



CONNECTS

The Quarterly Newsletter for the Sacramento/Sierra Nevada Chapter of Meeting Professionals International
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Sip & Swirl Recap

*By Kristine Van Winkle,
Marriott International*

Thank you to Cristi Harris and Skye Barnes Co-Chairs of MPISSN's Annual Sip and Swirl Membership Appreciation event and to everyone who attended! This year we had the pleasure of visiting a new venue, Sequoia at the Cannery. This 8000 sq. ft. venue is beautiful and unique with flexible space and state-of-the-art technology throughout.

Mama Kim's catered the event and used the Sequoias commercial kitchen to stage and prep fresh and delicious food which was fabulous! If you haven't had the opportunity to try her sweet potato chips, it is a requirement should you book her for one of your own events or are attending an event where Mama Kim's is the caterer. In keeping with our food rescue efforts, Marcia Durst worked with Mama Kim's to guarantee that leftover food was donated using the Food Donation Toolkit, a topic discussed at length at this past April's Education Luncheon.

Thank you, Marcia, for organizing. We also all had the opportunity to mix, mingle and learn more about each of our Chapter's departments and committees, some of which still have volunteer opportunities.

If you are interested in volunteering, please email Christina Bauders – MPISSN Executive Director at exec@mpissn.org. Christina will forward your request of interest accordingly to the appropriate Department VP and they will reach out to you directly to discuss your area of interest. Again, MPISSN wants to express how grateful we are for all our members support, involvement, volunteerism and engagement – we can't be successful without you!



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Sip and Swirl Recap



President’s Message

Welcome to the 2019-2020 term! I’m so excited to be a part of this wonderful organization and honored to be selected to serve as your President. We have a spectacular board this term.... SO. MUCH. ENERGY, enthusiasm and expertise that I am honored to be a part of what’s going to prove to be a stellar year!

I want to also thank Lynda Sagar for the last TWO YEARS of service as our president. Yes, you read that right! She has devoted her heart and soul to MPI as our leader for the past two years and has been a wonderful source of inspiration and guidance to me as I work through learning the ins and outs of what it is to be an MPI President.

For those of you who don’t know me, I’ve been doing this “meeting planning” thing for almost 20 years now. Starting first in an association, then to a hotel, then back into an association and finally landing with an Association Management Company for the past six years. To say that this was not my plan out of college is an understatement, but I wouldn’t change this path for anything. I am lucky to go to a job I love every single day. Last year I also FINALLY earned my CMP, and I look forward to continuing my own growth as my career continues.

So why Lassoing Vision into Reality? I grew up on a hobby farm in Bakersfield where the rural way of life was a part of my life since I can remember. I showed horses competitively starting at age 8 and had various 4-H and FFA projects until I left high school. The cowboy/rancher/farmer way of life is what I knew and something I feel privileged to have as a part of my upbringing. A Lasso is the only tool a cowboy has at his disposal to use when he is doing his job managing the herd. It is the ultimate in the cowboy way and good cowpokes have a variety of ways they use this tool. Keeping that in mind, we are going take the visions we all have, collect them all much like a lasso collects its target and turn those into the reality of our term.

I look forward to serving the members of MPI SSN for the 2019-2020 term! Thank you again for your trust in me, and let’s all work together to keep this organization moving upwards and onwards!



Welcome New Members

Robin Pollock
Robin Pollock Enterprises

Amy Brotman-Putty
ACT, Inc.

Erin Meyer
Shaw Yoder Antwih

Anna Marie Mouhess
Greater Palm Springs
Convention & Visitors Bureau

Jennifer Galo
Foundation for California
Community Colleges

Sammy Ramos
La Playa Resort

Katelyn Ash
Kash & Co

Shelbi Walker
Visit Concord

MPISSN Award History

Chapter Leader of the Year

This award recognizes outstanding service to MPISSN by a Chapter leader (officer, board member or committee chair). MPI Sacramento/Sierra Nevada honors one individual each year as Chapter Leader of the Year. Chapter Leader of the Year Recipients:

1993 Grady O'Hara, CMP
1994 Sharon Noss, CMP
1995 Julie Bianucci, CMP
1996 Cheryl Cox
1997 Sharon Bock, CMP
1998 Laurie Carney
1999 Susan Crane
2000 Wendy Chynoweth, CMP
2001 Kimber Chavez, CMP
2002 Laura Bohannon, CMP
2003 Roberta Campbell
2004 Susan Buntjer, CMP
2005 MaryAnne Bobrow, CAE, CMP, CMM
2006 Hillary Burton
2007 Amy Orr, CMP
2008 Litza Coughlin, MAS
2009 Amanda Flangas
2010 Theresa Stamey
2011 Becky McGuire
2012 Jennifer Flohr, CMP
2013 Jeff Dougherty
2014 Mary Cook, CMP
2015 Lynda Sagar
2016 Marcia Durst, CMP
2017 Christina Hake, CMP
2018 Teri Schrader, CMP
2019 Amy Orr

Rising Star

This award recognizes a member who has devoted significant time and effort to MPISSN, but has not yet attained "leadership" status. The nominee may not currently serve as an officer, board member or committee chair.

Rising Star Award Recipients:

1994 Ken Merchant, CMP
1995 Ed Skapinok
1996 Pam Grey, CMP
1997 Peggy Brown
1998 Margie Starr, CMP
1999 Chad Ammon
2001 Lisa Burge
2003 Hillary Burton
2004 Cindi Williams, CMP
2005 Joy Florentino, CMP
2006 Sara Maitri
2007 Anita Shumaker, CMT
2008 Teresa Fung
2009 Robert Best
2010 Kellie Schroeder, CMP, CAE
2011 Denise Yee
2012 Debra Kurtti/Laura Thomas
2013 Jenn Wheaton, CMP
2014 Michael Hutchings
2015 Rich Heike, CMP, CGMP

2016 Jessica Counts
2017 Barbara Mattox
2018 Sulema Peterson
2019 Alisha Scully

Crystal Platter

This award recognizes the venues that host education luncheon meetings and the annual event. This award was developed to call attention to their dedication and sponsorship. Attendees evaluate the venue and results are tabulated to determine the most outstanding in the area of facility, service, and food and beverage. Crystal Platter Award Recipients:

2001 Holiday Inn Northeast
2002 Red Lion Sacramento Inn
2003 Sacramento Marriott Rancho Cordova
2004 Hyatt Regency Sacramento
2005 Sheraton Grand Sacramento
2006 Sacramento MarriottRancho Cordova
2007 Hyatt Regency Sacramento
2008 Delta King Hotel
2009 Sheraton Grand Sacramento
2010 Hyatt Regency Sacramento
2011 Sheraton Grand Sacramento
2012 Mulvaney's B&L
2013 Sacramento Assoc. of Realtors' Mack Powell Event Center
2014 Holiday Inn - Capitol Plaza
2015Arden Hills Country Club & Spa
2016 The Falls Event Center, Elk Grove
2017 The Falls Event Center, Elk Grove
2018 McClellan Center
2019 Westin Sacramento

President's Award

This award is given by the President to a member who has provided exceptional support to the President in the execution of his/her duties.

President's Award Recipients:
2006 MaryAnne Bobrow, CAE, CMP, CMM
2007 Amanda Flangas
2008 Cindy Miglino, CMP
2009 Susan Crane
2010 Diane Ramsdell
2011 Robert Best
2012 Lynette Magnino
2013 Jeff Dougherty
2014 Kellie Schroeder, CAE, CMP
2015 Marcia Durst, CMP and Lu-Lu Ramos
2016 Rachel Hickerson
2017 Felicia Price, CMP
2018 Lauren Siring, CMP

Planner & Supplier of the Year

These awards recognize outstanding performance in the areas of commitment to MPI, service and achievement in the industry and community contributions. Planner of the Year Recipients:

1988 Kaye Griggs, CMP
1989 William Sprague, CMP

1990 Barbara Davis, CMP
1991 Rena McDonald, CMP
1992 Becky Castillo, CMP
1993 Larry Jacinth, CMP
1994 Jan Stieger, CMP
1995 Cynthia Wilcox, CMP
1996 Sharon Bock, CMP
1997 Julie Bianucci, CMP
1998 Marie Coleman and Pam Grey, CMP
1999 Ken Merchant, CMP
2000 Marilyn Hauck, CMP
2001 Carol Berry, CMP
2002 Debbie Pate-Newberry, CMP
2003 Laura Bohannon, CMP
2004 Kimber Chavez, CMP
2005 Carolyn Tienken, CMP
2006 MaryAnne Bobrow, CAE, CMP, CMM
2007 Susan Buntjer, CMP
2008 Amy Orr, CMP
2009 Roberta Campbell
2010 Heather Tanfani, CMP
2011 Laura Deorio, CMP
2012 Kellie A. Schroeder, CMP, CAE
2013 Robin Rinehart, CTSM
2014 Felicia Price, CMP
2015 Jennifer Flohr, CMP, CAE
2016 Deb Kurtti
2017 Paula Currie, CMP
2018 Cynthia DeOliver, CMP

Supplier of the Year Recipients:

1988 Carolyn Muller Brown
1989 Cheryl Cox
1990 David Stone, CMP
1991 Gail Sutton
1992 Tina Miranda
1993 William McColgin, CHA, CMP
1994 Susan Crane
1995 Litza Coughlin, MAS
1996 Patty Arteaga, CMP
1997 Sheri Thomas
1998 Shelly Nelson, CMP
1999 Dori Andreoni
2000 Terri Schrader, CMP
2001 Wendy Hand
2002 Tracy Saunders, CMP
2003 Janet Waldie, CMP
2004 Kris Keesling-Long, CMP
2005 Karen Leland-Dolce
2006 Joy Florentino, CMP
2007 Hillary Burton
2008 Amanda Flangas
2009 Margie Starr, CMP
2010 Ed Mahoney
2011 Lynda Sagar
2012 Jennifer Mann
2013 Paula Higgins
2014 Robert Best
2015 Kristine Van Winkle, CMP, CAE, CTE
2016 Jeff Dougherty
2017 Lauren Siring, CMP
2018 Karalee Adams



Rising Star Award: Alisha Scully

Alisha Scully, CMP, Marriott Rancho Cordova, received the Rising Star award. This award is given to a member who has devoted significant time, energy and effort to MPISSN, and who appears to be destined for leadership! Alisha jumped right in to volunteer with membership with enthusiasm. She now has been elevated to Chair of Membership & Recruitment.

Chapter Leader of the Year: Amy Orr

Amy Orr, CMP, Orrganized Events, received the Chapter Leader of the Year Award. This special award recognizes a board member or committee chairperson for outstanding service to the chapter. Amy serves as the website chair and her talent for content and design was a tremendous help in the transition to the new site, going above and beyond to make us look good. She enjoys mentoring students and sharing insights about the industry.



Longevity pins are awarded to recognize MPISSN members who have held membership for consecutive years in five-year increments.



Susan Buntjer, 30 years



Debra Kurtti, 30 years



Lindsay Poss, 5 years



Greg Manning, 5 years

BOOK YOUR NEXT BIG (OR LITTLE) MEETING IN MONTEREY

Monterey County is brimming with iconic adventures and a coastline that spans the scenic views of Big Sur, Pebble Beach, Pacific Grove, Carmel-by-the-Sea and more. With the bounty of the Salinas Valley, the dunes of Marina State Beach, Santa Lucia Highlands wineries, iconic Pinnacles National Park and award-winning restaurants, Monterey County is the quintessential California destination. It's no wonder HBO chose Monterey for its hit series Big Little Lies.

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Contact us to book your next event:

Lauren Siring, CMP
Lauren@SeeMonterey.com
831-657-6426

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Meeting Space Spotlight: Monterey

By Sulema Peterson, Sulema Peterson & Associates

Located in California's Central Coast, Monterey County is an extraordinary setting for impactful meetings. The area's distinctive beauty and scenic wonders inspire the mind and invigorate the soul. It is the perfect place for new thinking and break out ideas. Your attendees will talk about their experience for years to come.

