



**SACRAMENTO/
SIERRA NEVADA**

CHAPTER

CONNECTS

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

Volume 33, Issue 3 • Spring 2018

PASSPORT!

to Global Meetings Industry Day

Join MPISSN on April 12 for its annual tradeshow and education event in commemoration of Global Meetings Industry Day! All around the world on six continents, the meetings and

event industry will come together on April 12 to celebrate and recognize the importance of meetings in our communities and economies.

The MPI Sacramento/Sierra

Nevada chapter invites you to be a part of this special day.

An education luncheon will initiate our activities commencing with check-in and social/networking at 11:00 a.m.

Immediately following, planners and decision makers will take their PASSPORT to exciting destinations and venues, check out valuable services, and engage in important dialogue with suppliers who await the opportunity to showcase their venues, products and services.

The agenda also calls for a tradeshow reception with notable guests sharing insights and kudos on the significant worth of the meetings and event industry. For example, hotel guestroom revenue alone in Sacramento last year accounted for \$108,104,700!

Invited guests include Mayor Darrell Steinberg, Visit Sacramento CEO Mike Testa, and The Sawyer Hotel general manager Brent Larkin.

Table/prize raffles from our exhibitors add a bit of fun and chance to the afternoon!

The education luncheon and tradeshow take place at The Sawyer Hotel. See pages 4 and 5 for more details and a listing of exhibitors at the time of publication.



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SACRAMENTO/ SIERRA NEVADA

CHAPTER

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:

SUMMER *Connects* - MAY 25, 2018

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A MESSAGE FROM THE PRESIDENT

BY LYNDA SAGAR

Hello Overall Excellence Award Winners
aka MPISSN Members,

In February we were *Leading our Future* at our annual Meeting Planner Boot Camp Basics. The number one reason for attending the boot camp was the opportunity to explore, develop or refresh meeting planning knowledge and skills toward professional development.

During boot camp attendees learned how to develop a budget, understand contracts, navigate the RFP Process, leverage the power of social media, execute venue, food and beverage planning, and last but not least, ensure top-notch audio visual planning.

Thank you to all the facilitators throughout the day. Heather Tanfani, events!, MaryAnne Bobrow, Bobrow Associates, Inc., Carolyn Brown, LA CVB, Jennifer Mann, Hyatt Regency, Vanessa Errecarte, Erreco Strategies, Marcia Durst, Durst Event Strategies, and Ross Gimpel of PSAV.

Daylight saving has begun and it's time to nurture our membership with some exciting events starting this spring.

We will have our *Chapter Tools for Leaders* training for new and returning leaders on April 3 at the Sheraton Grand. All current and incoming Board Members and Chairs are encouraged to attend. The more the better as this is a key time of transition and succession planning. Bring your notes from this past year. What worked and what didn't work? If you are interested in volunteering we would love to talk with you. There are many different learning opportunities. One will fit your needs.

We also are getting excited about our April Education Luncheon — **Green Meetings – Been There, Done That, Now What?** Bring your Passport to the Global Meetings Industry Day Tradeshow at The Sawyer Hotel. Exhibit space is going quickly; so reserve a spot today. All planners attend the tradeshow for FREE.

The Board and I hope that you are getting all you can out of your membership. We are truly thankful for your participation in our events and hopefully you are going home with new business, and new friends, and happy to have experienced memorable speakers and the education you are thirsty for.

Sincerely,

Lynda Sagar
2017-2018 MPISSN President



Congratulations to the 2018-2019 MPISSN Board of Directors

By Felicia Price, CMP, Immediate Past President & Chair of the Nominating Committee

Please join me in congratulating the 2018-2019 MPISSN Board of Directors! After numerous meetings and interviewing candidates, the MPI Sacramento/Sierra Nevada Nominating Committee put together a slate of individuals whom we believe have the skills, dedication and integrity to carry out the mission, vision and values of our Chapter. We look forward to their leadership in the coming year.

OFFICERS

| Position | Name and Company | Term |
|-----------------------------------|--|-----------|
| President | Lynda Sagar, Sheraton Grand Sacramento | 2018-2019 |
| President Elect | Rachel Hickerson, Advocacy & Management Group | 2018-2019 |
| Immediate Past President | Felicia Price, CMP, Advocacy & Management Group | 2018-2019 |
| Vice President Finance | Lauren Pontier, HelmsBriscoe | 2018-2019 |
| Vice President Membership | Kelly Rocha, McClellan Hospitality Group | 2018-2019 |
| Vice President Communications | Jessica Counts, California Hotel & Lodging Association | 2018-2019 |
| Vice President Education & Events | Kristine Van Winkle, Marriott International | 2018-2019 |

DIRECTORS (BOARD MEMBERS)

| Position | Name and Company | Term |
|-------------------------------------|--|-----------|
| Director of Special Events | Gaby Fonseca, Sheraton Grand Sacramento | 2018-2019 |
| Director of Education | Cynthia DeOliver, CMP, LeadingAge California | 2018-2019 |
| Director of Strategic Alliance | Christina Hake, CMP, Avery Murphy LLC | 2018-2019 |
| Director of PR & Communications | Lu-Lu Ramos, CalRecycle | 2018-2019 |
| Director of Recruitment & Retention | Lauren Siring, CMP, Monterey CVB | 2018-2019 |

Chapter Tools

for Leaders

April 3, 2018

New and returning leaders (Chairpersons, Directors and VPs): Please register to attend this informative day. Equip yourself with the necessary tools to carry out your new position, and become an expert in the process! After all, this is what professional growth is all about!

