

# Scoop.

THE MPISCC NEWSLETTER JAN '24



## *Shaping Our Future: The Power of Community*

In the bustling world of event professionals, we often refer to ourselves as part of an industry association. But let me propose a subtle yet significant shift in perspective: we are more than an industry association; we are a community.

A community is a place where individuals gather, support each other, and share experiences. It's a space where we not only celebrate our successes but also find solace and resilience in the face of challenges, both personal and professional. Our community, MPI Southern California (MPISCC), epitomizes this spirit.

My journey with MPISCC began in 2009, and over the years, I've had the honor of serving on the Board of Directors for a decade, including my term as President in 2017-2018. I received the Member of the Year RISE Award in 2019 and joined the Global Board of Trustees for MPI International in 2021. Throughout this time, I've witnessed the unwavering dedication of our chapter to its members.

The MPI Foundation tirelessly works to provide grants, scholarships, and invaluable industry research to support the global meeting and event community. I encourage each of you to explore these resources; they are here to empower you.

MPISCC is more than just a professional network; it's a home. Our chapter continuously offers top-notch education, networking, and leadership development opportunities. I'm deeply grateful to our Board of Directors and the countless volunteers who pour their hearts into making this possible. Our thriving community stands as a testament to their commitment. Through MPISCC, I've not only gained insights into industry trends and strategic planning but, more importantly, I've discovered myself as a leader and motivator. The skills I acquired here aren't just confined to the event world; they've been woven into the fabric of my community in Manhattan Beach, CA. I've led non-profit organizations, championed philanthropic causes, and advocated for meaningful change, such as the rainbow crosswalk that now graces our city.

As leaders, it's our duty to believe in the future and actively shape it. Our MPISCC community equips us with the knowledge, resources, and relationships to do just that. It's a reminder that we're not just part of an industry; we're part of something much more profound—a supportive, thriving, and transformative community. Let's continue to celebrate, learn, and grow together as we shape the future of our industry and the world beyond.

*Joe Marcy, CMP, CITP, CMM  
Senior Business Development Executive, See Monterey; Global Board of Trustees, MPI;  
Past President, MPI Southern California Chapter*

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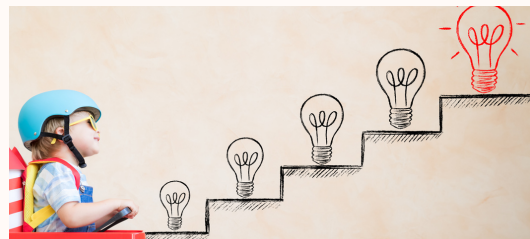


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# EVENT RECAP: SOTI

JANUARY 17, 2024 @ PETERSEN



Every year, MPISCC hosts a State of the Industry evening where trends are shared, experiences exchanged, and the tone is set for the coming year. This year's event was hosted at the iconic Petersen Automotive Museum and it was the perfect setting for a dynamic SOTI address combined with a dynamic panel of committed industry professionals.

Blansfield provided a comprehensive analysis of the industry's current landscape and future prospects. He opened with an overview of the significant changes since the last address, emphasizing the impact of technological advancements. Notably, David highlighted how AI, machine learning, and digital platforms are reshaping consumer engagement and business processes.



A significant focus was on sustainability, where Blansfield discussed the integration of eco-friendly practices into corporate operations, emphasizing their importance for environmental conservation and corporate reputation. Post-pandemic workforce management challenges were also addressed, particularly the shift towards hybrid work environments and the need for effective remote team management.

Innovation and business agility were central themes, with Blansfield advocating for a culture of continuous improvement. He illustrated this with examples of companies that successfully adapted their strategies in response to market changes. The role of data analytics in understanding consumer behavior and guiding business decisions was underscored, highlighting its importance in predicting trends and personalizing customer experiences.



Blansfield concluded by urging industry professionals to embrace change and prioritize strategic planning to effectively navigate the dynamic industry environment. The session ended with a Q&A, where Blansfield engaged deeply with the audience on the topics discussed. This presentation offered valuable insights and a strategic roadmap for industry professionals, making it an essential highlight for our January newsletter.

# UPCOMING EVENTS

## MPISCC After 5

WHERE CONNECTIONS THRIVE

 FEBRUARY 20 & 22, 2024

 5:00 - 7:00 PM

 DAVE & BUSTER'S NEAR YOU!

DAVE &  
BUSTER'S

 MPI  
SOUTHERN  
CALIFORNIA  
CHAPTER



Follow us for announcements, updates & reminders for our upcoming events!

## [WE]Con '24

APRIL 10-12 | NEWPORT BEACH



[Click here](#) for our MPISCC website for links to all open registration sites & more!

