Mary Cook, CMP  
VP Finance



Jenn Wheaton  
VP Special Events



Felicia Price  
President-Elect



Marcia Durst  
VP Education



Lynda Sagar  
VP Communications



Michael Hutchings  
VP Membership

## Introducing your 2014-2015 MPISSN Committee Chairs:

Robert Best, Community Outreach Chair

Lisa Bispham, Awards Co-Chair

Jessica Counts, Social Media Chair

Paula Currie, Annual Event Chair

Cassandra Grauer, Education Programs Co-Chair

Richard Heitke, Public Relations Chair

Christina Hake, Strategic Alliance Chair

Krissy Jaspersen, Advertising Chair

Debra Kurtti, Publications Chair

Julie Martinez, Education Programs Co-Chair

Robin Rinehart, Crab Feed Chair

LuLu Ramos, Membership Recruitment Chair

Kellie Schroeder, Awards Co-Chair

Terri Shrader, Audit Chair

Monica Slingerman, Member Retention Chair

Heather Tanfani, Professional Development Chair

Jenai Wyatt, Other Special Events Chair



There are still chair positions open - interested in getting involved as a committee chair or co-chair? Contact Jeff Dougherty at [jdougherty@visitsacramento.com](mailto:jdougherty@visitsacramento.com) for more information.

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Los Angeles  
TOURISM & CONVENTION BOARD

# FIRE and ICE

## Tradeshow and Education

Tuesday, March 24, 2015

Education 2:00 p.m. ~ Tradeshow 4:00 p.m.

Arden Hills Resort and Country Club

A HUGE thank you to all of our sponsors who helped us make the 2015 MPISSN "Fire and Ice" Tradeshow a reality! Our chapter is could not have been able to execute the success of the event without your support.



## Thank You to our Trade Show Sponsors





## MPISSN Board Retreat in Reno

By Robert Best, Advantage Presentation Services, Inc.

Oh My Goodness, RENO is not the same place. I mean, don't get me wrong, it's still got the river walk and Cherise Wilson from the Convention and Visitors Authority let us see the old charm is still there. Don't panic, the glitz and glam is still there too. John Mourelatos from the Silver Legacy and Don Goodman from the El Dorado let us see what Reno has to offer the high rollers, WOW! These two really know how to put you on top of the world. The hospitality MPISSN was shown along with the rooms and amenities these facilities have to offer will make any group feel special; both the Silver Legacy the El Dorado are defiantly worth going to. However, things are defiantly changing as Cherise also let us see the new growth and renovation that the city is going through. Reno will add ten thousand new jobs a year for the next five years — that's right 50,000 new jobs in the next five years, amazing changes are happening.



WHITNEY PEAK  
HOTEL

Some say radical, some say it's about time, but when MPISSN was escorted around the new Whitney Peaks Hotel by Andrew, Sharon and Vick, we were in awe of the style and concept this facility has to offer. NO GAMBLING, NO SMOKING and with amenities that include a top tear restaurant, a gym with the highest man-made climbing wall in the world, big ballrooms and separate area with a built-in stage and capacity for more than a 1,000 people, Whitney Peak Hotel is changing the playing field, and others are following with the Marriott close behind. With the most efficient airport in the country; Reno is priming itself to be a true destination point for meeting planners to book their events.

The MPISSN board retreat in Reno was exhilarating. What a powerhouse team we have this year! The 2015-16 year is going to be so exciting, innovative and provide some true value to the members. If you want to get involved with MPISSN, this would be the year to do so. The leadership for MPISSN is always open for you to increase your involvement with the chapter's activities and encourages both new and seasoned members to volunteer with MPISSN. MPISSN will embrace your support, for sure, but this is the year that you will really get something for yourself from your engagement. This year's MPISSN board members and chairs have a passion that is infectious and the energy rubs off to all that are near. So, please, for your own sake, contact a board member or a chairperson and let them know that you want to feel the energy MPISSN has to offer — they will be there to encourage and guide your path of involvement.