With so many incredible spaces and memorable places, the imagination is the only limit when it comes to venues and accommodations for any group size or budget. Monterey's diversity of options set the stage for creativity and success.

Beauty, History, and Serenity

Asilomar, a "refuge by the sea," is nestled along the shoreline of California's famed Monterey Bay. At the tip of the Monterey Peninsula, Asilomar Hotel & Conference Grounds in Pacific Grove offers an ideal venue for countless types of events. Whether you are planning an educational conference, a corporate event, or a day meeting, Asilomar will welcome your group with attentive service, professional planning, and creative catering, in a truly inspirational setting.

Asilomar Hotel & Conference Grounds is a tranquil oceanfront retreat cradled by pine forests and white-sand beaches, within the cozy confines of 107-acre California State Park. It is easy to get everyone together—in a place where conversation flows freely, distractions are at a minimum, and nature has a way of bringing out the best in everybody. Whether you are planning an event for 10 people or 650, Asilomar have the facilities, equipment, and staff to make it truly memorable.

Unique Boutique Hotels

Pacifica Host Hotels offers two unique boutique hotel options on the Monterey Peninsula for your next group or meeting. Hotel Pacific is conveniently located in the heart of historic downtown Monterey, directly across the street from the Monterey Conference Center, and a short walk from Old Fisherman's Wharf, Del Monte Beach, restaurants, attractions and night life. The coastal themed hotel offers 105 spacious suite-styled guest rooms, each featuring a fireplace, private patio or balcony, and a separate sitting area. The hotel has three meeting rooms, the largest can accommodate up to 70 guests.

Lighthouse Lodge & Cottages is located in scenic Pacific Grove, steps away from Asilomar State Beach, Point Pinos Lighthouse and adjacent to Pacific Grove Golf Links. The



96-room property offers a mixture of warmly appointed guest rooms and spacious King suites. Amenities include complimentary breakfast, an evening wine/cheese/hors d'oeuvres reception, a heated outdoor pool and hot tub, an outdoor deck with fire pits, and free WiFi and parking. The hotel's 750 square foot meeting room space features a deck and can accommodate up to 70.

Underwater Experience

Experience the mysterious underwater world of the Monterey Bay Aquarium for your next offsite evening venue. Transforming from a world-renowned attraction into an intimate setting for unique event experiences, the Monterey Bay Aquarium is perfect for black-tie galas, corporate evening affairs and everything in between which can accommodate 20 -2,500 guests.

Hosting an event at the Aquarium delivers an experience as remarkable as the Aquarium itself. The full-service event planners can design an evening filled with wonder and surprise.

At Your Service

The Monterey County Convention & Visitors Bureau (MCCVB) team is your personal event and meeting planning resource. We are here to ensure you have a truly inspired experience from start to finish. Whether you are looking for ideas for a unique off-site dinner or a stimulating team building activity, the MCCVB can equip you with the knowledge and resources needed to execute the perfect meeting or event.

You can have a meeting anywhere. It is time for a destination that inspires transformation.

Submit an RFP (<https://www.seemonterey.com/meetings/rfp/>)

Book your next meeting in Monterey County!



Education Recap

By Cynthia K. DeOliver, The Utopia Group

Welcome to the season, members! On behalf of MPISSN, we hope you had a great Summer with a chance for a little respite. It's not just Fall; we're wrapping the calendar year for 2019 conferences while amid planning for the 2020 and 2021 calendars.

Plan to attend and add MPISSN education to your calendar. We look forward to seeing you at the next event!

Incorporating Diversity & Inclusion into Your Event Design and F&B

September 17 Education – The Luncheon Keynote: Tracy Stuckrath, CSE, CMM, CHC [CES: 1.25 hours - Approved]

Well planned and executed events should be effective and essential to an organization's success. They should also host and drive diverse and inclusive experiences for everyone. Yet often they either fail or result in less than desired outcomes for some participants who have special dietary needs and/or other disabilities.

