



**SACRAMENTO/
SIERRA NEVADA**
CHAPTER

CONNECTS

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

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Message from the President

By Rachel Hickerson

By the time this edition of Connects comes out, we will be just about halfway through the 2019-2020 MPI term. To say we've been busy is an understatement! Our team has been tireless in their dedication to YOU all as members and many behind the scenes projects have been underway that will move us into the future quite nicely!

As many of you know, Lynette Magnino announced her retirement last year as MPI SSN's chapter administrator. For many years, Lynette had been the driving force of administration glue to our organization, dedicating many years of her time to our successes, leaving us with big shoes to fill! In that time, the board decided to go out to bid for new chapter administrator duties and finally selected Core Management, a local AMC to take on this endeavor. As a part of this, our new Executive Director selected was Christina Bauders, CMP, who was a standing member of MPI already and comes to us with valuable experience and an understanding of the dynamics of our industry. Christina has also been able to provide the Chapter with exceptional guidance while we move through this transitional period. The MPISSN Board encourages all our members to give her a big HELLO! Christina can usually be found hanging out at the registration desk at most of our events.

With this new addition, our transitional time has been full of discovery, uncovering and introducing new processes which then leads to new endeavors that are very exciting for our group. There is moving and shaking going on in the background of our chapter and we hope that as things get more settled and less transitional, they will be setting us up for a much brighter future. We appreciate everyone's patience and formative feedback during this time frame as it only helps us recognize the needs of our chapter.

With all of this, I would be remiss to remind everyone our chapter is only as strong as our members and volunteers. We have an amazing Board of Directors but there are still opportunities for YOU to get involved on a committee! MPI has committees that can fit pretty much everyone's time frame and desires of involvement....some take very little time out of your day, some require just a bit more of it, but overall you will not be disappointed by becoming a volunteer. Please, do not hesitate to chat with any member of our board if you are interested in getting further involved. All of us at one point did the same thing and I know personally I am glad I took that leap of faith to get involved deeper into this wonderful association.

I hope everyone had a wonderful holiday season and a prosperous beginning to 2020! Thank you all for your continued support of this wonderful organization.



WHAT'S INSIDE

Summary of Award Recipients.....	2
Assistance League Sacramento Chairty....	3
Education.....	4-5
New Member Highlight.....	5
CMP News.....	6
In the Know	7
Member Spotlight	8



MPI Planner of the Year

During the November Education luncheon program, MPI awarded the 2019 Planner of the Year to Jessica Counts. Jessica first got involved with MPI serving, then chairing, the Special Events Committee in 2014. You could say she just continued moving forward from this point on!

In her short time with MPI she has evolved from the chair position to our current Vice President of Communications, overseeing all aspects of the communications that our members rely on. In 2016, Jessica was awarded the Rising Star Award, which just solidified that she was destined to be a part of our leadership.

Jessica is currently the Events Coordinator for the California Hotel and Lodging Association, a role she has been dedicated to for the past five years. Her day-to-day work life mirrors her activities in MPI, handling all aspects of event coordination including acting as the social media administrator over multiple platforms including handling all the event promotions for live and virtual events. In addition, she also coordinates five different trade show events.

In her spare time, she enjoys traveling and spending time with her friends and family. Considering herself a “foodie” she loves to try out new foods and restaurants around town. She received her Bachelor’s in Communications degree from CSU Stanislaus and excelled in track in both high school and college.

MPI SSN is thrilled to have presented Jessica with this award, we wish her luck in her future and look forward to seeing her move upwards within our MPI family.



Assistance League Sacramento 2019-2020 Charity

By Jessica Counts

Tis Still the Season of Giving

Although the holidays is now behind us, you can still be in the season of giving. Your contribution, large or small, will make a difference!

While there are many ways to make a difference with the Assistance League of Sacramento by supporting their movement in transforming the lives of children and adults through community programs, this year honor family and friends by submitting a donation to honor the memory of a loved one or celebrate significant events. The Assistance League of Sacramento will send a letter to the person or family you have chosen to honor. Encourage a smile that’s worthwhile.