9 a.m. to 4:00 p.m.

Sheraton Grand Hotel

Continental breakfast and lunch will be provided



**REGISTER
HERE!**

Green Meetings - Been There, Done That, Now What?

Education luncheon generously sponsored by:

Are your green practices current? Do you face any challenges to ensure green meeting practices are implemented? Do you find the whole concept of green meeting old news? Are you doing something but want to know how to do more?

Participate in this presentation and satisfy these learning objectives:

- Learn simple things you probably never thought of that can have a big impact.
- Recognize some of the challenges to implementing green practices and how to overcome them.
- Hear about what's happening in the industry to revive and re-engage in green meeting practices.

Sustainable Events leader, Amy Spatrisano, CMP, President of A. Zano Inc. will share tips on how planners and suppliers can partner to create greener outcomes. She'll give an update about new developments in the Apex standards.

This education luncheon discussion will be moderated by **Heather Tanfani, CMP, President, events!** who will teach you how you can become an agent of social change to conserve natural resources, landfill space and energy.

1 hour of CEs will be offered. CMP-IS Domain A: Strategic Planning, 1 CES



*This program has been submitted to the Events Industry Council for CMP Preferred Provider Review.

Marin
CONVENTION & VISITORS BUREAU
visitMarin.org

Register NOW to attend the education luncheon!



Amy Spatrisano, CMP



Heather Tanfani, CMP



K I M P T O N

THE SAWYER

MPISSN looks forward to this event at Sacramento's new Sawyer Hotel. The Magnolia Foyer and the Magnolia Ballroom will be the setting for our trade show and education with expansive windows providing a stunning view and the Golden 1 Arena affording a unique backdrop.

PASSPORT Tradeshow ➔ 12:45 p.m. - 3:00 p.m. April 12, 2018



Join MPISSN for PASSPORT!

Our annual tradeshow provides an excellent opportunity for exhibitors to share information about properties, products and news!

This tabletop show — by-design — is a more intimate show allowing for fabulous networking and meaningful conversation. Two representatives per exhibit space allows suppliers to engage and manage the flow of our attendees. Meeting planners and decision makers attend annually anticipating new ideas and new opportunities.

Each year, MPISSN thinks outside-the-box and tries to create a creative experience in an atmosphere rich with energy.

PASSPORT will occur at Sacramento's newest downtown property, The Sawyer Hotel. In the heart of the contemporary Downtown Commons, attendees will feel a unique vibe as they experience this venue which is adjacent to Sacramento's new Golden 1 Arena.

What is

Global Meetings Industry Day!

Celebrated around the world on six continents on April 12, Global Meetings Industry Day (GMID) commemorates the importance of the meetings industry, and its economic impact.

Global Meetings Industry Day (GMID) is intended to shine a bright light on the real impact meetings and events have on businesses, economies and communities.



[Learn more about Global Meetings Industry Day!](#)

Exhibitors, Hurry!
Limited space remains!

[Visit MPISSN.org and register to exhibit!](#)

Planners & Decision makers only!

Register NOW! Secure your PASSPORT to attend the TRADESHOW!

Exhibitors

(at time of publication)

| | |
|--|---|
| Best Western Plus Hacienda | Monterey Tides Hotel |
| Hotel Old Town (San Diego) | Murieta Inn & Spa |
| Crescent Event Productions | Oxford Suites Sonoma County |
| DoubleTree Hotel and Spa Napa | San Francisco Travel |
| Valley-American Canyon | with Hiltons of SF and Hyatt Regency SF |
| Embassy Suites Sacramento | Sheraton Grand Sacramento |
| Flamingo Conference | Sheraton Sonoma |
| Resort and Spa | Sonoma County Tourism |
| Gaia Hotel & Spa (Redding) | The Falls Event Center |
| Greater Ontario CVB | The Sawyer Hotel |
| with DoubleTree by Hilton Ontario | Thunder Valley Casino Resort |
| Airport | Visalia Convention Center |
| Hilton Stockton | Visit Marin |
| Hyatt Regency Sacramento | Visit Pasadena |
| Inns of Monterey | Visit Sacramento |
| Limitless Limos | Visit Santa Clara |
| Marriott International | Visit Stockton |
| Monterey County CVB | |
| with Folktale Winery, Carmel Mission Inn | |
| and Sanctuary Beach Resort | |

When asked what they liked best about MPISSN's tradeshow, exhibitors consistently say "the atmosphere, and the quality of the planners!" More than 85% of exhibitors reported the MPISSN Annual Tradeshow "meets or exceeds" their expectations.



