



SACRAMENTO/
SIERRA NEVADA
CHAPTER

CONNECTS

The Quarterly Newsletter for the Sacramento/Sierra Nevada Chapter of Meeting Professionals International
Volume 34, Issue 3 • Spring 2019

MPISSN's Derby Days Celebrates Global Meetings Industry Day with Education Luncheon & Trade Show!

**Join MPISSN on April 4 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 4 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 at 11:30 a.m.

Immediately following, planners and decision-makers will be off to the races for MPISSN's Derby Days Trade Show. Exhibitors will showcase their exciting destinations, venues, and valuable services, giving attendees the opportunity for important dialogue.

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



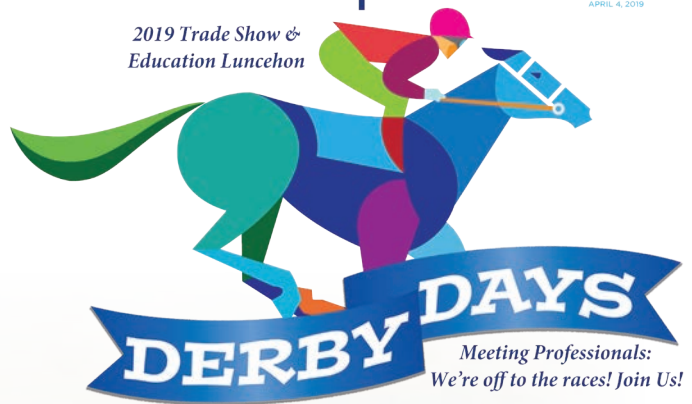
SACRAMENTO/
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CHAPTER



MEETINGS
MEAN
BUSINESS

GLOBAL
MEETINGS
INDUSTRY DAY
APRIL 4, 2019

2019 Trade Show &
Education Luncheon



The education luncheon and trade show take place at The Club House at Cal Expo. This venue transports us to the track and immerses us into the exciting world of a jockey's run for the roses!

Meeting professionals –
we're off to the races!
**See pages 4 and 5 for
more details!**

THE CLUBHOUSE
— CAL EXPO —



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Facebook**



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LinkedIn**



**Follow us on
Twitter**



**Follow us on
Instagram**



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 24, 2019

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A MESSAGE FROM THE PRESIDENT

BY LYNDA SAGAR

We need to shake this “winter business” off our backs—brrrrr—and SPRING into action. Spring brings new experiences and clean starts.

Last month MPISSN had the opportunity to offer its Meeting Planner Bootcamp Basics at The

Westin Sacramento to DO just THAT... bring new experiences and information to new and aspiring planners! Thank you to all who attended and especially to all that presented:

Contracts: Laura Bohannon, MPISSN Past President, Owner, *Your Meeting Pro*

Developing Meeting Budgets: Heather Tanfani, Owner, *events!*

RFP Process: Brenda Kirian, Director of Sales, Hyatt Regency

Venues: Marcia Durst, Owner, *Durst Event Strategies*

Audio/Visual: Ross Gimpel, Regional VP Venues, PSAV

Food & Beverage: Marcia Durst, Owner, *Durst Event Strategies*

Because these professionals offered their time and talent, our boot camp attendees get a head start in the industry.

Thank you, **Visit Concord**, for sponsoring Boot Camp Basics and our TOP PERFORMING February Education Luncheon. I mean, “What could possibly go wrong”? Speaker Margaret Spence, CEO of C. Douglas & Associates, Inc. answered all our questions about *Managing Risk from the Meeting Planners’ Desks*. Boot Camp attendees joined MPISSN members for this eye-opening luncheon topic before returning to their afternoon sessions.

I want to take a moment to congratulate the *newest* board members who will join MPISSN’s 2019-2020 board of directors: Ali Noyer, Marin CVB; Sulema Peterson, Sulema Peterson & Associates; Alisha Scully, CMP, Sacramento Marriott Rancho Cordova; and, welcome back Jeff Dougherty, Visit Sacramento. We look forward to working with you.

Existing and newly appointed chairpersons and board members, please save the date! We continue **Leading our Future** at the upcoming Chapter Tools for Leaders on April 16. This special training day helps chapter leaders step into their roles seamlessly. Our goal is to transition to our new positions together.