A Brighter Future Lies Ahead

In the Spring of 2020 the Assistance League of Sacramento will be awarding 20 scholarships to six area community colleges; Consumes River (CRC), Folsom Lake (FLC), American River (ARC), Sacramento City (SCC), Sierra Community College, and Woodland Community College.

If you know a student with financial need, who has faced life challenges that are unusually difficult, but has a bright future please encourage them to apply for a scholarship. Applications must be submitted and postmarked by February 6, 2020. Scholarship recipients will be notified by April 1, 2020, with no April fools!

Take Action Today

Purchase raffle tickets at all upcoming MPISSN events. All proceeds go towards the Assistance League of Sacramento

Shop at Fabulous Finds on Fulton, 2751 Fulton Avenue, Sacramento, CA 9582, their upscale resale shop, which helps fund programs and services.

Donate your gently used clothing, shoes, jewelry, home décor and housewares to Fabulous Finds on Fulton.

Join and become a member volunteer. More information found on assistanceleague.org/sacramento.

Support the annual direct mail appeal in the fall of 2019 and Big Day of Giving campaign on May 7, 2020.



Mark a Special Anniversary





November Education Recap

By Cynthia K. DeOliver, The Utopia Group

Data Privacy: More Global Than GDPR – The Recap

General Data Protection Regulations or GDPR sounds frightfully ominous. Fortunately for us, we had an expert. MaryAnne Bobrow, CAE, CMP & CMM of Bobrow Associates, Inc. provided a highly informative and, at times, humorous presentation about the critical need to protect the data at our events and event attendees. The high points left us interested and, on a path, to discover more.

Just a few GDPR Highlights:

- GDPR was implemented in 2018 and created by the European Union
- It offers attendees a choice on how their data is used
- If you ask attendees for their GDPR consent, you must offer the choice to revoke (and or later rejoin)
- If you have a data breach during an event, you have 48 hours to notify everyone
- Conversely, you must implement procedures to: Detect, Report and Notify
- Storing data in The Cloud does not exempt you from GDPR

An interactive and robust session about an intimidating issue. Workshop anyone? Event professionals already have many matters of concern about their conferences, their attendees and this segment of their company's business. Education is the answer. If you don't always have the time to be out the office with us, we encourage you to visit MPI's Global website for online, on-demand learning options.

On behalf of MPISSN, our thanks to Ms. Bobrow for her time and endless expertise.

We hope to see you at CalSAE's Seasonal Spectacular where MPISSN will host another necessary session for event professionals: Shifting Gears: What Economic Compression Means to Your Meetings Business in California.

The Domain Formerly Known as Professionalism ...

More than ever, ethical conduct is a priority during course of a pre-conference planning season for events professionals. For many, it wouldn't occur to us go a foul of the line of integrity, while managing the business of our companies. However, what about those blurred lines? Say, to FAM or not to FAM?

Please join us as we share strategies and best practices for making the best decisions that could keep any of us from becoming infamous.

February 2020

Luncheon & Education Session

Cynthia DeOliver, CMP

Director of Education

Stay tuned as we confirm our first EIC approved speaker and education topic of 2020!

Welcome New & Returning Members

Susan Crane
The Party Concierge, INC

Julie Shkolnik
HPN Global

Aaryn Val
Greater Ontario
Convention & Visitors Bureau

Kim Deweese

Debbi Sutton
TeleStepper, INC

Sheila Dougherty, CMP
Redding Convention &
Visitors Bureau

Natalie Fransham
AveryMurphy

Ryan Alsup
Visit Anaheim



Top 3 Reasons to Pursue your CMP Designation in 2020

By Cathy Murnighan, CMP

- There's a chapter study group starting up in January. The registration fee is \$75 to attend the study group and is a great way to get organized with your study materials, stay motivated and on track, and make new industry connections.

- Make more moolah. Convene Magazine's, May 2016 Salary Survey states that CMPs make 11% more than non-certified industry professionals.

- The CMP designation represents THE standard of excellence in the meetings profession.

Looking for more information on the Events Industry Council CMP program? Visit eventscouncil.org.