Event professionals must regard diversity and inclusion as a strategic and logistical approach in the

planning process and should consider all facets of the event, including the food and beverage being served. In this session, we will learn how to create more inclusive food and beverage environments, manage for diversity and capitalize on the unique perspectives of a diverse participant base.

Learning Objectives:

- Discover how diversity and inclusion are related to event design and F&B.
- Learn how disability laws apply to event participants.
- Set forth a framework to easily manage for diversity and inclusivity.

Tradeshow Management: How to Measure, Design, Sell and Manage a Tradeshow

September 17 Education – The Morning Workshop: Laura Bohannon, CMP, CMM [CES: 1.50 hours - Approved]

Hear and learn from an expert who will not only share best practices and trends but the realities of what it takes to manage and produce a thoughtful and well-run tradeshow.

Learning Objectives:

- What new exhibitor agreement language should event planners include or negotiate in their expo agreements?
- What exhibit hall features remain no matter what size the expo?
- What do exhibitors now expect

from 'show runners' in order to have a successful experience?

Join us for this interactive session as Laura presents us with "what would you do?" scenarios for discussion, learning and connecting with your peers for resolution.

Data Security at Your Events: What You Need to Know

November 19 Education – Just before the Turkey...

Technology and vulnerability ... we just can't seem to escape the threats to our data. Whether known or unknown, we must be conscientious when it comes to the data security of our members and conference attendees. Join us for a discussion about the dos, don'ts and don't-forgets related to your event data security.

Shifting Gears: What Economic Compression Means to Your Meetings Business in California

December 17 Education – See you at Seasonal!

Are you finding it a challenge to secure your meetings and events at your preferred, historical hotel and favorite locale in California; or just anywhere in California? You are not alone! A thriving economy and hotel consolidation make for a rippling dynamic in our industry. Participate in the conversation and hear from an economic expert along with peer experiences about the effect that economic and hospitality industry changes are having or will soon have on your meetings.

Learning Objectives:

- Hotels and Conference Center: New considerations for your venue agreements
- Meeting Space: Ways to think differently about your conference and tradeshow space
- Miscellaneous: Room Block
- Audits, AV, what does experience mean to attendees today?

In the Know

By Jeff Dougherty, Visit Sacramento

Travel Industry

Biometric Boarding

Norwegian Air started implementing facial recognition in its boarding process at Los Angeles International Airport on July 11. They follow Air France, British Airways, Cathay Pacific, Finnair, KLM, Korean Air, Lufthansa, Qantas and Singapore Airlines in this development. The system was created by Vision-Box and works by matching a passenger's passport photo to their facial scan, at a self-boarding eGate, via a traveler verification service. Travel + Leisure, 7/30/19

Brand USA

Due to an accidental oversight during the budget cap deal, Brand USA has been in jeopardy of losing its marketing funding. However, with the Brand USA Extension Act receiving bipartisan support in the Senate Committee on Commerce, Science and Transportation, those worries are on their way out. The proposed bill would reinstate funding through 2027 and allow the Electronic System for Travel Authorization, ESTA, fee to continue. This fee, paid by tourists from visa waiver program countries, will be increased from \$14 to \$21. \$4 will go to Custom and Border Protection, \$7 to Brand USA, which will max out at \$100 million, and \$10 will go to the general fund. This will allow the budget cap deal to continue without any adjustments. Unfortunately, Brand USA will be losing \$3 per share because of the new split. The Senate will be voting on the act in the beginning of August and then it will move to the House. It is expected to pass through both houses. Skift, 7/30/19

Our Neck of the Woods

Convention Center

SAFE Credit Union has agreed to sign a \$23 million partnership with the city of Sacramento, which includes putting their name on the new convention center and performing arts theater when they reopen next fall. The deal also includes the city recognizing SAFE as an investment institution for city funds. And in return, the credit union will invest a percentage of that money in programs that benefit city residents. Additionally, the city of Sacramento will let new city employees know of the financial services SAFE has to offer and allow the union to name a new plaza that will be adjacent to the convention center and theater. Sac Bee, 8/8/19