Lynda Sagar
2018-2019 MPISSN President
Senior Sales Executive
Sheraton Grand Sacramento



Congratulations to MPISSN's 2019-2020 Board of Directors

by Felicia Price, CMP,
Immediate Past President and Chair of the Nominating Committee



Officers

Position	Name and Company	Term
President	Rachel Hickerson, CMP, Advocacy & Management Group	2019-2020
President Elect	Kelly Rocha, McClellan Hospitality Group	2019-2020
Immediate Past President	Lynda Sagar, Sheraton Grand Sacramento	2019-2020
Vice President Finance	Paula Currie, CMP, Association of California Water Agencies	2019-2020
Vice President Membership	Lauren Siring, CMP, Monterey County CVB	2019-2020
Vice President Communications	Jessica Counts, California Hotel & Lodging Association	2019-2020
Vice President Education & Events	Kristine Van Winkle, CMP, Marriott International	2019-2020

Directors (Board Members)

Position	Name and Company	Term
Director of Special Events	Ali Noyer, Marin CVB	2019-2020
Director of Education	Cynthia DeOliver, CMP, Utopia Group	2019-2020
Director of Strategic Alliance	Sulema Peterson, Sulema Peterson & Associates	2019-2020
Director of PR & Communications	Jeff Dougherty, Visit Sacramento	2019-2020
Director of Recruitment & Retention	Alisha Scully, CMP, Sacramento Marriott Rancho Cordova	2019-2020



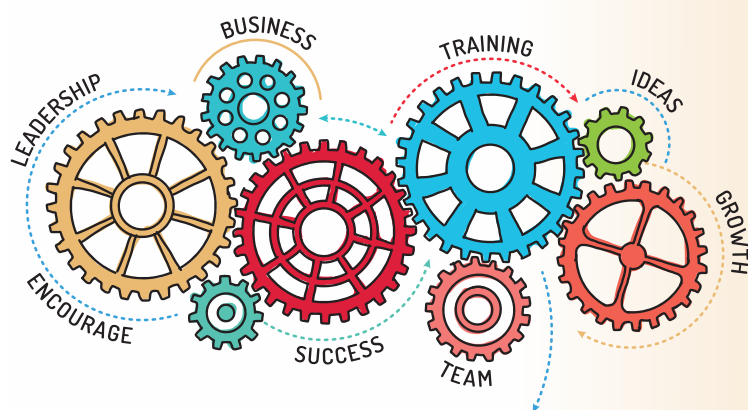
Top Performing

2018 CHAPTER AWARD



Overall Excellence

2017 CHAPTER AWARD



Learn & Lead

Save the Date!

MPISSN's annual

CHAPTER TOOLS FOR LEADERS

is

Tuesday, April 16, 2019

9 a.m. to 3 p.m.

Watch for details soon!

This day-long training brings together current and new leadership to cover topics that facilitate success and professional development.

**FOR ALL INCOMING AND OUTGOING
BOARD AND CHAIR MEMBERS.**

Learn about all the tools you need to be successful
as a new or continuing leader!

Education Luncheon → April 4, 2019



Waste Less, Feed More

A Planner and Supplier Guide to Food & Beverage Donation Planning



As abundant as the greater Farm-to-Fork Capital region is, nearly 20 percent of the population is food insecure. Hunger is not a supply problem, it is a logistics problem. The Sacramento Second Helping task force has set out to rally the meetings and events industry

to chip away at the issue by providing tools for planners, hoteliers and caterers to recover surplus event food and get it into the bellies of those in need.

Learning Objectives

After this session participants will be able to:

- Identify state and national legislation that provides protection from liability when donating food
- Implement food rescue partnerships between planners and suppliers by utilizing the Sacramento Second Helping Tool Kit
- Determine steps to donate surplus event food to pre-identified receiving organizations that serve the food insecure
- Identify tax benefits, and environmental and social advantages to rescuing food

Sacramento Second Helping Task Force



From left to right pictured below:

- Jeff Dougherty, Visit Sacramento
- Marcia Durst, CMP, Durst Event Strategies
- Lynda Sagar, Sheraton Grand Sacramento
- Laurie Schmalzel, Classique Catering



Generously sponsored by:



 [Register now to attend this education luncheon!](#) 



Trade Show → April 4, 2019

JOIN MPISSN
FOR

DERBY DAYS

Our annual
tradeshow provides
an excellent opportunity

for exhibitors to share information
about properties, products and news!



