

Scoop.

THE MPISCC NEWSLETTER OCT '23

Unlock the Power of Volunteering



Have you ever experienced that warm feeling of giving, when your efforts seem to have a ripple effect far beyond your initial action? Volunteering is that unique realm where you get back more than you give. It's a powerful journey that stretches beyond selflessness, leading to personal growth, lasting connections, and the shared goal of creating a stronger, more vibrant community.

Volunteering is more than just an activity; it's a personal commitment to making a difference. It's about giving your time, skills, and passion to a cause that resonates with you. Whether you're an industry veteran or a newcomer, volunteering offers a wealth of opportunities to grow personally and professionally.

As event professionals, we thrive on connections. Volunteering with MPISCC, the Meeting Professionals International Southern California Chapter, is an invitation to join a dynamic community of like-minded individuals. It's about fostering connections that go beyond business cards and LinkedIn profiles. These connections become friendships, mentors, and collaborators that accompany you throughout your journey.

Volunteering is your secret weapon for career advancement. It's a pathway to new skills, experiences, and recognition. As you contribute your talents to MPISCC, you'll find your skills honed, your knowledge expanded, and your resume enriched. Whether you're just starting or looking to take your career to the next level, volunteering is your springboard.

Remember the excitement and uncertainty of entering the event industry? Volunteering is a chance to guide newcomers through their journey. It's about helping them find their footing, connect with industry peers, and build a meaningful career. It's a way to pay forward the support you received when you were just starting.

At MPISCC, your voice matters. Volunteering empowers you to shape the direction of our chapter. Your ideas, energy, and passion drive our innovation and success. It's an opportunity to have a real impact on our community and the event industry as a whole. Join us!

Steve McCleave
Founder, SJ McCleave Events
MPISCC, VP of Leadership Development, 2023-2024

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SERVING STRENGTHENS OUR *Community*



Are you ready to make a lasting impact
in our event industry community?
Join our passionate volunteers in crafting
a brighter future together!
Interested? Submit this form.

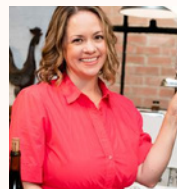
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On October 26, in the heart of our event community, something magical happened - the Spooky Soiree. We transformed into mystical characters, danced to sensational beats, and bid on treasures. Costumes became canvases of creativity, and laughter filled the air as new friendships formed. The photo booth froze moments of joy. It wasn't just an event; it was a gathering of kindred spirits. Thanks to all who made it enchanting. Until our next adventure!



THANKS TO OUR CONTRIBUTING EVENT PARTNERS!



THE POWER TO CREATE CHANGE

Every year, our chapter comes together for a cause that transcends event planning and networking—
it's about making a profound impact on lives.

Our annual fundraiser is not just an event; it's a catalyst for change, a beacon of hope, and a testament to our collective strength.

At the heart of our fundraiser lies a powerful mission: to raise funds that pave the way for dreams to flourish. We provide scholarships to our chapter members, empowering them to reach new heights in their careers.

This year, we extended our support to Purpose Jewelry, which supports women and girls escaping human trafficking and helps them find economic freedom.



TOGETHER, WE CAN CREATE THE EXTRAORDINARY

MPI SCC After 5

WHERE CONNECTIONS THRIVE

November 8

BEVERLY HILLS
BURBANK
LAS VEGAS
LONG BEACH
PALM SPRINGS
RANCHO PALOS VERDES
VIRTUAL

November 15

ORANGE

November 17

DTLA
TEMECULA

COMING TO A CITY NEAR YOU!
[CLICK HERE FOR DETAILS](#)



The logo for events masterclass, featuring a stylized 'e' icon and the text "events masterclass".

Actual logins • Hour-by-hour engagement prompts • Real sponsor ROI

How do you hit **90%** event engagement?

Tuesday, November 14th at 12 pm EST

[Get My Spot](#)

A circular profile picture of Thorben Grosser, a man with a beard and short brown hair.

Thorben Grosser
VP of Product Marketing

A circular profile picture of Kerry McCreadie, a woman with short blonde hair and glasses.

Kerry McCreadie
Head of Content & SEO

A circular profile picture of Christine Mack, a woman with long dark hair.