MPI Sacramento/Sierra Nevada



Annual Dinner & Silent Auction
Capitol Events Center
June 12, 2018



Inspiring planners and suppliers to

“Wander Through the Rabbit Hole”

Watch for more information coming soon!



MEET NEW VENUES WITH CLASSIC VIEWS

MEET

Los Angeles[™]

Host to the 2028 Olympic Games, L.A. is well-equipped for any world-class production. With new state-of-the-art venues such as the \$1.4-billion Lucas Museum of Narrative Art and the \$2.6-billion Los Angeles Stadium and Entertainment District both set to open soon—L.A.'s vision continues to lead the industry. Even better, we'll help you produce the perfect event, from start to finish.

MEETLA.COM



Thinking about getting involved as a committee chair or co-chair next year? Contact fprice@amgroup.us for more information.

A WARM WELCOME TO OUR NEW AND AFFILIATE MEMBERS

2017-2018 MPISSN BOARD OF DIRECTORS:

Lynda Sagar, President
Vacant, President-Elect
Felicia Price, CMP, Immediate Past President
Rachel Hickerson, VP Education & Events
Jeff Dougherty, Interim VP Finance
Lauren Pontier, VP Communications
Lu-Lu Ramos, VP Membership
Cynthia DeOliver, Director of Education
Vacant, Director of Special Events
Christina Hake, CMP, Director of Strategic Alliance
Jessica Counts, Director of PR and Communications
Kelly Rocha, Director of Recruitment & Retention

Stephanie Hannah

Beach Retreat & Lodge at Tahoe

Natalie Perry

California New Car Dealers Association

Melissa Rea

Visit Concord

Elaine Schroth

Visit Concord

Xenia Schutt

Student

Cindy Smith

UC Davis

Danielle Smith

Adventist Health

Sanjay Stokes

Caesars Entertainment

Nicole Toms

California Trucking Association

Marie Ziegler

MZ Meeting & Events

YOUR 2017-2018 MPISSN COMMITTEE CHAIRS:

Vacant - Sponsorships Chair
Karalee Adams - Awards Chair
Karina Barney - Member Recruitment Chair
Veronica Chinn, CMP - Trade Show Co-Chair
Katrina Duncan, CMP - Community Outreach Chair
Marques Davison - Advertising Chair
Jeff Dougherty - Crab Feed Co-Chair
Marcia Durst, CMP - Professional Development Co-Chair
Gaby Fonseca - Trade Show Co-Chair
Christine Feenstra - Social Media Chair
Jenn Iliff - Graphics Chair
Barbara Mattox - Annual Event Chair
Sulema Peterson - Publications Chair
Amy Orr - Website Chair
Megan Robinson - Special Events Chair
Terri Schrader, CMP - Audit Chair
Lauren Siring, CMP - Member Retention Chair
Heather Tanfani, CMP - Professional Development Co-Chair
Leslie Whitesel - Crab Feed Co-Chair

New MPI Student Club!

MPISSN is pleased to share news of the establishment of an MPI Student Club at Sacramento State University. We welcome their affiliation with MPISSN and look forward to a growing student membership. Please welcome our student members and say "hello" at upcoming programs!



BOOK YOUR NEXT EVENT IN RIVERSIDE AND PICK A PERK!

Our dedicated team of event professionals will work with you to plan your event from start to finish. Begin your event with a Picnic on the Plaza or a S'Mores Reception! With devotion and experience, our team strives to exceed your expectations and make you and your guests feel at home.

Picnic on the Plaza Welcome Reception

- Choice between two (2) 'citrus' themed cocktails, craft beer or local wine
- Assorted cheeses and crackers
- Tastes of Local Riverside
- Picnic blankets with custom picnic baskets
- Lounge style furniture and fire pits
- Bocce ball courts and cornhole game
- Music on the Plaza

Event must take place by June 30, 2020

S'mores Reception on the Terrace

- Lounge style furniture and fire pits
- Two S'mores Martini beverage tickets
- Deluxe S'mores Bar
- Graham crackers and marshmallows
- Assorted cookies
- Gourmet Milk, Dark and White Chocolate

Event must take place by June 30, 2020

 **RIVERSIDE**
CONVENTION & VISITORS BUREAU
a division of RAINCROSS HOSPITALITY CORPORATION



COOL ALL VIBE



WWW.RIVERSIDECVB.COM

SUBMIT YOUR RFP VIA THE WEBSITE FOR THESE SPECIAL PERKS

Planners and Suppliers Hone their Basic Meetings Industry Skills by Marcia durst, CMP, Professional Development Co-Chair

While geared toward entry level meeting professionals and administrative professionals who support events, several suppliers spent the day alongside planners in the Meeting Planner Boot Camp Basics held February 20 at the Hyatt Sacramento.

The Sawyer Hotel's Group Sales Manager, Rachel Brown, was among the suppliers attending. *"I'm new to the industry so learning the planning side will help me ask the right questions. I'll be able to steer conversations in more efficient ways,"* she noted.