EXHIBITORS:
Link [HERE](#) and
secure your
exhibit space
today!

Join the **FAST-GROWING**
list of exhibitors who are
running for the roses!

Best Western Plus Hacienda Hotel
Old Town (San Diego)
Capitol Event Center
Crescent Event Productions
Crowne Plaza Ventura Beach
Event Ready
DoubleTree Hotel & Spa Napa Valley-
American Canyon
Embassy Suites Monterey Bay
Flamingo Conference Resort and Spa
Greater Ontario CVB
Hilton San Diego Airport/Harbor
Island
Los Angeles Marriott Burbank Airport
Hotel & Convention Center
Marin Convention & Visitors Bureau
Marriott International
Monterey County CVB
Reno Tahoe USA
Sacramento Marriott Rancho Cordova
San Diego Tourism Authority
Sheraton Redding Hotel at the
Sundial Bridge
The Ritz-Carlton, Lake Tahoe
The ROW Reno
The Tenaya Lodge
Visalia Convention Center
Visit Sacramento
Visit San Jose
Visit Stockton
Whitney Peak Hotel (Reno)

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. Derby Days will occur at The Club House at Cal Expo! Overlooking the track, we will be transported to the “races,” conjuring imagery of the Kentucky Derby, Preakness Stakes and Belmont Stakes. Will there be a triple crown? As we run for the roses at MPISSN’s Derby Days, surely, everyone will be winners!

**Planners & Decision
makers only!**

Register NOW!

**Plan to attend this
FREE TRADESHOW!**



THE CLUBHOUSE
— CAL EXPO —

Sponsorships Available!



The MPISSN Annual Tradeshow is a
unique opportunity for your business.

We invite you to join us in
celebrating Global Meetings
Industry Day (GMID) and Derby
Days as a sponsor!

WIN! Jockey Bites Sponsor: \$1,000

Sponsor event appetizers and dessert
bites!

PLACE! Mint Juleps Sponsor: \$600

Can't go to the Derby and not have a
Mint Julep!

SHOW! Derby/Fascinator Hat Contest

Sponsor: \$500 Sponsor this not-to-
be-missed feature of the afternoon.
Naming and judging rights, and
microphone time as you select and
honor the best hats! Attendees and
exhibitors all are invited to don
their favorite derby, jockey cap or
fascinator!



**MEETINGS
MEAN
BUSINESS**

**GLOBAL
MEETINGS
INDUSTRY DAY**

APRIL 4, 2019

Celebrated around the world on six
continents on April 4, 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!](#)

Hoteliers: Are You Ready to Rescue Food?

by Marcia Durst, CMP
Sacramento Second Helping Task Force

We live and work in one of the world's most abundant agricultural areas. Food is plentiful, yet nearly one in five in the region is food insecure.

Can the meetings and events industry do something about it? Absolutely. Are we doing something about it? Not often. Not yet anyway.

Enter the Sacramento Second Helping Task Force; a committee of MPISSN supplier and planner members who have set out to chip away at the local hunger problem through rescuing surplus event food. They recently surveyed member hotels and caterers on their food rescue practices and the results were pretty eye opening.

And the Survey Says...

Only half the suppliers surveyed had policies in place to donate surplus food. Liability concerns topped the list of reasons, and nearly 75 percent of respondents were unfamiliar with or unsure about federal protections. Only one was familiar with California legislation enacted last year that provides sweeping protections.

So, what are those protections? Since 1996, the Bill Emerson Good Samaritan Food Act has provided federal protections when donating food in good faith to a non-profit organization for distribution to needy individuals.

In January 2018, California's Eggman Food Donation Act further clarified and broadened federal

protections as a means to encourage food donation across the state. In part, the Eggman act specifically protects businesses and organizations when they make a good faith evaluation that food is wholesome at the time of donation. Plain and simple.

Second to liability are logistics concerns. With the assistance of Sacramento Food Bank and Family Services, Sacramento Second Helping has identified receiving organizations who will pick up donations using their own containers for transferring food.

Ready to Know More?

MPISSN will host **Waste Less, Feed More** on April 4. This hour-long education session will address liability and logistics concerns and take a look at how suppliers and planners can work together to address the hunger problem through coordinated food rescue efforts.