## WANT TO STRENGTHEN A FRIENDSHIP AND AN INDUSTRY? **Refer a friend to MPI.**

We are pleased to offer you an opportunity to help a colleague, friend, or young professional experience the benefits of MPI membership. By giving this voucher to a future MPI member, you will allow them to waive the \$50 application fee. Also, for each new member who uses this referral voucher, you will receive \$25 off your next membership renewal. Be sure to add your name and member ID to each voucher prior to giving it to a new member. After all, what are friends for?

|  |  |
|--|--|
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| Email _____  |  |

## Did You Know?

**You can refer friends in the industry to join MPISSN and save on your membership!**

Download this form and share!  
Bring members in and save on your renewal!  
MPISSN has everything to offer meeting professionals!

[Download](#)

## SEPTEMBER WORKSHOP & LUNCHEON HIGHLIGHT

### MORNING WORKSHOP

**Meetings and Tradeshow  
Automation: How To Manage Your  
Events Faster, Cheaper and Better**

### LUNCHEON

**The Paperless Conference Binder:  
How Meeting Professionals Can Use  
the iPad and Tablets to Eliminate  
Paper at Events**



**Presented by  
Corbin Ball**



**Tuesday, September 15, 2015**

Workshop: 9 a.m. - 11:00 a.m.

Luncheon: Noon - 1:30 p.m.

More details coming soon - visit [www.mpissn.org](http://www.mpissn.org) for updates.

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## Volunteer of the Quarter

By Jeff Dougherty, Sacramento Convention and Visitors Bureau

We had so many deserving individuals this past quarter who could have easily been crowned Volunteer of the Quarter. Being a volunteer run organization, it is important to have good volunteers in place – and that we do! Our volunteers put on a number of memorable events: Member Appreciation at the Sutter Club, Speaker Showcase at Laughs Unlimited and our Annual Board Retreat in Reno, NV were all a success. In addition to events, behind the scenes, our Membership Team continued to do what they do best - grow our membership. Because of our volunteers, we are in a good place moving forward.

**Our Volunteer of the Quarter is John Mourelatos, National Sales Manager for the Silver Legacy Resort Casino Reno.** John was the point person for our 2015-2016 Annual Planning Board Retreat. He went above and beyond in helping us coordinate every detail of our meeting, kept our bellies full and great entertainment. Anything we asked for, John was able to accommodate and more. Next year will be a successful one for MPISSN in part due to the environment that John and many of our Reno partners created for us.



### We asked John a few Questions:

#### Why do you volunteer for MPISSN?

To assist and insure that people in our industry are supported, assisted and rewarded in what they do. If I can effect and move that needle for a person in part, I feel I've accomplished a lot! We are in the service industry so we are in a sense born to serve!

#### How long have you been a member of MPISSN?

2 Years

#### What would you consider your most interesting job skill?

Focusing on the needs of the customer by asking thought provoking questions that uncover the essence of why the organization exists, what they intend to accomplish by having the meeting and supporting their cause as a supplier .

#### What excites you about the meeting planning industry today?

The millennial's that bring such a different prospective and energy that clearly has begun to change our industry yet again!

#### What do you like to do in your free time?

Time with Family, Landscaping, Travel.

**Thank you John and to all of our volunteers who make this chapter what it is today.**

## Congratulations to our May 2015 Longevity Pin Recipients

Pictured:  
Robin Rinehart (10 years)  
Lisa Bispham (10 years)

Not Pictured:  
Denise Baran (20 years)  
MaryAnne Bobrow (15 years)  
Steve Hammond (15 Years)  
Laura Wilkin (10 Years)  
Aaron Hinterleitner (5 Years)  
Armondo Apodaca (5 Years)  
Mark Staples (5 Years)  
Paula Currie (5 Years)  
Nancy Ball (5 Years)



## Congratulations to Kellie Schroeder, CAE, CMP, 2015 President's Award Winner



"When it came time to think about who to give the President's Award to, it only took me a minute or two to decide who that should be. This person has the busiest travel schedule I have ever seen. I love that she tracks her travel stats yearly! In 2014 she had 33 trips traveling 134 days stretching over 154,026 miles to 28 cities in 6 countries.