Offered up as an overview of key planning topics ranging from budgeting, contracts, the Request for Proposal (RFP) process, Audio/Visual, venue planning, and food and beverage, industry professionals within our Sacramento/Sierra Nevada chapter shared their expertise with a mix of nearly 20 association and nonprofit planners, site selectors and property representatives

The Meeting Planner Boot Camp Basics is offered annually in conjunction with the February education lunch.



Above, Boot Camp Basics presenters: Top L to R - Heather Tanfani, CMP, Marcia Durst, CMP, MaryAnne Bobrow, CMP, CMM, CHE, CAE, Carolyn Brown. Middle L to R - Carolyn Brown and Jennifer Mann. Bottom - Ross Gimpel.

Photos by
SPN Photography



SPONSORSHIP SPOTLIGHT



**SONOMA
COUNTY**
CALIFORNIA

Sonoma County — 30 miles north of San Francisco's Golden Gate Bridge — beckons the adventurous and the curious with more than 425 friendly wineries,

Thank you Erika Costa, CTA, National Sales Manager Sonoma County Tourism for your sponsorship of MPISSN's Meeting Planner Boot Camp Basics and February Education Luncheon! Joining Erika were two hotel partners: Leah Banchemo, Sr. Sales Manager with DoubleTree by Hilton Sonoma Wine Country and Ashley Barndt, Sales Manager with Flamingo Conference Resort & Spa.

40 spas, 55 miles of stunning Pacific Coast, rivers to kayak or float down, farm-to-table restaurants, redwood forests to explore, boutiques and galleries that entice, and hiking and biking trails that meander over oak-covered hills.

Accommodations range from luxurious hotels to historic inns, romantic B&Bs, and modern campgrounds. Stay along the winding Pacific coast, among the redwoods, on a vineyard-lined lane, or in a casual urban setting.

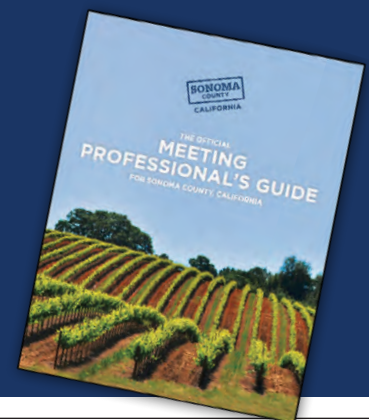
With a mild Mediterranean climate, every day is a good day to visit Sonoma County.

Sonoma County offers direct air service at the Charles M. Schulz – Sonoma County Airport (STS), named after long-time Santa Rosa resident Charles M. Schulz (creator of the "Peanuts" comic strip). Direct flights to and from Los Angeles, Orange County, San Diego, Portland, and Seattle are offered daily on **Alaska Airlines**. **American Airlines** offers direct to/from Phoenix.

United offers direct to/from SFO and **Sun Country Airlines** has seasonal flights to/from Minneapolis/St.Paul.

This first-class meeting destination features meeting space in hotels, at wineries, beautiful outdoor space, and in other one-of-a-kind historic venues.

For a Meeting Planner Guide visit www.sonomacounty.com or call and ask about **The Sonoma County Incentive Program** offering meeting planners a cash incentive to book business in Sonoma County, **1-707-522-5800**.



Vanessa Errecarte offers a closer look a social media's influence and opportunity

by Rachel Hickerson, VP of Education & Events



“Worldwide, more people own a cell phone than a toothbrush.”

Welcome to how Vanessa Errecarte opened her luncheon training on social media (the sound from the audience, was a resounding ewwwwww). Vanessa joined MPI members February 20 at the Hyatt Regency Sacramento to give everyone a “deeper dive” into how social media affects their business and livelihood, and some tips and tricks for using social media as a part of larger marketing strategies.

Vanessa packed useful facts into her presentation as a means 1) to help attendees see what may or may not be working for their organizations, and 2) to improve marketing plans.

For example:

- **Gen Z craves community.** However, their communities are on their devices (private Facebook groups, in their text messages, in their social feeds, etc.) How will you create that for them in your business?
- **Gen Z is moved by influencers, not celebrities or mainstream popularity.**

**Generation Z - the generation after Millennials born in the mid-1990s and early 2000s.*



“Things have changed in the past 10 years, and marketing plans should be following suit.”

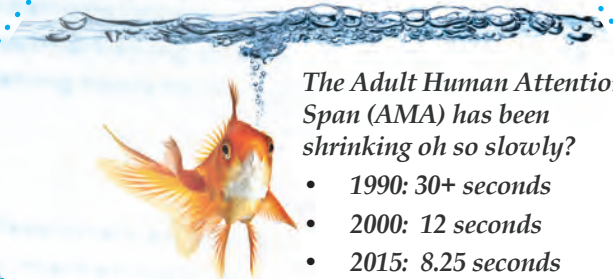
Principle 1: Have a robust marketing mix to reach a variety of people in a variety of places

- **Then:** Product, Price, Promotion, Place
- **Now:** 1) Value 2) Placement: Online and Offline

Myth: My business is too “boring” or “formal” to be online, or social media doesn’t apply to me because I am B2B.