Resources:

1. hotelkitchen.org
This site, created by the American Hotel and Lodging Association, has comprehensive tools to reduce food waste in the hospitality industry including a focused look at food rescue. From executive and management buy-in, to front line implementation, this is an exceptional site for starting a food rescue plan.
2. **The Eggman Good Samaritan Food Donation Act**
Visit <https://tinyurl.com/eggmanact> or go to leginfo.ca.gov and search Assembly Bill 129 (2018-2019) to read the act in full.
3. **The Sacramento Second Helping Toolkit**
This resource includes a database of pre-vetted Sacramento area receiving agencies who will arrive onsite with containers for transferring food. Agencies are organized by the kind of food they can accept and their available hours. The program will be released during the April 4th Waste Less, Feed More education session along with a deeper dive into how to implement a rescue with far less effort than expected.





Save These Dates!



26th Annual Sacramento SPCA **Doggy Dash**

- Saturday April 27, 2019
→ William Land Park

Come join us to celebrate the great pets in your life and to help those who are still waiting to find their forever family.

Registration opens at 8:30 a.m. and the 5k/2k walk leaves at 10:00 a.m.

Immediately following the walk, stay and play at the **Bark in the Park** festival.

- K-9 demonstrations
- Contests
- More than 100 sponsor and vendor booths
- Sample and purchase pet-friendly products and more

**This is a family-friendly,
pet-friendly event!**
[Register online](#)
[as a team or an individual.](#)



Please also join us at upcoming
Yappy Hours 6:00 p.m. - 8:00 p.m.

- February 13
→ Device Brewing at the Ice Blocks
- March 14
→ Drake's Brewing Company at The Barn
- April 11
→ Hop Gardens
- June 14
→ Der Biergarten
- August 15
→ Golden Road
- October 30
→ Track 7 Natomas

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

www.sspca.org

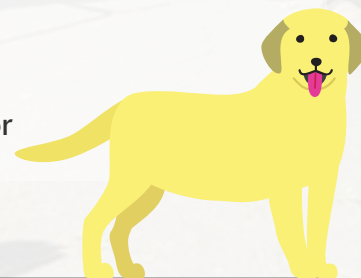
Questions? Contact:

Jessica Behrens
Special Events Coordinator
916-504-2868 or

Thank you!

**MPISSN raised \$360 for
SSPCA during the
February 19 Education
Luncheon Raffle!**

*Thanks to those who donated
prizes and bought tickets!*





**SACRAMENTO/
SIERRA NEVADA**
CHAPTER



2018-2019 MPISSN BOARD OF DIRECTORS

Lynda Sagar, President

Rachel Hickerson, President-Elect

Felicia Price, CMP, Immediate Past President

Kristine Van Winkle, CMP, CASE, CTE, VP Education & Events

Lauren Pontier, VP Finance

Jessica Counts, VP Communications

Kelly Rocha, VP Membership

Cynthia DeOliver, CMP, Director of Education

Open, Director of Special Events

Christina Hake, CMP, Director of Strategic Alliance

Paula Currie, CMP, Director of PR and Communications

Lauren Siring, CMP, Director of Recruitment & Retention

YOUR 2018-2019 MPISSN COMMITTEE CHAIRS

Karalee Adams, Awards Chair

Christine Bauders, Coffee, Cocktails & Content Co-Chair

Veronica Chinn, CMP, Trade Show Co-Chair

Mary Cook, CMP, Annual Event Chair

Marques Davison, Advertising Chair

Betsie Elwood, Member Retention Chair

Christine Feenstra, Social Media Chair

Vanessa Jackson, Trade Show Co-Chair

Deb Kurtti, Graphics Chair

Cathy Murnighan, CMP, CMP Study Group Lead

Ali Noyer, Sip & Swirl Chair

Amy Orr, CMP, Website Chair

Sulema Peterson, Publications Chair

Terri Schrader, CMP, Audit Chair

Thinking about getting involved as a committee member, chair or co-chair?
Contact rhickerson@amgroup.us for more information.

A WARM WELCOME TO OUR NEW AND AFFILIATE MEMBERS

Skye Barnes

California Medical Association

Brad Barth

The Village at Squaw Valley

Tracey Berkner

Amador Lodging Committee

Tammy Chavez

Student

Sara Kennedy

Crocker Art Museum

Sandra Poole

Student

Shannon Rutledge

Student

Sophia Sloane

Student

Kevin Tuuaga

Leading Age California

Yanjie Zhang

Student

Members Make Things Happen!