But she is always willing to jump in and help where needed. I have never seen anyone always give over 100%. She was one of a team to start our new education component called Meeting Planner Boot Camp. She jumped in with both feet and made it happen. And whenever any committee needs help, she is willing to do all she can. I know she was here early today helping to setup.

One of the things I love about her is always the voice of reason, and a great my sounding board. I always value her opinion and the way she approaches things logically. Kellie - Thank you for your support this past year. You were a great president, an amazing past president and now a good friend."

Jennifer Flohr, CAE, CMP  
2014-2015 MPISSN President

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# Showcasing Local Speaking Talent and Laughs with MPISSN

By Rich Heitke, CMP, CGMP

Every other year we produce the Speaker Showcase. Down by the river in Old Sacramento the Northern California Chapter convened in Laughs Unlimited's gold rush era building. Talk about a great setting. Laughs staff was generous and supportive. Our meeting was emceed by President Elect Jeff Dougherty, who is visibly more presidential every time he gets up in front of the chapter. Speakers you may very well choose for anything from keynotes to training graciously gave of their time so we could get to know their repertoires.



Shari Fitzpatrick, [www.berriedinchocolate.com](http://www.berriedinchocolate.com), founder of Shari's Berries and owner of Berried in Chocolate not only brought her message, she brought her other life's passions. There were chocolate dipped berries, grapes, red vines, and that's not all. Shari dips her book, Berried in Chocolate, and bottles of wine from her own wine label in chocolate. She defines what it means to be an entrepreneur and tells the story that one can survive business loss and eventually succeed a second time. Shari points to family, faith and following her dreams as keys to success.



Jeff Shore, [jeffshore.com](http://jeffshore.com), author of Be Bold & Win the Sale spoke to us about the factors resulting in sale decisions. Purchasing decisions are made when, "Current Dissatisfaction  $\times$  Future Promise  $>$  Cost + Fear." One came away from Jeff's presentation with the sense that he has MUCH more to say on the topic, but he managed to give us an excellent preview in a short time. There is a process to persuasion. Later Jeff surprised the audience with complimentary copies of his book.



Liz Franklin, [www.mizlizonbiz.info](http://www.mizlizonbiz.info), self-described cubical anthropologist and author of How to Get Organized Without Resorting to Arson described the philosophy of organization as a key to efficiency, success and a profitable future. It's not just about organization, it's also about branding, personality assessment, writing and marketing, all of which Liz clearly understand.



Gary Zelesky, [www.garyzelesky.com](http://www.garyzelesky.com), author of The Passion Centered Person, shared his highly dynamic, effusively passionate message. Gary told of an experience involving Richard Simmons where negativity and fear was turned into life altering positivism. Now we know that passion is far from just a feeling, its action. Dreams and vision will be un-sparked without passion. Gary also brought his book which he signed on the spot and gave to audience members.

Something you can't help overcome when you take the Laughs Unlimited stage. Great humorists such as Jerry Seinfeld, Jay Leno, Dana Carvey and Gallagher have commanded audiences in that same room. It's infectious. Shari, Jeff, Liz and Gary have messages and stories that are at home in the corporate world, but when they stood up at Laughs they killed with humor and energy. A big thanks goes out to our presenters and to Laughs Unlimited.

# MPISSN Tops Last Year's High Survey Results

By Jennifer Flohr, CAE, CMP, California Hotel & Lodging Association

And I wasn't sure if it could be done again – thank you for proving me wrong! 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 AGAIN ranked in the top third globally amongst the 70+ MPI chapters.