DID YOU KNOW?



The Adult Human Attention Span (AMA) has been shrinking oh so slowly?

- 1990: 30+ seconds
- 2000: 12 seconds
- 2015: 8.25 seconds

The adult human attention span is now shorter than a goldfish (9 seconds) and a toddler (10-25 seconds).

Principle 2: Have a great elevator pitch or “commercial”

- **Then:** 30 seconds
- **Now:** 8.25 seconds

Principle 3: Create several consumer “touches” for your brand

- **Then:** 7
- **Now:** 18



Vanessa touched on all the social media platforms with focus on Facebook. When it comes to marketing to your clients (or association) and gaining the best facetime, she asserts,



Facebook really is KING!

- 2.07 billion active users (doubles any other network).
 - Facebook accounts for 62% of traffic to websites of publishers and brands and over 60% of purchases made on social media.
 - Facebook adds 500,000 new users each day (6 new profiles every second).
 - 72% of all US adults visit Facebook often.
 - In 2014, we spent 14 minutes on Facebook daily. Now we spend over 50 minutes daily with an average of 18 daily logins.
 - Facebook ads are
- Facebook ads yield predictable and passive revenue.
- Facebook's Power Editor allows you to beta test images and text each time you run an ad at no additional cost so that you perfect your pitch.
- Facebook's Power Editor is flexible in ad type which means you can make an ad look organic with value adding content.
- 95% or businesses on Facebook are not yet taking advantage of the reach of Facebook ads. Take this opportunity to stand out.
- Online advertising proficiency opens up new product possibilities for your business.

here to stay. Money spent on Facebook ads increased by 45% between Q3 2015- Q3 2016 (2.1 billion – 3.4 billion).

RECOGNIZING VOLUNTEERS



MPI Global representative Belinda Cottrell attended MPISSN's Feb. 20 education luncheon to personally present the chapter with its Overall Excellence Chapter Award. Belinda serves as MPISSN's Chapter Business Manager and expressed congratulations and encouragement to the chapter for its ongoing efforts

to serve the local meeting and event industry.

Member volunteers from the 2016-2017 program year were invited forward for recognition and each received a commemorative enamel lapel pin signifying the excellence award.



HAPPY 30th ANNIVERSARY HYATT REGENCY SACRAMENTO

MPISSN recognized Jennifer Mann with her 10-year longevity pin at the February 20 education luncheon (see right). Also noteworthy, Jennifer celebrates 30 years with the Hyatt Regency Sacramento on March 25! And on April 6? The Hyatt celebrates its 30th anniversary of its opening day in Sacramento — a day that sparked a change in Downtown Sacramento. Congratulations!

“I love my hotel and all that we offer to our guests! I want to thank each and every client who has supported us over the year, some of you, since day one! I also welcome each of you to reach out with your future needs to see if we are a good fit for your next program.”

~ Jennifer Mann, Senior Sales Manager



**Thank you Hyatt Regency
Sacramento!**

Host venue for MPISSN's
Feb. 20, 2018 Meeting Planner
Boot Camp Basics and the
Education Luncheon

Longevity Pin Presentations

MPISSN presented longevity pins at the Feb. 20 education luncheon marking milestone anniversaries for four members. Karalee Adams, Awards Chairperson, made the presentation. (Not pictured: Rich Heitke, CMP, who has been a member for five years.)

C
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20-year-member



Heather Tanfani, CMP

20-year-member



Jennifer Blevins, CMP

10-year-member



Jennifer Mann

5-year-member



Cathy Murnighan, CMP

Above Photos by
SPN Photography

MPISSN Charity Update - SPCA Doggy Dash April 28

by Katrina Duncan, Community Outreach Chair

I want to invite you personally to become involved in the 25th anniversary of the Sacramento SPCA's Doggy Dash on Saturday, April 28, 2018 at William Land Park.

This event is SPCA's biggest event of the year and brings together over 5,000 people at the park for a 2k/5k walk and festival.

Join the MPISSN team and walk with your MPI friends, colleagues and business partners in support of our 2017-2018 charity!

The Doggy Dash website is live and all information about the event, how to create a team, join us as a sponsor or vendor, can be found here:

SSPCADOGGYDASH.ORG

Thank you and we hope to see you on April 28!



JOIN OUR PACK

Celebrating 25 Years of our Community's Canine Companions & Their People

Registration for the Sacramento SPCA's 2018 Doggy Dash is now open!

Join us on Saturday, April 28, 2018



Sign up for MPISSN's team by **March 30** and receive this event T-shirt with team name! (minimum 4 team members required.)

at William Land Park for SPCA's largest fundraiser of the year and an opportunity to celebrate the amazing commitment of our community to healthy, happy and unconditional relationships between pups and their people!

[Link to MPISSN's team](#)

More than just a walk, the Doggy Dash is a fun-filled day that offers something for everyone, both humans and canines alike! Over the past 25 years, the event has grown to become the largest dog walk and pet festival in Northern California!