Education 2018-2019 Recap

by Cynthia K. DeOliver, CMP
MPISSN Director of Education

Your support helped us to provide you with some great education and events in the first part of this program year - Thank you!



MPI Sacramento/Sierra Nevada

Where have we been, you ask?

cmp✓ September — Attorney, Lisa Sommer-Devlin brought us a workshop and keynote about the importance of Contract Clause Analysis, best practices and why there's no shame in consulting a legal professional when you need to.

October — At CCC a Master Class duo of past presidents: Joy Lynch, Gaylord Resorts and Jennifer Flohr, California Hotel and Lodging reminded us that with industry changes and trends, nothing is "old" it just gets an update for the millennium.

cmp✓ November — Human Trafficking is the ugly shame that requires the attention of everyone. We were fortunate to have Sacramento Sherriff's Sergeant John Sydow and Brenda Wells, CEO, i-5 Freedom Network spoke candidly and plainly, and made us all more informed.

cmp✓ December — Competitive Intelligence will now be a part of our lexicon. Jeff Mansfield, Proactive Worldwide, Inc., reminded us that we are in business. Business includes market data specific to your local industry and it is critical to remain effective.

January — CCC at Spaghetti Factory was jam-packed for a lively discussion about Event Décor & AV. Though, David Stone, Crescent Event Production; Eileen Nyberg, GES and Robin Rinehart, Rinehart Design & Consulting led a discuss that ultimately focused on AV. Including: planning best practices; creative affordability and contract clause considerations. Phew!

And check out pages 10 and 11 to see what we just wrapped up!

cmp
certified meeting professional
Powered by the events industry council
preferred provider



Jeff Mansfield presents MPISSN's Seasonal Spectacular workshop -Leveraging Competitive & Market Intelligence in Association & Planning Business Strategy Design on Dec. 13, 2018 at the Sacramento Convention Centerociation Center

What Could Possibly Go Wrong?

Risk Management from the Meeting Planners' Desk

Speaker: Margaret Spence, CEO, Douglas & Associates, Inc.



*“It was a
wake up call;
I went back
to the office
and called our
attorney for
an update on
our contract.”*

— Attendee

by Cynthia K. DeOliver, CMP
MPISSN Director of Education

Risk Management is a challenge for all, whether you are an event planner, hotel or venue professional, or an expert in technology production and support. It's an intangible force that requires managing, monitoring and mitigating.

CEO, Margaret Spence spent time with us to talk about the trials of risk management and the necessity for a thoughtful, methodical yet proactive approach to managing event risk. Including using the ole standby — S.W.O.T. Analysis — to narrow the focus of potential hazards such as: people, process, facility, external and internal risk factors.

Here's what she asked us to remember and consider when it comes to risk:

TRANSFER: Transfer the risk to someone else

ELIMINATE: What can you Eliminate?

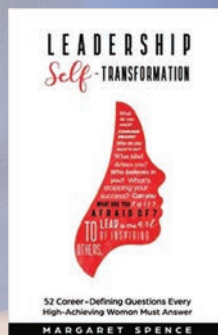
ENGINEER: What can you do to apply safety Engineering?

INSURE & CONTROL: What can you Control? What should you Insure?

Margaret closed with a little personal wisdom. Reminding us to connect with peers in the industry that may have a bit more experience and expertise to help you understand a challenge you're facing, and to keep reaching out to you find that right person willing to help.



Margaret donated her recent book - *Leadership Self-Transformation* to MPISSN's raffle benefiting Sacramento SPCA. Available on Amazon.



February 19, 2019 Meeting Planner Boot Camp Basics

MPI
SACRAMENTO/
SIERRA NEVADA
CHAPTER

Meeting Planner BootCamp Basics



LONGEVITY PINS



Laura Bohannon, CMP, CMM
Your Meeting Pro



Robert Best
APS, Inc.



Lauren Goff, CMP
Medtronic
Marcia Durst, CMP (not pictured)
Durst Event Strategies



Get your bling on!

SAVE THE DATE

June 4, 2019
Courtyard D'Oro
Old Sacramento

www.mpissn.org

Silent Auction, Networking, Dinner in Support of MPISSN Chapter
Sponsorship & Auction Donation Opportunities Available

SPONSOR SPOTLIGHT

With thanks to Visit Concord,
MPISSN's Meeting Planner
Boot Camp Basics/February
Education Luncheon Sponsor.