MPISCC Members

*Celebrating Milestone  
Anniversaries:*

Ceese Taylor | 30 years  
Julie Hall | 20 years  
Ana Rubio | 10 years  
Janet Green | 5 years  
Gabriele Garcia | 3 years  
Taylor Fry | 1 year  
Shanti Turner | 1 year  
Diane Hamilton | 1 year  
Thea Parkert | 1 year  
Erica Thorne | 1 year  
Nicole Hoperich | 1 year

**THANKS ALWAYS  
TO ALL OF OUR SPONSORS!**

**ANNUAL SPONSORS**





# SPONSOR SPOTLIGHT

ESB Entertainment, with its roots in the enchanting world of Disney in Orlando, was founded by Peter and Nina Khan in 2003. Their journey from performing at the "happiest place on earth" to establishing ESB is a tale of passion transforming into a business that breathes life into events with music and more. They stand today as a paragon of consistency and innovation in the live music scene, preferred by event planners and venues across Southern California and beyond.

What truly sets ESB apart is their diverse musical palette, offering everything from soloists to full bands, ensuring every audience finds something to connect with. Their approach goes beyond just music; it's about creating a complete sensory experience. Every performance is meticulously crafted, blending sensational visuals with their A-list musical talent, transforming events into vibrant spectacles.

ESB's dedication to customer satisfaction is unparalleled. They're not just entertainers; they're artisans of joy, with a keen focus on responsive and committed service. This customer-centric ethos, combined with their ability to thrive in various event settings – from conferences to destination events – makes them a versatile and reliable partner.

Their collaborative nature is especially notable within the MPISCC community. ESB Entertainment and MPISCC share a commitment to fostering business growth, brand awareness, and mutual support. This synergy has not only fueled ESB's growth but has also reinforced the community's ethos of excellence in the meetings and events industry.

ESB Entertainment values its connection with MPISCC for its dynamic community of high-quality professionals. This partnership aligns with their philosophy of mutual support, business growth, and brand promotion. Nina Khan highlights the tangible business growth they've experienced through their engagement with MPISCC members stating, "We have experienced business growth through our connections with key members at MPISCC events and we look forward to continuing to showcase the association's stellar contribution to the ongoing excellence in the meeting and events industry. With MPISCC, we've found not just an association, but a thriving community dedicated to elevating the standards of our industry.

In summary, ESB Entertainment is more than a provider of live music. They are creators of unforgettable experiences, committed to excellence, versatility, and a spirit of collaboration. Their journey from Disney to being a pivotal part of events across America is a testament to their ability to bring magic to any occasion. For more details, please visit their website [here](#).

**WE  
WANT  
YOU!**

**Interested in volunteering?**

Contact Steve McCleave at  
[vpleadershipdevelopment@mpiscc.org](mailto:vpleadershipdevelopment@mpiscc.org)



**MPIF is launching its 40th  
anniversary celebration in 2024!**

Offering \$1,000  
scholarships to  
WEC in May!

**APPLY HERE**



# Welcome New MPISCC Members!



Jenna Abrams  
Deborah Badger  
Thuy Diep  
Koco Heo

Michele Morales  
Filip Risteski  
Blair Scott  
Pamela Scott

Know someone interested in learning more about becoming a member?  
Reach out to Vice President of Membership, Karly Watson at [vpmembership@mpiscc.org](mailto:vpmembership@mpiscc.org)

# FOOD FOR THOUGHT

PAYING IT FORWARD: THE POWER OF SHAPING FUTURE LEADERS



In the ever-evolving landscape of the events industry, one principle remains constant: the importance of giving back. As seasoned professionals, we find ourselves standing on the shoulders of giants, benefiting from the wisdom and guidance of those who came before us. It's not just an opportunity but a responsibility to pay it forward, nurturing the growth of the industry and fostering the next generation of leaders.

Mentorship is a bridge between experience and aspiration. Think back to the mentors who guided your career journey. Their insights, advice, and support were invaluable. Now, it's your turn. Sharing your knowledge and experience isn't just an act of generosity; it's an investment in the future of our profession. Become a mentor, offer guidance, and help someone navigate the complex world of events.

Consider this: What can you contribute to the industry that has given you so much?

Volunteering, speaking at industry events, or serving on committees are all ways to give back. These contributions not only strengthen the industry but also enrich your own professional journey.

What mark will you leave on the events world? Your legacy extends beyond the projects you've managed. It's about the impact you've had on individuals and the industry at large. Make it a goal to leave a legacy that inspires others to reach new heights.

The events industry thrives on fresh perspectives and innovative ideas. Embrace oppor-

tunities to connect with emerging professionals. Encourage their creativity, and provide them with a platform to shine. Remember, the torch must pass to new hands for our industry to progress.

The events landscape is constantly evolving, driven by technology, trends, and societal shifts. Embrace change and encourage innovation. Be open to new approaches, technologies, and methodologies. As you adapt, you pave the way for others to follow suit.

In our profession, learning is a lifelong journey. Continue to expand your horizons, stay informed about industry trends, and seek knowledge wherever it resides. Equally important is sharing your newfound wisdom. Host workshops, write articles, and engage in dialogue with peers. Remember, teaching is one of the most powerful forms of learning.

As we step into a new year, let's carry with us the profound impact that paying it forward can have. Our contributions today ripple through time, influencing not only individuals but the very essence of our industry. By investing in others, we ensure the enduring success and vibrancy of events, making the path smoother for those who will follow in our footsteps.

Paying it forward isn't just an act of goodwill; it's an investment in the future of events, a legacy we build one mentorship, one contribution, and one innovation at a time.