Aquatic Center

The Sacramento City Council is set to approve \$14.4 million in funding for the North Natomas Community Center and Aquatic Center, which would make the \$45 million project a reality. The center will have Sacramento's first Olympic size pool with 13 diving boards and lanes as well as a 25-meter pool, four water slides, a shallow kids' pool and a kids' rope course and play area. There is still debate over which area of funding the city will take their contribution from, however \$10.6 million will come from the Natomas Unified School District and \$20 million from city money, mostly developer fees. Sac Bee, 7/29/19

Lime Scooters

At the end of July, 250 Lime S scooters were added in Sacramento to serve as a "last mile" connection for people using public transport. The scooters cost \$1 to unlock and then an additional 20 cents per minute of use after. If all goes well, the San Francisco-based company hopes to add 250 more scooters every quarter. Part of the deal with the city is sharing travel pattern data and staging 20 percent of the scooters in South Sacramento to offer underserved

communities access to transportation. SBJ, 7/31/19

Hotels

An urban resort is being built on the banks of the Sacramento river in West Sacramento. This project is being funded by the Raley and Teel families as well as Fulcrum Property. The resort will include a boutique hotel, residential units, restaurant, bar and pool. It will be built near the Tower Bridge and Raley Field with views of downtown. Sac Bee, 8/7/19

Our Friends

Oakland

The Henry J. Kaiser Convention Center will be opening again in 2021 and will be renamed the Oakland Civic. The Oakland City Council just approved a \$64.5 million renovation plan and will allow Orton Development to lease the building for up to 99 years. There will be a lot of office and rehearsal space that will be saved for local nonprofits to use at fixed rents below market rate. And Orton will be donating \$100,000 to Friends of the Simmons Theatre to create community access program for school. They will also donate \$75,000 to an anti-displacement fund run by the East Bay Community Fund. The plans also include reopening the Calvin Simmons Theatre with new seating and dressing rooms, as well as preserving the north façade of the building and putting in a new illuminated marquee sign on the roof. The redevelopment will be paid through an investment by a \$10 million-\$20 million investment by Orton, \$3 million from the city for the theater as well as a grant for \$100,000 for environmental cleanup, loans and tax credits. Once the center is paid off, which is expected to be in 17 years, Orton will share half of the building's revenue with the city. The annual income from the convention center is expected to be \$1.37 million. East Bay Times, 7/23/19

2020-2021 Nominations & Elections

Serving on the board is extremely rewarding. The experience contributes to your personal and professional growth at the benefit of our chapter. Please consider joining the MPISSN leadership team!

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

Call for Nominations Timeline:

Nov 05, 2019-Nominations Open

Jan 06, 2020-Nominations Close

Jan 07-20, 2020-Nominee Interviews

Jan 24, 2020-Nominating Committee to post Board Slate to Nominations Election page of www.MPISSN.org for 30 days

Feb 24, 2020-Board Slate Approved

Mar 02, 2020-Board Slate Submitted to MPI Global Headquarters

If interested in getting involved in the future, we encourage you to reach out to our Current Board of Directors and to read the brief Board of Director Descriptions on our website.

Contact the 2020-2021 Nominating Committee Chair, Lynda Sagar if you have any questions at Lynda.sagar@sheraton.com or 916-341-3618



Charity Spotlight: Assistance League Sacramento

Each year, MPISSN strives to raise awareness of a charitable organization that has an impact on the Sacramento and Sierra Nevada communities. This year's charity is the Assistance League of Sacramento.

The Assistance League of Sacramento is an all-volunteer, 501(c)(3) nonprofit organization formed in 1968 that puts caring and commitment into action through philanthropic programs in the Greater Sacramento area. Over 280 member volunteers operate ten community programs that impact more than 20 thousand lives each year.

Assistance League is committed to creating and operating philanthropic programs in the greater Sacramento region that will transform lives and strengthen the community. In the past three years they have created two new programs which joined their eight existing programs.

The majority of their funds are earned in their resale store, Fabulous Finds on Fulton. The thrift store uses donated goods to generate cash that is used to fund all ten community programs. Other funds are generated through direct mail campaigns, Big Day of Giving, donations, grants and fundraisers.