75,000^{SQ.} FT. 
of flexible meeting space
3,849 FT
of soulful elevation
25 ethnic cuisines 1 INCREDIBLE
HOST CITY

Just 29 miles east of San Francisco, there are plenty of reasons to choose Concord for your next meeting. From ample lodging and eclectic dining to the views from the summit of Mt. Diablo—Concord is where indoor sophistication meets outdoor majesty.

Making an Event Planner's Life Easy

With over 75,000 sq. ft. of flexible meeting space, and 1,300 guest rooms, Concord is constantly surprising event planners with their ability to accommodate events with unique and flexible options. What's even more surprising is how easy it is to get here. Concord is remarkably accessible with three international airports and a robust transit system making it easy to get to and from here. Put it all together and Concord is a perfect location for event and meeting planners.

Adventure Abounds

At the end of the day, after all the meetings are done—the adventure is just beginning in Concord. From the hiking the scenic mountain trails of Mt. Diablo to jamming to our vibrant live music scene, Concord is packed with exciting events, adventures and recreational activities just waiting to be discovered. Your attendees can sample 25 different ethnic cuisines, featured in more than 300 restaurants and bars, and chase that down with the wares from our burgeoning craft beer scene.

A Team Dedicated to Your Success

The team at Visit Concord understands that your success is determined by the experience your guests have. As such, they work diligently with you to make sure every aspect of the experience meets your standards. We're sure that after one event, you and your guests will look forward to a return trip.

Booking Incentive

Specializing in groups of 300 attendees or less, Visit Concord is currently offering a booking incentive of up to \$3,000 to the master the bill.

[Submit an RFP](#)

Book your next meeting in Concord!

(925) 685-1182 | info@VisitConcordCA.com |
VisitConcordCA.com/Meetings





Flavor

BRING AN
INTERNATIONAL

TO YOUR NEXT MEETING

25 ETHNIC CUISINES. 1 INCREDIBLE HOST CITY.

Nestled in Northern California, just 29 miles east of San Francisco, the relaxed coolness of Concord belies its globally cosmopolitan culinary scene. With over 25 different ethnicities represented, your attendees will have a deliciously difficult time choosing where to go after their meeting. In addition to dining, Concord's ample lodging and meeting space options will ensure that their whole experience is satisfying.

Book your next meeting in Concord, California today.

(925) 685-1182 | VisitConcordCA.com/Connects

VISIT
CONCORD
*A Northern California
Original*



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 17, 2019 - Event Décor – Champagne Wow on a BEER BUDGET



Top: A packed house! No one seemed to mind!

At right, clockwise: The Old Spaghetti Factory provided a great venue for this informal, networking event. Eileen Nyberg of GES and David Stone of Crescent Event Production, facilitated discussions.

With thanks to Steve Pate-Newberry for capturing this event and those on pages 10 and 11 with photographic magic!



Up next: March 14, 2019 - Want Some Cheese with your “Whine”?

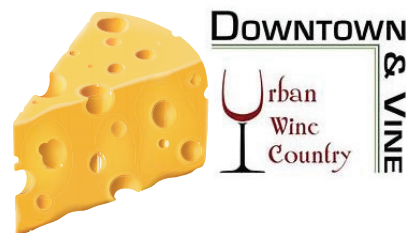
People are difficult. Let's be real... coworkers, board members, customers, etc. can ruin your day. You can have the constant complainer that goes from one disaster to the next and spends work hours crying about it. Or, you can have the person that is never satisfied with your suggestions and ideas.

Join us for this Coffee, Cocktails and Content to hear the best way to handle the difficult people in your life.

No host, no cost event from 4:00 to 6:00 p.m. at **Downtown & Vine**

1200 K Street, Ste., 8
Sacramento, CA 95814
(between 12th and 13th streets)

Please RSVP to Christina Bauders at:
cbauders@fsbcorestrategies.com



Volunteer of the Quarter

Laura C. Bohannon, CMP, CMM

A member for 25 years, Laura Bohannon continues to volunteer to MPISSN selflessly. She jumped on board to assist with the upcoming annual event in June and recently shared her expertise as a presenter at MPISSN's Meeting Planner Boot Camp Basics.