Visit the official Sacramento SPCA Doggy Dash webpage for event details, tips on how to fundraise, the schedule of events and much more!

This event is your opportunity to celebrate our community's commitment to canine companions while helping thousands of animals that come to the Sacramento SPCA annually – and have fun doing it!

See you on April 28!

Questions?

Contact the Special Events Team:

Kristi Maryman, Special Events Manager at 916-504-2802 or kmaryman@sspc.org

or MPISSN member

Samantha Schwartz, Special Events Assistant at 916-504-2868 or sschwartz@sspc.org

Tax ID number: 94-1312343

The Sacramento SPCA is a 501(c)(3) non-profit organization.

Education Luncheon raffles have raised \$1,326.00 for SPCA

EventReady offers range of products to serve meetings industry



Longtime MPISSN partner EventReady continues to stay ahead of the curve, bringing the meetings and event industry a range of technology solutions. “We’re incredibly flexible and ready to answer our clients’ needs,” CEO Ed Mahoney says, highlighting the option to select products *a’ la carte*.

Ed’s passion and commitment show. In a recent conversation, Ed shared some of the new and exciting products EventReady is bringing to market, in addition to their flagship product – Iplan.

Notably, he reports, “We have our own mobile app now.” If a client already uses Iplan, the mobile app is integrated and bundled in the package.

a polling feature is also in development.

Other offerings include EventReady’s “QuikReg & Self Check-in Kiosks” which allow pre-registered attendees to arrive onsite and proceed to the kiosk to print badges. First-time onsite registration options are also available.

EventReady’s high speed thermal badge printers print on demand in seconds, including the company logo, event logo, a personalized agenda, event tickets, and a lead retrieval bar code. Further, EventReady tools and products can help you track, verify and monitor session attendance, and track traffic in exhibit halls.



and enhancements. iPlan Prime is now available and users will enjoy a “better look and feel,” according to Ed. “We’ve taken the best of all our features and put them into iPlan Prime.”

EventReady welcomes your inquiries and the opportunity to tell you more about their products, customer service, training and support.

“We concentrate on developing an integrated, seamless approach, based on each individual customer’s needs,” Ed shares and continues “Event Ready does not provide a ‘one-size-fits-all’ solution...we know that each business and budget is different, regardless of your industry.”

For more information and a demo, contact Event Ready at 916-676-7461, or info@eventready.com.



He lists numerous features:

- Push notifications
- “What’s my schedule?”
- Exhibitor detail
- Activity feed
- Attendee lists
- Document upload
- Attendee messaging
- And more!

New solutions are always in progress and Ed shares that

EventReady also works diligently to implement important technologies such as Radio Frequency Identification (RFID) to prevent unwanted scanning and data harvesting that can lead to theft and duplication

of credit card and personal information. This will facilitate a client’s ability to control access or deny access.

Lead retrieval represents another huge benefit of EventReady products. iLead enables exhibitors to collect trade show leads using their own iPhone or iPad.

iPlan, too, enjoys constant attention

A NEW *Certified* Meeting Professional

A big congratulations to another alum of the MPISSN CMP Study Group.

Katie Pebler, CMP with The League of California Cities passed the Events Industry Council exam and is now proud Certified Meeting Professional.

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

Here's an opportunity to help a colleague, friend, or young professional experience the benefits of MPI membership. Refer a friend and MPI waives the \$50 application fee. Plus, for each new member that you refer, you will receive \$25 off your next membership renewal. After all, what are friends for?

MPI's World Education Congress is June 2-5, 2018 in Indianapolis!

The World Education Congress is MPI's signature event through which it delivers premier education, business and networking opportunities for meeting and event planners. The conference is scheduled for June 2-5, 2018 in Indianapolis, Indiana. Indianapolis is the #1 convention city in the U.S, and it's the perfect host for WEC's cutting edge education. Every

programming decision MPI is making for #WEC18 is toward the goal of revitalizing you and the events you plan. From the keynotes to concurrent sessions, from the networking functions to the food, #WEC18 will be the place to recharge yourself and the experiences you design. [Learn more about rates, accommodations and schedule.](#)

Stop planning meetings.

Start designing experiences

 MPI | Wec18
WORLD EDUCATION CONGRESS
JUNE 2-5, 2018 • INDIANAPOLIS, INDIANA



COFFEE COCKTAILS AND CONTENT

PRESENTED BY MPI SACRAMENTO/SIERRA NEVADA

WHAT IS COFFEE, COCKTAILS & CONTENT?

A **FREE** informal gathering which includes interactive facilitated discussion about timely, useful topics for the ever-learning meeting professional.

Held at various locations, three times per year. No host coffee, cocktails and bites.