The 2020 chapter study group will kick off with a January orientation and will meet bimonthly starting Wednesday February 5th and finishing Wednesday April 29th – Just in time to take the test in May. The study group meets from 5pm to 7pm on those nights. Note - Tests are also given later in the year if that fits your schedule better.

Email Cathy Murnighan (cathy@mwmanagementgroup.com) to be added to the group mailing list for updates.

In the Know

By Jeff Dougherty, Visit Sacramento

Travel Industry

Airbnb

Airbnb has added on to its Airbnb experience with an animal tour policy. In collaboration with World Animal Protection, the company now has 1,000 animal activities guests can do, such as tea with naughty sheep, paddle boarding with corgis and hiking with rescue dogs. The new policy will not have any direct contact with wild animals. Working animals can no longer be overworked, and elephant rides will no longer be featured. [Skift, 10/3/19](#)

Uber

Uber has discretely, over the past four years, worked with event planners on offering driving services for their events under the Uber for Business platform. They connect with the event planners in the beginning stages of the event, usually eight-plus months out, as well as with law enforcement and traffic staff to come up with a cohesive plan on the transportation services to provide. They are now gearing up to advertise their services on a larger scale. [Skift, 10/23/19](#)

Our Neck of the Woods

Aftershock

35,000 people each day came to the sold out three-day hard rock/metal festival. Some of the featured artists were Blink-182, Tool, Slipknot, Babymetal and Halestorm. [RIFF Magazine, 10/14/19](#)

Best Foodie Cities in America

A recent study by WalletHub ranked Sacramento 12th out of 182 cities as one of the best foodie cities in the U.S. The rank was determined by several key measurements: affordability and diversity, accessibility and quality. These were evaluated using 30 relevant metrics such as cost of groceries, food tax, presence of Michelin-starred restaurants, food trucks per capita, etc... Sacramento received a total score of 57 out of 100 and was ranked 77 for affordability and 14 for diversity, accessibility and quality. [WalletHub, 10/7/19](#)



Major League Soccer

After five years of trying to join Major League Soccer, Sacramento Republic FC has done it; becoming the 29th team in the league. This means many exciting things, especially because there will be a new stadium built in the Railyards. The soccer stadium will cost \$252.2 million to build and will sit on roughly 200 acres of land. Fourteen of those acres will be a soccer village around the arena with retail, entertainment and residential development. The stadium is set to be completed in 2022 with a 22,000-person capacity. The league is already looking for partnerships, hoping that there will be a strong interest from local companies. [SBJ, 10/24/19](#)

Our Friends

San Francisco

San Francisco International Airport was named the top airport by AFAR magazine. The high ranking was based off of SFO's unique amenities such as therapy dogs and locally sourced food and beverage. This is the fourth annual Travelers' Choice Awards done by AFAR magazine, with 200,000 votes cast this year. [SFO Connect, 10/19](#)

San Diego

San Diego International Airport (SAN) has become North America's second-ever carbon-neutral airport. SAN has been certified at "Level 3+," which is the highest level of certification through the Airports Council International's Airport Carbon Accreditation (ACA) program. The third-party program is an outline that helps airports identify, manage and reduce carbon emissions. [SAN, 9/18/19](#)



**Member Spotlight— Leena Riggs,
Marketing Manager, Rancho
Cordova Travel & Tourism**

How long have you been in the industry and how did you get your start?

5 years in the hospitality industry- starting in theme park event operations.

How did you get involved with MPISSN?

I became involved with MPISSN when I began working for Visit Rancho Cordova and Karina Barney, our then Rancho Cordova Travel & Tourism Board Chair, encouraged me to volunteer.

What do you like most about volunteering?

Networking! I'm so grateful to get to meet and build new relationships within the industry.

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

I like to garden, knit, hang with my dogs and listen to politics podcasts.

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

Thank you for welcoming me into this organization! I have a passion for sustainable tourism and expanding the reach of academic programs for hospitality, tourism and meetings.

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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:

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☐ Enclosed Check # _____ ☐ MasterCard ☐ Visa ☐ AMEX ☐ Please Send Invoice

Card Number: _____ Expires: _____

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Signature: _____ Date: _____

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

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