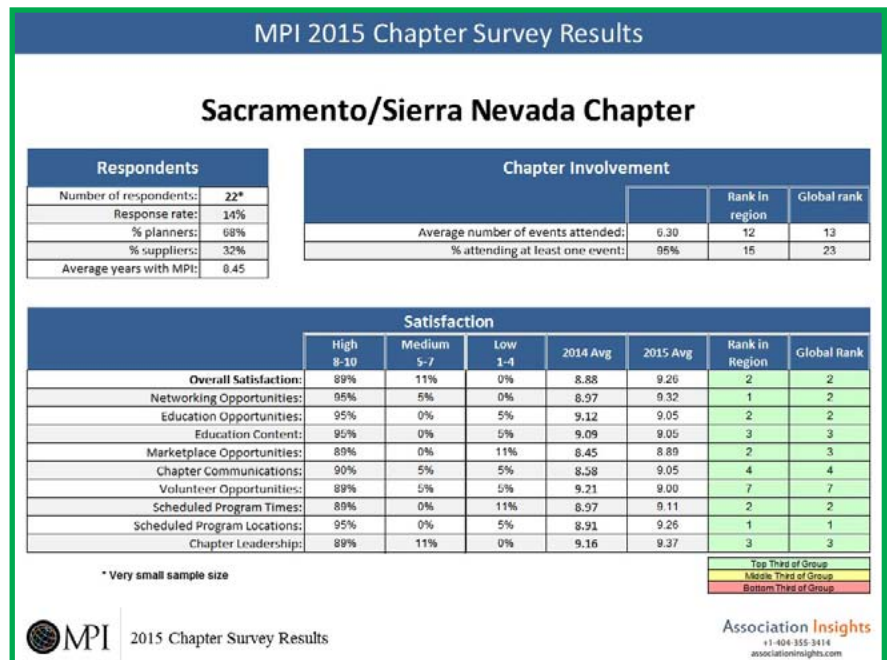
Two of the categories, Networking Opportunities; and Scheduled Program Locations, were ranked as 1 which put MPISSN's rank in the region as 1. Three of the categories rated MPISSN's rank in region and global rank as 2: Education Opportunities; Marketplace Opportunities; and Scheduled Program Times. MPISSN's Marketplace Opportunities and Chapter Leadership areas were ranked 4 in region and globally. Chapter Communications rated a 13 last year and was ranked a 4 this year—way to go Communications team! And the Overall Satisfaction score for MPISSN was 2, rank in region and 2 global rank. We did have a smaller response rate to this survey this year, so I encourage everyone to please respond to it next year. It is important to our chapter.

These continuing 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. We should celebrate this achievement!

And here is why, 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 6.3 events leading to MPISSN ranking 13 globally and 12 in the region. Our members are extremely active within the Chapter as the survey reports 95% of our members attended at least one event up 3% from last year's survey.

Members are showing up, engaging one another, and pushing leadership to deliver high caliber events. Our Chapter is succeeding due to our members stepping forward to volunteer their time and expertise. Again, I thank all of you and if you are new to the chapter, please consider joining a committee and getting involved. This is the best way to get the most of your membership and to help our chapter continue to maintain our current level of success!

Click on the image thumbnail to view full survey results for MPISSN.



# THANK YOU TO OUR MEMBERS



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Awards & Recognition, Chair  
**Lisa Bispham, CMP**  
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Community Outreach, Chair  
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Corporate Social Responsibility, Chair  
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Educational Programs, Chair  
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Social Media, Co-Chair  
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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 2015 – August 31, 2015

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## Volunteer with us!

Link [HERE](#) to download MPISSN's volunteer a la' carte menu. See a range of opportunities that may be a perfect fit for your talents and available time.

Join a committee, get involved, and make things happen for your profession and your career! Email President-Elect Felicia Price at [fprice@aging.org](mailto:fprice@aging.org) with any questions.

*Meet people and make connections!*

“ 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](http://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 (member number - your number may be 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 (member number - your number may be 5-7 digits)

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