January 25 CCC Recap

When Disaster Strikes! Lesson's Learned from the Sonoma County Fires By Christina Hake

January's Coffee, Cocktails and Content was an intimate look into the real life experiences of industry partners Erika Costa, National Sales Manager, Sonoma County CVB and Ashley Barndt, Sales Manager, Flamingo Conference Resort & Spa during the horrific fires that took place in Sonoma County October 2017. The discussion focused on how the hospitality industry became an important part of the first responder teams, along with many other industries who joined forces with Fire Fighters, EMTs, FEMA and other agencies. Safety took center stage as the number one focus.

Hotels (including the Flamingo Resort) had the difficult job of alerting current meeting planner clients and those just coming into town of the news and the turn of events. The Flamingo opened their hotel rooms to local neighbors who were evacuated and lost their homes, many of whom were the same staff that would routinely help clean rooms, cook and feed others.

Some questions regarding contracts, rescheduling events and moving events to other properties came up among CCC participants, but very important takeaways were evident.

COMMUNICATION was key to the success of keeping those onsite safe while also educating others with concern for their loved ones, or those with questions about future events. Erika, based in Sacramento, explained that the ability to successfully help member suppliers and their clients was due to her office location in Sacramento — not in the affected area. All communications shut down in the Santa Rosa/Sonoma Region. Electricity and phones were down in the Sonoma CVB office for two weeks. Erika was able to relay updates, contact clients, and assist supplier members with news and details about evacuations all from Sacramento.

Sonoma County continues to move through the recovery processes with clean-up, building plans and, most importantly, educating the general public (meeting planners included) that Sonoma is open for business! All of the hotels in the area have re-opened and welcome all to come and stay for business or leisure.

SAVE THE DATE: THURSDAY, MAY 17, 2018

Join MPISSN for the next Coffee, Cocktails & Content!

TAKEAWAY #1

Make sure your contingency plan identifies an offsite contact for your meeting. This person will assist with communications. And don't rule out social media. More than a fun way to connect with our attendees, social media proved a great way to keep attendees safe. Many people accessed updates via Facebook and Twitter long before news reporters arrived onsite.

TAKEAWAY #2

Having a social media plan in place for your attendees offers another great way to keep communication channels open during any future crisis.

IN THE KNOW

In the Know

by Jeff Dougherty, Visit Sacramento

Travel Industry

FUN FACT: Millennials love Instagram. Apparently, 40 percent of travelers under age 33 prioritize “Instagrammability” when choosing their next vacation destination. According to a survey conducted by Schofields, the picture-worthiness of a place is more important to millennials than other factors such as cost, local cuisine, sightseeing opportunities and even whether alcohol is freely available at a low cost. [Forbes, 1/31/18](#)

Airlines/Airports

American Airlines recently announced that it is testing a program that allows coach passengers to pre-order meals on several flights departing Dallas/Fort Worth International Airport. Passengers can request the meal of their choice beginning 30 days out and up to 24 hrs prior to departure. The meals start at \$8.99. [Frequent Business Traveler, 1/31/18](#)

Our Neck of the Woods

Airports

Sacramento International Airport officials are requesting that Sacramento County, which owns and operates the airport, allow them to negotiate a higher pricing cap, which would allow the restaurant vendors at the airport to raise prices. Currently the price is capped at a 10 percent increase compared to the same items sold at locations outside the airport. The higher cap is being considered as a potential way to keep food vendors operating at the airport as restaurants’ operating costs rise. There is no word yet on when a decision is likely to be made.

[SBJ, 1/19/18](#)

Breweries

SacYard Community Tap House has opened on 33 Street in East Sacramento. The business, located at a former automotive garage, offers 24 rotating beers and is expected to feature food trucks as well as some food offerings from local grocers and delis. [SBJ, 1/24/18](#)

Events

A new comic convention will be coming to the Sacramento Convention Center in June 2018. Fandemic Tour is stepping in where Wizard World dropped out. The event, which was created by a former Wizard World CEO features comics, fantasy, costumes and celebrity appearances. This year’s

celebrity lineup includes Milo Ventimiglia, Jefferey Dean Morgan, Dave Bautista and Norman Reedus. [SBJ, 1/25/18](#)

Venues

The Wilton Rancheria tribe received formal approval from the federal government to develop a \$500 million casino resort in Elk Grove. The resort will be located on 36 acres inside a dormant mall site, just off Highway 99 in Elk Grove. Plans for the resort include a 110,00-square-foot gaming floor with up to 2,500 electronic gaming devices, multiple restaurants, a spa, a 302-room hotel tower and the region’s largest convention center outside of downtown Sacramento. [SBJ, 1/23/18](#)

Our Friends

Reno

The Reno-Sparks Convention and Visitors Authority has hired a consulting firm to conduct a study to determine whether the city’s convention center can be expanded. The Reno-Sparks Convention Center was last renovated 17 years ago and, according to the RSCVA, an expansion is long overdue. The study, which is expected to take 14 weeks, will determine how much more room the building needs, how much it will cost, and what amenities would draw convention planners. [USNews.com, 1/30/18](#)