Laura says...
"MPISSN has been the foundation of many long and treasured friendships with other members."

How long have you been a member of MPI?

Hard to believe that I have been a member of the MPI Sacramento Sierra Nevada Chapter for a full 25 years now. MPI has served me well over the years both personally and professionally. It has been the foundation of many long and treasured friendships with other members.

I became a member as a hotel sales person and continued my membership after going independent in 1994. There were so many people within the chapter that helped me become successful. Some of those people don't even realize that the information they shared within our chapter helped me grow. But that is the purpose and value of MPI. We share and learn from each other. Each member has unique talents, experience and insights that are valuable to the rest of us.

Tell us about your journey!

An experienced member within the chapter told me early on that I should sell raffle tickets during the monthly program lunches in order to quickly get to know everyone. I did that. Then I got recruited to be on a committee and continued to volunteer my way all the way up to the President of the chapter in 2005.

The succession plan kind of forces you to take on each and every role on the board before you get to the presidency position. Even then, there were so many experienced people all around me who helped me achieve the chapters goals that year. It was the year that we renamed the chapter to include our northern Nevada members.

Living in rural Nevada meant that I had to travel 5 hours round-trip each month in order to attend MPI meetings and as a committee member or board member it usually involved two trips to Sacramento a month for me. It was worth it. You see, by being visible on the MPI board, more business opportunities were made available to me. Who knows exactly how much of my business resulted from my involvement in MPI but one thing is for sure, knowing that I could count on other members to help me gave me unlimited confidence to take on new projects.

I cannot tell you how often I hired other members for help with AV, food and beverage, building a client website, creating signage, reviewing program content and on-site help at conferences and trade shows.

I am the breadwinner in my family and always have been. 25 years ago I took a giant leap of faith and started my own company. MPI Sacramento/Sierra Nevada Chapter was the tool-belt that helped me feed my family!



LA ♥ defying convention

In LA creating unconventional events is our thing.
We have a variety of world-class venues and a team that's
ready to help put a unique spin on your next event.

CONTACT US

Los Angeles

Ace Hotel

COME FEEL THE LOVE™

meetla.com

IN THE KNOW

by Jeff Dougherty, Visit Sacramento

Travel Industry

Leisure Travel

Brand USA, the nation's destination marketing organization has launched a new innovative campaign designed to inspire a new desire to explore America. The launch is a mobile campaign designed to highlight the many cultures and destinations within the United States. United Stories kicked off in South Dakota in mid-January with a cross-country road trip including specially designed vehicles equipped with cameras to allow people to follow along on the journey. Influencers from places like the UK, Australia and Germany will drive Brand USA's mobile content studio vehicles around the country with the goal of capturing the personalized narratives that make up the many cultures of the country. [Travel Pulse, 1/16/19](#)

Our Neck of the Woods

Hotels

Despite the closure of the Sacramento Convention Center in the second half of 2019, CBRE Hotels' forecasts a favorable outlook for Sacramento area hotels this year. The company projects occupancy rates to stay at 70 percent and says that revenue-per-available-room, or RevPAR, has averaged about 11 percent in year-over-year growth in the last three years. While downtown Sacramento has the highest concentration of hotels, there are 20 hotels either under construction or in the final planning stages in the region. [SBJ, 1/11/19](#)

Sports

Billionaire investor Ron Burkle has agreed to purchase a majority ownership in the Sacramento Republic FC soccer club while also agreeing to purchase the proposed soccer stadium site and an additional 14 acres for an entertainment district in the Downtown Railyards development. The investment is expected to increase the likelihood that the team will be chosen as Major League Soccer's next expansion team. [SBJ, 1/22/19](#)

Restaurants

Sacramento's Bacon & Butter opened its second location at the end of January at the former Formoli's Bistro at 3839 J St. The new location serves a similar menu to the first, but also has a takeaway counter for baked goods. Owner Billy Zoellin says he would like to open a third restaurant in the near future. [Sacramento Bee, 1/16/19](#)

Venues

Construction has begun on Roseville's long-anticipated Placer Valley Sport and Event Center, which could open as soon as February 2020. The new complex will have 160,000 square feet of indoor sport space – large enough to fit 12 full-size basketball courts and which officials say could rival the Sacramento Convention Center in size. The complex, located at the 61-acre Placer County Fairgrounds, will host trade shows, concerts and graduations, as well as sporting events like volleyball, wrestling and gymnastics competitions. Future events booked for the facility include the Junior Olympic Level 9 Western Championship for USA Gymnastics in May 2020. [Sacramento Bee, 1/23/19](#)