Christine Mack
Manager, Customer Success

NOVEMBER 30 | MOXY HOTEL LA

Get ready to embark on a profound journey of self-discovery and empowerment at our upcoming event, **"Unlock Your Full Potential: Self, Health, and Wealth Empowerment!"**

Scheduled for November 30th, 2023, at the vibrant Moxy downtown Los Angeles, this day promises to be a game-changer in every facet of your life.

- Explore the strategies for personal growth, delve into the realms of self-discovery, and unlock your true potential.
- Discover the keys to a healthier, happier life with insights on wellness and vitality.
- And for those seeking financial wisdom, learn how to take control of your financial future with our wealth empowerment session



Sepideh Eivazi, a holistic wellness advocate, corporate event planner, and Somatic Breathwork practitioner, blends the art of tea crafting with transformative breathwork to inspire personal growth and well-being. Her unique tea blends and compassionate approach to breath-work empower individuals to unlock their potential and live authentically.



With more than 20 years of industry experience DeShawn Wynn has executed events for education, non-profit, corporate and government agencies. Her focus is on designing better meetings, that engage, utilize new technologies and formats, and most importantly, strategically meet overall goals and objectives.



Jared is a member of the North LA Region JP Morgan Wealth Management Leadership Team, where he serves as the Wealth Management Specialist. In this role, Jared partners with the Regional Director, and Market Directors within the Region to provide Financial Advisors with the resources that they need to grow their practices and deepen client relationships.

Registration is NOW OPEN! [Click here!](#)

Don't miss this golden opportunity to invest in yourself, embrace personal growth, and illuminate the path to a brighter future.





MEMBER SPOTLIGHT

Spotlight on Christina Domino-Philpott: The Event Extraordinaire

In the world of events, Christina Domino-Philpott shines as a true luminary. With a career spanning nearly two decades, she's not just an event professional; she's an event virtuoso.

Currently, at Skyline Orange County, Christina manages exhibit and event brand marketing, handling everything from design to fabrication and event management.

Balancing her professional life, Christina is a devoted mother of two and a cherished partner. Her love for adventure has taken her to exotic destinations across Europe and Asia, with favorite stops including Dublin, Phi Phi Islands, Prague, and Majorca. She's equally passionate about early morning lattes and brisk walks in nature.

Beyond her event prowess, Christina holds a Bachelor of Arts in Dance. She's performed at prestigious venues like the John F. Kennedy Center for the Performing Arts and founded a contemporary dance company.

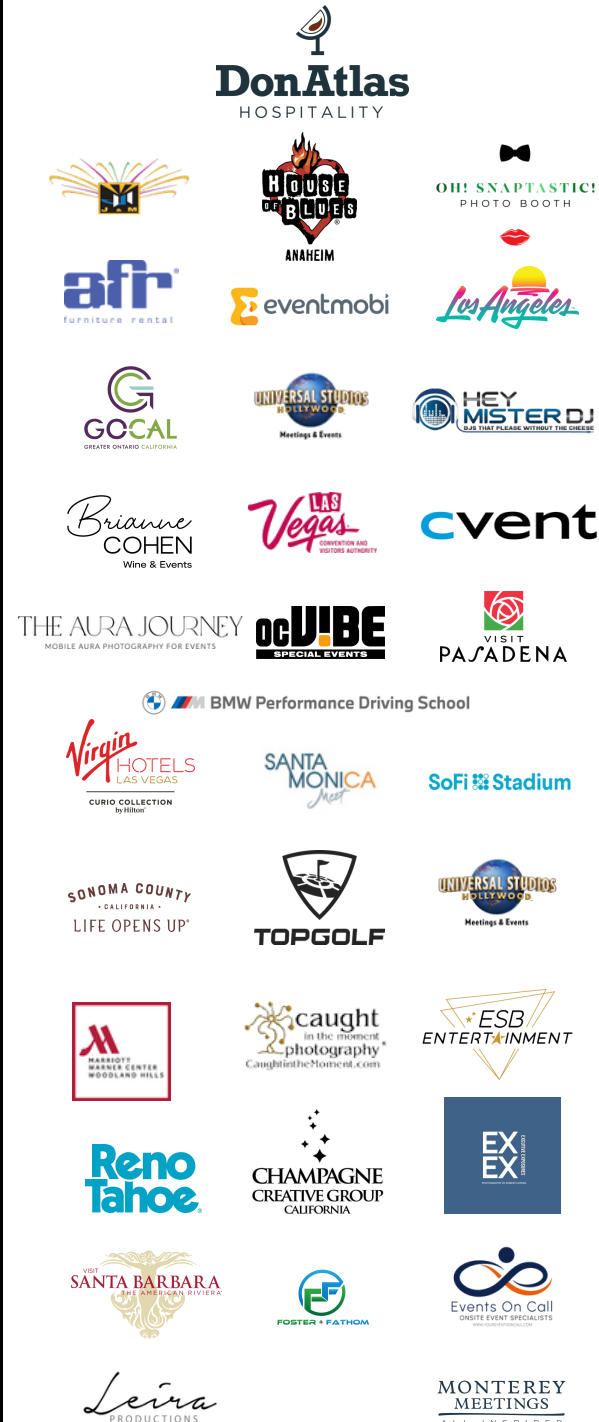
Among her proudest moments was receiving a scholarship and a standing ovation for a performance that opened doors to a rich and rewarding journey.