San Francisco

San Francisco International Airport is the first U.S. Airport to receive approval from the Federal Emergency Management Agency (FEMA) to be able to alert people within the airport via text message of an emergency. In the case of an airport event that requires critical and potentially life-saving information be distributed among people in the vicinity, texts will be sent accompanied by an audible alert. Only mobile phone owners that have enabled “Emergency Alerts” under the “Government Alerts” section in their phone settings will receive the information. [Travel Weekly, 1/17/18](#)

Sonoma County

According to travel research company STR, Sonoma County hotel revenues increased 8.6 percent last year to a record \$309.8 million, a number that has doubled since 2009. The county’s average room rate last year was \$171, with occupancy just over 77 percent. Available rooms are down by 365 rooms due to three county hotels having been destroyed in the October 2017 fires. [The Press Democrat, 1/19/18](#)



MPISSN Annual Crab Feed and Auction: Under the Boardwalk

Even the crabs partied

Live Music + Live Auction + A Lively Photo Booth = one heck of a beach party for those who made it out for this year's Annual Crab Feed. I'll let the pictures tell the story of this sold out event. Thank you to our Title Sponsor, Monterey County CVB. Lauren Siring and her partner hotels are very supportive of this chapter and our events. Other top sponsors were: Folktale Winery and Vineyards, Marin CVB, Sonoma County Tourism, Visit Newport Beach and Visit Anaheim.



We had over 55 silent auction items and three amazing live auction packages (Redding, Monterey, and 8 nights on Maui). Between our auction and Mystery Box raffle item, which contained some of our Board Member's favorite things, we exceeded projected revenue. This year's crab feed had a net profit of approximately \$16,000.

We'll see you next year!



Thank you Table Hosts!

MPISSN appreciates the support of our sponsored tables!

Monterey CVB and partners, Greater Palm Springs CVB, San Mateo/Silicon Valley CVB and Long Beach CVB, Sheraton Grand Sacramento and The Sawyer Hotel!



*Co-chair Antics!
Thanks Jeff
Dougherty &
Leslie Whitesel!
Job well-done!*

Volunteers of the Quarter by Felicia Price, CMP

Jeff Dougherty

MPISSN Leadership is pleased to announce Jeff Dougherty as Volunteer of the Quarter for his role as Co-Chair of the 4th Annual Crab Feed!

This event has gained momentum every year since its inception and this year was no different. Jeff is a very hands-on volunteer and is always willing to step in wherever needed. He led the charge handling all the details of arranging location, entertainment, décor, a hugely successful auction and a sold out event! He is the State Association Sales Manager at Visit Sacramento and has been dubbed *Mr. Sacramento!* He has served on many committees, as VP of Communications and was the 2015-2016 President. Jeff is like the energizer bunny...he has boundless energy and enthusiasm for all things MPISSN! We are grateful for his leadership and look forward to his continued involvement. Read on for more on Jeff...



How did you begin your career in the meetings industry?

Growing up, my family would go to Great America and Disneyland quite a bit. I remember on one of those trips, sitting in the hotel lobby daydreaming, "One day I want my own hotel!" Fast forward to college, studying Recreation and Leisure, I did a hotel internship with the Doubletree Sacramento. I loved working in all of the departments of the hotel getting to meet new people and see how everything comes together. A few years later, one thing led to another and I found myself being pulled to the dark side.... Sales!

How did you get involved with MPISSN?

I had been in the industry for about 5 years. During that time, I worked the SMERF(S) market for two local hotels and was an active member in SGMP. I accepted a position with Visit Sacramento and started working the Ca State Association Market. If I wanted to succeed, I knew I needed to be a member of MPISSN!

What do you like most about volunteering?

I am a firm believer of being actively involved in any association you belong to. You get out, what you put in! It is a great way to meet people and get your name out there (a must for anybody new to a market segment). The first thing

I volunteered for was the Annual Tradeshow. Since then, I have volunteered for communications (writing articles), Annual Event, GMID, and the Crab Feed. Where I really was able to build long lasting, meaningful relationships was my time spent on the Board of Directors. I really feel part of the MPI Family.

What do you like to do in your spare time? Hobbies, etc.?

Spare time... What's that? I am a lucky father of two little girls ((4 years (going on 24) and 19 months (who we call Beastmode))) with a wife who travels more than a meeting planner! When I do find a little extra time, I love working in the yard creating. I am always looking for projects. My most recent project is a path to what will be a bocce ball/ Cornhole court and BBQ area. After washing the dirt away, we love to entertain!

What else do you want to share with your fellow meeting industry professionals?

If you want to maximize your personal and professional growth opportunities... Maximize your MPI membership. Volunteer today! Really, pick up the phone and call Lynda Sagar. She'll find you a spot.

MPISSN's Under the Boardwalk Crab Feed February 7, 2018



MPISSN's Under the Boardwalk Crab Feed February 7, 2018



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By Heather Tanfani, CMP
www.eventswebpage.com

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9245 Laguna Springs Rd, Suite 200, Elk Grove, CA 95758 • Email: lynette@mpissn.org
Questions? Call Christina Hake at (916) 436-6031 or Lynette Magnino at (916) 509-7270

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