Our Friends

Anaheim

Radisson Hotel Group recently broke ground on a four-star luxury resort hotel near the Anaheim Resort district on Interstate 5. Radisson Blue Anaheim will be within walking distance of Disneyland resort's east entrance and the soon-to-be-opened Star Wars Theme Park. The 12-story, 326-room hotel will offer views of Disneyland and other Anaheim attractions, onsite parking, an outdoor rooftop restaurant, bar and social pool, full-service restaurant and lounge, family-focused pool area, fitness center, coffee shop and two boardrooms. [Hotel News Now, 12/5/18](#)

Los Angeles

The Los Angeles City Council approved nearly \$98 million in public funds to be used to expand the Los Angeles Convention Center and adjacent JW Marriott hotel at L.A. Live. Anschutz Entertainment Group, which operates the convention center and owns L.A. Live, is short nearly \$120 million in its \$1 billion plan to renovate the center and expand the hotel. The City Council approved the funds to assist in getting the project off the ground.

[Los Angeles Daily News, 12/12/18](#)

Oakland

The Oakland A's baseball team has announced plans for a new ballpark to be built at Howard Terminal along the city's waterfront, as well as a redevelopment of the team's current home, the Oakland Coliseum which will be turned into a mixed-use recreation and residential venue. The team's new stadium, which will be privately funded, will feature an elevated park and 32,000 seats and is scheduled to open in 2023. [Successful Meetings, 11/30/18](#)

Surfin' Safari Crab Feed — *waves of fun, perfectly punctuated with crab and animal print*

by Robin Rinehart
MPISSN Crab Feed Chair

As the butter warmer flames burned out and crab shells were all that was left on the table, MPISSN 5th Annual Surfin' Safari Crab Feed came to a close. The event — one of the chapter's primary fundraisers — helped the chapter bring in over \$15,000. While networking, eating and bidding, the crowd consumed 225 lbs. of crab, a quantity guessed by attendee Marilee Moon Vanni in the first-ever "guess-the-pounds-of-crab contest." Kelly Spain won the Mystery Box raffle, which is always a hit. It generated a \$725 in raffle ticket sales with secret treasures inside donated by MPISSN board members.

Thank you Lauren Siring and Monterey County Convention and Visitors Bureau, our Cheetah Title Sponsor! Lauren was accompanied by fellow Monterey partners; Betsie Ellwood, Hyatt Regency Monterey, Gretchen Baldwin, Marriott Monterey, Denise Morton, Asilomar Conference Grounds and Elizabeth Pemberton, Embassy Suites Monterey Bay-Seaside.

Mark Feldman of Visit Santa Barbara sponsored dinner wine and Stephanie Wilkes from Pacific Hospitality Group sponsored reception wine starting the night off with a bang.

We had a special dessert sponsor this year — JT Thompson, Executive Director of Explore Elk Grove greeted guests at the "toppings bar" as they topped their ice cream with M & M's, chocolate chips, cherries and sprinkles.

Table sponsors presented their guests with goodies and fun at their special upgraded, hosted tables: **San Mateo County/ Silicon Valley CVB and Long Beach CVB; The Sawyer Hotel, Visit Newport Beach; Greater Ontario CVB; and Greater Palm Springs CVB.** Thank you for your support!

The decor and environment carried out the perfect blending of surf and safari! Doug Pauly and his band provided music from the 80s; safari surfboards were created by Mark Staples and his staff at AES with ARC Document Solutions. Robert Best at Advantage Presentation Services provided amazing lighting to set the mood and Aloha Balloons accented tables with cheetah, tiger and zebra balloon center pieces. That balloon palm tree was pretty spectacular, too! Sight and Sound donated TVs to show Live Auction items and praise our wonderful sponsors.

A big shout out for Theresa Parillo from Party Pixel for taking amazing candid shots at her photo booth. Steve Pate Newberry mingled with the crowd and took creative candid photos, capturing the atmosphere and enjoyment of the guests. Thank you Cheryl Cox and STL, Ltd. for creating and donating the sponsor appreciation sign that welcomed the guests.



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