In the world of MPISCC, Christina's memorable experience includes serving as the Director of Education Events from 2019 to 2020. Her dedication and contributions have left an indelible mark on our industry.

Christina Domino-Philpott is not just an event professional; she's a living testament to the extraordinary possibilities in the world of events.

THANKS ALWAYS TO ALL OF OUR SPONSORS!

ANNUAL SPONSORS





About Brianne

Brianne Cohen is a Los Angeles based certified sommelier, wine educator, and wine journalist. She offers shared wine sensory experiences for groups of any size with a focus on highlighting diverse (i.e. Black, BIPOC, LGBT, and women) owned wineries.

The Event Planners Guide to Wine

How to Impress Clients and Up Your Wine Game

As an event planner you are regularly tasked to help clients with a myriad of decisions related to their events, including menu choices. The wine selections can stump even the most seasoned event professional. With the holiday season around the corner, it's best to have a wine plan for your clients and their holiday parties. Below are three simple ways to Up Your Wine Game and better serve your clients.

1. Offer More Than the Standard "White and Red" Options

The three words that make every wine person shudder: red or white? When arriving at an event or walking up to a bar, this question signifies two things. For one, the wine is not important and no attention was given to the selections. Meanwhile, the bar features top-shelf liquor and elevated signature cocktails. The other assumption is that your guests know nothing about wine. A healthy assortment of wines to delight your guests and make the wine lovers feel taken care of includes one sparkling, one white, one rosé, and two reds. Something for everyone!

2. Knock the Wine Selections Out of the Park

As most planners are not well-versed in wine, the most basic wines are generally selected, rarely going past the "Big Six" grapes listed below. These are all great grapes with the potential to make great wines, BUT they're tired. How about offering something different to elevate the wine experience?

- ❖ Pinot Grigio is a light, easy, breezy white. Alternatives include Soave from northern Italy, Picpoul from the south of France, or Grüner Veltliner from Austria.
- ❖ Chardonnay tends to be made in a rich more full-bodied style. Alternatives include Chenin Blanc, Viura from Spain, or a white Rhône blend.
- ❖ Sauvignon Blanc is a high acid and refreshing white. Alternatives include Albariño from Spain, Chablis from Burgundy (which is actually a Chardonnay, but made in a fresher style), or Vinho Verde from Spain.
- ❖ Cabernet Sauvignon is a big assertive red wine. Alternatives include Syrah from either Santa Barbara, Washington, or the northern Rhône in France. Or a big, juicy Zinfandel made from "Old Vines" in Lodi.
- ❖ Merlot is a red-fruited, smooth, and velvety red wine. Alternatives include Malbec from Argentina or a Tempranillo from Spain, where great values are to be had.
- ❖ Pinot Noir tends to be a lighter style, low tannin red wine. Alternatives include Cinsault, a light spicy red grape. Or Gamay from a Cru Beaujolais producer.

3. Choose Wines That Align with Your Clients Values

Perhaps your client is a company with a clean energy or sustainability lean. This could mean selecting wines that are sustainable, organic, biodynamic, or certified B Corp. If the client is a woman-owned company, perhaps highlighting women-owned wines makes sense. If the client places a priority in working with Black, BIPOC, LGBT, women, or disability-owned businesses, wines of the same ownership can be selected.