Through our raffle fundraiser if we can raise \$1,000, we can help the Assistance League provide Apartment Starter Baskets for six formerly homeless individuals or aging out foster youth. With a contribution of \$2,500, we would be able to help them fund a college scholarship for a former foster youth who is a successful community college student who has overcome obstacles to higher education.



Member Spotlight: Cindy Smith, UC Davis Ceremonies & Special Events Manager

By Lauren Siring, Monterey County Convention & Visitors Bureau

If you have not met this fellow chapter member, we hope this Spotlight helps you get to know Cindy Smith. You may not get to see her as often as she'd like because she is so busy with planning for UC Davis as the Ceremonies & Special Events Manager under the Office of the Chancellor focusing on special projects. Cindy has been a member of MPISSN since February of 2018. She is a "Connector" and we are excited to have her recently join SSN's Recruitment Committee with a focus on our student membership!

Cindy enjoys a challenge and began her career out of college planning tradeshows for a small start-up company but found her passion for special events when she landed in the weddings industry in San Francisco. She joined the Crocker Art Museum after moving to Yolo County where she found her skills really started to unfold. She honed her experience managing the museum's events during a renovation and built a new facility rental program, all while planning the museum's most prestigious event. In this role Cindy says she learned to work, listen and collaborate with a wide range of community groups, government partners, and committees all bundled into one job.

Cindy attends as many chapter programs and MPI global events she can, plus takes advantage of membership benefits to grow her career. Cindy has recently earned the distinguished CMM

designation (and wears her pin with pride). Are you debating between the CMP and CMM? While she respects both and sees the value of each, Cindy found the Certified Meeting Management program more relevant for her path. She thinks that they differentiate in the type of specialty they provide. Cindy suggests contemplating on what you want to focus on at the current time of your career. The CMP focuses more on tactical calculated planning, yet in her timeline, Cindy specifically wanted to strengthen her strategic thinking and broaden her business management skills. So, the CMM seemed to resonate more for her. She also really loved that the CMM is a lifetime designation that currently has only 1,300 global professionals that have achieved this credential.

If Cindy hadn't gotten into our meeting planning industry she likely would have gone in the direction of social anthropology because she is curious about people in what they do, why they do it or how they feel...as event planners she thinks we touch on this, if not by planning our events around this thought...the experience, the "connection."



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MPISSN Advertising & Sponsorship Commitment Form

Please complete the below information indicating your MPISSN advertising and/or sponsorship participation choices. Please make sure all fields are complete before submitting. All advertising specifications are stated in the description of the advertising option on page 6

KEY PARTNER SPONSORSHIPS: ☐ Diamond- \$3,500 ☐ Emerald - \$2,500 ☐ Ruby - \$1,500 ☐ Sapphire - \$500

MEETING SPONSORSHIPS: ☐ Sept. Workshop & Luncheon- \$3000 ☐ Nov. Workshop & Luncheon - \$2000

☐ Feb. Education Luncheon & Boot Camp - \$3000. ☐ April Workshop & Luncheon-\$3000

DIGITAL ADVERTISING:

☐ Full Page Newsletter Ad - \$300 ☐ Half Page Newsletter Ad - \$200.

☐ Facebook Ad - \$175 (per month) # of months ____

☐ Website Banner Ad - \$175/month*#of months____ ☐ Email Banner Ad - \$175/month*# of months ____

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Return this completed form to: Christina Bauders, Executive Director, MPISSN
1800 J Street, Sacramento, CA 95811 • Email: exec@mpissn.org
Questions? Call Sulema H. Peterson at (916) 316-7632 or Christina Bauders at (916) 441-3039

Please allow 5 business days for ads and logos to be uploaded to the website. These rates are effective June 1, 2019 and may be changed at any time by the publisher. Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher. The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement. All payments must be received 15 days prior to start of ad run. Unpaid invoices will incur a charge of 5% per month.

MPI Sacramento/Sierra Nevada Chapter
1800 J Street, Sacramento, CA 95811