GET LOST INTO THE BLUE



**SOUTHERN
CALIFORNIA**
CHAPTER

EXCLUSIVE OFFER:

Copy admin@mpiscc.org on your RFP submissions for the chance to win TWO complimentary tickets to (WE)Con 2024!

Plan your Paséa event with 50 or more room nights with \$17,000 in bookings, plus food and beverage costs, available during the following dates:

- January 17-20, 2024 (10-75 rooms per night)
- February 13-16, 2024 (10-75 rooms per night)
- April 22-25, 2024 (10-100 rooms per night)

Welcome to Paséa Hotel & Spa. Perched at the edge of the Pacific Ocean, sits a state-of-the-art hotel inspired by the surf lifestyle born out of Huntington Beach, California aka "Surf City, USA". Steps from the beach and a short walk to the Huntington Beach pier, Paséa Hotel & Spa is a modern oasis with unrivaled sense of laid-back luxury. Coastal comfort, modern amenities and brilliant sunsets provide each guest with a unique and memorable experience.

Paséa Hotel & Spa features:

- 250 luxurious guest rooms with ocean views and private balconies
- Tanner's Restaurant and Treehouse Lounge, a chic rooftop lounge with fire pits and stunning ocean views
- Aarna Spa, an award-winning Balinese-inspired spa with indoor & outdoor space
- Steps away from Pacific City, a premiere outdoor retail hub with shopping, dining, nightlife and full-service beauty bars
- Walking distance to the iconic Huntington Beach Pier and Main Street.
- Close proximity to regional & international airports (SNA, LGB, LAX)

**REDEEM NOW AT
SALES@PASEAHOTEL.COM**

Offer based on availability at the time of inquiry. Please contact sales@paseahotel.com for more information.



Navigating Change and Uncertainty: Embracing the Journey

Change is a constant presence on the winding road of life. Sometimes, it arrives like a gust of wind, pushing us in unforeseen directions. Other times, it approaches with a subtle whisper, inviting us to evolve. In both cases, it's our response to change that defines our journey.

Change often enters our lives unannounced, challenging the status quo. It's the unexpected diagnosis, the sudden shift in market dynamics, or the unforeseen technological disruption. During these moments, our resilience becomes our guiding light. Consider the scenario of a many a seasoned event planner who faced a radically altered landscape when the pandemic struck. Events were canceled, contracts evaporated, and uncertainty loomed ominously. In response, the right approach was to pivot. To embrace digital platforms, hone virtual event planning skills, and reimagined the very concept of events. That journey serves as a testament to the transformative power of adaptation.

Uncertainty often accompanies change, casting shadows on our path. It's the doubt about what lies ahead, the fear of the unknown, and the unsettling feeling of not having all the answers. Yet, it's in these moments of uncertainty that we have the opportunity to reshape our journey. Uncertainty doesn't have to be a roadblock; it's an invitation to create a new narrative.

Change and uncertainty aren't solely challenges; they're also profound teachers. They remind us of our inner strength, resilience, and adaptability. They encourage us to release the illusion of control and embrace the ebb and flow of life.

Reflect on the words of Maya Angelou, who once said, "We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty." Change can be our cocoon, our chrysalis, where we transform and emerge as something more.

Throughout our journey, we're not alone. We're surrounded by a community of fellow travelers who offer guidance, solace, and understanding. The events industry, with its diverse network of professionals, exemplifies the power of community. Through shared stories, experiences, and collaboration, we find strength.

When faced with uncertainty, reach out to your network, lean on your peers, and discover the power of collective wisdom.

Change is not an end but a fresh beginning. As we navigate the uncharted waters of change and uncertainty, let's do so with courage. Let's embrace the unknown with open arms, recognizing that these moments of transformation are where our true potential lies.

In the world of events and beyond, change and uncertainty will continue to be our companions. Let's not fear them but welcome them as catalysts for growth and transformation. Together, we can navigate change with grace and emerge stronger, wiser, and more resilient than ever before.



**CONGRATS
TO OUR OWN
MARGARET LAUNZEL-PENNES**

**ONE OF NORTHSTAR MEETINGS
GROUP'S TOP 15
INDUSTRY INFLUENCERS
OF 2023**